



## PLAN PACIFICA NEIGHBORHOOD MEETINGS **COMBINED SLIDE PRESENTATION**

July 12, 2019

# WELCOME!

## Introductions

- City Staff
- Consulting Team



# MEETING OBJECTIVES

- Familiarize community members with Plan Pacifica process
- Provide recap of 2014 General Plan
- Brainstorm on:
  - General Plan
  - Sharp Park Specific Plan



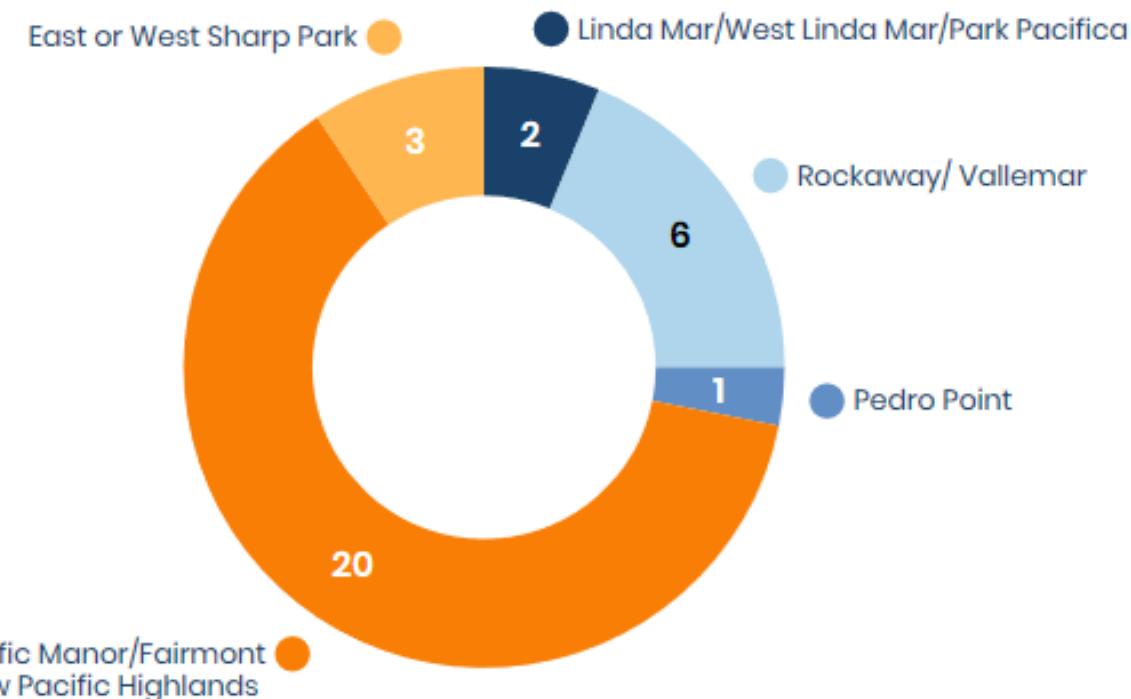
# AGENDA

1. Plan Pacifica Overview
2. 2014 General Plan Themes and Changes
3. Small Group Discussions
4. Wrap Up





# What neighborhood do you live in?



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PLAN PACIFICA

# How long have you lived in Pacifica?

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<1 year	1-3 years	3-5 years	5-15 years	15-30 years	>30 years



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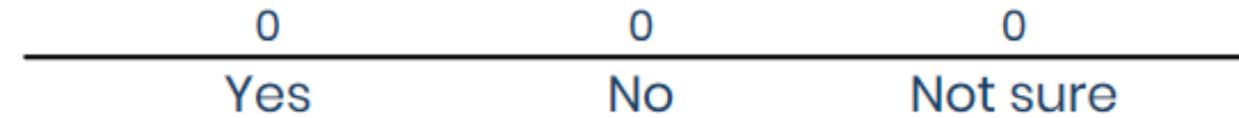
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PLAN PACIFICA

# Did you attend a Home for All session in April or May to discuss the future of housing in Pacifica?



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# **PLAN PACIFICA PROCESS OVERVIEW**

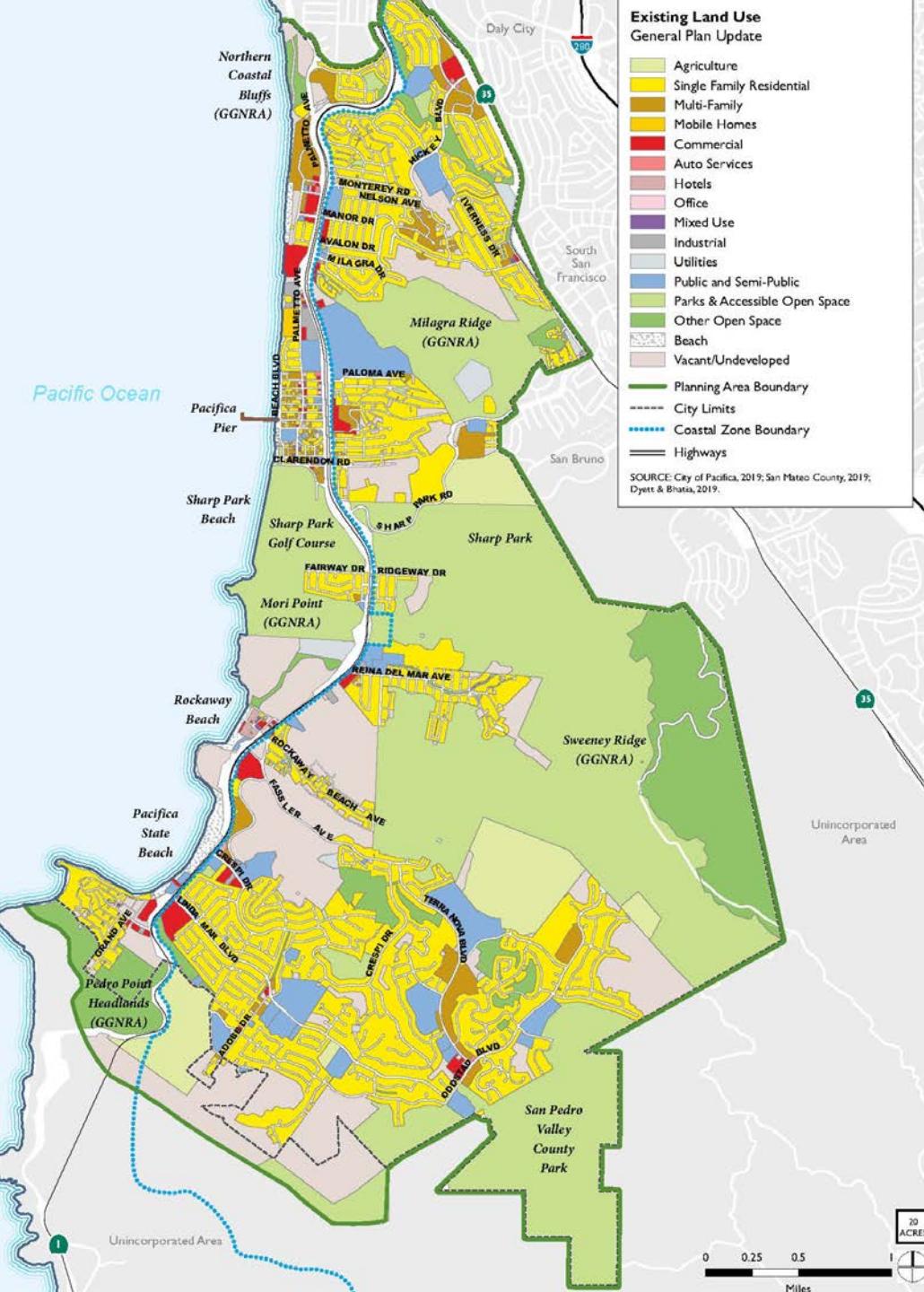
# COMPONENTS

- Three key planning documents:
  - General Plan
  - Local Coastal Land Use Plan
  - Sharp Park Specific Plan
- Environmental Impact Report



# GENERAL PLAN (GP)

- The city's “constitution”
  - expresses broad community values and goals
  - gives a picture of how the community should look in the future
  - outlines steps to get there
- Plans for important community issues, such as new growth, housing needs, public services, and environmental protection



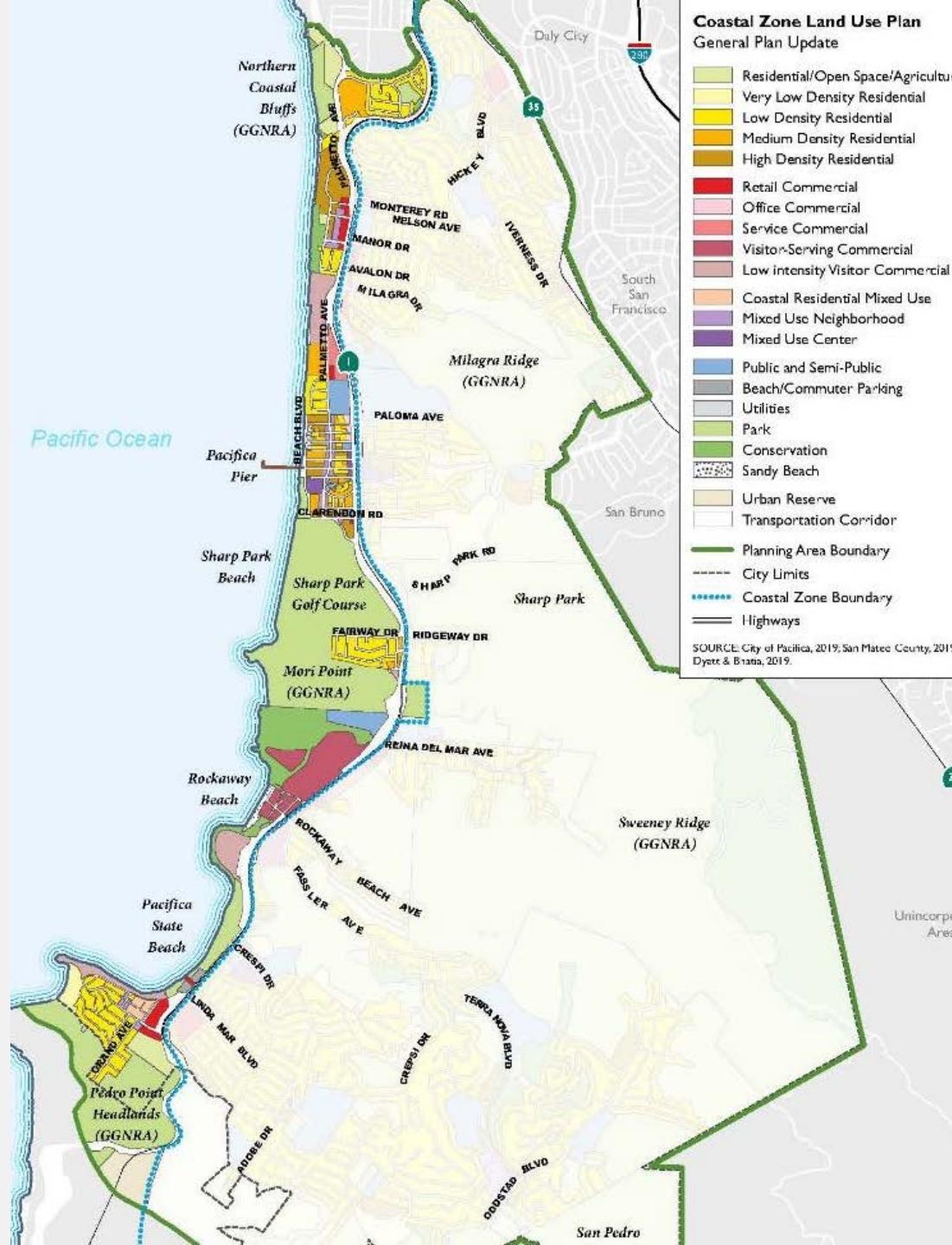
# WHY UPDATE THE GP?

