



PLAN PACIFICA: SHARP PARK SPECIFIC PLAN GUIDING POLICIES LEARNING SESSION

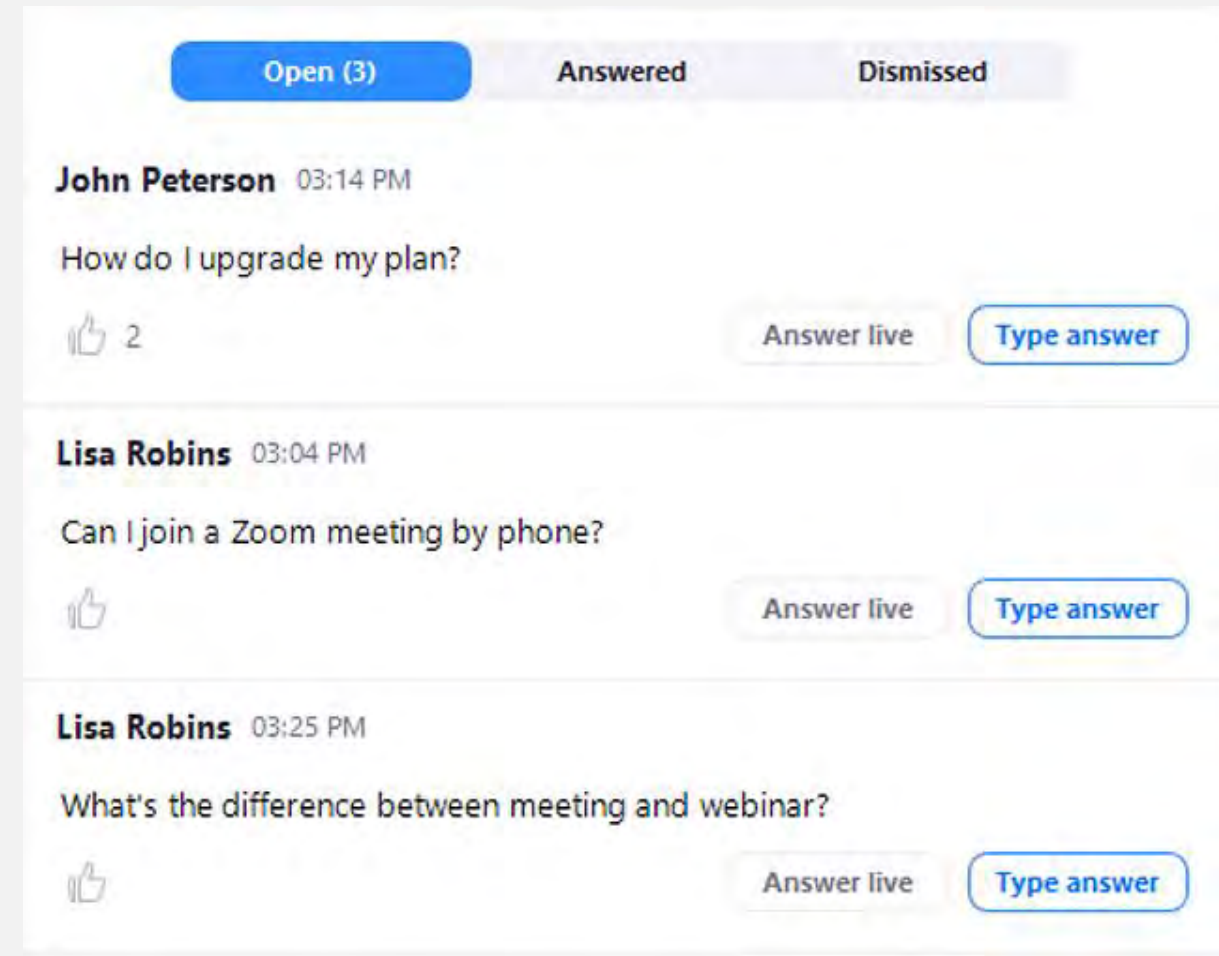
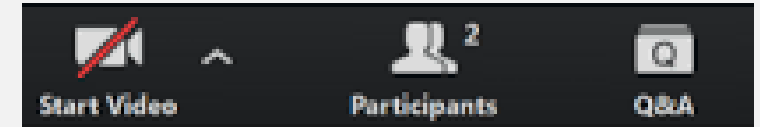
August 13, 2020

6:00-8:00PM

WELCOME!

ZOOM PROTOCOL

- Please be respectful and give others the opportunity to ask questions.
- 2 ways to ask questions:
 - Raise hand to be unmuted
 - Submit questions in Q&A
- For those calling in: press *9 to raise your hand



TONIGHT'S OBJECTIVES

- Provide a refresher on the Sharp Park Specific Plan and context
- Provide information on the guiding policies that will shape direction of the Plan
- Answer any Plan-related questions



AGENDA

- | | |
|---|------------|
| 1. Introduction | 6:00-6:05 |
| 2. Background | 6:05-6:15 |
| 3. Plan Concepts | 6:15-7:30 |
| a) Land Use: Create a Vibrant Sharp Park | 6:15-6:30 |
| b) Mobility: Getting Around Sharp Park | 6:35-6:45 |
| c) Placemaking: Enhancing Sharp Park | 6:50-7:00 |
| d) Coastal Resources: Ensuring a Resilient Sharp Park | 7:05-7:15 |
| 4. Next Steps/Other Questions | 7:15-7:30 |
| 5. EIR Scoping Meeting | 7:30-close |



POLL #1

- What neighborhood do you live in?
- How familiar are you with the Sharp Park Specific Plan?

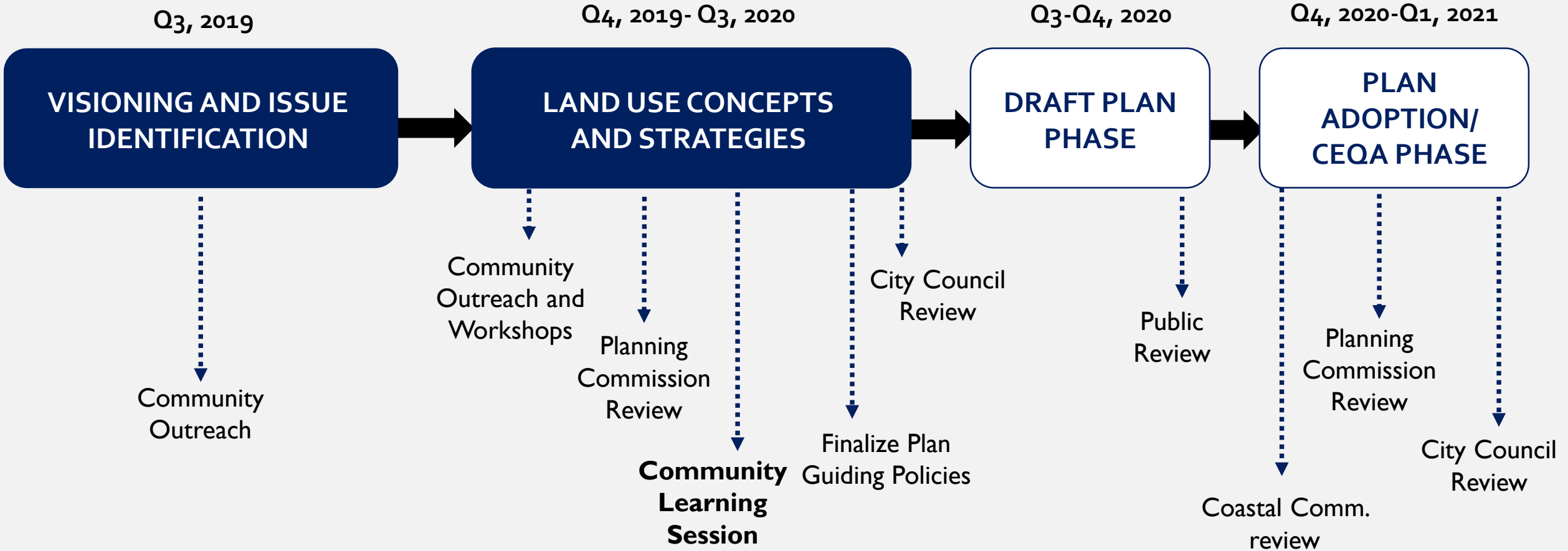


SHARP PARK SPECIFIC PLAN

- Responds to Council's direction for a revitalized Sharp Park Area
- Provides guidance for economic development, transportation, land use, and housing opportunities in Sharp Park
- Tool for developing a community's "sense of place" and making vibrant and livable neighborhoods
- Facilitates new housing development, often including affordable units
- Helps the City establish proactive guidelines and can streamline development

