

# Pleasure Point Community Plan

Final Draft – July 2008

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# **Acknowledgements**

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Jan Beautz, District 1 Supervisor Ellen Pirie, District 2 Supervisor Neal Coonerty, District 3 Supervisor Tony Campos, District 4 Supervisor Mark Stone, District 5 Supervisor

### SANTA CRUZ COUNTY PLANNING DEPARTMENT

Tom Burns, Planning Director Frank Barron, AICP, Project Manager for the County Glenda Hill, AICP, Policy Section Manager Lawrence Kasparowitz, Urban Designer

#### SANTA CRUZ COUNTY REDEVELOPMENT AGENCY

Betsey Lynberg, Agency Administrator Paul Rodrigues, Capital Improvements Project Manager

### MIG, INC.

Daniel Iacofano, Principal Mukul Malhotra, Project Manager for MIG Rosemary Dudley Anchi Mei Julia Abbassi Jay Renkens Erica Boismenu

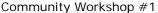
# PLEASURE POINT COMMUNITY PLAN

# **CHAPTER 1: INTRODUCTION**

This Pleasure Point Community Plan is the final report of the Pleasure Point Community Planning Process, a project carried out jointly by the County of Santa Cruz Planning Department, Redevelopment Agency and Pleasure Point community members in 2006-07 to address community concerns and neighborhood issues in Pleasure Point. Pleasure Point is a neighborhood unlike any other. Perched atop a coastal terrace bluff overlooking a portion of Monterey Bay that contains a high concentration of surfing breaks, the area is bounded by a coastal lagoon to the west, and two commercial corridors to the north and east. Pleasure Point has developed into a unique and eclectic enclave of irregular lots, modest homes, lush landscaping and a network of neighborhood streets. It is a place where neighbors greet each other, mothers push strollers down the street, and kids ride their bikes without supervision. However, Pleasure Point's coveted beachfront location and increasing housing demand throughout the region have resulted in a type of development pressure never before experienced by the community - namely a recent trend characterized by older, smaller, generally one-story houses (e.g., beach bungalows) on small lots being torn down and replaced by new, larger and bulkier two-story houses that maximize allowed floor area and sometimes are out of scale with their neighbors. The Pleasure Point Community Planning Process was initiated to address this problem and other neighborhood issues.

# PROJECT BACKGROUND AND PURPOSE

In the fall of 2006, the County of Santa Cruz, with planning consultants, MIG, Inc., began a community planning process to study and address current development concerns in the Pleasure Point area. Through an extensive public participation process, the planning team explored multiple issues in private residential development and public realm improvements currently facing the community. One specific area of concern for the community was the relatively larger size of new construction and remodels of Pleasure Point's residential buildings.





At the heart of this topic of concern as well as the overall project was a community dialogue about a collective definition about "Pleasure Point character" and what elements of Pleasure Point community design should be incorporated in the future development and redevelopment of the area.

The result of that analysis and dialogue is this document, the Pleasure Point Community Plan (Plan). This Plan provides the County with recommended tools to:

- Respect and retain the eclectic and historic character of Pleasure Point
- Guide future development of the neighborhood
- Improve the public realm, including the streetscape environment and circulation.

This Plan articulates the vision, goals and assets of the community and identifies a set of actions that can be implemented to help preserve Pleasure Point's assets and adhere to the community's goals. This Plan also provides the County, developers, architects and property owners with a clear set of building, site, landscaping, and circulation design guidelines/criteria that will help attain the community vision that came out of the public participation process. However, this Plan does not address in any detail the commercial areas along Portola Drive or 41<sup>st</sup> Avenue, as these were addressed in a previous planning effort in the 1990's that resulted in the 1995 Pleasure Point Commercial Area Plan.

## PROJECT STUDY AREA

The Pleasure Point study area for this project is an approximately 320-acre area bounded by 41st Avenue on the east, Portola Drive on the north, the western shore of Corcoran Lagoon on the west and Monterey Bay on the south. This study area is somewhat larger than what most people consider to be "Pleasure Point", in that it includes the 26th Avenue neighborhood in addition to the area between Moran Lake and 41st Avenue. As of 2000, approximately 3,819 persons resided in some 1,941 housing units within this area, according to the U.S. Census Bureau.

The Pleasure Point study area is in the unincorporated part of Santa Cruz County, situated between the Cities of Santa Cruz and Capitola, and it lies entirely within the Coastal Zone administered by the California Coastal Commission. Within the Coastal Zone is the "Coastal Appealable Area" encompassing the parcels that lie within 300-feet of the coastline or near coastal waterways, in which Coastal Development Permits are required (involving design review and "discretionary" approval by County Planning), the approval of which requires a public hearing and may be appealed by members of the public. In the remainder of the area (i.e., outside the Coastal Appealable Area), a simple, non-appealable building permit ("ministerial" approval) is generally all that is required (i.e., no public hearing) to build a house or an addition if the application meets all the local zoning requirements. For simplicity, these two areas will be referred to as the "Discretionary Approval" and "Building Permit-Only" (or "ministerial") areas throughout this document.



#### PROJECT METHODOLOGY & PROCESS

The Pleasure Point Community Plan planning process involved a strong and meaningful public participation component. Specifically, multiple stakeholder interviews and three well-attended public workshops were conducted. Community feedback was solicited throughout the process and played an integral role in the refining of various elements of the several project documents that were produced, including this Plan.

The project was organized into three phases:

- Phase I: Analysis of existing conditions and development of the community vision and character
- Phase II: Development of community planning document elements and design guidelines/standards
- Phase III: Production and review of draft and final planning and design guidelines/standards documents

Phase I involved three forms of analysis: review of background material, site analysis, and interviews. Interviews with community leaders and other local residents, local architects and developers, business improvement association, business owners, community groups, and government agencies (including the California Coastal Commission, the Santa Cruz County Departments of Parks and Recreation, Public Works, and Planning, and the County Redevelopment Agency) contributed to the existing conditions analysis. Through review of the Santa Cruz County General Plan, the County Code, Coastal Zone Regulations, recent meeting minutes and written comments from the County Board of Supervisors' Neighborhood Compatibility-related agenda items, infrastructure studies done in prior years, the Moran Lake and Monarch Butterfly Habitat Plan completed by the County Department of Parks and Recreation, and the Department of Public Works' street "Design Criteria", MIG gained an understanding of Pleasure Point's context and history. Walking tours of the project area were conducted to observe and document current conditions, such as land uses, building types, circulation, streetscape, historic and environmental resources, and social and cultural influences. These tours provided an understanding of specific design details and potential areas of conflict. The information gained from these activities was compiled and summarized in the first of the project's written reports: the Existing Conditions Summary Report (most of which is incorporated into Chapter 2 of this Plan).

Working with County staff, MIG planned, conducted and documented the first of three community workshops on Saturday, Jan. 20, 2007. Approximately 65 community members attended this workshop. The focus of this first workshop was to identify priority issues, problems, opportunities, and challenges. Following a large group discussion, MIG and County Staff engaged community members in a small group format that allowed participants to dialogue together in groups of 10-16 persons.



In Phase II, following Community Workshop #1, the planning team synthesized community comments captured in the first workshop and drafted the overarching community character elements and goals in a community vision statement, as well as some general design recommendations for future improvements that are in harmony with the community character. These vision elements and general design recommendations were presented in Community Workshop #2, held on June 7, 2007, for community feedback and refinement. This workshop was also well-attended, with over 65 community members present. MIG and County Staff worked with small groups of residents to review and refine the proposed design elements, work through conflicting building and site treatments, and attempt to find solutions to circulation/infrastructure and building design, bulk and massing problems. At the end of the workshop, each group's ideas were presented to all the participants for comparison purposes.

The third phase involved MIG and County Staff taking the emerging recommendations into their final stage. The community's ideas and feedback, as well as feedback from County representatives, were taken into consideration in the formulation of planning team's recommendations. MIG then developed draft design standards and guidelines for public discussion at Community Workshop #3, which was held on September 15, 2007 and was attended by over 55 community members.

The proposed standards, guidelines, recommendations, and implementation measures were further refined based on community input at Workshop #3 and compiled in this Community Plan. MIG will present this Plan to the County Board of Supervisors on August 19, 2008. Members of the public are encouraged to attend this presentation to provide comments.





Community Workshop #3



### **DOCUMENT OVERVIEW**

The remainder of the Pleasure Point Community Plan consists of the following chapters:

#### **Chapter Two: Existing Conditions**

Synthesizes existing physical, infrastructure & economic conditions, reviews the area's local, regional and historical context, and identifies the key assets, challenges and opportunities in the study area.

# **Chapter Three: Vision and Goals**

This chapter describes the overarching elements of the Pleasure Point community character and goals for how to retain the area's existing character in the context of future development in the area.

Chapter Four: Recommended Design Standards, Guidelines and Recommendations Chapter Four presents proposed standards, guidelines and recommendations for private and public improvements to the Pleasure Point area that are in keeping with the area's character and the community's stated goals.

### **Chapter Five: Implementation**

Chapter Five outlines the proposed implementation measures for County to begin implementing the proposed standards, guidelines and recommendations presented in the Plan.

# **CHAPTER 2: EXISTING CONDITIONS**

This chapter describes the Pleasure Point area's existing conditions in terms of its following elements:

- Natural systems,
- Social and cultural resources,
- Land use (including parks and open space),
- · Urban design and existing development standards, and
- Transportation, circulation and infrastructure.

Within these facets, there are multiple assets, issues and opportunities. Subsequent chapters of this Plan present policy change recommendations to enhance the uniqueness of Pleasure Point by building on the area's assets, addressing the challenges and maximizing opportunities.

The following analysis was gleaned through literature review, interviews with community members and experts, feedback at community workshops, mapping and GIS analysis, and site visits observing the social and physical conditions of the Pleasure Point study area.

Aerial Photo of Pleasure Point Study Area



#### **NATURAL SYSTEMS**

This section provides an overview of the natural systems within the project area, including a review of the ecological conditions that influence and will be affected by potential future development in Pleasure Point. Numerous noteworthy natural resources define Pleasure Point, including Monterey Bay, Moran Lake, Moran Creek, Corcoran Lagoon and Rodeo Gulch. These natural assets, as well as negative urban conditions that threaten their health, are described and illustrated on the following pages (see Diagram 2.1: Natural Systems located at the end of the chapter).

#### **Assets**

**Moran Lake and Creek:** Moran Lake and Creek are prominent natural features of Pleasure Point, providing visual and recreational amenities. The Lake is a coastal lagoon fed by Moran Creek. A trail runs along its western edge, providing bike and pedestrian route through the neighborhood. The surrounding eucalyptus groves provide the lake and trail with shade and serve as landmarks for the neighborhood and perform a critical function in providing seasonal roosting sites and shelter from the wind for migratory Monarch Butterflies.

Monterey Bay National Marine Sanctuary Interpretive Trail Exhibit



Trail at Moran Lake Park



Monarch Butterfly Habitat: According to the Management Plan for the Monarch Butterfly Habitat at Moran Lake County Park, Moran Lake supports the second largest overwintering monarch butterfly population in the County (an estimated 20% of the County population and 5% of the statewide population). The thick Eucalyptus grove surrounding Moran Lake serves as an important habitat for the butterflies (see right) that roost in the protection of the trees during the winter months. According to the Management Plan for Monarch Butterfly Habitat at the East Cliff Facility of the Santa Cruz County Sanitation District (i.e., the Lode Street facility adjacent to Moran Lake), tree loss due to natural causes, lack of on-going tree maintenance and soil failure from poor drainage has become an increasing concern. Both these management plans provide guidelines for acceptable tree removal, principles of tree pruning methods, recommendation for replacement tree plantings, and understory vegetation opportunities.



Corcoran Lagoon and Rodeo Creek: Corcoran Lagoon (see below) is south of Portola Drive, between Coastview Drive and 24th Avenue. The tall KSCO-AM radio towers that rise out of the lagoon serve as a landmark to many community members. Located at the mouth of Rodeo Creek, Corcoran Lagoon is valuable as an expansive visual relief and a popular birding spot. The lagoon's mudflats and marshy edges attract ducks, roosting terns and gulls, herons and shorebirds. Elegant Terns gather in large flocks in summer and Common Terns can be found in early fall. Various herons and egrets frequent this site year-round. The lagoon flows into Monterey Bay at Corcoran Lagoon Beach. A path along the lagoon's western edge connects the Live Oak Public Library and Coastview Drive to the beach.



Pacific Ocean Coastline and the Monterey Bay National Marine Sanctuary (MBNMS): The neighborhood's southern boundary is Monterey Bay. This portion of the Pacific coastline is heralded for many marine resources, including its world-renowned concentration of quality surf breaks. Coastal residents on the eastern side of Moran Lake overlook rocky intertidal areas while residents on the western side of Moran Lake overlook a long sandy beach. The coastal and offshore waters are part of the Monterey Bay National Marine Sanctuary, a federally protected area that supports one of the world's most diverse marine ecosystems, including kelp forests that are home to a significant population of the endangered Southern sea otter.



**Mediterranean Climate:** Santa Cruz has a Mediterranean climate with mild summers subject to coastal fog. A warm summer day at Pleasure Point attracts surfers, tourists and residents. The comfortable weather and plentiful natural resources it affords are important assets, which can help Pleasure Point residents maintain a healthy, outdoor lifestyle. In the winter months, cooler but still relatively mild temperatures generally prevail, with occasional rain/wind storms. Winter generally affords the best conditions for surfing at Pleasure Point, as the swells are usually larger and more frequent than during the summer months.





# **Issues and Opportunities**

**Urban Runoff Pollutants:** The water quality of Moran Lake, Corcoran Lagoon and Monterey Bay and the impacts of polluted storm water runoff are important concerns. The Moran Lake Water Quality Study and Conceptual Restoration Plan and the Pleasure Point Road Improvement/Storm Water Treatment System Monitoring Project both highlight concerns regarding pollutants from the urban watershed. Without filtration or detention devices, storm water runoff flushes numerous vehicular and other urban runoff pollutants that damage the coastal lagoon and Monterey Bay ecosystems, as well as threaten the health of surfers and swimmers. (See photos of vehicular emission and open stormwater drainage in bottom left and center).

The East Cliff Drive Stabilization and Parkway Project will include upgrades to major street drainage outfalls with improved storm water filtration devices. (See photo of damaged East Cliff Drive below). The filtration units will be installed as part of parkway improvements. The project will reduce the number of outfalls. Water quality "best management practices" including source controls and treatment should be considered in future developments to reduce the amount of contamination brought into the water bodies.

**Urbanization Impacts on Water Bodies:** While Pleasure Point presently has substantial natural features, urbanization has had significant impacts on those natural features. Parts of Moran Creek remain an open riparian corridor while other parts have been undergrounded or routed into a concrete channel. Moran Lake has also been reduced in size due to filling. Encroachment of development on water bodies not only poses flooding risks, but also negatively affects wildlife habitat and downstream ecosystems.







Cliffside Erosion: Much of the coastal area of Pleasure Point sits on a bluff that is experiencing ongoing erosion and cliff retreat as the result of natural processes. Heavy storms and rainfall in January 1994 caused a 50-foot stretch of bluff top area and roadway to break off. Emergency patches were installed in 2004 to shore up crumbling cliff face sections. The recently approved and permitted East Cliff Drive Stabilization and Parkway Project will provide more comprehensive stabilization of the cliff areas for continued public access to the coastline and for the protection of underground infrastructure beneath East Cliff Drive (i.e., domestic water supply and sewage conveyance pipelines). However, existing homes (particularly on the ocean side of East Cliff) and other coastal access locations may continue to be under the risk of cliff erosion and retreat. (Photo below shows eroding backyards of beachside homes). This indicates a need for a better, more coordinated response to shoreline retreat in the Pleasure Point area. Despite the soon-to-be-constructed seawall along the bluff top stretch of East Cliff Drive in Pleasure Point, there will continue to be a need for additional rip-rap and/or other coastal protection structures elsewhere in the area. An effort should be undertaken to comprehensively coordinate the installation and standardize the design of such structures.

# Coastal Armoring Near 26th Avenue



#### SOCIAL AND CULTURAL RESOURCES

This section provides an overview of Pleasure Point's social and cultural history and identifies specific sites that have significant history in the neighborhood. Pleasure Point has had a somewhat subversive, but wholly original, history. First known as Point Soquel, the area became the property of Irish wheat farmers after California was ceded to the United States from Mexico. The area was farmed for decades. In 1902, John J. Henchy purchased property on the southern-most tip and built a saloon. This building still exists as the present-day "Road House" on East Cliff Drive.

The point soon began to attract visitors coming to the coast to fish and hunt. Small homes were developed along the cliffs. However, the area remained an agricultural area for small farms and orchards. During the Prohibition era in the 1920s, the Road House is reputed to have become one of the busiest speakeasies in Santa Cruz due to its strategic location for bootleggers to drop off illegal liquor. At that time, Pleasure Point was overlooked by law enforcement agencies; a group called the Pleasure Point Night Fighters formed to fight fires and protect the community.<sup>2</sup>

Once the Depression and the end of Prohibition slowed Pleasure Point's rebellious culture and the work of the Night Fighters, housing proliferated, with a mixture of tourist cottages and year-round luxury homes. The Road House was reportedly sold and turned into a grocery store/gas station and hotel. With the rise of surfing in the 1950s and 1960s, Pleasure Point's character evolved into the relaxed, coastal community it's known for today. The advent of neoprene wetsuit technology in the late 50's and early 60's greatly increased the popularity of year-around surfing in Pleasure Point's frigid waters. Wetsuit technology and surf industry pioneer Jack O'Neill is still one of the area's most prominent residents. In the 1960s, the Night Fighters re-emerged as a new incarnation of volunteer community service workers. Residents were upset with increasing trash on beaches and lack of trashcans. The Night Fighters became organized, then acquired trashcans and began sharing the responsibility of emptying the trash weekly. This began the regular event of cleaning local beaches known as "Pack Your Trash Day" that continues to this day.

<sup>&</sup>lt;sup>1</sup> The Mid-County Post, July 11-July 24, 2006, p. 23.

<sup>&</sup>lt;sup>2</sup> Pack Your Trash website: http://www.packyourtrash.com/aboutus.html

# **Assets**

**Relaxed Coastal Community:** A casual walk through Pleasure Point will inevitably display mothers pushing strollers, excited surfers heading out to the waves, and most likely, an off-leash dog running free. These are all indicators of a tranquil beach lifestyle that is a large draw of Pleasure Point and central to its success as a safe community.

**Age Diversity:** Pleasure Point is a diverse neighborhood that appeals to residents of all ages. Young teenagers on bikes and skateboards pass by elders walking their dogs. Pleasure Point's ability to attract residents of such varied lifestyles is a testament to its character and amenities and is a notable asset itself.

Public Use by Residents of All Ages in Pleasure Point Area









Family-friendly Sense of Community: The neighborhood streets serve as the community's living room. Because most streets do not allow through-traffic, many of them can accommodate basketball games, children on bikes, and spontaneous encounters with neighbors. The long history of community service by the Pleasure Point Night Fighters and Pack Your Trash efforts (see below left) is further evidence of the area's strong community. These types of interactions are becoming less common in American cities nationwide and have been identified as desirable assets within Pleasure Point.





# **Issues and Opportunities**

Changing Demographics: Though this planning process is not charged with conducting a detailed market and demographic analysis, it is apparent that the neighborhood's prime coastal location is attracting wealthy homeowners. The cost of land is lower than in other coastal areas, making Pleasure Point an ideal place for newcomers to retire, vacation or build their dream houses, which are often much larger than the traditional Pleasure Point beach cottages. The shift in residents' income levels and tastes has been noted as a source of conflict between neighbors.



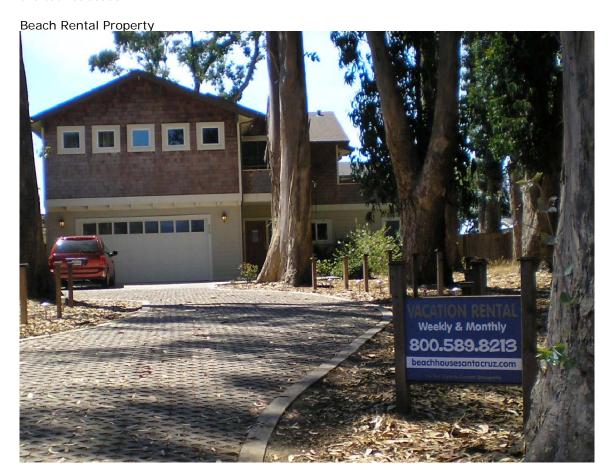


**Demographic Data** 

2000 Census Data	Pleasure Point Area*	County as a Whole
Average Household Size	2.24 persons	2.71 persons
% Vacation Homes	6.9%	5.1%
Owner Occupied Units	53.7%	60.0%
Renter Occupied Units	46.3%	40.0%
College Grads.	39.8%	35.1%
% Married	35.1%	48.6%
Family Households (w/kids)	24.6%	31.9%
Foreign Born	8.0%	18.2%
% Hispanic Origin	12.5%	26.5%
Recent (last 5yrs.) arrivals from out of state	6.4%	4.5%
Median HH Income in 1999	\$42,673	\$53,998
Persons Living Below Poverty Line	14.2%	11.9%
Houses Built Pre-1960	42.8%	33.8%
Median Home Value (1999)	\$419,600	\$377,500

<sup>\*</sup> Data is for the "Opal Cliffs Census Designated Place" (or CDP), which includes Opal Cliffs, Pleasure Point (to Corcoran Lagoon) and some of the area north of Portola Drive (i.e., to the railroad tracks)

Apparent Rise in Vacation Homes: As Pleasure Point becomes more desirable for vacationers, more conflicts between full time, long term residents and tourists are likely to occur given their differences in lifestyle, schedules and the transient nature of the growing population. Year-round residents are not eager to live on a block where many or all other homes are unoccupied during the majority of the year, due to safety concerns and how it detracts from the community. In addition, seasonal/short term rentals can result in neighbor disturbing activities/parties, as well as impacts on available parking and smooth circulation in the tourist season.



Lack of a Central Community Gathering Space: Although Pleasure Point has unparalleled access to natural resources, there is no public indoor gathering space to serve as the community's center. Some residents have identified this as an issue, but without further discussion it is not something that can be addressed in this Plan.

#### LAND USE

Pleasure Point is a predominantly residential area with commercial corridors along two edges - Portola Drive and 41<sup>st</sup> Avenue. A few small neighborhood-serving commercial uses are scattered within the neighborhood. There are a variety of housing types, ranging from single-family homes, duplexes, apartments, condominiums and mobile homes. In addition to these commercial and residential uses, there are several County park facilities (i.e., Floral Park on 38<sup>th</sup>, Pleasure Point Park, Moran Lake Park, and the soon-to-be-constructed East Cliff Dr. Parkway), a private multi-use community facility/day camp, and a well-used visitor parking and restroom/shower facility at "The Hook" surf spot at the end of 41<sup>st</sup> Avenue. Located in the center of the study area, abutting Moran Creek is the Santa Cruz County Department of Public Works' Lode Street Sanitation Facility (which treats and pumps wastewater from much of the County out to the City's treatment plant at Neary Lagoon).

#### **Assets**

**Strong Residential Fabric:** The County of Santa Cruz's General Plan categorizes the majority of Pleasure Point's residential density as urban medium residential, with some urban high residential (see diagram on page 21 of General Plan Land Use Map). This creates a greater variety of housing types than an entirely single-family neighborhood while not being overly dense. More detailed identification and analysis of lot configuration, neighborhood subareas and housing patterns will be covered in the next section of Urban Design & Existing Development Standards.

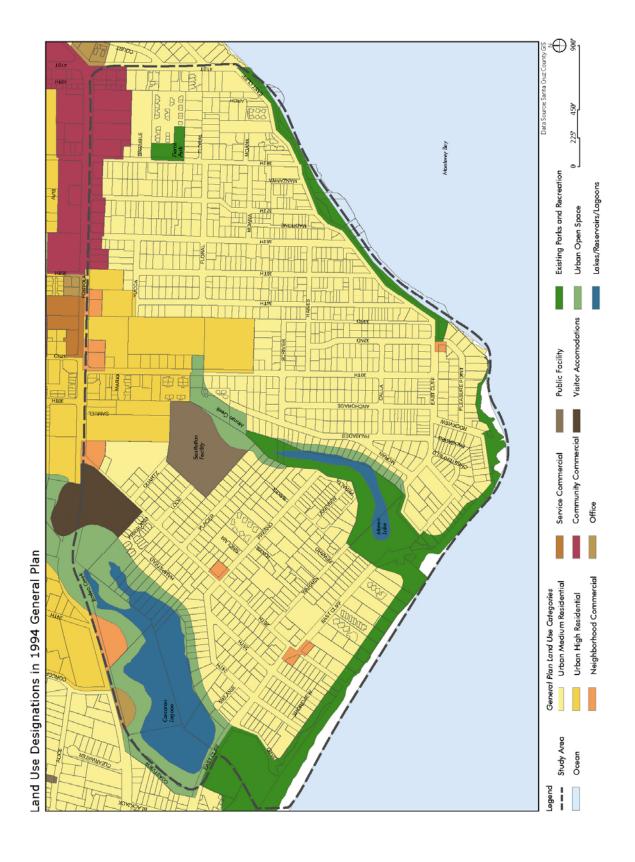
Value of Natural Open Space: The open space surrounding Moran Lake (below left) and Corcoran Lagoon as well as the coastal promenade and beach access (below right), provide an abundance of passive recreation areas for walking and experiencing the outdoors. The prevalence of these open space/park land uses and the area's beaches increase the financial value of the other land uses within the neighborhood.





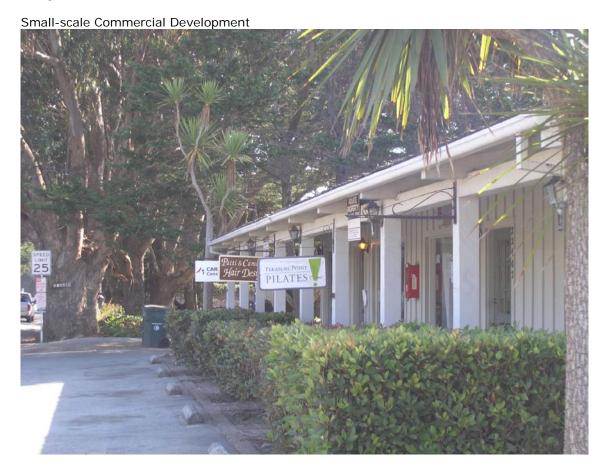
**Beach Access** 

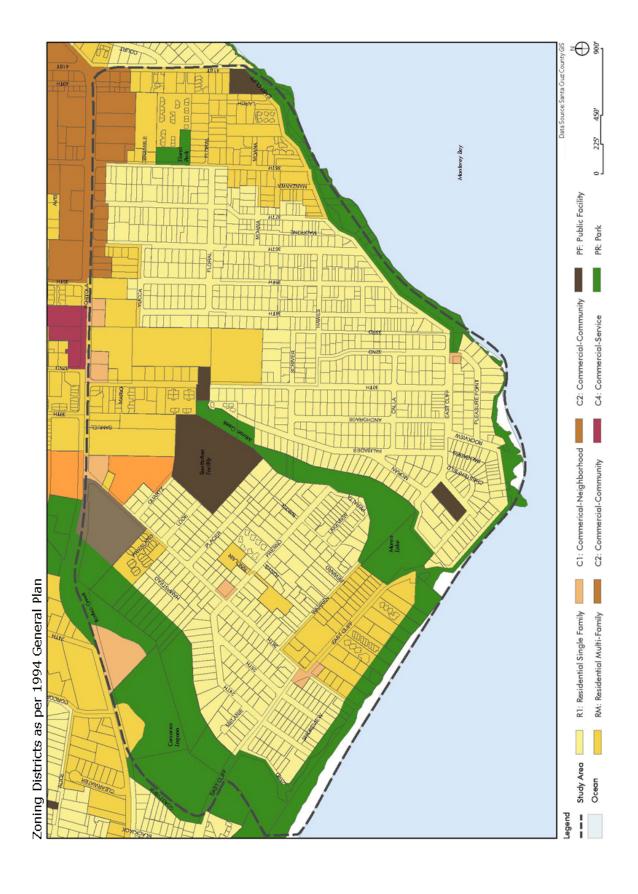




**Established Locally-Owned Commercial Services:** The commercial corridors and small commercial pockets feature a variety of locally-owned retail, including a well balanced mix of restaurants, neighborhood services and small shops. A sprinkling of small-scale commercial activities occurs within the residential neighborhoods of the study area. These services include two small local markets. (A small strip of offices, hair salons and a pilates studio are located on East Cliff Drive and 26th Avenue - See below).

The largest-scale commercial activities occur just outside the study area boundary on Portola Drive and 41<sup>st</sup> Avenue. A Pleasure Point Commercial Area Plan was completed in August 1995 after a series of six community workshops with area residents, commercial property owners, and merchants who contributed their ideas and visions for the commercial activities located along Portola Drive and lower 41<sup>st</sup> Avenue in the Pleasure Point area.





# **Issues and Opportunities**

Separated Land Uses: Though the area features quality residences and busy commercial corridors, the few parcels zoned for commercial use limit the number of shops and amenities within the neighborhood core (see diagram of Zoning Districts Map on page 23). While this separation of uses may require residents to drive to beyond the neighborhood boundaries for major shopping needs, including groceries, the retail areas at the periphery of the neighborhood and in the neighborhood's interior allow community members to shop for smaller/convenience items near to where they live. According to the Pleasure Point Commercial Area Plan prepared by the Santa Cruz County Redevelopment Agency, Portola Drive has historically been a thriving community-serving retail corridor. However, like most local commercial areas, it had a hard time competing with the mall and highway-oriented developments that started appearing in the 1970's (e.g., the nearby Capitola Mall/41st Avenue regional commercial center).

There are, however, recent signs of renewal in the area. One of the outcomes of the Commercial Area Plan was a detailed action plan outlining a series of tasks for the County, Redevelopment Agency and property owners to undertake in the short- and long-term. Since the adoption of the Plan, several of these tasks have been successfully completed including the undergrounding of overhead utility lines, the construction of sidewalks, curbs and gutters, bus pull-outs and shelters, and landscaping and roadway and storm drain improvements.

