



PLAN PACIFICA NEIGHBORHOOD MEETINGS **COMBINED SLIDE PRESENTATION**

July 12, 2019

WELCOME!

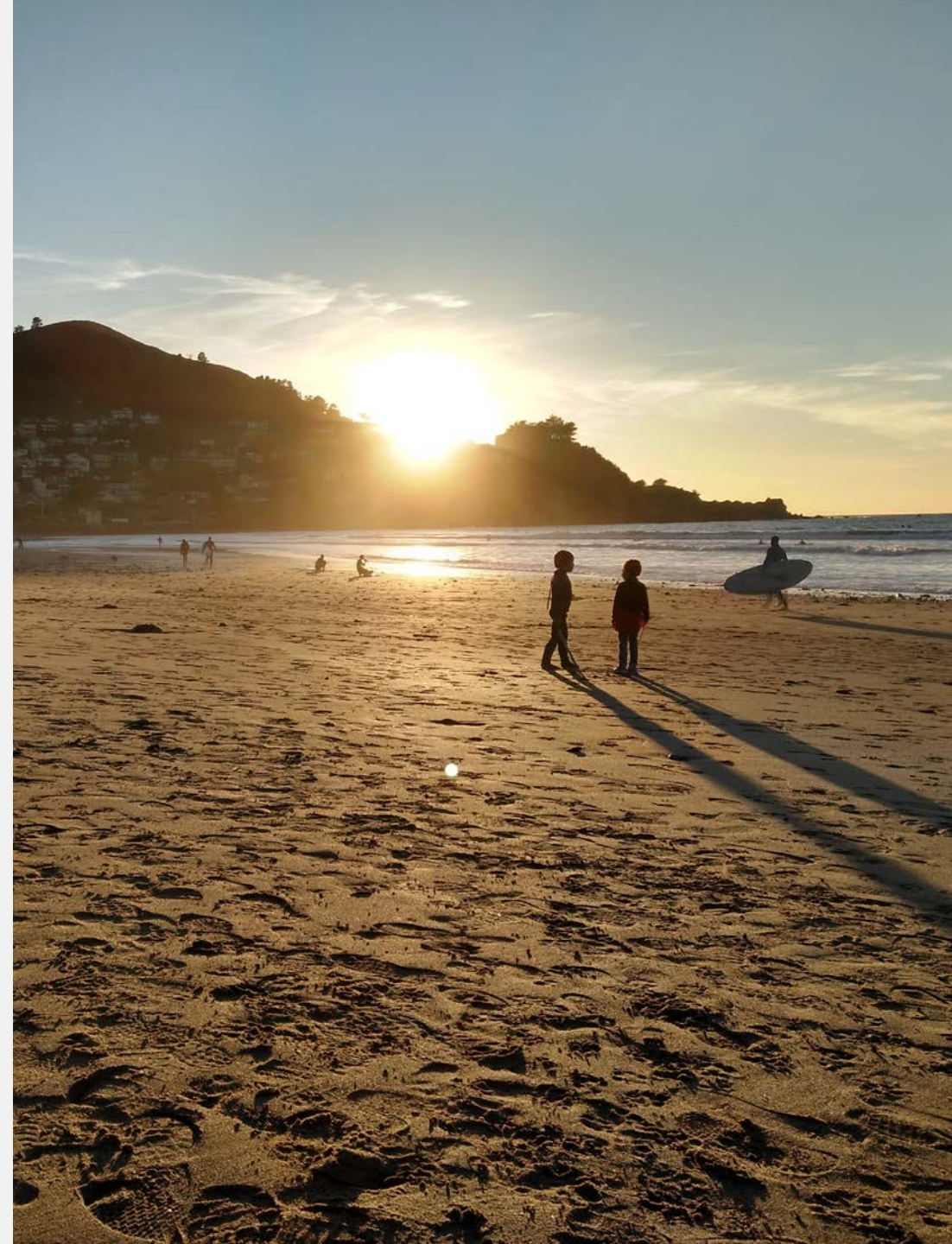
Introductions

- 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

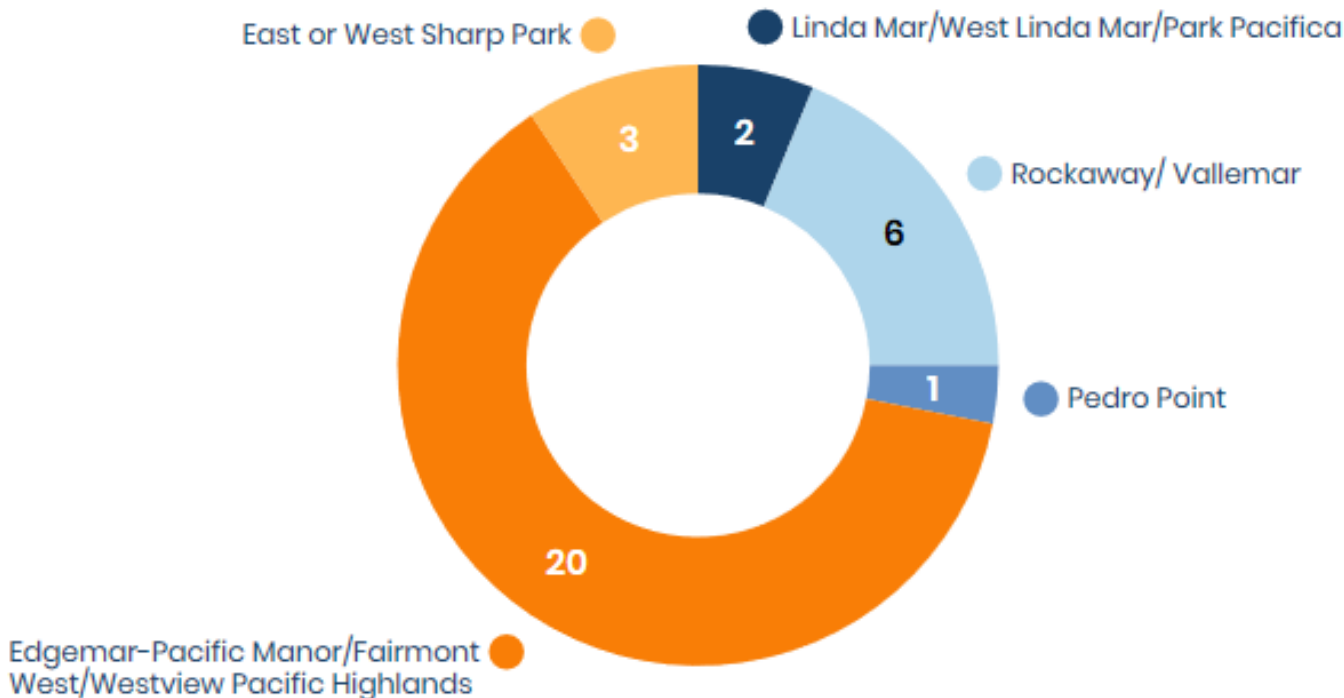


AGENDA

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




What neighborhood do you live in?

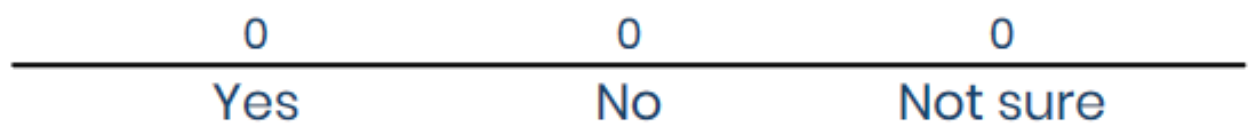



How long have you lived in Pacifica?



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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



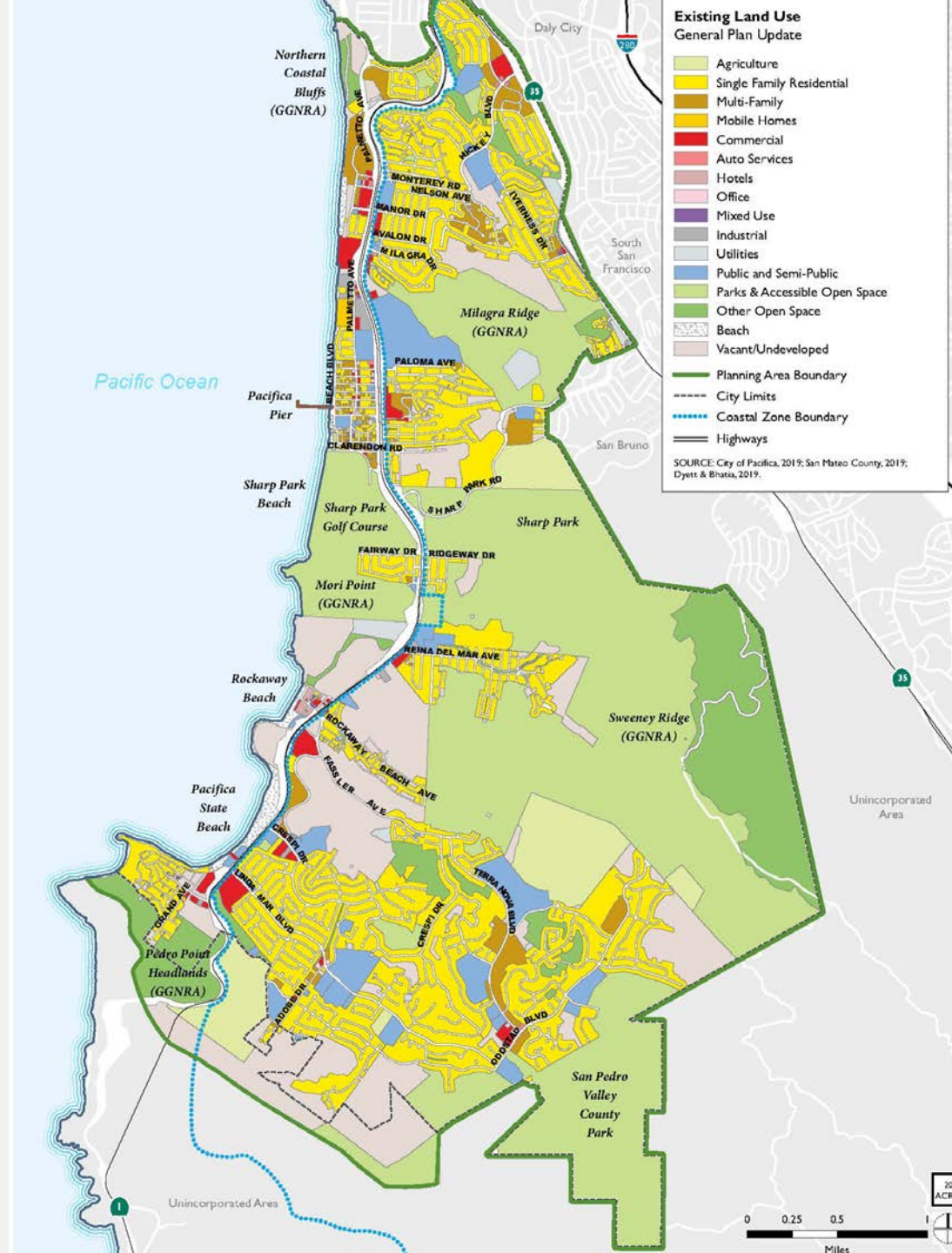
GENERAL PLAN (GP)