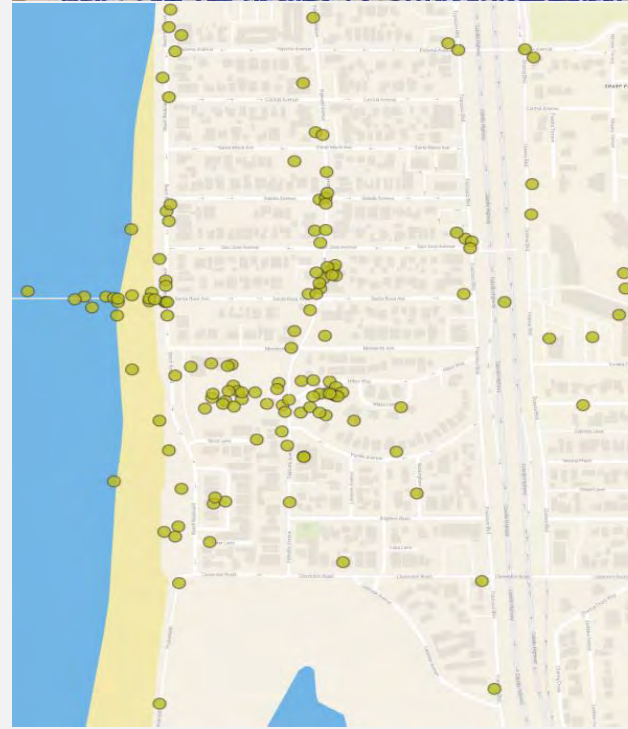
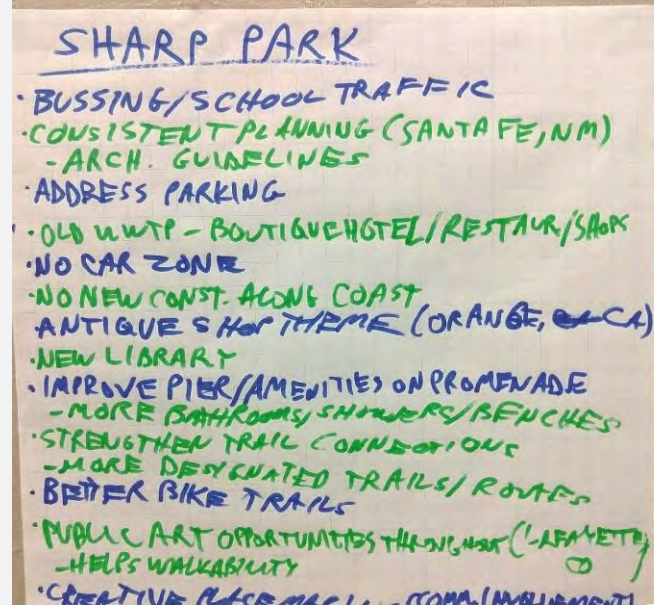


PROCESS



COMMUNITY ENGAGEMENT

- Initial neighborhood visioning meetings in July 2019
- Stakeholder interviews
- Farmer's market outreach
- Online existing conditions survey (120 participants)
- Concepts workshop (120 attendees)
- Concepts survey (350 responses)



"Where are places that need improvement?"



CONCEPTS WORKSHOP: QUESTIONS

VIBRANCY



What does the “mix” look like?
How do we achieve it?

GREAT PLACES



What does it look like?
How can we support what Sharp
Park has and create new
opportunities?

GETTING AROUND



How can we make it easier and
more pleasant to get to, from,
and around Sharp Park?



OUTREACH THEMES

- **General support for:**

- Active ground floor
- Range of architectural styles compatible with “beach feel” and resilient materials
- Pop-up activities and temporary events/structures
- Structured parking/in-lieu parking fees for developers, time limits, and residential permits
- Sidewalk and pedestrian improvements
- Signage, seating, and lighting improvements
- Landscaping (planters or other ideas to accommodate trees)

- **Mixed opinions on:**

- Appropriate intensity along Palmetto
- Height at various locations
- Preferred location of an enhanced east-west connection



POLICY FRAMEWORK

- Includes draft vision, guiding principles, and beginning of guiding policies
- Reflects community preferences for achieving the vision
- Represents “general direction” for SP guiding and implementing policies
 - Will continue to be developed and refined
 - Technical analysis (parking, roadway design, building design, etc.) will inform feasibility



Sharp Park Specific Plan: Guiding Policy Framework

March 2020

VISION

Sharp Park will become known as a charming Bay Area seaside 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 bluff; and the City-owned site at 2212 Beach Boulevard with the potential to anchor Palmetto Avenue and enhance the beachfront experience.



VISION

Sharp Park will become known as a charming Bay Area seaside 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.



CONCEPTS TO POLICIES

CONCEPT (embodied in Guiding Principles)

Critical Mass, Mixed Uses

Increased vibrancy and a mix of uses are desired in Sharp Park.

GUIDING POLICY EXAMPLE

Vibrant Palmetto Avenue.

Promote Palmetto Avenue as a pedestrian-oriented main street with a balanced, higher intensity mix of retail, restaurants, and services as well as multi-family housing.

IMPLEMENTING POLICY EXAMPLE

Palmetto Development Standards.

Establish development standards that support Palmetto Avenue as the “backbone” of Sharp Park.

Supporting changes will include:

- *Land use designation along South Palmetto Avenue as Mixed Use Center;*
- *Increasing maximum height to x feet; and*
- *Requiring “build-to” lines or maximum setbacks along Palmetto Avenue to ensure that the street is fronted with development rather than parking.*



POLL #2

- What issue are you most passionate about?
 - Sharp Park Vibrancy
 - Getting Around Sharp Park
 - Placemaking and Urban Design
 - Coastal Resiliency
 - All of them
 - Other



LAND USE: CREATING A VIBRANT SHARP PARK

VIBRANT SHARP PARK GUIDING PRINCIPLES

- Promote a vibrant **mix of uses**—including unique stores, restaurants and cafés, art galleries, and cultural and establishments—that enhance Palmetto Avenue’s attraction as a citywide and regional draw.
- 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.



LAND USE GUIDING POLICIES

- **Policies for mixed use land use intensity:** More intense development can create a critical mass of people to make a place feel vibrant and create a mutually supportive environment for successful businesses and high quality of life for residents.
- **Policies for height:** Increased height makes more development feasible; can also free up space for public amenities.
- **Policies for active ground floor:** A streetscape that is pleasant, welcoming and attractive to pedestrians at the sidewalk level is a key component of vibrancy.



POLICY: INTENSITY ON PALMETTO

- Increasing the number of housing units or allowable commercial square footage can be a tool to achieve vibrancy.
 - Mixed Use Neighborhood (~3 units on a 5,000 sf lot)
 - Mixed Use Center (~6 units on a 5,000 sf lot).
Would require heights over 35 ft.
- MUC allows more housing units and more commercial sf to be built on a parcel than MUN. However, certain factors determine how much more building can occur and what it looks like.
- These units are expected to be smaller, approximately ~1,000-1,050 sf, and would most likely be 1-2 bedrooms.

