



pleasure point commercial corridor

Community Workshop #1 Summary

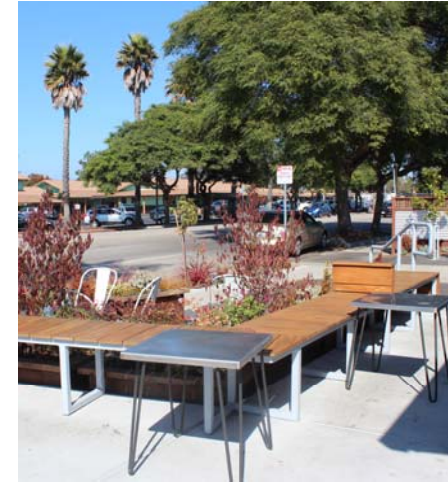
October 2017

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.

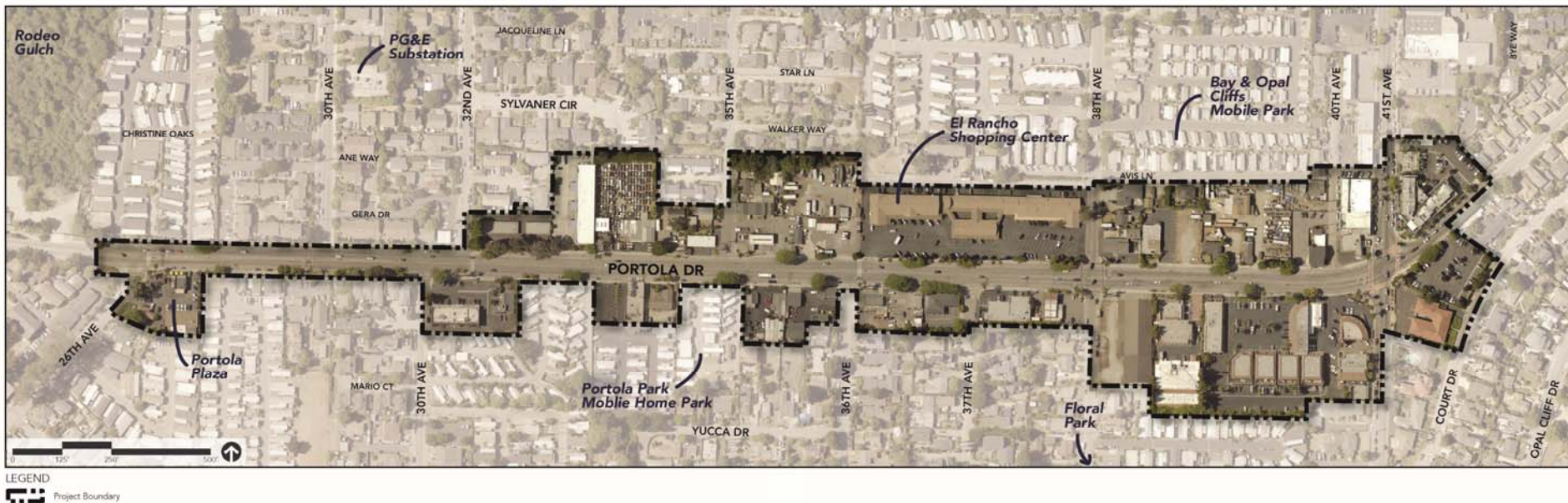
Starting in mid-2017, the County began a process to work with the community to develop a **Vision, Guiding Principles and Design Guidelines** for the commercial area along Portola Drive.

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 26th Avenue and 41st Avenue. This area is a key asset to the community and has also seen increased interest by developers for new projects.



Workshop Overview

To kick off the project with the Pleasure Point community, the County hosted the first of a series of workshops on **September 16, 2017**, at the Live Oak Elementary School. Nearly **150 people** attended the first workshop.

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.



Workshop Overview

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 that included a summary of key physical and economic conditions present in the Study Area. They also described the following project goals:

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

Note: the full workshop presentation is available on the County's website: www.sccoplanning.com



Workshop Overview

After the presentations, participants divided into eight groups and **discussed key questions** about the future of the Pleasure Point Commercial Area. Each group had maps and diagrams that helped them organize their input.

The following is a summary of the community input gathered during Community Workshop #1, organized in two parts:

- A. Overall Community Input:** Summary of the key themes and ideas from the group presentations at the end of the workshop.
- B. Individual Group Responses:** Detailed responses from each individual group.





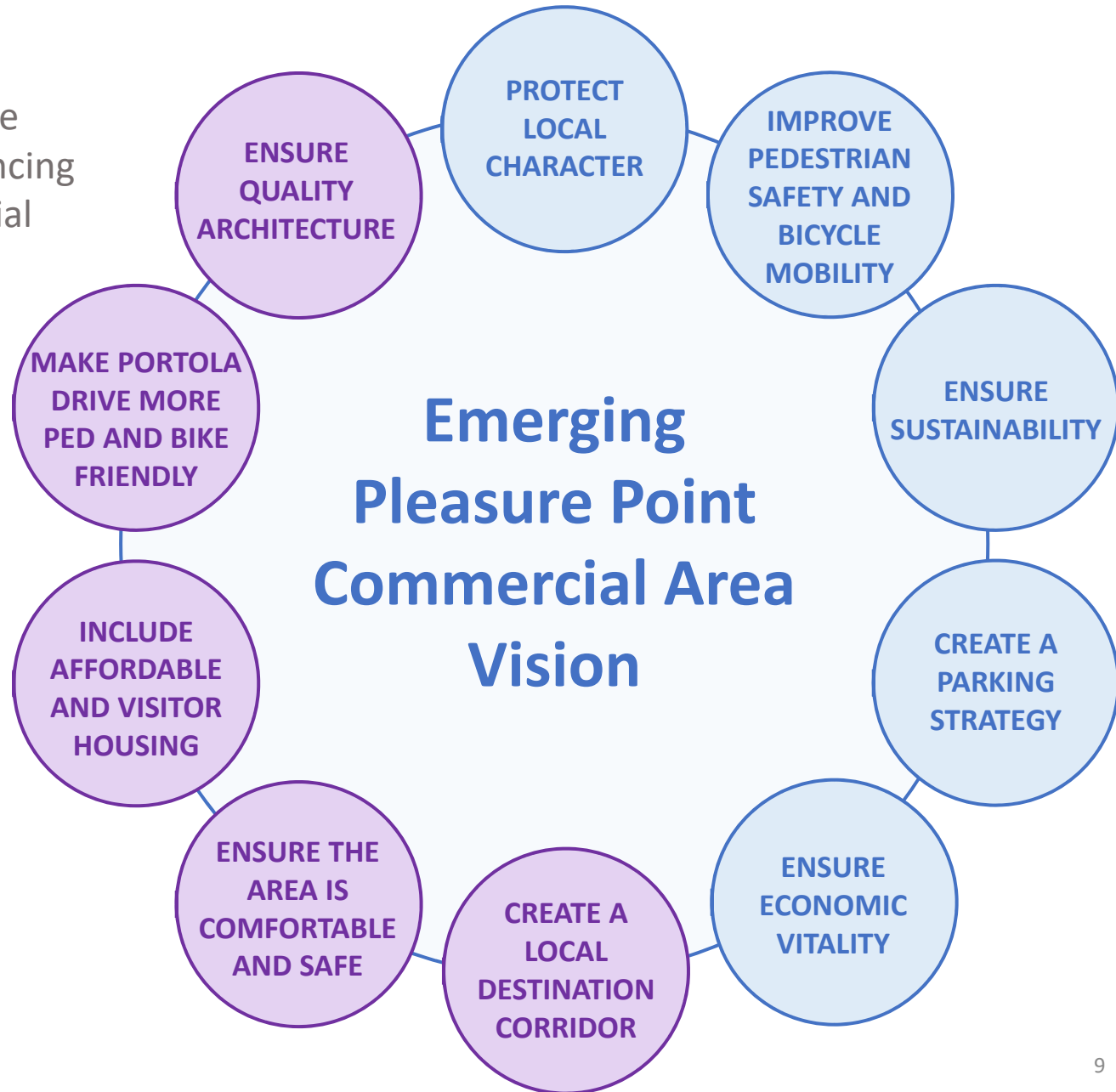
A. Overall Community Input

Question 1: Emerging Vision

Community Input

Participants were passionate about protecting and enhancing the Portola Drive Commercial Corridor. Overall, there was general consensus on the draft Vision Elements (shown in **blue**).

