



Scenic Pacifica
Incorporated Nov. 22, 1957

PLANNING COMMISSION Staff Report

DATE: July 20, 2020

FILE: 2020-007

ITEM: 3

PROJECT

LOCATION: Sharp Park Area

PUBLIC NOTICE: The subject item is not a public hearing and public notice is not required. However, an advertisement announcing the meeting and inviting public participation was published in the Pacifica Tribune on July 15, 2020. A similar announcement was also made via the Plan Pacifica email list (800 recipients) and City social media outlets including the Connect with Pacifica Newsletter.

CEQA STATUS: The Planning Commission's recommendation on this item is not a "project" pursuant to Section 15378 of the California Environmental Quality Act (CEQA) Guidelines. However, ultimate preparation and adoption of the Sharp Park Specific Plan is a project pursuant to CEQA, and the City will prepare an environmental impact report (EIR).

RECOMMENDED

ACTION: Provide guidance to staff on guiding policy framework for the Sharp Park Specific Plan.

PREPARED BY: Christian Murdock, AICP, Senior Planner

DISCUSSION

1. Background:

A. Public Health Considerations Affecting the Affecting the *Plan Pacifica* Process

The *Plan Pacifica* process is further described below. The City of Pacifica (City) had intended to make the presentation detailed in this report at the Planning Commission meeting of March 16, 2020. However, the emergence of the novel coronavirus (i.e., COVID-19) public health emergency within the Bay Area during February and early-March 2020 caused the City to cancel the March 16 Planning Commission meeting and to suspend public engagement efforts related to *Plan Pacifica* until such time as they could be conducted safely in light of COVID-19. The City's decision to

prioritize public health and safety and to avoid in-person public gatherings led to a four-month delay before the City could reschedule this item for consideration.

Given that the timeline for overcoming the COVID-19 public health emergency is unknown, and may not occur for a prolonged period of time, the City Council determined on June 22, 2020, that community engagement activities for critical City activities should resume with modified formats to occur primarily online. The *Plan Pacifica* process was among the critical City activities specifically discussed by the City Council for resumption with online community engagement. In accordance with City Council's guidance, the Planning Department staff has prepared this report to resume its work on the Sharp Park Specific Plan (SPSP) component of the *Plan Pacifica* process. It is the City's intention to resume in-person community engagement activities as soon as they can be conducted safely in accordance with relevant orders from County and state health officials.

B. Plan Pacifica Process

The *Plan Pacifica* process is the concurrent effort to update the City's General Plan and Local Coastal Land Use Plan (i.e., LCLUP, LCP) and to create a new Sharp Park Specific Plan (SPSP). The *Plan Pacifica* process resumed the earlier efforts to update the General Plan and LCLUP which started in 2009, and added the SPSP to respond to the City Council's desire for a revitalized Sharp Park area. The *Plan Pacifica* process has been ongoing since it launched with the *Home for All* community conversation process in February 2019.

The current status of the General Plan and LCLUP updates are summarized below (the SPSP will be discussed in greater detail in a following section):

- LCLUP
 - City Council adopted the Certification Draft LCLUP on February 24, 2020.
 - Staff transmitted the application package for an LCLUP amendment to the California Coastal Commission (CCC) on June 12, 2020.
 - The City received a filing letter from the CCC on June 26, 2020, identifying a number of items which must be submitted in order for the CCC to determine the application complete and filed for processing. City staff is working diligently to respond to the CCC's information request.
 - CCC certification can occur as early as three months from CCC acceptance for processing, although the CCC may extend its review by 12 months as allowed by CCC regulations.

- General Plan
 - Staff is editing the draft General Plan to ensure conformity with land use designations and other policies contained in the Certification Draft LCLUP adopted by City Council on February 24, 2020.
 - Staff is continuing to incorporate joint study session feedback from August/September 2019.
 - Adoption hearings in late-2020 or early-2021 after completion of the California

Environmental Quality Act (CEQA) review required by the SPSP (the City is preparing a consolidated environmental impact report for the General Plan update and SPSP).