- 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



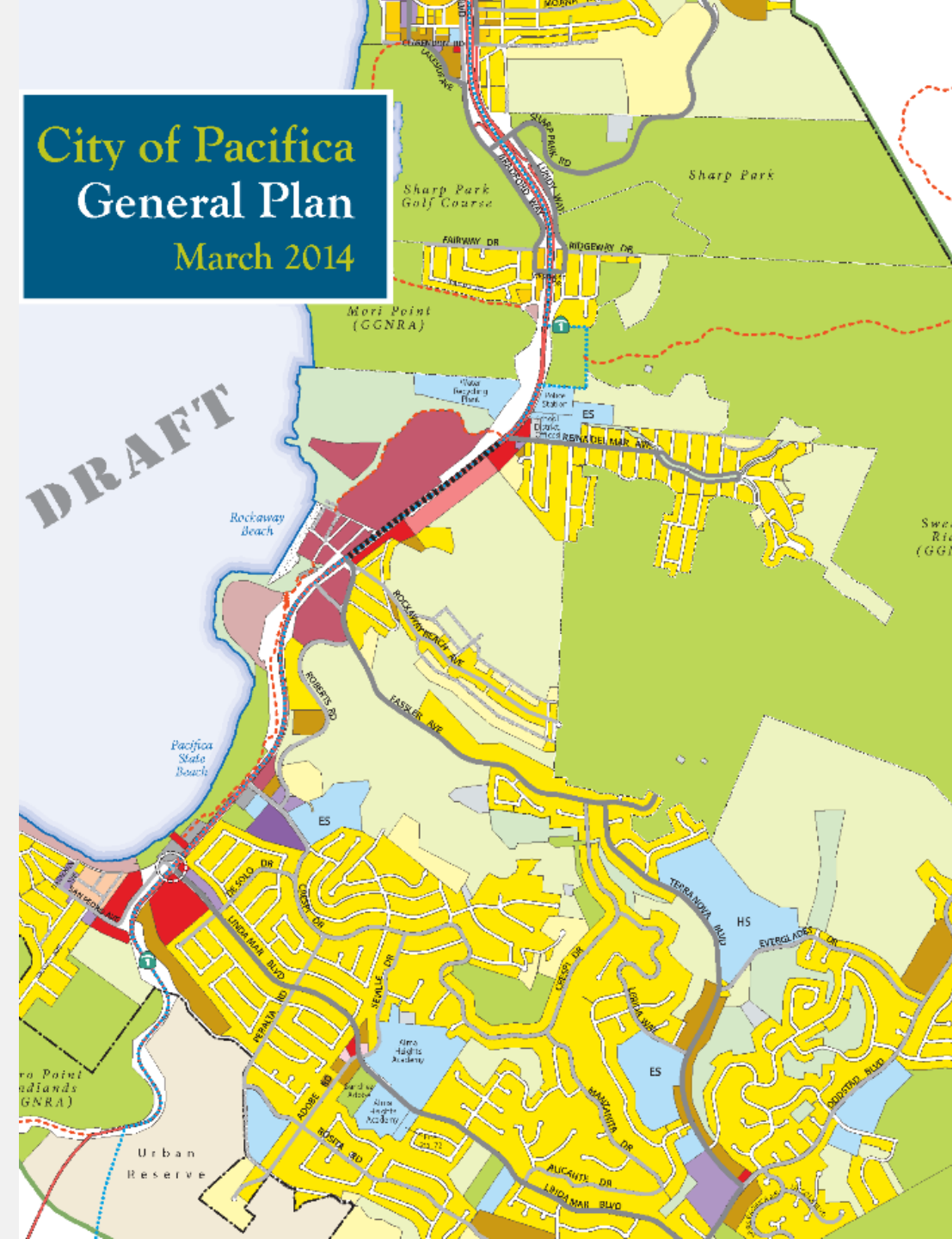
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PLAN PACIFICA



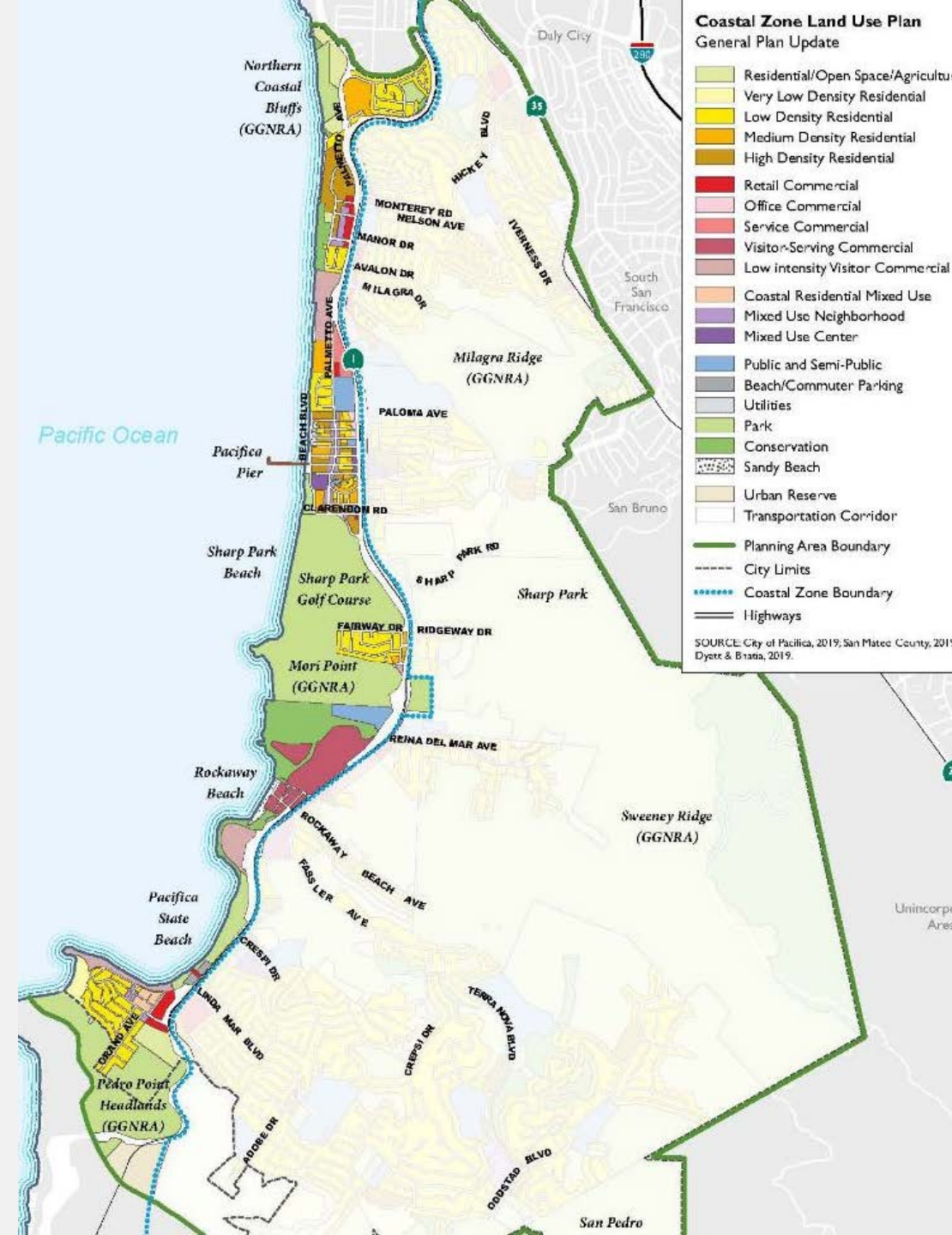
WHY UPDATE THE GP?