Each group also provided additional ideas on new Elements that should be added to the Vision. The graphic to the right summarizes these “common themes” provided by the groups (shown in **purple**).



Question 2: Building and Site Character Considerations

Groups were then asked to discuss what specific building forms and site characteristics are appropriate for the area, such as building setbacks from the street, setbacks for upper floors, parking, access, truck deliveries, transitions to residential neighborhoods and landscaping.

Question 2: What are the different building and site design characteristics along the corridor that need to be considered in the design of new projects?



QUESTION 2: BUILDING CHARACTER

What are the different building and site design characteristics along the corridor that need to be considered in the design of new projects?

Use the aerial photos to identify building and site characteristics that are appropriate for the area. This can include setbacks from the street, setbacks for upper floors, parking, access, truck deliveries, transitions to residential neighborhoods, landscaping, or any other design features. Write and draw them clearly in the boxes.

QUESTION 2: BUILDING CHARACTER

How should the Parking Character be used to inform the design of new projects?

Use the aerial photos to identify building and site characteristics that are appropriate for the area. This can include setbacks from the street, setbacks for upper floors, parking, access, truck deliveries, transitions to residential neighborhoods, landscaping, or any other design features. Write and draw them clearly in the boxes.

QUESTION 2: BUILDING CHARACTER

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Question 2: Building and Site Character Considerations

Community Input

Building Characteristics

- Prohibit “Big Box” stores in this area
- Ensure no buildings are taller than three stories, but try and position and design buildings to retain mountain views, which may mean two stories in some areas
- Encourage more restaurants
- Promote wood architecture (no stucco)

Setbacks and Stepbacks

- Consider no setbacks from Portola Drive for commercial properties, but also adequate buffer along Portola Drive for safety
- Ensure there are adequate setbacks between commercial and mixed use projects, and adjacent residential neighborhoods

Truck Access

- Ensure that truck circulation and parking is safe and does not cause conflicts with other users
- Consider utilizing a center turn lane as a place trucks can temporarily park to make deliveries
- Work with businesses to schedule truck deliveries during non-peak traffic times
- Prohibit trucks from accessing the Avenues (e.g., adjacent residential neighborhoods)

Art and Wayfinding

- Keep the local style!
- Install clear signage
- Promote fun and functional art

Question 3: Portola Drive Streetscape Improvements

Lastly, each group was asked to discuss various mobility and safety improvement options along Portola Drive. They were asked to build their own ideal future street cross section, making sure they include enough features to fill the entire Portola Drive right-of-way.

Question 3: *How should the Portola Drive right-of-way be best used to meet the needs of cars, trucks, buses, bicyclist and pedestrians?*



QUESTION #1: GENERAL INFORMATION
What are the different building and site design characteristics along the corridor that need to be considered in the design of new projects?

QUESTION #2: BUILDING FOOTPRINTS
What are the different building and site design characteristics along the corridor that need to be considered in the design of new projects?

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

Portola Drive Typical Mid-Block

TAPE SECTION HERE

Additional Group Comments:

Question 2: Portola Drive Streetscape Improvements

Community Input

Street Design

- Transition Portola Drive from its current four travel lane configuration to a two travel lane with a center turn lane configuration (e.g., four lanes to three)
- Consider “Rumble Bumps” to slow traffic
- Create better bicycle lanes
- Add pedestrian bulbouts and medians near intersections
- Reduced speed limits to improve safety
- Maintain vehicle traffic flow (e.g., do not make traffic worse)
- Incorporate nice, pedestrian-scale lighting

Bicycles

- Create painted/protected bicycle lanes that are removed from car traffic flow
- Consider establishing a bicycle share program
- Ensure bicycle facilities are the same level as the roadway

Pedestrians

- Create more and safer street crossings with better lighting
- Consider raised crosswalks
- Remove pedestrian barriers and obstacles (ADA compliance)
- Ensure smooth and continuous sidewalks throughout the Project Area
- Consider signals at the 41st Avenue and Portola Drive intersection to improve pedestrian safety

Question 2: Portola Drive Streetscape Improvements *(continued)*

Community Input (continued)

Parking

- Consider diagonal parking to increase the amount of on-street parking
- Centrally locate “pockets” of parking along the corridor
- Consider opportunities for shared parking
- Consider the County purchasing and building new parking

Driveways

- Identify a strategy to reduce driveway conflicts with pedestrians, bicyclists and motorists (e.g., ingress and egress from properties)
- Consider a proactive access management program

Portola Drive and 41st Street Intersection

- Evaluate the feasibility of a roundabout to improve traffic flow and reduce conflicts

Green Streets

- Install catchment basins to capture/treat onsite water runoff
- Integrate Green Street features into the sidewalk
- Do not use pesticides of any kind

Parks and Open Space

- Identify an opportunity for a central green space along Portola Drive
- Require new developments to include plaza spaces

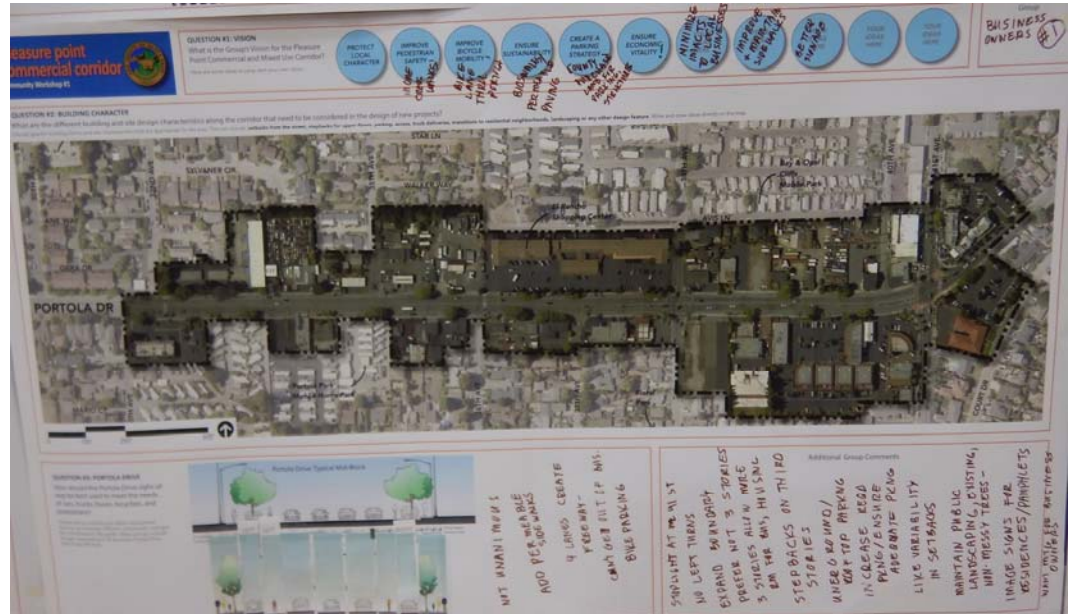


B. Individual Group Responses

Group 1: Vision for the Pleasure Point Commercial Area

The group confirmed the following Vision Elements and added new ones(s) in **purple**:

