

Pacifica GENERAL PLAN UPDATE



PACIFICA LOOKS FORWARD

Pacifica today is a unique city in a breathtaking setting just outside San Francisco. With our 50-year anniversary just behind us, we are one of the Bay Area's newest cities, but our stretch of coast possesses a rich history that encapsulates California's.

Our current General Plan dates to 1980. In the years since, many of its goals have become successful projects, including a zoning code with regulations to protect slopes and preserve open space, and the revitalization of Rockaway Beach. Today we need a new plan to set our future goals, and address new opportunities and challenges. What will the next 20 years hold for Pacifica?

WHAT DOES THE GENERAL PLAN MEAN FOR ME?

The General Plan is the City's constitution for future development, and establishes the priorities for new public facilities. It describes a vision for the City in the future, and outlines steps to get there.

The new General Plan could stimulate improved shopping districts, or mixed-use areas with restaurants, housing and shops all together. It could help the City develop tourist destinations – and increase revenues to pay for city services. The new Plan will establish priorities for open space, preservation and recreational facilities.

GET INVOLVED!

A successful General Plan reflects the goals and values of the community. We encourage residents, workers, and business owners to participate at all stages of the update process: from initial visioning and exploration of plan alternatives to the selection of a preferred plan and review of the final document. The first opportunity to contribute your ideas is the upcoming community workshop on Saturday, April 25th. We hope that you will attend!



Share your vision!

Help to plan for the future of Pacifica. Teens and young adults are welcome to attend and join in the process.

COMMUNITY FORUM #1

Community Vision

Saturday, April 25, from 10:30am to 1pm

Ingrid B. Lacy Middle School

Multi-Purpose Room

1427 Palmetto Avenue

Pacifica, CA 94044

- What do you treasure about Pacifica?
- What would you like to see change?
- What is your vision for Pacifica in 20 years?

COMMUNITY FORUM #2

Ideas and Priorities

Saturday, May 30, from 10:30am to 1pm

Ingrid B. Lacy Middle School

Multi-Purpose Room

1427 Palmetto Avenue

Pacifica, CA 94044

- Key issues
- Priorities
- Strategies for achieving vision



CONTACT INFORMATION

For more information, please contact Elizabeth Claycomb, Planning Department, at claycombe@ci.pacifica.ca.us or (650) 738-7341.



General Plan Topics

- Development location and standards
- Housing needs
- Business attraction
- Open space preservation
- Parks and trails
- Natural hazards
- Traffic circulation
- Neighborhood and civic centers
- Public facilities and services
- Sustainability
- Community design

General Plan Uses

The General Plan will:

- Express a long-range vision for Pacifica and outline steps to achieve this vision;
- Establish development policies that guide Planning Commission and City Council decision making;
- Provide a basis for judging whether specific proposals and public projects are in harmony with long-term goals;
- Allow public agencies and private developers to design projects that will enhance the character of the community.

The Project

GENERAL PLAN AND LOCAL COASTAL PLAN UPDATE

The City of Pacifica is undertaking a comprehensive update of the General Plan and Local Coastal Plan to revisit its policies and frame a sustainable land use, housing, and transportation vision for the next 20 years.

ENVIRONMENTAL IMPACT REPORT

A comprehensive Environmental Impact Report will also be prepared, pursuant to the California Environmental Quality Act (CEQA).

What is a General Plan?

The General Plan sets a framework for decisions on how to grow and how to provide public services and facilities. It expresses broad community values and goals, gives a picture of the City in the future, and outlines steps to get there.

All cities and counties in California are required to have general plans. State law requires that a general plan contain at least the seven following elements: Land Use, Transportation, Housing, Conservation, Open Space, Noise, and Safety. Pacifica's current General Plan includes additional elements to address Community Facilities, Community Design, Scenic Highways, and Historic Preservation.

In Pacifica, the General Plan also serves as a Local Coastal Land Use and Implementation Plan (LCP), as required by the California Coastal Act. The LCP portion of the General Plan covers the areas of Pacifica west of Highway 1, and provides more detailed analysis and recommendations consistent with Coastal Act policies.

Much of the city will not undergo land use changes as a result of the new General Plan. However, in order to accommodate a share of regional growth, Pacifica will need some additional housing and employment. This provides opportunities to enhance existing communities, create better neighborhood-scale commercial destinations, and bolster the tax base. The General Plan Update will help to coordinate public investments in everything from libraries to open space to transit, and set policies that protect Pacifica's stunning natural environment.

Why is the Plan Being Updated?

Pacifica's current General Plan was adopted in 1980, with only the Housing Element updated significantly since then (in 1990, amended in 1992.) While many of the current General Plan policies are still relevant, they should be re-evaluated in light of new opportunities and challenges. We need a new plan to study current conditions in a comprehensive way, and to allow today's residents to express a vision for the future.



