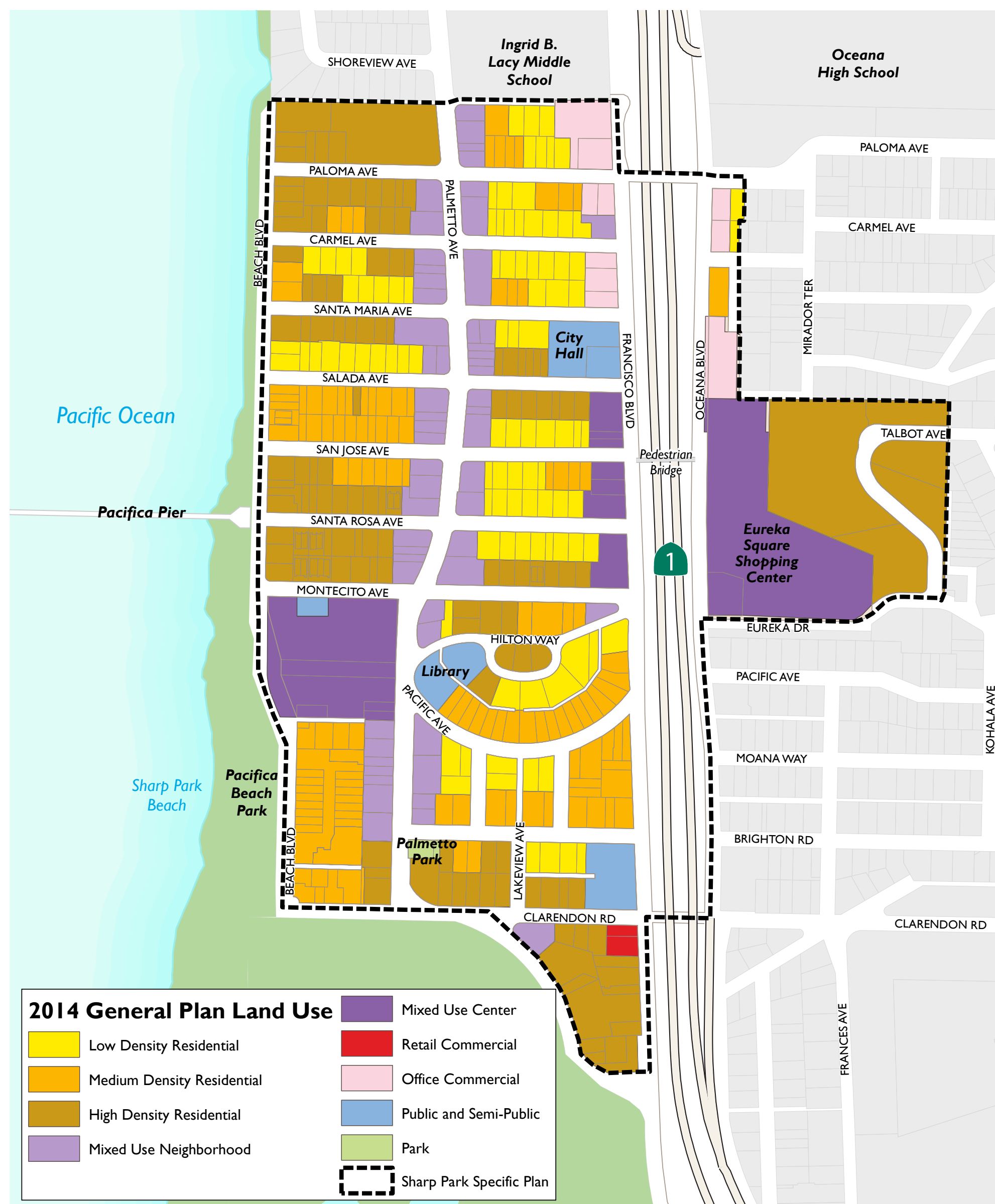


What makes a place **vibrant**? A vibrant place has attractive amenities made for people and is also made vibrant by people's presence. Businesses need enough customers and foot traffic to be sustainable, and people want to live close to these amenities that improve quality of life. In other words, there 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.

Mixed use development is a common way to achieve this vibrancy balance, with commercial and residential uses located on the same site. Among other factors, building intensity, density, and height are a few tools that can help to make this critical mass attainable.

## DENSITY AND INTENSITY



**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?**

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.

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

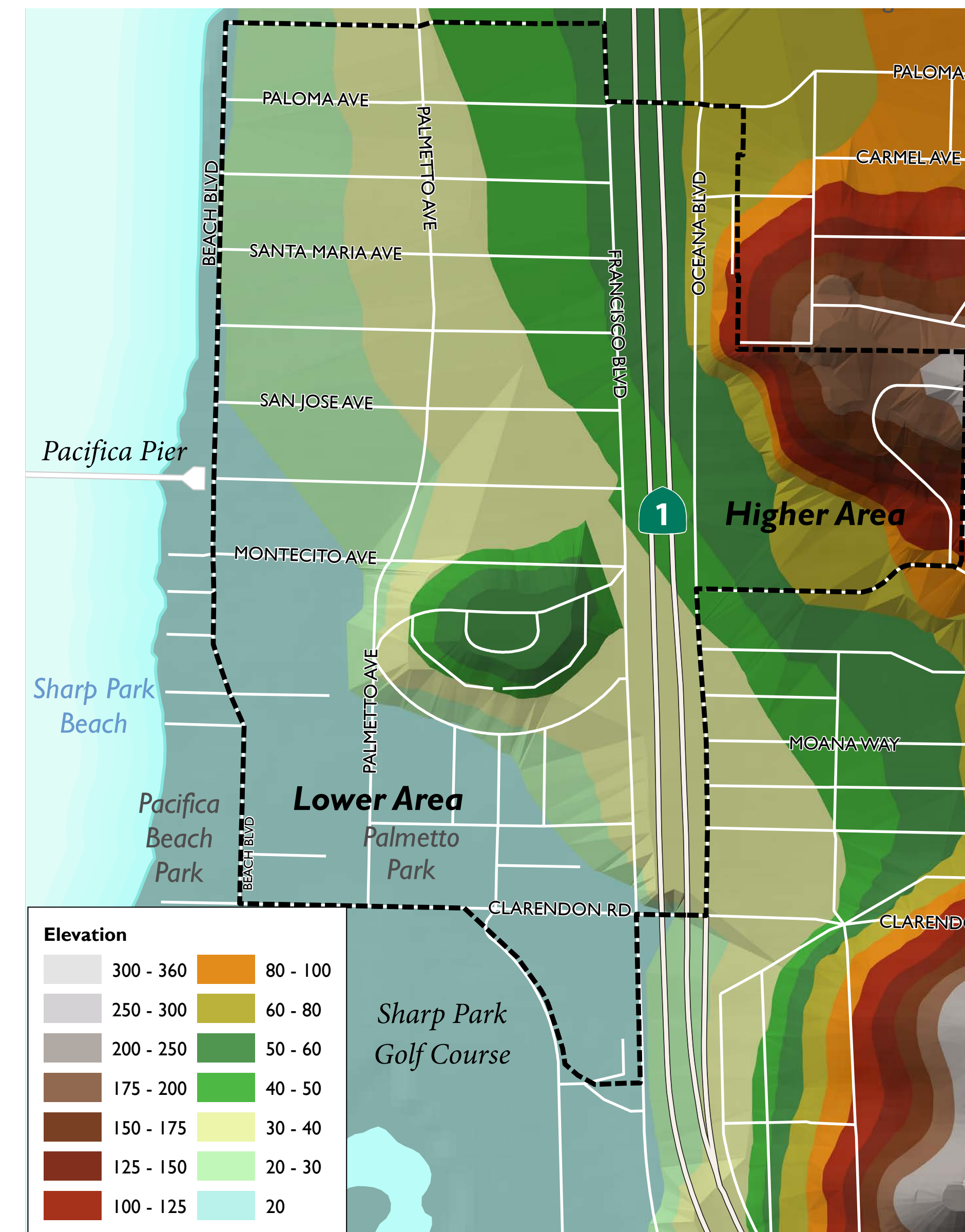
- **Mixed Use Neighborhood** (26 du/ac, about 3 units on a 5,000 s.f. lot)
- **Mixed Use Center** ( up to 50 du/ac, about 6 units on a 5,000 s.f. lot)

