

City of Pacifica
GENERAL PLAN UPDATE



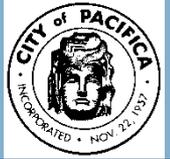
Community Forum 3 - Alternatives
January 29, 2011





Workshop Agenda

- Background
- Major Policy Issues & Land Use Alternatives
 - *Residential Areas*
 - *Commercial Areas and Economic Development*
 - *Coastal Area Development Policies*
 - *Parks, Open Space, and Biological Resources*
- Groups Report Out
- Wrap-up and Next Steps

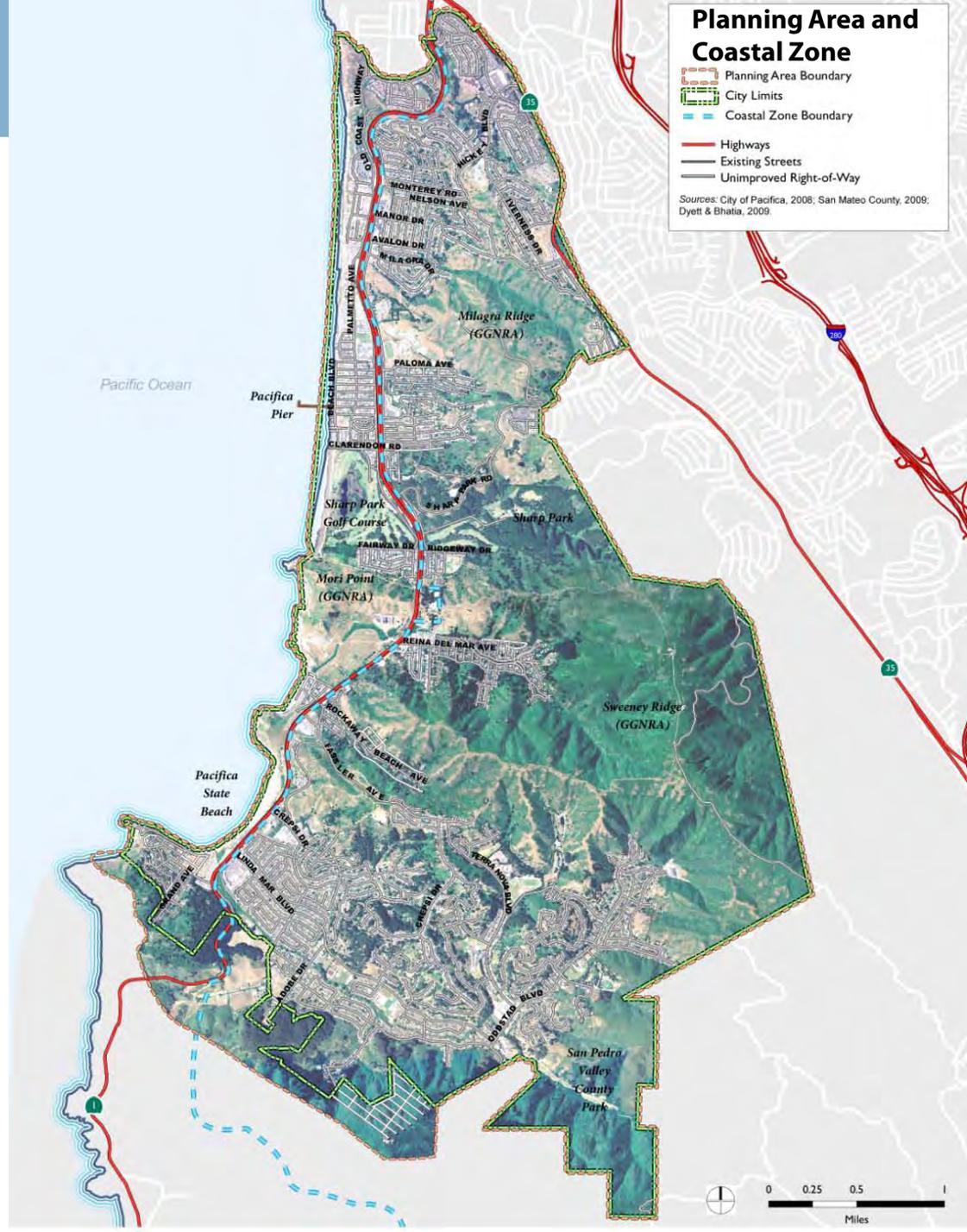


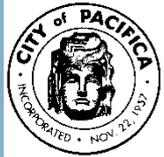
Background

- General Plan Project
- Community Forums 1 and 2
- Existing Conditions and Key Issues Report

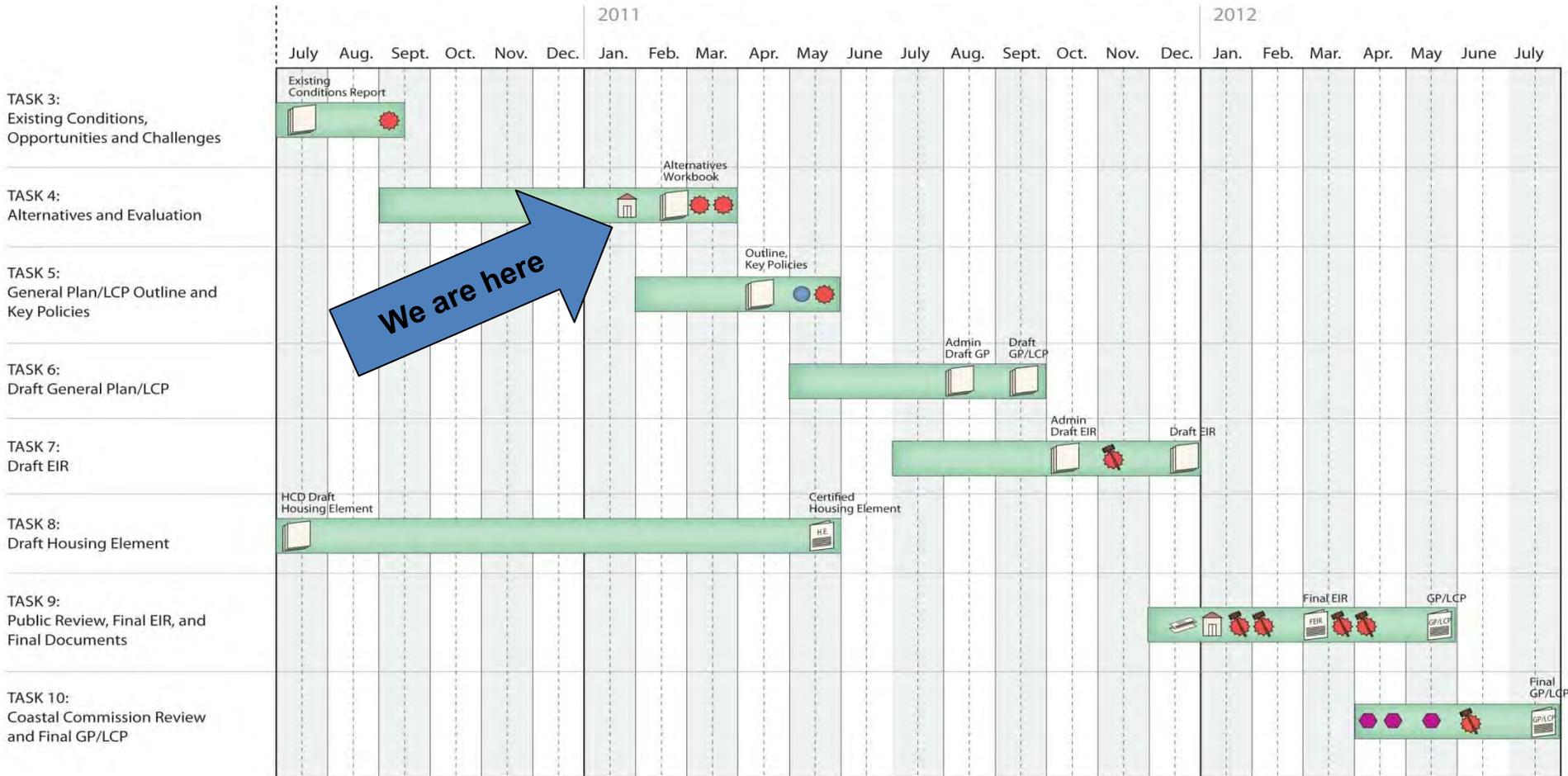
General Plan Project

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





Planning Process and Schedule



-  Interim Product
-  Final Product
-  Stakeholder Interviews
-  Newsletters
-  Community Meeting/Workshops
-  Planning Commission/City Council Meeting
-  Public Hearing
-  City Staff Meeting
-  GPOC Meeting
-  Coastal Commission Meeting



Summary of the First Two Community Workshops

Community Forum 1 Community Vision April 25, 2009

Community Forum 2 Issues, Ideas, and Priorities May 30, 2009

Pacifica Community Forum 1: Community Vision
Summary Report



DYETT & BHATIA
Urban and Regional Planners

Pacifica General Plan
Community Forum 2:
Issues, Ideas, and Priorities
Summary Report
June 2009



DYETT & BHATIA
Urban and Regional Planners



Community Forum 1 – Community Vision

Pacifica Today

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

Pacifica in the Future

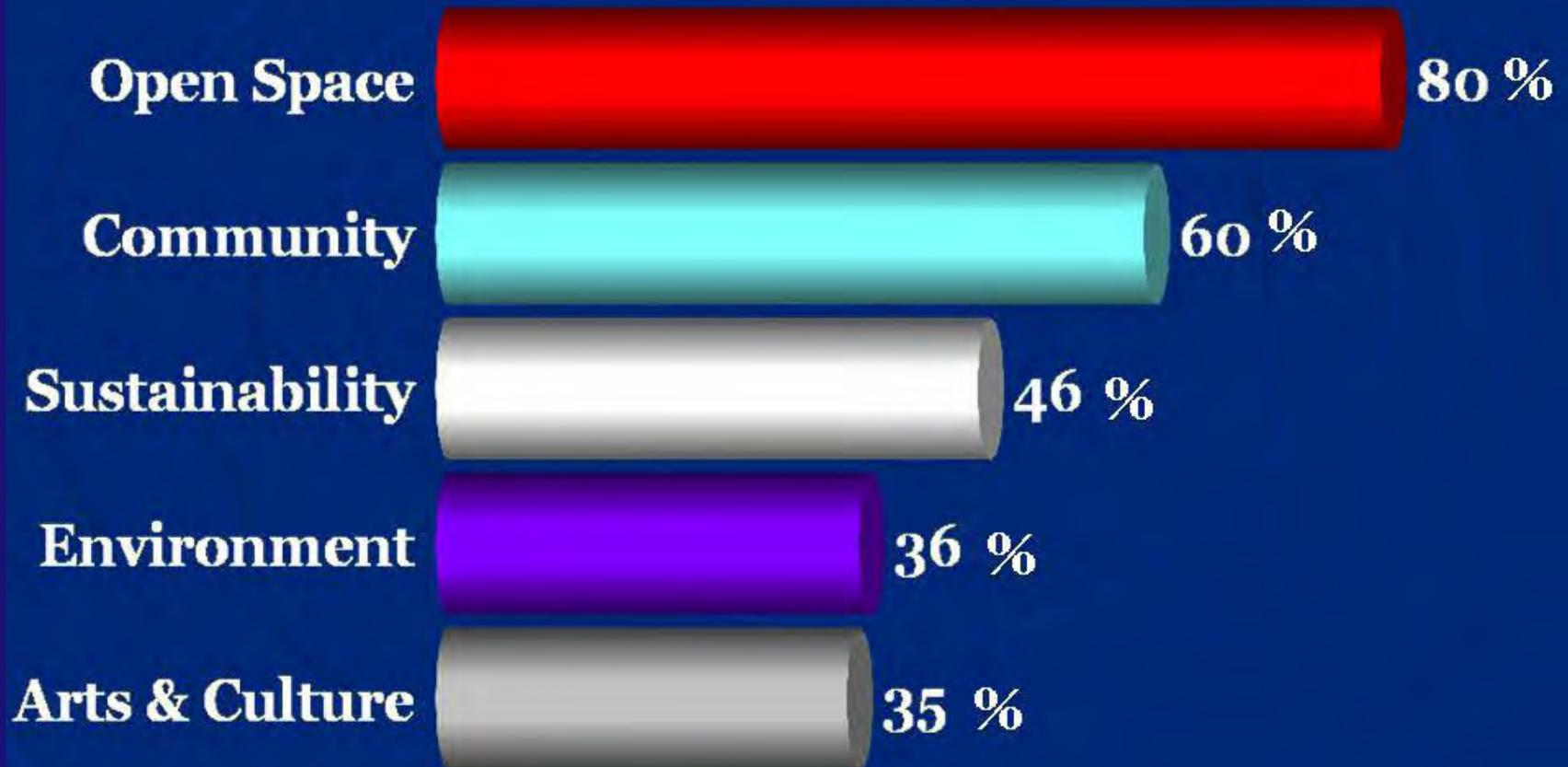
- The most important accomplishments for Pacifica by Year 2030





Discussion #1: Pacifica Today

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

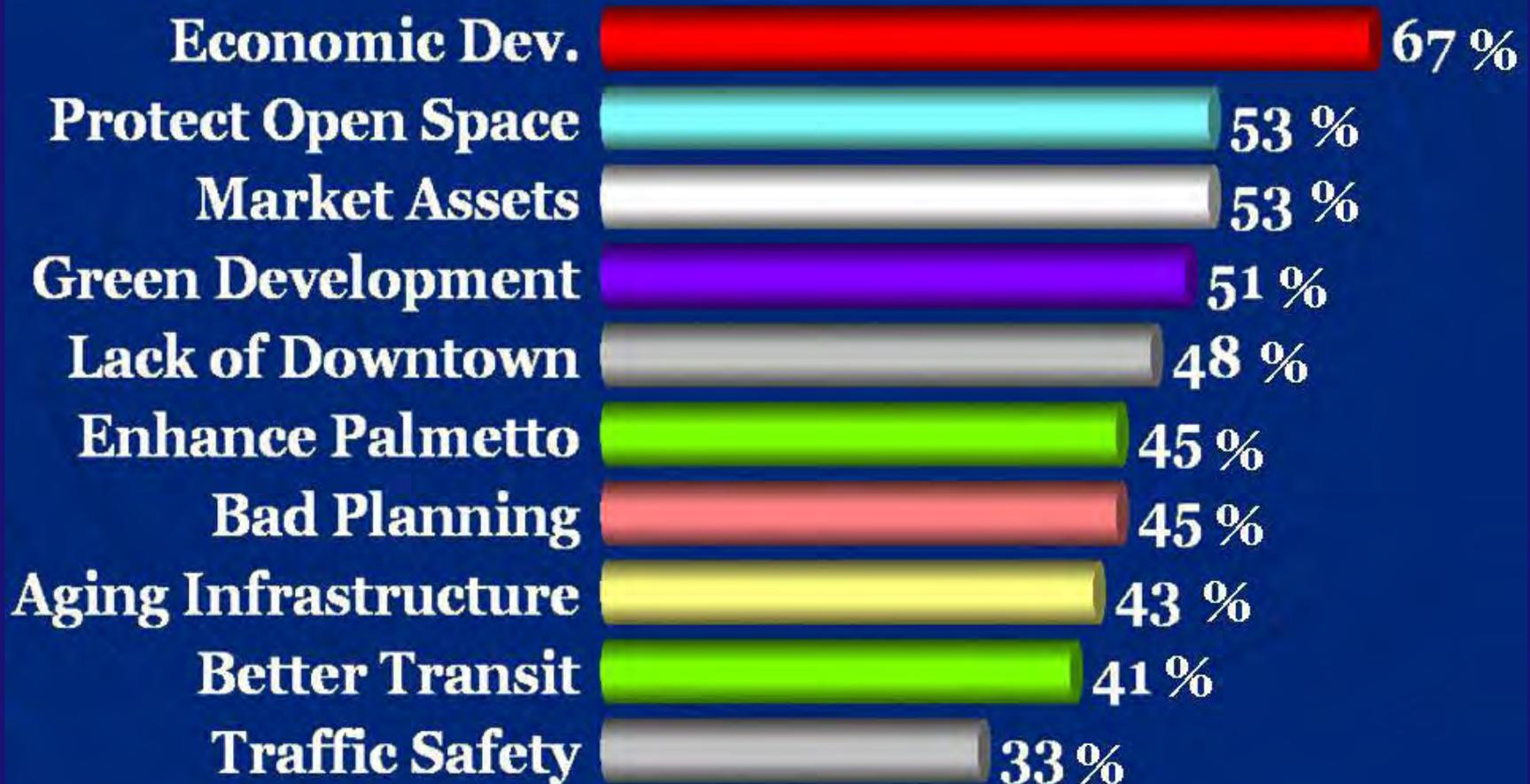




Discussion #1: Pacifica Today

What are your key concerns about Pacifica?

