



# pleasure point commercial corridor

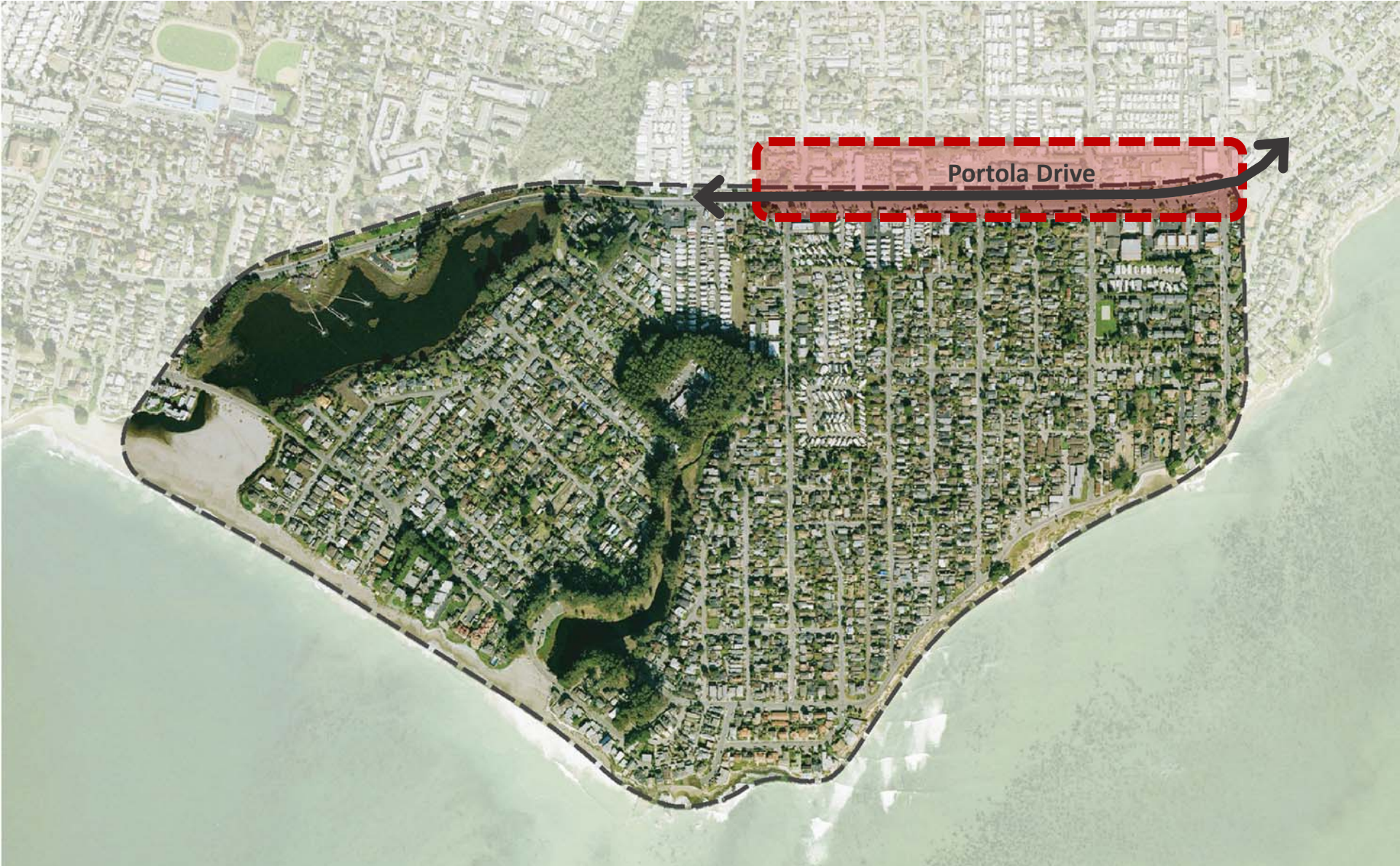
community vision

commercial and mixed use design guidelines

portola drive streetscape

Community Workshop #1 | September 16, 2017

# Pleasure Point Commercial and Mixed Use Corridor



Portola Drive

# Study Area



LEGEND  
Project Boundary

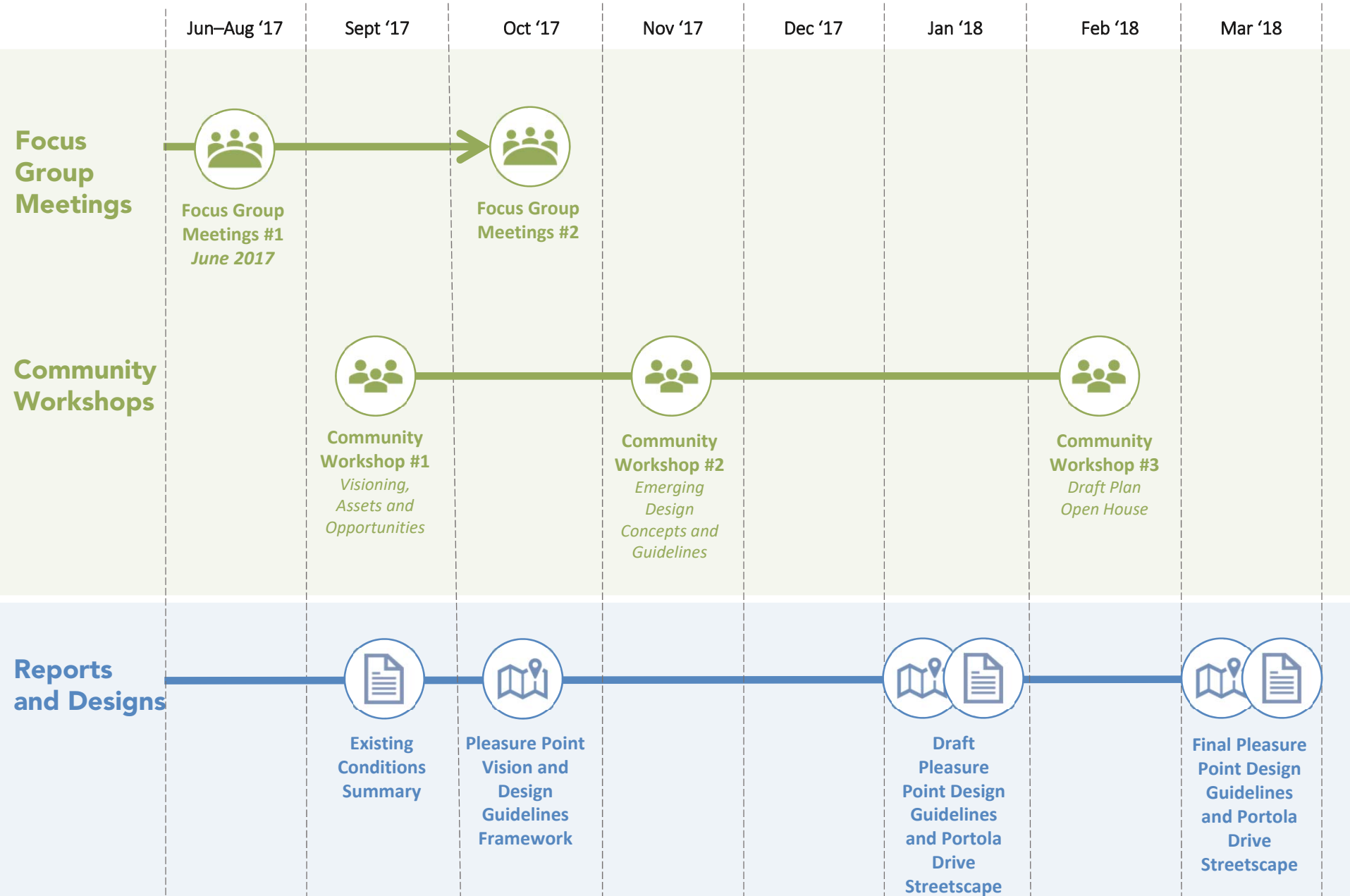


# Project Goals

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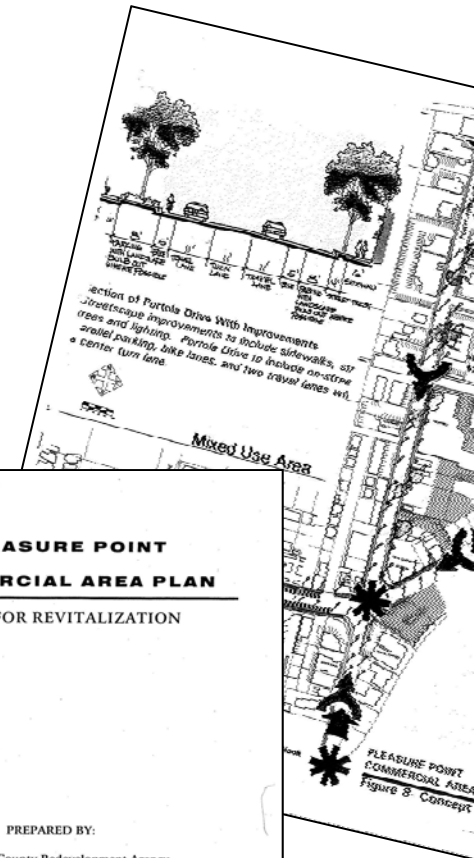
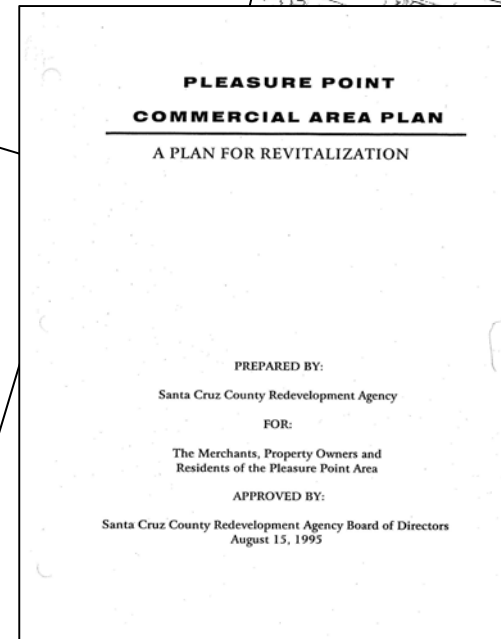