**Limited Number of Parks for Recreational Use:** Though the natural resources in the neighborhood are exceptional, the community has a limited amount of recreational open space. Various groups compete to make the most of the soon to be renovated Floral Park, off of 38<sup>th</sup> Avenue, with its multiple recreational uses, such as the large lawn area (formerly a volleyball court) and a children's play structure.

#### URBAN DESIGN AND EXISTING DEVELOPMENT STANDARDS

Pleasure Point's built environment can be described as eclectic. Shaped by a loose grid of sometimes meandering streets, large natural open spaces, and a variety of parcel shapes and sizes, Pleasure Point's original housing stock took the form of small beach cottages and bungalows that were constructed to fit into the irregular urban fabric. Refer to diagram "Existing Development Density/Building Footprints" on page 27 to see the pattern of development within the neighborhood. Over the years, parcels were subdivided, other building styles filled in the gaps, and an array of landscaping transformed what was once farmland into a tightly-knit beach village.

Regional growth pressures, increasing property values and low interest rates have made Pleasure Point's housing increasingly desirable. As a result, new homebuyers are purchasing lots with small existing homes and replacing them with larger structures or making significant second-floor additions. The number of teardowns throughout the neighborhood has increased considerably. As a result, the small-scale beach town atmosphere of Pleasure Point is undergoing noticeable changes.

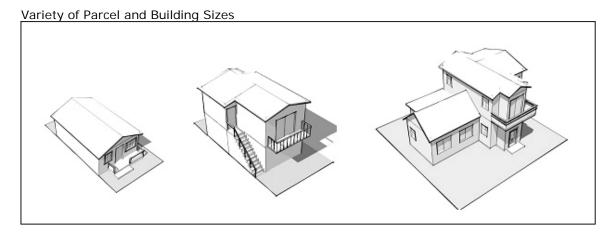
The community of Pleasure Point is not alone in its desire to regulate new construction. Other nearby jurisdictions have attempted to reduce the size of new home construction in coastal areas. For example, Capitola City Council recently decided to restrict the total floor area of a new home to 49 percent of the lot size (a 0.49 "Floor-Area Ratio" or FAR), and less for larger lots, whereas previously, the City allowed homes to have a floor area up to 60 percent of the lot size (0.6 FAR). The challenge in Pleasure Point is retaining the eclectic quality of historic development without making the development standards so rigorous that the neighborhood's building design creativity is lost.

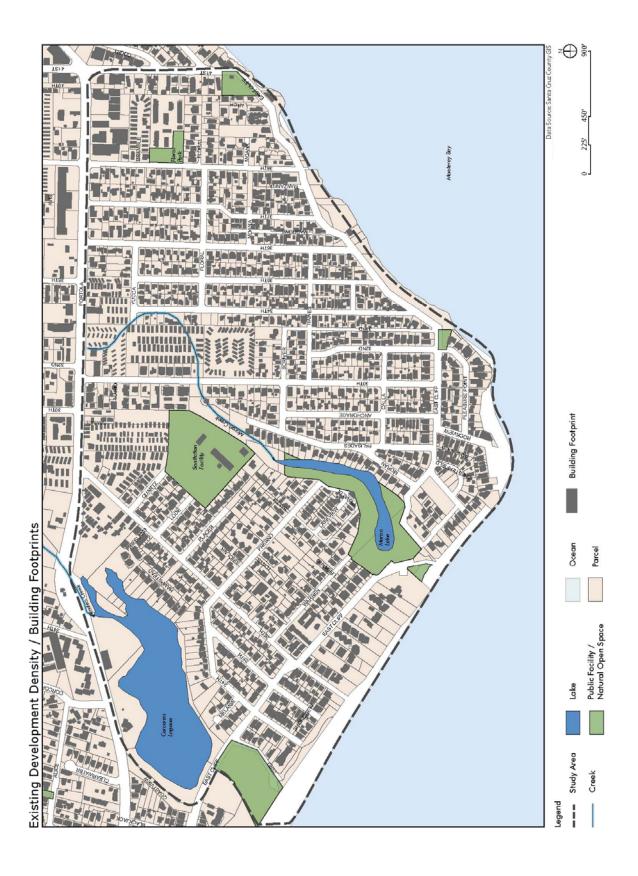
The approval process for new development in the Pleasure Point project study area falls into two categories. In the Discretionary Approval area (a.k.a. "Coastal Appealable Area"), encompassing the parcels that generally lie within 300-feet of the coastline or near coastal streams/wetlands, Coastal Development Permits are required (involving design review and discretionary approval by County Planning at a public hearing), the approval of which may be appealed by members of the public or the California Coastal Commission. Outside of the Coastal Appealable Area is the Building Permit-Only area, where new home construction and remodels require only a "ministerial" building permit approval from the County Planning Department (no public hearing).

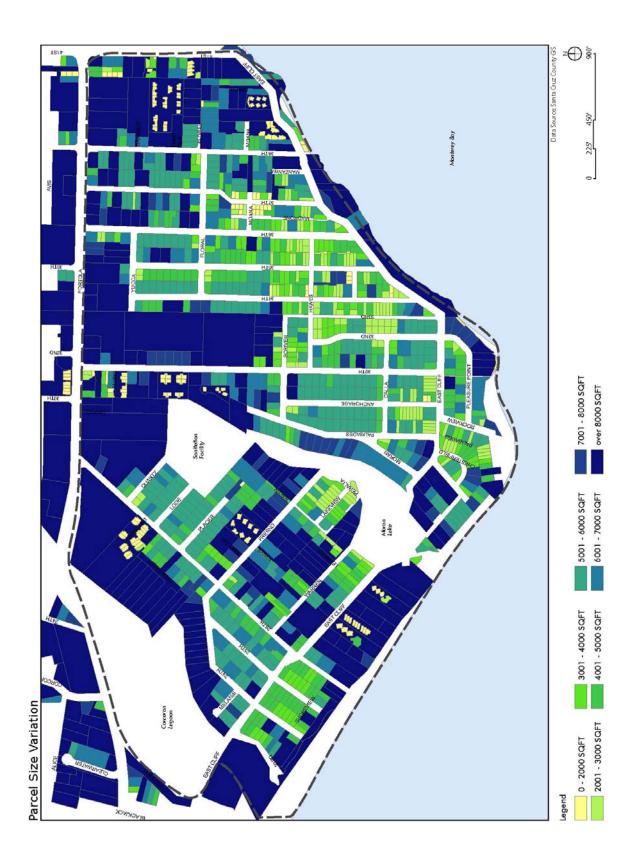
#### **Assets**

Lot and Building Size Variation: The wide range of lot sizes in Pleasure Point is a significant factor in the eclectic nature of the area. Sizes of lots range from under 2,000 square feet to over 12,000 square feet. Furthermore, small and large size lots sit side by side in many areas within Pleasure Point. There is also tremendous diversity in the configuration of lots between 20 feet and 100 feet wide and between 40 feet and 250 feet deep. Refer to diagram "Parcel Size Variation" on page 28 to see the diversity of lot sizes.

The wide range of lot size variation in Pleasure Point is an interesting and uncommon feature that has contributed significantly to the area's distinctive character and wide variety of building footprints. (See diagram on page 27 showing the variety of building footprints). Most importantly, this range of lot sizes has resulted in a tremendous mix of housing types within Pleasure Point.







**Diverse Mix of Architectural Styles and Building Elements:** Though the prevalent design aesthetic in the neighborhood takes the form of small, one-story cottages (below), many variations of the cottage have been constructed (bottom). The one-story cottages are representative of Pleasure Point's distinctive housing. Most are constructed with a single pitched roof, porch and/or stoop and rarely are wider than 30 feet.

Variations of One Story Cottages







The houses below maintain the narrow width displayed in original cottages, but have added a second floor. Instead of porches, they use balconies to transition between the public and private realm.

Variations of Two Story Cottages







Over the years, the style of architecture has varied to include California bungalows, nautical designs, and Spanish colonial influences. This variety is not considered incompatible, but rather it is what gives Pleasure Point its distinct character. Pleasure Point is home to the classic beach house with wood siding and flat roofs (below left), some Spanish Colonial homes with stucco finish and clay roof tiles (below middle), and more modern designs incorporating a variety of materials and streamlined aesthetics (below right). Some of the newer houses that have drawn some criticism are larger, modern houses featuring an "Orange County subdivision" style, with ample stucco siding, that do not fit in well to the eclectic and funky nature of the Pleasure Point neighborhood.

Variations in Architectural Styles







Architectural Elements and the Public Realm: Pleasure Point's early bungalows included architectural elements that open onto the front yards and streets, thereby creating a transition between the public and private realms. These elements usually take the form as porches, decks and balconies. A collection of typical examples is shown below. The wide porch (below left) and generous deck (below right) are semi-private architectural features that add life to the front of homes and engage the public realm. They are usable spaces in scale with the dimensions of the houses.

#### **Different Architectural Elements**





**Variety of Building Materials:** A vast range of building materials is used on homes and fences throughout the neighborhood. The diversity provides texture and authenticity to the neighborhood. The best examples are homes treated with a combination of complimentary materials on their exposed elevations.

### **Different Building Materials**







Stucco and Shingles



Stucco, Stone Siding and Brick



Wood Siding and Shingles



Wood Siding, Shingles and Brick



Wood Siding and Shingles



Stucco and Wood Slats



Stucco, Clay Tiles, and Wrought Iron

Variety of Site Treatment: The setbacks, driveways and fencing within the neighborhood's parcels vary widely. On most blocks, it is hard to find two lots that are exactly alike. The rhythm of front setbacks and driveway widths is another element of the built environment that defines Pleasure Point's character.

Variety of Landscaping: In addition to the variety of architectural styles and site treatments throughout the neighborhood, Pleasure Point's abundant and varied landscaping adds character to individual lots and the streetscape as a whole. The size and massing of private landscaping provides transition between the scale of homes and the street, while concealing aging or unattractive structures. Any possible design guidelines or standards should not overlook the role landscaping plays in softening the built environment and defining the neighborhood. Many of Pleasure Point's established lots are lushly landscaped (below left and middle), providing privacy for residents and concealing building treatment. Front setbacks that maximize parking (below right), limit landscaping possibilities and appear stark in contrast.

Large trees are a defining element of the character of the area. Palm, cypress, eucalyptus, oak and other large trees play an integral part in giving Pleasure Point its natural, relaxed sense of place. Aside from the eucalyptus groves around Moran Lake, large trees in private yards are Pleasure Point's main source of urban forestry since there is no formal streetscape with street trees. Given the wide expanse of the beach and ocean, residential trees and large shrubs offer pedestrians shade and protection from the elements as well as a sense of enclosure on the street.

Owners of homes located within the Coastal Zone that seek to remove or trim more than one-third of the green foliage of a large trees on their property are subjected to the County's Significant Trees Protection Ordinance (Chapter 16.34 of the County Code). Residents who seek to remove or trim trees that fall within the parameters of the ordinance must obtain a Significant Tree Removal Permit from the County. Exceptions are made for emergency and disease-related situations.

### Variety of Front Yard Landscaping Treatments







### **Issues and Opportunities**

**Building Massing and Bulk:** The average American home size has increased greatly since the early days of Pleasure Point. The current average building permit that the County receives is for a 1,700-1,800 square foot house. Partly due to the prevalence of smaller lots, many or most of Pleasure Point's new homes have maximized lot coverage and appear oversized in comparison to their neighbors. Some examples are shown below. In the image below left, the size of the new home (background) more than doubles the existing neighboring cottage (foreground), though it has been designed to respond to the proportions of the cottage's roofline. The majority of the second floor of this modern home (below middle) does not stepback from the ground level, making the front façade appear larger than necessary. The two-story home (below right) does little to break its massing; the front façade has minimal articulation without step-backs.



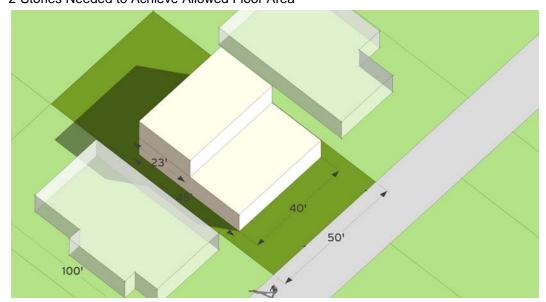




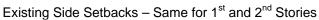
Currently, the Pleasure Point neighborhood is regulated by the same development standards as the rest of the County, which may not work as well in the small parcel context of Pleasure Point. This has allowed the recent problematic trend (in the view of many community members) of overly massive/bulky newer houses replacing older, smaller scale houses. Some of the existing standards that should be reviewed to respect the unique character of the Pleasure Point neighborhood include:

• Floor-Area Ratio (FAR): The existing FAR standard is 0.5 (i.e., building floor area is allowed to be 50% of the parcel size, not including a 225 sq.ft. allowance for the garage) for all parcels zoned R-1 Single Family Residential (which is the case in most of Pleasure Point). Given Pleasure Point's wide range of lot sizes, abiding by the current FAR standards can result in disproportionately large second stories, relative to adjacent existing one-story cottages. This problem arises due to the prevalence of smaller, narrower lots and the need to build second stories to maximize the allowed floor area.

### 2-Stories Needed to Achieve Allowed Floor Area



• Setbacks: Existing ground and second-floor side setbacks are 5 or 8 feet (or 10' feet on one side of corner lots). There are no additional setback standards for upper stories (i.e., the second story must only be setback the same distance from the property line as the ground floor). As a result, flush, two-story side facades are allowed and are common (i.e., big, long, and tall walls built right up to the setback line), which can cast significant shadows and sometimes "loom" over smaller, adjacent houses.

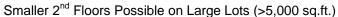






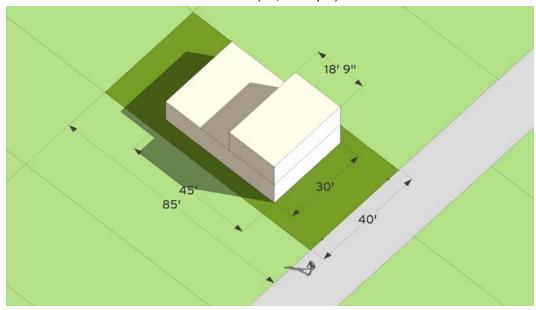


• Lot Coverage: The existing lot coverage standard is 40% for most lots. This is not a problem on medium or large size lots, however, on smaller lots (e.g., 3,500 sq. ft. or less) this limitation can force houses to build up (i.e., to add second stories) in order to gain sufficient floor area in the house. As a result, the overall mass and bulk of new buildings on medium-sized or larger lots (5,000 square feet or more) can be easily designed within the existing lot coverage standards and respect the existing built scale and character of Pleasure Point neighborhood. However, in order to maximize the FAR and stay within the existing lot coverage standards, new development on smaller lots typically results in bulky two story buildings.

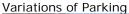




Bulkier 2<sup>nd</sup> Floors Needed on Smaller Lots (<5,000 sq.ft.)



**Parking:** The existing building site standards require a typical single-family home (i.e., 2-4 bedrooms) to provide at least three off-street parking spaces, with one additional space for each additional bedroom. Though this requirement has the intention of relieving on-street parking constraints, it has resulted in driveways and garages that dominate the lots in front of new homes. Newly constructed homes often lack vegetation and/or ornamental landscaping, which can make them appear larger and more obtrusive than necessary. Additionally, there appears to be an increasing trend towards constructing high fencing that divides the public and private realms. As a result of all these factors, there is a predominance of newer homes with less engaging front yards. In a community as open as Pleasure Point, this change is noticeable and likely to shift perceptions of the sense of community.





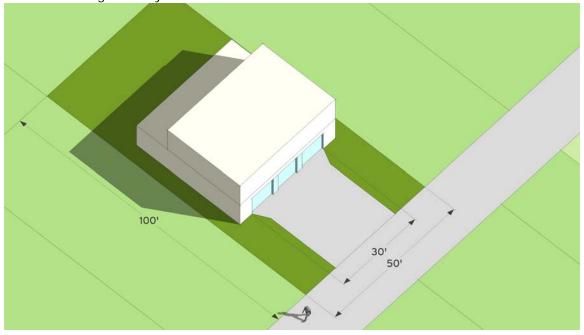




**Garage Location and Size:** Many redeveloped lots dedicate two-thirds or more of the front facades and yards to parking, in the form of driveways and garages. Some new homes use interesting materials and design elements to improve garages' and driveways' appearance (above right).

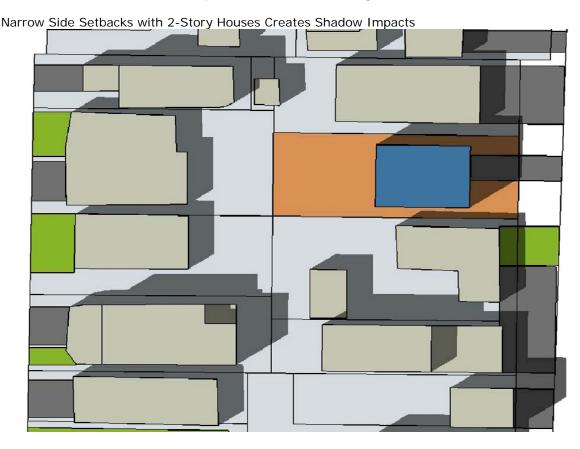
While there are standards for amount of parking and frontyard space dedicated to driveways and parking, there are no existing standards for garage location and the size of garage facade. As a result, many newer homes have front building facades dominated by two- or three-car garage openings. This auto-orientation of the house creates an unattractive, suburban atmosphere and breaks with the Pleasure Point tradition of a human-centered neighborhood design.

Three-Car Garages Overly Dominate Facade



**Sunlight Access:** With the area already built out and increasing home sizes, sufficient sunlight access is an important factor to consider in planning for future development and redevelopment in Pleasure Point. Due to the north-south orientation and larger lot sizes of the 26<sup>th</sup> Avenue neighborhood, most homes there receive adequate sunlight access either in the front or backyards. However, east of Moran Lake homes are sited in an east-west orientation. Furthermore, lot sizes are a great deal smaller resulting in tighter side setbacks. These two factors result in greater shade impacts to homes and yards, especially when there are large two-story houses on neighboring parcels.

The diagram below shows a typical section of Pleasure Point neighborhood east of Moran Lake where the homes are situated on an east-west grid and lot sizes are smaller. The diagram views the area from overhead and shows the shadows cast by an early afternoon sun. One can see from the diagram that the narrow side setbacks between houses and the east-west orientation of houses create multiple factors that block sunlight access.



Summary of Problem with Existing Development Standards: Given Pleasure Point's wide range of lot sizes, abiding by the current Floor–Area Ratio (FAR), setback, and smaller parcel lot coverage standards (on smaller lots) can result in significantly disproportionate-scaled structures adjacent to smaller one-story cottages. There is general agreement among residents, County staff and local architects that the existing regulations are not easy to understand and do little to achieve the results initially intended. The challenge is to determine what measurements — including FAR, building envelope setbacks with possible differential upper-floor setbacks (or "step-backs"), and small parcel lot coverage standards — can be established or adjusted to allow property owners the freedom to build on their lots without being overly restricted, while protecting and reinforcing the existing neighborhood character. Recommended approaches for addressing these issues are presented in Chapter 4 of this document.

### TRANSPORTATION, CIRCULATION AND INFRASTRUCTURE

Pleasure Point is comprised mostly of neighborhood-serving local county streets, with the exception of three major streets bordering the neighborhood: Portola Drive to the north, East Cliff Drive to the south, and 41<sup>st</sup> Avenue on the east. A fourth major street, 30<sup>th</sup> Avenue, serves as the main connection between Portola Drive and East Cliff Drive (see Diagram 6.1: Circulation Diagram). Aside from these major streets, the neighborhood's streets have narrow rights-of-way, limiting the number and width of travel lanes, parking lanes, sidewalks and pedestrian paths. The majority of the neighborhood-serving streets are not through-streets, thereby limiting their use by non-residents. This hierarchy of streets serves to buffer neighborhoods from external regional traffic. However, beach-going visitors affect the neighborhood's circulation and parking constraints on all streets in the summer months. Though the Live Oak Parking Program, which requires all vehicles to display parking permits on weekends and holidays between April 1 and Labor Day has been implemented for the last 25 years, the number of visitors seeking parking and traveling on the few through-streets between Portola Drive and East Cliff Drive results in congestion and safety concerns.

Pleasure Point streets can be categorized into three configuration types: Major Streets (or Arterials), Through-Streets (or Collectors) and Neighborhood-Serving (or Local) Streets. Major streets (see diagram below) are generally characterized by two striped travel lanes, dedicated bike lanes, and a curbed sidewalk with a landscape strip. These streets handle the most vehicular traffic as they serve as major connections into and out of Pleasure Point. Parking can be one side or both. Some streets have publicly-owned right of way (ROW) dimensions considerably wider than the existing street improvements (e.g., edge of pavement).

# TYPICAL MAJOR STREET CROSS SECTION (41<sup>ST</sup> Avenue Looking South) Setback Varies Bike Travel Bike Parking W/ Planting Setback Varies

<u>Major Streets</u> include Portola Drive, East Cliff Drive, 41<sup>st</sup> Avenue and 30<sup>th</sup> Avenue. Three of the four major streets in the area have recently undergone improvements and appear to serve the community adequately. Along 30<sup>th</sup> Avenue, 41<sup>st</sup> Avenue and Portola Drive the County has invested in sidewalk improvements. Portola Drive has also had additional tree plantings in bulb-outs and improved pavement markings at the pedestrian crosswalks. As described in Chapter 2: Natural Systems, portions of East Cliff Drive suffered greatly after the heavy storms of January 1994. Areas of the roadway between 38<sup>th</sup> Avenue and Larch Lane were also affected. An approximately 10-12 feet wide and 50-foot long stretch of roadway was lost, but has since been rebuilt. The proposed East Cliff Drive Stabilization and Parkway Project, when built, will include a one-way eastbound travel lane (16 feet) from 32<sup>nd</sup> Avenue to 41<sup>st</sup> Avenue.

ROW Approximately 48' A 16-foot pedestrian/bicycle path on the side of the roadway along the bluff will be separated from the travel lane by a continuous curb. Eight feet of the pedestrian/bicycle path will be asphalt, and the other eight feet will consist of decomposed granite. The new roadway will also feature an improved storm water treatment design with filtration units installed in the road as well as a reduced number of outfalls. In addition, a series of community meetings has resulted in a concept plan, to provide a pedestrian walkway along East Cliff Drive from 17<sup>th</sup> Avenue to Palisades, which has been approved by the County Board of Supervisors.

<u>Through-streets</u> (see diagram below) are characterized by approximately 40 feet of right-of-way and no sidewalks. Some are considered through-streets because they connect two major streets, extending from Portola Drive to East Cliff Drive. Bicyclists and pedestrians generally share the use of the street with vehicles. Shoulders on both sides of the street serve as onstreet parking lanes.

# TYPICAL THROUGH STREET CROSS SECTION (26<sup>th</sup> Avenue Looking South)

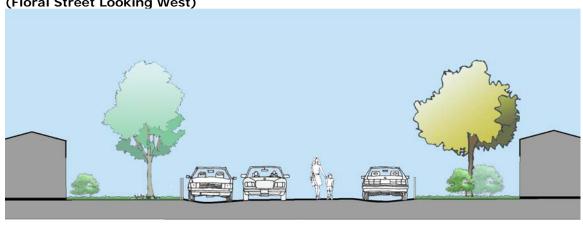
Part of the neighborhood beachfront character is defined by the neighborhood's lack of sidewalks. Most streets either accommodate a shoulder for pedestrian travel, adjacent to the parking lane, or pedestrians and bikes share the travel lane with vehicles. This configuration works on the slower streets that have limited vehicular travel, however it is not successful on many of the through-streets.

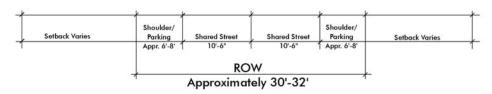
ROW Approximately 40' **Parking** 

There are four through streets that extend from East Cliff Drive to Portola Drive: the main ones being 26<sup>th</sup> and 38<sup>th</sup> Avenues, with 36<sup>th</sup> and 37<sup>th</sup> Avenues being somewhat secondary. Among them, 26<sup>th</sup> Avenue appears to receive the most through traffic. Unfortunately the right-of-way along 26<sup>th</sup> Avenue is not sufficient to accommodate two-way travel, two on-street parking lanes, and sidewalks/pedestrian pathways (or bike lanes). As a result, the high traffic levels and speeds, conflicts with space for pedestrians and bicyclists, creating a safety hazard. Potential solutions to these user conflicts and infrastructure constraints are addressed in later chapters of this document.

<u>Neighborhood-serving streets</u> (see diagram below) are similar to through-streets but are approximately 10 feet narrower, generally unstriped and do not connect two major streets. With a tighter street width, lack of striping, and a predominantly east-west orientation that makes it difficult to travel fast and directly through Pleasure Point, these streets have a more intimate feel and more local-serving function. The neighborhood also contains several even smaller and narrower private streets and alleyways that sometimes provide access to the rear of lots

# TYPICAL NEIGHBORHOOD SERVING STREET CROSS SECTION (Floral Street Looking West)





### **Assets**

Intimate, Natural Street Character: A non-typical network of streets without sidewalks and storm drains characterizes Pleasure Point. The lack of curb, gutters and sidewalks as well as the presence of unpaved shoulders on the side of the road gives Pleasure Point streets a more "natural" feel. The limited number of through-streets keeps the neighborhood compact and insulated.



**Shared Streets:** The lack of sidewalks on most streets in Pleasure Point is a testament to the pedestrian-friendly nature of the street network. The neighborhood-serving streets are shared spaces that many users use simultaneously, including pedestrians with dogs and/or strollers, bicyclists, kids playing and vehicles. The shared space makes good use of narrow rights-of-way and serves as the community's living room. The outdoor-oriented as well as beach- and surf-oriented lifestyles of many Pleasure Point residents make a walkable street network even more integral to livability of the area.

Lack of Sidewalks on Some Streets





**Traffic Calming Street Features:** Pleasure Point's pedestrian friendly streets are a result of several natural and social factors. The prominent location of Moran Lake in the center of the community prevents several streets from connecting through east and west. In addition to the dead-end nature of these streets cutting down less traffic on neighborhood-serving streets, many of Pleasure Point's east-west streets are narrower. The narrow widths and lack of pavement markings also serve to create a more pedestrian-oriented and less auto-dominated environment. Without a clear driving lane, drivers must pay more attention to the road. Wide bends in the road on 32nd and 37th Avenues also serve to slow and discourage automobile traffic through the neighborhood.



### **Issues and Opportunities**

Limited Right-of-Way on Through-Streets: Most through-streets present safety concerns between vehicular traffic and pedestrian/bike traffic. 26th Avenue (pictured below) serves as the only north-south connector linking East Cliff Drive and Portola Drive for autos, pedestrians and bikes in the 26th Avenue neighborhood. There is no space for pedestrians to walk other than in the travel lane. Possible ways to slow traffic and provide safe pedestrian pathways and connections are addressed in later chapters of this document.

Pedestrian Conflicts on 26<sup>th</sup> Avenue





Opportunities to Improve Safe Pedestrian/Bike Connections Along Open Space: Pedestrian and/or bike paths along the coast, Corcoran Lagoon and Moran Lake and Creek provide residents with safe connections between major streets and destinations, while increasing access to the natural landscapes. Efforts to improve and maintain can help relieve congestion on the neighborhood's streets.

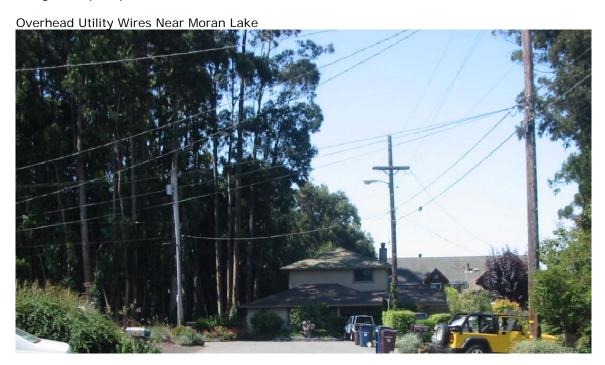
Inadequate Drainage: In addition to circulation constraints, Pleasure Point's drainage infrastructure is of increasing importance as lots are being rebuilt. The area sits on top of semi-impervious clay and sediment layers which results in a high water table in the winter. This also contributes to standing water and local flooding in the winter months. Recent development has covered more land with impermeable surfaces, thereby increasing lot run-off onto the street. Although some of the area's previous drainage problems have been addressed, several streets still lack traditional storm drains. Many residents appreciate the natural look to Pleasure Point without a more typical suburban curb and gutter drainage system. However, residents are also concerned with the need for additional drainage treatment that is necessary to prevent water build-up and adequately treat storm water run-off.



**Shortage of On-Street Parking:** Efforts to provide more, or protect existing parking in the neighborhood have resulted in several ideas, including the possibility of having a shuttle service from distant visitor-serving parking lots. To date, no viable solutions have been developed and off-street public parking is limited to the parking lots at the Hook at the end of 41<sup>st</sup> Avenue and at Moran Lake Park. Visitors can also park along most streets at any time, with restrictions in the permit parking area near the coast (i.e., permits needed from 11 am - 5 pm on weekends and holidays from April 1 to Labor Day). However, this system along with the practice of some home owners in Pleasure Point posting "No Parking" signs in the public Right-of-way in front of their homes, results in a reduction of public on-street parking. Currently, parking violations are a regular occurrence, especially during summer months, despite the Live Oak Parking Permit signage posted throughout the neighborhood.



**Prevalence of Overhead Utilities:** The location and prevalence of utility poles and electrical wires negatively impacts the views and aesthetics along narrow rights-of-way. Community members consider undergrounding the electrical wires to be a desirable option, especially on East Cliff Drive along the coast. While some believe that this would be the single most important thing that could be done to improve the neighborhood's appearance, the cost of doing so is quite prohibitive.



Lack of Pedestrian Links East and West: Due to the prominent central location of Moran Lake, pedestrian links east and west of the study area are limited to the southern edge of the Lake and Portola Drive in the north. Investigation into additional pedestrian links across Moran Creek near the Lode Street Sanitation Facility might be useful for increasing pedestrian connectivity.

### **CHAPTER 3: VISION AND GOALS**

While eclectic in housing style preferences and diverse in opinions, the Pleasure Point community shares in common a great love and respect for the area. This chapter presents the seven vision elements and goals that were distilled from the input received at the first Community Workshop and further refined throughout the Pleasure Point planning process. The vision elements represent the important aspects of the area to maintain as the area grows and evolves. Each vision element narrative below is accompanied by additional description and broad goals on how to achieve the vision.