- Plan last updated in 1980; usually updated every 20 years
- Extensive effort to update GP 2009-2014, but Draft GP not adopted by City Council
- Update will complete 2014 efforts and create a forward-looking document that responds to contemporary issues and legal context



# LOCAL COASTAL LAND USE PLAN

- California Coastal Act requires cities within Coastal Zones to prepare a Local Coastal Program (LCP)
- LCLUP is part of LCP; specifies the kinds, locations, and intensities of land uses and applicable resource protection and development policies in the Coastal Zone



# SHARP PARK SPECIFIC PLAN

- Specific Plan: tool for implementing policies in the GP
- Provides implementation guidance for economic development, transportation, land use, and housing opportunities in Sharp Park



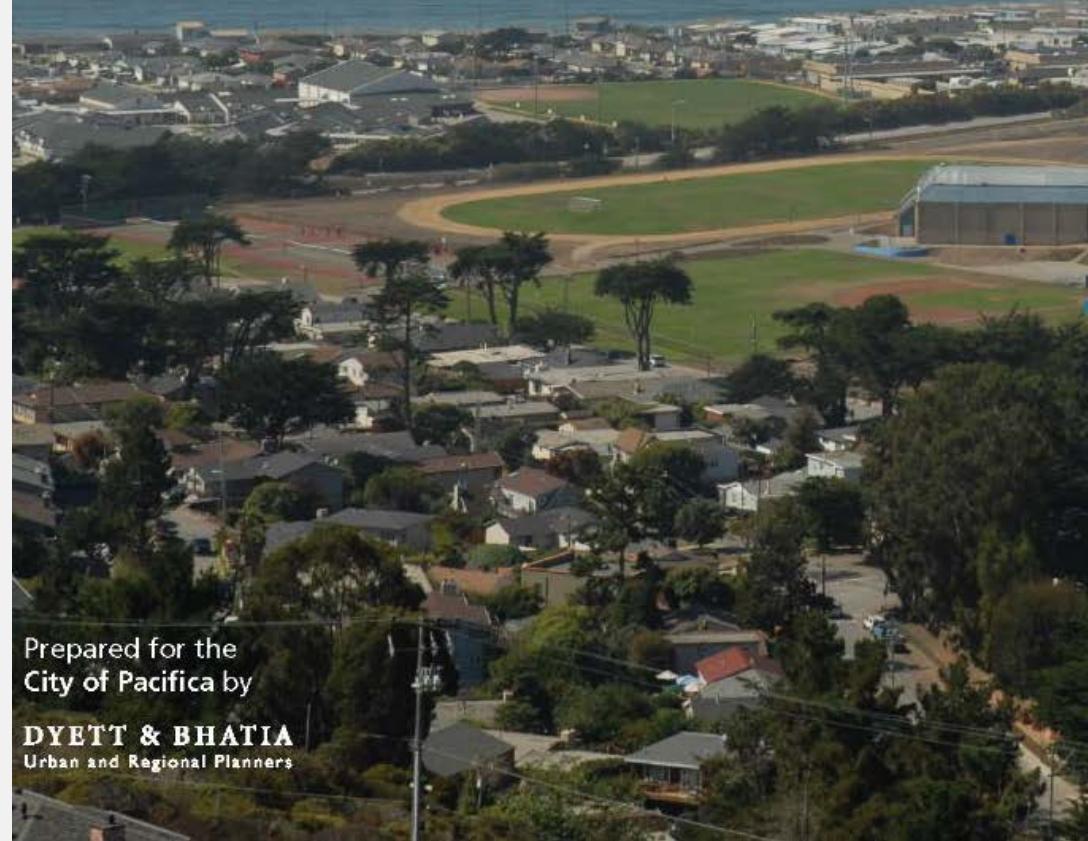
# ENVIRONMENTAL IMPACT REPORT

- Environmental effects of the General Plan Update and Sharp Park Specific Plan will be evaluated in an Environmental Impact Report (EIR)
- EIR will inform public and decision-makers about potential environmental impacts and identify mitigations

Pacifica General Plan  
Final Environmental  
Impact Report

SCH No. 2012022046

April 2015



Prepared for the  
City of Pacifica by  
**DYETT & BHATIA**  
Urban and Regional Planners



# COMMUNITY ENGAGEMENT

- Neighborhood meetings
- Pop-up outreach at Pacifica events
- Community workshop
- Online survey
- Public comment opportunities at Planning Commission and City Council hearings
- Details and announcements available at [planpacifica.org](http://planpacifica.org)



[Home](#) [Projects](#) [Resources](#) [Participate](#) [Subscribe](#)

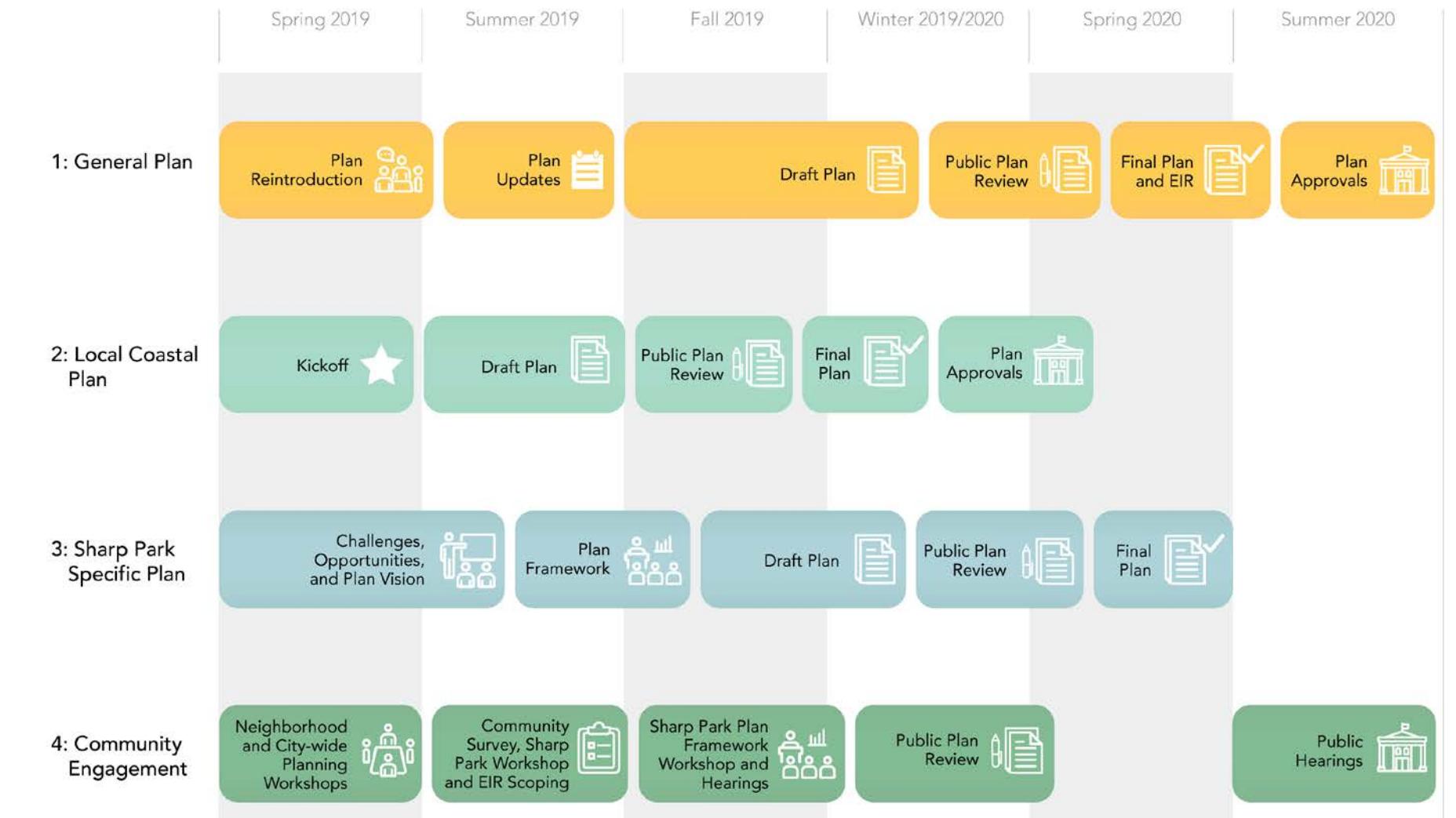
**HELP SHAPE THE  
FUTURE OF OUR CITY**



In early 2019 the City of Pacifica began the simultaneous process of updating its General Plan and Local Coastal Program, and developing a Specific Plan for the Sharp Park neighborhood.



# Project Timeline



# **2014 GENERAL PLAN THEMES**

# 2014 GP ELEMENTS

- Economic Sustainability
- Community Design
- Land Use
- Circulation
- Open Space and Community Facilities
- Conservation
- Safety
- Noise

# City of Pacifica General Plan March 2014



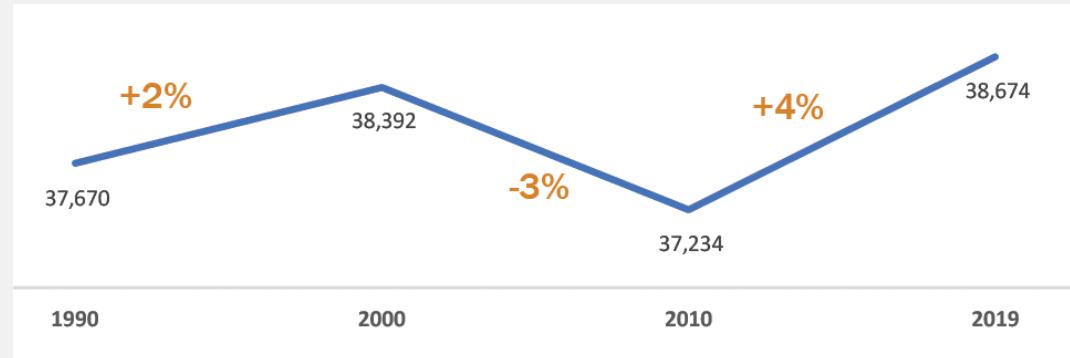
## THEMES AND KEY INITIATIVES IDENTIFIED IN THE 2014 GP DRAFT

- Open Space Preservation and Trail System
- Sustainable Development and Practices
- Creating a Destination for Tourism
- Shopping Area Revitalization and Walkable, Mixed Use Areas
- A Unique, Vital Center for Pacifica
- Diversity of Housing and Population
- Recreation Facilities and Activities for Youth
- Infrastructure Improvements
- Protection from Natural Hazards



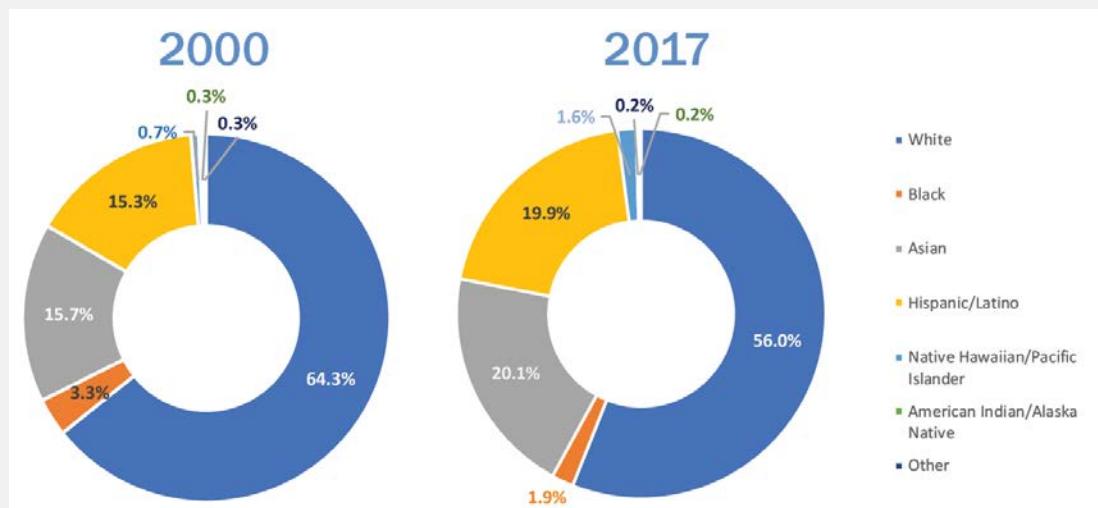
# DEMOGRAPHIC TRENDS

Pacifica's population has grown by 4% since 2010.