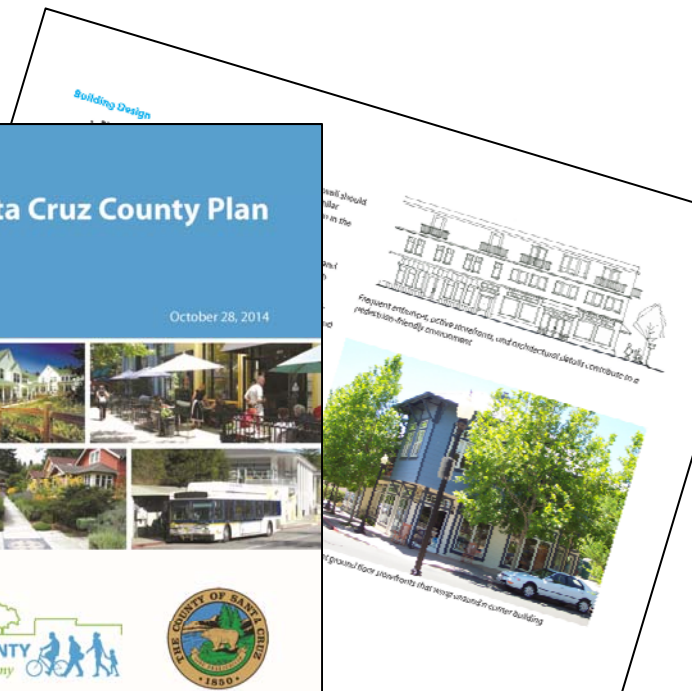
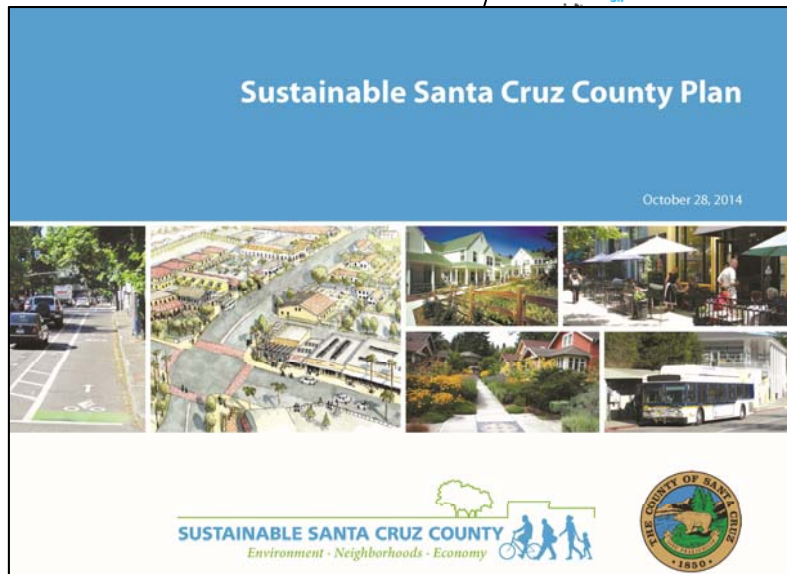
1. Create a Vision for the Pleasure Point Commercial and Mixed Use Corridor
2. Develop Guidelines for Future Commercial Projects that Reflect the Vision
3. Identify Ways to Enhance the Portola Drive Streetscape

# Project Schedule



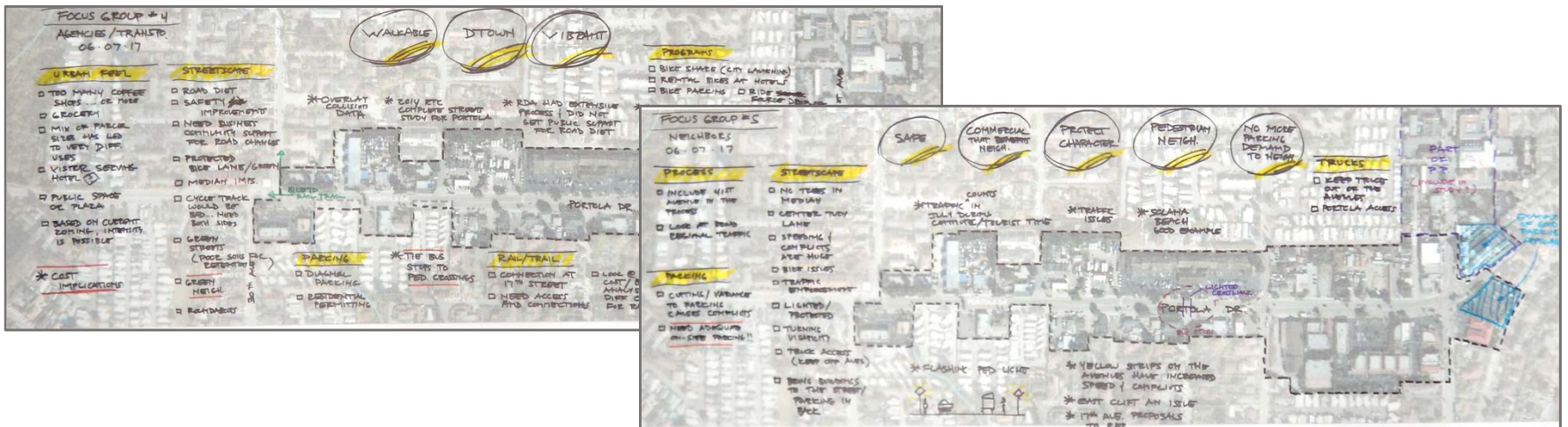
# Previous Planning Efforts

- Pleasure Point Commercial Area Plan: A Plan for Revitalization (1995)
- Sustainable Santa Cruz County Plan



