



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.