- 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**



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PLAN PACIFICA

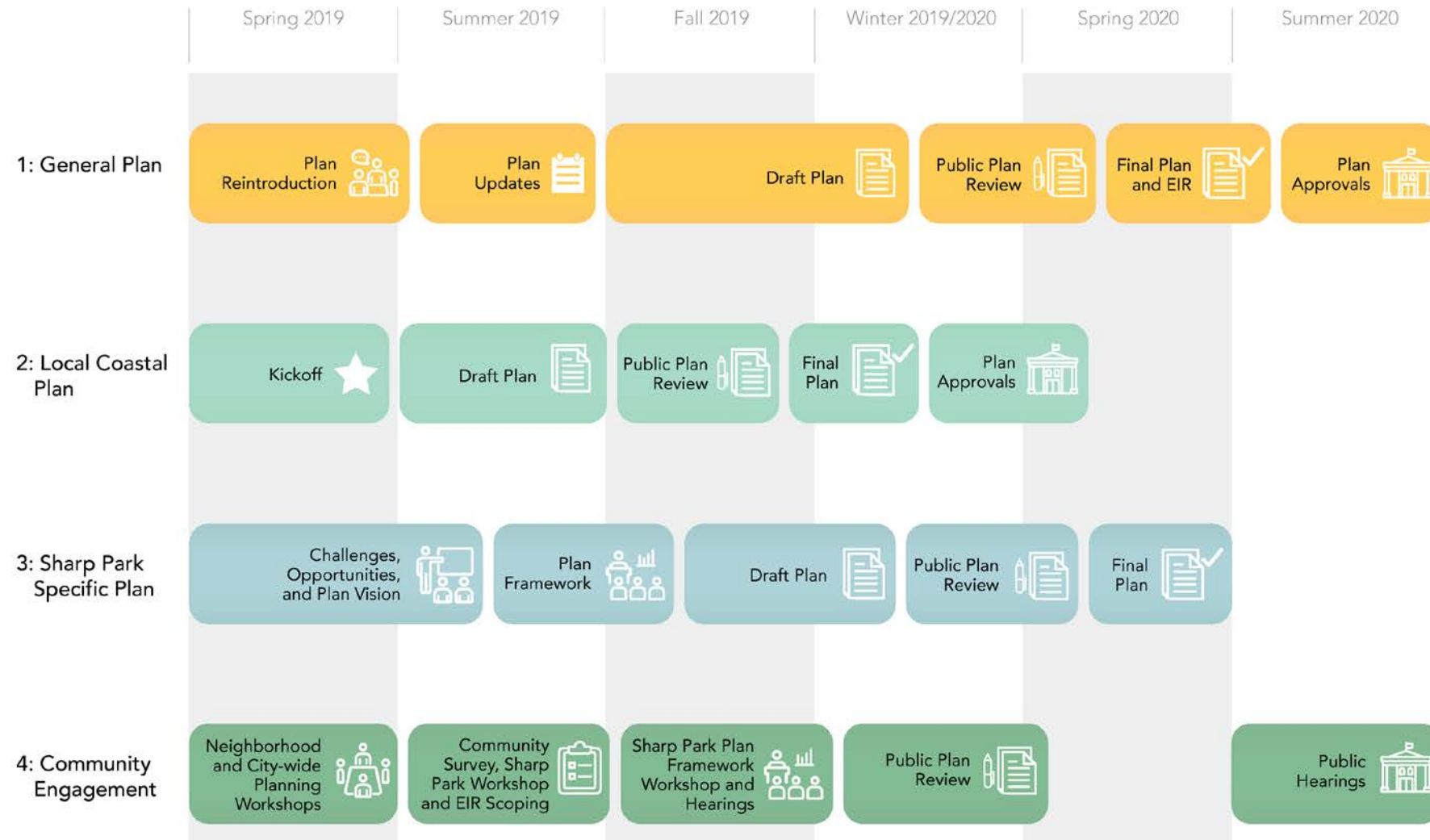


Home Projects Resources Participate Sub

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.