What characteristics and places would you like to see change?





CALIFORNIA TODAY

Pacifica:
The coastal town that did it right!!

This way to Biodiesel Plant
go solar!
grow your own Food!
Clean Beaches + ocean
Down with the Big Box strip mall!!
This way to green Palmetto downtown
Great Schools that teach Green
This way to Center Pacifica for the arts!
No more monster Houses

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

CALIFORNIA TODAY

PACIFICA AT 70 -
HEALTHY & STILL BEAUTIFUL

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

- 1) OPEN SP.
- 2) COMM SP. TOWN
- 3) SUB./CR. PRAC
- 4) ARTS
- 5) ~~ENV~~ ENV/BIO

SPECIAL EDITION: PACIFICA

Community Forum 2 – Issues, Ideas and Priorities

Testing 28 Draft Policy Statements
Covering:

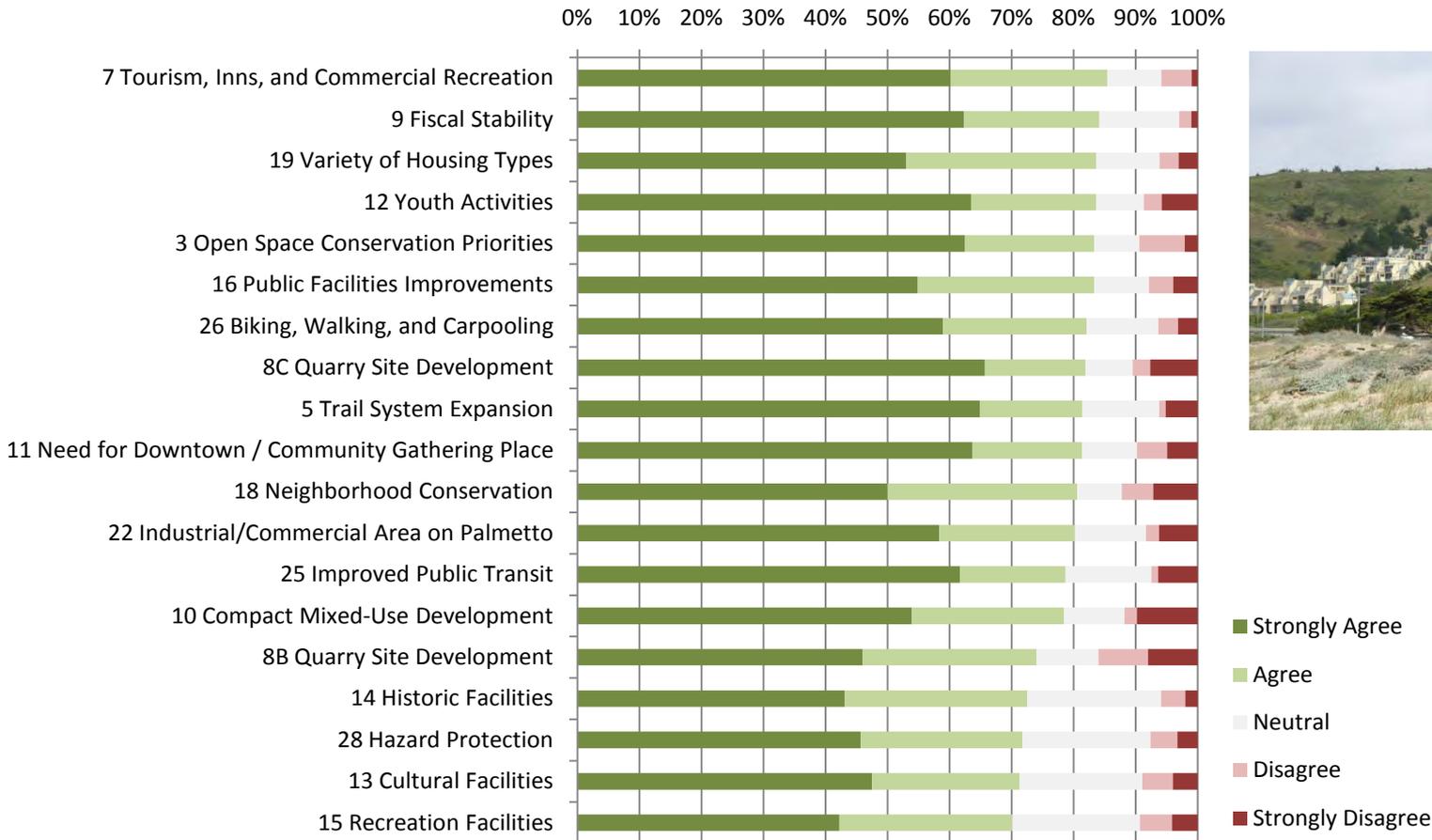
- Sustainability
- Community Engagement
- Open Space & Conservation
- Commercial Areas & Economic Development
- Community Gathering Places & Facilities
- Neighborhoods & Future Residential Development
- Transportation & Infrastructure

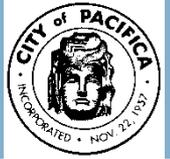




Areas of General Agreement

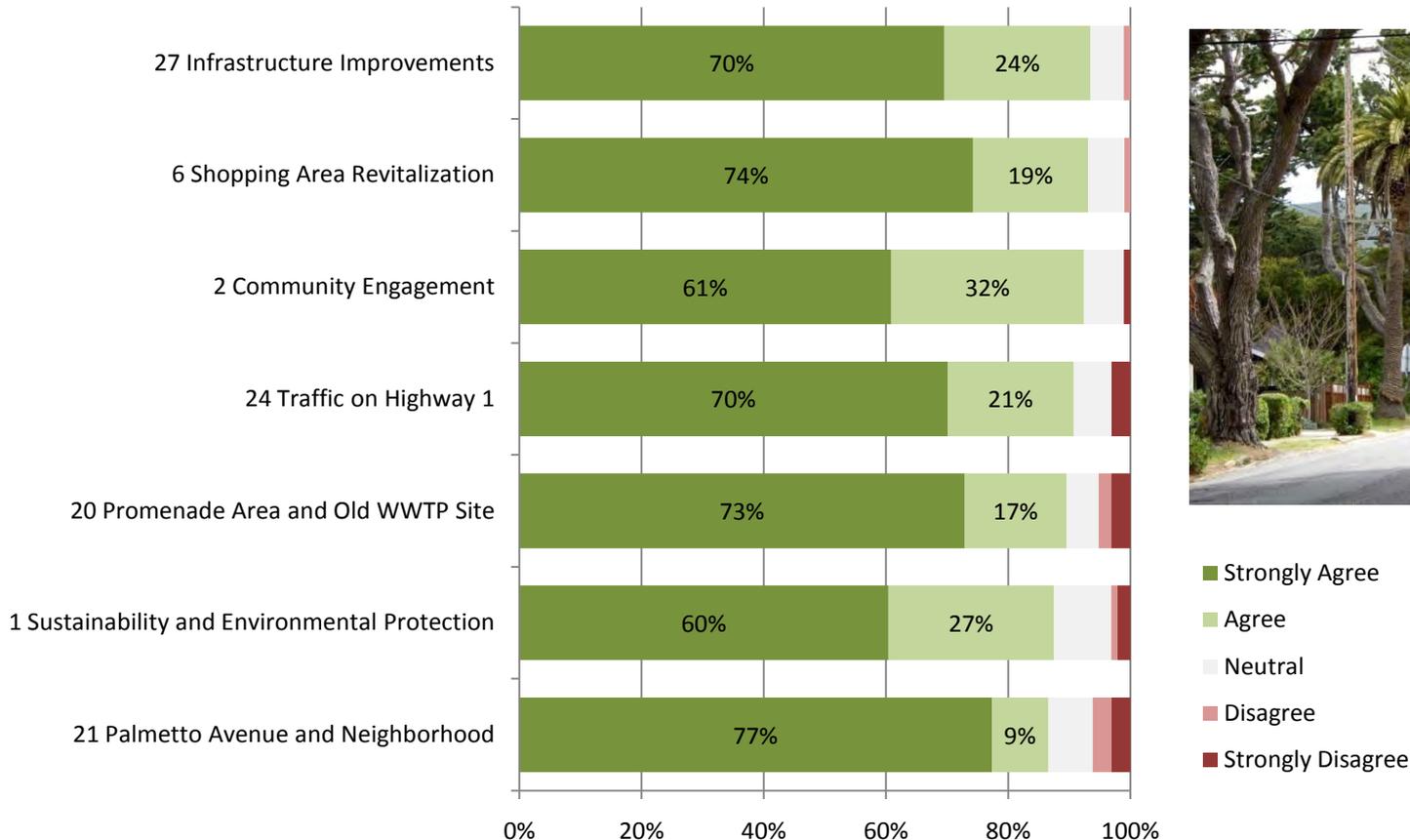
19 Draft Policy Statements Received 70% to 85% Agreement Among Community Forum Participants

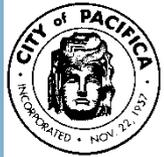




Areas of Strongest Agreement

7 Draft Policy Statements Received >85% Agreement Among Community Forum Participants





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.



20. Promenade Area and Old Wastewater Treatment Site

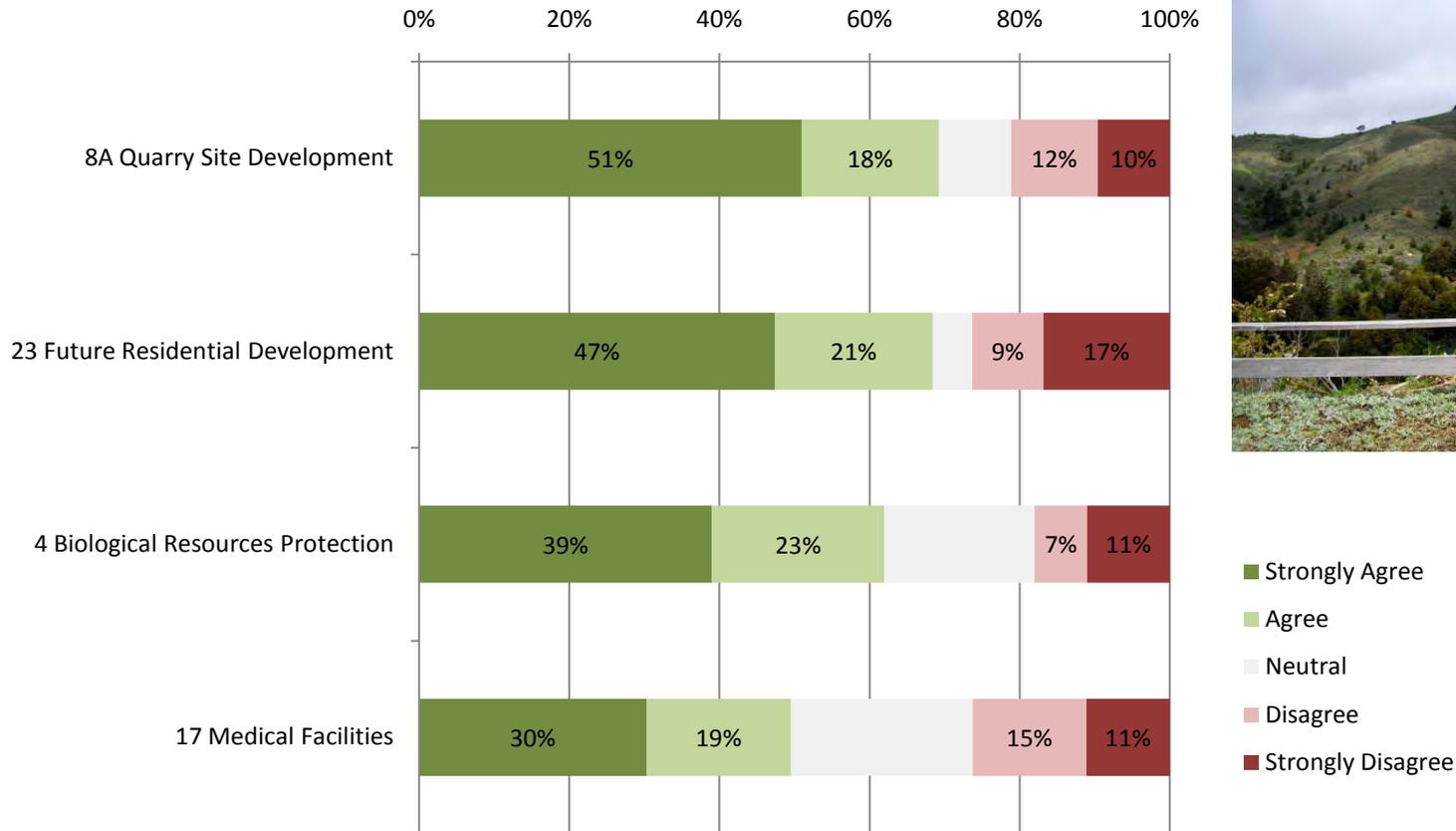
Enhance the West Sharp Park Promenade area as a local community and tourist destination. Appropriate uses for the city-owned property in the area (i.e. the former Wastewater Treatment Plant site) could include: café, restaurant, library, museum, community center, and/or a small hotel.