# Focus Group Meetings

- Held in June 2017
- Wide cross section of the community:
  - residents
  - business owners
  - architects and designer
  - pedestrian and bike advocates
  - agency representatives



# Today's Agenda

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- Welcome
- Existing Conditions Summary
- Group Discussions
- Group Presentations
- Next Steps





# Existing Conditions Analysis



PLEASURE POINT DR

PLEASURE POINT











# Existing Conditions Analysis

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- Social and Cultural Character
- Economic Conditions
- Current Zoning
- Building Character
- Parcel Sizes and Depth
- Portola Drive Character and Mobility
- Art and Wayfinding



# SOCIAL AND CULTURAL CHARACTER

## Assets

- Distinct coastal community
- Diverse (people and businesses)
- Family-friendly
- Strong sense of community



# SOCIAL AND CULTURAL CHARACTER

## Challenges and Opportunities

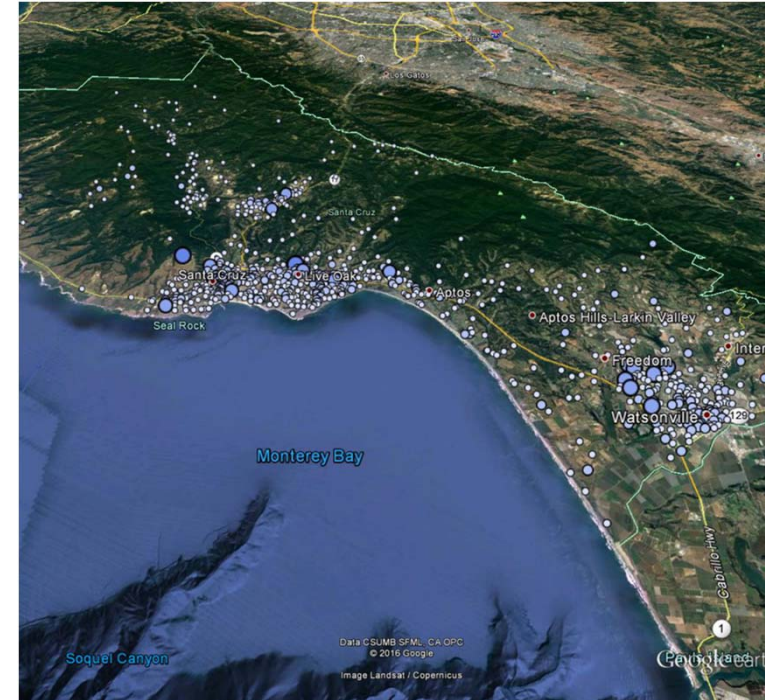
- Increasing cost of living
- Changing trends



# ECONOMIC CONDITIONS

## Demographic and Employment Trends

- Slow population growth (0.5% per year)
- Economy based in tourism, services, health care and education
- Higher than average unemployment compared to the State, even when seasonally adjusted
- Large and growing population of commuters to Silicon Valley



# ECONOMIC CONDITIONS

## Pleasure Point Trends

- 2% of county's population
- 2% population growth (2010-2016)

### Population, 2010-2016

	<u>2010</u>	<u>2016</u>	<u>% Change</u>
Santa Cruz County	262,362	274,673	4%
Santa Cruz City	59,946	64,465	7%
Pleasure Point CDP	5,846	5,973	2%

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Source: US Census ACS, 2011-15; US Census QuickFacts

# ECONOMIC CONDITIONS

## Assets

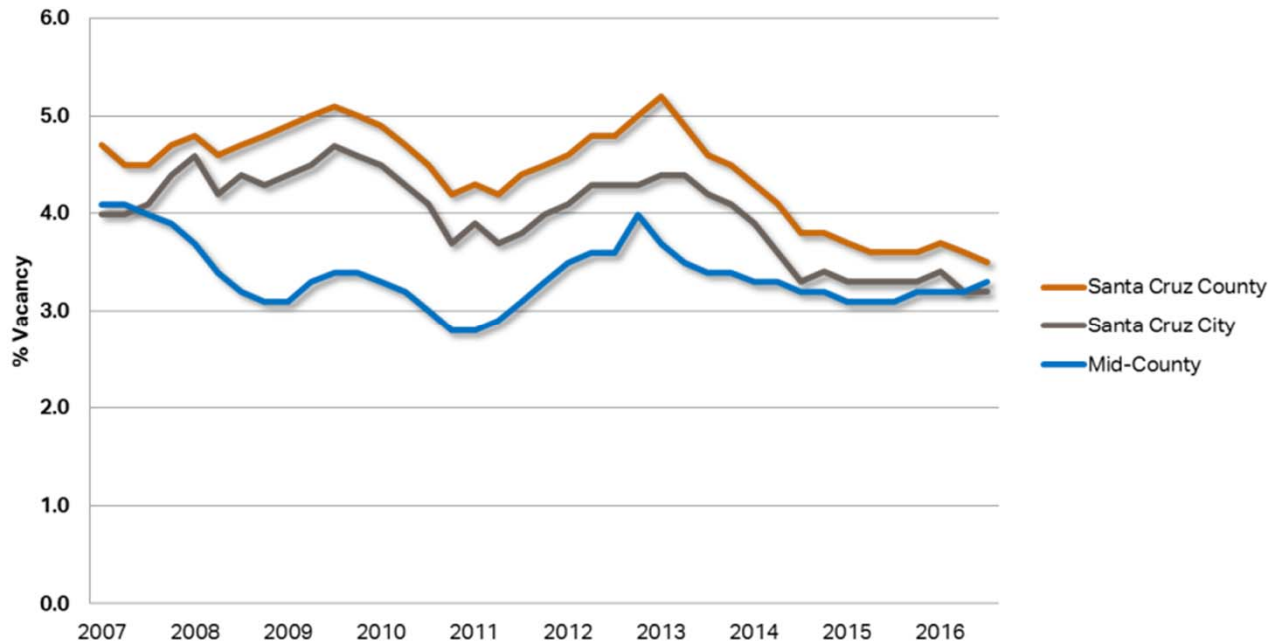
- Unique community character
- Quality of life and natural environment
- Locally-owned and neighborhood-serving businesses
- Strong demand for housing (*rental and ownership*)



# ECONOMIC CONDITIONS

## Challenges and Opportunities

- Tight housing market with limited inventory
- Limited commercial areas for new/existing business
- Mixed-use development on infill sites often not feasible given current market conditions and land use constraints



