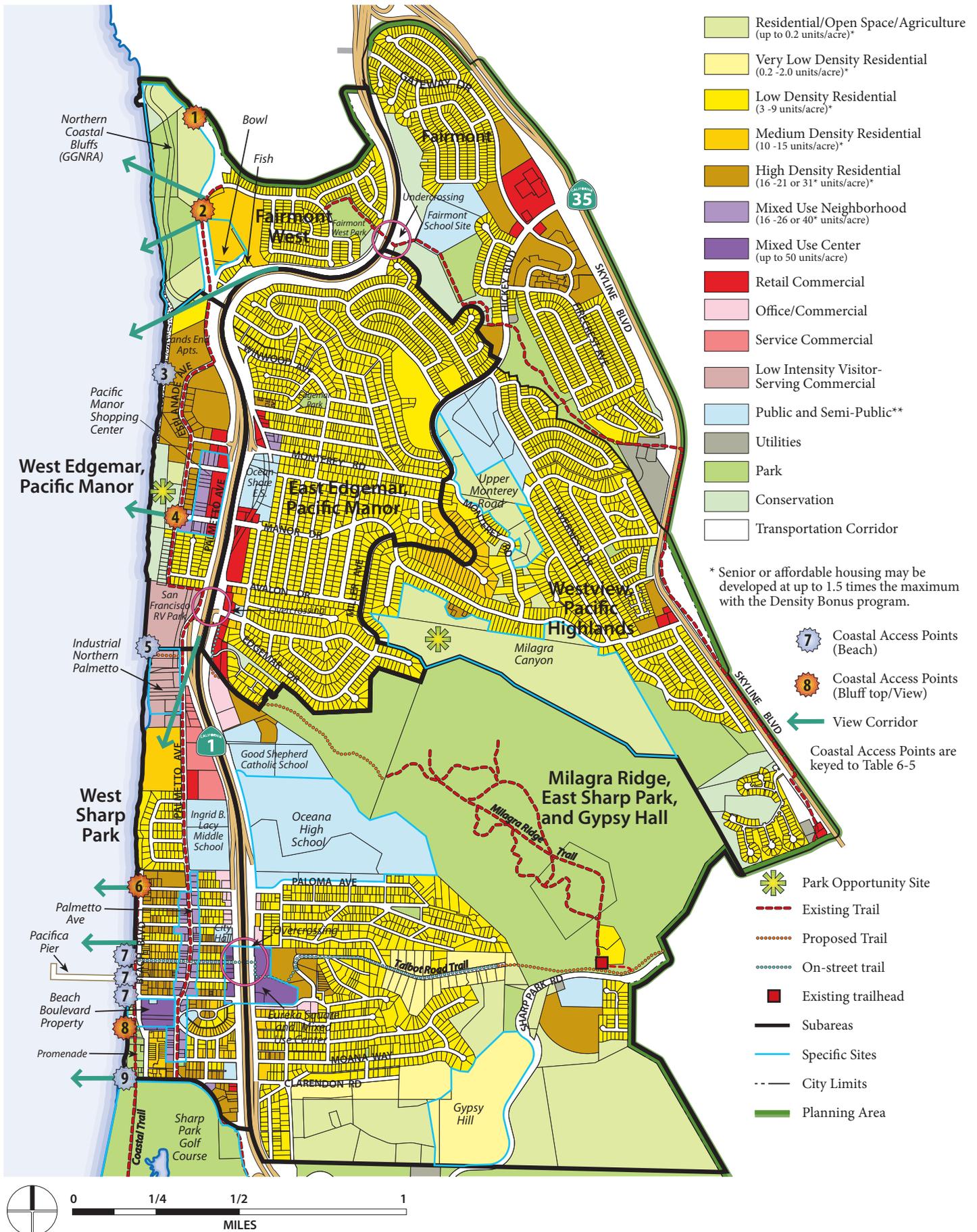


Figure 4-6: Pacifica, North



ards—work together in the more localized context. The maps do not show different information than is contained in other General Plan maps.

Northern Pacifica

Figure 4-6 covers all of Pacifica north of Sharp Park, including the following sub-areas or neighborhoods:

- Fairmont West; West Edgemar-Pacific Manor; and West Sharp Park in the Coastal Zone;
- Fairmont; Westview-Pacific Highlands; East Edgemar-Pacific Manor; and East Sharp Park, east of SR 1.

This sub-area includes Palmetto Avenue, the Pacifica Pier and Promenade, the Pacific Manor shopping area, the northern coastal bluffs, Oceana High School, Milagra Ridge and Gypsy Hill. The summaries below begin with the three coastal sub-areas, followed by the four inland sub-areas.

Fairmont West

Fairmont West is a small residential area in northwestern Pacifica between Highway 1 and the Pacific Ocean, extending from Daly City along the Northern Coastal Bluffs. It is separated from inland neighborhoods by the highway and a significant grade change. Fairmont West is composed mainly of single-family houses, with a condominium development and a neighborhood park. Palmetto Avenue is Fairmont West's principal roadway, and provides open views of the Pacific Ocean. The National Park Service owns approximately 14 acres of land on the northern coastal bluffs along the west side of Palmetto Avenue as part of the GGNRA.

Given the extraordinary natural and scenic value, the interest of public access, and the potential erosion hazards, undeveloped land on the northern coastal bluffs is designated Residential/Open Space/Agriculture, and identified as a priority for permanent conservation. Sensitive, clustered development could occur on the east side of Palmetto.

GGNRA plans to continue to manage its land along the northern coastal bluffs as a “natural zone” empha-

sizing protection of habitat and natural coastal processes. No formal beach access exists or is planned. Undeveloped land west of Palmetto Avenue contains areas of Coastal bluff scrub, which is considered a special status community of high value, important for stabilizing sand dunes. The entire bluff-top area is currently undeveloped and offers an open, highly scenic view of the entire length of Pacifica's coastline.

West Edgemar-Pacific Manor

West Edgemar-Pacific Manor is an established coastal neighborhood extending from north of the Land's End Apartments to south of the San Francisco RV Park between Highway 1 and the ocean. The area is centered on the Pacific Manor shopping center. Multi-family development accounts for over 90 percent of the area's approximately 870 housing units. West Edgemar-Pacific Manor's residential areas have the highest density in Pacifica.

As envisioned by the Plan, redevelopment and/or shopping center improvements will enhance the area's walkability, help integrate the commercial center with its coastal setting, and improve the area's visual appeal. The City-owned bluff-top land along the west side of Esplanade Avenue may present an opportunity to develop a small park, if this can be done without aggravating slope instability. Esplanade Avenue is also identified as a future bluff-top coastal access point, which may be achieved by redesigning the Esplanade right-of-way to enhance views and pedestrian access.

West Sharp Park

Sharp Park is one of Pacifica's original beach communities. Its western and eastern portions are divided by Highway 1. The northern half of West Sharp Park includes some of Pacifica's only industrial and service commercial uses. The southern half of the neighborhood has a mixture of single-family and multi-family housing, with retail commercial uses prevailing along Palmetto Avenue, and commercial and civic buildings along Francisco Boulevard. A majority of the neighborhood's approximately 900 housing units are in multi-family buildings. West Sharp Park includes many of Pacifica's community facilities, including a

branch of the San Mateo County Library, the Pacifica Resource Center, and City Hall. The neighborhood features the Pacifica Pier and Beach Boulevard Promenade, and public parking for the Pier, Promenade, and Sharp Park Beach.

The Plan envisions the area along northern Palmetto transitioning to commercial recreation uses over time. Southern Palmetto Avenue will grow into a higher-density mixed use corridor, supported by higher-intensity development on Francisco Boulevard, and with an enhanced connection to the coast achieved with redevelopment of the Beach Boulevard property. The Beach Boulevard Promenade and park, together with the Pier and Sharp Park Beach, provide extensive recreation opportunities, and are tremendous assets for both the neighborhood and the City. The maintenance of park facilities, the pier, and public parking at this location is a high priority. Views to and along the ocean are essential to the neighborhood's character and must be maintained.