### **VISIONING PROCESS**

During this process, community members' ideas varied, and sometimes conflicted with each other. However, in maintaining an open, transparent dialogue throughout the planning process and encouraging diverse opinions to be expressed, the process lead to a well-rounded, achievable set of design strategies that everyone can embrace. The outcome of the public process in Community Workshop #1 incorporated a diverse range of counterbalancing opinions and, as a result, the vision is one that reflects the majority of the community rather than one of 100% consensus.

### **VISION ELEMENTS AND GOALS**

As part of the neighborhood planning process, community members in Pleasure Point engaged in a series of interactive visioning exercises at Community Workshop #1. Based upon the results of the workshop (as detailed in the Workshop #1 Summary Report included in this Public Review Draft Report), seven vision elements and goals were identified. These goals are listed below along with a summary of community input used to develop each goal. Together, the seven goals express the overall vision for the Pleasure Point community.

### GOAL #1: Retain Small Town/Beach Town Character

There was a general consensus that Pleasure Point should retain its "small town"/beach community character (i.e. with smaller lots, appropriately-scaled homes, and narrow, shared streets) while affording personal expression in building character and landscape. Residents expressed a desire to retain the existing sense of community with a small town feel and eclectic mix of homes. Participants valued freedom of choice and variation in design, but want to ensure Pleasure Point remains a safe and simple garden community that is family-oriented.



### Goal #2: Ensure Complementary Scale of New Development

Most Pleasure Point residents who participated in Workshop #1 want to ensure that the scale of new developments and improvements is complementary to adjacent buildings. Community members expressed the importance of context sensitive design. Residents believe new homes and new additions should contribute to the neighborhood character established by existing homes. Participants acknowledged that the scale of homes will continue to evolve (homes are much larger today than they were 20 years ago), but feel strongly that the evolution should be gradual and that new homes should not dominate neighboring residences and the larger community.



### **Goal #3: Promote Access to Sun and Light**

Most Pleasure Point residents who participated in Workshop #1 are in favor of promoting maximum possible access to sun and light in private development. Workshop participants identified a core community value of access to light and air in private areas of the community. Participants felt strongly that new development should respect the light and air access of adjacent homes. Thus, residents in the Pleasure Point neighborhood should have access to a reasonable amount of sun and light when in their homes and yards.



### Goal #4: Protect and Enhance Natural and Ecological Systems

Nearly all Pleasure Point residents who participated in Workshop #1 are in favor of protecting and enhancing Pleasure Point's natural landscapes and ecological systems. Residents also identified the natural and unbuilt areas of Pleasure Point as particularly important and integral to the community's character. Workshop participants envisioned retaining, if not increasing, the quality and access to natural areas and open spaces, including Moran Lake, beaches, surf breaks, forested areas, and Corcoran Lagoon. Several residents expressed a desire to enhance habitat and other open space areas. Other residents voiced a desire to work with nature and envisioned a more sustainable Pleasure point neighborhood.



### Goal #5: Retain and Enhance Walkable and Bikable Character

Most Pleasure Point residents who participated in Workshop #1 were interested in retaining and enhancing the walkable and bikable character of the area. A key component of the existing community character includes the large portion of residents that choose to walk and bike. Workshop participants believe retaining and enhancing the walkability and bikability of the neighborhood is critical to the community vision. This includes treating streets as public open space where safety for pedestrians and cyclists of all ages and abilities is the highest priority.



### **Goal #6: Provide Neighborhood Friendly Infrastructure Improvements**

Most Pleasure Point residents who participated in Workshop #1 would like the County (or others) to provide for neighborhood-friendly and appropriately-scaled infrastructure improvements (e.g., drainage improvements, overhead wire removal, etc.). Workshop participants envisioned a cleaner streetscape environment with fewer drainage problems/polluted runoff and few, if any, overhead utilities. Community members identified the need to improve public and private storm water management. Infrastructure improvements that are aesthetically pleasing and appropriately-scaled can enhance neighborhood character and protect both public and private property from future damage.



### Goal #7: Establish Clear and Simple Design Standards and Permitting Process

Many Pleasure Point residents who participated in Workshop #1 are in favor of the County establishing clear and simple design standards that address community concerns, while keeping the permitting process for building improvements simple. Workshop participants expressed a desire for design standards that protect the community character, support and encourage the community vision, and still allow for flexibility and creativity of design and construction. The community wants standards that are clear and concise and a process that is simpler and less bureaucratic.





# CHAPTER 4: PROPOSED STANDARDS, GUIDELINES & RECOMMENDATIONS

There are numerous policy mechanisms or tools available that can help to ensure that Pleasure Point's future built environment and open spaces are conceived and constructed in accordance with the overall community vision and overarching goals described in the previous chapter. These tools can be used to inform the design process and produce the highest caliber of neighborhood development that respects the distinctive context of the Pleasure Point neighborhood.

As mentioned in Chapter 2, some of the existing standards that regulate residential development in the Pleasure Point neighborhood (and the rest of the County), including Floor Area Ratio (FAR), setbacks, lot coverage, garage location and size, have led to development that does not respect the existing community character of the Pleasure Point neighborhood. To respect and implement the community "vision" based on feedback received through the community outreach and participation process, new standards and guidelines are proposed for future private development and retrofit (building mass/height and public-private interface), recommendations are made for future public development, and measures to implement these standards, guidelines and recommendations are proposed. Earlier versions of these proposed standards, guidelines, recommendations and implementation measures were presented at Community Workshop #3 and the feedback was generally very positive (see Workshop #3 Summary Report in the Appendix of this Plan for details and analysis).

Based on the location, specificity, level of implementation, and County departmental jurisdiction, the proposed measures to address the community's concerns are defined as:

**Standards:** Proposed measurable regulations required for residential developments in all areas (i.e., both the "discretionary area" within 300-feet of the coast, and the remainder known as the "ministerial area") of Pleasure Point.

**Guidelines:** Proposed measures to be "strongly encouraged" for the "discretionary area" within 300-feet of the coast or near coastal waterways and also for other residential developments requiring a Discretionary Permit (i.e. where a variance or exception is needed), but only "recommended" in the "ministerial" building permit-only area, constituting the remainder of the neighborhood.

**Recommendations:** Proposed actions for other County departments to take to maintain the unique character of Pleasure Point.

Proposed new standards, guidelines and recommendations are discussed in greater detail in this chapter in the following format:

### PRIVATE DEVELOPMENT:

A. Building Mass & Height (Standards & Guidelines)
B. Public Private Interface (Standards & Guidelines)

PUBLIC DEVELOPMENT

C. Public Realm (Recommendations)

The proposed measures to implement these standards, guidelines and recommendations will be discussed in the next chapter.

# A. PROPOSED STANDARDS & GUIDELINES FOR BUILDING MASS AND HEIGHT

Mass and bulk of buildings can be affected by various factors including F.A.R. (Floor Area Ratio), lot coverage, building heights, different setbacks from the lot line for different floors of the house, and individual building elements such as roofs and porches. The following two standards and two guidelines each are proposed for building mass and height in residential developments to achieve a scale and character that respects the Pleasure Point neighborhood. These standards and guidelines are proposed to apply to new residential construction and home additions.

# <u>STANDARDS</u>: Proposed measurable regulations for residential development in all areas (both "discretionary" and "building permit-only") of Pleasure Point

### **Proposed Standard A1: Require Second Story Setbacks**

Reduce perceived mass and bulk of two-story houses by setting back second floors 10-feet from the sideyard property line. Ensure that the height and setback requirements of a residential building fit within the dimensions of a newly proposed designated building volume limit, which is reduced from the existing limit by a new requirement for second floor setbacks (shown in the bottom diagram on the next page). This will have the effect of reducing the volumes of second stories, thereby addressing many of the concerns about bulk/mass and shading that have been expressed by the community. Existing 0.5 Floor Area Ratio (FAR) limits will continue to govern the maximum size of residential development (i.e., building square-footage cannot exceed 50% of lot square-footage, excluding a 225 sq. ft. exemption for the garage).

Applicability: Would apply to any new two-story residential structure or to second story additions.

### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

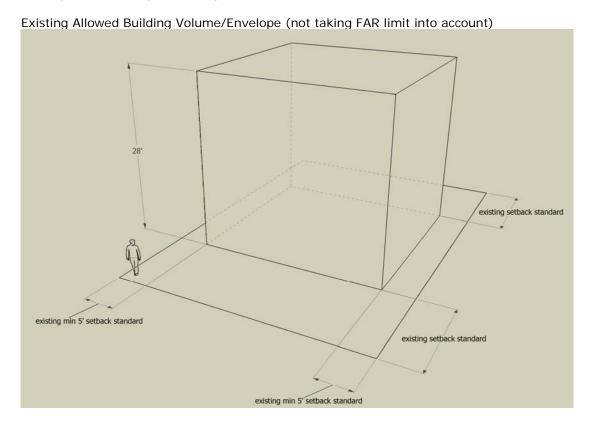
Goal #3: Promote Access to Sun and Light

Goal #7: Establish Clear and Simple Design Standards and Permitting Process

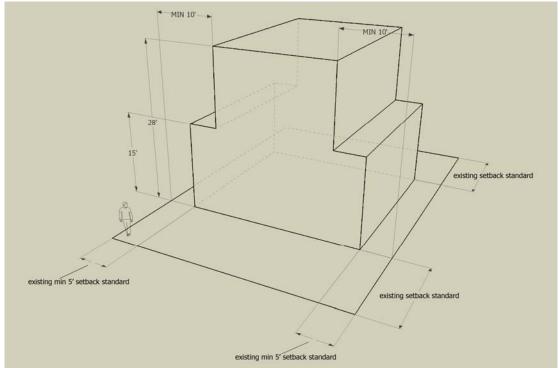
This proposed standard aims to create a design framework (i.e., a building envelope in the vertical plane) that encourages appropriately scaled homes to reduce shading impacts to neighbors and maintain the "small town"/beach community character of Pleasure Point. By setting back the second stories of houses from the first story outline/footprint, light, air and solar access to neighboring houses is maximized, reducing the effect of large houses "looming over" their neighbors (which has been identified as increasing trend in Pleasure Point). While all the existing first floor sideyard setback standards would be maintained (i.e., 5 or 8 feet on most lots), a new second floor side setback 10' wide from the side yard parcel line is proposed. This "stepping-back" of the second story will help break up the overall apparent mass and bulk of two-story houses/buildings and help minimize shade impacts on adjoining existing houses/buildings.

NOTE: The following diagrams in this chapter have been prepared to illustrate principles or standards. When considered with other building and zoning regulations, final building volumes, mass, articulations or site configurations may need to be different from the illustrations shown here.

The following two diagrams illustrate existing building envelope (above) and proposed building envelope (below) as per the Proposed Standard A1.



Proposed Allowed Building Volume/Envelope with Increased 2<sup>nd</sup> Floor Side Setback Requirement (not taking FAR limit into account)



The following diagrams and photos illustrate possible building configurations for an approximately 2,400 square foot lot under proposed Standard A1.









The following diagrams and photos illustrate possible building configurations for approximately 5,000 square foot lot under proposed Standard A1.









### Proposed Standard A2: Allow More Lot Coverage on Small Lots

Allow a greater percentage of lot coverage for small lots of 3,500 square feet or less in size (i.e., a maximum of 45% lot coverage instead of the current standard of 40% for most smaller lots)

Applicability: Would apply to all small residentially zoned lots of 3,500 square feet or smaller.

### Addresses:

Goal #1: Retain Small Town/Beach Town Character

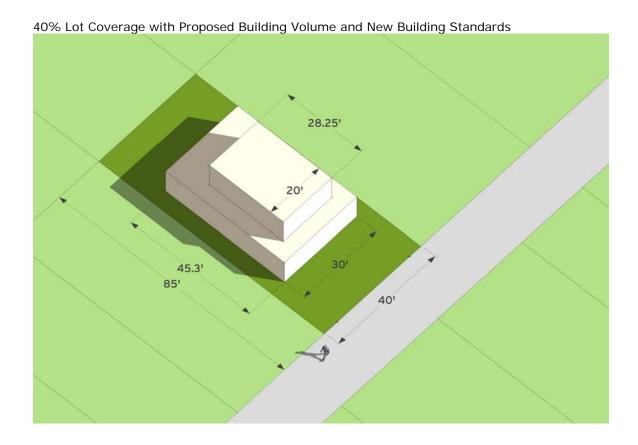
Goal #2: Ensure Complementary Scale of New Development

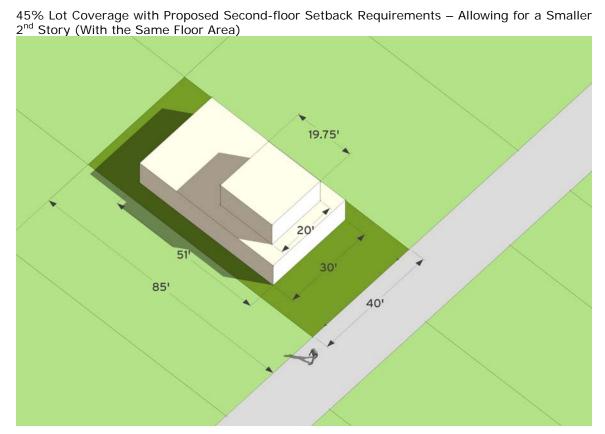
Goal #3: Promote Access to Sun and Light

Goal #7: Establish Clear and Simple Design Standards and Permitting Process

The rationale for this proposed standard is to allow small lots to accommodate a desirable building size on the first floor, so that a second story (or a full second story) might not be necessary to achieve sufficient floor area. The existing allowable maximum lot coverage for small lots is 40%. Increasing the lot coverage could encourage greater flexibility to build more on the ground floor, and less (or not at all) on the second floor. Similarly, this proposed standard minimizes the significant constraints that could be imposed on small lots by proposed standard A1.







<u>GUIDELINES:</u> To be "strongly encouraged" in discretionary area (within 300' of coast or near coastal waterways, or for exceptions/variances), but only "recommended" elsewhere

### Proposed Guideline A3: Encourage Façade Articulation

Encourage façade articulation through the following techniques:

- Create variable frontyard setbacks of a minimum 4' depth from rest of facade, for front facade segments equal to or longer than 20' wide;
- Break up uninterrupted front facades wider than 10' with architectural elements such as balconies, bay windows, and sun shade devices.

**Applicability:** Would apply to new homes and additions (i.e., "strongly encouraged" for discretionary projects, only "recommended" for building permit-only projects).

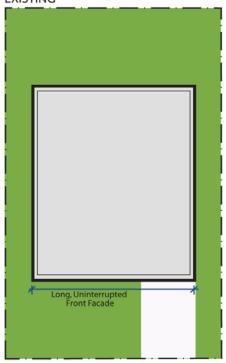
### Addresses:

Goal #1: Retain Small Town/Beach Town Character

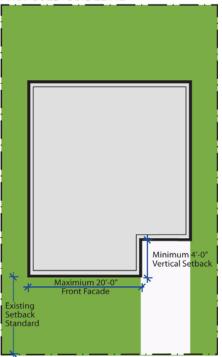
Goal #2: Ensure Complementary Scale of New Development

The rationale of this proposed guideline is to encourage architectural practices that will help break up the mass of large front facades to a more human scale. These guidelines also encourage the diversity of facades that is so intrinsic to Pleasure Point.

### **EXISTING**



### PROPOSED GUIDELINE



### **Articulated Front Facades**









### Proposed Guideline A4: Angle Roofs to Minimize Shading

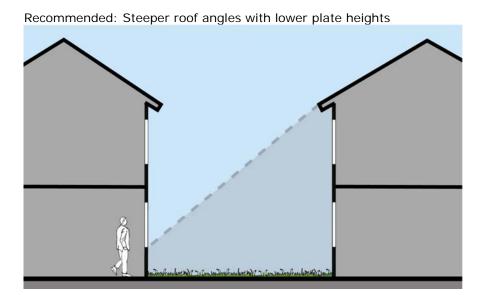
Encourage roof angles and overall plate heights that minimize shadow impact to adjacent properties.

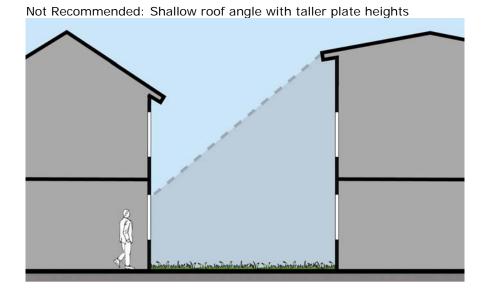
**Applicability:** Would apply to new 2-story homes and second story additions (i.e., "strongly encouraged" for discretionary projects, only "recommended" for building permit-only projects).

### Addresses:

Goal #3: Promote Access to Sun and Light

The shape and profile of certain roofs can increase the shadows cast by the building. This proposed guideline encourages roof angles of new developments to be in tune with the angles of the sun to maximize the direct sunlight exposure to residents of existing residential buildings.





# B. PROPOSED STANDARDS & GUIDELINES FOR PUBLIC/PRIVATE INTERFACE

Community life can be affected by various built and open space components including size, width and location of garage doors and driveways, and landscaping within the front yards. The following four standards and guidelines each are proposed for public/private interface in residential developments to encourage community interaction, and walkable and bike-friendly edge conditions along the private residential lots in the Pleasure Point neighborhood. These standards and guidelines would only apply to new residential structures and additions.

# <u>STANDARDS:</u> Proposed measurable regulations for residential development in all areas (both "discretionary" and "building permit-only") of Pleasure Point

### **Proposed Standard B1: Encourage More Front Porches**

Encourage more front porches to be built by relaxing existing restrictions that now discourage them, based on the following criteria:

- Allow porches to extend up to 6-feet deep into the required front yard setback (eases current restriction);
- Allow porch area to not be included in lot coverage or FAR calculations (eases current restriction);
- Porch area must not exceed 140 square feet (i.e., any additional porch area gets counted in lot coverage and FAR calculations);
- Porch must remain unenclosed (including glass); and
- Height of porch roof must not exceed 12-feet.

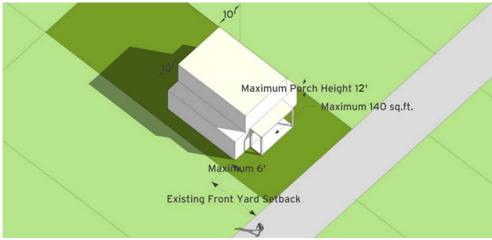
**Applicability:** Would apply to new homes and to existing homes that do not already exceed FAR or lot coverage standards.

### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #7: Establish Clear and Simple Design Standards and Permitting Process

Encouraging well-designed porches in residential buildings, by creating incentives and removing disincentives, achieves key components of the Pleasure Point community vision. Front porches can help breaks down the front façade to a more human scale in tune with the character of the Pleasure Point neighborhood. Many of the existing houses in Pleasure Point have functional and aesthetically appealing front porches. Allowing front porches to not be counted as part of the maximum buildable FAR, but within certain limits of size, height and area, will encourage more porches to be built, helping to strengthen the overall distinctive character of the neighborhood. More front porches will also encourage more opportunities for community interaction, as front yards will become more like an extension of people's living room.



Proposed Standard B2: Limit garages to a maximum of 2-car widths wide, and occupying no more than 50% of facade width.

Garages that overly dominate the facades of houses tend to detract from community interaction and from the appearance of the facade and streetscape. So that garages will not overwhelm house facades, under this Standard garages would not be allowed to make up more that 50% of the facade width. Three or more car-width garages would not be allowed if located at the front of the house (behind the house is OK). However, a one-car garage would be allowed no matter what the lot width.

Applicability: Would apply to new or expanded garages.

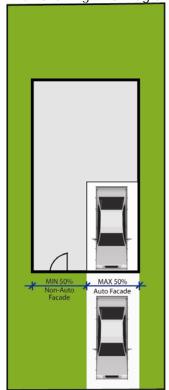
#### Addresses:

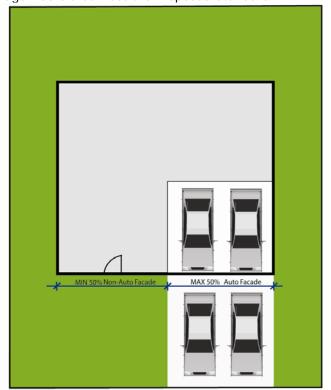
Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

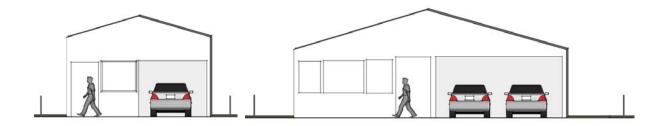
Building elements on the front facade (i.e., the entire street-facing portion of the house) such as windows, porches and balconies, provides opportunities for people inside to connect to the adjacent street life. Similarly, street users feel safer when their street experience is animated with these 'active' building elements. Garage doors are more passive building elements that typically discourage positive community interaction. Also, when they dominate the front facade, some of the semi-public building uses such as living rooms are relegated to the interior or rear of the house. This proposed standard aims to encourage building elements and uses that encourage community life and minimize the potential negative impacts of garages on wider lots.

The Following Two Diagrams Illustrate Garage Doors that Meet the Proposed Standard.

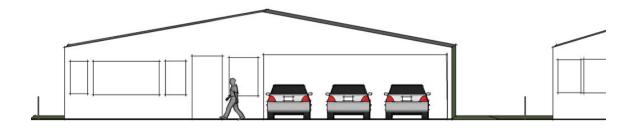




The Following Two Diagrams Illustrate Garage Doors that Meet the Proposed Standard.



The Following Diagram Illustrates a 3-car Garage Door that Does <u>Not</u> Meet the Proposed Standard.



Garage Doors Dominate Street Frontage (Not Recommended)





# Proposed Standard B3: Allow Three-car Tandem Parking

Allow on-site 3-car tandem parking (i.e., with one car behind the other).

Applicability: Would be allowed "by-right" on residentially-zoned parcels.

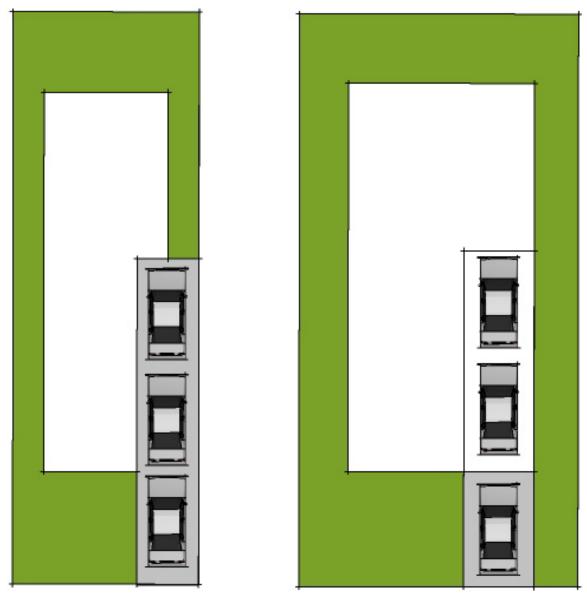
# Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

This standard aims to allow more tandem parking than allowed by existing standards (i.e., 2-car tandem limit), so as to accommodate required parking spaces while minimizing the size of garage doors relative to the rest of the facade. Three-car tandem parking allows for the building façade to be dominated by active building uses, rather than by garage doors, thereby improving appearance from the street and encouraging greater opportunities for community interaction.

The Following Diagram Illustrates Different Types of Tandem Parking that Meets the Proposed Standard.



# Proposed Standard B4: Keep Garages Flush With or Behind Facade

Garages must be either flush with, or preferably, set back behind, the rest of the building façade.

Applicability: Would apply to new homes or new garages.

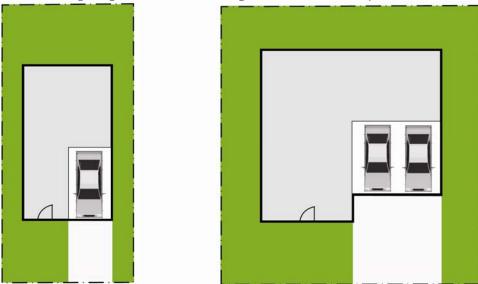
# Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

The placement of garages and garage doors in front of other active building uses, such as living rooms (or taking the place of front porches), causes the garage to become a dominant feature of the house when viewed from the street, and thus takes away from the community interaction that is characteristic of Pleasure Point. Setting back the garage, or at a minimum, keeping garages flush with the rest of the front building façade, will reduce the effect of the garage dominating the facade (especially on narrow lots), and will thus enhance the interaction between private buildings and the public realm.

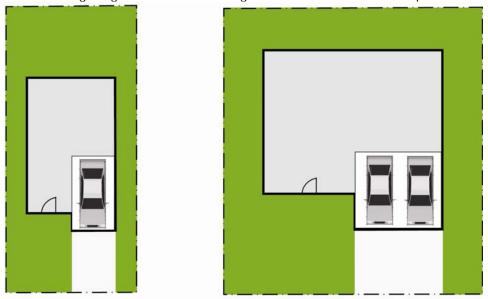
The Following Diagram Illustrates Garages that Meet the Proposed Standard.







The Following Diagram Illustrates Garages that Do Not Meet the Proposed Standard.





<u>GUIDELINES:</u> To be "strongly encouraged" in discretionary area (within 300' of coast or near coastal waterways, or for exceptions/variances), but only "recommended" elsewhere

# Proposed Guideline B5: Vertical Elements in Garage Doors

Two-car garage openings must have vertical elements (e.g., trim, windows, etc.) so as to minimize appearance/dominance (e.g., make them appear as 2 separate doors instead of one large one).

**Applicability:** Would apply to new homes or additions that involve installation of a new garage door (i.e., "strongly encouraged" for discretionary projects, only "recommended" for building permit-only projects).

#### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

Two car garage doors are typically 16' to 20' wide. Some of the garage doors in recent residential developments are essentially made of a single unarticulated material. These large monolithic elements detract from the fine grained and intimate scale of the characteristic Pleasure Point homes. This proposed guideline aims to vertically break up large garage doors into two or more separate doors, or at least the appearance of such, or use other similar methods to break up the horizontal expanse of two-car garage doors. This in turn can also assist in breaking up the overall apparent mass of the home. These elements could include vertical trims, groves and panels and the use of different materials like wood, metal and clear and obscured glass.

#### Various Garage Door Treatments













# Proposed Guideline B6: Encourage Rear Garages

Encourage garages to be located in the rear of lots, and encourage alley access (especially for small lots) where possible.

**Applicability:** Would apply to new homes or new garages (i.e., "strongly encouraged" for discretionary projects, only "recommended" for building permit-only projects).

# Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

Active building uses such as living rooms and building elements such as windows, entry doors and porches in the front of the parcel facing the street can enhance the opportunities for community interaction with neighbors and street users, which is a defining characteristic of the Pleasure Point neighborhood. Garages located in the rear of the lot can help to maximize these conditions. This guideline works better on wider lots and lots that have alley access, as they can better accommodate this situation.







# <u>Proposed Guideline B7: Minimize Parking Footprint & Maximize Usable Frontyard</u> Space

Locate onsite surface parking within frontyard setback in a compact manner that encourages larger, community-friendly, functional frontyard space.

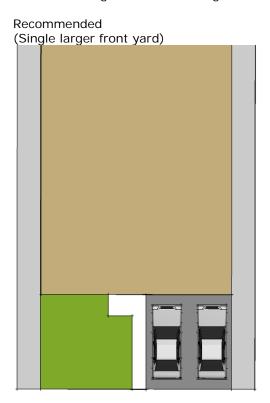
**Applicability:** Would apply to new homes or new garages/driveways/parking areas (i.e., "strongly encouraged" for discretionary projects, only "recommended" for building permit-only projects).

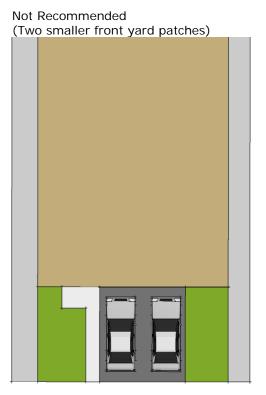
# Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

Front yards provide great opportunities for green yard spaces and interaction between neighbors, residents and passerby. Locating the driveways and onsite parking to one side of the lot can maximize opportunities for the front yard to be used for landscaping, porches, outdoor seating, and other settings that encourage community life and interaction.





# Proposed Guideline B8: Maximize Landscaping

Maximize use of plant materials in the front yard, rather than paving or the use of hardscape elements.

**Applicability:** Would apply to new homes, or any other applications where a landscaping plan is currently required, such as additions or conversions (i.e., "strongly encouraged" for discretionary projects, only "recommended" for ministerial projects).

#### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #4: Protect and Enhance Natural and Ecological Systems

Many of the new and old residential lots have landscaped front yards with wide a variety of plant materials, including trees, shrubs and grasses. These landscaped yards contribute to the unique character of the neighborhood. When next to roads with constrained public right-of-way (ROW), front yard trees can provide protection from the elements for the pedestrians and other street users. They also help minimize the harsher impervious driveway surfaces and provide a softer greener foreground to the some of the larger building facades. The guideline encourages maximum use of plant materials in the front yard to maintain the "small town/beach community" open space character of the Pleasure Point neighborhood.

# Ample Landscaping in Front Yards





#### C. RECOMMENDATIONS FOR THE PUBLIC REALM

The distinctive character of the Pleasure Point neighborhood is a result of not just the built fabric, but also the unique open spaces including the streets and open areas such as Moran Lake. As a result, it is important that the improvements to the streets, infrastructure, parks, natural and public spaces fit the character of Pleasure Point and enhance and encourage natural landscapes and systems. To implement them, the following four recommendations are proposed.

<u>RECOMMENDATIONS:</u> Proposed actions for other County departments to take to maintain the unique character of Pleasure Point.

