

# Pacifica General Plan Community Forum 2: Issues, Ideas, and Priorities

Summary Report  
June 2009



**DYETT & BHATIA**  
Urban and Regional Planners

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# Pacifica Community Forum 2: Issues, Ideas, and Priorities

## Summary Report

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# 1 Introduction

## 1.1 BACKGROUND ON PACIFICA GENERAL PLAN UPDATE

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The City of Pacifica is undertaking a comprehensive update of its General Plan to frame a sustainable land use, housing, and transportation vision for the next 20 years. The plan is a basis for land use decision-making by city officials and policymakers, and allows public agencies and private developers to pursue projects that work in a coordinated way and enhance the city. 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 a more detailed analysis and recommendations consistent with Coastal Act policies.



A successful General Plan reflects the goals and values of the community. Public involvement will be sought throughout the planning process, ensuring that community members can take an active role in shaping the city's future.

Two community forums were held during the spring of 2009. This document summarizes the input from the second forum, and presents the compendium of ideas from small group discussions and individual comments. This material will inform the project team and the City Council as they define the General Plan's guiding principles, evaluate alternative development scenarios, and consider policies and programs.

## 1.2 COMMUNITY FORUM #2: OVERVIEW

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Approximately 120 community members and ten facilitators participated in the second community forum, held on Saturday, May 30, 2009 at Ingrid B. Lacy Middle School. The forum was publicized in a General Plan newsletter and a reminder postcard sent to all residents and businesses in the city, and posted on the City's website. The General Plan update process has been covered by the *Pacifica Tribune*, and General Plan Outreach Committee members were asked to bring friends and associates.

At the second community forum, key issue areas were presented, with draft guiding policies relating to each of these issues. The issues and draft policy statements were formatted in an attempt to synthesize views expressed at the first forum. By reflecting these back to the community for response, the goal was to adjust and refine an understanding of the community's goals and priorities. The meeting proceeded as follows:

**1. General Plan Process and Community Input to Date.** Leslie Gould of Dyett & Bhatia, the consulting firm retained by the City, gave a brief explanation of the General Plan process and the early stage of current activity. Summarizing the first community forum, she presented the results of individual voting on Pacifica's assets and issues, and discussion groups' ideas

concerning critical achievements for Pacifica in the next 20 years. (For a summary of the first forum, see *Pacifica Community Forum 1: Community Vision Summary Report*.)

**2. Key Issues and Guiding Policies for Discussion.** The meeting continued as a series of six discussion periods, each concerning a “key issue,” covering from two to seven draft policy statements. It was emphasized that these statements were preliminary, meant to be the basis for discussion.



Participants were randomly assigned to twelve small tables of approximately ten persons each. Each table was staffed with a facilitator, whose job was to moderate discussions, record ideas, and encourage balanced participation. After groups had a chance to discuss each topic and set of policy statements, individuals were asked to vote individually on each policy statement, using an electronic keypad, on a scale from “strongly agree” to “strongly disagree”.

The workshop agenda is included in Appendix A and the Draft Guiding Policy Statements are in Appendix B.

### 1.3 NEXT STEPS

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In the coming weeks, the consulting team and City staff will complete the report on existing conditions, along with a summary of community feedback. Both will be available to the public.

These documents will inform a set of alternative land use and development scenarios, the next stage of the General Plan update process. The alternatives will show a variety of approaches to environmental constraints, development density, public open space, infrastructure capacity, and other issues.

After the alternatives are developed, the City will hold another public workshop, giving community members the chance to study options. This input, as well as feedback from the City Council and the Planning Commission, will help determine a Preferred Plan on which policies for the updated General Plan will be based.

Following the establishment of the Preferred Plan and the drafting of policies, the General Plan/Local Coastal Plan and an Environmental Impact Report (EIR) will be completed. There will be numerous opportunities for public input throughout the remainder of the General Plan/Local Coastal Plan update and EIR process, and all interim draft documents will be distributed for public review. Ultimately, the EIR will be considered for certification and the updated General Plan will be considered for adoption by the City Council. Finally, the Local Coastal Plan will require approval from the Coastal Commission.

## 2 Key Issues and Guiding Policies

Working in twelve small groups, participants considered the proposed policy statements in short discussion periods organized by key issue area. Following each small-group discussion period, individuals voted on their level of agreement with the proposed policy statements. The summary of voting results is in Appendix C. The notes each facilitator took are transcribed and included as Appendix D. Individual comments are included as Appendix E.

In the sections that follow, facilitators’ notes and individual comments are summarized, followed by the outcome of individual voting. The summaries, like the discussions, are organized by key issue and numbered policy statement. The policy statements (meant for discussion purposes) are in *bold italics*.

### 2.1 SUSTAINABILITY AND COMMUNITY ENGAGEMENT

The first two policy statements were used as a sort of “practice round” to accustom participants to the voting process. Meeting organizers determined that the statements were straightforward enough to not require small-group discussion. Some individuals who were not able to attend the community forum sent ideas and recommendations via email.

#### (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.*

Figure 2.1-1 Level of Agreement on Statement 1

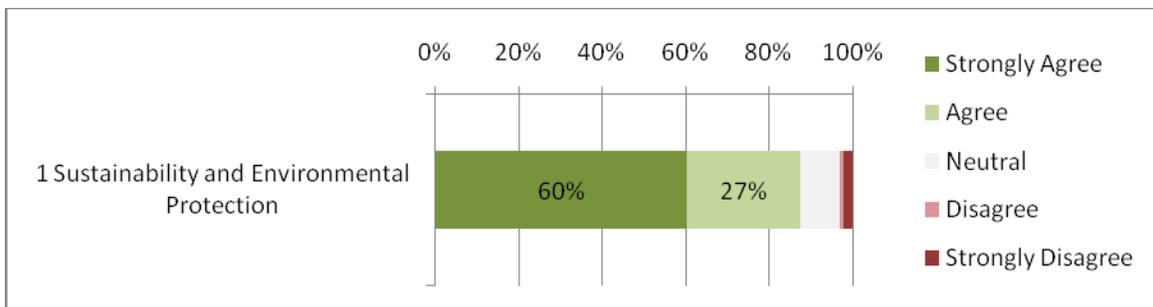


Table 2.1-1 Level of Agreement on Statement 1

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1 Sustainability and Environmental Protection	60%	27%	9%	1%	2%
	<b>88%</b>			<b>3%</b>	

### Individual Comments

Two people noted the potential for Pacifica to encourage the generation of renewable and locally produced energy from the wind and waves. One meeting participant felt that the language in the sustainability statement was too vague, and should include more specific commitments (requiring LEED-certified buildings, banning plastic bags, initiating composting.)

### (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.*

Figure 2.1-2 Level of Agreement on Statement 2

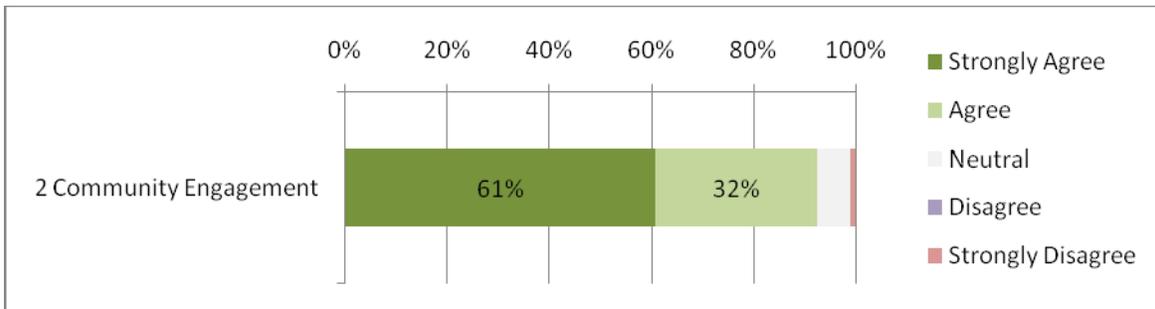


Table 2.1-2 Level of Agreement on Statement 2

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
2 Community Engagement	61%	32%	7%	0%	1%
	<b>92%</b>				<b>1%</b>

### OVERVIEW OF VOTING RESULTS

87% and 93% of participants agreed or strongly agreed with the first two policy statements, respectively, and only very small fractions disagreed, as shown in Figures 2.1-1 and 2.1-2.

## 2.2 OPEN SPACE AND CONSERVATION

### (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; and areas that support critical wildlife habitat and endangered species.*

Figure 2.2-1 Level of Agreement on Statement 3

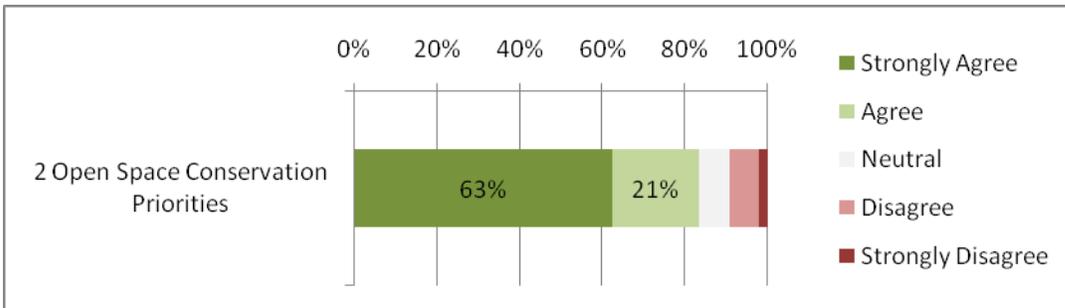


Table 2.2-1 Level of Agreement on Statement 3

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
2 Open Space Conservation Priorities	63%	21%	7%	7%	2%
	<b>83%</b>			<b>9%</b>	

#### Group Discussion

Most tables were generally in agreement with this statement, but discussed ways to qualify or expand upon it. Some tables discussed the need to balance open space conservation with economic development. Others reflected on the sentence emphasizing wildlife habitat. Some felt that habitat needs should be balanced by accessibility and active use of public open space. Another table felt that the aesthetic, recreational, and economic development dimensions of open space should also be articulated.

Some promoted direct preservation of as much open space as possible. Others proposed encouraging some development, combined with habitat preservation, sparing the need for public land acquisition. There was concern about how open space would be paid for.

Beach access, protection of bluffs from erosion, wildlife corridors, and neighborhood buffers were noted as qualities that may deserve more attention.

#### Individual Comments

Many of the same qualifications stated above were written in individual comments. The need to balance preservation and private property rights; open space and “smart growth”; and habitat and public use were noted. Some argued that Pacifica has enough open space and needs more commercial development. Others wanted to expand the areas targeted for open space preservation, to include all hillsides, or areas adjacent to creeks.

#### (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.*

Figure 2.2-2 Level of Agreement on Statement 4

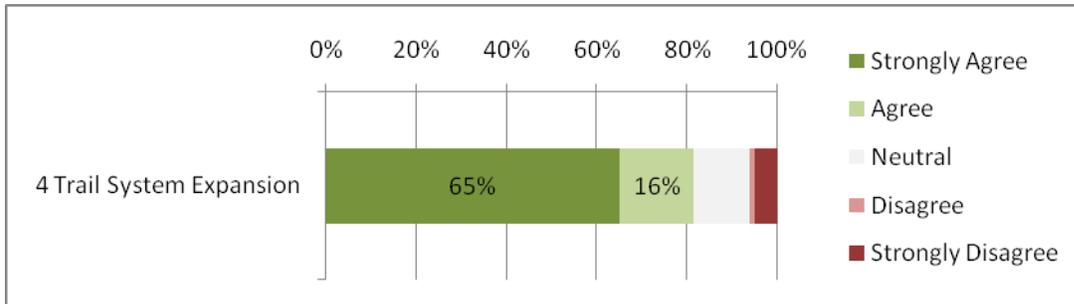


Table 2.2-2 Level of Agreement on Statement 4

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
3 Biological Resources Protection	39%	23%	20%	7%	11%
	<b>62%</b>			<b>18%</b>	

#### Group Discussion

Discussions of this issue emphasized “delicate balances”: between habitat preservation and private property rights, and between the habitat value and the public use value of potentially public land. In particular, multiple discussions touched on the conflict between habitat and beach use with pets, and felt that a balance needed to be found.

Concerns over the implications of “very limited or no development” were noted at two tables. One group proposed that it would be more constructive to focus on the quality, rather than the quantity, of development, and felt that effective mitigation and sustainable development practices should be recognized and promoted.

Two tables noted concern over how to define habitat, and the need to have a common definition and map of the area that should be protected. There were also questions of which public agencies should control publicly acquired habitat land.

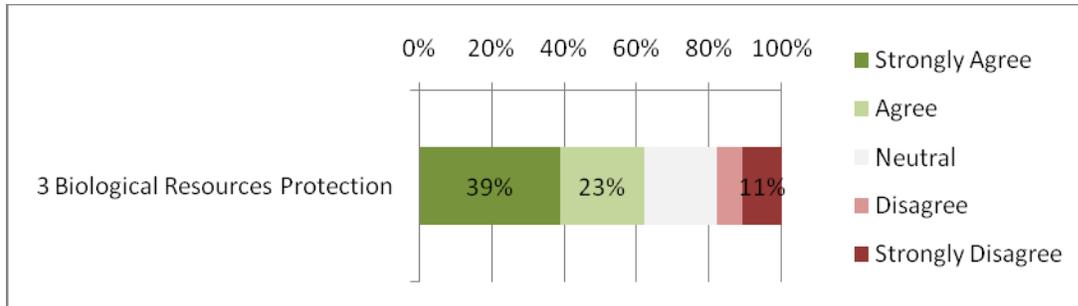
#### Individual Comments

Comments on this statement were split between those who felt it was too limiting of development, and those who felt that it was not limiting enough. The second group noted that any development has a negative impact on habitat. An emailed response proposed that all endangered species habitat should become a “full nature preserve.” Another included a goal for the City to work with San Francisco and GGNRA to make Sharp Park Golf Course function as a golf course and as viable habitat.

**(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.*

**Figure 2.2-3 Level of Agreement on Statement 5**



**Table 2.2-3 Level of Agreement on Statement 5**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
4 Trail System Expansion	65%	16%	12%	1%	5%
	<b>81%</b>			<b>6%</b>	

**Group Discussion**

An improved trail system was broadly supported, though some tables registered concern over conflicts between trail use and sensitive habitat. There were also some differences in priorities for trail enhancements; some people want more trail access and staging areas, while others want trail expansion.

The need for improved signage and access for Pacifica’s trail system was emphasized. One group called for more trailhead parking, while another noted the need for safe access to trailheads without the use of a vehicle.

One table envisioned the trail network as an “integrative” feature for the city, which could be enhanced by public and private entities in an ad hoc way. The city could implement a trails master plan, while others could create a website, and develop interpretive signage.

At another table, it was suggested that privately-owned open space, if developed, should provide public rights-of-way, achieving both development and public open space access.

**Individual Comments**

Two individuals noted that the trail system should be marketed, and had the potential to be an important element of attracting visitors who would spend money.

Two comments reflected enthusiasm for a system that traversed the city end to end, without gaps and without the need to walk along the highway. Two others felt that the system should include neighborhoods, and facilitate children walking and biking to school.

Concerns were registered over the need for sensitivity in building trails, and the need for public safety on trails.

### OVERVIEW OF VOTING RESULTS

Of the Open Space and Conservation policy statements, trail system expansion found the most support, with 65% in strong agreement. Regarding open space conservation, 84% strongly agreed or agreed with the statement. Sixteen percent had negative reactions, which shows concern about the emphasis and wording. The biological resources protection statement found 62% in agreement, but a large group (38%) was neutral or disagreed. This shows serious concerns about the policy as presented.

