

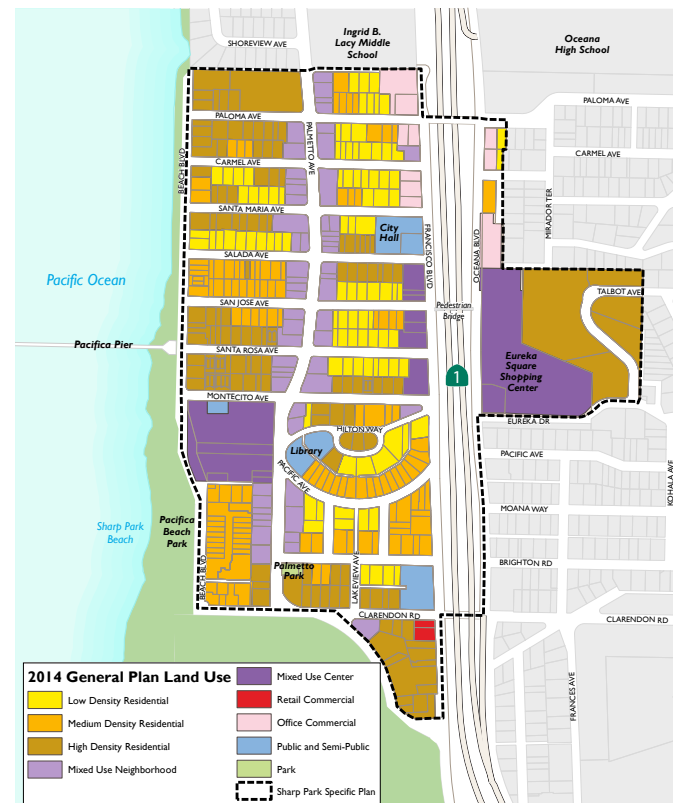
# SHARP PARK SPECIFIC PLAN CONCEPTS WORKSHOP WORKBOOK

JANUARY 29, 2020

What makes a place **vibrant**? A vibrant place has attractive amenities made for people and is also made vibrant by people's presence. Businesses need enough customers and foot traffic to be sustainable, and people want to live close to these amenities that improve quality of life. In other words, there is a good balance between residential and commercial uses, which creates synergy throughout the day with employee and resident foot traffic. There is also *enough* of each type of land use, or a critical mass, to sustain it.

## DENSITY AND INTENSITY

Land uses specify how many units can be built on a site (known as density), or how much commercial square footage can be built (also known as intensity). Increasing the number of housing units or allowable commercial square footage can be a tool to achieve vibrancy in a main street setting.



**Q: Is there anywhere else where the Mixed Use Center land use might be appropriate, particularly if Palmetto Avenue is desired to become a vibrant commercial street?**

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Two important land use designations in the 2014 draft General Plan include:

**Mixed Use Neighborhood** along Palmetto Ave (up to 26 units/acre, or ~3 units/5,000 s.f. lot)

**Mixed Use Center** at 2212 Beach Blvd, Francisco Blvd, and Eureka Square (up to 50 units/acre, or ~6 units on a 5,000 s.f. lot)

If you would like more information, please visit:  
[www.planpacifica.org](http://www.planpacifica.org)

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## HEIGHT

Currently, the Pacifica zoning code has a citywide height limit of 35 feet for all buildings, which is about three stories. There are parts of the planning area where height could be used to define key areas architecturally, or where height could allow increased intensity of commercial or residential use to achieve increased activity. Additional height can also free up ground area for additional public realm improvements such as outdoor seating.

**Q: To increase vibrancy, would you support heights over 35 feet in any areas west of Highway 1, particularly along Palmetto Avenue or Francisco Boulevard?**

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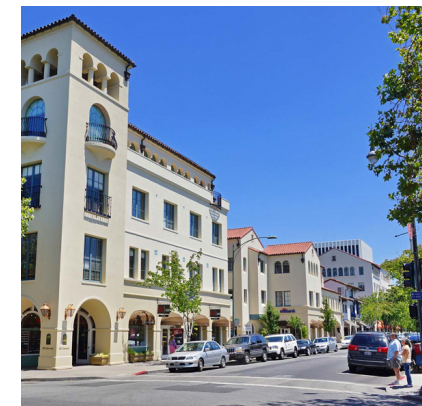
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### Height in other downtowns:



