



## ATTACHMENT A

# SUMMARY OF MAJOR THEMES FROM THE WORKSHOP COMMENT CARDS AND ONLINE SURVEY

### Overview

On February 22, 2018, Santa Cruz County hosted a Community Open House to discuss emerging draft designs and guidelines for the Pleasure Point Commercial and Mixed-Use Corridor. Over 75 people attended the workshop and participated in both group and individual discussions. In addition, the content provided at the Community Open House was available in an online survey format for several weeks following the meeting. A total of 274 people responded to questions in the online survey.

The full list of all individual comments is included as *Attachment B: Community Workshop Comment Cards* and *Attachment C: Online Survey Comments*. The following is a summary of the **major themes and points of general agreement** from both the Comment Cards and the Online Survey, organized by topic.

### Station #1: *Project Overview and Community Input*

- Make the area friendlier for pedestrians and bicyclists
- Focus on protecting community character in all new designs in Pleasure Point and the “village” feel
- Ensure that a reduction in driving lanes does not create traffic congestion or safety issues
- Locating bicycle lanes between cars and the sidewalk (protected bike lanes) may be dangerous
- Do not remove existing trees
- 36th Avenue at Portola Drive is dangerous for pedestrians and needs to be fixed
- Consider local and native planting to reduce maintenance costs
- Limit or prohibit new residential uses within the project area – keep it primarily commercial
- Maintain existing building heights
- Need low-income housing

## **Station #2: *Draft Vision and Guiding Principles***

- Ensure there is a range of transportation modes
- Incorporate public art along the corridor
- Protect existing green areas
- Do not remove trees from parking areas/keep existing trees
- Vary the design of buildings by block or segment
- Ensure delivery trucks do not cause problems and safety issues
- Keep the same height limits on both sides of Portola Drive
- Consider a roundabout at 41st Avenue
- Encourage tourists and visitors
- Encourage bicyclists and pedestrians by making Portola Drive safe and comfortable
- Improve parking throughout the corridor
- Use stronger language to enforce a maximum height limit
- Consider additional stop signs
- Limit building heights to 35 feet
- Discourage new hotels

## **Station #3: *Western, Middle and Eastern Portion***

- Protected bike lanes are a great idea
- Concern that protected bike lanes are dangerous
- There is a desire by some to retain two driving lanes in both directions
- Improve safety for pedestrians and bicyclists
- Incorporate community spaces for congregation
- Install stop signs at 30th Avenue, and consider stop signs or lighted crosswalks at 36th and 26th Avenues
- Consider a roundabout at 41st Avenue and Portola Drive
- Do not allow delivery trucks on the Avenues
- Do not remove trees
- Implement the short-term improvements quickly
- Create crosswalks with push button lights to improve safety
- Use stronger language than “encourage” when discussing community character and design elements
- Consider a trial period to “test” new streetscape improvements before they are permanently installed
- Concerns about the safety of back-in angle parking

## **Station #4: *Building Setbacks and Stepbacks***

- Building setbacks are good and provide a nice variation
- Ensure there are height limits on the north side of Portola Drive
- Two story heights could be enough in this area
- Create outdoor seating in the setbacks for commercial buildings

## Station #5: *Parking*

- Reverse angle parking seems difficult and could cause traffic/safety issues, however, it could also be a good solution for slowing traffic and making the street safer for pedestrians and bicyclists
- Red-curb the corner of 36th Avenue and Portola Drive due to too much parking near the corner/intersection
- Need to analyze impacts in a traffic study with current and future year counts
- Consider metered or timed parking spaces
- Where are the public parking lots?
- Need to consider bus pullout locations as well

## Additional Comments and Questions: *Specific Types of Improvements*

### Activated Sidewalks

- Create wider sidewalks
- Street furniture (including benches) may be good but could also be places for homeless to stay
- Pedestrian improvements are good for some businesses

### Parking in the Rear

- Good idea, but there is a concern that it might not be well known that there are spots available (e.g., hard to see from the street)
- Concerns around safety/visibility of the parking area
- Could be a good buffer for residents if there are trees and shrubs included in the parking areas

### Repurposing Portola Drive to Three Lanes

- Can calm traffic and make it more enjoyable and safer to walk and bike
- Four lanes along Portola Drive is fine – reducing lanes will make it more congested
- Safety of pedestrians is long overdue
- A two-year test period for this concept is a good idea
- There is a general concern related to traffic volumes when reducing the number of travel lanes

### Adding On-Street Parking

- This is a good idea in certain areas
- If it is safer for pedestrians and cyclists, then it is a good idea
- This may not be necessary with the new parking in the back
- Design it in a way to allow it to transition from parking to open space or green space in the future
- This could affect delivery trucks using Portola Drive
- This seems unsafe due to visibility issues
- Better sidewalks are more important than more parking

### Reverse Angle Parking

- Backing in for parking may cause traffic flow issues
- This concept does not seem safe for cyclists (need more information)
- Test it out for two years and see how it goes
- This could cause confusion for tourists

### Temporarily Testing Streetscape Changes

- Pilot programs are a great idea, but need to be around for at least six months and ideally for two years
- Testing roadway changes is key to getting good data
- This does not seem like it is cost effective

### Upper Floor Stepbacks

- This is a good way to reduce the visual impact of building height
- The concept is okay as long as the front of buildings have an open feel
- This looks like it makes the building more expensive
- Use stronger words: “enforce” versus “encourage”
- Use this to encourage affordable housing
- Stepbacks and setbacks should be on all sides of the buildings

### Stacked Parking

- If homeowners want to try it then it seems like a good idea
- Seems expensive and unrealistic
- This does not seem like a high priority

### Building Heights

- Need to maintain community character with small, eclectic buildings
- A maximum height of 40 feet is fine for certain, but require setbacks and stepbacks to still allow for a light, airy and open feeling
- 35 feet should be the maximum, so Portola Drive does not look like a tunnel
- Highest limit should be on the north side of Portola Drive
- Height is required for city growth and expansion when there is no more land

### Additional Comments

- Sidewalks are important for safety and comfort
- Create spaces for performers – not just for bike racks and seating
- Flashing crosswalks are a must for pedestrian safety
- Maintain the unique community feel of the Pleasure Point area
- Construction bidders should be in-county to keep everything local
- Use stronger language in order to enforce ideas
- Ensure cleaning up Portola Drive is part of this process
- Get a grocery store and other local stores along Portola Drive