



# **PLAN PACIFICA: SHARP PARK SPECIFIC PLAN CONCEPTS AND POLICY FRAMEWORK**

**July 20, 2020**

**7:00PM**

# AGENDA

1. Sharp Park Specific Plan Process
2. Public Outreach
3. Issues and Opportunities
4. Discussion

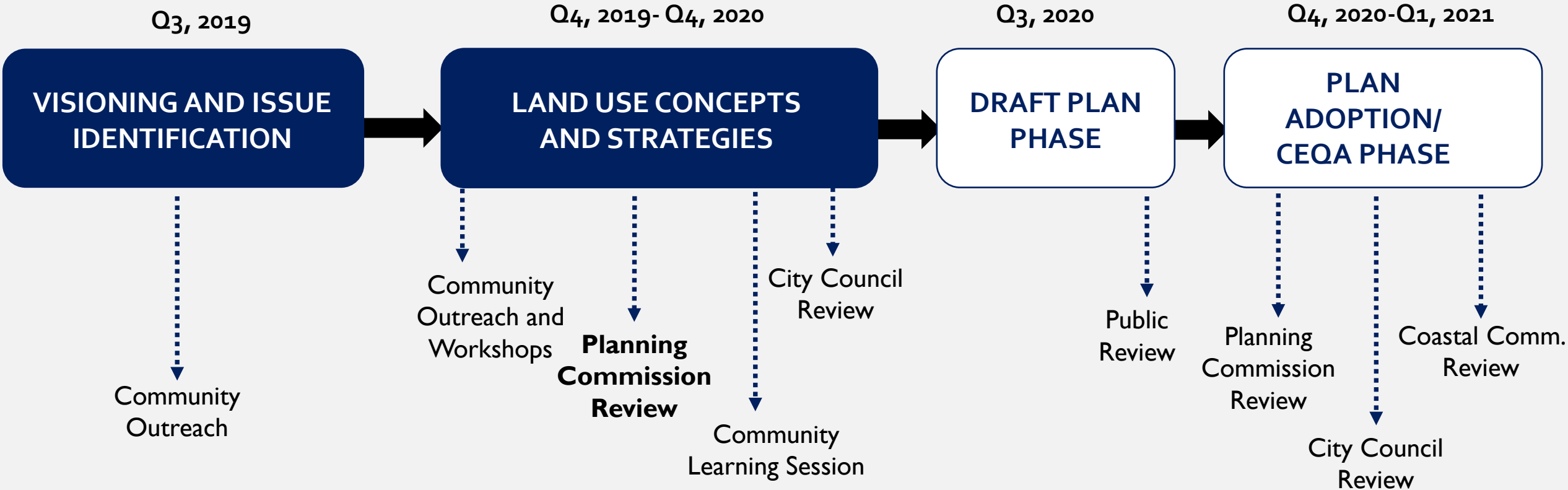


# SHARP PARK SPECIFIC PLAN

- 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

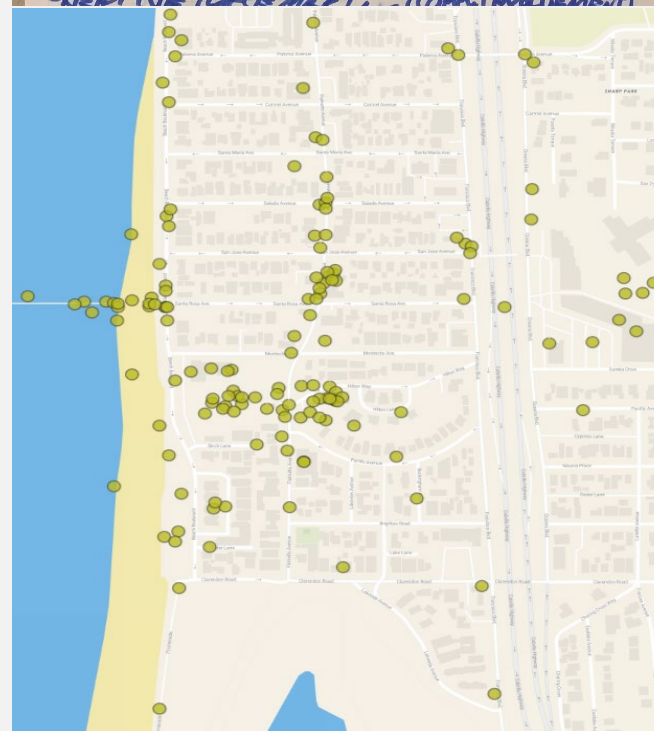


# VISIONING PHASE OUTREACH

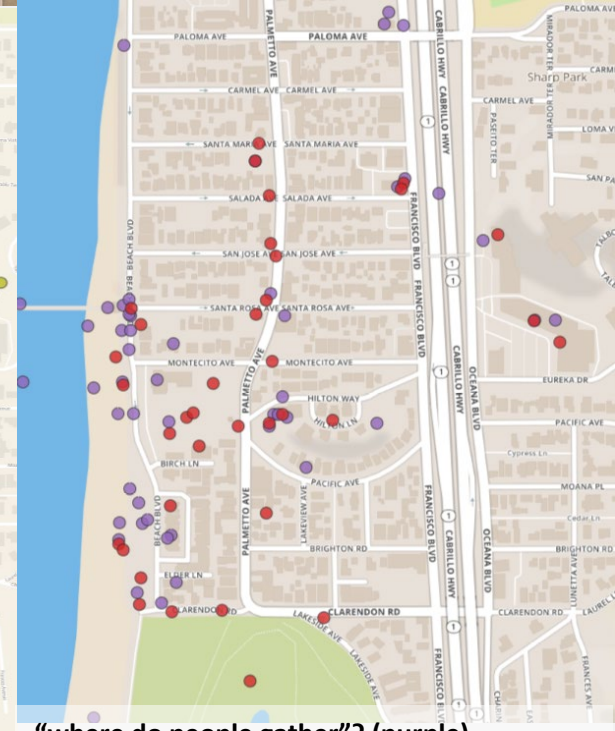
- Initial neighborhood visioning meetings in July 2019
- Stakeholder interviews
- Farmers' market outreach
- Online existing conditions survey

SHARP PARK

- BUSSING/SCHOOL TRAFFIC
- CONSISTENT PLANNING (SANTA FE, NM)
  - ARCH. GUIDELINES
- ADDRESS PARKING
- OLD WWTP - BOUTIQUE HOTEL/RESTAUR./SHOPS
- NO CAR ZONE
- NO NEW CONST. ALONG COAST
- ANTIQUE SHOP THEME (ORANGE, CA)
- NEW LIBRARY
- IMPROVE PIER/AMENITIES ON PROMENADE
  - MORE BATHROOMS, SHOWERS/BENCHES
- STRENGTHEN TRAIL CONNECTIONS
  - MORE DESIGNATED TRAILS/ROUTES
- BETTER BIKE TRAILS
- PUBLIC ART OPPORTUNITIES THROUGHOUT (LAFAYETTE)
  - HELPS WALKABILITY
- CREATIVE PLACES (e.g., COMMUNITY MARKET)



“Where are places that need improvement?”