The **Mixed Use Center** designation allows more housing units and more commercial square footage to be built on a parcel than Mixed Use Neighborhood.

Certain factors determine how much more building can occur and what it looks like, including:

- Lot size
- How much parking must be supplied
- How much of the lot a building can cover
- Height requirements
- Design requirements
- Guidelines on balance of commercial and residential space in one building

## HEIGHT



**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?**

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.

Height in other downtowns:



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



Downtown Palo Alto, CA  
Height: 55 ft (not including 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.

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

**Q: Do you think non-active uses should be allowed in active ground floor areas if they follow certain design guidelines?**

## ACTIVE USES



Restaurants



Shops



Entertainment



Walk-in Personal Services

## NON-ACTIVE USES



Offices



Residences

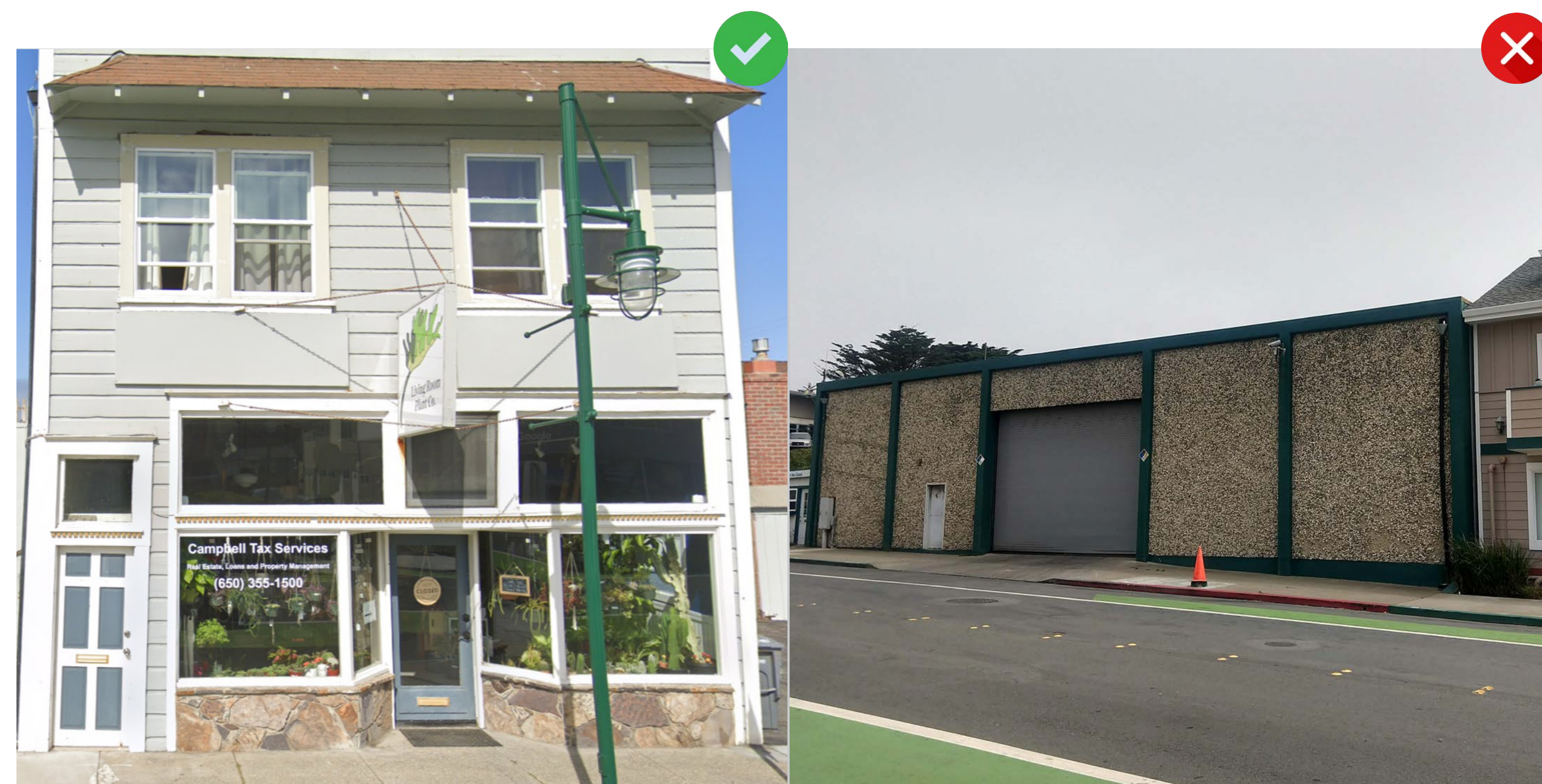


Office with active g.f. design



