

City of Pacifica

GENERAL PLAN UPDATE



Community Forum #2

May 30, 2009



May 30, 2009

General Plan Project

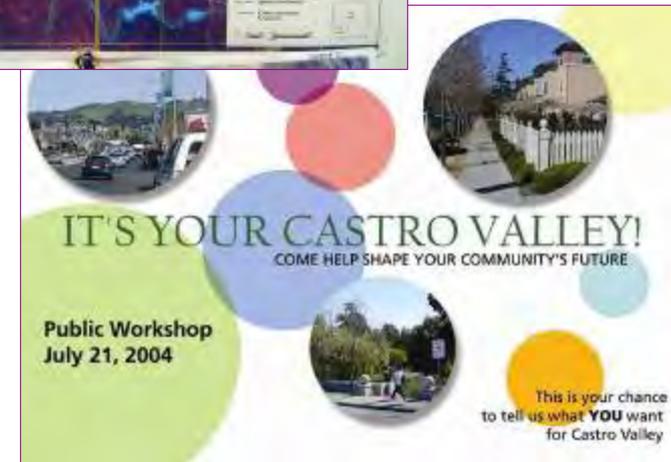
- Existing General Plan adopted in 1982
- General Plan/Local Coastal Plan
- Environmental Impact Report
- Housing Element
- Two year process
- Community Involvement and Participation

May 30, 2009





Interactive with the Community; Public Review at Every Stage of the Process

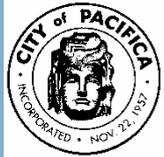




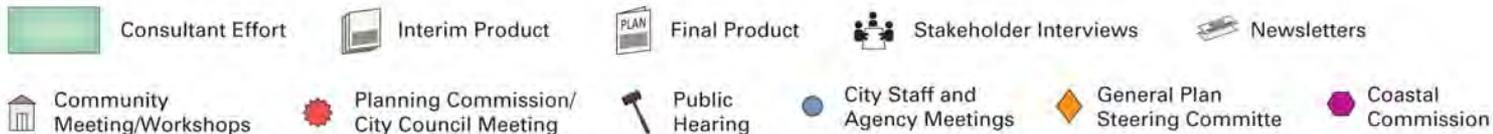
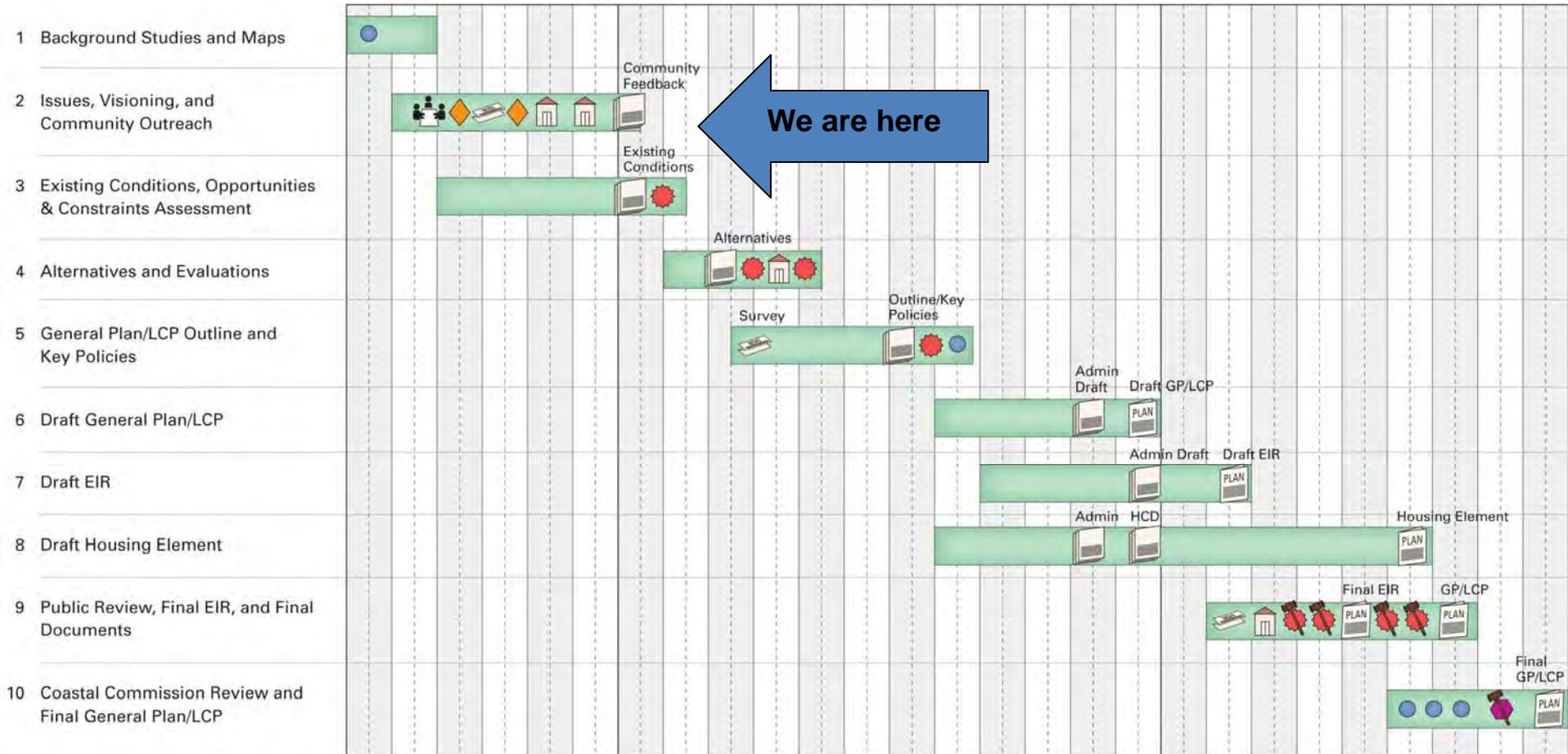
General Plan: Planning Process

1. Background Studies and Maps
2. Community Outreach
3. Existing Conditions/Key Issues Report
4. Alternatives and Evaluation
5. General Plan/LCP Outline/Key Policies
6. Draft General Plan/LCP
7. Draft Environmental Impact Report
8. Draft Housing Element
9. Public Review and Final Documents
10. Coastal Commission Review





Planning Process and Schedule



City of Pacifica

GENERAL PLAN UPDATE



Community Forum #1

April 25, 2009



Pacifica Today

- What you like most and want to preserve
- Concerns, and what you would like to see change

Pacifica in the Future

- The most important accomplishments for Pacifica by Year 2030



City of Pacifica GENERAL PLAN UPDATE



May 30, 2009

City of Pacifica GENERAL PLAN UPDATE



May 30, 2009

DYETT & BHATIA
Urban and Regional Planners

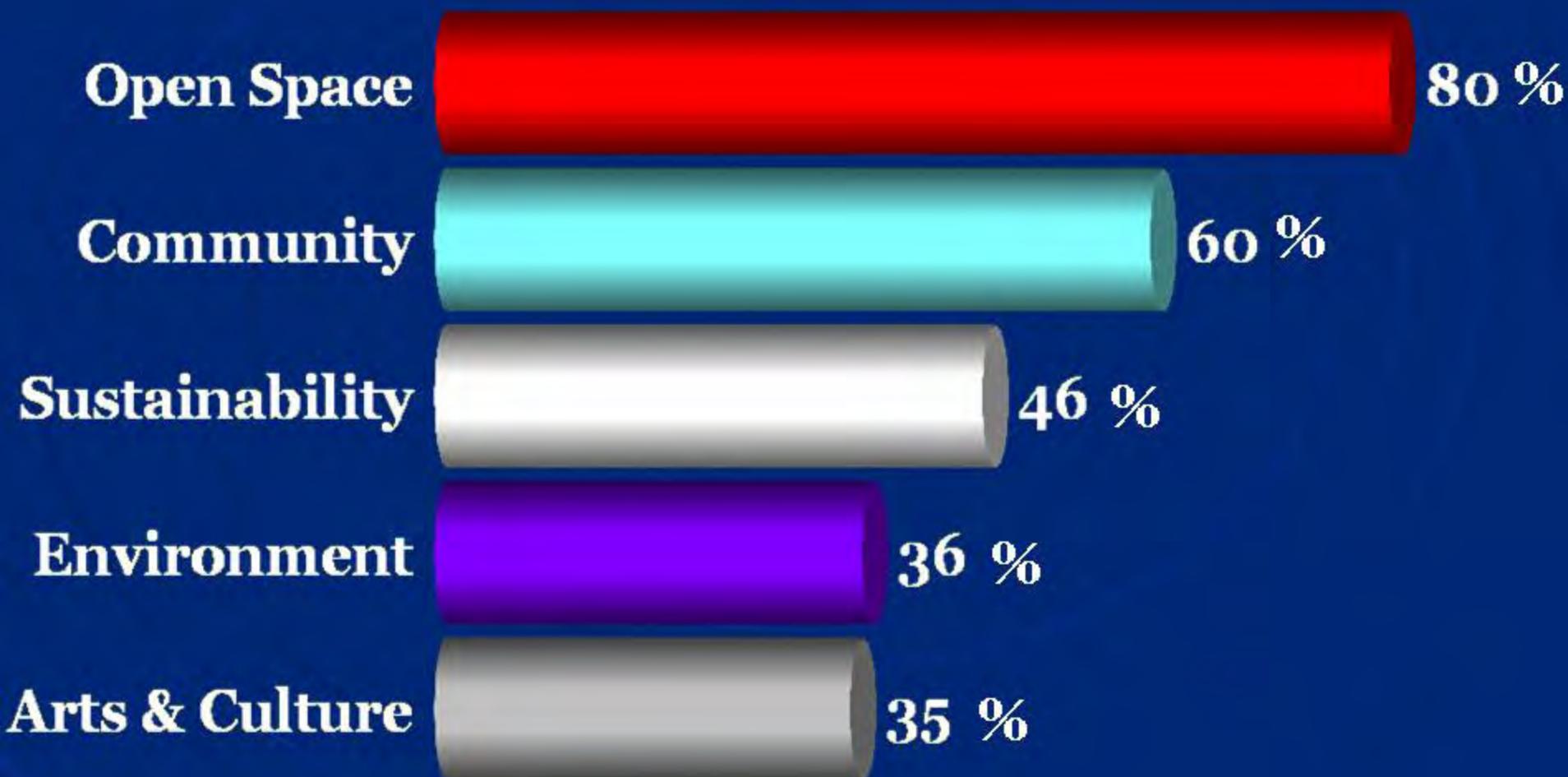
Pacifica Today

What do you like most about Pacifica and want to preserve?