- Protect Local Character
- Improve Pedestrian **(more sidewalks)**
- Improve Bicycle Mobility **(better bike lanes)**
- Ensure Sustainability **(bioswales)**
- Create Parking Strategies **(County should purchase sites)**
- Ensure Economic Vitality
- **Minimize Impacts to Local Businesses**
- **Improve/Maintain Sidewalks**
- **Create Better Signage**



Group 1: Building and Site Character Considerations

Group Input (not unanimous)

Building Characteristics

- Minimize impacts to local businesses
- Have a meeting specifically with business owners
- Maintain the existing public landscaping
- Do not plant messy trees
- Ensure economic vitality!
- Expand the Study Area boundary
- Preference is not to have three stories, but it may allow better transit and more room for housing

Setbacks and Stepbacks

- Consider variability in building setbacks
- Ensure third story stepbacks

Art and Wayfinding

- Create image signs for residents and pamphlets
- Install better signage

Group 1: Portola Drive Streetscape Improvements

Group Input (not unanimous)

Street Design

- Reduce the number of drive lanes (four lanes creates “freeway”)
- Make it easier to get into and out of buses
- Install a stoplight at 41st Avenue
- Prohibit left turns

Bicycles

- Install more bike parking
- Create continuous bike lanes

Pedestrians

- Create more crosswalks
- Improve and maintain sidewalks

Parking

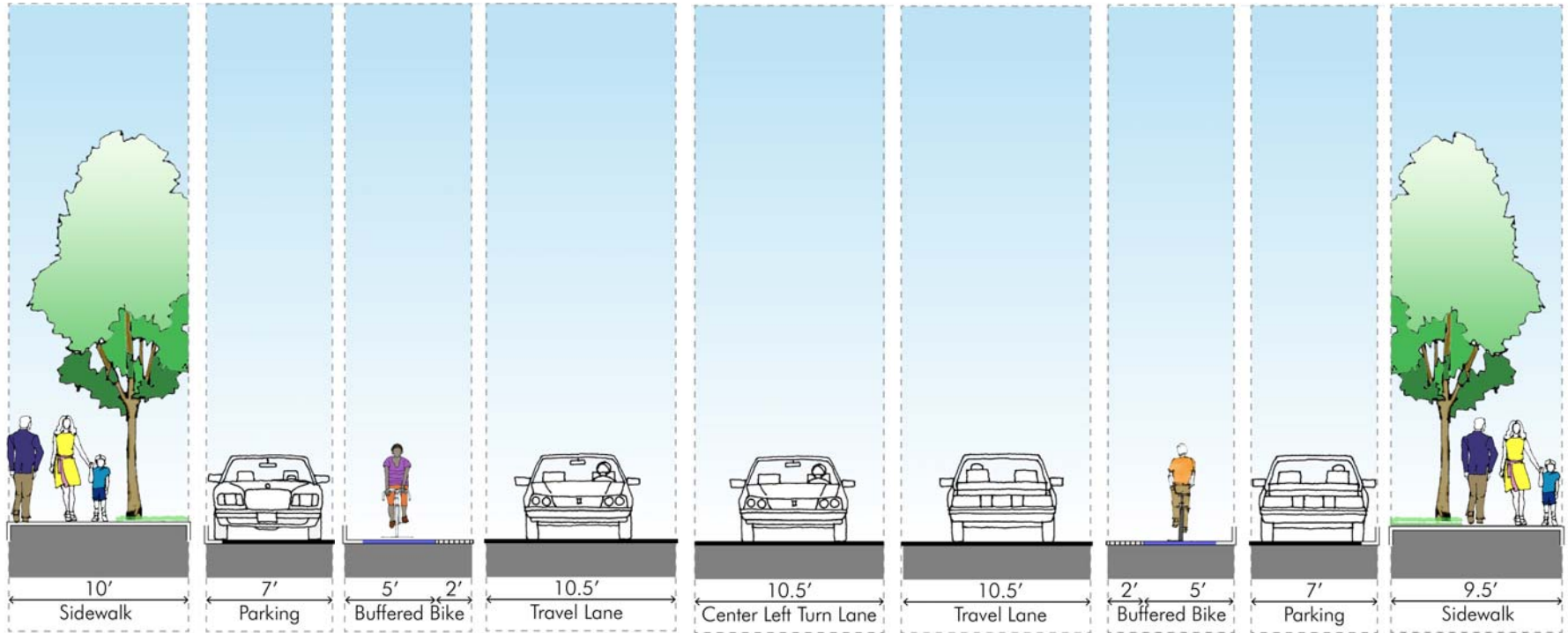
- Consider underground/rooftop parking
- Increase required parking ratios to ensure there is adequate parking
- Have the County purchase land for new parking structures

Green Streets

- Install bioswales and permeable paving on sidewalks

Group 1: Portola Drive Streetscape Improvements

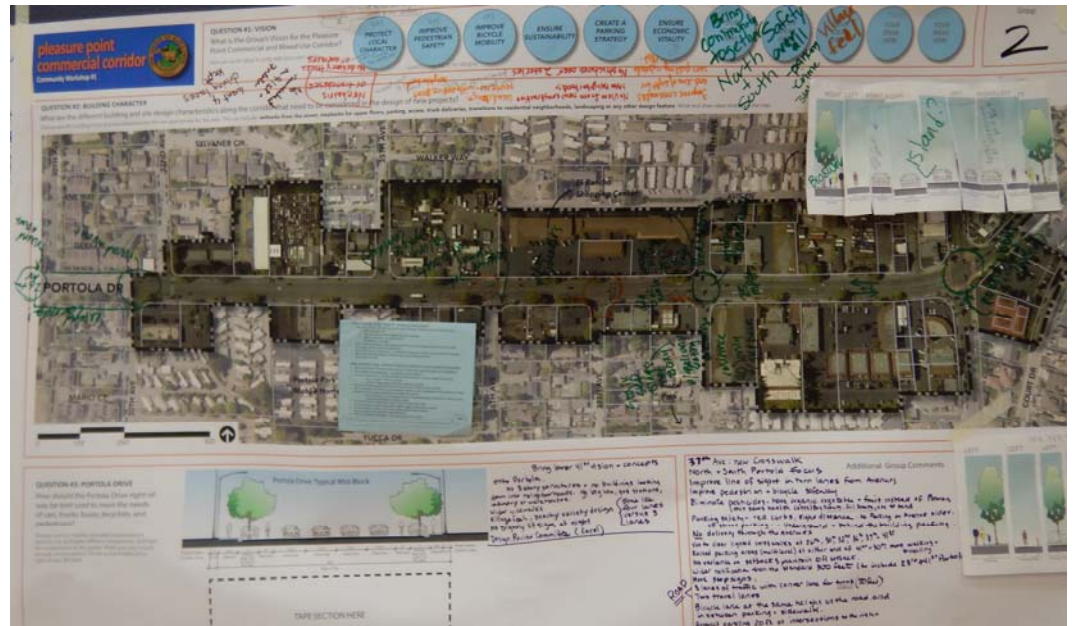
Group's Preferred Street Cross Section



Group 2: Vision for the Pleasure Point Commercial Area

The group confirmed the following Vision Elements and added new ones(s) in **purple**:

- Protect Local Character
- Improve Pedestrian Safety
- Improve Bicycle Mobility
- Ensure Sustainability
- Create Parking Strategies
- Ensure Economic Vitality
- **Bring the Community Together (north and south)**
- **Improve Safety**
- **Maintain Village Feel**