#### Recommendation C1: Special Pleasure Point Street Standards

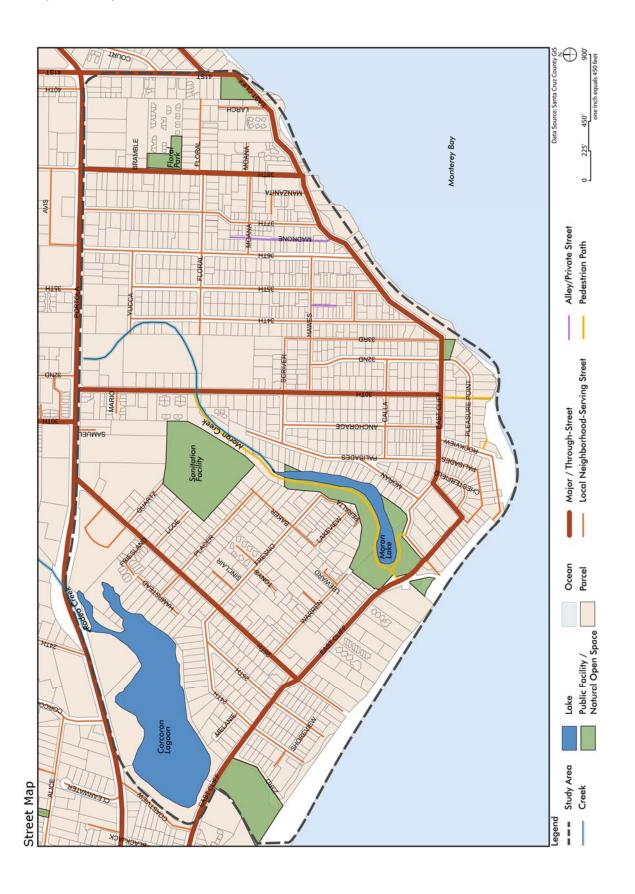
The County should recognize existing conditions on local neighborhood streets as special "Pleasure Point Street Standards", which may be different than County road standards elsewhere (i.e., possibly as exceptions to the standards in the Department of Public Works County Design Criteria), and complete conceptual street improvement plans via the County's "Plan Line" Process for major/through streets (i.e., arterials and collectors) within the study area (e.g., 26th, 30th, 38<sup>th</sup> & 41st Aves. & Portola and East Cliff Drives). To recognize and formalize existing patterns of right-of-way use, Public Works should also define paving materials that would be allowed for use in the parking lane in the right-of-way in front of private property. The County should also encourage "green" storm runoff drainage solutions to improve water quality in Monterey Bay. The following characteristics for different street types are recommended:

# Major/Through Streets

- 40' to 60' right-of-way(ROW)
- Includes the "major" streets of 30th, and 41st Avenues and East Cliff and Portola Drives, as well as the two largest of the "through" streets: 26<sup>th</sup> and 38<sup>th</sup> Avenues
- Street Plans (i.e. "Plan Lines") to be prepared for 26th & 38th Avenues, & East Cliff Drive from Corcoran Lagoon to 32nd Avenue
- Two travel lanes with 20 to 22' pavement width
- Minimum 4' wide bike lanes where possible
- Minimum 4' wide dedicated pedestrian pathway/sidewalk on at least one side, separated by landscape where possible
- Drainage by curbs and gutters, where necessary
- Parking on one side or both sides, if possible

# Local Pleasure Point Neighborhood Streets

- 40' to 50' right-of-way (ROW)
- Includes all other non-alley public streets
- Travel lanes with 18 to 20 feet pavement width
- Shoulder stripe, centerline stripe only as necessary for safety and to prevent passing
- Shared right-of-way (ROW)
- Drainage swales on shoulders (instead of curbs and gutters)
- Parking on shoulders wherever sufficient width available



#### Alley and Private Streets

- Right-of-way(ROW) width varies
- Includes Manzanita and Madrone Avenues and others
- Allow alleys to provide primary (or secondary) residential auto access to the rear of abutting parcels
- No on-street parking for right-of-way less than 25 to 30'
- Shared right-of-way (ROW)
- May require signage for fire and emergency access

# Addresses:

Goal #1: Retain Small Town/Beach Town Character

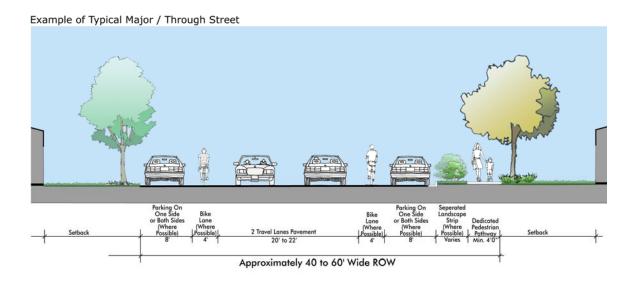
Goal #5: Retain and Enhance Walkable and Bikable Character

Goal #6: Provide Neighborhood Friendly Infrastructure Improvements

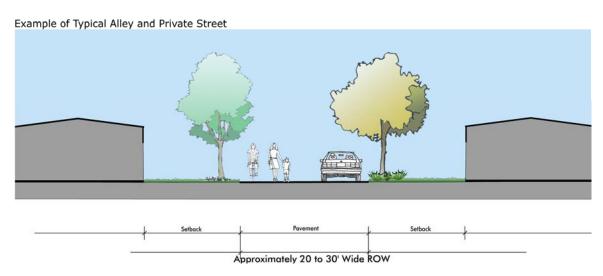
The public realm contributes to Pleasure Point neighborhood's unique character, particularly with respect to streetscapes. The streets within the neighborhood boundary are categorized based on the following criteria: existing right-of-way (ROW); configuration, length, and location; type and amount of automobile use; bicycle and pedestrian use; and improvement opportunities. The proposed recommendation C1 calls for future improvements to some of these streets, while taking into account their unique features, as defined by the characteristics mentioned in the recommendation.

In order to implement the intimate scale and 'green' character of the streets, various solutions can be explored in the parking lane of the streets. These solutions could include special types of paving and planting that would reduce the overall amount and imperviousness of asphalt, thereby calming the streets and reducing runoff. However, these solutions require materials and techniques that may not be in the County's existing menu of acceptable practices. The Department of Public Works should develop a menu of materials and techniques that residents would be allowed to install to improve the parking lane outside their property.

The issues relating to drainage and infrastructure, such as flooding are important to maintaining a safe and accessible public realm. However, to the largest extent possible, the solutions to these issues should also address the desire of the community vision for an environmentally sensitive neighborhood. These solutions could include integrated storm water drains, bioswales and special planting. However, the solutions should respond to the physical context of the Pleasure Point streets, including annual precipitation, slope of the road and high water table.







# Recommendation C2: Improve Portola Drive Crosswalks

Improve safety of crosswalks across Portola Drive, particularly at 36th and 26th Avenues, by adding overhead lights where needed and crosswalk safety warning lights (push-button activated).

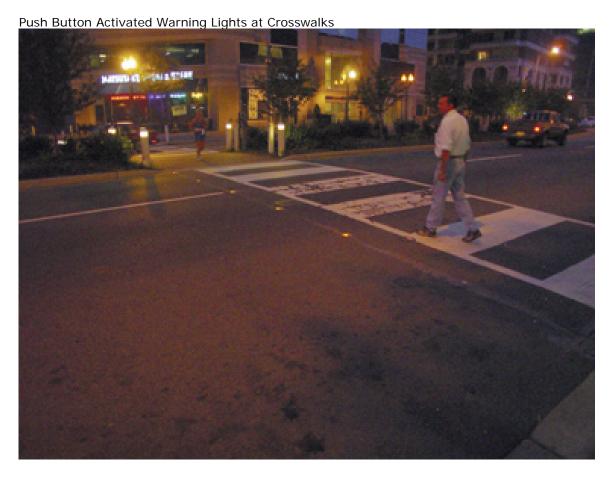
# Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #5: Retain and Enhance Walkable and Bikable Character

Goal #6: Provide Neighborhood Friendly Infrastructure Improvements

Portola Drive is wide with busy, fast-paced traffic. It can be unsafe for pedestrians and bicyclists to cross at the key intersections of 36th and 26th Avenues. This proposed Recommendation is to install overhead streetlights where needed for night-time visibility, and push-button activated warning lights at these intersections to improve the overall safety of crossing pedestrians and bicyclists.



# Recommendation C3: Maintain/Improve Coastal Access and Community Recreational Opportunities

Maintain and enhance coastal access points in keeping with neighborhood character. Evaluate access impacts caused by rip-rap and other types of coastal armoring, and develop design standards for coastal protection structures that minimize access problems. Explore the acquisition of significant community sites as parks.

# Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #4: Protect and Enhance Natural and Ecological Systems

Goal #5: Retain and Enhance Walkable and Bikable Character

Goal #6: Provide Neighborhood Friendly Infrastructure Improvements

Proximity to various natural resources/elements such as Monterey Bay, Moran Lake, Moran Creek and Corcoran Lagoon assist in providing the Pleasure Point neighborhood with its unique character. Various existing pedestrian pathways connect streets to the coast and other natural resources. Coastal connections include stepped pedestrian paths from Rockview and East Cliff Drive at 30th Avenue. Similarly, pedestrian pathways exist along Moran Lake and Creek. The soon-to-be-constructed East Cliff Parkway will improve access for surfers and others. This Recommendation aims to maintain and strengthen these connections to maintain the neighborhood's unique character and integrity. Potential new pedestrian connections to Moran Creek could include paths through the Sanitation Facility from the southeast end of Quartz and Lode Streets.

In addition, the County should explore the acquisition of significant community sites, which could then become key community amenities such as gathering places. The County should identify indoor and outdoor recreational needs for the Pleasure Point Area and have the Parks and Recreation Department and Redevelopment Agency set as a high priority the acquisition of sites for these purposes. Efforts should also be made to evaluate the impacts to public coastal access created by rip-rap and other coastal armoring structures, as should an effort be made to develop local shoreline protection structure standards.

# Recommendation C4: Underground Overhead Wires in Scenic Corridors

Encourage undergrounding of utility infrastructure (i.e., overhead wires) along the scenic corridor portion of East Cliff Drive, where feasible.

#### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #4: Protect and Enhance Natural and Ecological Systems Goal #5: Retain and Enhance Walkable and Bikable Character

Goal #6: Provide Neighborhood Friendly Infrastructure Improvements

The existing overhead utilities along East Cliff Drive between 32nd and 41st Avenues detract from the positive experience of the various street users (pedestrians, bicyclists and drivers). This Recommendation proposes the undergrounding of the visually obtrusive overhead utilities so that scenic quality of East Cliff can be fully realized and appreciated.

# **CHAPTER 5: IMPLEMENTATION**

This Pleasure Point Community Plan represents a first step in helping to retain the unique character of Pleasure Point going into the future. Chapter 4 of the Plan presented a set of proposed Standards, Guidelines and Recommendations that serve as a focus for continued community participation in working toward achieving neighborhood vision and goals. This Chapter presents a set of Implementation Proposals to carryout the actions recommended in Chapter 4, and concludes by providing a summary of how the Plan's recommendations address the community's concerns and issues brought forth in the Community Workshops. This Plan should be treated as a "living document" by which goals, objectives, core values and big ideas are reconsidered and redefined as actions are accomplished and new actions are considered.

#### RECOMMENDED IMPLEMENTATION MEASURES

A number of implementation proposals were presented and discussed at the final community workshop. Based on community and County staff feedback, they were refined and consolidated into the following seven implementation proposals:

<u>Implementation Proposal D1: Add Proposed Standards and Guidelines to the County Code</u> (Responsibility: Planning Department)

Add proposed new Pleasure Point Standards to the County Code, through creation of a new Pleasure Point Combining Zone District, to apply to residential development in all areas of the Pleasure Point neighborhood (i.e., both the discretionary and building permit-only or ministerial areas). Take appropriate actions to apply the proposed Guidelines (i.e., measures that are "strongly encouraged", but not required like the Standards) to discretionary projects in Pleasure Point. Include a new discretionary exception process for applicants that do not (or cannot) comply with new Standards (i.e., allowing for some flexibility from the Standards in unusual circumstances, subject to discretionary review & approval).

#### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

Goal #3: Promote Access to Sun and Light

Goal #4: Protect and Enhance Natural and Ecological Systems

Goal #7: Establish Clear and Simple Design Standards and Permitting Process

The proposed new Standards (i.e., Standards A1 & A2 and B1-B4 as presented in Chapter 4) aim to strengthen the character of the entire Pleasure Point neighborhood. In order to maintain consistency throughout the neighborhood while maintaining a streamlined permitting process, the proposed new standards are intended to be uniformly applied to both the discretionary and non-discretionary areas of the neighborhood. However, the Guidelines (i.e., Guidelines A3 & A4 and B5-B8 as presented in Chapter 4) are intended to be "strongly encouraged" in the "discretionary" area within 300-feet of the coast or near coastal waterways (as shown in the diagram in the next page) or for applications that require a variance or an exception, but only to be to "recommended" in the rest of Pleasure Point (the building permitonly or "ministerial" area).

To the largest extent possible, the Pleasure Point Community Planning Process has attempted to propose Standards and Guidelines based on the different typologies of parcels and streets fronting them. However, there may be unusual circumstances which have not been analyzed, such as irregular configuration of a parcel or natural feature within a parcel, which may require some flexibility from the existing and proposed standards. To address these unusual cases, the creation of a new discretionary exception process in building permit-only areas is recommended to accommodate these and other special circumstances.

The proposed Pleasure Point Standards and Guidelines are intended to be applied through the creation of a new Pleasure Point Combining Zone District, encompassing the study area for this project (i.e., bounded by Portola Drive on the north, 41<sup>st</sup> Avenue on the east, Monterey Bay on the south, and Corcoran Lagoon on the west).

# Proposed Area of Pleasure Point Combining Zone District



<u>Implementation Proposal D2: Require Visual Simulations in Discretionary Area</u> (Responsibility: Planning Department)

Require use of visual simulations and/or story poles to indicate mass and height for discretionary projects (i.e. within 300' feet from the coast or near coastal waterways, or for variances or exceptions).

#### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

Goal #3: Promote Access to Sun and Light

Various methods can give an approximate idea of the overall size, mass and height of proposed development with respect to the adjoining buildings. Scaled models, hand drawn perspectives and computer-generated simulations are good examples of these methods. Similarly, 1:1 scaled story poles on the site can give a fair idea of the potential impacts of overall mass and height of large two-story buildings. This proposal aims to better communicate the scale of the new residential development in the Pleasure Point neighborhood to both County staff and residents.

**Examples of Story Poles** 





Implementation Proposal D3: Incorporate Pleasure Point Street Standards into County Design Criteria (Responsibility: Department of Public Works)

Take appropriate actions to incorporate the alternative street standards outlined in this Plan into the County Design Criteria for roads and driveways (i.e., for the Pleasure Point area only), and implement their use. Add additional lighting and/or other safety features to the existing crosswalks at the intersections of Portola Drive with 36<sup>th</sup> and 26<sup>th</sup> Avenues (and possibly other locations).

#### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

Goal #3: Promote Access to Sun and Light

Goal #4: Protect and Enhance Natural and Ecological Systems

Goal #5: Retain and Enhance Walkable and Bikable Character

Goal #6: Provide Neighborhood Friendly Infrastructure Improvements

Most of the proposed street standards described in Recommendation C1 are responses to the physical and social context of Pleasure Point. They reflect the constraints, opportunities and community vision of the community members. However, they may not be aligned with the needs and physical context of the other County neighborhoods. Thus this Implementation Proposal aims to incorporate the special Pleasure Point street standards into the County Design Criteria, possibly as an exception applicable to the special needs of the Pleasure Point neighborhood only, consistent with Recommendation C1. This Implementation Proposal is also intended to address pedestrian safety concerns on Portola Drive by adding lighting and/or other safety features to the crosswalks across Portola at 36<sup>th</sup> and 26<sup>th</sup> Avenues (and possibly other locations as well), consistent with Recommendation C2.

Implementation Proposal D4: Allow Use of Alternative Paving Materials in Right-of-Way (Responsibility: Department of Public Works)

The Department of Public Works should define paving materials that would be allowed for use in the parking lane in the right-of-way (ROW) in front of private property. Provide a menu of acceptable materials and techniques for residents to improve the parking lane in front of their property.

#### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

Goal #4: Protect and Enhance Natural and Ecological Systems

Goal #5: Retain and Enhance Walkable and Bikable Character

Goal #6: Provide Neighborhood Friendly Infrastructure Improvements

In order to implement the intimate scale and 'green' character of the streets to fulfill part of Recommendation C1 dealing with the public right-of-way in front of people's houses, various solutions can be explored in the parking lane of the streets. These solutions could include special types of paving and planting that would reduce the overall amount and imperviousness of asphalt, thereby calming the streets and reducing runoff. However, these solutions require materials and techniques that may not be in the County's existing menu of acceptable practices. The Department of Public Works should develop a menu of materials and techniques that residents would be allowed to install to improve the parking lane in front of their property.

# Implementation Proposal D5: Encourage Green Drainage/Infrastructure Solutions (Responsibility: Planning Department and Department of Public Works)

Require the development of environmentally sensitive drainage and infrastructure solutions, as part of public and larger private improvements.

#### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #4: Protect and Enhance Natural and Ecological Systems

Goal #5: Retain and Enhance Walkable and Bikable Character

Goal #6: Provide Neighborhood Friendly Infrastructure Improvements

The issues relating to drainage and infrastructure, such as flooding are important to maintaining a safe and accessible public realm. However, to the largest extent possible, the solutions to these issues should also address the desire of the community vision for an environmentally sensitive neighborhood. To implement the "green" drainage portion of Recommendation C1, these solutions could include integrated storm water drains, bioswales and special planting. However, the solutions should respond to the physical context of the Pleasure Point streets, including annual precipitation, slope of the road and high water table. It is intended that this Implementation Proposal would apply infrastructure improvements carried out by the County, and "larger" private residential development as defined by the Memorandum of Understanding between the Planning and Public Works Departments regarding drainage issues.



<u>Implementation Proposal D6: Improve Park Site Acquisition and Coastal Access</u>
(Responsibility: Redevelopment Agency and Department of Parks and Recreation)

Evaluate the potential for acquisition of properties for park and community facility purposes.

#### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #4: Protect and Enhance Natural and Ecological Systems Goal #5: Retain and Enhance Walkable and Bikable Character

Goal #6: Provide Neighborhood Friendly Infrastructure Improvements

There are some sites in the neighborhood that people associate with the unique history and culture of the neighborhood. If possible, the County should explore the acquisition of significant community sites, which could then become key community amenities such as gathering places. The County should identify indoor and outdoor recreational needs for the Pleasure Point Area and have the Department of Parks and Recreation and Redevelopment Agency set as a high priority the acquisition of sites for these purposes.

In addition, the County should maintain and strengthen coastal access connections. Efforts should be made to evaluate the impacts to public coastal access created by rip-rap and other coastal armoring structures, as should an effort be made to develop local shoreline protection structure standards.

Implementation Proposal D7: Institute Community Design Awards Program and Consider Formation of Assessment District to Fund Undergrounding of Overhead Wires in Scenic Corridors (Responsibility: Pleasure Point Community)

The Pleasure Point community should take the lead on considering possible creation of a community-based Pleasure Point Residential Design Award program, and also the creation of an assessment district to fund undergrounding of overhead utility wires in scenic corridors (e.g., along East Cliff Drive).

#### Addresses:

Goal #1: Retain Small Town/Beach Town Character

Goal #2: Ensure Complementary Scale of New Development

This Implementation Proposal encourages residential development that would respect the distinctive context of the neighborhood. A Pleasure Point Residential Design Award program could help create a higher standard of residential design and architecture that would then raise the overall standard of residential development in the neighborhood. The administration and criteria of Design Award program would be created and carried out by community members. To implement Recommendation C4, this proposal encourages the community to also consider the formation of a special assessment district to fund undergrounding of unsightly overhead wires in scenic corridors, such as along East Cliff Drive.

# SUMMARY OF HOW COMMUNITY'S GOALS ARE ADDRESSED BY PLEASURE POINT COMMUNITY PLAN

In conclusion, this section ties the Plan's recommended actions (from Chapters 4 & 5) back to the seven original goals that came out of the first two Community Workshops (from Chapter 3). This section is a summary of how the Pleasure Point Community Plan's recommendations address the community's concerns and issues that were brought forth by this project's public participation process.

# Goal #1: Retain Small Town/Beach Town Character: This plan addresses Goal #1 through the following proposed measures:

# A. Proposed standards & guidelines for building mass and height

- □ Standard A1: Require Second Story Setbacks
- □ Standard A2: Allow More Lot Coverage on Small Lots
- ☐ Guideline A3: Encourage Façade Articulation

# B. Proposed standards & quidelines for public/private interface

- □ Standard B1: Encourage More Front Porches
- Standard B3: Allow Three-Car Tandem Parking
- Standard B4: Keep Garages Flush With or Behind Facade
- ☐ Guideline B5: Vertical Elements in Garage Doors
- ☐ Guideline B6: Encourage Rear Garages
- ☐ Guideline B7: Minimize Parking Footprint & Maximize Usable Frontyard Space
- ☐ Guideline B8: Maximize Landscaping

# C. Recommendations for the Public Realm:

- Recommendation C1: Special Pleasure Point Street Standards
- ☐ Recommendation C2: Improve Portola Drive Crosswalks
- Recommendation C3: Maintain/Improve Coastal Access & Community Recreation Opportunities
- Recommendation C4: Underground Overhead Wires in Scenic Corridors

#### D. Recommended Implementation Measures:

- Implementation Proposal D1: Add Proposed Standards and Guidelines to County Code (Responsibility: Planning Department)
- ☐ Implementation Proposal D2: Require Visual Simulations in Discretionary Area (Responsibility: Planning Department)
- ☐ Implementation Proposal D3: Incorporate Pleasure Point Street Standards into County Design Criteria (Responsibility: Department of Public Works)
- ☐ Implementation Proposal D4: Allow Use of Alternative Paving Materials in Right-of-Way (Responsibility: Department of Public Works)
- ☐ Implementation Proposal D5: Encourage Green Drainage/Infrastructure Solutions (Responsibility: Planning Department and Department of Public Works)
- ☐ Implementation Proposal D6: Park Site Acquisition and Coastal Access (Responsibility: Redevelopment Agency and Department of Parks and Recreation)
- ☐ Implementation Proposal D7: Community Design Awards Program (Responsibility: Pleasure Point Community)

<u>Goal #2:</u> Ensure Complementary Scale of New Development: This plan addresses Goal #2 through the following proposed measures:

# A. Proposed standards & guidelines for building mass and height

- ☐ Standard A1: Require Second Story Setbacks
- ☐ Standard A2: Allow More Lot Coverage on Small Lots
- ☐ Guideline A3: Encourage Façade Articulation

#### B. Proposed standards & guidelines for public/private interface

- Standard B2: Limit garages to a maximum of 2-car widths wide, and occupying no more than 50% of facade width
- □ Standard B3: Allow Three-Car Tandem Parking
- □ Standard B4: Keep Garages Flush With or Behind Facade
- ☐ Guideline B5: Vertical Elements in Garage Doors
- □ Guideline B6: Encourage Rear Garages
- Guideline B7: Minimize Parking Footprint & Maximize Usable Frontyard Space

# D. Recommended Implementation Measures:

- ☐ Implementation Proposal D1: Add Proposed Standards and Guidelines to County Code (Responsibility: Planning Department)
- ☐ Implementation Proposal D2: Require Visual Simulations in Discretionary Area (Responsibility: Planning Department)
- ☐ Implementation Proposal D3: Incorporate Pleasure Point Street Standards into County Design Criteria (Responsibility: Department of Public Works)
- ☐ Implementation Proposal D4: Allow Use of Alternative Paving Materials in Right-of-Way (Responsibility: Department of Public Works)
- ☐ Implementation Proposal D7: Community Design Awards Program (Responsibility: Pleasure Point Community)

**Goal #3: Promote Access to Sun and Light:** This plan addresses Goal #3 through the following proposed measures:

# A. Proposed standards & guidelines for building mass and height

- □ Standard A1: Require Second Story Setbacks
- Standard A2: Allow More Lot Coverage on Small Lots
- ☐ Guideline A4: Angle Roofs to Minimize Shading

# D. Recommended Implementation Measures:

- ☐ Implementation Proposal D1: Add Proposed Standards and Guidelines to County Code (Responsibility: Planning Department)
- Implementation Proposal D2: Require Visual Simulations in Discretionary Area (Responsibility: Planning Department)
- ☐ Implementation Proposal D3: Incorporate Pleasure Point Street Standards into County Design Criteria (Responsibility: Department of Public Works)

# <u>Goal #4: Protect and Enhance Natural and Ecological Systems:</u> This plan addresses Goal #4 through the following proposed measures:

# B. Proposed standards & quidelines for public/private interface

□ Standard B8: Maximize Landscaping

#### C. Recommendations for the Public Realm:

- Recommendation C3: Maintain/Improve Coastal Access & Community Recreation Opportunities
- Recommendation C4: Underground Overhead Wires in Scenic Corridors

# D. Recommended Implementation Measures:

- ☐ Implementation Proposal D1: Add Proposed Standards and Guidelines to County Code (Responsibility: Planning Department)
- ☐ Implementation Proposal D3: Incorporate Pleasure Point Street Standards into County Design Criteria (Responsibility: Department of Public Works)
- ☐ Implementation Proposal D4: Allow Use of Alternative Paving Materials in Right-of-Way (Responsibility: Department of Public Works)
- □ <u>Implementation Proposal D5</u>: Encourage Green Drainage/Infrastructure Solutions (Responsibility: Planning Department and Dept. of Public Works)
- ☐ Implementation Proposal D6: Park Site Acquisition and Coastal Access (Responsibility: Redevelopment Agency and Department of Parks and Recreation)

# <u>Goal #5:</u> Retain and Enhance Walkable and Bikable Character: This plan addresses Goal #5 through the following proposed measures:

#### C. Recommendations for the Public Realm:

- □ Recommendation C1: Special Pleasure Point Street Standards
- ☐ Recommendation C2: Improve Portola Drive Crosswalks
- ☐ Recommendation C3: Maintain/Improve Coastal Access & Community Recreation Opportunities
- □ Recommendation C4: Underground Overhead Wires in Scenic Corridors

# D. Recommended Implementation Measures:

- ☐ Implementation Proposal D3: Incorporate Pleasure Point Street Standards into County Design Criteria (Responsibility: Department of Public Works)
- ☐ Implementation Proposal D4: Allow Use of Alternative Paving Materials in Right-of-Way (Responsibility: Department of Public Works)
- ☐ <u>Implementation Proposal D5</u>: Encourage Green Drainage/Infrastructure Solutions (Responsibility: Planning Department and Department of Public Works)
- Implementation Proposal D6: Park Site Acquisition and Coastal Access (Responsibility: Redevelopment Agency and Department of Parks and Recreation)

<u>Goal #6</u>: Provide Neighborhood Friendly Infrastructure Improvements: This plan addresses Goal #6 through the following proposed measures:

# C. Recommendations for the Public Realm:

- □ Recommendation C1: Special Pleasure Point Street Standards
- ☐ Recommendation C2: Improve Portola Drive Crosswalks
- Recommendation C3: Maintain/Improve Coastal Access & Community Recreation Opportunities
- ☐ Recommendation C4: Underground Overhead Wires in Scenic Corridors

# D. Recommended Implementation Measures:

- Implementation Proposal D3: Incorporate Pleasure Point Street Standards into County Design Criteria (Responsibility: Department of Public Works)
- Implementation Proposal D4: Allow Use of Alternative Paving Materials in Right-of-Way (Responsibility: Department of Public Works)
- ☐ Implementation Proposal D5: Encourage Green Drainage/Infrastructure Solutions (Responsibility: Planning Department and Department of Public Works)
- ☐ Implementation Proposal D6: Park Site Acquisition and Coastal Access (Responsibility: Redevelopment Agency and Department of Parks and Recreation)

<u>Goal #7</u>: Establish Clear and Simple Design Standards and Permitting Process: This plan addresses Goal #7 through the following proposed measures:

# A. Proposed standards & guidelines for building mass and height

- Standard A1: Require Second Story Setbacks
- Standard A2: Allow More Lot Coverage on Small Lots

# B. Proposed standards & guidelines for public/private interface

■ Standard B1: Encourage More Front Porches

#### D. Recommended Implementation Measures:

☐ Implementation Proposal D1: Add Proposed Standards and Guidelines to County Code (Responsibility: Planning Department)

# PLEASURE POINT COMMUNITY PLANNING PROCESS

COUNTY OF SANTA CRUZ COMMUNITY WORKSHOP #1 January 20, 2007

# WORKSHOP SUMMARY



# INTRODUCTION

The Pleasure Point Community Planning Process, initiated by the County of Santa Cruz in fall 2006, is intended to guide future development in the Pleasure Point area. It will be based on an analysis of Pleasure Point's natural systems, social and cultural resources, land use and development, building character, and transportation and circulation and findings from three community workshops.

# MEETING FORMAT AND CONTENT

On January 20, 2007, approximately 65 community members and 10 County staff members convened for the first of the project's three Community Planning Workshops. The purpose of this workshop was to develop a community-supported vision for Pleasure Point. The workshop was held from 9 AM to 12 PM at Simpkins Swim Center.

Jan Beautz, of the County Board of Supervisors (representing District 1, including the Pleasure Point area), opened the meeting and introduced the project. Tom Burns, Director of County Planning, welcomed community members and encouraged people to think of creative solutions to issues confronting the area. Daniel Iacofano of Moore Iacofano Goltsman (MIG), Inc. provided an overview of the agenda, project and planning process, and introduced the project team.

Anchi Mei and Mukul Malhotra, of MIG, presented their preliminary analysis of Pleasure Point's assets, issues and opportunities, and the area's urban design "streetscape language". Daniel lacofano facilitated a discussion in which workshop participants provided feedback on the overall vision and goals for the area, key assets, primary issues and opportunities, and urban design considerations. Anchi Mei and Mukul Malhotra graphically recorded the meeting.

The workshop culminated in interactive, small group discussions, facilitated by MIG and County staff, in which community members identified Pleasure Point's priority issues, opportunities, and challenges. The groups reported back to the larger group, identifying additional assets, issues, opportunities, potential improvements, and common vision elements.

A reduction of the wall graphic, with recorded comments from the workshop, is attached to the end of this summary.