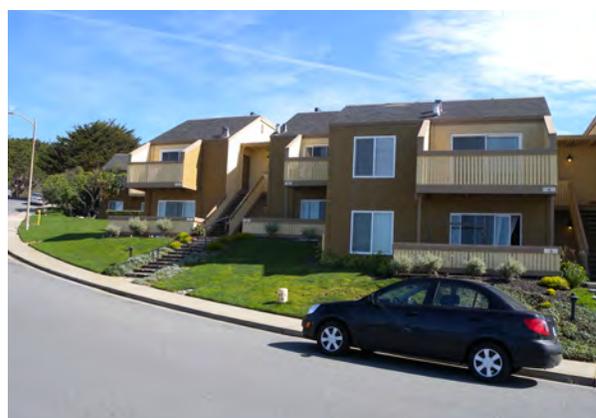
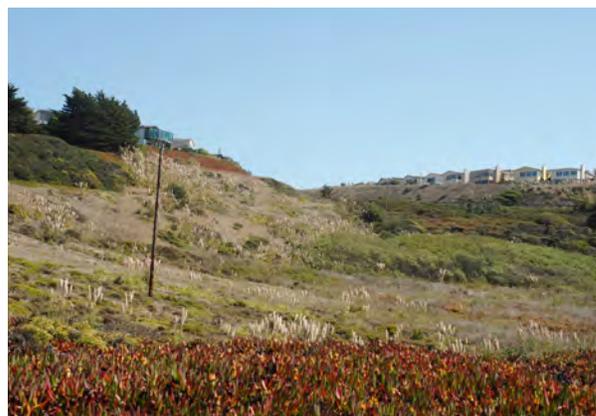
Fairmont

The Fairmont sub-area, between Highway 1, Skyline Boulevard and the ravine formed by the San Andreas Fault, was primarily developed during the 1950s and 1960s. City-owned parks and greenbelts lie along the ravine, including Fairmont Park and Imperial Park. The predominant land use is single-family residential on small lots, with multi-family housing around Fairmont Shopping Center, which provides convenience shopping and services.

The Plan reinforces existing development patterns, while facilitating creation of new public open space as part of any redevelopment of the closed Fairmont Elementary school site, and new trail connections along the greenbelts and to the coast.

Westview-Pacific Highlands

Westview-Pacific Highlands is a predominantly single-family area in Pacifica's northern hills, lying south of the ravine formed by the San Andreas fault, west of Skyline Boulevard, and north of Milagra Canyon. There is a small commercial center at Manor Drive



The "Bowl" site (top) could be a good candidate for clustered housing to avoid potential hazards. Multi-family development accounts for over West Edgemar-Pacific Manor Pacifica's housing (middle). The service commercial and industrial businesses on the west side of northern Palmetto (bottom) may transition over time toward recreation.



The Plan designates the large Oceana High School site for continued public use, while recognizing future potential (top). Private, undeveloped land on Gypsy Hill is designated for Residential/Open Space or Very Low Density Residential (bottom).

and Skyline Boulevard. Two significant residential developments have been built recently along Skyline Boulevard: the Skyridge development on the flank of Milagra Ridge, and the Cypress Walk development on the site of the former Westview School, both of which also included public open space. Existing development patterns in the community will be preserved under the Plan, while steep hillsides and habitat value in Milagra Canyon will be protected.

East Edgemar-Pacific Manor

East Edgemar-Pacific Manor is relatively flat, with hills rising up to the north, east, and south. Manor Drive links the neighborhood to the Pacific Manor shopping area across Highway 1, and to Westview-Pacific Highlands uphill to the east. Oceana Boulevard serves as a frontage road to Highway 1, and is lined with commercial uses, Ocean Shore Elementary School, and the City's Public Works building. The area is composed mainly of single-family houses, with a small amount of multi-family housing. Edgemar Park provides a small public open space for the neighborhood.

Commercial sites along Oceana are considered to have potential to redevelop during the planning period. The Plan designates these sites primarily for continued Retail Commercial use, reinforcing the existing pattern. The playfields at Ocean Shore Elementary School may help provide additional active open space, which could be augmented by a small play area set aside as part of any development in lower Milagra Canyon.

East Sharp Park, Milagra Ridge, Gypsy Hill

East Sharp Park lies in two valleys and on the small ridge separating them. Milagra Ridge is to the north and Gypsy Hill is to the south and east. Houses are along streets that go up the valleys and along the small ridge, with a scattering of multi-family housing on the ridge. Oceana High School occupies a 56-acre site, accessible to Pacifica's most central neighborhoods along the Highway 1 corridor. There are connections across the highway to West Sharp Park and the ocean at Paloma Avenue in the north and Clarendon Road in the south, as well as a pedestrian overcrossing from Eureka Square Shopping Center.

Eureka Square, along Oceana Boulevard facing Highway 1, has the potential for new development. The Plan identifies this site, together with land facing Francisco Boulevard on the opposite side of Highway 1, as Mixed Use Center, for higher-intensity commercial and residential development of up to four stories. The site's location along Highway 1, at the base of a hill and directly across from the existing civic cluster, makes it well-suited for higher-intensity development. Over the long term, the large Oceana High School site could also support additional development. Undeveloped land on Gypsy Hill may also support appropriately-designed, small-scale development, which would be very low density and also be required to retain natural vegetation, limit building footprints, and preserve large areas of open space and support wildlife movement.

The Plan envisions a small new public open space as part of any new development at Eureka Square, and pedestrian improvements to create a good walking link through the neighborhood linking the beach to the ridgetop.

Central Pacifica

Figure 4-7 shows the central section of Pacifica. The map includes:

- Sharp Park Golf Course, the West Fairway Park neighborhood, Mori Point, the Rockaway Quarry, Rockaway Beach, and the Rockaway Headlands in the Coastal Zone;
- Sharp Park; the East Fairway Park, Vallemar, and Rockaway neighborhoods; and Sweeney Ridge, Cattle Hill and Fassler Ridge, east of SR 1.

This sub-area includes the Rockaway Beach district, the Police Station, and the Sheldance Nursery.

Sharp Park Golf Course, West Fairway Park, and Mori Point

The central stretch of Pacifica's coast includes Sharp Park Golf Course, Mori Point, and the small single-family subdivision of West Fairway Park. Sharp Park Municipal Golf Course is part of a land bequest made

early in the 20th Century on the condition that the land be used for public recreation. Laguna Salada and its marsh, located on the western side of the golf course, provide habitat for the San Francisco garter snake and California red-legged frog. West Fairway Park is a small single-family subdivision. On the south, the neighborhood meets the base of undeveloped Mori Point, managed as part of Golden Gate National Recreation Area.

The Plan designates Sharp Park Golf Course and Mori Point as regional park land. Current characteristics may be maintained, and environmental restoration will be a priority. The West Fairway Park neighborhood's existing land use is reinforced by the Plan's land use designations.

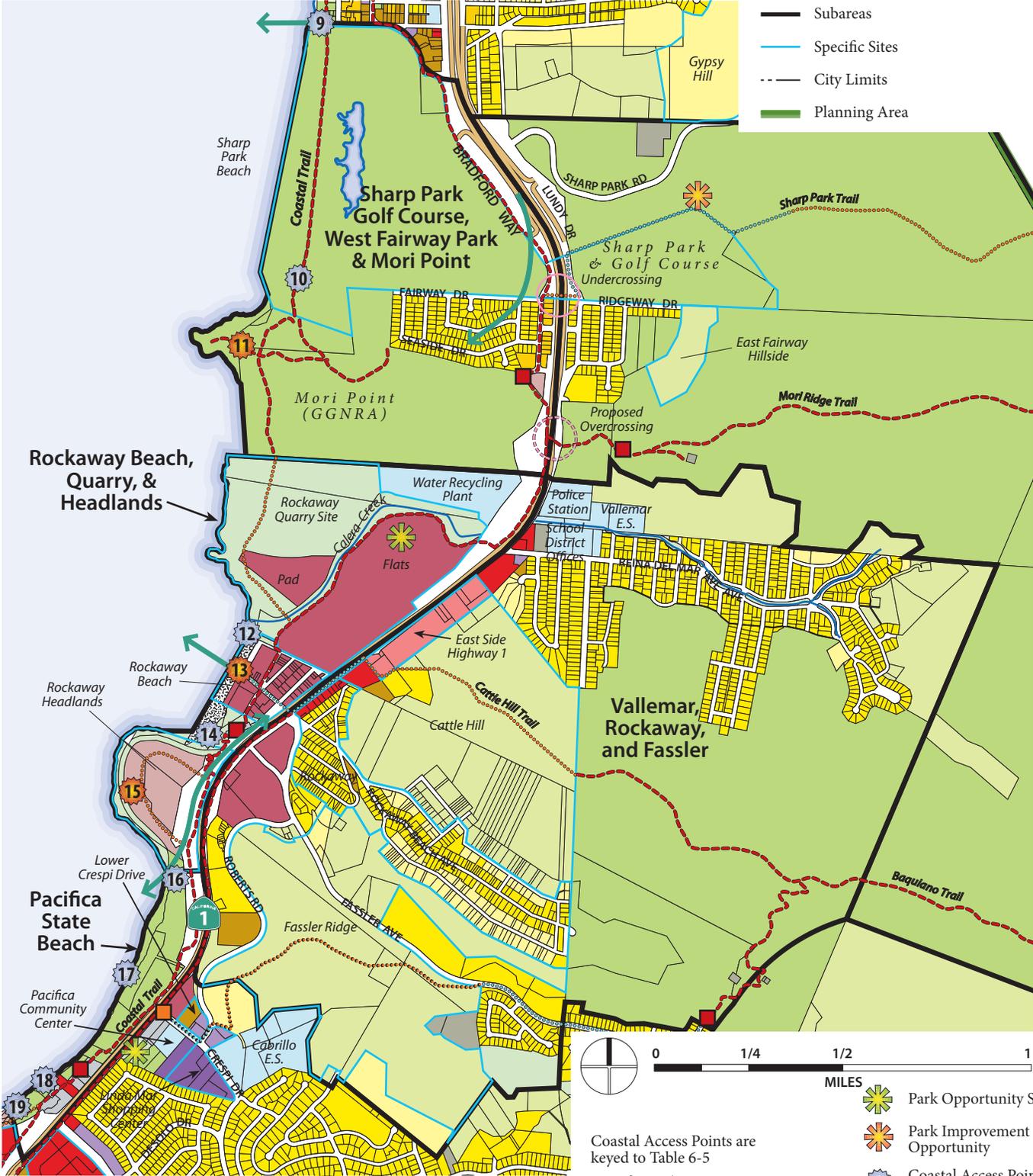
Sharp Park Beach is open to the public between the Pier and Mori Point, while Sharp Park Golf Course provides a unique recreational asset. Mori Point is a spectacular section of the GGNRA. The General Plan proposes trail improvements and critical new trail segments that would link the coastal trails with the inland ridges. This segment of the Pacifica coastline includes view corridors from Highway 1 into Sharp Park Golf Course and toward Mori Point and Mori Ridge that will be preserved.