Figure 2.2-4 Level of Agreement on Open Space and Conservation Statements

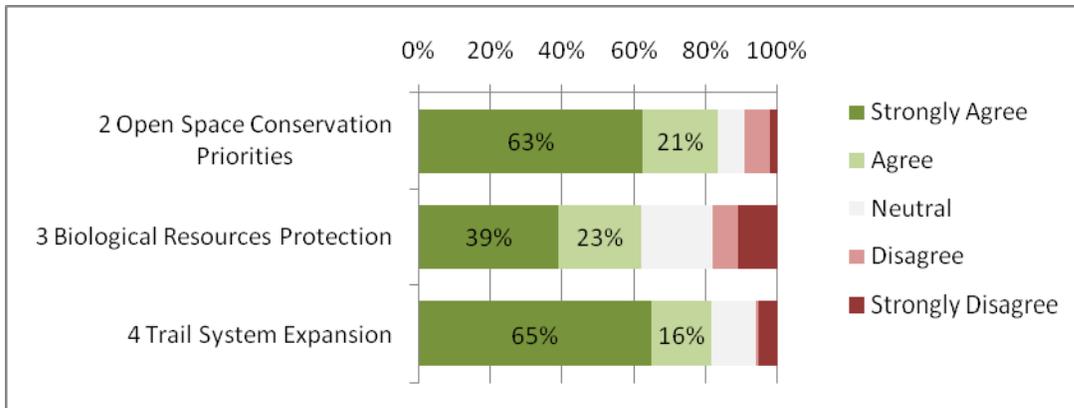


Table 2.2-4 Level of Agreement on Open Space and Conservation Statements

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
2 Open Space Conservation Priorities	63%	21%	7%	7%	2%
3 Biological Resources Protection	39%	23%	20%	7%	11%
4 Trail System Expansion	65%	16%	12%	1%	5%



## 2.3 COMMERCIAL AREAS AND ECONOMIC DEVELOPMENT

### (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.*

Figure 2.3-1 Level of Agreement on Statement 6

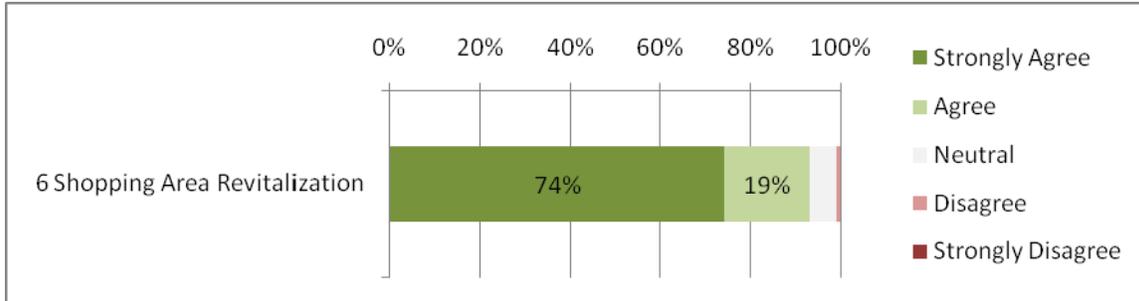


Table 2.3-1 Level of Agreement on Statement 6

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
6 Shopping Area Revitalization	74%	19%	6%	1%	0%
	<b>93%</b>			<b>1%</b>	

#### Group Discussion

Most discussion groups spent time considering how the City could go about generating retail vitality. There were calls for active recruiting of diverse tenants. The profile of retailers was discussed; several tables advocated promoting or protecting locally-owned businesses, and there were calls for better restaurants, some people wanted big-box stores. Some groups felt there was a need for better marketing of the city’s attractions, and noted that an enhanced retail scene must cater both to residents and visitors. Parking was recognized as important.

Some tables focused on creating a downtown area along Palmetto or in Rockaway Beach, with protections for existing and historic buildings, design guidelines, landscaping requirements, and citizen input ensuring an attractive environment.

Another table felt that shopping centers should not be so much revitalized as wholly transformed into walkable, mixed-use environments with a critical mass of amenities and businesses.

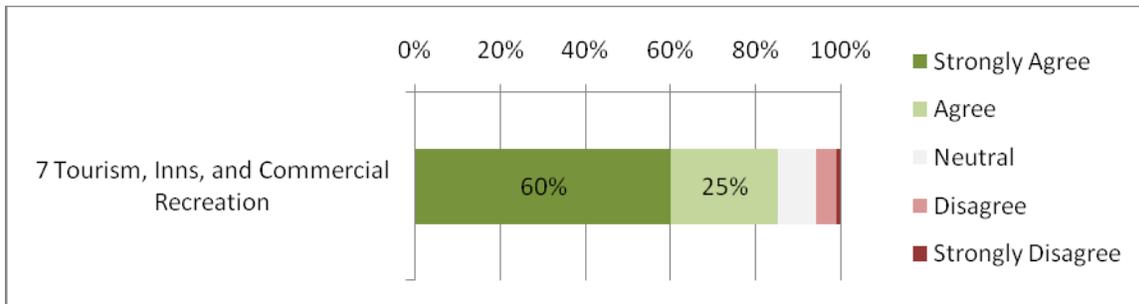
#### Individual Comments

Individual comments were balanced between those that favored an emphasis on remodeling and rehabilitation, and those that favored encouragement of mixed-use or “main street”-style redevelopment of shopping center areas. One comment called for focusing first on Rockaway Beach and Palmetto Avenue. There were comments about the types of retail that would be welcome, and an emailed comment that design consistency should be encouraged, to improve the visual character of 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 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.*

**Figure 2.3-2 Level of Agreement on Statement 7**



**Table 2.3-2 Level of Agreement on Statement 7**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7 Tourism, Inns, and Commercial Recreation	60%	25%	9%	5%	1%
	<b>85%</b>			<b>6%</b>	

### Group Discussion

Most tables seemed to embrace the idea of Pacifica strengthening its tourism sector with a focus on “ecotourism,” feeling this was a “good match” for the city. Specific related amenities were proposed: interpretive signage and kiosks, bike rental shops, a harbor. There was also discussion of how to generate revenue from visitors who come for the natural environment, with proposals for charging for beach parking, attracting more restaurants, and marketing Pacifica’s businesses alongside its natural attractions. Inns and attractive hotels were popular, and the old Wastewater Treatment Plant site was seen as a viable site.

Some tables felt that ecotourism was an appropriate element, but should not be the exclusive focus of economic development planning. One group reflected that Pacifica was a place for people to come and play. Another suggested that its historical assets could be promoted.

### Individual Comments

Many individuals saw this strategy as a promising way to fuse environmental protection and enhancement with economic development. One email respondent wrote that if Pacifica could successfully broadcast an identity as a “model green small town community” with exceptional natural resources, “a modest tourist industry would flourish.”

Some specific ideas for elements of a tourism strategy were also received via email: development of a “world-class conference center” at the quarry site or on Mori Point; a small harbor at the south end of Linda Mar Beach; and permission for “small retail huts” along a

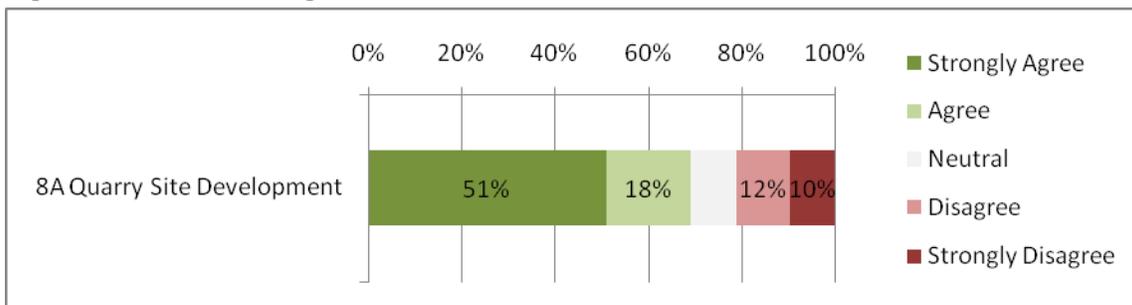
boardwalk at Linda Mar Beach. A number of commenters supported initiating a parking fee at the beach to raise revenue.

Some felt that Pacifica’s historical resources and other unique features should also be included in the vision. Better signage along Highway 1 identifying key recreational and historical sites was recommended.

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

**Figure 2.3-3a Level of Agreement on Statement 8**

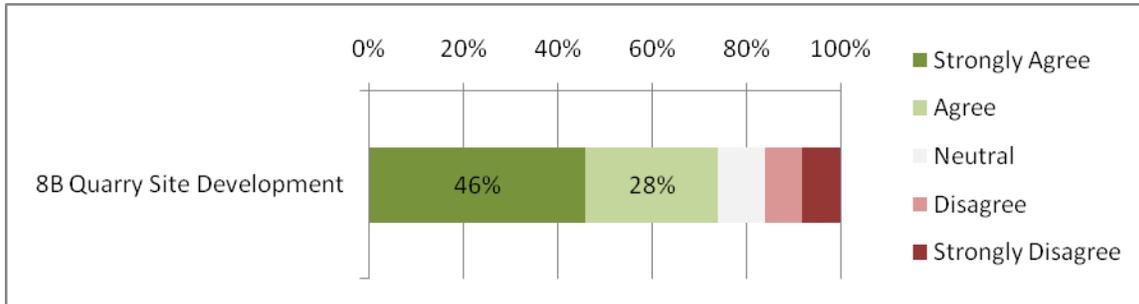


**Table 2.3-3a Level of Agreement on Statement 8**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
8A Quarry Site Development	51%	18%	10%	12%	10%
	<b>69%</b>			<b>21%</b>	



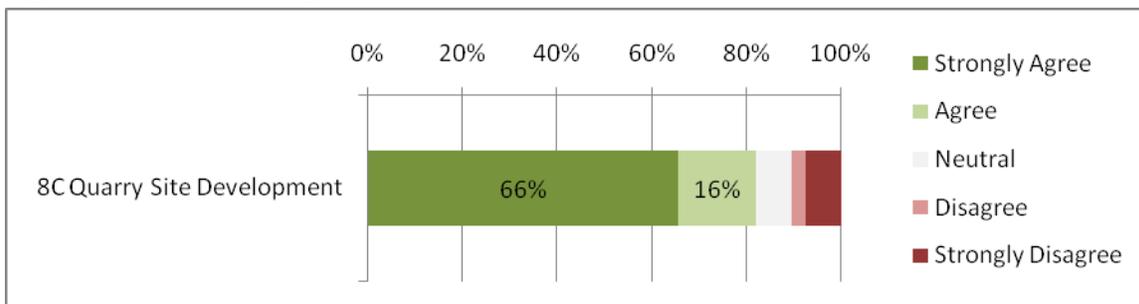
**Figure 2.3-3b Level of Agreement on Statement 8**



**Table 2.3-3b Level of Agreement on Statement 8**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
8B Quarry Site Development	46%	28%	10%	8%	8%
	<b>74%</b>			<b>16%</b>	

**Figure 2.3-3c Level of Agreement on Statement 8**



**Table 2.3-3c Level of Agreement on Statement 8**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
8C Quarry Site Development	66%	16%	8%	3%	8%
	<b>82%</b>			<b>10%</b>	

**Group Discussion**

For the quarry policy, participants felt they needed to vote on each part of the statement individually. 8A below refers to the first “bullet,” regarding prioritizing environmentally sensitive parts of the site. 8B refers to the second part, identifying potential uses and public benefits. 8C refers to the third part, stipulating that development should harmonize with the environment. A strong majority of meeting participants (69%, 74%, and 82%, respectively) agreed with all three statements. However, people registered significant concerns as well, with 32%, 26%, and 16% (respectively) of participants registering neutrality or disapproval. The greatest area of agreement concerned the need for development to harmonize with the natural environment, while there was significant disagreement about the intensity of development and desired land uses.

All small groups seemed to favor a combination of environmental protection and development on the quarry site. One group summarized a site treatment, which would leave all habitat area and hillsides undeveloped, while allowing some development south of the quarry road, and on the plateau. Another table called for trails to provide public access to preserved hillsides.

The discussions focused on potential types of development. The most common of these were mixed-use development, with shops appealing to both visitors and residents; a civic center, with potential elements including a town square and a library; and hotels. Development of the quarry should have connectivity with the Rockaway Beach district. Senior housing, affordable housing, and housing above retail were seen as appropriate housing types.

One table noted that good development of the quarry site could reduce the separation between the northern and southern parts of the city. Another said that youth should be catered to in the development of the quarry site, with recreation and shopping.

One table felt that the language of the statement was too limiting of development, and that the focus should be on emphasizing goals rather than constraining amount. This was echoed by another table, which wanted to see a more “expansive” characterization of quarry site development. Multiple tables mentioned traffic as a concern, and stressed the need for a deeper and more precise level of discussion.

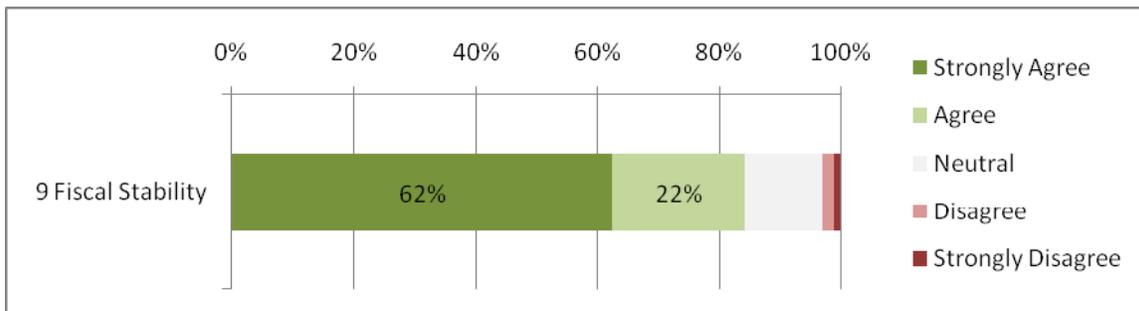
**Individual Comments**

A handful of individual comments reflected a concern that development should not be limited any more than environmental constraints required, or that focus should be not on limiting the size of development but on making it special. A slightly smaller number of comments prioritized more environmental protection and public access. There were proposals for inclusion of a “teen center,” and (via email) a “world-class conference center.” One commenter felt that it would be important to mitigate traffic generated by development.

**(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.*

**Figure 2.3-4 Level of Agreement on Statement 9**



**Table 2.3-4 Level of Agreement on Statement 9**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
9 Fiscal Stability	62%	22%	13%	2%	1%
	<b>84%</b>			<b>3%</b>	

**Group Discussion**

There was agreement on this statement, and groups spent little time discussing it. The discussions focused on methods of raising revenues, and two ideas were repeated: charging visitors for beach parking, and raising more fees from development, either by penalizing “bad” development with higher fees, or by fostering more development by streamlining the permitting process.

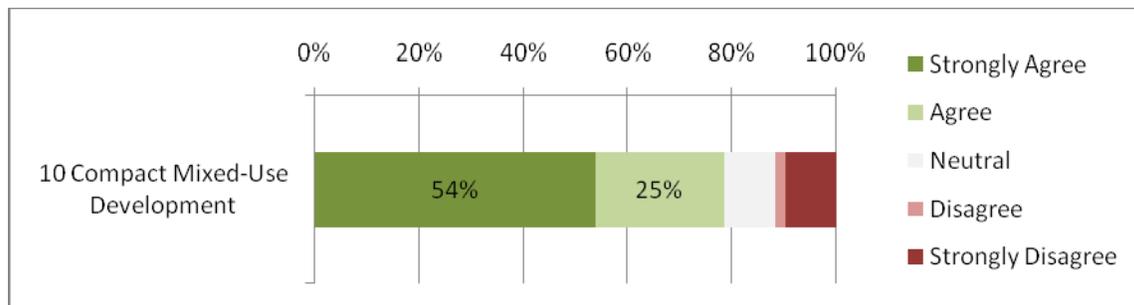
**Individual Comments**

Comments reflected agreement on this goal. One proposed setting specific targets, and another specified the strategy of attracting businesses.

**(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.*

**Figure 2.3-5 Level of Agreement on Statement 10**



**Table 2.3-5 Level of Agreement on Statement 10**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
10 Compact Mixed-Use Development	54%	25%	10%	2%	10%
	<b>78%</b>			<b>12%</b>	

**Group Discussion**

Most tables expressed agreement with this concept, though there were some mixed feelings. Some felt that Pacifica needed more or better transit for transit-oriented development to be viable, or were concerned about parking.

Three groups recorded ideas about the appropriate scale of development, noting the need for development to be “not too big” and to “respect context.” Two groups felt that the statement was not strong enough, and that Pacifica should encourage and not just “consider allowing”

compact, mixed-use development. One table felt that these sites should also have a public gathering place element.

**Individual Comments**

Some participants responded to this statement affirmatively, and proposed certain elements: housing over restaurants, inclusion of a teen center/library, accommodation of underground parking. Slightly more comments expressed concern or did not support encouraging compact development, citing their belief that the city does not need more housing, or that it should not be more commercialized. Some were concerned about traffic, or viable transit.

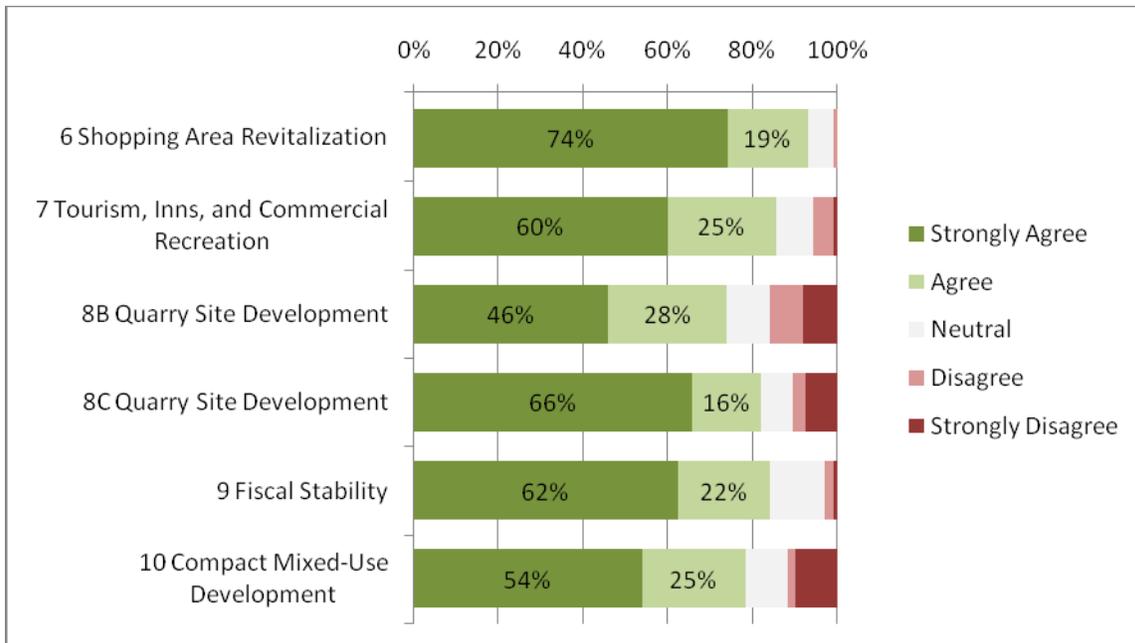
Two comments received by email proposed that Pacifica should seek to attract office development, with zoning or through outreach to biotech, software, or research fields.

