

**RESOLUTION NO. 55-2022**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFICA ADOPTING  
THE SHARP PARK SPECIFIC PLAN (FILE NO. 2020-007).**

**WHEREAS**, the City of Pacifica desires to adopt a Sharp Park Specific Plan (“SPSP”);  
and

**WHEREAS**, the California Coastal Act of 1976 (“Coastal Act”) (Public Resources Code section 30000 *et seq.*) provides that each local government lying, in whole or part, within the coastal zone shall prepare a local coastal program (LCP) for that portion of the coastal zone within its jurisdiction; and

**WHEREAS**, an LCP consists of a Local Coastal Land Use Plan (“LCLUP”) and Implementation Plan (IP); and

**WHEREAS**, an LCP becomes fully certified only after the California Coastal Commission (“CCC”) certifies conformity of the LCLUP and IP with the policies of the Coastal Act; and

**WHEREAS**, the City Council of the City of Pacifica approved its current certified LCLUP on September 24, 1979, the CCC certified the LCLUP with suggested modifications on March 4, 1980, and the City Council accepted the suggested modifications on March 24, 1980 (“1980 LCLUP”); and

**WHEREAS**, the City Council of the City of Pacifica approved an update to the 1980 LCLUP by adopting Resolution No. 15-2020 on February 24, 2020 (“Certification Draft LCLUP”), and submitted the Certification Draft LCLUP to the CCC for certification on June 12, 2020; and

**WHEREAS**, the CCC filed the City’s Certification Draft LCLUP application as complete on August 12, 2022, and the City’s efforts to achieve CCC certification of the Certification Draft LCLUP approved by the City Council in February 2020 are ongoing; and

**WHEREAS**, the SPSP will itself require certification by the CCC, either as amendment to the certified 1980 LCLUP or the Certification Draft LCLUP once it is certified, and the timing of certification of the SPSP cannot be known with certainty at this time; and

**WHEREAS**, the City has determined that the LCP amendment containing the SPSP will be submitted in two phases with the LCLUP amendment being processed first pursuant to Public Resources Code section 30512 and the zoning ordinances, zoning district maps and if required, other implementing actions being processed thereafter as the Implementation Plan pursuant to Public Resources Code section 30513; and

**WHEREAS**, the SPSP describes the planning area’s land use and environmental conditions, identifies issues, and contains land use policies and maps that complement adopted City policies including but not limited to the General Plan, and satisfies the intent of the Coastal Act; and

**WHEREAS**, the City Council of the City of Pacifica certified the *General Plan Update and Sharp Park Specific Plan Final Environmental Impact Report*, State Clearinghouse No. 2012022046, on July 11, 2022; and

**WHEREAS**, the Planning Commission of the City of Pacifica did hold a duly noticed public hearing to consider the SPSP on June 6, June 11, June 20, July 18, August 1, and August 15, 2022, and adopted Resolution No. 2022-017 to recommend City Council approval of the SPSP on August 15, 2022; and

**WHEREAS**, the City Council of the City of Pacifica did hold a duly noticed public hearing to consider the SPSP on August 31, 2022, at which time it considered all oral and documentary evidence presented, and incorporated all testimony and documents into the record by reference.

**NOW, THEREFORE BE IT RESOLVED**, that the City Council of the City of Pacifica does hereby find as follows:

1. The above recitals are true and correct and material to this Resolution.
2. In making its findings, the City Council relied upon and hereby incorporates by reference all correspondence, staff reports, and other related materials.

**BE IT FURTHER RESOLVED**, that the City Council of the City of Pacifica hereby:

1. Concludes that the SPSP is substantially consistent with the project evaluated in the *General Plan Update and Sharp Park Specific Plan Final Environmental Impact Report*, State Clearinghouse No. 2012022046, and that no further environmental review is required in accordance with the California Environmental Quality Act.
2. Incorporates all maps and testimony into the record by reference.
3. Directs the City Manager to file a Notice of Determination with the San Mateo County Clerk.

**BE IT FURTHER RESOLVED**, that the City Council of the City of Pacifica does hereby find the public health, safety, and general welfare are best served by adoption of the SPSP.

**BE IT FURTHER RESOLVED**, that the City Council's action to approve the SPSP shall not be construed as an action to designate any particular building or site as a historic resource pursuant to Public Resources Code section 21084.1.

**BE IT FURTHER RESOLVED**, the City Council certifies that the SPSP is intended to be carried out in a manner fully in conformity with the California Coastal Act (Public Resources Code 30000 *et seq.*).

**BE IT FURTHER RESOLVED**, that the SPSP contains, in accordance with guidelines established by the CCC, materials sufficient for a thorough and complete review by the CCC and the City Council directs the City Manager to submit the Certification Draft LCLUP to the CCC for certification in accordance with the Coastal Act.

**BE IT FURTHER RESOLVED**, the City Council delegates to the City Manager authority to determine the most efficient manner and order of pursuing CCC certification of the SPSP relative to the City's ongoing efforts to obtain CCC certification of the Certification Draft LCLUP.



**BE IT FURTHER RESOLVED**, the Certification Draft LCLUP shall take effect immediately upon certification by the CCC if approved by the CCC as submitted. If the CCC certifies the Certification Draft LCLUP subject to modifications, final approval by the City Council shall be required prior to the LCLUP taking effect. The Planning Commission shall provide a recommendation to the City Council regarding any modifications proposed by the CCC prior to final City Council consideration and approval.

**BE IT FURTHER RESOLVED**, that the City Council of the City of Pacifica hereby approves the SPSP included as Exhibit A to this Resolution.

\* \* \* \* \*

**PASSED AND ADOPTED** at a special meeting of the City Council of the City of Pacifica, California, held on the 31<sup>st</sup> day of August 2022.

**AYES**, Councilmembers: Beckmeyer, Bier, Bigstyk, O'Neill, Vaterlaus.

**NOES**, Councilmembers: n/a.

**ABSENT**, Councilmembers: n/a.


**ABSTAIN**, Councilmembers: n/a.

ATTEST:

  
Sarah Coffey, City Clerk

  
Mary Bier, Mayor

APPROVED AS TO FORM:

  
Michelle Kenyon, City Attorney



# Sharp Park Specific Plan

CITY COUNCIL REVIEW DRAFT  
AUGUST 2022



## ACKNOWLEDGEMENTS

### Pacifica City Council

Mayor Mary Bier  
Mayor Pro Tem Tygarjas Bigstyck  
Councilmember Mike O'Neill  
Councilmember Sue Vaterlaus  
Councilmember Sue Beckmeyer

### Planning Commissioners

Lauren Berman, Chair  
Samantha Hauser, Vice Chair  
George Domurat  
Alex Ferguson  
James Godwin  
David Leal  
David Wright

Kevin Woodhouse, City Manager

Christian Murdock, Acting Planning Director

*Prepared for*

**City of Pacifica**

*by*

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Urban and Regional Planners

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Environmental & Planning Systems

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CITY OF PACIFICA

# Sharp Park Specific Plan

**CITY COUNCIL REVIEW DRAFT**

AUGUST 2022

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# 1 Sharp Park: Past, Present, and Future

The Sharp Park Specific Plan establishes a vision for a vibrant, community-focused heart of Pacifica, in the historic Sharp Park neighborhood. While Pacifica does not have a formal downtown, Sharp Park comes closest to filling this role, with its mix of commercial, residential, and civic uses, and the iconic Pacific Pier. The Specific Plan provides a blueprint for new commercial and residential uses, mixed-use developments, and public realm, transportation, and other improvements, and create a center of gravity for the broader Pacifica community as well as visitors.

A Specific Plan is a planning document that implements the goals and policies of the General Plan, to provide clear guidance for future development of a

designated area through detailed development standard and implementation measures. The purpose and contents of specific plans are defined in California Government Code Sections 65450 – 65457.

To guide change and preserve what makes Sharp Park unique, the Sharp Park Specific Plan seeks to build upon the neighborhood's existing assets and imbue new neighborhood development with a strong sense of place, enhanced connectivity, and increased residential and social options. This chapter provides an overview of Sharp Park's rich history and current context and describes the community vision and guiding principles for Specific Plan policies, standards, and guidelines.

## 1.1 SHARP PARK'S PAST

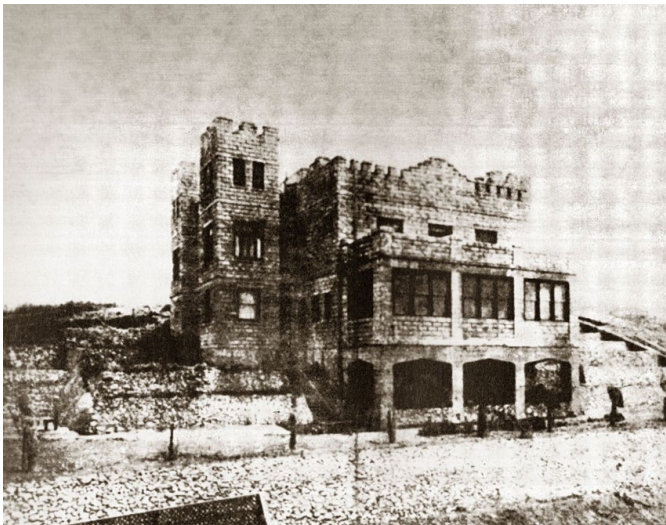
The history of the Sharp Park neighborhood is a story of people with a deep connection to the coast, of colorful individuals, and of influential epochs that left their mark on the geography of the neighborhood.

Nearly a thousand years ago, Pacifica was the site of several Ohlone villages. The Ohlone were hunters, fishers, and gatherers, and were stewards of the coast prior to the arrival of Spanish colonizers. By establishing temporary villages beside coastal streams, the Ohlone people tapped a source for their food, water, and fuel. Each tribe built dome-shaped shelters, thatched with brush and grass surrounding a much larger assembly house. The Ohlone pursued life as they had for thousands of years when the Spanish arrived to institute the missions of San Francisco de Asis and establish farms in the area in the late 1700s.

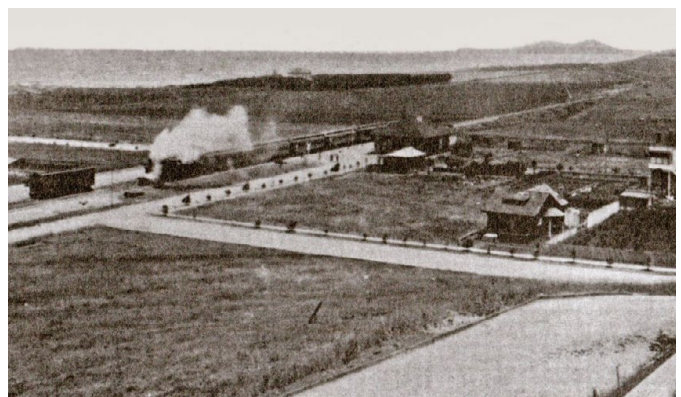
Much of Pacifica's layout owes its beginnings to a small, little-known railroad company. Incorporated in 1906, the Ocean Shore Railway Company planned to run a high-speed electric railway between San Francisco and Santa Cruz. This railway development attracted small settlements around each station, including Sharp Park. A major impetus for the

railroad was the speculative real estate environment of the time. Fast-talking promoters lured city-weary prospects to the coasts by offering free trips on the railway, open air concerts and free lunches. The ads claimed that the towns had “no taxes and no saloons.” Salada Beach, near the natural lagoon known as Laguna Salada (in the Sharp Park golf course), was designed to be a major watering hole. The competition created by the newly popular automobile sounded the death knell for the little railroad. It had rarely made a profit and, in 1920, was forced to stop operations. Most of the Ocean Shore right of way was paved over and turned into Highway 1.

During this simpler time, residents of Sharp Park attended Salada Community Church (the “Little Brown Church”), the first Presbyterian Church on the coasts. They shopped at Anderson's Store, the first general store and telephone switchboard in the area, control point for the water supply for the neighborhood and the first source of gasoline for automobiles using a hand-crank pump on a 55-gallon drum. Math Anderson also worked on the interior wood-working of the Castle, a turreted fortress built on a hillside overlooking the beach, built by Henry Harrison McCloskey. A survivor of the 1906 earthquake, McCloskey built to be impervious to disasters. The Castle later served as the local U S Coast Guard communication and beach patrol headquarters during WWII.



Henry Harrison McClosky had this castle built in 1908, atop a hill in Salada Beach, later named Sharp Park. It offered a stunning view of the ocean. Image credit: Pacifica Historical Society



Salada Beach, 1915. The Ocean Shore Railroad passes through, with a landscape of mostly artichoke fields. Image credit: Pacifica Historical Society



Sharp Park residents were educated at San Pedro School, which would later be given by early realtor Ray Higgins to the newly incorporated City of Pacifica. San Pedro School originally housed kindergarten through sixth grades with only two teachers. As enrollment increased, the school expanded into the Little Brown Church, with two classrooms for four grades in 1955.

To the south of the current Sharp Park Specific Plan Area, Sharp Park's namesake, George F. Sharp, established a 400-acre estate in 1849, of which approximately 100 acres of the westernmost portion became the current Sharp Park Golf Course. Sharp's widow, Honora Sharp, bequeathed the estate to the City of San Francisco with specific instructions that the property be used for recreational functions. Noted golf architect Alister Mackenzie designed the course in the late 1920s for the City of San Francisco, at the behest of then-Superintendent of Parks John McLaren. Back in 1932 when the course opened, games cost 70¢ on weekdays and \$1 on weekends. During the 1930s, a portion of the Sharp Park recreation area to the east of the current golf course, roughly where the San Francisco Archers range still stands, served as a state relief camp that provided shelter, food, medical services, and employment for Bay Area residents struggling during the Depression. During World War II, the relief camp area also served as an internment camp for Japanese Americans.

In 1957, Pacifica was incorporated, consolidating the nine small communities of Fairmont, Westview, Pacific Manor, Sharp Park, Fairway Park, Vallemar, Rockaway Beach, Linda Mar and Pedro Point.



*Sharp Park Clubhouse*



*Sharp Park Golf Course*

## 1.2 SHARP PARK TODAY

Today, Sharp Park remains an eclectic and unique coastal community, containing a mix of homes ranging from converted summer cottages and bungalows to modern custom-built homes. On its western border, a one-mile beach promenade and the Rev. Hershel Harkins (the former pastor at the Little Brown Church) Municipal Pier requires no license for fishing, adding to the community's amenities.

Palmetto Avenue, recently updated with bike lanes, landscaping, lighting, and other public realm improvements, showcases a quaint shopping district with small restaurants and cafes, antique shops, personal services, bookstores, and other distinctive offerings. Sharp Park is also currently Pacifica's civic core, home to amenities like the Sharp Park library; the Pacifica Council Chambers (also known as 2212 Beach Boulevard); and City Hall, formerly the San Pedro School.

On Francisco Boulevard, the Little Brown Church has been restored by the Pacifica Historical Society into the Pacifica Coastside Museum, a cultural gem. An assortment of restaurants; Winters Tavern; a bait shop; a hotel; and residential uses can be found along part of Sharp Park's eastern border.

Sharp Park is connected to one of Pacifica's larger shopping centers, Eureka Square, over Highway 1 with a pedestrian bridge. East of Highway 1, several of Sharp Park's treasures remain—behind Eureka Square, the Castle (known as Sam's Castle) looms on the bluff, and on Oceana Boulevard, Anderson's Store, the site of the former Salada Beach Café, until recently still offered coffee and treats to peckish Pacificans more than a hundred years since its origin.



*Beach Boulevard*



*Palmetto Avenue*



*Pacifica Civic Center (Prior to renovations started in 2022)*



## 1.3 VISION AND GUIDING PRINCIPLES

The vision and guiding principles for the Sharp Park Specific Plan Area were developed collaboratively with extensive community outreach and decision-maker direction. They represent the heart and spirit of the Specific Plan and inform the guiding and implementing policies for each of the Plan's topic areas.

### VISION STATEMENT

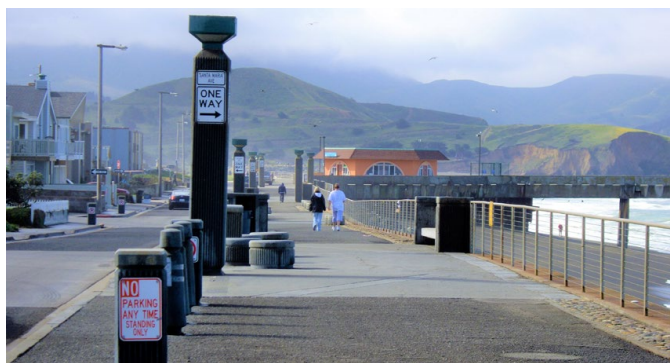
Sharp Park will become known as a **charming regional destination**, a **magnetic town center** for Pacifica, and a **"complete neighborhood"** for current residents. The future of Sharp Park builds upon its strengths to achieve its full potential, offering a vibrant, livable, and unique experience for 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 **a renovated Civic Center** at Santa Maria Avenue and Francisco, approved by the City Council in 2021 and started in 2022, and which would restore the historic character of the former **San Pedro School** and to modernize the look and operation of the City Hall and other City offices. These also 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 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

The following Guiding Principles have been identified for the Sharp Park Specific Plan:

- 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” in Sharp Park, with uses, activities, and services that support everyday living, promote social connectedness, and enhance community well-being.
- Prioritize placemaking in public 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 and promoting sustainable design and construction methodologies.







## 2 Context, Process, and Plan Organization

The Sharp Park neighborhood is a beloved coastal enclave in Pacifica, home to the emblematic Pacifica Pier, City Hall, the Sharp Park library, unique and charming homes, and the beginnings of an attractive “main street.” These existing features make Sharp Park one of Pacifica’s neighborhoods with great potential for evolution and growing vibrancy over the next several decades, with significant opportunity for additional mixed-use buildings, new housing and higher intensity development that will help the city

address issues of housing affordability and create a center of gravity for the broader Pacifica community as well as visitors.

This chapter includes background information for the Sharp Park Specific Plan. It describes the context, the planning process and community outreach, its relationship to other plans, and an overview of the Specific Plan’s organization.

## 2.1 SHARP PARK SPECIFIC PLAN AREA AND CONTEXT

### LOCATION AND DESCRIPTION

#### *Regional Location*

The City of Pacifica is located in northern San Mateo County along the Pacific coast of the San Francisco Peninsula, just ten miles from downtown San Francisco at its northern tip. It is bordered on the west by the Pacific Ocean, on the north by Daly City, and on the south and east by the ridges of the Coast Range, the cities of South San Francisco and San Bruno, and unincorporated San Mateo County. Figure 2-1 shows the boundaries of Pacifica and the location of the Sharp Park Specific Plan Area. It is primarily accessible via State Route 1 (Coast Highway) and State Route 35 (Skyline Boulevard).

#### *Sharp Park Specific Plan Area*

The Sharp Park Specific Plan Area is approximately 104 acres in size, largely encompassed in West Sharp Park and part of East Sharp Park east of Highway 1. As shown in Figure 2-2, most of the area surrounds Palmetto Avenue and is bounded by Beach Boulevard to the west, Paloma Avenue to the north, Clarendon Road and Lakeside Avenue to the south, and Highway 1 to the east, with some adjacent areas east of Highway 1, including the Eureka Square Shopping Center.

Sharp Park's primary streets include Palmetto Avenue, the area's main commercial street; Francisco Boulevard, a street characterized primarily by civic and commercial uses; and Beach Boulevard, a primarily residential street that provides access to the Promenade and Pacifica Pier. Between these corridors are residential neighborhoods with clusters of multi-family and single-family homes. These include a mixture of homes ranging from converted summer cottages to modern custom-built homes, with narrow streets bordered with windworn Monterey pine trees.

There are approximately 20 offices located in the Sharp Park area that provide a range of personal and professional services, including legal, financial, real estate, or counseling services. The Eureka Square Shopping Center, located to the east of Highway 1, is anchored by Oceana Market, a local grocery store, and contains a number of smaller retailers, including restaurants, a bank, and personal care services. The coastline serves as a significant draw to the neighborhood but there remains an opportunity to strengthen the number and variety of other attractions for Pacificans and visitors alike.

The Sharp Park Specific Plan Area currently (as of 2021) consists primarily of residential uses but also contains concentrations of other land uses including commercial, community, and residential and commercial mixed uses. There are approximately 924 housing units within the Sharp Park Specific Plan Area, including 389 single-family units and 535 multi-family units.<sup>1</sup>

<sup>1</sup> Estimate from ESRI Business Analyst, using 2013-2017 American Community Survey data.





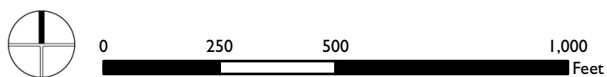
Figure 2-1: Sharp Park Specific Plan Area Context



**Figure 2-2: Sharp Park Specific Plan Area**



Source: City of Pacifica, 2019; San Mateo County, 2019; Dyett & Bhatia, 2019.



## PAST PLANNING EFFORTS

Many years ago, the 10-block stretch of Palmetto Avenue between Clarendon and Paloma avenues was identified in the 1980 Pacifica General Plan as the future site of a ‘Main Street’ for Pacifica. To support this vision, the City developed the Palmetto Streetscape Project in 2014 to make the area more pedestrian and bicycle friendly as well as support business success. Palmetto Avenue went through significant improvements in 2018, including the addition of dedicated bike lanes, bulbouts, streetlamps, plantings, sidewalks, and new striping. While new improvements, utility undergrounding, and other improvements have vastly improved the streetscape, the constrained public right-of-way required balancing tradeoffs, and street trees and public seating are limited. While most buildings on Palmetto Avenue front the street, empty lots and blank walls represent opportunities for infill mixed-use buildings that bring additional commerce and enhance the street character.

In February 2020, the Sharp Park Specific Plan Area was designated a Priority Development Area (PDA) by the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) due to its potential to support new housing and employment near transit. PDAs are an integral part of Plan Bay Area 2040 (preparation of Plan Bay Area 2050 is underway as of 2021), the regional sustainable growth strategy that coordinates housing plans, open space conservation efforts, economic development strategies, and transportation investments. With the collaboration of local governments throughout the Bay Area, MTC/ABAG estimates that about 80 percent of the region’s future housing needs can be met within PDAs. This designation qualifies the City to receive potential future additional grants for specific projects and public improvements consistent with the Specific Plan.



## 2.2 PLANNING PROCESS AND COMMUNITY ENGAGEMENT

Community engagement was integral to the development of the Sharp Park Specific Plan. More than simply hosting or attending a meeting, the process involved proactively initiating conversations, maintaining ongoing dialogue, collaboration, and the creation of new relationships with community members with the goal of reaching a place where decision-making and processes are shared by staff and community stakeholders.

A designated website, [www.planpacifica.org](http://www.planpacifica.org), was maintained to provide the community with updates, resources, and information. The website also served as a platform for administering surveys and other data-gathering tools. At each phase of the work, a variety of different methods was used to provide opportunities for discussion and meaningful input and build community ownership of the Specific Plan. These methods are described below.

- **Visioning and Background Studies** (Summer-Winter 2019). The planning team engaged with the community, property owners, and other stakeholders to develop a cohesive vision for the Sharp Park area, while concurrently analyzing existing conditions to identify key issues and opportunities that the Specific Plan should address. Community engagement methods included a series of stakeholder interviews; five neighborhood meetings where community members discussed their vision, thoughts, and ideas for the Sharp Park Specific Plan Area; and an online survey with close to 125 respondents. Key project documents informing the Sharp Park Specific Plan included the Existing Conditions Report and Market Demand Study.
- **Concepts** (Winter 2019-Fall 2020). Based on community vision and input, staff developed various land use concepts which represented options for achieving community-identified goals for the Sharp Park Specific Plan Area. These concepts were intended to serve as the building blocks for more focused policies to be developed later in the process. At the Sharp Park concepts workshop,

over 100 community members received an overview of key concepts and strategies to achieve a vision of a more vibrant, well-connected, and appealing Sharp Park and indicated their concept preferences. Animated walkthroughs showed existing and future possibilities side-by-side, and shared on YouTube, and viewed several thousand times. This was followed by an accompanying concepts survey to quantify some of the topics with less consensus, which received over 300 responses. Other community engagement methods included a community learning session and example visualizations of three mixed use, higher-density sites along Palmetto Avenue. These comments were taken to City Council and informed development requirements and design guidelines in Chapter 4 of the Specific Plan.

- **Draft Plan Preparation and Environmental Review** (Fall 2020-Winter 2021). Based on these approved concepts, the draft Specific Plan was then prepared, focusing on land use, mobility, design and development standards, infrastructure and public services, environmental hazards, and implementation measures. The Specific Plan was developed to be consistent with the Pacifica General Plan 2040 and was evaluated concurrently in a program EIR.





## REGULATORY CONTEXT

### SPECIFIC PLAN PREPARATION

California Government Code (Section 65450 et seq.) states that planning agencies may prepare specific plans for the systematic implementation of the general plan for all or part of the area covered by the general plan. “A specific plan shall include a text and a diagram or diagrams which specify all of the following in detail:

- The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.
- The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.
- Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.
- A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3)” (Government Code § 65451(a)).
- The specific plan must also include a statement of the relationship of the specific plan to the general plan. (Government Code § 65451(b)).

The Sharp Park Specific Plan is consistent with these requirements of State law.

### LEGAL CONTEXT AND RELATIONSHIP TO OTHER PLANS

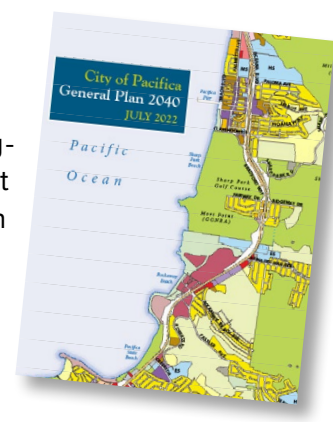
Several existing plans and regulations establish development directives relevant to the Sharp Park Specific Plan Area. The Pacifica General Plan 2040 was adopted in July 2022, an updated Local Coastal

Land Use Plan is in the process of being reviewed by the California Coastal Commission, and the Bike and Pedestrian Master Plan was adopted in February 2020. The Zoning Ordinance will need to be updated to reflect the General Plan. The Sharp Park Specific Plan will function in the context of these plans, as further outlined below.

### PACIFICA GENERAL PLAN

A General Plan is a long-range planning document that acts as the foundation upon which all land use decisions are made, based on expressed community values. The Pacifica General Plan 2040 is made up of a collection of “elements,” or chapters, that regulate different aspects of Pacifica’s built and natural environments. Its purpose is to establish a long-range vision for the community and to plan for important community issues, such as new growth, housing needs, public services, and environmental protection. It also expresses broad community values and goals, gives a picture of how the community should look in the future, and outlines steps to get there.

The General Plan 2040 describes how the Sharp Park Specific Plan will transform West Sharp Park into the City’s civic and cultural core, with higher-intensity mixed-use buildings along the Highway 1 and Palmetto Avenue corridors, including at the Eureka Square site. Policies in the General Plan 2040 support a vision of Palmetto Avenue as a pedestrian-oriented main street with retail, restaurants, and services as well as multi-family housing and mixed-use development to foster a character that will attract residents and tourists. Policies for Francisco Boulevard create a core of higher-intensity uses to support retail and restaurants along Palmetto Avenue by bringing more residents and workers and enhancing visibility from Highway 1.



While the Pacifica General Plan 2040 addresses issues relevant to the entire city, the Sharp Park Specific Plan addresses development of a more narrowly defined area. It acts as a tool for the targeted implementation of broader General Plan policies and includes a high level of specificity. The Sharp Park Specific Plan has been drafted in a manner to ensure consistency with the long-range vision and implementation plan set forth in Pacifica General Plan 2040.

## PACIFICA ZONING ORDINANCE

Zoning is the primary tool governing land use and is meant to shape the form and character of development to reflect General Plan 2040 goals and other official policies. Zoning ordinances provide standards for development, including height restrictions, setbacks, parking regulations, allowed uses, and signage requirements, among others. These standards set the pattern and character of development in the city. The City's Zoning ordinances are found in Title 9 of the City of Pacifica Municipal Code, which is often referred to as the City's Zoning Code. The Specific Plan proposes two new mixed use classifications to create areas where housing and active commercial uses may be integrated within the Sharp Park Specific Plan Area. The Zoning Code will be amended in the future to reflect the new designations to ensure consistency and facilitate implementation.

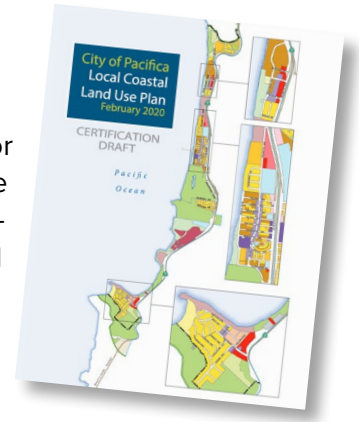
## ENVIRONMENTAL IMPACT REPORT

The City has certified an environmental impact report (EIR) that evaluated environmental impacts of both the General Plan and Sharp Park Specific Plan in order to inform the community and decision-makers on the environmental implications of the plans, as well as potential alternative. While some impacts are unavoidable, both plans contain policies that help to reduce significant environmental impacts where possible.

## LOCAL COASTAL PROGRAM

A Local Coastal Program, or LCP, consists of a land use plan and implementing programs such as zoning and subdivision ordinances. All of Pacifica west of and including State Route 1 is part of the State-defined Coastal Zone, and subject to the regulatory requirements of the California Coastal Act of 1976. This includes a majority of the Sharp Park Specific Plan Area. A small area east of State Route 1 in central Pacifica, known as Sheldance Nursery, is also located within the Coastal Zone. The Coastal Act sets forth guiding policies for the California Coastal Commission and local governments to follow when establishing land use and development regulations for the coast.

LCPs must account for land use issues that are local in scope, as well as coastal resource issues that have regional or statewide relevance. There are two components of the LCP, the Land Use Plan and the Implementation Program. The Local Coastal Land Use Plan (LCLUP) specifies the kinds, locations, and intensities of land uses; the applicable resource protection and development policies; and where necessary, a listing of implementing actions. The Implementation Program consists of zoning ordinances, zoning district maps, and other legal instruments to implement the Land Use Plan. The current planning process does not include the development of an Implementation Program. The LCLUP must address public access, to ensure that development of coastal access and support facilities by various public agencies and private actors is coordinated. After adoption by the local governing body (in Pacifica's case, City Council) the LCP is submitted to the Coastal Commission for review for consistency with the Coastal Act policies, which cover six areas: public access, recreation, the marine environment, land resources, development, and industry. The policies articulate requirements for public access and for protection of marine resources





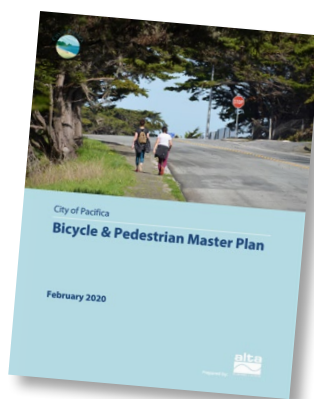
and environmentally sensitive habitat areas. They lay out priorities for concentrating development in urbanized areas, preserving agriculture and open space, protecting fishing and coastal-dependent industry, promoting recreational use of the coast, and giving priority to visitor-serving commercial uses over general commercial or residential development. The Coastal Commission must certify the elements of an LCP before they may take effect.

In Pacifica, the existing LCLUP is both a standalone document and a part of the General Plan. The LCLUP is being updated in tandem with the Pacifica General Plan 2040. A draft of the updated LCLUP was approved by the City Council for forwarding to Coastal Commission for its review in February 2020. The City sent the Certification Draft LCLUP to the Coastal Commission on June 12, 2020. The certification process may take up to a year or longer. A subsequent LCP amendment will be necessary to make the LCLUP consistent with the Sharp Park Specific Plan. Policies in the LCLUP are incorporated into the Sharp Park Specific Plan by reference.

## BICYCLE AND PEDESTRIAN MASTER PLAN

The 2000 Pacifica Bicycle Plan proposed improvements to the City's primary north-south route, including upgrades from Class III to Class II facilities along segments of Palmetto Avenue, Francisco Boulevard, and Highway 1. As of 2018, Class II bike lanes have been completed on the southern portion of Palmetto Avenue in the West Sharp Park neighborhood. Additional information about bike and pedestrian ways can be found in Chapter 4: Mobility and Parking.

A new comprehensive Bicycle and Pedestrian Master Plan for the City of Pacifica was adopted in February 2020. It establishes a long-term vision for improving walking and bicycling on city streets as well as



on trail and beach access in Pacifica through policy, program, and project recommendations. Recommendations for future bike and pedestrian enhancement within the Sharp Park Specific Plan Area include better connections on Paloma Avenue to Oceana High School, bike connections down Oceana Boulevard, bike and pedestrian enhancements along Clarendon Road, and improved coastal access along the Coastal Trail and Beach Boulevard. The Sharp Park Specific Plan incorporates all Master Plan recommendations for the Sharp Park Specific Plan Area and makes some additional pedestrian infrastructure improvements outlined in Chapter 4. The Master Plan should be updated for consistency with Sharp Park Specific Plan recommendations and will remain the guiding document for bicycle and pedestrian network improvements.

## 2.3 PLAN ORGANIZATION

The following chapters of this document present guiding goals and accompanying policies; design standards and guidelines; and recommendations for implementation:

- **Chapter 1: Sharp Park Past, Present, and Future.** Provides background and history of the Sharp Park Specific Plan Area, as well as the purpose, vision and guiding principles of the Sharp Park Specific Plan.
- **Chapter 2: Context, Process, and Plan Organization.** Provides location and context, information regarding the planning process and community engagement, relationship to other plans, and the contents of the Sharp Park Specific Plan document.
- **Chapter 3: Vibrant Sharp Park - Land Use.** Presents key features of the Sharp Park Specific Plan Area, including existing land use, land use framework and designations, opportunity sites where significant change may be expected to occur, development potential, and affordable housing strategies.

- **Chapter 4: Accessible Sharp Park - Mobility and Parking.** Addresses the Sharp Park Area’s roadway network and circulation, pedestrian and bicycle connectivity, transit and transportation demand management measures, and parking management strategies.
- **Chapter 5: Attractive Sharp Park - Urban Design and Public Space.** Provides guidance for the development of the built environment in the Sharp Park Specific Plan Area, including street-scape improvements and the public realm, civic spaces, policies regarding coastal view preservation, compatibility with existing development, as well as detailed development standards and criteria by which development will proceed.
- **Chapter 6: Livable Sharp Park - Public Facilities and Infrastructure.** Addresses public services and infrastructure needed to ensure public health and safety in the Sharp Park Specific Plan Area, including schools, library services and recreational facilities. Strategies related to maintenance of public infrastructure such as water, stormwater, sewer, solid waste disposal, and energy are also described.
- **Chapter 7: Resilient Sharp Park - Environmental and Coastal Resilience.** Identifies and addresses key environmental issues that will potentially have an impact on the design and location of new development, including noise and hazardous materials, air and water quality, flooding, geology and seismicity, and conservation and protection of biological and natural resources within the Sharp Park Specific Plan Area. Strategies related to coastal resilience are also described.
- **Chapter 8: Attainable Sharp Park – Implementation.** Outlines measures for consistency with the General Plan and Municipal Code and provides an infrastructure cost assessment, preliminary financing strategies for infrastructure and public improvements, and a phased implementation program for the Sharp Park Specific Plan.







## 3 Vibrant Sharp Park: Land Use

The Sharp Park of the future is a place full of vibrancy and life, where visitors, residents, and workers create a vital and balanced ecosystem of residences, businesses, amenities, and well-loved places. The Sharp Park Specific Plan envisions a harmonious mixed-use coastal hub for Pacifica, oriented along a pedestrian-oriented central “spine” along Palmetto Avenue. To promote this vision, a land use framework and

designations shape the use and feel of Sharp Park’s north-south corridors while preserving the charm of its existing smaller scale residential neighborhoods. This chapter also describes development potential and includes policies to support new, diverse housing opportunities and continued economic vitality in the neighborhood.

### 3.1 EXISTING LAND USE

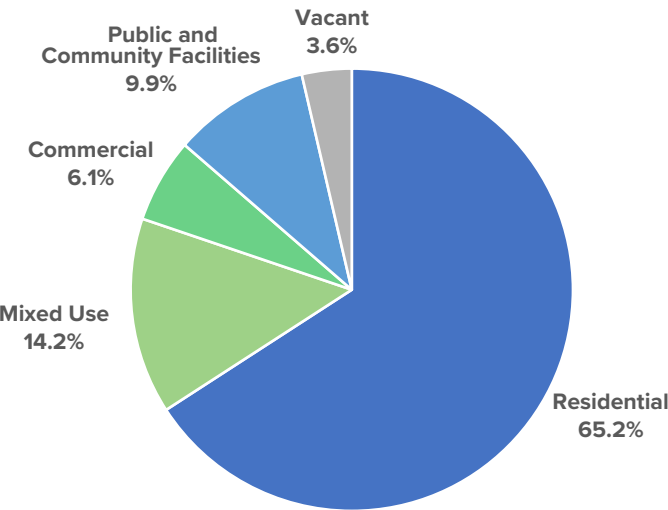
The Sharp Park of today presents a solid foundation for vibrancy-enhancing changes. This section provides a context for the Sharp Park Specific Plan with a summary of the existing land uses within the Sharp Park Specific Plan Area.

#### EXISTING LAND USE PATTERN

The 104-acre Sharp Park Specific Plan Area is comprised of a mix of land uses, with a majority of commercial, mixed-use, and office uses located along Sharp Park’s two main corridors, Francisco Boulevard and Palmetto Avenue. The blocks fronting Palmetto Avenue are considered Sharp Park’s main commercial core and contain a variety of small restaurants and cafes, bookstores, personal services, antique shops, and other uses. Eureka Square, a large auto-oriented shopping center to the east of Highway 1, contains a mix of retail and small offices.

A variety of public and community facilities are located throughout Sharp Park, including Pacifica City Hall, the decommissioned wastewater treatment plant (currently serving as the City Council Chambers), the Sharp Park Library, the Pacifica Resource Center (PRC), and the Little Brown Church/Pacifica Coastside Museum. Two public schools, Oceana High School and the Ingrid B. Lacy Middle School, and one private school at Good Shepherd Catholic Church, are located just outside of the Sharp Park Specific Plan Area to the north and attract families attending swim meets and other school and sporting events to the Sharp Park Specific Plan Area. The

Figure 3-1: Existing Land Use Distribution

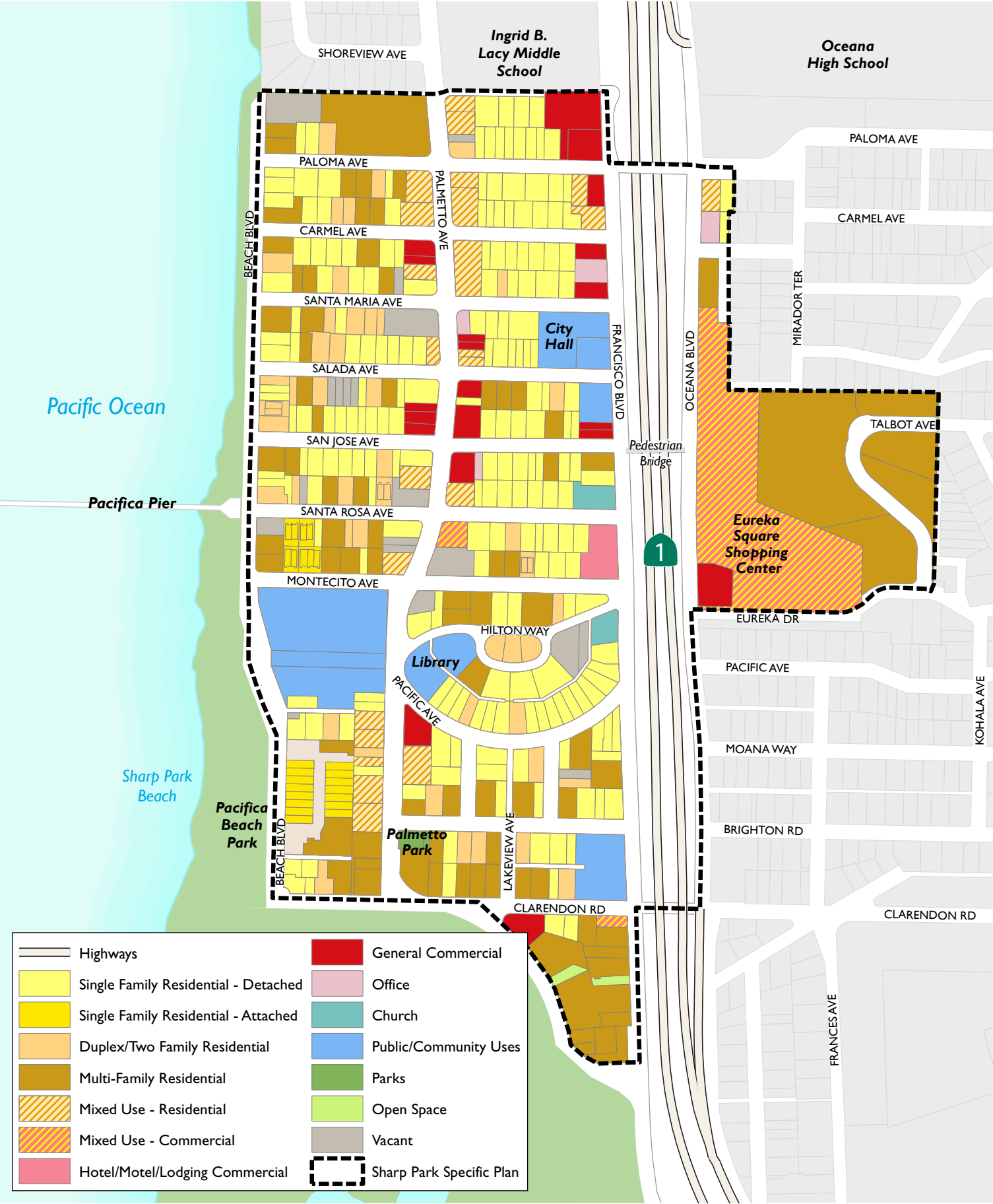


410-acre Sharp Park Golf Course, owned by the City and County of San Francisco, borders the Sharp Park Specific Plan Area to the south. Although the small Palmetto Park is the only public park space within the Sharp Park Specific Plan Area, the Pacifica Pier and beach are close by.

Residential uses make up the majority of the Sharp Park Specific Plan Area (see Table 3-1). Seaside bungalows and smaller scale single-family homes are found on most of the east-west streets to the east of Palmetto Avenue. To the west of Palmetto, multi-family and single-family homes are mixed along the neighborhood blocks and Beach Boulevard. Single-family and multi-family residential uses



Figure 3-2: Existing Land Use





are intermixed along with commercial and mixed-use commercial/residential uses along the north-south Francisco Boulevard. A mix of commercial, mixed-use commercial/residential, and nonconforming residential uses comprise the uses on Palmetto Avenue. Single-family residential makes up about 48 percent of the total land developed for residential use while multi-family and duplex residential makes up the other 52 percent. A few areas of multi-family residential concentration exist, including east of Highway 1 above the Eureka Square Shopping Center, along the northern edge at Paloma and Palmetto avenues, and at the southern tip of the Sharp Park Specific Plan Area past Clarendon Road.

