



# pleasure point commercial corridor

## Community Workshop #2 Summary

November 2017

# Background

**Pleasure Point has a unique character and strong community identity.** In 2008, the community and the County developed the Pleasure Point Community Plan for the residential area of Pleasure Point that reflects the community vision and distinctive character of the Pleasure Point neighborhoods.

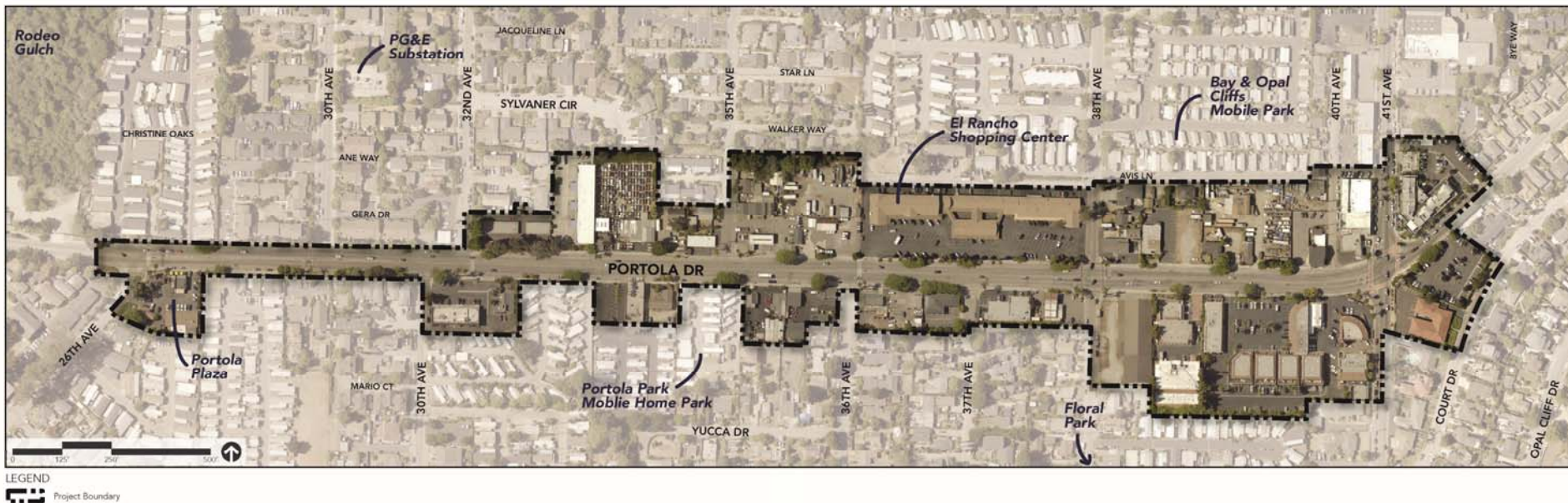
Starting in mid-2017, the County began a process to work with the community to develop a **Vision, Guiding Principles and Design Guidelines** for the commercial area along Portola Drive.

In addition, this project will also result in a **Conceptual Streetscape Plan for Portola Drive**. This will include potential improvements to the public right-of-way that will benefit all users, including pedestrians and bicyclists, motorists, local business owners, and residents.



# Background

The project **Study Area** includes commercial 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 also seen increased interest by developers for new projects.



## Community Workshop #2 Overview

The County hosted the second in a series of three Community Workshops on **November 14, 2017**, at the Simpkins Swim Center. Over **140 people** attended the second workshop and provided a wealth of ideas and input.

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

Following Supervisor Leopold's introduction, **Daniel Iacofano** and **Dan Amsden** of MIG, and **Paul Peninger** of AECOM (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 #2 Overview

After the presentations, participants divided into nine groups and reviewed, discussed and provided input on emerging design concepts for Pleasure Point. The following is a summary of the community input gathered during the workshop, organized into two parts:

## A. Portola Drive Streetscape Concepts

Summary of each group's worksheet with desired future street section(s) and other ideas for Portola Drive.

## B. Building and Site Design Concepts

Summary of individual real-time polling results from the workshop survey.