“where do people gather”? (purple)

“Where are gathering places needed”? (red)



# CONCEPTS AND STRATEGIES OUTREACH

- **Concepts workshop (Jan 2020):**
  - Facilitated discussion about concepts and preferences for vibrancy, great places, and getting around
  - Over 120 participants
- **Concepts survey:**
  - Requested input on 3 questions:
    - Appropriate density
    - Building height
    - Preferred bicycle/pedestrian connection
  - 350 responses



# 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?



# CONCEPTS WORKSHOP: 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 housing density along Palmetto
- Height at various locations
- Preferred location of an enhanced east-west connection





# CONCEPT: DENSITY 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> |
|---------------------------|--------------------------|--------------------------|
| <b>Lot 1 (0.3 acres):</b> | 7                        | 4,800                    |



## Mixed Use Center

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

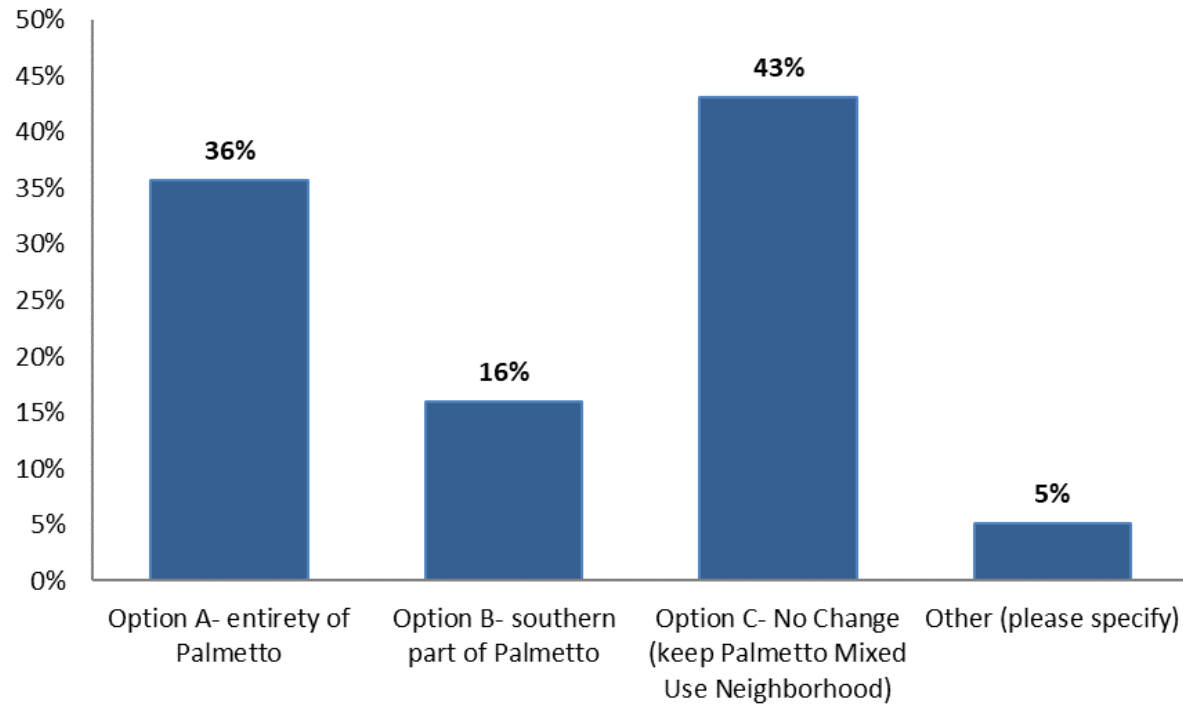


Both renderings accommodate all residential parking and some commercial parking onsite.