Streets and other rights-of-way consist of approximately 35.9 acres (35 percent) of the Sharp Park Specific Plan Area, leaving a total of approximately

68 acres of developable land. Figure 3-1 shows the existing land uses of Sharp Park in a pie chart, excluding rights-of-way, and Figure 3-2 shows a map of existing uses, also broken out in Table 3-1.



**Table 3-1: Existing Land Use by Acreage**

EXISTING LAND USE CATEGORY	ACRES	PERCENTAGE
<b>Residential</b>	<b>44.1</b>	<b>65.2%</b>
Single Family Residential - Detached	19.8	29.3%
Single Family Residential - Attached	1.3	1.9%
Duplex/Two Family Residential	4.6	6.8%
Multi-Family Residential	18.4	27.2%
<b>Mixed-use</b>	<b>9.6</b>	<b>14.2%</b>
Mixed-use – Residential (Office/Retail and Residential uses)	3.6	5.3%
Mixed-use – Commercial (Office and Retail uses)	6.0	8.9%
<b>Commercial</b>	<b>4.1</b>	<b>6.1%</b>
Hotel/Motel/Lodging Commercial	0.4	0.6%
Commercial	3.2	4.7%
Office	0.5	0.7%
<b>Public and Community Facilities</b>	<b>6.7</b>	<b>9.9%</b>
Church	0.4	0.6%
Public/Community Uses	6.0	8.9%
Parks and Open Space	0.3	0.4%
<b>Vacant</b>	<b>2.4</b>	<b>3.6%</b>
<b>Sub-Total Land Uses:</b>	<b>67.0</b>	<b>100%</b>
<b>Streets and Other ROWs</b>	<b>35.5</b>	
<b>Total</b>	<b>103.5</b>	

Notes: Numbers do not add due to rounding.

Source: City of Pacifica, 2019; Dyett & Bhatia, 2019.

## 3.2 LAND USE FRAMEWORK

In the future, Sharp Park is envisioned to become many things at once: a vibrant community hub with new restaurants, shops, art and entertainment venues; an attractive place for new and existing residents to live; and a cohesive and charming area with strong connections to the ocean and to history. To support this vision of the Sharp Park Specific Plan Area, the Specific Plan presents a blueprint for balance, including changes that add higher intensity mixed-uses along key corridors and at major opportunity sites, stewardship of natural amenities along the coastline, and preservation of residential uses in between. Visions for each of these areas where change may occur are described below.

### PALMETTO AVENUE

Palmetto Avenue serves as Sharp Park’s vibrant “spine”, a mixed-use corridor with new commercial and housing opportunities that support the vitality of existing businesses and development of new amenities. After enjoying time along the Beach Boulevard promenade, pier, or Sharp Park Beach, residents and visitors will enjoy shopping at unique and eclectic shops, dining at a variety of restaurants and cafes, taking in Sharp Park’s arts and cultural offerings, or meeting their other daily needs. New four- to five-story buildings activate the Palmetto corridor at multiple levels. At the ground floor, streets are enlivened with attractive window displays, storefronts, and enticing uses. At the upper stories, residences and office uses include balconies, windows, and rooftop green spaces. While the entirety of Palmetto Avenue is envisioned to become mixed-use, the “energy center” is focused south of San Jose Avenue, where new, active uses complement the hotel and visitor-serving commercial uses at the 2212 Beach Boulevard site as well as the revitalized civic jewel, the new Sharp Park library. North of San Jose Avenue, the ambiance is more community-focused, with an emphasis on accommodating more housing in buildings of slightly smaller scale than southern Palmetto.



*Envisioned Palmetto Ave and Montecito Ave*



*Envisioned Palmetto Ave and Santa Rosa Ave*



*Envisioned Palmetto Ave and Santa Maria Ave*

## FRANCISCO BOULEVARD

As a key gateway into Sharp Park, the Francisco Boulevard corridor capitalizes upon its location without detracting from the energy of Palmetto Avenue as Sharp Park's primary commercial street. While most of Francisco is envisioned as a mixed-use corridor, either a mix of uses within a block, or at the parcel level, different segments of Francisco Boulevard have finer-tuned character. From Carmel Avenue to Northern Paloma Avenue, smaller scale mixed-use buildings with residential and retail uses help to provide foot traffic to Palmetto Avenue while also serving as Sharp Park's northern entry point, as Paloma Avenue is a street prioritized for an improved east-west bicycle and pedestrian connection. From Carmel Avenue to Montecito Avenue, higher density mixed-use residential with flexible ground floor commercial space, or visitor-serving uses welcome visitors into the area at the San Jose Avenue/Francisco Boulevard intersection, the Sharp Park Specific Plan Area's link to Eureka Square. Flexibility of this area helps new development adapt to future economic trends. South of Montecito Avenue, Francisco Boulevard retains its primarily residential feel.



## EUREKA SQUARE

The Eureka Square shopping center is envisioned to transform into a mixed-use node complete with office, retail and commercial, and multi-family residential uses rising up in taller buildings to meet the bluffs. Redevelopment of Eureka Square is oriented to the pedestrian, with parking behind buildings, active frontages along sidewalks, and a varied building form. New development at Eureka Square includes

green spaces and a public plaza or gathering place for shoppers, workers, and residents to enjoy their lunch or a coffee, relax, and chat. Eureka Square retains its view corridors to the Pacific Ocean and pier, and streets and sidewalks point people toward the San Jose pedestrian bridge, the primary connection between Eureka Square and West Sharp Park.



## RESIDENTIAL AREAS

There are several areas in Sharp Park where higher density residential buildings already exist, including along east-west streets to the west of Palmetto Avenue, and in the southern portion of the Sharp Park Specific Plan Area. Some of these blocks have residential buildings already at the higher ends of their density allowances. To promote cohesive neighborhoods at similar scales, existing residential areas between the corridors should be infilled at residential densities compatible with those existing. These infill areas are carried forward from the 1980 General Plan. This housing infill ensures that high-quality housing, in a mix of types and sizes, will be provided close to Sharp Park amenities, workplaces, and transit, and that the character of lower density residential uses is preserved in key areas.





### 3.3 LAND USE DESIGNATIONS

The Land Use Diagram is a graphic representation of planned land use classifications, used in conjunction with policies established in the Plan to review and approve, modify or deny proposed development projects. The Land Use Diagram, shown in Figure 3-3, includes Mixed-use, Residential, and Public classifications. Types of commercial uses in Sharp Park are described in Table 3-2. These classifications are described in detail below, and intensity

and density standards for each are summarized in Table 3-3. Intensity is described by Floor Area Ratio (FAR), or the permitted ratio of gross floor area to gross site area. Gross floor area excludes portions of the building devoted to parking from the FAR calculation. Density is defined as the number of housing units per gross acre. Following each description are images that reflect the intended scale and character of the proposed classification.

**Table 3-2: Types of Commercial Uses in Sharp Park**

TYPES	DESCRIPTION/EXAMPLES
Community-Serving	Uses such as banks, offices, grocery stores, movie theaters, or larger retail shopping formats that may draw people from other parts of the City.
Neighborhood-Serving	Uses which, due to the nature of their products and services, tend to be more neighborhood-serving, are those which sell convenience items such as small markets, hardware stores, convenience stores, and personal services. While a neighborhood-serving business may derive revenue from customers outside the immediately surrounding neighborhood, it is not dependent on out-of-neighborhood clientele.
Visitor-Serving	Uses that attract and cater to Pacifica visitors, including hotels or a visitor attraction like a museum or interpretive center, restaurants, retail and services, and commercial recreation. These uses receive priority in the Coastal Zone.
Active Commercial	“Active” commercial uses are accessible to the general public, are engaging to pedestrians walking by, and generate walk-in pedestrian clientele and thus contribute to a high level of pedestrian activity. Active commercial includes retail and service establishments, restaurants, cafes, bars and brew pubs, co-working spaces, art and craft studios, and other substantially similar uses.

Note: Some uses may fall into several commercial types, such as a restaurant.

Source: Dyett & Bhatia, 2022.

#### FAR

Floor Area Ratio, or FAR, expresses the ratio of building square footage to land square footage, and it is a tool used to determine the intensity of development. For example, an FAR of 2.0 means that for every square foot of land, a developer may build two square feet of building. However, an FAR of 2.0 does not require that a developer build a two-story building covering the entire lot; rather, there are many different ways that a building can be constructed while meeting the FAR requirement, as shown to the right. In each of the three examples shown in the figure, the building square footages and FAR are equal, but the building footprints and heights change. In addition to complying with FAR

requirements, development in Sharp Park must also be constructed in accordance with required development standards, such as setback and lot coverage standards, which are described in Chapter 5 and not illustrated in this figure.

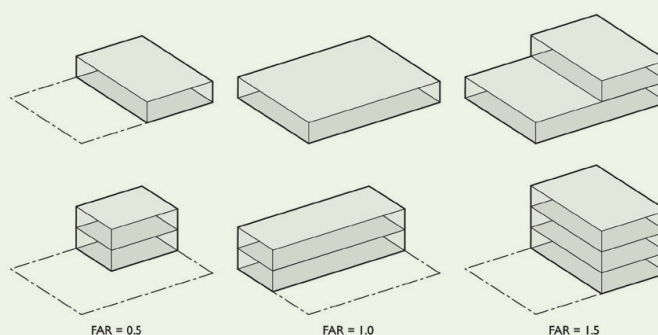
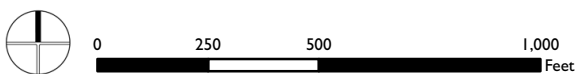
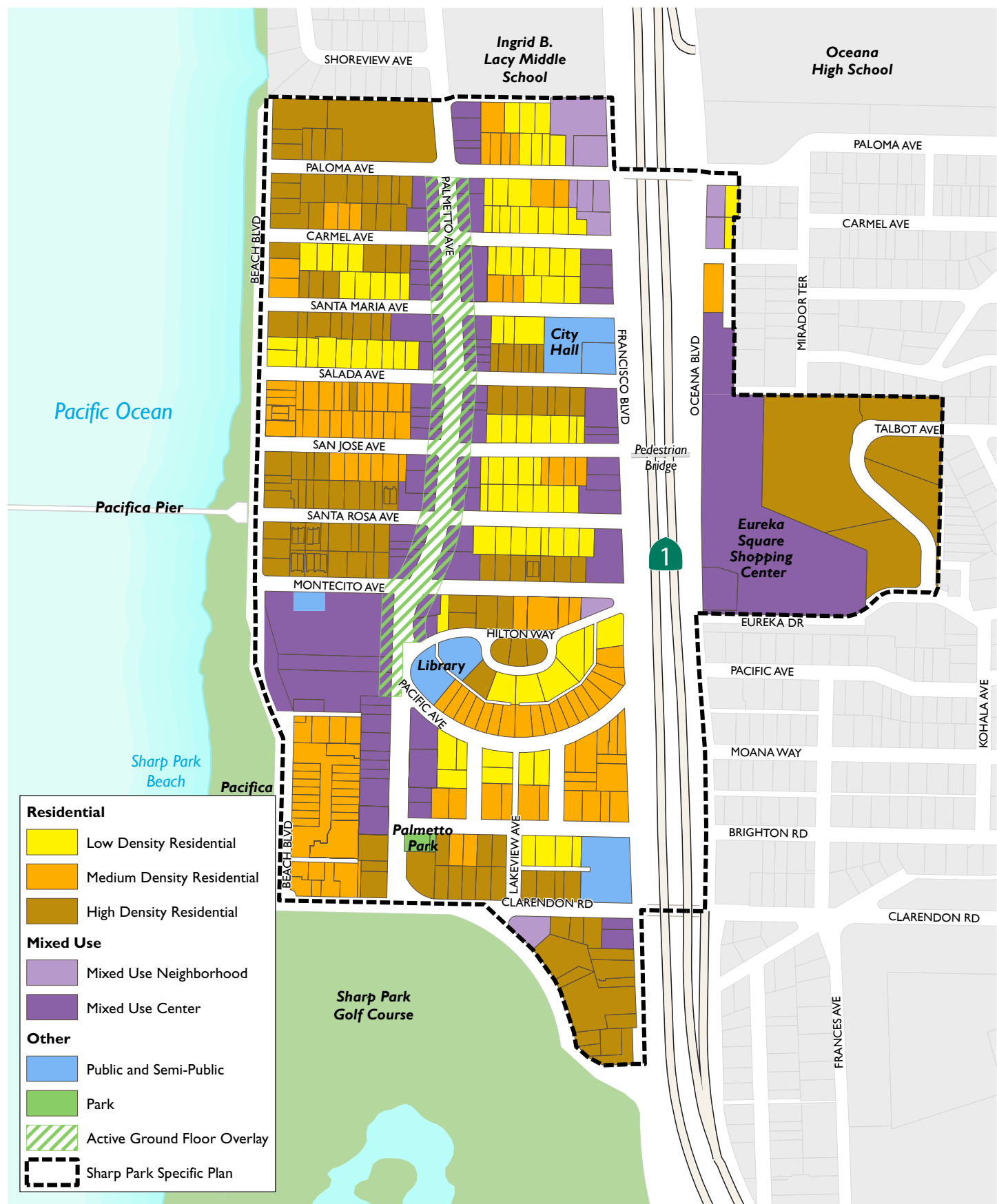


Figure 3-3: Sharp Park Specific Plan Land Use Diagram



**Table 3-3: Sharp Park Specific Plan Density and Intensity Standards**

LAND USE		RESIDENTIAL DENSITY (GROSS UNITS PER ACRE): RANGE <sup>1,2</sup>	NON-RESIDENTIAL INTENSITY (FAR): RANGE <sup>2,4, 9, 10</sup>
<b>Residential</b>			
LDR	Low Density Residential	3 to 9	
MDR	Medium Density Residential	10 to 15	
HDR	High Density Residential <sup>6</sup>	16 to 21 30 <sup>3</sup>	
<b>Mixed-use</b>			
MUN	Mixed-use Neighborhood	16 to 26 30 <sup>3</sup>	0.15-1.0
MUC	Mixed-use Center <sup>5, 6, 7, 8</sup>	30 to 50	0.2-2.5 0.3 <sup>5</sup>
<b>Public and Community Uses</b>			
PSP	Public and Semi-Public		0.0-2.5
<b>Parks and Open Space</b>			
P	Park		
C	Conservation		

## Notes:

- Density ranges are rounded as provided in the Pacifica Municipal Code. Senior or affordable housing as defined in the City's Density Bonus Program may be developed at up to 1.5 times the maximum
- For all land use designations, density and intensity ranges apply to the gross acreage of the site but exclude portions that may be environmentally constrained, such as slopes over a 35 percent grade, areas subject to coastal erosion, or wetlands avoidance.
- Sites of 0.5 acres or more in size may develop up to 30 dwelling units per gross acre.
- The following shall be excluded from FAR calculations:
  - All areas of a building devoted to parking;
  - Crawl spaces, breezeways, areas without floors, below-grade structures;
  - All unenclosed or open space (common, public, or private), including porches, balconies, terraces; and
  - Active ground floor commercial uses in areas where active ground floor requirements apply as shown on Figure 3-3.
- Eureka Square shall include a minimum commercial FAR of 0.3, of which 0.2 FAR commercial uses shall be of "active commercial" type, which includes retail and service establishments, restaurants, cafes, bars and brew pubs, art and craft studios, grocery stores, and other substantially similar uses that serve the community or surrounding neighborhood.
- Eureka Square shall develop at 30 du/ac with a minimum of 0.3 FAR of ground floor commercial, except that an additional 5 units per acre shall be permitted for every 0.075 increase in commercial FAR for the commercial portion of the site (interpolated to the nearest hundredth), up to a maximum density of 50 units per acre. Maximum base height shall be 45 feet, with an additional 5 feet for every 0.075 FAR increase in commercial uses, up to a maximum of 55 feet (interpolated to the nearest hundredth). Projects that contain 100 percent affordable housing are eligible for these FAR and height increases without provision of the additional commercial FAR beyond 0.3.
- For conforming lots smaller than 5,000 sf in the HDR, MUN, and MUC designations, the density and intensity range of the tier below applies. For example, an MUC site less than 5,000 sf would have a density and intensity comparative to MUN (16-26 du/ac; 0.15-1.0 FAR); an HDR site less than 5,000 sf would have a density comparative to MDR (10-15 du/ac).
- Development along northern Palmetto Avenue (north of San Jose Avenue) shall be allowed at a density of 30 dwelling units per acre, and at heights up to 45 feet.
- The 2212 Beach Boulevard site may develop as a fully nonresidential use at a maximum total FAR of 2.5.
- For mixed-use designations, the following maximum total FAR, including both residential and non-residential uses, is established:
  - MUN: 2.0 FAR maximum; MUC: 2.5 FAR maximum

## RESIDENTIAL

The three residential classifications provide for a range of densities, consistent with neighborhood character and planned land use.

### ***Low Density Residential***

The Low Density Residential (LDR) designation is intended for single-family housing development ranging from three to nine dwelling units per gross acre. Residential care facilities, schools, and community uses are permitted. Clusters of small-lot development as well as subdivisions will be allowed. Buildout is calculated at 6.5 units per gross acre.

### ***Medium Density Residential***

The Medium Density Residential (MDR) designation is intended for a mix of housing types, including small-lot single-family, attached single-family, apartments, duplexes, and townhomes at densities of 10 to 15 units per gross acre. Residential care facilities, schools, and community uses are permitted. Buildout is calculated at 12.5 units per gross acre.

### ***High Density Residential***

The High Density Residential (HDR) designation is intended for multi-family apartments, stacked flats and townhomes, in multi-story buildings located near shopping areas and transit. The density will be 16 to 21 dwelling units per gross acre. Sites of 0.5 acres or more in size may develop up to 30 dwelling units per gross acre. For lawful nonconforming sites less than 5,000 square feet in area, the allowable density shall be 10 to 15 units per gross acre. Residential care facilities, schools, and community uses are permitted. Buildout is calculated at 25 units per gross acre.

## MIXED-USE

The Specific Plan provides two mixed-use classifications to create areas where housing and active

commercial uses may be integrated. Visitor-serving commercial uses are allowed as-of-right in all mixed-use areas within the Coastal Zone.



*Low Density Residential*



*Medium Density Residential*



*High Density Residential*



### **Mixed-use Neighborhood**

The Mixed-use Neighborhood (MUN) classification is intended for medium-density multi-family housing with ground-floor retail, restaurant or service uses and housing or offices above or behind the street-facing ground floor. Residential uses are allowed in the same building as commercial uses above the ground floor (vertical mixed-use) and in other locations on the same site (horizontal mixed-use). Public or community uses and hotels may be permitted at appropriate locations.

The MUN classification allows a density range of 16 to 26 units per gross acre for sites less than 0.5 acres in size, and non-residential development with an FAR minimum of 0.15 and a maximum of 1.0 on sites with 5,000 square feet of area or greater. Sites of 0.5 acres or more in size may develop up to 30 dwelling units per gross acre. For lawful nonconforming sites less than 5,000 square feet in area, the allowable density shall be 10 to 15 units per gross acre and a non-residential development FAR up to 0.5. The total FAR (residential and non-residential) cannot exceed 2.0 on sites with 5,000 square feet of area or greater, and cannot exceed 1.0 on sites with less than 5,000 square feet of area. Buildout is calculated based on a 0.25 FAR for non-residential uses and 25 residential units per gross acre. Heights of 55 feet are allowed along Francisco Boulevard. Heights of 45 feet apply elsewhere, though taller heights may be approved at the discretion of the Planning Commission.



*Mixed-use Neighborhood*

### **Mixed-use Center**

The Mixed-use Center (MUC) classification is intended for high-density multi-family housing with ground-floor retail, restaurant or service uses and housing or offices above or behind the street-facing ground floor. Residential uses are allowed in the same building as commercial uses above the ground floor (vertical mixed-use) and in other locations on the same site (horizontal mixed-use), except where the Active Ground Floor Overlay applies. Public or community uses and hotels may be permitted at appropriate locations.

The MUC classification allows a density range of 30 to 50 units per gross acre and non-residential development with an FAR minimum of 0.2 and maximum of 2.5. Total FAR (residential and non-residential) cannot exceed 2.5. For lawful non-conforming sites less than 5,000 square feet in area, the allowable density shall be 16 to 26 units per gross acre and a non-residential development FAR up to 0.5. Buildout is calculated based on 0.35 FAR for non-residential uses and 25 residential units per gross acre.

At the Eureka Square site, the minimum commercial FAR shall be 0.3, of which 0.2 FAR commercial uses shall be of “active commercial” type, which includes retail and service establishments, restaurants, cafes, bars and brew pubs, art and craft studios, grocery stores, and other substantially similar uses that serve the community or surrounding neighborhood. Any building or buildings containing a residential use shall be limited to no more than half of the site area. Residential uses are only allowed on the residential component of the site, and are only allowed when commercial minimums are met or exceeded. The City may permit residential uses on more than half of the site area provided overall densities are not exceeded and subject to discretionary design review and approval by the Planning Commission.

Eureka Square shall develop at 30 du/ac with a minimum of 0.3 FAR of ground floor commercial, except that an additional 5 units per acre shall be permitted for every 0.075 increase in commercial FAR for the commercial portion of the site (interpolated to

the nearest hundredth), up to a maximum density of 50 units per acre. Maximum base height shall be 45 feet, with an additional 5 feet for every 0.075 FAR increase in commercial uses, up to a maximum of 55 feet (interpolated to the nearest hundredth). Projects that contain 100 percent affordable housing are eligible for these FAR and height increases without provision of the additional commercial FAR beyond 0.3.

Heights of 55 feet are allowed, except along Palmetto Avenue north of San Jose Avenue (“northern Palmetto”), where heights of 45 feet are allowed and densities are permitted at 30 du/ac per gross acre.

## PARKS, PUBLIC AND COMMUNITY USES

Designations for public uses such as schools, civic buildings, utilities, and public parking areas are designated on the Land Use Diagram, and summarized below. Public park land is covered separately in the following section.

### **Public and Semi-Public**

The Public and Semi-Public (PSP) designation indicates public or private schools, libraries, police and fire stations, and other civic and community uses. In the case that public facilities are converted or sold for new uses, Plan land use classifications shall be updated. If a public school is discontinued, any proposed new use should be compatible with the adjacent neighborhood. The FAR range in this district is 0.0-2.5. Buildout is assumed at 0.35 FAR.

### **Park**

The Park (P) designation is applied to public land either now developed for active recreation use or intended for future recreation development. The designation applies to city parks as well as to park or open space whose primary character is undeveloped and natural.



*Mixed-use Center*

## ACTIVE GROUND FLOOR OVERLAY

The heart of Palmetto Avenue from Paloma Avenue to Pacific Avenue is shown with an Active Ground Floor Overlay on the Land Use Diagram. This designation requires that the ground level has uses that are accessible to the general public, are engaging to pedestrians walking by, and generate walk-in pedestrian clientele and thus contribute to a high level of pedestrian activity. This overlay requires that new development activate the ground floor of buildings with uses and/or design techniques that engage the street and enhance the pedestrian environment. Active ground floor uses include retail and service establishments, restaurants, cafes, bars and brew pubs, art and craft studios, and other substantially similar uses. While office, and other less active non-residential uses may be permitted at ground level on an interim basis at the discretion of the City, all spaces must be designed to accommodate active uses, and optimize pedestrian access; facade length and articulation; and window coverage, as defined (See *Figure 3-3* and *Policy 3-I-2* in this chapter, and *Standard DS-3* in Chapter 4, *Urban Design*).

## 3.4 DEVELOPMENT POTENTIAL AND OPPORTUNITY SITES

### OPPORTUNITY SITES

Opportunity sites are those that may have potential for land use changes over the long term. Sites in the Sharp Park Specific Plan Area that are vacant, have a low assessed value (AV) ratio, or City-owned with reuse possibilities are shown in Figure 3-4, totaling about 13 acres (sites that are subject to applications filed with the Planning Department have been excluded). The County Assessor's data was used to identify parcels with a low AV ratio, defined as the ratio of the value of existing permanent improvements (i.e., buildings) to the value of the land. When the monetary value of the land is worth substantially more than the monetary value of the structure on it (parcels with AV ratios of less than 1.0), a property owner may have incentive to redevelop the parcel at their discretion.

Analysis of potential opportunity sites serves as a tool to identify and quantify areas in the Sharp Park Specific Plan Area where, if any, future development is most likely to occur. It is possible that some, or all, of these sites may not experience redevelopment and that sites not identified in this analysis will undergo redevelopment. Though many of these parcels are vacant or have higher redevelopment potential, they are privately owned. Actual redevelopment would depend on owner interest and timing.

There are three major sites with potential for catalytic change in Sharp Park, including Eureka Square, 2212 Beach Boulevard (the current location of the City Council Chambers), and the Sharp Park Library. 2212 Beach Boulevard and the Sharp Park Library have been the subject of planning efforts for some time.

The 2212 Beach Boulevard Hotel Project was the previous location of the city's wastewater treatment facility. The City of Pacifica released a request for proposal (RFP) for a developer to build a hotel and conference center in 2018 but withdrew developer solicitation in early 2019 due to limited responses.

One of the goals of the Project is to enhance the City's economic base, strengthen the tourist industry for Pacifica, and anchor Palmetto Avenue as Sharp Park's historic main street. Land use designations outlined in the Specific Plan would provide greater certainty to a potential developer.

The Pacifica Library Modernization Project seeks to rebuild and transform the current library facility, which was built in the 1960s, into a seven-day full-service library with additional community-serving gathering spaces and facilities. The Project could greatly enhance the quality of life of residents living within the Sharp Park Specific Plan Area by increasing access to community space and library resources as well as becoming an attraction for other residents of Pacifica to visit Sharp Park.

The Eureka Square Shopping Center is also identified as an opportunity site with potential for new development. The site's location along Highway 1, at the base of a hill and directly across from the existing civic cluster, and connected to west Sharp Park via a pedestrian bridge makes the site well-suited for higher-intensity development that can help meet Pacifica's housing needs and support economic vitality across the entirety of the Sharp Park Specific Plan Area.



Figure 3-4 illustrates the location of parcels that are potential opportunity sites in the Sharp Park Specific Plan Area, and Table 3-4 summarizes the types and acreage of opportunity sites. Many of these parcels contain existing structures, which can be more challenging to redevelop than vacant sites. The legacy of the Salada Beach and Brighton Beach subdivisions from 1907 and 1908, respectively, is that many of the vacant lots within the Sharp Park Specific Plan Area are narrow lots with small lot area, often 5,000 square feet (0.115 acres) or less per parcel (some parcels are as small as 2,250 feet or 0.052 acres in area). This small size presents challenges for redevelopment at higher densities/intensities, and this Specific Plan includes incentives for small-lot consolidation.

BUILDOUT

Development resulting from implementation of Specific Plan land use designations and assumed densities and intensities is referred to as “buildout.” Although the proposed Plan applies a 20-year planning horizon, the Plan does not specify or anticipate when buildout will actually occur. New development is expected to occur on opportunity sites; some sites may not be built or redeveloped with the anticipated use over the next 20 years, while some other sites that are not considered opportunity sites today may actually do so. Because Sharp Park is mostly built



out, there are limited opportunities for new development to occur— much of the new housing, office, and retail will be focused on a few clusters of infill development opportunities in the Sharp Park Specific Plan Area including redevelopment of existing developed sites.

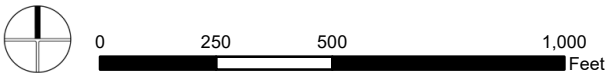
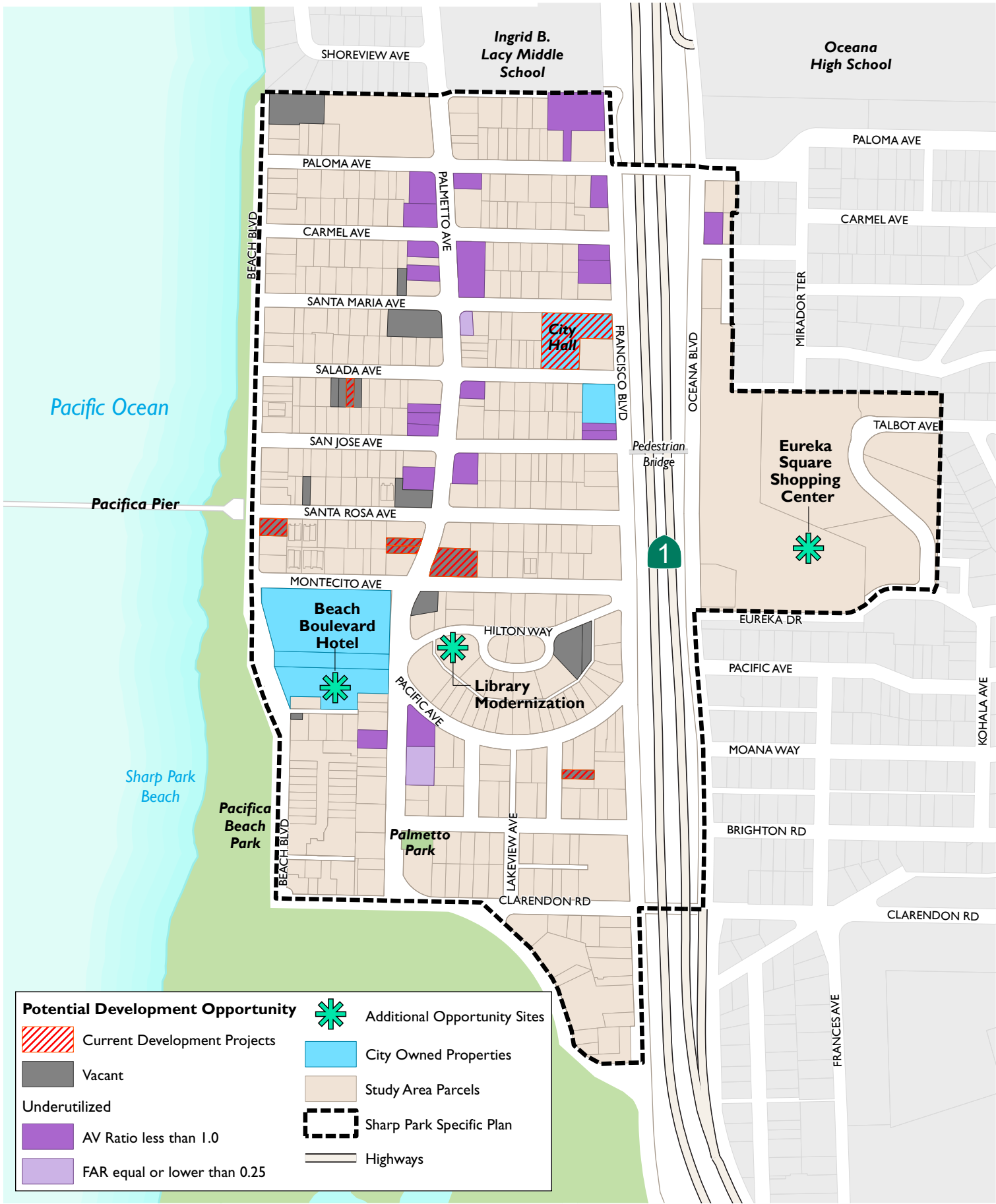
To calculate the net new development potential on opportunity sites, the amount of existing development on potential opportunity sites was subtracted from the projected amount of new development on potential opportunity sites. This net new development on potential opportunity sites was added to the amount of existing development on all other

Table 3-4: Opportunity Site Acreage by Type	
OPPORTUNITY SITE CATEGORY	ACRES
<b>Vacant</b>	<b>2.4</b>
Vacant with Project Applications Submitted to the City	1.2
Vacant	1.2
<b>Underutilized</b>	<b>3.9</b>
AV Ratio less than 1.0	3.6
FAR equal or lower than 0.25	0.3
<b>Other Opportunity Sites</b>	<b>9.2</b>
2212 Beach Boulevard	3.2
Sharp Park Library (Modernization Project)	0.3 (25,000 s.f. proposed)
Eureka Square	5.7
<b>Total:</b>	<b>15.5</b>

Source: City of Pacifica, 2020; Dyett & Bhatia, 2020.



Figure 3-4: Opportunity Sites



sites in the Sharp Park Specific Plan Area. Then, using assumptions about average household size and employee intensity, population and job totals at buildout were calculated.

Table 3-5 shows the potential housing units and non-residential building area, and population and jobs that could result from buildout of the proposed Plan. Total housing unit increase is anticipated to be 270 units (an increase of 29 percent), while total commercial floor space is likely to increase only modestly – while there will be new commercial development at the City-owned site, there is also expected to be a marginal decrease in commercial space on other sites as existing commercial sites are redeveloped with mixed-use developments. This total represents development that could be expected in 2040 if the Specific Plan is implemented according to the Land Use Diagram (Figure 3-3) and land use classifications described in this chapter.

Based on the Sharp Park Market Report developed as part of this Specific Plan’s existing conditions analysis, Sharp Park has the opportunity to see new local small businesses and incremental and fine-grained improvements to existing properties. A relatively small net total of nonresidential square footage results from replacement of existing nonresidential square footage with a mix of residential development and nonresidential square footage. It is expected that some of the jobs in the Sharp Park Specific Plan Area will change to uses that more closely align with the vision of more eating and drinking, visitor-oriented, hospitality, and experiential retail-type uses.

Most new residential development in the Sharp Park area is expected to be multi-family. More than half of the housing projected for Sharp Park is expected to occur as part of Eureka Square redevelopment (approximately 171 units). New housing growth will provide additional “rooftops,” providing a larger market to support existing businesses and promote development of new ones, as well as promote pedestrian activity and vitality.

Table 3-5: Sharp Park Specific Plan Buildout

	EXISTING (2020)	NET INCREASE	PROJECT- ED (2040)
Housing Units	920	270 <sup>1</sup>	1,190
Population	2,530	740 <sup>2</sup>	3,270
Non-Residential Square Feet	314,000	17,460 <sup>3</sup>	331,460
Jobs	750	45 <sup>4</sup>	795

Notes:

1. Calculated by multiplying housing units by vacancy rate of 3.8% (California Department of Finance, 2020)
2. Based on assumption of 2.86 people per household and housing vacancy rate of 3.8% (California Department of Finance, 2020)
3. Net increase represents 140,000 square feet of existing commercial buildings to undergo redevelopment, subtracted from gross development of 157,460 square feet.
4. Based on assumptions of 400 sq ft./job for MUN, MUC



Beachfront restaurants such as the Taco Bell at Linda Mar are an example of the type of visitor-oriented experiential retail envisioned for Sharp Park.

## VIBRANT SHARP PARK

### Guiding Policies

- 3-G-1 Pacifica's Vital Hub.** Establish Sharp Park as Pacifica's vital shopping, employment, activity, and community center, with compact, walkable, pedestrian-scaled development.
- 
- 3-G-2 Balanced Mix of Uses.** Foster a balance of housing, retail, office, and institutional uses in Sharp Park, complemented by activities and amenities that cater to the needs of the Sharp Park community and Pacifica as a whole.
- 
- 3-G-3 Vibrant North-South Corridors.** Focus the location of new higher-energy mixed-uses in the north-south corridors to preserve the residential character of neighborhoods between Beach Boulevard, Palmetto Avenue, and Francisco Boulevard corridors.
- 
- 3-G-4 Sustainable Design.** In all new development, incorporate green building, design, and infrastructure strategies that improve the environment to the fullest extent possible. *This policy is cross listed with 6-G-8.*
- 

### Implementing Policies

- 3-I-1 Mixed-use.** Use zoning to establish a flexible mix of uses, with a variety of permitted uses at the ground floor as well as on upper stories. Allow horizontal mixed-uses (a mix of uses on a site) in addition to vertical mixed-use (a mix of uses within an individual building).
- 
- 3-I-2 Activated Ground Floor:** Require that development in areas shown in Figure 3-3 provide "active" ground floor uses. Active uses are those that are accessible to the public, generate walk-in pedestrian clientele and thus contribute to a high level of pedestrian activity, and are engaging to pedestrians walking by.
- 
- 3-I-3 Neighborhood Services.** Promote a mix of commercial uses that provides adequate neighborhood and community services in Sharp Park to reduce the need for driving for everyday needs. In particular, encourage these uses along Palmetto Avenue and Francisco Boulevard.
- 
- 3-I-4 Day and Nighttime Uses and Attractions.** Promote the addition of uses, activities, and attractions that draw both day and nighttime visitors to Sharp Park, such as more restaurants (full-service as well as cafés), entertainment venues, and art and cultural destinations. Encourage these uses along Palmetto Avenue and allow them on Francisco Boulevard and Eureka Square.
- 



Activated ground floor example in San Francisco

*Active uses may include (but are not limited to): stores, restaurants, cafés, markets, bars, theaters and the performing arts, commercial recreation and entertainment, personal and convenience services, yoga and athletic studios provided ground-level building transparency is maintained, co-working spaces, tourism-oriented services, hotel lobbies, banks, childcare services, libraries, museums, and galleries. While office and other non-residential uses may be permitted on an interim basis at the discretion of the Planning Commission, all spaces must be designed to accommodate active uses. Building design features that optimize the pedestrian experience and access shall be provided as detailed in Standard DS-3 in Chapter 5.*

**3-I-5 Auto-Oriented Uses.** Allow existing auto-oriented establishments along Francisco Boulevard to remain but not expand in the Sharp Park Specific Plan Area. Prohibit new auto-oriented establishments, such as service or repair uses or drive-thru establishments, in the Sharp Park Specific Plan Area.

**3-I-6 Community Gathering Spaces and Placemaking Strategies.** Ensure that sufficient community gathering spaces, open spaces, and recreational facilities are part of any mixed-use development, consistent with the requirements in Chapter 5, Policy 5-I-24. New developments should include undergrounding of existing overhead utilities along each project frontage. Encourage the creation of visually appealing, comfortable, and memorable places with a variety of amenities and facilities to meet different needs, such as plazas, paseos, playgrounds, green spaces, and small pocket parks.

**3-I-7 Existing Densities/Intensities.** Uses that have a higher existing FAR or density than the land use density and intensity limitations shall remain conforming and allowed to build to the existing densities/intensities when rehabilitating or re-constructing.

**3-I-8 Community Amenities.** Monitor market conditions and assess opportunities to provide additional incentives for developments that offer significant community-serving amenities such as 3+ bedroom units for larger families, childcare, grocery stores, publicly accessible urban open space, on-site performance space, public art, and green building features. Incentives may include expedited permitting, or fee reductions, subject to approval of the Planning Commission.

**3-I-9 Temporary Uses.** Explore options for improving vacant sites with interim improvements, such as landscaping, or temporary uses via Temporary Activity Permits, such as pop-up events and activities.

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## AREA-SPECIFIC LAND USE POLICIES

### *Palmetto Avenue*

#### Guiding Policy

**3-G-4 Sharp Park's Main Street.** Promote Palmetto Avenue as a pedestrian-oriented main street with a balanced, energetic mix of retail, restaurants, and services as well as multi-family housing.

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#### Implementing Policies

**3-I-10 Palmetto Avenue Redevelopment.** Foster reuse of underutilized sites along Palmetto Avenue—several of them occupied by single-story commercial or utilities/service-oriented buildings—into vibrant mixed-use structures that promote active commercial uses at the ground level, with housing above.

**5-I-11 Palmetto Avenue Building Height.** Permit 55 feet as the maximum height of new development south of San Jose Avenue, and 45 feet north of San Jose Avenue.

**5-I-12 Northern Palmetto Density and Height.** To maintain a compatible scale, development along northern Palmetto Avenue (north of San Jose Avenue) shall be allowed at a density of 30 dwelling units per acre, and at heights up to 45 feet.

**5-I-13 Palmetto Avenue Setbacks.** Require “build-to” lines or maximum setbacks of 5 feet along Palmetto Avenue, except where a public plaza or other public space is provided in the setback. Ensure 70 percent of the frontage meets the “build to” line so the street is fronted with development rather than parking. For sites that cannot



accommodate off-street parking due to site constraints, allow payment of in-lieu parking fees.

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### **3-I-14 Palmetto Avenue Active Ground Floor Uses.**

Require 75 percent of first floor frontage on Palmetto Avenue to be devoted to active uses.

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- 3-G-4 Pacifica Resource Center.** For any future mixed use redevelopment of the current Pacifica Resource Center, allow the community nonprofit use of the PRC to continue. Allow expansions of size and range of services provided by the PRC consistent with the development standards for the underlying land use designation.
- 

## **Francisco Boulevard**

### Guiding Policy

- 5-I-5 Sharp Park Gateway.** Support continued development of Francisco Boulevard as a “gateway” street to Sharp Park with a mix of commercial and residential uses that capitalize on its access and visibility from Highway 1. Require commercial uses on the ground floor.
- 

### Implementing Policies

- 3-I-14 Neighborhood-Serving Northern Francisco Boulevard.** Encourage neighborhood serving commercial and residential mixed-use development along the three blocks of Francisco Boulevard north of City Hall. Require commercial uses on the ground floor.
- 

- 3-I-15 Flexible Central Francisco Boulevard.** Allow existing commercial uses to remain while encouraging new community-serving mixed-use development with flexible ground-floor workspaces or visitor-serving commercial uses along the three blocks between City Hall and Montecito Avenue. Require commercial uses on the ground floor.
- 



- 3-I-16 Francisco Boulevard Building Height.** Increase building heights of MUN and MUC designations to 55 feet to encourage visibility from Highway 1.
- 

## **2212 Beach Boulevard Site**

### Guiding Policy

- 3-G-6 Sharp Park Anchor.** Facilitate the development of 2212 Beach Boulevard site as an anchor for Palmetto Avenue, and a community and tourist destination for Pacifica.
- 

### Implementing Policies

- 3-I-17 2212 Beach Boulevard Height.** Permit building height up to 55 feet.
- 
- 3-I-18 2212 Beach Boulevard Public and Civic Space.** Incorporate a new plaza or public gathering space as part of Beach Boulevard redevelopment. Any plaza or public gathering space should be planned so that it supports an active corner along Palmetto Avenue, and facilitates use of the west side of the property, responding to and enhancing the Beach Boulevard Promenade.
- 
- 3-I-19 2212 Beach Boulevard Design.** As part of the design of the site, consider incorporating a restaurant or cafe oriented to the corner of Montecito Avenue/ Beach Boulevard and/or at a terrace level overlooking the waterfront.
-

- 3-I-20 2212 Beach Boulevard Uses.** Prioritize full-service hotel use at the 2212 Beach Boulevard site. For any non-hotel project, emphasize land uses that are of interest to visitors and generate revenues for the City.