Rockaway Beach, Quarry, and Headlands

Rockaway Beach is a small, pedestrian-oriented area with shops, restaurants, and lodging and a small beach, with parking and other amenities. The vacant Quarry site occupies about 94 acres west of Highway 1 and south of Mori Point. About 30 acres of the site are on slopes of 35 percent or steeper. The Calera Creek Water Recycling Plant, at the north end of the former quarry, releases treated wastewater into Calera Creek, which has a naturalized channel, a restored riparian corridor, and a paved walking and cycling path. The Headlands is a rocky promontory separating Rockaway Beach and Pacifica State Beach, and is crossed by a scenic trail.

The Quarry site is Pacifica's most visible potential development site. Approximately half of the site, including the upland areas and the Calera Creek

Figure 4-7: Pacifica, Central



- Subareas
- Specific Sites
- - - City Limits
- Planning Area

- | | |
|--|---|
| Residential/Open Space/Agriculture (up to 0.2 units/acre)* | Mixed Use Neighborhood (16 -26 or 40* units/acre) |
| Very Low Density Residential (0.2 -2.0 units/acre)* | Mixed Use Center (up to 50 units/acre) |
| Low Density Residential (3 -9 units/acre)* | Retail Commercial |
| Medium Density Residential (10 -15 units/acre)* | Service Commercial |
| High Density Residential (16 -21 or 31* units/acre)* | Visitor-Serving Commercial |
| | Low Intensity Visitor-Serving Commercial |



Coastal Access Points are keyed to Table 6-5

- | | |
|--|---|
| Public and Semi-Public** | Park Opportunity Site |
| Beach/Commuter Parking | Park Improvement Opportunity |
| Utilities | Coastal Access Points (Beach) |
| Park | Coastal Access Points (Bluff top/View) |
| Conservation | Sandy Beach |
| Transportation Corridor | Existing Trailhead |
| | Trailhead to be Improved |

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

riparian corridor, is designated for Conservation. This area will remain open space, with trail improvements connecting Mori Point with Rockaway Beach. The Flats and the Pad overlooking Rockaway Beach are designated for Visitor-Serving Commercial development, supporting such potential uses as a resort hotel, boutique hotels, visitor attractions, and retail uses integrated with the Rockaway Beach district. Redevelopment of the Quarry site could expand this visitor-oriented area. Any development of the Quarry site will require detailed evaluation of biological resources to ensure that sensitive habitat and wetlands are protected; the likely footprint of development could be much smaller than the area designated. While upper-story housing may be proposed as part of a specific plan for the site, this would require a vote. Development in the Quarry Flats should include new public open space. The existing Rockaway Beach district also offers opportunities for infill and redevelopment. The General Plan envisions the Rockaway Beach district growing into a more distinct and high-profile visitor destination, with strong links to the natural setting of beaches, headlands, and ridges.

The General Plan proposes new coastal trail segments, and new trails would link the coastal trails with the inland ridges. Improvements to Highway 1 should ease travel, accommodate vehicles as well as bikes and pedestrians, and improve access into the Rockaway Beach district. Coastal views from Highway 1 toward Mori Point, Cattle Hill, and the Rockaway Headlands are important in establishing the identity of this area and Pacifica as a whole.

Sharp Park, East Fairway Park, and Sweeney Ridge

Sharp Park east side of Highway 1 includes a portion of the Golf Course, and is primarily undeveloped at its higher elevations. Land in the vicinity of the former rifle range in Sharp Park could potentially support sports fields for school and community use. Sweeney Ridge features over 1,000 acres of preserved regional open space in the GGNRA, with the protected San Francisco watershed to the east. Mori Ridge descends toward the coast, forming the southern boundary of this sub-area. The small East Fairway Park subdivi-



Habitat restoration of the Laguna Salada area is planned, following extensive habitat improvements at neighboring Horse Stable Pond and Mori Point (top). The General Plan envisions the Rockaway Beach district growing into a more distinct and high-profile visitor destination (middle). The General Plan designates most of Fassler Ridge (bottom) as Residential/Open Space to conserve its open space character.

sion is located between Mori Ridge and Sharp Park. An undeveloped site along Highway 1 is designated for Low Density Residential development, while a larger hillside property is designated Residential/Open Space

Mori Ridge, at the southern edge of this sub-area, is part of GGNRA. The Pacifica General Plan supports the creation of a nucleus of GGNRA park activities at Sheldance Nursery, and proposes a trail connection over Highway 1 connecting Mori Point with the proposed park visitors' center, and the trail up Mori Ridge to the Bay Area Ridge Trail system.

Vallemar, Rockaway, and Fassler

The Vallemar neighborhood follows Reina del Mar Avenue up the narrow Calera Creek valley. Around the intersection of Reina del Mar and Highway 1, there is a small commercial area as well as Vallemar School, the Pacifica School District offices, and the police station. Mori Ridge, Sweeney Ridge, and upper Cattle Hill are mostly protected open space, and afford recreational opportunities. Undeveloped land on the upper slopes of the valley are designated primarily for Residential/Open Space to ensure that new development is minimal, in recognition of environmental constraints and limited access.

Cattle Hill is the next prominent ridgeline south of Mori Ridge, between the Vallemar and Rockaway valleys. Much of the ridge is protected as permanent open space. The western face of Cattle Hill is privately-owned, and some development may occur here in the future. The ridge is designated as Residential/Open Space to ensure that new development is appropriate to the rugged conditions and high scenic value of the ridge. The General Plan also proposes a public trail up Cattle Hill, providing a connection between Rockaway Beach and Sweeney Ridge, requiring an easement or dedicated public access. Potential development sites along Highway 1 at the base of the hill may be well-suited to necessary light industrial or service uses. Development should feature attractive frontage treatment along the highway.

The Rockaway neighborhood ascends from Highway 1 along Rockaway Beach Avenue up another narrow valley. There are many vacant residential lots

on mapped rights-of-way on the upper slopes of the Rockaway valley, but topography makes development challenging. There is a very small commercial area where Rockaway Beach Avenue meets Highway 1.

Fassler Avenue traverses a ridge separating Rockaway from the much broader San Pedro Valley to the south. Fassler Ridge is mainly in private ownership and presents potential development opportunities overlooking Pacifica State Beach and Rockaway Beach. The General Plan designates most of the ridge as Residential/Open Space to conserve its highly-visible open space character. A new trail is proposed that would connect the site of the historic Portola camp on Crespi Drive—and Pacifica State Beach—with the San Francisco Bay Discovery Site on Sweeney Ridge.