**OVERVIEW OF VOTING RESULTS**

The strongest support in this key issue area was for revitalizing shopping areas, with 93% agreeing with the statement and three quarters of participants entering “1” on their keypads for “strongly agree.” Also receiving robust support were statements regarding fiscal stability (84% agreed) and an ecotourism-based economic development strategy (85% agreed). There was also agreement about the quarry statements (69-82%) but there were concerns about the issues involved.

Finally, the statement in support of compact, mixed-use development in certain, transit-accessible locations was supported by nearly four fifths of meeting participants. At the same time, there was a notable 10% vote of “strong disagreement” with this policy. See Figure 2.3-6 and Table 2.3-6 below for a comparison of voting results on commercial areas and economic development.

**Figure 2.3-6 Commercial Areas and Economic Development Comparison**



**Table 2.3-6 Commercial Areas and Economic Development Comparison**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
6 Shopping Area Revitalization	74%	19%	6%	1%	0%
7 Tourism, Inns, and Commercial Recreation	60%	25%	9%	5%	1%
8B Quarry Site Development	46%	28%	10%	8%	8%
8C Quarry Site Development	66%	16%	8%	3%	8%
9 Fiscal Stability	62%	22%	13%	2%	1%
10 Compact Mixed-Use Development	54%	25%	10%	2%	10%

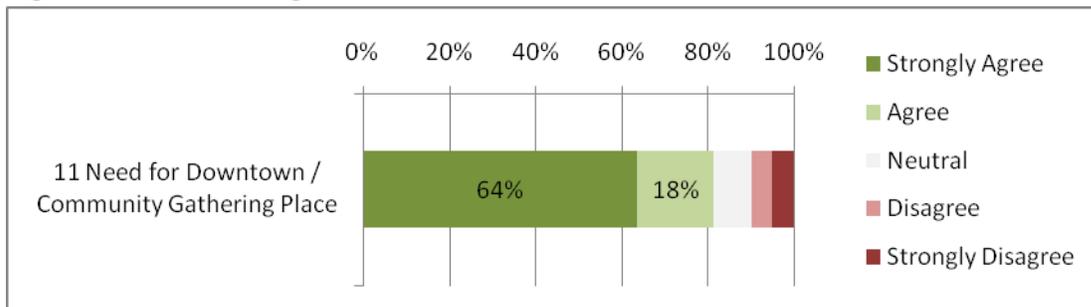
## 2.4 COMMUNITY GATHERING PLACES AND FACILITIES

There was limited time for discussion of these topics. More time was spent on other topics that were more controversial.

### (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.*

**Figure 2.4-1 Level of Agreement on Statement 11**



**Table 2.4-1 Level of Agreement on Statement 11**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
11 Need for Downtown / Community Gathering Place	64%	18%	9%	5%	5%
	<b>81%</b>			<b>10%</b>	

### Group Discussion

All tables recognized the goal of creating a vibrant center for Pacifica. However, there was split opinion about whether there should be one center, or whether the existing decentralized pattern should be reinforced with multiple, smaller centers (three tables seemed to go each way). Where tables were in favor of one center, there was difference over whether it should be created on a vacant site or in an established area. For those who favored an established area, Palmetto Avenue and the old Wastewater Treatment Plant site were proposed.



A public-private partnership approach was mentioned by one table as a development strategy; another table noted the need to retain flexibility.

### Individual Comments

A number of the comments on this subject expressed the view that Pacifica’s linear pattern and rugged geography does not lend itself to creation of one central place. Fewer endorsed creation of a center, but there was interest in multiple small downtown centers.

### (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.*

Figure 2.4-2 Level of Agreement on Statement 12

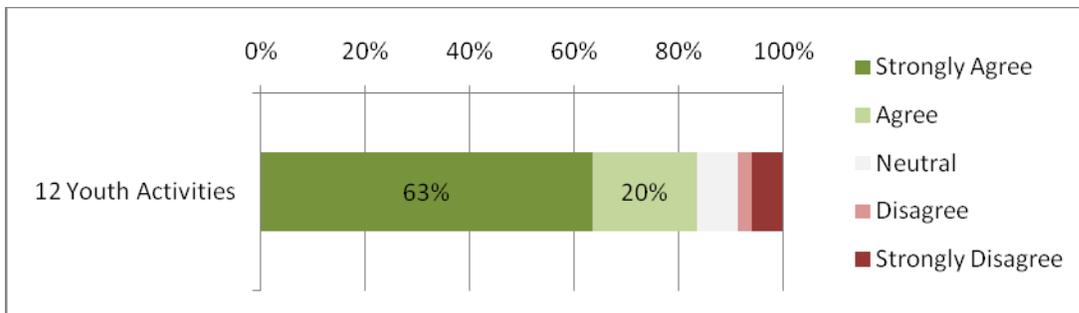


Table 2.4-2 Level of Agreement on Statement 12

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
12 Youth Activities	63%	20%	8%	3%	6%
	<b>84%</b>			<b>9%</b>	



### Group Discussion

All but one table seemed to agree there was a need for more or better options for youth in Pacifica, and there was lots of discussion about what these options should be. Some focused on recreational amenities, including more indoor recreation and swimming, and more (and more accessible) parks. Others felt the city needed more “multi-purpose” places or walkable districts with shopping and amenities. There were comments about the need for venues open in the evening, and for better lighting at night.

One table noted that Pacifica could make better use of the amenities it has, through better collaboration between agencies, and by tapping into the community’s volunteer spirit.

### Individual Comments

Some comments proposed a teen center or community center with activities for teens during the evening. Others were skeptical that such a facility would be used or wanted. Other ideas included an indoor sports facility, an outdoor pool, and a central commercial area with a town square (relating back to Draft Policy #11.)

### (13) CULTURAL FACILITIES

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

Figure 2.4-3 Level of Agreement on Statement 13

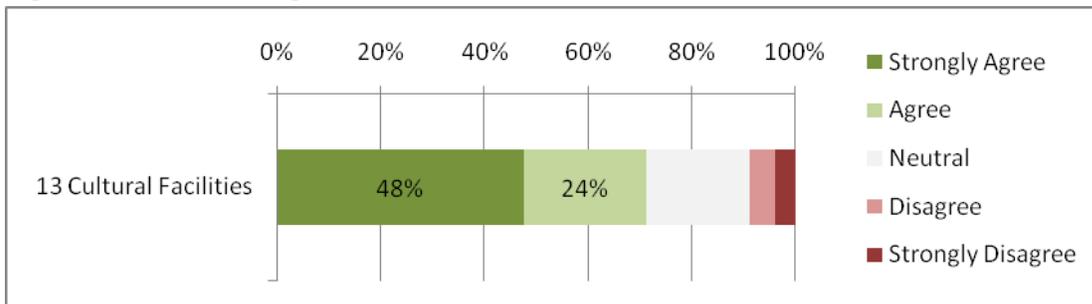


Table 2.4-3 Level of Agreement on Statement 13

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
13 Cultural Facilities	48%	24%	20%	5%	4%
	<b>71%</b>			<b>9%</b>	

**Group Discussion**

One group did not believe this was an important need, given the proximity of San Francisco, and the subject was not discussed extensively by some tables. Three ideas for cultural activities were generated in group discussions: a movie theater and restaurants; a cultural center comprising the new library and a performance space, perhaps for the Spindrift Players; and better marketing and more visibility for events at the Sanchez center and elsewhere.



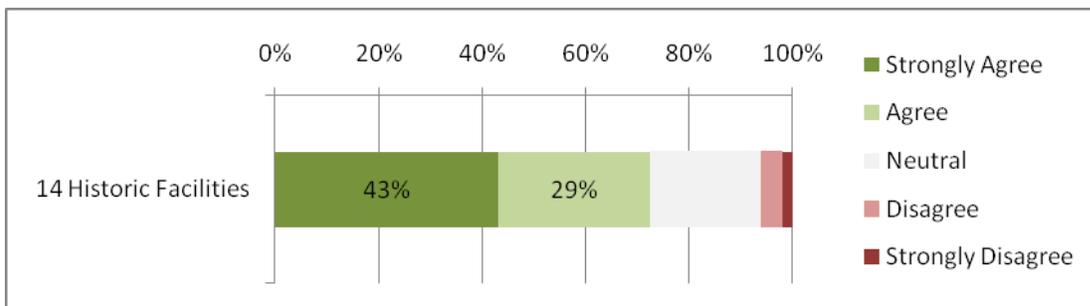
**Individual Comments**

There were some comments about movie theaters, with some favoring them as an element of a vital commercial area, and others doubting one could succeed in Pacifica. There was support for replacing the lost Seavue Theater, for improving Pacifica’s existing venues, and (via email) for improving the visibility of cultural events 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.*

**Figure 2.4-4 Level of Agreement on Statement 14**



**Table 2.4-4 Level of Agreement on Statement 14**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
14 Historic Facilities	43%	29%	22%	4%	2%
	<b>73%</b>			<b>6%</b>	

**Group Discussion**

Historic resources were not the subject of small-group table commentary.

**Individual Comments**

Some comments showed strong support for more emphasis on Pacifica’s historical assets, including the Historical Society, the railway car, and the pier. One person felt that “we should be able to see the origins” of the city.

### (15) RECREATION FACILITIES NEEDS

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

Figure 2.4-5 Level of Agreement on Statement 15

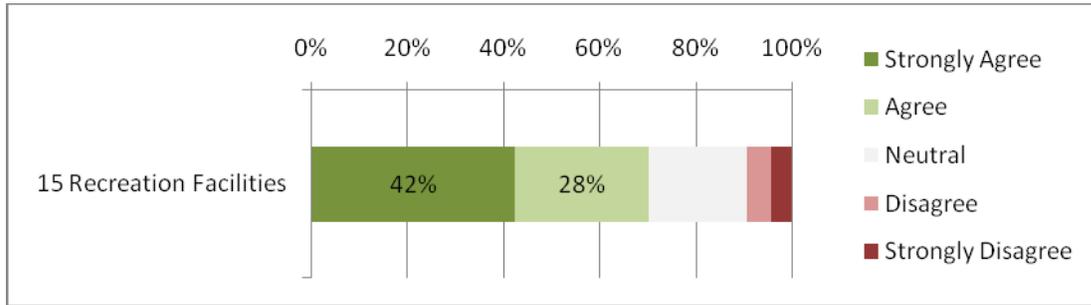


Table 2.4-5 Level of Agreement on Statement 15

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
15 Recreation Facilities	42%	28%	21%	5%	4%
	<b>70%</b>			<b>9%</b>	

#### Group Discussion

A new or better swimming pool was noted by two tables as an important recreation need. More indoor youth recreation options and parks were identified by one group each. Dog parks were mentioned at several tables. The Sharp Park Rifle Range was brought up by one group as a potential restored recreation area.

#### Individual Comments

One individual comment from the forum and three received via email expressed support for retaining Sharp Park Golf Course. One of these set a goal for public golf course operation and viable habitat preservation to occur together. Another stated that the golf course and the archery range in Sharp Park be preserved, calling them “two assets that Pacifica cannot lose.”

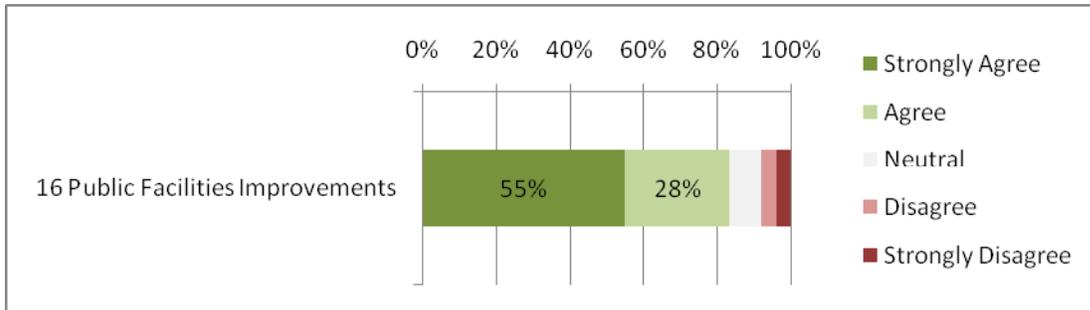
A meeting participant felt there was a need for indoor recreation. Another wanted an off-leash dog park.



**(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).*

**Figure 2.4-6 Level of Agreement on Statement 16**



**Table 2.4-6 Level of Agreement on Statement 16**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
16 Public Facilities Improvements	55%	28%	9%	4%	4%
	<b>83%</b>			<b>8%</b>	

**Group Discussion**

The need for improvements to public facilities was widely recognized. One table was concerned about how improvements would be paid for, and proposed partnership with the private sector. At least three tables discussed the central library/media center concept, with one of the tables debating the relative merits of a central hub and branches, and another table envisioning a cultural center featuring the new library and a theater.

**Individual Comments**

There was a comment in support of a library in the center of Pacifica, and one unsure of the need for new city office facilities.



## (17) MEDICAL FACILITIES

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

Figure 2.4-7 Level of Agreement on Statement 17

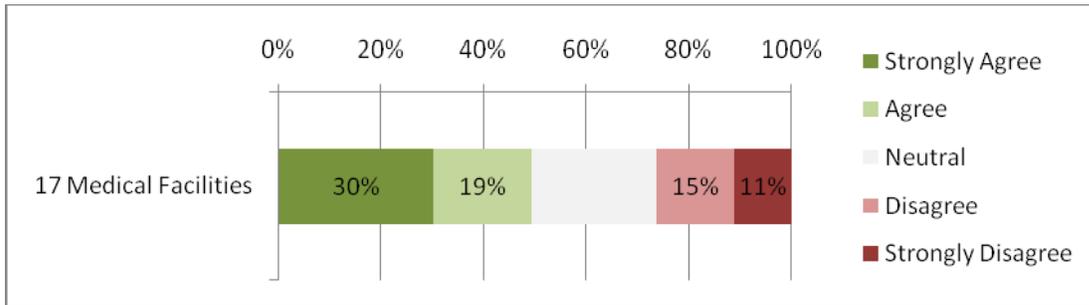


Table 2.4-7 Level of Agreement on Statement 17

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
17 Medical Facilities	30%	19%	24%	15%	11%
	<b>49%</b>			<b>26%</b>	

### Group Discussion

Two tables concluded that medical facilities were not needed in Pacifica, and another identified this as a lower priority. One table felt that an urgent care clinic should be encouraged, while another noted that drop-in clinics could be a good addition.

### Individual Comments

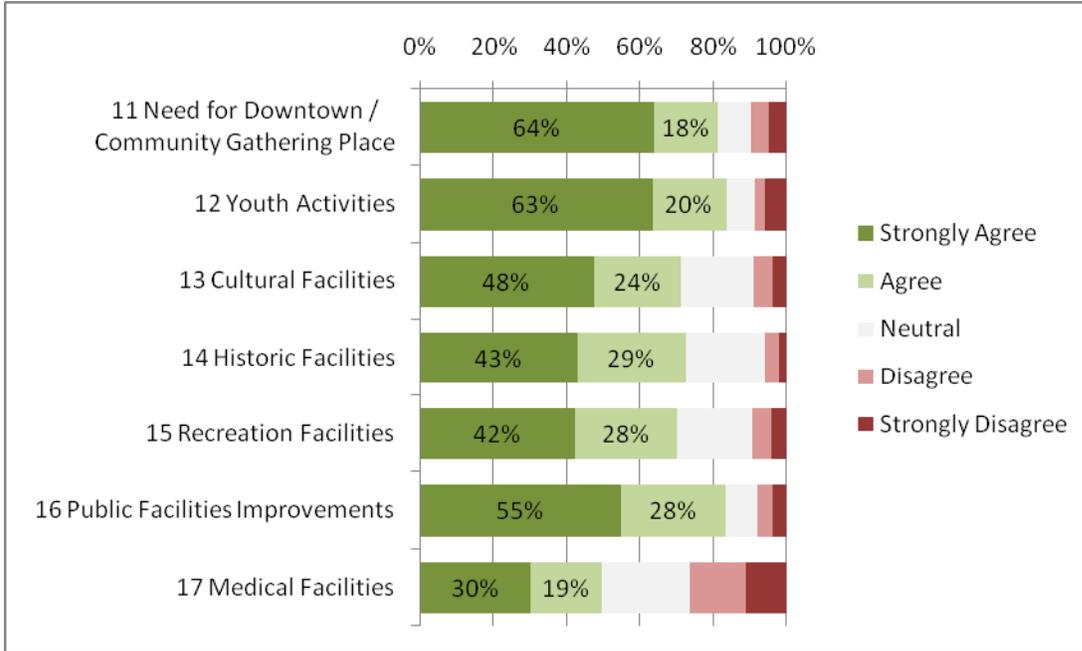
Comments on this subject expressed a range of thought. One participant felt Pacifica did not need medical facilities, and another felt it was not a priority. Another saw access to health care as a national problem not well-suited to general plan attention. One commenter believed there was a need for an urgent care clinic providing services to all without regard to ability to pay. Another proposed establishing relationships with nearby service providers.

## SUMMARY OF VOTING RESULTS

Among the policy questions under the umbrella of community facilities and gathering places, there were clear favorites. The need for more youth activities and for a civic center, downtown, or central gathering place were agreed with by 83% and 82% of participants, respectively. At the other end of the spectrum, 49% of participants agreed with the statement regarding the need for more medical facilities, making it the only statement receiving less than 50% agreement.