Mixed Use Neighborhood

	<i>New housing units</i>	<i>Commercial sq ft.</i>
Lot 1 (0.3 acres):	7	4,800



Mixed Use Center

	<i>New housing units</i>	<i>Commercial sq ft.</i>
Lot 1 (0.3 acres):	14	5,550

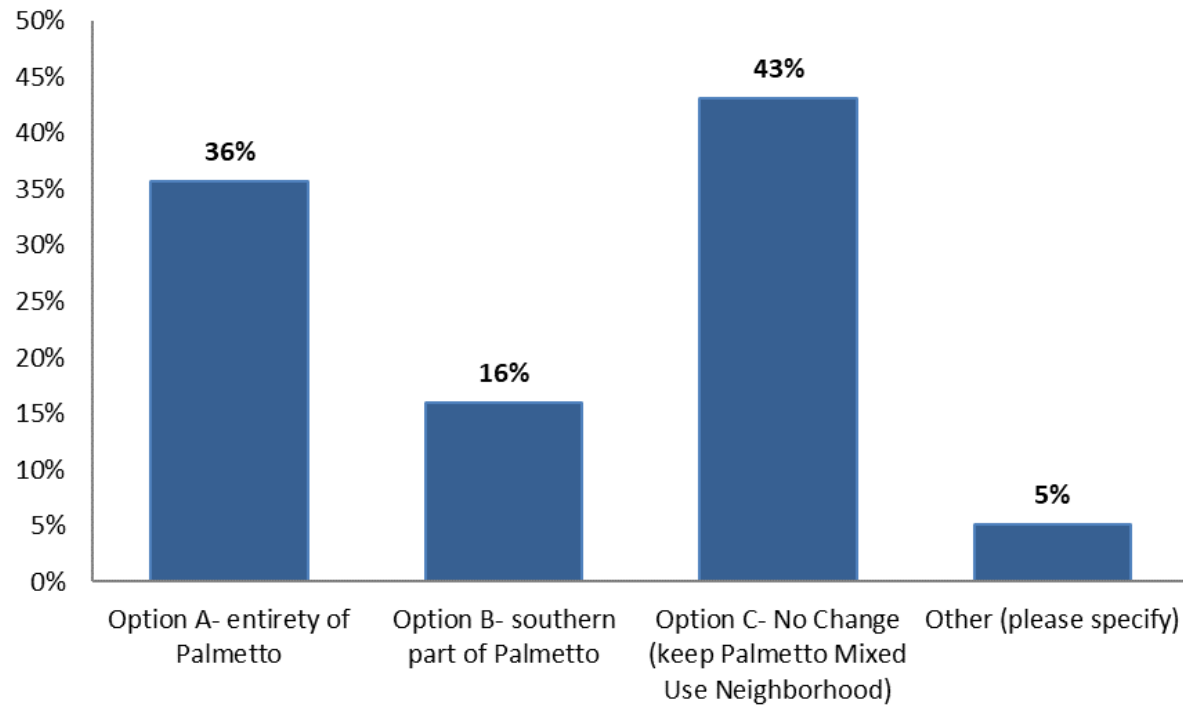


Both renderings accommodate all residential parking and some commercial parking onsite.



PUBLIC INPUT: INTENSITY ON PALMETTO

- Respondents were split between Mixed Use Center versus keeping Palmetto Mixed Use Neighborhood, though more than half supported MUC along *some* portion of Palmetto (Option A+ Option B)



Mixed Use Neighborhood

	New housing units	Commercial sq ft.
Lot 1 (0.3 acres):	7	4,800

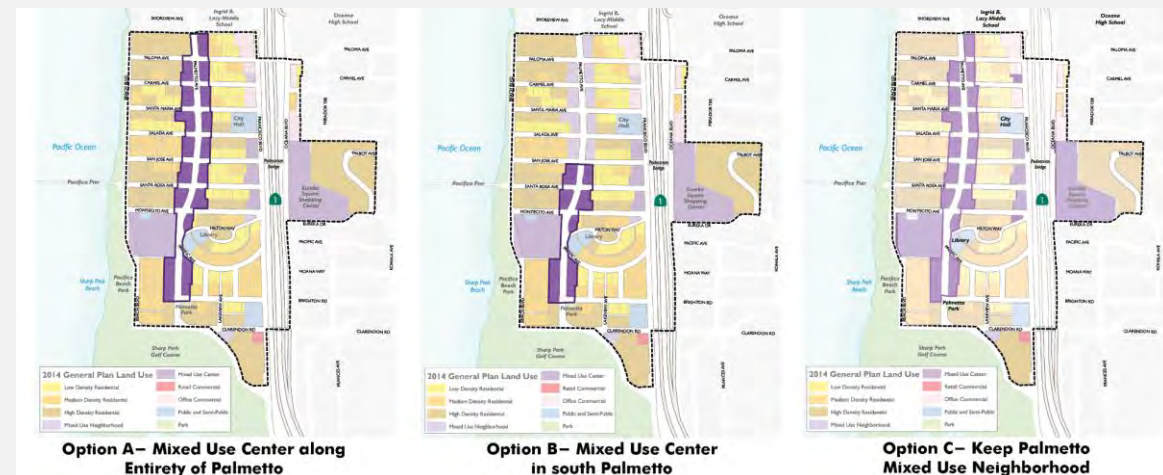


Mixed Use Center

	New housing units	Commercial sq ft.
Lot 1 (0.3 acres):	14	5,550



Both renderings accommodate all residential parking and some commercial parking onsite.