Group 2: Building and Site Character Considerations

Group Input

Building Characteristics

- Maintain the “Village Feel” with a beachy variety of design
- Prohibit new chains or franchises, big box stores, gas stations, industry or warehouses
- Prohibit structures over two stories so there are no buildings looking down into the neighborhoods
- Bring the community together (north and south)
- Bring the Lower 41st Avenue Vision and Concepts onto Portola Drive
- Create a Design Review Committee for Pleasure Point (local)
- Prohibit brightly lit signs at night

Setbacks and Stepbacks

- Maintain a 10 foot setback with no variances

Truck Access

- Prohibit delivery trucks on the avenues and within neighborhoods

Group 2: Building and Site Character Considerations

Group Input

Street Design

- Reduce the street to two travel lanes with a center left turn lane

Bicycles

- Improve bicycle safety
- Ensure bicycle lanes are the same height as the roadway
- Locate bicycle lanes in between parking and the sidewalk

Pedestrians

- Improve pedestrian safety
- Create wider sidewalks
- Add a new crosswalk at 37th Avenue
- Add clearly lit crosswalks at 26th, 30th, 32nd, 36th, 37th and 41st Avenues

Parking

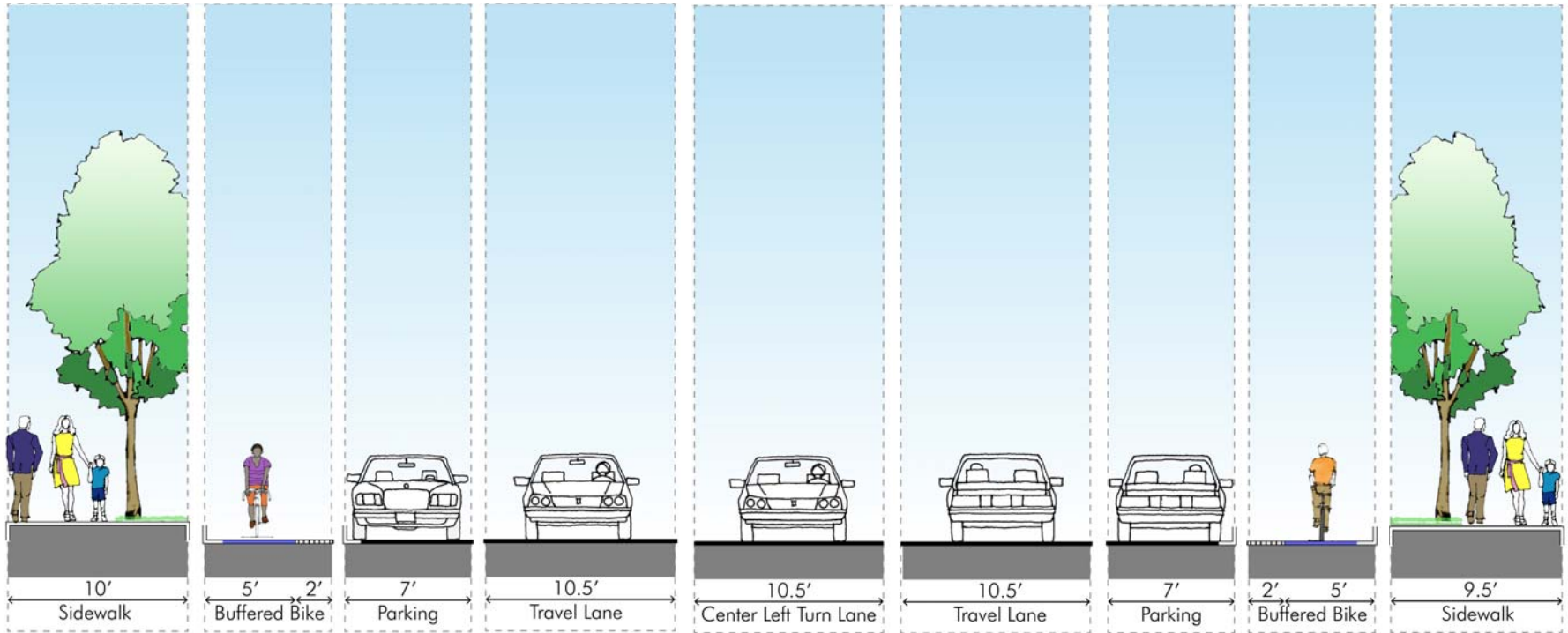
- Restricted parking 20 feet back from any intersection on both the right and left hand sides
- Consider parking structures at either end of 41st and 30th Avenues
- Prohibit parking on the avenue side. No parking on south side.
- Consider off-street parking either underground or behind the building
- Ensure safety when siting parking along Portola Drive (e.g., red curbs, sight distance)

Green Streets

- Eliminate pesticides and have organic vegetables/fruit instead of flowers

Group 2: Portola Drive Streetscape Improvements

Group's Preferred Street Cross Section



Group 3: Vision for the Pleasure Point Commercial Area

The group confirmed the following Vision Elements and added new ones(s) in **purple**:

- Protect Local Character
- Improve Pedestrian Safety
- Improve Bicycle Mobility
- Ensure Sustainability
- Create Parking Strategies
- Ensure Economic Vitality
- **Public Art**



Group 3: Building and Site Character Considerations

Group Input

Building Characteristics

- Ensure good, high aesthetic architecture
- Require mixed material buildings
- Prohibit cookie cutter or “boxes”
- Consider a local Design Review Board
- Continue the character of 41st Avenue
- Add more restaurants and residential if you allow two story developments
- Have the County build infrastructure to attract new businesses
- Get rid of junk yards
- Prohibit new auto or industrial businesses

Setbacks and Stepbacks

- Ensure there is adequate setbacks on all buildings
- Create outdoor seating in front of green spaces
- Have better availability to use garbage cans

Art and Wayfinding

- Add more public art!

Group 3: Portola Drive Streetscape Improvements

Group Input

Street Design

- Reduce the number of vehicle travel lanes from four to three (two travel lanes with a center left turn lane)

Pedestrians

- Create wider sidewalks
- Improve and expand landscaping

Driveways

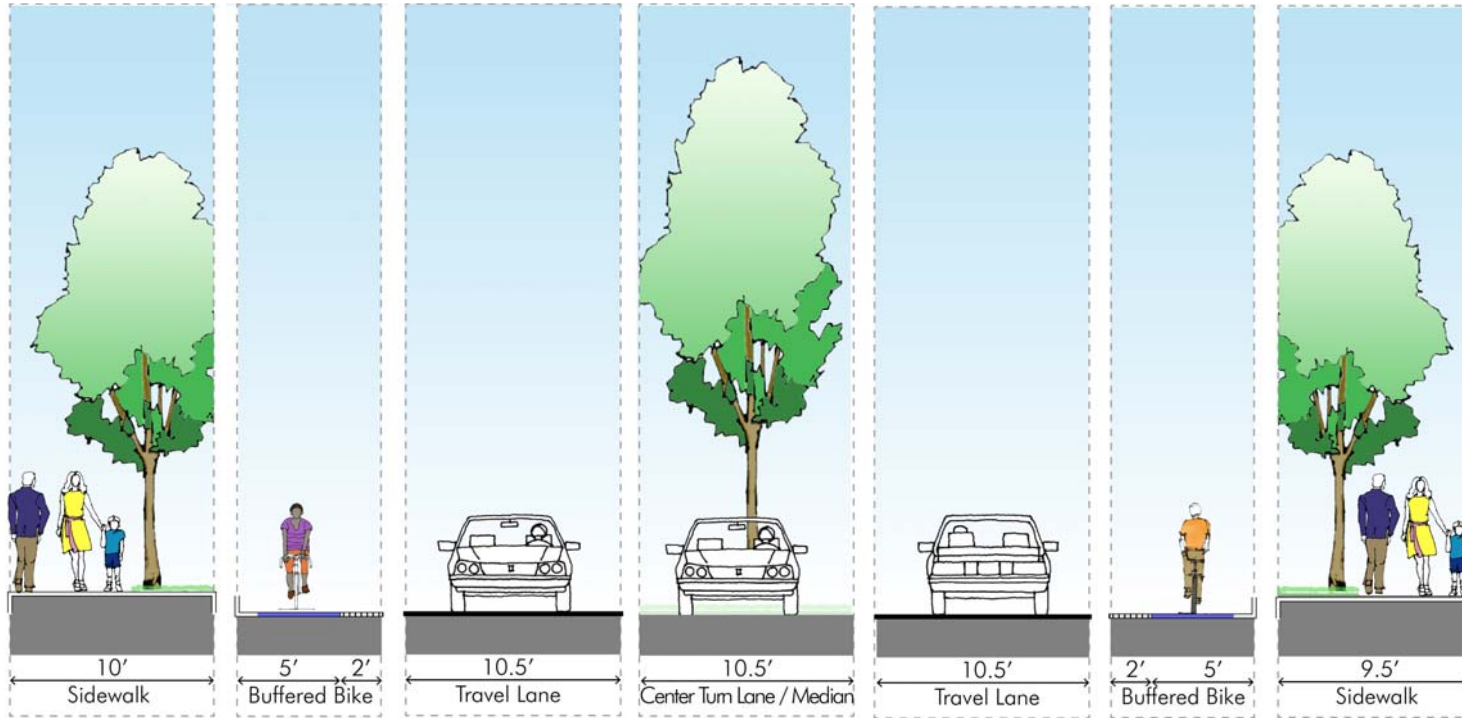
- Reduce driveways and have shared driveways