There was support for statements regarding recreation facilities, historic assets, and cultural facilities; 70 to 73% either agreed or strongly agreed with the draft policies.

**Figure 2.4-8 Level of Agreement on Community Gathering Places and Facilities Statements**



**Table 2.4-8 Level of Agreement on Community Gathering Places and Facilities Statements**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
11 Need for Downtown / Community Gathering Place	64%	18%	9%	5%	5%
12 Youth Activities	63%	20%	8%	3%	6%
13 Cultural Facilities	48%	24%	20%	5%	4%
14 Historic Facilities	43%	29%	22%	4%	2%
15 Recreation Facilities	42%	28%	21%	5%	4%
16 Public Facilities Improvements	55%	28%	9%	4%	4%
17 Medical Facilities	30%	19%	24%	15%	11%

## 2.5 NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT

### (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.*

Figure 2.5-1 Level of Agreement on Statement 18

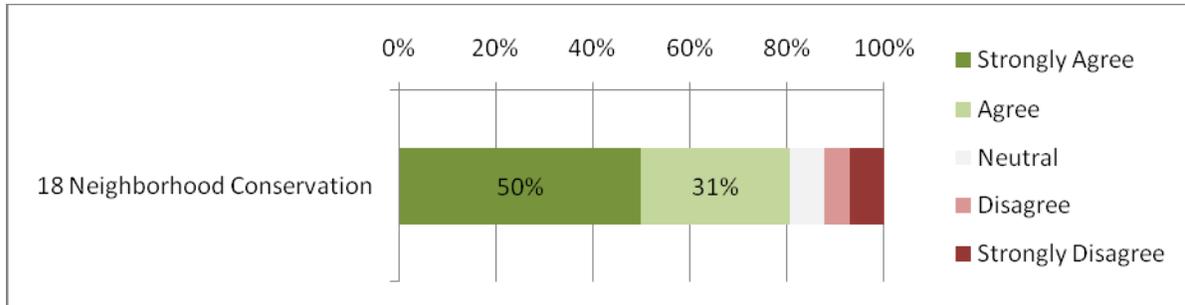


Table 2.5-1 Level of Agreement on Statement 18

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
18 Neighborhood Conservation	50%	31%	7%	5%	7%
	<b>81%</b>			<b>12%</b>	

#### Group Discussion

While one table noted mixed feelings about additional public review of homeowner proposals for their houses, there was general support for this statement. Large houses were the most commonly cited concern. One group noted the need for sensitive development of hillside sites, and another proposed that any “Open Space Residential” development should be voted on by the public. One group proposed public review of home additions, while another proposed relying on design guidelines.

One table stated that solar access and views were the most important things to preserve. The same table also felt that some of Pacifica’s neighborhoods in fact do not have great character, and that the focus should be on enhancement, not preservation.

#### Individual Comments

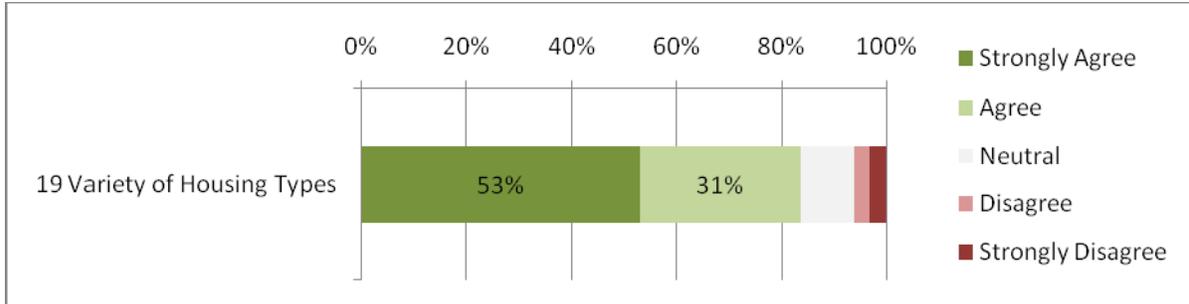
There were multiple comments concerning large houses, with two agreeing with the need for design guidelines and one disagreeing. Two comments proposed stronger green building incentives or requirements.

Several individuals wrote that “smart” redevelopment was in order in certain places, or that the focus should be on upgrading, not preserving, some post-war neighborhoods.

**(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.*

**Figure 2.5-2 Level of Agreement on Statement 19**



**Table 2.5-2 Level of Agreement on Statement 19**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
19 Variety of Housing Types	53%	31%	10%	3%	3%
	<b>84%</b>			<b>6%</b>	

**Group Discussion**

Discussion groups focused on the need for more affordable housing, and more housing options for seniors. For affordability, inclusionary zoning and rent control were both mentioned as potential new programs. An increase in high-end housing was noted with concern.

Assisted living, handicapped-accessible housing, and transit-oriented senior housing were all noted. One table felt that Pacifica needs both more housing variety and “adaptation strategies,” such as “home-sharing” for seniors, to help the existing housing stock better match the city’s changing demographics.

**Individual Comments**

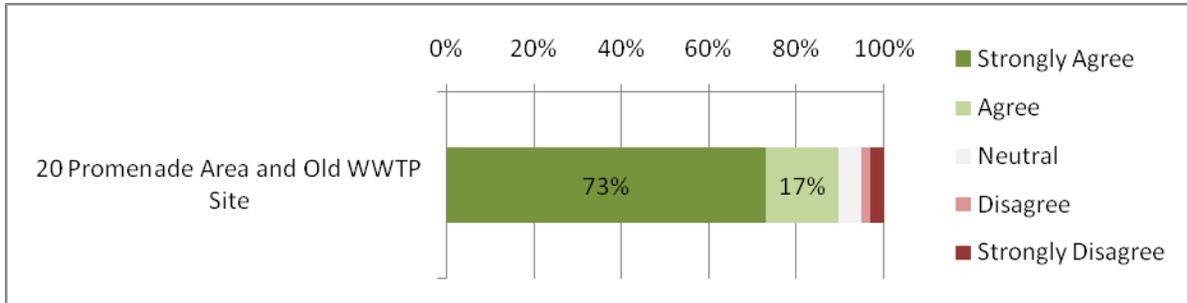
Individual comments echoed the facilitators’ notes on group discussions, and focused on affordable housing, and housing for young people and seniors.



**(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.*

**Figure 2.5-3 Level of Agreement on Statement 20**



**Table 2.5-3 Level of Agreement on Statement 20**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
20 Promenade Area and Old WWTP Site	73%	17%	5%	2%	3%
	<b>90%</b>			<b>5%</b>	

**Group Discussion**



There was strong support for redevelopment of the old Wastewater Treatment Plant site, and debate over the appropriate use or mix of uses. Most tables favored an emphasis on tourist-oriented uses including hotels, that would complement the pier, capitalize on the ocean view, and generate revenue. Some tables preferred public uses, including a marine center or a civic center, and some tables proposed a mix of community and visitor-oriented uses. One table noted the Beach Chalet in San Francisco as a model combining educational and commercial uses in

a positive way.

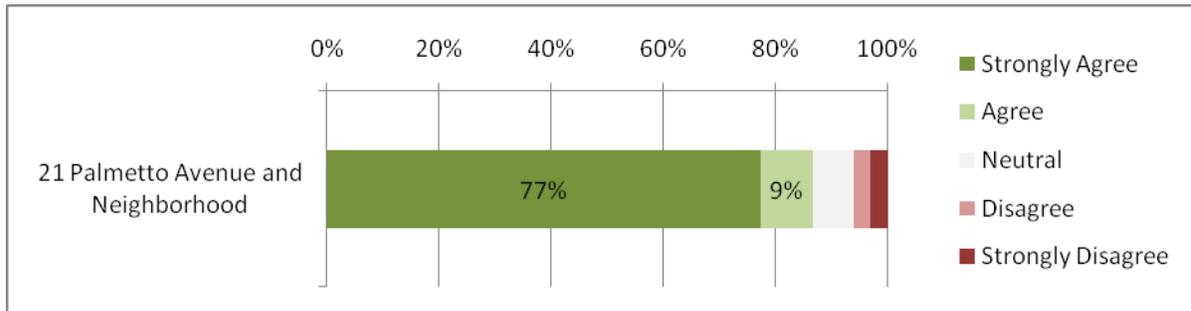
**Individual Comments**

Many individual comments supported commercial redevelopment of the Old WWTP site, seeing it as a potential revenue source for the City and the type of location where new development in Pacifica should occur. At the same time, some comments doubted the viability of a hotel or didn't support one. And there were calls for a farmer's market, a "discovery center," or a green energy facility.

**(21) PALMETTO AVENUE AND SURROUNDING NEIGHBORHOOD**

*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.*

**Figure 2.5-4 Level of Agreement on Statement 21**



**Table 2.5-4 Level of Agreement on Statement 22**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
21 Palmetto Avenue and Neighborhood	77%	9%	7%	3%	3%
	<b>87%</b>			<b>6%</b>	

**Group Discussion**

All tables agreed that Palmetto Avenue had development potential and could contribute to a better city. Some envisioned a more community-oriented area, and others envisioned an area that would attract tourists.

Groups identified a movie theater (art house) and a community multi-use space as potential elements. One group expressed concern about the viability of tourist-oriented development here; another wanted to preclude an over-concentration of places serving alcohol. There was support for harmonious landscaping, and off-street parking.



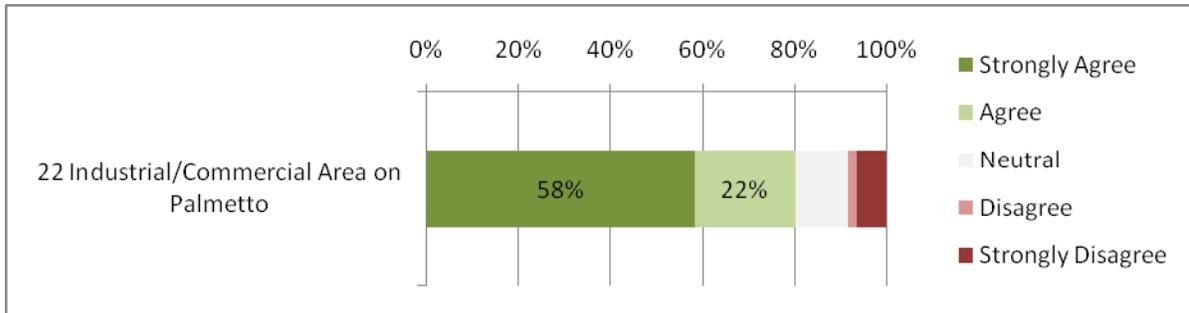
**Individual Comments**

There were comments very much in favor of enhancing Palmetto Avenue. However, some expressed doubt that the area could successfully attract tourists, or weren't sure this was the right place for a “main street” environment. One person imagined planting cherry trees to give the neighborhood a distinct character that would lend itself to a springtime festival.

**(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.*

**Figure 2.5-5 Level of Agreement on Statement 22**



**Table 2.5-5 Level of Agreement on Statement 22**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
22 Industrial/Commercial Area on Palmetto	58%	22%	11%	2%	6%
	<b>80%</b>			<b>8%</b>	

**Group Discussion**

The industrial stretch between Palmetto Avenue and the ocean was noted by multiple tables as unprecedented or “crazy.” At the same time, there was substantial support for having recycling and auto-oriented small businesses in Pacifica—and if the present location wasn’t ideal, there seemed to be no clear alternative.



Two tables proposed maintaining the industrial area, and “cleaning it up” or making it more attractive with visual screening and landscaping. Another group proposed keeping the industrial area, and changing adjoining land uses to better conform to it.

Other tables supported “gradually” relocating industrial uses to another area in Pacifica. One table promoted attracting green businesses to northern Palmetto, and another envisioned the area as a walkable and attractive avenue connecting the Palmetto Avenue and Pacific Manor shopping areas.

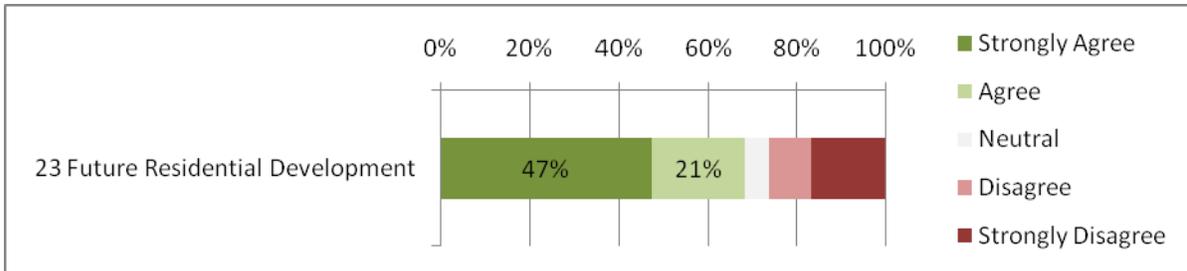
**Individual Comments**

Comments reflected the group notes. Individuals favored improving the area’s appearance, or making it transition to residential use or public space, while finding a place in Pacifica for the existing industrial activities.

**(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.*

**Figure 2.5-6 Level of Agreement on Statement 23**



**Table 2.5-6 Level of Agreement on Statement 23**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
23 Future Residential Development	47%	21%	5%	9%	17%
	<b>68%</b>			<b>26%</b>	

**Group Discussion**

In many cases, groups felt this statement should be qualified. Several tables noted that preservation of habitat and open space must be done in a way that respects private property rights. One group disagreed strongly with the statement, and two others felt that the “little or no development” clause should be changed. One table concurred that new housing should harmonize with neighborhoods, and that some areas already had enough housing.

**Individual Comments**

Some individuals were concerned that proposals for development restrictions and open space preservation must take into account the rights of property owners, and must be more specific. One person identified a parcel along San Pedro Creek currently zoned for commercial development as a top priority for public acquisition. Meanwhile, some comments expressed the desire for available sites to accommodate multi-family or affordable housing.

**SUMMARY OF VOTING RESULTS**

The statements about enhancing the Promenade area and redeveloping the old Wastewater Treatment Plant site as a destination, and creating a vibrant, pedestrian-oriented environment along Palmetto Avenue received very strong support, with 90% and 85% of participants in agreement.

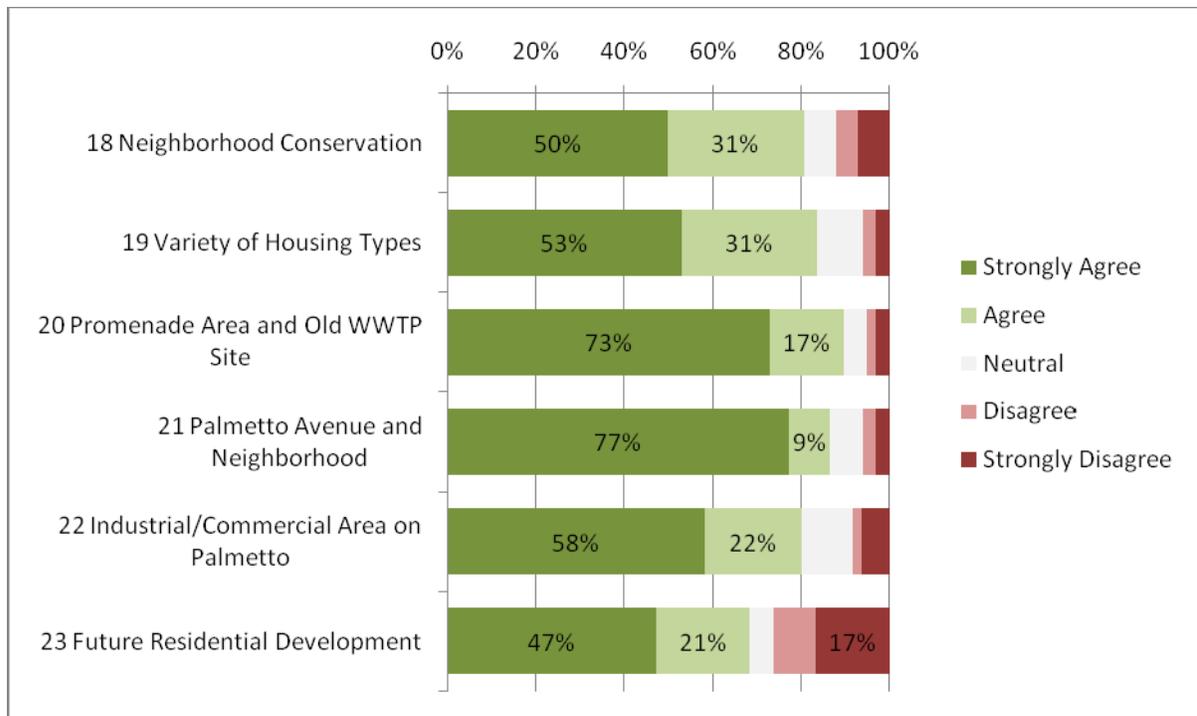
Statements about increasing housing variety and preserving neighborhood character were supported



by 84% and 81% of participants, respectively, but a relatively smaller proportion of these participants “strongly” agreed with the statements. Eighty percent of meeting participants also supported the statement calling for aesthetic improvements to the section of Palmetto Avenue in the northern West Sharp Park neighborhood, and for consideration of transition to commercial or residential use.