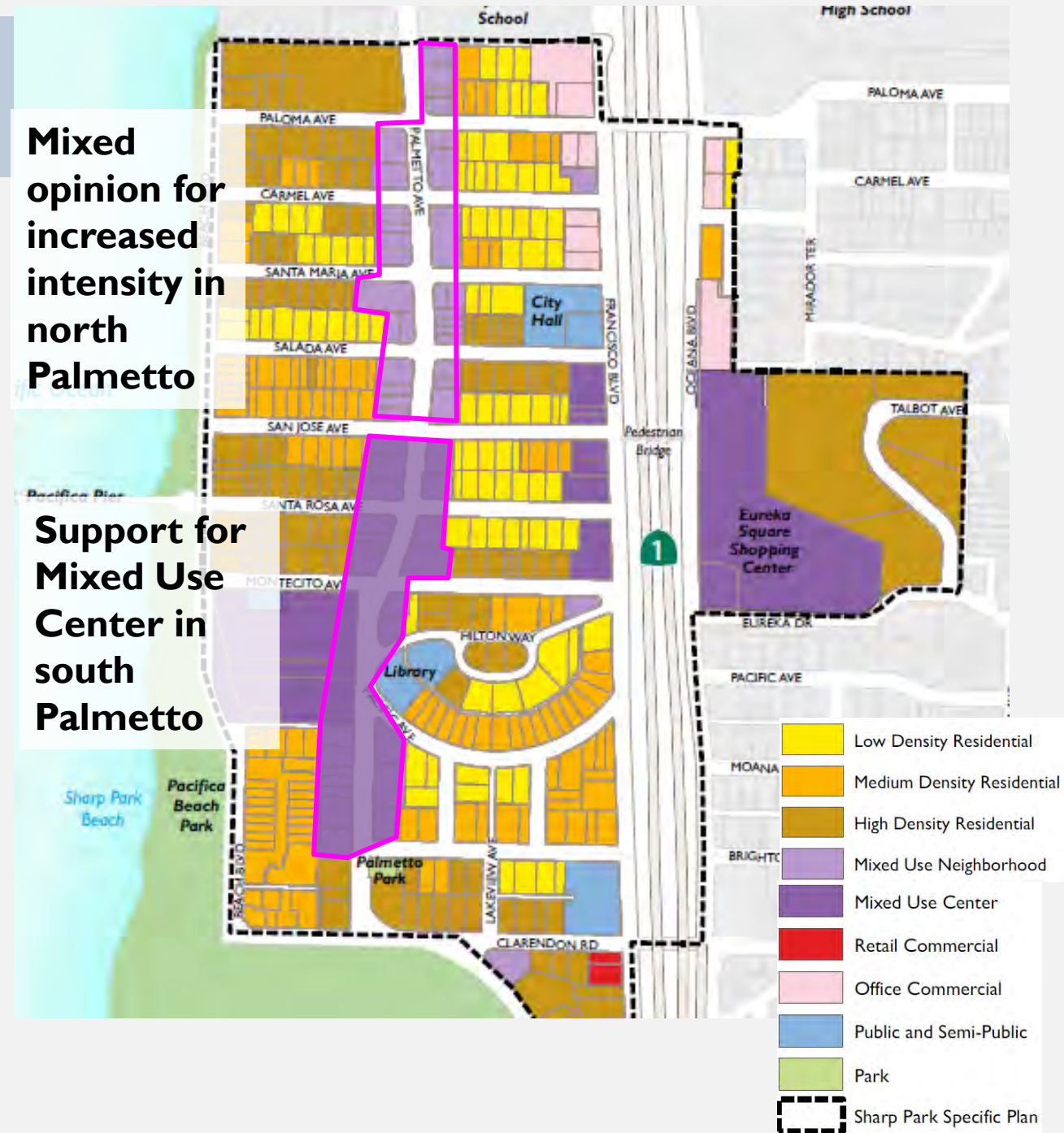


PLANNING COMMISSION INPUT: INTENSITY ON PALMETTO

- Support for increased intensity along Palmetto south of San Jose Ave.
- Mixed opinion on increased intensity north of San Jose Ave, primarily because of height concerns and desire to preserve scale and character.

Mixed opinion for increased intensity in north Palmetto

Support for Mixed Use Center in south Palmetto



POLICY: HEIGHT

- Increasing height is another tool to help make the “critical mass” of a vibrant corridor attainable. Currently, Pacifica has 35 ft height limit everywhere.
- 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.

Existing



35 feet (~3 stories)



45 feet (~4 stories)

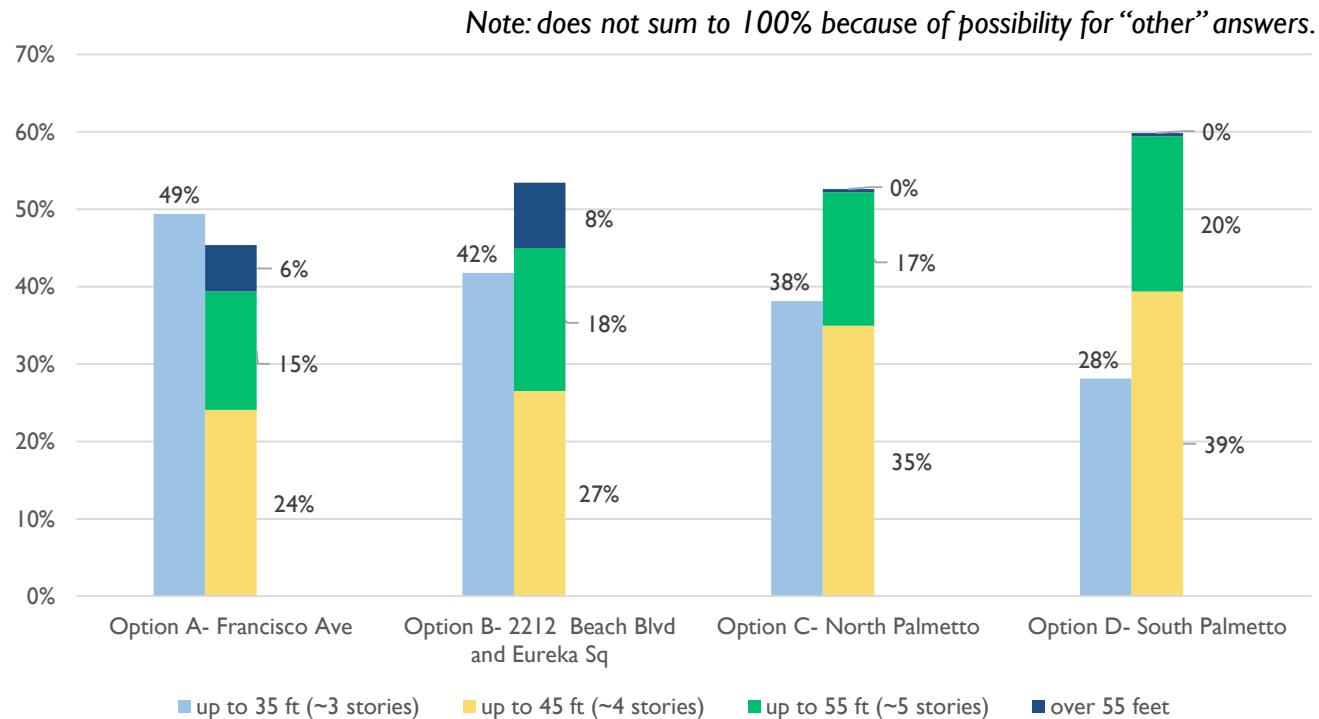


55 feet (~5 stories)



PUBLIC INPUT: HEIGHT

- Heights over 35 feet were supported along Palmetto Ave. Francisco was mixed, though there was slight preference for 35 feet.
- Comments indicated support for height at Eureka, but concerns about height 2212 Beach Blvd because of coastal resiliency.



Existing



35 feet (~3 stories)



45 feet (~4 stories)



55 feet (~5 stories)