## **Eureka Square**

### Guiding Policy

- 3-G-7 Mixed-use Node.** Facilitate redevelopment of the Eureka Square Shopping Center as a high-quality mixed-use node, with a combination of housing, office, and retail.

### Implementing Policies

- 3-I-21 Eureka Square Height.** Permit building heights up to 55 feet.
- 3-I-22 Eureka Square Public Space.** Require inclusion of public gathering space as part of mixed-use design at Eureka Square.
- 3-I-23 Eureka Square Minimum Commercial Requirement.** The minimum commercial FAR shall be 0.3, of which 0.2 FAR commercial uses shall be of “active commercial” type, which includes retail and service establishments, restaurants, cafes, bars and brew pubs, art and craft studios, grocery stores, and other substantially similar uses that serve the community or surrounding neighborhood. Residential uses are only allowed on the residential component of the site, and are only allowed when commercial minimums are met or exceeded.

## **3-I-24 Eureka Square Housing Development.**

Any building or buildings containing a residential use shall be limited to no more than half of the site area. Eureka Square shall develop at 30 du/ac with a minimum of 0.3 FAR of ground floor commercial, except that an additional 5 units per acre shall be permitted for every 0.075 increase in commercial FAR for the commercial portion of the site (interpolated to the nearest hundredth), up to a maximum density of 50 units per acre. Maximum base height shall be 45 feet, with an additional 5 feet for every 0.075 FAR increase in commercial uses, up to a maximum of 55 feet (interpolated to the nearest hundredth). Projects that contain 100 percent affordable housing are eligible for these FAR and height increases without provision of the additional commercial FAR beyond 0.3. Residential uses are only allowed on the residential component of the site once the 0.3 minimum FAR is met or exceeded.

## **3-I-25 Eureka Square Residential Development Oversight.**

The City may permit residential uses on more than half of the site area provided overall densities are not exceeded and subject to discretionary design review and approval by the Planning Commission. The Planning Commission may allow variations in maximum height within the overall 55 feet maximum.



## 3.5 ECONOMIC VITALITY

The Sharp Park Specific Plan envisions creating a vibrant mixed-use “heart” for Pacifica, with an appealing and diverse range of businesses along the corridors that draw people for dining, shopping, personal services, arts and entertainment, and enjoyment of the area’s beachside amenities. Palmetto Avenue and Francisco Boulevard are home to a number of small-scale, locally-owned shops, unique restaurants, and visitor-oriented uses, but there is potential to encourage even more commercial uses desired by the community.

Given the current largest industry in the City is Accommodation and Food Services and that the City is interested in growing its visitor and resident serving sectors, the current job market could function as a foundation from which to expand this sector of the local economy. Equally important is an emphasis on home-based businesses, startups, creatives, and maker-oriented businesses. Creating a favorable business climate that values flexibility, diversity, and entrepreneurship will ensure that Sharp Park remains economically viable, even as market changes occur.



2019 and 2020 Fogfest posters, designed by Aaron John Gregory of Cotton Crustacean

Building on Sharp Park’s coastal identity and enhancing its sense of place will be a powerful attractor. Targeted public investments in the Sharp Park Specific Plan area can help to catalyze new retail and visitor-serving opportunities, as well as incremental and fine-grained improvements to existing properties with a focus on creating a differentiated experience for residents and visitors. The Sharp Park Specific Plan emphasizes a people-scaled approach to development which will translate into a walkable, friendly, safe, and appealing pedestrian realm.

Art, history, and culture have an important role to play in building this sense of place. From the Pacifica Coastside Museum, to the imitable Fog Fest, to quirky and charming seaside signage and imagery, preserving and enhancing Sharp Park’s eclectic streak can continue to positively impact its social and business environment.

## ECONOMIC VITALITY

### Guiding Policies

**3-G-8 Commercial Heart.** Ensure a positive business climate that supports a thriving pedestrian-friendly commercial district that maintains Sharp Park as the “heart” of the community.

**3-G-9 Diversified Economy.** Strengthen Sharp Park’s diversified economic base with measures that increase business viability, and that allow businesses to respond to market demands.

**3-G-10 New and Existing Business.** Retain existing businesses and attract new businesses through the development of programs and assets that add value to Sharp Park and the City.

**3-G-11 Flexible Use.** Ensure that development is designed to accommodate flexible uses that can accommodate a pivot in business type to residential as economies evolve.



## Implementing Policies

**3-I-23 Business Attraction.** In collaboration with business advocacy groups, maintain a Sharp Park business attraction program to assist with site identification, incentive programs, permitting assistance, and other aspects related to establishing or relocating a business.

**3-I-24 Predictable Business Environment.** Support a predictable and welcoming business environment by continuing to refine and improve the City design review and permitting process to ensure it is as expedient and business-friendly as possible.

**3-I-25 Accommodating Flexible and Smaller Uses.** Encourage the integration of commercial tenant spaces designed to accommodate flexible and small businesses within new development, and make it easy for smaller commercial establishments to continue operating, including through techniques such as exempting a portion of commercial floor area in a building from parking requirements to support small businesses. See Chapter 4, Table 4-4 for more information.

**3-I-26 Evening Activity.** Encourage businesses to remain open at night and to light their storefront displays in the evening in order to encourage activity and promote safety.

**3-I-27 First Floor Design.** Ensure that new buildings in the Active Use Overlay are designed to accommodate a range of first-floor commercial uses such that a variety of uses may occupy the space.

**3-I-28 Home Based Business.** Ensure that Sharp Park zoning allows for home-based businesses in all areas.

**3-I-29 Marketing Integration.** Integrate businesses and attractions located in Sharp Park into city branding and promotional material.

**3-I-30 Pop-Up Activities and Kiosks.** Conduct a study to consider allowing pop-up activity spaces, cultural or artistic exhibitions, public and private events, temporary uses for vacant storefronts and parcels, and kiosks in Sharp Park to encourage increased activity.

**3-I-31 Façade Improvement.** Establish a Façade Improvement Basics (FIB) program that supports efforts to create attractive facades on existing buildings.

**3-I-32 Sharp Park Partnerships.** Partner with the Pacifica Coastside Museum, Historical Society, Sharp Park library, Sharp Park businesses, cultural organizations, and arts groups to develop and expand the program of activities and events that activate public spaces.





## 3.6 AFFORDABLE HOUSING

The Pacifica community has identified housing affordability as a critical issue. Similar to other Bay Area communities, the price of housing in Pacifica for both owners and renters has increased substantially in recent years due to high land prices and an under-supply of housing relative to demand. As a result, market rate housing is unaffordable for purchase or rental for many households in Pacifica. Lack of housing affordability can lead to overcrowded housing and overpayment for housing, resulting in less income for transportation, food, and medical costs. It can also force households with moderate or low incomes to move elsewhere, resulting in impacts to Pacifica's social fabric from displacement or, for those who work in Pacifica, resulting in longer commutes and more traffic. Lack of affordable housing is also a major contributing factor to homelessness.

In Pacifica, average rents have been rising since 2010 and have increased from \$1,600 in 2010 to \$2,300 in 2019<sup>1</sup>. Vacancy rates have decreased over the last seven years as well, from around 5.3 percent in 2010 to 2.5 percent in 2019. The slow growth of residential inventory and steadily increasing rents, home values, and low vacancies suggest pent up demand for housing in the City, reflecting the high demand for housing in the San Mateo County region and Bay Area generally.

As an area capable of supporting higher intensity residential and mixed-use development, the Sharp Park Specific Plan Area plays an important role in helping the city address the housing affordability crisis. New development opportunities include residential or mixed-use infill on vacant or opportunity sites and redevelopment of large publicly owned parcels. Sharp Park Specific Plan includes numerous policies to increase the supply of both market rate and affordable housing in Sharp Park.

Sharp Park's vitality is also inextricably linked to its ability to support diversity. The most vibrant places



have a mix of housing and employment types, as well as residents from a variety of demographic, socioeconomic, and cultural backgrounds. To this day, Sharp Park remains a neighborhood with housing options that are more affordable to renters and families with lower incomes. Approximately 70 percent of occupied households within the Sharp Park Specific Plan Area are renters, nearly double to the rate of renter occupied units in Pacifica as a whole (32 percent). Approximately 31 percent of Pacifica households are spending more than 30 percent of household income on housing costs. Cost burden affects renters more than owners: 29 percent of owners and 36 percent of renters are spending more than 30% of incomes on housing.

As with any plan, new development without protections and proactive strategies can have direct and indirect consequences, such as gentrification and displacement. To ensure everyone can enjoy the new amenities that will be created in Sharp Park, the Specific Plan includes policies to increase availability of affordable housing, monitor indicators that may signal displacement is occurring, and work directly with affected communities to identify gentrification and displacement issues and strategies to address them. To support current and future residents' housing needs, the Sharp Park Specific Plan promotes creation of a mix of housing unit types, sizes, and price points, especially smaller units that are affordable by design, live/work units for creatives, and home-based business operators.

<sup>1</sup> More recent, comprehensive rent data are not available. However, anecdotal information suggests rents have continued to increase between 2019 and adoption of this Plan.

## AFFORDABLE HOUSING

### Guiding Policies

**3-G-12 Housing Opportunity.** Support development of a diverse range of housing opportunities suitable for people of all incomes, abilities, and stages of life.

### Implementing Policies

**3-I-33 Renting and Owning.** Encourage a mix of for-sale and rental housing units in all Sharp Park areas.

**3-I-34 Specialty Housing.** Promote the provision of affordable, live-work, and special-needs housing.

**3-I-35 Preserve Affordability.** Preserve and expand affordable housing in Sharp Park with the following actions:

- Provide funds to renovate older buildings in exchange for rent restrictions;
- Encourage the integration of deed-restricted affordable units within housing developments; and
- Support the preservation of older rental apartments.

**3-I-36 Displacement Indicators.** Monitor indicators such as change in share of low-income households, average rent and sales price, supply of affordable units, and evictions and foreclosures within the Sharp Park Sharp Park Specific Plan Area.



*Additional Dwelling Units, or ADUs, like the one pictured above, are a form of infill housing.*

**3-I-37 Supportive Housing.** Facilitate opportunities to incorporate innovative design and program features into affordable housing developments, such as on-site health and human services, community gardens, car-sharing, and bike facilities. Support the development of projects that serve homeless and special needs populations.

**3-I-38 Small-Lot Consolidation.** 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.





## 4 Accessible Sharp Park: Mobility and Parking

Sharp Park includes several features that provide a solid foundation for an accessible circulation network, including walkable streets, existing bicycle connections, parking amenities, and transit access. As Sharp Park adds more amenities, land uses, and people visiting and living in the area, more trips will begin and end in Pacifica's community hub. An integrated network of Complete Streets will provide a range of safe, convenient, and enjoyable options for getting around, enhance the experience of visiting or living in the neighborhood, and support economic vitality.

An accessible mobility network, in which people will be able to get around comfortably, efficiently, and in the manner that they choose, will build on Sharp Park's strengths to further improve the environment for pedestrians and bicyclists, expand connections to other Pacifica neighborhoods, and accommodate needs of drivers while planning for future technology changes. This chapter articulates policies to improve connections to and within Sharp Park, with an emphasis on improvements that support walking, biking, and transit, as well as parking.

## 4.1 TRANSPORTATION NETWORK

The circulation network will be designed to balance mobility, economic health, safety, and vibrancy in Sharp Park. Complete Streets are roadways that meet the needs of all users including motorists, pedestrians, bicyclists, children, persons with disabilities, seniors, movers of commercial goods, and users of public transportation. To achieve this balance, multiple strategies are needed to promote alternative modes, manage parking and traffic more effectively, and make street- and parking-related improvements.

### STREET NETWORK

Streets constitute one of the largest publicly-owned spaces in the City. The Sharp Park Specific Plan Area's road network consists mainly of freeways, arterials, collector streets and local roads, shown in Figure 4-1. Because of its geography and low development intensities, Pacifica today is largely car-oriented. The Sharp Park Specific Plan Area has a grid system of streets with blocks approximately 200 feet by 500 feet in size, with a mix of uses. Accommodating the needs and comfort of drivers will be balanced with the City's priorities for pedestrians, bicycles, and transit. To achieve this balance, the Sharp Park Specific Plan includes strategies to promote alternative modes of transportation, manage parking and traffic more effectively, and make street-related improvements to enhance the public realm.

#### Freeways

Highway 1 is the major regional route that bisects the Sharp Park Specific Plan Area into eastern and western halves. State Route 35 (also known as Skyline Boulevard) provides a connection to Interstate 280 and runs about two miles to the east of Sharp Park.

#### Arterials

The main arterials in the Sharp Park Specific Plan Area include Palmetto Avenue, Oceana Boulevard, and Paloma Avenue to the west of Highway 1. Sharp Park Road borders the southern portion of the Sharp Park Specific Plan Area and connects Highway 1 to State Route 35.

#### Collector

Collectors funnel traffic from local roads to arterial networks. Main collectors in the Sharp Park Specific Plan Area include Talbot Avenue, Moana Way, Clarendon Road, Francisco Boulevard, and Paloma Avenue to the east of Highway 1. Francisco Boulevard serves as the southbound exit from Highway 1, and in the northbound direction, Moana Way and Clarendon Road take drivers into east and west Sharp Park, respectively.

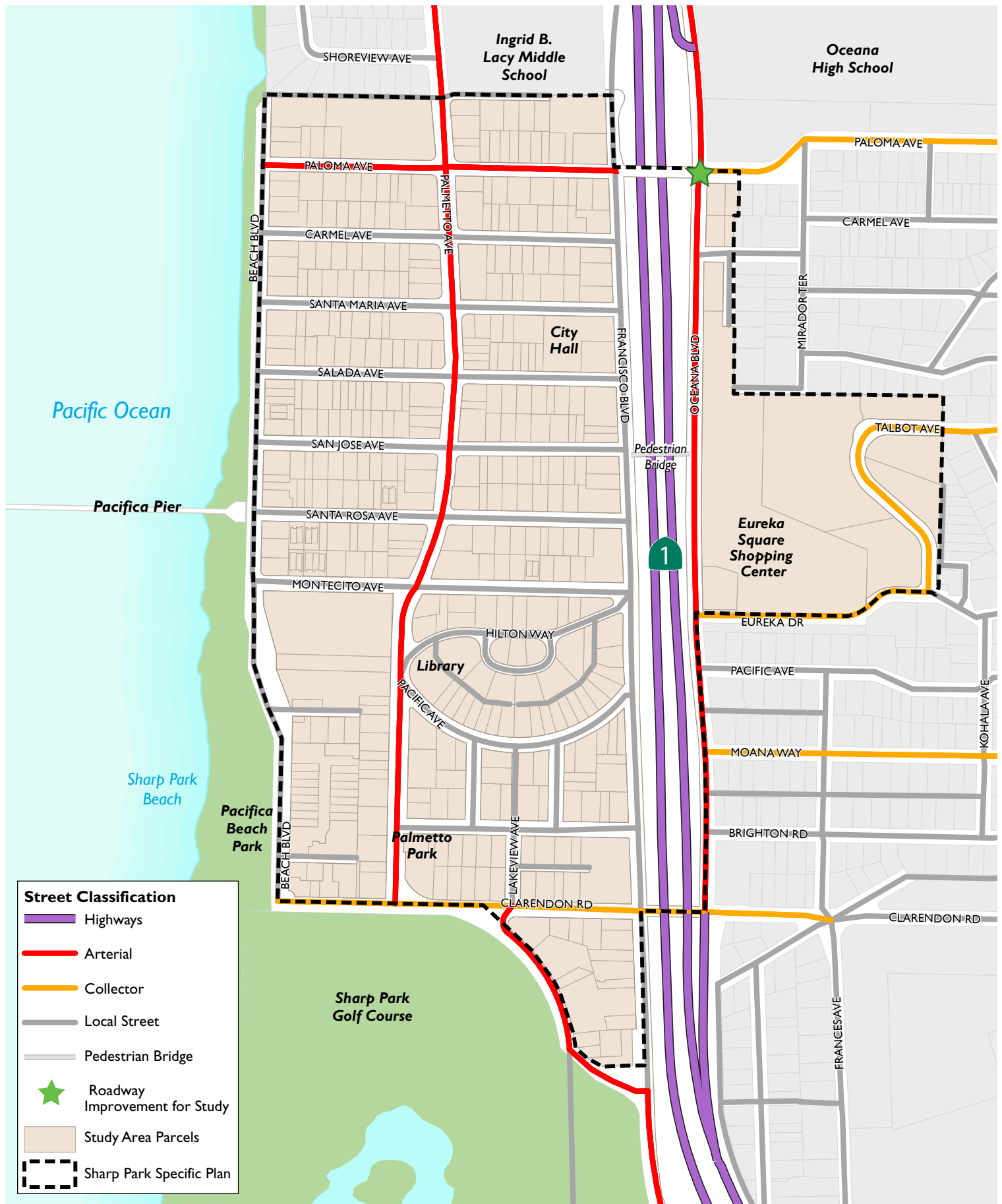
#### Local Streets

Local Streets are neighborhood streets that provide access to homes and schools, typically with low vehicular speeds, street trees, and street lighting at intersections. These include most of the East-West streets within the Sharp Park Specific Plan Area. In the western portion of the Sharp Park Specific Plan Area, all east-west streets, with the exception of Montecito, Brighton, and Clarendon roads, are one-way, with directions in an alternating pattern.





**Figure 4-1: Street Network**



## STREET NETWORK IMPROVEMENTS

While implementation of the Sharp Park Specific Plan is not expected to generate a significant amount of traffic, analysis of future traffic levels at buildout (2040) in the context of citywide and regional development indicates that one roadway improvement would be required within the Sharp Park Specific Plan Area.

Level of Service (LOS) is a measure of the degree of vehicle congestion that occurs during peak travel periods and is the traditional measure of roadway and intersection performance. Level of Service can range from “A” representing free-flow conditions, to “F” representing extremely long delays. LOS B and C signify stable conditions with acceptable delays. LOS D is typically considered acceptable for a peak hour in urban areas. LOS E is approaching capacity and LOS F represents conditions at or above capacity. The City’s policy is to limit further deterioration of traffic conditions by evaluating the significance of impacts of new development on highway congestion and requiring improvements to maintain, if possible, LOS D for City streets.

The intersection of Paloma Avenue and Oceana Boulevard currently operates at LOS F during the AM peak hour and meets a peak hour signal warrant. Signalization of this intersection would improve the

operation for both existing conditions and buildout conditions to LOS D during the morning peak hours and would maintain LOS C during the evening peak hours, with slightly increased delay for the build PM scenario. Further analysis should be conducted to determine if signalization is appropriate and improves bicycle and pedestrian safety in concert with improved vehicular traffic movement.

## BICYCLE AND PEDESTRIAN NETWORK

The Sharp Park Specific Plan focuses on the quality of streets as public spaces and their role in creating an attractive, interconnected public realm that encourages walking, bicycling, and social activity. Overall, the Sharp Park Specific Plan Area has well-connected streets and sidewalks and a significant share of bicycle and pedestrian amenities. The recent streetscape improvements along Palmetto Avenue reflect the City’s commitment to providing alternative transportation options, and the Beach Boulevard promenade is one of Pacifica’s most well-loved resources. However, several issues, such as cracked, incomplete sidewalks, lack of signage and wayfinding, and limited bicycle and pedestrian amenities on some streets present challenges to the existing bicycle and pedestrian network.

## EXISTING BICYCLE AND PEDESTRIAN NETWORK

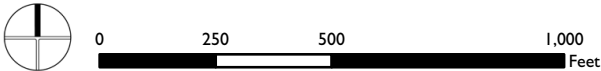
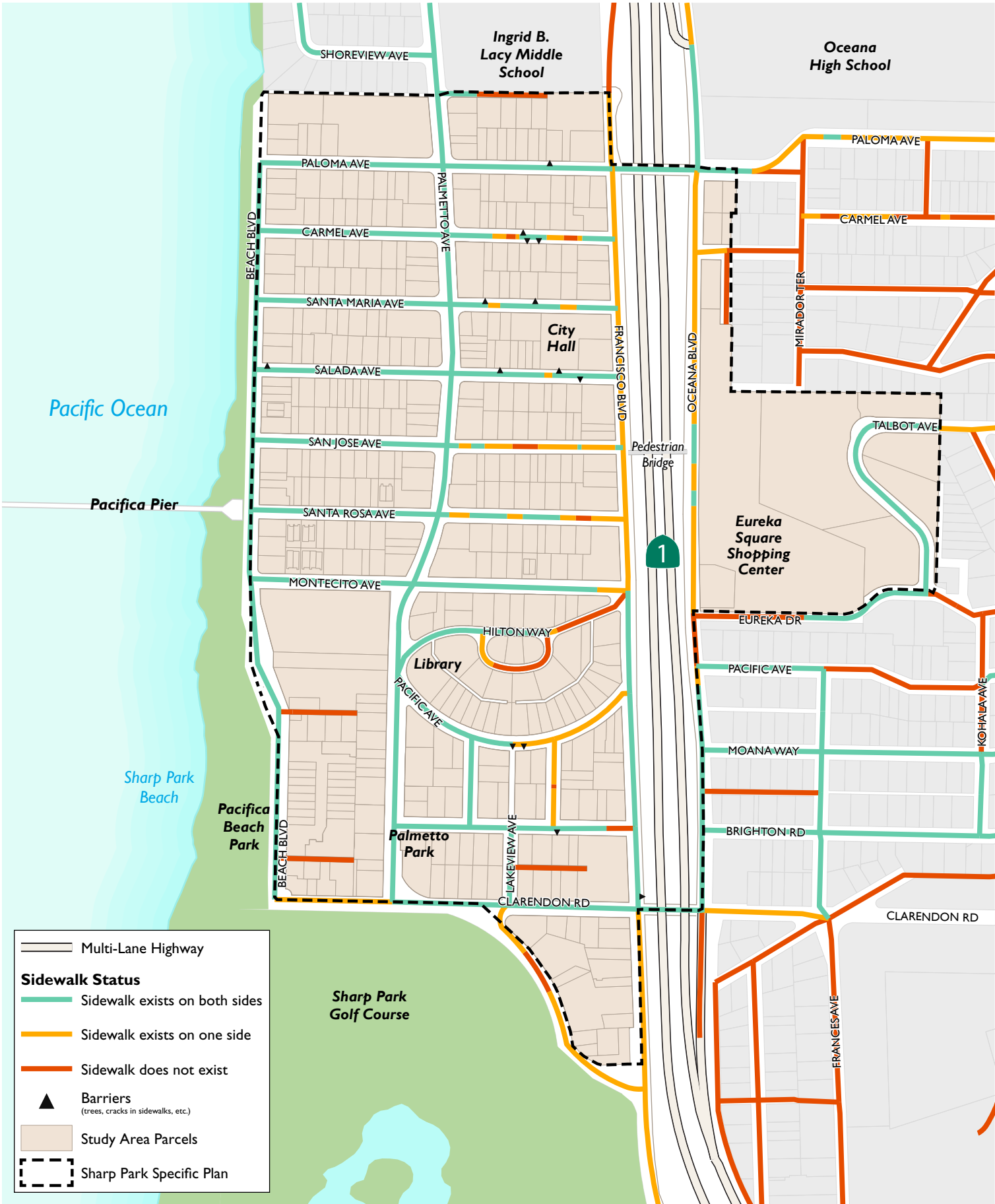
### *Pedestrian Network*

#### Sidewalks and Crossings

Sidewalks are provided along most arterial and residential streets in the Sharp Park Specific Plan Area. Most sidewalks are generally narrow, between four to five feet wide, except for Palmetto Avenue, which has sidewalks closer to seven feet wide, and Beach Boulevard, where additional Coastal Trail and promenade access extend sidewalks between 10 to 18 feet wide. The quality of sidewalks throughout the Sharp Park Specific Plan Area varies, with a few stretches of roads that lack sidewalks, or heavily cracked sidewalks that could pose a threat to safety and ADA compliance. Palmetto Avenue has the newest pedestrian infrastructure upgrades and the best sidewalk



Figure 4-2: Existing Sidewalk Network





quality. Figure 4-2 shows the sidewalk network in the Sharp Park Specific Plan Area.

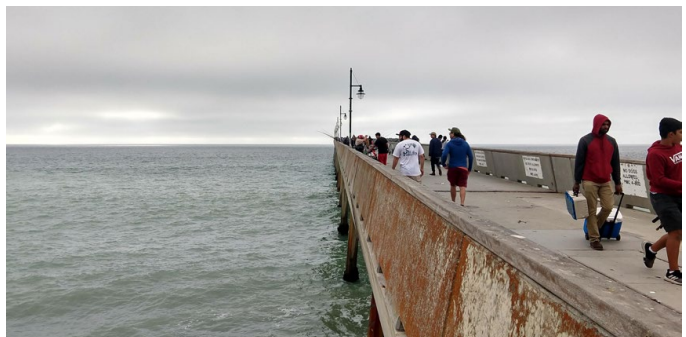
Pedestrian connectivity across Highway 1 is provided at three locations in Sharp Park, including Paloma Avenue, Clarendon Road and a pedestrian bridge connecting to San Jose Avenue.

#### Coastal Access

Sharp Park's proximity to the coast provides residents and visitors with numerous opportunities to enjoy the beach and other recreational activities. The California Coastal Act also requires that land in the Coastal Zone (which includes the Sharp Park Specific Plan Area) maximizes opportunities for the public to travel to and along the shoreline, and to recreate on the beach and in the ocean. The Sharp Park Specific Plan Area provides four access points to the coast, described in Table 4-1 below and shown in Figure 4-3.

A key pedestrian feature in Sharp Park is the Beach Boulevard Promenade, which provides public access to the ocean as far south as Mori Point. The promenade is located above the seawall along the ocean-front and is popular for walking, jogging, or accessing the Pier and Sharp Park Beach.

The Sharp Park Specific Plan Area is also a major hub along the California Coastal Trail. Starting from Sharp Park Beach, the Coastal Trail is a seven-mile long trail crossing Mori Point, passing through Rockaway Beach, and ending at Pacifica State Beach near the Linda Mar District.



**Table 4-1: Coastal Access**

ACCESS POINT NAME	BEACH ACCESS?	OWNERSHIP	DETAIL
1. Northern Beach Boulevard	No	City	Seawall along Beach Boulevard and armored bluff shoreline. No parking.
2. Pacifica Pier and Vicinity	Yes	City	Access to beach at San Jose Avenue (2a) across armored bluffs, and to Pier at end of Santa Rosa Avenue (2b). Popular fishing area. Erosion concerns. Parking at City-owned lot.
3. Beach Boulevard Promenade	Yes	City and State	Low bluffs between beach and park. Popular for walking, jogging, fishing, ocean viewing, beach-combing. Access to beach at Birch Lane. Parking available along Beach Boulevard.
4. Clarendon Road	Yes	City and State	Access to long beach across very low bluffs, protective berm. Parking available along Beach Boulevard.



Figure 4-3: Coastal Access Points



## Bicycle Network

The Sharp Park Specific Plan Area has one main bikeway; a class II bicycle lane that runs along the length of Palmetto Avenue from Paloma Avenue to the north, to Clarendon Road to the south. This bicycle lane was installed as part of the Phase I Palmetto Avenue Streetscape Improvement Project, completed in 2018. At Clarendon Road, the Class II facility continues on the eastern side of the Sharp Park Golf Course as a Class III Bicycle Route, and on the western side as a Class I Shared Use Path. There are several areas for bicycle parking at Eureka Square, and three facilities in western Sharp Park, including at the Pacifica Resource Center at 1809 Palmetto Avenue, in front of the Pacifica mural at Montecito and Palmetto Avenue, and at the Chit Chat Café on Beach Boulevard.



A Class II Bicycle Lane in Sharp Park

## BICYCLE FACILITIES

The 2020 Pacifica Bicycle and Pedestrian Master Plan classifies bicycle facilities into the following types:

- **Class I Shared-Use Path.** Class I shared-use paths are paved trails wholly separated from the street. They allow two-way travel by people bicycling and walking, and are often considered the most comfortable facilities for children and inexperienced riders as there are few potential conflicts between people bicycling and people driving.
- **Class II Bicycle Lane.** Class II bicycle lanes are striped preferential lanes on the roadway for one-way bicycle travel.
- **Class IIB Buffered Bicycle Lane.** Bicycle lanes that include a striped “buffer” area either between the bicycle lane and the travel lane or between the bicycle lane and parked cars, (sometimes in both areas).
- **Class III Bicycle Route.** Class III bicycle routes are signed routes where people bicycling share a travel lane with people driving. Because they are shared facilities, bicycle routes are only appropriate on quiet, low-speed streets with relatively low traffic volumes. Some Class III bicycle routes include shared lane markings or “sharrows” that recommend proper bicycle positioning in the center of the travel lane and alert drivers that bicyclists may be present.
- **Class IIIB Bicycle Boulevard.** Bicycle routes that are further enhanced with traffic calming features or other treatments to prioritize bicyclist comfort.
- **Class IV Separated Bikeway.** Class IV separated bikeways are bicycle facilities that are physically separated from motor vehicle traffic by a vertical element or barrier, such as a curb, bollards, or vehicle parking aisle. They can allow for one- or two-way travel on one or both sides of the roadway.

## BICYCLE AND PEDESTRIAN IMPROVEMENTS

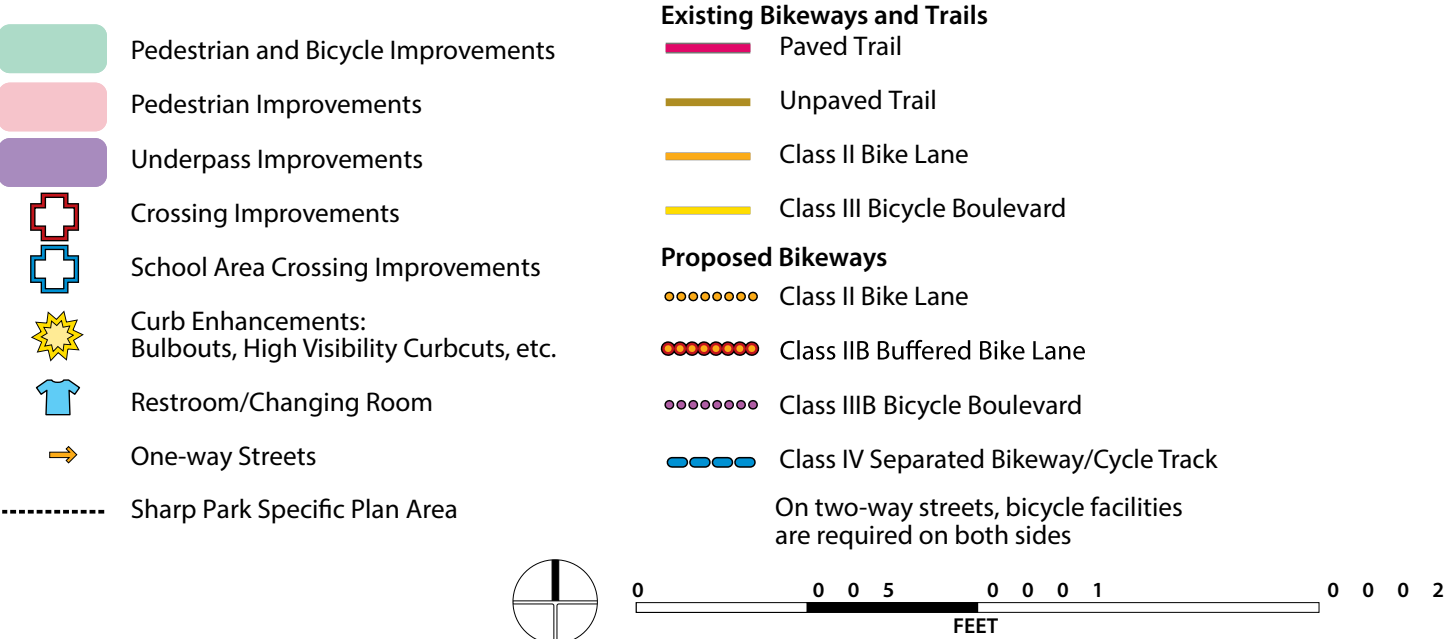
Over the last few years, Sharp Park has seen significant bicycle and pedestrian connectivity improvements. As the Sharp Park Specific Plan Area adds more housing, attractive commercial uses, and other amenities, bicycle and pedestrian network improvements that enhance the existing network and make it comfortable, easy, and enjoyable to get around will help increase the share of people who choose to use modes other than a car.

To build on these improvements and increase the navigability of the area, especially for tourists and people coming to the area for the first time, the Plan prioritizes certain streets for wayfinding and bicycle and pedestrian improvements, such as landscaping, bicycle infrastructure, signage, and other improvements to better connect the corridors of activity and reduce disruption to residential neighborhoods. A minimized distance between corridors also helps to encourage walking.

Several bicycle and pedestrian improvements in the Sharp Park Specific Plan Area have been proposed in Pacifica's Bicycle and Pedestrian Master Plan Update, adopted in early 2020. These included a Class IIIB Bicycle Boulevard along Paloma Avenue and a combination of Class IIIB and Class IV routes along Clarendon Road. Other improvements include 'Safe Routes to Schools' improvements around Oceana High School including intersections at Paloma Avenue and Francisco Blvd; Oceana Blvd & Paloma Avenue; and Mirador Terrace & Paloma Avenue, and enhanced crossings along Beach Boulevard. These improvements, in addition to a few others, are shown in Figure 4-4 and are further detailed below.



Figure 4-4: Sharp Park Specific Plan Bicycle and Pedestrian Improvements





## Corridors Existing Conditions and Improvements

### North-South Corridor Improvements

The Sharp Park Specific Plan Area has four major north-south corridors consisting of Palmetto Avenue at the center, Beach Boulevard on the western edge of the Sharp Park Specific Plan Area along the coast, Francisco Boulevard, which runs parallel to Highway 1 on the west side, and Oceana Boulevard, which runs parallel to Highway 1 on its eastern side.

#### FRANCISCO BOULEVARD

Currently, Francisco Boulevard lacks bicycle and pedestrian amenities, is hard to navigate due to lack of signage, and is constrained in terms of width due to street parking being located on either side of the street. Pedestrian connectivity across Highway 1 is provided at three locations at Paloma Avenue, San Jose Avenue, and Clarendon Road, making Francisco Boulevard an important location for wayfinding and crossing improvements. By adding pedestrian- and bicycle-friendly improvements, Francisco Boulevard has the potential to transform into a distinctive gateway into western Sharp Park.

#### PALMETTO AVENUE

Palmetto Avenue acts as the commercial center of the Sharp Park Specific Plan Area and has already had a number of streetscape improvements between Clarendon Road and Paloma Avenue as part of the Phase I Palmetto Avenue Streetscape Improvement Project. These include undergrounding of all utilities and the removal of utility poles, improved crosswalks at intersections, the addition of pedestrian scale street lights, and most recently the addition of a Class II bicycle lane in 2018. Despite these improvements, the constrained public right-of-way has required balancing of tradeoffs, and street trees, public seating, and other street furniture is limited. Additionally, Palmetto Avenue includes several driveways—an excess of driveways on a street segment creates obstacles for pedestrians and bicyclists and can disrupt flow, resulting in delays for vehicle traffic. Opportunity exists to build on the streetscape and add trees and street furniture in bulbouts, as shown in Figure 4-5. Driveway consolidation can also help

to enhance existing conditions into a more pedestrian-friendly and traffic-calmed corridor.

#### BEACH BOULEVARD

The connection to many of Pacifica's coastal amenities, Beach Boulevard includes benches, lighting, and walkable sidewalks. As identified in the Bicycle and Pedestrian Master Plan, enhanced crossings at Paloma, Santa Maria, and San Jose Avenues and Clarendon Road would improve coastal access. The Beach Boulevard Infrastructure Resiliency Project may include redesign of the Promenade. This redesign could include an opportunity to explore a shared use path or other appropriate bicycle infrastructure improvement to extend the Coastal Trail.

#### OCEANA BOULEVARD

On the eastern side of Highway 1, Oceana Boulevard continues south through the neighborhood and terminates at Clarendon Road on the east side. South of Paloma Avenue to San Jose Avenue pedestrian overcrossing, paved sidewalks are present on the eastern side of the street, but there is only partial signage indicating the west side of Oceana is a Highway 1 right of way not intended for pedestrian use. As identified in the Bicycle and Pedestrian Master Plan, improvements to Oceana Boulevard in the short term such as filling in sidewalk gaps and installing higher visibility curb ramps can help enhance pedestrian comfort in the short term. In the longer term, a shared use path can further improve connections from Sharp Park to other Pacifica neighborhoods.

These north-south corridor improvements are shown in Table 4-2.

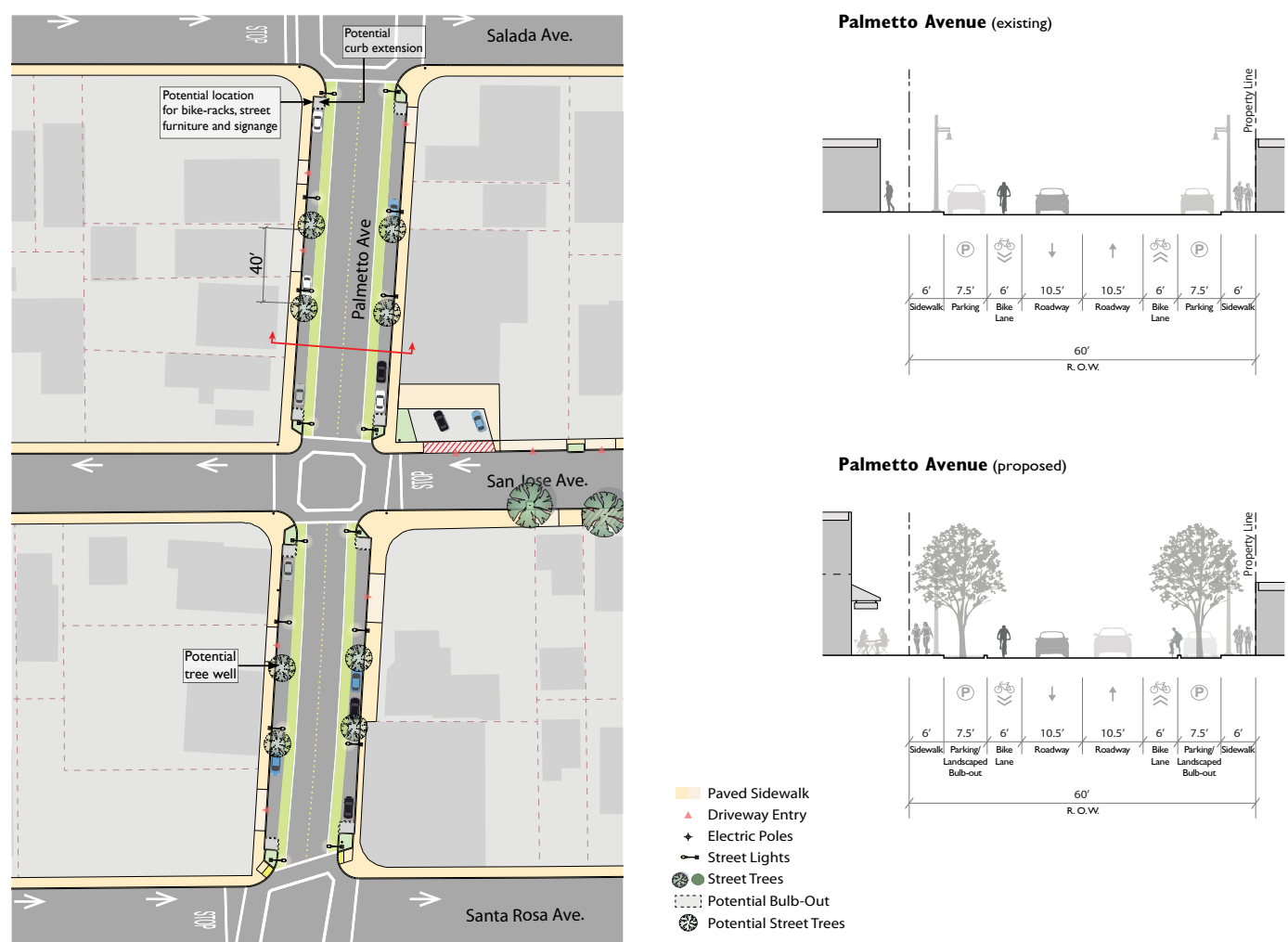


*The pedestrian overcrossing, completed in 2019, connects east and west Sharp Park.*

Table 4-2: North-South Corridor Enhancements

NORTH-SOUTH CORRIDORS	DESCRIPTION
Palmetto Avenue	
Public Realm Improvements	Incorporate street furniture where appropriate, including benches and trash receptacles.
	Incorporate mid-block bulb-outs for landscaping and street trees.
Francisco Boulevard	
Crossing Improvements	Implement Safe Routes to Schools improvements around Oceana High School, including high visibility crosswalks and curb extensions on Paloma Avenue. Add wayfinding at key east-west intersections (see Table 4-3)
Public Realm Improvements	
Beach Boulevard	
Crossing Improvements	Implement crossing improvements as described in the 2020 Bicycle and Pedestrian Master Plan at Paloma, Santa Maria, and San Jose avenues, as well as Clarendon Road.
Public Realm Improvements	Bring enhancements to the existing trail, including pavement markings to delineate modes (bikes and pedestrians) and lighting.
Bike Route Improvements	Support study of a Class I shared use path as part of Beach Boulevard Infrastructure Resiliency Project Promenade improvements.
Oceana Boulevard	
Crossing Improvements	Implement Safe Routes to Schools improvements around Oceana High School, including high visibility crosswalks and curb extensions on Paloma Avenue.
Sidewalk Improvements	In the short term, fill in sidewalk gaps and install curb ramps along Oceana Boulevard.
Bike Route/Transit Improvements	Create a Class II bike lane throughout the corridor. Improve transit stop at Clarendon and Oceana Boulevard.

Figure 4-5: Palmetto Avenue Improvements



## East-West Corridor Improvements

Stronger east-west connections along Paloma Avenue, San Jose Avenue, Santa Rosa Avenue, and Clarendon Road, particularly between Francisco Boulevard and Palmetto Avenue, will help to improve linkages between both sides of Sharp Park, as well as increase coastal access.

Several elements of the existing development pattern network present barriers to pedestrian and bicycle access. Most prominently, Highway 1 divides the eastern and western portions of Sharp Park. This barrier requires pedestrians to travel via under-, overpasses and pedestrian bridges. While these crossings are adequate, there is little signage or wayfinding on Francisco Boulevard directing people to Sharp Park's coastal amenities.

### CLARENDON ROAD

Clarendon Road is located towards the southern edge of the Sharp Park Specific Plan Area, and is currently uninviting to pedestrians and bicyclists, and hard to navigate due to lack of signage and wayfinding. Despite connecting to the Sharp Park Beach parking lot, the edge of the Sharp Park Golf Course, and the Coastal Trail, there is no signage directing people to these locations. Clarendon Road is connected across Highway 1 via an underpass, which has the potential to be improved with murals, public art, and light installations. Future planned improvements to this corridor include the addition of a combination of Class IIIB and Class IV routes. At Clarendon Road's terminus at the beach, bicycle infrastructure should be considered as part of the Beach Boulevard Plaza improvement project.