- 1. Open space; Access to parks trails; Quiet; Beaches and coastal access**
- 2. Sense of community; Family friendly; Small town feel**
- 3. Affordable and accessible; Diverse mix of housing**
- 4. Lack of busy strip mall atmosphere; Lack of big box**
- 5. Community assets; Public services/ Recreation services**
- 6. Preserve historic sites and Native American sites**
- 7. Environment and biological resources**
- 8. Arts and culture; performing arts**
- 9. Schools**
- 10. Civic interaction**
- 11. Proximity to SF**
- 12. Distinct place**
- 13. Sustainability; green practices**
- 14. Safety**
- 15. Sense of privacy; quiet**
- 16. Beaches and coastal Access**
- 17. Architectural diversity**
- 18. Neighborhood feel**
- 19. Businesses near beach**

Discussion #1: Pacifica Today

What do you most like about Pacifica, and want to preserve?



Pacifica Today

What are your key concerns about Pacifica?

What characteristics and places would you like to see change?

- 1. Bad planning: Commercial centers out dated or need revitalization; Lack of downtown; No growth attitude; Lack of libraries**
- 2. Gridlock- stop change; Lack of unity/ not positive environ to move forward More Sense of place; lack of identity**
- 3. Economic development; fiscal sustainability; lack of revenue base**
- 4. Better Transit**
- 5. Protect open space; habitat; endangered species**
- 6. Enhance Palmetto**
- 7. Lack of City Center/Downtown**
- 8. Lack of vision**
- 9. Rezone bowl to residential open space**
- 10. Market local assets and create business around that**
- 11. Preserve small neighborhood feel**
- 12. Green development**
- 13. Poor support for business community**
- 14. Physical condition; Aging infrastructure**

Pacifica Today

What are your key concerns about Pacifica?

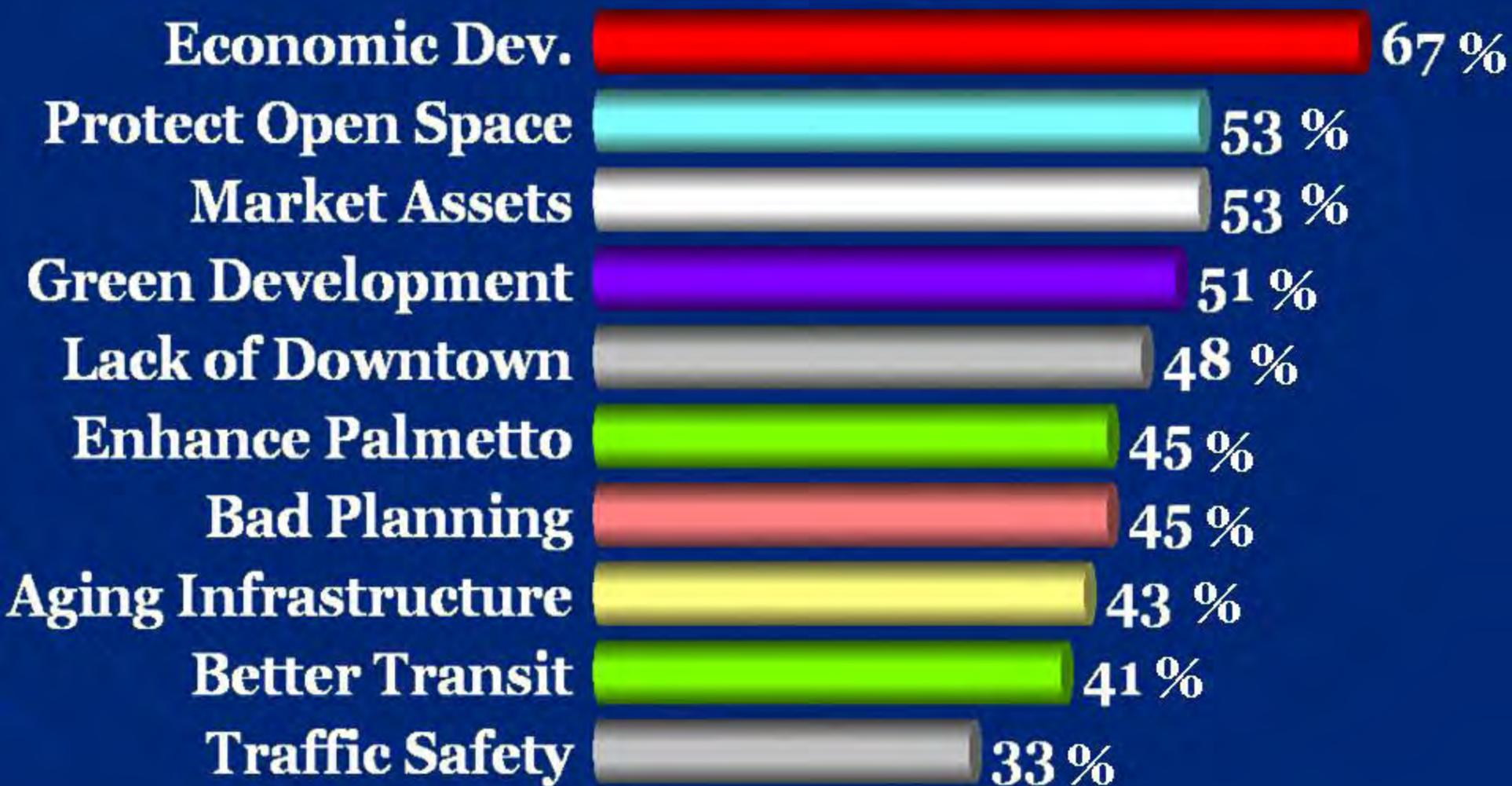
What characteristics and places would you like to see change?

- 15. Traffic- Safety : Hwy 1; Skyline; Manor**
- 16. Need sidewalks; Not pedestrian friendly; better ADA facilities**
- 17. Better medical facilities**
- 18. Accessibility**
- 19. Use existing space/ not growing out**
- 20. Lacking commercial base**
- 21. No big box**
- 22. Need for master plan for city owned property**
- 23. Commercial destination that matches environment**
- 24. More youth services and programs**
- 25. Lack sense of common space: sharp park**
- 26. Dog park**
- 27. 4th of July– need control of fireworks**
- 28. Need smart development**
- 29. Balance commercial (\$) and people**

Discussion #1: Pacifica Today

What are your key concerns about Pacifica?

What characteristics and places would you like to see change?



Pacifica in the Future

What are the most important accomplishments you want to see in Pacifica by the year 2030?

Most commonly voiced goals:

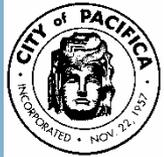
- ❖ Preserved open space, scenic hills and beaches (6)
- ❖ New “state-of-the-art” library/learning center (6)
- ❖ Sustainable development – green, appropriate balance (5)
- ❖ Well-funded, well-maintained, high-achieving schools (5)
- ❖ Destination for active tourism, ecotourism (4)
- ❖ Unique, vital downtown district on Palmetto (4)
- ❖ Better trail system, pedestrian and bicycle access (4)

Pacifica in the Future

What are the most important accomplishments you want to see in Pacifica by the year 2030?

Most commonly voiced goals:

- ❖ Better public transit (4)
- ❖ Downtown, town center, public gathering place (3)
- ❖ Financial stability; ability to pay for what we want (3)
- ❖ Improved Highway 1, with less congestion (3)
- ❖ Preserved habitat, environmental restoration and protection (3)
- ❖ Local energy production; off the power grid (3)
- ❖ Center for green business; business that complements environment (3)
- ❖ Active and caring community (3)



CALIFORNIA TODAY

Pacifica:
The coastal town that did it right!!

This way to Biodiesel Plant

go solar!

grow your own food!

clean beaches + ocean

down with the Big Box strip mall!!

This way to green Palmetto downtown

Great Schools that teach Green

No more monster houses

This way to center Pacifica for the arts!

SPECIAL EDITION: PACIFICA
Lean, Green and way ahead of the curve!

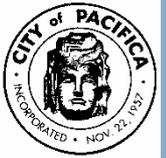
CALIFORNIA TODAY

PACIFICA AT 70 -
HEALTHY & STILL BEAUTIFUL

- 1) LANDMARK OPEN SPACE PRESERVATION
- 2) LOCAL ^{ECONOMICS & LOCAL CURRENCY} FOCUS
- 3) AFFORDABLE TOURIST DESTINATION
- 4) LIVELY ARTS & CULTURE
- 5) LOWEST CARBON FOOTPRINT

- 1) OPEN SP.
- 2) COMM SM. TOWN
- 3) SUS./GR. PRAC
- 4) ARTS
- 5) ~~LOW~~ ENV // BTD

SPECIAL EDITION: PACIFICA



CALIFORNIA TODAY

Pacifica

2030

Where our ENVIRONMENT Really
IS our ECONOMY ☺

A City which – at long last – has
achieved balanced, sustainable
growth – where its citizens actually
CAN shop locally ☺

SPECIAL EDITION: PACIFICA

CALIFORNIA TODAY

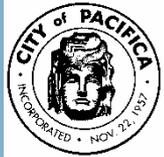
VISIT BEAUTIFUL

PACIFICA:

GREEN, OPEN &

FAMILY-FRIENDLY

SPECIAL EDITION: PACIFICA



Summary Report

Pacifica Community Forum 1: Community Vision Summary Report



Draft Guiding Policies

- Sustainability and Community Engagement
- Open Space and Conservation
- Commercial Areas and Economic Development
- Community Gathering Places and Facilities
- Neighborhoods and Future Residential Dev.
- Transportation and Infrastructure

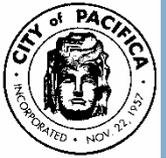
May 30, 2009





Draft Guiding Policies

- These are broad policies – discussing issues, ideas, and priorities for the future of Pacifica.
- They are based on community input, and attempt to represent the majority opinion we heard.
- These are intended as a guide for the preparation of the General Plan.
- **They are not decisions.**
- **They are draft, not final.**
- **We are only at the beginning of the planning process.**



Draft Guiding Policies were prepared based on:

- Pacifica Community Forum #1: Community Vision
 - Group Discussions
 - Voting Results
 - Summary Report
- Pacifica Community Interviews: Summary Report
 - Community residents, community groups, non-profits, public agencies, property owners, developers, businesses, City Council members, City boards, staff, etc.
 - 35 Individuals; 18 hours of interviews
- Research and Field Work, including history of open space conservation, development, fiscal issues

Format for Today's Meeting

- Six Topic Areas
- Background Information
- Read the Draft Guiding Policies
- Discuss with your group
 - Generally agree?
 - Strongly disagree?
 - Why? (If you want, edit policies and hand in at the end)
- Vote Individually Using Keypads
 - 1 (Strongly Agree); 2 (Agree); 3 (Neutral); 4 (Disagree); 5 (Strongly Disagree)





First Topics (Warm-Up)

- Sustainability and Environmental Protection
- Community Engagement

Sustainability

- Land Use and Transportation
- Green Buildings
- City as a Model –
- e.g. Transportation Fleet, Solar Energy, Construction Practices
- Energy Efficiency
- Recycled Water





1. Sustainability and Environmental Protection

- Sustainability and environmental protection principles should be applied throughout all city activities and in private development.
- Examples of sustainable environmental practices include: public transit, solar energy, recycling, composting, energy efficient appliances, surface runoff filtration, etc.