C. Sharp Park Specific Plan Status

The SPSP process is well underway. The feedback received in the community meetings and stakeholder interviews conducted in mid-2019 provided a helpful basis for preparation of the Existing Conditions Report (ECR) in late-2019. Staff presented the ECR to the Planning Commission and community on November 18 ([agenda, staff report, and ECR/Market Demand Study](#)). The purpose of the ECR was to document the current state of the Planning Area (Figure 1) across five focus areas:

- i. Land Use and Development
- ii. Urban Design & Character
- iii. Access, Connectivity, and Parking
- iv. Infrastructure
- v. Environmental Resources and Hazards



Figure 1. Sharp Park Specific Plan (SPSP) Planning Area.

The ECR is supplemented with a Market Demand Study which assesses various dimensions of demand for residential and commercial land uses in the Planning Area. These include land uses such as housing, lodging, and offices. Together, the ECR and Market Demand Study describe the Planning Area and enabled the identification of planning issues in the Planning Area.

The Planning Commission received community input on the ECR at the November 18 meeting. The community had other opportunities to provide input on the ECR and SPSP process more generally. The first was an online survey which gathered information on any community assets or areas in need of further evaluation which the ECR may have missed. The second opportunity was review and comment on the ECR. Staff received over a hundred survey responses and about a dozen public comments on the ECR. In response to these comments, and feedback provided by the Planning

Commission on November 18, staff updated the ECR in December 2019 with additional information.^{1 2 3}

Following completion of the updated ECR in December 2019, staff used the information to develop various land use concepts which represented options for achieving community-identified goals for the Planning Area. These concepts were intended to serve as the building blocks for more focused SPSP policies to be developed later in the process. These land use concepts were as follows:

- **Goal: Achieving Vibrancy**

- **Concept: Critical Mass**

- Options included changing density/intensity of development and building height

- **Concept: Active Ground Floor**

- Options included locating active uses along the sidewalk, and providing street amenities such as benches, lighting, and wayfinding signage

- **Goal: Supporting Great Places**

- **Concept: Architectural Character**

- Options included building shape, orientation, materials, windows, and entrances

- **Concept: Placemaking**

- Options included public art, parklets, programming, and corner/roof treatments

- **Goal: Improving Connectivity**

- **Concept: Public Realm**

- Options included wide sidewalks and connections between points of interest

- **Concept: Parking and Getting Around**

- Options included various parking strategies for businesses and residents, and creating safe and inviting bicycle and pedestrian connectivity throughout the area

Staff presented these land use concepts at a community meeting on January 29, 2020. The community meeting format relied upon a facilitator to introduce the concepts to attendees and solicit group feedback, with a second team member serving as a note taker to record the feedback received. Community members who had additional comments or who were unable to attend were

¹ The Updated Existing Conditions Report (ECR) is available at <https://www.planpacifica.org/spsp-ecr>.

² Since the December 2019 ECR update, the Association of Bay Area Governments (ABAG) has designated the SPSP Planning Area as a Priority Development Area (PDA). See ABAG Resolution No. 02-2020, adopted February 20, 2020. The same Resolution also designated a Priority Production Area (PPA) along Palmetto Avenue immediately north of the Planning Area, and another PDA along the Skyline Boulevard (SR-35) corridor.

³ The Planning Commission expressed interest during the November 18, 2019, meeting to expand the Planning Area northward along Palmetto Avenue to the Pacific Manor commercial district. Due to limitations of the current scope of work and budget for preparation of the SPSP, as well as the potential for significant impacts to the SPSP timeline, staff was unable to expand its analysis to include areas north of the current Planning Area.

provided an opportunity to share their input by completing a [workbook from the community meeting](#) which could be turned in after the meeting to Planning Department staff.