### SAN JOSE AVENUE

San Jose Avenue is another primarily residential street running between Beach Boulevard and Francisco Boulevard, which connects over Highway 1 to the Eureka Square Shopping Center via the recently reconstructed pedestrian crossing. Improvements along residential corridors should increase pedestrian accessibility without causing disturbance to current residents. While Paloma, San Jose, and Clarendon all serve as connecting streets, San Jose Avenue serves as the midpoint, representing an



*Sidewalk improvements like bulbouts present opportunities to add green infrastructure like bioswales and plants irrigated with reclaimed water, above.*

important gateway and wayfinding opportunity to the pier and planned developments like the 2212 Beach Boulevard site and the Sharp Park Library.

### SANTA ROSA AVENUE

Santa Rosa Avenue is a primarily residential street with a significant amount of incomplete sidewalks disrupted by utilities and trees in some portions. While more minor pedestrian improvements are proposed, an additional bicycle connection on this street could create part of a loop between the pier and pedestrian bridge.

### PALOMA AVENUE

Paloma Avenue is a major residential street that runs along the northern edge of the Sharp Park Specific Plan Area, acting as the northern gateway. It connects to the eastern portion of Sharp Park via an overcrossing, and a Caltrans project is underway to replace the railings and widen the sidewalks. Paloma Avenue provides a route to Ingrid B Lacy Middle School and Oceana High School. Constraints along the corridor include a narrow right-of-way, inconsistent bulb-outs originally constructed for trees, a majority of which are no longer present, and areas of heavily cracked sidewalks.

These east-west corridor improvements are shown in Table 4-3 and shown in Figure 4-6.

**Table 4-3: East-West Corridor Enhancements**

EAST-WEST CORRIDOR ENHANCEMENTS	DESCRIPTION
<b>Clarendon Road</b>	
Bike Route Improvements	Add signage and traffic calming measures to designate Clarendon Road as Class IV cycle track from Beach Boulevard to Palmetto Avenue and within the Highway 1 underpass, and a Class IIIB bicycle boulevard from Lakeview Ave to Francisco Boulevard/east of Highway 1.
Public Realm Improvements	Add wayfinding and directional signage to Sharp Park Beach and the Promenade, Palmetto Avenue, and the Sharp Park Golf Course. Include tree wells or bulbouts for landscaping.
Intersection Improvements	Redesign the intersection at Clarendon and Lakeside to facilitate safer, more predictable pedestrian movements. Other improvements include flashing beacons and high visibility crosswalks.
Underpass Improvements	Coordinate with Caltrans to explore placemaking opportunities, such as murals and public art/ light installations to the underpass.
<b>San Jose Avenue</b>	
Sidewalk Improvements	Complete sidewalk gaps and widen sidewalk on southern side.  Limit curb cuts along pedestrian routes, so that pedestrian circulation and safety are not compromised by vehicle access to building parking.
Bike Route Improvements	Add signage and traffic calming measures to designate Class IIIB bicycle boulevard.
Public Realm Improvements	Include low-impact pedestrian scale lighting, landscaping, signage to 2212 Beach Boulevard and the Sharp Park Library, and the Pacifica Coastside Museum. Prioritize improvements from Francisco Boulevard to Palmetto Avenue.
<b>Santa Rosa Avenue</b>	
Sidewalk Improvements	Complete sidewalk gaps.
Bike Route Improvements	Add signage and traffic calming measures to designate Class IIIB bicycle boulevard.
<b>Paloma Avenue</b>	
Sidewalk Improvements	Complete sidewalk gaps and widen sidewalk on southern side.
Bike Route Improvements	Add signage and traffic calming measures to designate Class IIIB bicycle boulevard.
Crossing Improvements	Implement Safe Routes to Schools improvements around Oceana High School, including higher visibility crosswalks and curb extensions at the intersection of Paloma Avenue and Francisco and Oceana boulevards.
Street Parking	Add signage and/or striping with parking restrictions on the outer edges of bulbouts.
Public Realm Improvements	Include low-impact pedestrian scale lighting and landscaping. Prioritize improvements from Francisco Boulevard to Palmetto Avenue.  Standardize bulb-outs for landscaping/trees by adding more at regular spacing from Francisco Boulevard to Palmetto Avenue.





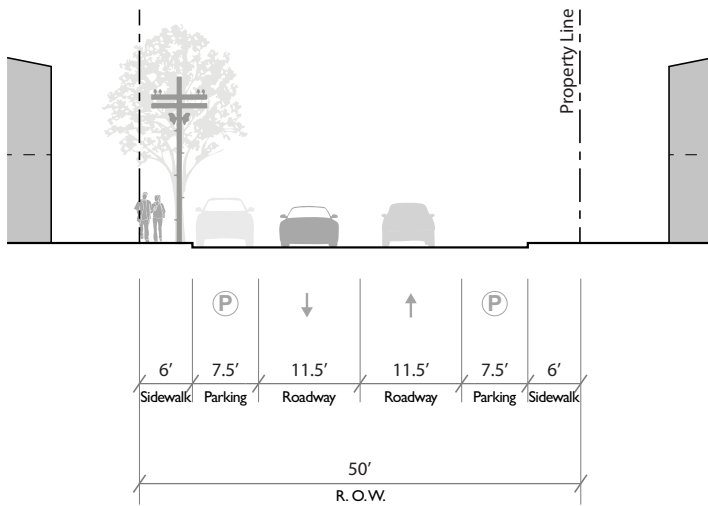
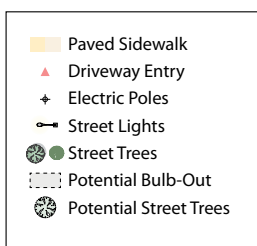
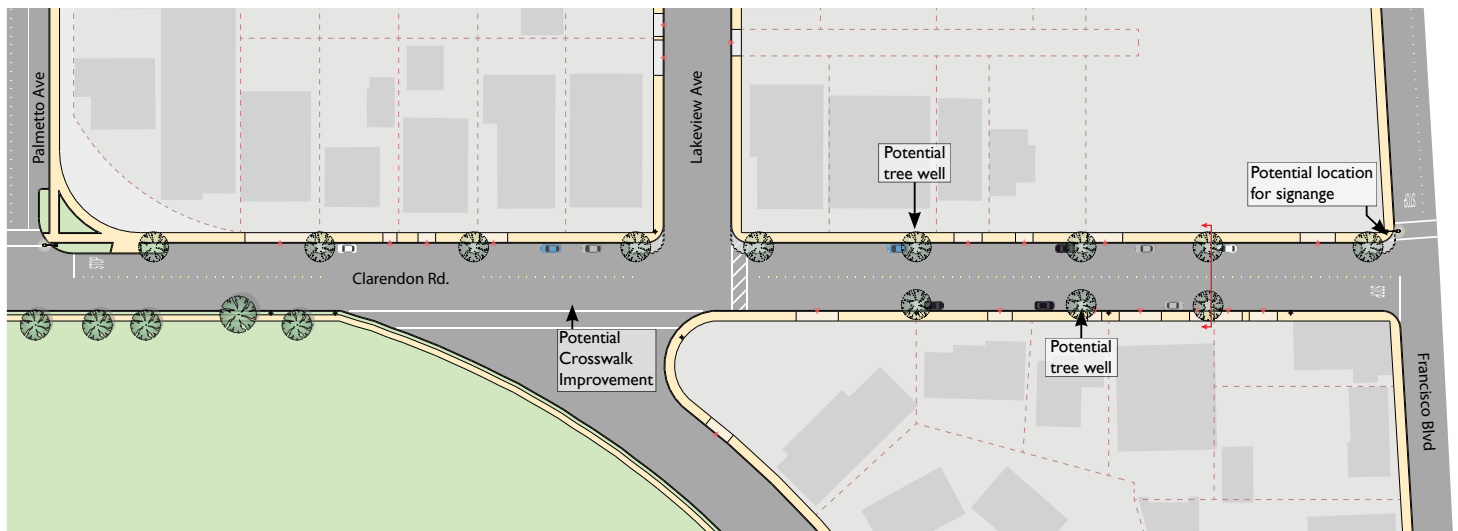
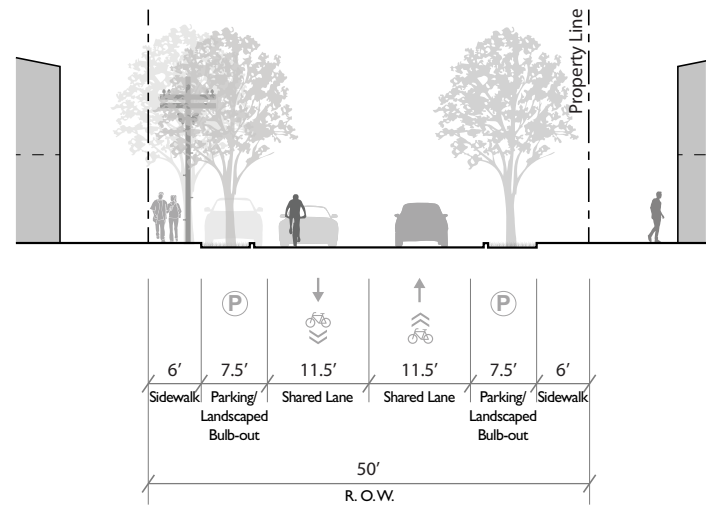
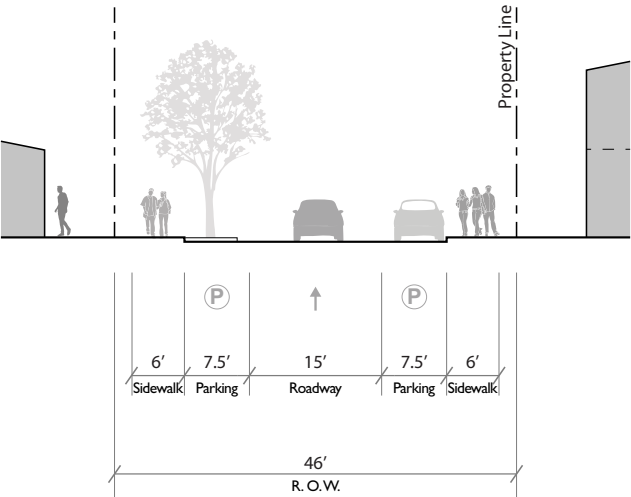
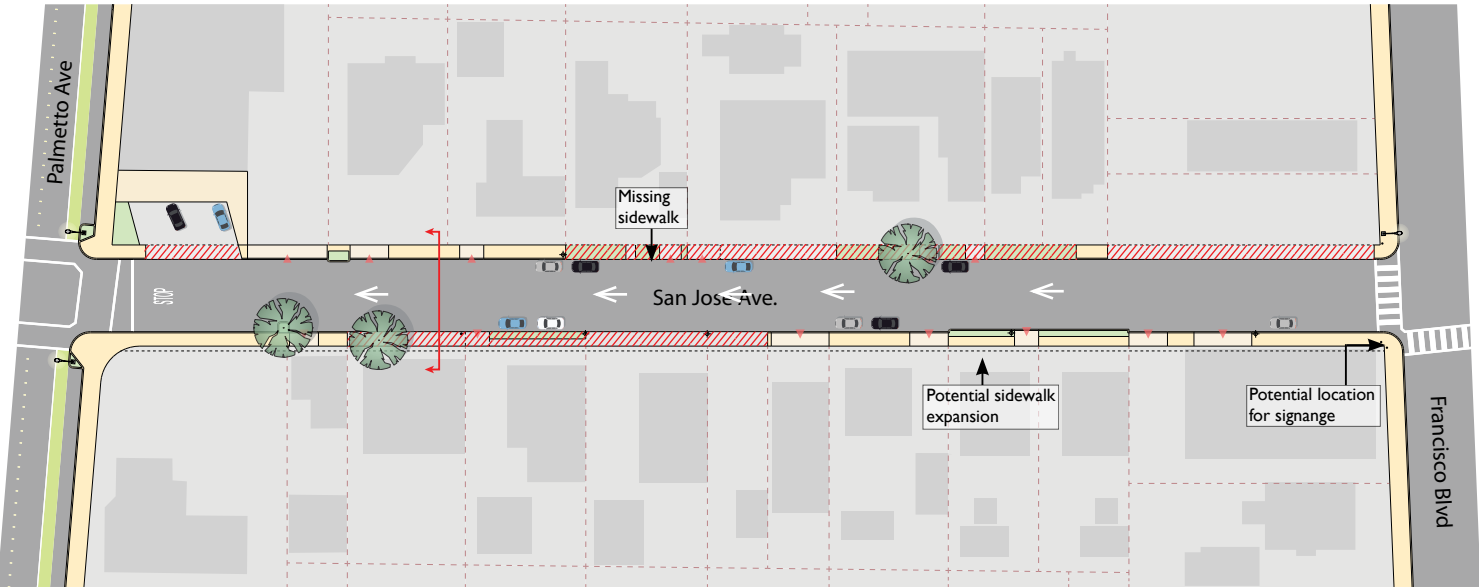
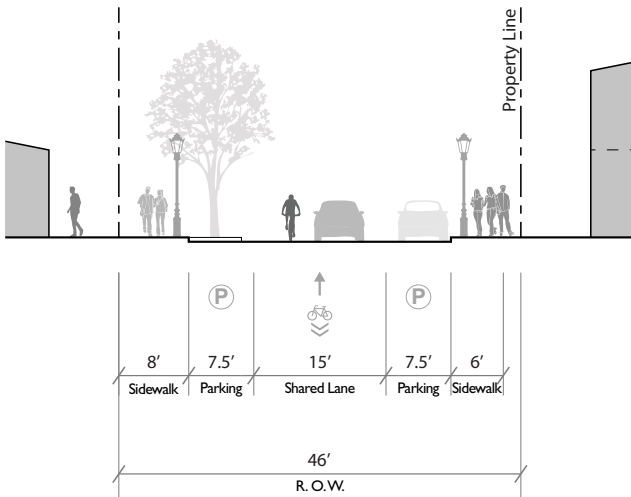
**Figure 4-6a: Clarendon Road Improvements****Clarendon Road (existing)****Clarendon Road (proposed - with Class IIIB bicycle boulevard)**

Figure 4-6b: San Jose Avenue Improvements

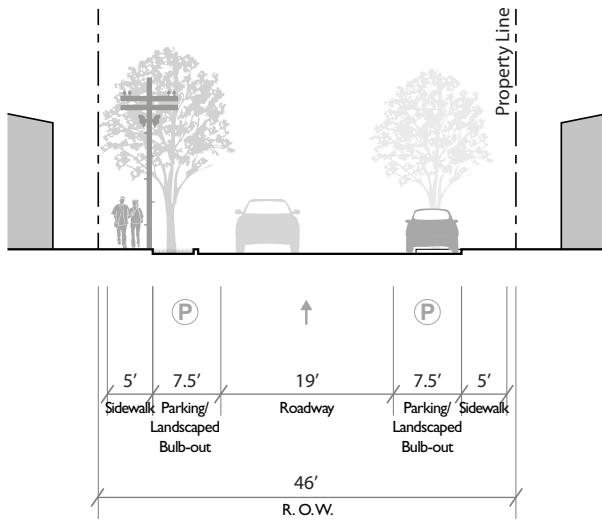
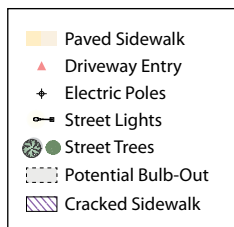
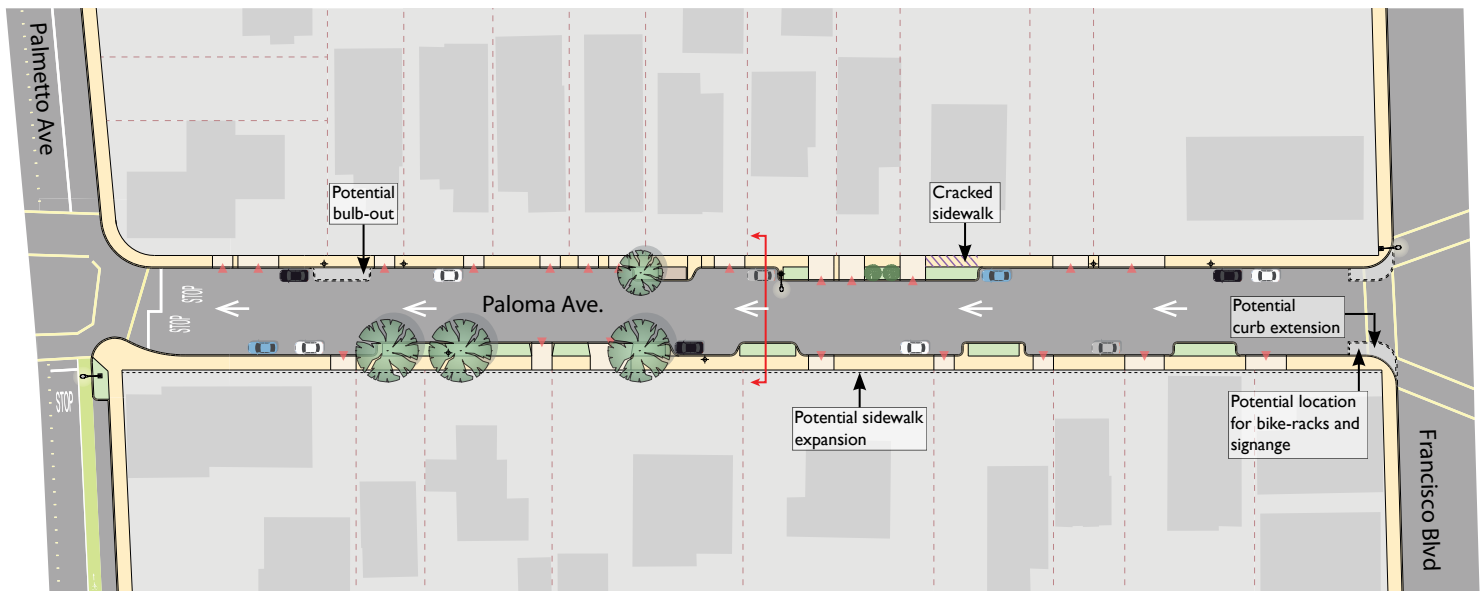
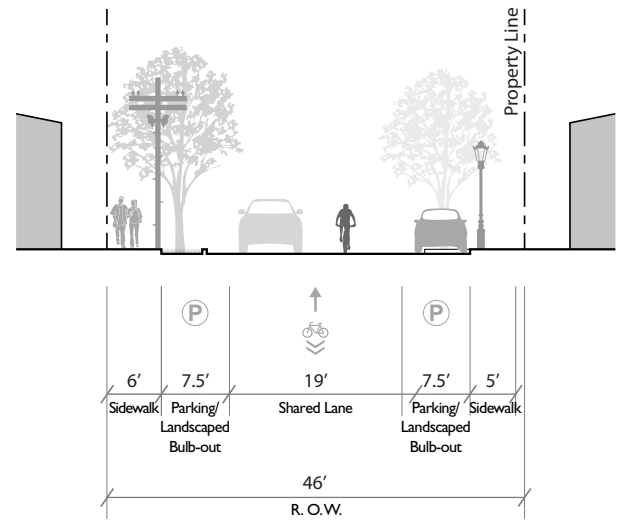
San Jose Avenue (existing)



San Jose Avenue (proposed)



- Paved Sidewalk
- Driveway Entry
- Electric Poles
- Street Lights
- Street Trees
- Missing Sidewalk

**Figure 4-6c: Paloma Avenue Improvements****Paloma Avenue (existing)****Paloma Avenue (proposed - with shared bike lanes)**

## Guiding Policies

**4-G-1 Connected Street Network.** Provide a safe, connected street network that facilitates multi-modal movement of people within and to the Sharp Park Specific Plan Area.

**4-G-2 Complete Streets.** Support walking, biking and transit use, by ensuring a cohesive and connected network of facilities, and envisioning roadways as multi-modal “Complete Streets” where feasible, so that walking and biking is safe, convenient and comfortable for users of all ages and abilities.

**4-G-3 Improved Connections.** Improve connections within Sharp Park and to other Pacifica neighborhoods through sidewalk completion, streetscape and safety improvements, pedestrian-scale lighting, and signage.

**4-G-4 Improved Public Realm.** 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. Enhancements include sidewalk improvements, lighting, wayfinding, landscaping. Street improvements should link to existing pedestrian infrastructure (such as the pedestrian bridge at San Jose Avenue) and reinforce Sharp Park’s existing character, while providing a safe and attractive space for pedestrians.



## Implementing Policies

**4-I-1 Circulation.** Effectively manage vehicular access and circulation to and within Sharp Park through traffic control measures, while maintaining Sharp Park’s character and economic vitality.

**4-I-2 One-Way Signage.** Install additional signage or other measures to and other engineering measures to reduce wrong-way travel on one-way streets.

**4-I-3 Paloma Avenue and Oceana Boulevard Improvements.** Determine if signal control should be added to the intersection of Paloma Avenue and Oceana Boulevard to improve pedestrian safety and facilitate traffic movement.

**4-I-4 Limit Driveways.** Ensure efficient but managed vehicle access in the Sharp Park Specific Plan Area by strongly encouraging an overall reduction in the number of driveways on Palmetto Avenue as properties redevelop.

**4-I-5 Curb Management.** As part of streetscape design, incorporate features that enhance safety for all users, and establish effective mode transitions, including pick-up/drop-offs and curb management. Potential strategies include “flex zones,” which accommodate different right-of-way functions along segments of the road-way.

*Curbside management strategies are adaptable to evolving technologies in passenger and delivery vehicles, including identified pickup/drop-off locations for shared ride/transit network companies (Uber, Lyft, Waymo autonomous cabs etc.) pickup and drop-off locations and spaces for delivery vehicles to park safely for short durations. Potential locations for these zones include along Palmetto Avenue,*



allowing for time-of-day loading areas, a transit network company drop-off/pick-up on Beach Boulevard for beach access; and Francisco Boulevard at San Jose Avenue as the pedestrian entryway to the area.

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**4-I-6 Safe Routes to School.** Work with the Pacifica School District and Jefferson Union High School District to improve Paloma Avenue as a Safe Route to School.

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**4-I-7 North-South Corridor Enhancements.** Implement the improvements shown in Table 4-2 to improve public safety, support active modes of transportation, and improve the public realm.

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**4-I-8 East-West Corridor Enhancements.** Implement the improvements shown in Table 4-3. Prioritize east-west bicycle and pedestrian corridors enhancements in this order - #1 Clarendon Road, #2 San Jose Avenue, #3 Paloma Avenue, and #4 Santa Rosa Avenue.

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**4-I-9 Public Realm Improvements.** Add new mid-block street trees and bulb outs and use reclaimed water for their irrigation.

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**4-I-10 Non-Auto Modes.** 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, e-bikes or e-scooters, and support of routes identified in the 2020 Bicycle and Pedestrian Master Plan), or programs such as car shares.

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**4-I-11 Transportation Demand Management In-Lieu Fee.** Explore opportunities to replace or supplement the parking in-lieu fee with a transportation demand management fee to support transportation modes other than personal automobiles.

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#### **4-I-12 Bicycle and Pedestrian Master Plan.**

Establish bicycle lanes and pedestrian routes and improvements that enhance and connect consistent with the 2020 Bicycle and Pedestrian Master Plan. *The Bicycle and Pedestrian Master Plan will be updated to include additional improvements described in Table 4-2 and 4-3.*

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**4-I-13 Short-Term Bicycle Parking.** Locate short-term bicycle parking within sight of a destination, well lit, publicly accessible, and safe to ensure secure parking. Sufficient availability should ensure that racks stay under 85% utilization.

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**4-I-14 Long-Term Bicycle Parking.** Add secure bicycle lockers in well lit, public areas, or private bicycle storage provided by employers. Long-term bicycle facilities can be located in high demand locations, such as the Library, beach-access parking, or along Palmetto Avenue.

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**4-I-15 Wayfinding.** Develop a system of wayfinding signage to direct visitors to the Sharp Park Specific Plan Area from Highway 1, and to key destinations within the area.

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## 4.2 TRANSIT

The San Mateo County Transit District (SamTrans) provides local, express, and school-day only bus and paratransit service in Pacifica. The express service provides connections to and from San Francisco and Bay Area Rapid Transit (BART) and Caltrain stations. The majority of bus routes through the Sharp Park Specific Plan Area are local bus routes, as shown in Figure 4-7. Within the Sharp Park Specific Plan Area, these lines primarily run with stops along Highway 1 and Palmetto Avenue. Most of these routes run on 30-minute headways, and bus stop locations generally lack shelter.

In Summer 2019, the San Mateo County Transit District launched Reimagine SamTrans, a comprehensive operational analysis (COA) to redesign the entire SamTrans bus system. Reimagine SamTrans began its work by evaluating every element of the SamTrans system to identify improvements to local and regional travel connections, route design, how often the buses run, best practices for operations and public health, and more. Reimagine SamTrans utilized data and public input to pinpoint the strengths and challenges in the current bus system. The recommended SamTrans changes were approved in March 2022 and slated to be implemented in summer 2022. Changes include the following:

- **Route 110:** Instead of ending at Linda Mar Park and Ride, Route 110 will continue into the Linda Mar neighborhood and loop along De Solo Drive, Crespi Drive, Terra Nova Boulevard, Oddstad Boulevard, and Linda Mar Boulevard. School-oriented trips serving Oceana High School and Terra Nova High School will remain and be renamed as Route 10.
- **Route 112:** To reduce duplication with Route 110, Route 112 will be shortened at Clarendon Road and Francisco Boulevard in Pacifica's West Sharp Park neighborhood. Riders can continue to and from Linda Mar by transferring to Route 110. School-oriented trips serving Ingrid B. Lacy Middle School will remain and be renamed as Route 12.

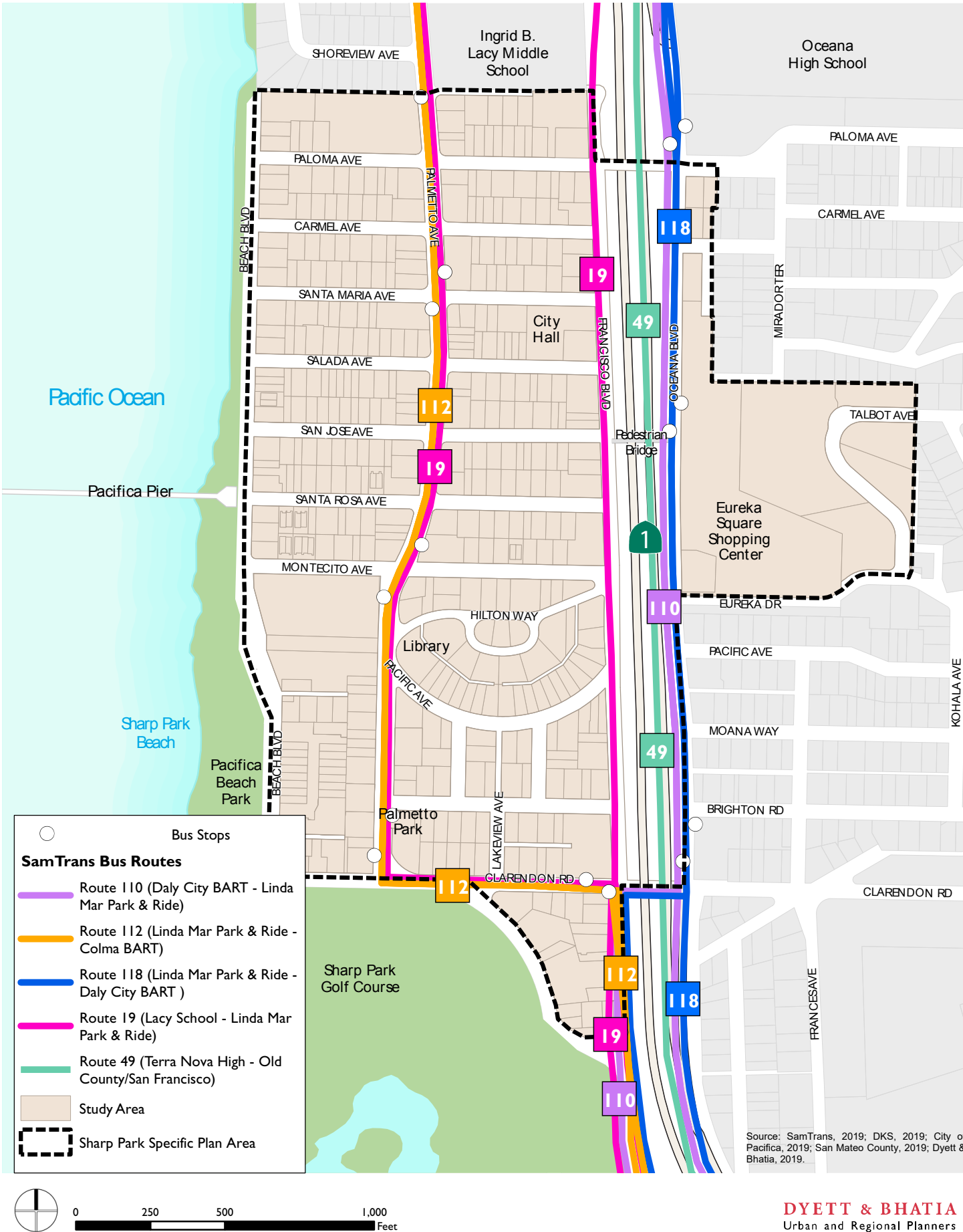
- **FLXP:** FLX Pacifica will be eliminated. Service within the Linda Mar area will be served by an extended version of Route 110. The extended Route 110 will not deviate off the fixed route and will provide a direct ride to Daly City and BART for Linda Mar residents.

While the Sharp Park Specific Plan Area is reasonably served by these transit routes, service is infrequent. As more people begin to live in or visit Sharp Park, transit can play an increasingly important role in the efficient movement of people to and through Sharp Park. The Specific Plan seeks to increase future transit ridership by increasing the viability of providing expansions to transit services (including frequencies), locating the highest intensity development near key transit routes.

In the nearer term, one option to improve transit accessibility could be expansion of micro-transit options, such as on-demand transit. Other concepts could include bikeshare, car share, or dockless scooters.



Figure 4-7: Sharp Park Specific Plan Transit Routes





Guiding Policy

**4-G-5 Transit Service.** Encourage frequent, reliable and safe transit service to and from Sharp Park.

Implementing Policies

- 4-I-13 SamTrans Coordination.** Coordinate with SamTrans to provide expanded transit access to enhance connections to and from Sharp Park and other parts of Pacifica.
- 4-I-14 Transit Amenities.** Continue partnering with local transit agencies and employers to promote public transit commute options and encourage greater use of public transit.
- 4-I-15 Microtransit.** Ensure that Sharp Park streetscape improvements reflect considerations for appropriate locations for potential microtransit options such as on-demand transit, shared bikes/e-bikes, scooters/e-scooters, etc. as a way to improve mobility to and from the Sharp Park Specific Plan Area.

4.3 PARKING

The relatively isolated nature of the Sharp Park Specific Plan Area and infrequent nature of transit service combined with the regional draw of the coastal recreational access and retail provides an ongoing need for parking availability. Parking provision and management are integral for meeting the needs of

future residents, visitors, customers, and employees in the Sharp Park Specific Plan Area. Parking policies aim to provide accessible, safe, attractive parking facilities, and to facilitate access to beaches and other recreational spaces along the coastline.

EXISTING PARKING SUPPLY

Public parking is currently provided throughout the Sharp Park Specific Plan Area via on-street parallel parking on both sides of the street for all public roadways with the exception of portions Francisco Boulevard, which prohibits parking on portions of the east side, and Beach Boulevard, which only permits parking in defined pullouts and diagonal pull-in parking along the frontage of Pacifica Beach Park. Public parking is also available at three land-use focused off-street lots throughout the Sharp Park Specific Plan Area, including Sharp Park Beach parking, the Pacifica Sharp Park Library, and the Eureka Square Shopping Center on the east side of Highway 1. There are also several small off-street private lots for the use of commercial and retail customers and employees. Currently on-street parking does not utilize more than 70% of available parking capacity within the Sharp Park Specific Plan Area.

On-Street Parking

Free on-street parking is permitted on most residential streets in Sharp Park, especially on collector streets and on most arterials in commercial areas with high pedestrian demand. Such parking provides a buffer between pedestrians on sidewalks and moving vehicles on streets.

On-street and off-street parking occupancy counts were conducted in the Sharp Park Specific Plan Area along streets bounded by Beach Boulevard, Paloma Avenue, Francisco Boulevard, and Clarendon Road. For streets south of San Jose Avenue, weekend midday, weekday midday and weekday evening counts were collected on May 5th, May 8th, and May 9th, 2019, respectively. For streets north of San Jose Avenue, weekend midday counts were collected on December 9th, 2019, and weekday midday and weekday evening counts were collected on December 11th, 2019. Figures 4-8, 4-9, and 4-10 depict parking occupancy study segments at these times.





For on-street parking, two of the most heavily parked areas across all times of day include southbound segments of Beach Boulevard and Palmetto Avenue. Near Pacifica Beach Park, Beach Boulevard has the highest rates of parked cars during weekday mornings and weekend afternoons, likely cars parked by people enjoying coastal connections to the Coastal Trail and beach. Peak parking rates at the segment of Palmetto Avenue between Montecito Avenue and Clarendon Road occur during weekday evenings.

During weekday midday, the westbound segment of San Jose Avenue from Palmetto to Beach Boulevard is most heavily parked, with east- and westbound segments of Montecito Avenue seeing their highest parking rates during weekday evenings. Other moderately parked east-west streets on weekday evenings include Paloma, Carmel, Salada, Montecito and Santa Rosa avenues.

Streets south of San Jose Avenue, especially Santa Rosa Avenue and Montecito avenues, experience high levels of parking on weekend afternoons.

### ***Off-Street Parking***

In the Sharp Park Specific Plan Area, off-street parking is available in a few public lots serving commercial stores, beaches and other recreational areas, including commercial parking at Eureka Square Shopping Center and a few other stores and restaurants; public parking for beach visitors at Sharp Park Beach and Promenade on Beach Boulevard; and the Pacifica Sharp Park Library.

The Beach Boulevard lot (53 spaces) is almost always full on a weekend midday, more than 80 percent full on weekday midday and about 96 percent full on a weekday evening.

The Pacifica Sharp Park Library (18 spaces) remains closed on Fridays, Sundays and Mondays. The library lot has very low occupancy during weekends, almost 100 percent occupancy during weekday midday and is about half full on a typical weekday evening.

Eureka Square Shopping Center is a private commercial parking lot that provides approximately 275



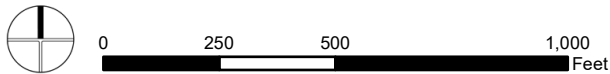
spaces. On a weekend midday, this lot is around 33 percent full, while on weekdays it is half full in the evenings and about 40 percent occupied during midday.

## **FUTURE NEEDS**

Sharp Park is already home to numerous attractions, resources, and events. While parking in Sharp Park meets the current demand, residential development in the Sharp Park Specific Plan Area may increase demand for longer-term parking. More attractive commercial uses could also increase demand for short-term on-street parking. An integrated parking strategy that minimizes the need for constructing excessive parking and meets community, visitor, and business owner desires for access is essential. While the parking supply meets current demand, the Specific Plan includes policies related to the periodic assessment of parking to ensure that any needed public parking is phased in appropriate stages.

Parking users and parking duration are typically defined by nearby land uses. The largest parking need for the Sharp Park Specific Plan Area is for long-term parking. This is based on the presence of residential uses (with multi-car households) in the northern half of the Sharp Park Specific Plan Area, retail and commercial uses throughout the southern portion of the Sharp Park Specific Plan Area, and peripheral recreational (coastal access and hiking)

Figure 4-8: Existing Parking, Weekday Evening Occupancy

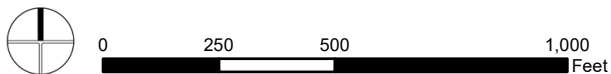
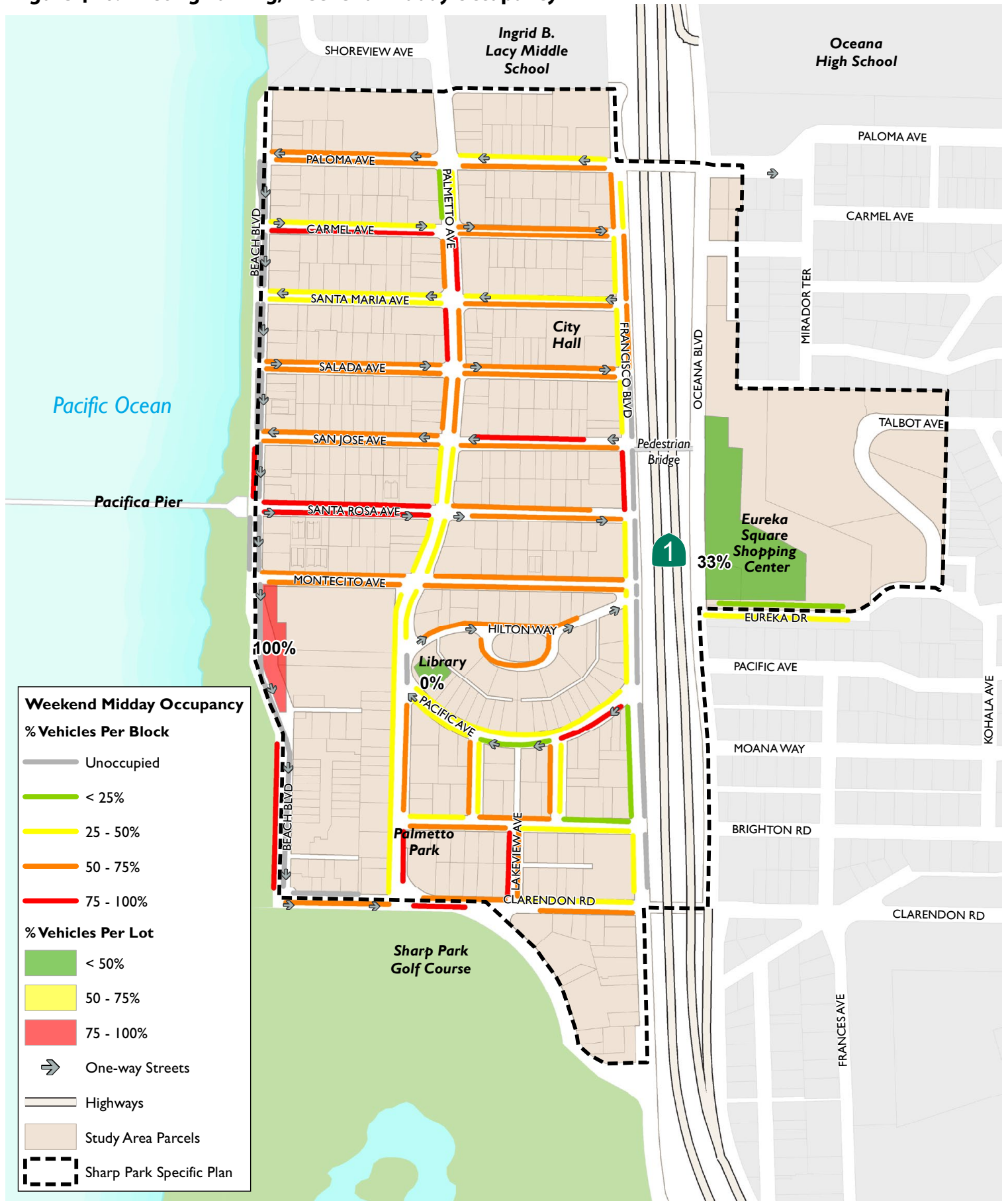


**Figure 4-9: Existing Parking, Weekday Midday Occupancy**





**Figure 4-10: Existing Parking, Weekend Midday Occupancy**





use areas that serve a mix of residents, local and regional visitors. There is also a short-term parking provided for patrons of retail and restaurant land use. The need for commercial-related time restrictions is driven by the need to provide parking turnover near shop frontages, increasing customer convenience and the perception that convenient parking is available.

In recognition of the challenges to providing sufficient off-street parking on individual parcels in the Sharp Park Specific Plan Area, the City Council adopted Resolution No. 25-2020 to adopt an in-lieu fee for off-street parking in the Sharp Park Specific Plan Area. The in-lieu fee, if approved for a development project, would allow a waiver of off-street parking requirements for an individual development and require payment of a per-space fee (initially adopted at \$40,260 per space and indexed to increase annually) that would allow the City to provide centralized off-street parking facilities. Centralized parking facilities are another strategy to “right size” parking and to achieve other planning goals such as minimizing the number of curb cuts along pedestrian thoroughfares.

### ***Parking Standards***

As of 2021, Pacifica’s current parking standards result in an oversupply of parking relative to demand in Sharp Park. The high cost of parking construction and maintenance drives up the cost of housing and reduces the supply of affordable housing. However, providing too little parking can pose risks for project financing and cause on-street parking impacts nearby, such as parking spillover, especially when on-street parking is not sufficiently managed and priced. To balance these parking issues, “right sizing,” or converting the parking provisions to a more appropriate or optimum level, helps to strike a supply-to-demand balance.

According to the 2019 Institute of Transportation Engineers Parking Generation Manual, which averages data from other parking studies across the US, a multifamily development with 12 units, each with two bedrooms, results in demand for 18 spots, a rate of approximately 1.3 spots per housing unit. The 2021

Citywide parking standards as set forth in the City’s Zoning Code would result in 24 parking spots, which would appear to be in excess of what is necessary based on the foregoing study. Parking minimums for each land use type in the Sharp Park Specific Plan Area are described in Table 4-4 to “right size” parking demand with parking supply with consideration of parking and transportation demand management strategies.

Mixed use site parking requirements for both auto parking and bicycle parking shall be the sum of individual uses, except as allowed in Table 4-4.

### ***Bicycle Parking***

In addition to automobile parking, ensuring that there is adequate and safe bicycle parking will promote biking. As these needs continue to evolve with additional development and changing mix of land uses in Sharp Park, as well as behavioral and technological changes (such as e-bikes), some level of flexibility in anticipating future demand is essential. The City would need to monitor demand and utilize best practices for bicycle parking, including guidelines from the Association of Pedestrian and Bicycle Professionals (APBP) Essentials of Bike Parking. Proximity to the destination and ease of use are critical when planning for bike parking.