# CONCEPTS SURVEY: DENSITY 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.



## Mixed Use Neighborhood

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

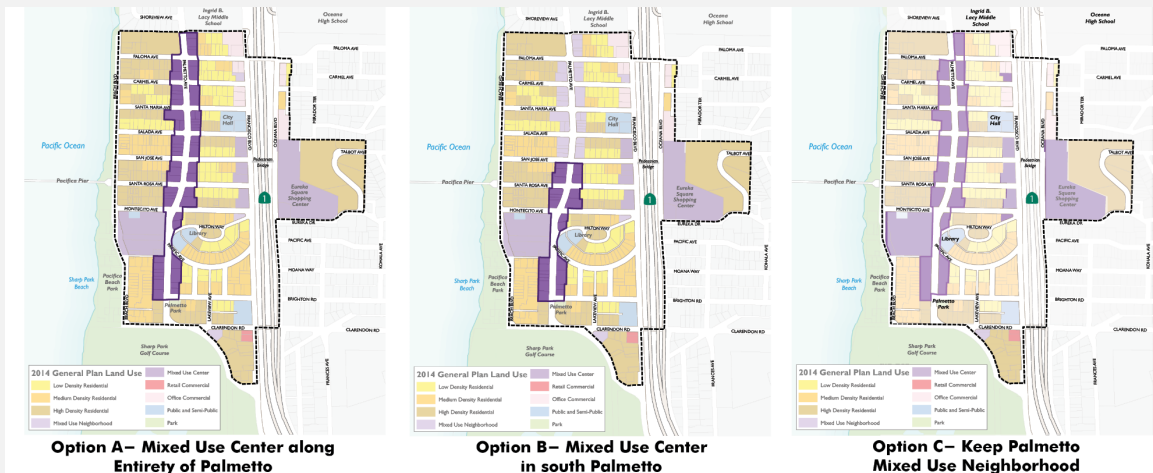


## Mixed Use Center

|                    | 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.



# CONCEPT: HEIGHT

- Increasing height is another tool to help make the “critical mass” of a vibrant corridor attainable.
- 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)