Residences with active g.f. design

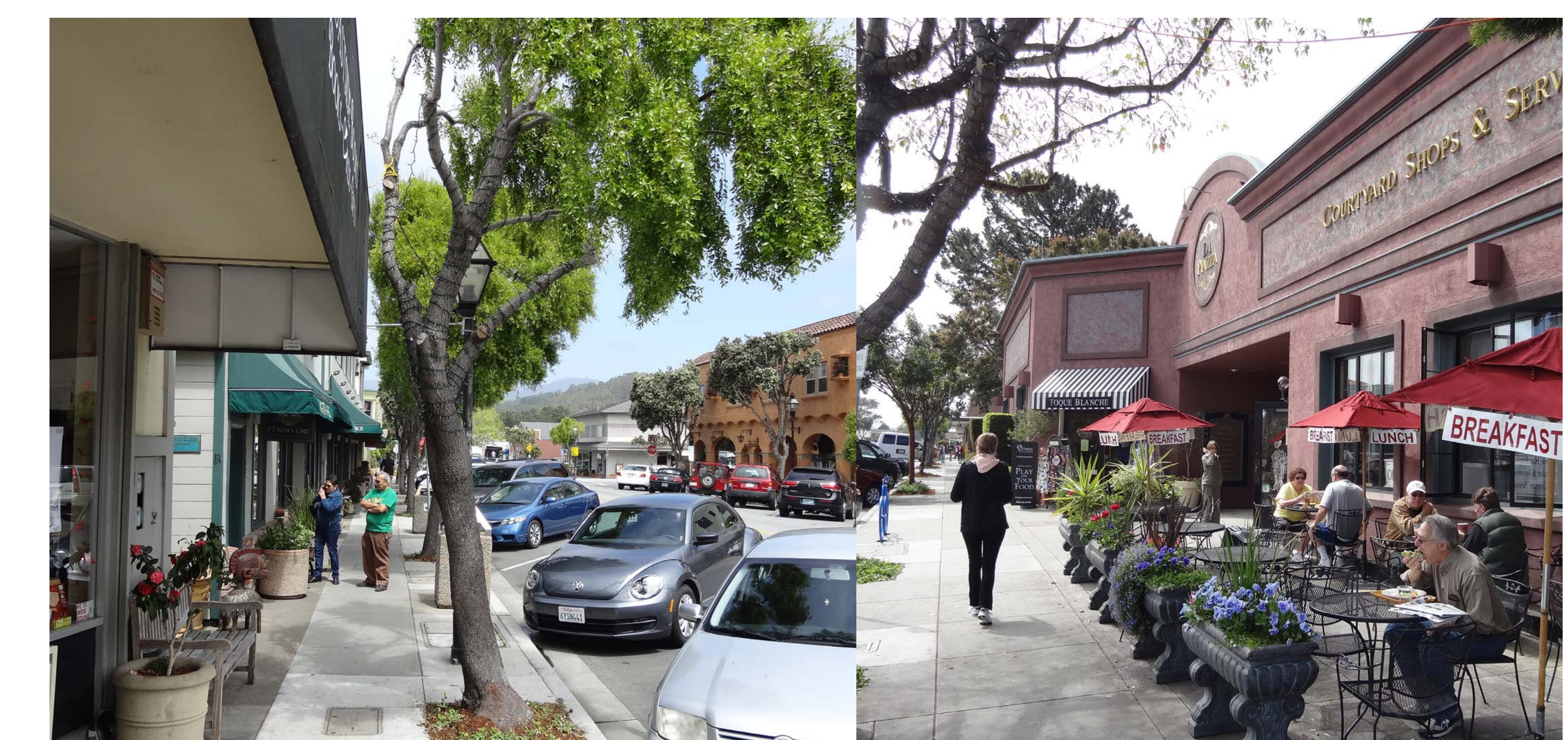
## VIEWS FROM THE STREET



Palmetto Avenue: Parts of Palmetto have active storefronts that open up towards the street. Other parts are not pedestrian-oriented.



South San Francisco: While a few small offices can be found on the ground floor of South SF’s vibrant Grand Avenue, it now requires offices and residential uses on the second floor.



Half Moon Bay: Main Street has traditionally been commercially-oriented and consists of active storefronts and indoor/outdoor restaurants.

Sharp Park has a character beloved by many residents and visitors, 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?**



## BUILDING SHAPE



Scale decreases at edges  
*Carmel, CA*



Varied yet consistent rooflines  
*Petaluma, CA*



Variation in building face  
*San Francisco, CA*



Building shape should not be out of scale with the rest of the neighborhood.

## WINDOWS AND ENTRANCES



Varied, defined window types  
*Paducah, KY*



Transparent ground floors  
*Rockridge, CA*

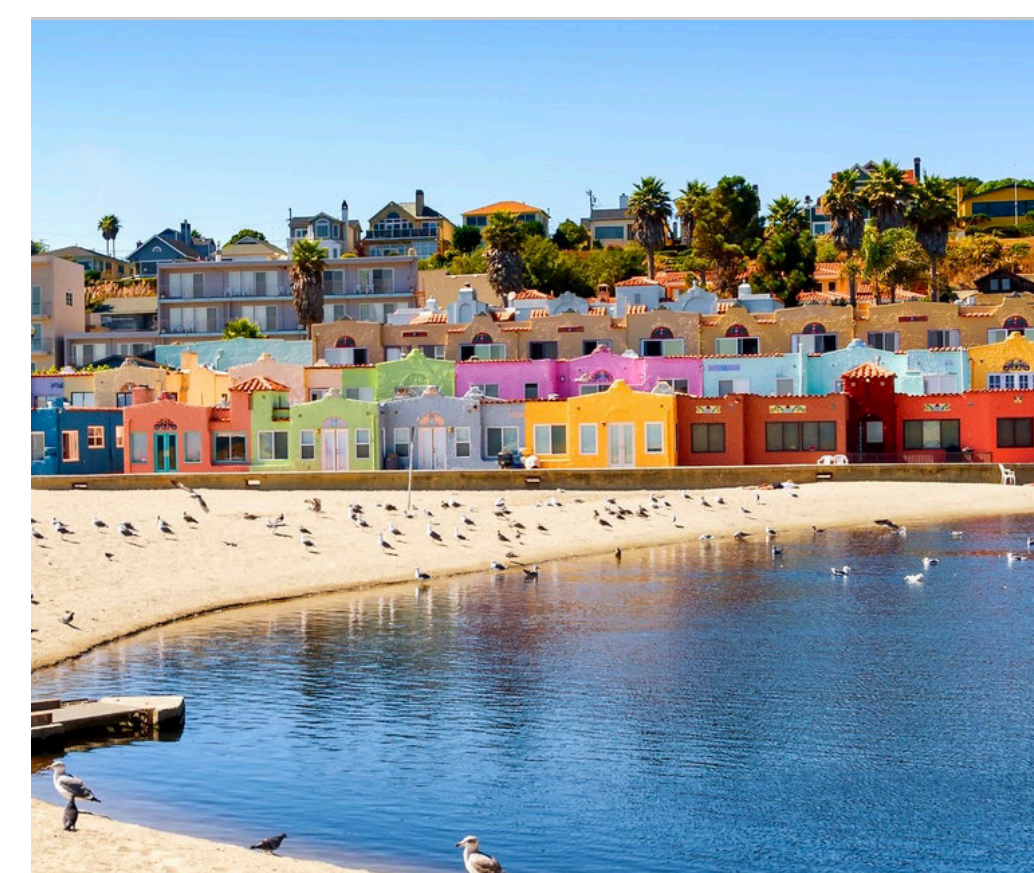


Shade structures  
*Carmel, CA*



"Flat" windows and entrances don't add much visual interest.