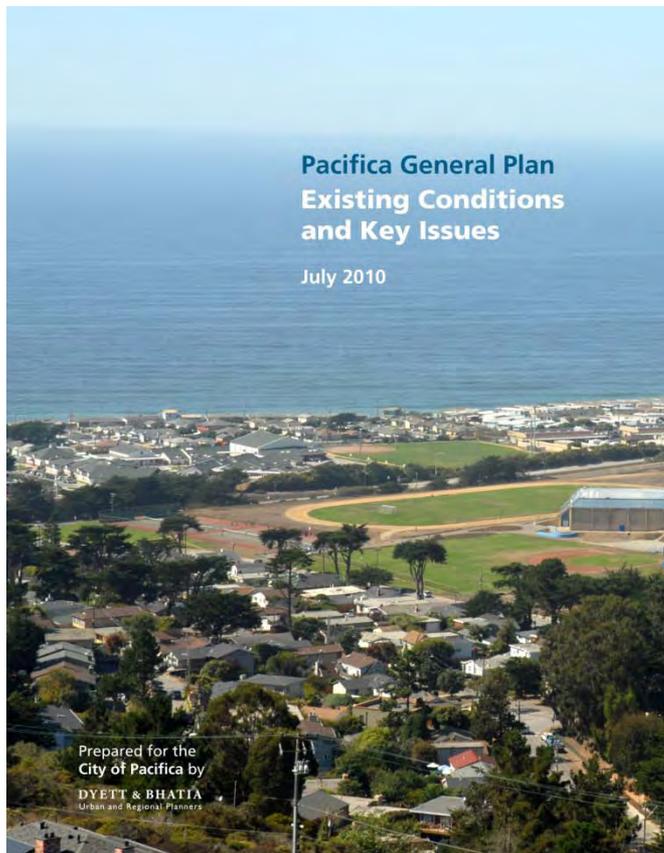


Areas of Mixed Response: Quarry Site, Future Residential, Biological Resources, New Medical

4 Draft Policy Statements Received **Less Than 70% Agreement** Among Community Forum Participants

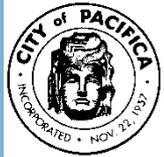


Existing Conditions and Key Issues Report July 2010



Detailed analysis of issues:

- Land Use and Urban Form
- Population and Economy
- Future Development Potential
- Environment
- Transportation
- Public Resources and Services



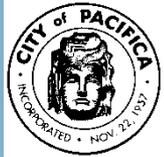
- Housing Need of 311 Units By 2014 (ABAG)
- Includes 170 Units for Very or Extremely Low Income Households
- Projected Need for 1,300 New Units by 2030 to Accommodate Population Growth

Housing Need in Pacifica, 1999-2014

<i>Income Level</i>	<i>Units Built or</i>		<i>Percent of Remaining</i>	
	<i>Need¹</i>	<i>Approved</i>	<i>Need Met</i>	<i>Need</i>
Extremely Low Income	32	3	9%	29
Very Low Income	151	10	7%	141
Lower Income	105	33	31%	72
Moderate Income	234	165	71%	69
Above Moderate Income	419	465	111%	0
<i>Total</i>	<i>941</i>	<i>645</i>	<i>69%</i>	<i>311</i>
<i>Units Needed Per Year, 2010 - 2014</i>				<i>78</i>

Projected Residential Land Demand

	<i>2007</i>	<i>2014</i>	<i>2030</i>
Housing Units	14,518	14,793	15,818
Acres of Land Used for Housing	1,957	1,994	2,132
Units per Acre	7.4	7.4	7.4
Projected Additional Housing Units		275	1,300
Acres Needed for New Housing		37	175



Commercial Development Capacity

- Estimated Demand for 640,000 sq. ft. commercial
- Current Capacity is 2.1 Million sq. ft.
- Only 441,000 sq. ft. without the Quarry site

Some development on Quarry site is likely needed to meet anticipated need

Summary of Development Capacity and Projected Demand

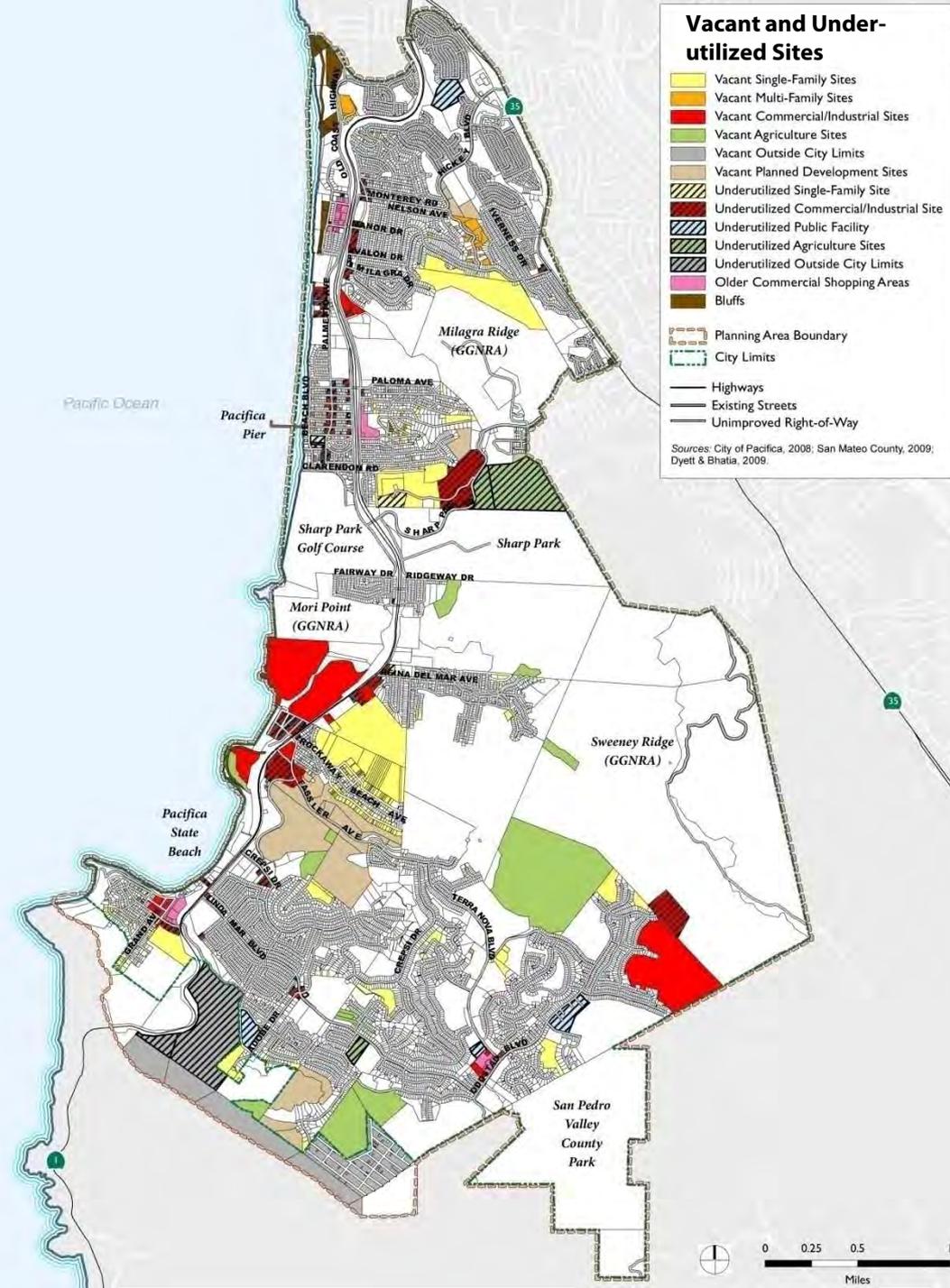
	Estimated Capacity		Projected Demand	
	Vacant or Underutilized Land (acres)	Capacity of Vacant and Underutilized Sites	Projected Population and Job Growth by 2030	Projected Residential and Non-Residential Demand
Residential Development	1,304	1,511 units	3,000 residents	1,300 units
Vacant Land Outside City	287	54 units	NA	NA
Residential Excluding Land Outside City	1,016	1,457 units	3,000 residents	1,300 units
Non-Residential Development	330	2,153,956 sq. ft.	1,600 jobs	640,000 sq. ft.
Quarry Site	94	1,712,714 sq. ft.	NA	NA
Non-Residential Excluding Quarry Site	236	441,242 sq. ft.	1,600 jobs	640,000 sq.ft.

Vacant & Underutilized Sites

- 1,110 Acres of Vacant or Undeveloped Land (926 Acres Within City Limits)
- 361 Acres Agriculture
- 163 Acres of Other “Under-Utilized” Land

Current Land Use of Vacant and Underutilized Sites

Land Use	Acres	Percent in Category
Vacant or Undeveloped	1,110	68%
Agriculture	361	22%
Industrial Uses	11	1%
Commercial Uses	61	4%
Residential Uses	46	3%
Mixed Use	3	0%
Public, Community, Institutional	43	3%
Total	1,634	100%

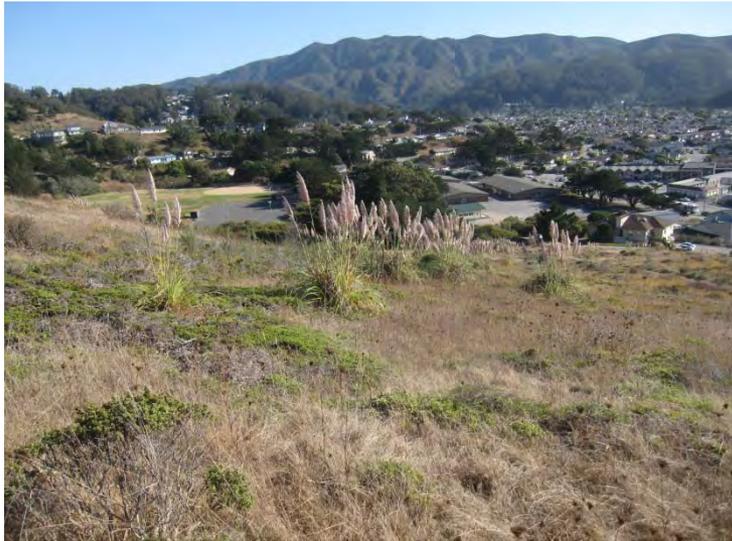




Major Policy Issues and Land Use Alternatives

- Residential Areas and Sensitive Sites
- Commercial Areas and Economic Development
 - Scenario A: Strong Center at Quarry Site
 - Scenario B: West Sharp Park Emphasis
 - Scenario C: Resource Conservation and Redevelopment
- Coastal Area Development Policies
- Parks, Open Space, and Biological Resources

Existing and Future Residential Areas



- Refine General Plan Land Use Designations, and Harmonize With Zoning
- Establish Appropriate Land Use Controls in Hillside Areas
- Identify Sites Where Open Space and Habitat Preservation Should Take Priority
- Ensure Unique Character of Neighborhoods
- Designate Sites for Higher-Density and Mixed-Use Development



Sensitive Site Plans



Clustered
Townhomes

Low-Density
Hillside
Development



Neighborhood-Oriented Design



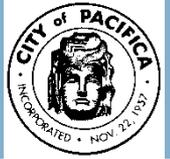
New House on Infill Lot



Second Unit



Compact Neighborhood



Higher-Density Housing Types



Hillside Multi-Family,
Pacifica



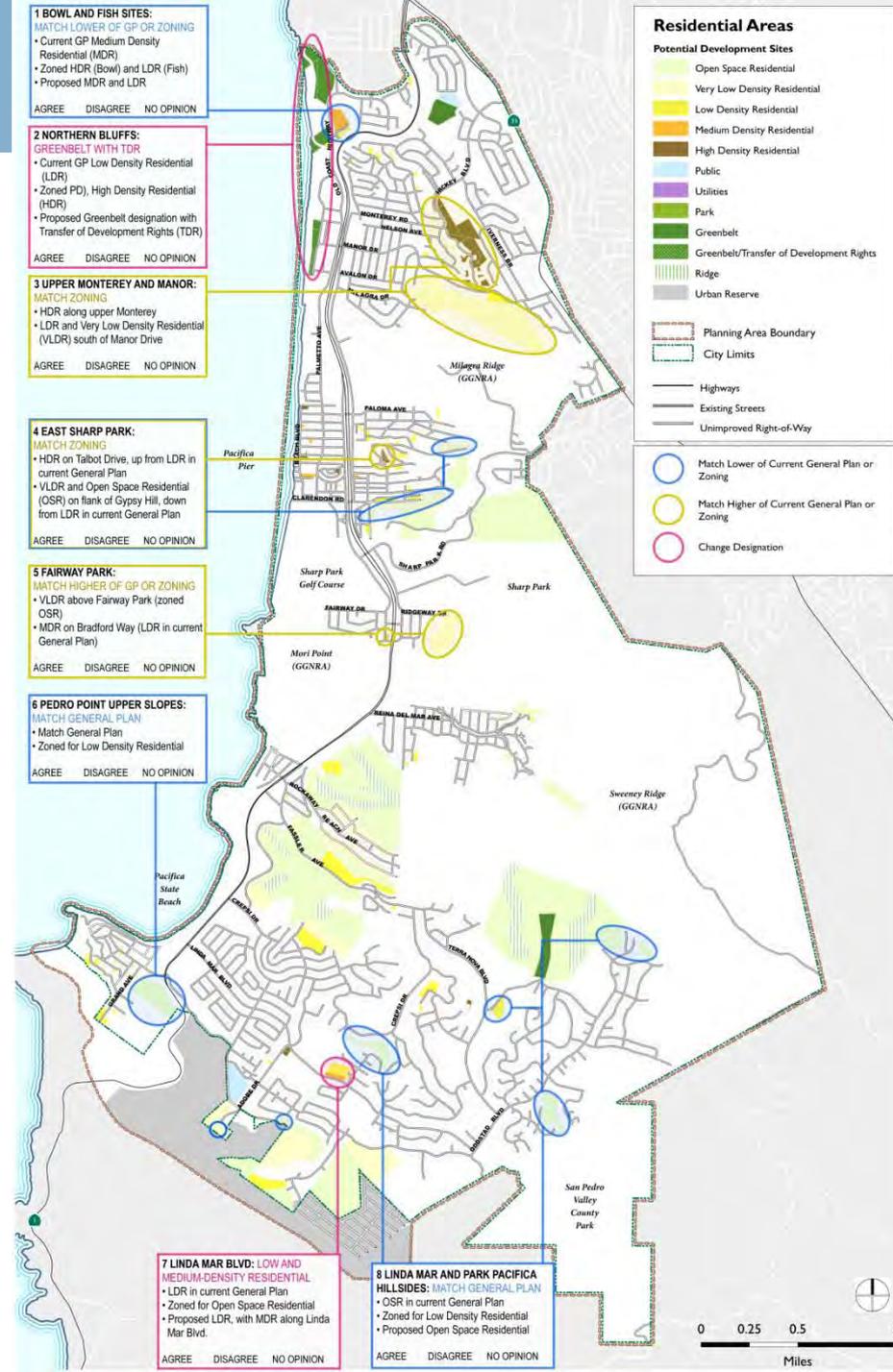
Townhouses,
San Mateo (14 and 21
units/acre)