*Bike lockers (above) are a form of long-term bike parking.*

**Table 4-4: Vehicle Parking Standards by Land Use**

USE	REQUIREMENTS
<b>Residential</b>	
Single Family and Two-Family	Two (2) garage spaces per unit. No guest space required. Allow tandem spaces if both serve the same unit.  Accessory Dwelling (ADU) Parking: Refer to Article 4.5 in the Zoning Regulations.
Multifamily, including studio, townhouses and stacked flats	For multi-family units: 1 space per studio, 1-BR; 1.5 spaces per 2-BR; 2 spaces per 3-BR; 1 guest space per 5 units. Allow tandem spaces if both serve the same unit. For multi-family units: parking access limited to 50% of street frontage. At least one of the required off-street parking spaces per unit shall be in a garage or carport. Garage access that backs onto a public street is prohibited on arterials and discouraged on collectors, except where a property has no other frontage.
<b>Non-residential</b>	
Hotels, Motels and Inns	0.5 parking spaces for each unit or lodging room, plus one additional parking space for the office or manager quarters.  <i>At the 2212 Beach Boulevard site, replace all parking for Sharp Park Beach as part of any redevelopment.</i>
Retail Stores and Service Establishments	First 2,000 square feet of gross leasable space exempted at the discretion of the Planning Director, such as when required to improve site design.  <i>Retail; Eating and Drinking Establishments:</i> Three parking spaces for each 1,000 square feet of gross leasable space.  <i>Personal Services:</i> Two parking spaces for each 1,000 square feet of gross leasable space.  <i>Business Services:</i> Three parking spaces for each 2,000 square feet of gross leasable space.  Additional parking may be required in instances involving shopping centers, high intensity uses, and/or where the approval of a site development permit is required. Shared parking arrangements are allowed at discretion of the Planning Director, such as when required to improve site design.
Offices	3 spaces per 1,000 square feet of gross leasable space. Shared parking arrangements are allowed at discretion of the Planning Director, such as when required to improve site design.
Mixed Use	The sum of the requirements for individual uses. Residential parking shall be made functionally separate from commercial parking. Shared parking arrangements are allowed at discretion of the Planning Commission, such as when required to improve site design.



An example of short-term bicycle parking.



An example of bike valet parking in Vancouver. Image credit: Christopher Porter via Flickr

### Short-Term Bike Parking

Short-term parking is designed to meet the needs of people visiting businesses and institutions, and others with similar needs – typically lasting up to two hours. It should be convenient and easy to use. All racks must be sturdy and well-anchored, though location determines the security of short-term parking as much as any other factor. Users seek out parking that is visible to the public, and they particularly value racks that can be seen from within the destination.

### Long-Term Bike Parking

Long-term parking is designed to meet the needs of employees, residents, public transit users, and others with similar needs. Users generally place high value on security and weather protection, as they often leave their bicycles unmonitored for a period of several hours or longer when at home or the workplace. Long-term parking, according to APBP guidelines, can take a variety of forms, including a room within a residential building or workplace, a secure enclosure within a parking garage, or a cluster of bike lockers at a transit center. Long-term parking can be open to the public—such as a staffed secure enclosure at a transit hub—or on private property with access limited to employees, residents, or other defined user groups.

The Sharp Park Specific Plan recommends bicycle parking standards for residential and nonresidential uses.

### Guiding Policies

**4-G-6 Balanced Parking.** Maintain a balance between providing an adequate supply of parking to serve new growth and existing needs while avoiding excessive supplies that discourage use of alternative modes.

**4-G-7 Parking Management.** Effectively manage existing parking spaces and construct new public parking spaces as feasible and when needed to maintain an appropriate balance between Sharp Park parking supply and demand.

### Implementing Policies

**4-I-16 New Development and Mobility.** Require new development to contribute to mobility network options and service quality.

*Options include provision of on-site bicycle parking, dedication of space for carshare, e-bike charging stations, or electric vehicle charging beyond CalGreen requirements.*

**Table 4-5: Bicycle Parking Standards by Land Use**

USE	SHORT TERM PARKING; CLASS 2 SPACE	LONG TERM PARKING; CLASS 1 SPACE
<b>Residential</b>		
Single-Family and Two-Family	Not required	Not required
Multifamily, including studio, townhouses and stacked flats	1 plus 1 for every 15 units.	1 per unit. In-unit parking counts as long-term parking
<b>Non-residential</b>		
Hotels, Motels and Inns	Minimum 8 spaces	0.25 spaces per room
Retail stores and service establishments	Service Establishments: The greater of 1 per 5,000 sq. ft. or 2	Service Establishments: The greater of 1 per 5,000 sq. ft. or 2
	Eating and Drinking Establishments: The greater of 1 per 750 sq. ft. or 2	Eating and Drinking Establishments: The greater of 1 per 750 sq. ft. or 2
Community Assembly; Cultural Facility; Social Service Center	The greater of 1 per 2,500 sq. ft. or 2	The greater of 1 per 5,000 sq. ft. or 2
Mixed Use	The sum of the requirements for individual uses.	

**4-I-17 Maintain On-Street Parking.** Ensure that existing on-street parking is maintained and kept in good condition (e.g., free of cracks or other maintenance issues) to take full advantage of potential parking capacity.

**4-I-18 On-Site Parking Requirements.** Require on-site parking in accordance with parking standards outlined in Table 4-4, while allowing flexibility for appropriate reductions in parking requirements where essential to address factors such as lot size and shape, site location, building placement, availability of existing off-street parking, building design, mixed use developments where parking could be shared between uses, and provision of alternative transportation infrastructure, such as car- or bike-share. Parking reductions must be approved by the Planning Commission or Planning Director, as directed in Table 4-4.

**4-I-19 Shared Parking Agreement.** Encourage shared parking agreements between property owners to balance available parking facilities with periods of peak demand.

**4-I-20 On-Street Parking Supply Management.** Manage on-street parking supply with an ongoing strategy to generally have 15 percent of on-street spaces available for short-term parking to meet needs of commercial patrons. When parking availability falls below this threshold, consider first limiting free parking periods, then implementing paid parking, and then pursuing other parking supply management strategies, including addition of public lots or structures.

**4-I-21 Residential Parking Permits.** If parking demand along north-south streets begins to impinge on residential areas, such as residential land use north of San Jose Avenue, institute a Residential Parking Permit Program limiting long-term parking for non-residents.

*Thresholds for impingement mean regular parking occupancy that exceeds 85 percent capacity during evenings and weekends.*

**4-I-22 Ongoing Parking Monitoring Program.** Implement a program of parking demand surveys to be conducted every 3-5 years to ensure that there is sufficient parking capacity as demand continues to grow.

**4-I-23 Alternative Parking Space Dimensions and Maneuvering Widths.** Alternatives to the minimum parking space dimensions in section 9-4.2817 of the Pacifica Municipal Code may be approved by the Planning Commission if required to achieve overall mobility objectives on a site and impacts to the public right-of-way are mitigated.

**4-I-24 Carsharing and Mobility-as-a-Service Options.** Implement curbside management strategies such as designated spaces for carsharing or mobility-as-a-service, along Palmetto Avenue and Beach Boulevard to allow for non-parking access to key destinations.

**4-I-25 Timed Loading Zones.** Provide retail and commercial land uses with timed loading zones for specific times when parking usage is lowest (morning/midday), while being open for public use during higher usage periods.

**4-I-26 Parking Expansion.** Identify opportunities for parking expansion as needed, such as at City-owned parcels like the 2212 Beach Boulevard site, or the Sharp Park Library.

**4-I-27 Ground Floor Height.** In mixed use developments, require 15-foot floor-to-ceiling heights to accommodate parking lifts. *This policy is also included in Chapter 5: Urban Design.*

**4-I-28 Bicycle Parking for Events.** Offer free and secure valet bike parking for guests during special events.





## 5 Attractive Sharp Park: Urban Design and Public Realm

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. The design of streetscapes, parks, plazas, buildings, and the spaces that connect them is critical for how a place is used and experienced.

One of the biggest community priorities for Sharp Park is accommodating new development that creates critical mass and vibrancy, but also feels compatible with existing structures, respects residential neighborhoods, and contributes to an enhanced sense of place by maintaining visual connections to the sky, the hills, and the sea. Pacifica's visual identity is shaped by dramatic coastlines, beaches, and

ridges. With views of the Pacific Ocean to the west, Milagra Ridge to the east, and Mori Point and Pedro Point to the south, the Planning Area exemplifies this seaside topography. Its mix of uses, architectural styles, and streetscapes make its character unique from other neighborhoods. This chapter outlines the Plan's strategies for enhancing the character of Sharp Park at several levels: the streetscape, to increase enjoyment and experience of the public realm; new public and private spaces to provide places for gathering, relaxing, and socializing; and through building design to protect coastal views, create a pleasing "sidewalk zone" where buildings meet the street, and foster new building sizes and shapes that are compatible with the existing neighborhood.

## 5.1 STREETSCAPE AND THE PUBLIC REALM

The public realm encompasses streets, sidewalks, parks, plazas, and other publicly-accessible places. The physical and visual experience of these spaces is shaped by their design and placement of elements such as street trees and landscaping, and street furnishings and lighting, as well as the interface between public spaces and adjoining buildings.

General standards are provided for design of the pedestrian streetscape and create an approach for wayfinding and signage while specific standards establish active ground floor requirements and improving wayfinding and access.

### STREETSCAPE DESIGN

Streetscape design affects the physical comfort and real and perceived safety of public spaces. The streetscape—the elements within a right-of-way, including trees, sidewalks, streetlights, and crosswalks—is the most critical part of the urban environment for pedestrians. It influences the identity of an

area and defines the pedestrian experience along a street. Streets and other rights-of-way represent 35 percent of the Sharp Park Planning Area and provide some of the greatest opportunities for placemaking.

The Sharp Park Specific Plan includes policies to develop a walkable and highly navigable area with pedestrian-scaled design features and a safe and engaging public realm. High quality design, neighborhood-identifying elements, and pedestrian safety and security are top priorities of a pedestrian streetscape and include features such as pedestrian-scaled street lighting, crosswalks enhanced for visibility, sidewalk furniture, street trees, wayfinding signage, and special event banners.

Active ground floor frontages and public spaces are key to creating the vibrant character envisioned for the Planning Area, especially along Palmetto Avenue. Inconsistencies in storefronts and building design currently limit this vision. An active ground floor has certain designs or land uses that invite pedestrians in. Active uses include restaurants, shopping, cafes, and other places where passers-by walk in. Non-active uses include appointment-only offices, banks, or residential buildings where more privacy is preferred and that don't generate foot traffic. Many mixed-use buildings where the retail and housing or office is located together in one structure, keeps retail on the bottom and housing and office on the top. Within the Sharp Park Specific Plan Area, active ground level frontages are required in areas shown in Chapter 3, Figure 3-3.

### DESIGN STANDARDS VS. POLICIES

Building upon the vision described in previous chapters, this chapter contains design standards and policies for new development and streetscape improvement in the Planning Area.

*Design Standards* are obligatory requirements for any project, that must be followed, just like development standards (such as those relating to building heights and setbacks in the Zoning Ordinance). Any variances from these would follow the same procedure as for other development standards in zoning.

*Guiding Policies* are City's statements of its goals and policies. Implementing Policies represent commitments to specific actions, they may refer to existing programs or call for the establishment of new ones.



## Guiding Policies

**5-G-1 Unified Image.** Improve the pedestrian experience and foster a more unified identity for key corridors in Sharp Park through strategic public realm and streetscape improvements, such as street tree planting, lighting, street furnishings, signage, and greater opportunities for community gathering and outdoor dining.

**5-G-2 Pedestrian Orientation.** Support the development of a safer and more aesthetically pleasing pedestrian realm while preserving automobile capacity and access through pedestrian-oriented design features such as wider sidewalks and bulb-outs to incorporate street trees.

**5-G-3 Active Ground Floor.** Enhance the character of streets and public open spaces by placing active frontages near and around public rights-of-way and with clear visibility of streets, sidewalks, and public open spaces.

## Implementing Policies

**5-I-1 Sidewalks.** Ensure that sidewalks are continuous on all streets throughout the Planning Area. Sidewalks shall have eight feet of unobstructed overhead clearance.

**5-I-2 Street/Sidewalk Lighting.** Standard street lighting and pedestrian-oriented lights required along all street frontages. Fixture model shall be per City specification.

**5-I-3 Plazas.** Encourage the incorporation of small plazas at the street level that are visible and accessible from the Palmetto Avenue to heighten the comfort and safety of the block and accommodate outdoor seating.

**5-I-4 Bulb-Outs.** Promote the addition of curb bulb-outs at street corners and midblock crossings to calm traffic, plant street trees, and heighten pedestrian visibility and comfort. *See Chapter 4: Mobility and Parking for specific recommendations.*



*A bulbout in Sharp Park*

## STREET TREES

Street trees are known to be a great value to people living, working, shopping, walking and driving. While much has been done to improve the streetscape along Palmetto Avenue, the constrained public right-of-way has required balancing of tradeoffs. As such, street trees and public seating are limited.

However, there is an opportunity to add coastal climate-resilient street trees in bulbouts along Palmetto Avenue, as well as along east-west connections. These bulbouts, spaced at 40 feet, would only require reallocation of approximately 2 parking spots per block.



**5-I-5 Active Ground Floor.** Enhance the character of streets and public open spaces by placing active frontages near and around public rights-of-way and with clear visibility of streets, sidewalks, and public open spaces.

- Include features and amenities in the Active Ground Floor Overlay (Chapter 3, Figure 3-3) such as outdoor dining areas, seating, vendor displays, and/or curbside parklets to increase engagement with pedestrians *as detailed in standard DS-6.*
- Along streets in the Active Ground Floor Overlay: Discourage Loading docks and exposed parking; utilities and vehicular access points should be minimized; and curb cuts should be minimized and located where least likely to impede pedestrian circulation.
- Outdoor Dining areas are encouraged along Active Ground Floor streets and along pedestrian connections. Outdoor seating areas may be accommodated within building setbacks. Ensure that these areas are buffered from the street edge through landscaping or low physical barriers such as bollards or planters that do not interfere with pedestrian movement.
- Illuminate a zone of a maximum of five feet in front of the ground floor façade for all active frontages such as retail, offices, and community rooms in the Active Ground Floor Overlay.

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#### Design Standards

**DS-1 Street Trees.** Street trees shall be planted on both sides of the roadway on mid-block bulbouts between parking spaces along Palmetto Avenue as shown in Figure 4-5. Maximum average spacing shall be 45'-0" on center; minimum 36" box/3" caliper size; minimum sidewalk tree well opening 3'-6" x 8'-0". Irrigation shall use reclaimed water.

**DS-2 Sidewalk Width.** New sidewalks shall be at least five feet wide with eight feet of unobstructed overhead clearance.

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*Example street tree bulbout in Pleasanton*

## LIGHTING

Lighting is a key element in creating a comfortable and safe built environment. Through proper lighting, activity nodes come to life, important architectural features are highlighted, and safety is enhanced. Lighting should be consistently spaced to avoid dark spots and encourage a comfortable and safer environment.

#### Guiding Policy

**5-G-4 Well-Lit Streets.** Continue to promote well-lit streets with pedestrian-scale lighting, spaced for optimal light coverage at night, increased user visibility, safety, and streetscape rhythm.

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#### Implementing Policies

**5-I-6 Pedestrian-Scaled Lighting.** Provide pedestrian-scaled lighting in mixed-use and residential areas as well as along pedestrian connections to open space, parking, and transit. Lighting should illuminate all entrances, alcoves, other important building features, and any changes in grade level along exterior pathways. *Such lighting includes pole lighting that is oriented toward the pedestrian space and sized at a pedestrian scale.*

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**5-I-7 Safety.** Maximize lighting for safety, especially along connections between transit facilities, in public plazas, pedestrian-oriented destinations, parking areas, and other major public destinations.

**5-I-8 Exterior Lighting.** Ensure that all exterior lighting is shielded from surrounding use and directed downward except where safety and security purposes require otherwise. Uplighting of landscaping and public art is allowed provided that it does not cause excessive glare.

**5-I-9 Energy Efficiency.** Lighting fixtures should be selected to maximize energy efficiency and minimize light pollution through reduced glare, light clutter and poorly directed lighting sources.

**5-I-10 Light Pollution Reduction.** Require new building lighting to comply with Dark-Sky Association best practices, including being shielded and down-directed to minimize off-site glare; use appropriate decorative fixture styles that complement the building's architecture, and thoughtfully placed lighting to accentuate building entries, signage and architectural elements, and maintain public safety.

## WAYFINDING AND GATEWAYS

Wayfinding and gateway elements are critical factors in establishing a strong sense of place and arrival for visitors and local residents. Wayfinding elements consist of directional signage as well as physical markers such as specific streetscape elements, public art, landmarks and landscaping. Providing signage and cohesive wayfinding elements throughout a community contributes to an overall sense of ownership and comfort for residents and visitors. It facilitates access to key destinations by providing an understanding of place and location, and also provides direction to services such as transit and public uses.

Special gateway landscaping, sign structures, and special paving approaches are recommended at high visibility locations as shown in Figure 5-1. Some gateways are primarily for district identity and orientation. Gateway features at intersections leading into the Planning Area will create a sense of arrival and distinguish the area from other parts of Pacifica. Providing gateway features and cohesive wayfinding elements will enhance Sharp Park's identity and direct visitors that may not be familiar with the area.

### Guiding Policies

**5-G-5 Easy Navigation.** Ensure that residents, workers, and visitors can easily navigate the Planning Area with clear and highly visible wayfinding and other signage, particularly along Francisco, Palmetto, and Beach boulevards, and from Eureka Square.

### **Wayfinding**

#### Implementing Policies

**5-I-11 Directionality.** Signage shall direct residents and visitors to amenities provided within and around the site.

**5-I-12 Wayfinding Elements.** Wayfinding strategies shall include a combination of design cues, signage, maps, and public art.

**5-I-13 Legibility.** Ensure that signs are visible and readily distinguishable from their surroundings.

**5-I-14 Projecting Signs.** Projecting signs shall be regulated so that they do not obstruct each other.

**5-I-15 Scale.** Signs and lettering are to be sized to be clearly legible for passing vehicles and located so that there is no visual obstruction at driveways or at pedestrian crossings.

**5-I-16 Building Signage.** Direct all building addresses and primary building signage towards street frontages and provide appropriate lighting such that they are visible from the street.

## Gateways

**5-I-17 Gateways.** Identify gateways with signage and public art to help orient and greet visitors. Gateway locations are shown in Figure 5-1. These include:

- **Intersection of Francisco Boulevard and Paloma Avenue, San Jose Avenue, and Clarendon Avenue.** An entry sign/feature to mark the boundary of the district could be included on directional signposts.
- **Palmetto Avenue at Paloma Avenue and Clarendon Road.** An entry sign or other feature to mark the boundary of the Sharp Park planning area could be included at the bulb outs.
- **Eureka Square.** Include directional signage and a branded gateway sign at the pedestrian crossing entrance at Eureka Square.
- **Clarendon Road undercrossing.** As described in Chapter 4: Mobility, add public art, murals, or improved lighting at the Clarendon Road undercrossing at Highway 1.

**5-I-18 Gateway Features.** Gateway features should be unique in design, visible to both motorists and pedestrians, and emblematic of Sharp Park's identity. Visual gateways into Palmetto Avenue should be established using distinct plantings, public art, signage and lighting.

## Materiality and Color

**5-I-19 Materiality and Scale.** Signs should employ designs, features, materials, and colors that are consistent with the scale and character of Sharp Park.

**5-I-20 Signage Guidelines.** Develop signage guidelines for distinct commercial and mixed-use corridors to ensure consistency in sign design.

**5-I-21 Signage Design.** Signs (including supporting structures, if any) should be designed as an integral design element of a building's architecture and should be architecturally compatible, including color and scale, with the building and surrounding structures.



Figure 5-1: Wayfinding Signage and Gateways





## 5.2 PUBLIC GATHERING PLACES AND GREEN SPACE

Open spaces provide spatial and psychological relief within an urban built environment, as well as areas for rest and congregation. Public spaces strengthen sense of place as an essential expression of the community's unique character and contribute to a safe walkable and bikeable public realm. The integration of public art into public spaces can also strengthen community character.

While Sharp Park hosts a range of coastal recreational amenities, there is only one mini-park on Palmetto Avenue. Because the Sharp Park area is largely built out, there is limited opportunity to assemble land for new parks large enough to meet the City's standard for traditional neighborhood parks. The Sharp Park Specific Plan envisions the creation of additional types of diverse public spaces in various sizes, which may include multi-purpose plazas, rooftop green spaces, pocket parks, and curbside parklets. Whether publicly or privately owned, all public spaces will support a welcoming public realm and enhance social connection, providing areas for rest, dining, and congregation for employees and visitors alike.



### Guiding Policy

**5-G-6 Public Gathering Places.** Design accessible civic spaces enriched with public art, entertainment, and opportunities for rest, socialization, and enjoyment of public life.

**5-G-7 Public Private Partnerships.** Explore options for public private partnerships and/or community benefits agreements to provide more opportunities for public space, plazas, community art, and programming.

**5-G-8 Additional Public Spaces.** Provide a diverse range of public spaces at different scales and sizes to provide outdoor recreation and relaxation opportunities for residents, workers, and visitors.

### Implementing Policies

**5-I-22 Location.** Locate publicly accessible open space near the center of activity nodes or buildings and along pedestrian connections to encourage a variety of spillover activities and facilitate pedestrian access.

**5-I-23 Open Space Design.** Spaces should be designed to balance privacy and safety with air and sunlight access. This can be achieved by prioritizing south facing open space opportunities and designing balconies with slatted or otherwise partially transparent grating or railing.

**5-I-24 Amenities.** Include features and amenities in open space areas like wind breaks, shade, drinking fountains or water bottle refilling stations, appropriate lighting, and movable furniture to ensure user comfort.

**5-I-25 Community Plaza.** Allow projects in Sharp Park that provide publicly accessible plazas of appropriate size and design an additional bonus of floor area of up to 200 percent per square foot of plaza space.



*For example, if a 10,000 s.f. plaza is provided, an additional 20,000 s.f. of additional building floor area will be available. Additional square footage may be provided at the discretion of the Planning Commission. See Implementing Policy 3-I-6 in Chapter 3.*

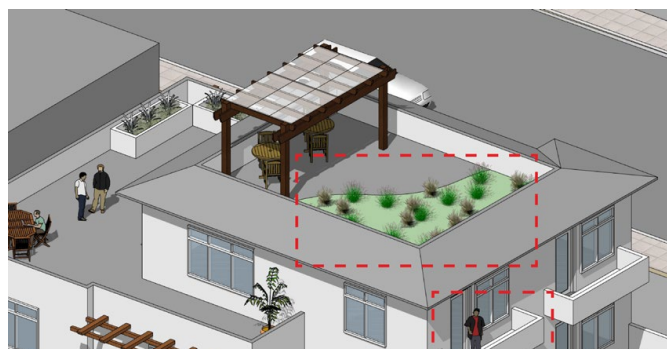
**5-I-26 Privately Owned Public Space.** Allow residential and mixed-use projects in Sharp Park to construct publicly accessible, but privately owned pocket parks in full or partial consideration of park impact fees provided that the facility:

- Is no less than 2,000 s.f.;
- Is accessible to the public from 6 a.m. to 10 p.m. seven days per week;
- Provides trees and landscaping
- Includes seating, such as benches and mobile chairs
- Includes public lighting
- Provides two electrical outlets for the first 500 s.f. and one additional outlet for each 250 s.f.
- Provides a minimum of two of the elements listed:
  - Public art installations
  - Children's play area
  - Family picnic area
  - Interactive elements, such as game courts, chess boards, etc.
- Is restricted for park and recreation purposes by recorded covenant which runs with the land.

**5-I-27 Roof Terraces.** Encourage roof terraces as an efficient way to maximize use of the site as well as sunlight on private common space. Allow roof terraces to fulfill private common open space requirements as long as they are usable and accessible to all units. Additional building heights may be provided for solar canopies at the discretion of the Planning Commission.

**5-I-28 Sustainable Landscape Design.** To the extent feasible, landscaping in open spaces shall incorporate sustainable landscape design with the use of hardy, native, coastal-compatible, low-water consumption, drought-tolerant planting and ground covers, as well as stormwater management systems. Landscaping irrigation shall use reclaimed water when available, unless granted an exception by the Planning Director and City Engineer.

**5-I-29 Stormwater Management.** Bioretention areas and rain gardens are encouraged in planting areas and curb extensions to provide improved stormwater management.



*Since there is limited space for parks and open space in Sharp Park, new buildings could include rooftop gardens, green space, or small parks.*



*Sustainable landscaping between CA-1 and Francisco Boulevard.*

## 5.3 BUILDING DESIGN

Building design shapes a building's character and influences how a building relates to the public realm. While first floor design has an immediate impact on the pedestrian experience, it is essential that the entire building is designed in such a way that promotes building and neighborhood integrity, particularly in areas where new and older buildings coexist. Building massing, scale, and overall design must be compatible with its height and use, as well as contribute to the identity and character of the Planning Area. A pleasing character includes harmonious and interesting features, a mix of old and new, and a blend of order and uniqueness. The following policies will help prevent construction of large, boxy, blank buildings that compromise the overall character of the streets and will encourage visual interest and variation in building form to achieve a varied and engaging urban environment.

### BUILDING-TO-STREET RELATIONSHIP AND GROUND LEVEL DESIGN

As new and infill development occurs along Sharp Park corridors, it will be important to establish a well-defined, consistent public realm that is aesthetically pleasing and that provides a comfortable environment for drivers, bicyclists and pedestrians. Building design at the ground level is especially critical in commercial or mixed-use areas with pedestrian traffic and active uses. New development of all types should support a continuously engaging public realm. This will be accomplished not only through streetscape improvements but also through a carefully designed interplay between the built environment and the street.

Elements like alcoves and plazas, awnings, windows, entries, and building massing all shape and define the public realm and are thus key elements of the building-to-street relationship. The design of the building-to street relationship also affects the ease of navigation, the availability of shade, space for walking or outdoor seating, and pedestrians' overall sense of place.

#### Guiding Policy

##### 5-G-9 **Building-to-Street Relationship.**

Encourage a building-to-street relationship that establishes a pedestrian-oriented environment along Palmetto Avenue.

**5-G-10 Residential Frontages.** Where allowed, design ground floor residential frontages to directly connect with the public realm, create eyes-on-the street, and add visual interest to public spaces while still maintaining tenant privacy.

**5-G-11 Commercial Frontages.** Support interesting and safe public spaces with active commercial frontages.

#### Implementing Policies

**5-I-30 Pedestrian Scale.** Ensure that site planning, location of building entrances, and design of building façades heighten pedestrian comfort, create an active and inviting public realm, and provide clearly demarcated and safe entrances for pedestrians along sidewalks, while recognizing the need for automobile accessibility given the nature of business establishments.



**5-I-31 Building Entries.** For buildings with street frontage on Palmetto Avenue, ensure that the primary entrance is on Palmetto Avenue, visible from the right-of-way, and at-grade or accessible by ramps. Secondary entrances may be located on side streets.

**5-I-32 Restaurant-Ready Improvements.** Ensure that commercial and mixed-use buildings are designed and constructed to allow ready installation of venting and other required mechanical improvements to allow restaurant uses.

**5-I-33 Accessibility.** Accommodate community members of all ages and abilities in design of the public realm, through design elements such as providing minimal level changes and at-grade or ramped entries.

**5-I-34 Service Area Screening.** Ensure trash and service areas are screened from view from the street while ensuring they are located for convenient use and maintenance by building occupants.

#### Design Standards

#### DS-3 Active Ground Floor Design Requirements.

New development with frontage on Palmetto Avenue in the Active Ground Floor Overlay shown on Figure 3-3 shall provide design features that optimize the pedestrian experience. To comply with this requirement, development with more than 70 linear feet of frontage along Palmetto Avenue must provide one or more of the following:

- Awnings or overhangs over all ground floor entrances to provide refuge and shade over the sidewalk along Palmetto Avenue and to enhance the pedestrian realm. Awnings should be made of durable, high quality materials and should not interfere with the tree canopy, see Table 5-1 for ROW encroachment standards; and



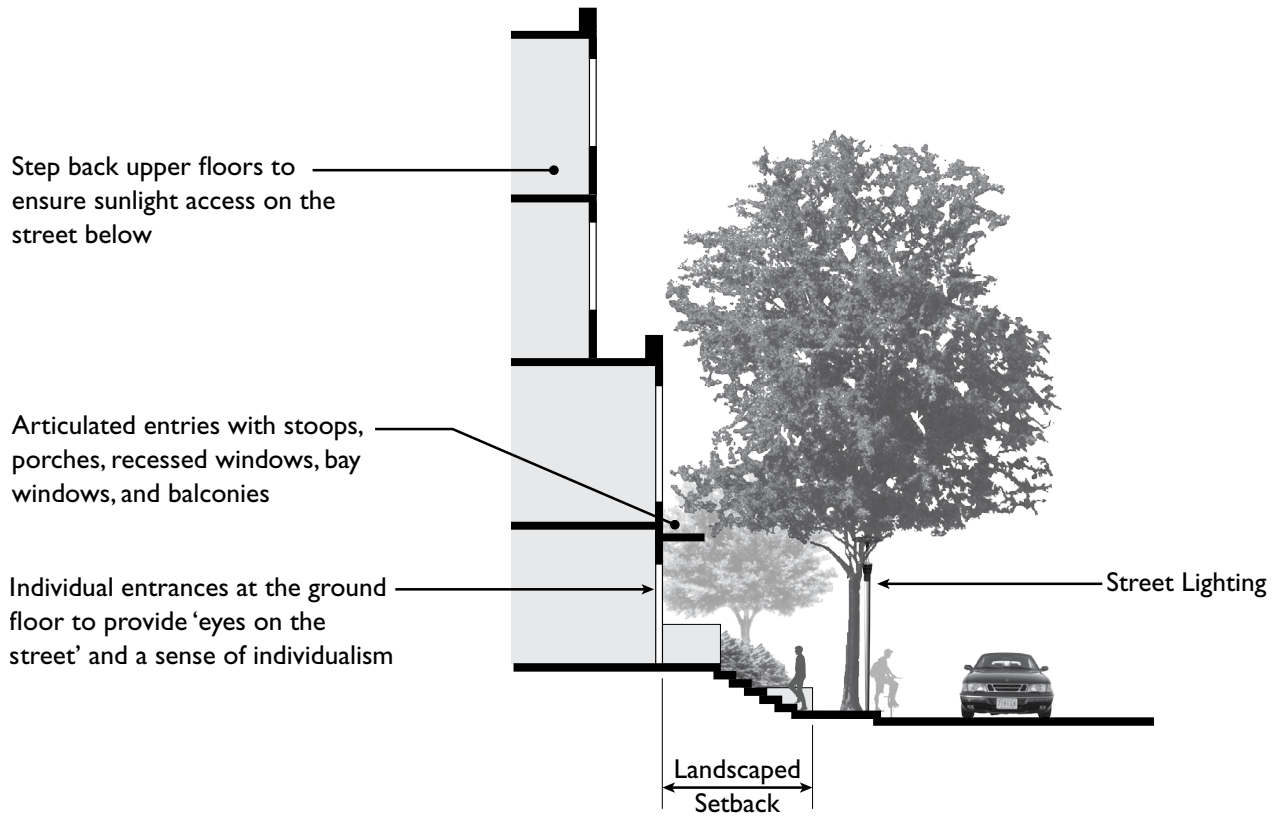
- One piece of street furnishing within the setback area for each 15 linear feet of street frontage, which may include seating, ornamental planting boxes, informational kiosks, bicycle racks, and trash/recycling receptacles integrated into front setbacks.

**DS-4 Corner Lots.** On corner lots where one side is in the Active Ground Floor Overlay, require ground floor activating strategies to wrap the building so that they are also applied to the ground floor frontage along the intersecting street.

**DS-5 ROW Encroachments.** Architectural features at the ground level such as porches and stoops may project up to 6 feet into the required setbacks mentioned in Table 5-1 and Table 5-2, but cannot encroach into the public right-of-way without a variance. Architectural features such as balconies, bay windows, and awnings may project up to 6 feet over the property line, but in no case beyond the face of the curb, if located at least 10 feet above sidewalk grade.





**Figure 5-2: Ground Level Residential**

**DS-6 Ground Level Residential.** Where corner lot residential buildings on Palmetto Avenue and Francisco Boulevard front onto east-west streets, provide attractively landscaped setbacks, *as seen in Figure 5-2*.

**DS-7 Residential Entrances.** Primary residential entries, either individual or shared, shall

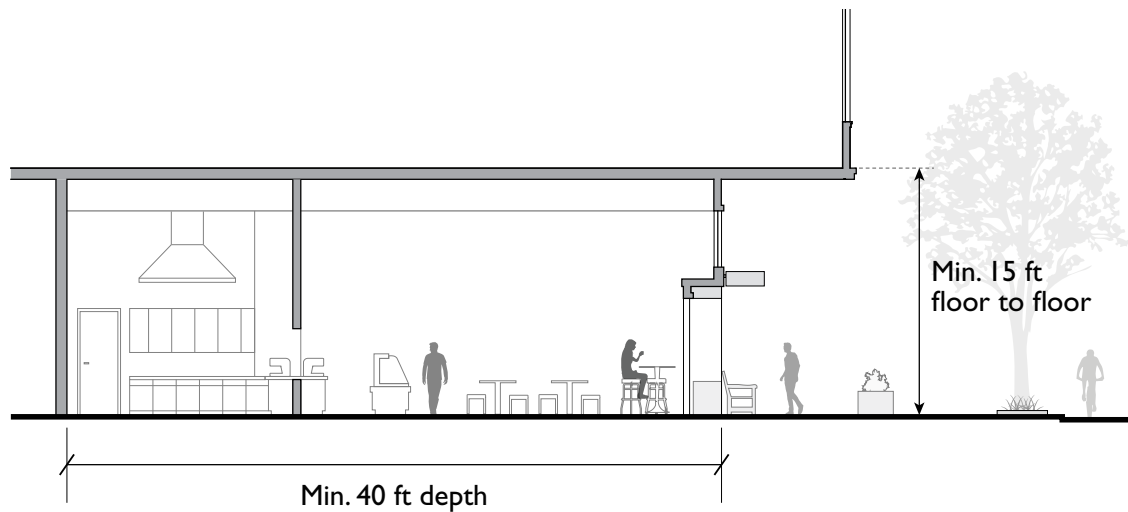
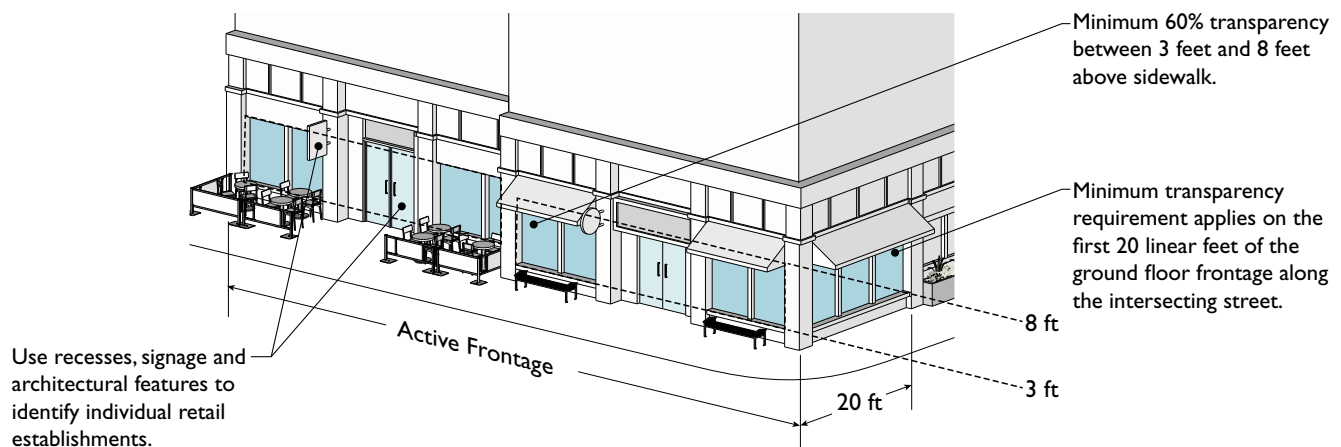
- Face a public street or pedestrian path;

- Incorporate projections (porch, steps, bay window, etc.), and recesses. All stoops shall be elevated by a minimum of 18 inches to provide a sense of privacy for residents and human comfort for pedestrians; and
- Where the finished floor elevation is more than three feet above the sidewalk elevation, the elevation change shall be landscaped, terraced, punctuated with staircases at least every 25 feet, or otherwise treated with a transitional design feature.



**DS-8 Finished Floor Height.** The finished floor level of ground floor residential units must be within four vertical feet of the closest sidewalk.



**Figure 5-3: Ground Level Commercial****Figure 5-4: Ground Floor Retail Transparency****DS-9 Ground Level Commercial.**

- The ground floor of buildings identified for commercial uses shall have visually permeable shop frontages with large windows.
- The depth of ground floor commercial space shall be a minimum of 40 feet, or 10' less than the lot depth for parcels less than 50' deep, with minimum floor-to-floor height of 15 feet, and with adequate HVAC and electric wiring to enable use by a range of commercial uses, *as shown in Figure 5-3.*

**DS-10 Transparency.** Ground floor facades of non-residential development on streets in the Active Ground Floor Overlay (Figure 3-4) shall have clear, untinted glass or other glazing material that allows views of indoor space between a height of 2.5 and 7 feet above grade, *as shown in Figure 5-4.*

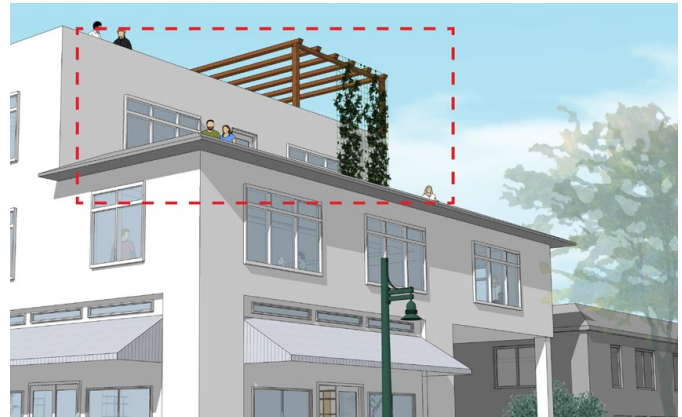
## BUILDING HEIGHT, MASSING, AND ARTICULATION

Building height, massing, and articulation guidelines introduce a scale of development appropriate to the desired character of Sharp Park and add visual interest and details to new buildings. The following strategies will help prevent construction of large, boxy, blank buildings that compromise the pedestrian experience, and will encourage variation in building form to achieve a varied and engaging pedestrian environment.

Transitional standards apply where development immediately abuts uses designated as Low Density Residential, Medium Density Residential or High Density Residential land use designations. The intent of transitional standards is to ensure that new development fits into existing neighborhoods with a cohesive urban form, to provide transition between higher-density and lower-density areas.

### HEIGHT

Height is an important component in increasing vibrancy and activity, as well as a tool to make multifamily and affordable housing types more feasible. Additional height can also free up ground area for additional public realm improvements such as outdoor seating or dining. Because parcels in Sharp Park are small, a Mixed Use Center (MUC) designation would require heights over 35 feet to achieve its development potential. Other factors would determine the final design and density of buildings, including parking type of commercial development and unit size, and design requirements. The Sharp Park Specific Plan balances this height increase with design standards that help minimize the effects of shadow and “blend” new development with existing buildings, including stepbacks, daylight plane, transitional standards and other techniques.



*When a building's floors “step back”, they often can't be seen from the street, reducing the appearance of height. Stepping back floors after 2-3 stories also creates a cohesive building plane at street level that helps to blend newer, taller buildings with existing buildings.*

### Guiding Policies

**5-G-12 Building Design.** Require building designs to establish both variety and harmony, a pleasing eclecticism across each single development and throughout the wider Planning Area. New development should honor the area's character, history, and coastal locale.

**5-G-13 Building Heights.** Building heights should accommodate density but still be compatible with existing development in the Planning Area.

**5-G-14 Building Form.** Encourage variation in building form to reduce apparent bulk of buildings and create a varied and engaging pedestrian environment.

### Implementing Policies

**5-I-35 Building Massing.** Building mass and surfaces should be articulated with three-dimensional elements (such as variations in building height, façades and finishes) that create a visual play of light and shadow and reduce the apparent bulk of buildings.

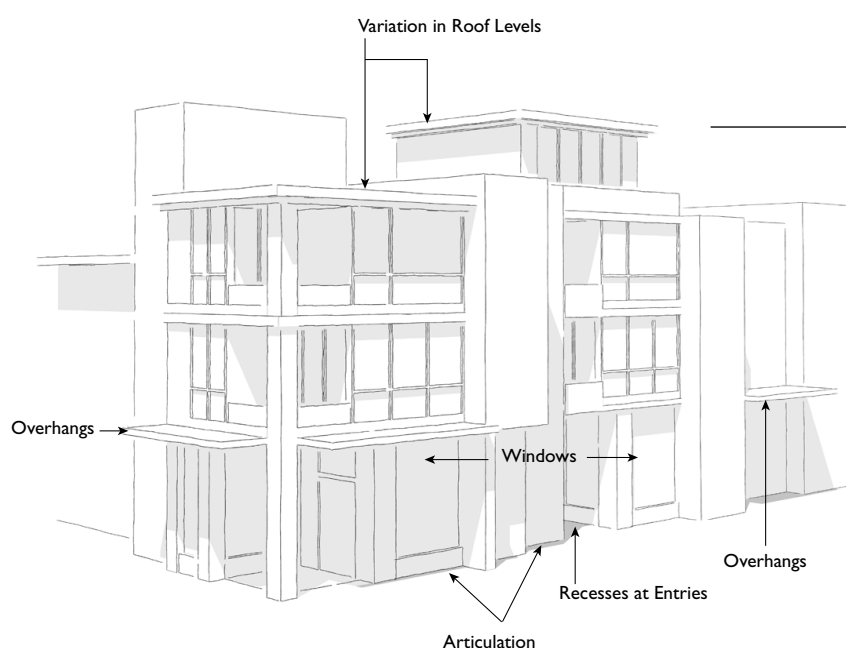
**5-I-36 Transitions.** Ensure smooth transitions in building height between north-south corridors and existing residential neighborhoods along east-west streets as described in Table 5-1.

**5-I-37 Stepbacks.** Encourage upper-story stepbacks to incorporate features that activate the setback areas, such as balconies, terraces, living roofs, and greenery as described in Table 5-1.

**5-I-38 Corner Buildings.** Emphasize and highlight architectural features at block corners through changes in height, massing, or materials, or by introducing public plazas and grand entries.

**5-I-39 Street Wall.** As much as possible, establish a continuous and uniform street wall with minimal setback along Palmetto Avenue, unless space between the building and sidewalk is to be used for outdoor pedestrian spaces such as plazas and forecourts. See Table 5-1 and Policy 3-I-12 for more information.

