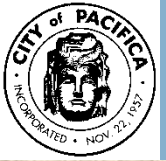


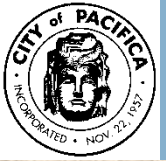
General Plan Outreach Committee

Community Forum 3 Preparation



General Plan Outreach Committee Charge

- *The General Plan Outreach Committee's purpose is to keep the public informed, interested and participating throughout the entire length of the public input phase of the General Plan Update process.*
- *The GPOC (General Plan Outreach Committee) will assist with Community Forum planning and will play a role in information dissemination prior to the Community Forum meetings*



Purpose of the Alternatives Phase

- *Draw on ideas that have emerged from community and existing conditions research*
- *Develop alternative land use scenarios that highlight issues related to development, conservation*
- *Present approaches to key policy issues including open space, community facilities, sustainability*
- *Discuss ideas with community and decision-makers*
- *Evaluation of alternatives will inform General Plan update*

Community Forum 1 – Community Vision

Pacifica Today

- What you like most and want to preserve
- Concerns, and what you would like to see change



Pacifica in the Future

- The most important accomplishments for Pacifica by Year 2030



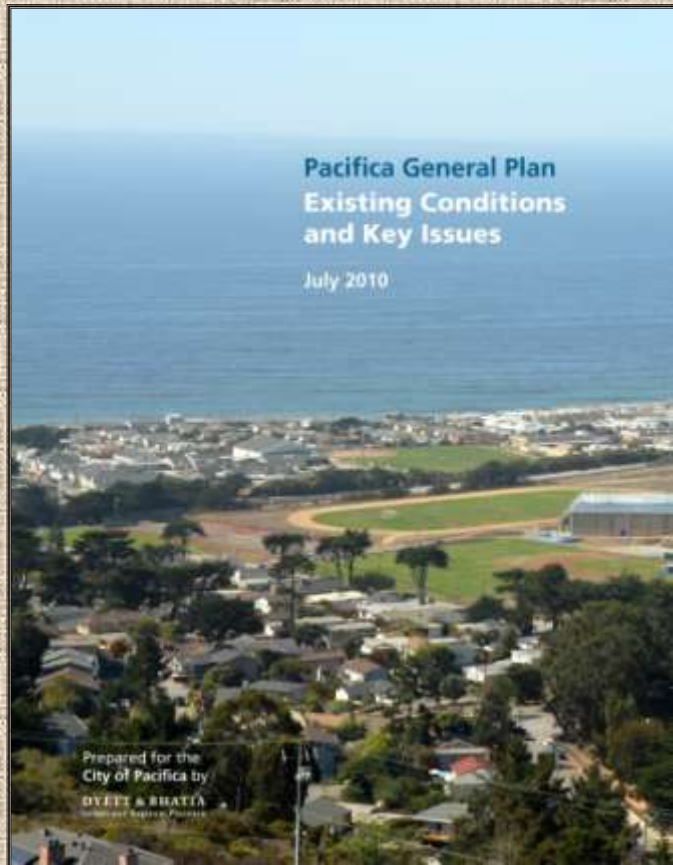
Community Forum 2 – Issues, Ideas and Priorities

Gauging Consensus on 28 Draft
Policy Statements Covering:

- Sustainability
- Community Engagement
- Open Space & Conservation
- Commercial Areas & Economic Development
- Community Gathering Places & Facilities
- Neighborhoods & Future Residential Development
- Transportation & Infrastructure



Existing Conditions and Key Issues Report July 2010



Detailed analysis of issues:

- Land Use and Urban Form
- Population and Economy
- Future Development Potential
- Environment
- Transportation
- Public Resources and Services

Planning Issues and Implications:

Land Use and Urban Form



- Ensure Compatible Design
- Provide Opportunities for Economic Development and Housing
- Facilitate Vibrant Commercial Areas
- Preserve Open Space and Habitat
- Respond to Coastal Commission Requirements
- Result in Consistency With Zoning Code

Planning Issues and Implications:

Population and Economy

- Accommodate Projected 1,300 New Housing Units and 1,600 New Jobs by 2030
- Consider Needs of Aging Population
- Provide Housing Affordable for Very Low Income Households
- Better Jobs-Housing Balance Would Benefit City
- Potential to Shape Character of New Employment Areas
- Leverage Key Locations With Tourist Shopping and Hotels: Quarry, Palmetto