Parking

- Consider angled parking
- Have the County purchase property for new parking areas
- Have more parking behind buildings and within side setbacks

Group 3: Portola Drive Streetscape Improvements

Group's Preferred Street Cross Section



Group 4: Vision for the Pleasure Point Commercial Area

The group confirmed the following Vision Elements and added new ones(s) in **purple**:

- Protect Local Character
- Improve Pedestrian Safety
- Ensure Sustainability
- Create Parking Strategies
- Ensure Economic Vitality **for Locals**
- **Promote Small/Locally-Owned Businesses**
- **Slow Traffic Speed**
- **Emphasize Recreation and Residential Vibe**



Group 4: Building and Site Character Considerations

Group Input

Building Characteristics

- Focus on small, locally-owned businesses
- Encourage more local serving commercial areas
- Ensure two story maximum for all buildings
- Emphasize recreation and residential uses
- Implement strategies to control trash
- Evaluate the necessity of rezoning uses along Portola Drive
- Improve aesthetics along Portola Drive
- Consider vacation vs. residents occupying units

Setbacks and Stepbacks

- Maintain setbacks between commercial and residential
- Require stepbacks for third stories

Truck Access

- Mandate that trucks cannot use residential streets
- Establish designated loading zones for businesses
- Utilize the center turn lane for deliveries to keep trucks off residential streets
- Restrict delivery times
- Holding businesses accountable for deliveries

Art and Wayfinding

- Create more street art

Group 4: Portola Drive Streetscape Improvements

Group Input

Street Design

- Slow vehicle traffic, possibly with more street slope
- Change the street to two travel lanes with a center turn lane

Bicycles

- Create well-defined bike lanes

Pedestrians

- Increase buffers between vehicle traffic and pedestrians
- Create pedestrian islands, raised crosswalks and flashing light pedestrian crossings
- Add a crosswalk at 37th Avenue
- Create corner bulbouts

Parking

- Create public parking lot(s)
- Increase the amount of parking required for new developments
- Add street parking on Portola Drive

Driveways

- Reduce the number of active driveways
- Enforce business driveways

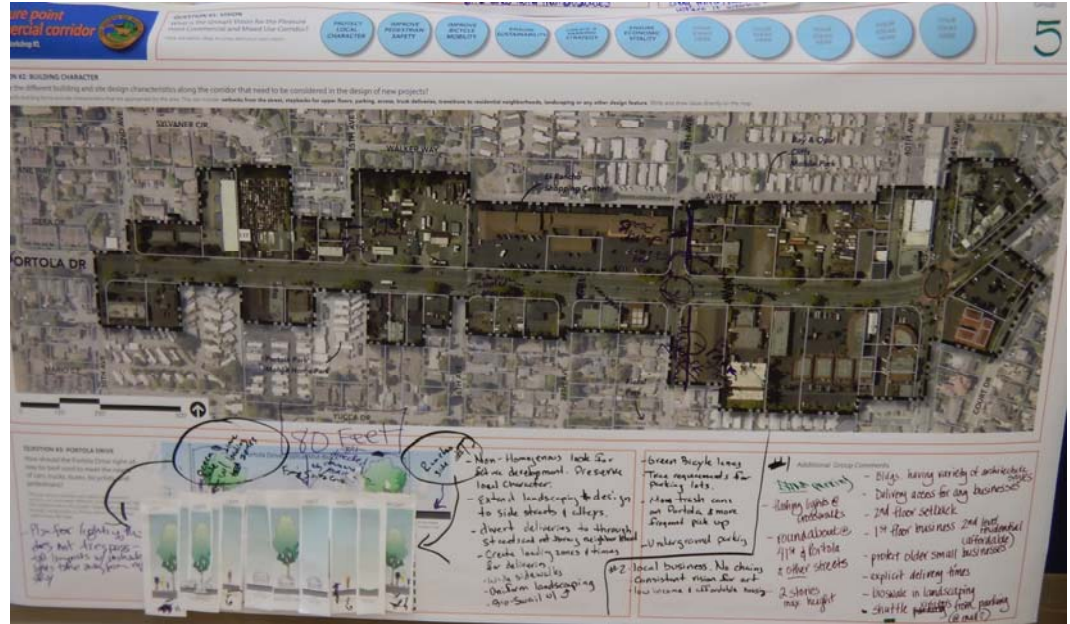
Parks and Open Space

- Improve the quality of landscaping
- Do not use a landscape palette (prefer an eclectic look)
- Encourage outdoor eating spaces

Group 5: Vision for the Pleasure Point Commercial Area

The group confirmed the following Vision Elements and added new ones(s) in **purple**:

- Protect Local Character
- Improve Pedestrian Safety
- Improve Bicycle Mobility
- Ensure Sustainability
- Create Parking Strategies
- Ensure Economic Vitality
- **Ensure a Non-Homogenous Look and Feel**



Group 5: Building and Site Character Considerations

Group Input

Building Characteristics

- Preserve local character
- Encourage a non-homogenous look for future development
- Encourage two story building heights – three stories are okay with proper setbacks and considerations for neighboring residential areas
- Prohibit chain stores
- Prohibit low income or affordable housing
- Ensure the first floor has retail/businesses and the second floor residential
- Protect older small businesses
- Sunset wrecking yards
- Have more frequent trash can pick ups

Setbacks and Stepbacks

- Stepback second/third floors

Truck Access

- Identify specific delivery access areas for all businesses
- Establish and enforce explicit delivery times, and prohibit them during peak traffic times
- Prohibit deliveries in residential areas
- Consider deliveries from the center turn lane
- Divert deliveries to through streets and not through neighborhood
- Create loading zones and times for deliveries, wide sidewalks

Art and Wayfinding

- Install “Welcome to Pleasure Point” artwork and signage

Group 5: Portola Drive Streetscape Improvements

Group Input

Street Design

- Create a roundabout at the intersection of 41st Avenue and Portola Drive

Bicycles

- Install green bicycle lanes

Pedestrians

- Install flashing lights at crosswalks
- Install lighting that does not trespass in neighborhoods
- Add shade