DRAFT

Pacific Ocean

Pacifica Pier

Pacifica State Beach

San Pedro Valley County Park

CITY OF PACIFICA Existing General Plan

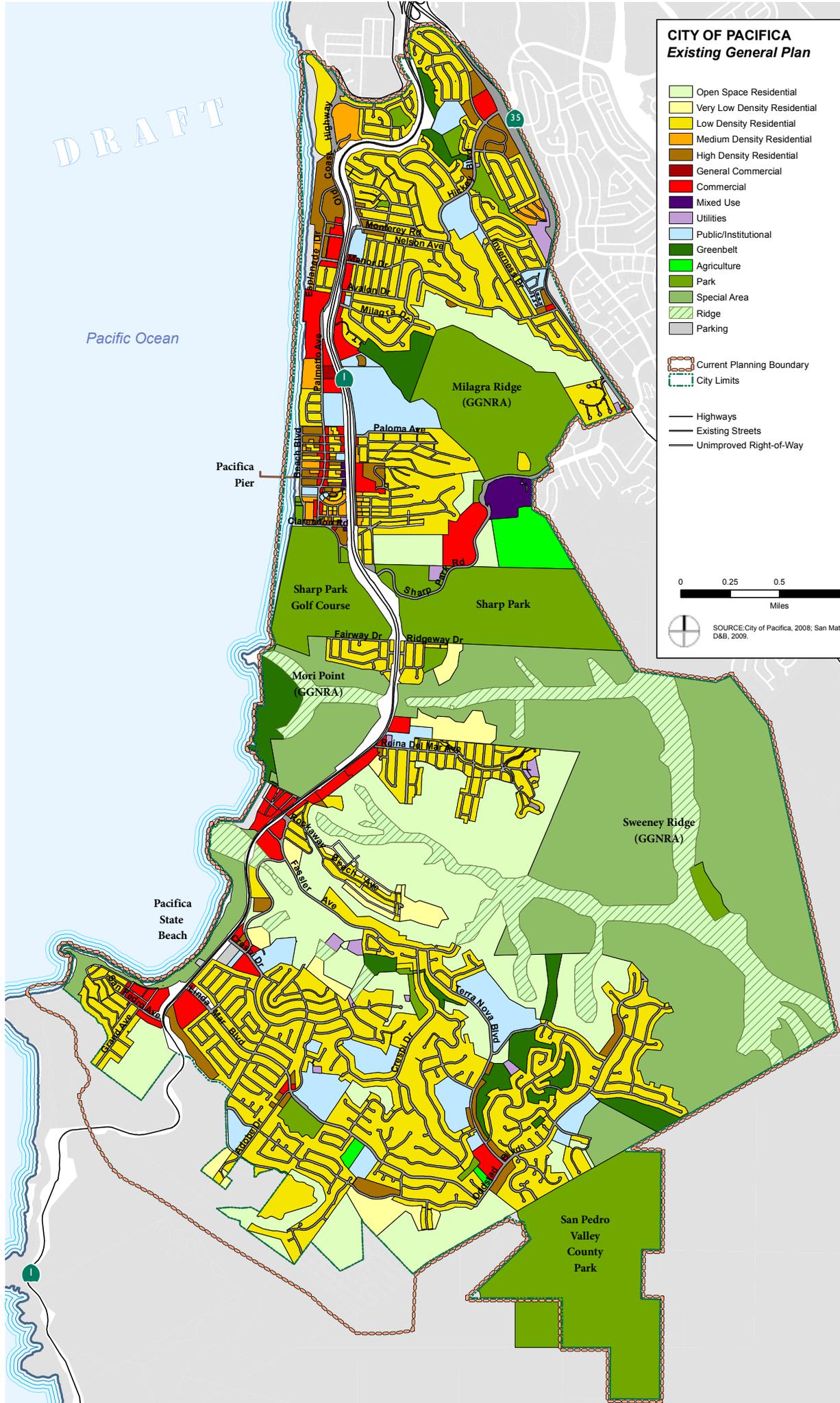
- Open Space Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- General Commercial
- Commercial
- Mixed Use
- Utilities
- Public/Institutional
- Greenbelt
- Agriculture
- Park
- Special Area
- Ridge
- Parking

- Current Planning Boundary
- City Limits
- Highways
- Existing Streets
- Unimproved Right-of-Way

0 0.25 0.5 1
Miles

SOURCE: City of Pacifica, 2008; San Mateo County, 2009; D&B, 2009.

April 2, 2009





City of Pacifica
170 Santa Maria Avenue
Pacifica, CA 94044

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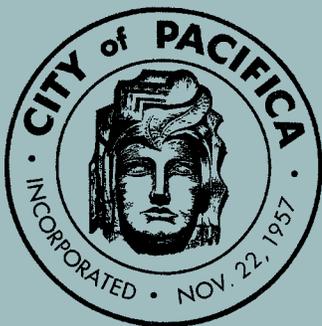
POSTAL CUSTOMER



How Can I Be Involved?

A general plan is only successful when it reflects the priorities and values of the community. What do you like about the city? What needs improvement? This is your opportunity to say how Pacifica should develop over the next 20 years!

- Come to the first Community Forum (Community Vision), which will be held on Saturday, April 25, from 10:30 am to 1pm at the Ingrid B. Lacy Middle School Multi-Purpose Room, 1427 Palmetto Avenue.
- Come to the second Community Forum (Ideas and Priorities), which will be held on Saturday, May 30, from 10:30 am to 1 pm, Ingrid B. Lacy Middle School Multi-Purpose Room, 1427 Palmetto Avenue.
- Participate in the upcoming community survey. In summer 2009, a survey will be sent to ascertain residents' preferences regarding the future character of Pacifica.



GENERAL PLAN UPDATE PROGRAM

City of Pacifica Planning Department

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Pacifica, CA 94044

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