The feedback received from the community meeting and the workbooks turned in afterwards showed many areas of agreement. The community generally expressed a desire for more activity and vibrancy in Sharp Park, especially along Palmetto Avenue. There was a sense that the area needed improved places to gather both indoors (business and cultural opportunities) and outdoors (public plazas and recreational opportunities), and an enhanced orientation to the ocean. Pop-up activities and temporary event programming were recommended by a majority of groups as a way to improve placemaking, activate vacant lots, and establish a precedent for more permanent uses in the future. Frequently mentioned examples included food trucks, farmers' markets, and musical events. Groups also emphasized art of all kinds that tied to Sharp Park's coastal locale. Many attendees thought that building architecture could improve and be more cohesive throughout the area. There was an emphasis on trying to keep the unique character of the Sharp Park area by retaining the beach community feel which in large part meant preserving the small-scale residential development common on most east-west streets. However, there was some openness to additional housing units and increased building heights on segments of Palmetto Avenue and Francisco Boulevard if designed in a way that is harmonious with the key architectural elements present in the area, and with attention paid to the quality and resiliency of materials that would stand-up to the harsh coastal conditions. There seemed to be little concern about greater residential density and building heights in Eureka Square. While the level of concern about parking availability varied, there was general support for a parking structure to address increased parking demand, with potential for developer in-lieu parking fees as a potential funding strategy.⁴

Other topics found less agreement among the community. The ultimate density of housing, imagined to be primarily in mixed use configurations with commercial uses on the same site, was the subject of much discussion. Staff faced challenges explaining the difference between the Mixed Use Neighborhood and Mixed Use Center designations which are expected to serve as the predominant land uses along the north-south corridors of Palmetto Avenue and Francisco Boulevard. In particular, the greater building heights that some development would need to achieve more housing density and commercial square footage led to concerns about losing the small-scale character of much of the Sharp Park area as well as concerns about parking. There also was a lack of consensus on where investment should be focused for bicycle and pedestrian connection improvements to improve connectivity in an east-west direction through the Planning Area (a high-quality north-south connection exists in the designated bike lanes along Palmetto Avenue).

Staff realized after the January 29 community meeting that more public input on these topics would be needed. To gather more direct input, staff prepared an online survey to explore three main issues:

- *Which mixed use land use designations should be applied, and where, in the Planning Area?*

⁴ The City Council adopted an in-lieu parking fee applicable to the Sharp Park Specific Plan area by adopting Resolution No. 25-2020 on May 11, 2020. The City Council established a per-space fee of \$40,260, indexed to the Construction Cost Index of the San Francisco Bay Area as published in Engineering News Record.

- The survey described the Mixed Use Neighborhood and Mixed Use Center land use designations. These would allow 26 units per acre (30 units on sites of ½-acre or larger) in the MUN designation and 50 units per acre in the MUC designation. It was clarified that the MUC designation would require heights greater than 35 feet to achieve its potential.
- Renderings showed example buildings in each designation.
- *Where is additional building height above 35 feet acceptable in the Planning Area?*
 - Options included different segments of Palmetto Avenue, Francisco Boulevard, and Eureka Square.
 - Renderings showed example buildings of 35 feet (3 stories), 45 feet (4 stories), and 55 feet (5 stories) in height.
- *Where should bicycle and pedestrian connectivity investments be focused?*
 - Options included Paloma Avenue, San Jose Avenue, Santa Rosa Avenue, Montecito Avenue, and Clarendon Road.

The City received 350 responses to the online survey. The survey responses are summarized in Attachment A. Key takeaways, in staff's opinion, include the following:

- Land Use
 - More than half of respondents support the Mixed Use Center designation on southern Palmetto Avenue
 - The largest single response, though less than a majority, supported maintaining the Mixed Use Neighborhood designation along all of Palmetto Avenue
- Height
 - More than half of respondents supported heights above 35 feet on North Palmetto Avenue, South Palmetto Avenue, 2212 Beach Boulevard, and Eureka Square.
 - No majority opinion was expressed on heights along Francisco Boulevard. Nearly an equal share of respondents preferred heights up to 35 feet (49 percent) as preferred heights above 35 feet (45 percent)
- Connections
 - Respondents preferred prioritization of a connection across the Sharp Park area in the southern part of the neighborhood, although no single street gained close to a majority of responses

2. Planning Commission Review of Guiding Policy Framework

Staff has considered findings from the existing conditions report, feedback received from the January 29 community meeting, and subsequent online survey to develop a guiding policy

framework for the SPSP (Attachment B). The framework builds upon the land use concepts discussed above and will inform more specific policy development as part of a complete draft SPSP in the coming months.