## BUILDING MATERIALS



Vibrant color  
*Capitola, CA*



Glass  
*Sydney, AUS*



Painted stucco  
*Half Moon Bay, CA*



Natural materials  
*Pacifica, CA*



Using all the same types of materials is visually monotonous

## BUILDING ORIENTATION



Oriented to both sides of street  
*Mountain View, CA*



Entrances set slightly back  
*Windsor, CA*



Entrances set right at sidewalk  
*Palo Alto, CA*



Buildings should avoid parking in the front, which disconnects pedestrians from the entrance.

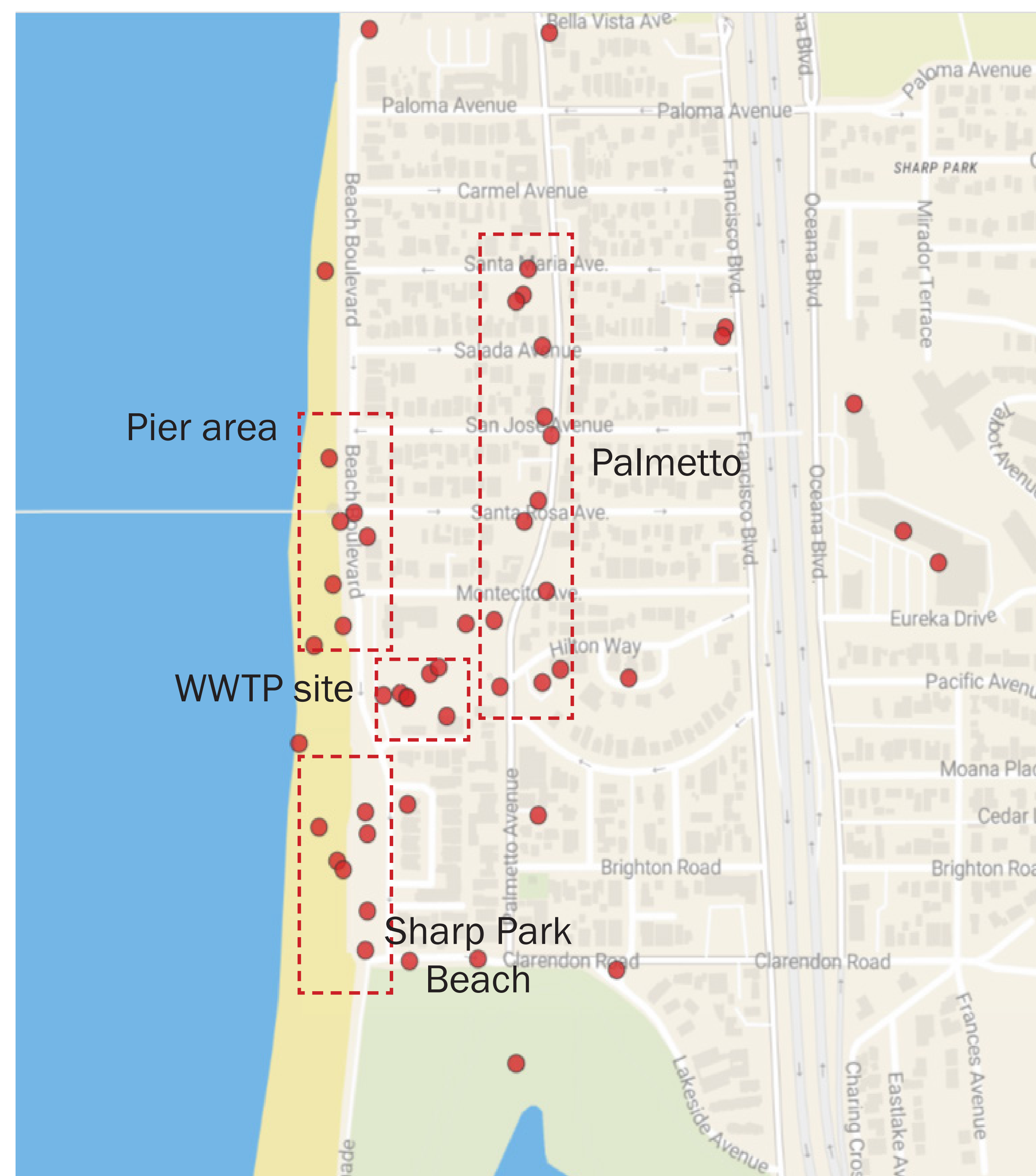
A community's sense of place is a unique collection of qualities and characteristics – visual, cultural, social, and environmental – that provide meaning to a location. Also essential for making a place memorable is what's known as "third space", or areas where people can socialize beside work and home.

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.