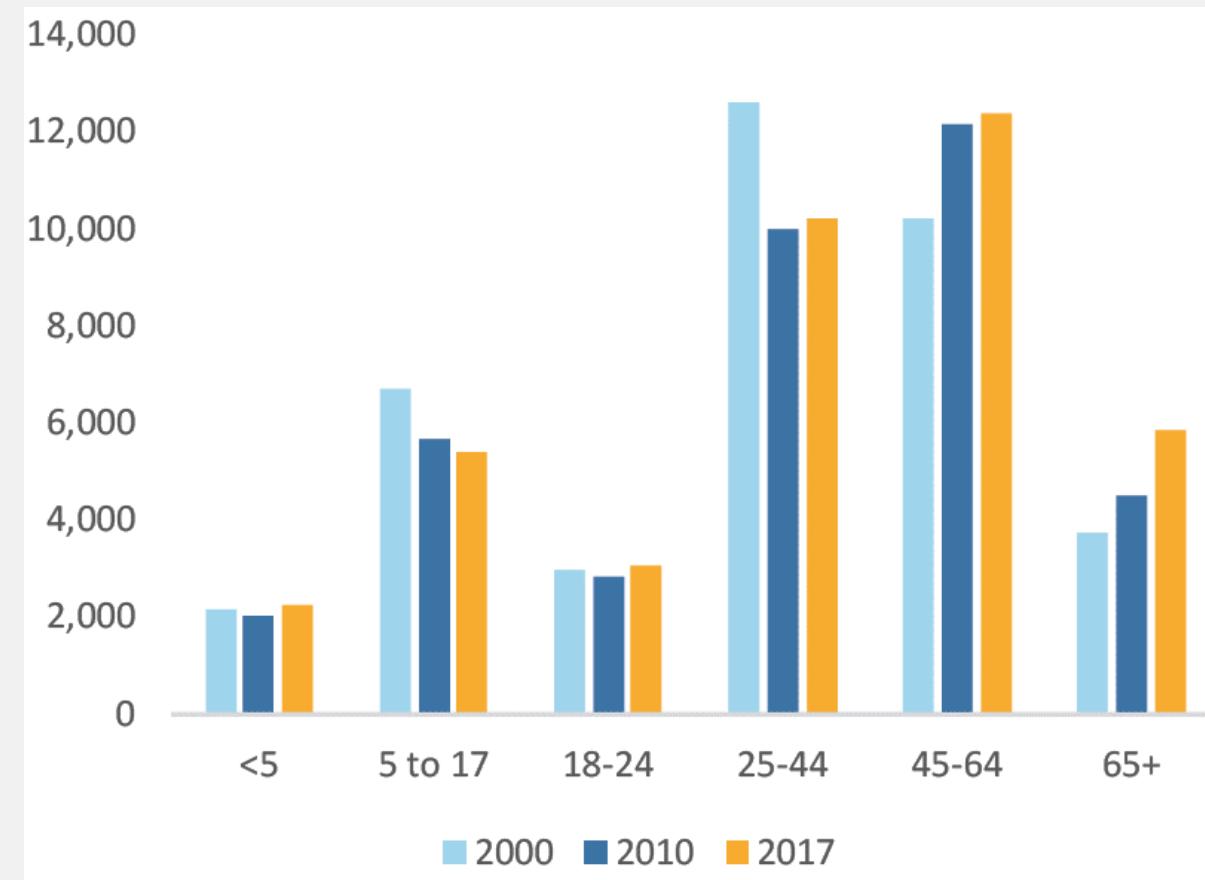
Source: DOF, 2019

Pacifica is becoming more diverse.



PLAN PACIFICA

Pacifica continues to age, with people 65+ increasing since 2010.



Source: American Community Survey, 2013-2017; Census, 2000 and 2010

# HOUSING TRENDS

- New laws require more affordable housing development
- Home for All conversations: Desire for mixed-use and infill development solutions, as well as open space preservation
- **44%** of renters and **37%** of owners in Pacifica pay more than 30% of their income on housing
- Increasing number of jobs in the Peninsula results in out-commuting; Pacifica no longer affordable option for many people

Median Income in Pacifica (2017):

**\$ 106,959**

Median Home Price in Pacifica (2017):

**\$ 1,050,000**

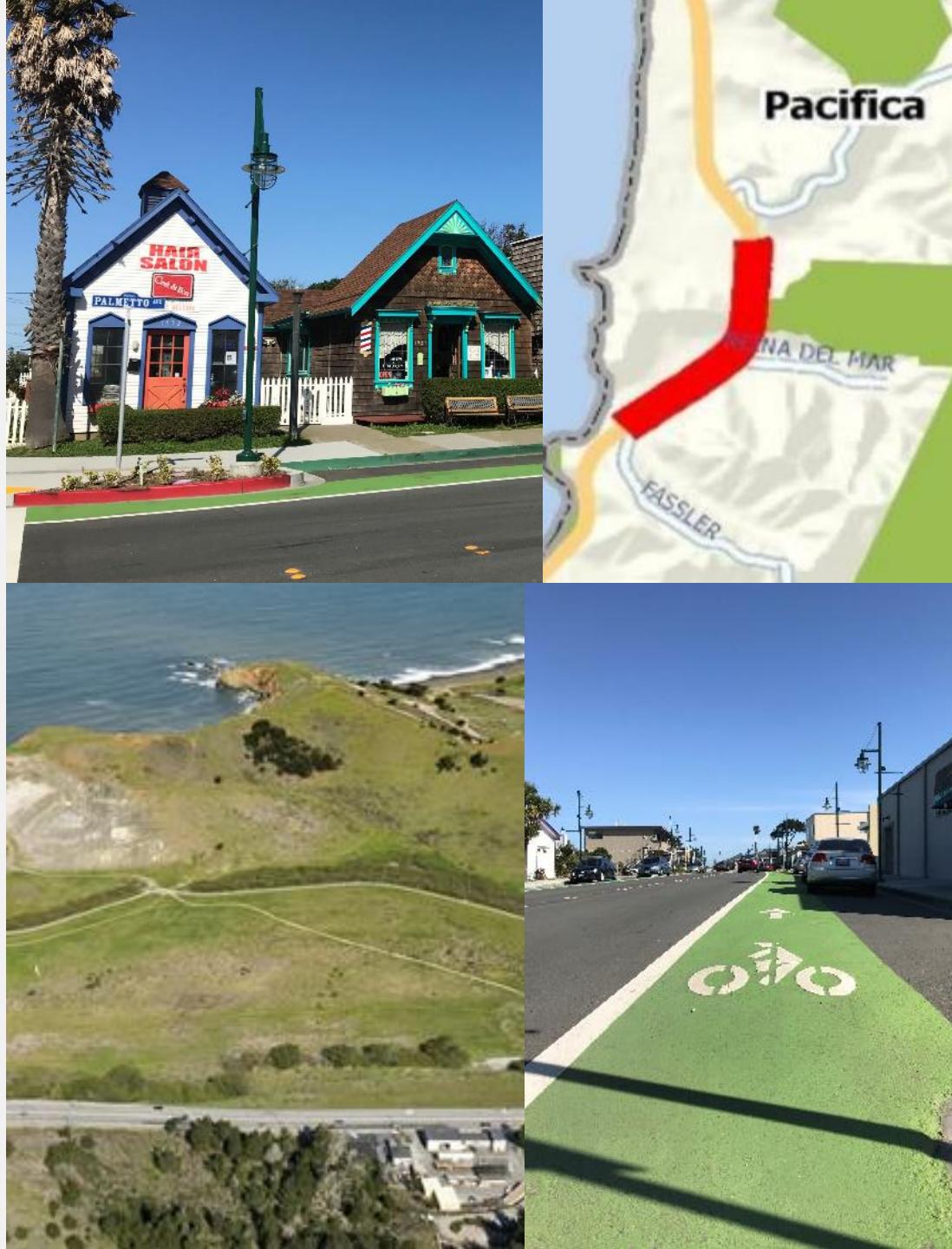
Median Rent in Pacifica:	\$ 1,740 1 Bedroom	\$ 3,200 2 Bedroom	\$ 3,950 3 Bedrooms	\$ 5,295 4 Bedrooms
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Source: American Community Survey, 2017



# CHANGES SINCE 2014

- Highway 1- no widening
- Sea level rise adaptation strategies approved by City Council
- Sharp Park Specific Plan initiative as opportunity for economic development and enhancement
- Bike and Pedestrian Master Plan update underway
- Home for All community feedback
- Changes to state laws:
  - SB743 – Transportation Impacts
  - SB379 – Climate Adaptation and Resiliency
  - SB1000 – Environmental Justice
  - Housing Mandates



## EDGEMAR-PACIFIC MANOR/FAIRMONT WEST/WESTVIEW PACIFIC HIGHLANDS: AREAS OF CHANGE



## Areas of Change by Proposed Land Use General Plan Update

- Residential/Open Space/Agriculture
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Coastal Residential Mixed Use
- Mixed Use Neighborhood
- Mixed Use Center
- Retail Commercial
- Office/Commercial
- Service Commercial
- Visitor-Serving Commercial
- Low-Intensity Visitor Serving Commercial
- Public and Semi-Public
- Utilities
- Park
- Conservation
- Beach/Commuter Parking
- Sandy Beach
- Urban Reserve

**Planning Area Boundary**

**City Limits**

**Coastal Zone Boundary**

**Highways**

**Existing Streets**

**Unimproved Right-of-Way**

## EDGEMAR-PACIFIC MANOR/FAIRMONT WEST/WESTVIEW PACIFIC HIGHLANDS: WHAT LAND USES ARE IN THE 1980 PLAN?



### Existing General Plan Land Use

- Open Space Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Commercial
- Mixed Use
- Utilities
- Public & Semi-Public
- Greenbelt
- Agriculture
- Park
- Special Area
- Prominent Ridgelines
- Sandy Beach
- Beach & Commuter Parking