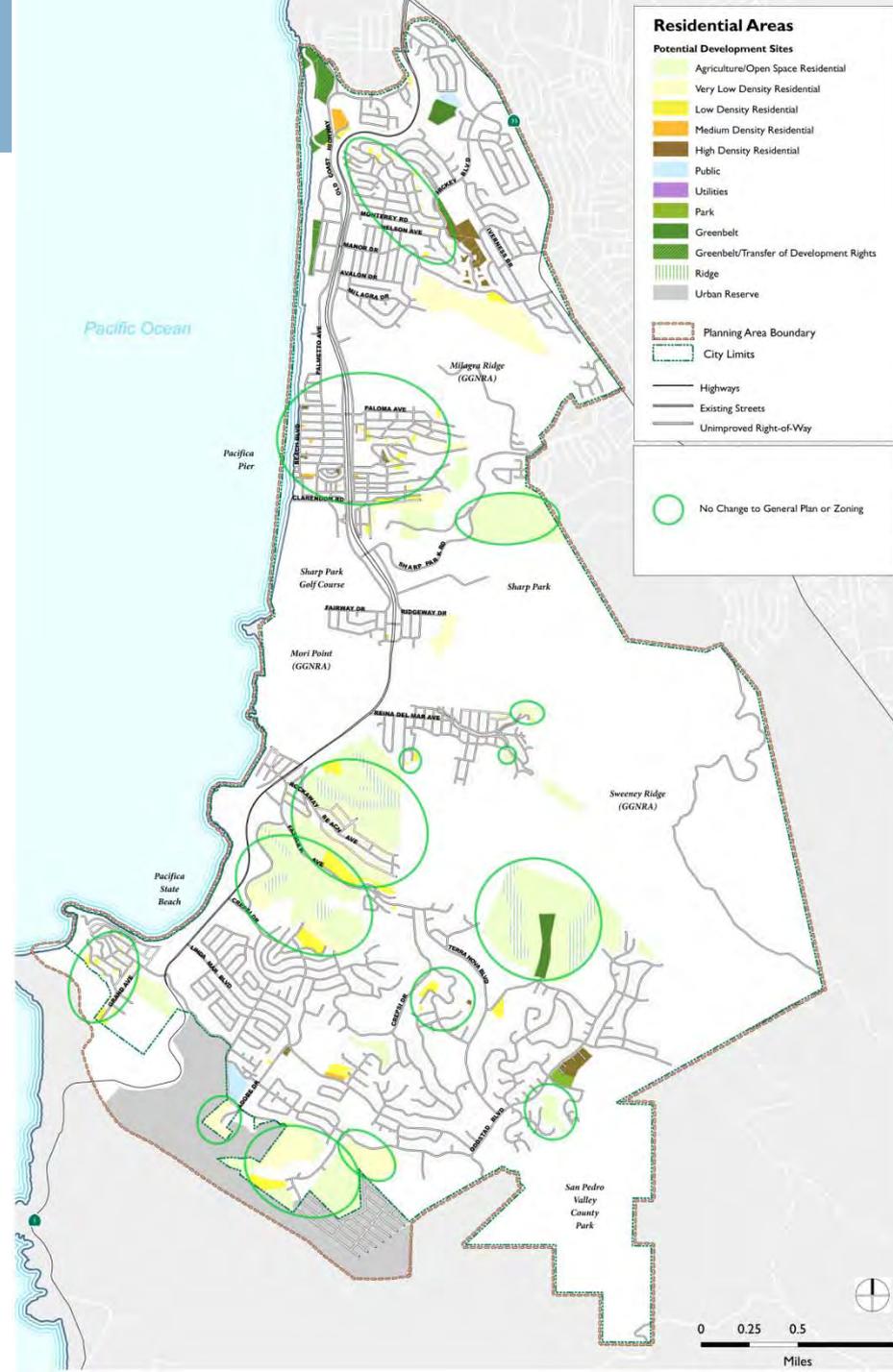
Senior Housing,
Alameda County (29 units/acre)

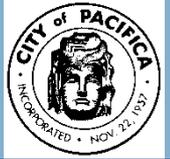
Proposed Land Use on Potential Development Sites (for Discussion)

- Choose exact density permitted: General Plan vs. Zoning



Areas Where Designations Would Remain the Same





Agree, Disagree, or No Opinion?

- 1 Bowl and Fish
- 2 Northern Bluffs
- 3 Upper Monterey and Manor
- 4 East Sharp Park
- 5 Fairway Park
- 6 Pedro Point Upper Slopes
- 7 Linda Mar Boulevard
- 8 Linda Mar and Park Pacifica Hillside
- Areas Where Designations Would Remain the Same

I. Residential and Future Residential Areas

By Focus Area

Please circle your opinion.

1 Bowl & Fish Sites
Match Lower of GP or Zoning

2 Northern Bluffs
Open Space Residential, TDR

3 Upper Monterey & Manor
Match Zoning

4 East Sharp Park
Match Zoning



5 Fairway Park
Match Higher of GP or Zoning

6 Pedro Point Upper Slopes
Match General Plan

7 Linda Mar Boulevard
Low and Medium Density

8 Linda Mar and
 Park Pacifica Hillside
Match General Plan

II. Commercial Areas and Economic Development

See reverse.

III. Coastal Development Policies

Potential sea level rise is likely to increase the risk of flooding and coastal erosion in certain areas. The General Plan will include policies to help the City plan adapt to these hazards. Please tell us if you agree or disagree or have no opinion on these issues, and share any thoughts:

- New Development within Designated Area Requires Study Demonstrating Safety from Sea-Level Rise.
- Strict Limits on Future Density, and Do Not Upzone any New Areas.
- Rolling Easement Ensuring Setback and Public Access
- Permanent Open Space Protection with Clustered Development
- Master Plans for Public Land
- Regulatory Structure and Incentives for Shifting Development Away from Coast

IV. Parks, Open Space and Biological Resources

The General Plan Update will identify potential sites for new neighborhood and pocket parks, sites where open space and habitat conservation should be facilitated, and priorities for completing a citywide trail network. Do you support the vision for parks represented by the Open Space and Trail maps? List your top 3-5 ideas. Is there anything you strongly disagree with?

II. Commercial Areas Worksheet

Alternatives by Focus Area

Please rank your preferences for each alternative as a whole and for each focus area.

Potential Development Sites

- Open Space Residential
- Medium Density Residential
- High Density Residential
- Retail Commercial
- Office/Commercial
- Service Commercial/Industrial
- Hotel/Visitor Commercial
- Mixed Use
- Commercial Recreation
- Public
- Park
- Greenbelt

ALTERNATIVES

ALTERNATIVE A:
 Strong Center at
 Rockaway Quarry

ALTERNATIVE B:
 West Sharp
 Park Emphasis

ALTERNATIVE C:
 Conservation and
 Redevelopment
 Emphasis

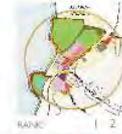
OVERALL RANK: 1 2 3

OVERALL RANK: 1 2 3

OVERALL RANK: 1 2 3

FOCUS AREAS

1 Rockaway Beach /
 Quarry



2 West / East
 Sharp Point



3 Northern Palmetto /
 Base of Millagra Ridge



4 Pacific
 Manor



5 Pedro Point /
 Linda Mar



6 Park Mall
 Area



7 Park Pacifica
 Stables



8 Gypsy
 Hill





1 Bowl and Fish Sites

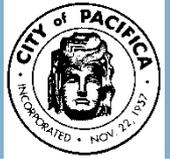
Match to Lower of GP or Zoning



2 Northern Bluffs

Change Designation





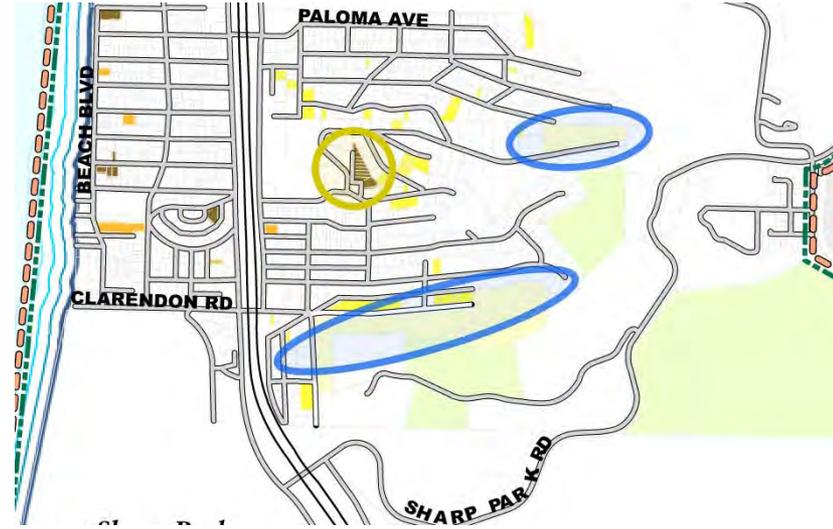
3 Upper Monterey and Manor

Match Zoning



4 East Sharp Park

Match Zoning





5 Fairway Park

Match Higher of GP or Zoning



6 Pedro Point Upper Slopes

Match Current General Plan





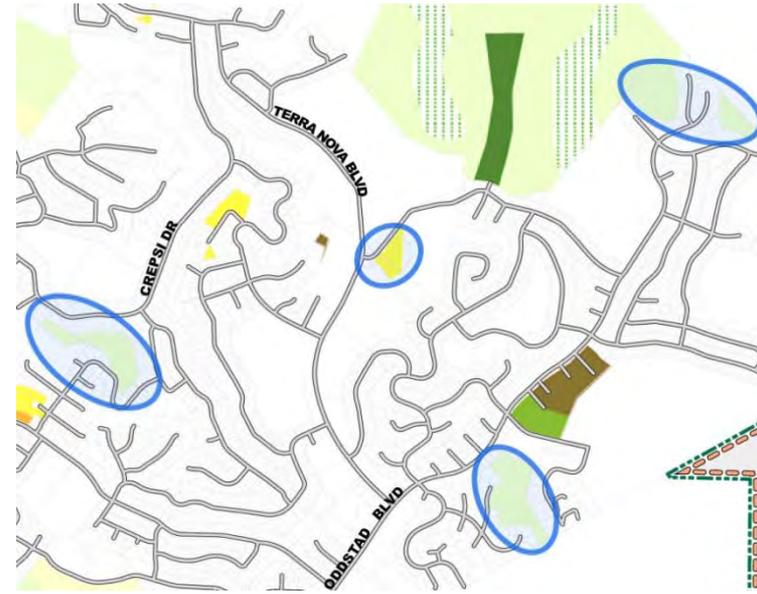
7 Linda Mar Boulevard

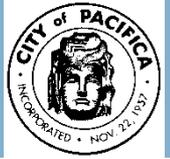
Facilitate Medium-Density Residential



8 Linda Mar, Park Pacifica Hillside

Match Current General Plan





Residential Areas
Wrap-Up

Commercial Areas and Economic Development



- Facilitate Shopping Area Revitalization
- Identify Locations for Compact, Mixed-Use Development
- Spur Economic Development, Emphasizing Tourism and Place-Making
- Determine Community Vision for Quarry, Old WWTP Site
- Identify Elements, Potential Sites for New Civic Center
- Determine Best Location for Industrial/Service Commercial Uses
- **3 Alternatives**



Retail Commercial



Main Street Infill
(Mtn. View)



Office Commercial



Shopping Center
Additions
(Pacifica)



Redwood City



Mixed Use



Retail and Office - Pacifica



Retail and Housing – San Jose

Boutique Hotel



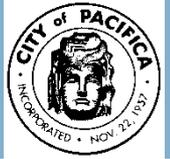
Pacifica Beach Inn



WatersEdge, Tiburon



Hotel Healdsburg



Resort Hotel or Conference Center



Estancia La Jolla



Asilomar Conference Grounds

Visitors' Center



Bear Valley
Visitors' Center

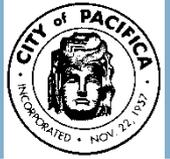
Crissy Field
Center



Special Attractions



Exploratorium



Library

San Carlos
Library



Civic Center



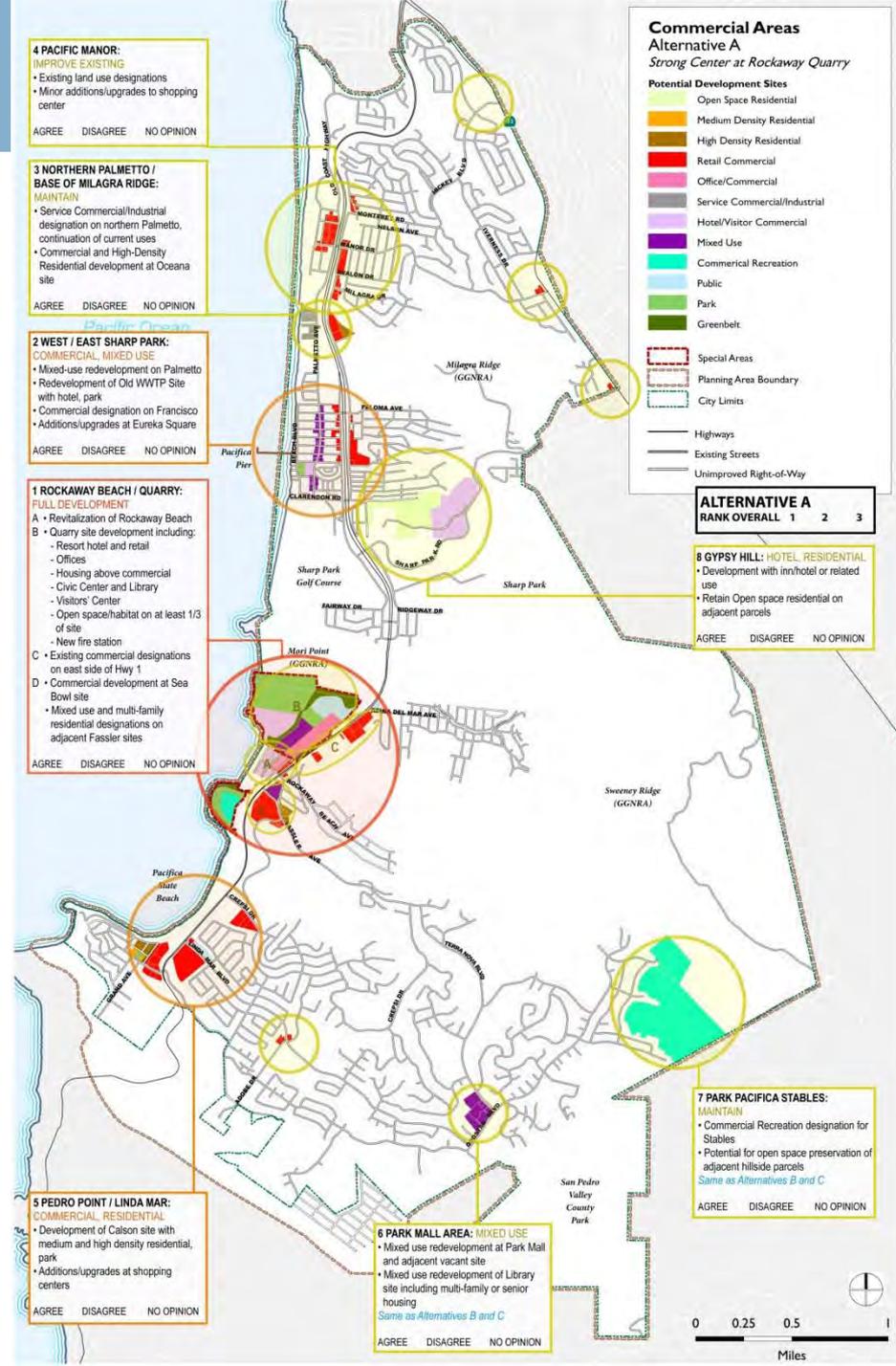
San Carlos Civic Center (Including Library)