# ECONOMIC CONDITIONS

## Challenges and Opportunities

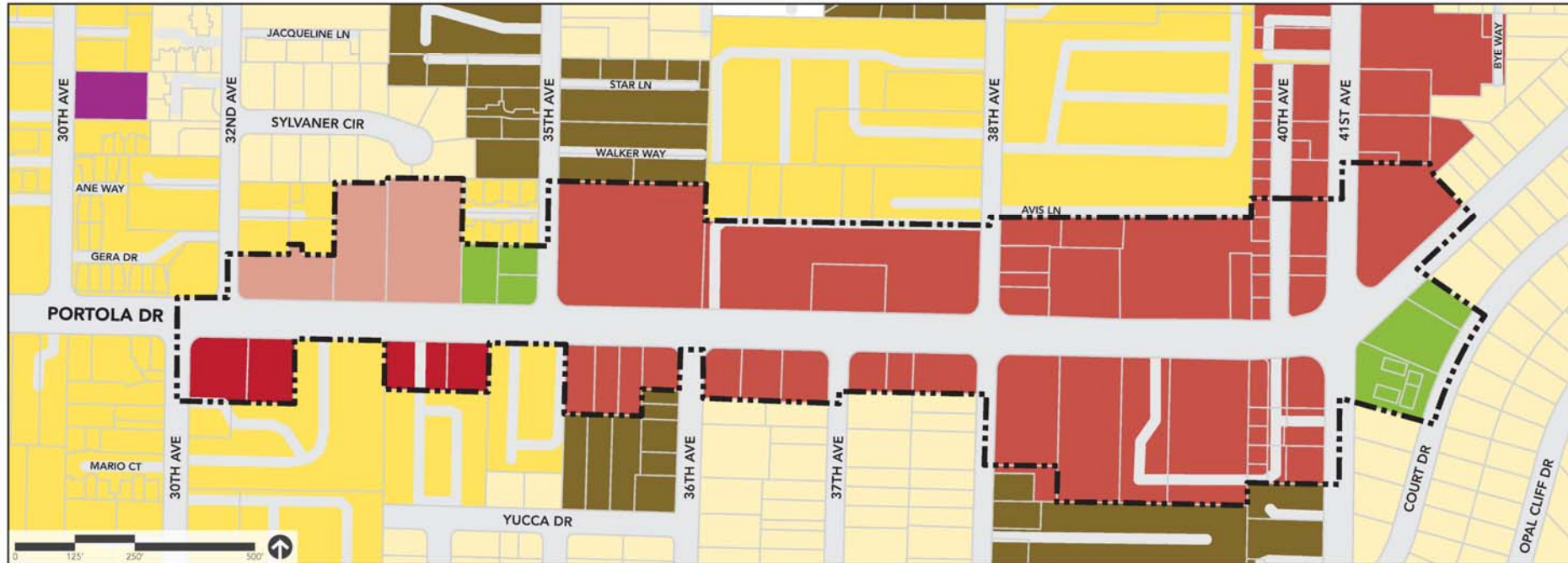
- Strong demand for new housing of all types, including affordable housing for families and seniors
- Potential for expanding local retail and office market through horizontal mixed-use
- Potential for live-work and other creative development types to provide space for residents and entrepreneurs



# CURRENT ZONING

## Assets

- Already a commercial and mixed use corridor serving the local community



LEGEND		
Project Boundary	ZONING C-1	PF
Parcel	C-2	R-1-5, R-1-5-L-PP, R-1-5-PP, R-1-6, R-1-6-L
Street	C-4	RM-2.5, RM-2.5-MH-PP, RM-2.5-PP, RM-3, RM-3-PP, RM-3-MH
	PA	RM-4, RM-4-PP, RM-4-MH-PP, RM-4-MH, RM-5-PP, RM-5-MH



# CURRENT ZONING

## Challenges and Opportunities

Zone	Intent	Max Height*	Mixed Use**
<b>C-1</b> Neighborhood Commercial	Compact and conveniently located shopping and services within walking distance of individual neighborhoods	3 Stories (maximum of 35 feet)	Allowed (50% Com. and 50% Res.)
<b>C-2</b> Community Commercial	Concentrated commercial uses accommodating a broad range and mixture of activities	3 Stories (maximum of 35 feet)	Allowed (50% Com. and 50% Res.)
<b>C-4</b> Commercial Services District	Non-retail in nature, such as building material suppliers, auto repair, or freight terminals	3 Stories (maximum of 35 feet)	Allowed (50% Com. and 50% Res.)
<b>PA</b> Professional-Administrative Office	Where office uses can provide a buffer use between residential areas and the more intensive commercial activities.	3 Stories (maximum of 35 feet)	Allowed (50% Com. and 50% Res.)