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





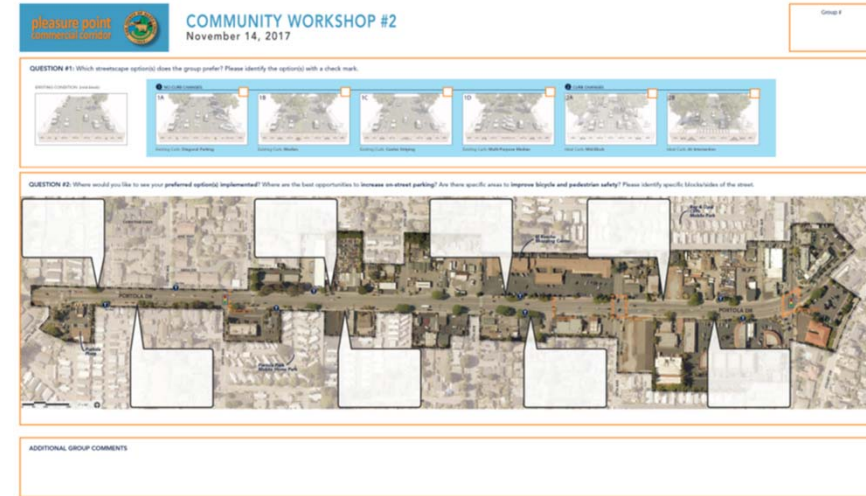
# A. Portola Drive Streetscape Concepts

# Portola Drive Streetscape Concepts

The first part of the workshop was a **group exercise** to review and provide input on draft concepts for Portola Drive. Each group was provided a large poster worksheet that included the following two questions:

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

The following is a summary of each group's input, followed by an overall summary.



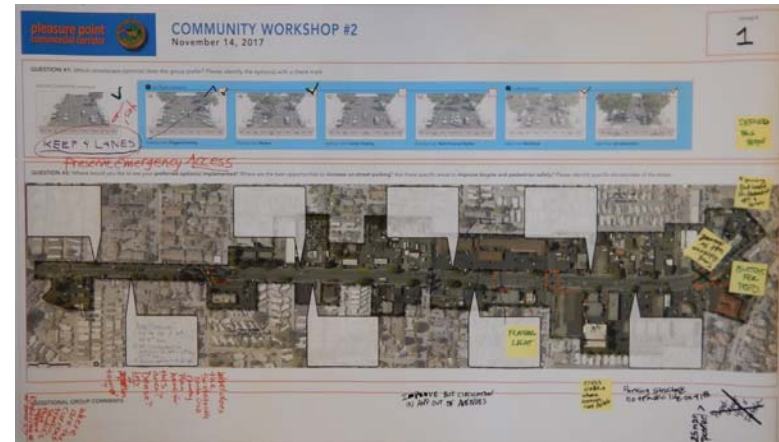
# Portola Drive: Group 1 Summary

**Question 1:** *Which streetscape option(s) does the group prefer?*

- Option 1A or Keep Four Lanes (no consensus)

**Questions 2:** *Where would you like to see your preferred option(s) implemented?*

- No signal light on Portola Drive and 30<sup>th</sup> Avenue, but it does need a lighted crosswalk
- West side of Portola Drive has some rundown/older mobile home parks and can use pedestrian improvements, including lighted crosswalks
- Portola Drive and 38<sup>th</sup> Avenue needs lighted crosswalks
- Portola Drive next to Bay and Opal mobile parks needs lighted crosswalks
- No signal light at Portola Drive and 41<sup>st</sup> Avenue, but consider a roundabout
- Implement more trees and plantings





# Portola Drive: Group 1 Summary

## Additional Comments

- Consider diagonal parking
- Do not install signal lights at any intersections
- Add lighted crosswalks in various areas to improve pedestrian safety
- Prohibit trucks from parking in the street medium
- Consider a roundabout at 41<sup>st</sup> Avenue and Portola Drive, but make sure it is safe for pedestrians
- Add many trees to soften and create the correct look (palm trees)
- Create smaller and shorter pedestrian crosswalks
- Consider commercial parking zone(s) with limited hours
- Prohibit large vehicles from parking near crosswalks (especially 32<sup>nd</sup> Avenue)
- Ensure that emergency vehicles can travel through the corridor/park safely
- Create new crosswalks like the green ones in Santa Cruz

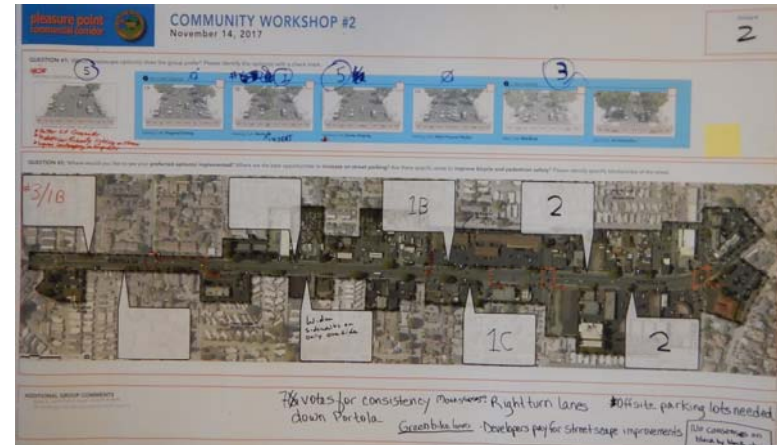
# Portola Drive: Group 2 Summary

**Question 1:** Which streetscape option(s) does the group prefer?

- Option 1B and 2A/2B

**Questions 2:** Where would you like to see your preferred option(s) implemented?

- Create better lit crosswalks, pedestrian friendly lighting along the street, and improve landscaping on the bump outs
- Implement 1B in front of the Portola Plaza
- Widen sidewalks on Portola Drive adjacent to the Portola Park mobile home park (near 35<sup>th</sup> Avenue), but just on that side of the street
- Install lighted crosswalks at 26<sup>th</sup> Avenue
- Move the stop sign/light one block to the west so it is at the 30<sup>th</sup> Avenue that is closer to 26<sup>th</sup> Avenue