Staff's primary objective for this meeting is to receive Planning Commission confirmation of the guiding policy framework of the SPSP. The guiding policy framework must be confirmed in order for staff to develop the first full set of policies that will form the draft SPSP document. Most immediately, confirmation of the framework will allow staff to develop an initial set of implementation policies on the major subject matter of the SPSP. Staff will then introduce the guiding policies and selected implementation policies to the community at an online workshop in August.

The Planning Commission's recommendation on the guiding policy framework, the follow-on implementation policies developed from them, and public feedback on both the guiding policies and implementation policies will be presented to the City Council at a meeting in September for final confirmation before preparation of the complete draft SPSP.

Staff recommends that the Planning Commission provide direction and confirmation of the guiding policy framework described in Attachment B, with special emphasis on those areas requiring further discussion which are identified in Table 1, below.

Although staff has received additional community feedback on the land use concepts described in Section 1.C of this staff report, it still did not identify a predominant theme in the responses to topics identified in Table 1, below. Staff has supplemented the topics in Table 1 with staff commentary on potential options for the Planning Commission to consider.

Table 1
Topics Requiring Further Consideration

TOPIC	POTENTIAL OPTIONS
<p>Land Use</p> <p>Should a MUC designation be applied to Palmetto Avenue?</p>	<p>1) Apply MUC designation to southern Palmetto Ave. only.</p> <p>2) Apply MUC designation to southern Palmetto Ave. only, but allow increased heights along northern Palmetto Ave. to enable more flexibility in design of commercial portions of mixed-use projects.</p> <p>3) Apply MUC designation to all of Palmetto Ave. but only allow projects in northern Palmetto Ave. which maximize affordable housing production by exceeding current inclusionary housing ordinance requirements (15% affordable units) to maximize potential density above MUN levels.</p>

<p>Height</p> <p>What heights are appropriate in each location?</p>	<p>1) Allow heights up to 45 feet on all of Palmetto Ave. and Francisco Blvd. and up to 55 feet at 2212 Beach Blvd., new library site (immediately east of 2212 Beach Blvd.), and at Eureka Square.</p> <p>2) Create incentives for affordable housing production by granting additional height above 45 feet to projects which exceed current inclusionary housing ordinance requirements (15% affordable units).</p>
<p>Connections</p> <p>Which east-west street should be prioritized for bicycle/pedestrian connectivity improvements?</p>	<p>1) Identify three priority east-west corridors in north (Paloma Ave.), central (San Jose Ave.), and southern (Paloma Ave.) Sharp Park area. Three corridors would provide a quality bicycle/pedestrian route to/from Palmetto Avenue conveniently accessible to those throughout the Planning Area, minimizing walking distance from nearly every point in the area.</p> <p style="padding-left: 40px;">a. Prioritize projects in these corridors based on survey results (first – Clarendon Rd., second – San Jose Ave., and third – Paloma Ave.); or</p> <p style="padding-left: 40px;">b. Prioritize projects in these corridors based on routes identified in the Bicycle and Pedestrian Master Plan (BPMP).</p> <p>The BPMP places much of the Planning Area in the Sharp Park Pedestrian Priority Area. It identifies bicycle projects for Clarendon Rd. and Paloma Ave. and pedestrian projects for:</p> <ul style="list-style-type: none"> * Paloma Ave./Francisco Blvd. crosswalk (Safe Routes to School improvement) * Paloma Ave./Oceana Blvd. crosswalk (Safe Routes to School improvement) * Beach Blvd. crossings at Paloma Ave., San Jose Ave., and Clarendon Rd. <p>2) Select a single centralized corridor (San Jose Ave. or</p>

	Santa Rosa Ave.) and focus available resources on this single location (staff does not believe Montecito Ave. is appropriate for consideration because of the steep grades on the street).
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3. Next Steps

A. Community Engagement Opportunities

The SPSP process has included and will continue to include numerous opportunities for community involvement. Table 2 summarizes the remaining opportunities for community involvement and the planned timeline for each:

Table 2

Community Engagement Opportunities.