# WORKSHOP COMMENT SUMMARY

The following is a summary list of comments made orally by participants during the workshop and in writing on the comment cards provided. The comments are organized under the following headings:

- I. ASSETS
- II. ISSUES, OPPORTUNITIES, AND SUGGESTED IMPROVEMENTS
- III. VISION
- IV. NEXT STEP

# I. ASSETS

# A. Natural Systems, Parks and Open Space

- Ocean and beaches
- Ocean + beach + grass
- Intact natural systems such as Moran Lake and Creek and Corcoran Lagoon
- Two coastal lagoons Moran and Corcoran and their complex ecosystems and associated wildlife
- Inter-tidal regions, which contain many tide pools
- Natural, informal open spaces
- East Cliff pocket beaches
- Light, air and sun
- Native trees
- Non-native trees (e.g. eucalyptus)
- Wildlife
- Floral Park
- High number and variety of great surf spots a tremendous open space/recreational resource

# B. Social, Cultural, and Community Resources

- Small-town feel
- Close-knit community/neighborhood and good neighbor interactions
- Close social interaction
- Unique social fabric and social needs
- Diversity of residents in age, careers, and income
- Surfing culture/lifestyle outdoor lifestyle
- Tourism is big beach and surf experience
- Students and surfers contributing to active streets
- Close to downtown venues and two universities
- Historic buildings, including beach cottages

- History of area reuse of buildings
- Live Oak Resource Center
- Library
- Locally-owned businesses such as Kong's Market and coffee shops
- Access to political leadership

# C. Land Use, Development, and Building Character

- Access to ocean
- Open space, natural areas near residential areas
- Small-scale homes that preserve light, air and views for homes and streets
- Human scale/proportion houses smaller than trees
- Pedestrian scale/dog scale
- Small-scale community feeling
- Eclectic range of housing styles
- Variety of lot sizes
- Irregular grid
- Balance of old and new buildings
- Beach cottage atmosphere
- Mobile home park provides affordable housing
- Mix of high densities, such as mobile home parks these home are smallish and fit the narrow streets and small lots of the area
- Proximity of some homes to small shops
- Narrow streets with no sidewalks provide rural feel

# **D.** Transportation and Pedestrian Access

- Good walkability: easy access to open space, stores, food, community facilities
- Walkable community (kids, dogs, etc.)
- Narrow streets and on-street parking calm traffic
- General traffic flow is good
- New sidewalks and trees on 30<sup>th</sup> Portola, lower 41<sup>st</sup> are positive improvements
- Speed bumps 30<sup>th</sup> St. are good

# E. Identity and Sense of Place

Pleasure Point's identity and sense of place is a generalized perception of the community's qualities based upon the above assets (i.e. natural systems, parks, and open spaces; social, cultural, and community resources; land use, development, and building character; and transportation and pedestrian access).

- The ocean
- Outdoor, natural lifestyle, respect for nature
- Surf village quality
- Rural feel
- No sidewalks, gutters
- Wildlife, eucalyptus
- Walkable
- Comfortable, people out and about, lived-in
- Peaceful setting and community
- People interacting
- Laid-back neighborhood
- Small community
- Strong sense of boundaries
- Coastal garden community with "soft edges"
- Neighbors home during the day
- Diversity, eccentricity of residents; variety of ages, backgrounds, careers.
- Single-family homes, mostly
- Small beach cottages with gardens
- Small cottages as jewels with solar access
- Eclectic, funky
- Organic growth and sense of evolution
- Constantly changing adds to uniqueness
- Simplicity
- Small is beautiful
- Live and let live attitude
- A uniquely American neighborhood that values limited government regulation and freedom of expression and private property rights
- A unique small neighborhood in close connection with work, elementary schools, library, downtown, UC Santa Cruz and Cabrillo College
- Small houses and narrow streets encourage people to get out and interact, and beautiful outdoor spaces keep them outdoors
- Few vacation homes so far
- A visitor destination that generates income for the county

# II. ISSUES, OPPORTUNITIES, AND SUGGESTED IMPROVEMENTS

# A. Natural Systems, Parks, and Open Space

# **ISSUES**

- Development impacts on natural systems
- Groundwater recharge
- Poor water quality at Corcoran Lagoon and Moran Lake
- Unfiltered urban runoff is threat to inter-tidal regions/tide pools
- Odor at lagoon by library
- Floral Park underutilized
- Pollution and trash
- Dog poop on beaches and in parks, dog behavior
- Eucalyptus trees in danger of falling down
- Don't cut down all (or even most) Eucalyptus trees
- Maintenance of grass at Floral Park
- Heavy use of Floral Park volleyball courts by outsiders
- Erosion along East Cliff Road, endangering road and pedestrian access
- Poison oak
- Water quality at Moran Lake
- Moran Lake Park underutilized
- Underground drainage system and watershed that feeds Moran Lake from Upper Live Oak is severely impacted
- Moran and Corcoran Lagoons are impacted by road crossings

# **OPPORTUNITIES AND SUGGESTED IMPROVEMENTS**

# General

- Protect and improve intact natural systems
- Preserve all remaining open spaces
- Limit density and intensity of development
- Encourage local infiltration of runoff through permeable pavements, maintained swales
- Improve quality of streets as usable open space by calming traffic, maintaining rural feel
- Nurture more large trees
- Encourage native pines rather than eucalyptus
- Remove eucalyptus in other than protected Monarch roosting areas
- Manage unfiltered urban runoff to intertidal areas/tide pools implement Stormwater Runoff Management Plan

# Land Acquisition

- Purchase available vacant lots for use as undeveloped open space
- Purchase S-curve property for use as wild, undeveloped open space
- Save the Roadhouse property to preserve the large open space behind it

# Land utilization

- Add jogging paths or park around sanitation facilities
- Reconfigure 38<sup>th</sup> Ave. Park to increase utilization
- Explore "Dirt Farm" site on ocean side of East Cliff as a possible park
- Create a dog park

# Moran Lake Park

- Expand Moran Lake Park
- Beautify Moran Lake
- Conserve/restore Moran Lake and its watershed
- Improve water quality and habitat at Moran Lake, perhaps through aeration
- Improve Moran Lake park with paths and picnic areas but NOT lots of cement hardscape
- Improve Moran Lake and Sanitation Facility Area
- Add bicycle/pedestrian path midway across Moran Lake and Creek to improve access.
- Add S-turn parcel that helps frame entrance to Moran Park to the park helps make beach access area of Moran a real treasure
- Preserve/enhance Monarch Butterfly habitat

# Corcoran Lagoon

- Improve water quality and habitat at Corcoran Lagoon
- Conserve/restore Corcoran Lagoon and its watershed
- Eliminate industrial-looking pipes at road at Corcoran Lagoon
- Add walkway along Corcoran Lagoon to improve access

# East Cliff Drive

- Control erosion along East Cliff Drive
- Increase public space on bluffs and Improve railing along East Cliff Drive
- Add public amenities near the ocean
- Protect and improve Ocean View Way, East Cliff open areas, Rockview overlook
- Don't make it just like West Cliff Drive

# Maintenance

- Add trash cans at visitor nodes along East Cliff
- Control dog poop in parks and beaches
- Control poison oak
- Improve grass maintenance at Floral Park

# **B. Social, Cultural, and Community Resources**

# **ISSUES**

- Possibly decreasing economic diversity
- Young families leave
- Absentee landlords
- Short-term vacation rentals
- Few neighborhood stores

# OPPORTUNITIES AND SUGGESTED IMPROVEMENTS

- Maintain diversity of people and homes
- Increase the number of small, locally-owned stores
- Replace or improve small markets such as Elizabeths's and Kong's; add outdoor tables.
- Establish Portola as a village-like commercial area
- Establish a Pleasure Point Village to keep local businesses viable
- Add a bakery/café at Sunny Cove (outside of study area)
- Maintain economic diversity by keeping rental properties and mobile home parks
- Require preservation of low-income housing
- Discourage vacant properties; use taxation to encourage occupancy by owners or renters
- Discourage short-term rentals
- Conserve beach and surf aesthetic
- Improve pedestrian access to library from all neighborhoods
- Add a community center and history museum, if possible at the Roadhouse
- Respect the character of the community that long-term residents chose; help new people understand what the community character is.
- Keep things the same

# C. Land Use, Development, and Building Character

# **ISSUES**

- Preserving eclectic nature of neighborhoods
- Preventing "monster," big, boxy homes
- Some houses are too large and walled off; not welcoming
- Too much speculative building
- Maintaining character within a certain neighborhood
- T-III siding on big box homes is unappealing
- Impact of rooflines, not just height on sunlight and neighborhood character
- Impact of additions and new building on neighbors' light and air access
- Deteriorating housing stock; improving run-down properties
- Purpose of homes changing (e.g. larger families, second homes, vacation rentals, etc.)

- Transformation to large homes facilitates purchase by wealthy for second vacation homes and vacation rentals – undercuts sense of community because homes often empty
- Region is/could become focus of speculative development for vacation homes and vacation rentals – this leads to large, boxy homes to maximize space
- Building character not reflected in current regulations
- Freedom of architectural expression and property rights
- Be careful of "planning" embrace freedom
- Over-regulation may discourage renovation, rebuilding, and lower property values
- Difficulty subdividing large lots
- Road/alley ownership issues
- Restrictive regulations on rebuilding after fire if 75% of home destroyed
- Need different set of rules for smaller lots with limited space for expansion
- Small cottages increasingly "flipped" for larger homes
- Overdeveloped lots "monolithic" compounds
- Many small cottages are coming to end of their useful life and will be rebuilt; new houses should be of reasonable size, respectful of neighbors, built well and sustainably.
- Economics of renovation, rebuilding (not economically feasible to rebuild small house at same size)
- Addressing parking problems by increasing off-street parking can lead to unattractive streetscapes of blank garage fronts
- Pleasure Point Drive is eroding into the ocean; might basements destabilize the cliff?

# OPPORTUNITIES AND SUGGESTED IMPROVEMENTS

Limiting large houses and guiding design

- Reduce FAR; encourage smaller homes
- Restrict building height and lot coverage to prevent monster houses.
- Protect neighbors' access to light and air
- Encourage designs that limit impact on neighbors, and allow neighborhood participation in permit process
- Require use of story poles to indicate size/impact of proposed new houses/additions prior to County approval
- Allow larger lot coverage on first floor to reduce upper story bulk and preserve solar access for neighbors
- Allow individual neighborhoods to permit only 1-story homes
- Encourage granny cottages, not large houses
- Increase design review
- Have a design guideline oversight committee such as those in Pacific Grove, Capitola, Mendocino
- More important to look at design than just size

- Study Seaside, Florida's New Urbanist design guidelines to see what they drew from existing communities such as Pleasure Point
- Start eaves at 10', not 16' to mitigate bulky appearance
- Encourage sloping roof for second units to preserve solar access for neighbors
- Encourage rooflines that preserve neighborhood character and preserve access to sun
- Encourage livable basement spaces to allow for increased square footage while limiting height increases (for example, basements with ceilings 24" to 30" above ground level could be excluded from FAR calculations).
- Match house size to lot size
- Prevent overuse of residential lots
- Encourage façade articulation
- Encourage garage doors that look like part of home (see craftsman home #18)
- Prohibit side-by-side 2-car garages fronting on street (tandem okay)
- Encourage permeable/vegetated paving of driveways (see craftsman home#18)
- Discourage ultra-modern styles
- Discourage/prohibit Orange County/San Jose subdivision-style houses
- Create a toolkit for developers and remodelers that provides information to help them minimize the impact of a house on neighbors
- In toolkit, educate homeowners about ongoing costs from building a house bigger than necessary
- Modify building permit system to address bulk and mass of new buildings, to be more sensitive to neighboring buildings and neighborhood character
- Establish standards for building mass, bulk, and scale
- Consider implementing a three tier building permit system based on the size of improvement:
  - o Small additions and modest new homes that are at 90% or below of the size (% of lot) or below of the average development size or FAR of the immediate area would go through on a building permit (i.e. the simple, no hearings, no review building permit system in place now for most of Pleasure Point);
  - o Additions and new homes that are at 90% to 110% of the average development size or FAR of the immediate area would be reviewed by an urban designer for mass and bulk placement (based on mass and bulk standards), with no public hearing; and
  - Additions and new homes that are at 110% or greater than the average development size or FAR of the immediate area would require a discretionary permit and pubic hearing
- If you want a big house, buy a big lot
- Keep things the same, retain smaller "beach bungalow" type houses that are integral
  to the Pleasure Point character
- The 0.5% FAR was a pretty arbitrary standard when County set it, maybe it is time to lower it, at least for Pleasure Point

#### Preserving stylistic freedom and property rights

- Need tighter bulk, mass, and size rules for new and remodeled housing, but not style rules. Style rules will only push the area toward homogeneity and away from the eclectic feel that is so highly valued
- Preserve eclectic tradition of the area
- Encourage variety in building design
- Housing design is like free speech—let people express themselves. Don't set arbitrary style rules or prohibit specific styles
- Establish guidelines and incentives to encourage more variety in house styles
- Less regulation, not more; do not scare away builders and buyers with excessive regulation
- Protect property rights
- Do not try to impose a particular set of social values on individual homeowners
- Maintain but do not tighten existing FAR, setbacks, height limits etc
- Allow for building larger houses to suit needs of today's families
- Allow more than one unit on large lots now zoned R-1-6,000
- Encourage renovation or replacement of older homes by owners and families so they are not used as cheap rentals waiting to be torn down
- Protect opportunity for small houses to be upgraded
- Reduce parking requirements for small lots
- Make it easier to subdivide large lots
- Change is not bad; enough regulation is currently in place

#### Preserving social diversity

- Don't turn mobile home park into expensive condos
- Provide support for low-income residents

#### Improving planning process

- Increase regulatory transparency and reduce subjectivity in application of regulations
- Minimize discretionary handling of permit applications by the planning department.
- Let residents decide community character, not developers, architects, realtors and builders

#### Preservation and green building

- Some houses in poor condition not worth preserving
- Significantly non-conforming rules forces total teardown; have to fight to save existing structures; cannot touch existing nonconforming part of structure
- Emulate City of Santa Cruz regulations on green building
- Decrease over-cementing or over-asphalting every driveway and other ground area between street and dwellings

#### D. Transportation, Pedestrian Access, and Infrastructure

#### **ISSUES**

- Overhead utilities are unsightly and intrude on streets
- 26th Ave. not safe for children and other pedestrians; too much fast traffic
- On 26<sup>th</sup> Ave. pedestrians must step off road to let cars pass.
- Live Oak Library is hard to walk to from 26<sup>th</sup>; it's hard to cross Portola to new path on north side
- Roads should be for pedestrians and bicycles, not just cars
- Off-street parking leads to wider, faster, less pedestrian friendly streets
- Private encroachment on public right of way—fences and bushes push pedestrians, parking into travel lanes
- Lack of parking too many cars parking on streets
- Coastal Commission may require more parking for visitors
- East Cliff Drive erosion
- Existing street lighting is obnoxious and too bright
- Don't want cell towers
- Poor drainage in many areas
- Poor drainage on 26<sup>th</sup> Avenue soft drainage
- Two-foot gully full of water during winter season along certain streets
- Palisades and Anchorage drainage problems

#### OPPORTUNITIES AND SUGGESTED IMPROVEMENTS

#### Streetscape/Infrastructure

- Put utilities underground, but realize it may be too expensive for County to pay for

   set up a special district?
- Clean up streetscape
- No cell towers
- Make streets cleaner but not antiseptic
- Improve street lighting, being careful of light pollution
- Put shades on top side of street lights to reduce impact on houses

#### Pedestrian Safety and Traffic Flow

- Improve safety and access for bicyclists
- Emphasize pedestrian and bicycle access (both residents and visitors) in all public projects, particularly road design
- Do not view East Cliff Drive as a major artery for county traffic
- Calm traffic on 26<sup>th</sup> Ave for children and other pedestrians
- Add speed bumps on 26<sup>th</sup> Ave.
- Make Portola between library and 26th, and 26th Ave. safer for children
- Add sidewalks, curbs, trees on 26<sup>th</sup> Ave.
- Address visibility impaired by parked cars on 26<sup>th</sup> Ave.
- Too much mud along 26<sup>th</sup> in winter; need paved shoulders or curbs

- Add stoplight at 41<sup>st</sup> and Portola.
- Increase width of pedestrian- and bike-ways
- Do not add more solid no-passing striping on roads
- Add speed bumps; preserve fire/ambulance access with breaks in bumps sized for emergency vehicles
- Design streets for adequate fire protection
- Slow traffic by stop signs, speed bumps, one way streets
- Make streets smaller, narrower; widen pedestrian lanes, narrow vehicle lanes
- Open pathways to 41st and 26th at the ends of Floral
- Add stop signs on Portola at 26th, 34th and Floral
- Improve bike safety on East Cliff Drive at Moran
- Add lights in pavement at crosswalks and overhead lights above crosswalks, esp. along Portola

#### Sidewalks

- Do not add sidewalks; rural feel is best
- Do not over-citify; curved roads and natural –looking paths are better than straight and hardscaped paths
- When sidewalks are necessary, make them soft, e.g. surfaced with California Gold (?), decomposed granite, not concrete
- On Portola, pathways are better than sidewalks
- Add sidewalks on arterials only
- Add pedestrian space, not sidewalks, to streets
- Add a sidewalk on south side of Portola so kids can get to school and library
- Improve pedestrian access to library
- Add sidewalks to 26<sup>th</sup> Ave. to improve pedestrian safety and reduce mud

#### One-way Streets

- Do not add more one-way streets
- Return East Cliff Drive to two-way traffic; move the seawall out to provide the space
- Make East Cliff Drive two-way with esplanade along the sea
- Establish more one-way streets in order to increase room for parking, pedestrians
- Establish one-way motor vehicle traffic on most north-south streets to allow 2-way bike paths, sidewalks and trees so kids can walk or bike safely to school and friends' houses
- Make East Cliff Drive one-way the whole way
- Reverse direction of one-way flow on East Cliff from east to west bound better and safer for checking surf while driving

#### Pedestrian Access to Open Space

- Improve pedestrian and bike access at Corcoran
- Keep sand and vegetation off East Cliff Drive in Corcoran area to maintain pedestrian and bike access
- Improve access at 38<sup>th</sup> St stairs

- Add a bike/walking path midway across Moran Creek to connect east and west sides of town
- Improve jogging paths around Moran Lake—connect to 30<sup>th</sup> Ave; enlarge restrooms
- Add path on East Cliff Drive so you don't have to walk in traffic between 17<sup>th</sup> and 30<sup>th</sup> Aves.
- Widen space for bicycles, pedestrians all along East Cliff Drive
- Put esplanade along the ocean, just above the water
- Keep current access to beach available, as currently at Moran Lake and Corcoran
- Improve access to ocean and views along cliff for pedestrians of all ages; provide for vehicle cruising, dogs, surfers
- Add restrooms and benches, safe access to beach.

#### **Parking**

- Relieve parking crunch
- Increase off-street parking
- Encourage narrow streets and on-street parking
- Prevent parking outside white line
- Enforce public right-of-way; require fences and hedges to be on private property, preserving on-street parking spaces.
- Establish alternate side of street parking

#### Drainage

- Solve drainage issues on all streets in an ecofriendly way
- Opportunity to capture and use stormwater vs. curb/gutter/sidewalk
- Restore natural drainage and filtration systems
- Improve drainage without adding sidewalks
- Improve drainage but don't add curbs and gutters to non-arterial streets
- Add pipe drainage underground where there is standing water
- Improve swale system; improve grading, maintenance so swales don't fill with dirt and weeds.
- Use vegetated drainage areas and French drains
- Encourage or require porous paths and driveways
- Use drywells to recharge groundwater
- Harvest rainwater with cisterns
- Establish storm sewer access between every other lot so people with flooding can pump into sewer

#### III. VISION

The eight goals listed below express the overall vision for the Pleasure Point community, based on workshop comments noted above and noted below (bulleted).

# 1. Retain "small town"/beach community character (i.e. smaller lots, small-scale homes, and narrow, shared streets).

- Keep it the same
- Similar to today
- Mostly the same except home building and remodeling is frequent and artistic but house size is small
- If it ain't broke, don't fix it
- Small town feel continues
- Maintain maverick identity
- Simplicity
- Less is more
- Make it so people can still keep chickens
- Less density, multi-family
- Trade off density in some neighborhoods for more on Portola
- Garden community, low density
- A community with housing that young families can afford
- More of a family-oriented area with month-to-month rentals as opposed to vacation rentals
- Few part-time residents
- Hotel for visitors along the coastal trail
- Pleasure Point is a historic district, a special coast community that retains its small-scale, eclectic, garden beach cottages
- Pleasure Point Roadhouse is a community center and history museum with outbuildings used for community groups
- An area where there is interchange between residents and common goals for maintaining/improving our community
- Maintain sense of community as a small safe place where people know and trust their neighbors and can fully relax in their homes

#### 2. Afford personal expression in building character and landscape.

- Eclectic housing
- Flexibility of design and size
- Freedom of choice
- Eclectic but not LA.

#### 3. Ensure complementary scale of new improvements to adjacent buildings.

- It will be different than it is today as today is different than 20 years ago. There will be replacement homes
- Don't have houses dominate community
- New larger houses, changes to existing houses should fit into context of current character – large developments should have some scrutiny so not invasive, intrusive

#### 4. Preserve access to light and air in private development and on streets.

- Buildings should not cast shadows on adjacent streets to enhance the pedestrian experience
- New development should respond to light and air access/needs of adjacent houses

#### 5. Enhance and encourage natural landscapes and systems.

- Try to keep it the same: soft rather than hardscape
- Work with nature
- Natural areas not built up
- Lots of beach and lagoon access while retaining big trees and natural landscape
- Barn owls return
- Preserve Moran Lake with soft development

#### 6. Retain and enhance the walkable and "bikable" character of the area.

- Walkable streets with parks and trees
- Seawall and promenade on East Cliff Drive
- Safe streets for pedestrians, bikes. and kids
- Safe walkable paths
- Streets as public open space
- Put cars at periphery and use golf carts within neighborhoods
- Create a national showpiece walking community; eliminate all cars

# 7. Provide for infrastructure improvements (i.e. drainage improvements and overhead wire removal).

- Cleaner streetscape, no overhead utilities, reduced drainage problems
- Minimize drainage to private property caused by poor drainage/flooding

# 8. Establish clear and simple design standards and permitting process for building improvements.

- Building regulations should be easy to understand
- Process should be easier, less bureaucratic a simpler process

#### **IV. NEXT STEP**

The next community workshop (date TBD) will re-affirm the vision and goals for the community and to review preliminary design elements.

# PLEASURE POINT COMMUNITY PLANNING PROCESS

COUNTY OF SANTA CRUZ COMMUNITY WORKSHOP #2 JUNE 7, 2007

### WORKSHOP SUMMARY



#### INTRODUCTION

The Pleasure Point Community Planning Process, initiated by the County of Santa Cruz in Fall 2006, is intended to culminate in a framework that will guide future development in the Pleasure Point area. It will be based on an analysis of Pleasure Point's natural systems, social and cultural resources, land use and development, building character, and transportation and circulation and findings from three community workshops. The first workshop, held on January 20, 2007, focused on visioning in which community members identified Pleasure Point's priority issues, opportunities, and challenges and discussed potential improvements, and common vision elements. The Planning Process outreach has been conducted with notices sent to all homeowners and community members in the Pleasure Point study area, which encompasses the area bounded by Portola Drive on the north, 41st Ave. on the east, Corcoran Lagoon on the west and Monterey Bay to the south.

#### MEETING FORMAT AND CONTENT

On June 7, 2007, approximately 65 community members and 10 County staff members convened for the second of the project's three Community Planning Workshops. The purpose of this workshop was to affirm the community vision created from the outcome of Workshop #1 and to discuss preliminary community design principles and strategies. The workshop was held from 6 PM to 9 PM at Simpkins Swim Center.

Tom Burns, Director of County Planning, welcomed community members. Jan Beautz, of the County Board of Supervisors (representing District 1, including the Pleasure Point area), was acknowledged as one of the participants. Daniel lacofano of Moore Iacofano Goltsman (MIG), Inc. provided an overview of the agenda, project and planning process, and summary of the community vision based on the previous Visioning Workshop (#1) held in January 2007.

Anchi Mei, of MIG, presented a preliminary community design framework of Pleasure Point through a presentation of overarching community design characteristics and four community design improvement topic areas that arose out the first workshop. These included: building mass and height; sun and light access; private and public interface; and public realm improvements. Various design strategies were presented to address current issues in each of the four topic areas. Daniel lacofano facilitated a large group discussion in which workshop participants provided initial feedback on elements of the preliminary community design framework.

The large group discussion was followed by interactive, small group discussions, facilitated by MIG and County staff, in which community members reviewed and discussed in small group settings possible design strategies for each of the community design improvement topic areas presented earlier.

Daniel lacofano facilitated a large group discussion in which workshop participants provided feedback on the community vision, overarching design principles and the four community design improvement topic areas. Each small group chose a representative that summarized the highlights of each small group discussion followed by an open forum where all community members were encouraged to express their thoughts. The large group discussion revealed a variety of counterbalancing opinions.

Anchi Mei and Mukul Malhotra, of MIG, graphically recorded the comments expressed. A reduction of the wall graphic, with recorded comments from the workshop, is attached to the end of this summary.

#### **WORKSHOP SUMMARY**

The following is a summary list of community comments made by participants during the workshop and in writing on the comment cards provided. (A blank comment card is included in Appendix A. A complete transcription of written responses to the comment cards is included in Appendix B.) The summary is organized under the following headings:

- I. SUMMARY OF COMMUNITY VISION
- II. OVERARCHING DESIGN PRINCIPLES
- III. COMMUNITY DESIGN IMPROVEMENT TOPIC AREAS
- IV. ADDITIONAL COMMENTS
- V. NEXT STEPS

#### I. SUMMARY OF COMMUNITY VISION

Overall, there was strong support for the community vision statement that MIG derived through summarizing the feedback received in Workshop #1. There was the strongest support for strengthening the "SMALL TOWN"/BEACH COMMUNITY CHARACTER (V1) and WALKABLE AND BIKEABLE CHARACTER (V5). There was also support, with some ambivalence, for elements of COMPLEMENTARY SCALE OF IMPROVEMENTS (V2), ACCESS TO SUN AND LIGHT (V3), NEIGHBORHOOD-SCALED INFRASTRUCTURE IMPROVEMENTS (V6) and CLEAR AND SIMPLE STANDARDS AND PERMITING PROCESS (V7). The following chart reflects the views of community members who attended the meeting and submitted comment cards. (The vision statement is included in Appendix C. A complete table of all the numerical ranking scores is included in Appendix D.) As with other topic areas, there were some opinions about refining the individual vision statements, and disagreeing with them altogether.

	-2	-1	0	1	2
V1	3	1	1	2	29
V2	6		1	4	23
V3	5		4	7	20
V4	3		1	8	23
V5	3			5	28
V6	4		1	5	23
V7	4	2	3	4	18

<sup>-2:</sup> Strongly Disagree/-1: Disagree/0: No Opinion/ 1: Agree/ 2: Strongly Agree

#### V1: "SMALL TOWN"/BEACH COMMUNITY CHARACTER

Overall people were highly supportive of this principle of the vision. A strong majority of comment card respondents expressed that they "strongly agree" with this principle. While some people agreed on the small scale of some areas and homes of Pleasure Point, there was less agreement on regulating character of houses. Community members also expressed concern over vacation rentals and part-time residents.

#### **V2: COMPLEMENTARY SCALE OF NEW IMPROVEMENTS**

There was overall community support for this vision principle with a small amount of disagreement. Comments expressed by the community revealed a range of opinion. Some members felt that new homes were too big and should be more context-sensitive to adjacent neighbors in terms of building

design (setbacks, decks, window location, etc.) Other members expressed the desire for larger homes.

#### V3: ACCESS TO SUN AND LIGHT

There was overall support for this principle. People supported the concept behind the principle but were concerned about the technicalities of implementation as well as the feasibility of the principle regarding small lots.

#### **V4: NATURAL LANDSCAPES AND SYSTEMS**

There was overall support for enhancing and encouraging natural landscapes and systems to maintain the unique character of the neighborhood. Community comments reflected a desire for native plants.

#### **V5: WALKABLE AND BIKEABLE CHARACTER**

Overall people were highly supportive of this principle of the vision. Community members expressed a desire for more pedestrian safety improvements, such as raised crosswalks and traffic calming devices (narrowing and meandering streets with trees and plants). Community members also suggested creating more one-way streets (such as 38<sup>th</sup> Avenue), slowing traffic (especially on 37<sup>th</sup> Avenue), and making East Cliff Drive safer for pedestrians and bikers.

#### **V6: NEIGHBORHOOD-SCALED INFRASTRUCTURE IMPROVEMENTS**

There was overall support for public infrastructure improvements that enhance the overall neighborhood character. There was some lack of understanding about the technical details of implementing infrastructure improvements. People expressed a desire to underground the existing overhead utilities and explore attractive drainage solutions.

#### V7: CLEAR AND SIMPLE STANDARDS AND PERMITTING PROCESS

There was moderate support but substantial amount of "No Comment". Comments received expressed a strong desire for fair, easy-to-understand rules and clear, available information to the public.

#### **II. OVERARCHING DESIGN PRINCIPLES**

Workshop #2 participants expressed support for the varied, eclectic character of both the houses and yards of Pleasure Point. There was concern that recent out-of-scale/character building development has already negatively impacted the neighborhood. Some also expressed a desire to keep the history of Pleasure Point alive. Given the diverse nature of Pleasure Point, some community members felt that neighborhood improvement design measures should be flexible to allow some variability in the setbacks, building placement and lot coverage. There was a contingent that favored keeping the permitting process simple, without adding additional regulations. There was also support for emphasizing public improvements such as natural areas, parks, open spaces, and streets.

#### III. COMMUNITY DESIGN IMPROVEMENT TOPIC AREAS

Four topic areas were presented for enhancing and strengthening the general vision spelled out by the community. These topic areas are listed below along with a short description of their objective. Each topic area was presented in the small group discussions with a large poster of principles and photographic examples of design strategies to promote each objective. (These posters are attached in the Appendix E.)

- **A. Building Size and Mass** promotes the bulk and massing of new buildings respects the neighborhood character created by existing structures.
- **B.** Sun and Light Access promotes access to adequate sun and light in neighboring homes, adjoining yards, and the public right-of-way.
- **C. Private Public Interface** encourages community interaction by creating more opportunities for friendly private-public interfaces and limits the visual impacts of cars and driveways on the pedestrian-friendly character of the neighborhood.
- **D. Public Realm** promotes improvements to streets, infrastructure, parks, natural open spaces and public spaces that fit the character of Pleasure Point.

A substantial amount of community feedback suggested an additional topic area – *E. Implementation* – is also necessary. The objective of this topic area would be to design a friendly approval process and project review that balances the development needs of individual applicants and the need to maintain the unique neighborhood character.