# Portola Drive: Group 2 Summary

## Additional Comments

- Widen Sidewalks on only one side of the street
- Create Option 1B next to the El Rancho Shopping Center
- Create Option 1C near 37<sup>th</sup> Avenue
- Create Option 2A/B near the Opal Cliffs Mobile Park and to the left of Court Drive
- Install a lighted crosswalk signal at 36<sup>th</sup> Avenue
- Ensure that no new/remodeled buildings overlooking neighborhood housing
- Create more consistency with additional stop signs, right turn lanes and green painted bicycle lanes down Portola Drive
- Require developers to pay for streetscape improvements
- Consider more off-site parking lots

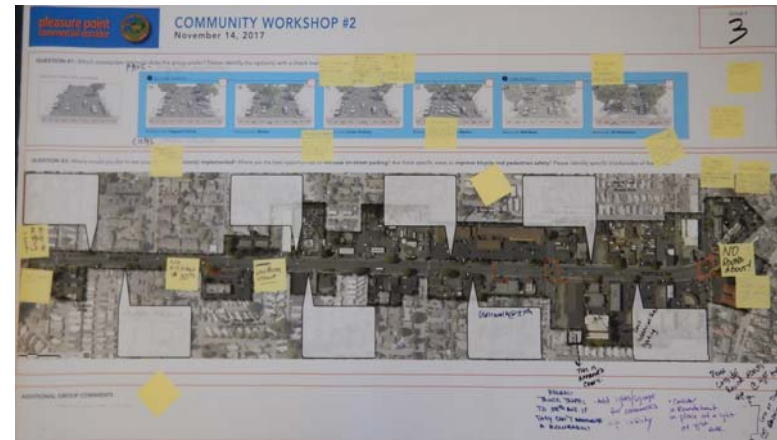
# Portola Drive: Group 3 Summary

**Question 1:** *Which streetscape option(s) does the group prefer?*

- Option 1B – No!

**Questions 2:** *Where would you like to see your preferred option(s) implemented?*

- Create green bicycle lanes between Portola Drive
- Create buffered or protective bicycle lanes
- Create Option 1A between 38<sup>th</sup> Avenue and 35<sup>th</sup> Avenue to increase on-street parking
- Create Option 2A between 41<sup>st</sup> Avenue and 38<sup>th</sup> Avenue (and remove proposed signal)
- Consider a roundabout at 41<sup>st</sup> Avenue (no lighted signal)
- Ensure new bicycle lanes are integrated with existing lanes and other streets



# Portola Drive: Group 4 Summary

**Question 1:** *Which streetscape option(s) does the group prefer?*

- Option 1D (all options are better than existing)

**Questions 2:** *Where would you like to see your preferred option(s) implemented?*

- New protected bicycle lanes are a must
- Add lighted crosswalks
- Create Options 1B and 2A between 30<sup>th</sup> Avenue and 35<sup>th</sup> Avenue
- Evaluate whether a two lane option would work for traffic flow – this is an arterial
- Create Options 1B and 2A in near 36<sup>th</sup> Avenue
- Concerns with Option 2A: trees obstruct drivers view of oncoming traffic in front of El Rancho Shopping Center
- Create Option 2A next to the Bay and Opal Cliffs mobile home parks



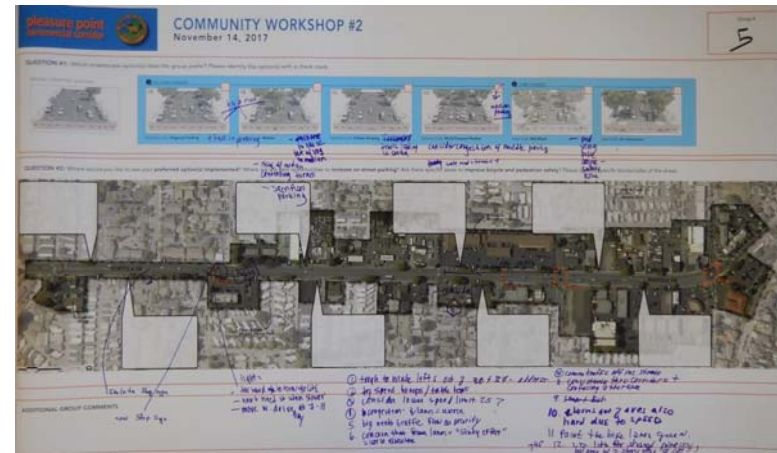
# Portola Drive: Group 5 Summary

**Question 1:** Which streetscape option(s) does the group prefer?

- 1D and hybrid between Option 1A/1B

**Questions 2:** Where would you like to see your preferred option(s) implemented?

- Install a light on Portola Drive at 30<sup>th</sup> Avenue (hard to turn)
- Move the driveway at 7/11 to make it safer
- Make it easier to make left turns out of the Avenues (30<sup>th</sup> to 37<sup>th</sup>)
- Consider speed bumps and table tops
- Consider lowering the speed limit to 25 mph
- Continue to have traffic flow the priority
- Concerned that fewer lanes will result in more traffic and negative effects on other streets