Southwestern Pacifica

Figure 4-8 shows the southwestern part of the Planning Area, including:

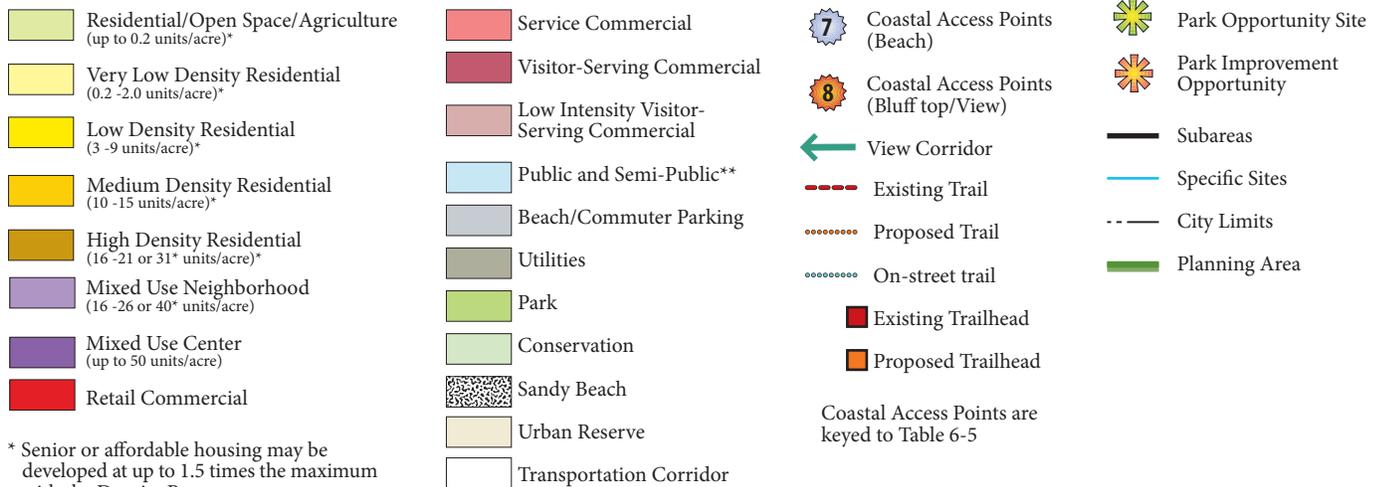
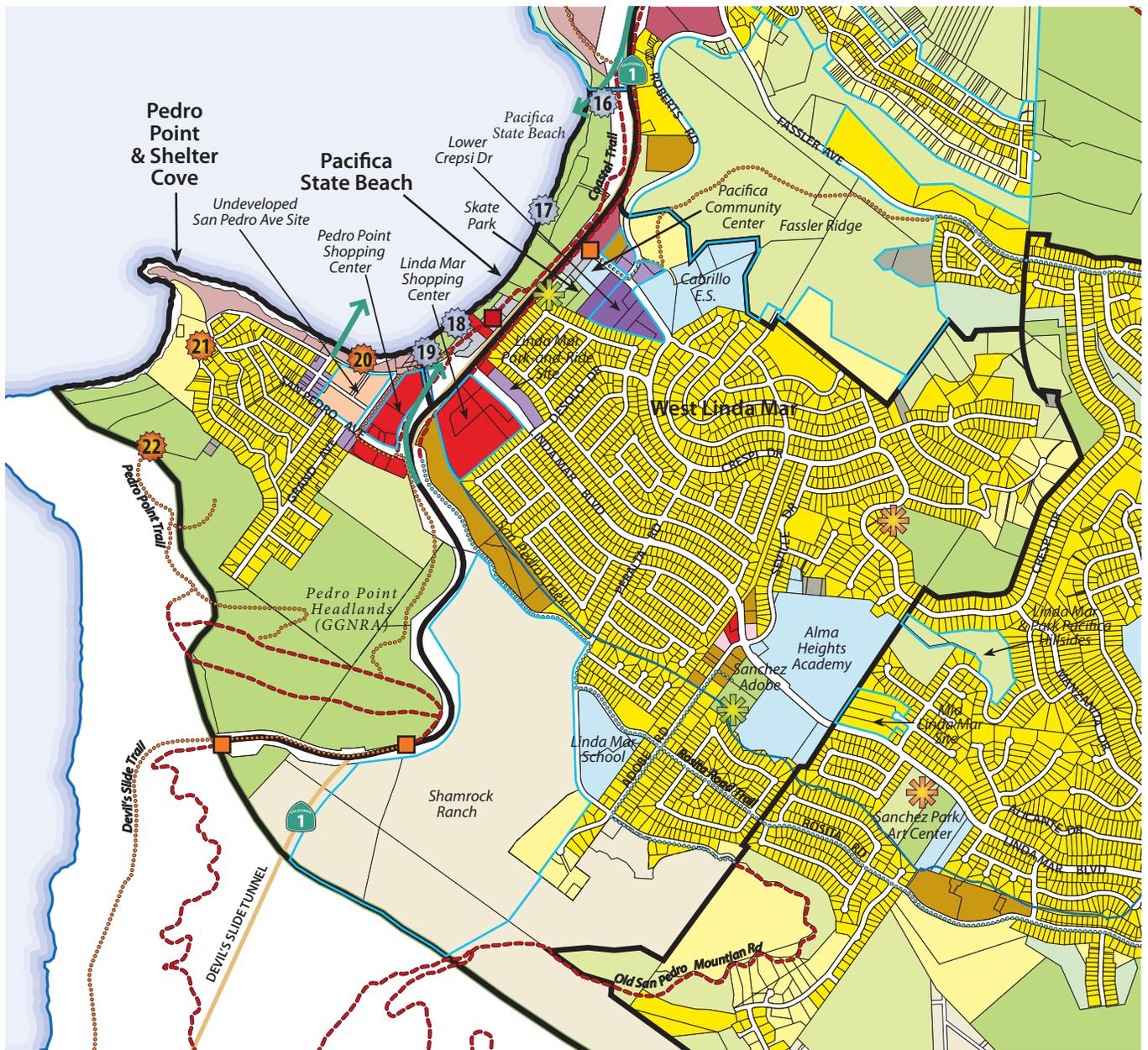
- Pacifica State Beach, Shelter Cove, and the Pedro Point neighborhood in the Coastal Zone;
- The West Linda Mar neighborhood and areas outside City limits, east of SR 1.

This sub-area includes Pacifica State Beach, the Linda Mar Shopping Center, the Sanchez Adobe, and Shamrock Ranch.

Pacifica State Beach

Pacifica State Beach, also known as Linda Mar Beach, is a long sandy beach on a small bay formed by the Rockaway Headlands and Pedro Point. Pacifica State Beach is an outstanding recreational asset for the City and attracts over one million visitors annually from the region and beyond for its surfing, beach environment and scenery in close proximity to San Francisco. Recent restoration work and improvements to parking and access has helped to ensure that the beach will remain a popular natural environment for years to come. Views from Highway 1 toward the crescent sweep of Pacifica State Beach, the Headlands, and Pedro Point are a defining element for Pacifica, and will be preserved across the protected park land.

Figure 4-8: Pacifica, Southwest



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



Pacifica State Beach supports primarily wintering and/or migrating Western snowy plovers, a federally threatened bird species. The beach must continue to be managed to ensure that recreational use does not interfere with the species' habitat requirements. Steelhead trout from the Central California Coast Ecologically Significant Unit are listed as threatened under the federal Endangered Species Act. Steelhead are known to spawn in several parts of San Pedro Creek, and the City will continue to support the preservation of viable steelhead migration.

Pedro Point and Shelter Cove

The Pedro Point neighborhood sits on the slope of the promontory that marks Pacifica's southern boundary. The neighborhood is characterized by single-family houses climbing up the slope, with some commercial development, including a small shopping center, on the flat land near the beach. The neighborhood is separated from the coastline by the berm of the former Ocean Shore Railroad. Pedro Point abuts City- and State-owned land at the Point's higher elevations. This land is within the Golden Gate National Recreation Area's legislative boundary, and could be included in the park in the future. The western tip of Pedro Point descends to Shelter Cove, where another cluster of houses exists on a single 17-acre parcel.

The Plan reinforces existing land use patterns for all developed parts of the sub-area. There is potential for Pedro Point shopping center and adjacent parcels to accommodate some new retail development, which could provide local convenience shopping as well as visitor-oriented businesses. The Plan retains flexibility for any future development on the vacant site west of the shopping center, which could have residential and small-scale commercial and visitor-oriented uses. Future development should include a small park and access to the berm and the beach beyond. Completion of the Devils Slide Tunnel project has provided the opportunity to create a new trailhead and trails through open space land on the headlands.

West Linda Mar

The West Linda Mar sub-area is in the lower portion of the San Pedro Creek Valley and on the hillsides to the north. The area is almost entirely developed with single-family houses. West Linda Mar has two access points to Highway 1, at Crespi Drive and Linda Mar Boulevard. Linda Mar Shopping Center, Pacifica's largest, is at the junction of Linda Mar Boulevard and Highway 1. A variety of uses, including a hotel, multi-family housing, service commercial and small retail centers, Cabrillo Elementary School, the Pacifica Community Center, including Senior Services,



The scenic Pedro Point neighborhood overlooks Pacifica State Beach.

and a post office, are clustered along lower Crespi Drive. Public parking for beach visitors and commuters is provided in both areas, and served by Samtrans buses. A smaller commercial/office area is located at the corner of Linda Mar Boulevard and Adobe Drive. The area includes the Sanchez Adobe, the oldest structure in San Mateo County and a preserved historic resource. Alma Heights Christian Academy is to the east along Linda Mar Boulevard. Oddstad Park is a large, mostly wooded park serving the area.

The General Plan reinforces existing residential land use patterns in West Linda Mar. It proposes new opportunities for mixed-use development along lower Crespi Drive and at the Linda Mar Park-and-Ride site. Redevelopment at these locations can help Pacifica provide a greater diversity of housing types in close proximity to transit, public amenities, and walkable commercial areas.