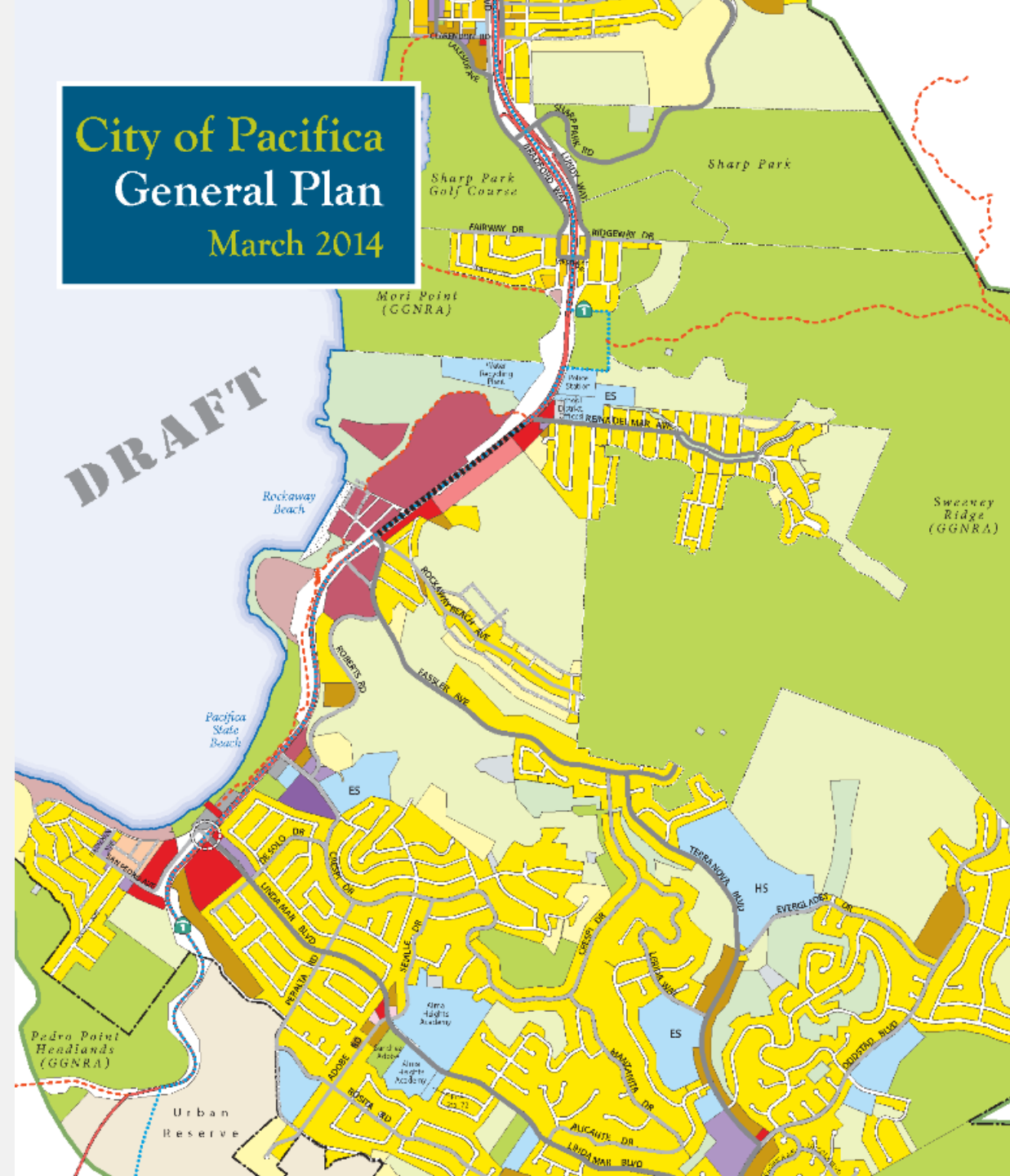
Project Timeline



2014 GENERAL PLAN THEMES

2014 GP ELEMENTS

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



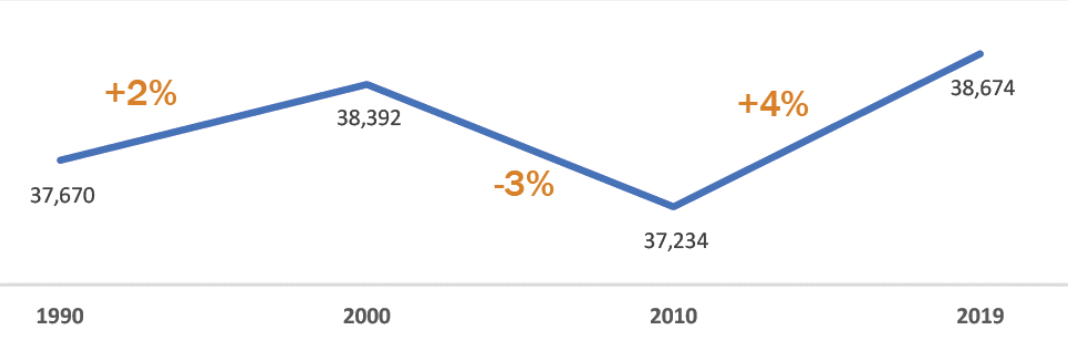
THEMES AND KEY INITIATIVES IDENTIFIED IN THE 2014 GP DRAFT

- 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



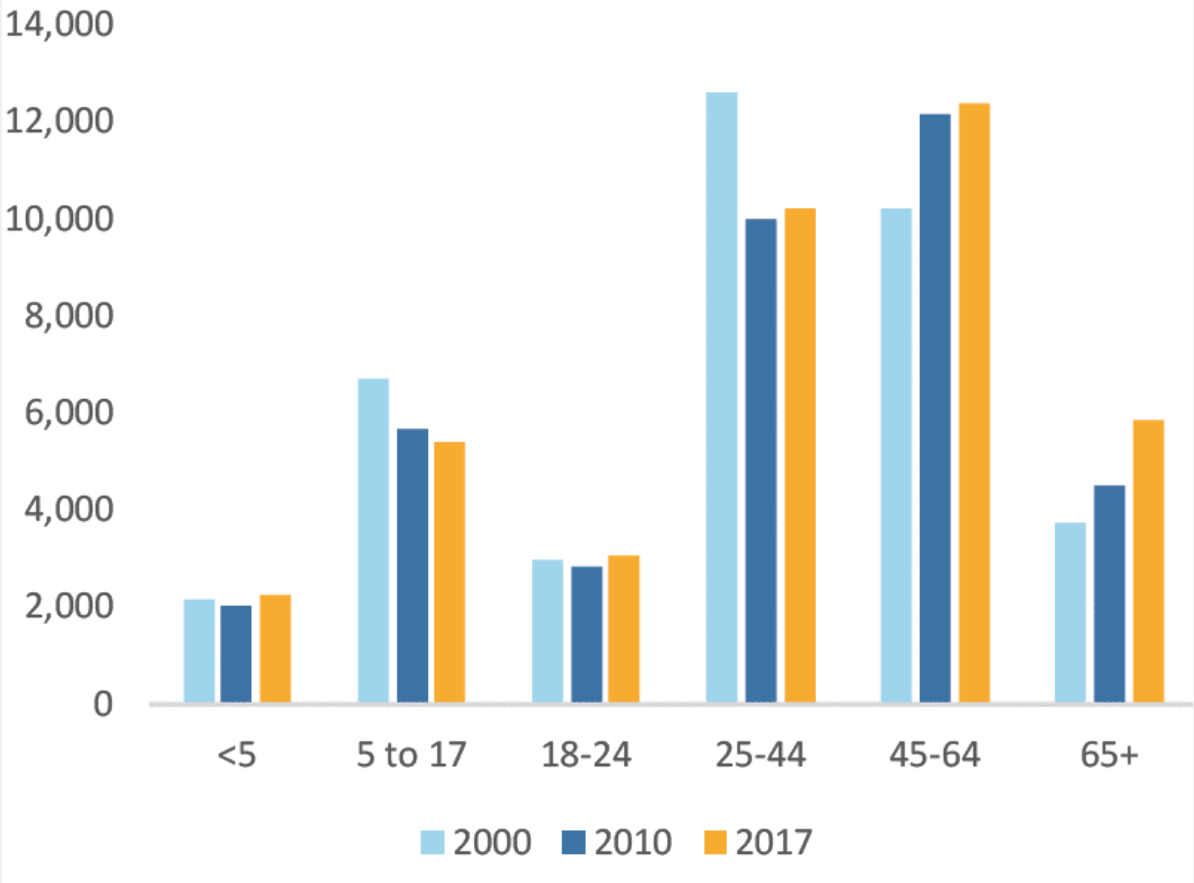
DEMOGRAPHIC TRENDS

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



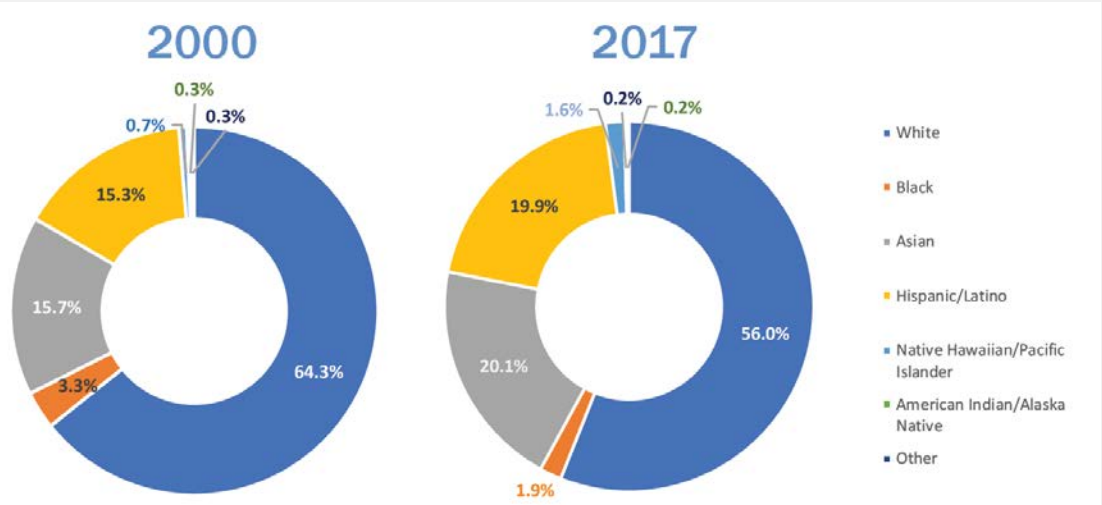
Source: DOF, 2019

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



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

Pacifica is becoming more diverse.



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

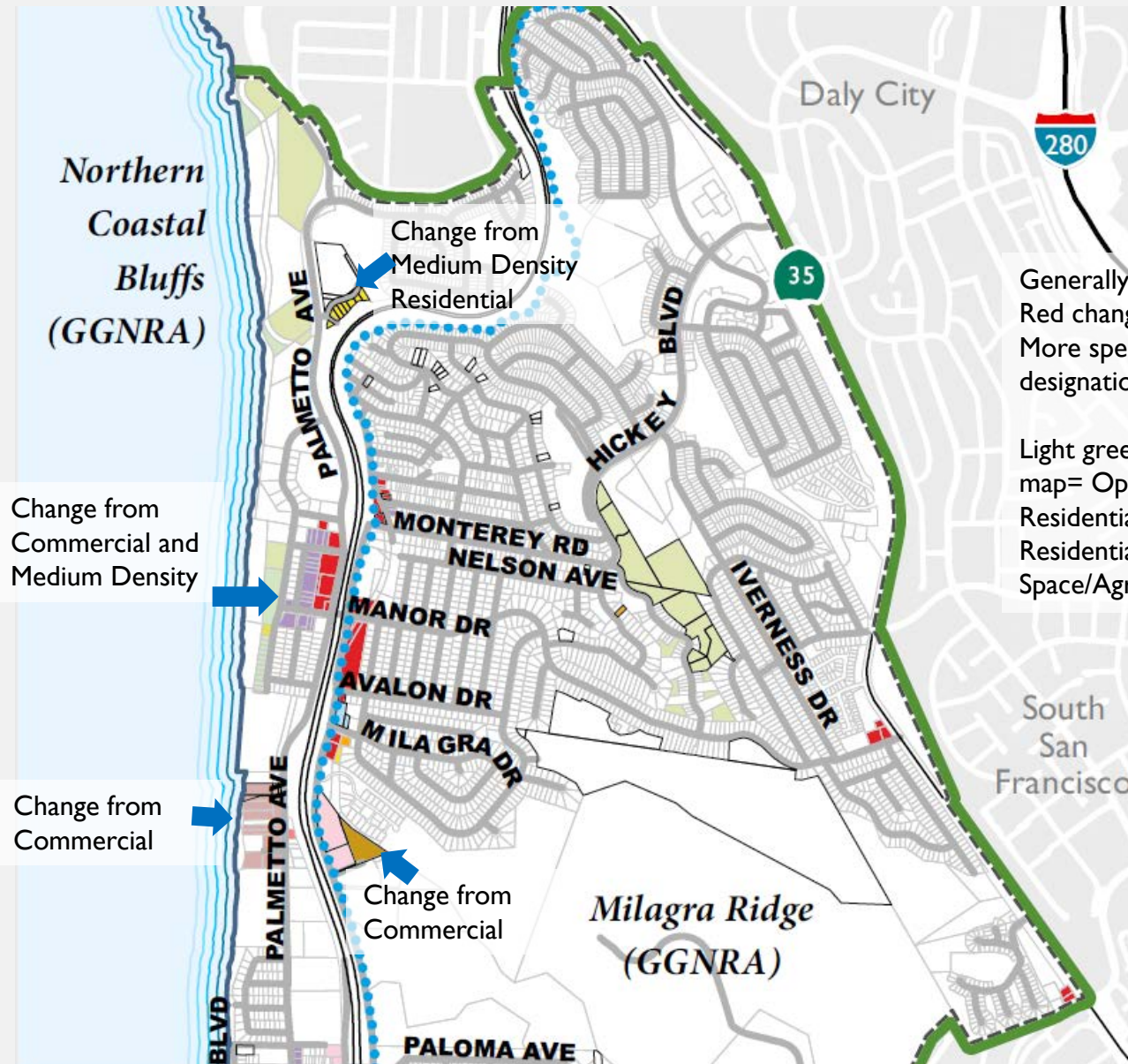


CHANGES SINCE 2014

- Highway I- 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



Generally:
Red changes on map =
More specific Commercial
designation

Light green changes on
map= Open Space
Residential to
Residential/Open
Space/Agriculture

Ares 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

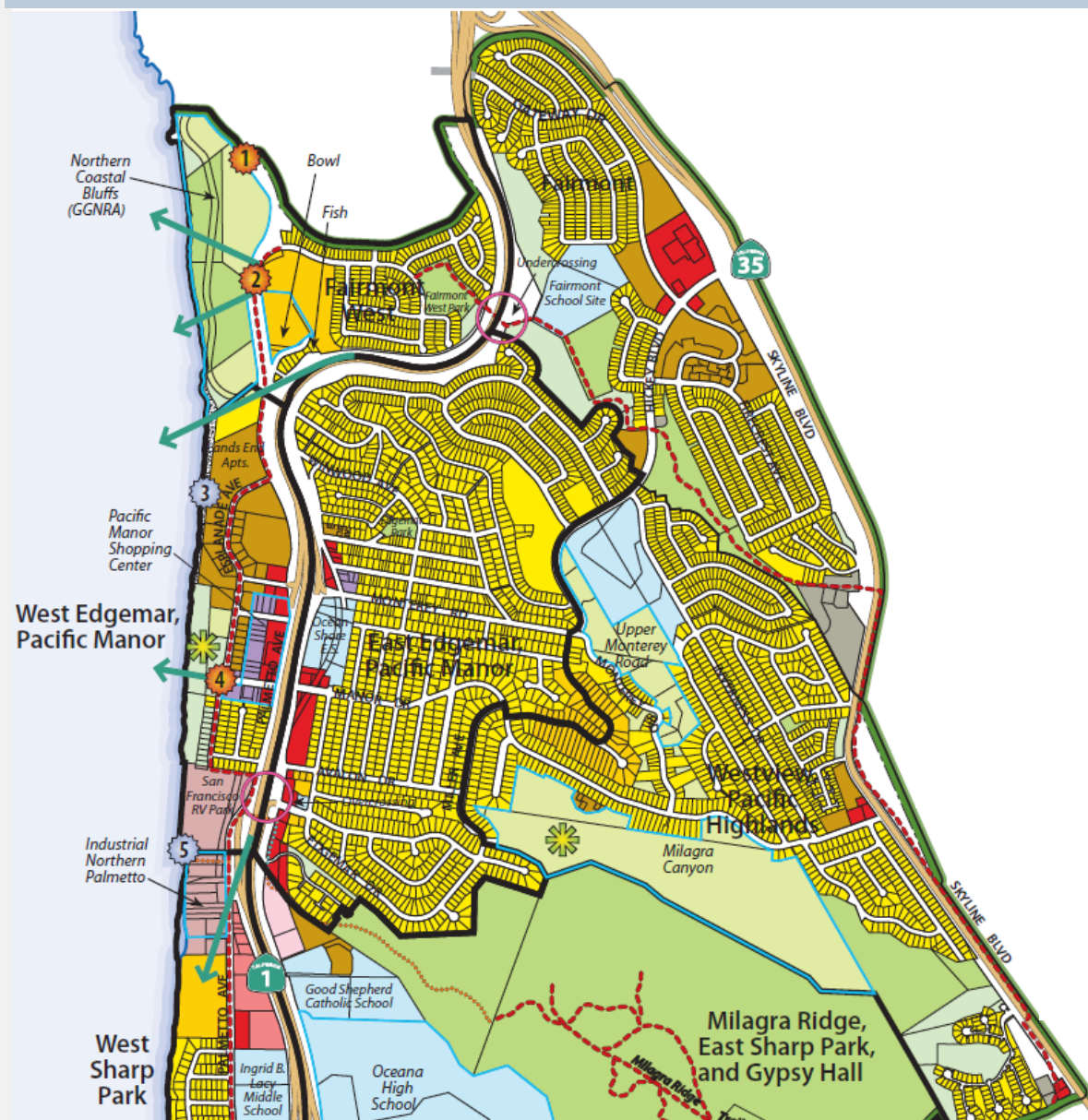
EDGEMAR-PACIFIC MANOR/FAIRMONT WEST/WESTVIEW PACIFIC HIGHLANDS: WHAT LAND USES ARE IN THE 1980 PLAN?