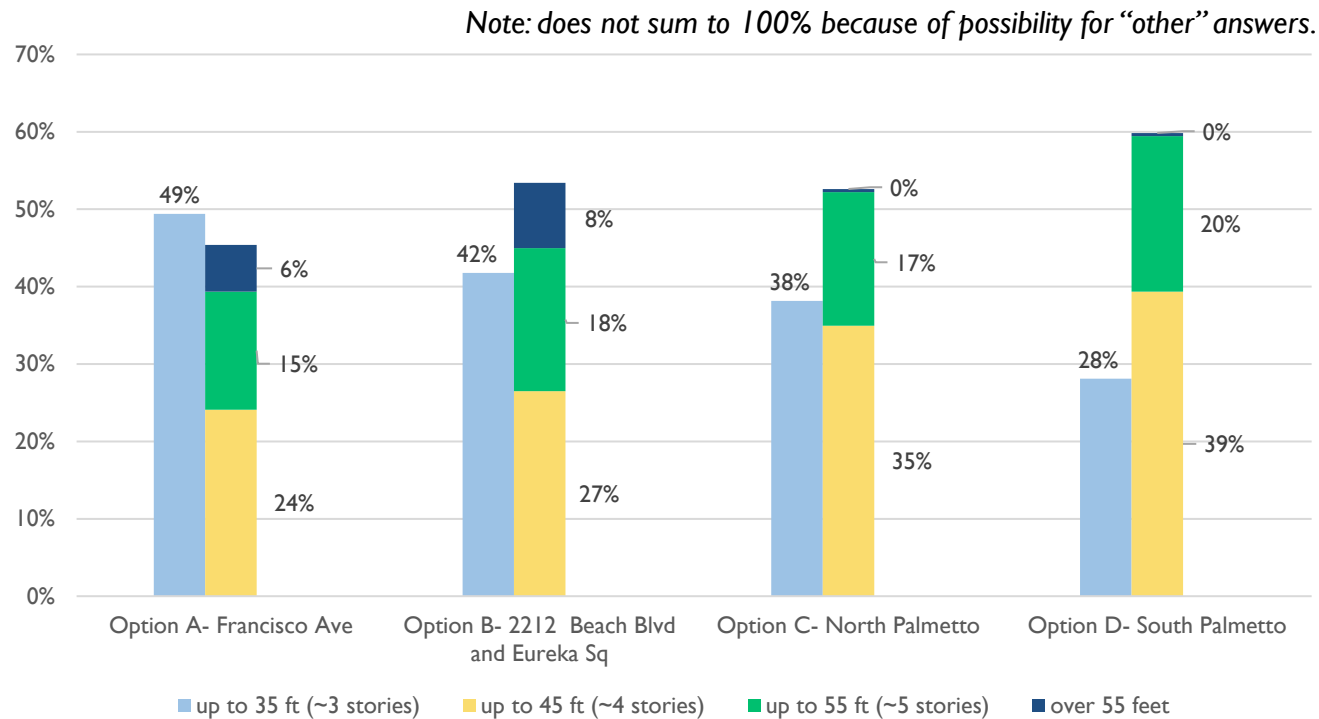


55 feet (~5 stories)



# CONCEPTS SURVEY: 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)

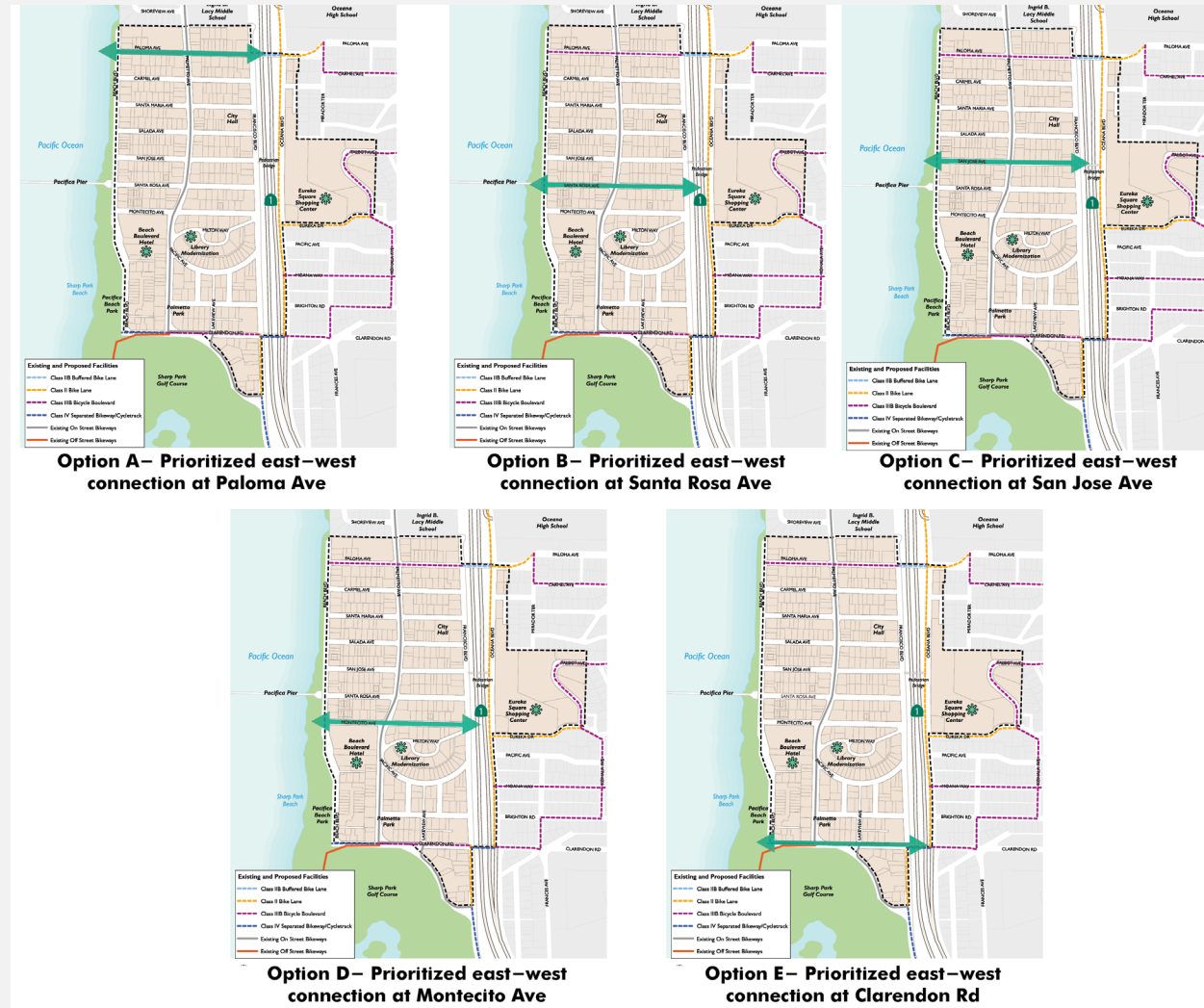


55 feet (~5 stories)