San Pedro Creek travels through the heart of the neighborhood. Protection and enhancement of the riparian stream corridor must be a continued priority. The General Plan envisions on-street trails along the former San Pedro Terrace Road and Rosita Road, providing a good walking route through valley neighborhoods between Pacifica State Beach and San Pedro Valley County Park.

Southeastern Pacifica

Figure 4-9 shows the East Linda Mar and Park Pacifica neighborhoods in the southeastern part of the Planning Area. The map includes Park Mall, Terra Nova High School, San Pedro Valley County Park, Oddstad Park, and a section of Sweeney Ridge.

East Linda Mar and Park Pacifica

East Linda Mar includes the portion of the San Pedro Valley east of Alma Heights Academy and Oddstad Park, and on the southern slope of Fassler Ridge. Park Pacifica, developed mostly in the 1970s, lies in the “back of the valley” and the hilly terrain rising up to

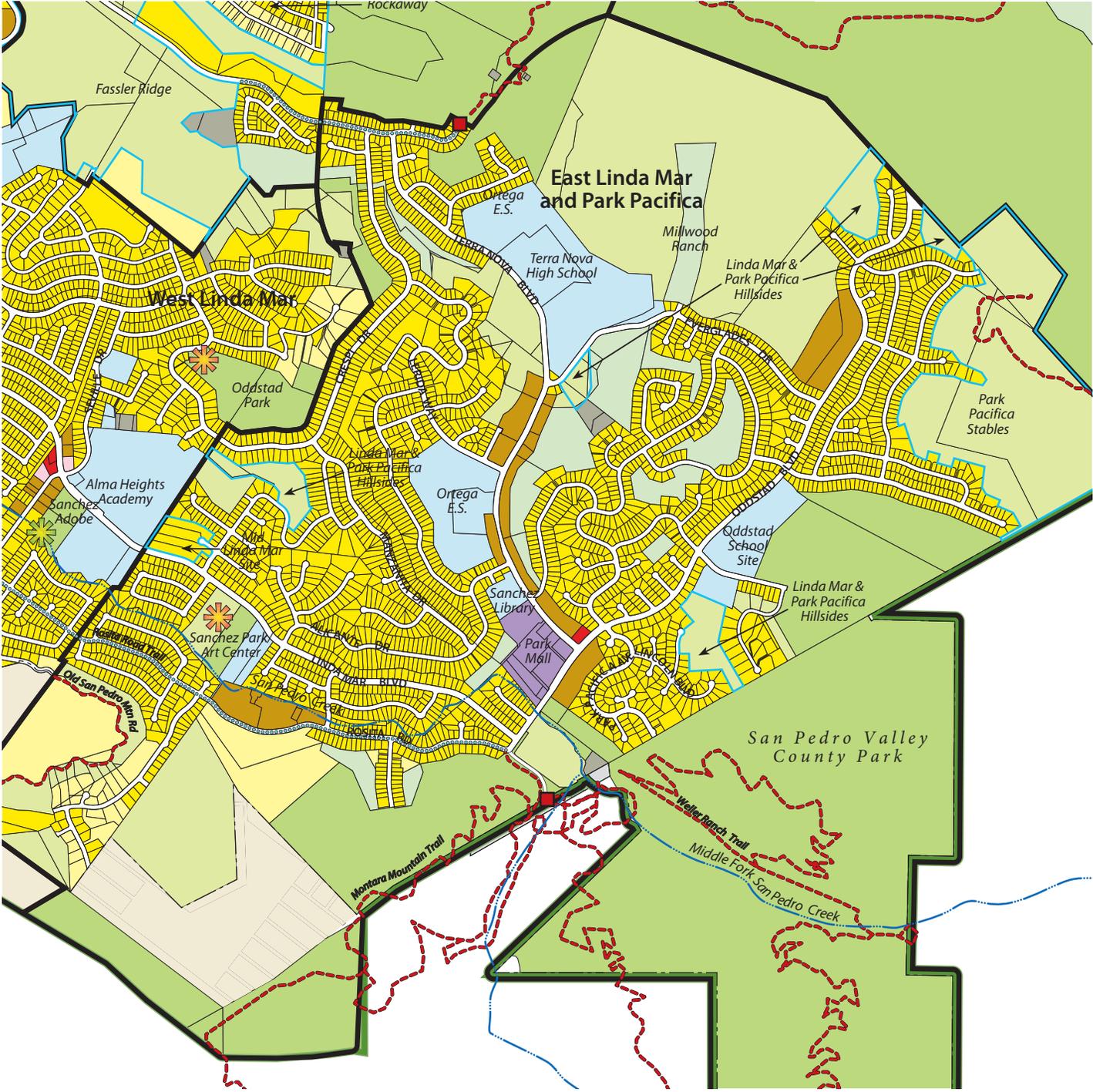
Sweeney Ridge. In the north, the area is characterized by winding residential streets and greenbelts. The valley portion includes Sanchez Park, the Pacifica Center for the Arts, and one of Pacifica’s two fire stations. Some housing exists south of San Pedro Creek, along with undeveloped or agricultural land where a limited amount of residential development may be possible. The area is served by the Park Mall shopping center on Terra Nova Boulevard, and by the adjacent Sanchez branch library and Ortega Elementary School.

Park Pacifica lies in a secluded valley and its slopes extending to the northeast of Linda Mar Boulevard along Oddstad Boulevard. As in Linda Mar, the predominant land use is low density residential, interspersed with greenbelts. Multi-family housing is developed along Terra Nova and Oddstad Boulevards. Park Pacifica is also home to Terra Nova High School. The neighborhood is hemmed in by topography and protected open space on Sweeney Ridge and in San Pedro Valley County Park and Frontierland Park.

Existing land use patterns in Linda Mar and Park Pacifica are reflected in the Plan. There is a considerable amount of undeveloped land within City limits on the slope of San Pedro Mountain to the south. These parcels are designated for a mix of Very Low Density Residential and Residential/Open Space, in recognition of the constraints on development posed by steep slopes and the City’s hillside development standards and limited accessibility.

Park Mall is a candidate for potential new development. The Plan would facilitate a mix of retail and residential uses, including housing for seniors, and the creation of a small new public space. Very limited residential development potential may exist on undeveloped hillside parcels, including the large Millwood Ranch and Park Pacifica Stables properties. These are designated Residential/Open Space/Agriculture or Conservation to ensure that open space and biological resource protection is an emphasis of any development on this scenic and remote property.

Figure 4-9: Pacifica, Southeast



- Residential/Open Space/Agriculture (up to 0.2 units/acre)*
- Very Low Density Residential (0.2 -2.0 units/acre)*
- Low Density Residential (3 -9 units/acre)*
- High Density Residential (16 -21 or 31* units/acre)*
- Mixed Use Neighborhood (16 -26 or 40* units/acre)
- Retail Commercial

- Public and Semi-Public**
- Utilities
- Park
- Conservation
- Urban Reserve
- Existing Trail
- On-street trail
- Existing Trailhead

- Park Opportunity Site
- Park Improvement Opportunity
- Subareas
- Specific Sites
- City Limits
- Planning Area

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



Sphere of Influence

San Pedro Mountain and Pedro Point Headlands define the southern boundary of Pacifica's Sphere of Influence. The area between the city and Sphere of Influence boundaries includes sloping, undeveloped land and Shamrock Ranch.

The Plan designates existing public open space in the Sphere of Influence as Regional Park land, and designates all other land as Urban Reserve. The Urban Reserve area is intended to remain largely undeveloped. Shamrock Ranch represents the area's most significant potential future development opportunity. Any new development here should be clustered to preserve open space and maintain land that could be developed beyond the planning period to support future growth.

Development Demand and Capacity

One purpose of the General Plan and LCLUP is to ensure that the City can accommodate projected population and job growth over the planning period (to 2035). To meet the requirements of State housing law, the City must also have adequate sites where housing affordable to moderate- and low-income households can reasonably be developed. The Plan seeks to meet these needs while also satisfying other community goals and ensuring safety and environmental protection. This section estimates projected demand for new housing and non-residential space, and the development potential provided under the General Plan land use framework.

Population and Employment

POPULATION AND HOUSING TRENDS

Pacifica grew rapidly in the 1950s and 1960s, but has grown very little since then. The City gained an average of 790 persons per decade in the 1970s, 1980s, and 1990s. Pacifica's population was 37,234 in 2010, down 3 percent from the 38,390 counted in the 2000 Census, and down about 1.1 percent since 1990. Despite the slight decline in population, the City added 934 housing units between 1990 and 2010, as average household size declined.



The General Plan designates most of Fassler Ridge (top) as Residential/Open Space. New development at Park Mall (middle) could include a mix of retail and residential uses. Steep land in Park Pacifica (bottom) is designated either as greenbelt or for Residential/Open Space to ensure slope stability and visual quality.