Existing General Plan Land Use



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



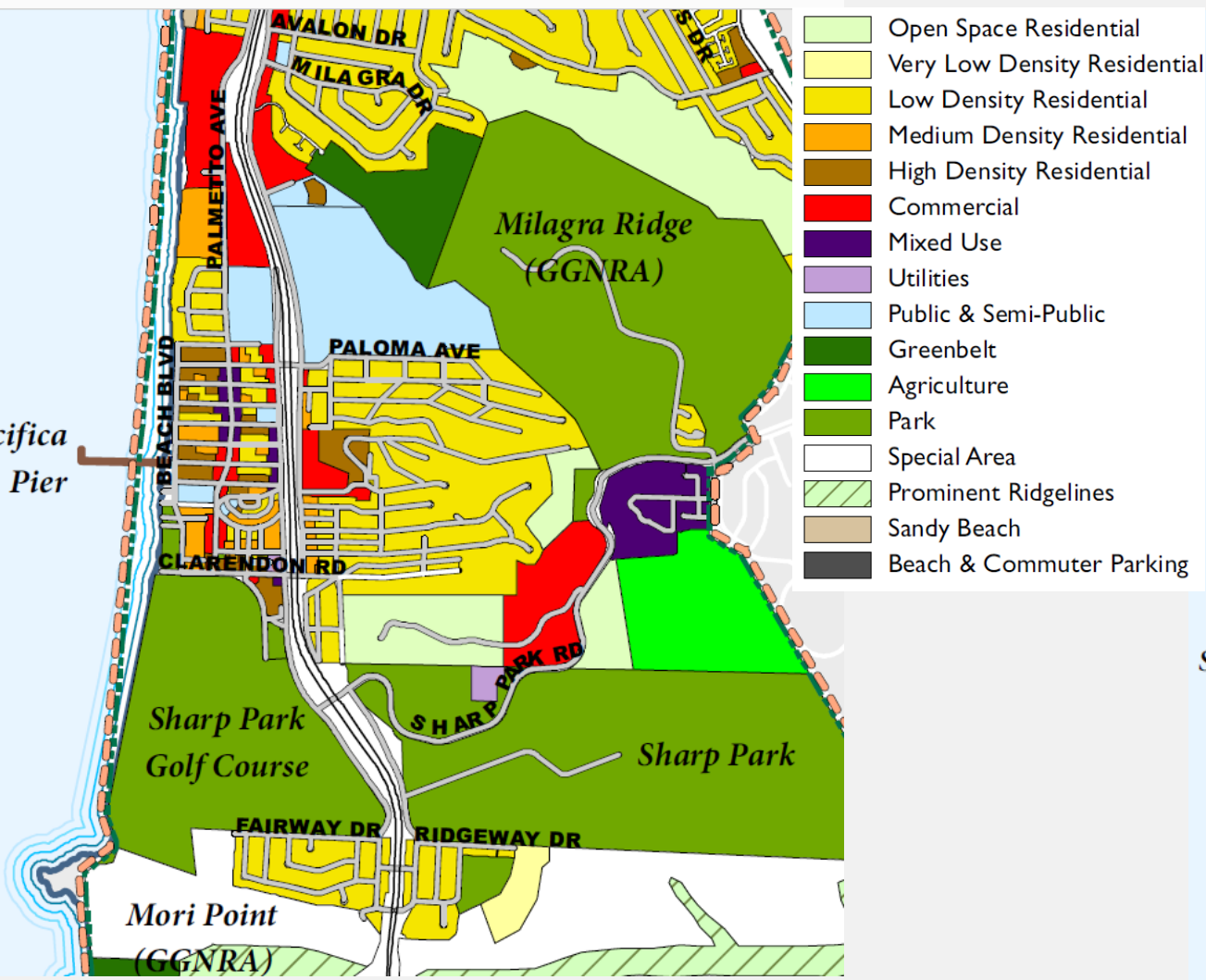
-  Residential/Open Space/Agriculture
(up to 0.2 units/acre)*
-  Very Low Density Residential
(0.2 -2.0 units/acre)*
-  Low Density Residential
(3 -9 units/acre)*
-  Medium Density Residential
(10 -15 units/acre)*
-  High Density Residential
(16 -21 or 31* units/acre)*

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

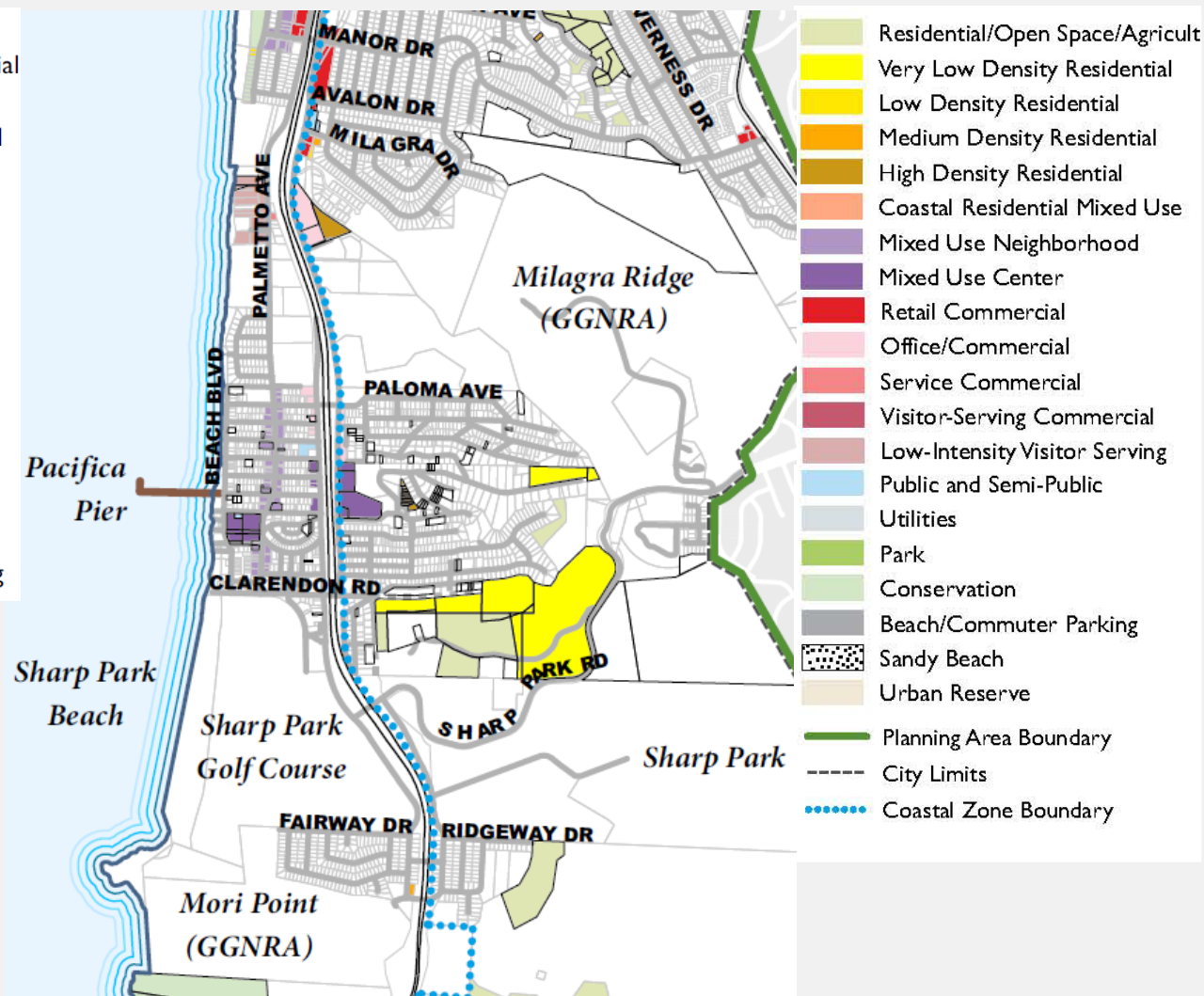
-  Mixed Use Neighborhood
(16 -26 or 40* units/acre)
 -  Mixed Use Center
(up to 50 units/acre)
 -  Retail Commercial
 -  Service Commercial
 -  Visitor-Serving Commercial
 -  Low Intensity Visitor-Serving Commercial
 -  Public and Semi-Public**
 -  Beach/Commuter Parking
 -  Utilities
 -  Park
 -  Conservation
 -  Sandy Beach
 -  Transportation Corridor
-  Park Opportunity Site
 -  Park Improvement Opportunity
 -  7 Coastal Access Points (Beach)
 -  8 Coastal Access Points (Bluff top/View)
 -  View Corridor
 -  Existing Trail
 -  Proposed Trail
 -  On-street trail
 -  Existing Trailhead
 -  Trailhead to be Improved