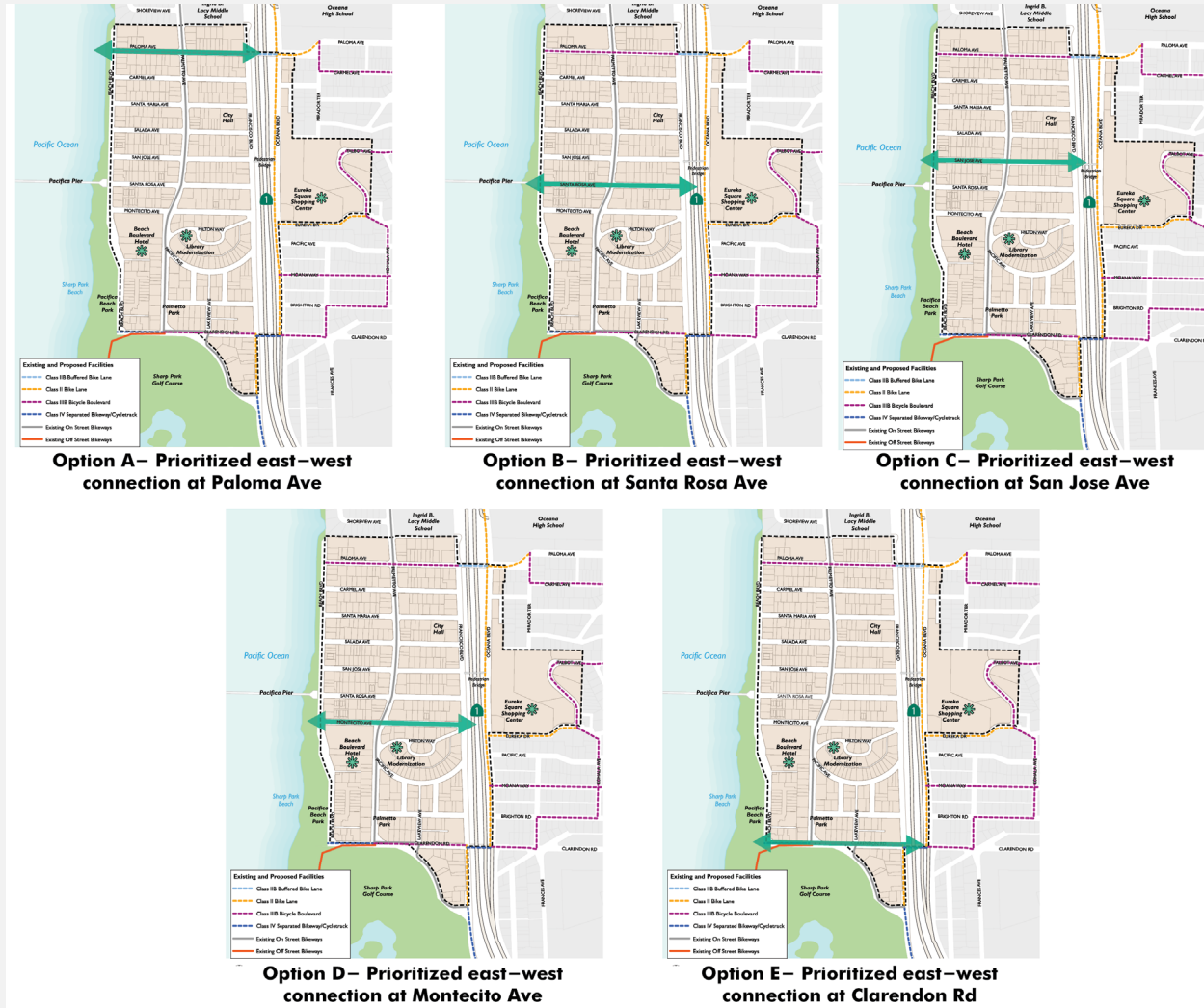
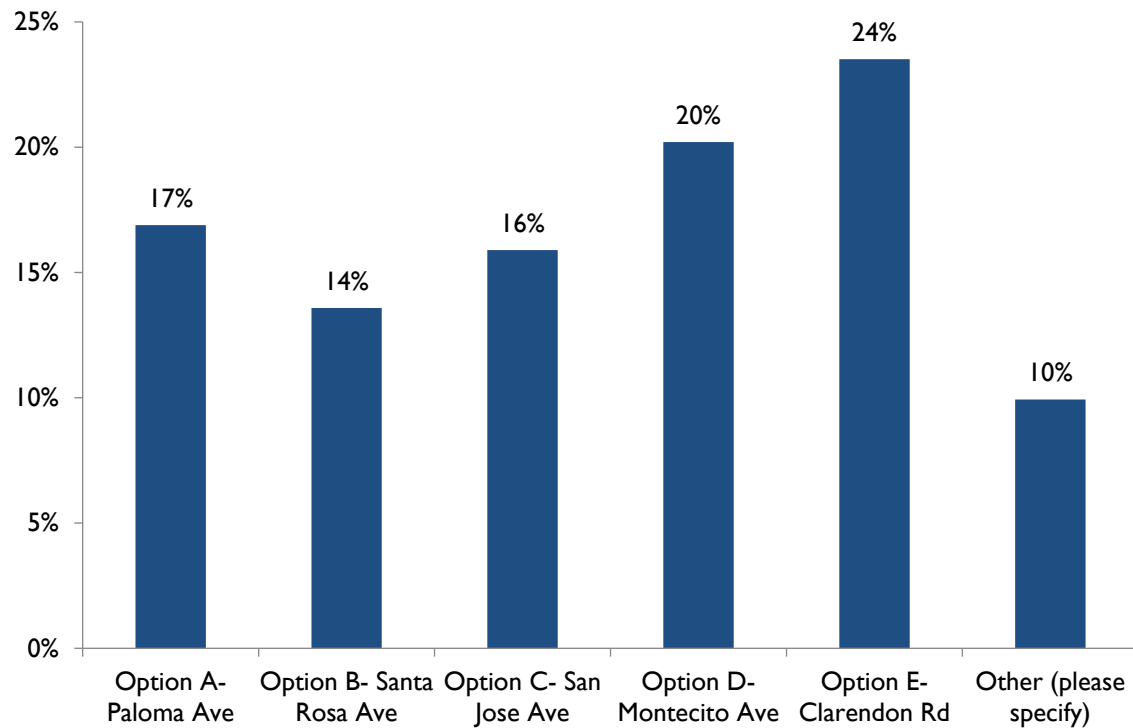
# CONCEPT: CONNECTIONS