Many people had reservations about the statement regarding residential development on currently undeveloped land. A significant percentage of participants (26%) disagreed or strongly disagreed, and 21% were concerned or voted neutral. 68% of participants agreed with the statement, but less than half (47%) strongly agreed with the statement as written.

**Figure 2.5-7 Level of Agreement on Neighborhoods and Future Residential Development Statements**



**Table 2.5-7 Level of Agreement on Neighborhoods and Future Residential Development Statements**

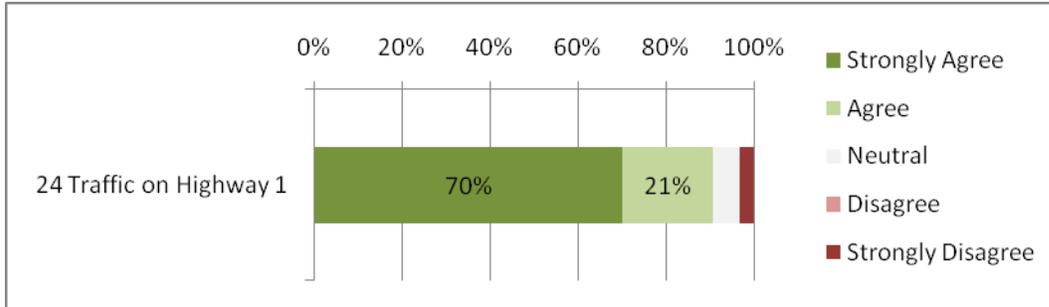
	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
18 Neighborhood Conservation	50%	31%	7%	5%	7%
19 Variety of Housing Types	53%	31%	10%	3%	3%
20 Promenade Area and Old WWTP Site	73%	17%	5%	2%	3%
21 Palmetto Avenue and Neighborhood	77%	9%	7%	3%	3%
22 Industrial/Commercial Area on Palmetto	58%	22%	11%	2%	6%
23 Future Residential Development	47%	21%	5%	9%	17%

## 2.6 TRANSPORTATION AND INFRASTRUCTURE

### (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.*

**Figure 2.6-1 Level of Agreement on Statement 24**



**Table 2.6-1 Level of Agreement on Statement 24**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
24 Traffic on Highway 1	70%	21%	6%	0%	3%
	<b>91%</b>			<b>3%</b>	

#### Group Discussion

All tables acknowledged the significant traffic problems on Highway 1 around the Reina del Mar intersection, and explored alternative ways to improve the situation.

The most common idea was to try to reduce traffic related to Vallemar School. School buses and carpooling to school were advocated, and two tables suggested that the district should change its open enrollment policy, which encourages commuting to school.

Other approaches included timing traffic signals, adding frontage roads, or widening Highway 1. One table noted that better transit and pedestrian/bicycle infrastructure would help, and another suggested that more local neighborhood shopping would reduce vehicle trips.



#### Individual Comments

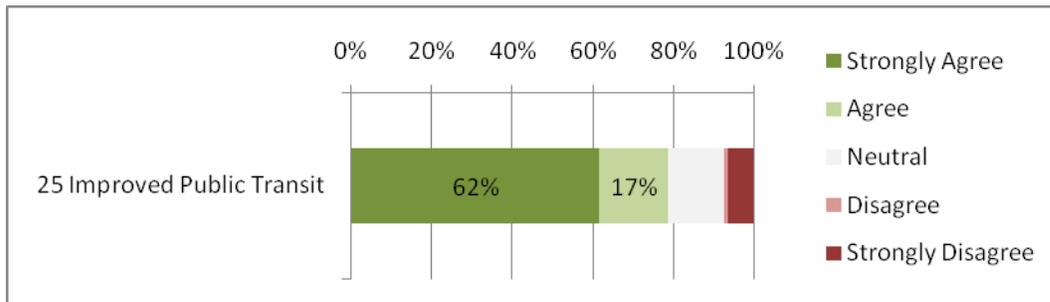
One comment identified this as a high priority, another hoped Highway 1 could retain a “two-lane highway feel,” and a third noted that there is already a project underway.

Two individuals focused on Vallemar School as a source of congestion which could be relieved if the district changed its enrollment policy, staggered school hours, or used buses, or if a frontage street were built on the east side of Highway 1 to carry local traffic.

**(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.*

**Figure 2.6-2 Level of Agreement on Statement 25**



**Table 2.6-2 Level of Agreement on Statement 25**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
25 Improved Public Transit	62%	17%	14%	1%	6%
	<b>79%</b>			<b>7%</b>	

**Group Discussion**

All but one of the discussion groups agreed that better transit service was desirable. Three tables proposed better local service, using smaller shuttles. Another three tables called for school buses. Two tables felt that the convenience of regional transit service should be improved, with faster and more frequent trips, and two tables proposed free transit. Other ideas included “smart routes” and transit hubs.



**Individual Comments**

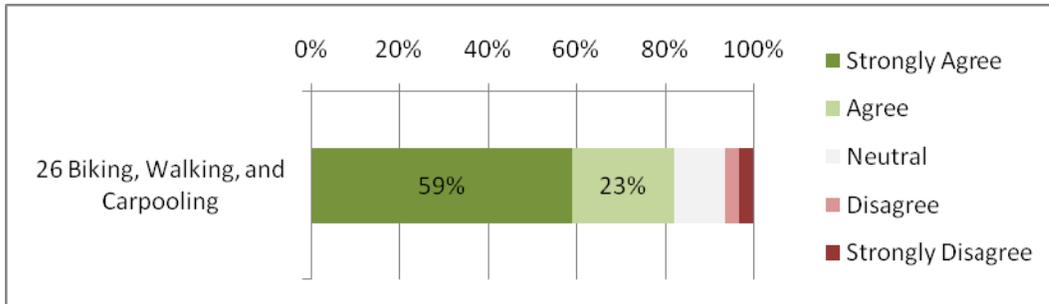
Multiple comments noted that SamTrans buses are too large to serve Pacifica efficiently. Another wrote that some buses are empty and some are full; what is needed is *smarter*, and not necessarily more, public transit.

Other individuals proposed that more school children should use public transportation, or that service to elementary schools should improve.

**(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.*

**Figure 2.6-3 Level of Agreement on Statement 26**



**Table 2.6-3 Level of Agreement on Statement 26**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
26 Biking, Walking, and Carpooling	59%	23%	12%	3%	3%
	<b>82%</b>			<b>6%</b>	

**Group Discussion**

There was general agreement that improvements should be made for walking, biking, and carpooling. There were specific suggestions for: pedestrian overpasses at the Reina del Mar and Linda Mar intersections with Highway 1; modest investments in bike paths; wider sidewalks in neighborhoods; and carpool signage. One table had only mixed support for this policy statement.



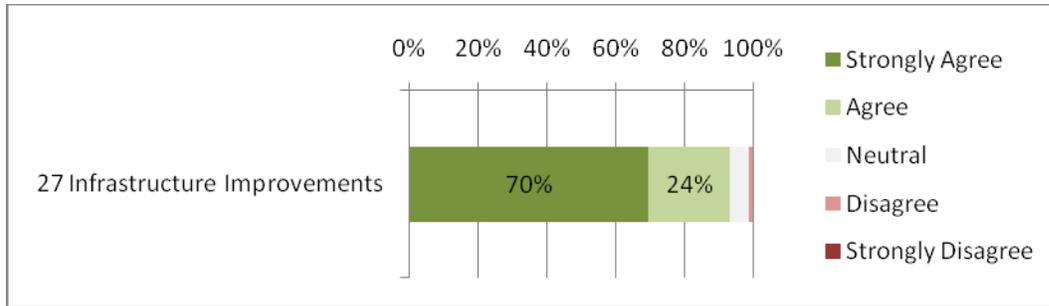
**Individual Comments**

Individual comments reflected the group notes. Multiple commenters felt that pedestrian improvements should be focused on making it safer and more attractive for children to walk to school. One focused on the problem of parked cars extending beyond driveways and blocking sidewalks. Another added ideas for car sharing and rental bikes.

**(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.*

**Figure 2.6-4 Level of Agreement on Statement 27**



**Table 2.6-4 Level of Agreement on Statement 27**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
27 Infrastructure Improvements	70%	24%	5%	1%	0%
	<b>93%</b>			<b>1%</b>	

**Group Discussion**

All tables acknowledged shortcomings in Pacifica’s roads. Other infrastructure issues were also raised. The most common issue was parking: one table called for less on-street parking, while others focused on the adequate provision of parking and the prevention of parking on sidewalks. Lighting received attention from two tables, with one noting the safety of traffic on roads and people within neighborhoods, and the other proposing solar-powered streetlights.

Paving, undergrounding utilities, rehabilitating the sewer system, and improving traffic safety around schools were also noted.



**Individual Comments**

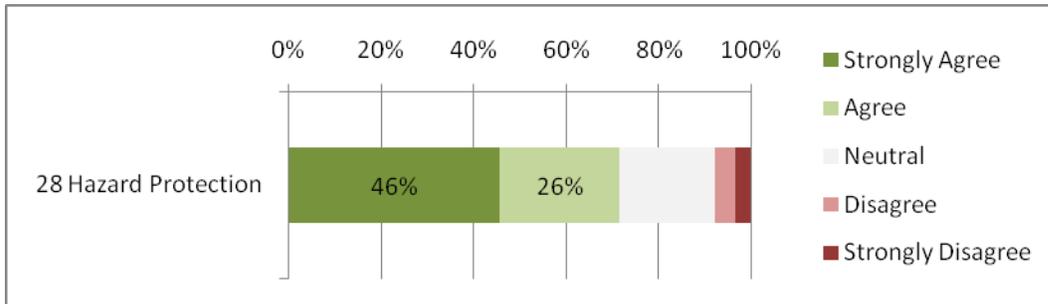
Two individuals wrote that the condition of some streets in Pacifica was unacceptable. An email comment argued for curbs and gutters to be added on streets with poorly-defined rights-of-way.

Several emailed comments proposed beautification policies: landscaping of streets and Highway 1, adding garbage cans at the beaches, putting electrical lines underground, and issuing violations for property neglect.

**(28) HAZARD PROTECTION**

*Institute programs or structures to protect citizens from injury due to natural hazards. Examples include updated emergency evacuation programs, and additional emergency access routes into and out of Pacifica.*

**Figure 2.6-5 Level of Agreement on Statement 28**



**Table 2.6-5 Level of Agreement on Statement 28**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
28 Hazard Protection	46%	26%	21%	4%	3%
	<b>72%</b>			<b>8%</b>	

**Group Discussion**

The most commonly discussed issue was the limited routes into and out of the city. One group felt this should not be a pretext for additional access routes; another proposed that the Highway 1 freeway be extended south to Linda Mar.



One table gave attention to the threat of coastal flooding, while another saw the need for thorough evaluation of hazards. Two tables noted approval for continuing public education efforts about hazards.

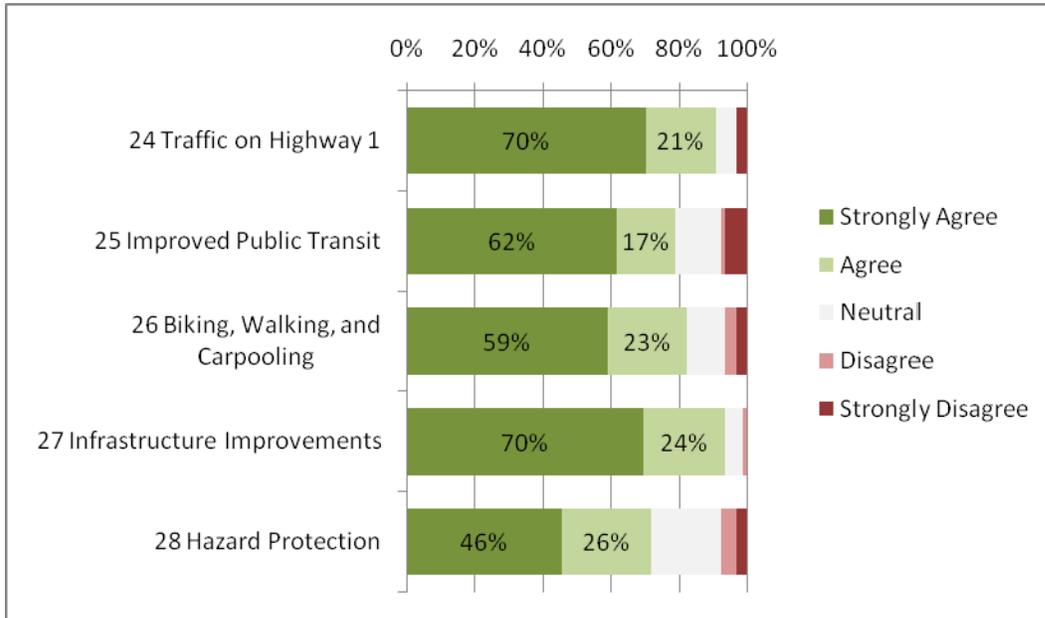
**Individual Comments**

One individual noted that “complete streets” would have public safety benefits in case of emergencies.

**VOTING RESULTS**

Participants overwhelmingly supported the statement regarding improvements to the city’s streets, sidewalks, and utilities, with 94% in agreement or strong agreement. Nearly as many participants (91%) agreed or strongly agreed with the statement concerning improving traffic flow on Highway 1. Improvements to the public transit and to bike paths, sidewalks, and carpooling also received quite strong support; 79% and 82% agreed. 72% agreed with the statement concerning protection from natural hazards though only 46% said they “strongly agreed.”

**Figure 2.6-6 Level of Agreement on Transportation and Infrastructure Statements**



**Table 2.6-6 Level of Agreement on Transportation and Infrastructure Statements**

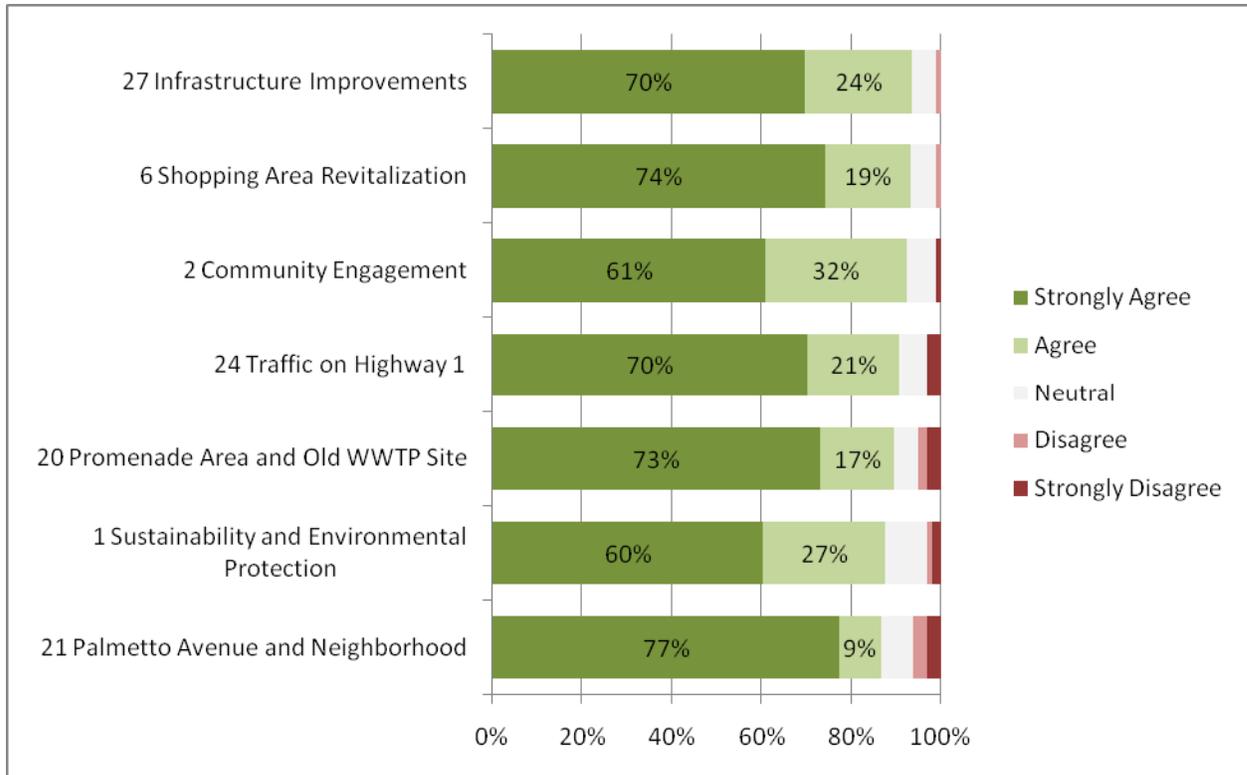
	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
24 Traffic on Highway 1	70%	21%	6%	0%	3%
25 Improved Public Transit	62%	17%	14%	1%	6%
26 Biking, Walking, and Carpooling	59%	23%	12%	3%	3%
27 Infrastructure Improvements	70%	24%	5%	1%	0%
28 Hazard Protection	46%	26%	21%	4%	3%

## 2.7 CONCLUSIONS: COMMUNITY PRIORITIES

### AREAS OF STRONGEST AGREEMENT

Seven of the draft statements received better than 85% agreement from community forum participants. These are shown in Figure 2.7-1, and discussed below.

**Figure 2.7-1 Policy Statements Receiving the Highest Level of Agreement**



#### Traffic and Infrastructure

Meeting participants were nearly unanimous in their agreement with the statement regarding the need for Pacifica to invest in its streets, sidewalks and other infrastructure. Finding a solution to traffic on Highway 1 was also a clear priority, with 91% of participants in agreement.