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

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

Needed Gathering Places, Sharp Park Existing Conditions Survey



## PROGRAMMING



Community Events  
Half Moon Bay, CA



Pop-up commercial  
Austin, TX



Educational placards  
Ecinitas, CA



Seasonal events/street fairs  
Coney Island, NY

## PARKLETS AND PLAY



Pop-Up Park  
Menlo Park, CA



Sport courts  
Columbus, OH



Parklet  
Oakland, CA



Active or passive flexible spaces  
Laguna Beach, CA

## CORNERS AND ROOF TREATMENTS



Corner dining  
Half Moon Bay, CA



Corner seating and landscaping  
Pleasanton, CA

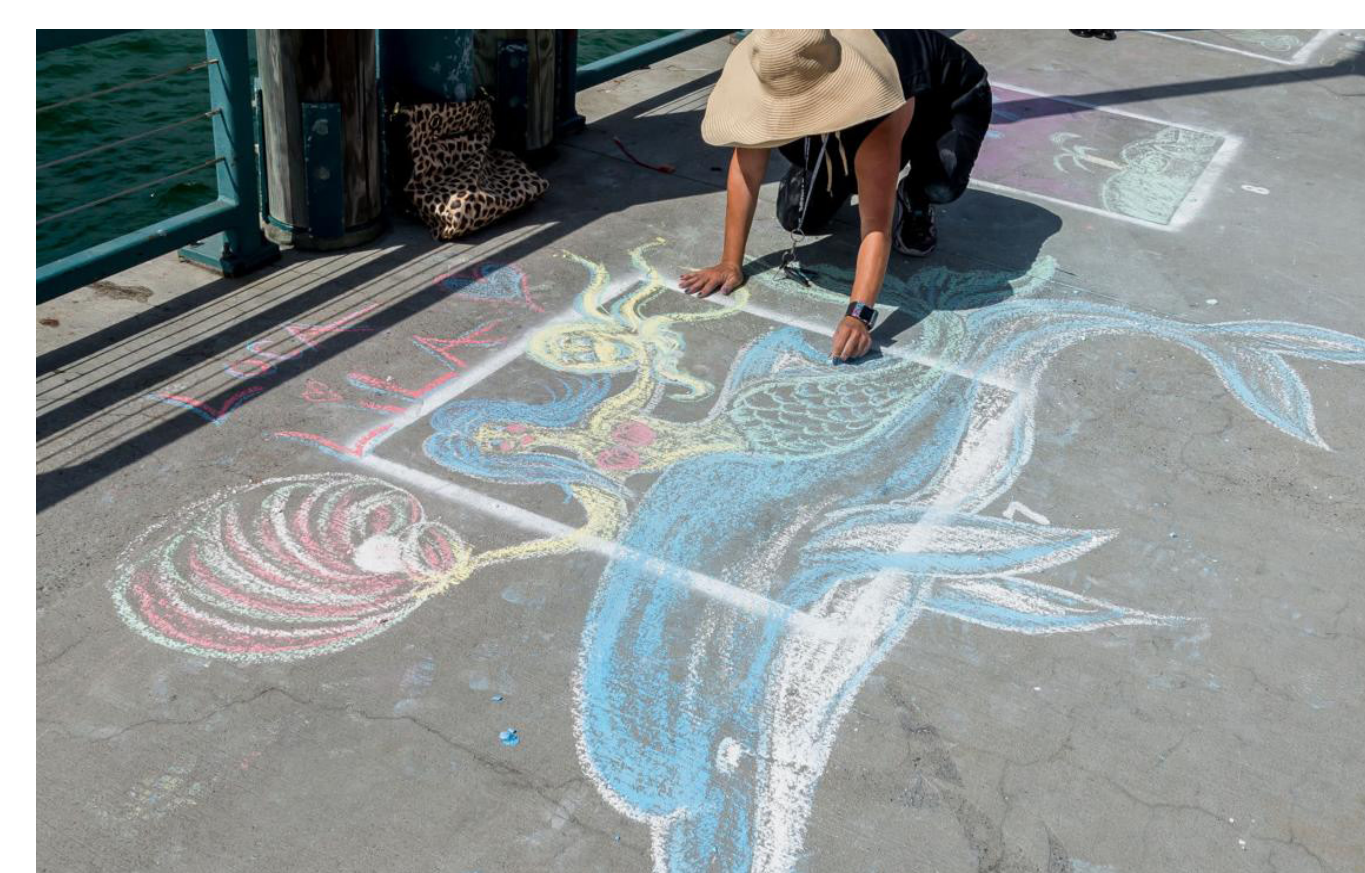


Green roofs or alleys  
Healdsburg, CA



Second floor dining  
Huntington Beach, CA

## ART



Temporary Art  
Redondo Beach, CA



Functional Art  
Ft. Pierce, FL



Permanent Art  
Vacaville, CA



Murals  
Half Moon Bay, CA

## 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?

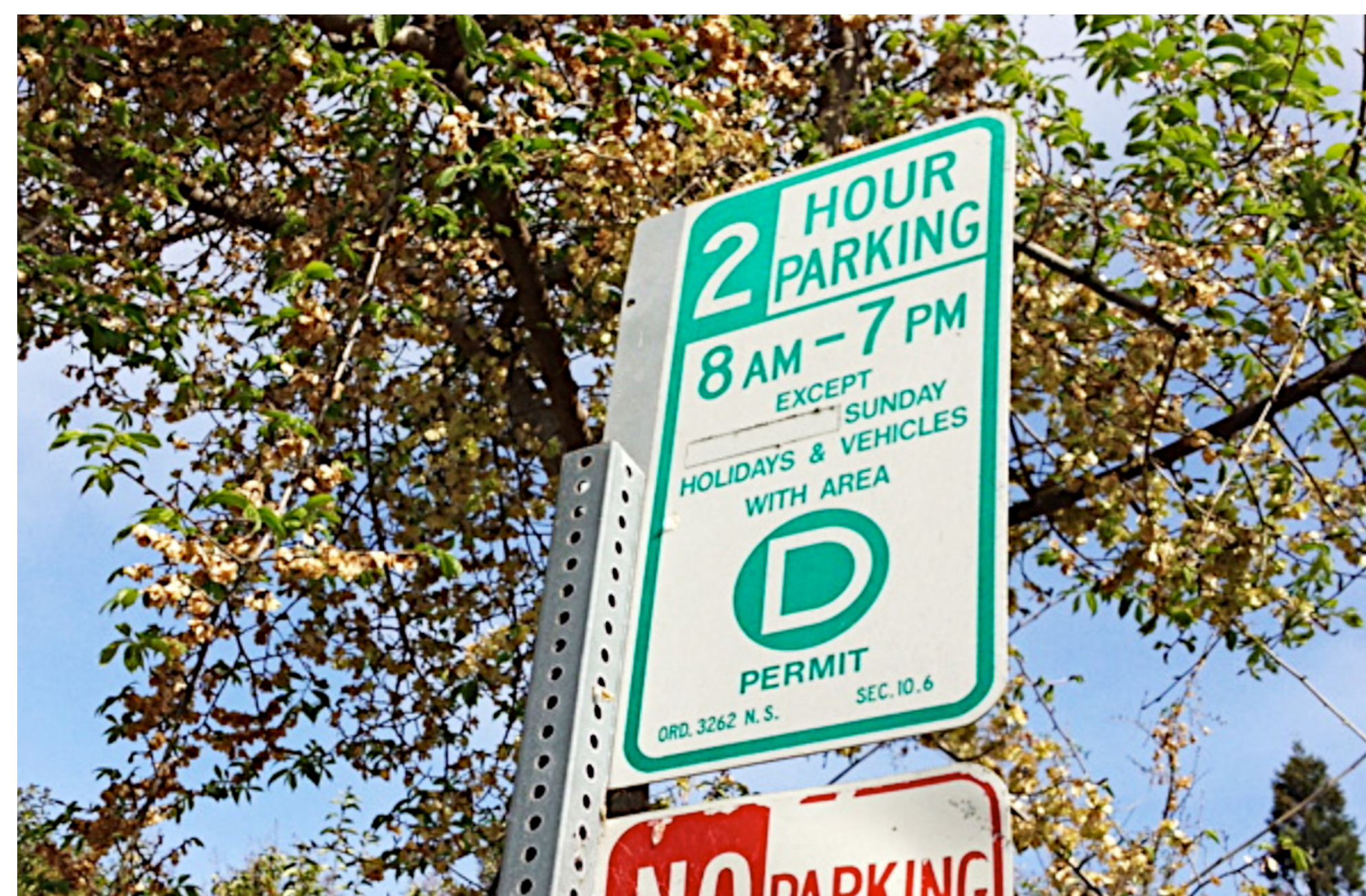
#### Parking Meters

- 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.