**Figure 5-5: Architectural Features**



## Design Standards

**DS-11 Architectural Features.** Buildings shall include architectural design features that create visual interest and avoid a large-scale, bulky or “boxlike” appearance, as shown in Figure 5-5. Different ways that this requirement may be met include but are not limited to those listed below:

- *Variety in Wall Plane.* Exterior building walls vary in depth and/or direction. Building walls exhibit offsets, recesses, or projections with significant depth, or a repeated pattern of offsets, recesses, or projections of smaller depth.
- *Variety in Height or Roof Forms.* Building height is varied so that a significant portion of the building has a noticeable change in height; or roof forms are varied over different portions of the building through changes in pitch, plane, and orientation.
- *Incorporation of Architectural Detail or Vegetative Elements into Façade Design.* The building façades incorporate details such as window trim, window recesses, cornices, belt courses, changes in material, or other design elements, including landscaped terraces or green/living walls, in an integrated composition. The use of materials, textures, and colors enhance architectural interest and emphasize details and changes in plane.

## DS-12 Consistent Articulation.

Buildings shall maintain the façade’s degree of architectural articulation and consistent finishes on all sides.

## BUILDING ORIENTATION, ENTRIES, AND FACADES

Building orientation and the design of entries and façades are integral to how we access and use buildings. Windows, doors, awnings and entry plazas are the key elements that define a building's orientation and determine its approachability. The placement and design of such elements greatly affect how we experience and identify with the built environment.

### Guiding Policies

**5-G-15 Pedestrian Scale.** Develop a walkable and highly navigable area with pedestrian-scaled design features and a safe and engaging public realm.

### Implementing Policies

#### Overall

**5-I-40 Historic Design.** Incorporate elements of historic-age buildings, such as the 1914, 1922, and 1926 Palmetto buildings, into new projects to impart heritage and character where feasible and not in conflict with promoting Sharp Park development and housing affordability. *Examples include siding materials; window and door treatments; proportion of façade area as glazing; roofline; and, other similar desirable architectural elements along 1914-1926 Palmetto Avenue.*

**5-I-41 1914, 1922, and 1926 Palmetto Buildings.** The existing building facades of the 1914, 1922, and 1926 Palmetto buildings (also known as 1922, 1926, and 1932 Palmetto Avenue) shall be retained, unless granted an exception by the Planning Commission. In determining whether an exception shall be granted, the Planning Commission shall consider whether the project has incorporated an appropriate combination of the following elements from these three buildings: siding materials; window and door treatments; proportion of façade area as glazing; roofline; and, other similar desirable architectural elements. These same



elements shall be incorporated into the design of any new buildings constructed on these sites.

### Orientation

**5-I-42 Building Orientation.** Orient buildings parallel to street frontages and public pedestrian pathways to create a continuous street presence and support pedestrian interconnectedness.

**5-I-43 Retail Orientation.** Retail uses must be located on the ground floor oriented to plazas, pathways, and public streets.

**5-I-44 Residential Orientation.** Street-facing residential units should be designed such that windows of primary living areas face the street.

### Building Entries

**5-I-45 Primary Building Entries.** Primary building entries, either individual or shared, shall be prominent and easy to identify; shall face a public street; and shall incorporate projections (porch, stoop, bay window, etc.), and recesses. Landscaping, overhangs, and canopies should not obstruct views or access to entrances but should frame and clearly define entrances.

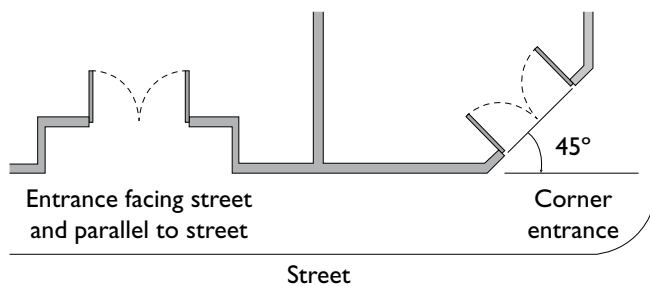
**5-I-46 Residential Entrances.** Any ground floor residential units facing a street shall have an entry that faces the street.





- 5-I-47 Corner Buildings.** Facilitate corner buildings to have distinct architectural features and defined building entrances at the corner to animate the intersection and facilitate pedestrian flow, as shown in Figure 5-6. Where two streets are equally important, both streets should be considered as primary frontages.

**Figure 5-6: Corner Building Entrances**



## Facades

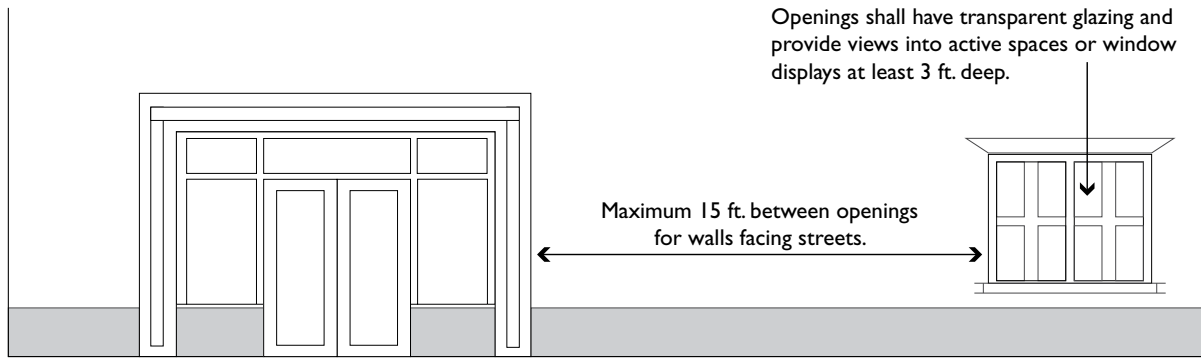
- 5-I-48 Articulation.** Buildings shall maintain the façade's degree of architectural articulation and consistent finishes on all sides.
- 5-I-49 Façade Pattern.** Façade elements must establish building scale and pattern, using architectural techniques such as clustering or aligning windows and doors to form a regular pattern. Horizontal building elements should be roughly aligned (within 3 feet of height) with others in the same block.
- 5-I-50 Ground Floor Façades.** Ground floor facades shall be designed to give identity

to each retail establishment, through recesses, enhanced materials, signage and architectural features that are integral components of the building.

- 5-I-51 Vertical Projections.** All street-facing facades must include vertical projections or recesses such as pilasters, porches, decks, bay windows, entry recesses, and other details that provide architectural articulation and design interest.
- 5-I-52 Window Design.** Window designs shall differentiate the various components of the building (e.g. ground floor retail spaces, stair towers, corners, or residential units). Window frames, sills, and/or recesses should be used to add visual interest.
- 5-I-53 Eyes on the Street.** Orient active tenant spaces and windows toward the primary street to engage pedestrian interest and to maximize safety by encouraging 'eyes on the street'.
- 5-I-54 Screening.** Screen utility structures, mechanical equipment, trash containers and rooftop equipment appurtenant to buildings with either landscaping or fencing. Screens should be consistent with the building design or site landscaping.

## Materiality and Color

- 5-I-55 Materiality.** Building façades shall be constructed of high quality and durable materials suitable for coastal environments such as stone, brick, tile, wood or wood shingle, glass, siding, and metal. Use of stucco should be minimized and aluminum mesh is discouraged as a balcony material. Ground floors shall use high quality materials with texture.

**Figure 5-7: Street Walls**

**5-I-56 Color.** Changes in material or color shall always be accompanied by a change in plane at an inside corner (e.g., walls separated by 90 degrees) or separated by a significant architecturally integrated feature or reveal. Color contrast is encouraged to create contrast and accentuate architectural forms and features.

**5-I-57 Façade Visibility.** Buildings shall maintain facade quality of architectural articulation and finishes on all sides of a building that is visible to the public. Some of the architectural features of the main facade shall be incorporated into the rear and side elevations.

#### Design Standards

**DS-13 Consistent Street Frontage.** Maintain a consistent street frontage along the length of Palmetto Avenue, with development brought to the property line and parking located at the side or rear of parcels (see *Table 5-1 and 5-2 for specific development standards*). Sidewalks, street trees, and pedestrian amenities are to be consistent and included within the right-of-way.

**DS-14 Blank Walls.** No walls facing Palmetto Avenue may run in a continuous plane for more than 15 feet without an opening, as stated in Table 5-1 and 5-2. Openings fulfilling this requirement shall have

transparent glazing and provide views into work areas, display areas, sales areas, lobbies, or similar active spaces, or into window displays that are at least three feet deep, *as shown in Figure 5-7*.

## **PARKING DESIGN**

Parking is a key component of development in the Planning Area. It requires accessible pathways to and from destinations, transit, and building entrances. The design of parking—whether surface or structured—directly impacts the built environment, both physically at the development scale, as well as visually at the pedestrian scale. Considerations for high quality design of parking throughout the Planning Area should be integrated into all new development. A majority of the existing surface parking lots in the Planning Area are located in front of the buildings, disrupting the sidewalks as shown in Figure 4-2. (*For policies related to parking management, please see Chapter 4, Mobility and Parking*).

#### Guiding Policy

**5-G-16 Parking Design Balance.** Balance vehicle access to parking with design that creates a safe, attractive, and pedestrian-oriented streetscape.

#### Implementing Policies

##### **Visibility**

**5-I-58 Street Frontage.** Design parking in a way that minimizes its street frontage and visibility from the street.



*An example of parking landscaping in Redwood City*

**5-I-59 Corner Lots.** On corner lots where one side fronts Palmetto Avenue, require entrances to parking along the intersecting street.

**5-I-60 Loading Areas.** Loading and service areas shall not be visible from streets in the Active Ground Floor Overlay (Figure 3-3) and shall be located at the rear of a property, in structures, or in the interior of blocks.

**5-I-61 Parking Landscaping.** Require landscaping of parking facilities (including surface lots and structures), with the objectives of screening vehicles from the public right-of-way, providing adequate shading, and allowing adequate area to be dedicated for stormwater treatment.

**5-I-62 Façade Articulation.** Design structured parking façades to appear as architecturally attractive extensions of the primary building or of nearby buildings.

**5-I-63 Blank Walls.** Discourage blank walls for structured parking, particularly at the ground-floor level. Where blank walls are unavoidable, use public art, seating, landscaping, facade textures, or layers of different materials to mitigate the visual impact of the blank wall.

### **Location and Access**

**5-I-64 Location.** Where possible, locate parking

behind buildings, below grade, or encapsulated within buildings to reduce visual impact.

**5-I-65 Pickup/Drop-off space.** Encourage curb-space designated for short-term pickup and drop-off in support of delivery, taxi and ride hailing services.

**5-I-66 Auto Access.** Auto entries shall be located in a manner that minimizes pedestrian/auto conflicts.

**5-I-67 Pedestrian Access.** Design clearly-marked, separated, and accessible pedestrian walkways in surface parking areas to reduce conflicts between pedestrians and motorists.

**5-I-68 Bicycle Parking Location.** Locate short- and long-term bicycle parking near building entrances and exits, and ensure that it is secured and weather protected. It shall be readily accessible and visible from the street level.

### **Design Standards**

**DS-15 Parking Location.** No more than half of a building frontage along the street should be taken up by a garage or surface parking. Where residential lots are wider than 30 feet, garages should be located to the side or rear rather than fronting the street to the greatest extent feasible.

**DS-16 Small Lot Residential Parking.** Garages are not required for residential lots narrower than 30 feet.

**DS-17 Parking Access.** On streets in the Active Ground Floor Overlay (Figure 3-3), parking shall be accessed from a side street or alley whenever possible.

**DS-18 Blank Walls.** Blank walls at the ground level of structured parking should be no more than 20 feet in length.



## COASTAL VIEWS

Coastal views are considered resources of public importance under the California Coastal Act. Per the existing Local Coastal Program, there are three designated coastal view corridors in the Planning Area, looking down Paloma Avenue, Salada Avenue, and Clarendon Road to the ocean, shown in Figure 5-8.

The vantage point at the top of the bluff where the Horizons West Apartments are located offers stunning views of the ocean and the surrounding city, and between existing buildings and trees, glimpses of ocean to the west and to the surrounding hillsides to the east can be found along Palmetto Avenue, though these are not protected views. Views of other important community landmarks, like the Pacifica Beach Park, the Pacifica Municipal Pier, and the Sharp Park Golf Course exist along Beach Boulevard.

While the Sharp Park Specific Plan allows buildings up to five stories tall, buildings are required to have upper level stepbacks above the second floor along east-west streets to minimize any potential view impacts.

### Guiding Policies

**5-G-17 View Protection.** Promote physical and visual connections to the ocean to protect the scenic seaside quality of Sharp Park.

### Implementing Policies

**5-I-69 View Corridor Preservation.** Minimize blockage of coastal view corridors by buildings, signage and landscaping.

**5-I-70 Coastal View Preservation.** New development at the 2212 Beach Boulevard site shall incorporate design elements such as stepbacks, setbacks and east-west pedestrian connections to preserve coastal views from sites at higher elevations such as areas along Hilton Way and Pacific Avenue.

### Design Standards

**DS-19 East-West Corridor Stepbacks.**

Development fronting an east-west street along view corridors shown in Figure 5-8 must step back from the street frontage a minimum of 10 feet above the second floor as described in Table 5-1.

**DS-20 ROW Encroachments.** Architectural features at the ground level such as porches and stoops may project up to 6 feet into the required setbacks (*mentioned in Table 5-1 and Table 5-2*) but cannot encroach into the public right-of-way without a variance. Architectural features such as balconies, bay windows, and awnings may project up to 6 feet over the property line, but at no point shall be allowed beyond the face of the curb, if located at least 10 feet above sidewalk grade.

## DEVELOPMENT STANDARDS

The Sharp Park Specific Plan is implemented through policies and development standards listed in this Plan. Tables 5-1 and 5-2 outline the specific development standards for each land use designation within the Plan Area. Compliance with these standards is required of all new development.

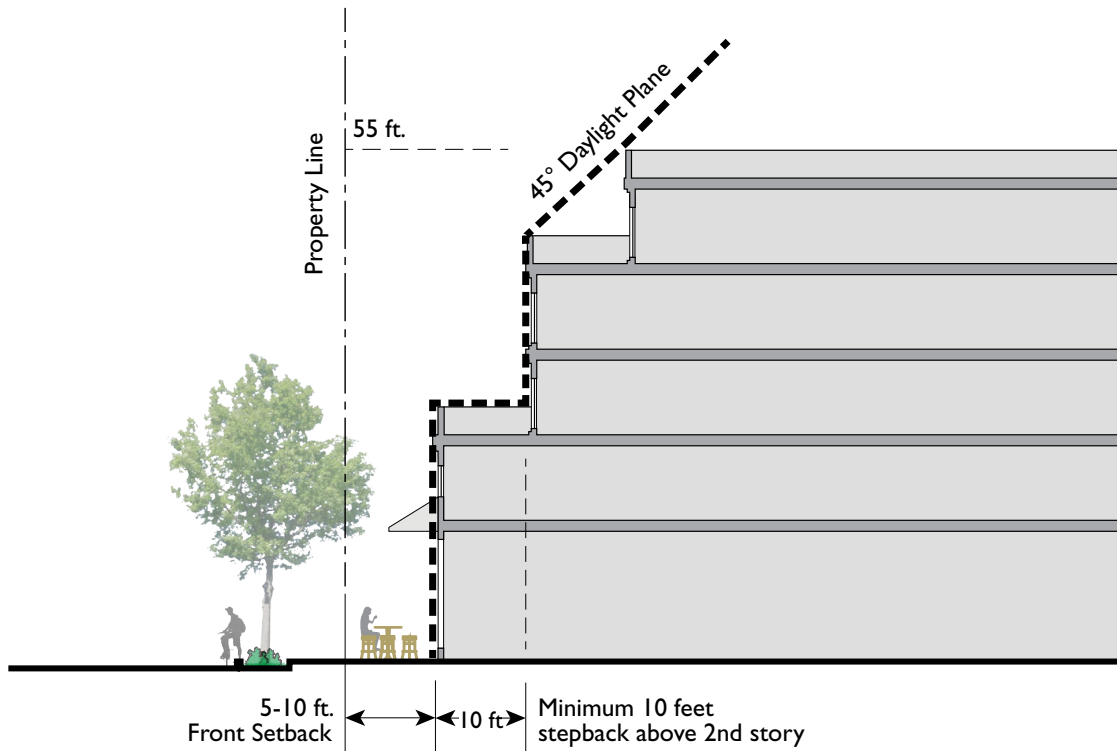
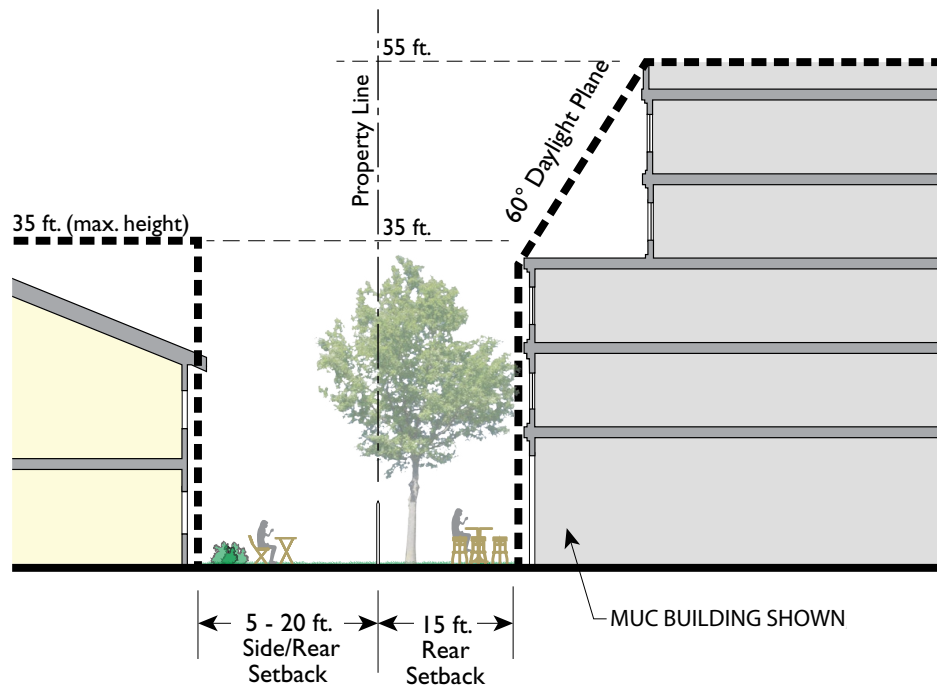


**Figure 5-8: Coastal Views**



**Table 5-1: Development Standards – Mixed Use Designations**

LAND USE	MIXED USE CENTER (MUC)	MIXED USE NEIGHBORHOOD (MUN)
Lot Intensity/Density		
Minimum Lot Width (ft) <sup>1</sup>	50'	50'
Maximum Lot Coverage	60%	60%
Maximum Density	50 du/ac	30 du/ac
Height		
Maximum Building Height	55' <i>*see policies 3-I-24 and 3-I-39 for exceptions.</i>	45'
Minimum Ground Floor Height (Non-Residential Uses)	15'	15'
Building Placement		
Minimum Setback (or maximum if specified)		
Front	5' (10' max)	5' (10' max)
Street Side	5' (10' (max)	5' (10' max)
Interior Side	3' (5' max)	3' (5' max)
Rear	15'	15'
Building Form		
Upper Story Stepbacks	10' minimum stepback above the 2nd story. Above 4 stories, buildings must maintain a daylight plane of 45 degrees <i>as shown in Figure 5-9.</i>	
Rear Stepbacks	Maintain daylight plan of 60 degrees above 35' when adjacent to Low, Medium or High Density Residential Land Use designations <i>as shown in Figure 5-10.</i>	
Façade Articulation Depth	Minimum 12"	
Blank Wall (along Palmetto Avenue)	Maximum 15' blank wall between openings	
First Floor Transparency	For commercial, minimum 60% of ground floor wall area between 3' and 8' above sidewalk shall be of clear, transparent, and non-reflective glass.	
Building Projection Depth	Maximum 3'	
Building Projection Height <sup>2</sup>	Minimum 10 feet above sidewalk grade	
Awning/Canopy Projection	Maximum 5'	
Awning/Canopy Height	Minimum 10 feet above sidewalk grade	
Screening of Utilities	Utilities shall be screened so as not to impact the attractiveness and safety of the pedestrian realm. They should be located away from primary pedestrian areas to the side or rear of buildings, on rooftops, or in the interior of the building or parking garage	
Open Space and Landscaping		
Minimum Usable Open Space (s.f./unit)	100 s.f./unit <i>*up to 50% of which can be combined as common open space, which can be at any level</i>	100 s.f./unit <i>*up to 50% of which can be combined as common open space, which can be at any level</i>
Minimum Landscaped Area	20% of area within 10' of front property line 50% of area within 5' of rear property line	20% of area within 10' of property line 50% of area within 5' of rear property line
Lighting		
Height	Maximum height of 12' for pedestrian-oriented down-lighting along sidewalks and pathways	
Brightness	Exterior lighting shall be limited to 0.5 foot-candles maximum, and shall not oscillate or flash	
<sup>1</sup> Nonconforming lots that are narrower than the required minimum width may develop consistent with other standards governing the design of development.		
<sup>2</sup> Projections should not interfere with necessary public infrastructure such as existing trees, lamp posts, or other utility poles.		

**Figure 5-9: Upper Story Stepbacks****Figure 5-10: Rear Stepbacks**

**Table 5-2: Development Standards – Residential Designations**

LAND USE	LOW DENSITY RESIDENTIAL	MEDIUM DENSITY RESIDENTIAL	HIGH DENSITY RESIDENTIAL
Lot Intensity/Density			
Minimum Lot Size (sq ft)	5,000 sq ft	5,000 sq ft	7,500 sq ft
Minimum Lot Width (ft)	50'	50'	50'
Maximum Lot Coverage	40%	60%	60%
Height			
Maximum Building Height	35' (the maximum height for a detached accessory building shall be 12')		
Building Placement			
Minimum Setback (or maximum if specified)			
Front	15' (minimum front setback to a garage entrance shall be twenty 20')		
Street Side	10'		
Interior Side	5'		
Rear	20' <sup>1</sup>		
Open Space and Landscaping			
Minimum Usable Private Open Space (sq ft/unit)	500	400	300
Minimum Landscaped Area	20%	25%	30%
Lighting			
Height	Maximum height of 12' for pedestrian-oriented down-lighting along sidewalks and pathways		
Brightness	Exterior lighting shall be limited to 0.5 foot-candles maximum, and shall not oscillate or flash		
<sup>1</sup> For SB9 lot splits, additional or different standards may apply. See City Zoning Ordinance for details.			





## 6 Livable Sharp Park: Public Facilities and Infrastructure

Well-functioning infrastructure systems are an essential part in making Sharp Park a livable community. These systems include adequate public facilities, services, and utilities that give everyone the chance to learn, feel safe, and support daily functions. This chapter analyzes Sharp Park's community

educational and recreational resources, responsive emergency services, and utilities infrastructure network that supports the Planning Area, including the water supply and distribution system, the sanitary sewer system, and the stormwater drainage system.

## 6.1 PUBLIC SERVICES

Public safety services rooted in community-based approaches help to ensure neighborhoods remain safe, engaged, and ready to respond in the event of an emergency. This section describes goals and policies for adequate police and fire services in Sharp Park.

### POLICE

The Pacifica Police Department (PPD) is responsible for the protection of life and property within the city and provides a variety of law enforcement services and programs, including response to public safety calls, traffic safety and security for public events, and other community programs. The PPD handles dispatch services on evenings and weekends for the Department of Public Works and the North Coast County Water District (NCCWD) and participates when needed in the Northern San Mateo County Gang Task Force and the San Mateo County Narcotics Task Force. The department has assigned officers to schools to help strengthen the relationship between schools, students, and the police. The Police Department serves the City from its station at 2075 Coast Highway. The station is deemed adequate to support a sufficient level of service for future population growth in the Planning Area.

### FIRE

The cities of Brisbane, Daly City, and Pacifica are members of the North County Fire Authority (NCFA), a Joint Powers Authority established in 2003. The NCFA provides both emergency response and non-emergency public safety services to the three cities and their 185,000 people in its service area. Two of the NCFA's nine fire companies are in Pacifica: Fire Station 71, at 616 Edgemar Avenue, serves the north end of Pacifica, while Fire Station 72, at 1100 Linda Mar Boulevard, serves the south end.

The NCFA has a four-minute travel time for first due fire company to 90 percent of calls for fire service, and an eight-minute travel time for all apparatus on-scene for fire calls for service. The Sharp Park neighborhood is within a four-minute travel area and is located approximately 0.6 miles from Fire Station 71.



This map illustrates the Sharp Park area, highlighting various facilities and the boundary of the Sharp Park Specific Plan. The map includes the following features:

- Public School:** Ingram B. Leay Middle School and Oceans High School.
- Community Facility:** Pacific Resource Center, City Hall, Beach Boulevard Property, and North Coast Water District Headquarters.
- Fire Station:** Fire Station #71.
- Park and Recreation:** Pacific Beach Park and Sharp Park Golf Course.
- Sharp Park Specific Plan:** Indicated by a dashed black line boundary.
- Other Landmarks:** Pacific Ocean, Pacific Pier, and various streets such as Pacific Hwy, Pacific Blvd, and Pacific Ave.



0 250 500 1,000 Feet



Guiding Policies

- 6-G-1

**Police and Fire.** Provide responsive police and fire services that ensure a high level of public safety.
- 6-G-2

**Safety and Building Design.** Ensure that new development adequately addresses public safety considerations in building design and site planning.

Implementing Policies

- 6-I-1

**Police Services.** Ensure that the PPD has adequate police staff and equipment to serve future growth and new development in Sharp Park.
- 6-I-2

**Fire Services.** Ensure that the NCFA has adequate staff and equipment to serve future growth and new development in Sharp Park.
- 6-I-3

**Fire Flow.** Ensure that fire flow capacity is adequate for new development and that necessary improvements, such as fire access roadways and fire hydrants, are installed and in service prior to building construction.
- 6-I-4

**Fire Services and Height.** Ensure fire services have the capacity to serve four- and five-story buildings prior to approval or construction of buildings of that height.
- 6-I-5

**Emergency Egress.** Ensure that all new development in the Planning Area has adequate emergency access.



## 6.2 COMMUNITY AND EDUCATIONAL FACILITIES

### SCHOOLS

Educational services are important components of civic life. This section discusses goals and policies for the Sharp Park Specific Plan Area’s schools and libraries. While there are no schools in the Panning Area, Ingrid B. Lacy Middle school (part of Pacifica School District) is located just to the north of Sharp Park, and Oceana High School (part of Jefferson Union High School District) lies to the northeast.

According to the 2018-2019 Pacifica School District Enrollment Projection Study, it experienced a flat level of student enrollment from 2008/2009 to 2018/2019. While the District is expected to experience some enrollment growth that will exceed existing classroom capacity during the ten-year projection period of 2019-2029, enrollment District-wide is expected to be generally flat or negative overall. The 2018-2019 adjusted student generation rate used in this study was 0.18 students per housing unit for multi-family attached units. This student generation rate estimates that 49 students would result from new development in Sharp Park.

Jefferson Union High School District’s Enrollment Projection Study uses a 2019-2020 adjusted student generation rate of 0.11. Oceana High School’s student population has stayed relatively flat over the past five school years. Pacifica’s projected growth inclusive of growth projected in the Sharp Park Specific Plan is anticipated as part of their 2020 developer fee study. It is expected that current capacity at PSD and JUHSD should accommodate this additional growth.

### LIBRARIES

Libraries remain a crucial learning and gathering place for communities across the country. Pacifica is served by the San Mateo County Library (SMCL), a system with 12 branch libraries, and is the only member with two library branches. The



Pacifica-Sharp Park Library is located within the Planning Area. In Pacifica, nearly two-thirds of residents visit at least one branch every year.

The City of Pacifica has been working toward building modern library facilities to meet the community's needs for almost two decades. In November 2015 the City Council directed staff to take several actions toward constructing a new Pacifica library culminating with the formation of a Library Advisory Committee (LAC) in July 2016, and placement of a construction funding bond measure on the November 2016 ballot, which did not receive a two-thirds majority to pass. In March 2017, City Council directed the LAC to collect community input, conduct a needs assessment, revisit site options and analysis, and develop and analyze service model options. In January 2018, Council selected a two-branch library system strategy, with one large full-service branch at Sharp Park, and one smaller, self-service "open access" model branch with Community Center Annex at Sanchez. The Sharp Park Library is envisioned as a new, larger 25,000 square foot building and would remain a full-service branch. The new building would be ADA accessible and include expanding the digital and physical collections, increased access to the latest technologies, dedicated teen and children's gathering spaces, group study rooms, community meeting spaces, and a collaboration/maker space. A new library facility will provide a much-needed community resource and gathering place.



*Musical Storytime at the Pacifica-Sharp Park Library. Image credit: San Mateo County Libraries via Flickr*

### Guiding Policy

#### **6-G-3 Community and Educational Facilities.**

Ensure accessible, high-quality educational and library facilities that contribute to a high quality of life.

### Implementing Policies

**6-I-6 Sharp Park Library.** Support efforts to complete development of the two-branch library system strategy, with one new large full-service branch in Sharp Park.

**6-I-7 School Facilities.** Work closely with the Pacifica school districts to ensure the future student population of Sharp Park can be accommodated adequately in public schools.

**6-I-8 Safe Routes to School.** Work with project proponents of residential and mixed-use developments to create and/or improve safe routes to nearby schools. *This policy is also included in Chapter 4, Mobility and Parking.*

## 6.3 RECREATIONAL FACILITIES

Parks and recreation facilities provide community gathering places, opportunities for relaxation, and enjoyment of the natural environment. The City owns the 0.1-acre Palmetto Mini-Park at Palmetto Avenue and Brighton Road, which contains a play structure. In addition to this small space, Sharp Park also offers several special facilities, including the Beach Boulevard Promenade, a popular walking and jogging destination. Just outside the Planning Area’s eastern edge, Pacifica Beach Park and Sharp Park Beach, includes picnic tables and access to the Pacifica Pier, one of the Bay Area’s most popular places to fish. To the south of the Planning Area is the 400-acre Sharp Park Golf Course, which provides 18 holes of golf at a low-cost and reduced greens fees for Pacifica residents.

Currently in the design phase, plans are underway to create a public plaza along Beach Boulevard at Pacifica Beach Park, which will rejuvenate the sandy regions adjacent to the Beach Boulevard Promenade between Birch Lane and Clarendon Road. This project is included in Pacifica’s 2021-2026 Capital Improvement Plan. Amenities being considered for installation include exercise furnishings, hard-scaped plaza, bicycle parking, sea animal artwork, and new benches.



The City of Pacifica’s General Plan 2040 park standards, shown in Table 6-1, are intended to meet the needs for active and passive recreation and enjoyment. Pacifica requires developers to dedicate land or pay an in-lieu fee to provide park land at a ratio of five acres per 1,000 residents. Beyond this fee, the General Plan 2040 includes a policy to develop new parks in a timely manner using in-lieu fees or land dedicated as part of new development, to ensure that Citywide park and recreation space is available to the community at a ratio of 6.3 acres per 1,000 residents by 2040. The Sharp Park area is primarily built out and lacks parcels of the appropriate size to accommodate new park acreage. Because of Sharp

Table 6-1: Pacifica Park Standards			
	GENERAL PLAN STANDARDS		
CLASSIFICATION¹	SIZE RANGE	SERVICE AREA	ACRES/1000 PERSONS²
Lot Intensity/Density			
District Parks	20 – 100 acres	1/2 to 3 miles	1.5 to 2.25
Neighborhood Parks	3 – 20 acres	1/4 to 1/2-mile	1.5 to 1.75
Pocket Parks	2500 sq. ft. - 1 acre	Subneighborhood	0.15 to 0.25
Special Facilities	NA	City	0.15 to 0.25
School Playfields	4 - 30 acres	1/4 to 1/2-mile	2.0 to 3.0
Total			6.3
Notes:			
1. Pacifica also includes 2,932 acres of regional park land and beaches.			
2. Total park land acreage standard assures future development will provide new park land at 5 acres per 1,000 residents.			
3. Assumes population of 41,050 in 2040, and 5 acres of parkland per 1,000 residents provided for new development.			



Park's proximity to the coast, beaches and outdoor space and other parks outside of the Planning Area reasonably make up this park shortage.

In addition to new public gathering places such as plazas, parklets, and other smaller green spaces, the Sharp Park Specific Plan seeks to supplement public open space with private common open space—such as courtyards, roof decks, and terraces—in residential projects. Furthermore, maintaining direct, pleasant, and safe access to existing and planned parks that surround the Planning Area is an important aspect of the Specific Plan. *Standards and guidelines for these spaces are found in Chapter 5, Urban Design and Public Realm.*

#### Guiding Policies

**6-G-4 Expand Recreation Opportunities.** Expand gathering and recreational opportunities at an appropriate scale for the Planning Area.

**6-G-5 Bike and Trail Connections.** Connect to local and regional bikeways and trail networks to the greatest extent possible.

#### Implementing Policies

**6-I-9 Private Open Space.** Encourage private common open space as part of all new residential developments of more than five units.

**6-I-10 Public Spaces in New Development.** Incorporate public space at the 2212 Beach Boulevard project, Eureka Square, and the new Library site. *This policy is also included in Chapter 3, Land Use.*

**6-I-11 Trail Wayfinding.** Incorporate wayfinding and other public amenities such as educational signage to the Coastal Trail.



## 6.4 INFRASTRUCTURE

### WATER SUPPLY

The North Coast County Water District (NCCWD) supplies potable water to the Planning Area and most of the City of Pacifica, with a service area of approximately 13.6 square miles and a service population of 38,500. The potable water system is divided into 31 pressure zones, each separated by pressure reducing valves. At average daily demand, storage capacity in the District's 11 water tanks is about 18.25 million gallons (MG), which can supply the NCCWD with water for up to 5.8 days.

The most recent data on current usage and near-term projections can be found in the 2020 NCCWD Urban Water Master Plan (UWMP). The UWMP projected a population estimate for the City of Pacifica of approximately 42,563 people in 2040, or an assumed growth rate of 0.4% per year. Using an assumed annual demand increase rate of 0.4%, projected annual demand in 2040 is approximately 1,149 MG. Under the terms of the contract with the San Francisco Public Utilities Commission, the District's maximum supply (maximum wholesale allocation) is 4,299.2 acre feet per year (AFY), or approximately 1,401 MG per year.<sup>1</sup> This existing allocation is sufficient to meet the needs of the District, including the Sharp Park Specific Plan Area, from the present through 2040.<sup>2</sup>

### WATER CONSERVATION

Following the 2014-2016 drought, the State of California developed the "Making Water Conservation a California Way of Life" framework to address the long-term water use efficiency requirements called for in executive orders issued by Governor Brown. In May of 2018, AB 1668 and SB 606 went into effect, which built upon the executive orders implementing new urban water use objectives for urban retail water suppliers. SB 606 and AB 1668 establish guidelines for efficient water use and a framework for the implementation and oversight of the new standards, which must be in place by 2022. The bills call for creation

of new urban efficiency standards for indoor use, outdoor use, and water loss, as well as any appropriate variances for unique local conditions. The indoor water use standard will be 55 gallons per person per day (gallons per capita per day, or GPCD) until January 2025; the standard will become stronger overtime, decreasing to 50 GPCD in January 2030. Water use standards for the remaining components will be adopted by the State Water Resources Control Board by regulation no later than June 30, 2022. Using the adopted standards, each urban retail water agency will annually, beginning January 1, 2024, calculate its own objective.

### RECLAIMED WATER

Reclaimed water is previously used water that has been treated for reuse but has not yet been put to another use. Once reclaimed water is put to some purpose it is referred to as recycled water.

The City of Pacifica owns and operates the Calera Creek Water Recycling Plant (Calera Creek Plant) which produces tertiary recycled water from Pacifica's wastewater collection system. The NCCWD receives a portion of the total amount of this recycled water produced annually from the CCWRP, under an Agreement between the City and the NCCWD. The NCCWD began receiving recycled water (effluent) from the plant and has been delivering the tertiary recycled



<sup>1</sup> North Coast County Water District 2020 Urban Water Management Plan.

<sup>2</sup> *Ibid.*





water to recreational and institutional customers for irrigation use since August 2013. The City owns recycled water infrastructure, or “purple pipe”, that underlies Palmetto Avenue from the 18th hole of the Sharp Park Golf Course to beyond Paloma Avenue. The City is permitted to irrigate the landscaped streetscape improvements along Palmetto. Any other private connection would be subject to review and authorization from the NCCWD.

In 2015, the North Coast County Water District officially launched its Recycled Water Residential Fill Station Program, which allows its customers access to water to maintain lawns and gardens that are in need of additional watering. Recycled water pumps, pipes and receptacles are painted purple or marked with a purple sticker to distinguish them from potable water receptacles. This Plan includes policies that support expansion of recycled water use in Sharp Park.

## WASTEWATER

The City of Pacifica owns and maintains a wastewater treatment plant, sewage lift stations, and stormwater pump stations, as well as the citywide system of sewer mains and lateral pipes that connect to homes and businesses. Wastewater flows through 106 miles of main pipes to five sewer pump stations, and on to CCWRP, where wastewater is treated. The City’s topography prevents gravity flow to the plant and requires pump stations at Rockaway Beach, Linda Mar, and Sharp Park.

The City of Pacifica has completed construction on a wet weather flow equalization basin (EQ Basin) in

order to comply with the San Francisco Regional Water Quality Control Board’s Cease and Desist Order (CDO) to eliminate capacity related sanitary sewer overflows by January 1, 2019. Wet weather flows are diverted to the equalization basin through a system of overflow weirs that passively divert excessive flows from the City’s existing collection system into an influent conveyance pipeline. The 2.1-million-gallon-capacity EQ Basin was constructed beneath the Pacifica Community Center parking lot at 540 Crespi Drive, with underground conveyance piping along Linda Mar Boulevard and Arguello Boulevard.

The City is in the process of completing Phase II of the Sewer System Master Plan Update and the Sharp Park Station Odor Control Upgrade, which will make the site compatible with any proposed future redevelopment. Other wastewater projects include the relocation of mainline and forcemain at the Sharp Park pump station, as well as an upgrade to the Sharp Park pump station itself, completed in 2019-2020.

## STORMWATER

Pacifica’s storm drainage system consists of a collection system and two pump stations. This drainage system acts to convey drainage to area creeks or the ocean. Two areas in the City, Linda Mar and lower Sharp Park, are too low to allow drainage to a creek or the ocean and are served by pump stations to prevent street flooding. The City’s system services 290,000 linear feet of storm drain pipes, and 989 inlets.<sup>3</sup>

## ELECTRICITY AND NATURAL GAS

Two energy providers currently provide energy services to homes and businesses in the Sharp Park Specific Plan Area. Peninsula Clean Energy is an alternative renewable-energy electricity provider. Pacific Gas & Electric (PG&E) . PG&E obtains its energy supplies from power plants and natural gas fields in northern California and delivers electricity through high voltage transmission lines. Electrical power is delivered to homes via various distribution feeders located throughout the city. Both providers offer clean energy options including

<sup>3</sup> San Mateo Countywide Water Pollution Prevention Program. Annual Report, 2007-08. August 29, 2008.



significant shares of greenhouse gas (GHG) emissions-free power generation. The availability of electricity and gas services is not expected to become an issue during the Sharp Park Specific Plan planning horizon since all homes are located within urban infill areas close to existing development.

## SOLID WASTE

Recycling services and solid waste collection in Pacifica and in the Sharp Park Specific Plan Area are provided by Recology of the Coast, a division of Recology. Recology, based in San Francisco, operates a number of landfills, waste transfer and materials recovery facilities, including the recycling yard at 1046 Palmetto Avenue in Pacifica. Recology emphasizes waste reduction and diversion and is the largest compost facility operator by volume in the United States. In Pacifica, Recology of the Coast currently provides curbside pick-up of recyclables, green waste, and garbage for both residential and commercial customers.

The City has enacted an ordinance requiring all food vendors to use biodegradable or compostable service

ware. Both Pacifica and San Mateo County have recycling divisions that provide information to help residents and businesses reduce and divert waste from landfills.

Residential recyclable waste is collected every week. Organic waste is collected every week on the regular garbage day from Pacifica homes. There is no door-to-door hazardous waste collection service in Pacifica but residents may drop off household hazardous waste at the Recology of the Coast's Recycling Yard at no cost.

These existing services are sufficient to meet the needs of the Sharp Park Specific Plan Area.

## Guiding Policy

**6-G-6 Adequate Infrastructure.** Manage utility infrastructure and waste management systems that are adequate to protect the health and safety of all current and future Sharp Park residents and businesses.

**6-G-7 Sustainable Development.** Encourage incorporation of sustainable, climate-friendly design features in new development.

## Implementing Policies

**6-I-12 Water Conservation.** Require new development to meet or exceed NCCWD's water conservation requirements.

**6-I-13 Recycled Water.** Where purple pipe is accessible to new development, require the use of recycled water for irrigation where authorized by the NCCWD.

**6-I-14 Utility Provider Coordination.** Maintain and enhance public utility systems in partnership with utility providers, such as the NCCWD.

**6-I-15 Stormwater Management.** Maintain or enhance stormwater management systems, including infiltration planters or rainwater harvesting systems at feasible locations within the public right-of-way to reduce storm water runoff flow and volume.

**6-I-16 Sharp Park Pump Station.** Complete Sharp Park Pump Station upgrade and odor control project.

**6-I-17 Solid Waste.** Protect the quality of the environment by managing solid waste generated in the community, and continue to provide and improve recycling programs.



## GREEN/CLIMATE-FRIENDLY INFRASTRUCTURE

Environmentally sustainable development focuses on a “whole systems” approach to the siting, orientation, design, construction, operation, maintenance, renovation, and demolition of buildings and landscapes. Benefits of green infrastructure include natural resource conservation, energy efficiency, improved health of employees and residents, and increased economic vitality. In 2020, the City of Pacifica adopted the 2019 California Green Building Code (CalGreen). California requires applicable projects to meet the CalGreen Mandatory Provisions (“CalGreen Mandatory”) found in Title 24, Part 11. CalGreen Mandatory includes green building thresholds in the areas of site development, water efficiency, energy efficiency, green materials, and indoor air quality. Other green building strategies to be employed in the Sharp Park Specific Plan Area include policies to support electric vehicle charging and bicycle use, energy and water usage; reduction of waste; and a greener public realm.