- Prioritizing certain streets for wayfinding and pedestrian improvements can help to better connect the corridors of activity and reduce disruption to residential neighborhoods.
- Potential options:
  - Clarendon, Paloma Ave- identified in BMP
  - San Jose Ave- connection to pedestrian bridge
  - Santa Rosa Ave- strong visual connection to pier
  - Montecito Ave- connections to new development, but grade challenges.



# CONCEPTS SURVEY: CONNECTIONS

- No majority, though 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.



# POLICY FRAMEWORK

- Includes draft vision and guiding principles
- Reflects community preferences for achieving the vision
- Represents “general direction” for SP guiding and implementing policies



PLAN PACIFICA

## 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.



# CONCEPTS TO POLICIES

## CONCEPT

### **Critical Mass.**

Increased vibrancy is 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 the entirety of 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.*





## DISCUSSION

- Evaluate options for land use, height, and connections
- Any other modifications/additions to the draft guiding policy framework



## NEXT STEPS

|                                   |                    |
|-----------------------------------|--------------------|
| Open House                        | Mid-August         |
| City Council Confirmation Meeting | September/October  |
| Public Review and Comment         | Q3, 2020           |
| Public Hearings for Adoption      | Q4, 2020- Q1, 2021 |



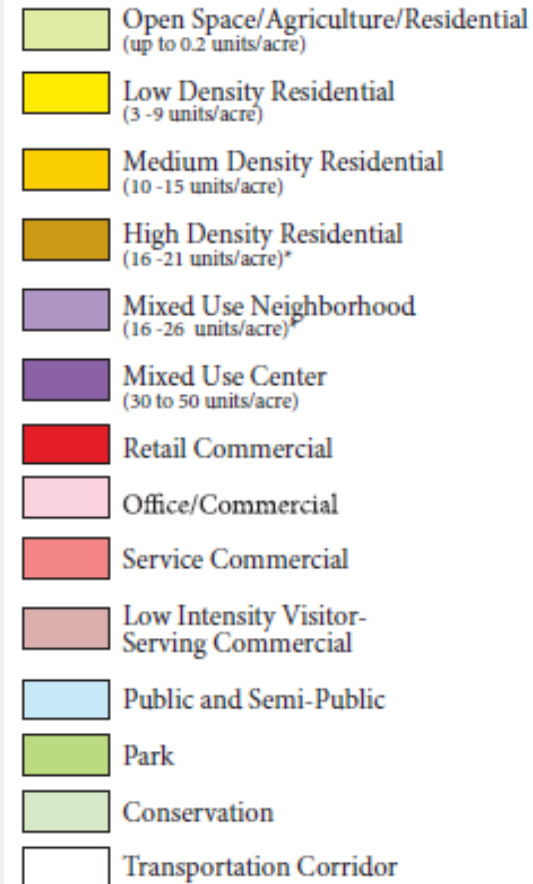
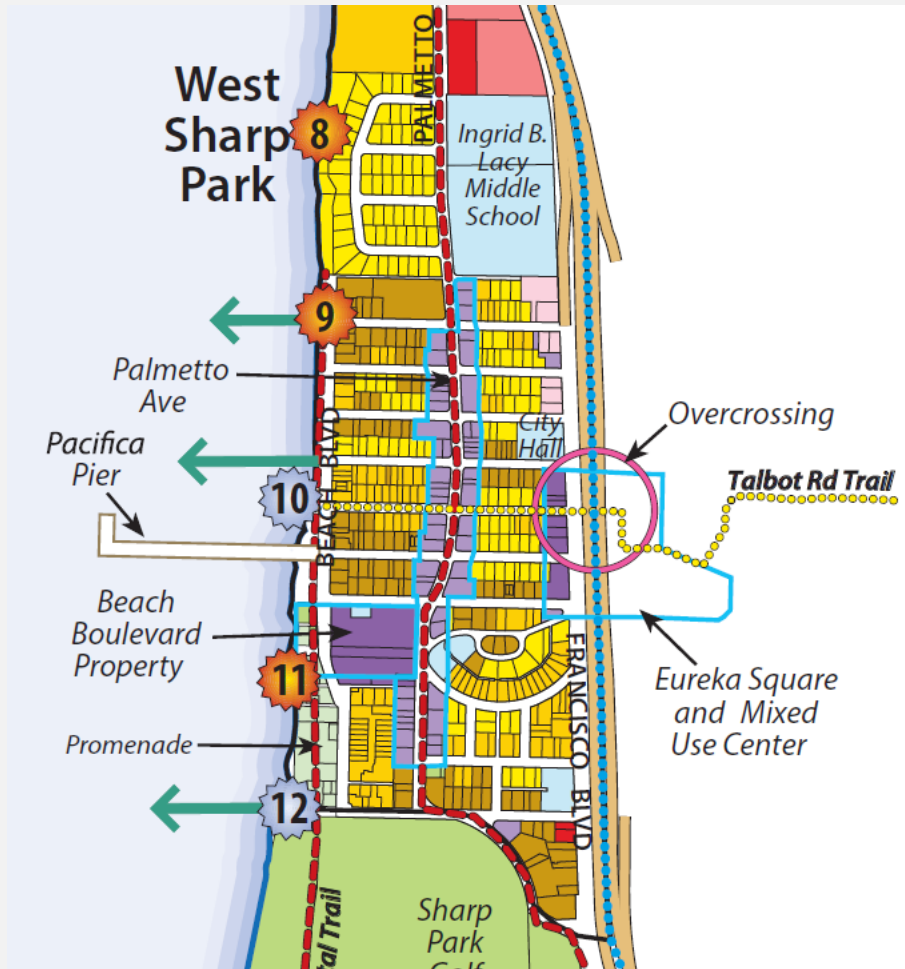
**THANK YOU!**