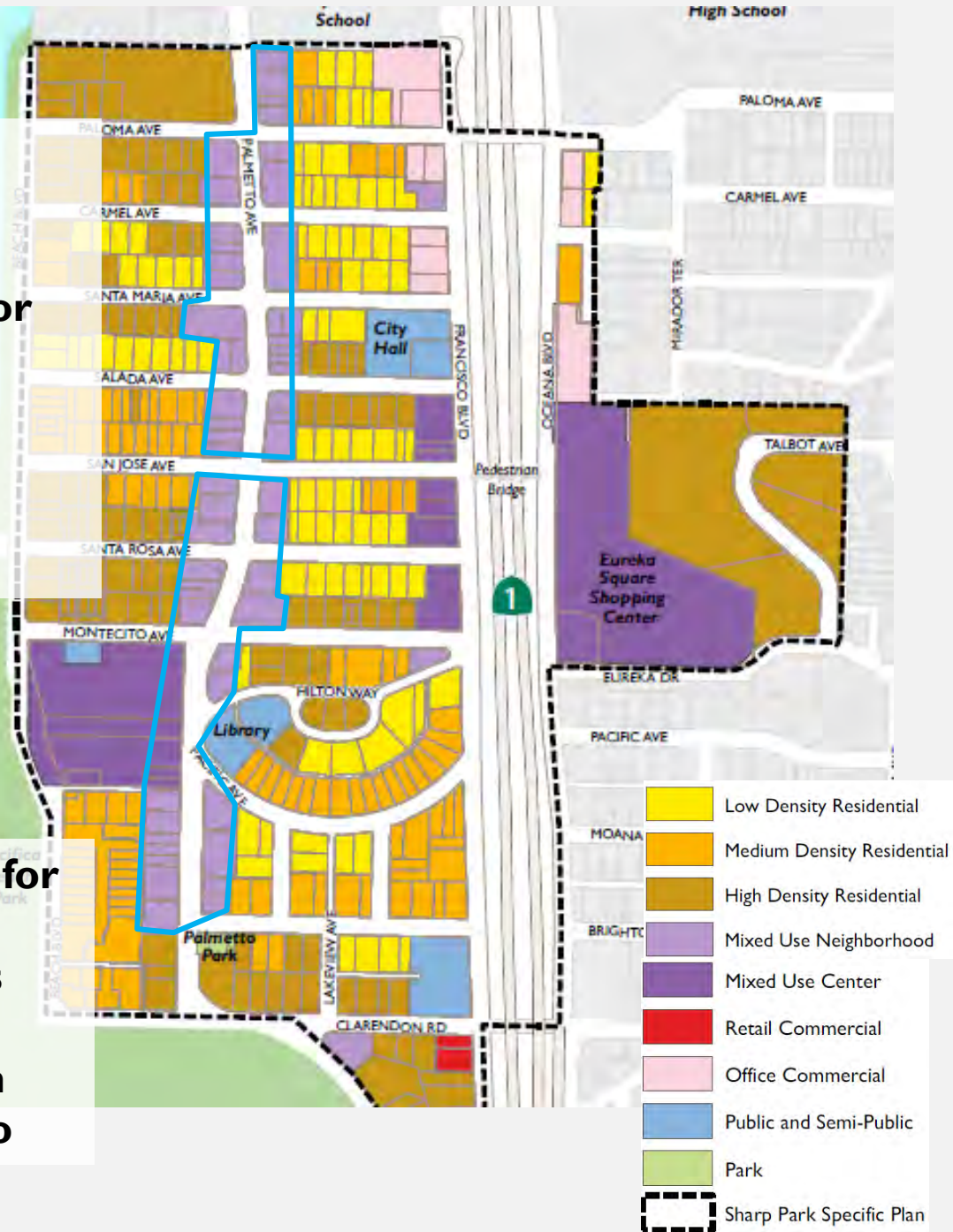


PLANNING COMMISSION INPUT: HEIGHT

- Support for height up to 55 ft in southern Palmetto.
- Mixed opinion/qualified support for taller buildings along northern Palmetto

Mixed opinion/qualified support for taller buildings along northern Palmetto

Support for taller buildings along southern Palmetto



POLICY: ACTIVE GROUND FLOOR

- “Active ground floor”: certain designs or uses that are attractive and inviting to pedestrians at the sidewalk level.
- Non-active uses can be made to appear more active, such as requiring that buildings have windows that allow people to see into an office lobby.
- Public and Planning Commission expressed support for active ground floor uses. The location of active ground floor zones and their level of flexibility (e.g., whether they are recommended or required) is being developed.



POLL #3

- Do any of the following topics related to vibrancy/land use need more explanation?
- Options for Mixed Use Land Use- MUC and MUN
- Height
- Active Ground Floor
- Nope, I understand the concepts



MOBILITY: GETTING AROUND SHARP PARK

MOBILITY GUIDING PRINCIPLES

- **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 and support all transportation choices.



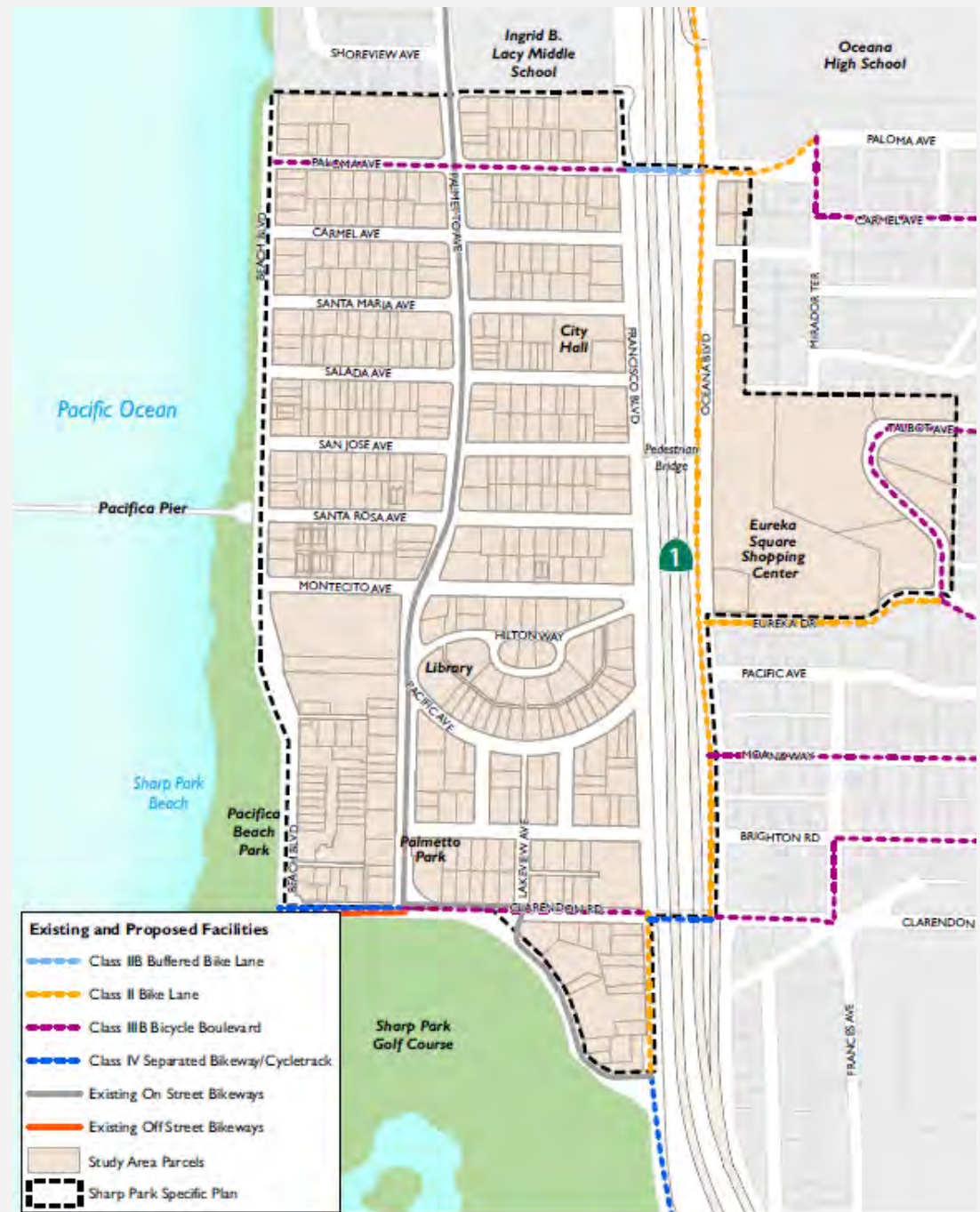
MOBILITY GUIDING POLICIES

- **Policies that support pedestrian- and bicycle-oriented street enhancements:** Sidewalk improvements, lighting, wayfinding, landscaping, or additional bicycle routes make it more pleasant and intuitive to get around.
- **Policies that discourage congestion and encourage trips without a car:** Supporting other mobility choices can improve congestion and reduce GHG emissions.
- **Policies that maintain a balanced parking supply:** An adequate parking supply will support existing and future needs while avoiding excessive supply that discourages transit ridership and disrupts the urban fabric.