#### Revitalization and Economic Development

Participants at the second community forum expressed strong support for policy statements in the following areas:

- Enhancing the appeal and vibrancy of Palmetto Avenue and the Promenade, including redevelopment of the old Wastewater Treatment Plant;
- Revitalizing or redeveloping aging shopping centers.

Palmetto Avenue and the Promenade area were seen as a primary shopping and destination area, catalyzed by redevelopment of the Sharp Park Wastewater Treatment Plant site. 90% of participants supported the Promenade statement, and 85% supported the Palmetto Avenue statement; in both cases, a very high proportion of this support was “strong.” There was even more agreement (93%) that there was potential for Pacifica’s aging shopping centers to be strengthened or transformed, providing more retail variety and a stronger economic base for the city.

### **Sustainability and Community Engagement**

Community engagement and sustainable practices were affirmed as highly-supported principles for planning in Pacifica, with 93% and 87% in agreement with the opening statements, respectively. This support tended to be somewhat less forceful (in the “strongly agree” category) than support for more “concrete” policy statements.

### **OTHER STATEMENTS WITH BROAD SUPPORT**

#### **Fiscal Stability and a Tourism Strategy**

Improved fiscal stability was widely agreed upon as an important goal, with 85% of participants in agreement. As a means toward that end, the development of a stronger tourism sector was broadly supported; some felt the focus on ecotourism was perhaps too narrow.

#### **Housing Variety and Neighborhood Quality**

Statements concerning the preservation of Pacifica’s residential neighborhoods, and improvement of the character of the currently industrial stretch of Palmetto Avenue were favored by 81% and 80% of forum participants, respectively. At the same time, 84% agreed with the statement calling for a greater variety of housing.

#### **Youth Activities**

Eighty four percent of participants agreed with the statement that Pacifica needs to provide more and better activities for youth, with 63% registering strong support.

#### **Open Space and Trails**

Statements defining community goals for open space preservation and improvement of the trail system received 83% and 81% support, respectively.

#### **Civic Center and Downtown Gathering Place**

The statement of need for enhanced community facilities, including improvements to libraries and city offices, was supported by 83% of meeting participants. 81%, meanwhile, supported the statement establishing a goal for a civic center, downtown, or community gathering place.

#### **Transportation Alternatives and Compact Development**

Meeting participants were especially supportive of improving facilities for walking and biking in Pacifica (82% agreed with the statement). The statement concerning improved transit was supported by 79%, while approval for compact, mixed-use development around transit received 78% support.

## **POLICY STATEMENTS RECEIVING MIXED RESPONSES**

Only one of the statements under discussion received less than 50% agreement, and that concerned the need for medical facilities in Pacifica. Many participants simply did not feel that was a major community need.

### **Biological Resources and Future Development**

Statements concerning the protection of biological resources, and future residential development on currently vacant land received relatively low levels of agreement. Based on the discussion notes, it seems likely this was because the statements didn't reflect, for some, the need for balance between conservation and private property rights, and between habitat protection and public use values. However, the statements here did receive majority agreement.

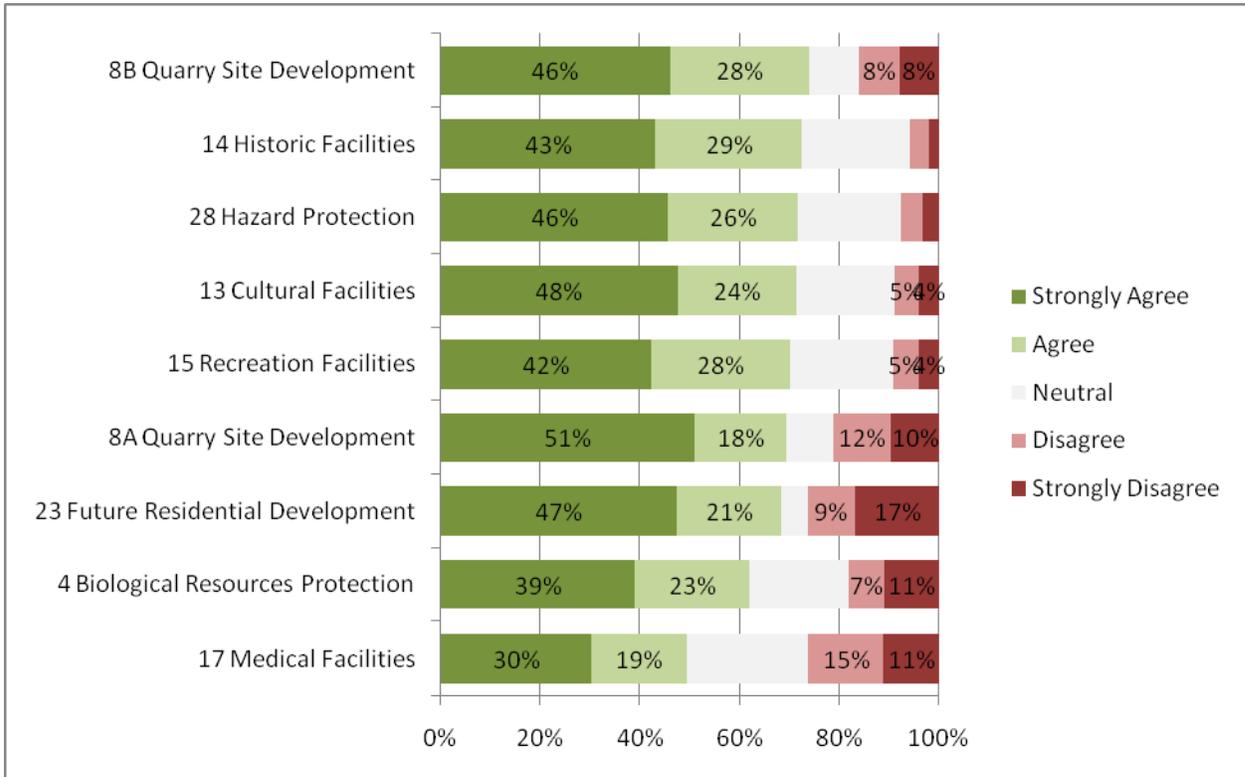
### **Cultural, Recreation, and Historic Facilities**

Statements concerning the need for more recreation facilities, more cultural activities, and more integration of historic assets did not provoke disagreement, but did not seem to motivate participants strongly. The same seems to have been true for the statement concerning protection from natural hazards.

### **Quarry Site Development**

Finally, the most controversial element of the statement concerning development of the quarry had to do with the extent and type of development and expectations for public benefits. While most supported the statement, comments from the small group discussions suggested that a significant number of participants found the language too limiting of development on this critical site. The policy statement concerning development of the quarry site was voted on in three parts, and the most agreement concerned ensuring that development on the site be designed with sensitivity to the environment.

**Figure 2.7-3 Policy Statements Receiving Mixed Responses**



# Appendix A: Community Forum 2 Agenda

May 30, 2009  
Ingrid B. Lacy Middle School  
1427 Palmetto Avenue  
10:00 am – 1:00 pm



## **PACIFICA GENERAL PLAN COMMUNITY FORUM #2: ISSUES, IDEAS, AND PRIORITIES**

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### **AGENDA**

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- 1. Greeting, Table Assignments, and Refreshments (10:00-10:30 am)**
- 2. Welcome (Mayor, City of Pacifica) (10:30-10:35)**
- 3. Overview of General Plan Process, Community Input to Date, and Format for Today's Meeting (Leslie Gould, Dyett & Bhatia) (10:35-10:50)**
- 4. Goals and Guiding Policies – Brief Background Presentation, Discussion, and Voting (10:50-12:40)**
  - a. Sustainability and Environmental Protection; Community Engagement (Warm-up/Demonstration Item – 5 minutes)
  - b. Open Space Conservation (20 minutes)
  - c. Commercial Areas and Economic Development (25 minutes)
  - d. Community Gathering Places and Facilities (20 minutes)
  - e. Neighborhoods and Future Residential Development (20 minutes)
  - f. Transportation and Infrastructure (20 minutes)
- 5. Groups Report Out – some key ideas from discussion (12:40-12:55)**
- 6. Wrap-Up and Next Steps (12:55 – 1:00)**

## Appendix B: Draft Guiding Policies

May 30, 2009  
Ingrid B. Lacy Middle School  
1427 Palmetto Avenue  
10:00 am – 1:00 pm



### PACIFICA GENERAL PLAN

#### COMMUNITY FORUM #2: KEY ISSUES AND GUIDING POLICIES FOR DISCUSSION

#### SUSTAINABILITY AND ENVIRONMENTAL PROTECTION

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##### 7. 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.

#### COMMUNITY ENGAGEMENT

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##### 8. 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.

#### OPEN SPACE AND CONSERVATION

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##### 9. 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; and areas that support critical wildlife habitat and endangered species.

##### 10. 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.

##### 11. 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.

## **COMMERCIAL AREAS AND ECONOMIC DEVELOPMENT**

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### **12. 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.

### **13. 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 visitor’s 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.

### **14. 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. 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.

### **15. 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.

### **16. 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**

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### **17. 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.

### **18. 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.

### **19. Cultural Facilities**

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

### **20. 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.

### **21. 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 and an off-leash dog park.

### **22. 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).

### **23. Medical Facilities**

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

## **NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

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### **24. 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.

### **25. 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.

### **26. Promenade Area and Old Wastewater Treatment Site**

Enhance the Esplanade area as a local community and tourist destination, focused around the Esplanade 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.

### **27. Palmetto Avenue and Surrounding Neighborhood**

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.

### **28. 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.

### **29. 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**

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### **30. 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.

### **31. 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.

### **32. 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.

### **33. 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.

### **34. Hazard Protection**

Institute programs or structures to protect citizens from injury due to natural hazards. Examples include updated emergency evacuation programs, and additional emergency access routes into and out of Pacifica.

## Appendix C: Complete Voting Results

Table C Level of Agreement on Discussion Policy Statements

Policy Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b><i>Sustainability and Environmental Protection</i></b>					
1 Sustainability and Environmental Protection	60%	27%	9%	1%	2%
<b><i>Community Engagement</i></b>					
2 Community Engagement	61%	32%	7%	0%	1%
<b><i>Open Space and Conservation</i></b>					
3 Open Space Conservation Priorities	63%	21%	7%	7%	2%
4 Biological Resources Protection	39%	23%	20%	7%	11%
5 Trail System Expansion	65%	16%	12%	1%	5%
<b><i>Commercial Areas and Economic Development</i></b>					
6 Shopping Area Revitalization	74%	19%	6%	1%	0%
7 Tourism, Inns, and Commercial Recreation	60%	25%	9%	5%	1%
8A Quarry Site Development	51%	18%	10%	12%	10%
8B Quarry Site Development	46%	28%	10%	8%	8%
8C Quarry Site Development	66%	16%	8%	3%	8%
9 Fiscal Stability	62%	22%	13%	2%	1%
10 Compact Mixed-Use Development	54%	25%	10%	2%	10%
<b><i>Community Gathering Places and Facilities</i></b>					
11 Need for Downtown / Community Gathering Place	64%	18%	9%	5%	5%
12 Youth Activities	63%	20%	8%	3%	6%
13 Cultural Facilities	48%	24%	20%	5%	4%
14 Historic Facilities	43%	29%	22%	4%	2%
15 Recreation Facilities	42%	28%	21%	5%	4%
16 Public Facilities Improvements	55%	28%	9%	4%	4%
17 Medical Facilities	30%	19%	24%	15%	11%
<b><i>Neighborhoods and Future Residential Development</i></b>					
18 Neighborhood Conservation	50%	31%	7%	5%	7%
19 Variety of Housing Types	53%	31%	10%	3%	3%
20 Promenade Area and Old WWTP Site	73%	17%	5%	2%	3%
21 Palmetto Avenue and Neighborhood	77%	9%	7%	3%	3%
22 Industrial/Commercial Area on Palmetto	58%	22%	11%	2%	6%
23 Future Residential Development	47%	21%	5%	9%	17%
<b><i>Transportation and Infrastructure</i></b>					
24 Traffic on Highway I	70%	21%	6%	0%	3%
25 Improved Public Transit	62%	17%	14%	1%	6%
26 Biking, Walking, and Carpooling	59%	23%	12%	3%	3%
27 Infrastructure Improvements	70%	24%	5%	1%	0%
28 Hazard Protection	46%	26%	21%	4%	3%

## Appendix D: Discussion Notes

*This section contains the transcribed notes from each table group at the community forum.*

**TABLE 1**

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### **OPEN SPACE AND CONSERVATION**

#### **#3 Open Space and Conservation Priorities**

- Need for neighborhood buffers
- Wildlife corridors
- Need to better define terms
- Priority between people and wildlife

#### **#4 Biological Resource Protection**

- Need to be able to walk dog
- “Compatible” development
- Can coexist with open space
- Limited off-leash area – pilot area
- Look to other models or cities that have similar values – “time to seed”

#### **#5 Trail System Expansion (bike and Foot)**

- Exclude motorized vehicles in sensitive areas
- Equestrian trails should not be allowed near critical habitat
- No dogs in critical/endangered habitat
- Connect to trails outside city limits

### **COMMERCIAL AREAS & ECONOMIC DEVELOPMENT**

#### **#6 Economic Development – Shopping Area Revitalization**

- City should work with owners regarding rent of retail spaces
- Don’t create vacancies by duplicating uses
- Develop better zoning regulations to ensure compatibility and maintain character
- Two [*unclear*] limit on Palmetto
- Develop downtown area
- More citizen control – shape/height/color
- Redo Northern Palmetto

#### **#7 Economic Development – Tourism, Inns, and Commercial Recreation**

- Beautiful hotel

- Tourism should “include” ecotourism but not exclusively

#### **#8 Quarry Site Development**

- No development in coastal zone/endangered habitat
- Limited development to south of Quarry road and on plateau
- Town Square and connectivity to Rockaway
- Limited development – uses should vary from existing Rockaway Beach area to ensure it remains
- Should be model of green/sustainable ecotourism, etc
- Assisted living facility

#### **#9 Fiscal Stability, and Fiscal Stability Strategies**

- Charge for parking at beach
- Don't charge for parking at beach

#### **#10 Compact Mixed Use Development on Sites with Transit Access**

- Be smart : make sure in scale – not too big
- More public transit (smarter – use efficient fuel)

### **COMMUNITY GATHERING PLACES AND FACILITIES**

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

- Multiple civic centers
- Language too “fuzzy”
- Focus on Palmetto

#### **#12 Youth Activities**

- Don't need more youth activities

#### **#17 Medical Facilities**

- Don't need one – maybe drop-in centers

### **NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

#### **#18 Neighborhood Conservation**

- Avoid “corridors” – maintain setbacks
- Review impact on entire city

#### **#19 Variety of Housing Types**

- Add handicapped housing

**#21 Palmetto Avenue and Surrounding Neighborhood**

- Include off-street parking
- Include existing residential
- Continuous landscaping – trees

**#22 Industrial and Commercial Areas on Northern Palmetto**

- Need to find place for industrial uses
- Implement visual screens – landscaping

**#23 Future Remaining Residential Development**

- Recognize private property rights

**TRANSPORTATION AND INFRASTRUCTURE**

**#24 Traffic on Highway 1**

- Timed lights – no widening
- Explore other options than timed lights
- Frontage roads – after school district schedule

**#25 Improved Public Transit**

- More trans-lateral shuttle-service
- Variety of type & size of vehicles
- Add/require school buses

**#27 Infrastructure Improvements – Roads, Sidewalks, Utilities**

- Too much on-street parking

**#28 Hazard Protection**

- No more access roads

**TABLE 2**

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**#3**

- Take last out – it is #4
- Concern on how to apply to developed areas

**#4**

- Make sure we have common definition – map area should be acquired for preservation

**#5**

- Concern for habitat impact of trails
- Level of trail development may be a concern
- Fire Road is not necessarily a trail

**#6**

- Concerned about amount of public funds use
- Encourage means including red tape
- Keep it unique – good design guidelines, neighborhood character
- Should be for residents and visitors

**#7**

- Ok

**#8**

- Ocean front area needs to be defined – could include whole area
- Remove “limited”/not defined
- Civic center should include library
- Traffic issues should be combined

**#9**

- Ok

**# 10**

- Better transit connections
- Remove “consider”

**#11 - #17**

- #11 and #16 related
- Need to find a way to pay for them Establish public/private part to facilitate development of facilities
- Highlight youth and family activities

**#18 - #23**

- What does encourage mean in 19?
- 20 should not include public uses
- Need to acquire to preserve in 23
- Remove “no” from 23

**TRANSPORTATION AND INFRASTRUCTURE**

- Need carpool signs again.

**TABLE 3**

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**#3 Open Space conservation priorities**

- Can only do it once, should try to conserve as much as possible

- Seize opportunities as it becomes available
- Open space provides “pre-em” value
- Preserve value...
- Beach access – more
- Trails under-utilized – access to trails

#### **#4 Biological**

- Difficult to identify land/area
- Sounds good but hard to do
- Protecting wildlife but realizing the delicate balance with development
- Enhance viability
- Invasive species – what do we prioritize (non-natives like pampas grass)
- Acquisition by public agencies – do we want to give land to outside agency – GGNRA or does the City manage? Loss of control (local) – important. Golf course example.