Planning Area Boundary

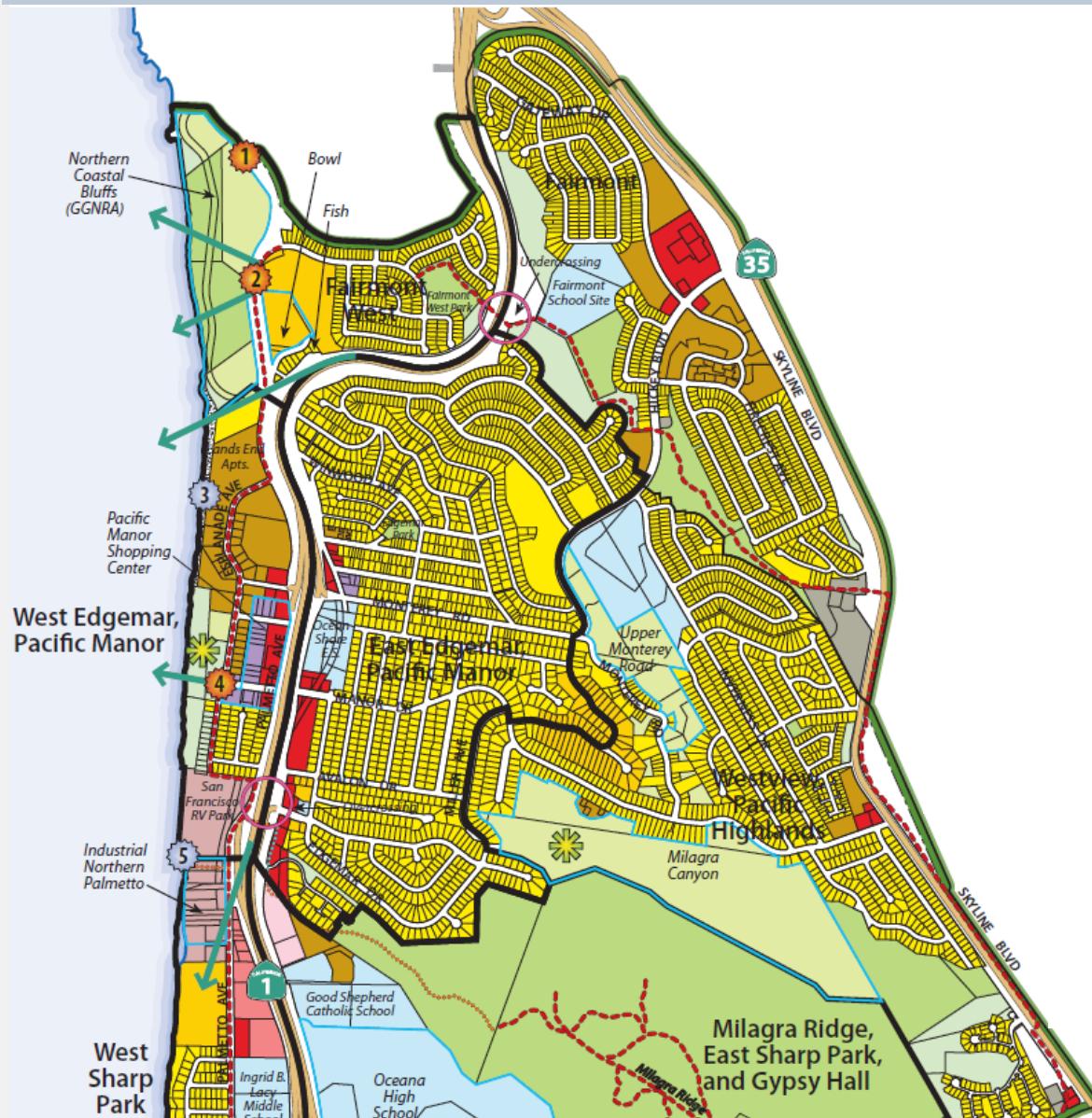
City Limits

Highways

Existing Streets

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# EDGEMAR-PACIFIC MANOR/FAIRMONT WEST/WESTVIEW PACIFIC HIGHLANDS: WHAT'S IN THE 2014 GP DRAFT?



Residential/Open Space/Agriculture  
(up to 0.2 units/acre)\*

Very Low Density Residential  
(0.2 -2.0 units/acre)\*

Low Density Residential  
(3 -9 units/acre)\*

Medium Density Residential  
(10 -15 units/acre)\*

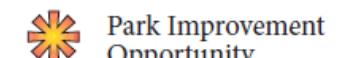
High Density Residential  
(16 -21 or 31\* units/acre)\*

\* Senior or affordable housing may be developed at up to 1.5 times the maximum with the Density Bonus program.

Mixed Use Neighborhood  
(16 -26 or 40\* units/acre)



Mixed Use Center  
(up to 50 units/acre)



Retail Commercial

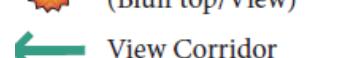
Service Commercial



Visitor-Serving Commercial



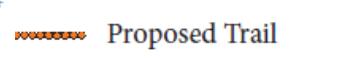
Low Intensity Visitor-Serving Commercial