## Additional Comments

- Calm traffic on residential streets (the Avenues)
- Make it more consistent through the corridor = more crossing otherwise
- Consider “Smart Tech”
- Install painted green bicycle lanes
- Identify parking lots parking spacing balance with two story rest of 8 lot
- Add more back-in parking to Option 1A
- Option 1C facilitates the truck loading in the center
- For Option 1D, consider congestion that could result from the middle parking
- Consider bicycle safety for Option 2A

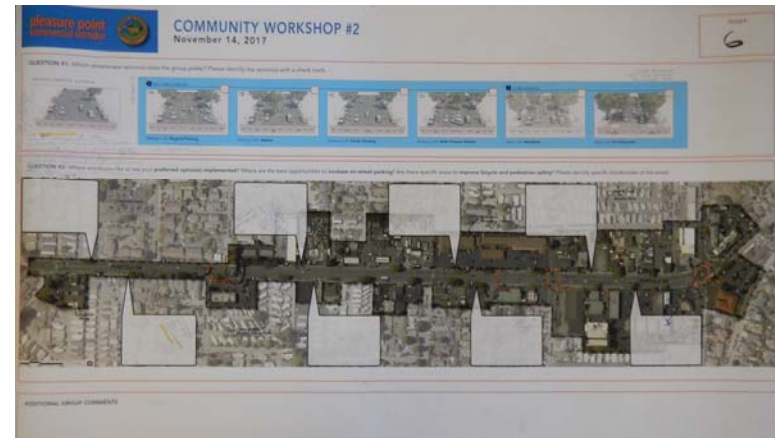
# Portola Drive: Group 6 Summary

**Question 1:** *Which streetscape option(s) does the group prefer?*

- Keep existing street section (no changes to the number of lanes)
- Preserve emergency vehicle access

**Questions 2:** *Where would you like to see your preferred option(s) implemented?*

- Keep all four lanes and:
  - Add a stop sign at 36<sup>th</sup> Avenue and 30<sup>th</sup> Avenue
  - Add lighted pedestrian sidewalks and crosswalks at 36<sup>th</sup> Avenue, 30<sup>th</sup> Avenue, and 41<sup>st</sup> Avenue
  - Reduce speed limits to 25 mph





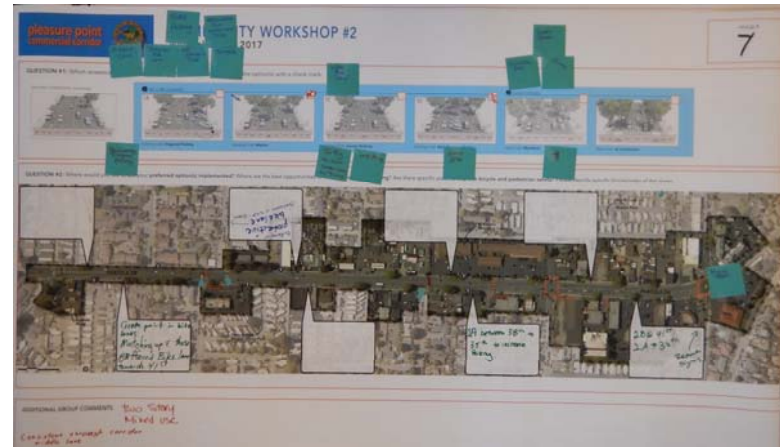
# Portola Drive: Group 7 Summary

**Question 1:** *Which streetscape option(s) does the group prefer?*

- Options 2A and 2B

**Questions 2:** *Where would you like to see your preferred option(s) implemented?*

- Improve bus circulation in and out of the Avenues
- Install crosswalks where Avenues meet Portola Drive
- Create a new parking structure
- Do not add a signal light at 41<sup>st</sup> Avenue
- Consider timed pedestrian lights for crosswalk
- Consider a blinking red light for pedestrians at 41<sup>st</sup> Avenue and Portola Drive
- Do not add a signal light at 30<sup>th</sup> Avenue



# Portola Drive: Group 8 Summary

**Question 1:** Which streetscape option(s) does the group prefer?

- Options 2A and 2B (strongly over other options)