Pleasant Hill City Hall

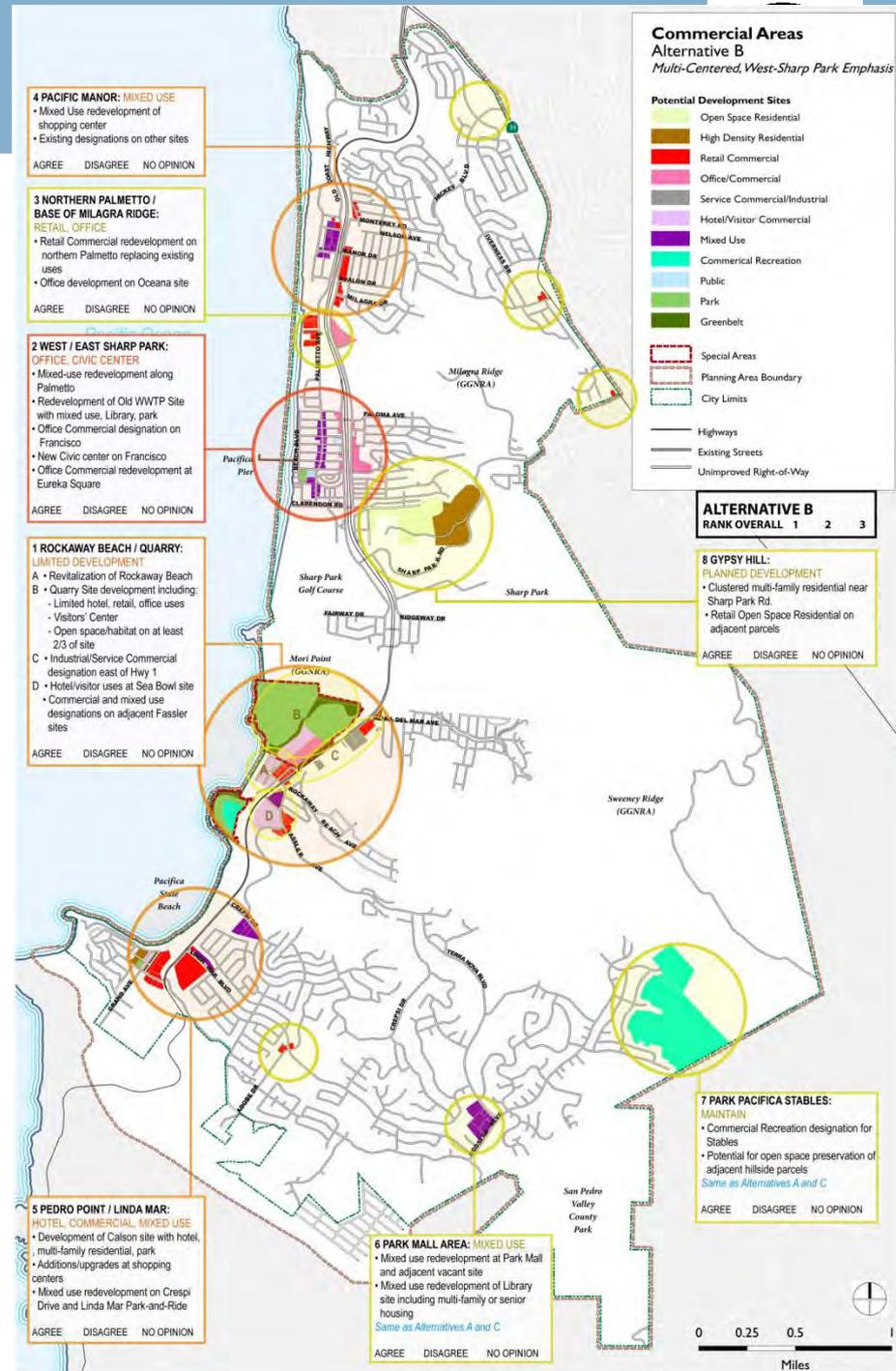
Alternative A: Strong Center at Quarry Site

- Major Development on Quarry Site Including Hotel, Housing Above Retail, Offices, Civic Center
- Mixed Use Development Along Palmetto
- Residential Development of Calson Site and Mixed Use Redevelopment of Park Mall
- Additions and Improvements to Pacific Manor, Pedro Point Shopping Centers



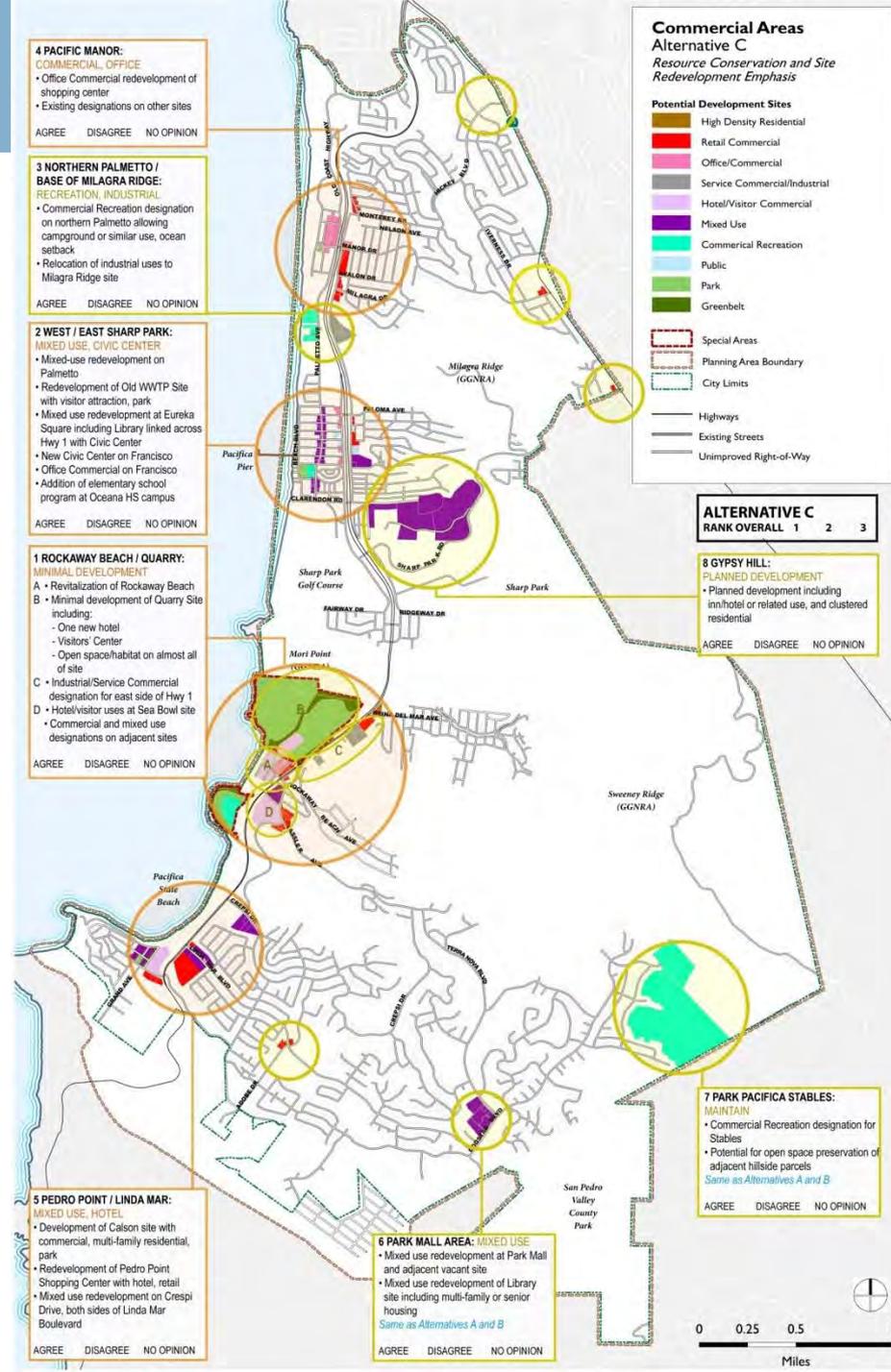
Alternative B: West Sharp Park Emphasis

- Revitalization of Palmetto Anchored by New Library and Mixed Use
- Commercial and Office Redevelopment of Eureka Square and Francisco Blvd, Including Civic Center
- Limited Retail and Office Development on Quarry Site
- Mixed Use Redevelopment of Pacific Manor, Park Mall Shopping Centers
- Hotel and Residential Development on Calson Site
- Transit-Oriented Development at Linda Mar Park-and-Ride, Crespi Drive



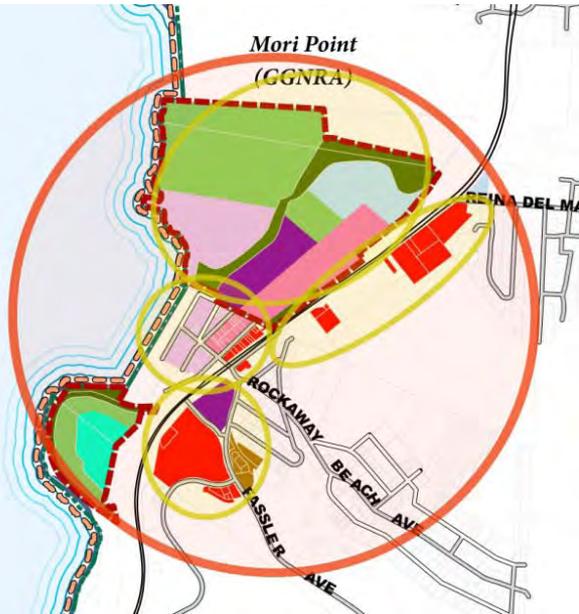
Alternative C: Conservation and Redevelopment

- Revitalization of Palmetto Anchored by Visitor Attraction
- Mixed Use Redevelopment of Eureka Square Shopping Center Including Library
- Civic Center on Francisco
- Office Commercial Redevelopment of Pacific Manor Shopping Center
- Hotel Redevelopment of Pedro Point Shopping Center
- Mixed Use Development at Calson Site, Park Mall
- Transit-Oriented Development on Both Sides of Linda Mar Blvd, Crespi Drive