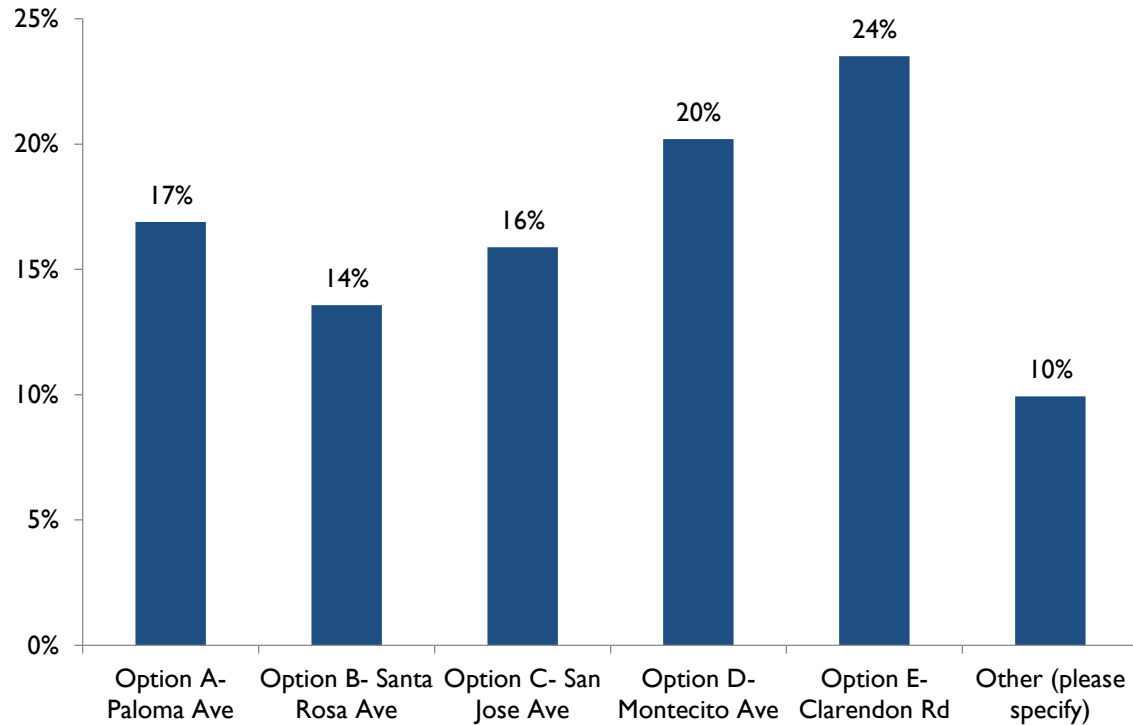
POLICY: BIKE/PED CONNECTIONS

- Prioritizing certain streets for wayfinding and pedestrian improvements can help to better connect the corridors of activity and reduce disruption to residential neighborhoods.
- Technical studies will confirm feasibility of improvements.
- Potential options:
 - Clarendon, Paloma Ave- identified in Bicycle and Pedestrian Master Plan
 - San Jose Ave- connection to pedestrian bridge
 - Santa Rosa Ave- strong visual connection to pier
 - Montecito Ave- connections to new development, but grade (steepness) challenges.



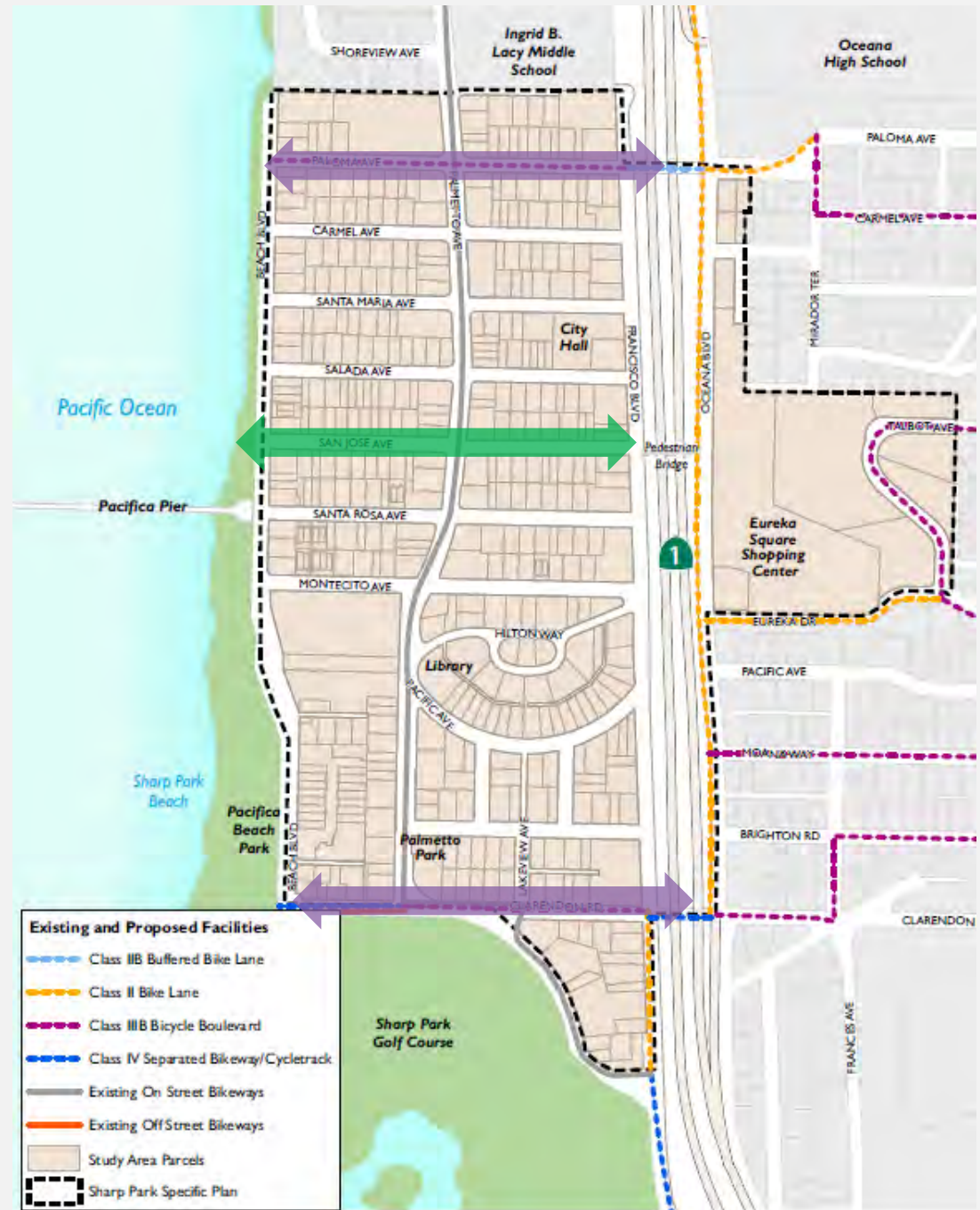
PUBLIC INPUT: CONNECTIONS

- No majority, through choices with most responses for a prioritized bike/pedestrian east-west connection included Clarendon and Montecito.
- “Other” comments indicated support for both a north-south entryway connection; no change; or no preference.



PLANNING COMMISSION INPUT: CONNECTIONS

- Preference expressed for northern, central, and southern connections:
 - Paloma Ave and Clarendon Rd as bicycle/pedestrian corridors (e.g., roadway markings, study potential for roadway allocation, etc.)
 - Improved pedestrian amenities along San Jose Ave (e.g. sidewalk improvements, landscaping, wayfinding, etc.)



POLICY: BALANCED 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.
- Impacts of new development will be considered in context of existing supply and utilization patterns (analyzed in existing conditions report).
- Potential strategies could include shared parking, parking demand management strategies (e.g., time limits), parking in-lieu fee ordinances, residential permits.