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

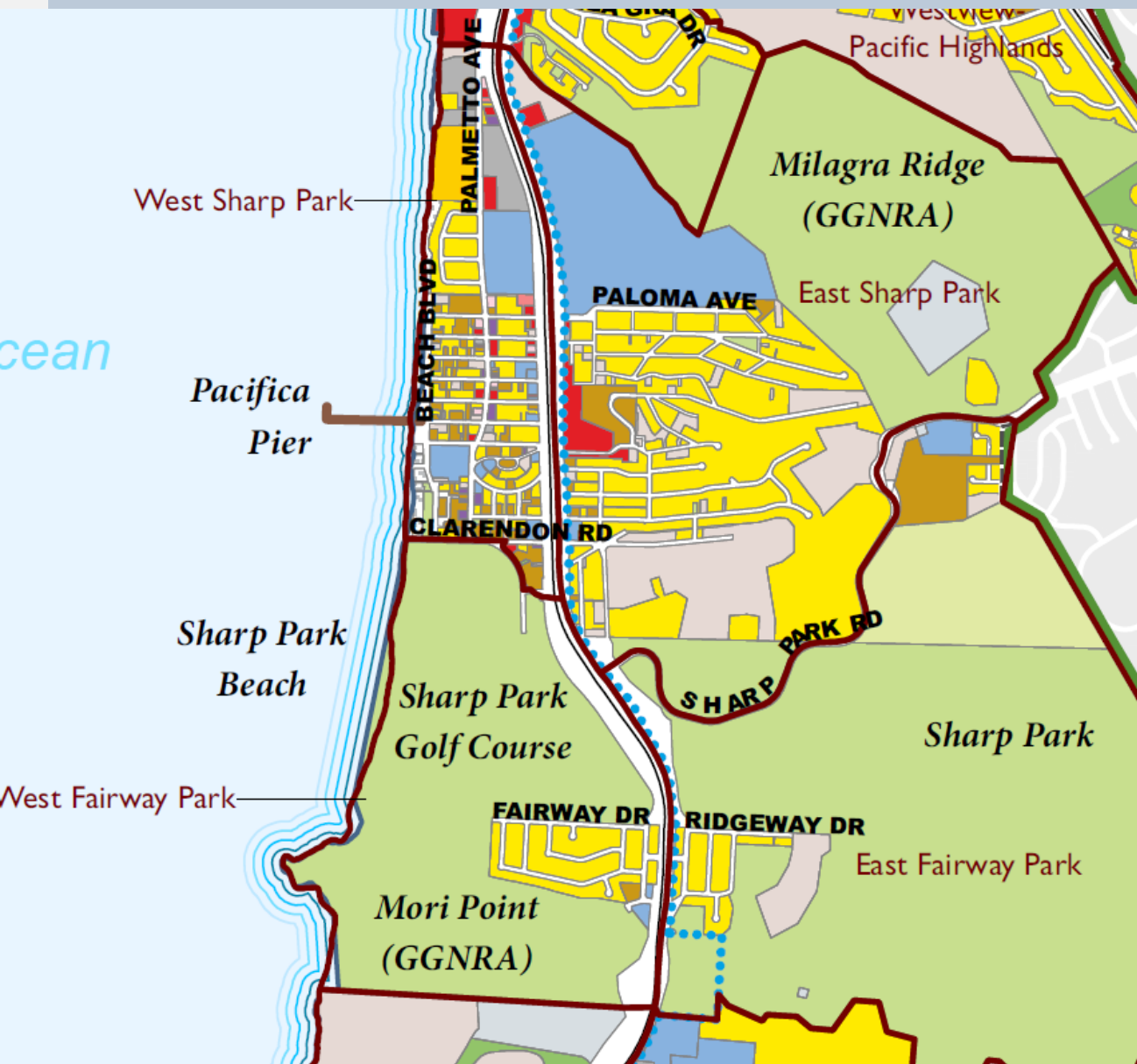
1980 Existing General Plan



2014 General Plan Draft Areas of Change



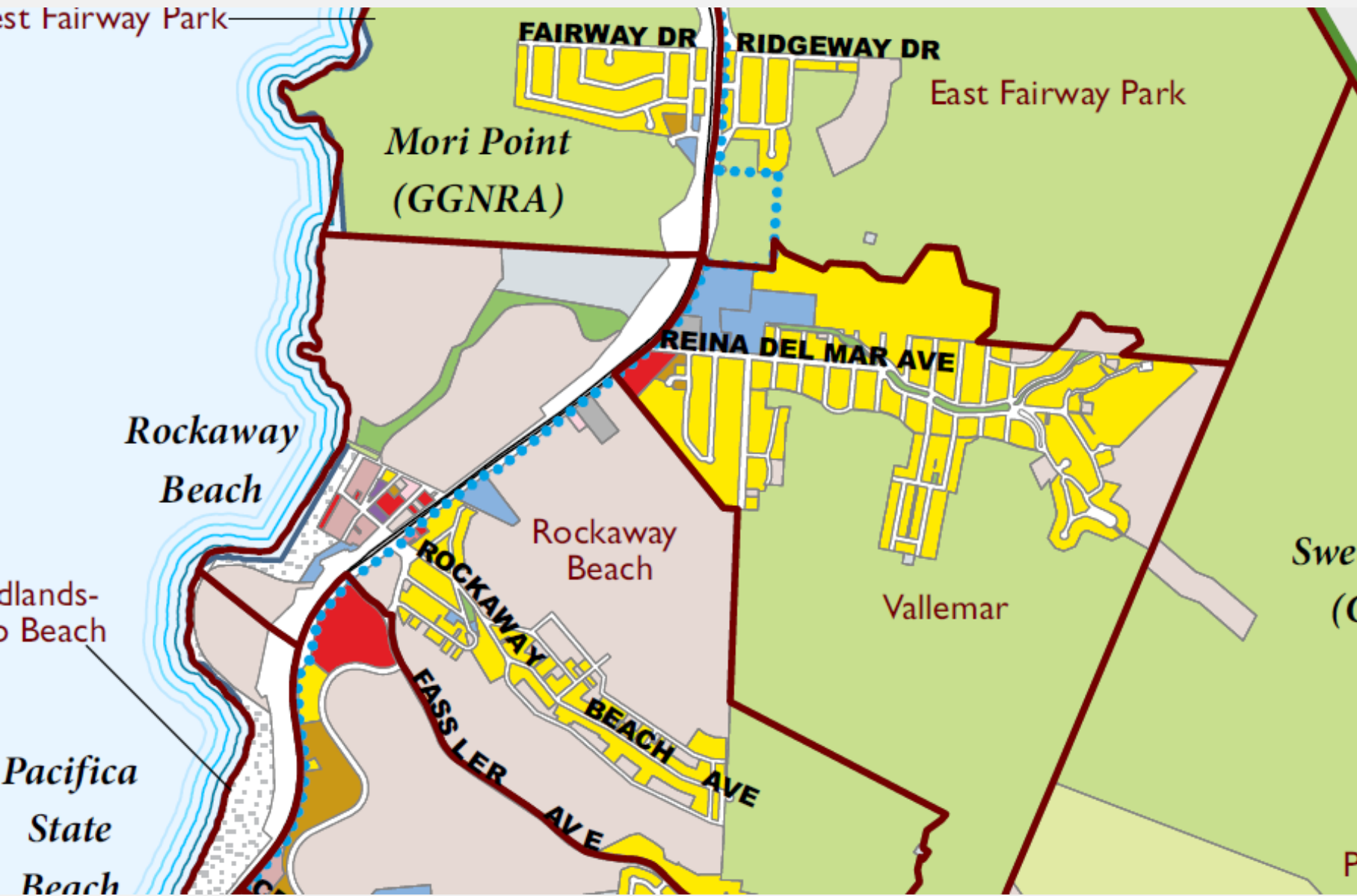
SHARP PARK EAST AND WEST/EAST AND WEST FAIRWAY PARK: WHAT'S HERE RIGHT NOW?



Existing Land Use General Plan Update



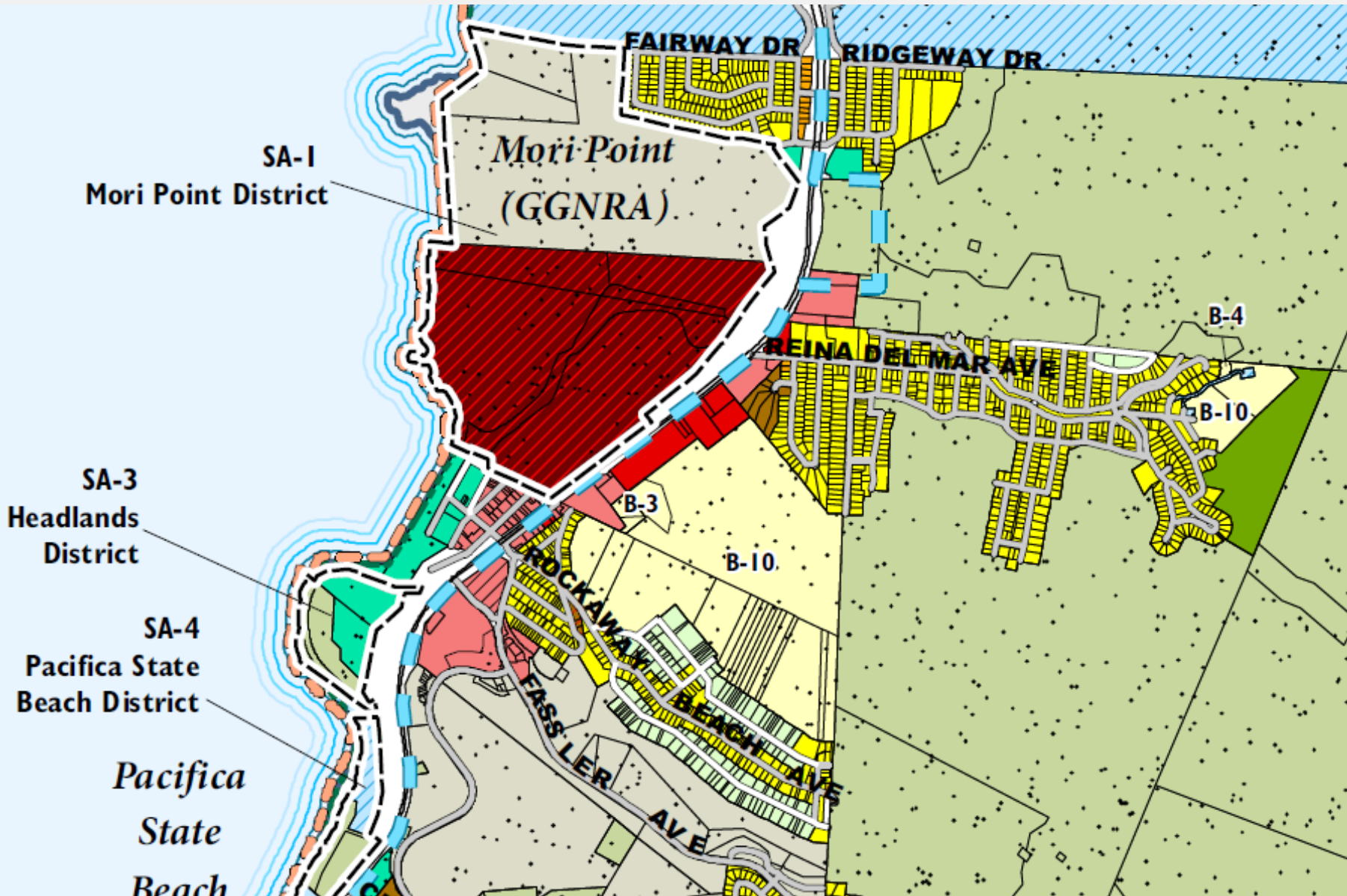
ROCKAWAY/VALLEMAR: WHAT'S HERE?