**Questions 2:** Where would you like to see your preferred option(s) implemented?

- Create Option 2A on between 26<sup>th</sup> Avenue and 30<sup>th</sup> Avenue
- Create Option 2A in front of Christine Oaks
- Add a stop sign between 30<sup>th</sup> Avenue and 32<sup>nd</sup> Avenue (no signal light)
- Create Option 2A in front of mobile home parks
- Create Option 2A between 35<sup>th</sup> Avenue and 32<sup>nd</sup> Avenue
- Create Option 2A next to El Ranch Shopping center
- Add stop signs and pedestrian improvements at 36<sup>th</sup> Avenue



# Portola Drive: Group 8 Summary

## Additional Comments

- Create Option 2A near the Bay and Opal Cliffs Mobile Parks
- Do not create a roundabout at 41<sup>st</sup> Avenue
- Create Option 2A next to Court Drive
- Additional info:
  - Install more pedestrian crossing lights along Portola Drive, such as stop signs/flashing crosswalks
  - Do not install any stop lights
  - Paint bicycle lanes green
  - Create wider sidewalks and more walkable spaces

# Portola Drive: Group 9 Summary

**Question 1:** Which streetscape option(s) does the group prefer?

- No clear choice selected

**Questions 2:** Where would you like to see your preferred option(s) implemented?

- Change Portola Drive to two lanes
- Slow down traffic
- Improve bicycle lanes – bike lane protection helps for future growth for local businesses
- Address the large amount of driveways
- Use the center median used for delivery at specific times, then for parking at peak business hours (between 38<sup>th</sup> Avenue and 41<sup>st</sup> Avenue)
- Do not devote too much real estate to delivery trucks



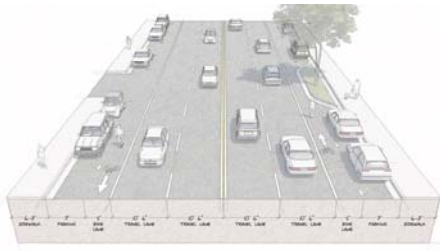
# Portola Drive: Group 9 Summary

## Additional Comments

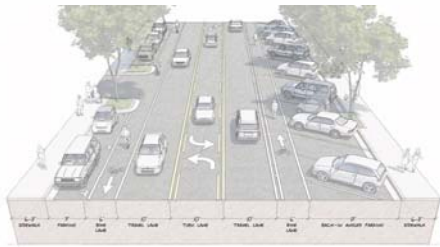
- Make center turn lane smaller and bicycle lanes wider (especially between 30<sup>th</sup> Avenue and 38<sup>th</sup> Avenue)
- Do not do Option 1B
- Drop speed limit between 41<sup>st</sup> Avenue and 38<sup>th</sup> Avenue
- Install a roundabout at 41<sup>st</sup> Avenue
- Lower the speed limit on 39<sup>th</sup> Avenue
- Add lighted crosswalks on 36<sup>th</sup> Avenue
- Do not add stoplights consensus at 30<sup>th</sup> Avenue or 41<sup>st</sup> Avenue
- Consider stop signs with cat eyes/flashing lights
- Portola Drive at 32<sup>nd</sup> Avenue crosswalk is dangerous and the speeds from 30<sup>th</sup> Avenue make it dangerous to turn onto 41<sup>st</sup> Avenue
- Roundabouts are safe for all travel – pedestrians only have to look one way

# Portola Drive: Overall Summary

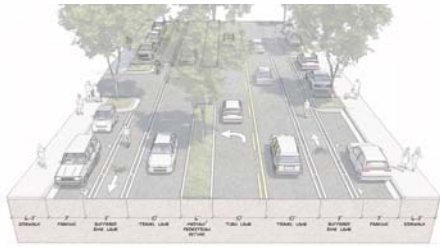
The following is a summary of the overall group feedback on the preferred streetscape options, with most desired street sections shown in **purple**.



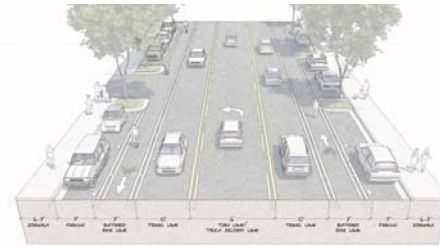
**Existing Condition**  
(remain four lanes)  
2 Groups



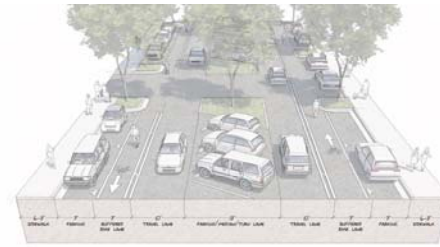
**1A**  
Diagonal Parking  
3 Groups



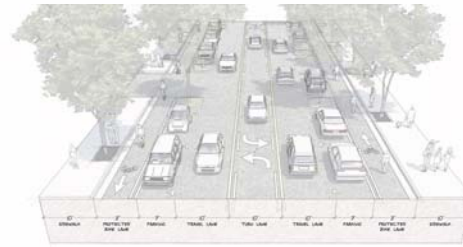
**1B**  
Median  
2 Groups



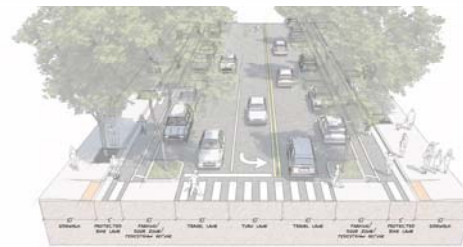
**1C**  
Center Striping  
3 Groups



**1D**  
Multi-Purpose Median  
1 Group



**2A**  
Protected Bike Lane  
4 Groups



**2B**  
Protected Bike Lane  
4 Groups

# Portola Drive: Overall Summary

The following are additional ideas or concerns raised during the group report backs