<u>Activity</u>	<u>Description</u>	<u>Timeline</u>
Online Open House/Workshop	<p>Invite community to discuss guiding policies and selected implementation policies, and gather feedback.</p> <p>The online format may have breakout rooms to enable staff to focus on topic areas with small groups of participants, increasing the ability to converse and for staff to answer questions.</p>	Planned – August 2020
City Council Confirmation Meeting	City Council receives Planning Commission and community feedback on guiding policies, provides final confirmation to enable draft SPSP creation.	Planned – September 2020
Public Review & Comment	Gather feedback on content of draft SPSP. Revise document as necessary.	Planned – 4 th Qtr 2020
Public Hearings for Plan Adoption	Conduct hearings at Planning Commission and City Council for adoption of the SPSP.	Planned – 1 st Qtr 2021

Staff will utilize its Plan Pacifica email list, the Connect with Pacifica newsletter, and its Facebook and NextDoor social media presences to announce the availability of future draft documents for public review, online surveys, community meetings/workshops, and any other community engagement opportunities.

The City Council established an ad hoc subcommittee on November 25, 2019, to help staff i) identify a broad range of SPSP stakeholders; ii) provide suggestions on the best methods to reach these

stakeholders and encourage their participation; and iii) amplify the SPSP community involvement opportunities during the subcommittee members' other work in the community. The ad hoc subcommittee has met twice to advise staff on these matters and likely will convene again to advise on achieving effective community involvement in the remaining SPSP process.

B. Guiding Policy Confirmation by City Council

As noted above, the City Council will consider the guiding policies and selected implementation policies at a meeting in September to provide final confirmation of the planning framework of the SPSP. The Council's consideration will benefit from the Planning Commission's input and community feedback gained from the upcoming August workshop on the guiding policies and selected implementation policies. The community will have a further opportunity to provide input at the City Council meeting.

4. Staff Recommendation:

Staff recommends that the Planning Commission receives public comment and provides feedback to staff on any topics of concern in relation to the guiding policy framework. The Planning Commission's feedback should consist of confirmation of any guiding policies which are deemed appropriate for further development and refinement during the SPSP process, as well as direction on alternative guiding policies to redirect staff's work on the SPSP.

ATTACHMENT LIST:

Attachment A - Online Survey Results, March 2020 (DOCX)
Attachment B - Guiding Policy Framework, July 2020 (DOCX)

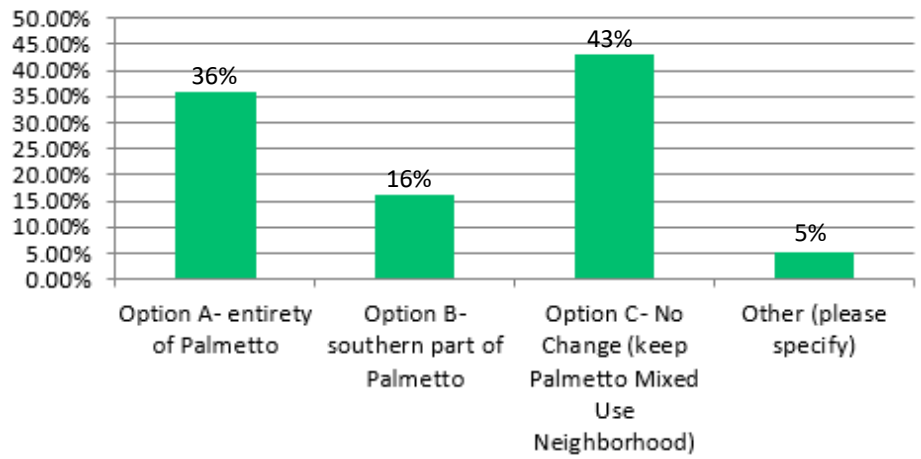
Sharp Park Specific Plan Online Survey Results

March 2020

LAND USE

Is there anywhere along Palmetto Avenue where Mixed Use Center would be an appropriate designation?