Vote Individually Using Keypads

- 1 (Strongly Agree)
- 2 (Agree)
- 3 (Neutral)
- 4 (Disagree)
- 5 (Strongly Disagree)





2. Community Engagement

- Community members should have opportunities to be informed and participate in City decision-making.
- Community participation efforts should focus on working together to achieve community goals, and move away from factions and divisive debates.

Vote Individually Using Keypads

- 1 (Strongly Agree)
- 2 (Agree)
- 3 (Neutral)
- 4 (Disagree)
- 5 (Strongly Disagree)





Open Space and Conservation

- Background Information
- Read the Policies
- Discuss with your group
 - Generally agree?
 - Strongly disagree?
 - Why? (If you want, edit and hand in at the end)
- Vote Individually Using Keypads
 - 1 (Strongly Agree); 2 (Agree); 3 (Neutral);
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Existing Open Space





Existing Open Space

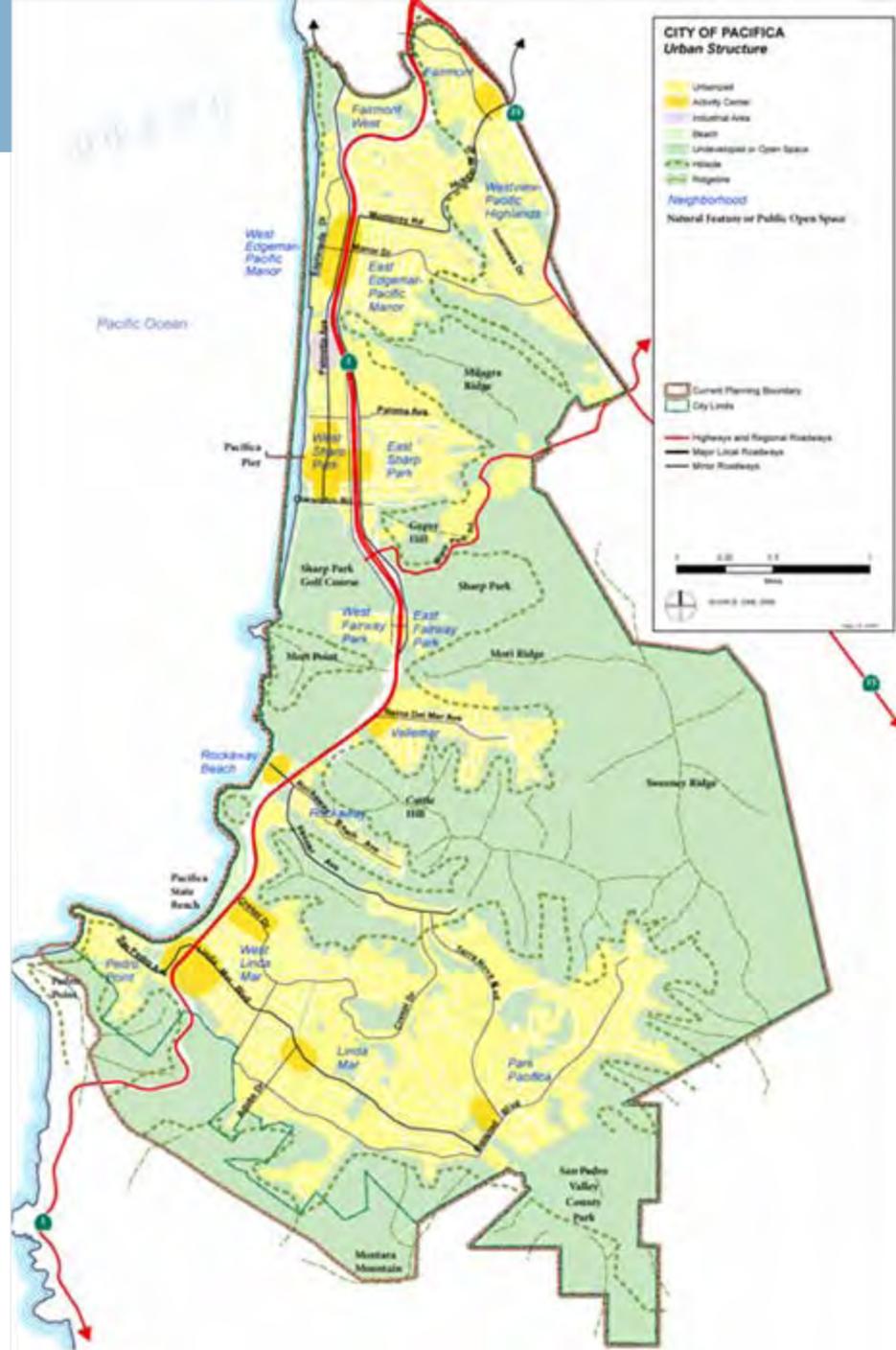


Pacifica Overview

-  Urbanized
-  Activity Center
-  Industrial Area
-  Beach
-  Undeveloped or Open Space
-  Hillside
-  Ridgeline

Neighborhood

Natural Feature or Public Open Space



Public Open Space and Recreation

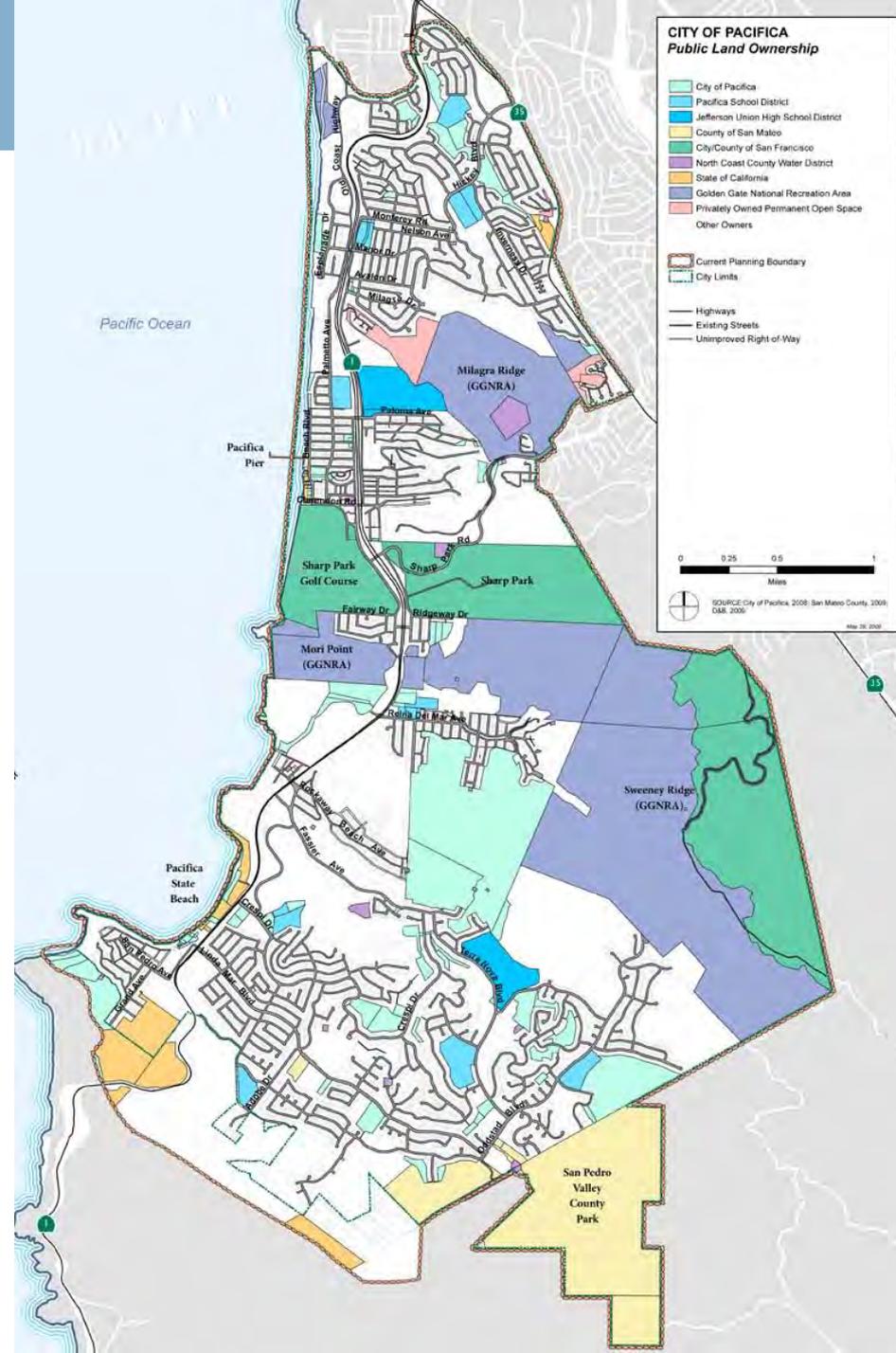
-  Coastal Access Points
-  Trail Heads
-  Trails

Park Type

-  Regional Park
-  City & Neighborhood Park
-  Golf Course
-  Other Protected Open Space
-  Public School Open Space



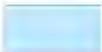
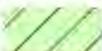
Public Land Ownership