**Downtown Ashland, OR**  
Height: 45 ft  
Floors: 4  
Strategy: Defined ground floor



**Downtown Palo Alto, CA**  
Height: 55 ft (not incl. tower)  
Floors: 4  
Strategy: Tower and stepped back height at top



**Downtown Mountain View, CA**  
Height: 45 ft  
Floors: 3  
Strategy: Varied facade and shape



Nearly all successful destinations have what is known as an “active ground floor”, or certain designs or uses that are attractive and inviting to pedestrians at the sidewalk level. Clustering active uses where customers are is also important—spread them apart, and it can diminish success. Non-active uses can be made to appear more active, such as requiring buildings have windows that allow people to see into an office lobby.

## ACTIVE USES



Restaurants



Shops



Entertainment



Walk-in Personal Services

**Q: Should active ground floors be required anywhere in the planning area, such as on Palmetto, Francisco, or Eureka Square?**

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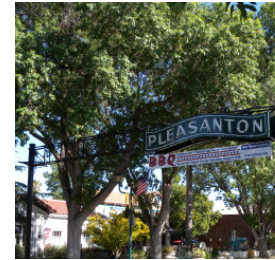


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## WAYFINDING AND SIGNAGE



Gateway and arrival



Shingle signs



Wall-mounted signs



Path markers



Wayfinding banners

## STREET FURNITURE AND AMENITIES



Trash and recycling receptacles



Drinking fountains



Benches and seating



Clocks and decorative elements

## STREET TREES AND LANDSCAPING



Trees at corners/bulbouts



Planters



Window boxes and vines



Low-impact/drought tolerant

## SAFETY AND LIGHTING



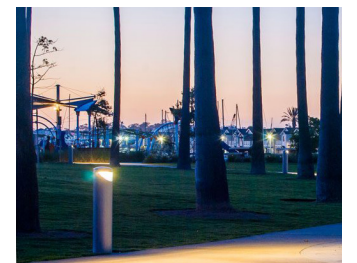
Street lights in public spaces



Pedestrian crossing safety



Undergrounding utilities



Solar bollards







Sharp Park has a character beloved by many Sharp Park residents, especially the single-family bungalows on east-west streets. A pleasing character includes harmonious and interesting features, a mix of old and new, and a blend of order and uniqueness. A community's character and identity also adds economic and social value.

**Q: What characteristics could new development incorporate so that it feels compatible with existing structures and contributes to building character?**

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**BUILDING SHAPE**



Scale decreases at edges



Varied yet consistent rooflines



Variation in building face

**WALKING/BIKING**

Over the last few years, Sharp Park has seen significant bicycle and pedestrian connectivity improvements, especially the new pedestrian walkway at San Jose Avenue, and improvements along Palmetto. The draft Bicycle and Pedestrian Master Plan recommends additional improvements in the area, shown in the map below.

Most development and activity in the Planning Area will be focused along the Francisco and Palmetto corridors, and Beach Boulevard will remain an important asset for visitors and residents.

Existing and Planned Bicycle and Pedestrian Improvements



**Q: Which east west street would make sense as the best connection between the Francisco, Palmetto, and Beach Boulevard corridors?**

**Do you have different opinions for cars vs. bicycles and pedestrians?**

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**Q: What more would you do to improve connectivity within Sharp Park, especially getting around using other methods than driving?**

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## PARKING

The Planning Area is already home to numerous attractions, resources, and events in the city. Intensification of uses in the area may increase demand for additional transportation options as well as parking. New development will need to address additional parking demand in a way that minimizes neighborhood spillover and enables people to park once to visit multiple destinations.