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

\*\* Mixed Use can be 67% Residential if it is affordable housing

# CURRENT ZONING

## Challenges and Opportunities

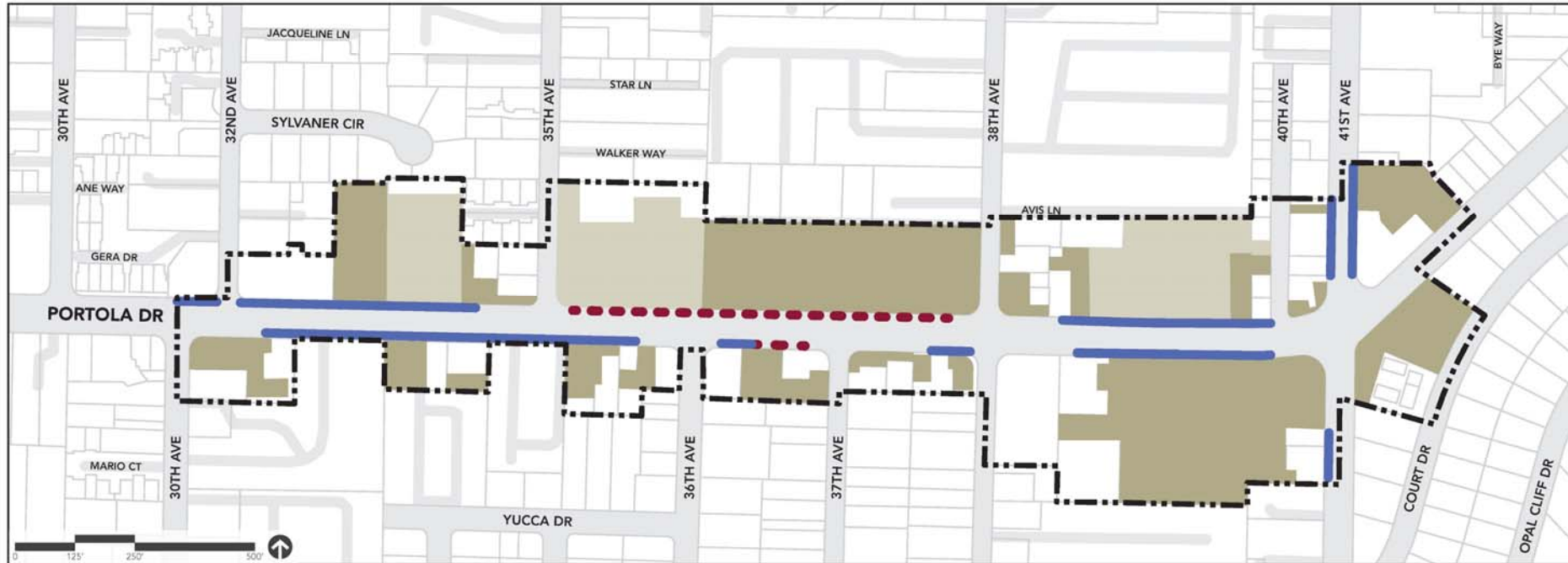
- New Development Pressures



# PARKING

## Challenges and Opportunities

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



# BUILDING CHARACTER

## Assets

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



# BUILDING CHARACTER

## Challenges and Opportunities

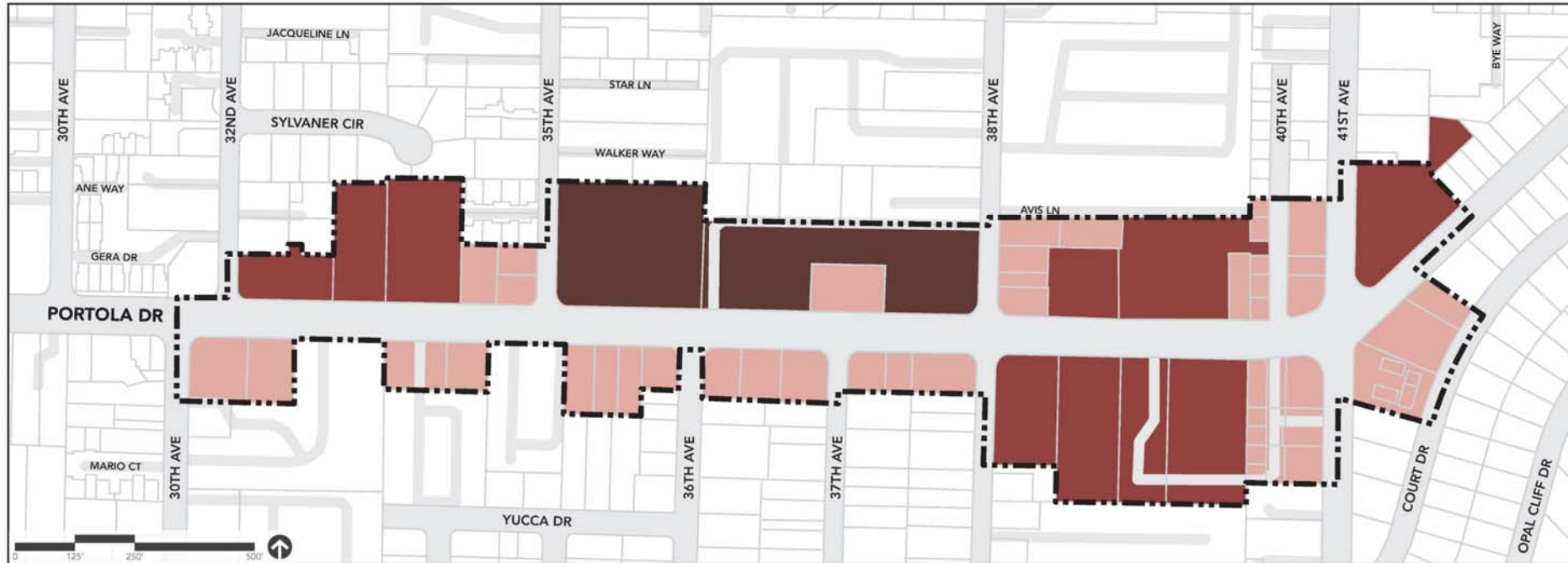
- Variation in building sizes, lot coverage and set backs
- No dominant architectural style



# PARCEL SIZES

## Challenges and Opportunities

- Different development types and economics for different size lots



# PARCEL DEPTHS

## Challenges and Opportunities

- Different development types and economics for different lot depths (60 feet to 300+ feet)



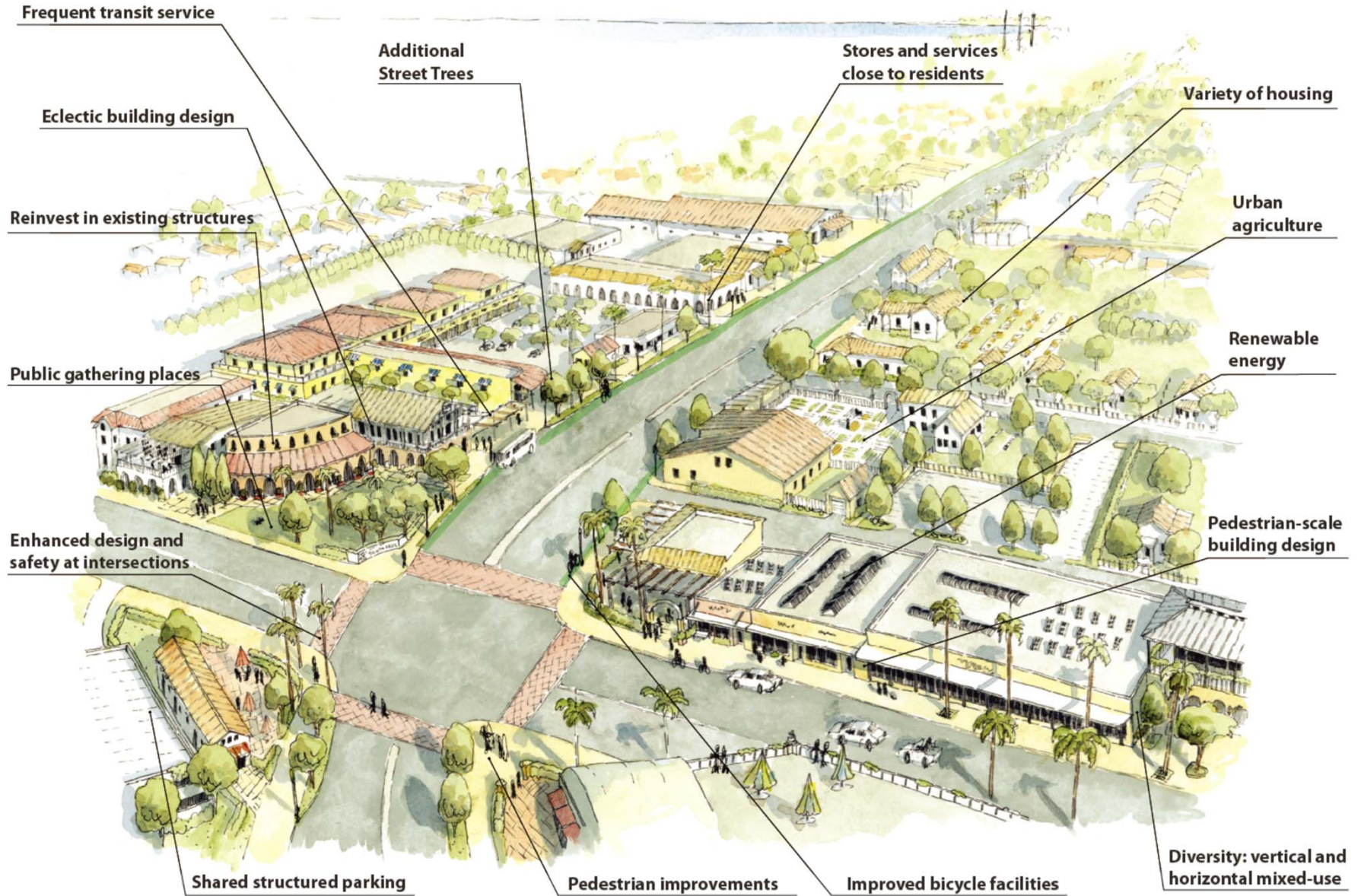
# BUILDING FORM AND CHARACTER CONCEPTS

## Considerations

- Building setbacks
- Upper story stepbacks
- Landscaping
- Parking location and access
- Edge conditions between residential and commercial sites
- Building style
- Truck and delivery access



# Sustainable Santa Cruz Plan: *Neighborhood Activity Center Concept*



# PORTOLA DRIVE CHARACTER AND MOBILITY

## Assets

- Wide right-of-way
- Continuous existing bicycle lanes
- Landscaping islands and some bulbouts