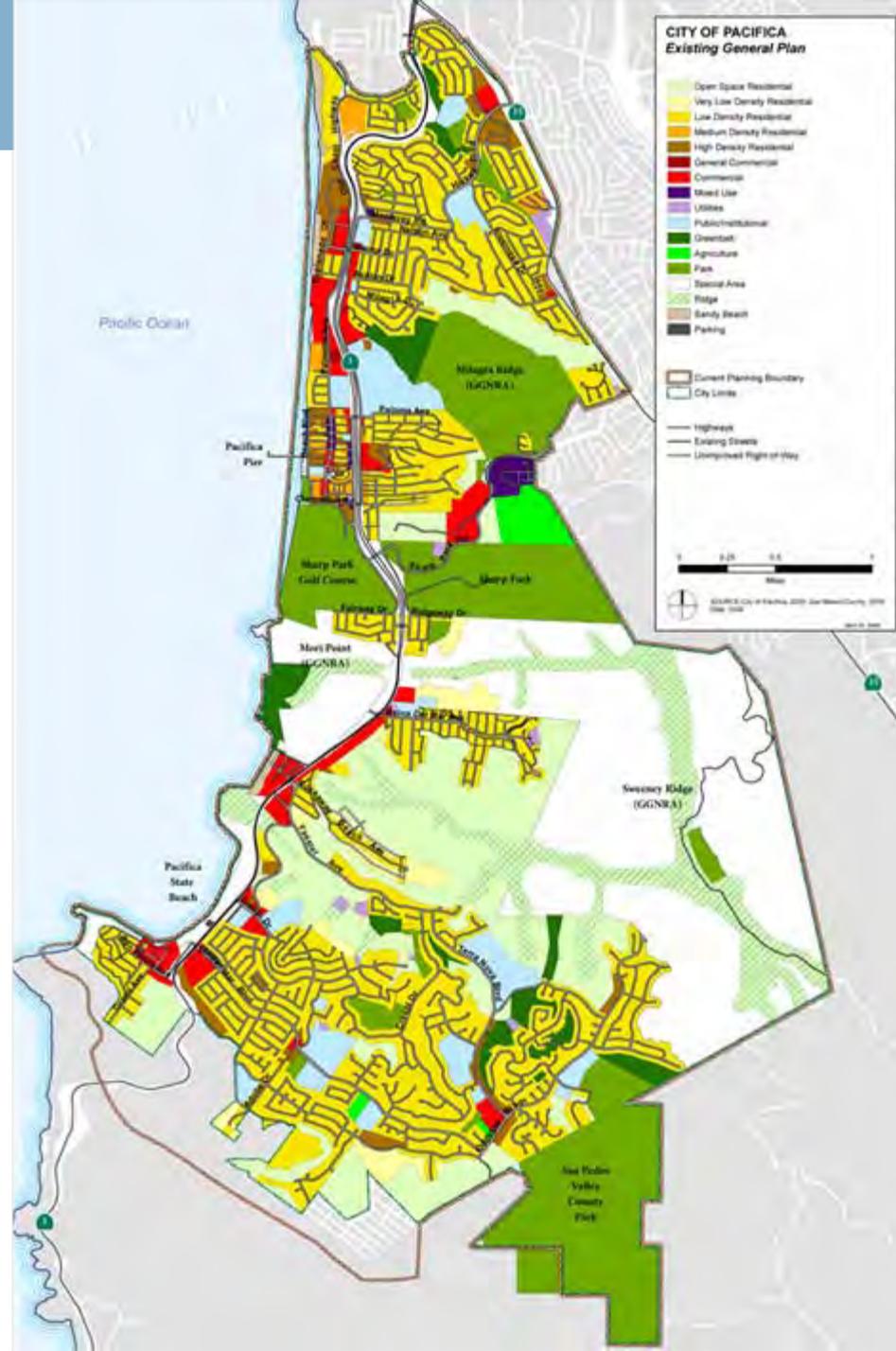


City of Pacifica

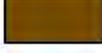
GENERAL PLAN UPDATE

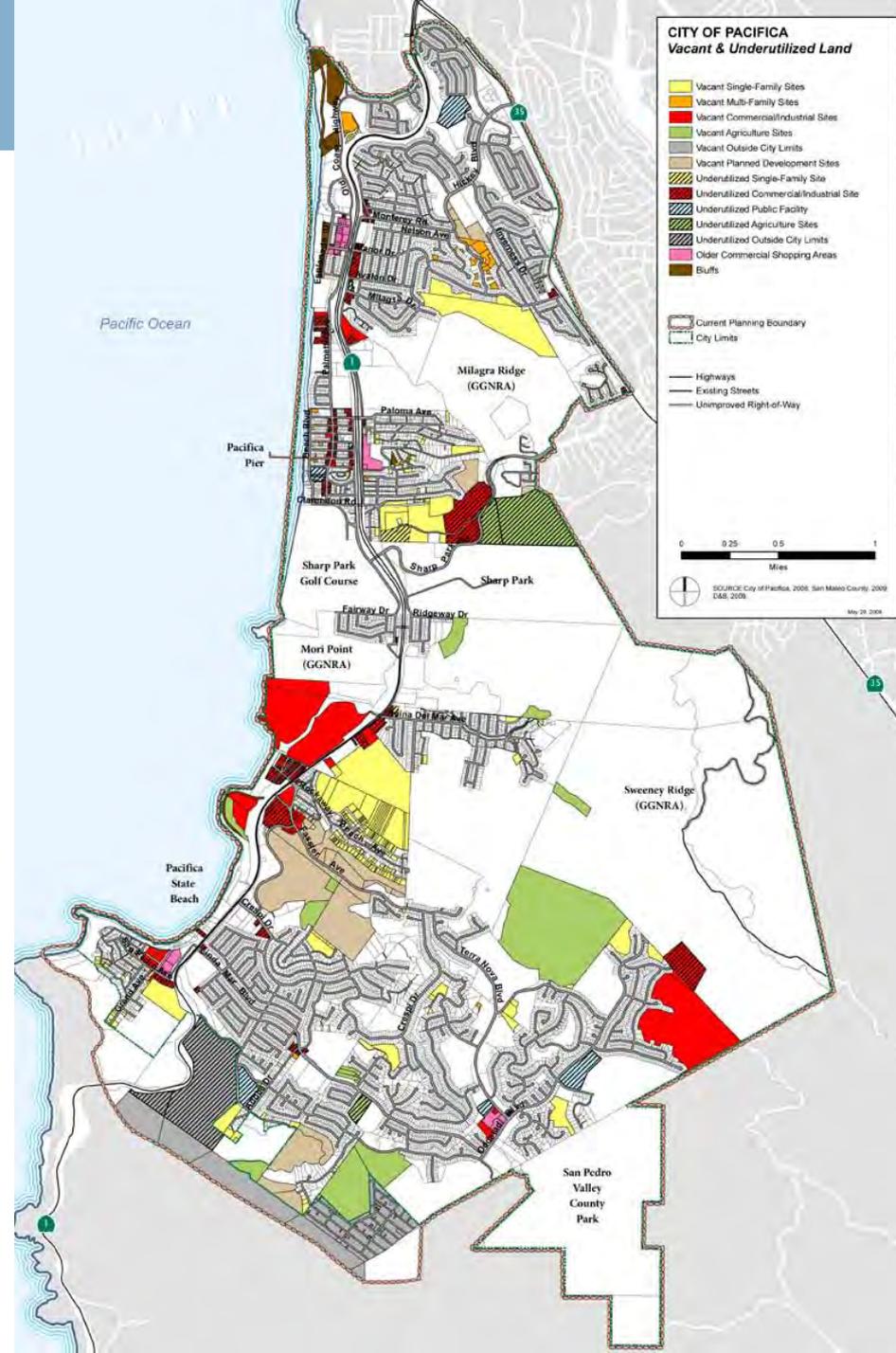
General Plan

-  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
-  Sandy Beach
-  Parking



Vacant and Underutilized Sites in Private

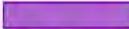
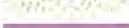
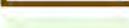
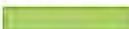
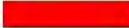
-  Vacant Single-Family Sites
-  Vacant Multi-Family Sites
-  Vacant Commercial/Industrial Sites
-  Vacant Agriculture Sites
-  Vacant Outside City Limits
-  Vacant Planned Development Sites
-  Underutilized Single-Family Site
-  Underutilized Commercial/Industrial Site
-  Underutilized Public Facility
-  Underutilized Agriculture Sites
-  Underutilized Outside City Limits
-  Older Commercial Shopping Areas
-  Bluffs