Contact: Christian Murdock, Senior Planner

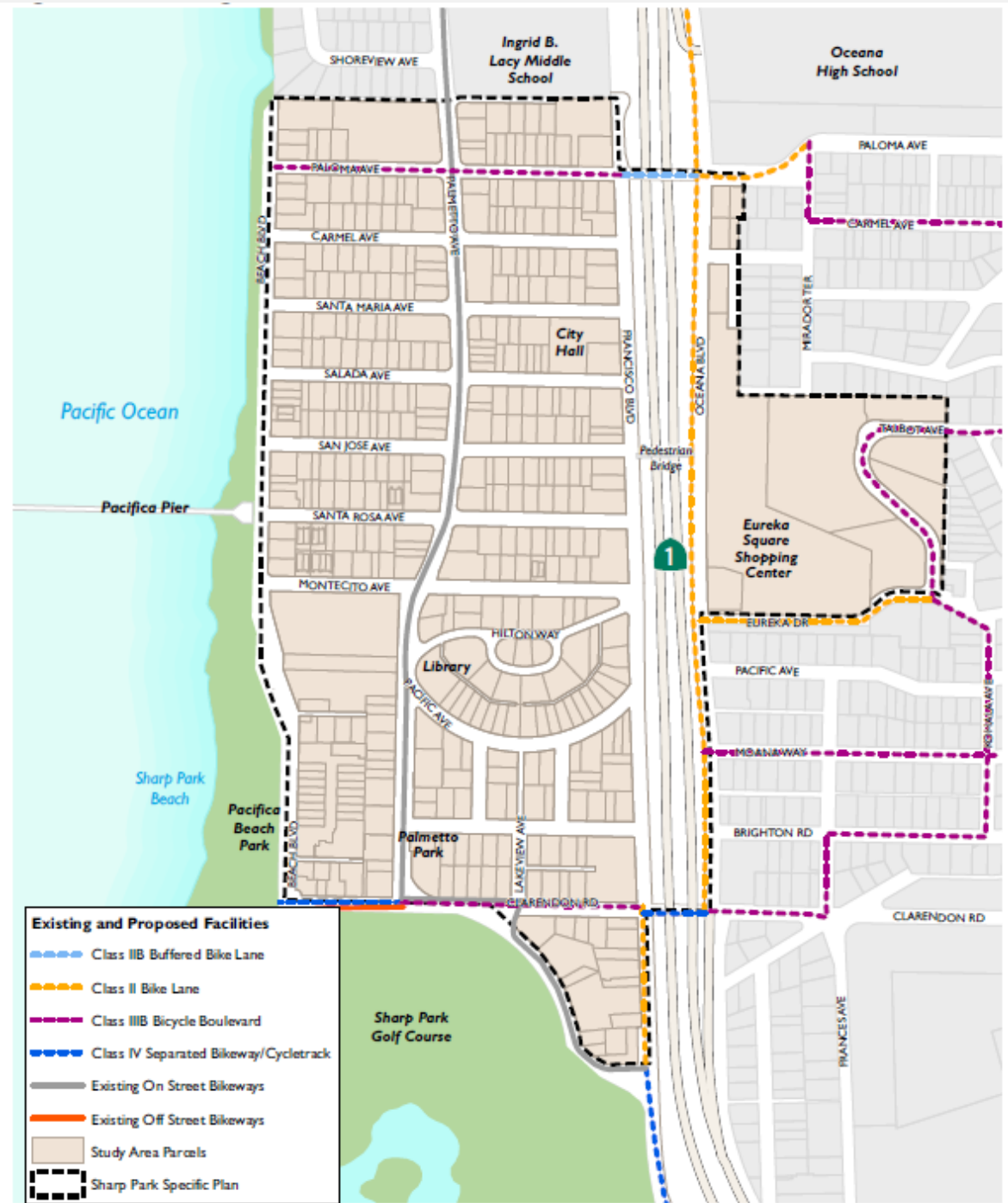
[murdockc@ci.pacifica.ca.us](mailto:murdockc@ci.pacifica.ca.us)