Existing Land Use General Plan Update

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

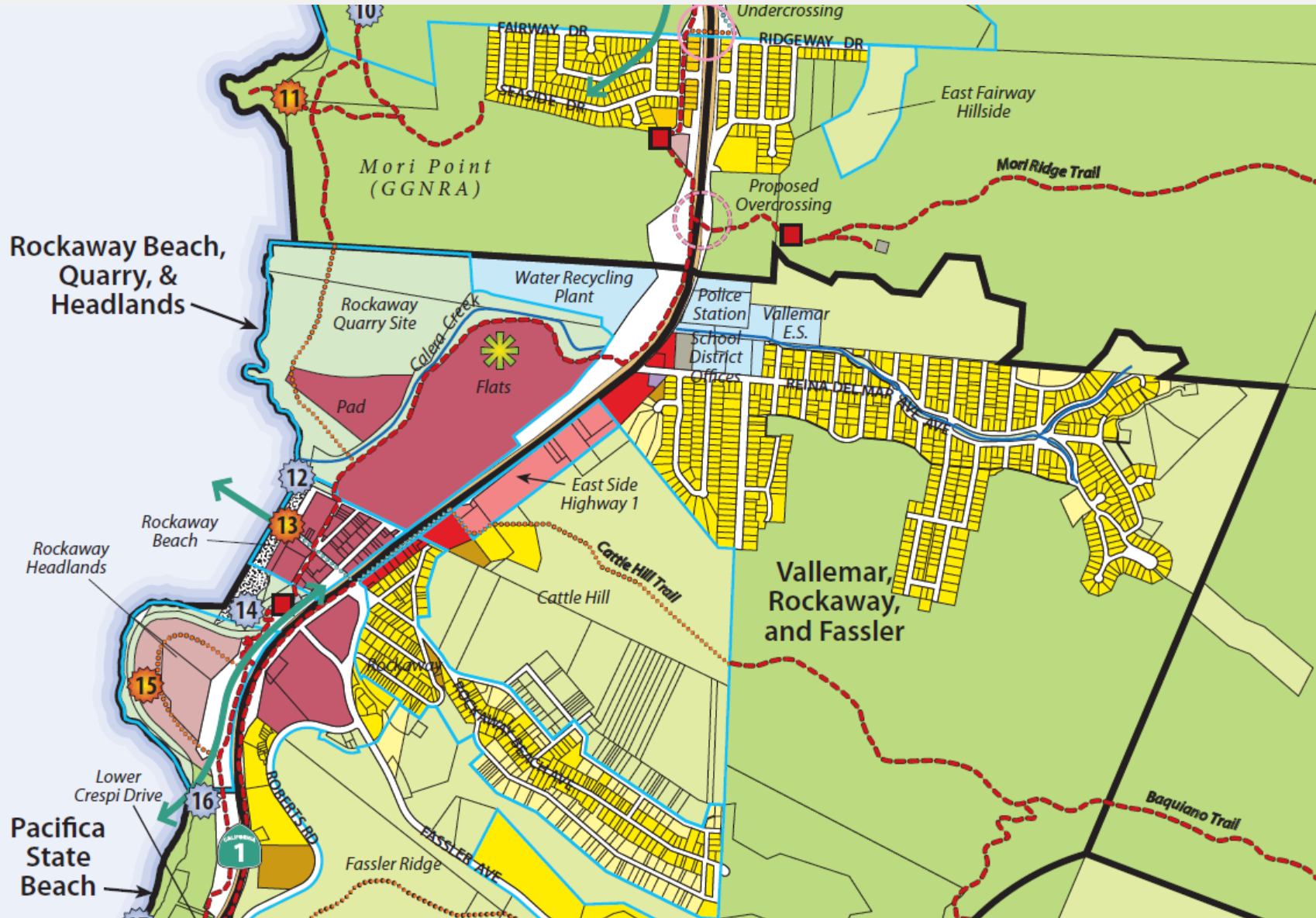
ROCKAWAY/VALLEMAR: WHAT'S ZONED?



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 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?



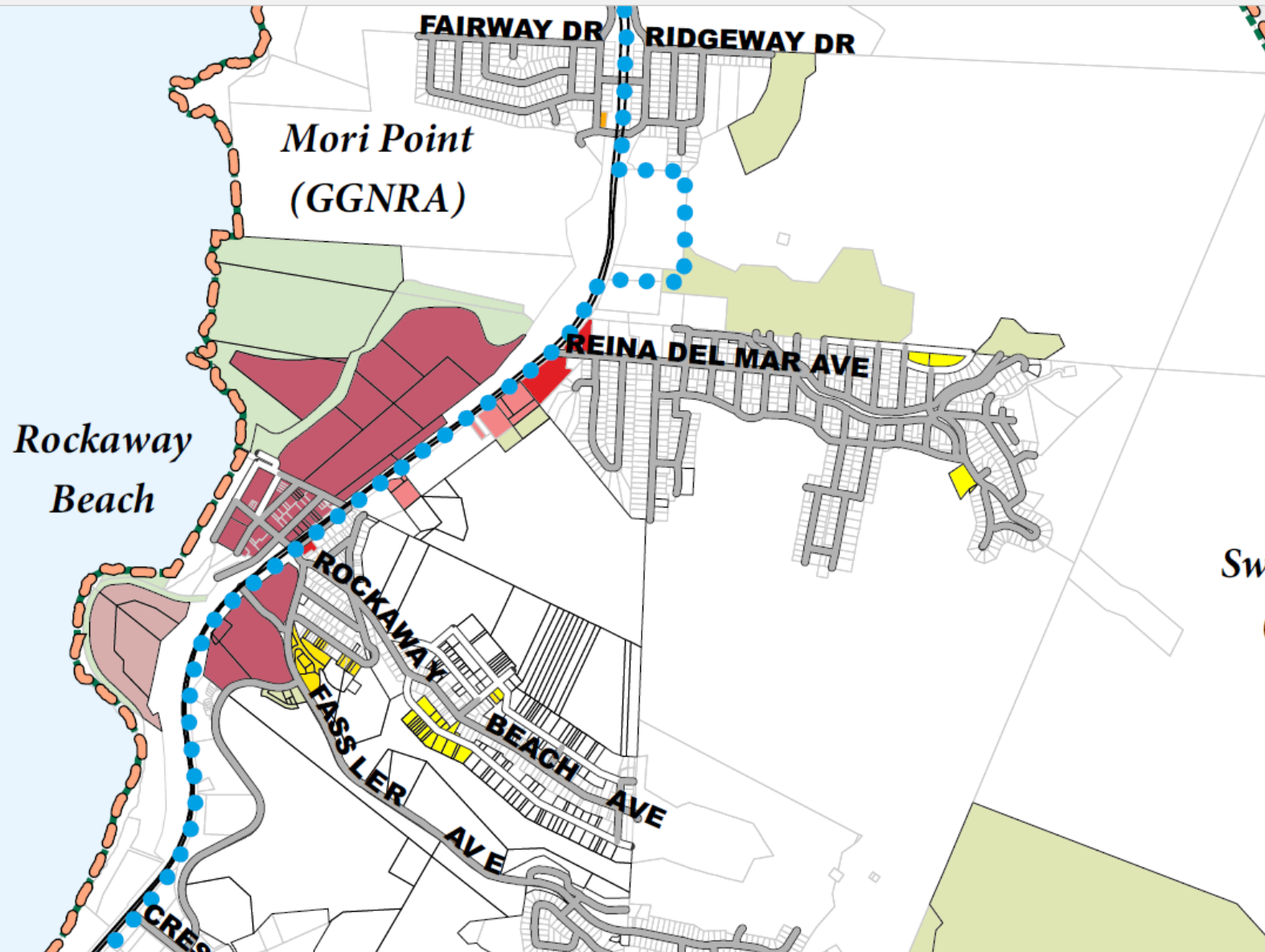
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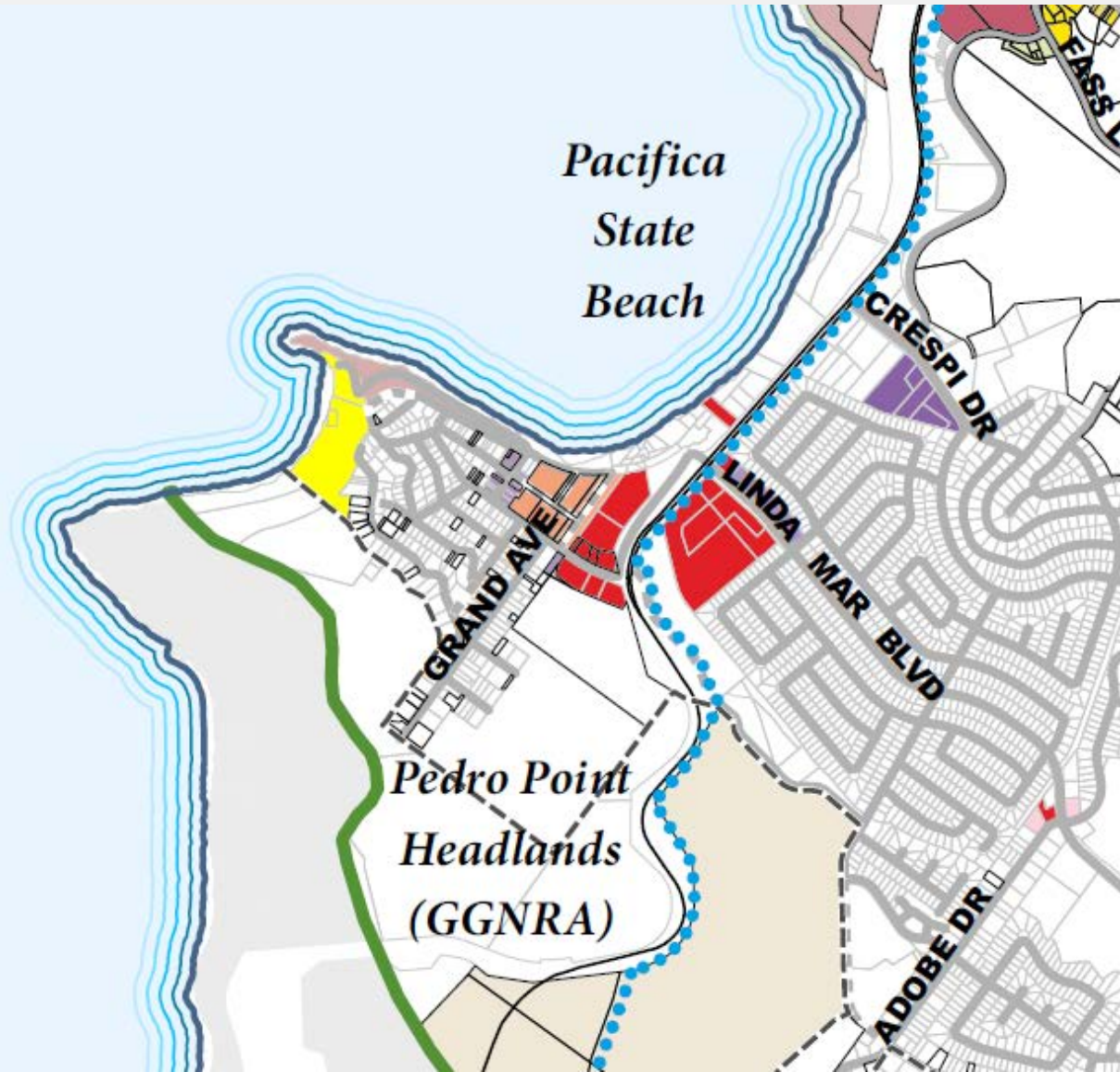
ROCKAWAY/VALLEMAR: AREAS OF CHANGE

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

PEDRO POINT: AREAS OF CHANGE



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PEDRO POINT: WHAT'S HERE?



Existing Land Use General Plan Update
























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PEDRO POINT: WHAT'S ZONED?