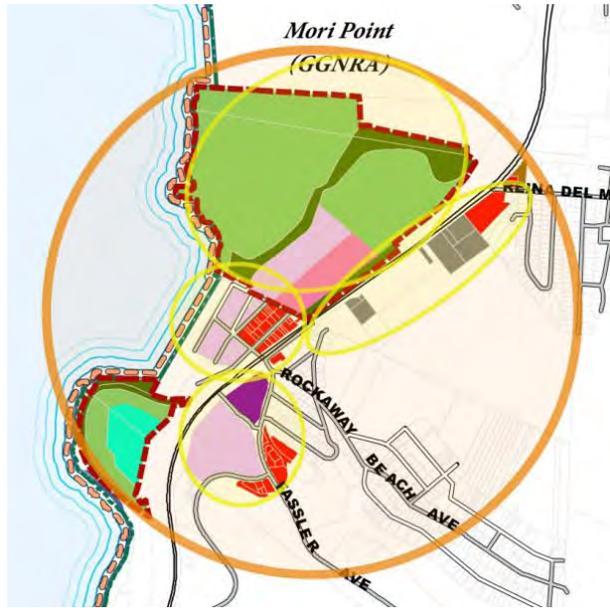


1 Rockaway Beach and Quarry

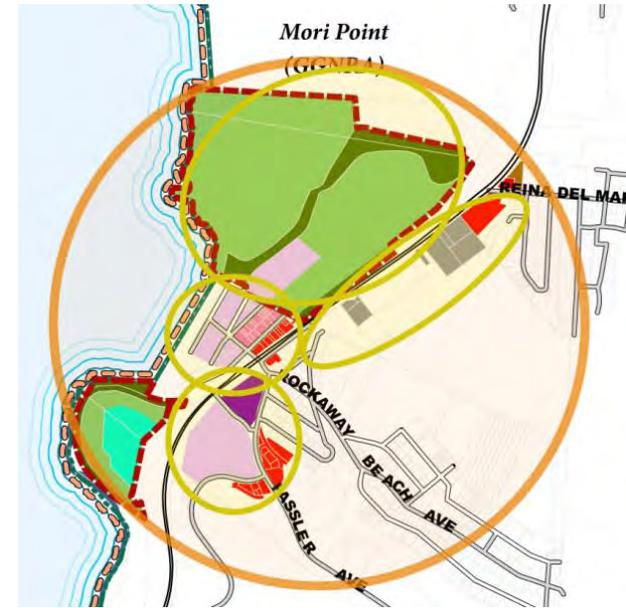
Alt. A: Major Quarry Development



Alt. B: Limited Quarry Development



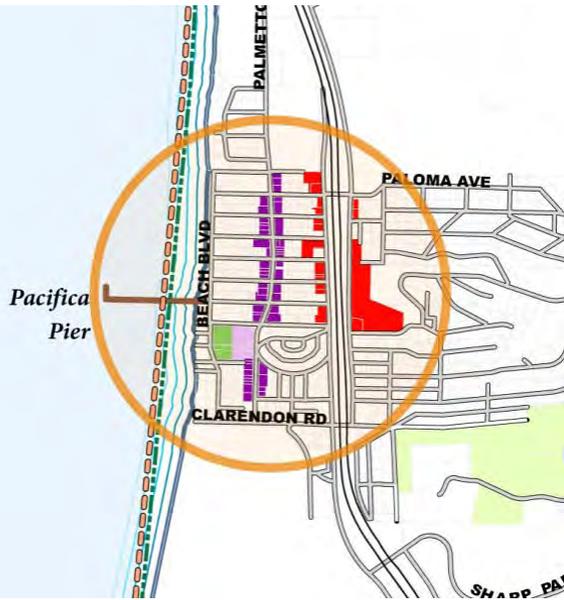
Alt. C: Minimal Quarry Development





2 West and East Sharp Park

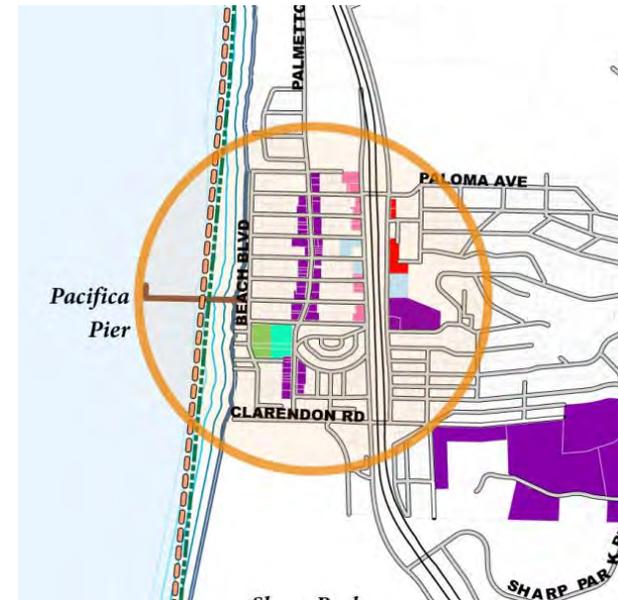
Alt. A: Commercial, Mixed Use

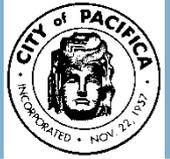


Alt. B: Office, Civic Center



Alt. C: Mixed Use, Civic Center



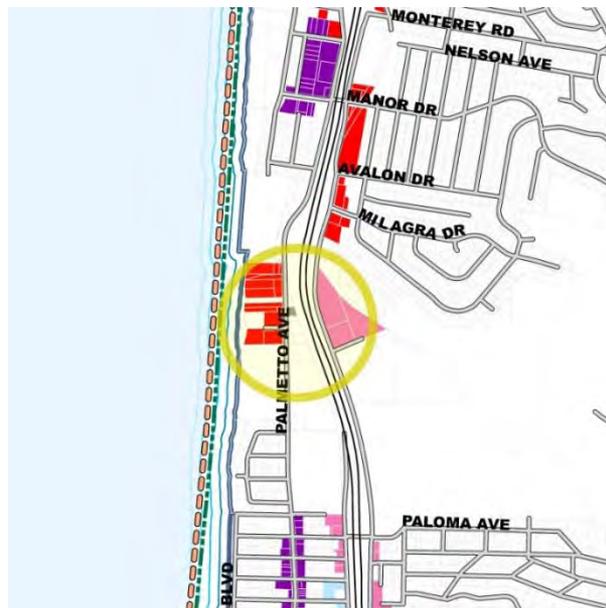


3 Northern Palmetto / Base of Milagra Ridge

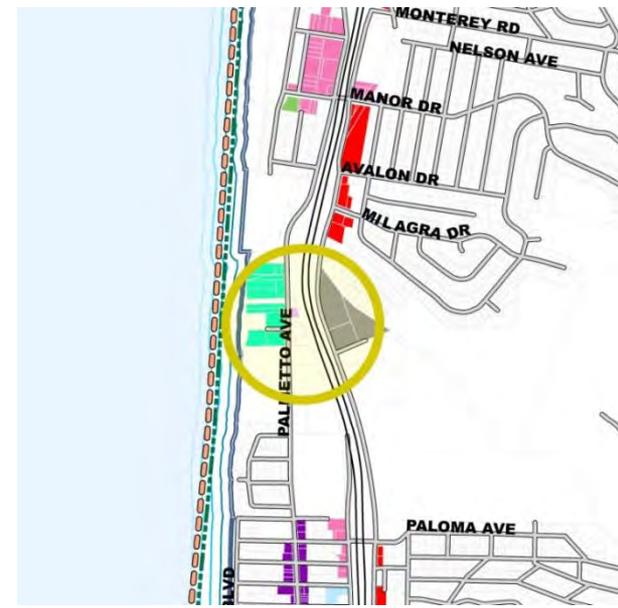
Alt. A: Maintain

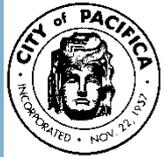


Alt. B: Retail, Office



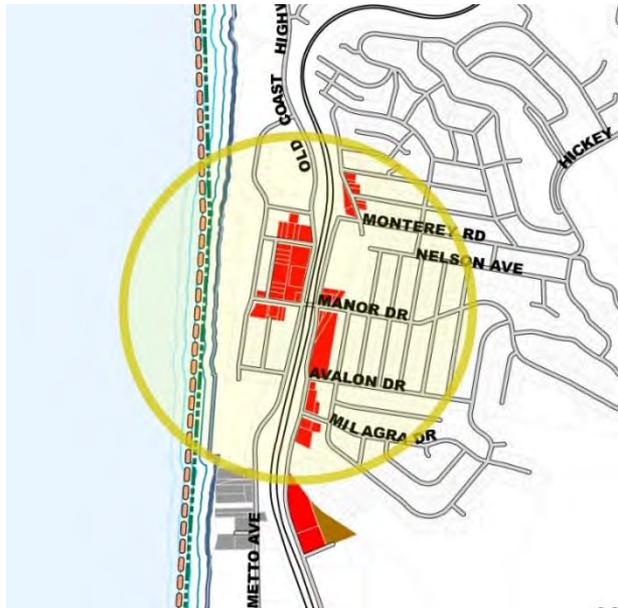
Alt. C: Recreation, Industrial





4 Pacific Manor

Alt. A: Improve Existing



Alt. B: Mixed Use

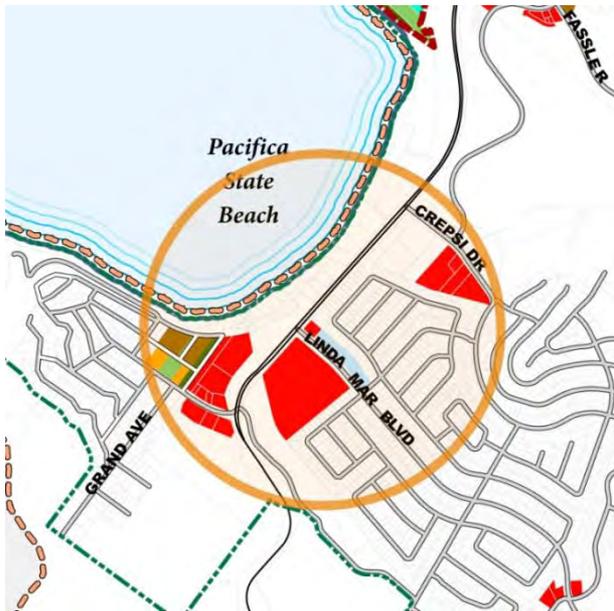


Alt. C: Commercial, Office

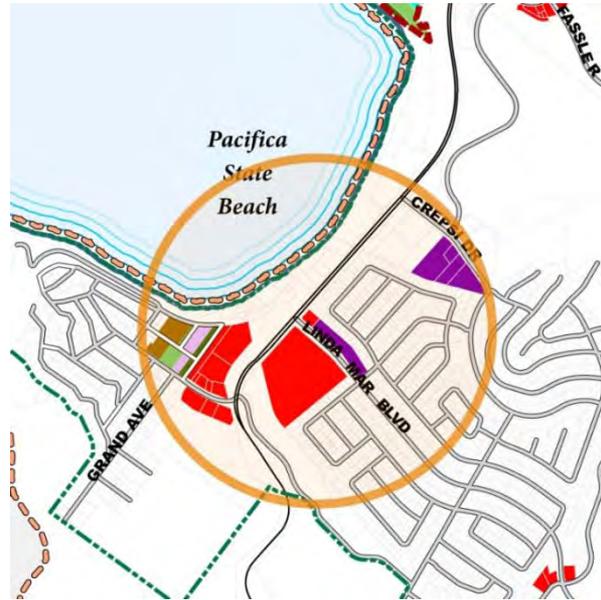


5 Pedro Point / Linda Mar

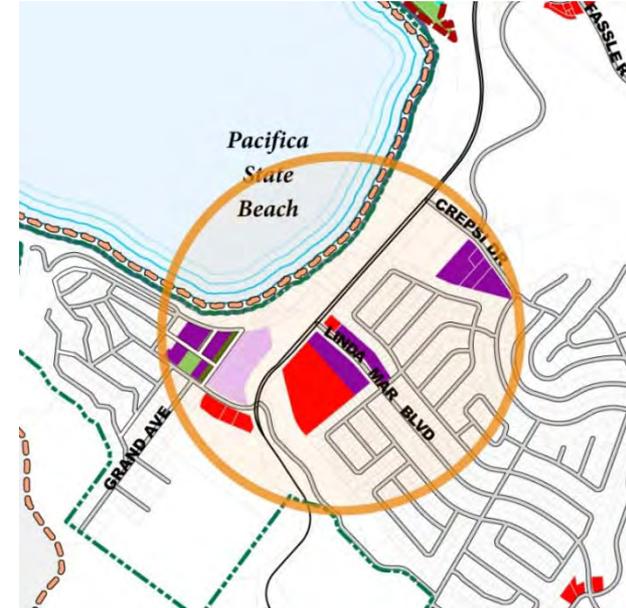
Alt. A: Commercial, Residential



Alt. B: Hotel, Commercial, Mixed Use



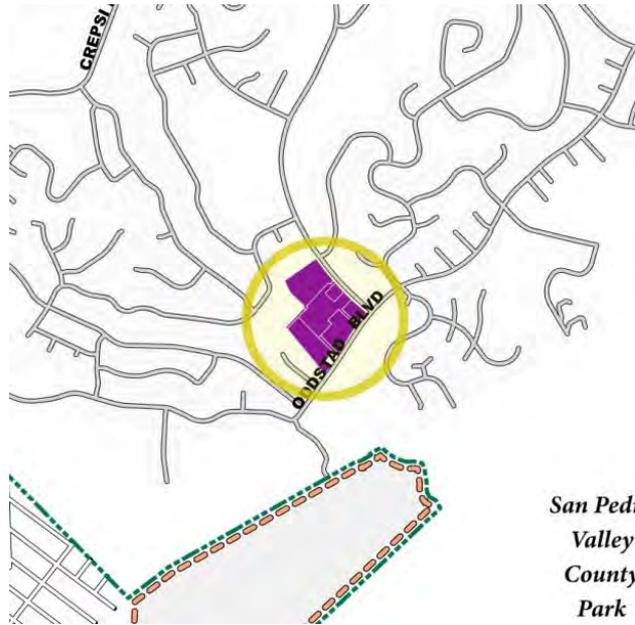
Alt. C: Mixed Use, Hotel





6 Park Mall Area

Alts. **A**, **B**, and **C**: Mixed Use

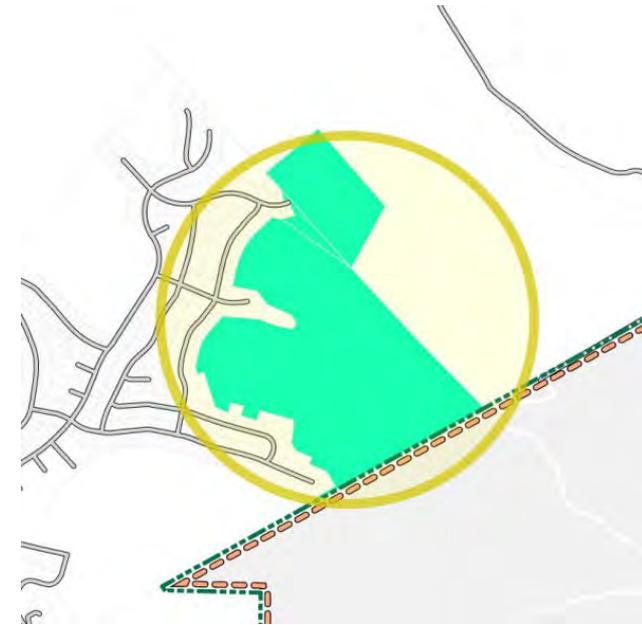


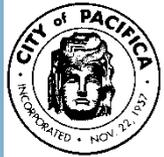
San Pedro
Valley
County
Park



7 Park Pacifica Stables

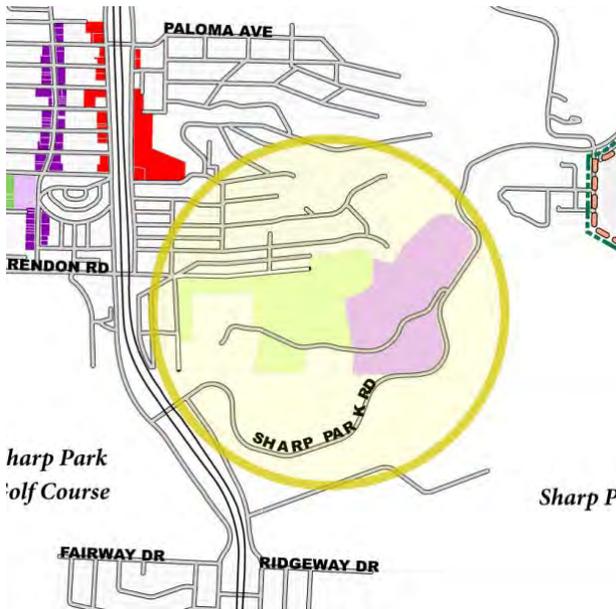
Alts. **A**, **B**, and **C**: Maintain



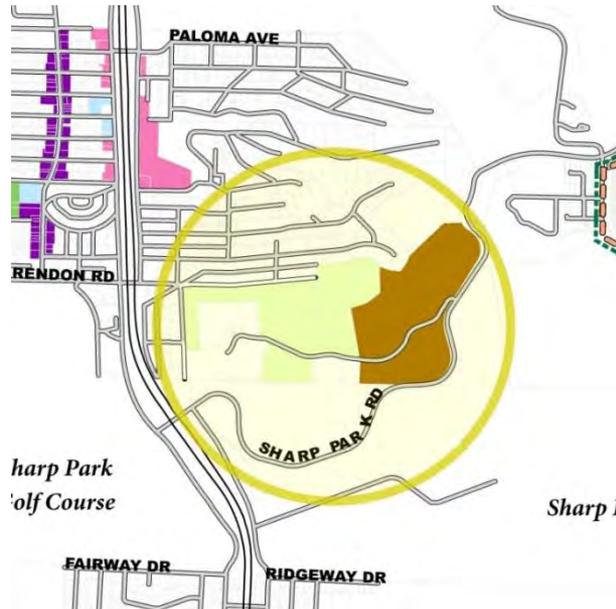


8 Gypsy Hill

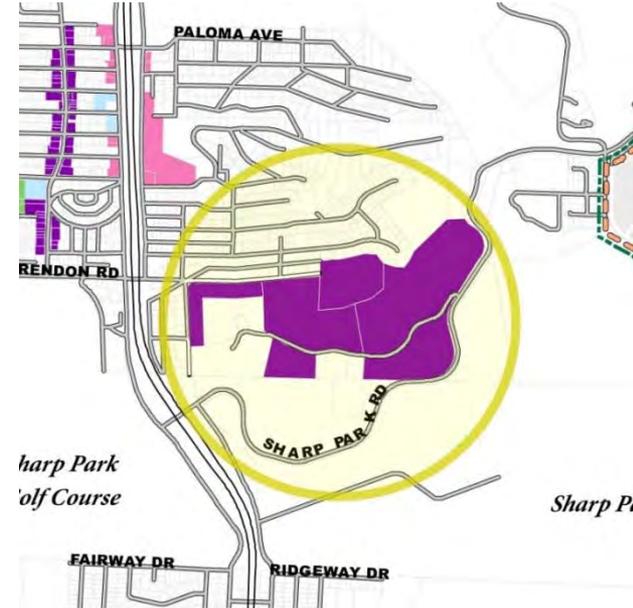
Alt. A: Hotel, Residential



Alt. B: Clustered Residential



Alt. C: Planned Development





Commercial Areas and Economic Development Discussion





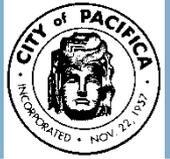
Ranked Preferences

- Alternative A
- Alternative B
- Alternative C



Agree, Disagree, or No Opinion?

