



PLEASURE POINT

COMMUNITY PLAN

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 carry out 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:

Implementation Proposal D1: Add Proposed Standards and Guidelines to the County Code (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 "recommended" in the rest of Pleasure Point (the building permit-only or "ministerial" area).

Chapter 5: Implementation

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, 41st Avenue on the east, Monterey Bay on the south, and Corcoran Lagoon on the west).

Proposed Area of Pleasure Point Combining Zone District



Implementation Proposal D2: Require Visual Simulations in Discretionary Area
(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:

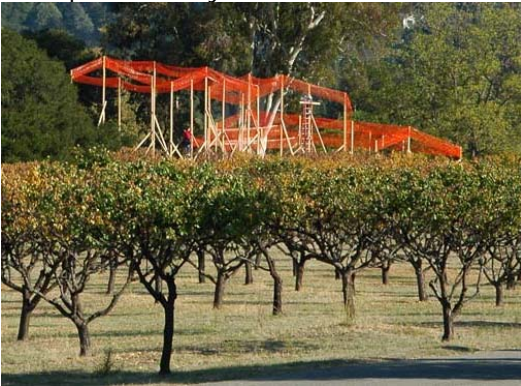
Goal #1: Retain Small Town/Beach Town Character

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: Recognize Alternative Street Standards for Pleasure Point (Responsibility: Department of Public Works)

Recognize the alternative street standards outlined in this Plan for roads and driveways (in the Pleasure Point area), and implement their use. Add additional lighting and/or other safety features to the existing crosswalks at the intersections of Portola Drive with 36th and 26th 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 under this Implementation Proposal, the Department of Public Works would formally recognize alternative Pleasure Point street standards that address the special needs of the Pleasure Point neighborhood, 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 36th and 26th 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.

Example of a Local Neighborhood Street Storm Water Drainage Solution in Portland, Oregon



Implementation Proposal D6: Improve Park Site Acquisition and Coastal Access
(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 & guidelines 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: Recognize Alternative Street Standards for Pleasure Point (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)

Goal #2: 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: Recognize Alternative Street Standards for Pleasure Point (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: Recognize Alternative Street Standards for Pleasure Point (Responsibility: Department of Public Works)

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

B. Proposed standards & guidelines 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: Recognize Alternative Street Standards for Pleasure Point (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 Dept. of Public Works)
- ❑ Implementation Proposal D6: Park Site Acquisition and Coastal Access (Responsibility: Redevelopment Agency and Department of Parks and Recreation)

Goal #5: 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: Recognize Alternative Street Standards for Pleasure Point (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)

Goal #6: 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: Recognize Alternative Street Standards for Pleasure Point (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)

Goal #7: 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)