# PORTOLA DRIVE CHARACTER AND MOBILITY

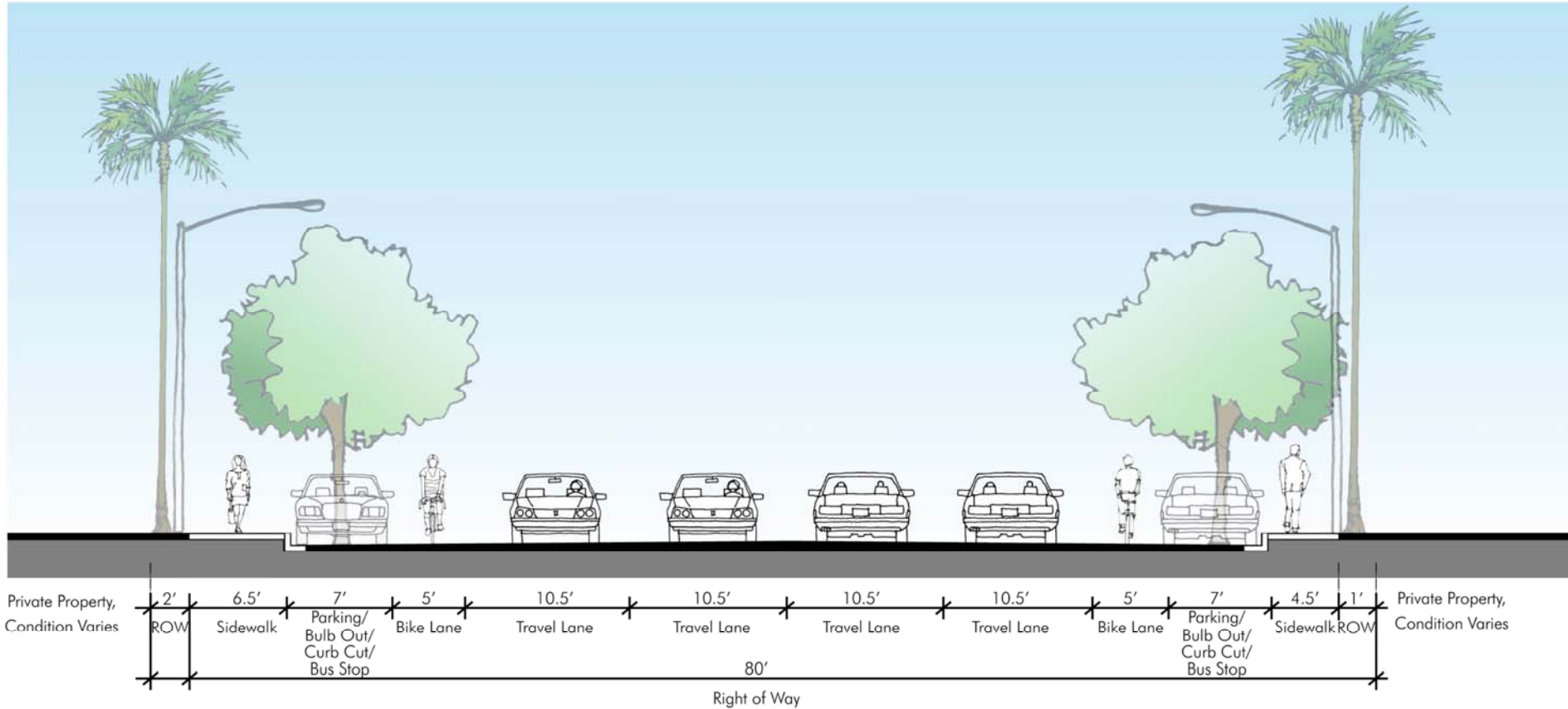
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# PORTOLA DRIVE CHARACTER AND MOBILITY

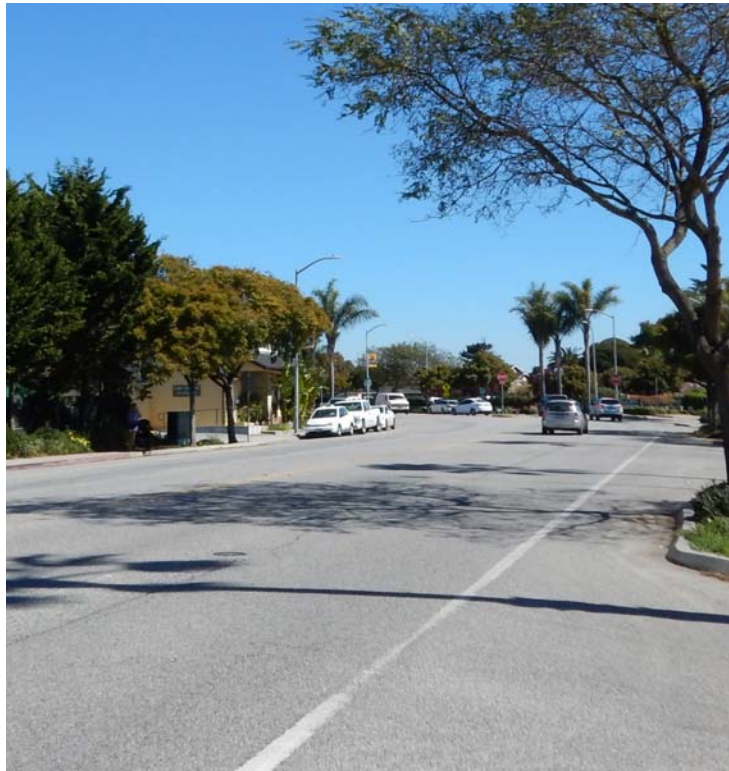
## Existing Prototypical Street Section



# PORTOLA DRIVE CHARACTER AND MOBILITY

## Challenges and Opportunities

- Transitioning from two lanes to four lanes and back to four lanes



# PORTOLA DRIVE CHARACTER AND MOBILITY

## Challenges and Opportunities

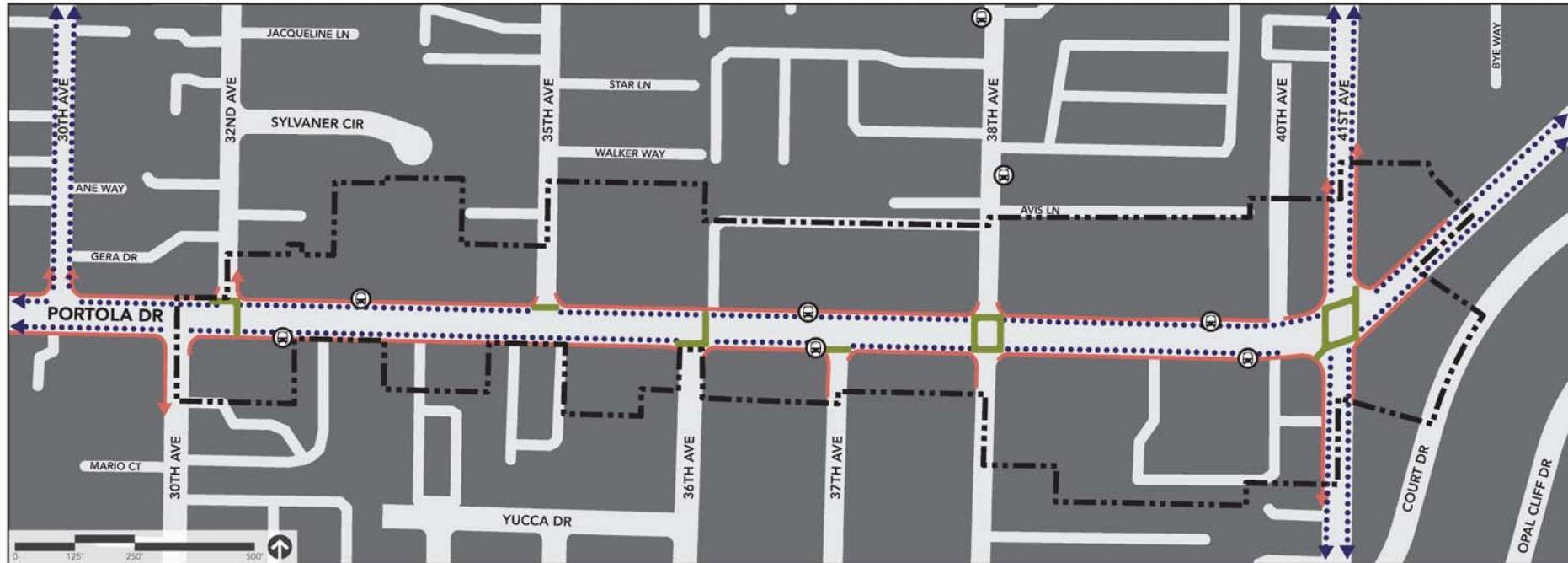
- Lack of shade trees for pedestrians
- Smaller/narrower sidewalks
- Limited pedestrian crossings