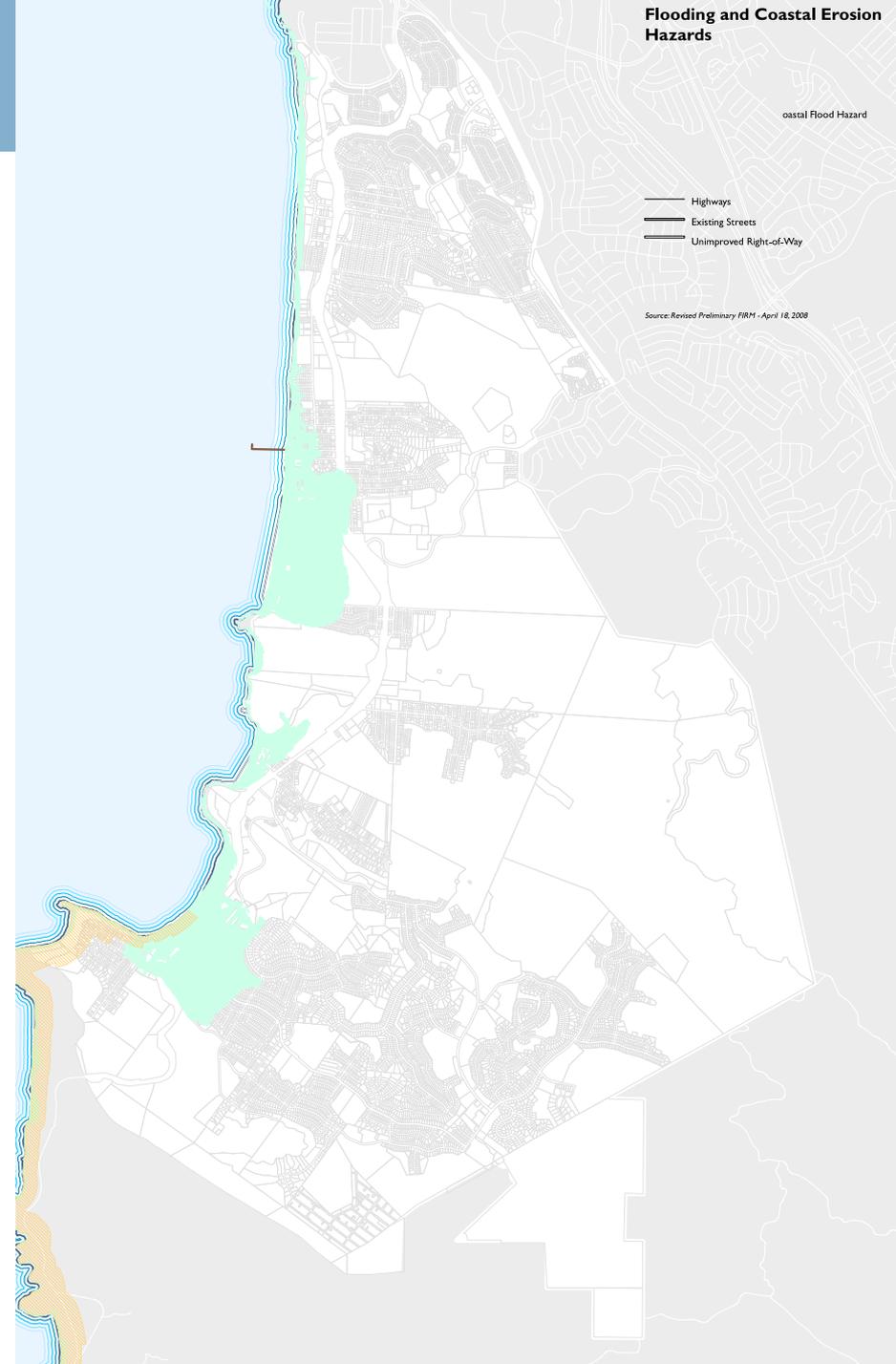
- 1 Rockaway Beach / Quarry
- 2 West and East Sharp Park
- 3 Northern Palmetto and Base of Milagra Ridge
- 4 Pacific Manor
- 5 Pedro Point and Linda Mar
- 6 Park Mall Area
- 7 Park Pacifica Stables
- 8 Gypsy Hill
- Alternatives A, B, and C for Each



Coastal Area Development Policies

Flooding, Erosion, and Potential Sea Level Rise

- FEMA Flood Maps Identify Areas of Greater Risk Along Coast, Creeks
- Critical Coastal Erosion on Much of Coastline
- Projected Sea Level Rise - 40-57 in (up to 4.6 ft) by 2100
- SLR Increases Area at Risk of Flooding, Erosion

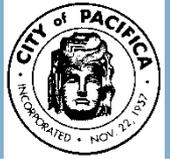




Manage New Development in Affected Areas

- Existing Regulation:
 - No New Development Requiring New Coastal Protective Structures (rip-rap)
- For Discussion:
 - New Development Within Designated Area Requires Study Showing Safety From Sea Level Rise
 - Limitations on Increasing Density
 - For Developed Sites, Limit New Building Area
 - No Future Upzoning





Preserve Undeveloped Land

- Permanent Public Access with Rolling Easement Ensuring Setback
- Permanent Open Space Protection With Clustered Development
- A few sites may have opportunity for:
 - Transfer of Development Rights
 - Land Banking or Public Land Management

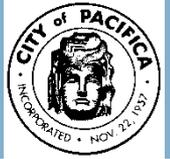




Conduct Managed Retreat and Shoreline Restoration

- Master Plans for Public Land
- Regulatory Structure and Incentives for Shifting Development Away from Coast as Part of Redevelopment
- Opportunities to Support Shoreline Restoration





Parks, Open Space, and Biological Resources

Public Open Space

- City exceeds total park acreage standards; however City is short in neighborhood parks

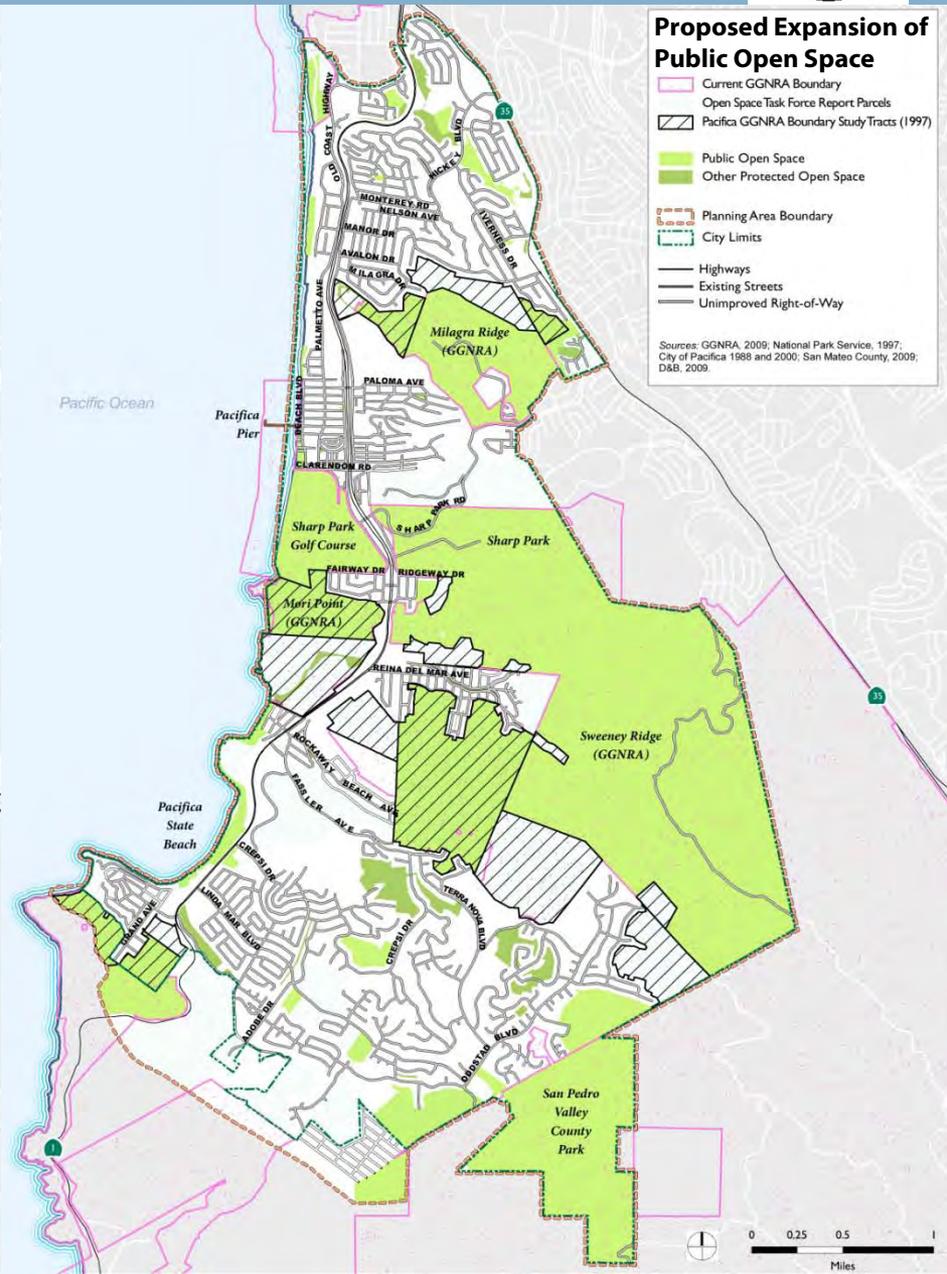
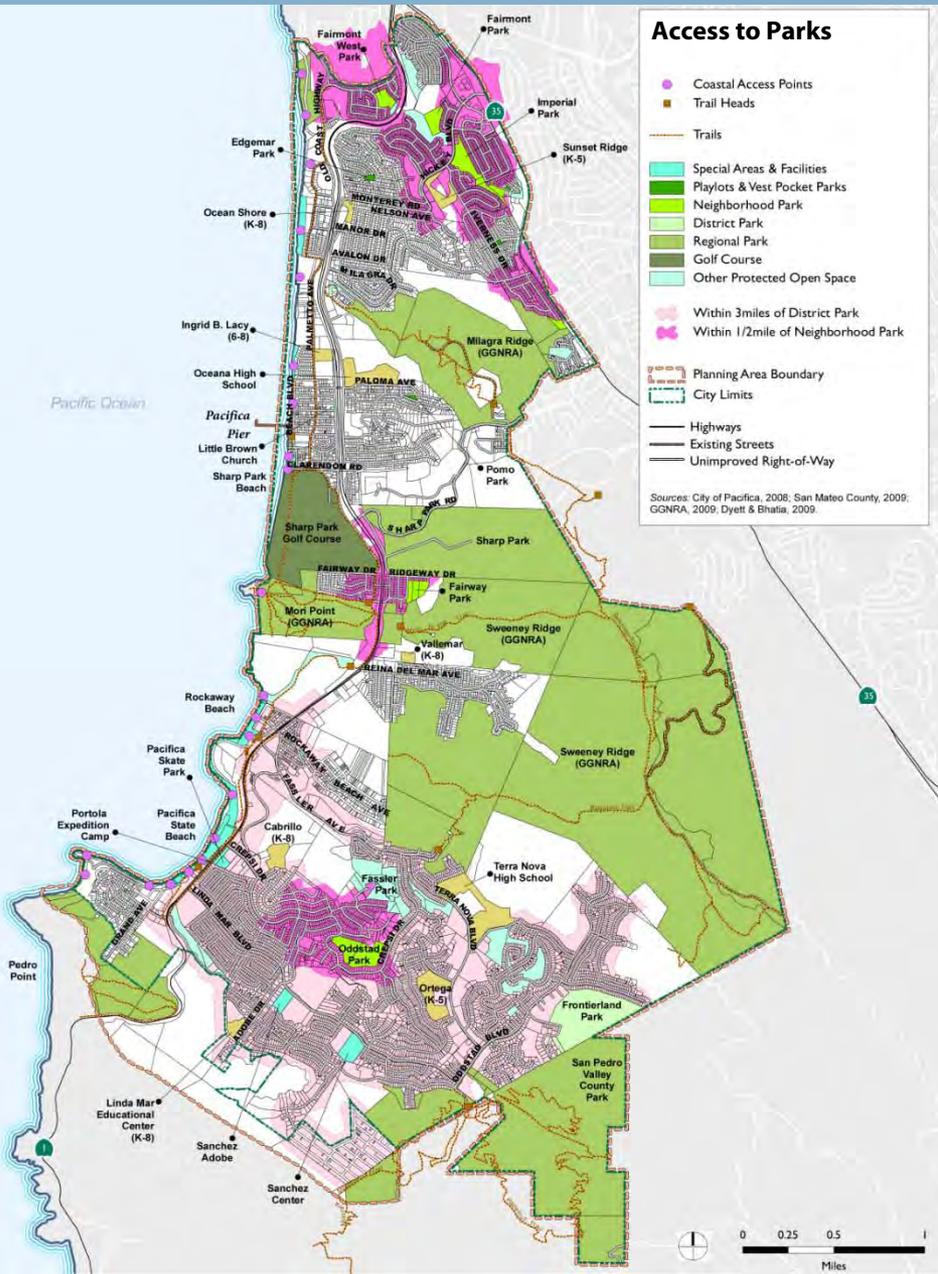
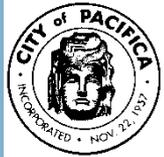
Park Acreage and Standards

Open Space Type	General Plan Standard: Appropriate		Current Parkland Acreage
	Acres/1000 Persons	Acres for 40,000 Residents	
Playlots and Vest Pocket Parks	NA	NA	3
Neighborhood Parks	2.5	100	55
District Parks	2.5	100	63
Large Urban Parks	5	200	-
Regional Parks	20	800	3,149
Special Areas and Facilities	NA	NA	62
Golf Courses	NA	NA	154
Other Protected Open Space	NA	NA	133
Public School Open Space	NA	NA	102
Total Public Open Space	30	1,200	3,722