Parking

- Consider shuttling visitors from parking at the mall to the Portola Drive area
- Underground parking
- Ensure trees are incorporated into parking lots

Green Streets

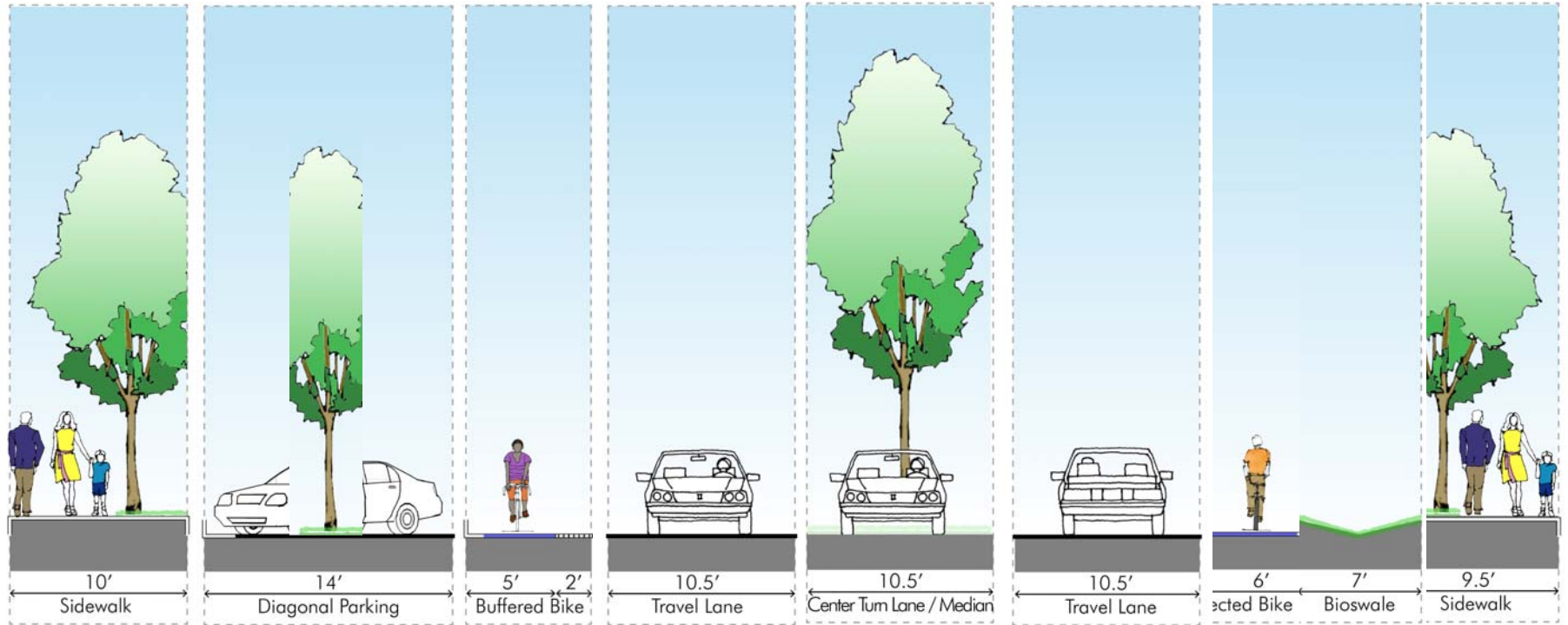
- Incorporate bioswales into landscaping
- Create a uniform landscaping design

Parks and Open Space

- Extend landscaping and design to side streets and alleys
- Encourage outdoor seating

Group 5: Portola Drive Streetscape Improvements

Group's Preferred Street Cross Section



Group 6: Vision for the Pleasure Point Commercial Area

The group confirmed the following Vision Elements and added new ones(s) in **purple**:

- Protect Local Character
- Improve Pedestrian Safety
- Improve Bicycle Mobility
- Ensure Sustainability
- Create Parking Strategies
- Ensure Economic Vitality
- **Support Local Businesses**
- **Study Traffic Impacts**
- **Create a Roundabout at Portola Drive and 41st Street**



Group 6: Building and Site Character Considerations

Group Input

Building Characteristics

- Create more places for visitors to stay
- Close stores selling alcohol by 10 or 11 pm (so they do not disturb housing)
- Encourage two stories or three stories if appropriate (three stories okay with housing)
- Encourage buildings facing Portola Drive with parking in the back

Setbacks and Stepbacks

- Tier height
- Prohibit zero foot setbacks of rear yards adjacent to residential areas
- Stepback upper floors when adjacent to residential areas

Truck Access

- Prohibit delivery trucks on the avenues
- Create designated delivery hours
- Establish rules for delivery locations and times of day/week

Group 6: Portola Drive Streetscape Improvements

Group Input

Street Design

- Change the street to have two travel lanes to slow down traffic and protect pedestrians
- Add rumble bumps
- Focus attention to fixing circulation around 30th Avenue and Portola Drive (near the 7/11) – very unsafe

Bicycles

- Create a bike share program
- Expand bike lanes (rather than adding bioswales)
- Prohibit plastic bike barriers (need something more substantial)

Pedestrians

- Add blinking pedestrian crosswalks
- Add motion activated lighting
- Add wider sidewalks with seating areas

Parking

- Locate parking at central areas along the corridor
- Shuttle people into the area as part of an overall parking strategy
- Require two minute loading zone
- Consider shared parking (especially at the corner of 41st Avenue and Portola Drive)

Green Streets

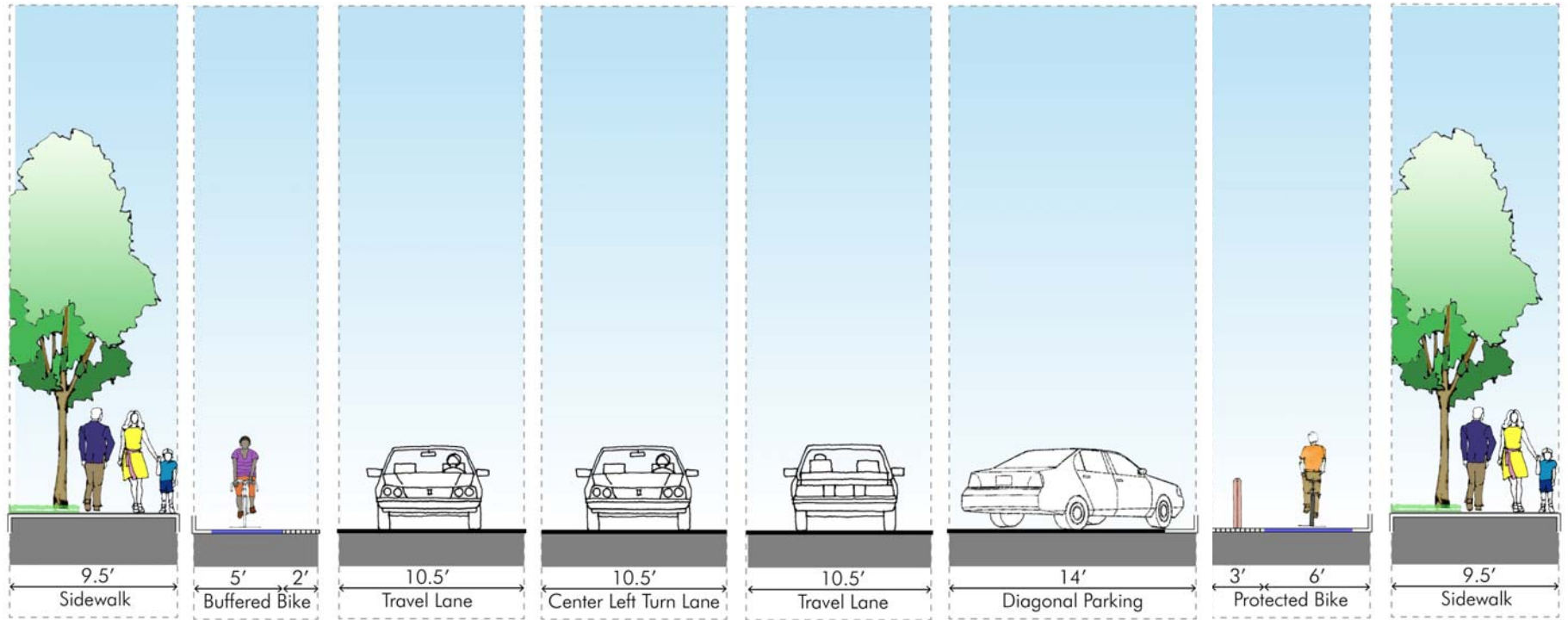
- Do not install bioswales
- Add drought tolerant landscaping
- Continue the landscaping from 41st Avenue to Portola Drive