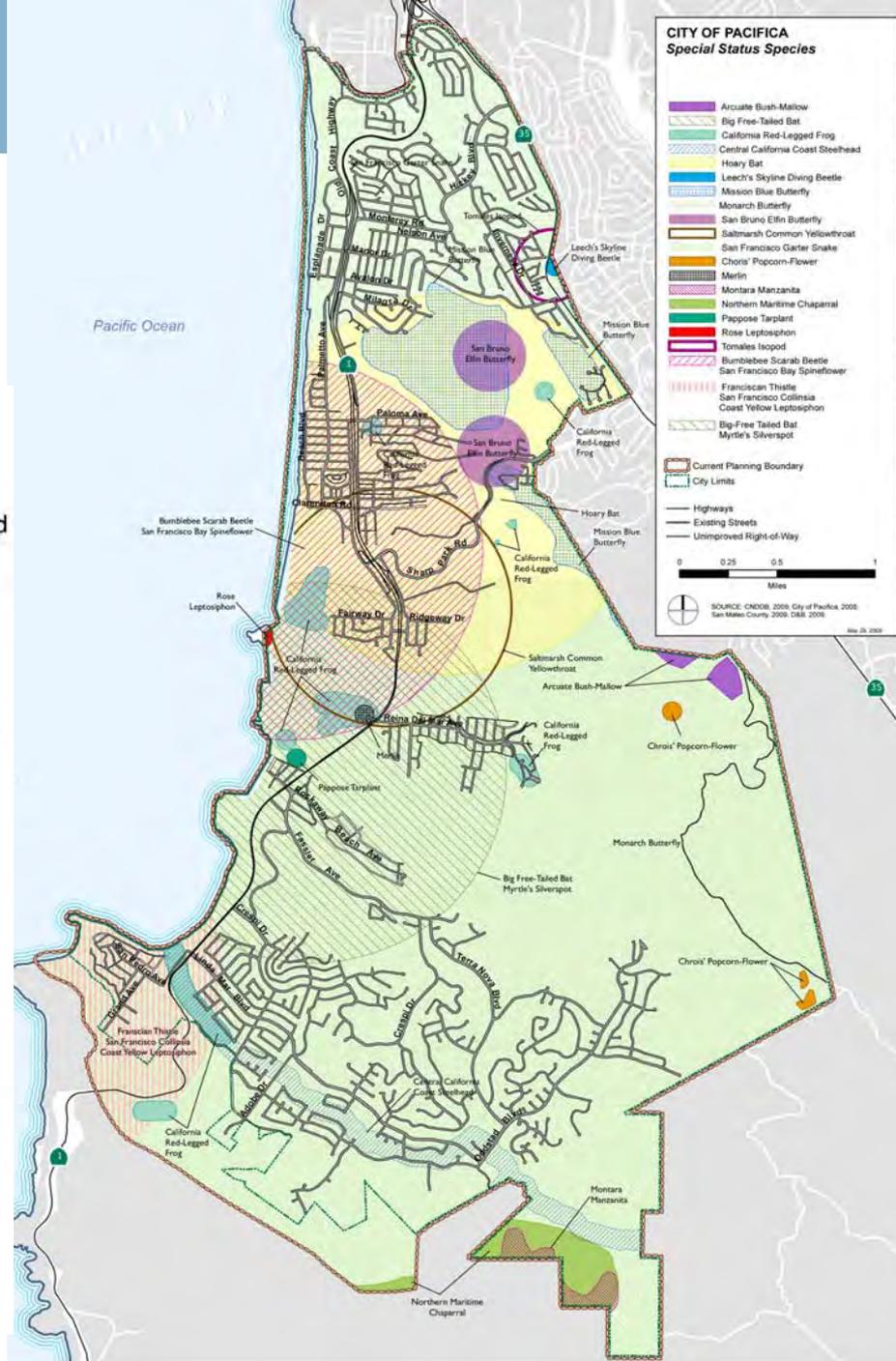


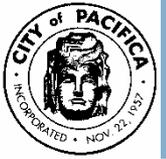
Vegetation and Habitat Types



Special Status Species: Plants and Animals

-  Arcuate Bush-Mallow
-  Big Free-Tailed Bat
-  California Red-Legged Frog
-  Central California Coast Steelhead
-  Hoary Bat
-  Leech's Skyline Diving Beetle
-  Mission Blue Butterfly
-  Monarch Butterfly
-  San Bruno Elfin Butterfly
-  Saltmarsh Common Yellowthroat
-  San Francisco Garter Snake
-  Choris' Popcorn-Flower
-  Merlin
-  Montara Manzanita
-  Northern Maritime Chaparral
-  Pappose Tarplant
-  Rose Leptosiphon
-  Tomales Isopod
-  Bumblebee Scarab Beetle
San Francisco Bay Spineflower
-  Franciscan Thistle
San Francisco Collinsia
Coast Yellow Leptosiphon
-  Big-Free Tailed Bat
Myrtle's Silverspot





3. Open Space Conservation Priorities

- Open space conservation is a top priority for Pacifica.
- The top priority areas for conservation are:
 - beaches,
 - oceanfront bluffs,
 - ridgelines,
 - hillsides areas adjacent to existing open space;
 - areas that support critical wildlife habitat and endangered species.



4. Biological Resources Protection – Wildlife and Habitat

- Preserve areas that provide critical habitat for endangered species as open space, allowing very limited or no development.
- These areas should be a top priority for acquisition by public agencies.



5. Trail System Expansion

- Expand the trail system in Pacifica to create a connected trail network throughout the open space areas of Pacifica.
- The top priority for expansions should be to fill in “gaps” in the existing trail network.

Vote Individually Using Keypads

- 1 (Strongly Agree)
- 2 (Agree)
- 3 (Neutral)
- 4 (Disagree)
- 5 (Strongly Disagree)



Commercial Areas + Economic Development





Commercial Development





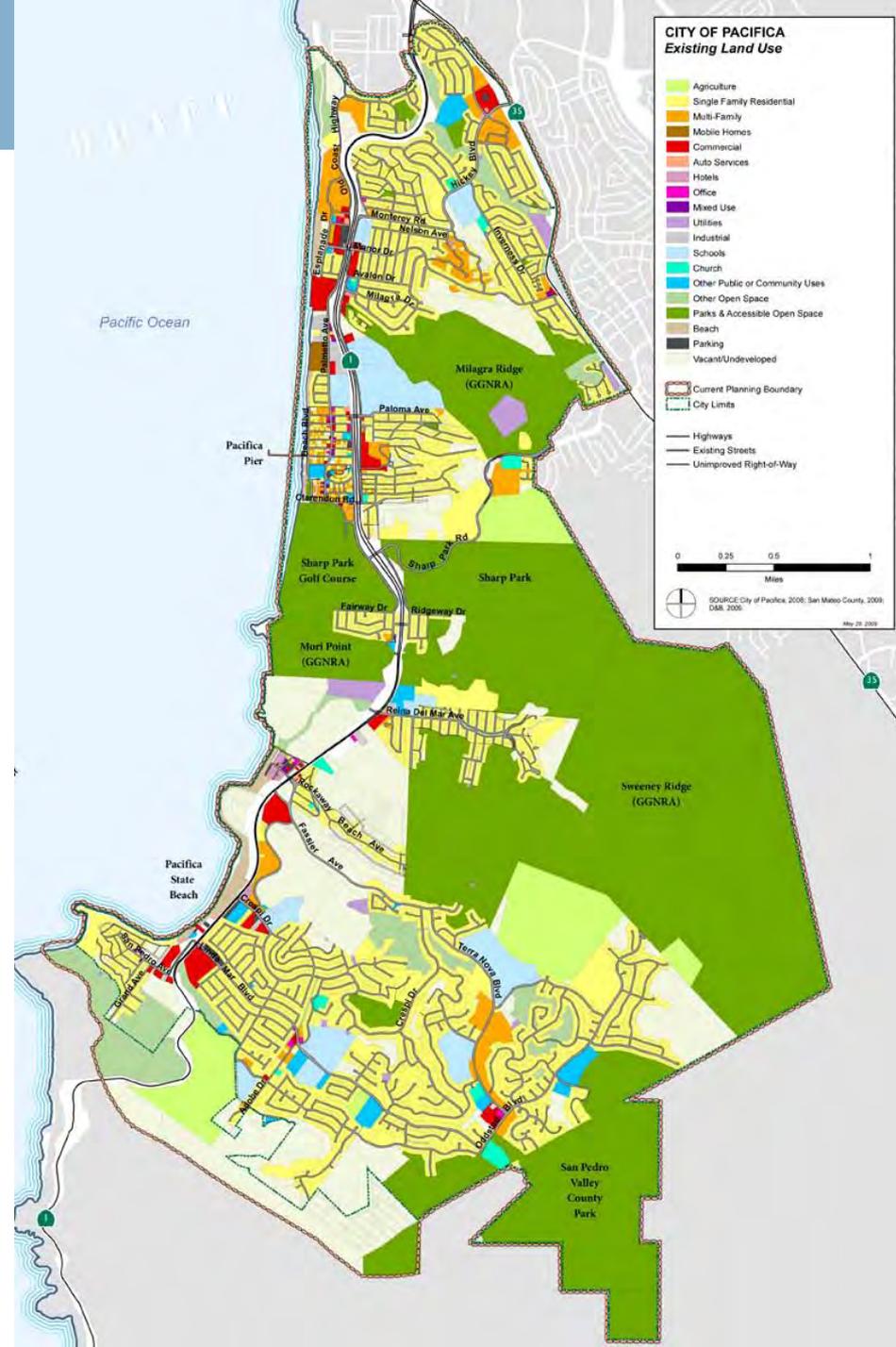
Rockaway Beach: Hotels + Visitor Center



Commercial Areas

- Manor Shopping Area
- Fairmont Center
- Ramallah Plaza
- Palmetto Avenue
- Eureka Square
- Rockaway
- Vallemar
- Linda Mar
- Pedro Point
- Park Mall

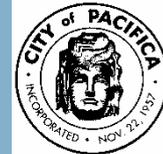
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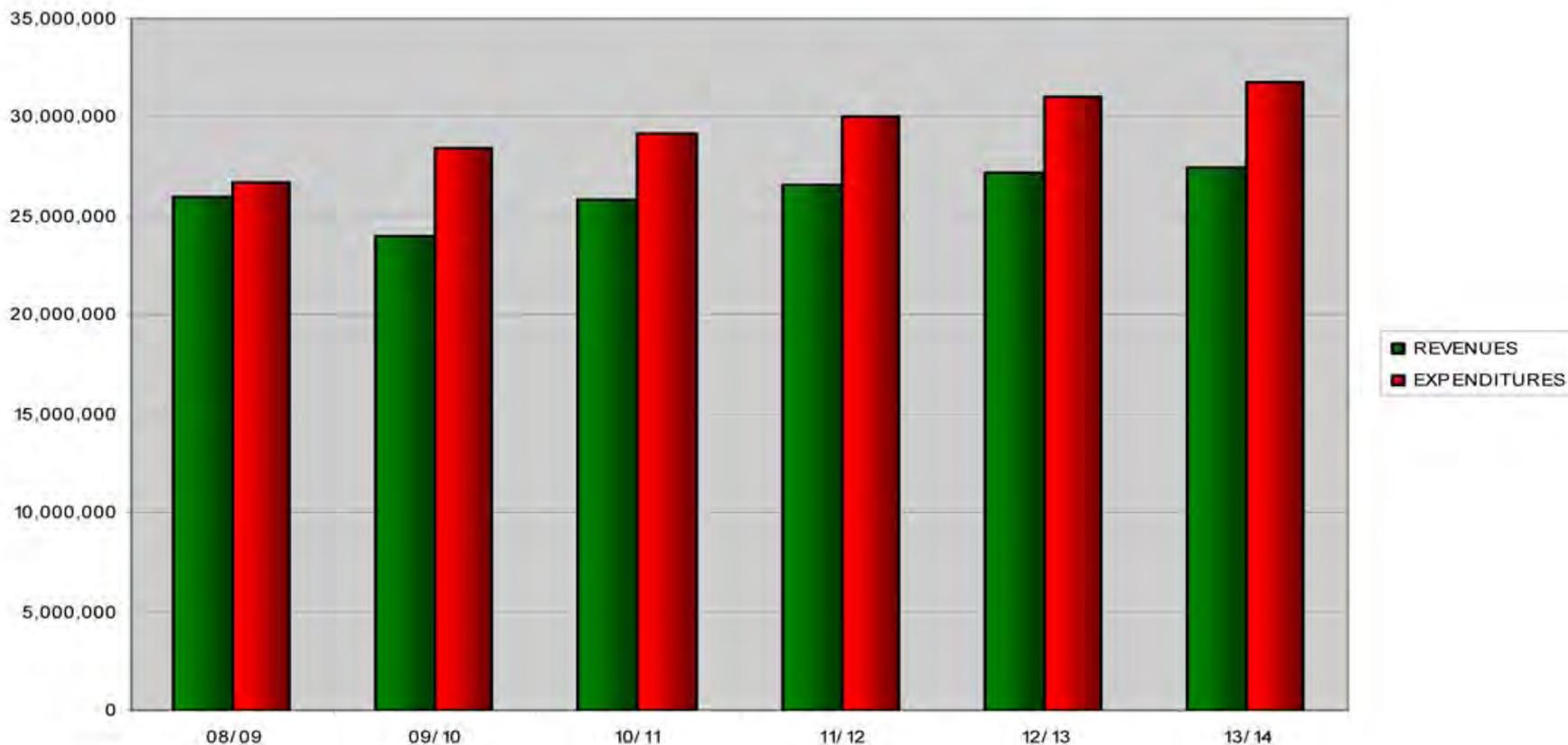
Local and Regional Shopping Areas