Planning Issues and Implications:

Development Potential



- Keeping Pace with Need for New Multi-Family Housing (90% of New Housing in Last 10 Years Was Single-Family)
- Facilitating Commercial Development
- Accommodating Projected Growth on Available Land, Much of Which Has Challenges
- Creating New Development Acceptable to the Community
- Resolving Development Issues at the Quarry Site

Planning Issues and Implications:

Environment



- Protecting Critical Habitat in Public and Private Development
- Protecting Other Environmentally Sensitive Areas Based on More Complete Evaluation
- Establishing Regulations Responsive to Specific Flood Hazard Areas
- Minimizing Hazards Related to Winter Storms and Coastal Erosion
- Contributing to Regional Air Quality Attainment, and Reducing Greenhouse Gas Emissions
- Preparing for Potential Sea Level Rise

Planning Issues and Implications:

Transportation



- Optimizing Mobility Given Physical Constraints
- Improving East-West Access via Hickey Boulevard
- Improving North-South Traffic Movement Along Highways 1 and 35
- Increasing Transit Use
- Improving the Pedestrian Realm and Trail Network
- Protecting Scenic Qualities

Planning Issues and Implications:

Public Resources and Services



- Expanding the Water Recycling System
- Developing Local-Serving Public Open Spaces
- Strengthening Joint-Use Agreements With Schools
- Optimizing Local Use of Sharp Park
- Defining Goals for New Cultural and Recreational Amenities – e.g. Library
- Developing and Improving Trail System
- Developing a Civic Center
- Improving Fire Service Capacity



Alternatives Evaluation

Land Use Scenarios for discussion at Community Forum 3

- **Scenarios may be supported in whole by attendees**
- **Scenarios may be supported in part by attendees**
 - Attendees may suggest that portions from various scenarios presented be combined to create a new scenario for consideration

Agenda Community Forum 3

January 29, 2011
Ingrid B. Lacy Middle School
1427 Palmetto Avenue
10:00 am – 1:00 pm
PACIFICA GENERAL PLAN

LAND USE ALTERNATIVES AGENDA

Greeting, Table Assignments, and Refreshments (10:00-10:30 am)

Welcome (Mayor, City of Pacifica) (10:30-10:35)

Background: Community Forums and Existing Conditions Report (Leslie Gould, Dyett & Bhatia) (10:35-10:50)

Major Policy Issues and Land Use Scenarios – Presentation, Discussion, and Voting (10:50-12:40)

Residential and Future Residential Areas (20 minutes)

Commercial Areas and Economic Development (50 minutes)

Scenario 1: Strong Center at Quarry Site

Scenario 2: West Sharp Park Emphasis

Scenario 3: Resource Conservation and Redevelopment

Coastal Area Development Policies – Based on flooding and erosion hazards and potential sea level rise (20 minutes)

Parks, Open Space, and Biological Resources (20 minutes)

Groups Report Out – Key ideas from discussion (12:40-12:55)

Wrap-Up and Next Steps (12:55 – 1:00)

CONTACT INFORMATION

Interested in learning more about the General Plan Update and staying informed throughout the process?

Please visit the City website, click on City Government, and then click on the General Plan Update Project:

http://www.cityofpacifica.org/government/general_plan_update_project.asp

Or contact Elizabeth Claycomb, Planning Department

(650) 738-7341, or claycombe@ci.pacifica.ca.us

Residential Areas and Future Residential Areas

- Refine General Plan Land Use Designations, and Harmonize With Zoning
- Establish Appropriate Land Use Controls in Hillside Areas
- Identify Sites Where Open Space and Habitat Preservation Should Take Priority
- Ensure Unique Character of Neighborhoods
- Designate Sites for Higher-Density and Mixed-Use Development