## 41<sup>st</sup> Avenue and Portola Drive

- There is a lot of pedestrian foot traffic at this intersection
- Consider a roundabout
- Do not add stop lights
- Consider pedestrian signals

## Sidewalks

- Make all sidewalks wider
- Ensure sidewalks are designed for everyone, including families
- Shorten the crossing distances through intersections for pedestrians
- Plant more street trees

## Phasing

- Ensure streetscape improvements are cost-efficient
- Do cheaper options first (e.g., stripping)

## Westside (between 30<sup>th</sup> and 36<sup>th</sup> Avenues)

- Consider beach visitors
- Consider a median (less traffic) and lighted crosswalks
- Install simpler concepts

## Bicyclists

- Make safer
- Add green paint

## Pedestrians

- Make crosswalks safer
- Add Lighted crosswalks

## Access

- Reduce issues with multiple ingress/egress
- Trucks in medians is a negative
- Consider emergency vehicles
- 7/11 is an issue

## Traffic

- Need more stop signs but no new stop lights!
- Slow speeds to 25 MPH

## Parking

- Make consistent
- Restrict large vehicles



## B. Building and Site Design Concepts



# Polling Summary

Following the group exercise, MIG led participants through an interactive polling exercise related to draft building and site design concepts. Each participant was handed their own “clicker” and had the opportunity to vote on whether or not they liked a particular concept. This was intended to just be an initial “**gut reaction**” to different concepts, and MIG staff asked participants follow-up questions during the polling.

The following pages summarize the polling results, divided into the following categories.

- **About You**
- **Site Design**
- **Building Form**
- **Types of Uses**
- **Parking**



## 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!”



# Polling Results: About You



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

ABOUT YOU



ABOUT YOU

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

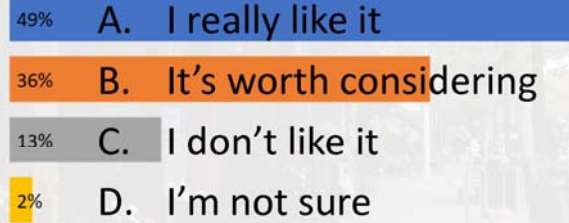
ABOUT YOU

# Polling Results: Site Design



WIDER SIDEWALKS

Do you like this concept for Pleasure Point?

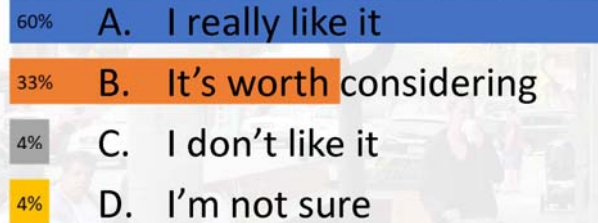


WIDER SIDEWALKS



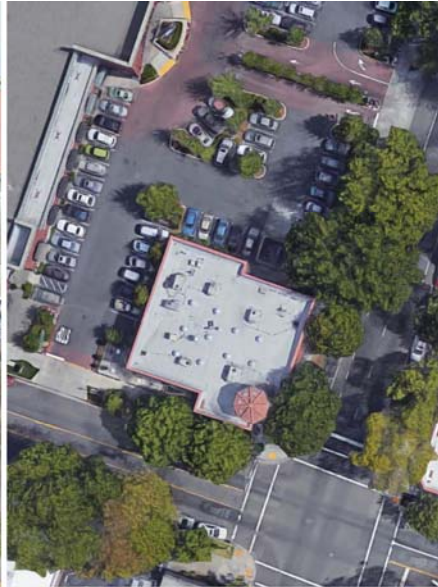
ACTIVATED SIDEWALKS

Do you like this concept for Pleasure Point?