- Regional Shopping Centers along the 280 (and 101 freeways)
- Pacifica Shopping is local; due to location at the outer edge of the Bay Area



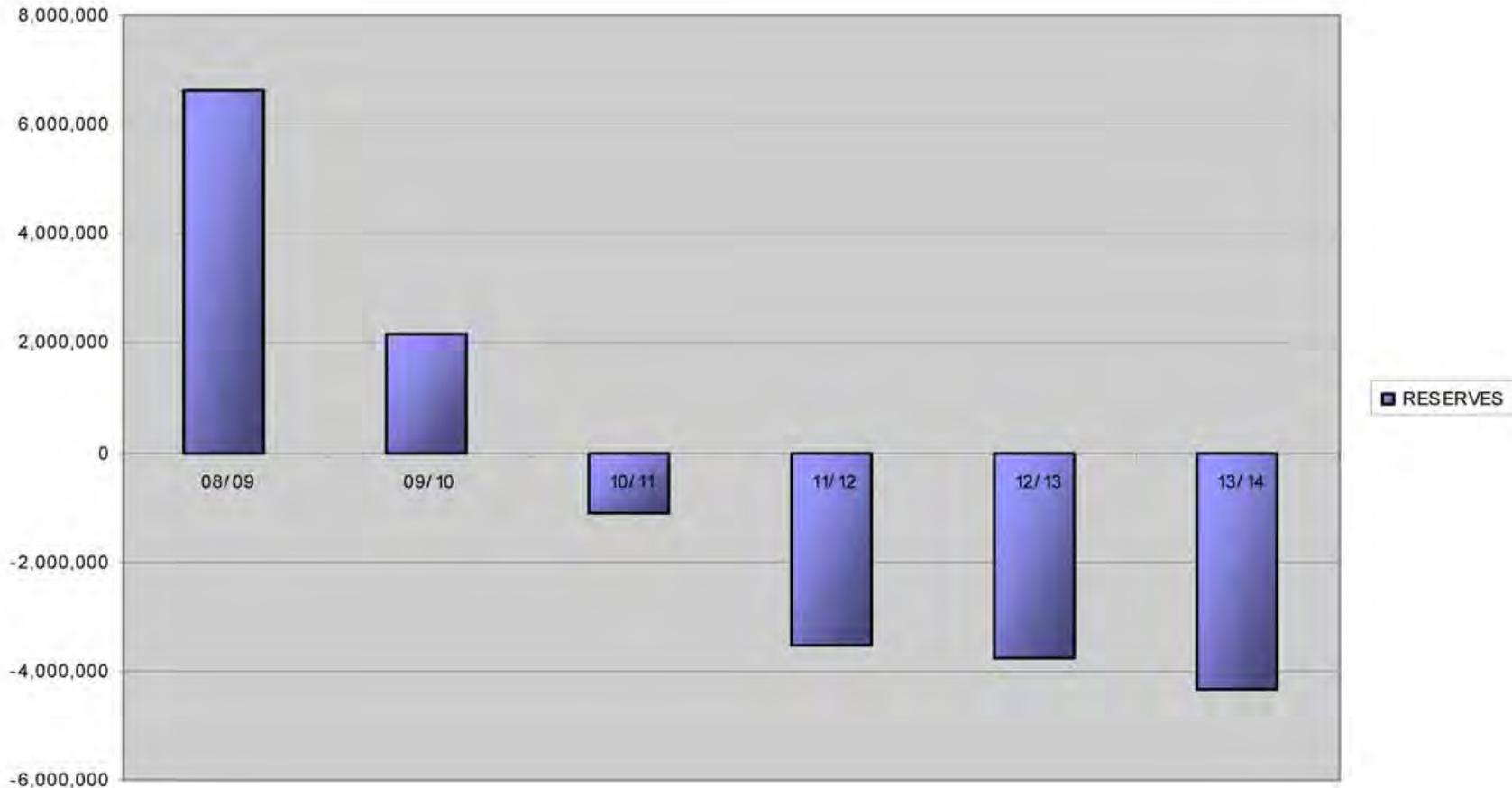


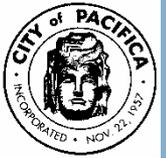
Revenue & Expenditure Trends (Without Sales Tax Measure)





General Fund Reserve Trends (Without Sales Tax Measure)





6. Economic Development – Shopping Area Revitalization

- Encourage and facilitate the renovation and revitalization of existing shopping areas, in order to provide wider shopping and dining opportunities for Pacifica residents and increase the amount of sales tax revenue that goes to Pacifica.



7. Economic Development – Tourism, Inns, and Commercial Recreation

- Prepare a multi-faceted program to encourage increased tourism in Pacifica, and generate revenues for Pacifica.
- The program could include new hotels or inns, marketing, a visitors center, and other components.
- Tourism should be “eco-tourism”, focused around the parks, open spaces, beaches, and other natural amenities, and conducted in a way that fosters environmental protection.

8. Quarry Site Development

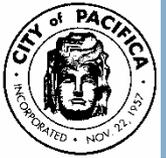
- Environmental protection is a priority for the Quarry site, which includes: preserving oceanfront areas as open space, preserving ocean views, and preserving critical habitat.
- Some limited development could occur on the Quarry site if it provides substantial City revenues, substantial public open space, and other public benefits.



8. Quarry Site Development (cont.)

- Types of development to consider include:
 - an inn or hotel;
 - a civic center; and
 - mixed use development with residential or offices above and shops or restaurants below.
- Any new development would need to be limited in height and scale to blend in with the natural setting of the area.





9. Fiscal Stability, and Fiscal Stability Strategies

- Explore and implement a wide variety of strategies to augment city revenues, in order to provide basic public services, and to achieve community goals for open space and community facilities.

10. Compact Mixed Use Development on Sites with Transit Access

- Consider allowing compact mixed-use development on sites with good access to transit. Mixed-use development could include housing or office space on top of retail, restaurants, or personal service businesses.



Community Gathering Places and Facilities

- Parks
- Libraries
- Beaches
- Hiking Trails
- Shopping Areas
- Schools
- Community Center
- Arts Facilities



Schools and Community

Schools

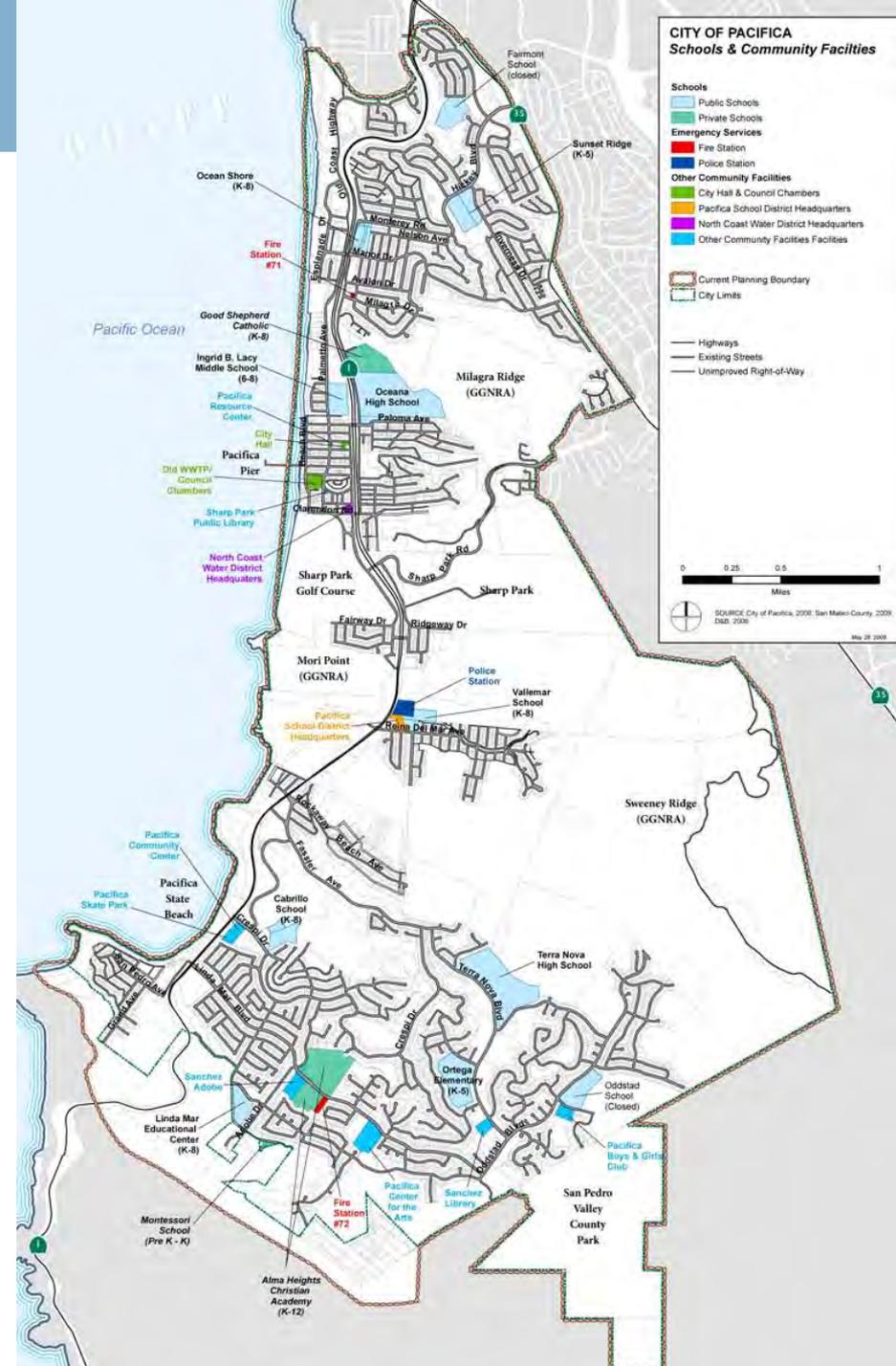
- Public Schools
- Private Schools

Emergency Services

- Fire Station
- Police Station

Other Community Facilities

- City Hall & Council Chambers
- Pacifica School District Headquarters
- North Coast Water District Headquarters
- Other Community Facilities Facilities