As in much of the state, Pacifica's population has grown older in recent decades. Between 1990 and 2010, the 30-to-44 age cohort declined from 30 to 21 percent of the population, and there were also declines in the younger age cohorts. Meanwhile the 45-to-61 group grew from 18 to 28 percent and the population age 62 or greater rose from 10 to 16 percent.

POPULATION PROJECTIONS AND HOUSING DEMAND

ABAG periodically undertakes population projections for each jurisdiction within the nine counties that make up the Bay Area. The 2009 ABAG projections point to continued slow growth in Pacifica over the planning period, to a buildout population of 39,800 by 2035.⁴ However, ABAG's projections assumed a population of 39,100 in 2010, while the Census counted only 37,234. This Plan conservatively uses the Census as a baseline and assumes that Pacifica and its Sphere of Influence will reach the projected population of 39,800 by 2035. Pacifica, then, is projected to have a demand for approximately 1,010 new housing units by 2035 to accommodate population growth, assuming current household size and vacancy rates.⁵

The General Plan uses what may be considered a high-growth scenario for two principal reasons. First, much of the potentially developable land in Pacifica may be challenging to develop, so providing capacity to accommodate higher growth is more likely to translate to development that meets the needs of slower population growth. Second, there will be a need to provide adequate sites for housing affordable to low- and moderate-income households, to meet regional housing requirements.

JOBS AND NON-RESIDENTIAL DEVELOPMENT

ABAG estimates that Pacifica and its Sphere of Influence (SOI) had 6,360 jobs in 2010, and projects that Pacifica and its SOI will gain 1,400 jobs between 2010 and 2035.⁶ While the more recent forecast done for Plan Bay Area projects a smaller increase of 1,250 jobs between 2010 and 2040,⁷ planning for a greater number of jobs has the advantage of allowing the City to be well-prepared for economic development, and also recognizes the constraints to redevelopment posed on many of Pacifica's potential development sites. Assuming a typical average of 450 square feet of non-residential floor area per employee, the estimated 1,400 new jobs gained between 2010 and 2035 would require the development of approximately 630,000 square feet of additional non-residential building area.

Development Capacity

As Table 4-2 shows, there are an estimated 1,280 acres of vacant or underutilized land classified for residential or mixed use under the General Plan. Of this land, more than half (779 acres) is in the ROSA classification, intended for development with a minimum of 5 acres per unit. Buildout of an estimated 80 percent of opportunity sites at projected densities would result in a total of 1,000 new housing units, matching demand. Of these units, 520 would be on sites designated for Medium or High Density or for Mixed Use development, where housing affordable to moderate- or low-income households could be feasible. Assuming that average household size remains as it is today, new housing at buildout could accommodate population growth of about 2,570 and a total population of 39,800 as projected by ABAG.

4 Association of Bay Area Governments (ABAG), 2010.

5 Association of Bay Area Governments (ABAG), 2010. ABAG's most recent forecast for growth in the Bay Area by jurisdiction are from the Plan Bay Area Jobs-Housing Connection Strategy, 2012. This forecast supports the new regional transportation and land use plan, which is expected to be adopted in July 2013. It projects 14,640 households in Pacifica and its Sphere of Influence in 2040. This may represent slightly slower growth than the 2009 projections, which anticipate 14,630 households in 2035. Note that the Plan Bay Area forecast does not address the year 2035, which is the buildout year for this General Plan.

6 ABAG, 2010.

7 Plan Bay Area Jobs-Housing Connection Strategy, 2012.

TABLE 4-2: RESIDENTIAL BUILDOUT UNDER THE GENERAL PLAN

General Plan Land Use	Vacant or Underutilized Acres ¹	Permitted Density Range (units per acre)	Projected Density (units per acre) ²	New Housing Units at Buildout ³
Residential Districts				
Residential/Open Space/Agriculture	779	0.2 or less	0.15	70
Very Low Density Residential	139	0.2 to 2	1.5	130
Low Density Residential	62	3 to 9	6.5	260
Medium Density Residential	5	Up to 15	12.5	40
High Density Residential	4	Up to 21	25	60
Mixed Use Districts				
Coastal Residential Mixed Use	5	Up to 15	15	50
Mixed Use Neighborhood	14	Up to 26	25	220
Mixed Use Center	9	Up to 50	25	150
Urban Reserve				
Urban Reserve	263	NA	0.1	20
Total Residential Development Potential on Opportunity Sites	1,280			1,000
Existing Units on Underutilized Sites				–
Net New Residential Potential	1,280			1,000

¹ Acreages are shown rounded to the nearest whole number, but more detailed numbers are used in calculations.

² Projected density is informed by average current density of projected land uses and allowable density ranges.

³ A “net-to-gross factor” of 80% is applied to all development potential to account for need for additional streets on large sites. A “flex factor” of 80% is applied to account for property owner priorities and site constraints.

Sources: San Mateo County Assessor’s Office, 2008; City of Pacifica, 2008; Dyett & Bhatia, 2012.

Table 4-3 shows the realistic non-residential development capacity in terms of square feet of new commercial buildings. There are an estimated 117 acres of vacant or underutilized land classified for commercial or mixed use under the General Plan (mixed use land is also counted in the residential capacity analysis). The Rockaway Quarry site accounts for 49 acres, the portion of the site’s 94 total acres that would be potentially available for Visitor-Serving Commercial (VC) development. Development capacity is based on the maximum intensity established for each classification by the General Plan, and is typically toward the middle of the allowable density range, pointing to the existence of constraints on many sites. A 75

percent net-to-gross factor is applied to account for the need for new roads or other infrastructure. It is also assumed that 80 percent of potential development sites are developed during the planning period. Realistic development of opportunity sites would result in an estimated 645,400 square feet of net new non-residential building area. The greatest amount of new building area would be in the VC category, reinforcing the importance of this sector to Pacifica’s economic development strategy. Much of the VC potential is on the Quarry site, which site has proven challenging to develop in the past. New development is estimated to accommodate approximately 1,470 new jobs over the planning period.

TABLE 4-3: NON-RESIDENTIAL BUILDOUT UNDER THE GENERAL PLAN

General Plan Land Use	Vacant or Underutilized Acres ¹	Maximum Non-Residential FAR	Projected Non-Residential FAR ²	New Non-Residential Sq. Ft. at Buildout ³
Mixed Use Districts				
Coastal Residential Mixed Use	5	0.5	0.10	13,500
Mixed Use Neighborhood	14	1.0	0.25	88,800
Mixed Use Center	9	2.5	0.35	83,700
Commercial Districts				
Retail Commercial	2	1.0	0.25	10,600
Office/Commercial	3	1.5	0.35	28,700
Service Commercial	3	0.6	0.25	21,000
Visitor-Serving Commercial	15	3.0	0.35	139,800
Rockaway Quarry Site ⁴	49	0.5	0.35	448,400
Low-Intensity Visitor-Serving Commercial	16	0.2	0.05	21,200
Public Facilities and Open Space Districts				
Public and Semi-Public	0	1.0	0.35	7,500
Total Non-Residential Development Potential on Opportunity Sites	112			863,200
Existing Non-Residential Development on Underutilized Sites				217,800
Net New Non-Residential Potential	117			645,400

1 Acreages are shown rounded to the nearest whole number, but more detailed numbers are used in calculations.

2 Projected density is informed by average current density of projected land uses and allowable density ranges.

3 A “net-to-gross factor” of 75% is applied to all development potential to account for need for additional streets on large sites. A “flex factor” of 80% is applied to account for property owner priorities and site constraints.

4 Approximately 49 acres of the 94-acre Quarry site would be potentially developable. This acreage is counted separately from the Visitor-Serving Commercial classification.

Sources: San Mateo County Assessor’s Office, 2008; City of Pacifica, 2008; Dyett & Bhatia, 2012.

POLICIES

Policies included in both the General Plan and Local Coastal Land Use Plan are indicated with a .

Guiding Policies

LU-G-1  Coastal Development. Ensure that development maximizes beach and coastal open space access and is oriented as much as possible to each particular coastal environment in use, design, and intensity.

Policies related to coastal access are provided in Chapter 6.

LU-G-2  Concentrated Development. Focus new development in or directly adjacent to already-developed areas, where it can be served by existing public services and where it will not have significant impacts on coastal or other resources.

LU-G-3  Future Residential Development. Limit development to sites that are not critical for open space connections or habitat preservation, and which will be in harmony with the surrounding natural setting.

LU-G-4  Higher-Density Housing. Locate higher-density housing in accessible places close to community shopping areas and transportation.