# PORTOLA DRIVE CHARACTER AND MOBILITY

## Challenges and Opportunities

- Lack of shade trees for pedestrians
- Smaller/narrower sidewalks
- Limited pedestrian crossings



# PORTOLA DRIVE CHARACTER AND MOBILITY

*Example: repurposing right-of-way*





# PORTOLA DRIVE CHARACTER AND MOBILITY

*Example: improving pedestrian amenities*



# PORTOLA DRIVE CHARACTER AND MOBILITY

*Example: improving bicycle amenities*



# PORTOLA DRIVE CHARACTER AND MOBILITY

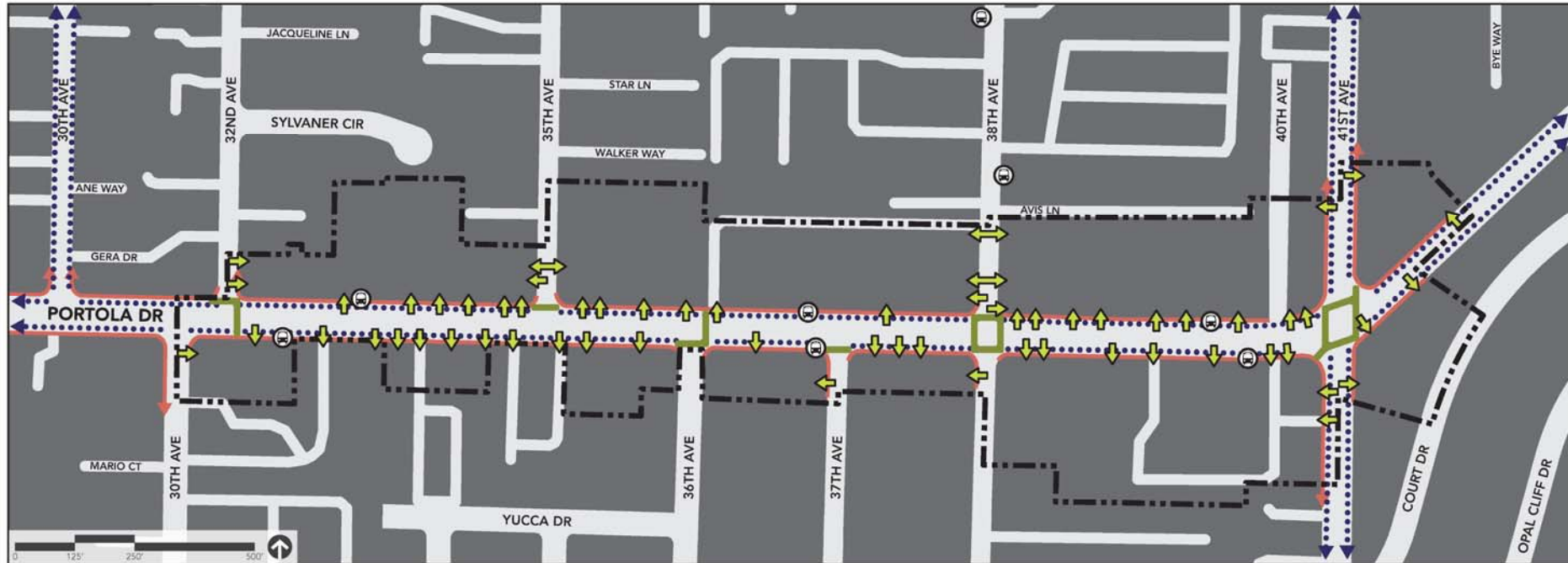
*Example: integrating sustainability*



# PORTOLA DRIVE CHARACTER AND MOBILITY

## Challenges and Opportunities

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



LEGEND

	Project Boundary		Transit Stop
	Street		Bike Lane
	Block		Sidewalk
	Crosswalk		Driveway

# PORTOLA DRIVE CHARACTER AND MOBILITY

## Challenges and Opportunities

- Complex or informal pedestrian access to surrounding neighborhoods
- Alleys, easements and access issues between some commercial and residential lots



# PORTOLA DRIVE CHARACTER AND MOBILITY

*Example: Building Fronting Alley/Side Street*



# PORTOLA DRIVE CHARACTER AND MOBILITY

## Challenges and Opportunities

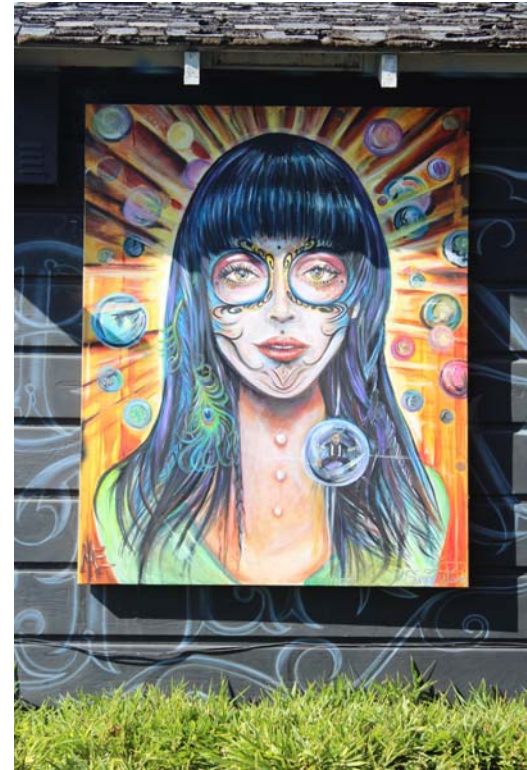
- Delivery vehicle access issues that result in blocked bicycle lanes or reduced visibility for drivers



# ART AND WAYFINDING

## Assets

- Unique public art and murals





# ART AND WAYFINDING

## Challenges and Opportunities

- Expand and enhance the public realm and private buildings with art – *fun and functional*



# CREATING A VISION

**PROTECT  
LOCAL  
CHARACTER**

**CREATE A  
LOCAL  
DESTINATION  
CORRIDOR**

**IMPROVE  
PEDESTRIAN  
AND BICYCLE  
MOBILITY**

**ENSURE  
SUSTAINABILITY**

**CREATE A  
PARKING  
STRATEGY**

**ENSURE  
ECONOMIC  
VITALITY**



# Group Discussions

**QUESTION #1: VISION**  
 What is the Group's Vision for the Pleasure Point Commercial and Mixed Use Corridor?  
 Here are some ideas to jump start your own vision...