#### A. BUILDING MASS AND HEIGHT

Overall, there was support for all the strategies and the need to keep new development in scale with surrounding land, nature, and people. Strategy A3 (second-story setbacks) and Strategy A5 (reduce bulk through various building elements) were strongly supported by the majority of the respondents. While Strategies A1 (break up building mass of front facades), A2 (increase lot coverage on smaller lots), and A4 (use vertical and horizontal elements to minimize bulk) also had considerable support, possible modifications or clarifications could improve strategies and gain greater community support, especially for modifying lot coverage on smaller lots. The following table shows the results of the comment card rankings:

	-2	-1	0	1	2
	-2	71	U	ı	
Strategy A1	8	3	4	6	12
Strategy A2	10	4	2	6	11
Strategy A3	7			11	15
Strategy A4	4	5	4	9	11
Strategy A5	4	1.5	4.5	10	13
				/ 0 0 1 1	

No Comment
5
5
5
5
5

-2: Strongly Disagree/-1: Disagree/0: No Opinion/ 1: Agree/ 2: Strongly Agree

There was strong support for limiting the size of houses based on written responses in the comment cards. Some community members expressed frustration with new construction that was too large for the neighborhood and dwarfed surrounding homes. Community members suggested use of story poles to give neighbors and community a fair idea of the scale of proposed new development, minimizing mass and height, creating design standards, and decreasing the floor area ratio as possible regulatory mechanisms.

Some community members that felt existing codes were sufficient but hadn't been properly enforced. Several comments expressed doubts about how well these strategies could be implemented if left to the discretion of the Planning Department.

#### **B. SUN AND LIGHT ACCESS**

Overall, there was support for all the strategies. Strategies B1 (side building setbacks) and B5 (roof pitch and overall building height) had the strongest support. While Strategies B2 (rear setbacks), B3 (rear setbacks and second story setbacks) and B4 (horizontal and vertical building setbacks) also had considerable support, possible modifications or clarifications could improve strategies and gain greater community support. The following table shows the results of the comment card rankings:

	-2	-1	0	1	2
Strategy B1	6	2	2	7	15
Strategy B2	7	1	5	7	12
Strategy B3	8	2	3	7	12
Strategy B4	7	2	4	11	8
Strategy B5	8		1	11	13

No Comment
6
6
6
6
5

-2: Strongly Disagree/-1: Disagree/0: No Opinion/ 1: Agree/ 2: Strongly Agree

While there was support for the strategies, there were several comments that expressed concern with the implementation of these strategies due to the diversity in lot size (in particular small and narrow lots) as well as the various solar orientations of Pleasure Point lots.

Community members also suggested several additional elements to these strategies. Additional comments suggested that building setbacks should only apply to structures that are inhabited by

people. Other comments suggested that houses could have smaller setback requirements along southern lot lines to create more access to sunlight coming from the southern direction. The need to submit shadow impacts as part of each building permit application was also highlighted. Some community members suggested the creation of a light-impact administrative position to assess shadow impacts of each building permit application.

#### C. PRIVATE AND PUBLIC INTERFACE

Overall, there was strong support for all the strategies except C1 (minimize auto orientation/ lower parking standards), which garnered a slightly more negative than positive reaction. However, most of the negative responses to Strategy C1 were to the idea of reducing parking standards, not minimizing automobile-dominated facades. Strategies C4 (allow tandem parking) and C5 (encourage yard space) had the strongest support. However, possible modifications or clarifications could improve strategies and gain greater community support, especially for Strategies C2 (garages in rear/ onsite surface parking) and C3 (separate garage doors). While most community members were opposed to lowering parking standards for smaller houses, many supported minimizing auto-orientation of building facades. The following table shows the results of the comment card rankings:

	-2	-1	0	1	2
Strategy C1	12	3	4	4	9
Strategy C2	5		8	10	8
Strategy C3	6	2	5	9	10
Strategy C4	4	1	5	10	12
Strategy C5	6	2	2	7	16

No Comment
6
7
6
6
5

Comments from the community suggested that these strategies could help maintain the non-homogeneous appearance of Pleasure Point. Some members expressed support for minimizing the presence of garages in the front of a house while other felt that these strategies were not necessary to regulate.

#### D. PUBLIC REALM IMPROVEMENTS

Overall, there was overwhelming support for all the strategies. The following table shows the results of the comment card rankings:

	-2	-1	0	1	2
Strategy D1	3	2	2	2	23
Strategy D2	7	2	4	7	13
Strategy D3	6	1	3	14	9



-2: Strongly Disagree/-1: Disagree/0: No Opinion/ 1: Agree/ 2: Strongly Agree

There were several comments that reflected an appreciation for the existing character of Pleasure Point, e.g., the cliffs and ocean views, etc. Respondents also suggested enhancing neighborhood commercial activities, such as renovating old stores and markets. While there was considerable support for preserving the Roadhouse and making it a community center, some objected to the idea of private property being listed as a community use site. Community members also supported efforts to improve public open spaces, including property near Moran Lake, and making the space kidfriendly.

There were several transportation issues expressed by the community. Many community members felt the need for more pedestrian crosswalks and identifiable pedestrian walkways (different from sidewalks). There was strong support for keeping automobile traffic slow through Pleasure Point.

<sup>-2:</sup> Strongly Disagree/-1: Disagree/0: No Opinion/ 1: Agree/ 2: Strongly Agree

Community members expressed a need to maintain the travel lane. Regarding infrastructure improvements, several community members requested under-grounding utilities and improving drainage at certain problem areas in the neighborhood.

#### E. IMPLEMENTATION

Community members strongly expressed the need to balance the needs and rights of individual property owners while maintaining the unique character of neighborhoods. Some suggestions to achieve this balance included notifying neighbors of proposed development, and the use of story poles to show the scale of that development.

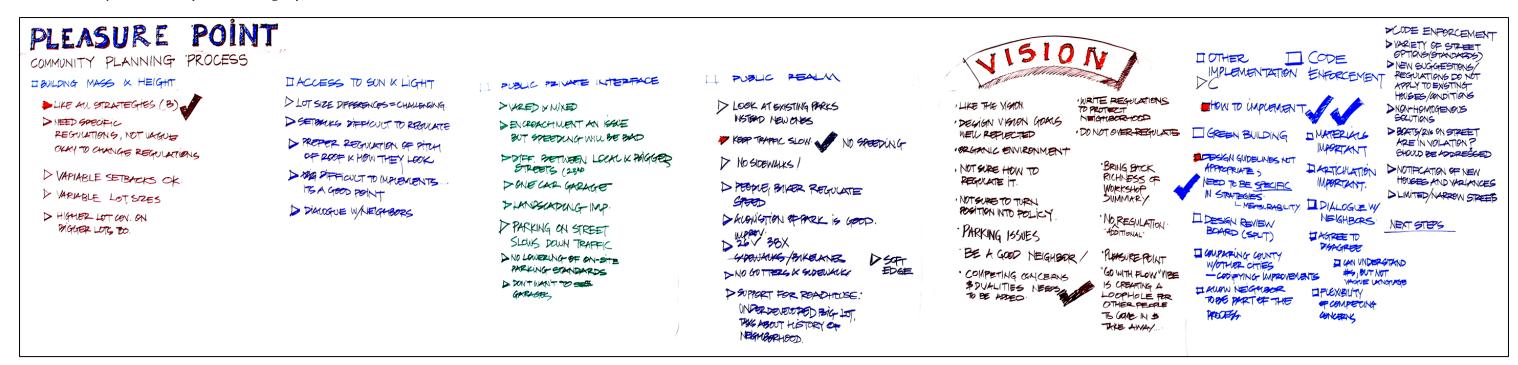
Many community members raised questions about how to regulate the improvements being evaluated as part of this process. While some expressed concerns about the lack of adequate regulation outside the coastal permit zone, there were a substantial number of comments expressing a desire not to over-regulate. Comments expressed a desire to prevent investors from maximizing profits while minimizing good neighborhood design. In addition, there was the desire to retain the neighborhood's character without over-regulating in order to allow residents to continue being creative. Community members also want to have simple numbers in any additional regulation; however, the desire for simplicity is counterbalanced by the need to be context–sensitive. The range of diversity in housing conditions poses a challenge in finding a "one size fits all" solution.

#### **NEXT STEPS**

Based on the feedback received from the community workshop, staff and consultants will work to revise and refine the various improvement strategies. The next workshop will be held in Summer or early Fall 2007.

#### PLEASURE POINT COMMUNITY PLANNING PROCESS

Community Workshop #2 Wallgraphic Reduction



#### **APPENDIX A:**

COMMUNITY FEEDBACK TEXT (Comment Cards, Whole Group & Breakout Groups)

The following is a summary list of comments submitted by the community in the comment cards. The comments are organized under the headings as listed in the comment card. A blank comment card is attached for reference.

- I. SUMMARY OF COMMUNITY VISION
- II. OVERARCHING DESIGN PRINCIPLES
- III. COMMUNITY DESIGN IMPROVEMENT TOPIC AREAS
- IV. ADDITIONAL COMMENTS

#### I. SUMMARY OF COMMUNITY VISION

#### V1: "SMALL TOWN"/BEACH COMMUNITY CHARACTER

#### **Community Comments:**

- Small homes should be promoted but people should be told how to design a small home.
- Diversity of lot sizes.
- Less lot coverage. Lower FAR. 5-foot sideyards seem too small. Move to the north could have a 10-foot south side yard. Offset side setbacks.
- This does not include lots of vacation rentals or part-time residents.
- Agree w/ "personal expression in building", "valued freedom of choice & variation." FAILED TO NOTE: it got that way without government plans or meddling. DISAGREE: "garden community": It's been a "surf barrio" for a long time.
   Single family detached single lot development a whale of exam (?) small individual prices
- Only parts of this statement reflect my values for this community: "eclectic mix of homes",
   "freedom of choices in variation in design". You can't legislate that. It has to develop from
   individual choices, both good and bad.
- This is the most important and drives most of the other values.
- I would much rather this community grow up and appear less ghetto, not more.

#### **V2: COMPLEMENTARY SCALE OF NEW IMPROVEMENTS**

#### **Community Comments:**

- New homes are too big.
- Taking into account lot size.
- Too subjective.
- Though the size of houses on average (in America) has increased, the lot size in Pleasure Point remains very small. These size lots cannot accommodate average size houses, only small ones.
- Many "adjacent buildings" are from an era past and are at the end of life. Why should new buildings "complement" a chicken coop? DISAGREE with vague terms such as "gradual" and judgmental terms such as "dominate." This is not the vision many had, just the vocal minority that got J. Beach to suffer this \$138/month expense (?)
- Context sensitive to neighbors, privacy, window location setback, wall heights elevated decks, views.
- I like the variety of Pleasure Point and don't want design standards. The eclectic nature of this community didn't develop through government planning and trying to "preserve" it will ruin it.
- New houses are too big.

#### V3: Access to sun and light

#### **Community Comments:**

- This is often used to keep newcomers from getting what you already have.
- Too subjective, lots too small to limit even further. Could kill house values if too many rules.
- This includes fence height, which around some homes are getting excessive with "lattice" making on extra 2-3 feet above the limitations. This should not be allowed.
- Again a vague term "reasonable." Great goal [?] in words, very difficult in deeds. Small lots will always have problems, and, in fact, small lots have less market value as they will inevitably have sun issues.
- Yes but how equity? Simplicity? This is not classroom.
- Small lots mean that your neighbors will be very close to you. There are strategies you can take that don't require denying your neighbors his right to build within the codes.
- Sun and light access, other than the space above the property, is not a property right and should not be regulated as such.

#### V4: Natural landscapes and systems

#### **Community Comments:**

- Natural means natural, not "enhanced" or "improved". Restoring native plants and water flow is important, but paved derails, more parking are not natural.
- What mean? Native plant, drought-tolerant natural materials.
- Property owners are generally intelligent and should continue to have the right to decide if they landscape or not. If they want the value to go up and can afford it they will figure it out.

#### **V5: WALKABLE AND BIKEABLE CHARACTER**

#### **Community Comments:**

- Do not add sidewalks to streets.
- Use raised crosswalks. This will slow traffic and make pedestrians more visible. Narrow streets with trees and plants that meander helps calm cars.
- Walking needs to be safer.
- One-way streets are OK.
- Please consider making the 38<sup>th</sup> Avenue one-way (has to be towards ocean) and creating a
  walkway on the Capitola Side (no sidewalks, just a designated walking)
- The speed limits are too high in Pleasure Point. How can it be 25 mph down 37<sup>th</sup> as well as Portola from 41<sup>st</sup> to Capitola (a major thoroughfare)?
- Cars are not very compatible with these important characteristics. Closing East Cliff Drive to automobile traffic and/or creating more one-way streets will enhance safety of pedestrians and bikers of all ages.
- Yes need to make East Cliff safe to hikers and walkers need a pedestrian path and bike path – not safe now Moran Lake to Anchorage...
- This is the USA, where every citizen and visitor should be allowed to drive through the neighborhood including the community itself.

#### V6: Neighborhood-scaled infrastructure improvements

#### **Community Comments:**

- It is critical to build infrastructure to avoid homogenous solutions. Varied appearance is important to match neighborhood scale.
- Drainage needs to lead to groundwater recharge. The use of rain gardens, cisterns, permeable pavers. Urban runoff bad for the bay, surfers, etc. The softer less sterile streetscape is part of character and charm it shows the people living there.

- Well-done improvements are needed.
- Undergrounding utilities will greatly enhance the access to sun and light. It will also be beneficial to the power company because the salt air causes a lot of power loss in this area.
- "Neighborhood-scaled": what is this saying? There was overwhelming support to bury utilities. People even would pay. Focus on that simple improvement.
- What does it mean? Neighborhood scale sewer lines, streets, street lights? Signage? Not clear to me what this means.
- Thank you! It's about time. Isn't this what we have been paying property taxes to help accomplish over the past 40+ years.

#### V7: Clear and simple standards and permitting process

#### **Community Comments:**

- What is happening now is not working. People perceive new developments as too large and question if the rules are being enforced – scale bulk and style and community character, not just FAR.
- Should have fair, easy-to-understand rules.
- Clear, available information to the public.
- It shouldn't be unduly onerous or confusing. Nor should it be so open to interpretation that knowing the right people or having the right connections allows anything to go through. It should utilize a great deal of review, plenty of time for commenting and community input.
- No vague or subjective terms to be used. Only measurable (with yardstick, literally), certifiable standards.
- Small towns, complementary scale, access to sun are difficult to achieve with simple/ clear standards/ zoning. May need process and guidelines
- Yes to simpler permit process, no to "design" standards unless they are objective rather than subjective i.e. FAR, lot coverage, setbacks, etc. and apply equally to all lots of record.

#### **Overall:**

- Keep things like they are.
- Like the vision.
- Design vision goals well reflected.
- Organic environment.
- Not sure how to regulate it.
- Not sure to turn position into policy.
- Parking issues.
- Be a good neighbor
- Competing concerns and dualities needs to be added.
- Write regulations to protect neighborhood.
- Do not over-regulate.
- Bring back richness of workshop summary.
- No additional regulation.
- Pleasure Point "go with flow" vibe is creating a loophole for other people to come in & take away.

#### **II. OVERARCHING DESIGN PRINCIPLES**

#### **Community Comments:**

- Too much emphasis on how great everything is now. Building has already caused a lot of damage. Need a stronger hand to stop it.
- Less is better. Allow latitude for funkiness.
- Design should be the landowner's choice.
- Variation in house styles is important to encourage diverse front yards, gardens good, identified neighborhood.
- Keep and preserve the history of Pleasure Point. It is essential to future generations to keep the history alive.
- Variable setbacks.
- The "regulation" process is for individual homes is not as important to the overall community as the more public spaces natural areas, parks, open spaces, streets. Instead of focusing on setting design specifications, we should be emphasizing public improvements undergrounding utilities, restoring natural ecosystems as much as possible, minimizing cars that are just driving through.
- Do not over-regulate. People need freedom to maintain Pleasure Point which as no shown up as the primary concern. The goal is to prevent investors (not neighbors) from maximizing profits while minimizing appeal.
- Pleasure Point is a unique neighborhood. Maintaining this unique flavor without over regulating. Perhaps allowing some flexibility with building placement and lot coverage as opposed to strict setbacks.
- Real problem is all the soft terms such as "guidelines", "suggestions", "strategies." Many of the principles are expressions of a particular person, or persons, aesthetics. The ideas are good but ultimately we need simple numbers and measurements and trust individual private property owners to do the right thing with the numbers in code. Period.
- With all the diversity in the planning area it seems to me it will be difficult to find a "one size fits all." Many of the design-related goals vary depending on what part of the planning area street (location) that is being covered (?). You could have design principles applied to different contexts but that require a certain amount of sun review (process). You may need to test some simple design standards such as setback, lot average, height that are very instructive and allow for good/ better design porches, front yard, window location, management. Zoning equity does not equal context and sensitivity without design review process.
- Overall, my fear is that any "design standards" would be used to eliminate the creativity of the individual. It already happens in the coastal zone where "design review" has been used over and over to reduce the creativity of the individuality of design all in the name of "neighborhood compatibility". I've seen this happen with both the planning department and with neighbors. If we extend any type of design review to the ensure community this problem will multiply with more time and money required to be spent by the county, money which would be better spent in repairing and improving our public resources.
- I am in support of the strategies presented as a way of working to promote thoughtful, wise development in the now and in the future.
- Too much emphasis on how great everything is now. Building has already caused a lot of damage. Need a stronger hand to stop it.
- The "Existing Conditions Summary" did an excellent job of describing what makes Pleasure Point great. I do, however, oppose the intention to legislate things to "preserve." The neighborhood evolved to where it is today. To legislate the neighborhood to stop evolving will kill the neighborhood just as an animal will die if it doesn't evolve.
- Design should be of a scale that fits what is existing or what was before the remodel boom.

- Must assume that we must grow? Condos next to Roadhouse not great.
- Make sure Vision #7 results in clear standards.
- Need to consider green building/ sustainability for area.
- Appropriate.
- Coastal design guidelines.
- Extending permit approval to the rest of the neighborhood.
- Single story appropriate
- More articulation is what
- Roof pitch, deck, balconies
- Single story works, is not a problem.
- 2-story mass needs to be articulated.
- Input from neighbors is respected
- Balance civil liberties w/ neighborhood character.
- Give the choice/ flexibility in setback to accommodate neighbor's sun and light.
- Minimize driveways, tandem parking.

#### A. BUILDING HEIGHT AND MASS

#### **Overall Community Comments:**

- Create a Strategy A6: Review zoning standards (height, setback, coverage) with respect to the
  mixed large/small lot characteristics of the area. Perhaps lessen overall density which could
  be achieved using today's parameters to avoid "whale houses" (lot line to lot line build outs)
- Two-story 25' max. 2<sup>nd</sup> level 75% max of first. No 2<sup>nd</sup> story roof decks. Garage 20' setback from street. Build to lines as well as setbacks. Same story setbacks 7' from the 1<sup>st</sup> (deck). Front setback relate to building frame. (?)
- Set strict guidelines on setback ratios. Large houses cannot extend to property line.
- We have building codes. Use them. Do not create more rules.
- Check code enforcement.
- Some of these strategies are arbitrary. How to enforce?
- Formulas, % coverage rules are better than arbitrary. Planners/committee allow/reject.
- Any of the "strategies" if selected as "preferred" are inherently type forming and not to the vision of freedom of choice and aesthetics. Who would judge an applicant's "compliance" with a "strategy"? A simple planner in our opinionated planning dept.?
- I am not sure that increasing lot coverage would minimize second stories.
- Treat each plan with individuality and tolerance for neighbors' needs.
- No one is better than the other suggestion because we want variety with great visual impact.
- Strict consideration should be given to the huge size of new homes being constructed because they impact the character of Pleasure Point and should not be allowed.
- Keep diversity with limiting size and scale of buildings if they will dwarf surrounding homes.
- Have people maximize the conditions of site rather than the square footage. Have them use
  lot wisely to promote green space, not get the biggest house they can. We obviously don't
  want mansions but we don't want to be limited.
- Minimize building mass and height in all ways. Rear and side setbacks, no second stories, no increase in lot coverage. For example, if you have to increase lot coverage, then make it contingent on no second story.
- Very important to keep in scale with land, nature and people.
- I believe building mass and height can only be enforced by setbacks and FAR type calculations. Changes to existing zoning rules is generally discouraged.
- Pleasure Pt has always held huge potential to be a gem in the 40+ years I have been associated with this community. The trend is the vast majority of families want big houses. We want families in Pleasure Pt. But we also want big houses that have character and reasonable setbacks.
- Not a consensus on method of regulating building mass and height. Private aesthetic vs. neighborhood consensus.
- Regulations vs. personal taste
- Phobia? Larger lot = larger house
- Like all strategies (B)
- Need specific regulations, not vague. Okay to change regulations.
- Variable setbacks OK.
- Variable lot sizes
- Higher lot coverage on bigger lots too.

#### **A1 Community Comments:**

- A1-A5: how do you do this with clear/ simple standards?
- A1-A5: CHOOSE NONE OR ALL. Key is diversity.
- Nice but pointless as far as too few wide lots.

- Use story poles to give neighbors and community knowledge of proposed development.
- Wider lots not as common.
- Strict rules can inhibit good design.
- Need flexibility for green design.
- Solar must be required (new buildings).
- Costs more.
- Basic good design.
- 1<sup>st</sup> photo makes sense. Quantitative. 2<sup>nd</sup> photo: prefer other options.
- 2 yes, 7 no.
- Articulation, break up but keeping functional aspect.

#### **A2 Community Comments:**

- Already done.
- Good.
- Reduce front setback (2<sup>nd</sup> story up front)
- Positive feedback on strategy, but needs to be used in conjunction with other things.
- Cove wants clear regs.
- Yes
- Elderly couples, allows more flexibility

#### **A3 Community Comments:**

- Negates strategy B2. Also contributes to less sun and light and privacy in neighbors rear yard.
- Related to A2.
- 3 yes, 5 no.
- Most preferable. Easy, preferred, feels good.

#### **A4 Community Comments:**

- NOTE: only AY, and AJ are "broad."
- OK but the fear is that the Planning Dept wouldn't use this properly. For example, your example photo on the left would be disallowed because there's no articulation.
- Good strategy.
- no

#### **A5 Community Comments:**

- Enough that they allow "freedom" of aesthetics and choice.
- What about curved roofs and other shapes that could be interesting and contribute to the aesthetic nature of the community?
- Good strategy.
- Don't allow this (referring to 2<sup>nd</sup> example photo for A5)
- 1<sup>st</sup> photo: favorite.
- 3 yes, 6 no.

#### **B. SUN AND LIGHT ACCESS**

#### **Overall Community Comments:**

- Light important but privacy more important.
- For sun and light people must maximize their own sun and light for themselves which people don't then they must be aware of their effects on their neighbors.
- Allow flexibility of setbacks to optimize.
- Allowing consideration for your neighbors is a good idea.

- Allow houses to be more high to the south. More light comes to the neighbor, put the house closer to the north and have more space south.
- Don't want too many restrictions. Sun and light seems too arbitrary, especially for many lot sizes.
- Lots are too small already to do this. Use FAR, formulas, not "style" or arbitrary rules.
- Highly recommend a light impact administrative person to assess each application.
- Due to the diversity of homes/lots, I think you can only this a suggestion.
- Minimize lot coverage, maximize setbacks, don't allow multiple stories or second story overhands, don't shade your neighbors and underground utilities.
- All of the B "strategies" are vague. If objective is ["finite"?] access to sun then existing setbacks and heights in code are fine. Bottom line: It is impossible to not cast some shadows on neighbors given seasons and various lot orientations and sizes. Great "strategies"; impractical to implement except w/ numerics.
- Access to light: not sure how this relates to standard height limit setbacks. Seems like too refined a concern of taken past height limit and standard setbacks.
- B1-B5: clear and simple?
- Very important.
- This issue has the same problem as issue A. The only equitable way to enforce access to light is with setbacks and FAR.
- B1 and B2 keep the rules simple and keep individual judgments out.
- Concern about the impact of trees on sun and light.
- Allow different variation to setbacks to promote sun and light. Create building envelopes?
- Difficult to create regulations for this.
- Dialogue with neighbors
- Unintended nightmares
- Too much variety in each situation.
- Shadow studies common to many cities.
- Lot size differences = challenging.
- Setbacks difficult to regulate.
- Prefer regulation of pitch of roof & how they look
- Difficult to implement it's a good point
- Dialogue w/ neighbors

#### **B1** Community Comments:

- Many lots are too narrow. This would likely severely restrict or eliminate these people's ability to expand what is likely a very small house. (This comment also applies to B3-5.)
- Good strategy.
- Require story poles?
- 3 yes, 6 no.
- Consider orientation. Should be requirement.

#### **B2 Community Comments:**

- Contradicts some of strategies in A and contradicts B3.
- Consider reduced setbacks as a strategy.
- No.

#### **B3 Community Comments:**

- Picture (on small group discussion poster is a) bad example.
- Don't reduce front setback. Allow flexible front setback.
- Architect Cove Britton would go for shadow plan envelope designing to it (but only reluctantly).
- Sunlight to neighbors is important no 2-story houses!

• 2 yes, 7 no.

#### **B4 Community Comments:**

• 2 yes, 7 no.

#### **B5 Community Comments:**

- "A Frame" homes will allow light and keep characteristics of older Pleasure Point.
- Especially bad.
- Asymmetrical pitch helps north side.
- 1 yes, 8 no.

#### C. PRIVATE AND PUBLIC INTERFACE

#### **Overall Community Comments:**

- Don't regulate.
- Don't let encroachment go.
- Don't speed up traffic.
- Strongly encourage the County to try to obtain property in the area to create open space and parks. Also, drainage in lots of areas needs improvement.
- These strategies will certainly help ensure non-homogenous facades.
- Do not lower parking standards for lower houses. Do not allow double garages on the street front. Strategies 2, 4 and especially 5 are good.
- The objective is flawed: "Encourage community interaction." Some private property owners may not value this and may choose designs that "discourage" interaction as they may, as private individuals, NOT desire to open their PRIVATE property up to such "interaction." We should not use "design strategies" to "modify" personal behavior or desires. Additionally, the treatment of the property line interface is worth looking at HOWEVER all the "CI-CJ strategies" focus on garage aesthetics. What's up? Drop this whole idea!
- Relate garage size 1 or 2 stalls to width of lot. Garage no more than 30% of frontage. Garage setback 20' minimum (parking) behind front of home 10'/ 15' or behind house.
- None of these are really necessary. I don't see this as a big issue in this area.
- While I hate houses that lead with a big, ugly garage, I believe legislating the public private interface is wrong. It is a person's right to discourage sales people, Girl Scouts, missionaries, etc. from knocking on the door.
- Maximize/ encourage off-street parking.
- Good architect can change a garage.
- Varied & mixed
- Encroachment an issue but speeding will be bad.
- Diff. between local and bigger streets (23<sup>rd</sup>)
- One car garage
- Landscaping imp.
- Parking on street slows down traffic
- No lowering of on-site parking standards
- Don't want to see garages

#### C1 Community Comments:

- Minimize auto orientation.
- Keep parking standards don't include garages, necessarily since these are used as storage.
- Don't lower parking standards.
- Light on the reg's on design. Footprint and size more important.

- Do we want a design review board? Good for Carmel, not here? (4 say yes, 5 say no)
- Adds to parking issues/ beach parking an issue. Adds friction: owners vs. visitors.
- 2 yes, 5 no.
- No to "Consider lowering parking standards for smaller houses."

#### **C2 Community Comments:**

- On C2-C5: all are fine, no need to "codify" any of these.
- C2a: Not allowed, but should be?
- C2a: keep it narrow.
- 2 yes, 5 no.
- Create a place-yard; create front yard w/ other elements. Allow water to soak in.

#### **C3 Community Comments:**

- C3-5 have design issues.
- 2 yes, 5 no.

#### **C4 Community Comments:**

- Yes.
- Tandem works explore option.

#### **C5 Community Comments:**

- 639 36<sup>th</sup> Street has just poured a full red concrete frontyard.
- Not high priority as compared.
- Encourages pedestrian-friendly sights.
- Yes.

#### **D. Public Realm Improvements**

#### **Overall Community Comments:**

- Keep it slow!
- Streets are for walking, biking and cars.
- Non-homogenous variety is the spice!
- Save the Roadhouse.
- Maintain the current character of the cliffs.
- Keep the roads slow.
- Find some money to buy the Roadhouse with enough extra to keep it up.
- Need to improve walkways on 26<sup>th</sup>.
- Renovate old stores and markets.
- Please save the Roadhouse! This would be a great community site.
- Please save the Roadhouse! I'll help in any way.
- Install crosswalk on Portola near Coffetopia. Perhaps a community garden too?
- Find a place for community gathering.
- Yeah! Very important to upgrade park, lagoon, etc. Make it kid friendly!
- Leave it the way it is!
- I'm not sure what D1 means. However, there are only a very few immediate neighbors to the Floral Park were invited to discuss the changes to the Park. It seems pretty clear that this was driven by a few well-connected people. Every single day during the summer months the volleyball court was in use by families. They were primarily Hispanic, but were very welcoming to others (like myself). The usage and family orientation of the park is greatly decreased with the loss of the volleyball court and I am very disappointed that there was no real community input allowed in the decision-making process.
- I personally like the areas of "encroachment" as it adds to the uniqueness of the Point.

- The street system is basically in so are existing streets as standard 20' min. (not typical subdivision standard).
- More commercial services, neighborhood stores and businesses.
- Open space very important! Purchase S-turn property by Moran Lake. Designate Roadhouse
  as historic site and possible park site to support our history and to enhance future
  communities.
- The public improvements I'd like to see most are the following: drainage, under-grounding utilities, improve Moran Lake. I formally object to a piece of private property, not for sale, being listed as a potential community use site.
- Vision statements capture community goals.
- Concern about posting and noticing of public.
- Evaluate changing F.A.R. for larger lots.
- Don't do anything that increases traffic speed.
- Alternative edge standards for collector streets?
- Study use of Floral Park before designating new parks.
- Parking omitted.
- Fire lanes
- Public vs. private (residents) parking
- Quantity of parking
- Code enforcement!
- Lower F.A.R. too big.
- Solar/ green
- See older cottage F.A.R.
- Going down basement
- Check recent homes for F.A.R.
- Look at existing parks instead of new ones
- Keep traffic slow. No speeding.
- No sidewalks!
- People, biker regulate speed
- Acquisition of park is good.
- Improve 26<sup>th</sup> and 38th Ave. bikelanes
- No gutters or sidewalks
- Support for Roadhouse: underdeveloped big lot. Talk about history of neighborhood.
- Soft edge.