### Guiding Policy

- 6-G-8 Sustainable Design.** Incorporate green building, design, and infrastructure strategies that improve the environment.  
*This policy is cross-listed with Policy 3-G-4.*

### Implementing Policies

- 6-I-18 Signage and Wayfinding.** Provide signage and wayfinding at commercial and residential developments to increase public awareness of electric vehicles and bicycles and support existing users.
- 6-I-19 Recycled Water.** Continue to work with the NCCWD to expand recycled water availability for irrigation of public landscaping and promote awareness of its residential recycled water program.
- 6-I-20 Screening.** Evergreen shrubs and trees should be used as screening devices along property lines, around mechanical equipment, and to obscure grillwork and fencing associated with service areas and parking garages.
- 6-I-21 Energy Conservation.** Encourage private property owners to partner with the City to reduce carbon and energy consumption, including through compliance with the California Energy Code, green roof design, or other sustainable design features.
- 6-I-22 Reuse and Recycling.** Divert waste from landfills by promoting reduction, reuse, recycling, and composting of materials during construction and through building materials selection.







## 7 Resilient Sharp Park: Environmental and Coastal Resources

As an oceanfront neighborhood, resiliency of Sharp Park will be key in building a community with the capacity to anticipate and plan for the challenges of the future. Protection and enhancement of Sharp Park's economic, ecological, recreational, and other community resources is essential to maintain good health, safety, and enjoyment of all Sharp Park residents, workers, and visitors.

This chapter establishes goals and policies that, in combination with General Plan and Local Coastal Program policies and other local, state, and federal regulations, mitigate the potential negative effects of natural and man-made environmental hazards and coastal resiliency issues.

## 7.1 HABITAT AND WILDLIFE

### VEGETATION AND HABITAT

Pacifica’s varied topography creates a range of habitats in the city, including intertidal areas, beaches, ridges, coastal headlands, woodlands, grasslands, scrub, creeks, and wetlands. While most of the Sharp Park area is urbanized and there is little risk of disturbing habitat on land, the beach at Pacifica Beach Park and the rest of the coastline is considered sensitive estuarine and marine wetland habitat.<sup>1</sup> Pollution, contaminated runoff, and trash from urban uses may be inadvertently swept into the ocean, causing harm to the habitat. The Sharp Park Golf Course, while not directly in the Sharp Park Specific Plan Area, it is considered an environmentally sensitive habitat area, which means that any development along the southern border of the Sharp Park Specific Plan Area may be limited or require additional mitigation/impact studies.

### SPECIAL STATUS SPECIES

Several species known to occur in the Sharp Park Specific Plan Area are accorded “special-status” due to their recognized rarity or vulnerability to various causes of habitat loss or population decline. Some of these receive specific protection, as defined in federal or State endangered species legislation (“Endangered Species”). Other species have been designated as “sensitive” based on adopted policies and expertise of state resource agencies or organizations with acknowledged expertise (“Threatened Species”). A variety of special status species have the potential to be found in or near the Sharp Park Specific Plan Area, including the San Francisco garter snake, the Bumblebee scarab beetle, the San Francisco Bay spineflower, the hoary bat, and the saltmarsh common yellowthroat. Figures 7-1 and 7-2 display sensitive habitat and known records of the occurrence of special-status species in or near the Sharp Park Specific Plan Area.

1 U. S. Fish and Wildlife Service. National Wetlands Inventory website. U.S. Department of the Interior, Fish and Wildlife Service, Washington, D.C., <http://www.fws.gov/wetlands/>, 2019.

The San Francisco garter snake is a federally listed Endangered Species, and its habitat area covers many areas of Pacifica. The federally listed California red-legged frog is a Threatened Species and may be found just outside the Sharp Park Specific Plan Area to the east, and within the Sharp Park Golf Course to the south. In these areas, project-level review and in-depth biological analysis would be required to study any potential impacts from development.

#### Guiding Policies

**7-G-1 Biological Resources.** Protect and improve the quality of biological resources and identified habitat areas in the Sharp Park Specific Plan Area.

#### Implementing Policies

**7-I-1 Habitat Preservation.** Preserve sensitive habitats and special status species. If Endangered or Threatened Species are discovered prior to or during construction of a development project, require project proponents to consult a qualified biologist for proper action and to develop adequate measures to avoid or mitigate impacts.

**7-I-2 Native Plants.** Encourage both public and private entities to plant native or locally-adapted street trees and landscaping in conjunction with installation of green infrastructure, including living walls, rain gardens, permeable pavement, and green roofs, as development occurs.



Figure 7-1: Sensitive Species

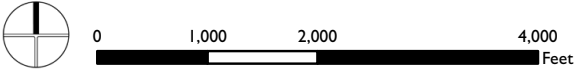
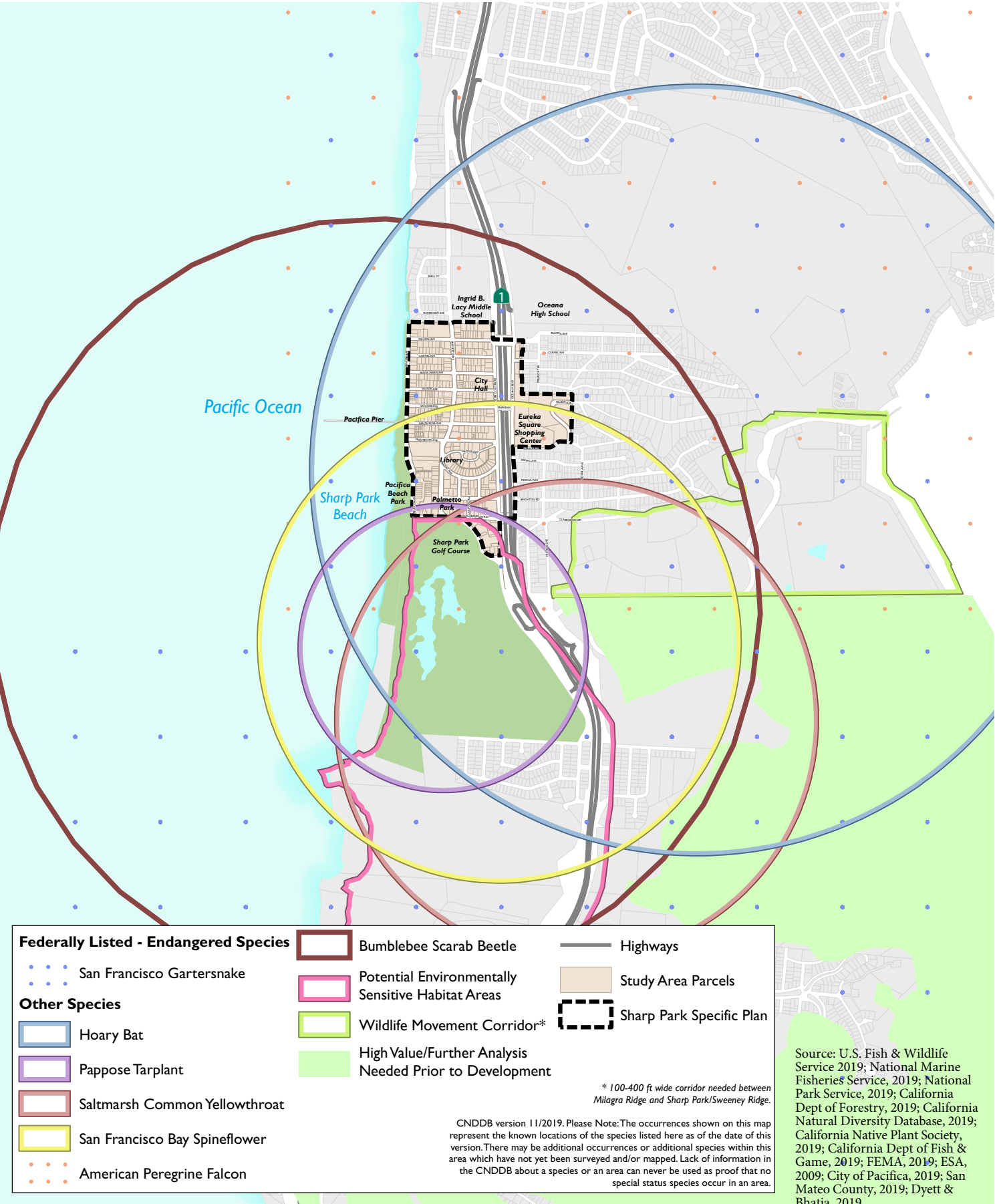
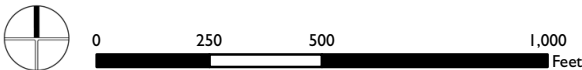
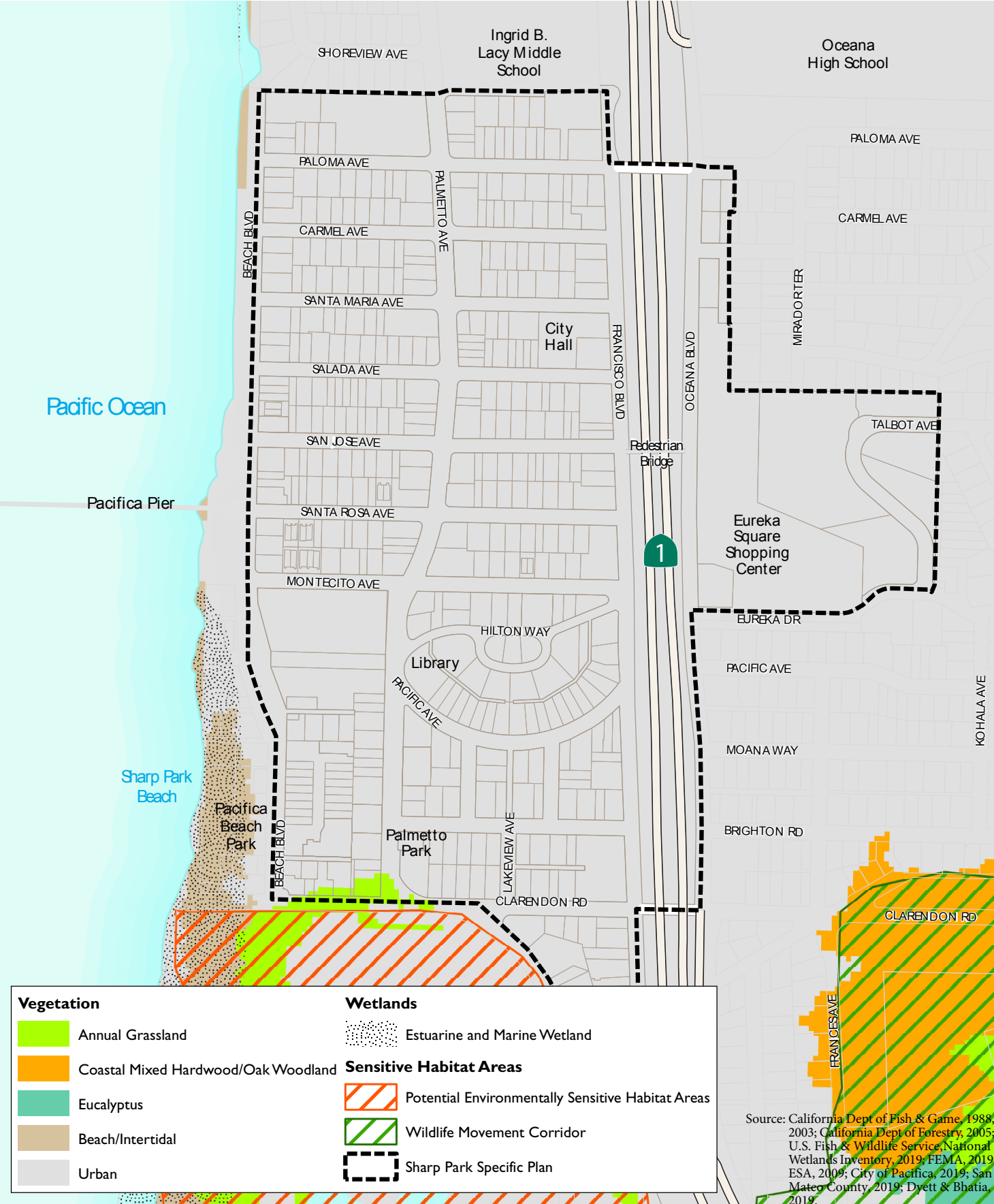




Figure 7-2: Sensitive Habitats





## 7.2 ENVIRONMENTAL HAZARDS

Like many Bay Area communities, Sharp Park faces hazards such as earthquakes, wildfires, landslides, and more. Proximity to the ocean also means unique considerations for flooding, tsunami, sea level rise, and other coastal resiliency issues, addressed in Section 7.3. Human activities, such as use of hazardous materials or air quality degradation, can also create hazards. Proper planning for hazard mitigation, recovery, and adaptation is an essential part of a resilient and sustainable Sharp Park. The Sharp Park Specific Plan addresses known public health risks due to geologic and seismic conditions, contaminated sites, and toxic air contaminants and includes policies designed to reduce the potential risks associated with anticipated buildout within the Sharp Park Specific Plan Area.

The City of Pacifica, in conjunction with the County of San Mateo and other local jurisdictions in the county, updated its annex to the existing Multi-jurisdictional Local Hazard Mitigation Plan (MJ-LHMP) in 2021. This plan, which was initially developed in 2005 and updated every five years, identifies local policies and actions to reduce the risk to life and property from natural hazards such as flooding, earthquakes, tsunami, and wildland fires, including within the Sharp Park Specific Plan Area.

### SEISMICITY AND SEISMIC HAZARDS

The San Francisco Bay Area is one of the most seismically active regions of the United States. There are approximately 30 known faults in the Bay Area that are considered capable of generating earthquakes.

The San Andreas Fault Zone is the predominant fault system in California and has generated some of the largest and most destructive earthquakes in history. The San Andreas Fault is the closest active fault to the Sharp Park Specific Plan Area, about a mile and a half away, transecting the northeastern tip of Pacifica and crossing the cities of South San Francisco

and San Bruno.<sup>2</sup> Other nearby active faults are the San Gregorio and Hayward faults. These three faults pose the greatest threat of significant damage to the Sharp Park Specific Plan Area and have experienced movement within the last 150 years.<sup>3</sup>

Figures 7-3 and 7-4 show potential seismic and geological hazard locations in the Sharp Park Specific Plan Area. Though risk of fault rupture is low in the Sharp Park Specific Plan Area, the strongest ground shaking anticipated to occur in Pacifica would come from the San Andreas Fault and could cause strong to very violent ground shaking. According to the United States Geological Survey, liquefaction from seismic events may result in very high liquefaction risk to the southern portion of the Sharp Park Specific Plan Area near Lakeside Avenue and Clarendon Road.<sup>4</sup>

Most of the western Sharp Park neighborhood is on relatively flat land and is not prone to landslides. However, across Highway 1, Eureka Square Shopping Plaza and apartments along Talbot Avenue have landslide potential. While Pacifica has a history of landslides and devastating debris flow damage, figures 7-5 and 7-6 show that these have not occurred inside the Planning Area. All of the coast in the Sharp Park Specific Plan Area is subject to severe beach and cliff erosion, described in more detail in the next section—Coastal Resilience—of this chapter.

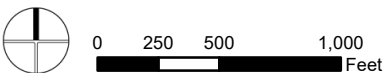
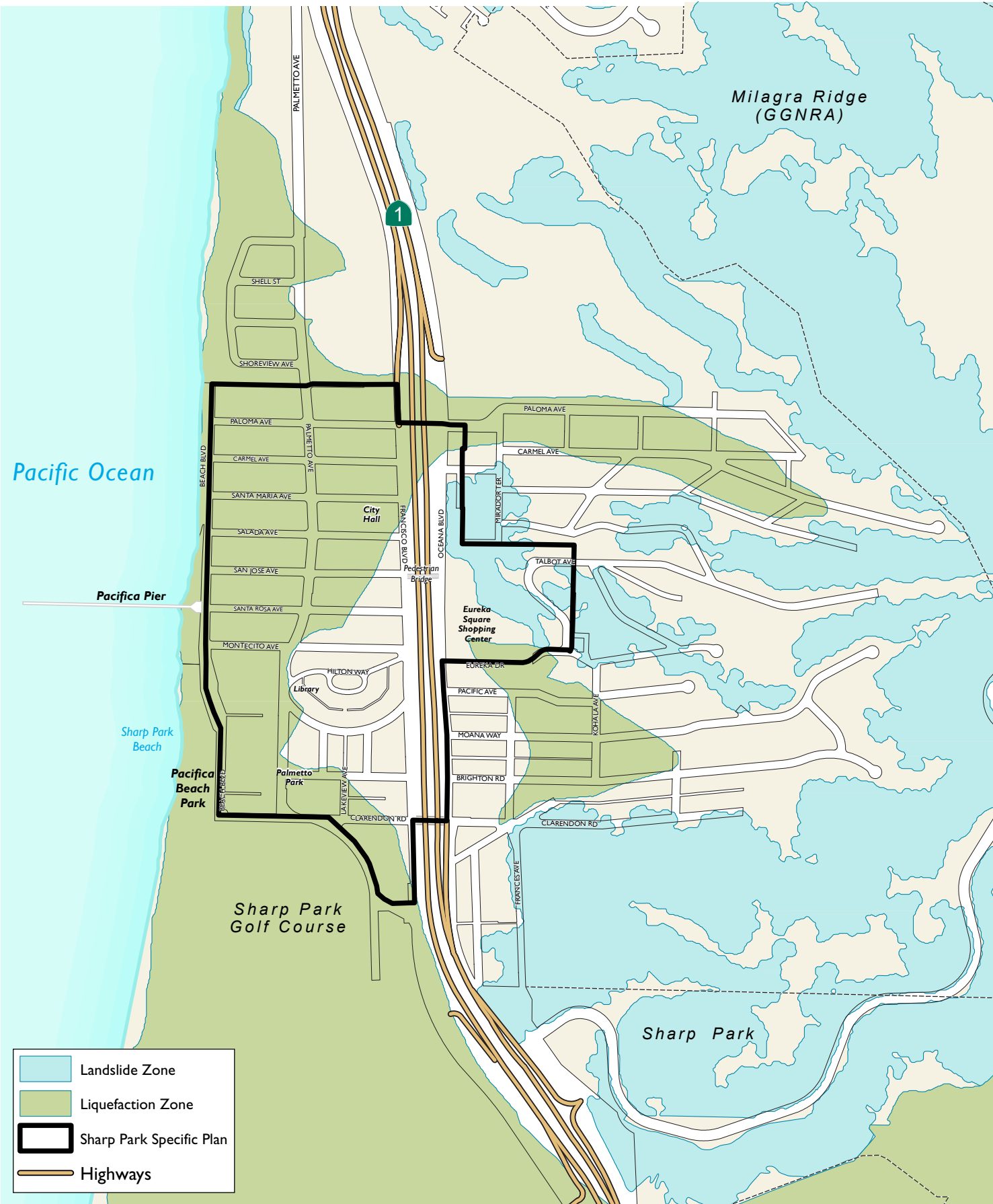
2 An “active” fault is defined by the State of California as a fault that has had surface displacement within Holocene time (approximately the last 11,000 years).

3 A strike-slip fault is a fault on which movement is parallel to the fault’s strike or lateral expression at the surface (Bates and Jackson, Glossary of Geologic Terms, second edition, 1984).

4 United States Geological Survey, 2000 & 2006



Figure 7-3: Seismic Hazard Zones



Source:  
MTC/ABAG Open Data Portal, 2020; Alquist Priolo Earthquake Fault Zones,  
California Geological Survey, Seismic Hazards Program, 2018; Landslide & Liquefaction Zones,  
California Geological Survey, 2019 & 2021; City of Pacifica, 2020; Dyett & Bhatia, 2020.


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Urban and Regional Planners

Figure 7-4: Slope Failure




Figure 7-5: Mapped Landslides







Mapped Landslide



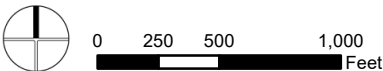
Sharp Park Specific Plan



Parks, Recreation, and Open Space



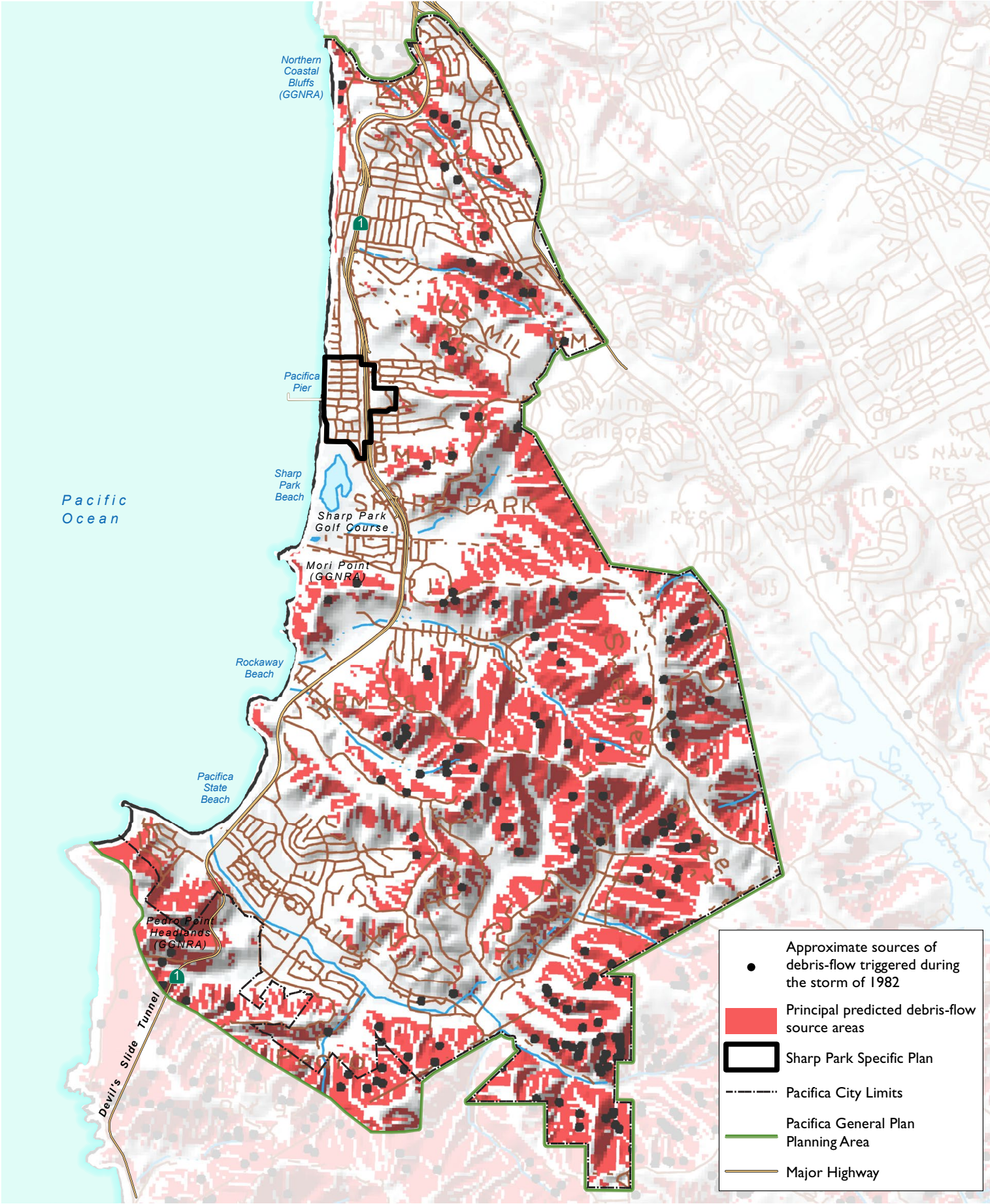
Highways



Source:  
Department of Conservation, 2022;  
City of Pacifica, 2020; San Mateo County, 2020;  
Dyett & Bhatia, 2020.



Figure 7-6: Debris Flows



0 2,000 4,000 8,000 Feet

Source: USGS OPEN-FILE REPORT 97-745 E, 1997;  
City of Pacifica, 2021; San Mateo County, 2021;  
Dyett & Bhatia, 2021.

**DYETT & BHATIA**  
Urban and Regional Planners

The California Building Code, MJ-LHMP, General Plan, and Local Coastal Program help to protect new development from risks pertaining to soil instability, seismic activity, and other geologic hazards.

## FIRE HAZARDS

Fire hazards in Pacifica include both urban and wildland fires. Urban fires involve the uncontrolled burning of built structures due to human-made causes; wildland fires affect grassland, forest, and brush (and the structures on them), and can result from either human or natural causes. Climate change has extended California's fire season and encouraged the spread of wildfire beyond the rural and heavily vegetated areas that were once widely considered to be most vulnerable. According to the MJ-LHMP, the City of Pacifica's risk ranking for wildfire is rated as "medium", the result of assessment of the likelihood of occurrence for wildfire, along with its potential impacts on people, property and the economy.<sup>5</sup> Because Sharp Park is largely urbanized, the entire Sharp Park Specific Plan Area faces moderate risk of wildfire. Policies in the General Plan 2040 and the MJ-LHMP apply to the Sharp Park Specific Plan Area. The City's main challenges regarding fire hazards are:

- **Actively Managing the Urban-Wildland Interface.** Pacifica's residents enjoy close contact with open ridges and woodlands. This brings with it the risk of proximity to wildland fires. Preparedness is essential, and the North County Fire Authority's fire prevention activities, especially its Vegetation Management Program, are important.
- **Maintaining and Enhancing Evacuation Routes.** It is critical that road capacity exists for local residents, workers, and visitors to evacuate in case of an environmental disaster, including fire.

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<sup>5</sup> MJ-LHMP, 2021.

## HAZARDOUS MATERIALS AND AIR TOXICS

Urban infill and redevelopment plans, such as the Sharp Park Specific Plan, often have to wrestle with public health risks associated with hazardous materials and toxic air contaminants which resulted from past activity. Soil, water, and air contamination is often the result of long-term storage of hazardous materials, as well as ongoing processes specific to certain industries. In the Sharp Park Specific Plan Area, most risk associated with hazardous materials and toxic air contaminant exposure is the result of the operation of a small number of auto-oriented service uses and proximity to Highway 1. This risk and exposure is described in the following section, along with policies designed to reduce the risk associated with buildout of the Specific Plan.

### *Contaminated Sites*

Within the Sharp Park Specific Plan Area, the only site currently undergoing remediation for hazardous materials is an auto body shop at 1518 Francisco Boulevard.<sup>6</sup> It is listed as an open-verification monitoring Leaking Underground Storage Tank (LUST) cleanup site by the State Water Resources Board for potential gasoline contaminants.<sup>7</sup> Contamination does not render these sites unusable but may require time and funding for cleanup.

Disturbance of a previously contaminated area through grading or excavation operations could expose the public to health hazards from physical contact with contaminated materials or hazardous vapors. Areas where historic or ongoing activities have resulted in the known or suspected release of hazardous materials to soil and groundwater, and where current clean-up activities monitored by the State Water Quality Control Board or the California Department of Toxic Substances are ongoing, are listed in Figure 7-7.

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<sup>6</sup> CalEPA Cortese List Data Resources. <https://calepa.ca.gov/sitecleanup/cortese-list/> accessed 9/2019.

<sup>7</sup> State Water Resources Control Board Geo Tracker. <https://geotracker.waterboards.ca.gov/> accessed 9/2019.



Figure 7-7: Hazardous Material Sites



## Air Quality

Toxic air contaminants (TACs) are air pollutants that may cause or increase mortality or serious illness, or that may pose a present or potential hazard to human health, and are linked to both short-term (acute) or long-term (chronic and/or carcinogenic) adverse human health effects.

A challenge for the Plan is to ensure adequate buffers between sensitive receptors and existing and potential sources of TACs. Potential stationary TACs can include dry cleaners using perchloroethylene (perc dry cleaners), gas stations, autobody shops, film processing services, and others. Another significant, common source of TACs is onroad motor vehicles, such as trucks and cars (mobile TAC sources).

Mobile TAC sources in the Sharp Park Specific Plan Area include Highway 1 due to the associated car and truck traffic. Based on 2017 recommendations from the Bay Area Air Quality Management District (Air District), installation of indoor air quality equipment is required for development projects within 500 feet of mobile TAC sources.<sup>8</sup> The 2019 California Building Code requires that all new development or structures undergoing renovation install air filters rated at a minimum efficiency reporting value (MERV) 13 or higher, or an equivalent mechanism.<sup>9</sup> The Sharp Park Specific Plan also includes policies to reduce emissions from mobile TAC sources by promoting mixed uses, alternative modes of transportation, and reduced number and length of vehicle trips through various transportation demand management measures, as described in Chapter 4, Mobility and Parking. Over an extended time period, as the fleet of privately-owned vehicles in the state transitions to non-polluting vehicles—mobile TACs will become a lesser concern.

While the Sharp Park Specific Plan Area includes a few permitted stationary sources, only one exceeds TAC risk thresholds, as shown in Figure 7-8. The

<sup>8</sup> BAAQMD CEQA Guidelines, 2017. [https://www.baaqmd.gov/-/media/files/planning-and-research/ceqa/ceqa\\_guidelines\\_may2017-pdf.pdf?la=en](https://www.baaqmd.gov/-/media/files/planning-and-research/ceqa/ceqa_guidelines_may2017-pdf.pdf?la=en)

<sup>9</sup> (§150.0(m)(12)), the CBC applies to buildings with three or more units.



2212 Beach Boulevard site contains a diesel generator that surpasses TAC significance, however, there is a significant buffer zone around the generator. While the level of TAC varies with the age of the generator itself, when possible, older generators should be retrofitted to reduce TAC levels.

## NOISE

In an urban environment, noise from everyday human activity is expected, but excessive noise can detract from quality of life and even have harmful effects on health. Noises vary in their scope and volume, ranging from individual occurrences such as leaf blowers, to the intermittent disturbances of overhead aircraft, to the fairly constant noise generated by traffic. These effects are particularly disruptive for noise-sensitive land uses, such as schools, churches, hospitals, senior living facilities, and residential neighborhoods. Buffering noise levels through design techniques can help minimize noise-related land use conflicts.

The most significant traffic noise in the Sharp Park Specific Plan Area is generated by vehicular traffic along Highway 1. Existing noise levels are shown in Figure 7-9. The Plan's intensification of land use will result in a modest addition of residents and jobs; but most traffic increase and subsequent increases in noise levels will be regional in nature. Future noise levels resulting from analysis of projected traffic are shown in Figure 7-10.



Figure 7-8: Air Quality



**Freeway Health Risk Screening**

Required Buffer from Hwy 1

**Ambient Risks**

Stationary sources Exceeding BAAQMD Threshold

Stationary Sources

Sharp Park Specific Plan

Parks

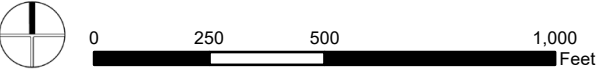


Figure 7-9: Existing Noise Contours

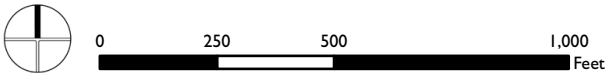
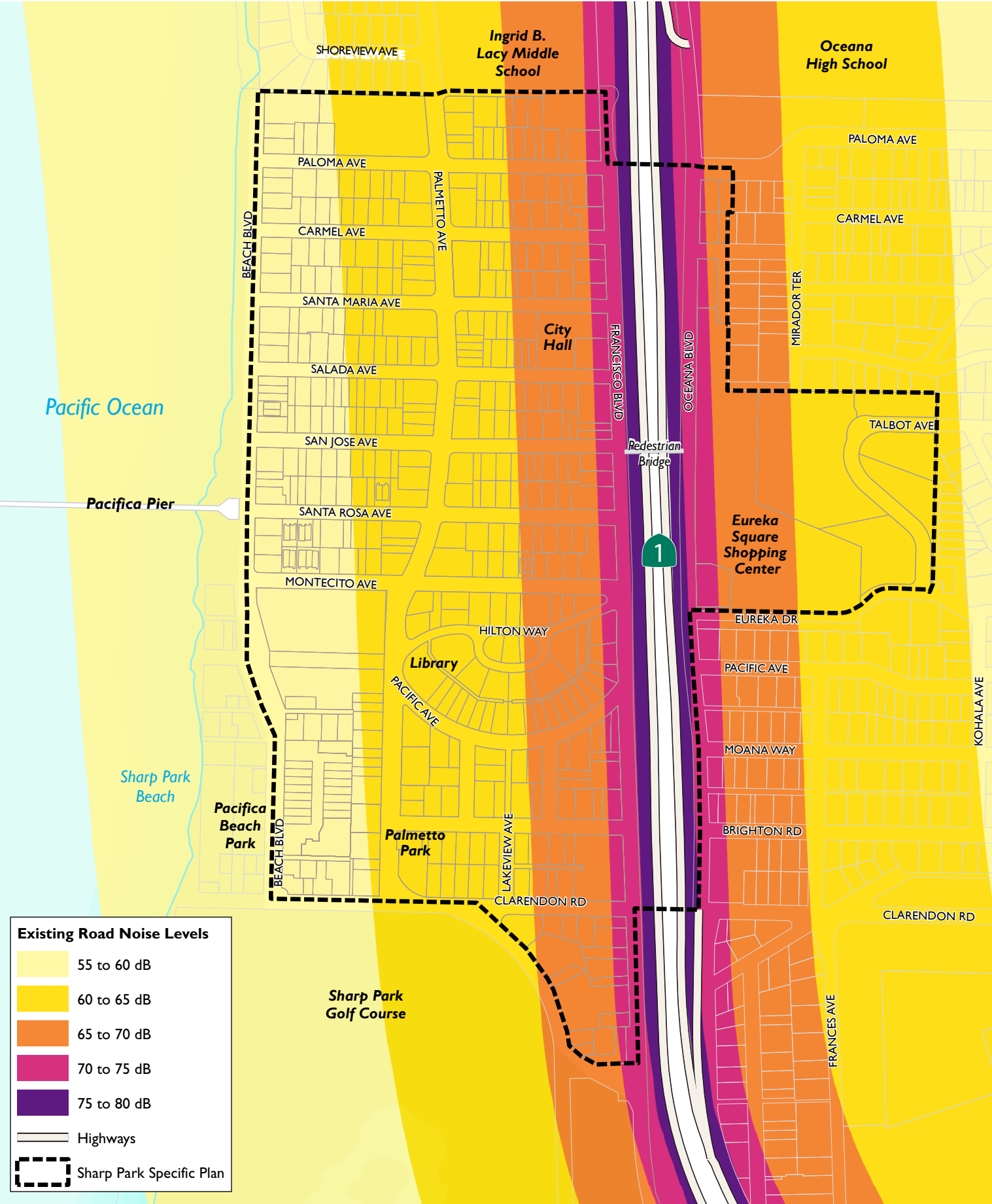
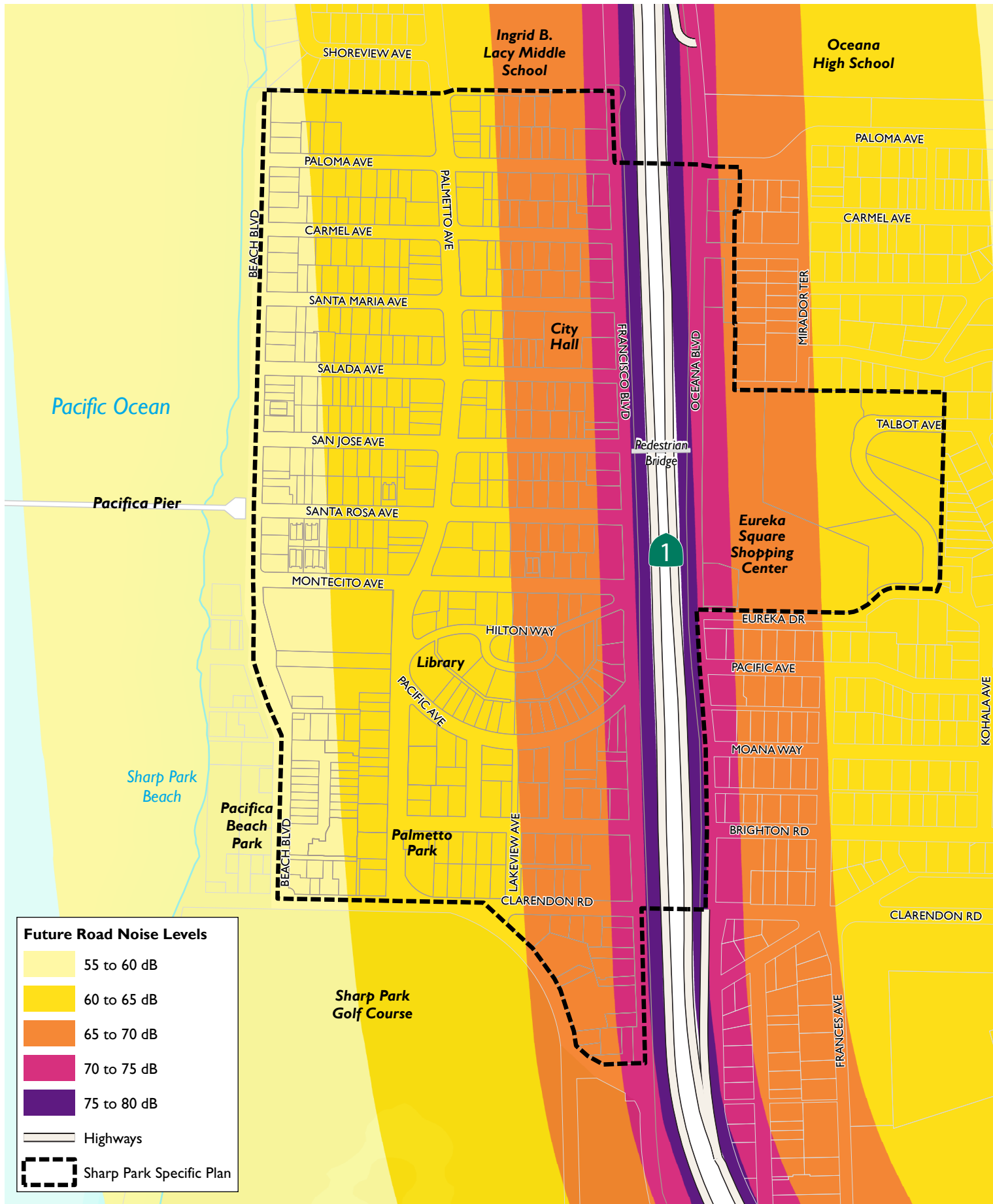


Figure 7-10: Future Noise Contours



0 250 500 1,000 Feet



## Guiding Policy

**7-G-2 Hazard Protection.** Minimize the potential for loss of life, injury, property damage, and economic and social disruptions from natural and human-made hazards and noise.

## Implementing Policies

**7-I-3 Emergency Power.** Evaluate options for ensuring emergency power at critical and community facilities, including microgrids, solar capture and battery storage, distributed energy, and back-up generators. Consider the ability to reduce utility costs and carbon emissions in the assessment.

**7-I-4 Stationary Noise.** Collaborate with Caltrans, and other responsible agencies to develop and implement strategies to address noise impacts from permanent sources such as freeways.

**7-I-5 Noise-Sensitive Uses.** Require residential and other noise-sensitive land uses, especially in noise-impacted areas, to design buildings intelligently to minimize exposure (e.g., by locating bedrooms away from noise sources), and meet State interior noise standards. If windows must be closed 100 percent of the time to achieve this standard, a fresh air ventilation system must be utilized. For projects within the 60-65 dBA contour shown in Figure 7-9, standard dual pane windows are acceptable to meet the standard, consistent with the California Building Code. For projects where ambient noise conditions exceed 65dBA as shown on Figure 7-9, require an acoustical study to demonstrate that interior noise standards can be met based on site and architectural design.



*Double-pane windows, above right, lower ambient noise volumes indoors more than single-pane windows, above left.*

**7-I-6 Impact Minimizing Design.** New commercial uses that create noise, fumes, light, or odors shall be designed to minimize any impacts on adjacent sensitive uses. These commercial uses shall provide adequate ventilation within the structures that house them so that doors and windows are not left open for the purpose of ventilation resulting in nuisance emissions.

**7-I-7 Hazardous Site Remediation.** Require remediation and cleanup of any contaminated sites in the Sharp Park Specific Plan Area to levels required for the proposed new land use, where hazardous materials have impacted soil, surface water, or groundwater. Remediation and cleanup will be in compliance with federal and State standards. Documentation of the site investigation and cleanup must be provided to City staff during development project review.

## 7.3 COASTAL RESILIENCE

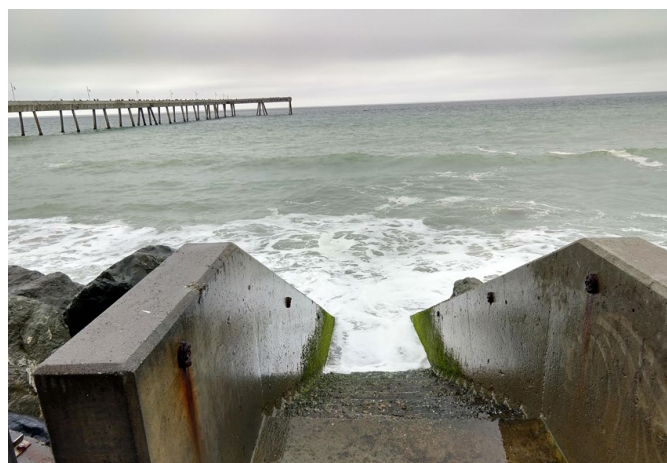
Sharp Park's coastal locale drives economic opportunity, neighborhood appeal, and factors affecting quality of life. Sharp Park is within the Coastal Zone, the area west of Highway 1 that is home to approximately 12 percent of Pacifica's population; the location of a majority of older and more affordable housing stock; five of six of Pacifica's hotels that generate significant revenue for the City; more than half of Pacifica's commercial businesses, which provide community vitality and tax revenue; significant public and civic facilities, infrastructure and habitat; and significant historical and public recreational assets including beaches, coastal trails, the Beach Boulevard promenade, parks and the golf course.

While many of these assets are defined by proximity to the coast, they are also at risk due from coastal hazards, including flooding due to sea level rise, coastal erosion, and tsunamis. The loss or disruption of these assets could have far reaching impacts and affect everyone in Pacifica, not just those living or doing business in Sharp Park.

### LOCAL COASTAL PROGRAM

All land west of Highway 1 within the Sharp Park Specific Plan Area falls within the Coastal Zone. Local Coastal Programs (LCPs) are planning tools used by local governments to guide development in the coastal zone, in partnership with the Coastal Commission. There are two components of the LCP – the Local Coastal Land Use Plan (LCLUP) and the Implementation Plan (IP), often comprised of zoning regulations.

The Coastal Zone features a wide variety of land uses, including public recreation areas, distinct residential neighborhoods, visitor-serving and neighborhood commercial development, and sensitive wildlife habitats. The varied types of development of each coastal sub-area and the geographic relationships between them are an inherent and vital part of the character of the City. Pacifica's LCLUP includes policies that protect human life, property, and critical



infrastructure, prepare for sea level rise and climate change impact, and preserve economic vitality. The LCLUP strives to designate land uses and intensities suitable to the unique circumstances of each coastal area, adequately meet the needs of the City's residents and visitors and be consistent with California Coastal Act policies. Sharp Park falls within the West Sharp Park subarea of the LCLUP.