#### **#5 Trails**

- Expand trail head parking as well
- Improve access – parking (low impact)
- City involved (City) in coordinating system – integrated bike/foot
- Fill in gaps

#### **#6 Economic Development/ Commercial Areas**

- What motivates – economics streamline planning
- What do we want to encourage diversity?
- How d we increase revenue/ traffic to attract more...
- Revitalize Manor – good shopping
- City should encourage certain types of businesses (Antique row)

#### **#7 Tourism, Inns**

- Eco-tourism – good match
- Trail head with bike rentals – move activities to that encourage day use

#### **#8 Quarry site**

- “Devil in Details”

#### **#9 Economic**

- Tax or charge tourists for use/visit

#### **#10 Compact, Mixed Use**

- see handouts

**#11 Civic center/Downtown/Community Center/ Sense of Place**

**#12 Youth**

- higher priority – like skate park, BMX park

**#13 Cultural**

- needs more visibility – marketing
- Movie theatre, with all amenities and restrooms and restaurants

**#15 Recreational**

- Dog park - draws others

**#16 Public facilities**

**#17 Medical**

- lower priority

**#18 Neighborhood conservation**

**#19 Variety of Housing Types**

**#20 Promenade Area and WWTP Site (old) Beach Blvd**

**#21 Palmetto Avenue**

**#22 Industrial/Commercial (N. Palmetto)**

**#23 Future Remaining Residential Development**

- Need to restrict housing sizes – to be compatible
- “Mega Home Ordinance” strength
- Remove pipes from levy area - unused pipe. Beautification
- Hillside development should fit with hillside – within and complement hill
- Reduce industrial uses in North Palmetto – where does it go if not Palmetto?”
- Need to advertise “Pacifica” for tourism – create beach access
- Open space – residential development should be a vote of the people – change of zoning
- Traffic Hwy 1/ Improved public transit – biking, walking, carpooling
- Infrastructure improvements (roads, sidewalk, hazard protection)
- Move school start times away from commute
- No sound walls for 1 – ugly
- Fill in gaps for bikes
- Underground utilities – new and old development

**TABLE 4**

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**#3 Open Space Conservation Priorities**

- Majority agree

- Recognize need for commercial development
- Small faction feel we have plenty of open space
- Balance needs to achieved

#### **#4 Biological Resources Protection**

- Majority agree
- Some concern with “limited or no development”
- Maximize existing commercial space
- Remain environmentally sensitive

#### **#5 Trail System Expansion**

- Majority agree
- Also look at east/west trail developments
- Work to fill gaps – especially Rockaway

#### **#6 Economic Development – shopping areas**

- Majority agree

#### **#7 Economic Development – Tourism**

- Majority agree
- Include local tourism
- Better efforts to market
- History of Pacifica

#### **#8 Quarry Site**

- Mixed feelings
- Concern with some of limitations (i.e. height, etc)
- Needs to be addressed in General Plan

#### **#9 Fiscal Stability**

- Majority agree

#### **#10 Compact Mixed Use Development**

- Majority agree

#### **#11 Need for Civic Center**

- Majority agree
- Some differences with “existing developed area” vs. “vacant site”
- Include movie theater
- Leave flexibility
- Include “central gathering space” for each area. I.e. Linda Mar, Sharp Park, Fairmont

**#12 through #17**

- Not allowed ample time to discuss

**#18 Neighborhood Conservation**

- Majority agrees
  - Add review for home additions
  - Some disagreement with “large home” design review requirements

**#19 Variety of housing types**

- Majority agrees

**#20 Promenade/Wastewater site**

- Majority agrees

**#21**

- Palmetto Avenue
- Majority agrees

**#22 Industrial Commercial Northern Palmetto**

- Majority agrees

**#23 Future Residential**

- More info needed on definition of critical
- Case by case review
- “limited or no development” – some mixed thoughts

**#24 Traffic Hwy 1**

- Majority agrees

**#25**

- Improved public transit
- Get more school children to utilize “school buses” to ease some traffic congestion

**#26**

- Biking, walking, carpooling
- Add pedestrian over passes at: SR1 and Reina del Mar; and SR1 and Linda Mar
- Modest investment in neighborhoods with: bike paths and wider sidewalks

**#27**

- Infrastructure improvements
- Majority agrees

**#28**

- Hazard protection

- Continue to education public
- Some concern as to whether it's practical

**TABLE 5**

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**OPEN SPACE AND CONSERVATION**

**#3 Open Space and Conservation Priorities**

- Last sentence may belong in #2
- Important to distinguish types of open space. Other qualities to prioritize:
  - Recreation
  - Aesthetic
  - Economic Development Potential
- On the other hand, leave it simple
- A high but not necessarily the **top** priority

**#4 Biological Resources Protection – Wildlife and Habitat**

- Implies site like Quarry will ultimately be removed from development
- Rather than quantity (“very little/no”) quality, habitat-positive development
- Development can enhance habitat
  - Can habitat be mitigated by being relocated?
  - Can sustainable practices, e.g. at GC, be mitigation?

**#5 Trail System Expansion (bike and Foot)**

- Organize city around trails. Trails as integrated feature
  - Connective and recreational
  - Interpretive signage
  - This can be added ad hoc by different groups
  - Walk Pacifica web site
  - Master Plan for trails – seems random now

**COMMERCIAL AREAS & ECONOMIC DEVELOPMENT**

**#6 Economic Development – Shopping Area Revitalization**

- Not specific enough statement. Deemphasize automobile, add public space
- Make mixed use – transform
- Make shopping areas livable, walkable hubs, connected to region with transit
- How do we encourage certain retail without causing problems in the market? (Businesses sort it out)

- C of C (or other sponsor) may have a role, sharing into
- Need critical mass of amenities and businesses in certain places

### **#7 Economic Development – Tourism, Inns, and Commercial Recreation**

- Yes, supplementary to large and economic development plan. “Don’t put all eggs in one basket.”
- Interpretive elements will be part of it
- Broader tourism focus – Pacifica’s unique qualities... Pacifica as a place to play
- Should be destination , and also appeal to drivers through
- Too much attention to tourism. What about professional/personal services?

### **#8 Quarry Site Development**

- Some of 11 should be developed
- Housing may have merit if affordable
- Mixed use, 24/7 area
- Develop all you can
- Remove “limited.” Emphasize goals of development rather than constraining amount.
- Expansion of Rockaway Beach – opportunity for downtown
- Worry over false feeling of new downtown

### **#10 Compact Mixed Use Development on Sites with Transit Access**

- Stronger statement!
- Not “consider allowing” but “encourage”
- Add public gathering quality

## **COMMUNITY GATHERING PLACES AND FACILITIES**

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

- Acknowledge reality – 5 centers, with different anchors

### **#12 Youth Activities**

- Need indoor and outdoor
- Need more collaboration, better use of what we have
- Better use of volunteerism
- A place with all the places. Kids want shopping. Walkable

## **NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

### **#20 Promenade Area and Old Wastewater Treatment Site**

- Very important

### **#21 Palmetto Avenue and Surrounding Neighborhood**

- Also very important
- Education and visitor-oriented. Model: Beach Chalet (SF)
- WWTP: huge opportunity
- Pacific Ocean Discovery Center
- Viability of tourist-oriented commercial?

## **NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

### **#18 Neighborhood Conservation**

- Don't know any other accessible towns with industry on the beach
- Key preservation issues: solar and views
- Aside from Vallemar and Pedro Point, there isn't much character. Focus on enhancement, more than preservation
- Design guidelines can serve enhancement purpose
- Large houses are a problem
- #19
- Home sharing, e.g. for elders
- Adaptation strategy
- Also: need more variety of housing types

## **TRANSPORTATION AND INFRASTRUCTURE**

### **#25 Improved Public Transit**

- Make bus routes fast and convenient. Hubs.

### **#27 Infrastructure Improvements – Roads, Sidewalks, Utilities**

- Sewers: “ticking time bomb”

### **#22 Industrial and Commercial Areas on Northern Palmetto**

- Support for auto and industrial businesses locally
- But would be nice to connect Manor and Palmetto, make it attractive and walkable

### **#24**

- School District coordinate solution for Vallemar traffic
- Lack of school buses

### **#25**

- Good bus service must go to BART and must accommodate bikes
- Use efficient shuttles

- Consider free transit. City would take advocate role

## **TABLE 6**

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### **OPEN SPACE AND CONSERVATION**

#### **#3 Open Space and Conservation Priorities**

- Need a balance (HPD) – eco-tourism; need to promote – the pier

#### **#4 Biological Resource Protection**

- Preserve rights of private property while balancing environmental issues/wildlife corridors-  
> public acquisition

#### **#5 Trail System Expansion (bike and Foot)**

- Support filling in gaps to ensure better emergency access

### **COMMERCIAL AREAS & ECONOMIC DEVELOPMENT**

#### **#6 Economic Development – Shopping Area Revitalization**

- Revitalize Rockaway Beach (tourism), Palmetto and Manor Shopping Center
- Priority is existing commercial areas first before new development
- \*Maintain historical significance

#### **#7 Economic Development – Tourism, Inns, and Commercial Recreation**

- Strongly promote tourism – new and revitalize existing tourist services

#### **#8 Quarry Site Development**

- City generated plan with community input for Quarry – much more discussion needed

### **COMMUNITY GATHERING PLACES AND FACILITIES**

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

- Add/restore rifle range

### **NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

#### **#20 Promenade Area and Old Wastewater Treatment Site**

- Include pier and focus on revenue generation

#### **#21 Palmetto Avenue and Surrounding Neighborhood**

- Activities (mixed-use, too)

#### **#23 Future Remaining Residential Development**

- Protect private property rights and balance with environmental issues

## **TRANSPORTATION AND INFRASTRUCTURE**

### **#24 Traffic on Highway 1**

- Backup/problems on exits off Highway 1
- Afternoon traffic problem, too
- Traffic problems on Highway nearby streets should be a priority

### **#25 Improved Public Transit**

- Improve connections – BART shuttles to Pacifica

### **#26 Biking, Walking, and Carpooling**

- Free bus zone – start up again Pacifica Little Red Bus

## **TABLE 7**

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### **#3 Conservation**

- Priorities
  - Consider endangered species
  - Open we have enough open space
  - Preserve open space. Should be accessible and available and active
  - Co-exist with habitat/wildlife
  - Encourage habitat on private land Look at laws for endangered species

### **#4 Biological Resources**

- Encourage habitat - liability with laws?
- Balance between accessibility/preservation
- What about Development?

### **#6 Economic Development**

- Shopping area revitalization

### **#7 Economic Development – Tourism, inns, commercial recreation**

- Market our environment – bring people here to spend money. Tie in these visitors to our retail market and to people who use our facilities
- Healthier and more affordable

### **#9 Fiscal stability**

- Specifics/strategy and focus on existing/redevelopment

### **#10**

- Half and half

### **# 8 Quarry site**

- Traffic impact, preserve parts of it. Develop

**#11 Needs for Civic/downtown/ community center/ gathering place/ sense of place**

- Youth activities
  - Paintball, arcade
  - More expansive lists of activities/ facilities
  - Multipurpose
- Develop/use old WWTP site

**#18 Neighborhood Conservation**

- In general

**#19 Variety of Housing Types**

**#20 Promenade/ Old WWTP**

- Community/revenue/tourism, community

**#21 Palmetto Avenue**

**#22 Industrial/Commercial of N. Palmetto**

**#23 Future Remaining Residential Development**

- Does not address redevelopment of existing
- Discussion of mega

**#24 Traffic on Highway 1**

- Make improvement better than doing nothing

**#25 Improved Public Transit**

- Consider options and smart routes

**#26 Biking, Walking, Carpooling**

- Not sure about sidewalks.

**#27 Infrastructure Improvements – Roads, Sidewalks, Utilities**

- Maintain

**#28 Hazard Protection**

- Evaluation

**TABLE 8**

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**OPEN SPACE AND CONSERVATION**

**#3 Open Space and Conservation Priorities**

- Hillsides, areas
- Expand to all open hillsides
- Include hillside preservation districts

- Bluff erosion protection

#### **#4 Biological Resource Protection**

- Preserve, enhance, restore
- Compatible development

#### **#5 Trail System Expansion (bike and Foot)**

- Maintenance & expansion
- Extend into residential

### **COMMERCIAL AREAS & ECONOMIC DEVELOPMENT**

#### **#6 Economic Development – Shopping Area Revitalization**

- Variety of shopping
  - Ability to be selective in types (appropriate)
- Active recruiting - incentives
- Refine Zoning – new & existing
- Traffic/parking
- Rising rents driving out business

#### **#7 Economic Development – Tourism, Inns, and Commercial Recreation**

- Too many hotels

#### **#8 Quarry Site Development**

- Public access
- Traffic/parking
- # of hotels
- Destination/habitat protection

#### **#9 Fiscal Stability, and Fiscal Stability Strategies**

- Penalties for negative development

#### **#10 Compact Mixed Use Development on Sites with Transit Access**

- Reconsider height
- Parking

### **COMMUNITY GATHERING PLACES AND FACILITIES**

#### **#12 Youth Activities**

- Youth mentioned several times in previous topics

#### **#13 Cultural Facilities**

- Not big need with proximity to SF except (movie)

**#17 Medical Facilities**

- Encourage urgent care (clinic)

**NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

**#19 Variety of Housing Types**

- Affordable – rent control

**#23 Future Remaining Residential Development**

- Harmony with neighborhood
- Enough housing in some areas

**TRANSPORTATION AND INFRASTRUCTURE**

**#24 Traffic on Highway 1**

- Carpool to school

**#25 Improved Public Transit**

- Schools, school bus

**#28 Hazard Protection**

- Linda Mar freeway extension

**TABLE 9**

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**OPEN SPACE AND CONSERVATION**

**#3 Open Space and Conservation Priorities**

- Open space is a top priority to accomplish [key issues] 4 and 5
- Natural assets important
  - Unique especially beaches
  - Economic base

**#4 Biological Resource Protection**

- [Key issues] 3 and 4 – hand in hand
- Sharp Park golf course
  - Endangered species on developed land

**#5 Trail System Expansion (Bike and Foot)**

- Fill in gaps/round trip
- Complete streets
- Safe access without cars
- Signage

## **COMMERCIAL AREAS & ECONOMIC DEVELOPMENT**

### **#6 Economic Development – Shopping Area Revitalization**

- e.g. Palmetto; Pedro Point Park Mall; Crespi Center
- Yes!
- More retailers of things like clothing, gifts
- Facelifts for strip malls – more charm
- Accessibility/walkability
- Marketing; tourists don't know about Rockaway

### **#7 Economic Development – Tourism, Inns, and Commercial Recreation**

- Charge more for beach parking
- Hot showers
- More beach accessible restaurants
  - Picnics
  - Chain restaurants, because tourists like familiarity; try to have healthy options
- Marketing kiosk at beach

### **#8 Quarry Site Development**

- Mixed-use
  - Commercial below
  - Residential above
- No McMansions
- Trail and hilltop preservation
- Youth recreation area
  - Adventure playground

## **COMMUNITY GATHERING PLACES AND FACILITIES**

- More indoor options for youth recreation
- More swimming options, park options
  - Frontierland good but far south
- Parks more accessible
- Evening activities for youth
  - Organized
  - Lighting, safety
- Cultural center

- Library
- Arts, Spindrift

## **NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

### **#18 Neighborhood Conservation**

- Concerns with McMansions
- Smart development re: certain uses
  - Liquor, tobacco shops

### **#19 Variety of Housing Types**

- More affordable housing for seniors, young families

### **#20 Promenade Area and Old Wastewater Treatment Site**

- Yes – develop for tourism

### **#21 Palmetto Avenue and Surrounding Neighborhood**

- Yes – develop for tourism

### **#22 Industrial and Commercial Areas on Northern Palmetto**

- Crazy to have junkyard, recycling coastside

### **#23 Future Remaining Residential Development**

- “McMansion” concerns, especially near open space

## **TRANSPORTATION AND INFRASTRUCTURE**

### **#24 Traffic on Highway 1**

- More [key issues] 25 and 26 would help
- Complete streets
- Redo/widen Reina del Mar at Highway 1

### **#25 Improved Public Transit**

- Need more, more often especially during peak times; one hour waits

### **#27 Infrastructure Improvements – Roads, Sidewalks, Utilities**

- Redo certain intersections

### **#28 Hazard Protection**

- Car accidents or road blockage at certain locations really limits traffic flows

## **TABLE 10**

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### **#3 Open Space and Conservation**

- GGNRA and county park areas not “signed” well. Access points not marked

- SF Bay Ridge Trail System
- Promote use of horse trail
- Use environment as outreach to youth and recreation
- More signage on Hwy 1
- Get animal rescue/ discovery center. Youth hostel

### **COMMERCIAL/ECONOMIC DEVELOPMENT**

- Retail areas unattractive
- Consistent retail hours (longer)
- Consistent signage and themes
- Repave parking lots
- Mandate % of landscape/ design standards
- Appropriateness of business in an area (wrecking yard in scenic area)
- City-wide theme (ecology/environment)
- Promote local business
- Bring in Walmart or Big Box
- Convention center
- Jobs for teens
- Harbor at Pedro Point/Shelter Cove
- Parking meter at Linda Mar Beach
- Don't develop entire quarry
- Add civic center

### **GATHERING PLACES AND FACILITIES**

- Signs with activities happening at community center/ Sanchez
- Lighting (during winter especially) of skate park
- Promote Pacifica on City website and get better navigation
- Meeting agendas and minutes along with publications (General Plan)
- Promote more community events (in addition to Fogfest)

### **NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

- Encourage environmentally friendly businesses following regulations
- Keep industry here but clean it up
- Gradually move industrial Area
- Marine center at old WWTP or promenade (or Civic Center)