#### **D1 Community Comments:**

- Remove the roadhouse from this. This PRIVATE property is a "shiny pebble" for a certain minority of gadflies who are imposing their values on a retired lady and her family trying to restrict what she can do with an end-of-life eyesore. It's her PRIVATE PROPERTY, not ours or theirs. County has no money or plans to buy at market value.
- Keep street repaired. Work towards undergrounding utilities.
- !!!! (strong support)
- Need more neighborhood commercial (of the kind we want)?
- Need more neighborhood live/work.
- Leave dirt farm as is!!
- Need more green policies pavers, solar, etc.
- No mention of disparity in lot size
- Options for multi-family lots
- Maintain value of lots
- Plethora of approaches not represented.
- No consensus re: controls at first workshop
- "No regulation" option not represented.

- Buy Roadhouse as community center!
- Against court removal and fencing.
- Keep Natural spaces unimproved [?].
- Underground utilities: expensive but beautiful.

#### **D2** Community Comments:

- Not sure existing encroachments that are passively allowed provide this but are in violation of code???
- Okay as long as on-street parking is not affected.
- D2a: hazard?
- D2: strongly support.
- D2c: wiggly edge slows traffic.
- 8 yes, 1 no.
- Keep them muddy!!
- Code enforcement of trucks.
- Extend permit parking on all streets.
- Improvements of E. Cliff.

#### **D3 Community Comments:**

- Need curbs and gutters on larger streets like 26<sup>th</sup> and 30<sup>th</sup>.
- Agree; do not adopt county standard sidewalk requirements.
- Can't answer, as you have not identified what the standards would be.
- I would like to see the county improve sidewalks. Today the only option on some streets is for people to walk dangerously down the middle of the road as your picture clearly shows. In my mind the current situation is impoverished and is not "character."
- Surfer street example might have drainage problems swales?
- No more sidewalks. Take out existing ones and replace with trails. Natural pathways not paved
- Don't stripe smaller streets (37th) makes cars go faster.
- Fix up private roads/ alleys (i.e. Moana Way)
- Surfer photo: soft edges on road.
- Right photo: designed for speed.
- Yes. No double yellow.
- Walking paths (on 38<sup>th</sup>) along parking. Should it be one way?

#### **E. OTHER IMPROVEMENTS**

#### **Overall Community Comments:**

- Coast promenade only.
- Improve parking, reduce speed on streets, and improve parking permit rules for residents.
- No curb and gutter. Look towards more of a "French drain"-style drainage for groundwater recharge.
- Take the double yellow lines out of most streets.
- Smaller streets. Don't need gutters/curbs/sidewalks.
- 26<sup>th</sup> and big streets do need walkways before someone gets killed by a car or truck.
- Sidewalks? Would be nice but not sure anyone would go for it.
- More parks, bike lanes, one sidewalk on each street.
- Purchase Roadhouse as Pleasure Point community center.
- Underground utilities!
- Define fire lane of [?] 20' and paint on street for enforcement. Add head-in parking on South Side of East Cliff at Corcoran Lagoon Beach (big beach, little parking).

- At the start of the meeting, I felt you skipped a step in the visioning process that you "presented" a vision of goals instead of working with the community to craft the vision statement. There are a lot of counterbalancing desires in this community and you have not reflected that at all.
- Support more natural surfaces! Soft edges, curved, less linear and hard roadscapes.
- I would like to see the county provide a parking lot on the space by O'Neill's house. This would relieve parking on community streets. The county has stood by and watched significant portions of this land erode into the sea. Do smart governments allow such waste?
- Stormdrain needed on Madrone
- 34<sup>th</sup> parking encroachment
- RV/ boat parking = ugly. 72-hour limit CHP.
- 7-ft fence on 34<sup>th</sup> and Hawes
- Teardowns of SFD's for MF/condos (i.e. condos on E. Cliff by Roadhouse)
- Vision: not consistent with Cove Britton's or Susan Porter's group in workshop #1. Focus was on minimizing regulation.
- Concern about over-coverage on lots.
- Calculation of size of building [spell out] to neighboring houses to "average" size
- Extend coastal permit.
- Good to stay within neighborhood.
- Codify the preferred suggestions.

#### **Overall Community Comments:**

- It would be helpful to know if the houses that seem out-of-scale/too large conform to existing rules or have variances. My understanding is a house can have total square feet of 50% of lot size and the footprint can be 25%. It is hard to believe that the big houses are only 25% of the lot on 1, 5, 7, 8 and 12 Moran Way.
- New construction, e.g. 30<sup>th</sup> and East Cliff Drive, is too large for the neighborhood and out of character.
- Design standards for size and design are good.
- Control out of size new buildings. If it is biggest on the street or 20% larger than average, then control the hell out of it. Stop the BIG out of area speculations.
- Why do we have to plan for higher growth rates? Why does a 1000 SQFT house have to get replaced with 2500 SQFT? The lack of willingness to deal with growth will ruin the thing we like about the neighborhood. Too many rules will make the houses look too similar. Too much subjectivity leave it up to the counter person and County. How to insure that there is not a backlash when the new regulations/ recommendations finally come for final approval. Can we get this information out to other property owners so we don't get rejection at the end? Emerald Hills Design Guidelines (Redwood City) got shot down after two and a half years of work.
- Smaller Floor Area Ratio
- Keep it small and beach cottages.
- Use the existing building codes. Do not create more rules.
- Existing code is quite sufficient enough to stomach! I do not want another bureaucracy.
- We believe there are enough regulations. Don't make Pleasure Point a cookie cutter copy of Silicon Valley. That's why we are not there. We love the casual, family atmosphere of our area.
- New rules may have unintended consequences reducing the values of existing homes if there are too many limits on renovation or new construction.
- Need Design Review Board.
- Please preserve the Pleasure Point Roadhouse.
- Need community center, e.g. Roadhouse.
- The whole focus on architecture and subjective aesthetics "strategy" for private property is
  misguided. Focus on the public realm. The implication that change is bad is a conclusion
  that consultants and planning dept have prematurely made. Focus on simplification of all
  sections of Chapter 13 that are subjective and discretionary.
- On East Cliff, I would hope that no parking would be developed on the ocean side. Perhaps
  development of a parking area for visitors in the Portola Drive area would encourage people
  to bike, skate and walk?
- Strong public infrastructure can provide a unifying design framework for neighborhoods signage lighting street \_\_\_\_\_ trails & paths \_\_\_\_\_. Need to define where you can park and where not to park. Signage/ street marking. East Cliff safe to pedestrians & bikers. Moran Lake path should be improved from East Cliff to 30<sup>th</sup> Now dirt & \_\_\_\_ roots mud when rain.
- Save open areas.
- No existing stormdrains on Madrone Avenue. Want stormdrains. Bad drainage.
- Setbacks should deal with living structures and visual access for neighbors' yards and windows.
- Only improvements needed are for safety. Slow traffic, add lights for nighttime, address erosion of cliffs.
- Keep it peaceful.
- More permeable surface.
- Allow basements.

- Use second story poles so people can see what is being proposed.
- Owner of property that has a 7 ft fence at corner of 34<sup>th</sup> and Hawes should be required to conform to code and reduce it to 3 ft – create a hazard for people trying to turn from 34<sup>th</sup> to Hawes.
- I appreciate all the work the staff has done on these workshops.
- Thank you for your work and efforts to find ways to thoughtfully and wisely plan future
  development. There are communities that work hard, with wise consideration for each other
  and the sense of the whole. I sincerely hope Pleasure Pt. can rise to protect its unique
  coastal country community for the present and future generations.
- There are different needs to make neighborhood streets walkable/ bikeable than to make through streets, like 26<sup>th</sup> Ave, walkable. While the slow speeds of narrow neighborhood streets allow walking in the middle of the road, high speeds, buses and other traffic make 26<sup>th</sup> very dangerous to walk on.
- Pleasure Point streets should not be divided with double yellow lines. This creates a major thoroughfare on a neighborhood street, like Portola Ave and 41<sup>st</sup> Ave. After the lines were installed the speed increased and drivers refuse to cross over the line even when passing pedestrians. Walking in the street with a car passing you at 25-30 MPH is hazardous and outrageous.
- I would hate to see this power grab go through that takes away individual property rights
  resulting in an over-regulated environment where there is little to no economic incentive to
  maintain or improve the property. Why is only Pleasure Pt being segregated for overregulation?
- Other implementation
- Code enforcement
- How to implement
- Green building
- Materials important
- Articulation important
- Design guidelines not appropriate, need to be specific in strategies (measurability).
- Design review board (split)
- Comparing county with other cities codifying improvements
- Allow neighbor to be part of the process
- Dialogue with neighbors
- Agree to disagree
- Can understand #s, but not vague language
- Variety of street options (standards)
- New suggestions/ regulations do not apply to existing houses/ conditions
- Non-homogenous solutions
- Boats/ RV's on street are in violation? Should be addressed.
- Notification of new houses and variances
- Limited/ narrow streets

## APPENDIX B:

#### **COMMENT CARD RANKING MATRIX**

# Pleasure Point Community Planning Process Workshop #2 Comment Card - Quantative Results

#### I. Summary of Community Vision

	-2	-1	0	1	2
V1	3	1	1	2	29
V2	6		1	4	23
V3	5		4	7	20
V4	3		1	8	23
V5	3			5	28
V6 V7	4		1	5	23
V7	4	2	3	4	18

No Comment	Total Responses
2	38
4	38
2	38
3	38
2	38
5	38
7	38

#### II. Overarching Design Principles - See Narrative Summary

#### **III. Community Design Improvement Topic Areas**

#### A. Building Mass and Height

	-2	-1	0	1	2
Strategy A1	8	3	4	6	12
Strategy A2	10	4	2	6	11
Strategy A3	7			11	15
Strategy A4	4	5	4	9	11
Strategy A5	4	1.5	4.5	10	13

No Comment	Total Responses
5	38
5	38
5	38
5	38
5	38

#### **B. Sun and Light Access**

	-2	-1	0	1	2
Strategy B1	6	2	2	7	15
Strategy B2	7	1	5	7	12
Strategy B3	8	2	3	7	12
Strategy B4	7	2	4	11	8
Strategy B5	8		1	11	13

No Con	No Comment		
6		38	
6		38	
6		38	
6		38	
5		38	

#### C. Private and Public Interface

	-2	-1	0	1	2
Strategy C1	12	3	4	4	9
Strategy C2	5		8	10	8
Strategy C3	6	2	5	9	10
Strategy C4	4	1	5	10	12
Strategy C5	6	2	2	7	16

No Con		
6		38
7		38
6		38
6		38
5		38

#### D. Public Realm Improvements

	-2	-1	0	1	2
Strategy D1	3	2	2	2	23
Strategy D2	7	2	4	7	13
Strategy D3	6	1	3	14	9

No Con		
6		38
5		38
5		38

# APPENDIX C: COMMUNITY VISION SUMMARY HANDOUT

#### Pleasure Point Community Design Vision and Goals

As part of the neighborhood planning process, community members in Pleasure Point engaged in a series of interactive visioning exercises at a community workshop. Based upon the results of the workshop, seven goals were identified. These goals are listed below along with a summary of community input used to develop each goal. Together, the seven goals express the overall vision for the Pleasure Point community.

- 1. Retain "small town"/beach community character (i.e. smaller lots, appropriately-scaled homes, and narrow, shared streets) while affording personal expression in building character and landscape. Residents expressed a desire to retain the existing sense of community with a small town feel and eclectic mix of homes. Participants valued freedom of choice and variation in design, but want to ensure Pleasure Point remains a safe and simple garden community that is family-oriented.
- 2. Ensure that the scale of new developments and improvements is complementary to adjacent buildings. Community members expressed the importance of context sensitive design. Residents believe new homes and new additions should contribute to the neighborhood character established by existing homes. Participants acknowledged that the scale of homes will continue to evolve (homes are much larger today than they were 20 years ago), but feel strongly that the evolution should be gradual and that new homes should not dominate neighboring residences and the larger community.
- 3. Promote access to sun and light in private development. Workshop participants identified a core community value of access to light and air in private areas of the community. Participants felt strongly that new development should respect the light and air access of adjacent homes. Thus, residents in the Pleasure Point neighborhood should have access to a reasonable amount of sun and light when in their homes and yards.
- 4. Enhance and encourage natural landscapes and systems. Residents also identified the natural and unbuilt areas of Pleasure Point as particularly important and integral to the community's character. Workshop participants envisioned retaining, if not increasing, the quality and access to natural areas and open spaces, including Moran Lake, beaches, trees, and Corcoran Lagoon. Several residents expressed a desire to enhance habitat and other areas. Other residents voiced a desire to work with nature and envisioned a more sustainable Pleasure point neighborhood.

- 5. Retain and enhance the walkable and bikable character of the area. Another key component of the existing community character includes the large portion of residents that choose to walk and bike. Workshop participants believe retaining and enhancing the walkability and bikability of the neighborhood is critical to the community vision. This includes treating streets as public open space where safety for pedestrians and cyclists of all ages and abilities is the highest priority. Access and connectivity will also be enhanced by increasing the number and extent of paths and trails.
- 6. Provide for neighborhood-friendly and appropriately-scaled infrastructure improvements (i.e. drainage improvements and overhead wire removal). Workshop participants envisioned a cleaner streetscape environment with fewer drainage problems and few, if any, overhead utilities. Community members identified the need to improve public and private storm water management. Infrastructure improvements that are aesthetically pleasing and appropriately-scaled can enhance neighborhood character and protect both public and private property from future damage.
- 7. Establish clear and simple design standards and permitting process for building improvements. Workshop participants expressed a desire for design standards that protect the community character, support and encourage the community vision, and still allow for flexibility and creativity of design and construction. The community wants standards that are clear and concise and a process that is simpler and less bureaucratic.

# APPENDIX D: COMMENT CARD SAMPLE HANDOUT

### D. Public Realm Improvements

Comments:

	Strongly Disagree		No Opinion		Strongly Agree
Strategy D1	2	-1	0	1	2
Strategy D2		-1	0	1	2
Strategy D3	····· -2	-1	0	1	2

### E. Other Improvements

### IV. ADDITIONAL COMMENTS

Please write down any additional thoughts you may have regarding any other topics you feel are important as well as comments regarding the process in today's workshop.

Name	Address

If you are unable to return this at the end of the meeting, please mail or fax to: Pleasure Point Community Planning Process c/o Frank Barron, Project Manager County of Santa Cruz, Planning Department, 701 Ocean Street, Santa Cruz, CA 95060
Fax: (831) 454-2131
Web: www.sccoplanning.com (click on "What's New")

### **Pleasure Point**

### **Community Planning Process**

### COMMUNITY WORKSHOP #2: DESIGN PRINCIPLES & ELEMENTS

June 7th, 2007 • 6 p.m.-9:00 p.m.
Simpkins Family Swim Center • 979 17th Avenue, Santa Cruz

# **COMMENT CARD**

This Comment Card is provided for your convenience. Please provide written comments below and return the comment card to the facilitators at the end of the workshop. **Thank You!** 

# I. SUMMARY OF COMMUNITY VISION Do you affirm the vision?

Do you affirm the vision?	Strongly Disagree	1	No Opinion	1	Strongly Agree
V1: "Small town"/beach community character	2	-1	0	1	2
V2: Complementary scale of new improvements  Comments:	···· -2	-1	0	1	2
V3: Access to sun and light	2	-1	0	1	2
V4: Natural landscapes and systems  Comments:	···· -2	-1	0	1	2
V5: Walkable and bikable character	···· -2	-1	0	1	2
V6: Neighborhood-scaled infrastructure improvements Comments:	···· -2	-1	0	1	2
V7: Clear and simple standards and permitting process  Comments:	···· -2	-1	0	1	2

### II. OVERARCHING DESIGN PRINCIPLES

Please describe any comments on the Overarching Design Principles from the presentation.

### III. COMMUNITY DESIGN IMPROVEMENT TOPIC AREAS

Please describe improvements in the following categories that you believe are important for Pleasure Point. Please circle the corresponding number rating your preference for your each strategy presented.

# A. Building Mass & Height

	Strongly Disagree		No Opinion		Strongly Agree	
Strategy A1		-1	0	1	2	
Strategy A2 ····	2	-1	0	1	2	
Strategy A3	···· -2	-1	0	1	2	
Strategy A4	···· -2	-1	0	1	2	
Strategy A5 ····	2	-1	0	1	2	

# B. Access to Sun & Light

Strategy B1 ·····	Disagree		No Opinion 0		Agree
Strategy B2 ·····					
Strategy B3	···· -2	-1	0	1	2
Strategy B4 ····	2	-1	0	1	2
Strategy B5	····· -2	-1	0	1	2

### C. Public Private Interface

Comment

Strategy C1 ·····	Disagree		No Opinion 0			
Strategy C2 ·····	···· -2	-1	0	1	2	
Strategy C3	2	-1	0	1	2	
Strategy C4		-1	0	1	2	
Strategy C5	···· -2	-1	0	1	2	

### **APPENDIX E:**

# COMMUNITY DESIGN IMPROVEMENT TOPIC AREAS HANDOUT

### A. BUILDING MASS AND HEIGHT

Objective: Maintain the "Pleasure Point" scale of building thereby strengthening neighborhood character.

#### Strategy A1

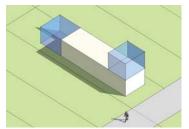


A1: On wider lots, break up building mass of longer front facade to create a sense of multiple structures.





# Strategy A2

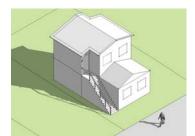


A2: Allow an increase in lot coverage on smaller lots to minimize second story construction.





## Strategy A3

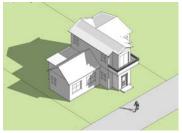


A3: Minimize overall bulk and massing through the use of second story setbacks.





## Strategy A4

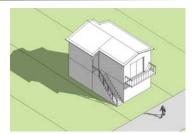


A4: Minimize the appearance of overall bulk and massing through vertical and horizontal elements.





#### Strategy A5



A5: Reduce the appearance of overall bulk and massing with building elements like balconies and pitched roofs.





#### NOTE: Photos displayed are for discussion purposes only and are not intended to represent recommendations or guidelines.

### D. PUBLIC REALM

Objective: Ensure that improvements to streets, infrastructure, parks and natural space and public spaces fit the character of Pleasure Point.

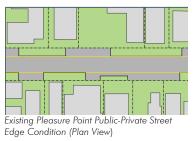
## Strategy D1

### Community Improvements (Infrastructure, Access and Open Space)

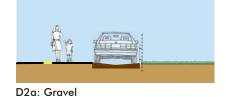


### Strategy **D2**

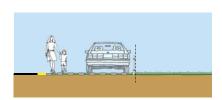
### **Edge Condition Treatments**



D2: Encourage public-private street edge conditions unique to Pleasure



D2b: Permeable Pavers



D2c: Pavers, Vegetation







# Strategy D3

#### "Pleasure Point" Streets

D3: Create local street standards to enhance neighborhood character.





### C. PUBLIC PRIVATE INTERFACE

Objective: Encourage community interaction by creating more opportunites for friendly public-private interfaces.

# Strategy C1



C1: Minimize auto-orientation of building facade. Consider lowering parking standards for smaller houses.





### C2a C2b



C2a: Locate garages behind the primary entrance or in the rear of homes.



C2b: Locate onsite surface parking in a compact manner.





Strategy C3



C3: Articulate garage doors and separate two-car garage doors into two one car garage doors.





Strategy C4

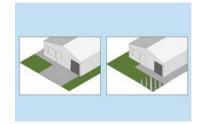


C4: Allow tandem parking on all sizes of lots.





Strategy C5



C5: Encourage larger, communityfriendly, functional yard space. Maximize softscape materials in front yard.





### **B. ACCESS TO SUN AND LIGHT**

Objective: Promote access to adequate sun and light in neighboring homes and adjoining yards.

#### Strategy **B1**

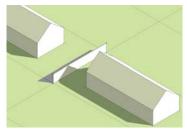


B1: Use side building setbacks to promote access to sun and light in the interior of a neighboring home.



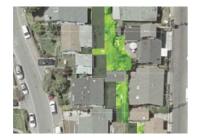


# Strategy **B2**

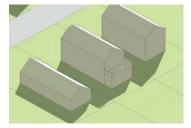


B2: Use rear setbacks to ensure access to sun and light in the rear yards of adjacent homes.





Strategy **B3** 

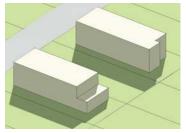


B3: Use rear building setbacks and second story setbacks to promote access to sunlight in adjacent backyards.





Strategy **B4** 

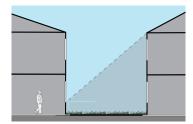


B4: Use horizontal and vertical building setbacks to mitigate shadows in adjacent backyards.





Strategy **B5** 



B5: Design roof pitch and minimze overall height of buildings to promote access to sun and light in neighboring homes.





# PLEASURE POINT COMMUNITY PLANNING PROCESS

COUNTY OF SANTA CRUZ COMMUNITY WORKSHOP #3 September 15, 2007

## WORKSHOP SUMMARY



#### **INTRODUCTION**

The Pleasure Point Community Planning Process ("the project"), initiated by the County of Santa Cruz in the fall of 2006, is intended to guide future development in the Pleasure Point area. The project is based on an analysis of Pleasure Point's natural systems, social and cultural resources, land use and development, building character, transportation and circulation, and findings from three community workshops. In order to solicit recommendations from a broad base of stakeholders, extensive public outreach was conducted with notices sent to all homeowners and community members in the Pleasure Point study area.

At the first workshop participants identified area challenges and opportunities, and defined an overarching vision for the neighborhood. The second workshop focused on confirming the community vision and discussing potential improvements, preliminary community design principles and strategies. The purpose and outcomes of the third workshop are described in the following summary.

#### **WORKSHOP FORMAT AND CONTENT**

On September 15th, 2007, approximately 55 community members and 10 County staff members convened for a workshop to reconfirm the community's vision for Pleasure Point and discuss preliminary community design principles and strategies. This was the third in a series of three community planning workshops held to identify community planning issues and create guidelines for future development in the Pleasure Point area. This third workshop was held from 9:00 a.m. to noon at Simpkins Swim Center.

Tom Burns, Director of County Planning, welcomed community members and introduced Jan Beautz of the County Board of Supervisors (representing District 1, including the Pleasure Point area). Daniel lacofano of Moore lacofano Goltsman (MIG), Inc. provided an overview of the agenda, project and planning process, and community vision based on the previous workshops held in January and July 2007.

Mukul Malhotra (MIG, Inc.) presented a brief overview of the type of residential buildings that characterize the area, and the existing standards that regulate residential development in the Pleasure Point neighborhood, including floor area ratio (FAR), setbacks, lot coverage, garage location and size. Based on the participant response from the previous two community workshops, Anchi Mei (MIG, Inc.) and Mukul Malhotra presented proposed guidelines and standards for maintaining the unique character of the Pleasure Point neighborhood. These included standards and guidelines for private development (building mass/height and public-private interface), recommendations for public development, and implementation proposals to incorporate the proposed new standards, guidelines and recommendations into the governing process.

As a basis for discussion, score cards were provided to each participant, detailing proposed standards, guidelines, implementation proposals and discussion items. The difference between standards, guidelines and implementation proposals is as follows:

- Standards: Standards are measurable regulations required for all residential developments in Pleasure Point
- Guidelines: Strong suggestions for the residential developments requiring a Discretionary Permit in Pleasure Point (i.e. in the "Coastal Appeal" area within 300 feet of the coast or where a variance is needed)
- Recommendations: Requests for other County departments to act upon to maintain the unique character of Pleasure Point.
- Discussion Items: Items that could become proposed standards and guidelines based on community feedback.

The score card solicited participants to indicate a level of preference in relation to each proposal, with check boxes representing agreement, agreement with modifications, or disagreement. Daniel lacofano facilitated a large group discussion in which workshop participants provided feedback to the various proposed standards, guidelines, recommendations and implementation proposals. Anchi Mei and Mukul Malhotra graphically recorded the comments expressed during the meeting. These comments, as well as preferences submitted on score cards are summarized in this summary memo. A sample score card is included as Appendix I of this document.

#### **WORKSHOP SUMMARY**

Proposals were discussed in relation to four major categories: building mass and height, public-private interface, public realm, and implementation. Comments, preferences and rankings indicated on the score cards and during the workshop discussion are reviewed below. All proposed Standards. Guidelines, Recommendations, and Discussions Item are graphically displayed on the Workshop #3 PowerPoint slide presentation that can be found on the County Planning Department's Pleasure Point Community Planning Project webpage (under "what's new").

The summary is organized into the following headings:

- A. Building Mass & Height
- **B. Public-Private Interface**
- C. Public Realm
- D. Implementation
- E. Next Steps
- F. Appendix:
  - I. Sample Score Card

#### A. BUILDING MASS AND HEIGHT

There was broad support for all the standards, guidelines and discussion items relating to building mass and height except in relation to minimizing the use of stucco (Discussion item A7), where the reaction was mixed. Some community members indicated that stucco is a climatically suitable material in coastal areas and if used creatively (i.e., mixed with other building materials, etc.), could help to maintain the character of Pleasure Point. There were counter balancing opinions about proposed new setbacks (see figures, diagrams and photos on the slides of the Workshop #3 Powerpoint presentation found on the Planning Department's website). However, there was strong support for allowing porches with some modification to the proposed standard (A3) regarding porches. Participants also suggested that Guidelines A5 (encourage façade articulation) and A6 (encourage roof angles that minimize shadow impacts) be considered as standards.

The following table shows the results of the score card rankings. Descriptions of the coded standards, guidelines and discussion items are included on the following pages and in the diagrams and figures on the Pleasure Point Workshop #3 Powerpoint slideshow found of the County Planning Department's website.

		Agree with		No
	Agree	Modifications	Disagree	Comment
Proposed Standard A1	29	8	6	3
Proposed Standard A2	30	7	7	2
Proposed Standard A3	31	12	2	1
Proposed Standard A3a	22	19	4	1
Proposed Standard A3b	39	3	3	1
Proposed Standard A3c	30	11	4	1
Proposed Standard A3d	35	8	2	1
Proposed Standard A3e	40	3	2	1
Proposed Guideline A4	29	4	10	3
Proposed Guideline A5	27	7	7	5
Proposed Guideline A5a	27	7	7	5
Proposed Guideline A5b	27	6	8	5
Proposed Guideline A5c	28	3	10	5
Proposed Guideline A6	32	5	6	3
Discussion Item A7	17	8	18	3
Discussion Item A8	29	6	5	6

Participants offered the following comments and/or specific modifications to the proposed standards, guidelines and discussion items relating to building mass and height:

#### **General Comments**

- Ensure that new standards and guidelines only apply to new construction and remodeled structures.
- Clarify the definition of the "Coastal Appeal Area" (i.e. area within 300' of coast where discretionary permit approval is required) versus the "building permit-only" area (i.e, the remainder of the neighborhood where only ministerial/over the counter permit approval is needed).
- Strengthen guidelines to limit the "mansionization" of small lots. The existing floor area ratio (FAR) standard may still be too large.
- Standards and guidelines should take into account the changes needed for 2 story buildings that are torn down and rebuilt.
- "Impact" standards should be created to mitigate the negative consequences of tear-downs, such as air and noise pollution.
- All building standards should take into account the livability needs of new residents and existing neighbors.

#### STANDARDS: Proposed measurable regulations for all residential development in Pleasure Point

Proposed Standard A1: Ensure that the height and setback requirements of a residential building fit within the dimensions of the designated building volume limit (see slides 32-40 of the Powerpoint presentation). Existing 0.5 Floor Area Ratio (FAR) limits will continue to govern the maximum size of residential development (i.e., building square-footage cannot exceed one-half of lot square-footage).

This proposed standard aims to create a design framework that encourages appropriately scaled homes to maintain the "small town"/beach community character of Pleasure Point. By setting back the second stories of houses from the first story outline/footprint, light, air and solar access to neighboring houses is maximized, reducing the effect of large houses "looming over" their neighbors (which has been identified as increasing trend in Pleasure Point). While all the existing first floor setback standards are maintained, a new second floor side setback 10' wide from the sideyard parcel line is proposed. This will help break down the overall apparent mass and bulk of two-story buildings and help minimize shade impacts on adjoining existing buildings.

#### **Workshop Participant Comments:**

- Support the consideration of solar access in the creation of new setback standards.
- Explore reducing 10' side setback of second floors.
- Consider allowing "bump-outs" on 2<sup>nd</sup> floors to allow for elements such as dormer windows. Examine an option where "bump-outs" are allowed to be a third of the length of the side building façade. Balance allowing "bump- outs" with the privacy and view needs of neighbors.
- Explore reducing lot coverage standards to 75% of existing standards.
- Explore reducing first floor height limit to 15'.
- Examine the impacts of new standards on the interior of homes.
- Favor façade articulation as opposed to increased setbacks.

Proposed Standard A2: Allow maximum lot coverage of 45% for small lots of less than 3,500 square feet in size (see slide 41 of the Powerpoint presentation).

The rationale for this proposed standard is to allow small lots to accommodate a desirable building size on the first floor. The existing allowable maximum lot coverage for small lots is 40%. Increasing the lot coverage could encourage greater flexibility to build more on the ground floor, and less (or not at all) on the second

floor. Similarly, this proposed standard minimizes the significant constraints that could be imposed on small lots by proposed standard A1.

#### **Workshop Participant Comments:**

 Encourage larger lot coverage for one-story buildings, but reduce to 40% for two-story buildings (on all lots).

Proposed Standard A3: Encourage more front porches to be built on the ground floor (see slides 42-45 of Powerpoint presentation), based on the following criteria:

A3a: Porch can extend up to 6' deep into the required front yard setback (eases current restriction);

A3b: Porch area is not included in lot coverage or FAR calculations (eases current restriction); A3c: Porch area not to exceed 140 square feet (i.e., any additional porch area gets counted in lot coverage and FAR calculations);

A3d: Porch must remain unenclosed (including glass); and

A3e: Height of porch roof not to exceed 10'.