- LU-G-5**  **Commercial Area Revitalization.** Facilitate the revitalization of shopping areas and the creation of distinct commercial districts in Pacifica, resulting in wider shopping and dining opportunities for residents, enhanced attractions for visitors, increased sales tax revenues, and a stronger community image.
- LU-G-6**  **Compact Mixed Use Development.** Facilitate compact mixed-use development on sites with good access to transit. Mixed-use development may include housing or office space with retail, restaurants, or personal service businesses.
- LU-G-7**  **Open Space Conservation and Habitat Protection.** Protect beaches, oceanfront bluffs, ridgelines, hillside areas adjacent to existing open space, and areas that support critical wildlife habitat and special status species.
- LU-G-8** **Citizen Participation.** Continue broad-based citizen participation in the planning process.

Implementing Policies

Land Use Classifications

- LU-I-1**  **Zoning Consistency.** Update the Zoning Ordinance and zoning map and apply zoning to all land within the City, consistent with General Plan and LCLUP policies and land use designations.
- LU-I-2**  **Land Divisions in the Coastal Zone.** Continue to require coastal development permits for all land divisions within the Coastal Zone. Land divisions in the Coastal Zone shall be:
- Designed to minimize impacts to public access, recreation, and coastal resources.
 - Designed to minimize site disturbance, landform alteration, and the removal of native vegetation for development or fire safety.

- Prohibited on properties that include any areas that are within or adjacent to an Environmentally Sensitive Habitat Area (ESHA) unless the resulting parcels can be developed without building or requiring vegetation clearance in the ESHA or ESHA buffer, or unless the resulting parcels are set aside for conservation.
- Permitted only in areas with adequate public services to serve development on the resulting parcels.
- Any land division that would result in a parcel that could not be developed in accordance with the policies of this LCLUP is not allowed.

- LU-I-3**  **Coastal Development Permit Findings.** For all development that requires a coastal development permit, continue to require written findings that it is consistent with all LCLUP policies and Implementation Plan provisions of the City's certified Local Coastal Program.

If there is a conflict between a provision of this LCP and a provision of the General Plan, or any other City-adopted plan, resolution, or ordinance not included in the LCP, and it is not possible for the development to comply with both the LCP and such other plan, resolution or ordinance, the LCP shall take precedence and the development shall not be approved unless it complies with the LCP provision.

- LU-I-4**  **Coordinate with the County to protect the Urban Reserve.** Coordinate with the County to ensure that new development in unincorporated areas occurs at a maximum density of five acres per unit, and request that subdivision of 50 acres or more is subject to master planning and annexation as a condition of any urban development.

A General Plan amendment also will be required, and a LCLUP amendment will be required for land within the Coastal Zone.

Coastal Development

LU-I-5  **Lower Cost Visitor and Recreational Facilities.** Protect lower-cost visitor and recreational facilities along the coastline. These include recreational attractions such as Pacifica Pier and Pacifica State Beach; the public golf course at Sharp Park; the San Francisco RV Park; and beaches accessible at no cost.

LU-I-6  **Oceanfront Land for Recreational Use.** Protect land adjacent to Sharp Park and Pacifica State Beaches for low-intensity recreational use. Allowable uses should include recreation outfitters, campgrounds, rustic lodging, hikers' huts, or view restaurants.

LU-I-7  **Development Priority for Visitor-Serving and Recreational Uses.** Allow visitor-oriented uses as-of-right in all areas designated for Visitor-Serving Commercial or Low-Intensity Visitor-Serving Commercial, and all commercial or mixed-use districts within the Coastal Zone.

Development on Visitor-Serving Commercial sites with developable areas of two acres or larger must include a visitor attraction, hotel, conference center, or similar use, and may also include a range of retail and service uses. Smaller sites may have any visitor- or pedestrian-oriented retail or service use.

LU-I-8  **Walkable and Transit-Oriented Development.** Facilitate higher-density, mixed use development at specific locations along the coastline where an active, pedestrian environment is desired.

Future development along Palmetto Avenue and at the Eureka Square site; on lower Linda Mar Boulevard and Crespi Drive in West Linda Mar; at the Pacific Manor

Shopping Center; and at Rockaway Beach and Quarry are easily accessible along the Highway 1 corridor and transit routes. Such development should help to make the coastline more accessible to residents and visitors.

LU-I-9  **Coastal-Dependent Industry.** Only allow new coastal-dependent industry if alternative locations outside the Coastal Zone are infeasible or more environmentally damaging or because to do otherwise would adversely affect the public welfare, and potential impacts to visual resources, sensitive species and habitat, water quality are mitigated to the maximum extent feasible.

Future development of oil and gas facilities, refineries or petrochemical facilities, or thermal electric generating plants will be permitted only according to the terms established in Sections 30262, 30263, and 30264 of the Coastal Act, and Conditions of Approval that will ensure consistency with all Coastal Act policies.

LU-I-10  **Aquaculture.** If oceanfront land is found to be suitable for coastal-dependent aquaculture, give such use priority over non-coastal-dependent uses.

LU-I-11  **Public Service Priorities.** Ensure that existing and planned public works facilities accommodate needs generated by development or uses permitted over the planning period.

In the event that existing or planned public works facilities can accommodate only a limited amount of new development, services to coastal dependent land use, essential public services and basic industries vital to the economic health of the region, state, or nation, public recreation, commercial recreation, and visitor-serving land uses shall not be precluded by other development.

Land Use Strategies to Protect Natural and Scenic Resources

LU-I-12  **Hillside Preservation.** Update the Hillside Preservation District and the zoning map to ensure that all steep and sensitive terrain is subject to these regulations. The Hillside Preservation map (Figure 4-4) should be used as a guide.

LU-I-13  **Transfer of Development Rights.** Amend the Transfer of Development Rights (TDR) program to reflect the following changes:

- Apply sending status to undeveloped sites potentially vulnerable to coastal flooding or erosion resulting from sea level rise, when a detailed sea level rise model suitable for local land use planning is available.
- Apply receiving status to sites designated for Mixed Use development in addition to the residential land use categories.

The TDR Program provides a mechanism to relocate potential development from areas where environmental or land use impacts could be severe to other areas more appropriate for development.

Land Use Programs to Facilitate Housing

LU-I-14 **Density Bonus.** Continue to facilitate housing affordable to moderate-, low- and extremely-low-income households by providing a density bonus of up to 50 percent over the maximum allowed by zoning.

Specific density bonus provisions in the zoning ordinance should be adjusted as needed to support housing types that are most needed based on regional housing needs allocations or local goals.



Major stretches of the Pacifica coastline along Sharp Park and Pacifica State Beaches are protected as open space, and accessible for recreational use (top). The General Plan facilitates mixed use development at specific locations along the coastline where an active environment is desired, including Palmetto Avenue (middle). The Hillside Preservation District helps to ensure careful site planning on steep terrain (bottom).

LU-I-15 Second Units. Update the zoning ordinance to ensure that regulations governing second residential units conform with current State requirements.

Currently second units are permitted by right if they meet parking, setback, height, and other development regulations, in compliance with State requirements.

LU-I-16 Parking Requirements. Update commercial and mixed use parking requirements as appropriate based on best practices. Provide for shared parking between commercial uses; car-sharing availability for residential uses, reductions for transit-accessible locations, and other strategies.

LU-I-17 Height Limit. Replace a single citywide height limit with height limits that vary by zone, based on community input. These may allow greater heights for buildings in the Mixed Use Center and Visitor-Serving Commercial designations.

Policies for Specific Sites

LU-I-18 Northern Coastal Bluffs. Establish appropriate zoning for private, developable land on the northern coastal bluffs to allow Planned Development.

Allowable density should be consistent with the Residential/Open Space/Agriculture designation. Where coastal bluff scrub vegetation is present, further analysis will be required prior to any development. Work with public agencies and others to facilitate permanent conservation of scenic resources in this area.

LU-I-19 Bowl Site. Establish appropriate zoning for the “Bowl” site along the east side of Palmetto Avenue in Fairmont West for Planned Development to ensure site planning that clusters development, avoiding potential flooding or geotechnical hazards and protecting open space resources.

Allowable density should be consistent with the Medium Density Residential designation.

LU-I-20 Pacific Manor. Establish appropriate zoning for the Pacific Manor shopping district to facilitate Retail Commercial improvements and Mixed Use redevelopment.

Redevelopment or improvements should enhance the area’s walkability and visual appeal, and should include pedestrian realm improvements that help to integrate the district with its coastal setting.

LU-I-21 Esplanade. Establish appropriate zoning for privately-owned, undeveloped land on the west side of Esplanade Avenue to ensure minimal development consistent with the General Plan classification. Require an adequate setback from the bluff to ensure that any proposed development could withstand erosion resulting from a 100-year seismic or storm event, and preserve the view corridor to the ocean along Bill Drake Way.

LU-I-22 Northern Palmetto. Establish zoning standards that support the transition to low-intensity visitor-serving commercial uses over time along the west side of Palmetto Avenue in northern West Sharp Park, and require improvement of the visual appearance of permitted older industrial uses when improvements are proposed to these uses.

Geotechnical studies are required to determine the “net developable area.” New uses are required to provide appropriate setbacks along the coastal bluffs to protect new structures from loss during their design life, and to provide public access to and along the shoreline.