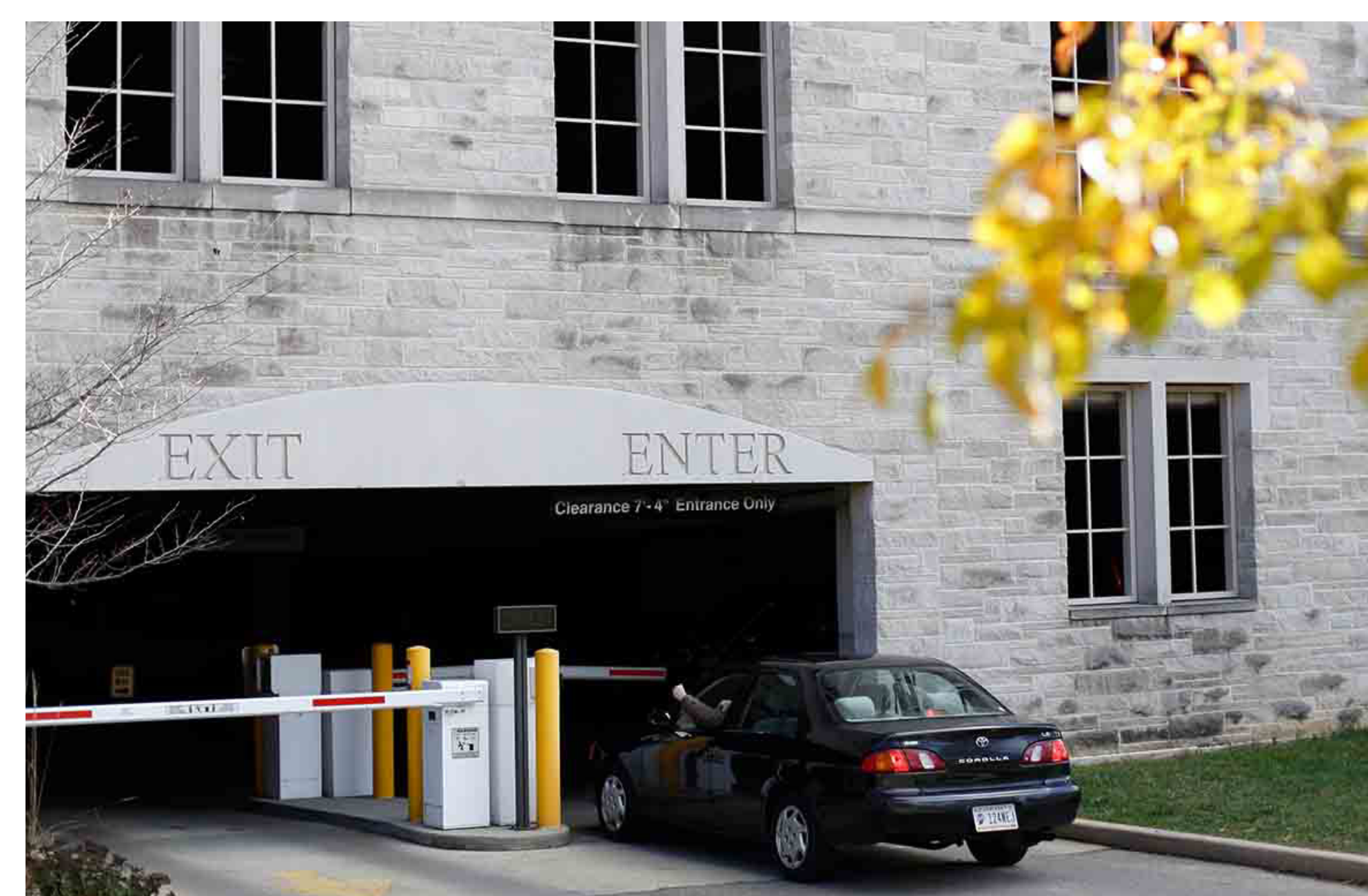
#### Time Limits

- 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



## 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.

### 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?

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

Existing and Planned Bicycle and Pedestrian Improvements



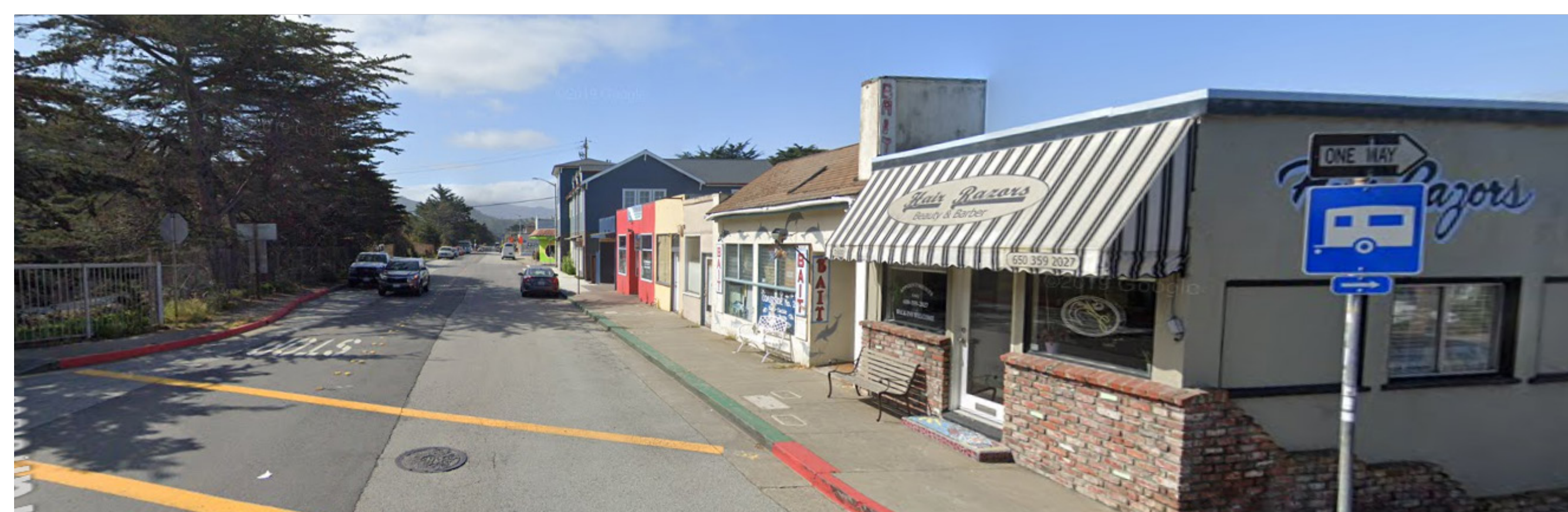
The public realm is defined as combination of outdoor physical setting and public life. Interesting and pleasing characteristics encourage people to walk, stroll, sit, and linger. A good public realm is comfortable, safe, flexible, well-used, and intuitive.