## **TRANSPORTATION AND INFRASTRUCTURE**

- Vallemar School drop-off/pick-up... alternate route? “import” kids from other parts of town increases traffic bussing
- Emergency vehicle access to Vallemar
- Manor Drive overpass
- Right-of-ways defined by curbs and gutters
- Code enforcement with parking and number of residents and vehicles

## **TABLE 11**

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### **OPEN SPACE AND CONSERVATION**

- Conflict between beach use with pets and preservation of species.
  - Same with golf course. Find balance
- How will it be paid for?
- Use of golf course: stay, or other rec? Pacifica needs a voice
  - Economic generator?
- Balance/conversation between public use value vs. biological value
- Issue: no accessible beach for dogs
- Trail linkage would improve accessibility
- Development should include public R.O.W.
- Should be pet-friendly

### **COMMERCIAL AREAS & ECONOMIC DEVELOPMENT**

- Revitalize but respect what is there, respect surrounding environment
- Revitalization needs to build upon good examples of what’s there
- Keep mom & pop shops open
- Fairmont shopping area: promote
  - Pay attention to needs of residents
- Lure better stores in
- Locally-owned businesses! Unique identity, more local revenue. Support them
- Consider parking needs
- Eco-tourism: Devil’s Slide
  - Bicycle areas
- Rockaway area is dead to youth – Quarry Site could help improve it
  - Shops that are relevant to residents

- Venues for events
- Could link N/S Pacifica – reduce community separation
- Theme: historic, railroad
- Quarry Site: traffic concern, but need revenue
  - Maybe more appropriate for Downtown
- Have a lot of restaurants – but need good ones!
- Mixed use potential on Palmetto, but respect context
  - Old sewer plant site is an opportunity; like Mori Pt. Inn

### **COMMUNITY GATHERING PLACES AND FACILITIES**

- \*Pool! That isn't falling apart and is warm
- Public gathering space at old treatment plant; also sites on Palmetto
- Community center in central place, not just in Linda Mar
- Venues that can stay open late – somewhere for youth to go, off streets
- Central library
  - Central vs. separate hubs/branches

### **NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

- Preserve industrial areas – don't lose
  - But consider surrounding land uses
  - Correct past errors with incompatible uses
  - Transitions
- Agricultural land use?
- Improve visual/streetscape/trees!
- Concern with influx of luxury housing/affordability pushing out residents
  - Affordable inclusionary %
- Encourage commerce/industry on Palmetto that residents can access
- Senior housing – affordable so people can stay
  - Assisted care facility, near transit
- Not too many places to buy alcohol close together
- Ferris Wheel!
  - Tourism, see ocean
- Palmetto: consider movie theater
  - Maybe boutique/arts/alt.

- 2<sup>nd</sup> run
- Community multi-use space
- More community gardens (vegetable and other)

## **TRANSPORTATION AND INFRASTRUCTURE**

- Traffic on Highway 1: work and school commuter; neighborhood schools would lessen impact
- Lighting is important in neighborhoods – safety/crime
  - Dark patches: not safe, fog also inhibits visibility
- Enforce no parking on sidewalks
- Adequate provision of parking
- Conflict over sidewalks – where appropriate
- Solar-powered lighting
- School capacity matches neighborhood growth
- Dangerous traffic around schools, construction zones
- More certification training classes
- Neighborhood protection from flooding; from ocean, specifically
- Transportation: more corner stores – walk to shops = less traffic

## **TABLE 14**

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### **OPEN SPACE AND CONSERVATION**

#### **#3 Open Space and Conservation Priorities**

- Concern – better/more clarification of zoning codes – terminology of “adjacent”
  - Existing-?

#### **#5 Trail System Expansion (bike and Foot)**

- Great existing trails, but more marketing

### **COMMERCIAL AREAS & ECONOMIC DEVELOPMENT**

#### **#6 Economic Development – Shopping Area Revitalization**

- Support existing shopping area revitalization
- Better restaurants

#### **#7 Economic Development – Tourism, Inns, and Commercial Recreation**

- Agree with [guiding policies of] #7
- Support additional Inns and revenue-generating recreation

**#8 Quarry Site Development**

- *Destination* [circled] – Building – Civic Center, library, hotel
- 3 responses did not include expansive

**#9 Fiscal Stability, and Fiscal Stability Strategies**

- Permit process change to encourage building

**COMMUNITY GATHERING PLACES AND FACILITIES**

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

- Yes - #1

**#16 Public Facilities Improvements – Library/Media Center, Civic Center**

- Library - Yes

**#17 Medical Facilities**

- Medical – No

**NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

- Personal choice reasonableness

**#18 Neighborhood Conservation**

- Yes/no - divided

**#19 Variety of Housing Types**

- Yes, issue with difficulty of process

**#20 Promenade Area and Old Wastewater Treatment Site**

- Yes – area development, but convert use of existing buildings to revenue raising – not City facilities. Green structures

**#21 Palmetto Avenue and Surrounding Neighborhood**

- Yes – enhancement

**#22 Industrial and Commercial Areas on Northern Palmetto**

- Change in zoning to

**#23 Future Remaining Residential Development**

- Majority strongly disagree

**TRANSPORTATION AND INFRASTRUCTURE**

**#24 Traffic on Highway 1**

- Yes, encourage City to work in cooperation/collaboration with other agencies – Caltrain, public, State, etc

**#25 Improved Public Transit**

- No, don't feel it would work

**#26 Biking, Walking, and Carpooling**

- No and yes

**#27 Infrastructure Improvements – Roads, Sidewalks, Utilities**

- Need street paving – improve local conditions and look of community; positive; top priority

**#28 Hazard Protection**

- Yes, yes, yes

# Appendix E: Individual Comments on Draft Guiding Policies

*This section contains the transcribed notes from each table group at the community forum.*

## **SUSTAINABILITY AND ENVIRONMENTAL PROTECTION**

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### **#1 SUSTAINABILITY AND ENVIRONMENTAL PROTECTION**

- Too vague – does this include LEED for buildings? No plastic bags in retail, like SF? Expansion of recycling including composting?

## **OPEN SPACE AND CONSERVATION**

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### **#3 OPEN SPACE AND CONSERVATION PRIORITIES**

- Better zone area definition to clarify the meaning of adjacent
- I would strongly agree but not with this wording
- While I am strongly in favor of keeping Pacifica’s natural resources safe, beautiful and protected, I don’t want extra money spent on these things now at this financially difficult time
- Find a better, more realistic balance; preserve rights of private property owners
- Disagree, have plenty of open space already. Need commercial development. Balance needs to be achieved
- All hillsides including those adjacent to open space; preserve existing protected hillsides, identify new ones
- Add areas “adjacent to creek”
- Pet friendly please! Right now the only off-leash beach has been closed
- Concerned about eliminating some uses of public areas: golf course, pets on beach
- No additional open space

### **#4 BIOLOGICAL RESOURCE PROTECTION**

- Not “very limited,” but “some” development
- Disagree with wording
- Concern about being too limited
- Any development has a negative impact on habitat, so development in open space is not a good idea.
- Preserve areas for threatened and sensitive species
- Any development anywhere affects wildlife
- Restrict or prevent further development in these areas

## **#5 TRAIL SYSTEM EXPANSION**

- Better marketing of existing facilities
- After ensuring emergency preparedness for those trails
- Risk of ruining the environment if we bushwhack the trail
- A great way to get visitors here to spend money
- Both bike and foot trails; add bike trails in residential neighborhoods to connect both ends of Pacifica
- Include residential areas, to facilitate students walking and biking to school
- Include historic and environmental interpretive information; document trail system online with maps
- It would be great to expand and link up the trails along Highway 1 – so there are no areas where you have to walk along the busy highway

## **COMMERCIAL AREAS & ECONOMIC DEVELOPMENT**

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### **#6 ECONOMIC DEVELOPMENT – SHOPPING AREA REVITALIZATION**

- No [big box stores]; yes to Trader Joes
- Improve existing restaurants instead of creating new ones; draw better chefs through a better not bigger town
- Could you [facilitate renovation]?
- Especially Rockaway Beach as first priority; Palmetto, second effort – after establishing tourism infrastructure, i.e. hotels and restaurants
- Community member vote on new and existing businesses in centers
- More variety of vendors; need a Jamba Juice; zoning and traffic considerations a priority
- Delivery services to de-emphasize driving
- Encourage mixed-use enhancements
- Encourage and support shopping at locally owned businesses

### **#7 ECONOMIC DEVELOPMENT – TOURISM, INNS, AND COMMERCIAL RECREATION**

- Eco-tourism – Yes!; No new [hotels] – vacancy rates already high, rebuild on existing sites
- Balances environmental protection with economic development
- #'s 20, 21 and 22 all belong to [key issue #7]
- Parking fee Linda Mar Beach
- Market history – include local tourism
- Environmental protection/prevention
- Improve walkability and access

- Keep Pacifica residents from leaving to purchase things, attract locals to local businesses
- Tourism should emphasize eco-tourism, but not exclusively
- Leverage Pacifica’s unique aspects (e.g. skate park)

#### **#8 QUARRY SITE DEVELOPMENT**

- Rockaway
- No new housing; reuse existing [hotel] sites
- Disagree with this statement; don’t agree with “No Development”
- Mixed feelings; concerns about some of limitations (i.e. height, etc); needs to be addressed in General Plan
- Yes, environmental protection is a priority; include/preserve public access
- Protect species habitat – no hotels!
- Traffic and parking considerations are important; mitigate traffic/parking
- Teen Center as part of library a high priority
- Don’t limit [preservation] to official “critical habitat”; preserve public access
- No reason to limit development if environmental issues can be addressed
- Not so limited development, make it special

#### **#9 FISCAL STABILITY, AND FISCAL STABILITY STRATEGIES**

- Too vague – set yourself targets, e.g. CME implementation per year
- Attract businesses

#### **#10 COMPACT MIXED USE DEVELOPMENT ON SITES WITH TRANSIT ACCESS**

- I’m against development in transit areas unless it is needed and according to our zoning codes. We don’t need more people in Pacifica.
- Housing on top of restaurants
- Teen center as part of library; consider height restriction adjustments allowing for three levels: underground parking, retail, residential
- Too commercial; tourists come for small town, that’s the point of Pacifica
- Encourage compact mixed use development
- Nothing [stated] about enhancing transit
- Worried about this

#### **COMMUNITY GATHERING PLACES AND FACILITIES**

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#### **#11 NEED FOR A CIVIC CENTER/ DOWNTOWN/ COMMUNITY CENTER/ COMMUNITY GATHERING PLACE/ SENSE OF PLACE**

- In the middle, since it is in Linda Mar

- We have [a library]
- i.e. Zocalo
- Pacifica is NOT geographically suited to having a single city center – it's too spread out and linear
- Pacifica's geography doesn't encourage it
- Existing site; leaves flexibility; include movie theaters; several downtowns for different areas
- It's not a city like SF, it's a small town
- Is going to city hall going to be obsolete in future (vs. online services)?

### **#12 YOUTH ACTIVITIES**

- Venues again, Rockaway
- [Indoor sports facility] open late, keep kids out of streets longer
- Or activity rooms near library, civic center
- As a youth, not many teens will go no matter what we do
- Current Pacifica pool is inadequate – if Oceana is revitalized, is there an opportunity for outdoor pool for kids programs
- Teen center would not be popular
- Town square or central commercial area

### **#13 CULTURAL FACILITIES**

- We have some already, they need to be redone
- Bring back Seavue Theatre or replacement of!
- Daly City war memorial
- I don't think Pacifica needs a movie theater because it wouldn't make that much money and residents would go to other theaters
- [Encourage] movies whether in a theater or outdoors
- Library very important

### **#14 HISTORIC FACILITIES**

- Add the Pier; was leading tourist attraction which needs repairs
- Will bring in revenue!
- Strongly agree; we need more support and activity for the PHS and JBC Railroad Car project
- We should be able to see the origins

### **#15 RECREATION FACILITIES NEEDS – E.G. SPORTS FIELDS, DOG PARK**

- Yes! {dog park, off-leash}
- Indoor facilities – it rains a lot
- Keep the golf course

### **#16 PUBLIC FACILITIES IMPROVEMENTS – LIBRARY/MEDIA CENTER, CIVIC CENTER**

- Library in the middle
- Not sure [about City Hall/City buildings]
- Daly City war memorial

### **#17 MEDICAL FACILITIES**

- Not needed
- Establish relationships with nearby [providers] such as Kaiser
- Establish private/partnerships outside Pacifica to help fun above resources
- We need an urgent care clinic open to every resident regardless of insurance/ability to pay
- This is part of a national problem, Pacifica cannot provide on its own. City needs to be active in initiatives toward free access to health care
- Important but not a priority

## **NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT**

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### **#18 NEIGHBORHOOD CONSERVATION**

- Consistent lighting throughout
- North Pacifica
- Yes – meet LEED requirements
- Some shouldn't be preserved
- Observe hillside protection ordinance
- Disagree with design review requirements for large homes (2800+ s.f.); add addition to homes for review
- More redevelopment; smart develop about certain areas [multiple comments]
- Large homes should be secondary to multi-family units
- Support or tighten existing megahome ordinance; put in strong green building ordinance
- Stronger design rules in general
- Vallemar, Pedro Point
- Encourage upgrading old post WWII tract subdivisions

### **#19 VARIETY OF HOUSING TYPES**

- Affordable housing [multiple comments]
- Yes
- Define “encourage”
- {Homes for} young families and seniors
- Rent control needed. More multi-family units that are affordable to young people [multiple comments]
- No ticky-tacky (all the same)

### **#20 PROMENADE AREA AND OLD WASTEWATER TREATMENT SITE**

- Brew pub, no city facilities in wastewater plant
- Discovery center, museum, eco center, “green” power
- Should include Pier
- Pier; focus on revenue-generating activities
- Focus on development in existing areas
- Enhance Beach Blvd
- Develop this!
- Should be developed for revenue to City
- Farmer’s market
- Primarily commercial [multiple comments]
- No hotel
- Emphasize economic development
- Beach Chalet in SF is model for restaurant
- Hotel not economically viable

### **#21 PALMETTO AVENUE AND SURROUNDING NEIGHBORHOOD**

- Alcohol [-selling shops] density
- Absolutely enhance the character
- Not necessarily here but I like this idea!
- Trees – Cherry trees in spring, have an event
- Tourism infrastructure development is due in this area [and #22] before it can attract tourists
- Won’t be successful, weather sucks there
- Focus on developing this area
- Manor housing looks run down

- Small buildings, small shops; respect existing building

## **#22 INDUSTRIAL AND COMMERCIAL AREAS ON NORTHERN PALMETTO**

- Yes, but change the character/zoning appearance of this area
- Yes, good idea
- Junk yard on ocean front
- Concern about transition from ocean front
- Relocate recycle yard, possibly mobile home park, auto shops so land could be developed for public enjoyment
- Residential not commercial
- Connect Palmetto and Manor
- Need some industrial capacity, but need to take advantage of ocean-front location

## **#23 FUTURE REMAINING RESIDENTIAL DEVELOPMENT**

- Affordable housing
- Yes
- More info needed on “critical [sites for open space]”, case by case
- City has to require prop. to limit development; disagree with No Development
- Multi-family affordable units
- [Development on other sites] like public park, meeting place
- Development should harmonize with neighborhoods
- Limit amount of housing built on a street
- Very concerned with parcel southwest of Linda Mar along S. Pedro Creek – currently zoned C-3 – listed on existing plans as “high density housing”. Needs to remain open space – high priority for public acquisition
- Emphasize green practices

## **TRANSPORTATION AND INFRASTRUCTURE**

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### **#24 TRAFFIC ON HIGHWAY 1**

- Should be kept an old 2-lane highway feel
- High priority – especially before the tunnel opens
- There is an existing funded project, research
- Incentivize carpooling to schools

### **#25 IMPROVED PUBLIC TRANSIT**

- Not top priority – buses too large for neighborhoods
- We need to do better in our work with SamTrans. Some buses are empty, some are crowded. We need smart transportation. We need more public discourse with SamTrans
- Encourage reduction in SamTrans bus size that serve the area to be more efficient, improve connections
- Get more school children to use school buses/public transportation
- Increase service to elementary students
- [Improvements in transit to] schools within Pacifica
- Support connections to BART and Caltrain, including bikes
- Improved BART connection; SamTrans takes too long

### **#26 BIKING, WALKING, AND CARPOOLING**

- Can we attract some Zipcar or “rent a bike” options like they have in Paris?
- Add pedestrian overpass at SR1 and L.M.; SR1 and RDM
- Modest investment in neighborhoods; bike: wider sidewalks
- Walking trails are important
- Bike and walking trails to schools
- Incentivize carpooling to schools
- Enforce parking policies; it is basically impossible to walk in the Linda Mar residential area safely. Many residents park in their short driveways, obstructing sidewalk and forcing residents into the street.
- Public parking in all areas of Pacifica

### **#27 INFRASTRUCTURE IMPROVEMENTS – ROADS, SIDEWALKS, UTILITIES**

- Oceana/Manor, Palmetto Manor, 3 schools
- I have lived in Pacifica for 27 years – and many streets are in very poor condition and very unsafe. Sacramento Terrace needs to be re-paved!
- #1 concern; 27 years with no street paving, not fair to taxpayer

**#28 HAZARD PROTECTION**

- Disagree – not practical; educational
- Continue to develop/coordinate certification
- Complete streets
- Where would “additional emergency routes” be located?

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