



Scenic Pacifica
Incorporated Nov. 22, 1957

CITY OF PACIFICA

170 Santa Maria Avenue • Pacifica, California 94044-2506
www.cityofpacifica.org

MAYOR
Mike O'Neill

MAYOR PRO TEM
John Keener

COUNCIL
Sue Digre
Sue Vaterlaus
Deirdre Martin

PRESS RELEASE

June 21, 2017

City of Pacifica to Hold Groundbreaking for Palmetto Streetscape Project

Streetscape Advances “Main Street” Goal One Block from Pacifica Beach

FOR IMMEDIATE RELEASE (Pacifica, CA) 21 June 2017

At its meeting on March 27, 2017, the Pacifica City Council approved the first phase of the Palmetto Streetscape project—a \$3.8 million dollar investment in achieving the City’s and community’s long-time vision for the Palmetto Main Street concept. Construction is now underway and an official groundbreaking ceremony is scheduled for Saturday, June 24, 2017 at 10:00 AM at the corner of Palmetto Avenue and Montecito Avenue.

Palmetto Avenue, between Paloma Avenue and Clarendon Avenue, has historically been a center of social, commercial and community activities dating back before the City’s incorporation in 1957. This project brings attractive main street improvements to these 10 blocks for a more walkable, safe and attractive 'Main Street' for visitors and residents. “We are thrilled to get started on the construction of physical elements that will support the success of business in the Sharp Park neighborhood,” said Interim City Manager Keith Breskin. “Safer streets for bicyclists and pedestrians will enhance the area as well.”

What makes this main street so unique is its proximity to the Pacific Ocean. Palmetto Avenue runs parallel to Beach Boulevard and Sharp Park Beach which boasts a 1.5 mile walking promenade, a park-like picnic area and the Pacifica Pier. To the immediate south are the Shark Park Golf Course and Mori Point (GGNRA) with its many trails and tremendous views of the Pacific Ocean and Marin Headlands.

The Palmetto project is one of several projects and initiatives in the area. In September 2016 the City Council authorized entering negotiations with a developer for a possible new hotel and restaurant at the beach, just one block from Palmetto Avenue. The wildly popular FogFest takes place on Palmetto Avenue each September. In addition, the City Council approved the purchase of the last segment of land to connect the Coastal Trail that runs the entire length of Pacifica's coastline to Devil's Slide and points south in San Mateo County.

Pacifica boasts some of the best beaches in the Bay Area. The addition of a Palmetto Main Street will be an attractive addition with anticipated small restaurants. Only 10 miles from San Francisco, it is an easy drive down scenic Highway 1.

For more information, contact: **Evan Albert @ (650) 738- 3772** or alberte@ci.pacifica.ca.us



Distribution: City Council, Executive Team, CMO staff, *Pacifica Tribune*, media outlets