Some recent improvements to the public realm in Sharp Park include a new pedestrian overpass at San Jose Ave over Highway 1, streetscape improvements along Palmetto, and planned improvements to Pacifica Beach Park.

**Q: What strategies are preferred to improve the public realm? On which roads would these work best?**



Palmetto Ave has seen significant improvement, but its narrow sidewalk presents challenges for trees and street furniture.



Francisco Blvd's narrow sidewalk and proximity to the freeway can feel unfriendly to pedestrians.



San Jose Ave's pedestrian bridge connects east and west Sharp Park but lacks a clear connection to the pier, bike infrastructure, and wide sidewalks.

## WAYFINDING AND SIGNAGE



Gateway and arrival  
Pleasanton, CA



Shingle signs  
Half Moon Bay, CA



Wall-mounted signs  
Emeryville, CA

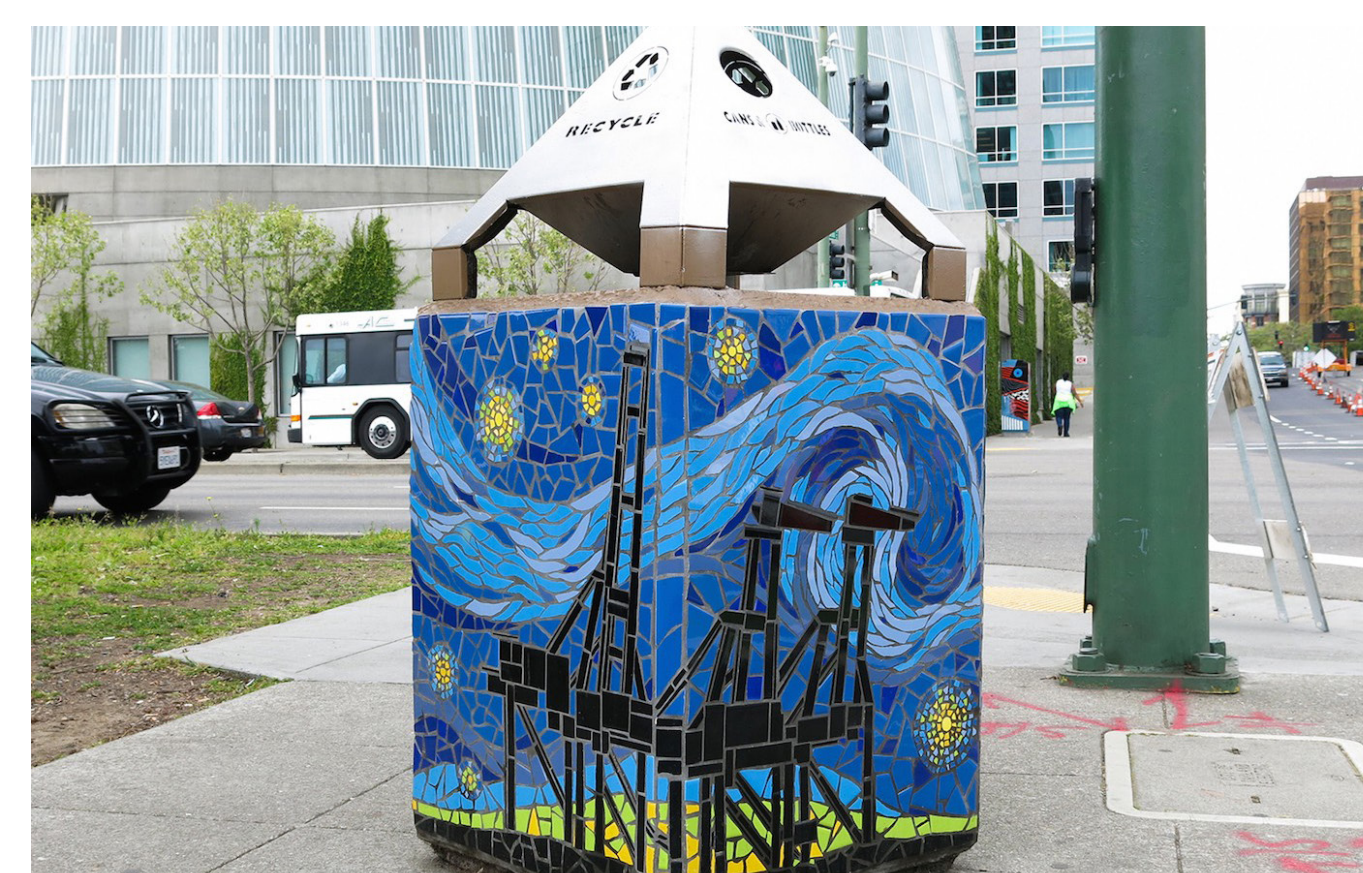


Path markers  
San Francisco, CA



Wayfinding banners  
Oakland, CA

## STREET FURNITURE AND AMENITIES



Trash and recycling receptacles  
Oakland, CA



Drinking fountains



Benches and seating  
Pacifica, CA



Clocks and decorative elements  
Merced, CA

## STREET TREES AND LANDSCAPING



Trees at corners/bulbouts  
Pleasanton, CA



Planters  
Pleasanton, CA

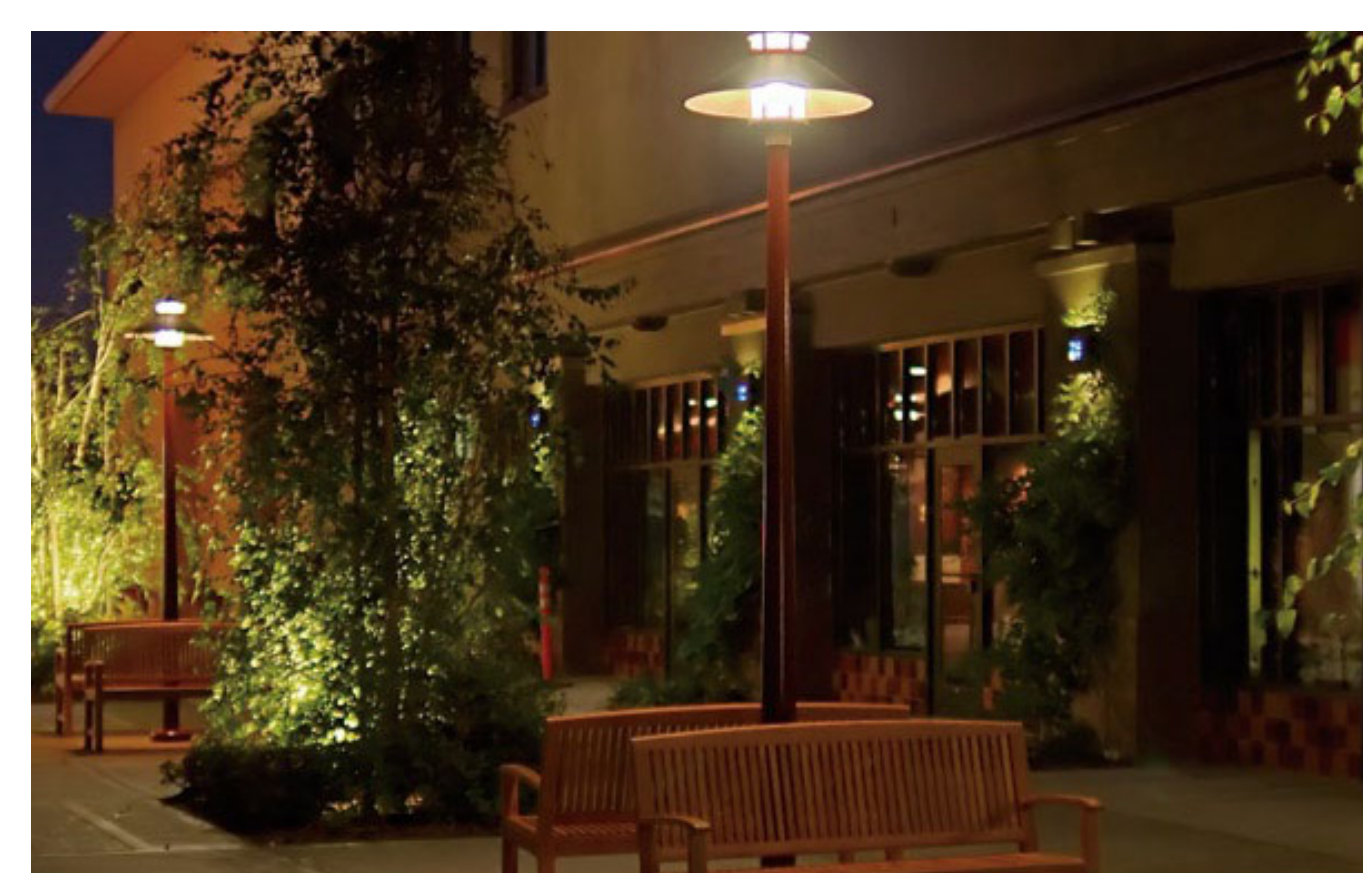


Window boxes and vines  
Windsor, CA



Low-impact/drought tolerant  
Fullerton, CA

## SAFETY AND LIGHTING



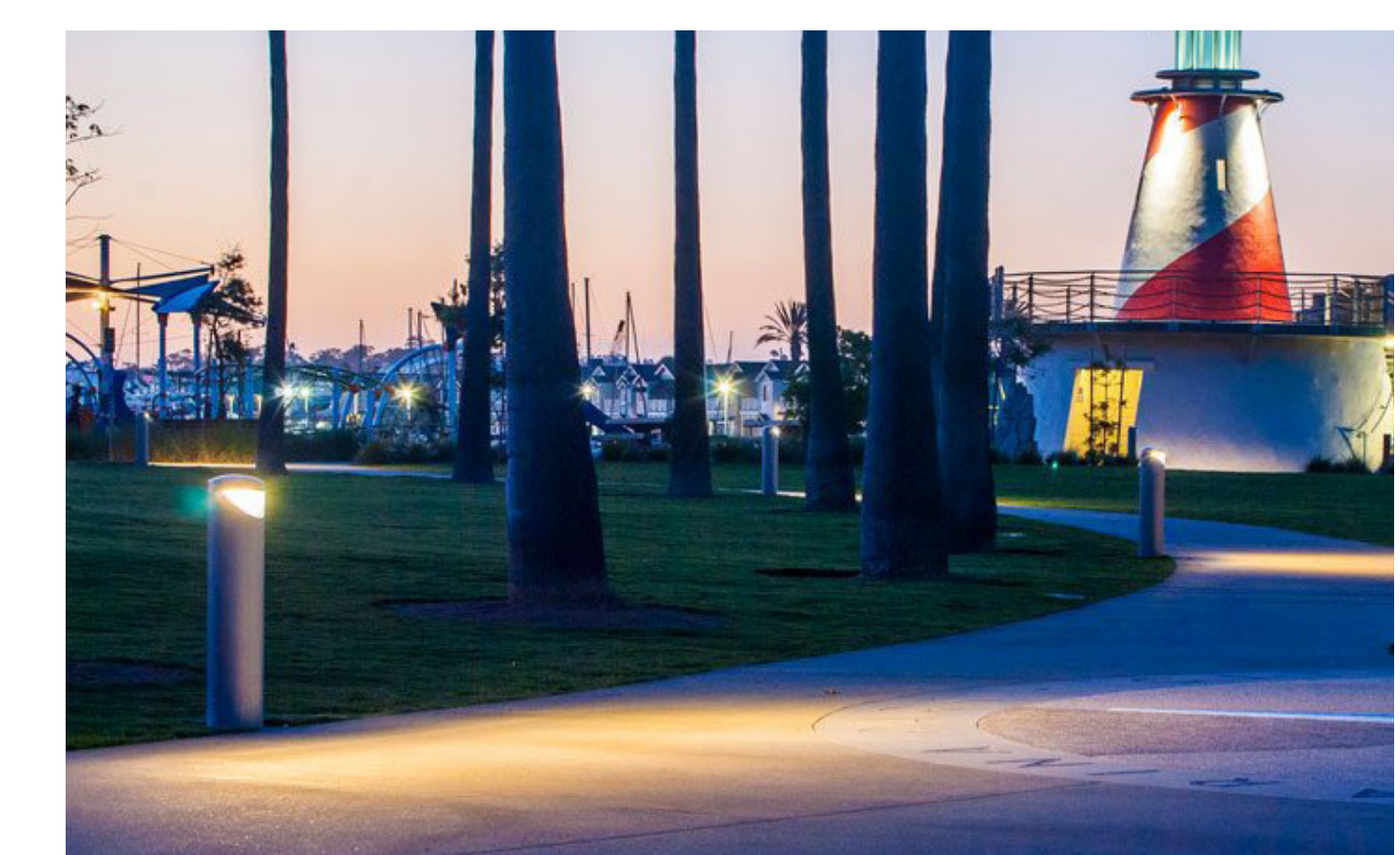
Street lights in public spaces  
Alameda, CA



Pedestrian crossing safety  
Ceres, CA



Undergrounding utilities



Solar bollards  
Newport Beach, CA