LU-I-23 Palmetto Avenue. Establish zoning standards and/or Design Guidelines to enhance Palmetto Avenue between north of Paloma Avenue and Clarendon Road as a pedestrian-oriented main street with

retail, restaurants and services as well as multi-family housing and mixed-use development.

This will foster a character that will attract both residents and tourists.

- LU-I-24**  **Promenade Area and Beach Boulevard Property.** Establish zoning standards to enhance the Promenade area as a local community and tourist destination.

Redevelopment of the city-owned 2212 Beach Boulevard property should provide an anchor for Palmetto Avenue and enhance the beachfront experience. Appropriate uses will include a library and/or other civic use; a boutique hotel and restaurant; mixed use development including cafes, restaurants, retail, and upper-level housing; and town-houses and apartments.

- LU-I-25**  **Francisco Boulevard.** Establish zoning standards to facilitate office commercial as well as retail development along the three blocks of Francisco Avenue north of City Hall, and higher-intensity mixed use development on the three blocks between City Hall and Montecito Avenue.

A core of high-intensity and civic uses here, should help to support retail and restaurants along Palmetto Avenue by bringing more residents and workers and by enhancing visibility from Highway 1.

- LU-I-26**  **Rockaway Quarry Site.** Establish zoning and a specific or master plan to enable the responsible development and environmental conservation of the Quarry Site.

Allowable development should provide City revenues, substantial public open space, and commercial uses and public spaces attractive to both visitors and local residents. Uses may include an inn or hotel; shops and restaurants; performance or conference spaces; and public uses. Residential use in mixed-use buildings may be included, but will require a



Redevelopment or improvements of Pacific Manor Shopping Center (top) should enhance the area's visual appeal and integrate the district with its coastal setting. Redevelopment of the city-owned 2212 Beach Boulevard property (middle) should provide an anchor for Palmetto Avenue and enhance the beachfront experience. The Quarry site (bottom) could support hotels and other visitor-serving uses and complement the natural setting. Any development of the Quarry site must ensure that sensitive habitat is protected.

public vote. Development should be integrated with the Rockaway Beach district, to create an expanded visitor-oriented area in a memorable natural setting.

Environmental protection is a priority at this site and includes preserving upland areas as open space, preserving the riparian corridor along Calera Creek, and preserving critical habitat. Any development of the Quarry site will require detailed evaluation of biological resources to ensure that sensitive habitat and wetlands are protected; the likely footprint of development could be much smaller than the area designated.

- LU-I-27**  **Rockaway Beach.** Establish zoning to facilitate continued improvements in the Rockaway Beach district and promote infill development emphasizing active ground-floor and visitor-oriented uses and links to the Quarry site.

The Rockaway Beach area could be included in a Specific Plan that also covers the Quarry site.

- LU-I-28**  **Rockaway Headlands.** Establish zoning to facilitate very low-intensity visitor-serving commercial use on the Headlands between Rockaway and Pacifica State Beach, such as rustic lodging, hikers' huts, or similar uses. Maintain the Coastal Trail connecting the two beaches.

- LU-I-29**  **Pedro Point Shopping Center.** Facilitate improvements to the existing Shopping Center that more fully use the property while enhancing its appeal for both neighborhood residents and visitors. Maintain beach access along the Shoreside Drive right-of-way.

- LU-I-30**  **Undeveloped San Pedro Avenue Site.** Establish a Coastal Residential Mixed Use zoning district to allow development at up to 15 units per gross acre, and/or small-scale visitor-oriented commercial uses. Housing

may be clustered, and uses may be mixed. Development must include public coastal access and must provide public open space. A survey is required to delineate potential wetlands on the site, if any, as part of the development application and environmental review process.

The land directly west of the Pedro Point Shopping Center was identified as a commercial recreation site in the previous General Plan, and has been zoned for general commercial uses. Residential use has been sought for the site, and the potential for wetlands on the site has been identified. The Planning Commission supported "limited housing, park, no hotel," but City Council did not make a conclusion about the site.

- LU-I-31**  **Pedro Point Upper Slopes.** Maintain zoning for the upper slopes of Pedro Point to ensure that any new development is at a density appropriate to the steep slopes.

If any portion of the property is designated as official habitat for California red-legged frog, a biological resources survey must be conducted and development will be required to avoid habitat areas.

- LU-I-32** **Upper Monterey Road.** Extend the Hillside Preservation District zoning to steep sites along upper Monterey Road and limit new development to a density that is consistent with the Residential/Open Space/Agriculture designation.

- LU-I-33** **Milagra Canyon.** Establish zoning to ensure that land along Milagra Canyon south of Manor Drive occurs at a density consistent with the Residential/Open Space classification, is clustered to minimize environmental impacts, and resulting open space is permanently preserved.

- LU-I-34** **Eureka Square.** Establish zoning for the Eureka Square Shopping Center that corre-

sponds with the General Plan classification and facilitates high-quality redevelopment.

The site's position along Highway 1, beneath a ridge and backed by multi-family housing make it well-suited for higher-intensity development, which would also reinforce the area as Pacifica's center. A small plaza should be included as part of redevelopment.

- LU-I-35 Gypsy Hill.** Establish zoning on upper portions of Gypsy Hill for Very Low Density Residential development. Require sensitive site planning in accord with the Hillside Preservation District.

Clustered development can preserve open space and maintain the area's function as a wildlife movement corridor.

- LU-I-36 East Fairway Park Hillside.** Rezone land on the slope above Fairway Park consistent with Residential/Open Space/Agriculture classification, to ensure that any new development occurs at a very low density and meets standards of the Hillside Preservation District.

- LU-I-37 Cattle Hill and Fassler Ridge.** Establish zoning consistent with the Residential/Open Space/Agriculture designation on Cattle Hill and Fassler Ridge, as shown on the General Plan Land Use diagram, to ensure that new development is appropriate to the physical conditions and high scenic value of the ridge.

Certain locations are designated for Low Density Residential development; site planning in these areas should be subject to the Hillside Preservation District to provide clustered development. The Royce water tank site will retain a Utilities designation. Trail easements should be negotiated with land owners

based on the Open Space and Recreation map (Figure 6-1).

- LU-I-38 East Side of Highway 1 Across from Rockaway Quarry Site.** Rezone parcels at the foot of Cattle Hill for service commercial and light industrial use, and ensure that adequate access is maintained.

- LU-I-39 Lower Crespi Drive.** Establish zoning provisions to facilitate compact, mixed-use redevelopment of older commercial and residential properties along lower Crespi Drive, consistent with the Mixed Use Center and Mixed Use Neighborhood classifications.

Redevelopment adjacent to the Community Center, Skate Park, and Pacifica State Beach should provide a core for the southern portion of the City, a greater diversity of housing types, and a walkable commercial area appealing to both locals and visitors.

- LU-I-40 Linda Mar Shopping Center and Park-and-Ride.** Allow redevelopment of the Linda Mar Shopping Center with additional commercial development along the Linda Mar Boulevard frontage. Rezone the north side of Linda Mar Boulevard to facilitate mixed-use development, while also accommodating the existing park-and-ride use, and improving the pedestrian-transit interface.

- LU-I-41 Mid-Linda Mar Site.** Rezone the north side of Linda Mar Boulevard east of Alma Heights Academy to allow for low-density residential development.

- LU-I-42 Linda Mar and Park Pacifica Hillside.** Rezone steep land in the Linda Mar and Park Pacifica neighborhoods consistent with the Residential/Open Space/Agriculture classification to be subject to the Hillside Preservation District.

- LU-I-43 Park Mall Area.** Rezone the Park Mall and Sanchez Library sites and adjacent vacant



The General Plan allows higher-intensity mixed use redevelopment, as in the example at top, at Eureka Square (middle), and redevelopment along lower Crespi Drive should provide a walkable commercial area appealing to both locals and visitors (bottom).

land to facilitate mixed-use redevelopment, with retail uses concentrated along Oddstad and Terra Nova Boulevards.

Upper story housing over retail may be provided, along with attached, multi-family housing, and senior housing. Redevelopment should include a small public open space and public viewing areas at San Pedro Creek.

LU-I-44 Park Pacifica Stables. Establish appropriate zoning for Park Pacifica Stables consistent with the Residential/Open Space/Agriculture classification, to provide commercial opportunities related to Pacifica’s natural setting, including continuing equestrian use, or open space and minimal residential development.

LU-I-45 Shamrock Ranch. Coordinate with San Mateo County to ensure that any new development at Shamrock Ranch is clustered to preserve open space.

Shamrock Ranch is the largest and most potentially developable parcel outside of City limits. Any subdivision of greater than ten lots or development of more than ten housing units or 40,000 square feet of non-residential space should occur through a master planning process and may involve annexation into the city. Such subdivision and/or development may result in a new neighborhood, employment area and/or open spaces for Pacifica, and will require an amendment to the General Plan.