Encouraging well-designed porches in residential buildings, by creating incentives and removing disincentives, achieves key components of the Pleasure Point community vision. Front porches can help breaks down the front façade to a more human scale in tune with the character of the Pleasure Point neighborhood. Many of the existing houses in Pleasure Point have functional and aesthetically appealing front porches. Encouraging front porches by allowing them to not be counted as part of the maximum buildable FAR, but within certain limits of size, height and area will encourage more porches to be built, helping to strengthen the overall distinctive character of the neighborhood. More front porches will also encourage more opportunities for community interaction.

#### **Workshop Participant Comments:**

- Porches will help enhance the unique community and building character of the Pleasure Point neighborhood.
- Allow porches to continue to the side setbacks of the buildings and wrap around at building corners.
- Explore limiting porch sizes so as not to exceed more than half the length of façade.
- Explore extending the allowable width of a porch from proposed 6' to 8' to allow for bigger outdoor furniture. Additional porch space (above the 6' limit) would be included in FAR calculations.
- Allow sides of the porches to be glassed or have 'wind screens'.
- Increase the height limit of porch roofs to be 15'.

<u>GUIDELINES</u>: To be "strongly encouraged" in discretionary area (within 300' of coast), but only "recommended" elsewhere

Proposed Guideline A4: Where possible, encourage greater setbacks between adjacent one-story buildings than between adjacent two-story buildings (see slides 47-49 of Powerpoint presentation).

This proposed guideline stems from community concerns of the impacts of new large two-story buildings built next to existing single story buildings. It also aims to minimize the impact of the bulk and mass of larger two story buildings next to one-story buildings. This guideline also serves to respect the scale of adjoining buildings.

#### **Workshop Participant Comments:**

- Provide better clarity to graphics explaining this section.
- Make this stronger than a guideline.
- Support asymmetry in side setbacks as a result of this guideline.
- Examine structural and internal physical design implications for existing one-story buildings that add an additional floor.

Proposed Guideline A5: Encourage façade articulation (see slides 50-54 of Powerpoint presentation) through the following techniques:

A5a: Create "vertical" (i.e., variable frontyard) setbacks of minimum 4' depth (from rest of facade), for front facade segments equal to or longer than 20' wide;

A5b: Break up uninterrupted front facades wider than 10' with architectural elements such as balconies, bay windows, and sun shade devices; and

A5c: Use a variety of building materials, textures and colors.

The rationale of this proposed guideline is to encourage architectural practices that will help break down the vertical and horizontal mass of large front facades to a more human scale. These guidelines also encourage the diversity of facades that is so intrinsic to Pleasure Point.

#### **Workshop Participant Comments:**

- Divide this guideline into separate individual guidelines, for clarity.
- Consider making the first two sub-bulleted guidelines into standards. Retain the third sub-bullet as a guideline.
- Explore allowing bay windows to project into front yard setbacks by up to 3'.
- Explore increasing setback depth.
- Study financial impacts of using different materials.

# Proposed Guideline A6: Encourage roof angles that minimize shadow impact (see slide 55 of Powerpoint presentation).

The shape and profile of certain roofs can increase the shadows cast by the building. This proposed guideline encourages roof angles of new developments to be in tune with the angles of the sun to maximize the direct sunlight exposure to residents of existing residential buildings.

#### **Workshop Participant Comments:**

• Consider making this guideline into a standard.

### <u>DISCUSSION ITEMS</u>: Proposals that could become standards or guidelines after additional community feedback

# Discussion Item A7: Minimize use of stucco to maintain the overall character of Pleasure Point (see slide 57 of Powerpoint presentation).

A number of the older Pleasure Point homes do not have stucco as their primary façade treatment. The rationale of this discussion item was to explore community feedback to ascertain if the use (or "overuse") of

stucco is detracting from the overall character of the neighborhood and establish an overarching framework of how stucco use in new developments.

#### **Workshop Participant Comments:**

- Stucco is appropriate for the coastal climate as well being termite and fire-resistant.
- Allow stucco as a material, but encourage it to be used wisely and tastefully (textured to look more like wood or contrasted with appropriate materials like wood, metal, etc) to respect the neighborhood character and avoid large wall/facade expanses of plain uninterrupted stucco.

# Discussion Item A8: Encourage the creation of a Pleasure Point Residential Design Award program (see slide 56 of Powerpoint presentation).

This discussion item intends to explore ways of encouraging residential development that would respect the distinctive context of the neighborhood. A Pleasure Point Residential Design Award program could help create a higher standard of residential design and architecture that would then raise the overall standard of residential development in the neighborhood.

- Provide clear direction as to who/what entity would determine award winners.
- Ensure that the jury reflects the community and not just design experts. Include neighborhood residents as voters.

#### **B. PUBLIC-PRIVATE INTERFACE**

There was strong support for all the standards and guidelines in the public-private interface category except in designating garage locations as either flush or behind building facades (Standard B4). Participants noted that an appropriate, well-designed façade articulation could overcome the negative visual impacts of facade-dominating garage doors. There were varying opinions about proposed Standard B5 (articulate two-car garage openings with vertical elements so as to minimize appearance). There was also concern about larger garages being used as storage areas, potentially resulting in increased parking on the street.

The table below shows the results of the score card rankings. Descriptions of the coded standards and guidelines are provided in the summary of comments following the table.

	Agree	Agree with Modifications	Disagree	No Comment
Proposed Standard B1	33	5	4	4
Proposed Standard B2	26	6	8	6
Proposed Standard B3	32	2	7	5
Proposed Standard B4	19	7	17	3
Proposed Standard B5	27	4	11	4
Proposed Guideline B6	36	3	3	4
Proposed Guideline B7	32	3	7	4
Proposed Guideline B8	30	5	8	3

The following comments and/or modifications were proposed for the public-private interface standards and guidelines:

#### **General Comments**

• Standards and guidelines should balance neighborhood character and encourage getting parked cars off the streets. Existing street parking issues should not be magnified.

STANDARDS: Proposed measurable regulations for all residential development in Pleasure Point

Proposed Standard B1: On lots less than 30' wide, limit residential buildings to having a one car-width garage door. On lots that are 30' or wider, limit the combined width of garage doors to no more than 50% of the street-facing building façade. (See slides 60-61 of Powerpoint presentation)

Building elements on the front facade such as windows, porches and balconies, provides opportunities for people inside to connect to the adjacent street life. Similarly, street users feel safer when their street experience is animated with these 'active' building elements. Garage doors are more passive building elements that typically discourage positive community interaction. Also, when they dominate the front facade, some of the semi-public building uses such as living rooms are relegated to the interior or rear of the house. This proposed standard aims to encourage building elements and uses that encourage community life and minimize the potential negative impacts of garages on wider lots.

- Consider lowering the standard from 50% to 40%.
- Explore maximum garage door width to be 40% of the front façade.
- Examine creating a standard for a garage door to be at least 12' wide.

# Proposed Standard B2: Allow 3-car tandem parking (i.e., with one car behind the other). (See slide 62 of Powerpoint presentation).

This standard aims to allow more tandem parking than allowed by existing standards. At the same time, 3-car tandem parking allows great opportunities for the building façade to be dominated by active building uses and not by garage doors, thereby encouraging greater opportunities for community interaction.

#### **Workshop Participant Comments:**

- Minimize potential negative impacts of cars parking in the side setbacks and streets.
- Allow longer and wider driveways, not larger garages.
- Determine if this standard would likely be abused by creating garages that are used for storage and not for parking cars.

# Proposed Standard B3: On lots that are 30' or wider, a maximum of a two-car garage is allowed on a building façade (see slide 63 of Powerpoint presentation).

Three-car garage doors in the front facades take away from the traditional beach town, community friendly character of the Pleasure Point neighborhood as they create significant sections of passive building edges. This proposed standardwould restrict the number of garage doors to two per unit for 30' or wider lots to minimize the negative impacts of large garages. Residential units can still fulfill their parking requirements through tandem parking.

#### **Workshop Participant Comments:**

• Investigate the possible implications (i.e., people not using the garage space for parking) of tandem parking, which could encourage residents to park on the street.

# Proposed Standard B4: Garages must be either flush with, or preferably, set back behind, the building façade (i.e., no more "snout houses"). (See slide 64 of Powerpoint presentation)

The placement of garages and garage doors in front of other active building uses such as living rooms causes the garage to become a dominant feature of the house when viewed from the street, and thus takes away from the community interaction that is characteristic of Pleasure Point. Setting back the garage, or at a minimum, keeping garages flush with the front building façade, will reduce the effect of the garage dominating the facade (especially on narrow lots), and will thus enhance the interaction between private buildings and the public realm.

- Consider shifting this standard to a guideline, as a good design may minimize the negative impacts of the garage.
- Discourage garages that are flush with the building façade as this minimizes façade variation.

Proposed Standard B5: Two-car garage openings must have vertical elements so as to minimize appearance/dominance (i.e., make them appear as 2 separate doors instead of one large one). (See slide 65 of Powerpoint presentation)

Two car garage doors are typically 16' to 20' wide. Some of the garage doors in recent residential developments are essentially made of a single unarticulated material. These large monolithic elements detract from the fine grained and intimate scale of the characteristic Pleasure Point homes. This proposed standard aims to vertically break up large garage doors into two or more separate doors, or at least the appearance of such. This in turn can also assist in breaking up the overall apparent mass of the home. These elements could include vertical trims, groves and panels and the use of different materials like wood, metal and clear and obscured glass.

#### **Workshop Participant Comments:**

- This is a good recommendation that need not be too expensive to implement.
- Consider it as a guideline.

GUIDELINES: To be "strongly encouraged" in discretionary area (within 300' of coast), but only "recommended" elsewhere

Proposed Guideline B6: Encourage garages to be located in the rear of lots, and encourage alley access (especially for small lots), where possible (see slide 67 of Powerpoint presentation).

Active building uses such as living rooms and building elements such as windows, entry doors and porches in the front of the parcel facing the street can enhance the opportunities for community interaction with neighbors and street users, which is a defining characteristic of the Pleasure Point neighborhood. Garages located in the rear of the lot can help to maximize these conditions. This guideline works better on wider lots and lots that have alley access, as they can better accommodate this situation.

#### **Workshop Participant Comments:**

- Support the guideline.
- Explore applying the guideline to lots fronting an existing alley.

Proposed Guideline B7: Locate onsite surface parking in a compact manner that encourages larger, community-friendly, functional yard space (see slide 68 of Powerpoint presentation).

Front yards provide great opportunities for green yard spaces and interaction between neighbors, residents and passerby. Locating the driveways and onsite parking to one side of the lot can maximize opportunities for the front yard to be used for landscaping, porches, outdoor seating, and other settings that encourage community life and interaction.

#### **Workshop Participant Comments:**

Support the guideline.

## Proposed Guideline B8: Maximize plant materials in the front yard (see slide 69 of Powerpoint presentation).

Many of the new and old residential lots have landscaped front yards with wide a variety of plant materials, including trees, shrubs and grasses. These landscaped yards contribute to the unique character of the neighborhood. When next to roads with constrained public right-of-way (ROW), front yard trees can provide protection from the elements for the pedestrians and other street users. They also help minimize the harsher impervious driveway surfaces and provide a softer greener foreground to the some of the larger building facades. The guideline encourages maximum use of plant materials in the front yard to maintain the small town/beach community open space character of the Pleasure Point neighborhood.

- Encourage larger plants with maximum height of 3'6" and bigger canopy trees.
- Soften fencing with plant materials.
- Consider fire safety while creating a plant palette. Encourage fire resistant plants. Encourage the use of native, drought tolerant plants (not lawns).
- Encourage the use of permeable driveway materials.

#### C. PUBLIC REALM

All recommendations related to the public realm received strong support. Community members widely welcomed the proposed classification and suggested improvements of existing Pleasure Point streets to enhance pedestrian and bike safety and comfort, while maintaining the existing unique character of Pleasure Point. The table below shows the results of the score card rankings. Descriptions of the coded recommendations are provided in the summary of comments following the table.

	Agree	Agree with Modifications	Disagree	No Comment
Recommendation C1	28	9	3	6
Recommendation C1a	27	10	3	6
Recommendation C1b	28	9	3	6
Recommendation C1c	30	8	3	5
Recommendation C2	35	6	2	3
Recommendation C3	40	2	1	3
Recommendation C4	39	3	2	2

The following comments and/or modifications were proposed for recommendations relating to the public realm:

#### **General Comments**

- Encourage "green infrastructure" where possible.
- Encourage informal country streets with soft natural edges and curves that are comfortable for walkers and bikers.

**RECOMMENDATIONS:** Suggested actions for other County departments to take maintain the unique character of Pleasure Point.

Recommendation C1: County to recognize existing conditions on local neighborhood streets as "Pleasure Point Street Standards", which may be different than County road standards elsewhere, and complete conceptual street improvement plans via the County's "Plan Line" Process for all major through streets (see slides 72-76 of Powerpoint presentation). Recommend the following characteristics for different street types:

#### **Major Streets**

- 40' to 60' right-of-way
- Includes 26th, 30th, 38th and 41st Avenues, East Cliff Drive, & Portola Drive
- Street Plans (i.e. "Plan Lines") to be prepared for 26th & 38th Avenues, & East Cliff Drive from Corcoran Lagoon to 32nd Avenue
- Two travel lanes with 20 to 22' width
- Minimum 4' wide bike lanes where possible
- Minimum 4' wide dedicated pedestrian pathway/sidewalk on at least one side, separated by landscape where possible
- Drainage by curbs and gutters, where necessary
- Parking on one side or both sides, if possible

#### **Local Pleasure Point Neighborhood Streets**

- 40' to 50' right-of-way
- Includes all other non-alley streets
- Travel lanes with 18 to 20 feet width
- Shoulder stripe, centerline stripe only as necessary for safety and to prevent passing
- Shared right-of-way
- Drainage swales on shoulders (instead of curbs and gutters)

- Parking on shoulders wherever sufficient width available

#### Alley and Private Streets

- Right-of-way width varies
- Includes Manzanita and Madrone Avenues and others
- Allow alleys to provide primary (or secondary) residential auto access to the rear of abutting parcels
- No on-street parking for right-of-way less than 25 to 30'
- Shared right-of-way
- May require signage for fire and emergency access

The public realm contributes to Pleasure Point neighborhood's unique character, particularly with respect to streetscapes. The streets within the neighborhood boundary are categorized based on the following criteria: existing ROW; configuration, length, and location; type and amount of automobile use; bicycle and pedestrian use; and improvement opportunities. The proposed recommendation calls for future improvements to some of these streets, while taking into account their unique features, as defined by the characteristics mentioned in the recommendation.

#### **Workshop Participant Comments:**

- Consider traffic calming on major streets by allowing street calming elements such as chokers, speed bumps, bulb-outs, traffic circles, etc.
- Enforce speed limits. Lower speed limits on local streets to 15 miles per hour.
- Ensure proper height of speed signs.
- Encourage bike lanes up to 5' wide if possible.
- Study and mitigate possibilities of "funneling" increased traffic to some streets.
- Study old Plan Line for 38<sup>th</sup> Avenue and ensure that it aligns with the community's needs.
- Encourage Portola, 41<sup>st</sup> and East Cliff as major streets but create a different category with refined recommendations for 26<sup>th</sup>, 30<sup>th</sup> and 38<sup>th</sup> to serve as local connectors.
- Explore the use of French drains.
- Encourage better maintenance of private roads by requiring them to be paved. Keep in mind the road association agreements regarding pavement.
- Explore permeable materials and decomposed granite for pathways.

Recommendation C2: Improve safety of crosswalks across Portola Drive, particularly at 36th and 26th Avenues, by adding overhead lights where needed and crosswalk safety warning lights (push-button activated). (See slide 77 Powerpoint presentation)

Portola Drive is wide with busy, fast-paced traffic. It can be unsafe for pedestrians and bicyclists to cross at the key intersections of 36th and 26th Avenues. The proposed recommendation is to install overhead streetlights where needed for night-time visibility, and push-button activated warning lights at these intersections to improve the overall safety of crossing pedestrians and bicyclists.

#### **Workshop Participant Comments:**

- Explore making 26<sup>th</sup> Avenue one-way with bike paths and sidewalks.
- Examine the potential of installing a stop sign at 36<sup>th</sup> Avenue & Portola Drive.

Recommendation C3: Maintain and enhance coastal access points in keeping with neighborhood character (see slide 78 of Powerpoint presentation).

Proximity to various natural resources/elements such as Monterey Bay, Moran Lake, Moran Creek and Corcoran Lagoon assist in providing the Pleasure Point neighborhood with its unique character. Various existing pedestrian pathways connect streets to the coast and other natural resources. Coastal connections include stepped pedestrian paths from Rockview and East Cliff Drive at 30th Avenue. Similarly, pedestrian pathways exist along Moran Lake and Creek. The recommendation aims to maintain and strengthen these connections to maintain the neighborhood's unique character and integrity. Potential new pedestrian connections to Moran Creek could include paths through the Sanitation Facility from the southeast end of Quartz and Lode Streets.

#### **Workshop Participant Comments:**

• Balance need to access public coastline with neighborhood responsibility.

Recommendation C4: Encourage undergrounding of utility infrastructure along the scenic corridor portion of East Cliff Drive, where feasible (see slide 79 of Powerpoint presentation).

The existing overhead utilities along East Cliff Drive between 32<sup>nd</sup> and 41<sup>st</sup> Avenues detract from the positive experience of the various street users (pedestrians, bicyclists and drivers). This recommendation proposes to underground the physically and visually obtrusive utilities so that scenic quality of East Cliff can be fully realized and appreciated.

#### **Workshop Participant Comments:**

Explore increasing the area for undergrounding to other parts of Pleasure Point.

#### D. IMPLEMENTATION

A majority of workshop participants either agreed with implementation proposals or agreed with minor modifications (specifically for D1, D2 and D3). While there was strong support for D7 (evaluate the potential for acquisition of properties with a park site designation, and the Roadhouse property on East Cliff Drive), there was greater interest in spending money on existing and new parks and open spaces.

The table below shows the results of the score card rankings. Descriptions of the coded implementation proposals are provided in the summary of comments following the table.

	Agree	Agree with Modifications	Disagree	No Comment
Implementation Proposal D1	26	10	5	5
Implementation Proposal D2	25	10	4	7
Implementation Proposal D3	25	7	9	5
Implementation Proposal D4	34	2	3	7
Implementation Proposal D5	35	2	3	6
Implementation Proposal D6	39	2	0	5
Implementation Proposal D7	35	3	5	3

The following comments and/or modifications were proposed for the implementation proposals:

#### **General Comments**

None

#### **IMPLEMENTATION PROPOSALS:**

Implementation Proposal D1: Add proposed new standards that will apply to all residential development in the Pleasure Point neighborhood. Add the proposed guidelines (i.e., as "guidelines", not "standards") to the County code that applies to discretionary projects only (i.e., projects that require a public hearing, located within 300' of the coast or that need a variance).

The proposed new standards aim to strengthen the character of the entire Pleasure Point neighborhood. In order to maintain consistency throughout the neighborhood and streamline the permitting process, the proposed new standards will need to be uniformly applied to both the discretionary and non-discretionary areas of the neighborhood. However, the guidelines will apply to only the discretionary areas as defined in the implementation proposal.

#### **Workshop Participant Comments:**

- Consider applying guidelines to nondiscretionary projects and, perhaps, all residential development in Pleasure Point.
- Study whether the proposed standards are more attuned to the needs of the Pleasure Point area as opposed to the 26<sup>th</sup> Avenue community (which has more large lots).
- Consider removing guidelines from this proposal and making them all standards.

Implementation Proposal D2: For the non-discretionary areas that only require a ministerial building permit (i.e. greater than 300' from the coast), add a new discretionary exception process for applicants that cannot or will not comply with new ministerial standards (allowing for some flexibility from the standards in unusual circumstances).

To the largest extent possible, this process has attempted to propose standards and guidelines based on the different typologies of parcels and streets fronting them. However, there may be unusual circumstances which have not been analyzed, such as irregular configuration of a parcel or natural special elements within a parcel, which may require some flexibility from the existing and proposed standards. As a result, a new discretionary exception process in non-discretionary areas is proposed to accommodate these and other special circumstances.

#### **Workshop Participant Comments:**

• Support the fact that the proposal keeps the door open for exceptions.

Implementation Proposal D3: Require use of visual simulations and/or story poles to indicate mass and height of two-story houses larger than 2,500 square feet for discretionary projects (i.e. within 300' feet from the coast or for variances/exceptions).

Various methods can give an approximate idea of the overall size, mass and height of proposed development with respect to the adjoining buildings. Scaled models, hand drawn perspectives and computer generated simulations are good examples of these methods. Similarly, 1:1 scaled story poles on the site can give a fair idea of the potential impacts of overall mass and height of large two-story buildings. This proposal aims to better communicate the scale of the new residential development in the Pleasure Point neighborhood to both County staff and residents.

#### **Workshop Participant Comments:**

- Ensure "safety legs" for the story poles.
- Explore applying this proposal to all residential development in Pleasure Point.

Implementation Proposal D4: Recommend that the Department of Public Works incorporate the street guidelines (Recommendation C1) into the County Design Criteria as an exception (i.e., for the Pleasure Point area only).

Most of the proposed street guidelines are responses to the physical and social context of Pleasure Point. They reflect the constraints, opportunities and overarching community vision of the community members. However, they may not be aligned with the needs and physical context of the other County neighborhoods. Thus this proposal aims to incorporate the special street guidelines into the County Design Criteria as an exception applicable to the special needs of the Pleasure Point neighborhood only.

#### **Workshop Participant Comments:**

None

Implementation Proposal D5: Encourage the Department of Public Works to allow the use of various materials in the parking lane outside of private property. Provide a menu of materials and techniques acceptable to the Department of Public Works for residents to improve the parking lane outside of their property.

In order to implement the intimate scale and 'green' character of the streets, various solutions can be explored in the parking lane of the streets. These solutions could include special types of paving and planting

that would reduce the overall amount and imperviousness of asphalt, thereby calming the streets and reducing runoff. However, these solutions require materials and techniques that may not be in the County's existing menu of acceptable practices. In consultation with the Department of Public Works, a new menu of materials and techniques could be developed for residents to improve the parking lane outside their property.

#### **Workshop Participant Comments:**

None

### Implementation Proposal D6: Encourage the development of environmentally sensitive drainage and infrastructure solutions.

The issues relating to drainage and infrastructure, such as flooding are important to maintaining a safe and accessible public realm. However, to the largest extent possible, the solutions to these issues should also address the desire of the community vision for an environmentally sensitive neighborhood. These solutions could include integrated storm water drains, bioswales and special planting. However, the solutions should respond to the physical context of the Pleasure Point streets, including annual precipitation, slope of the road and high water table.

#### **Workshop Participant Comments:**

• Explore French drains and other environmentally sensitive solutions.

# Implementation Proposal D7: Evaluate the potential for acquisition of properties with a park site designation, and the Roadhouse property on East Cliff Drive.

There are some sites in the neighborhood, such as the Roadhouse property, that people associate with the unique history and culture of the neighborhood. If possible, the County should explore the acquisition of these symbolic sites, which could then become key community amenities such as gathering places. Detailed studies would need to be done to establish their historic and cultural importance.

- Encourage acquisition of roadhouse as community space/heritage historic structures.
- Push for more money for more open space and enhancing existing parks and open spaces such as Moran Lake and the Hook.

#### **E. NEXT STEPS**

Based on the feedback received from the community workshop, staff and consultants will revise and refine the various standards, guidelines, recommendations and implementation proposals. These will be incorporated in the Draft Pleasure Point Neighborhood Community Report, which will made public by County Staff for public input and review. It will thereafter be presented to the County Board of Supervisors, for final comments and community feedback.

# APPENDIX I Community Workshop #3 Sample Score Card

D. IMPLEMENTATION	Agree	Agree with Modifications	Disagree
IMPLEMENTATION PROPOSAL D1 Add new standards to the county code that apply only to Pleasure Point neighborhood.			
IMPLEMENTATION PROPOSAL D2  Add new standards (including second floor setbacks) to existing permit checklist and "site and structural dimensions chart".			
For the Residential Exclusion Jurisdiction, add a new discretionary exception process for applicants that cannot or will not comply with new ministerial standards and thus, allowing for some flexibility from the standards in unusual circumstances (i.e. structural problems with proposed additions.)			
IMPLEMENTATION PROPOSAL D3 Require use of visual simulations and/or 'story poles' to indicate mass and height of two-story houses larger than 2,500 square feet for the Coastal Appeal Jurisdiction Area and/or other discretionary review permits.			
IMPLEMENTATION PROPOSAL D4  Recommend that the street guidelines be incorporated into the County Design Criteria as an exception.			
IMPLEMENTATION PROPOSAL D5  Encourage the Department of Public Works to allow the use of various materials in the parking lane outside of private property. Provide a menu of materials and techniques acceptable to the Department of Public Works for residents to improve the parking lane outside of their property.			
IMPLEMENTATION PROPOSAL D6  Encourage the development of environmentally sensitive drainage and infrastructure solutions			
IMPLEMENTATION PROPOSAL D7  Evaluate the potential for acquisition of properties with a park site designation, and the Roadhouse property on East Cliff Drive			
Name Address			
If you are unable to return this at the end of the meeting, please mail of Pleasure Point Community Planning Process c/o Frank Barron, Project Incomply of Santa Cruz, Planning Department			

701 Ocean Street, Santa Cruz, CA 95060 Fax: (831) 454-2131

### **Pleasure Point**

### **Community Planning Process**

COMMUNITY WORKSHOP #3: PROPOSED STANDARDS, GUIDELINES & RECOMMENDATIONS September 15, 2007 • 9 a.m.-11:30 p.m. Simpkins Family Swim Center • 979 17th Avenue, Santa Cruz

# SCORE CARD

This Score Card is provided for your convenience. Please provide written comments below and return the comment card to the facilitators at the end of the workshop. Please note that **Standards** are measurable regualtions required for all residential developments in Pleasure Point, and Guidelines are strong suggestions for the residential developments requiring a Discretionary Permit. **Recommendations** are requests for other departments to act upon to maintain the unique character of Pleasure Point. Implementation Proposals are suggestions for incorporating the proposed new standards, guidelines and recommendations within the government process.

Thank You!			
BUILDING MASS AND HEIGHT PROPOSED STANDARD AT	Agree	Agree with Modifications	Disagre
Insure that the height and setback requirements of a residential building fit within the dimensions of the designated building volume. F.A.R. will continue to govern the maximum size of residential development			
ROPOSED STANDARD A2  Allow maximum lot coverage of 45% for lots less than 3,500 sq. ft.			
ROPOSED STANDARD A3  Allow front porches on the ground floor based on the following criterion:  Extend up to 6' deep into the required front yard setback  Area not to exceed 140 square feet  Remain Unenclosed (including glass)  Height of roof not to exceed 10'  Porch area is not included in lot coverage or FAR.			
PROPOSED GUIDELINE A4  Where possible, encourage greater setbacks from an adjacent one-story building nan from an adjacent two-story building.			
PROPOSED GUIDELINE A5 Incourage façade articulation through the following techniques: Create vertical setbacks of about 4' wide, for front facade segments equal to or longer than 20' wide. Break up uninterrupted front facades wider than 10' with architectural elements such as alconies, bay windows, and sun shade devices. Use a variety of building materials, textures and colors.			0
PROPOSED GUIDELINE A6			
PROPOSED GUIDELINE A7			
OISCUSSION ITEM A8  Minimize use of stucco to maintain the overall character of Pleasure Point			

# B. PUBLIC PRIVATE INTERFACE Agree with Disagree PROPOSED STANDARD B1 On lots less than 30' wide, limit residential buildings to one car garage door. On lots that are 30' or wider, limit width of garage doors to 50% of the street facing building façade. PROPOSED STANDARD B2 Allow 3-car tandem parking. PROPOSED STANDARD B3 On lots that are 30' or wider, a maximum of a two-car garage is allowed on a building façade. PROPOSED STANDARD B4 Garages must be either flush or behind the building façade. PROPOSED STANDARD B5 Articulate two-car garage openings with vertical elements so as to minimize appearance. PROPOSED GUIDELINE B6 Encourage garages in the rear of lots and encourage alley access where possible. PROPOSED GUIDELINE B7 Locate onsite surface parking in a compact manner that encourages larger, community-friendly, functional yard space. PROPOSED GUIDELINE B8 Maximize plant materials in the front yard.

C. PUBLIC REALM	Agree	Agree with Modifications	Disagre
RECOMMENDATION C1			
Recognize existing conditions on local neighborhood streets as Pleasure Point street standards and complete conceptual street improvement plans, via the County's Pla Line Process, for all Major Through Streets. Recommend following characteristics for	n 🖳		
different street types:  • MAJOR STREET  - 40' to 60' Right of Way  - Includes 26th, 30th, 38th and 41st Ave, East Cliff Dr, & Portola Dr  - Plan Lines to be prepared for 26th & 38th Ave, & East Cliff Dr from  Corcoran Lagoon to 32 Ave  - 2 travel lanes with 20' to 22'width	0	0	0
<ul> <li>- Z travel lanes with 20 to 22 width</li> <li>- Minimum 4' bike lanes where possible</li> <li>- Minimum 4' dedicated pedestrian pathway on one side, seperated by a landscape strip where possible</li> <li>- Drainage by curbs and gutter, where necessary</li> <li>- Parking on one side or both, if possible</li> <li>• LOCAL PLEASURE POIN NEIGHBORHOOD STREET</li> <li>- 40' to 50' Right of Way</li> <li>- Includes all other non-alley streets</li> <li>- Travel lanes with 18 to 20' width</li> <li>- Shoulder stripe, center line stripe only as necessary for safety and to prevent passing</li> </ul>		0	
<ul> <li>Shared Right of Way</li> <li>Drainage swales on shoulders</li> <li>Parking on shoulders wherever sufficient width</li> <li>ALLEY &amp; PRIVATE STREETS</li> <li>ROW Varies</li> <li>Includes Manzanita and Madrone Avenues and others</li> <li>Allow alleys minimum standards to provide residential auto access</li> <li>NO parking for right of way less than 25 to 30 feet</li> <li>Shared Right of Way</li> </ul>	0		0
- May require signage for fire and emergency access  RECOMMENDATION C2  Improve safety of crosswalks across Portola Drive, particularly at 36th and 26th Avenue by adding crosswalk safety warning lights (push-button activated).			
RECOMMENDATION C3  Maintain and enhance coastal access points in keeping with neighborhood character.			
RECOMMENDATION C4  Encourage undergrounding utility infrastructure along the scenic corridor portion			

of East Cliff Drive, where feasible.