Public and Semi-Public\*\*



Beach/Commuter Parking



Utilities

Park

Conservation

Sandy Beach

Transportation Corridor

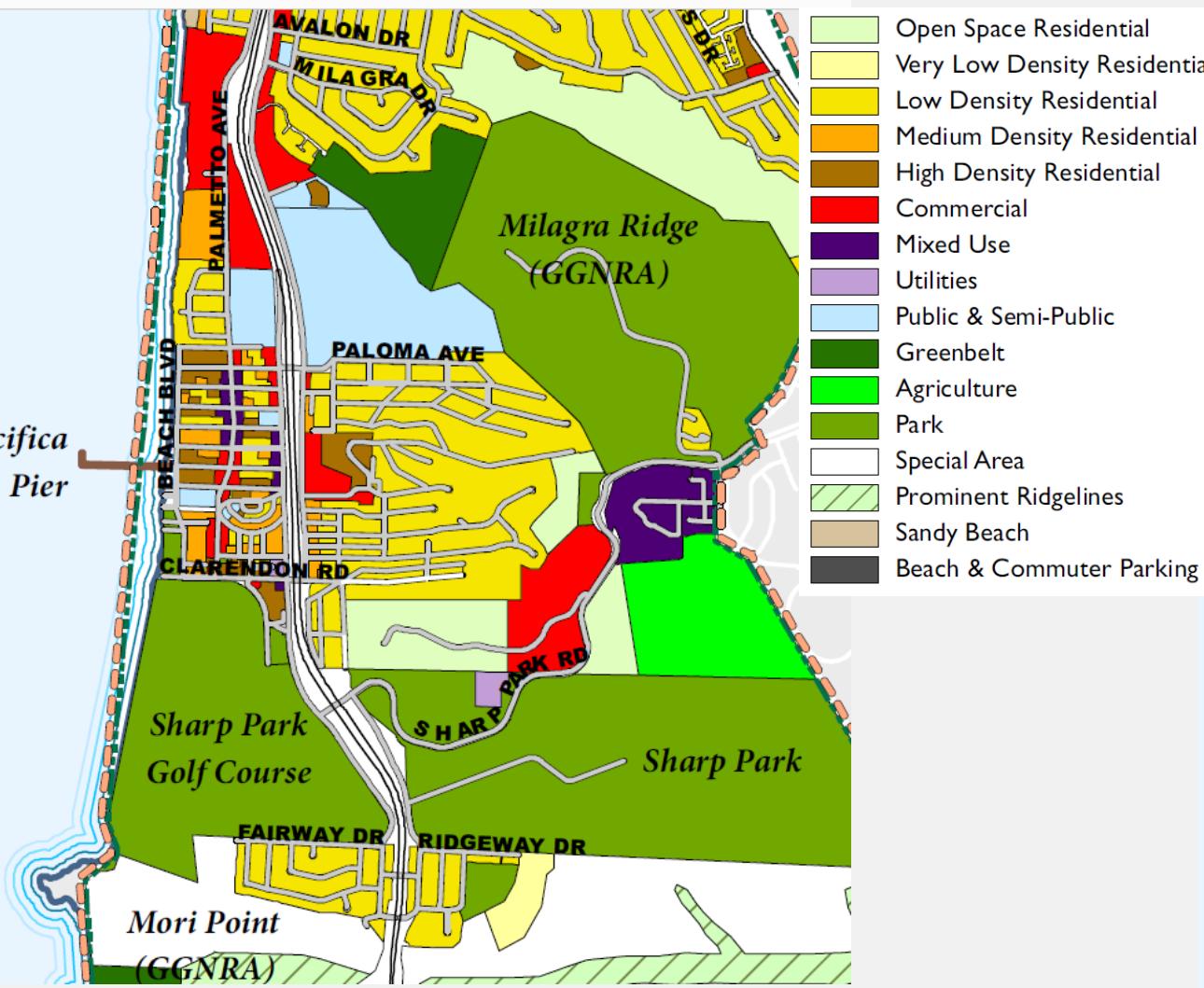
On-street trail

Existing Trailhead

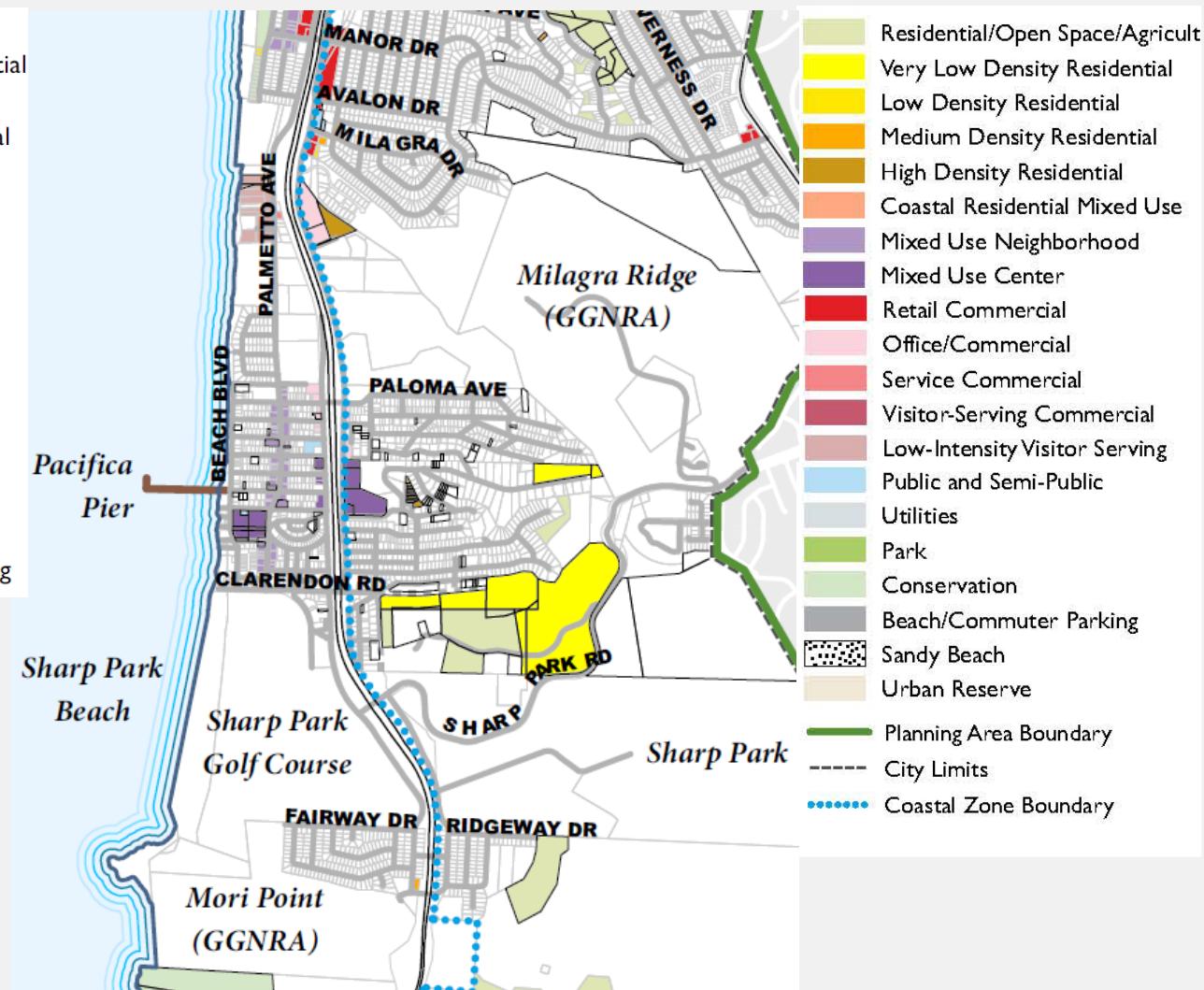
Trailhead to be Improved

# SHARP PARK EAST AND WEST/EAST AND WEST FAIRWAY PARK: AREAS OF CHANGE

1980 Existing General Plan



2014 General Plan Draft Areas of Change



## SHARP PARK EAST AND WEST/EAST AND WEST FAIRWAY PARK: WHAT'S HERE RIGHT NOW?

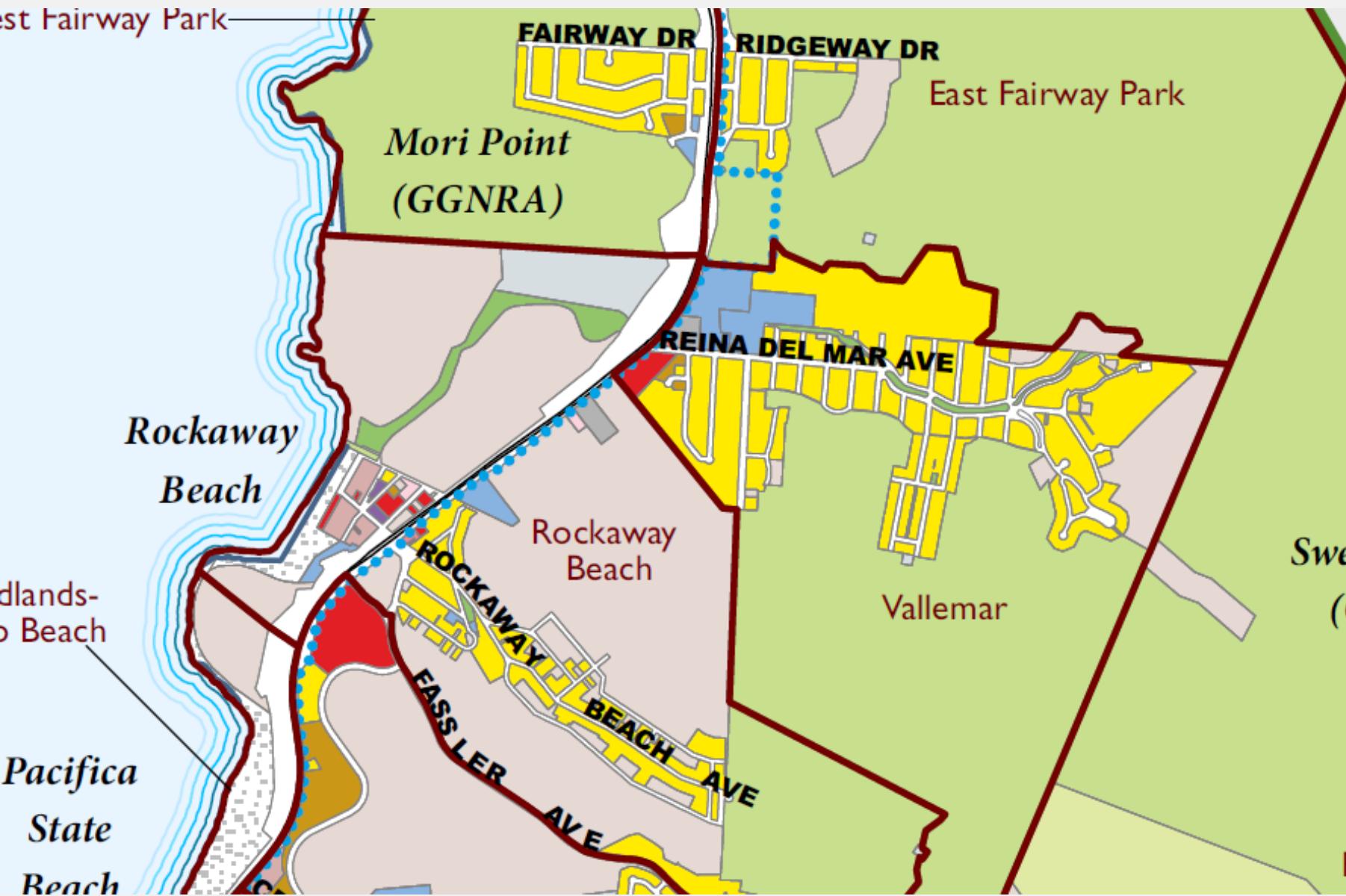
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## Existing Land Use General Plan Update

	Agriculture
	Single Family Residential
	Multi-Family
	Mobile Homes
	Commercial
	Auto Services
	Hotels
	Office
	Mixed Use
	Industrial
	Utilities
	Public and Semi-Public
	Parks & Accessible Open Space
	Other Open Space
	Beach
	Vacant/Undeveloped
	Neighborhoods

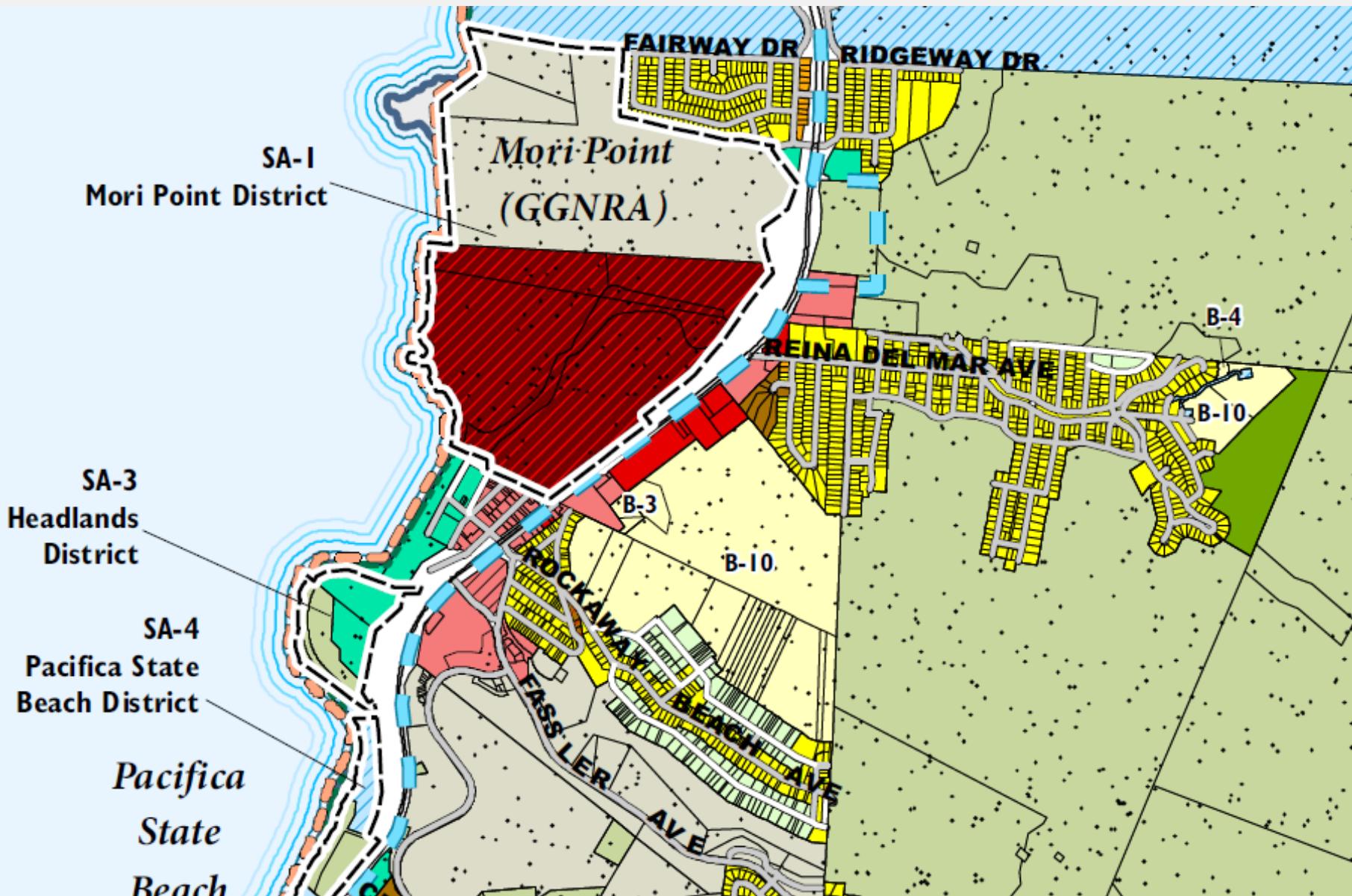
# ROCKAWAY/VALLEMAR: WHAT'S HERE?