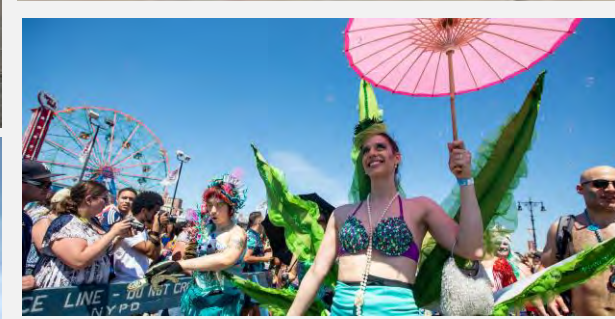
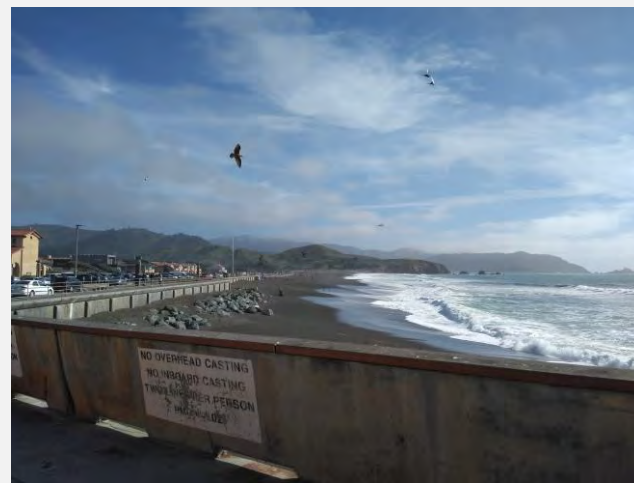
Figure 4-7: Weekday Midday Occupancy



PLACEMAKING: ENHANCING SHARP PARK

PLACEMAKING GUIDING PRINCIPLES

- Foster development of a “**complete neighborhood,**” with uses, activities, and services that support everyday living, promote social connectedness, and enhance community well-being.
- Ensure development honors the area’s **character, history, and coastal locale.**
- Improve **connections within Sharp Park** and to other Pacifica neighborhoods through sidewalk completion, streetscape improvements, pedestrian-scale lighting, and signage.



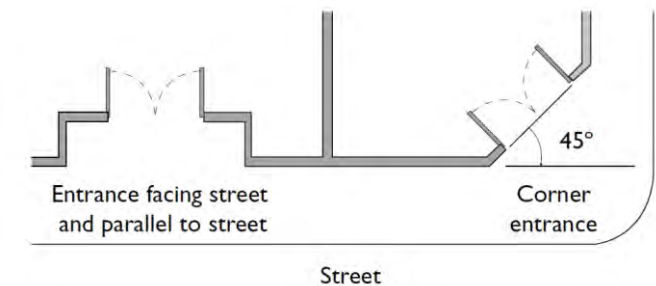
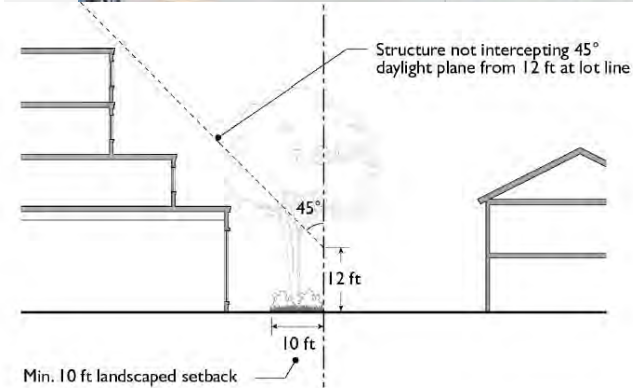
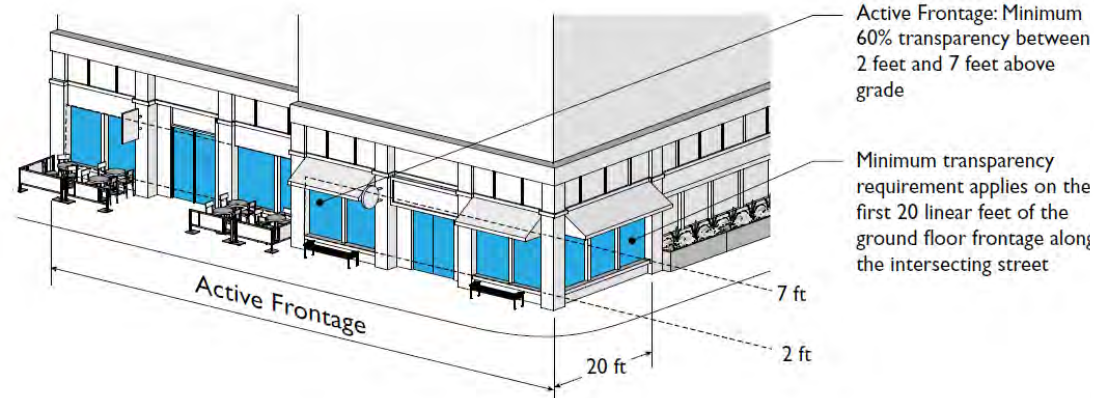
PLACEMAKING GUIDING POLICIES

- **Clear development standards and design guidelines:** Specific, clear guidance will help to maintain and enhance the visual quality and community character.
- **Policies to link and preserve existing residential neighborhoods:** Policies will aim to create appropriate transitions in scale and character and link neighborhoods to corridors.
- **Policies to improve the public realm:** Additions such as street furniture, landscaping, public art, programming, and distinguishing branding that emphasizes Sharp Park's coastal location and history improve the feeling of place.



DESIGN STANDARDS AND GUIDELINES

- New development along Sharp Park's corridors will be sensitive to the scale, materiality, and character of surrounding residential neighborhoods.
- Building standards and design guidelines will help create an active, interesting streetscape.
- Guidelines and standards could relate to:
 - Building orientation and shape
 - Landscaping, lighting, and art
 - Materials, windows and entrances



POLL #4

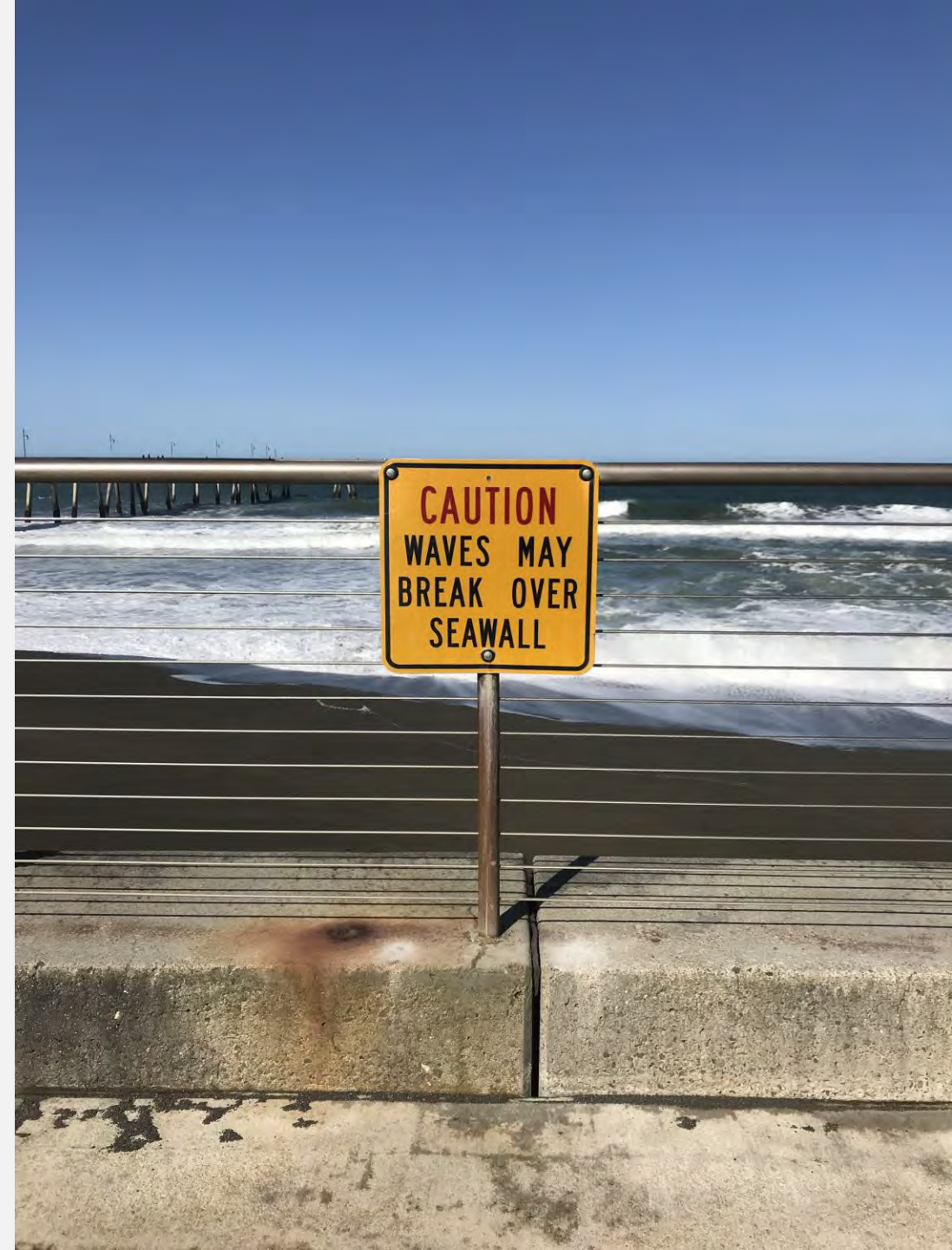
- What pedestrian improvements would you prioritize first?
- Complete sidewalks
- Wayfinding and signage
- Landscaping
- Lighting
- Places to sit
- Something else