N=350 respondents

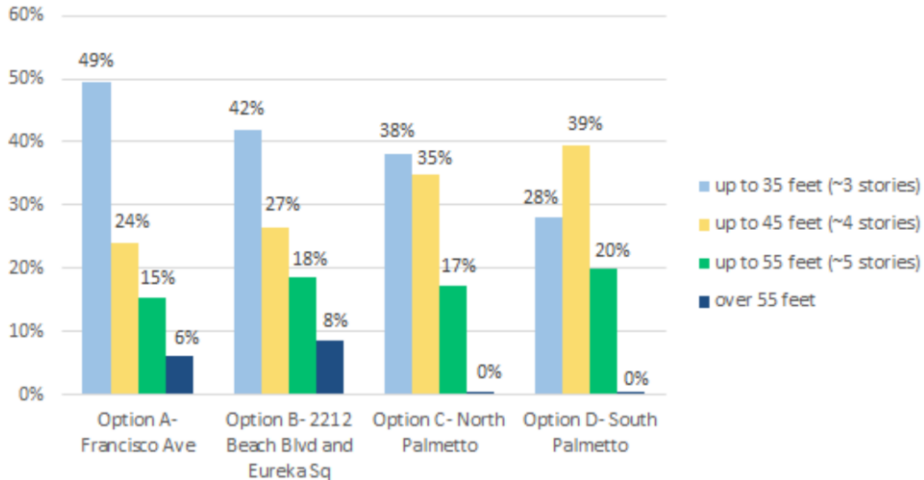


Other- Respondents' concerns included increased height, lack of parking availability, and issues with increasing density west of Highway 1 given sea level rise and coastal hazards.

HEIGHT

What heights would be appropriate at the following locations?

N=249 respondents



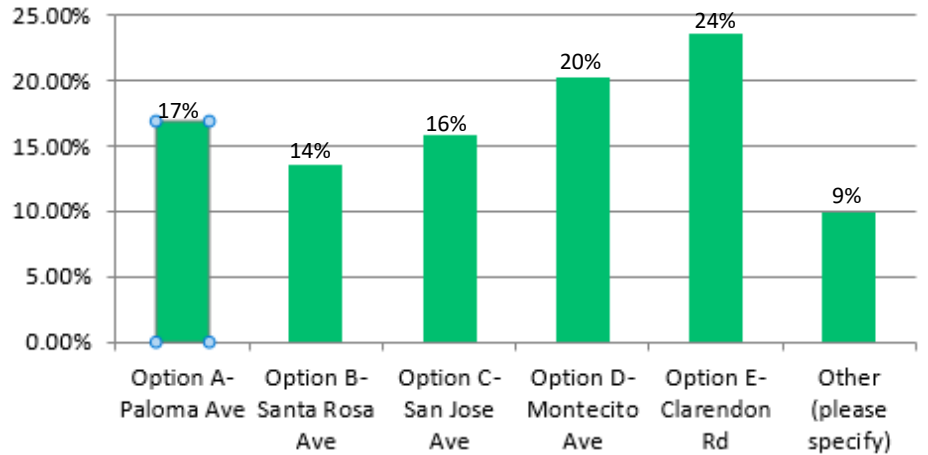
Other insights/comments:

- Almost all respondents noted that building design is of key importance.

CONNECTIONS

Which east-west street should be prioritized as a connection across Sharp Park? Please choose one.

N= 303 respondents



Other insights/comments:

- Some had no opinion, others didn't think there should be a change.
- Some commenters noted that there should be prioritized connections to the north and south

OTHER COMMENTS

Is there anything else about these concepts that you would like to add?

N=121 respondents

- Several people noted support for more affordable housing.
- Height- concerns about losing sunlight and character. One suggestion was to limit how many taller buildings could be allowed on a block.
- Business mix more important than allowing larger buildings
- Ensuring adequate parking and avoiding overflow.



Sharp Park Specific Plan: Guiding Policy Framework

July 2020

VISION

Sharp Park will become known as a charming world-class destination, a magnetic town center for Pacifica, and a “complete neighborhood” for current residents. The future of Sharp Park builds upon its strengths to achieve its full potential, offering a vibrant, livable, and unique experience for Pacifica residents, businesses, and visitors.