Parks and Open Space

- Create new assigned community spaces

Group 6: Portola Drive Streetscape Improvements

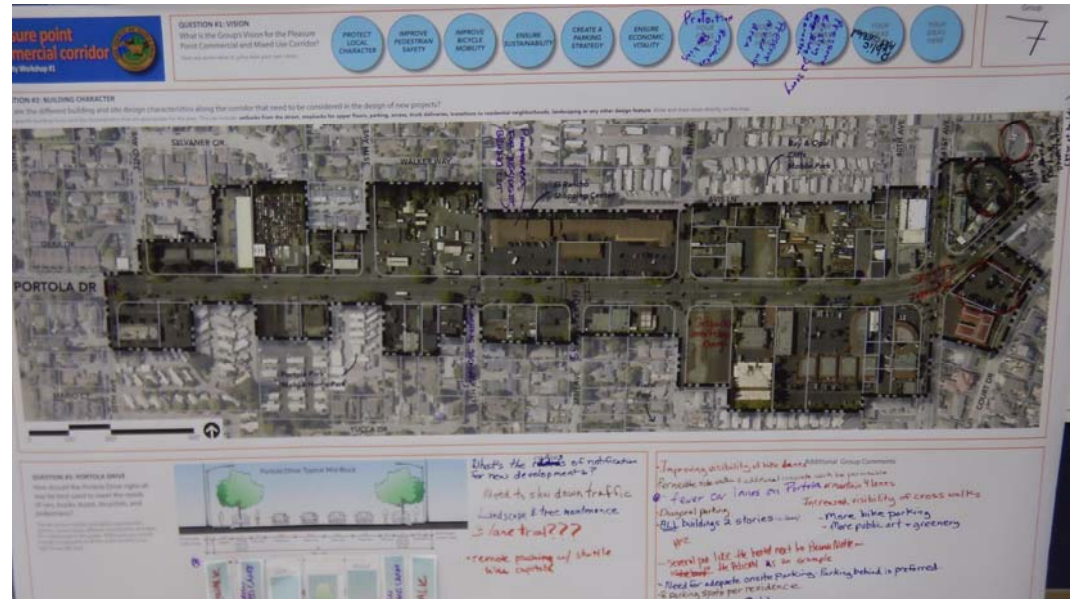
Group's Preferred Street Cross Section



Group 7: Vision for the Pleasure Point Commercial Area

The group confirmed the following Vision Elements and added new ones(s) in **purple**:

- Protect Local Character
- Improve Pedestrian Safety
- Improve Bicycle Mobility
- Ensure Sustainability
- Create Parking Strategies
- Ensure Economic Vitality
- **Protect Residential Parking**
- **Preserve Mixed-Use Area**
- **Preserve Existing Building Sizes and Two Story Height**
- **Highlight Public Art/Culture**



Group 7: Building and Site Character Considerations/Streetscape

Group Input

Building Characteristics

- Require all buildings to be no taller than two stories
- Consider projects like the Bella Notte Hotel
- *Question: what is the radius of notification for new developments?*

Street Design

- Reduce the number of vehicle lanes on Portola Drive
- Reduce traffic speeds
- Consider a three lane “trial” project

Bicycles

- Improve bike lane visibility

Pedestrians

- Create straight, flat sidewalks for wheelchair access
- Install village lighting on Portola Drive
- Increase crosswalk visibility

Parking

- Install diagonal parking
- Ensure adequate onsite parking (prefer parking behind buildings)
- Require two parking spaces per residence
- Consider remote shuttles from Capitola