ACTIVATED SIDEWALKS

# Polling Results: Site Design



CORNER/STREET FRONTING INFILL

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

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

# Polling Results: Site Design



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

PLAZAS



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

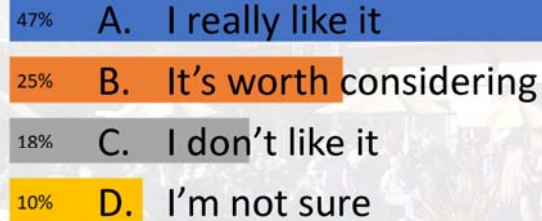
GREEN SPACES

# Polling Results: Site Design



TEMPORARY "POP-UP" EVENTS

## Do you like this concept for Pleasure Point?



TEMPORARY "POP-UP" EVENTS

## Additional Site Design Comments

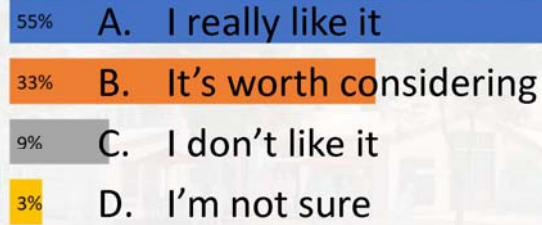
- Use a minimum sidewalk width of 12 feet throughout the corridor
- Increase the width in either direction
- Activate sidewalks
- Change building heights in relation to activations
- Alleys more typical of larger sites
- Concern regarding loss of development space (for wider sidewalks and plazas)

# Polling Results: Building Form



VARIABLE SETBACKS AND STEPBACKS

Do you like this concept for Pleasure Point?

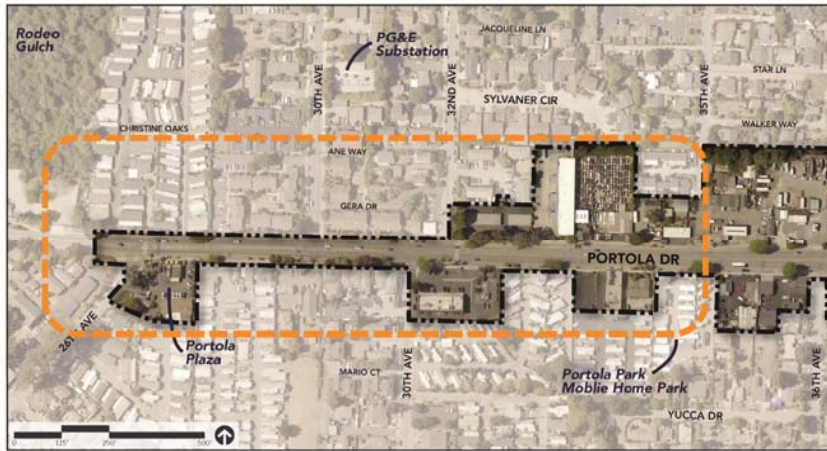


VARIABLE SETBACKS AND STEPBACKS

## Additional Building Form Comments

- Variation in building form is desired

# Polling Results: Types of Uses

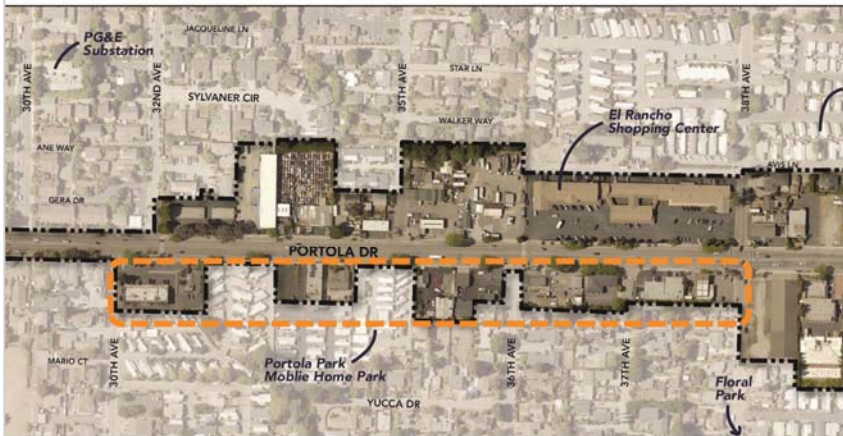


RESIDENTIAL FOCUS WEST OF 35<sup>TH</sup> STREET FOR NEW DEV.

## 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

RESIDENTIAL FOCUS WEST OF 35<sup>TH</sup> 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



# Polling Results: Types of Uses



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

GROUND FLOOR "FLEX SPACE"



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

VERTICAL MIXED-USE

# Polling Results: Types of Uses



HORIZONTAL MIXED-USE

Do you like this concept for Pleasure Point?