- PROTECT LOCAL CHARACTER
- IMPROVE PEDESTRIAN SAFETY
- IMPROVE BICYCLE MOBILITY
- ENSURE SUSTAINABILITY
- CREATE A PARKING STRATEGY
- ENSURE ECONOMIC VITALITY
- YOUR IDEAS HERE
- YOUR IDEAS HERE
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Group

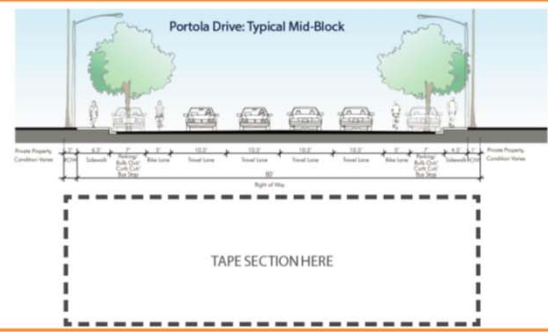
**QUESTION #2: BUILDING CHARACTER**

What are the different building and site design characteristics along the corridor that need to be considered in the design of new projects?  
 Discuss specific building forms 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 feature. Write and draw ideas directly on the map.



**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?

Discuss various mobility and safety improvement options, cut and paste different components, and tape the components to the poster. Make sure you include enough components to fill the entire Portola Drive right-of-way (80 feet).



Additional Group Comments

**QUESTION #1: VISION**  
**What is the Group's Vision for the Pleasure Point Commercial and Mixed Use Corridor?**  
 Here are some ideas to jump start your own vision...

- PROTECT LOCAL CHARACTER
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- YOUR IDEAS HERE
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Group

**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?

Draw specific building forms 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 ideas directly on the map.



**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?

Draw a cross-section and safety improvement options, and provide different components, and label the components for the plan. Make sure you include enough components to fit the entire Portola Drive right-of-way (300 feet).



Additional Group Comments

# Question #1: Vision

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What is the Group's Vision for the Pleasure Point Commercial and Mixed Use Corridor?

*Consider the examples of vision elements and refine, expand or create new elements based on your group's own vision*



**QUESTION #1: VISION**

What is the Group's Vision for the Pleasure Point Commercial and Mixed Use Corridor?

Here are some ideas to jump start your own vision.

PROTECT LOCAL CHARACTER

IMPROVE PEDESTRIAN SAFETY

IMPROVE BICYCLE MOBILITY

ENSURE SUSTAINABILITY

CREATE A PARKING STRATEGY

ENSURE ECONOMIC VITALITY

ENSURE ACCESSIBILITY

ENSURE TRANSPORTATION

ENSURE ENVIRONMENTAL

ENSURE COMMUNITY

ENSURE EQUITY

Group

**QUESTION #2: BUILDING CHARACTER**

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**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?

Discuss serviceability and safety improvements, signage, and other urban design components. Use tape the components for this section. Make sure you include enough components to fit the entire Portola Drive right-of-way (300 feet).



Additional Group Comments

# Question #2: Building Character

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

*Discuss specific building forms and site characteristics that are appropriate for the area. This can include: setbacks from the **street**, **stepbacks for upper floors**, **parking**, **access**, **truck deliveries**, **transitions to residential neighborhoods**, **landscaping** or any other design feature. Write and draw ideas directly on the map.*



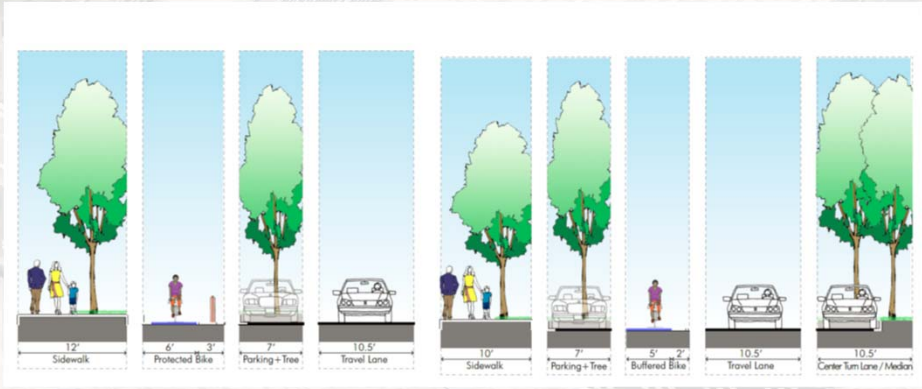
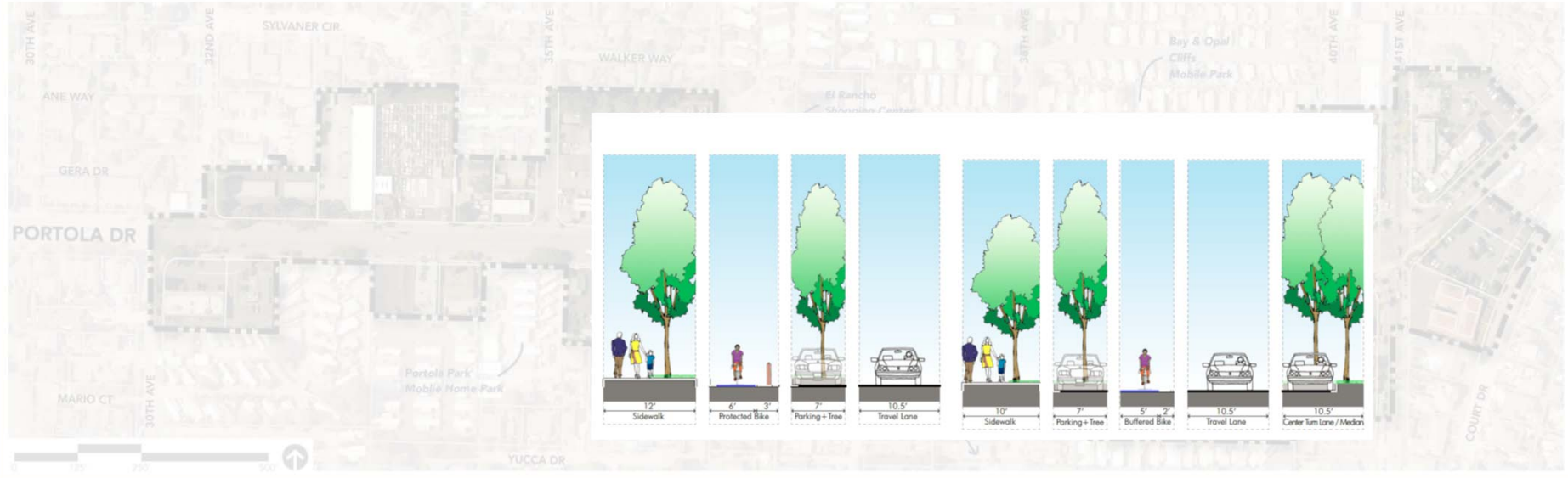
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Group

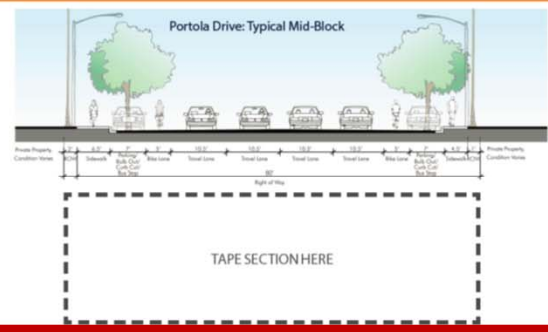
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Additional Group Comments

## Question #3: Portola Drive

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# Group Presentations