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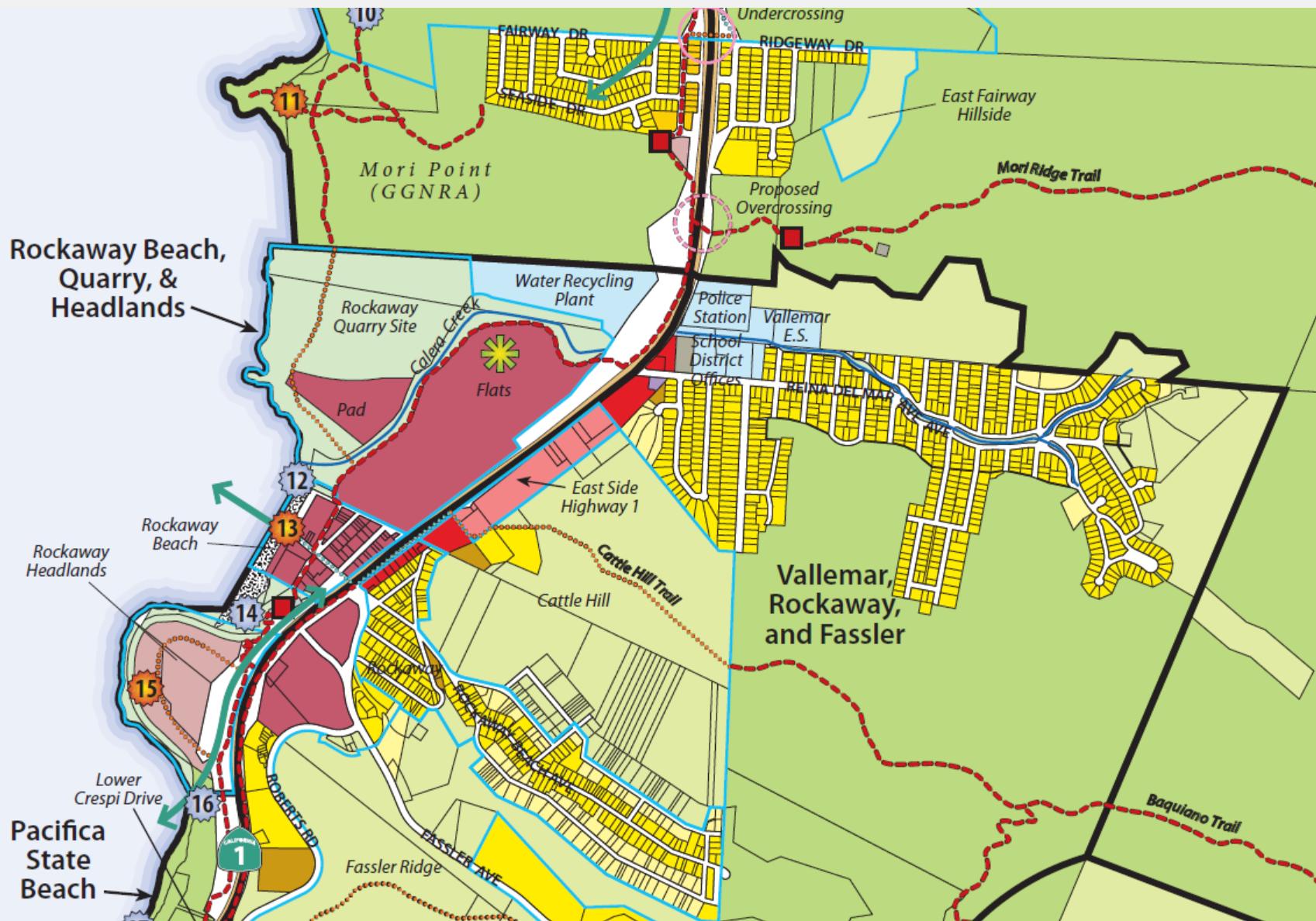
# ROCKAWAY/VALLEMAR: WHAT'S ZONED?



## Existing Zoning

- A/B-5 Agriculture/Min Lot Area 1 acre
- R-1-H Single-Family Residential/Hillside
- B-10 R-1/B-10 Single-Family Residential/Min Lot Area 5 acres+
- B-5 R-1/B-5 Single-Family Residential/Min Lot Area 1 acre
- B-4 R-1/B-4 Single-Family Residential/Min Lot Area 20,000sqft
- B-3 R-1/B-3 Single-Family Residential/Min Lot Area 10,000sqft
- B-2 R-1/B-2 Single-Family Residential/Min Lot Area 7,500sqft
- B-1 R-1/B-1 Single-Family Residential/Min Lot Area 6,000sqft
- R-1 Single-Family Residential/Min Lot Area 5,000 sqft
- R-2 Two-Family Residential/15 units per acre
- R-3-G Multi-Family Residential/19 units per acre
- R-3.1 Multi-Family Residential/21 units per acre
- R-3 Multi-Family Residential Garden/21 units per acre
- C-1+ Neighborhood Commercial/Requires Vote to Rezone
- C-1 Neighborhood Commercial
- C-2 Community Commercial
- C-3 Service Commercial
- C-3X Service Commercial/Requires Vote For Res
- C-R Commerical Recreation
- OS Open Space
- P-D Planned Development
- P Parking
- HPD Hillside Preservation District

# ROCKAWAY/VALLEMAR: WHAT'S IN THE 2014 GP DRAFT?



Residential/Open Space/Agriculture (up to 0.2 units/acre)\*

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Mixed Use Neighborhood (16 -26 or 40\* units/acre)

Mixed Use Center (up to 50 units/acre)

Retail Commercial

Service Commercial

Visitor-Serving Commercial

Low Intensity Visitor-Serving Commercial

Public and Semi-Public\*\*

Beach/Commuter Parking

Utilities

Park

Conservation

Sandy Beach

Park Opportunity Site

Park Improvement Opportunity

Coastal Access Points (Beach)

Coastal Access Points (Bluff top/View)

View Corridor

Existing Trail

Proposed Trail

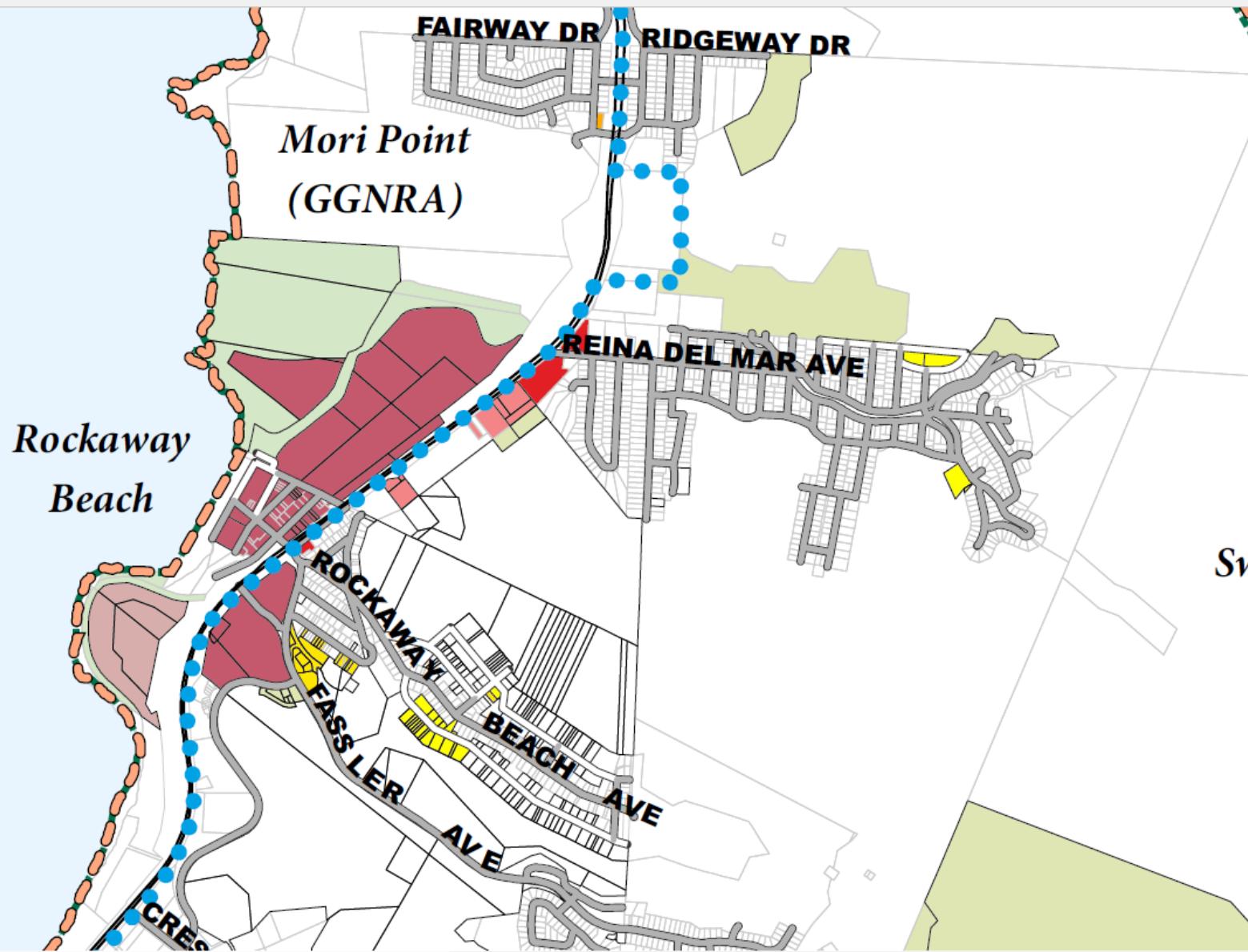
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Transportation Corridor

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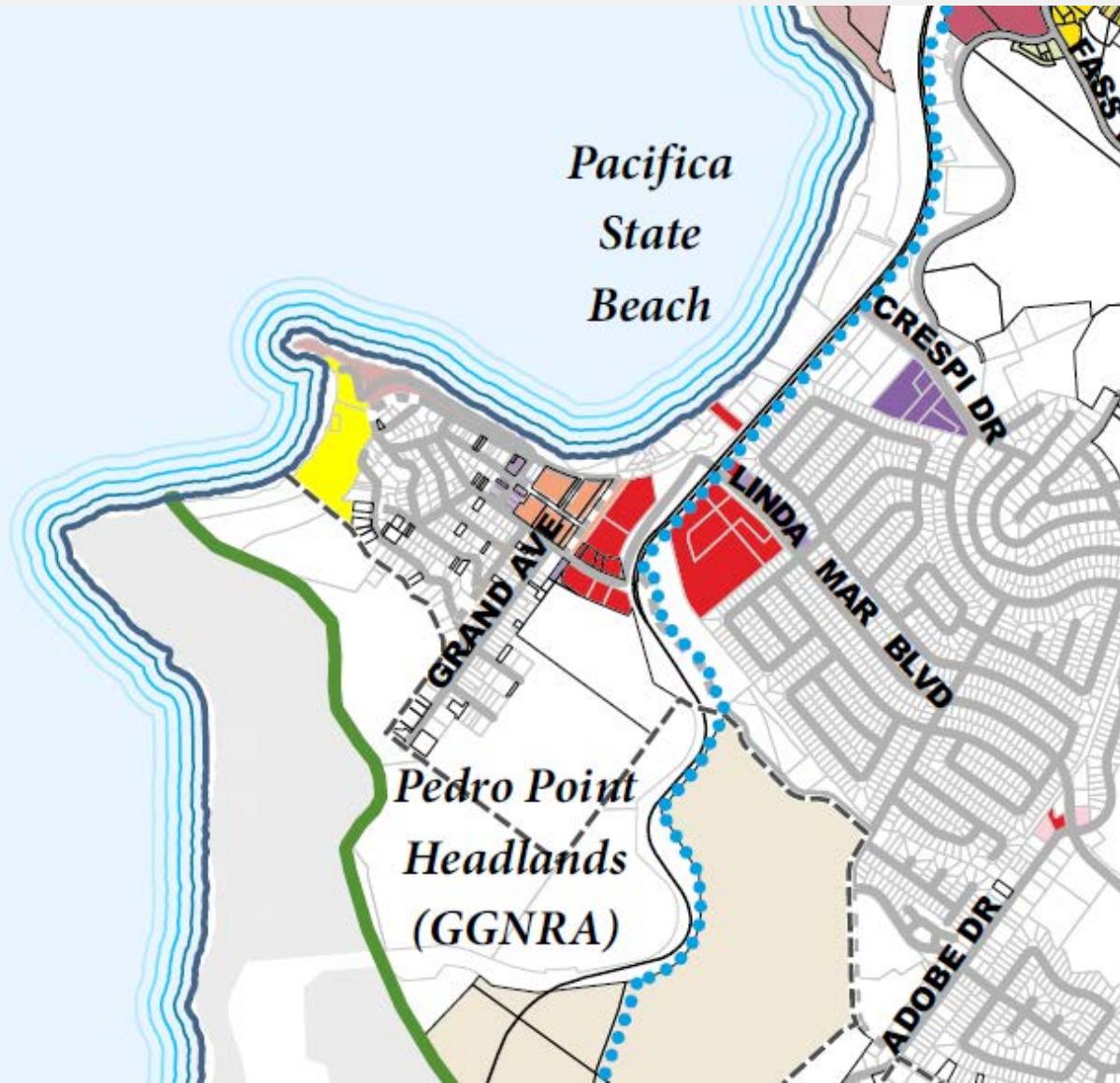
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**Boundary Types:**