(650) 738-7444

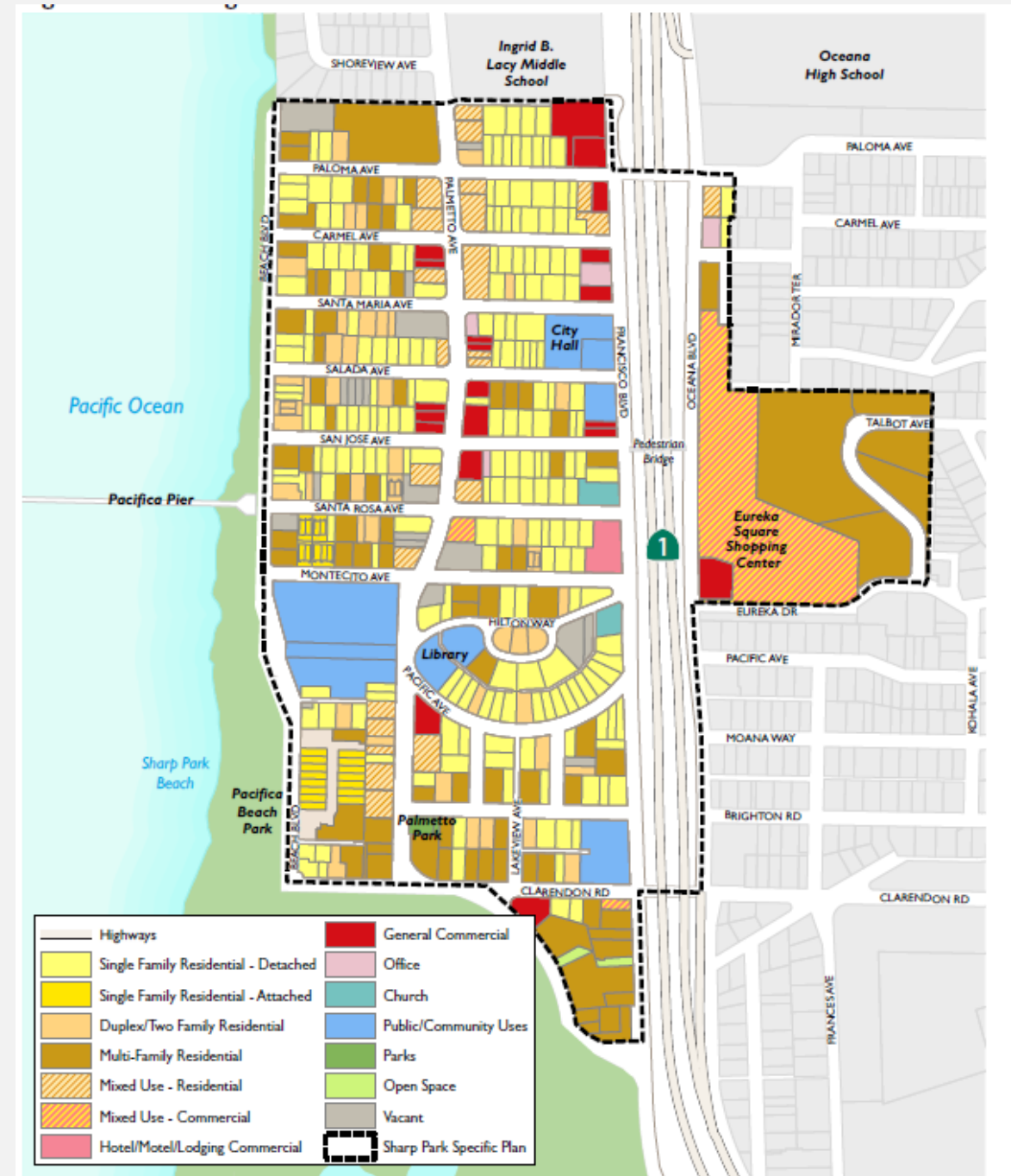
# APPENDIX- 2020 LCLUP CERTIFICATION DRAFT MAP



# APPENDIX- BIKE/PED ROUTES



# APPENDIX- EXISTING LU



# APPENDIX- ELEVATION