**Q: What strategies do you think would work best?**

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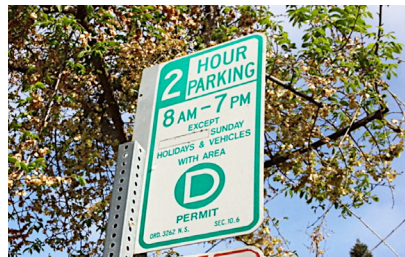
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### Parking Meters



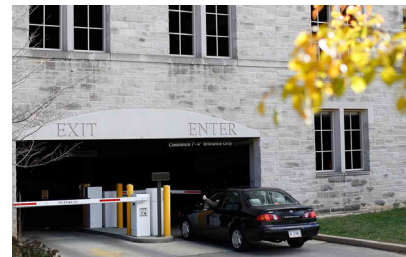
- Parking meters can help with turnover, which frees up spots for other customers in commercial areas.
- Revenue can be used for other streetscape improvements.
- Costs can be adjusted to meet demand.

### Time Limits



- Time limits can help with parking turnover (ensuring spaces continually become available for new visitors).
- Permits can be combined with time limits to prioritize resident parking on residential streets.
- Parking is free, no potential revenue stream for other improvements

### Parking Structures



- Centralizes parking instead of parking lots on each site.
- Can improve the streetscape by moving parking off “main street” and/or reducing number of driveways.
- May be free parking or charge a fee.
- The most costly option. Costs can be divided between parking fees and developer impact fees.

## WINDOWS AND ENTRANCES



Varied, defined window types

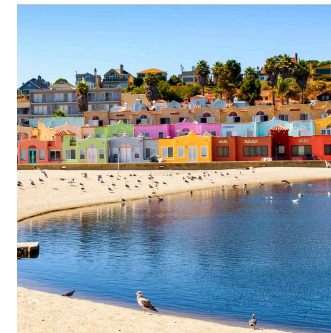


Transparent ground floors



Shade structures

## BUILDING MATERIALS



Vibrant color



Glass



Painted stucco



Natural materials

## BUILDING ORIENTATION



Oriented to both sides of street



Entrances set slightly back

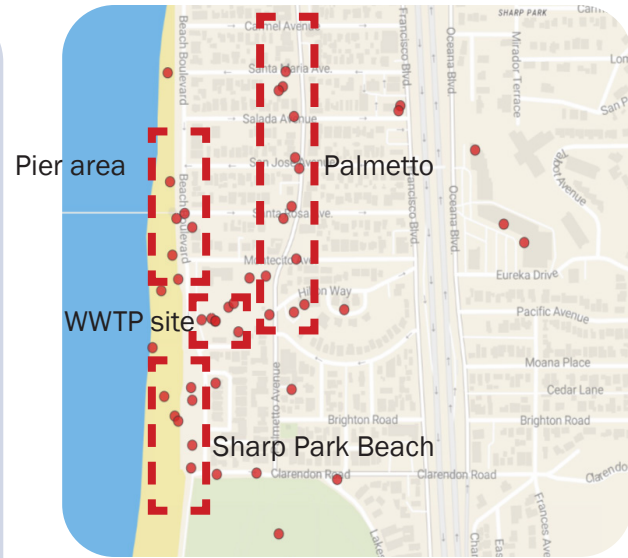


Entrances set right at sidewalk



A community's sense of place is a unique collection of qualities and characteristics – visual, cultural, social, and environmental – that provide meaning to a location. Also essential for making a place memorable is what's known as "third space", or areas where people can socialize beside work and home.

Sharp Park already has significant historic, institutional, and environmental assets, but there is opportunity to create even more memorable places to gather, recreate, and enjoy the neighborhood.



Needed Gathering Places, Sharp Park Existing Conditions Survey

**Q: Which of the following strategies would be preferred to create great places and provide opportunities for "third space" in Sharp Park?**

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**Q: Are certain strategies more relevant than others on certain corridors/areas?**

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**PROGRAMMING**



Community Events



Pop-up commercial



Educational placards



Seasonal events/street fairs

**PARKLETS AND PLAY**



Pop-Up Park



Sport courts



Parklet



Active or passive flexible spaces

**CORNERS AND ROOF TREATMENTS**



Corner dining



Corner seating and landscaping



Green roofs or alleys



Second floor dining

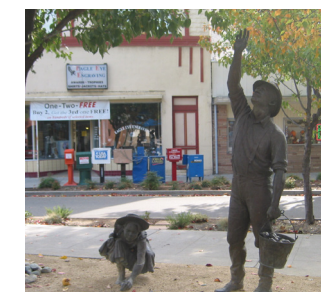
**ART**



Temporary Art



Functional Art



Permanent Art



Murals