The seaside atmosphere is preserved and respected, while new energy and thoughtful public and private investment is focused at select areas with the greatest potential for positive catalytic change. These include Eureka Square, revitalized as a mixed-use center with multi-family housing rising up against the hillside; a new, state-of-the-art library at Hilton Way and Palmetto Avenue; and the City-owned site at 2212 Beach Boulevard with the potential to anchor Palmetto Avenue and enhance the beachfront experience.

A key area of focus, Palmetto Avenue, serves as the “backbone” of the neighborhood. This mixed-use corridor becomes a street that draws people in and invites them to linger, with attractive and unique restaurants, cafes, shops, and entertainment, and places to gather, and new housing available to all income levels, family types, and life stages. The splendor of Sharp Park’s coastal natural resources and cultural amenities are emphasized and well-connected. It is easy and pleasant to get around by foot, bicycle, and to park a car once in the area.

Office, commercial, and mixed uses along Francisco Boulevard support Palmetto’s energy, bringing in more residents and workers, and enhancing Sharp Park’s visibility from Highway 1. The district’s residential focus is maintained on east-west streets between Francisco Boulevard, Palmetto Avenue, and Beach Boulevard, and design techniques and pedestrian improvements ensure smooth transitions from higher-energy corridors to smaller-scale neighborhoods.

New programming, experiences, and temporary activities like festivals, farmers’ markets, music, and other events activate Sharp Park beyond the regular nine-to-five day and enhance its reputation as a creative and historic enclave. Finally, Sharp Park will be a resilient, sustainable, and adaptable place in tune with the realities of our changing planet so that memories and experiences, old and new, can be shared across generations.

GUIDING PRINCIPLES

- Promote a vibrant mix of uses—including unique stores, restaurants and cafés, places for the making and display of art, and cultural establishments—that enhance Palmetto Avenue’s attraction for those who live in Pacifica and those who visit.
- Support office space in locations that do not detract from an active streetscape along Palmetto Avenue in order to increase opportunities for local employment, improve weekday daytime activity, and decrease vehicle miles traveled to employment locations outside Pacifica.
- Ensure development honors the area’s character, history, and coastal locale.
- Promote development of housing in mixed-use settings, which accommodates residents of all incomes, family types, and life stages.
- Foster development of a “complete neighborhood”, with uses, activities, and services that support everyday living, promote social connectedness, and enhance community well-being.
- Prioritize placemaking in public and private spaces to create inviting places that enhance the experience in Sharp Park.
- Expand opportunities for outdoor recreation which maximize Sharp Park’s coastal location and proximity to trails and open spaces.
- Improve connections within Sharp Park and to other Pacifica neighborhoods through sidewalk completion, streetscape improvements, pedestrian-scale lighting, and signage.
- Build on existing bicycle and pedestrian infrastructure to create an even more appealing public realm along Francisco Boulevard and Palmetto Avenue corridors and across key east-west routes .
- Establish a sustainable future for the Sharp Park area by planning for coastal resiliency using strategies identified in the Local Coastal Program.

GUIDING POLICY FRAMEWORK

Land Use

General:

- Promote Palmetto Avenue as a pedestrian-oriented main street with a balanced, higher intensity mix of retail, restaurants, services, and limited office space, as well as multi-family housing.
- Support continued development of Francisco Boulevard with a mix of commercial and residential uses that capitalize on its access and visibility from Highway 1 and as a “gateway” street to Sharp Park.



- Conserve the residential character of neighborhoods between Beach Boulevard, Palmetto Avenue, and Francisco Boulevard corridors.
- Promote a variety of housing types and sizes, and programs to support development of housing affordable to moderate-, low- and extremely low-income households.
- Explore options for improving vacant sites with interim improvements, such as landscaping, or temporary uses, such as pop-up events and activities.

Palmetto Avenue:

- Foster reuse of underutilized sites along Palmetto Avenue—several of them occupied by single-story commercial or industrial buildings—into vibrant mixed-use structures that promote active uses at the ground level, with housing above and behind.
- Establish development standards that support Palmetto Avenue as the “backbone” of Sharp Park.