COASTAL RESOURCES: ENSURING A RESILIENT SHARP PARK

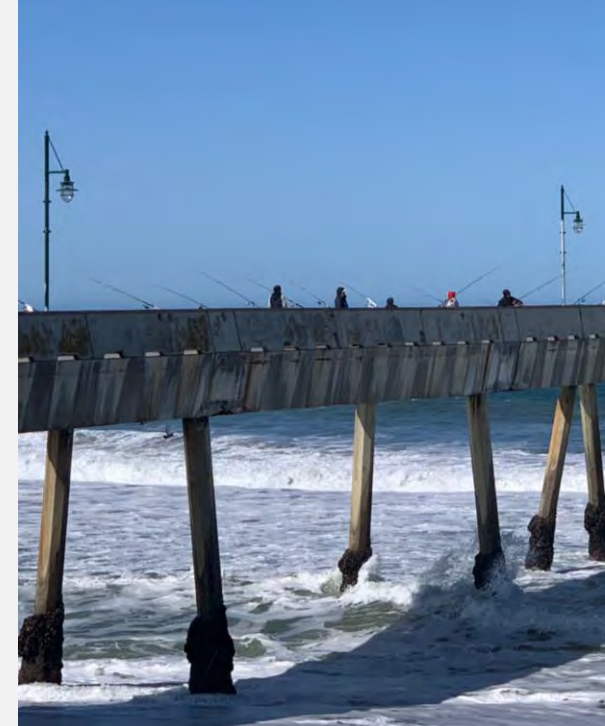
COASTAL RESOURCES GUIDING PRINCIPLES

- Establish a **sustainable future** for the Sharp Park area by planning for coastal resiliency using strategies identified in the Local Coastal Program.



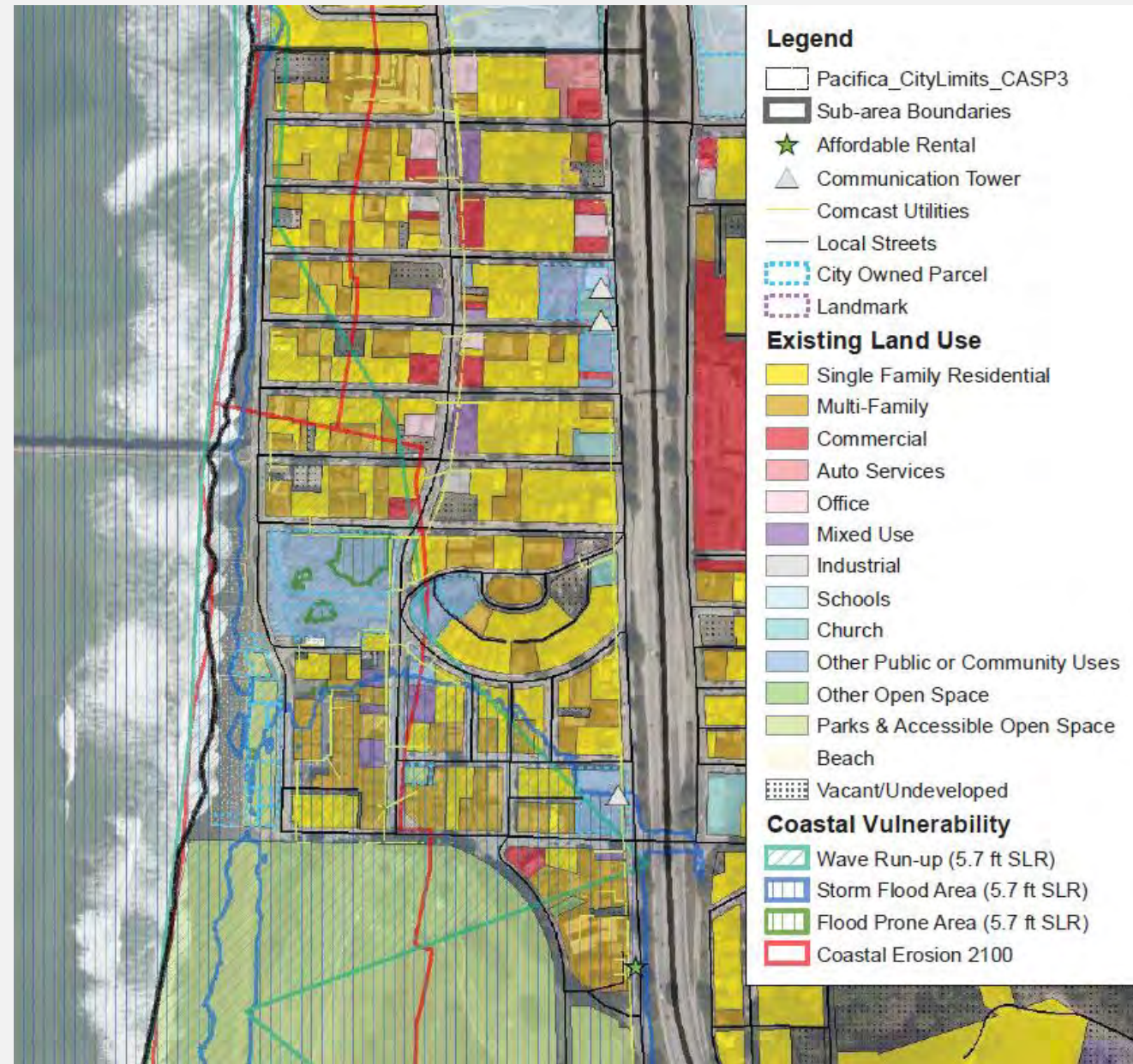
COASTAL RESOURCES GUIDING POLICIES

- **Policies consistent with Local Coastal Program:** Incorporate goals and policies generally, and for the Sharp Park subarea.
- **Policies that maximize the benefits of public access to the coast:** Support improvements that improve and enjoyment of recreational assets, while ensuring that coastal resources are protected and enhanced.



POLICY: COASTAL RESILIENCY

- Sharp Park is vulnerable to coastal hazards such as wave overtopping and flooding.
- The SPSP will be consistent with the LCLUP, which contains policies that address location-specific hazards.
- City Council has expressed commitment to exploring sea wall replacement as part of separate but integrated process called the Beach Boulevard Infrastructure Resiliency Project.



POLL #5

How would you rate your knowledge of the Sharp Park Specific Plan after this presentation?

- I am still lost...
- About the same
- Learned a few new things
- Feels like I have a good understanding



NEXT STEPS

Finalize Guiding Policies	September
City Council Concept Confirmation Meeting	September
Release SP Draft Plan	Q3, 2020
Public Review and Comment	Q3-Q4, 2020
Public Hearings for Adoption	Q4, 2020- Q1, 2021



THANK YOU!

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