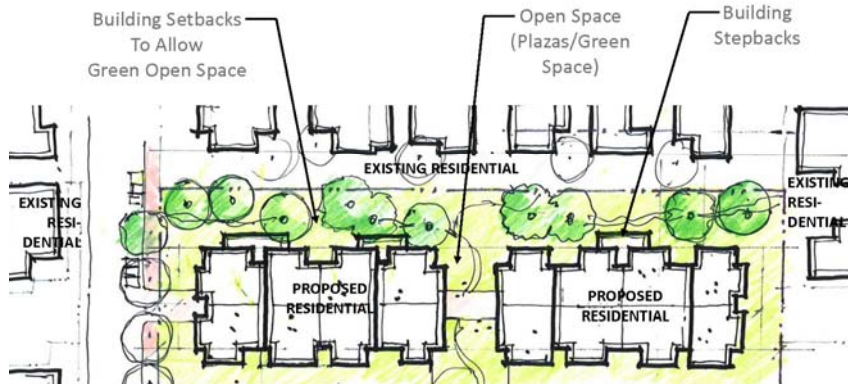
22% A. I really like it

42% B. It's worth considering

26% C. I don't like it

9% D. I'm not sure

HORIZONTAL MIXED-USE



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

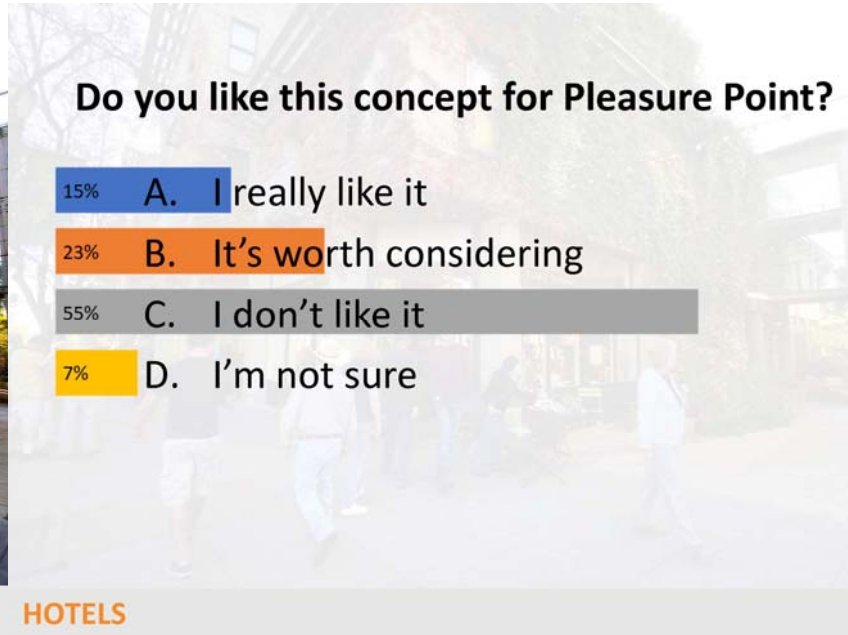
11% D. I'm not sure

REAR TRANSITION

# Polling Results: Types of Uses



HOTELS



HOTELS

## Additional Types of Uses Comments

- Limit the amount of stores and consider “flex space”
- Horizontal mixed use is more desirable than vertical mixed use
- Hotels are not desired
- Limit buildings to two stories (*note: this was workshop participant consensus through a “show of hands” question*)

# Polling Results: Parking



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



PARKLETS

PARKLETS



Do you like this concept for Pleasure Point?

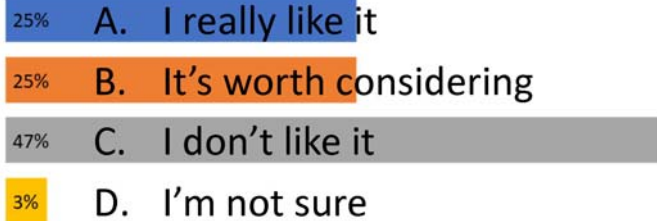
- 58% A. I really like it
- 33% B. It's worth considering
- 7% C. I don't like it
- 3% D. I'm not sure

PARKING IN THE REAR

PARKING IN THE REAR

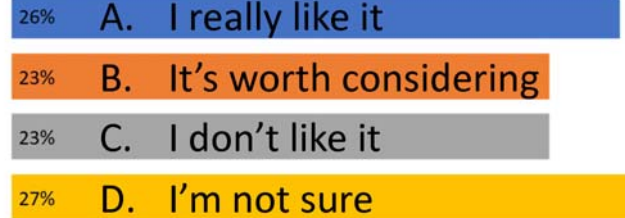
# Polling Results: Parking

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



USING ON-STREET PARKING

**Create consistent commercial parking requirements to incentivize local "Mom & Pop" stores?**



CONSISTENT PARKING REQUIREMENTS

## Additional Parking Comments

- Parklets = less parking
- Parking in the rear of buildings is desirable



# Next Steps

# Next Steps

This project includes many opportunities for the community to review draft concepts, provide detailed feedback and ideas, and help refine potential changes to design guidelines and standards for the Pleasure Point Commercial Corridor. Major next steps include:

- Holding **Community Open House** to discuss and solicit community feedback on the draft concepts (*February 2018*)
- Releasing a draft **Pleasure Point Vision and Guiding Principles** and **Portola Drive Streetscape Concept** materials for public review (*March 2018*)

Please visit the County's website to stay current with all project-related information and meetings:

[www.sccoplanning.com](http://www.sccoplanning.com)

