



FOR SALE | \$6,900,000 (\$87±PSF)

DEVELOPMENT SITE | MID COUNTY - PLEASURE POINT NEIGHBORHOOD

3501-3513 PORTOLA DRIVE | SANTA CRUZ, CA 95062

DEVELOPMENT HIGHLIGHTS



3501-3513 Portola Drive presents a rare opportunity to acquire a large commercial parcel close to the beach



R-F Zoning R-UHF General Plan, Pleasure Point Corridor. Residential Flex Zoning provides for 30-40± units per acre.



Close to Pleasure Point, the City of Capitola, and beaches.



Covered land play - existing tenants provide income to offset operating costs during entitlement and permitting. Leases provide for six month advance notice to terminate/vacate.



Convenient access to major employment centers - approximately 15 minutes to Downtown Santa Cruz and 20 minutes to University of California Santa Cruz



3501-3513
PORTOLA DRIVE

35th Avenue

Portola Drive



PHYSICAL PROPERTY CHARACTERISTICS

Legal Address: 3501, 3507, 3509, 3513 Portola Drive

Assessor's Parcel Numbers: 032-041-68

Land Area/Lot Size: ±79,541 SF (1.83± Acres)

Zoning: C-2, Community Commercial currently. Once Coastal Commission certified, RF-Min (Residential Flex)

**Zoning Description/
Permitted Uses:** While the Property is currently zoned C-2, on May 20, 2025 the County Board of Supervisors approved rezoning to Residential Flexible (RF) and redesignation to R UHF. This rezoning is now subject to the California Coastal Commission certifying the Local Coastal Program (LCP-3-SCO-25-0051-Part D). So, while the zoning is currently C-2, for all intents and purposes the site is now intended for high density residential development per RF zoning. The Pleasure Point Corridor Design Standards and County Planning & Building Code requirements impose strict controls on height, massing, setbacks, stepbacks, open space, and parking placement, which define the achievable building envelope.

See Property Related Materials provided by Broker for more information on RF zoning and the Pleasure Point Corridor.

Topography: Level

Street Frontage: ±286.5 feet along Portola Drive, ±231.5 feet along 35th Avenue

Flood Zone: Yes, a portion of the site is within an A flood zone

Utilities: Public utilities and PG&E

Improvements: Improvements include multiple structures used for auto repair and other general commercial purposes, with a significant portion of the site dedicated to RV storage.

5,796± SF total buildings (multiple)

Class C construction with deferred maintenance. The combined structure footprints are under 10% of the parcel.

Environmental Studies: Phase I and Phase II on file – completed in 2025

Opportunity Zone: Yes

More Information: Contact Broker with questions. Property Related Materials are available to qualified buyers after signing a Confidentiality Agreement.

PLAT MAP



AERIAL OVERVIEW | SANTA CRUZ



SUNNY COVE BEACH

DOWNTOWN
SANTA CRUZ

Drive time - 15 minutes



Drive time - 20 minutes



CORCORAN LAGOON



RODEO GULCH



BROMMER STREET
COUNTY PARK

CORCORAN BEACH

30TH AVENUE



3501-3513
PORTOLA DRIVE

PLEASURE
POINT



36TH AVENUE



EL RANCHO
SHOPPING CENTER

37TH AVENUE

PORTOLA DRIVE

38TH AVENUE

AERIAL OVERVIEW | CAPITOLA & SOQUEL



Dignity Health.
Dominican Hospital

SOQUEL
HIGH SCHOOL

DOWNTOWN
SOQUEL

LIVE OAK
ELEMENTARY

CVS
pharmacy®



LITTLE ACORNS
MONTESSORI SCHOOL

CAPITOLA
MALL

kp
KINGS PLAZA

BROMMER STREET
COUNTY PARK

3501-3513
PORTOLA DRIVE



NewLeaf
Community Markets

Fairfield
BY MARRIOTT

IN-SHAPE
FITNESS

EL RANCHO
SHOPPING CENTER

The Point
KITCHEN & BAR
PLEASURE POINT • SANTA CRUZ, CA

PLEASURE POINT
WINE & SPIRITS

HERNANDEZ
MARKET



PORTOLA DRIVE

CAT & LOUD



AERIAL OVERVIEW | CAPITOLA



GROCERY OUTLET
bargain market

CAPITOLA VILLAGE

NEW BRIGHTON
STATE BEACH

O'NEILL
SURF SHOP • SANTA CRUZ

JADE STREET PARK

CAPITOLA WHARF

OPAL CLIFFS

PRIVATES BEACH



3501-3513
PORTOLA DRIVE

EL RANCHO
SHOPPING CENTER

38TH AVENUE

41ST AVENUE



PORTOLA DRIVE



SANTA CRUZ & CAPITOLA

Santa Cruz, a premier coastal California city, is conveniently located just 30 miles from Silicon Valley. It boasts a unique blend of home-grown companies and an increasing number of technological firms that have chosen to establish a presence in the city to complement their Silicon Valley headquarters. Much of the city's technological innovation is driven by the University of California Santa Cruz, with a specific focus on environmental technologies and sustainability.

Renowned as one of the "Top 20 Small Beach Towns in the World," Santa Cruz has experienced a significant surge in housing demand following the pandemic. As a result, the city has transformed into a mecca for outdoor enthusiasts, attracting visitors from around the globe. With activities ranging from surfing to mountain biking and everything in-between, millions of people come to Santa Cruz to experience its diverse and captivating offerings. 3501-3513 Portola Drive is located in the unincorporated area of the County of Santa Cruz, between the City of Santa Cruz and the City of Capitola.

BOARDWALK



MAIN BEACH VIEW OF BOARDWALK



CAPITOLA VENETIAN



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PORTOLA DRIVE