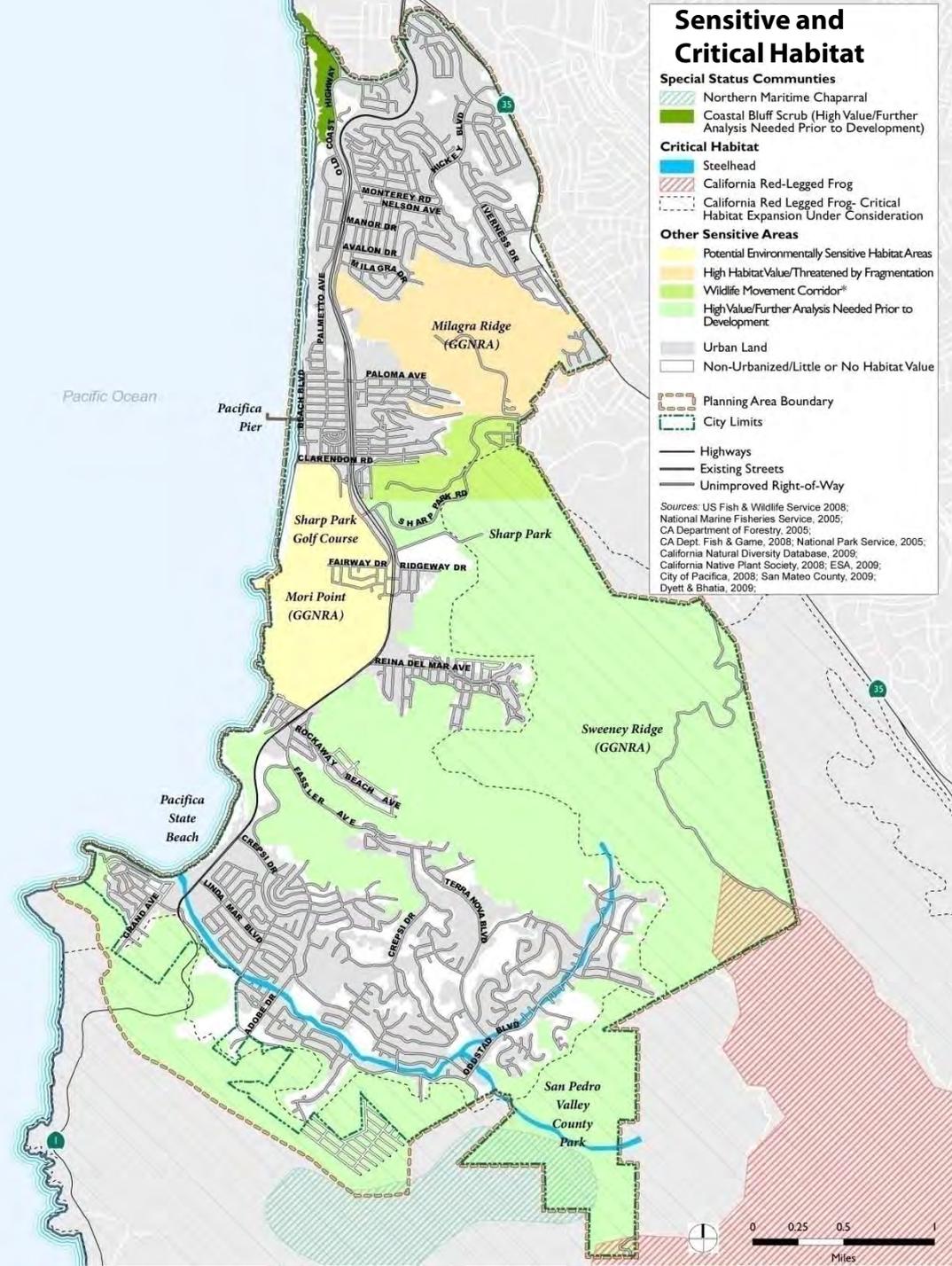
City of Pacifica

GENERAL PLAN UPDATE



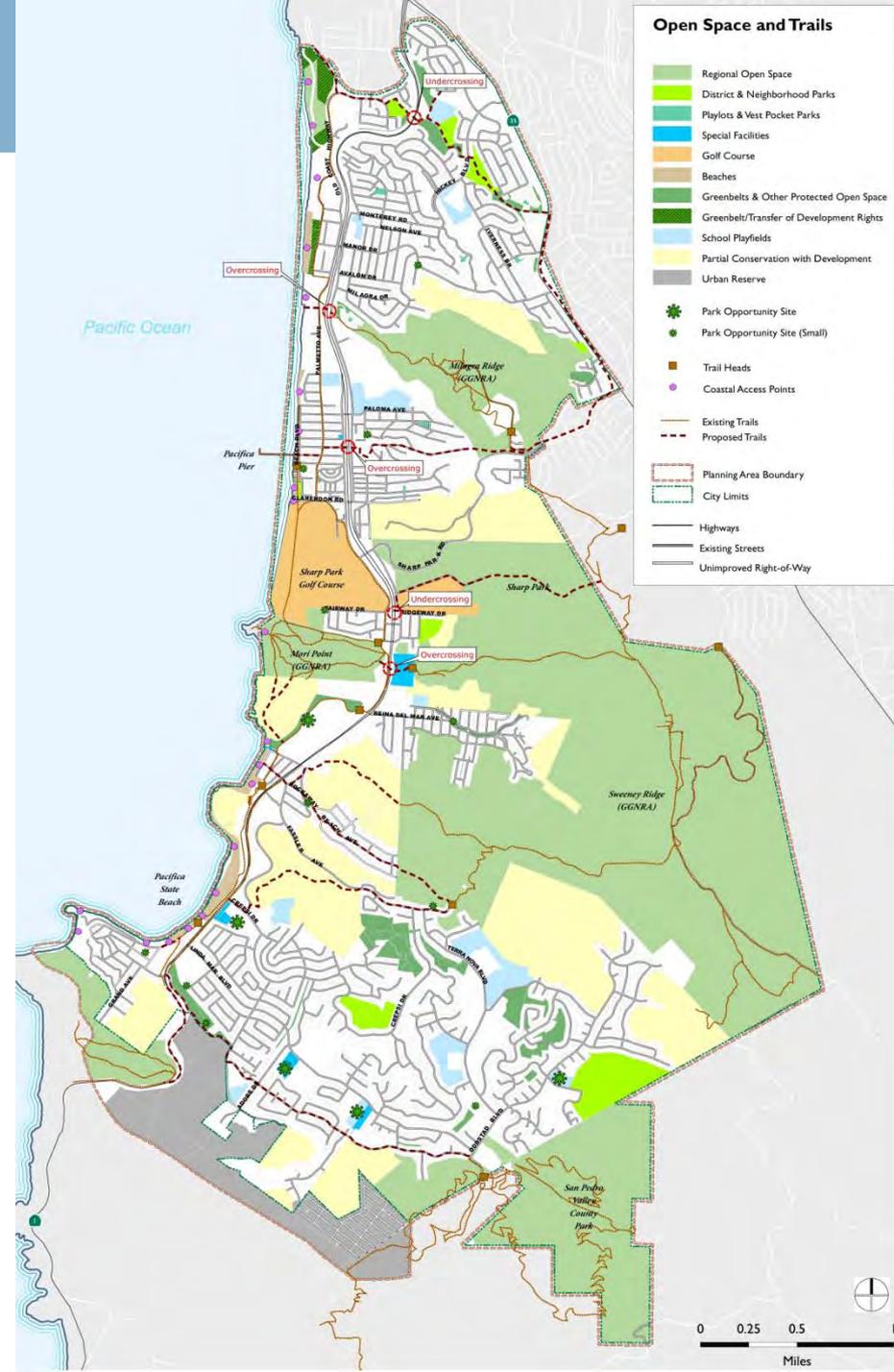
Biological Resources

- Critical Habitat for California Red-legged Frog, California Coast Steelhead (Endangered Species Act)
- Coastal Bluff Scrub: Analysis Needed Prior to Development
- Potential Environmentally Sensitive Habitat Area (ESHA) Around Sharp Park, Mori Point
- Other High Habitat Value Areas on Ridges



Proposed Open Space and Trails Plan (for discussion)

- Potential Sites for New Neighborhood and Pocket Parks in Park-Deficient Areas
- Undeveloped Sites Where Open Space and Habitat Conservation Should Be Facilitated
- Important Links to Complete a Citywide Trail Network



New Neighborhood and Pocket Parks

- Preserve and Improve Parks at Public Sites
 - Sanchez Art Center
 - Sanchez Adobe
- Include New Public Open Space in Development Projects
 - Redevelopment Projects Such as Old WWTP, Quarry Site
 - New Development Sites
- Pursue Opportunities for Pocket Parks in Park-Deficient Areas
 - Public Right-of-Way or Public Land
 - Land Donations or Special Arrangements

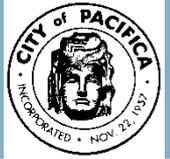




Future Regional Park Expansion, Habitat Protection

- Support Permanent Habitat/Open Space Preservation of Northern Bluffs (Coastal Bluff Scrub Habitat)
- Require Extensive Analysis Prior to Any Development on Other Sites That May Provide Critical Habitat
- Facilitate Open Space Conservation and Wildlife Corridor Protection on Other Large Parcels

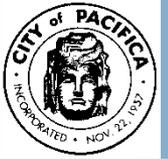




Public Access Priorities to Enhance Trail System

- Secure Public Access and Develop Trail Connections to Build Citywide System
- Improve Existing Public Rights-of-Way for Use as Trails
- Develop or Improve Over-Crossings of Highway 1 at Mori Point, Milagra Ridge
- Highlight and Connect Portola Campsite and SF Bay Discovery Site
- Develop Clear Trailhead Access Points, Wayfinding, and Image





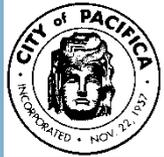
Coastal Area Development Policies Parks, Open Space and Biological Resources **Discussion**





Groups Report Out: Major Conclusion From Discussions

- Residential Areas and Sensitive Sites
- Commercial Areas and Economic Development
 - Scenario A: Strong Center at Rockaway Quarry
 - Scenario B: West Sharp Park Emphasis
 - Scenario C: Resource Conservation and Redevelopment
- Coastal Area Development Policies
- Parks, Open Space, and Biological Resources



Wrap-Up and Next Steps





Next Steps: General Plan - Planning Process

1. Background Studies and Maps
2. Community Outreach
3. Existing Conditions/Key Issues Report
4. **Alternatives and Evaluation – Winter 2011**
5. **General Plan/LCP Outline/Key Policies – Spring 2011**
6. **Draft General Plan/LCP – Summer 2011**
7. Draft Environmental Impact Report
8. Draft Housing Element
9. Public Review and Final Documents
10. Coastal Commission Review





Mail Back Form if You Want

Elizabeth Claycomb
Planning & Economic Development Department
1800 Francisco Boulevard
Pacifica, CA 94044

City of Pacifica
GENERAL PLAN UPDATE

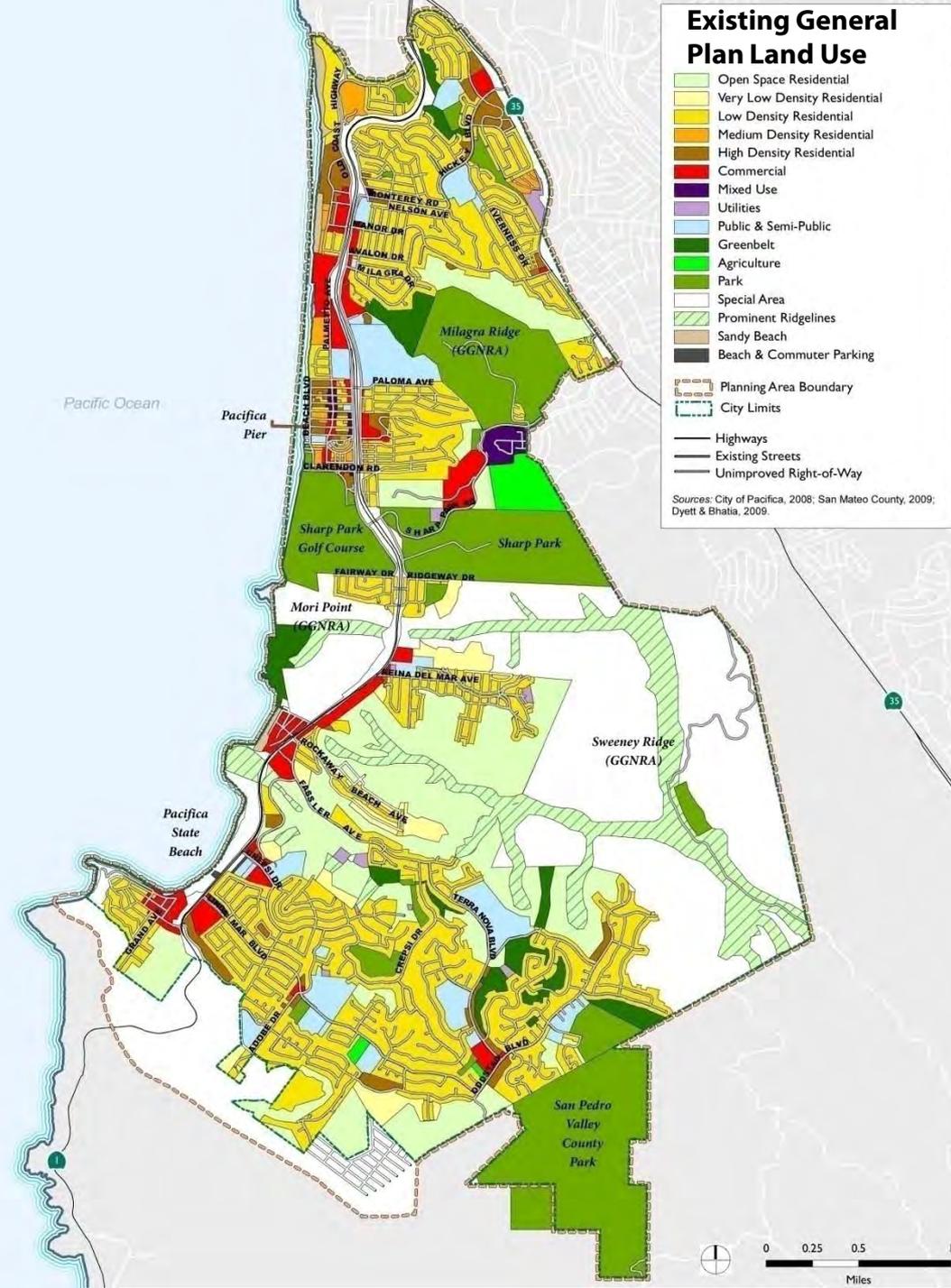


Community Forum 3 - Alternatives
January 29, 2011



Current General Plan

- Pacifica West of Hwy 1 is Subject to Local Coastal Plan
- Policies Cover Public Access, Recreation, Natural Resources, Development
- General Plan (1980) Has 11 Elements, Including Land Use
- GP Land Use Designations Are... General



City of Pacifica

GENERAL PLAN UPDATE

Current Zoning

- Zoning Regulates What Land Uses Can Be Developed Where, at What Intensity
- Zoning Must Be Consistent With General Plan
- There Are More Zoning Districts Than GP Land Use Designations: Zoning is More Specific