Green Streets

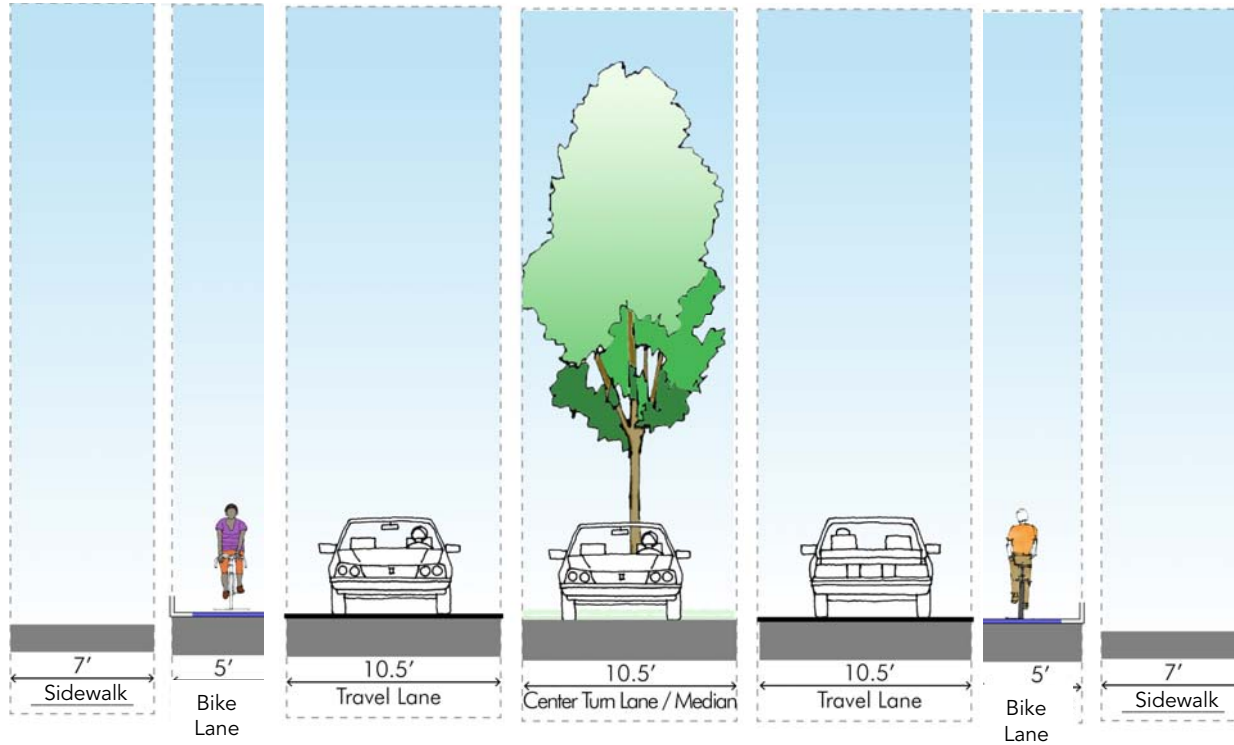
- Install permeable sidewalks

Parks and Open Space

- Improve landscaping and tree maintenance

Group 7: Portola Drive Streetscape Improvements

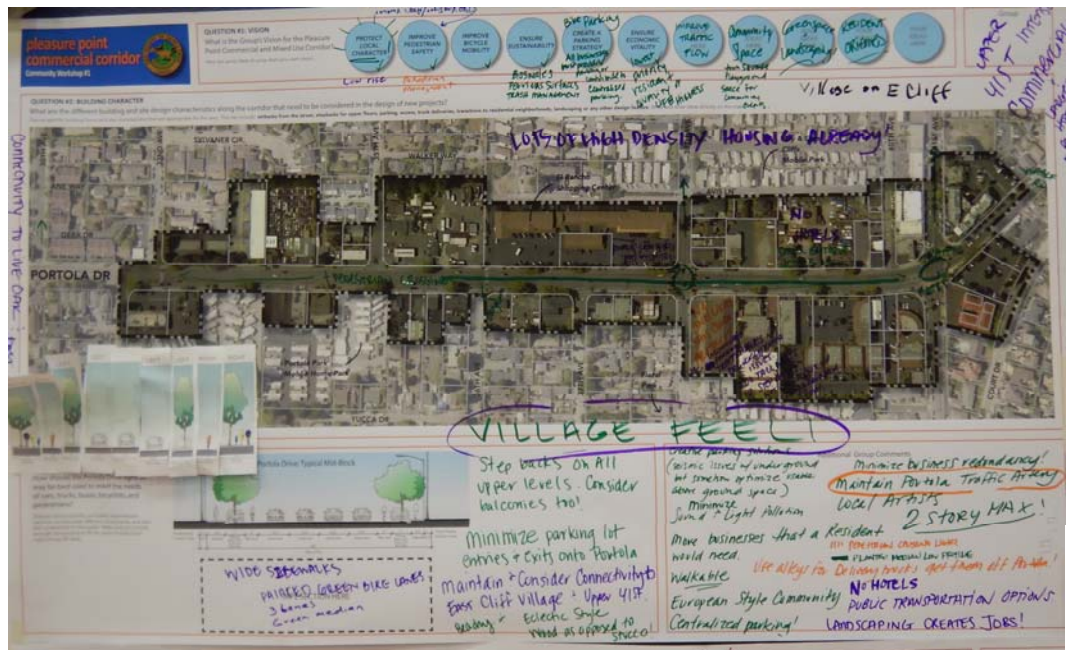
Group's Preferred Street Cross Section



Group 8: Vision for the Pleasure Point Commercial Area

The group confirmed the following Vision Elements and added new ones(s) in **purple**:

- Create a Local Destination Corridor
- Improve Pedestrian and Bicycle Mobility
- Protect Local Character
- Ensure Sustainability
- Create a Parking Strategy
- **Improve Traffic Flow**
- **Create Community Spaces**
- **Add Greenspace and Landscaping**
- **Ensure The Area is Resident-Oriented**



Group 8: Building and Site Character Considerations

Group Input

Building Characteristics

- Maintain a “Village Feel”
- Avoid high density housing (there is a lot of that already)
- Promote an eclectic style that is beachy with wood (as opposed to stucco)
- Protect local character (low rise)
- Encourage more businesses that a resident would need
- Encourage a European style community with centralized parking

- Prohibit new hotels
- Maintain two story maximum
- Minimize business redundancy
- Ensure the residents quality of life is the highest priority

Setbacks and Stepbacks

- Have stepbacks on upper levels
- Consider balconies

Truck Access

- Use alleys for delivery trucks to get them off Portola Drive

Group 8: Portola Drive Streetscape Improvements

Group Input

Street Design

- Reduce the number of vehicle lanes to three with a green median
- Improve traffic flow
- Improve connectivity to East Cliff Village and Upper 41st Avenue
- Maintain Portola Drive as a key traffic artery
- Add public transportation options

Bicycles

- Add shared green bike lanes

Pedestrians

- Create wider sidewalks to make the area more walkable
- Improve pedestrian safety
- Minimize sound and light pollution

Parking

- Create a parking strategy that all business must provide/contribute to a centralized parking area
- Minimize the number of parking lots, entries and exists onto Portola Drive
- Create parking structures (seismic issues with underground parking)

Green Streets

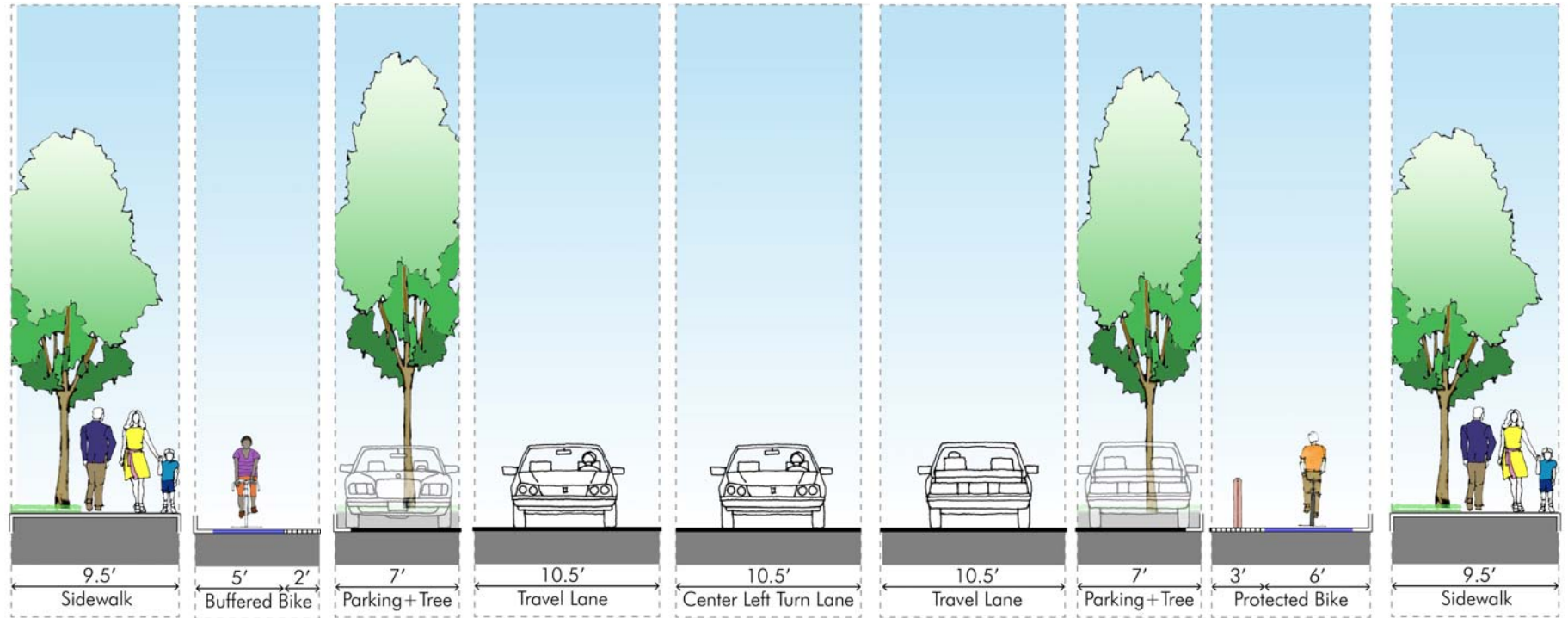
- Ensure sustainability (bioswales, pervious surfaces, trash management)

Parks and Open Space

- Create public spaces for community events
- Enhance greenspace and landscaping

Group 8: Portola Drive Streetscape Improvements

Group's Preferred Street Cross Section





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:

- Releasing a draft **Pleasure Point Design Framework** that will include initial design concepts and streetscape improvements (*November 2017*)
- Holding **Community Workshop #2** to discuss and solicit community feedback on the draft concepts (*November 2017*)

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

www.sccoplanning.com