- Planning Area Boundary
- City Limits
- Coastal Zone Boundary
- Highways
- Existing Streets
- Unimproved Right-of-Way

## PEDRO POINT: AREAS OF CHANGE



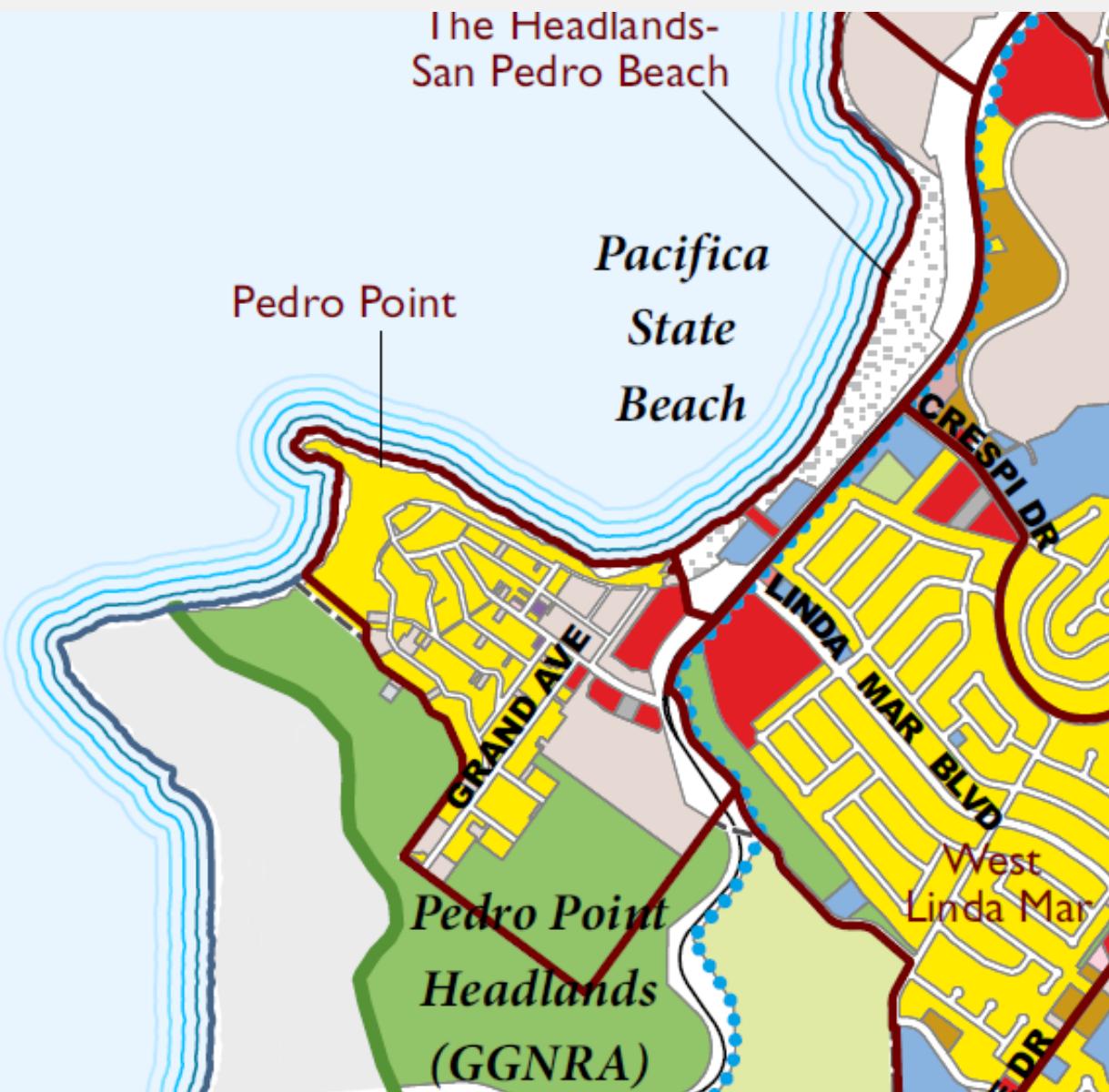
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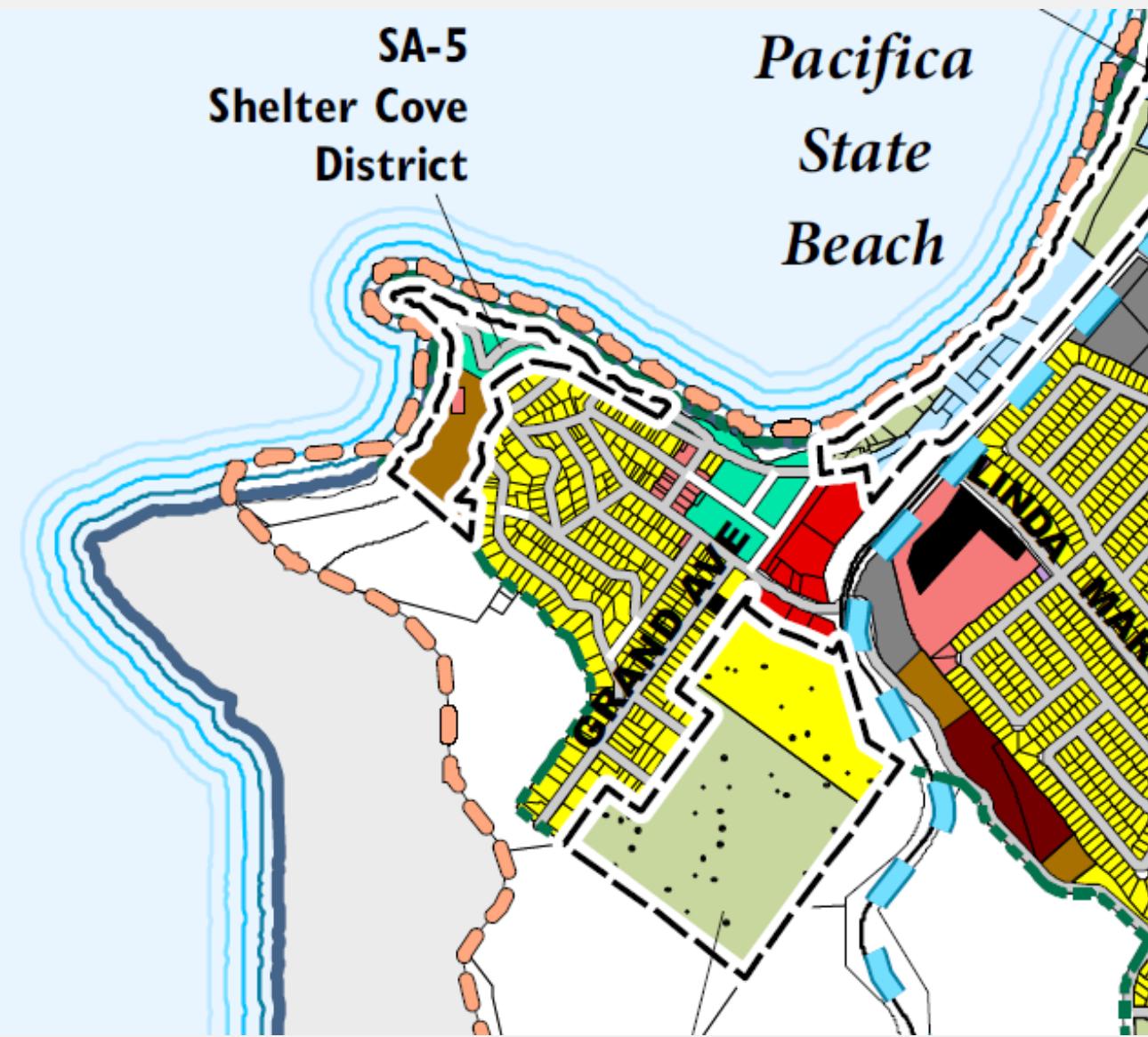
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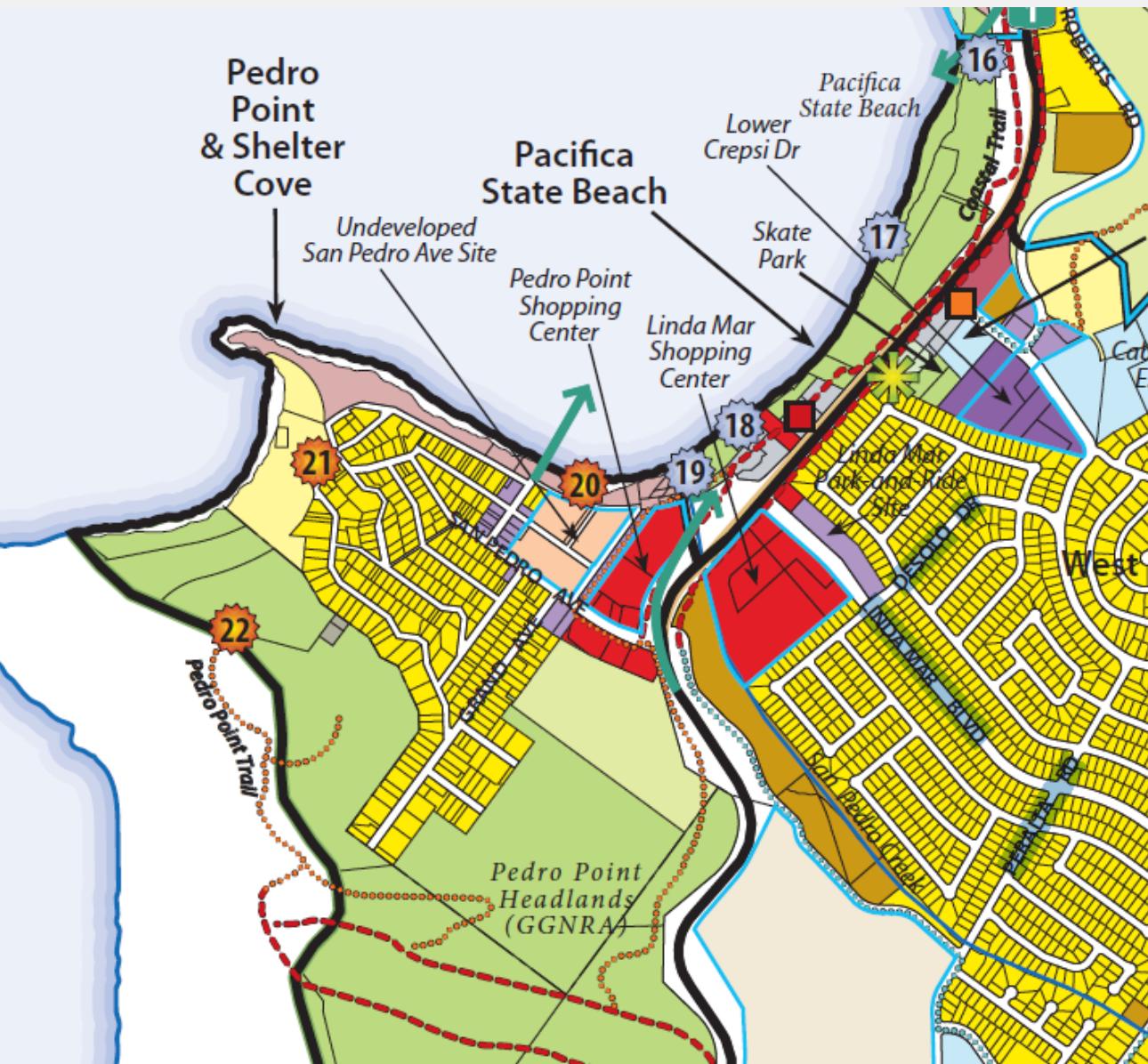
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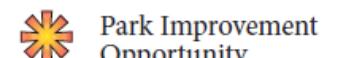
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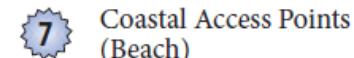
Mixed Use Center  
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Service Commercial