Schools and Community Facilities





11. Need for a Civic Center/Downtown/Community Center/Community Gathering Place/ Sense of Place

- Create some sort of civic center, downtown, or central gathering place where all Pacifica residents come together.
- The area could include shops, restaurants, library, community center, city hall, a public plaza, and/or other facilities.
- This central area could be fostered in an existing developed area or on a vacant site.



12. Youth Activities

- Create more facilities and activities for children in Pacifica, especially teenagers.
- Facilities should be accessible by bus and bicycle as well as by car.
- Examples would include a teen center or an indoor sports facility.

13. Cultural Facilities

- Foster the expansion and/or creation of programs and facilities for the visual and performing arts in Pacifica.



14. Historic Facilities

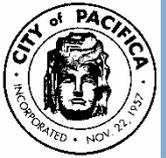
- Foster the preservation of historic resources in Pacifica, and tie them in with public open spaces or neighborhood centers.
- Examples of historic resources include the Little Brown Church and the historic railroad cars.





15. Recreation Facilities Needs – e.g. Sports Fields, Dog Park

- Add recreation facilities in Pacifica to meet high priority recreational needs.
- Specific examples include:
 - sports fields
 - an off-leash dog park.



16. Public Facilities Improvements – Library/Media Center, Civic Center

- Enhance public community facilities in Pacifica.
- Top priorities include:
 - a library/media center and
 - renovations to City Hall (and related City buildings).



17. Medical Facilities

- Provide additional medical facilities within Pacifica to serve residents, including urgent care clinics and doctors' offices.

Neighborhoods and Future Development

- Urbanized
- Activity Center
- Industrial Area
- Beach
- Undeveloped or Open Space
- Hillside
- Ridgeline

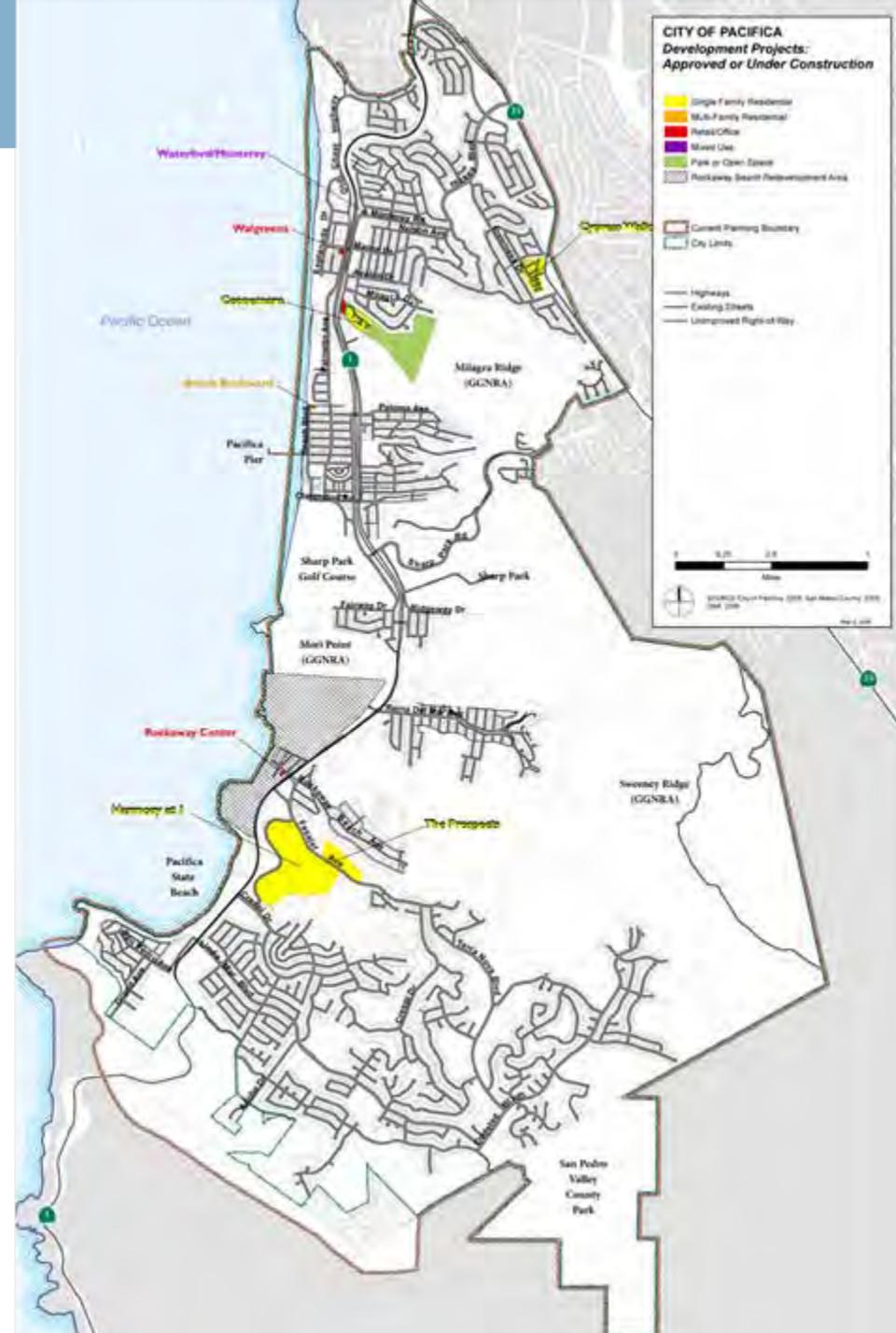
Neighborhood

Natural Feature or Public Open Space



Development Projects Approved or Under

-  Single Family Residential
-  Multi-Family Residential
-  Retail/Office
-  Mixed Use
-  Park or Open Space
-  Rockaway Beach Redevelopment Area





Residential Neighborhoods





Large Residential Development: Sites Limited





Recent Infill Mixed-Use Development

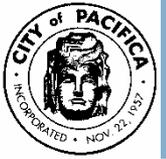


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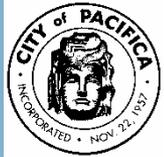
18. Neighborhood Conservation

- Preserve the unique character of each of Pacifica's residential neighborhoods.
- Review proposed new homes and additions to ensure compliance with City standards and guidelines.
- Implement new design review requirements for large homes.



19. Variety of Housing Types

- Encourage the provision of a variety of housing types within Pacifica in order to serve the wide variety of households, which include:
 - seniors,
 - families with children,
 - singles,
 - young adults, and
 - empty nesters.



20. Promenade Area and Old Wastewater Treatment Site

- Enhance the Promenade area as a local community and tourist destination, focused around the Promenade and Sharp Park beach.
- Appropriate uses for the city-owned property in the area (i.e. the former Wastewater Treatment Plant site) could include: café, restaurant, library, museum, community center, and/or a small hotel.



21. Palmetto Avenue and Surrounding Neighborhoods

- Enhance Palmetto Avenue as a pedestrian-oriented area with small shops, restaurants, and services.
- Create a “Main Street” character that would serve local residents as well as tourists.



22. Industrial and Commercial Areas on Northern Palmetto

- Improve the visual appearance of the older industrial uses in the northern segment of Palmetto Avenue.
- Consider the potential transition from industrial use to commercial or residential use in that area.





23. Future Remaining Residential Development

- A limited number of sites exist for future residential development in Pacifica.
- Limited or no development should occur on sites that are critical for open space connections or habitat preservation.
- Development on other sites should harmonize with the surrounding natural setting, and should provide some sort of public benefit to the City.

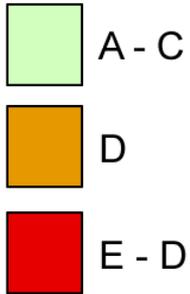


Transportation and Infrastructure

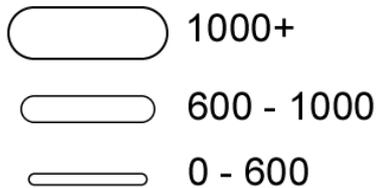


Traffic Conditions – Morning Rush

Level of Service (LOS)



Traffic Volume (vehicles/hour)

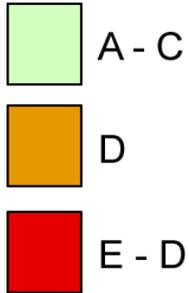


● Intersection

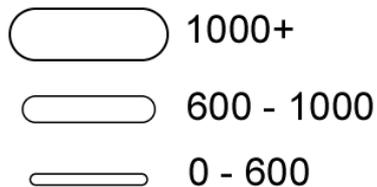


Traffic Conditions – Afternoon Rush

Level of Service (LOS)



Traffic Volume (vehicles/hour)