### COASTAL RESOURCES

In addition to coastal businesses, homes, and civic resources, Sharp Park contains a wealth of recreational resources, including views to the Pacific Ocean. These resources are described below:

#### ***Pacifica Municipal Pier***

Sharp Park is home to one of the best recreational fishing piers in the state. Because of the number and quality of the fish caught off Pacifica's shores, the 1,140-foot pier has earned a number one ranking among anglers in the Bay Area. Although fishing can be good year-round, many consider the summer months to be the best when salmon and striped bass can be caught. No admission is charged and no fishing license is required at the Pacifica Municipal Pier. The pier fronts directly on Sharp Park Beach, an area that can see strong winds and punishing waves which can cause closure of the pier with little notice.

The pier has lights, fish cleaning stations, benches, restrooms and a coffee house/snack bar directly in front of the entrance. Free parking is located on adjacent streets and in a nearby lot. Accessible parking is also available, with pier accessibility via a ramp leading to the south side of the pier.

**Sharp Park Beach**

Sharp Park Beach extends from Mori Point along the west side of the Sharp Park levee to just north of the Sharp Park Specific Plan Area. Sharp Park Beach has picnic facilities, a pier with a cafe, fishing, a walking promenade, vista point parking and nature trails. Cormorants, phalaropes, loons, terns and murre fish the waters; shorebirds patrol the beach; songbirds and ducks can be found in the marsh area; and hawks and kestrels soar the uplifts and hunt in the woods nearby.

**Promenade**

The wide, paved promenade runs atop the Beach Boulevard seawall for about a half mile as it connects the trails of Mori Point with Pacifica Pier. The Promenade provides access to several coastal access points, described in Chapter 4, Mobility and Parking.

Public access to recreation is one of the Coastal Commission’s primary goals. Pacifica’s LCLUP includes policies that maximize opportunities for the public to travel to and along the shoreline, and to recreate on the beach and in the ocean. These policies are incorporated by reference in this Specific Plan.

**COASTAL HAZARDS**

**Sea Level Rise**

Climate change is happening now. The accumulation of greenhouse gases in the Earth’s atmosphere is causing and will continue to cause global warming and resultant climate change. Sharp Park is susceptible to significant impacts due to sea level rise caused by climate change. High tides and severe storms will

challenge and change Pacifica’s existing shoreline and could affect existing coastal developments, coastal habitats, coastal access and recreation.

To date, there have been a variety of studies and analyses conducted on the threat of coastal flooding and erosion to the City and its residents, including the Sea Change San Mateo County (2017), Our Coast Our Future (2016), Pacific Institute Study (2009), and Coastal Regional Sediment Management Plan (Draft 2015).

In 2018, the City prepared a Sea Level Rise Vulnerability Assessment and a Sea-Level Rise Adaptation Plan. The Vulnerability Assessment used the best available science, or most recent peer-reviewed science validated by qualified experts in the scientific community, to determine the potential exposure of assets to flooding and erosion hazards under sea level rise scenarios selected for study, shown in Table 7-1.

Table 7-1: Sea Level Rise Projections for Pacifica			
	LOW (17% CHANCE)	MED -HIGH (0.5% CHANCE)	EXTREME (N/A)
2050	1 ft.	2 ft.	-
2100	3 ft.	6 ft.	10 ft. <sup>1</sup>
Notes: <sup>1</sup> SLR of 6 ft. at 2075 was considered in place of 10 ft. at 2100 to assess potential impacts under the Extreme scenario. This was recommended by the technical consultant, ESA, because of the lack of erosion and flooding data for 10 ft. of SLR.			



Seawall along Beach Boulevard

The Vulnerability Assessment tabulated asset exposures within seven coastal sub-areas to facilitate more focused development of adaptation strategies and policies. The analysis of the West Sharp Park neighborhood combined the portion of the West Sharp Park neighborhood along the public sea wall and retaining wall with the Sharp Park Golf Course, West Fairway Park, and Mori Point subarea, as the entire stretch of shoreline is publicly owned, and fully government-owned shoreline may have different policy or funding considerations. Hazards identified as part of the Vulnerability Assessment for the Sharp Park, West Fairway Park and Mori Point subarea include wave overtopping and run-up, flooding due to sea level rise and flooding due to significant rainfall events or coastal storms, and coastal erosion.

Drawing upon Vulnerability Assessment findings, the 2018 Adaptation Plan was prepared to inform City decision making about a variety of sea level rise adaptation policy options to address these hazards, which were then evaluated and selected by Pacifica City Council. These decisions informed general and subarea-specific Coastal Resilience policies in the City's Local Coastal Program.

### ***Shoreline Protection and Wave Overtopping***

In 1984, the City of Pacifica constructed an 18-22-foot-tall seawall with a rip rap revetment and promenade along Beach Boulevard north of the Pacifica Pier. The southern section of the seawall was constructed in 1987 using a differing design. The structure has required maintenance on several occasions to repair areas where beach erosion has undermined the structure. The backshore along the Sharp Park, West Fairway Park and Mori Point sub-area is low enough such that assets and property are subject to wave run-up and overtopping under existing conditions. Beyond the south end of the seawall, the City currently manages a sand berm to limit wave run-up and overtopping at the end of Clarendon Road. South of Clarendon, the backshore consists of an earthen berm levee managed by the City and County of San Francisco that spans south to the headlands of Mori Point, and which was constructed



*Wave Overtopping Warning*

in 1980 to protect the Sharp Park Golf Course. These shoreline protections are shown in Figure 7-11.

In Fall 2020, the City of Pacifica initiated the Beach Boulevard Infrastructure Resiliency Project, an infrastructure protection and improvement project that aims to replace the current seawall and outdated infrastructure while building climate resilience into the most vulnerable segment of the City of Pacifica's shoreline. The Project entails assessing the entire span of the current infrastructure and seawall which includes four different structures: the north wall, the pier sheet pile wall, the south wall and south gap. The project is considered critical to the public health and safety of the citizens and visitors in and around the historic West Sharp Park neighborhood and serves to create a multi-benefit solution to protect public infrastructure, recreational activities, numerous homes, businesses, and the community at large, from further impacts due to continued coastal erosion.

In May 2021, the City completed an assessment of alternatives to reduce the frequency of coastal flooding events and the volume of wave overtopping during these events, including an assessment of the technical performance, financial implications, and environmental considerations associated with



Figure 7-11: Coastal Protection Structures



Source: ESA, 2009; City of Pacifica, 2019; San Mateo County, 2019; Dyett & Bhatia, 2019.

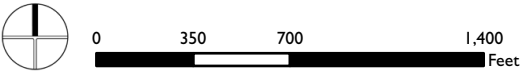
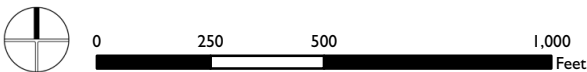
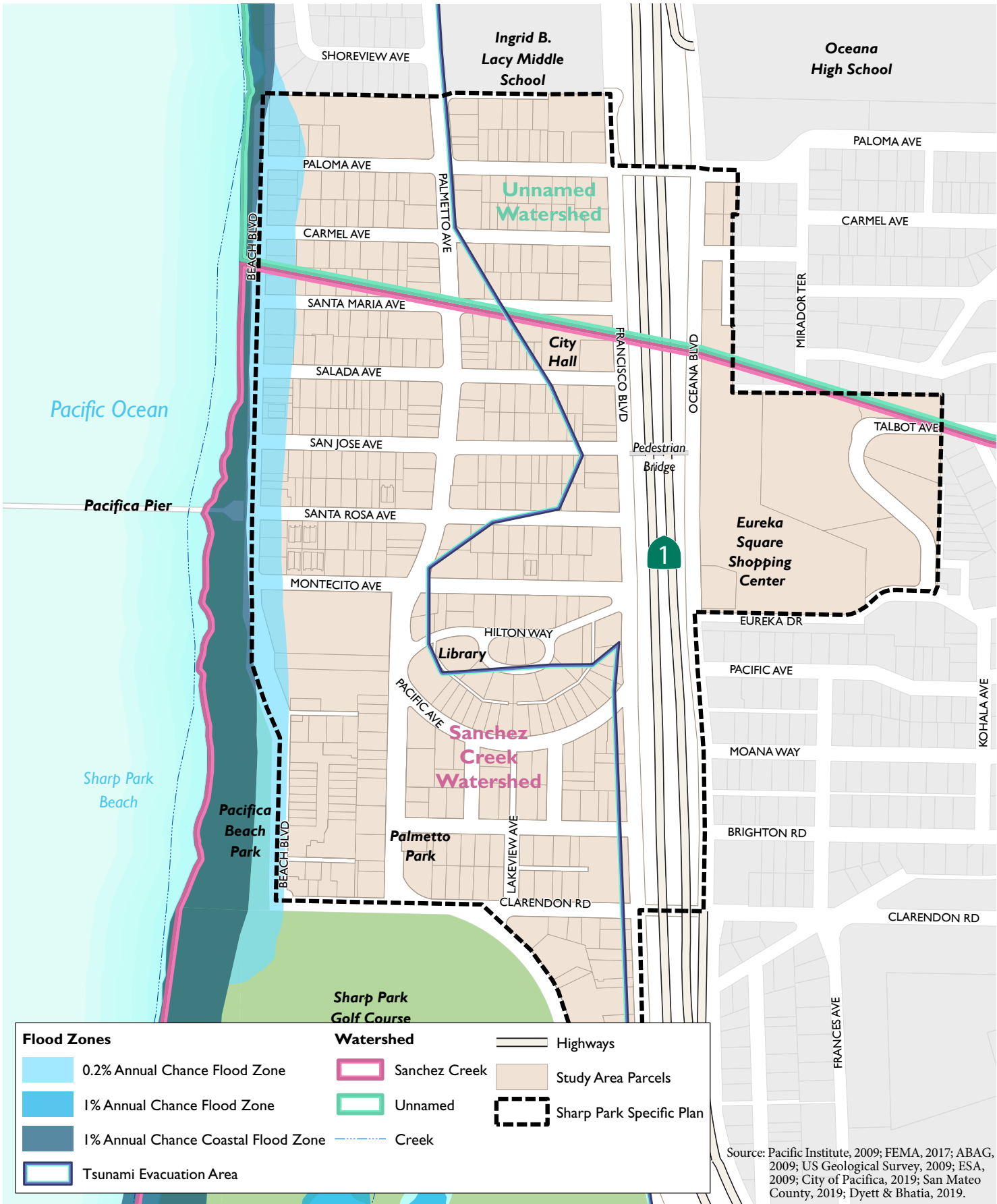


Figure 7-12: Hydrology and Flooding





each alternative. Of all the alternatives studied (including a No Project, Beach Nourishment, Seawall, Rock Revetment, Sand Retention and a Hybrid), the Hybrid alternative, which relies on a combination of structural features (seawall and rock scour protection) and beach nourishment. This alternative will be advanced in Phase 2, which will involve additional technical analyses, environmental analyses and public/stakeholder engagement to refine the concept into a proposed project. As of 2022, scoping for Phase 2 is underway.

### ***Hydrology and Flooding***

While there are no existing creeks or bodies of water within the Sharp Park Specific Plan Area, it can experience flooding, typically caused by some combination of high tides, large wind-driven waves, or storm surge. Areas mapped in Figure 7-12 as prone to coastal flooding include the low-lying areas of Sharp Park Beach, the coastline along Beach Boulevard, and the edge of Beach Boulevard.

The only section of coastline protected by levees is the Sharp Park Golf Course area and Laguna Salada, which drains a 1,200-acre watershed. Waves overtopping the levee along the golf course resulted in significant flooding in 1983 and 1986.<sup>10</sup> Since that time, the levee has been reinforced, reducing overtopping risk in the area.

A pump station is used to manage the water level in Laguna Salada, but pumping is restricted to maintain minimum water levels in order to protect habitat in Laguna Salada, and drainage from Sanchez Creek

and Laguna Salada to the ocean can be insufficient to prevent lowland flooding during high tide/high flow events. The City also has a portable pump station deployed along Clarendon Road to pump stormwater from swales out to Clarendon Road and over the beach berm to the ocean. If the sea level rises enough during a rainstorm, inundation and flooding due to the backup of stormwater channels and outfalls will have a significant impact on the lower part of the Sharp Park Specific Plan Area. Risk of flooding and water pollution is minimized through the implementation of stormwater management practices consistent with the Pacifica General Plan, Local Coastal Program, and the Pacifica Green Infrastructure Plan.

### ***Tsunami***

A tsunami can occur after a significant earthquake beneath the ocean. Coastal flooding, potentially severe structural and environmental damage, and threats to human health and safety can occur as a result of a tsunami. Travel times, the degree of warning, and the magnitude of the wave will vary depending on the source and initial strength of the tsunami-generating event. Tsunami hazards occur for the low-lying portions of Pacifica, which include a significant portion of the Sharp Park Specific Plan Area. Figure 7-12 shows portions of the Sharp Park Specific Plan Area are within a tsunami evacuation zone.

San Mateo County has an established emergency protocol for tsunamis. As part of this program, the City has installed a tsunami warning system, consisting of three solar powered alarm towers, one of which is located in the Sharp Park neighborhood. This system also links to a San Mateo County alert system that reaches email and cell phones.

<sup>10</sup> PWA, 1992.

## Coastal Erosion

Erosion is the wearing away of soil and rock by processes such as mechanical or chemical weathering; mass wasting; and the action of waves, wind, and underground water. Excessive soil erosion can eventually lead to damage of building foundations and roadways. According to a study done by the U.S. Geological Survey following the heavy winter storms of 1982–1983, the entire coastline of San Mateo County contains areas susceptible to severe erosion and slope failure.<sup>11</sup> This study lists specific impacts to Pacifica’s coast, which include wave surging over the seawall, cliff erosion, and severe beach erosion.<sup>12</sup> In 2009–2010, erosion caused by winter storms resulted in evacuation and eventual City-mandated demolition of apartment buildings on the 300 block of Esplanade Avenue, 1.4 miles north of the Sharp Park Specific Plan Area.

Figure 7-13, the Coastal Vulnerability Zone Map, shows the extent of projected erosion in the Sharp Park Specific Plan Area, evaluating using Pacific Institute coastal erosion maps (2009) and San Francisco Coastal Regional Sediment Management Plan (CRSMP, 2015).<sup>13</sup> While the erosion scenario does not account for existing shoreline protection structures, the map highlights the importance of the existing structures and the vital need for them to be maintained to protect those vulnerable areas. These maps are not a substitute for site-specific erosion analyses but do show important information necessary to make general planning-level decisions about the vulnerability of portions of the Sharp Park Specific Plan Area. The Pacifica General Plan and Local Coastal Program contain policies that help to protect new development from coastal erosion, which would apply in the Sharp Park Specific Plan Area.

11 USGS, LaJoie, Kenneth and Mathieson, Scott, 1982-1983 Coastal Erosion: San Mateo County, California

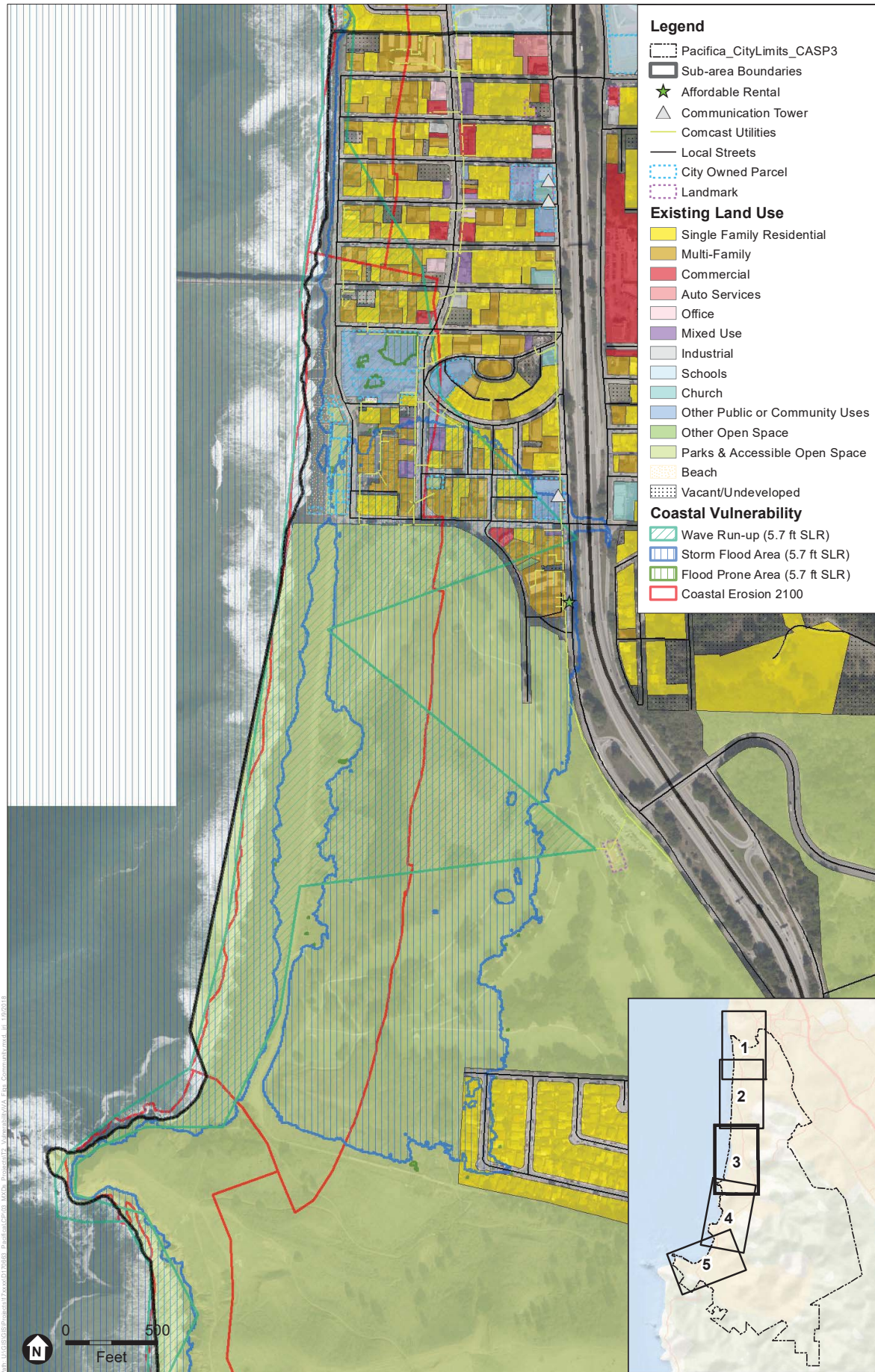
12 USGS. 1982-83 El Niño Coastal Erosion Map: 3 of 26 Sharp Park. Accessed 9/2019. [https://archive.usgs.gov/archive/sites/walrus.wr.usgs.gov/el\\_nino/SM-CO-coast-erosion/03sharp\\_e.html](https://archive.usgs.gov/archive/sites/walrus.wr.usgs.gov/el_nino/SM-CO-coast-erosion/03sharp_e.html)

13 PWA 2009; Pacific Institute 2009





**Figure 7-13: Coastal Vulnerability Zone Map**



SOURCE: San Mateo County 2017 Imagery; City of Pacific and SMC Assets (2017); Pacific Institute Erosion (2009); OCOF Coastal Flooding (2014)

Disclaimer: This map is not detailed to the parcel-scale and should not be used for navigation, permitting, regulatory, or other legal uses. The erosion scenario does not account for shoreline protection. Coastal Vulnerability projections were sourced from publicly available data and existing models not created by the City of Pacifica.

Coastal Vulnerability Area Map  
Sharp Park, West Fairway Park, and Mori Point





## 8 Attainable Sharp Park: Implementation

While the Sharp Park Specific Plan provides a comprehensive framework and set of policies, achieving the full development potential of the plan will face market and feasibility challenges that will require a range of efforts and actions on the part of the City, property owners, developers and other involved parties.

These include carrying out the necessary regulatory measures, securing funding and delivering infrastructure improvements, and committing to funding operations and maintenance on an ongoing basis. This chapter details many of the actions that will be required for effective implementation of the Plan.

## 8.1 GENERAL PLAN AND ZONING ORDINANCE CONSISTENCY

### GENERAL PLAN

The Sharp Park Specific Plan was prepared concurrently with the City's General Plan update. As a result, the Specific Plan land use framework and buildout are reflected in the General Plan. The General Plan provides an overall policy framework for Sharp Park, and the Specific Plan provides detailed policy guidance, zoning, and implementation measures. The Specific Plan is consistent with the General Plan and helps to implement its goals and policies, establishing guidelines and standards to create a mixed-use, pedestrian-oriented community hub, providing detailed streetscape, development, and design standards and guidelines, and providing a funding strategy to ensure that these improvements can be made.

### ZONING ORDINANCE

While the General Plan establishes a policy framework, the Zoning Ordinance prescribes standards, rules, and procedures for development. The Zoning Ordinance translates plan policies into specific use regulations, development standards, and performance criteria that govern development on individual properties. The Specific Plan provides regulations for new overlays, use and development standards, and density and intensity limits, consistent with the Specific Plan's land use classifications and development standards included in Chapter 3: Land Use and Chapter 5: Urban Design. The City must also bring the Citywide Zoning Map into conformance with the Plan.



## 8.2 IMPLEMENTATION PROGRAM AND PHASING

Implementation of the Sharp Park Specific Plan will require action by several different departments within the City, including the City Manager's Office, City Attorney's Office, Administrative Services (which includes the Finance Division), Planning, Public Works, Parks, Beaches and Recreation, Fire, and Police. Ultimately, much of the look and feel of the Sharp Park Specific Plan Area will be determined by the architecture, landscaping, layout, and maintenance of individual developments, as prescribed by the design standards and guidelines articulated in Chapter 5. However, the City must take the lead in coordinating the needed area-wide actions that will enable complete implementation of the Specific Plan and its vision. In order to successfully implement the Sharp Park Specific Plan, necessary public improvements will need to be funded and constructed in a timely fashion consistent with future development in the Sharp Park Specific Plan Area. Phasing of improvements and projects will be based on development cost, market factors, and available financing. Many of the infrastructure improvements will be contingent on the need created by new development and will happen concurrently with new development. Estimated costs are included where available; cost estimates are preliminary, and there may be additional costs associated with improvements as streetscape, traffic, and infrastructure plans develop over time.

### PHASING

Phasing of improvements and projects will be based on development cost, market factors, and available financing. Many of the infrastructure improvements will be contingent on the need created by new development and will happen concurrently with new development. A recommended phasing strategy is outlined below, though as market conditions may change in the future, the actual phasing strategy may differ.



***Proposed Phasing Strategy:***

- Streetscape and public realm improvements along Palmetto Avenue to stimulate development in the Sharp Park Specific Plan Area’s “core.”
- Leverage publicly owned sites at 2212 Beach Boulevard and the Sharp Park Library. Redevelopment of these sites is crucial for the activation Palmetto Avenue and Sharp Park neighborhood as a whole.
- Redevelopment of other privately owned sites along Francisco Boulevard and east-west connections/public realm improvements from Francisco Boulevard to Palmetto Avenue.
- Redevelopment of privately owned sites at Eureka Square.

**ONE-TIME CAPITAL IMPROVEMENT PROJECTS**

This section summarizes the identified infrastructure and public realm improvements (refer to Chapter 5 for more detailed descriptions). Specifically, this strategy is focused on public realm improvements, such as bicycle and pedestrian improvements, lighting and landscaping improvements, wayfinding and signage, etc.. The list of capital improvement projects should be periodically updated as projects are completed and new projects emerge as priorities.

The Sharp Park Specific Plan vision identified a range of public realm improvements, as shown on Table 8-1, including Park/Plaza improvements, roadway improvements, bicycle and pedestrian improvements, and streetscape and landscaping improvements. Total costs amount to nearly \$10 million as shown in Table 8-1.<sup>1</sup> Where appropriate, this financial strategy considers the City’s needs as a whole.

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<sup>1</sup> Caltrans maintains authority over highway right-of-way and would bear responsibility for underpass improvements at Clarendon Road.





**Table 8-1: Estimate of Sharp Park Specific Plan Capital Costs (Rounded, in 2021 Dollars)**

	CATEGORY OF CAPITAL IMPROVEMENT			
TYPE OF IMPROVEMENT BY AREA	ROADWAY	BIKE/PED	STREETSCAPE/ LANDSCAPING	TOTAL
Palmetto Avenue				
Street Furniture (benches, trash receptacles, bike racks)			\$50,000	
Wayfinding & Directional Signage			\$5,000	
Mid-Block Bulb-out for Landscaping / Street Trees (approx. 50)			\$625,000	
Paloma Avenue				
Sidewalk Improvements		\$250,000		
Bike Route Improvements - Signage		\$5,000		
Crossing Improvements		\$100,000		
Street Parking	\$50,000			
Low Impact Pedestrian Scale Lighting / Landscaping			\$100,000	
San Jose Avenue				
Sidewalk Improvements		\$250,000		
Low Impact Pedestrian Scale Lighting / Landscaping			\$100,000	
Bike Route Improvements - Signage		\$5,000		
Santa Rosa Avenue				
Sidewalk Improvements		\$100,000		
Bike Route Improvements - Signage		\$5,000		
Clarendon Road				
Bike Route Improvements - Signage & Bike Parking		\$30,000		
Wayfinding & Directional Signage			\$5,000	
Street Trees in Tree Wells			\$150,000	
Intersection Improvements (Flashing Beacons / Xwalks)		\$25,000		
Underpass Improvements	\$1,000,000			
Traffic Improvements (Narrow Lanes)	\$500,000			
Francisco Boulevard				
High Visibility Xwalks		\$25,000		
Curb Extensions		\$125,000		
Wayfinding Signs			\$5,000	
Beach Boulevard				
Bike / Ped Crossing Improvements		\$50,000		
Enhancements to Existing Trail - Pavement Markings / Lighting		\$125,000		
Oceana Boulevard				
High Visibility Xwalk		\$25,000		
Curb Extensions		\$125,000		
Sidewalk Improvements		\$250,000		
Bike Route / Transit Improvements		\$50,000		
Subtotal/Total	\$1,550,000	\$1,545,000	\$1,040,000	\$4,135,000

Source: Dyett &amp; Bhatia; City of Pacifica

## 8.3 INFRASTRUCTURE FINANCING PLAN

### OVERVIEW OF FUNDING SOURCES AND FINANCING MECHANISMS

There is a range of funding sources and financing mechanisms that may be available to fund improvements and ongoing maintenance in the Sharp Park Specific Plan Area. Whether a particular funding source is appropriate for a given improvement or cost category depends on several factors, such as whether the funding is needed for capital improvements or ongoing operations and maintenance, the type of improvement, whether the improvement benefits the City overall or a smaller geographic area, how the combined burden of fees or assessments and taxes affect development feasibility, and the timing of funding sources versus the need for improvements. It is also important to consider and plan for the long-term fiscal implications of capital improvements.

Table 8-2 presents a recommended strategy to address capital and operations and maintenance costs. The City already makes use of some of these, while others are options for future consideration.

### *Existing and Potential Funding Sources for Capital Improvements*

#### Development Impact Fees

Development impact fees are charged to new private development to fund a range of public infrastructure improvements that are necessary to serve the new development. A development impact fee is a one-time charge on new development designed to cover a “proportional-share” of the total capital cost of necessary public infrastructure and facilities. The creation and collection of impact fees are allowed under AB 1600 as codified in California Government Code Section 66000, known as the Mitigation Fee Act. To the extent that required improvements are needed to address both “existing deficiencies” as well as the projected impacts from growth, only the portion of costs attributable to new development can be included in the fee. Consequently, impact fees are typically only one of many sources used to finance a city’s needed infrastructure improvements. Fees can be charged on a jurisdiction-wide basis or for a particular subarea of the jurisdiction. In a smaller city like Pacifica, a citywide fee program may be appropriate.

**Table 8-2: Recommended Funding Strategy**

	CAPITAL							OPERATIONS & MAINTENANCE	
TYPE OF IMPROVEMENT	PARK IMPACT OR IN-LIEU FEE	PARKING IN-LIEU FEE <sup>1</sup>	ROY DAVIES TRUST	C/CAG MEASURE M	CDBG FUNDING	CAL ATP	OTHER	BUSINESS IMPROVEMENT DISTRICT <sup>2</sup>	GENERAL FUND
Roadway <sup>3</sup>				X			X		X
Bike/Ped		X			X	X			X
Streetscape/Landscaping							X	X	X

Notes:

1. The parking in-lieu fee could be recast as a transportation demand management in-lieu fee and used to help fund bicycle and pedestrian improvements that reduce the need for parking in the Sharp Park Specific Plan Area/
2. The City could evaluate the interest of Sharp Park area businesses to form a Business Improvement District to fund streetscape/landscaping maintenance.
3. Underpass improvements will be the responsibility of Caltrans.

Source: Dyett & Bhatia; City of Pacifica; Economic & Planning Systems, Inc.

The General Plan 2040 includes a policy to develop new parks in a timely manner using in-lieu fees or land dedicated as part of new development, to ensure that Citywide park and recreation space is available to the community at a ratio of 6.3 acres per 1,000 residents by 2040. Currently, the City charges a park facilities impact fee based on the total number of bedrooms (note this fee is different from the City's parkland in lieu fees described below which can be charged to subdivisions). The fees were last updated in 2012 and the City plans to update them in 2022 to better align the fees with future growth, needed improvements, and current costs. Currently the park development impact fee fund has a balance of approximately \$500,000; the annual revenue stream is variable depending on the level of development activity in the City.

As part of the realization of the Sharp Park Specific Plan vision, there will be capacity for 270 net new housing units. This new residential development, when it occurs, as well as new development elsewhere in the city, will contribute to park impact fee revenue. If the envisioned development does not materialize as expected, associated impact fee revenue may not be received by the City.

#### Park In-Lieu Fee (Quimby)

Park and recreation improvements may be funded through the Quimby Act requirements (for parkland acquisition) through the residential subdivision process, consistent with the Quimby Act. Revenues can be spent on land acquisition or park improvements. Currently the City of Pacifica charges a parkland in-lieu fee for residential subdivisions based on the

total number of bedrooms per unit. The fees were updated in 2022 to re-establish the City's parkland level of service and current land values and improvement costs.

#### Sharp Park Specific Plan Parking In-Lieu Fee

The City recently updated its Sharp Park Specific Plan Parking In-Lieu fee to a maximum of up to \$40,260 per space, with indexed annual increases. This fee may be paid by an applicant in lieu of providing the required parking onsite. Any revenue that is collected is intended to be put towards a parking structure that would serve the Sharp Park area. The City may want to evaluate the possibility of reframing the in-lieu fee such that revenue can be spent on a broader range of transportation demand management improvements. For example, to the extent that bicycle and pedestrian improvements reduce the need for parking in the Specific Sharp Park Specific Plan Area, it would be appropriate to spend fee revenue on bicycle and pedestrian infrastructure improvements.

#### Roy Davies Trust

The Roy Davies Trust fund was established and funded in 2006 with funds designated "to be kept in a segregated account for the benefit of the Pacifica Parks, Beaches and Recreation Department. The funds are to be used to help acquire, build, remodel, improve, support, and maintain, the equipment, buildings, grounds, yard, gardens and landscaped areas of various parks, beaches, and recreation areas located in Pacifica, to conduct related educational and recreation programs for the benefit of the general public..."





The Fund principal can only be used for the purposes specified and can only be appropriated by a 4/5 Council majority. The fund balance at the end of FY2020-2021 was \$3.1 million. The Adopted Budget includes use of Roy Davies Trust funds totaling \$600,000 to perform playground equipment improvements (\$330,000), Edgemar Park upgrades (\$60,000), a fitness court at Frontierland Park (\$160,000), and the initial phase of Beach Boulevard Park/Plaza improvements (\$50,000). The City has considered use of Roy Davies Trust funds for a portion of the costs to create a pocket park as part of the Civic Center rehabilitation project approved by the Planning Commission in 2021. There may also be other improvements envisioned in the Sharp Park Specific Sharp Park Specific Plan Area, especially the Public Plaza at Eureka Square, that would be appropriate uses for the Roy Davies Trust fund revenue.

#### Measure M Regional Funding

The City/County Association of Governments of San Mateo County (C/CAG) sponsored Measure M, which was approved by the voters of San Mateo County in 2010. Measure M imposes an annual fee of ten dollars (\$10) on motor vehicles registered in San Mateo County for transportation-related traffic congestion and water pollution mitigation programs, including the Safe Routes to School program. The revenue is estimated at \$6.7 million annually over a 25-year period. Per the Expenditure Plan, 50 percent of the net proceeds will be allocated to cities/County for local streets and roads and 50 percent will be used

for countywide transportation programs such as transit operations, regional traffic congestion management, water pollution prevention, and safe routes to school.

#### Local Tax Measures

Increases in local taxes, generally, can be considered as a mechanism to bolster the General Fund. Subject to a vote, cities can use a variety of existing or new funding sources to fund infrastructure directly. For example, in addition to local sales tax increases, transient occupancy taxes, utility user taxes, and (local option) real estate transfer taxes (charter cities only) all can be created or increased for this purpose. By enhancing General Fund revenues, the City gains the ability to divert some funds to infrastructure projects. A commitment to fund specific types of projects can be made in the ordinances that create new taxes or can be made as a matter of city policy. City funding can be used to fund infrastructure using a “pay-as-you-go” approach, as a source of reimbursement, or to support a municipal bond issue (e.g., to fill an initial funding gap associated with development impact fee programs or land secured financing programs).

The incidence of burden falls to those paying the taxes or rates. For example, sales taxes are paid by residents, businesses, employees, and visitors, while transient occupancy taxes are primarily paid by visitors. The rationale for this payer burden is that these residents, businesses, employees, and visitors will benefit from the investments made in infrastructure and development.

At this point, the Sharp Park Specific Plan Funding Strategy does not rely on increases in other local taxes.

#### General Obligation Bonds

A general obligation bond is a type of municipal bond that is secured by a state or local government’s pledge to use legally available resources, most typically including property tax revenues, to repay bond holders. Credit rating agencies often consider a



general obligation pledge to have very strong credit quality and frequently assign them investment grade ratings. In California, cities must secure a two-thirds voter approval to issue general obligation bonds. The incidence of burden of general obligation bonds is on all property owners in the issuing jurisdiction proportional to the value of their property. General obligation bonds are generally restricted to fund the acquisition or improvement of real property. .

#### Developer Dedications, Contributions, and Exactions

Under the Subdivision Map Act, developers may be required to dedicate land or make cash payments for public facilities and infrastructure improvements required or affected by their project. Dedications are typically made for road and utility rights-of-way fronting individual properties, parkland, and land for other public facilities directly required by their projects (e.g., payments for a traffic signal). Significant new development is required to generate meaningful amounts of revenue or in-kind improvements.

In the case of the Specific Plan, it is expected that certain developments will be required, as a condition of approval, to dedicate the right of way adjacent to their properties and make or fund necessary improvements for street frontage and utilities. In addition, developers may elect to provide dedications or one-time payments for other project infrastructure requirements, improvements, or mitigations in lieu of participation in one or several of the financing mechanisms identified herein. For example, developers may want to dedicate park and open space improvements in-lieu of associated impact fee requirements. In such cases, the City will determine and approve, if appropriate, the terms and conditions associated with such dedications or contributions.

#### Development Agreements

A development agreement (DA) is a legally binding, voluntary agreement between a local government and developer authorized by State statute (Government Code Section 65864 et seq.). A DA is a means for a developer to secure certain terms for a particular development project for an agreed-on period

(often long-term approvals) in exchange for special considerations by the city (or county), generally including infrastructure improvements, amenities, or other community benefits that cannot be obtained through the normal conditions applicable to the project. These arrangements tend to be available during times of strong market performance. In weaker markets or locales it may be difficult to obtain such private financing.

The City could consider requesting in-kind improvements as part of development agreements, meaning the developer could build/provide identified improvements.

#### **Grants**

Grants provide external funding from regional, state, and federal sources but reflect local priorities, and many grants require local matches. Apart from local match requirements, there are significant staff costs associated with grant funding, including staff time during the application process and during the administration of the project. Grant funding is often limited to capital improvements with maintenance responsibilities falling to the local jurisdiction.

The landscape of grant opportunities is constantly changing, and throughout the implementation of the Specific Plan, it will be important to identify appropriate opportunities. Further analysis to align available grant resources with specific improvements is needed to determine which grants are worth pursuing.



### Community Development Block Grant Funding

CDBG funds are provided as grants to fund housing activities, public works, community facilities, and public service projects serving lower-income people, either through the “Community Development” or “Economic Development” programs. Through the “Community Development” component, public improvements such as ADA-compliant public realm improvements may be funded.

### California Proposition 68: Parks, Environment, and Water Bond

In June 2018, California voters approved \$4 billion in state general obligation bonds for state and local parks, environmental protection projects, water infrastructure projects, and flood protection projects. The City could evaluate the feasibility of applying for a grant to obtain funding (or partial funding) for the Sharp Park public realm improvements.

### California’s Active Transportation Program (ATP)

MTC administers California’s ATP for the Bay Area, tapping state and federal funds to support programs that make walking and biking better travel options for Bay Area residents. The program allows cities, counties, transit agencies and other public agencies to compete for grants to build bicycle/pedestrian paths, install bike racks, and other projects or programs that make walking or biking easier, safer, and more convenient. The City of Pacifica could consider applying for the next grant cycle.



### California’s Local Streets and Roads Program (LSRP)

Through SB 1, the Local Streets and Roads Program dedicates approximately \$1.5 billion per year in new formula revenues apportioned by the State Controller to cities and counties for basic road maintenance, rehabilitation, and critical safety projects on the local streets and roads system. Several of the “roadway” improvements may be eligible for LSRP funding.

## **POTENTIAL FUNDING SOURCES FOR OPERATIONS AND MAINTENANCE**

### ***Business Improvement District***

A Business Improvement District is a public/private sector partnership that performs a variety of services to improve the image of a jurisdiction and to promote individual business districts. BIDs carry out economic development services by working to attract, retain and expand businesses. Allowed improvements include streets/parking, parks, trash receptacles, street lighting, decorations, and security facilities and equipment. Services may include marketing, economic development, security, sanitation, and promotion of tourism. A BID is typically operated by a non-profit entity.

There is an existing Hotel BID in the City funded by a \$1 per day surcharge on hotel stays. This BID could potentially be expanded to help fund maintenance of public realm streetscape improvements (e.g., landscaping), or a BID funded by businesses in the Sharp Park Specific Plan Area could be formed.

### ***Parcel Tax***

Parcel taxes are excise taxes on real property based on either a flat per-parcel rate or a varying rate depending on use, size, or number of units on each parcel. Parcel taxes can be used for any municipal purpose, including parks. Parcel tax rates are normally weighted in some capacity, such as by size of parcel, density of parcel, or demographics of parcels. Rates also often vary by land use depending on the nature of the services to be funded.

While parcel taxes are often used to finance bonds, parcel tax revenue also can be used to fund annual operations and maintenance expenses. A parcel tax may be considered as a long-term solution to operations and maintenance on a systemwide basis. A parcel tax is subject to constitutional requirements for voter approval,

### **General Fund**

The General Fund, which is a governmental fund, is the City's main fund that accounts for the vast majority of city operations, including but not limited to police services, recreation, planning, building inspection, library, engineering, parks maintenance, street maintenance, and general administration.

Cities in California typically rely on General Fund revenue to fund a range of operations and maintenance, including parks. However, the use of existing General Fund revenue is limited by current demands to support general municipal operations.

### **Corporate/Organization Partnerships and Volunteers**

City staff and other volunteer-based organizations could explore philanthropic and nonprofit opportunities for in-kind services or donations. The potential use of volunteers could help offset certain maintenance or operating expenses. Potential cost savings from these efforts are not certain enough to reflect in this strategy but should be considered.

## 8.4 ADMINISTRATION AND MONITORING

Each of the identified capital improvements will require ongoing operational and maintenance (O&M) support, as indicated on Table 8-3. While precise O&M estimates associated with each of the improvements are not provided here, it is important to consider and potentially scale capital improvements so that the associated O&M expenses are manageable and sustainable. When capital improvements and regular maintenance do not occur or are underfunded, it becomes a problem of deferred maintenance which can degrade the function, aesthetics, and longevity of an improvement.

Presently, the City's Public Works Department spends approximately \$2.5 million each year out of the General Fund on roadway, street trees, street lights, and park O&M. Like cities across the state, increasing pension obligations and general increases in operating costs are putting upward pressure on the City's streets and parks-related O&M expenditures, which may require greater investment from the General Fund if other funding sources are not identified.



**Table 8-3: Maintenance Frequency**

TYPE OF IMPROVEMENT BY AREA	INCREASED MAINTENANCE REQUIRED	FREQUENCY OF MAINTENANCE	ESTIMATE OF ADDITIONAL HOURS
<b>Palmetto Avenue</b>			
Street Furniture (benches, trash receptacles, bike racks)		Monthly	
Wayfinding & Directional Signage	+	10 years	
Mid-Block Bulb-out for Landscaping / Street Trees (approx. 50)	+	Quarterly	20
<b>Paloma Avenue</b>			
Sidewalk Improvements	+	10-20 years	
Bike Route Improvements - Signage		10 years	
Crossing Improvements		10 years	
Street Parking		10-15 years	
Low Impact Pedestrian Scale Lighting / Landscaping	+	Quarterly	20
Bulb-outs for Landscaping / Street Trees	+	Quarterly	20
<b>San Jose Avenue</b>			
Sidewalk Improvements		15-20 years	
Low Impact Pedestrian Scale Lighting / Landscaping		Quarterly	20
Bike Route Improvements - Signage		10 years	
<b>Santa Rosa Avenue</b>			
Sidewalk Improvements		10 years	
Bike Route Improvements - Signage		10 years	
<b>Clarendon Road</b>			
Bike Route Improvements - Signage & Bike Parking		10 years	
Wayfinding & Directional Signage		10 years	
Street Trees in Tree Wells	+	Quarterly	20
Intersection Improvements (Flashing Beacons / Xwalks)		Yearly	
Underpass Improvements		Yearly	
Traffic Improvements (Narrow Lanes)		5-10 years	
<b>Francisco Boulevard</b>			
High Visibility Xwalks		10 years	
Curb Extensions		20 years	
Wayfinding Signs		10 years	
<b>Beach Boulevard</b>			
Bike / Ped Crossing Improvements		10 years	
Enhancements to Existing Trail - Pavement Markings / Lighting	+	Monthly	2
<b>Oceana Boulevard</b>			
High Visibility Xwalk		10 years	
Curb Extensions		20 years	
Sidewalk Improvements		20 years	
Bike Route / Transit Improvements		5-10 years	

Source: Dyett &amp; Bhatia; City of Pacifica



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