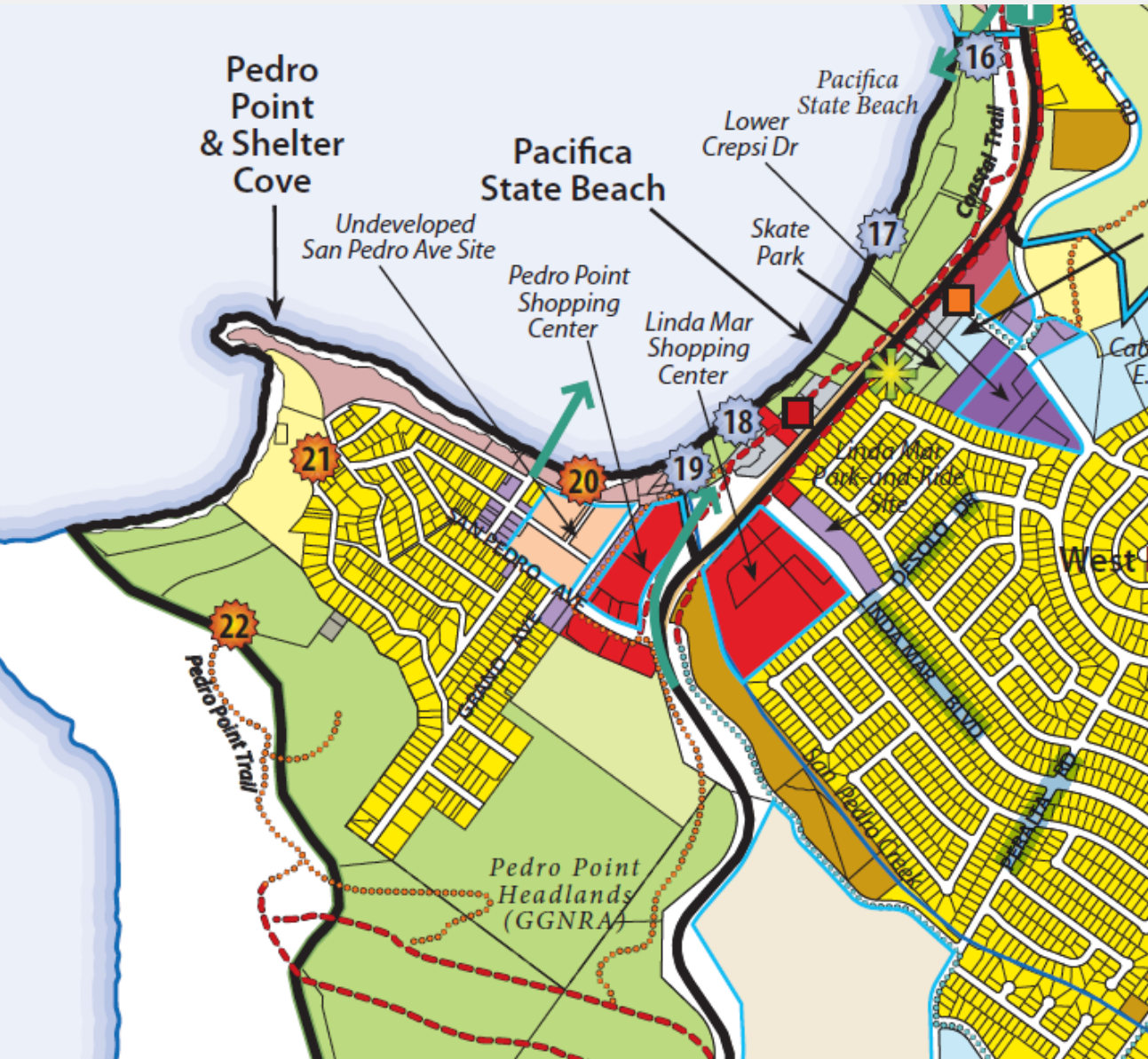
SA-5
Shelter Cove
District

*Pacifica
State
Beach*

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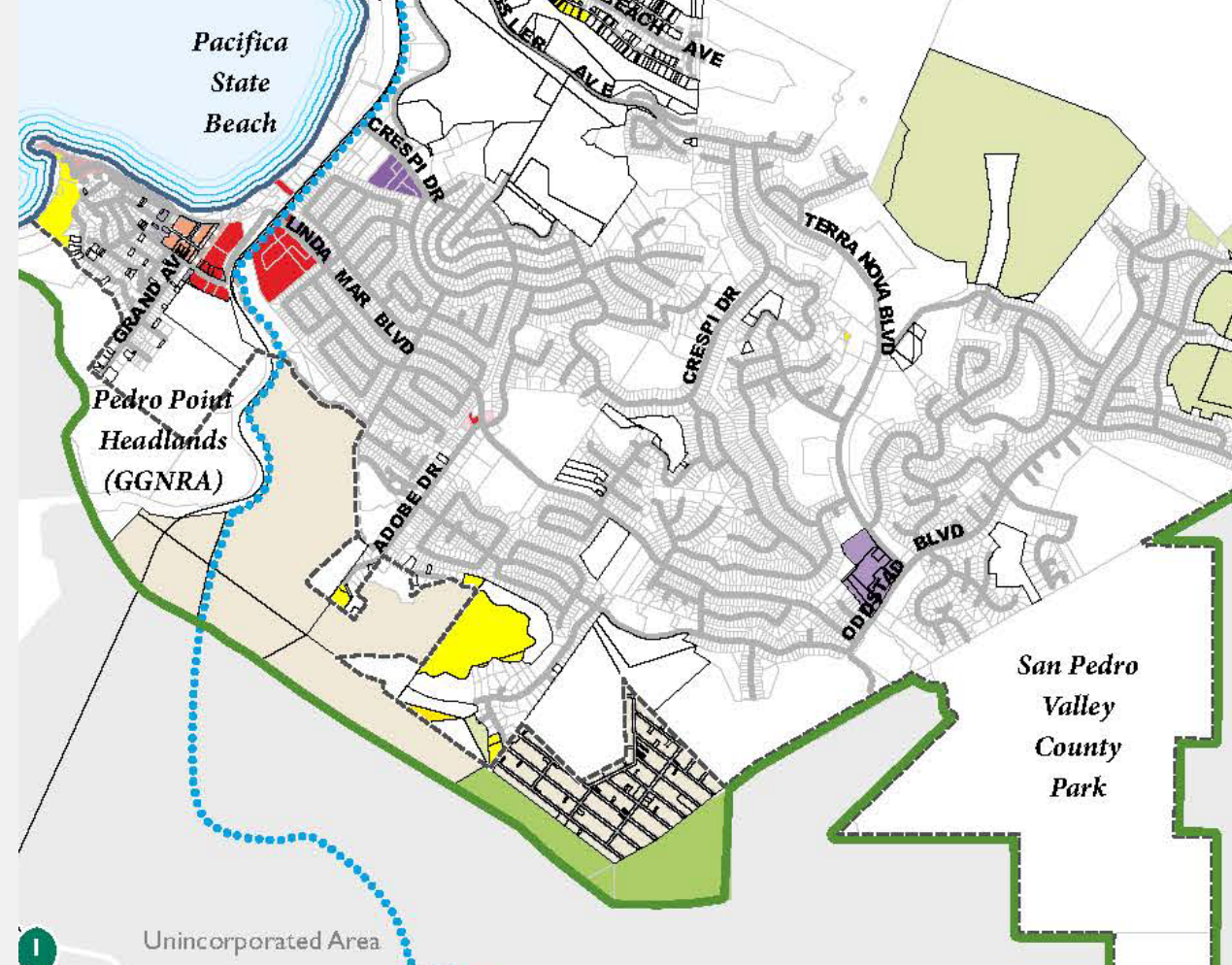
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LINDA MAR/WEST LINDA MAR/PARK PACIFICA: CHANGE AREAS

- 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



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

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	Urban Reserve

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



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



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SHARP PARK SPECIFIC PLAN





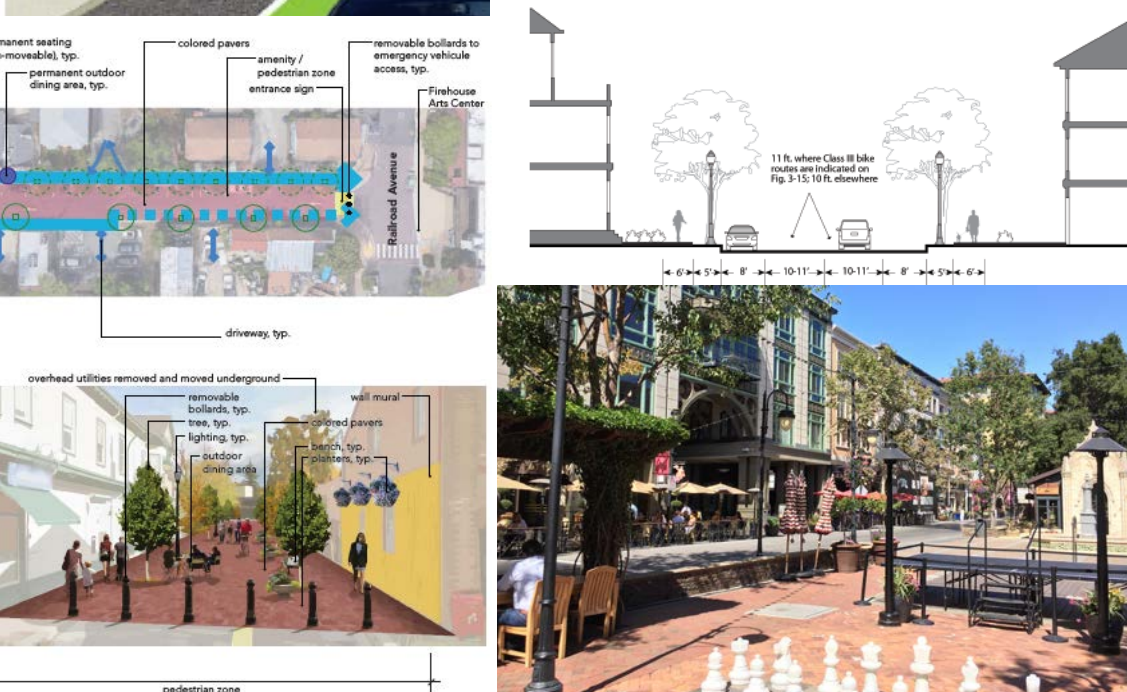
SHARP PARK SPECIFIC PLAN

- 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



FIGURE 3-2: NEIGHBORHOOD STREET



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?



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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 27th – July 10th

Community Survey

Late July

Joint Mtg: City Council/Planning Comm.

August 26

Sharp Park Neighborhood Workshop

August

Sharp Park Plan Framework Workshop

Fall 2019

Visit **planpacific.org** to sign up for email updates and
announcements!



THANK YOU!

Contact: Christian Murdock, Senior Planner

murdockc@ci.pacifica.ca.us

(650) 738-7444