Supporting changes will include:

- *Land use designation along the entirety of Palmetto Avenue as Mixed Use Center;*
- *Increasing maximum height to 45 feet;*
- *Requiring “build-to” lines or maximum setbacks along Palmetto Avenue to ensure that the street is fronted with development rather than parking; and*
- *Minimizing driveway cuts by providing maximum parking off-site in centralized parking facilities, and/or requiring share driveways between adjacent developments.*
- Support assembly and development of smaller parcels to enable development of multi-story structures, such as by offering higher maximum density/intensity for larger lots.
- Require 75 percent of first floor spaces that have frontage on Palmetto Avenue to be devoted to active uses (that generate pedestrian activity – for example, restaurants, cafés, artist spaces, stores, etc.)

2212 Beach Boulevard Site:

- Establish development standards to facilitate the development of 2212 Beach Boulevard site as an anchor for Palmetto Avenue and community and tourist destination.

Supporting changes will include:

- *Increasing height limits to 55 feet); and*
- *Reserving public spaces on the site both on the ocean side and Palmetto Avenue side.*

Francisco Boulevard:

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

Supporting changes will include:

- *Increasing height limits to 45 feet).*



Eureka Square:

- Establish development standards for the Eureka Square Shopping Center that facilitates high-quality mixed-use redevelopment.

Supporting changes will include:

- *Increasing height limits to 55 feet).*

Urban Design and Placemaking

- Establish development standards that provide specific and clear guidance to maintain and enhance the visual quality and community character of Sharp Park. Standards should be explicit and quantifiable about how new development can support the desired qualities (e.g. eclectic, coastal, resilient materials) of the community.
- Preserve and enhance existing residential neighborhoods between Sharp Park corridors:
 - Create appropriate transitions in scale and character between north-south corridors and existing residential neighborhoods along east-west streets.
 - Link surrounding residential neighborhoods to north-south corridors with attractive street improvements and pedestrian connections, and architectural transitions such as stepping down height or rooflines.
- Locate street furniture along Palmetto Avenue at feasible locations given sidewalk width constraints, including through techniques such as bulbouts/expanded sidewalks at street intersections or widening portions of sidewalks in selected locations into parking lanes.
- Encourage public art and programming that fosters opportunities for public engagement and community interaction. This could include coastal education placards, festivals, music events, sidewalk chalk, and other options.
- Explore options for public private partnerships and/or community benefits agreements to provide more opportunities for public space, plazas, community art, and programming.
- Develop distinguishing branding for the Sharp Park area that emphasizes its coastal location and history.

Transportation/Connectivity

- Create pedestrian- and bicycle-oriented street enhancements such as sidewalk improvements, lighting, wayfinding, landscaping, or additional bicycle routes along key east-west corridors. Street improvements should link to existing pedestrian infrastructure such as the pedestrian bridge at San Jose Avenue and existing under/overcrossings at Clarendon Road and Paloma Avenue. Street enhancements should reinforce Sharp Park's existing character, while providing a safe and attractive space for pedestrians.
- Explore and support strategies that discourage congestion and encourage trips without a car, such as expanded transit access, additional bicycle infrastructure (including bike racks, docked bike rentals, and support of routes identified in the draft Bicycle and Pedestrian Master Plan), or programs such as car share.



- Coordinate with SamTrans to provide expanded transit access to enhance connections to and from Sharp Park and other parts of Pacifica.
- Develop a system of wayfinding signage to direct visitors to the Sharp Park from Highway 1, and to key destinations within the area.
- Maintain a balance between providing an adequate supply of parking to serve new growth and existing needs while avoiding excessive supplies that discourage transit ridership and disrupt the urban fabric.
- Consider policies that will adapt to driverless cars in the future and the resulting reduced need for individualized parking spaces in centrally located parking facilities.
- Allow reduced and flexible parking requirements for new mixed-use developments and for developments that provide shared parking or alternative transportation infrastructure such as car or bike share.
- Explore feasibility of enacting a parking in-lieu fee ordinance to support construction of City-operated parking facilities

Coastal Resources and Conservation

- Ensure consistency with Local Coastal Program goals and policies generally, and for the Sharp Park subarea.
- Maximize the benefits of public access to the coast and enjoyment of recreational assets, while ensuring that coastal resources are protected and enhanced.
 - Support planned improvements for recreational equipment and hardscaping at Pacifica Beach Park.