● Intersection



Bike and Ped Trails

Bicycle Facilities

 Bicycle Lockers

 Bicycle Parking

 Changing Room w/Out Water

 Changing Room w/Water

 Ped/Bike Overpass

 Ped/Bike Underpass

Bicycle Trails

 Class 1

 Class 2

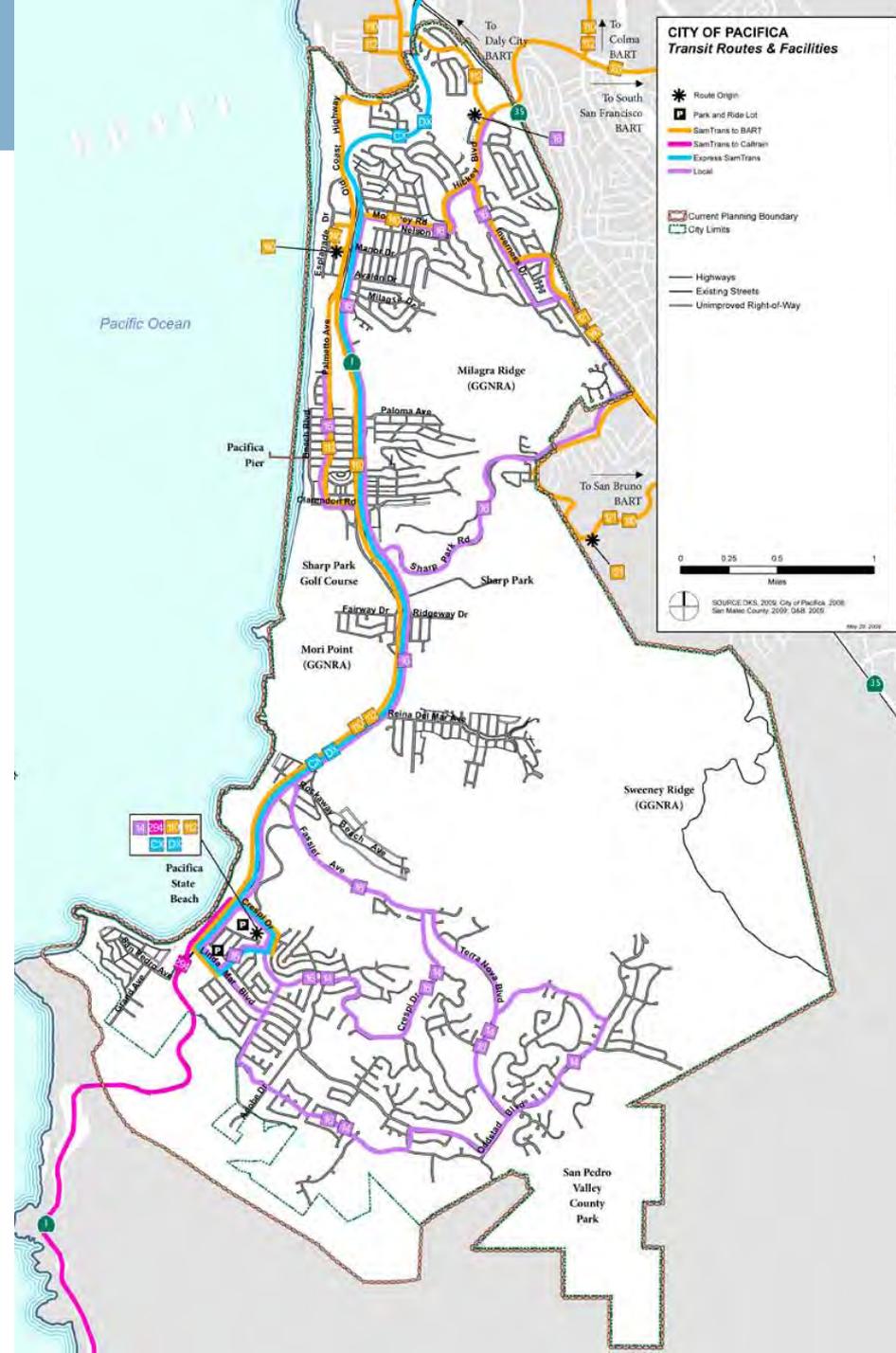
 Class 3

 Funded Project



Bus Routes

-  Route Origin
-  Park and Ride Lot
-  SamTrans to BART
-  SamTrans to Caltrain
-  Express SamTrans
-  Local



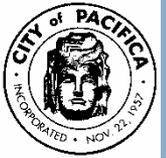
Public Open Space and Recreation

-  Coastal Access Points
-  Trail Heads
-  Trails

Park Type

-  Regional Park
-  City & Neighborhood Park
-  Golf Course
-  Other Protected Open Space
-  Public School Open Space





24. Traffic on Highway 1

- Identify and implement solutions to the traffic back-ups that occur on Highway 1 near the Reina Del Mar intersection.
- The final project should create the greatest benefit with the least environmental impact possible.



25. Improved Public Transit

- Add public transit routes or facilities that enable trips to be made without the use of a car.
- Improvements should focus on local trips within Pacifica to major shopping or public facility destinations, and trips from Pacifica to major employment destinations.



26. Biking, Walking, and Carpooling

- Develop programs and facilities that offer opportunities for bicycling, walking, and carpooling, allowing trips to be made without the use of a car.
- Establish safe bicycle and walking trails connecting major shopping and public facility destinations in Pacifica.
- Add sidewalks where they do not currently exist, if that is in character with the existing neighborhood.



27. Infrastructure Improvements – Roads, Sidewalks, Utilities

- Maintain roads, sidewalks, utilities, and other City infrastructure in a manner that prevents injury, and prevents deterioration that will lead to greater costs in the long run.
- Identify additional funding sources for the ongoing maintenance of infrastructure.

28. Hazard Protection

- Institute programs or structures to protect citizens from injury due to natural hazards (earthquake, landslide, liquefaction, fire).
- Examples include updated emergency evacuation programs, and additional emergency access routes into and out of Pacifica.

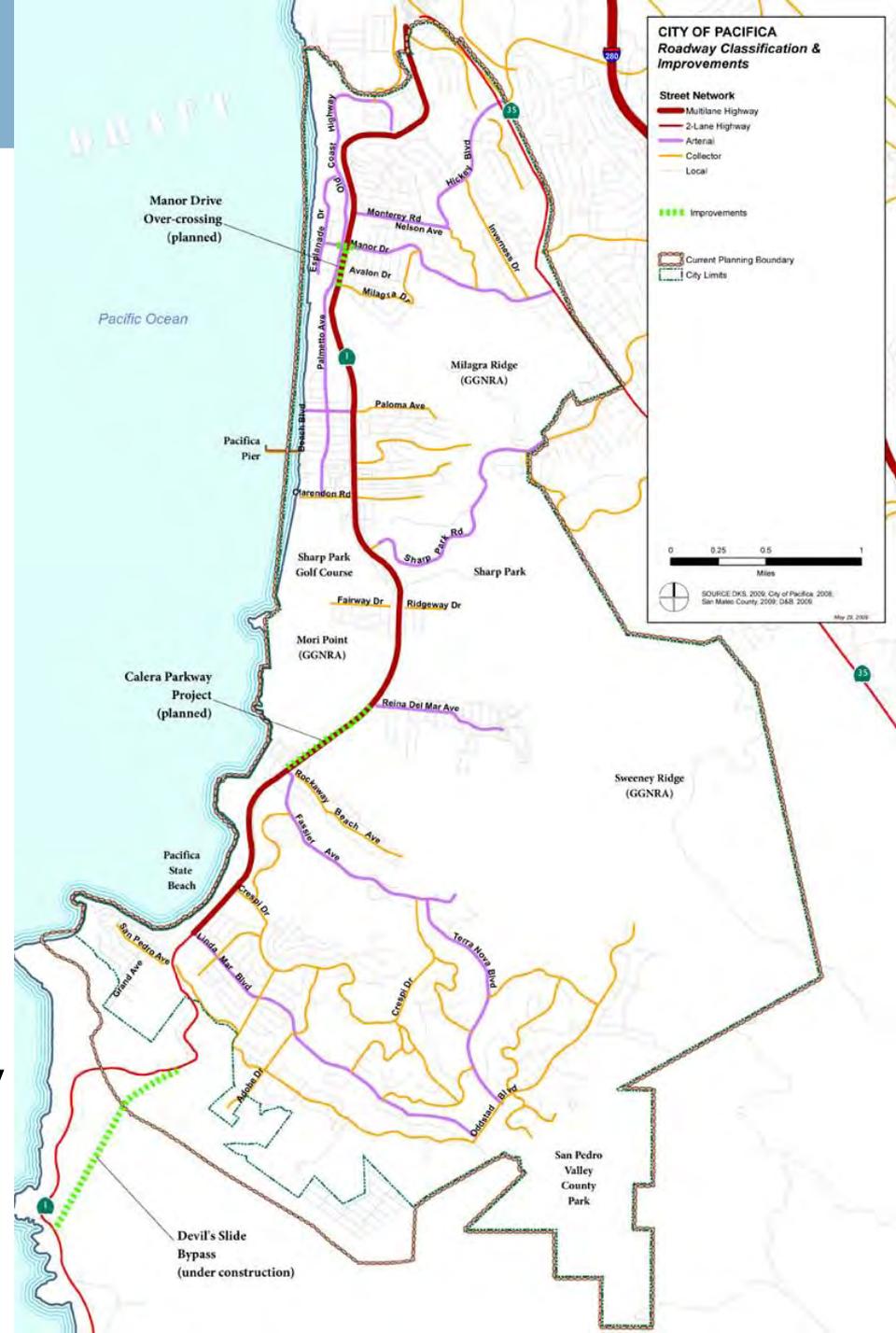




Table Groups Report Out

- Facilitators report out a few key concerns, ideas, or insights that emerged at their tables during the past two hours, and report these to all meeting participants.



Turn in Your Voting Pads !!!





THE CITY OF PACIFICA



General Plan Update and EIR

Submitted by

DYETT & BHATIA

Urban and Regional Planners

In association with

DKS Associates, Traffic Engineering and Transportation Planning
Environmental Science Associates, Environmental Consultants
Economic & Planning Systems, Economic and Fiscal Consultants
Charles Salter Associates, Noise Consultants

DYETT & BHATIA
Urban and Regional Planners



Next Steps

- Community Outreach Reports (Forums, Interviews)
- Existing Conditions and Key Issues Report (June 09)
- Future Community Workshops
 - Alternatives
 - Draft General Plan Policies
- Planning Commission and City Council Workshops
- Press Releases
- Community Survey
- General Plan Website – Send us input!
 - www.cityofpacifica.org (City Government, General Plan)
 - claycombe@ci.pacificaca.us, gpui@ci.pacificaca.us

City of Pacifica

GENERAL PLAN UPDATE



Community Forum #2

May 30, 2009



May 30, 2009