Visitor-Serving Commercial



Low Intensity Visitor-Serving Commercial



Public and Semi-Public\*\*

Beach/Commuter Parking

Utilities

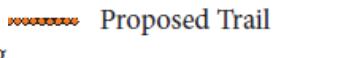
Park

Conservation

Sandy Beach

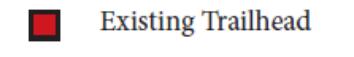
Transportation Corridor

Existing Trail

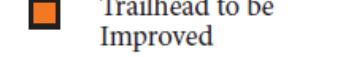


Proposed Trail

On-street trail



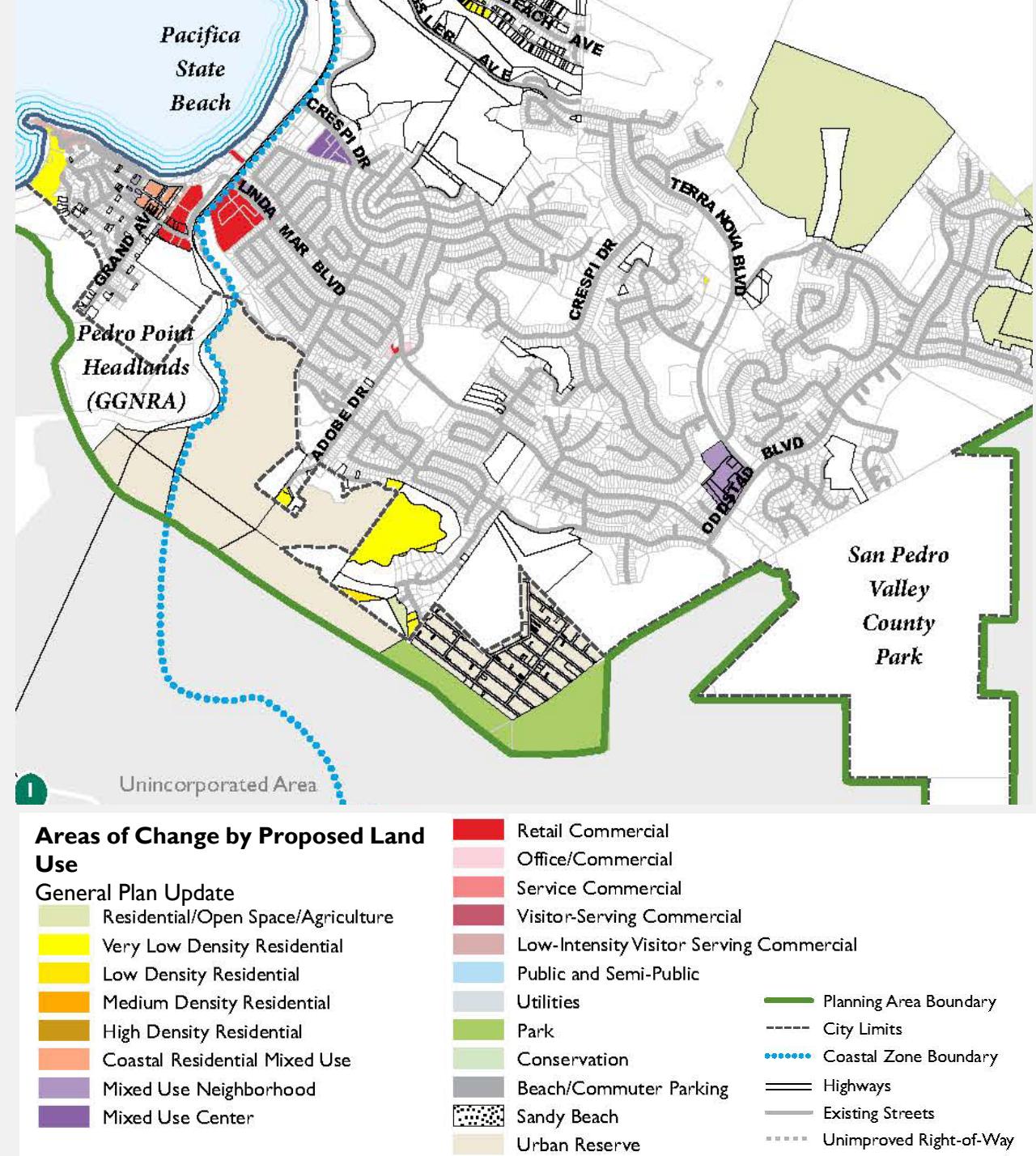
Existing Trailhead



Trailhead to be Improved

## LINDA MAR/WEST LINDA MAR/PARK PACIFICA: CHANGE AREAS

- GP draft reinforces existing residential land use patterns
- Proposes new opportunities for mixed-use development at a few sites
- Potential for annexation of land in Tobin Park in Sphere of Influence





PLAN PACIFICA

**In three words, describe your vision for  
Pacifica's future.**



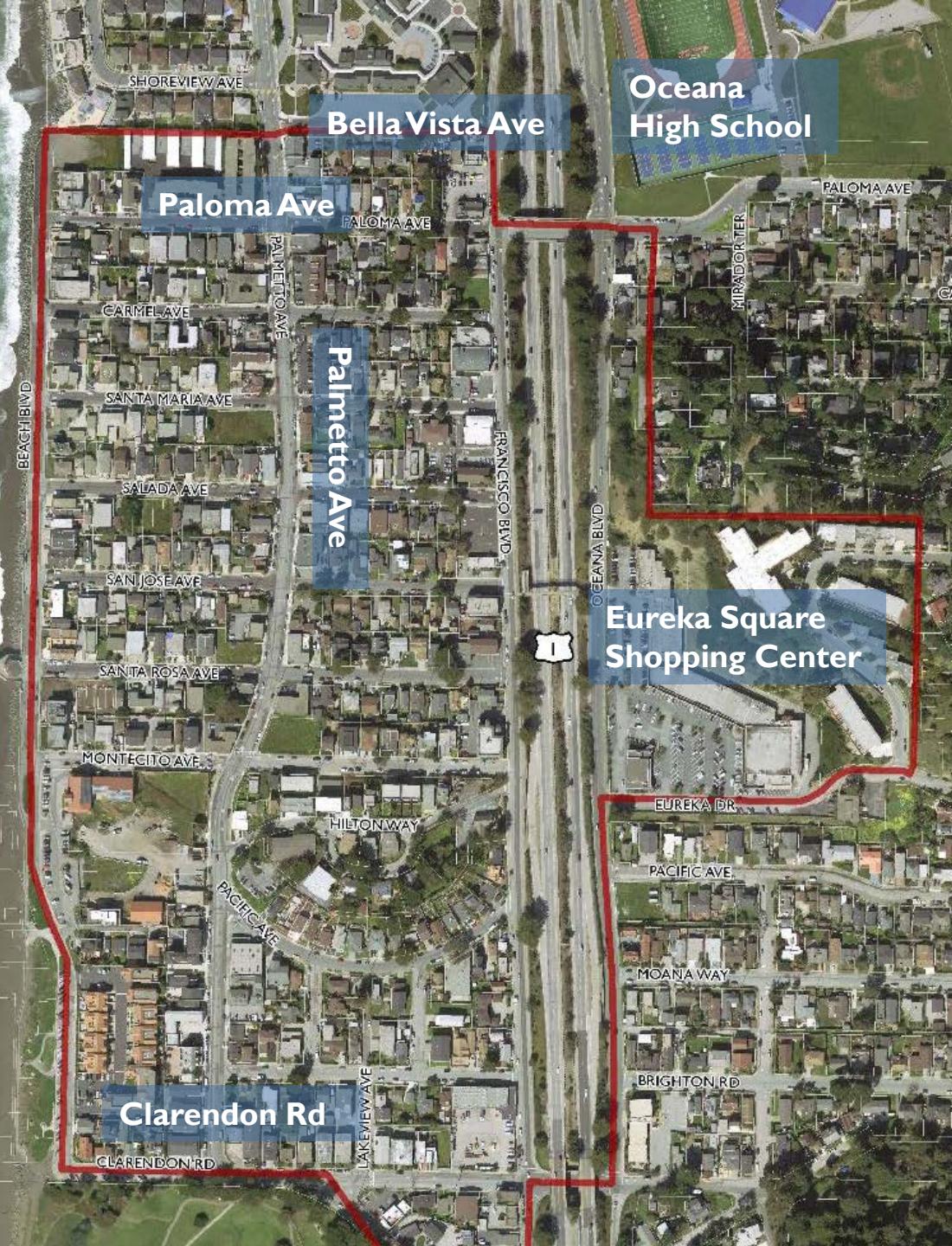
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# **SHARP PARK SPECIFIC PLAN**





# SHARP PARK SPECIFIC PLAN

- Civic core, home to unique businesses
- Significant opportunity for new development and visioning as the “heart of the city”
- Popular destination for non-residents

FIGURE 2-5: PHOTOSIMULATION LOOKING NORTH ALONG SHEA CENTER DRIVE FROM GATEWAY AVENUE



# SHARP PARK SPECIFIC PLAN

- Benefits of specific plans:
  - Tool for developing a community's "sense of place" and making vibrant and livable neighborhoods
  - Facilitates new housing development, often including affordable units
  - Helps the City establish proactive guidelines and can streamline development
- Process will begin with community engagement- stay tuned for announcements on the Sharp Park Specific Plan neighborhood workshop!

## In three words, what would most improve Sharp Park as an amenity for Pacifica?



## PLAN PACIFICA



# NEXT STEPS

## DISCUSSION/BREAK OUT GROUPS

**In small groups, please discuss the following questions:**

**What are your thoughts, vision, or ideas for the future of:**

1. **Pacifica as a whole?**
2. **Your neighborhood?**
3. **The Sharp Park Specific Plan area?**



## UPCOMING MEETINGS AND WAYS TO STAY INVOLVED

Neighborhood Meetings

June 27<sup>th</sup> – July 10<sup>th</sup>

Community Survey

Late July

Joint Mtg: City Council/Planning Comm.

August 26

Sharp Park Neighborhood Workshop

August

Sharp Park Plan Framework Workshop

Fall 2019



# THANK YOU!

Contact: Christian Murdock, Senior Planner

[murdockc@ci.pacifica.ca.us](mailto:murdockc@ci.pacifica.ca.us)

(650) 738-7444