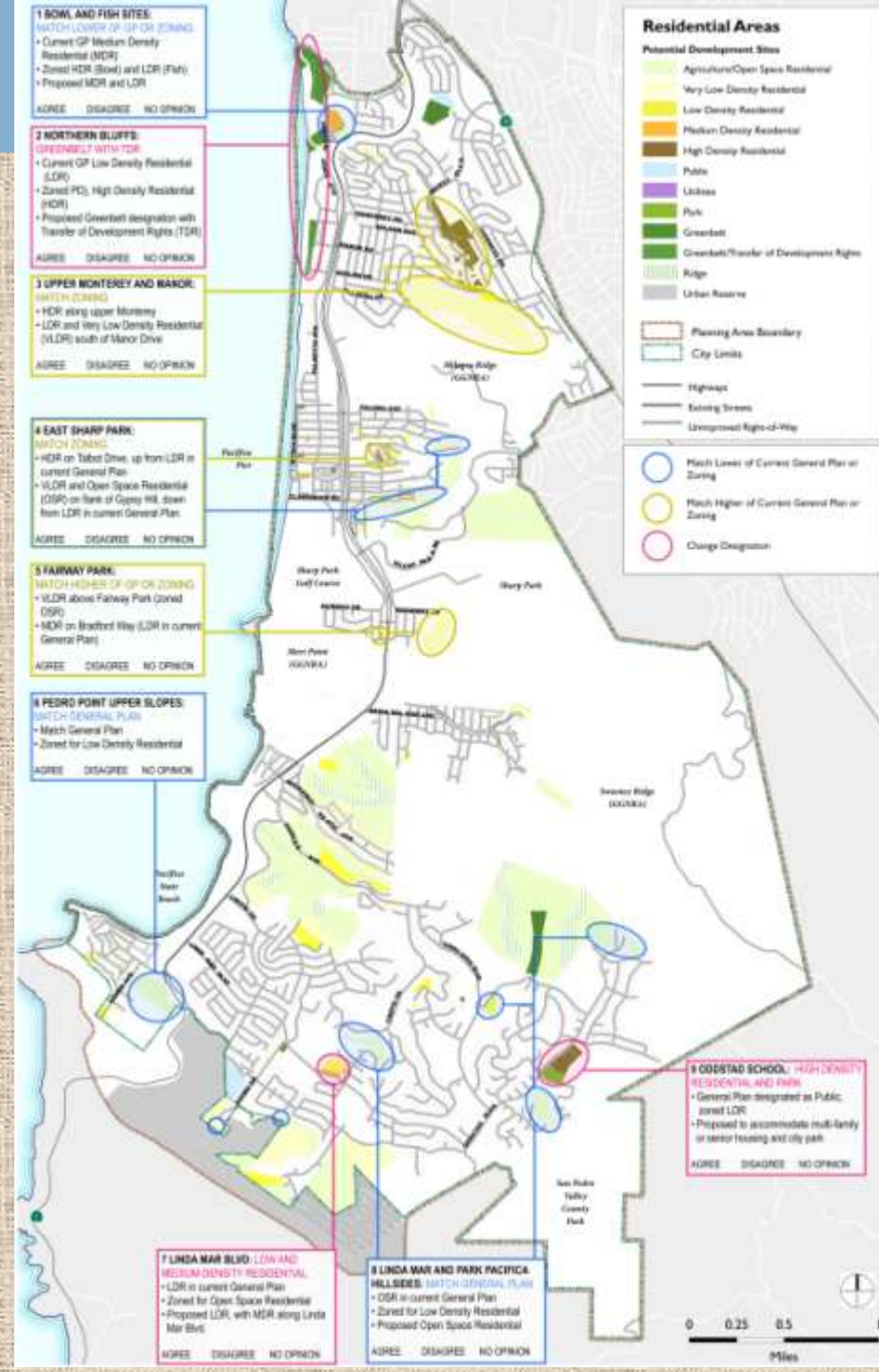


City of Pacifica

GENERAL PLAN UPDATE

Potential Residential Development Sites

- Determine Appropriate Density on Sites Where Current General Plan and Zoning Don't Agree
- Provide Higher-Density Development Opportunities on Well-Located Sites
- Prioritize Open Space and Habitat Preservation on Northern Bluffs
- Maintain Current Residential Development Regulations for Much of Pacifica



Commercial Areas and Economic Development

- Facilitate Shopping Area Revitalization
- Identify Locations for Compact, Mixed-Use Development
- Spur Economic Development, Emphasizing Tourism and Place-Making
- Determine Community Vision for Quarry, Old WWTP Site
- Identify Elements, Potential Sites for New Civic Center
- Determine Best Location for Industrial/Service Commercial Uses
- **3 Alternatives**

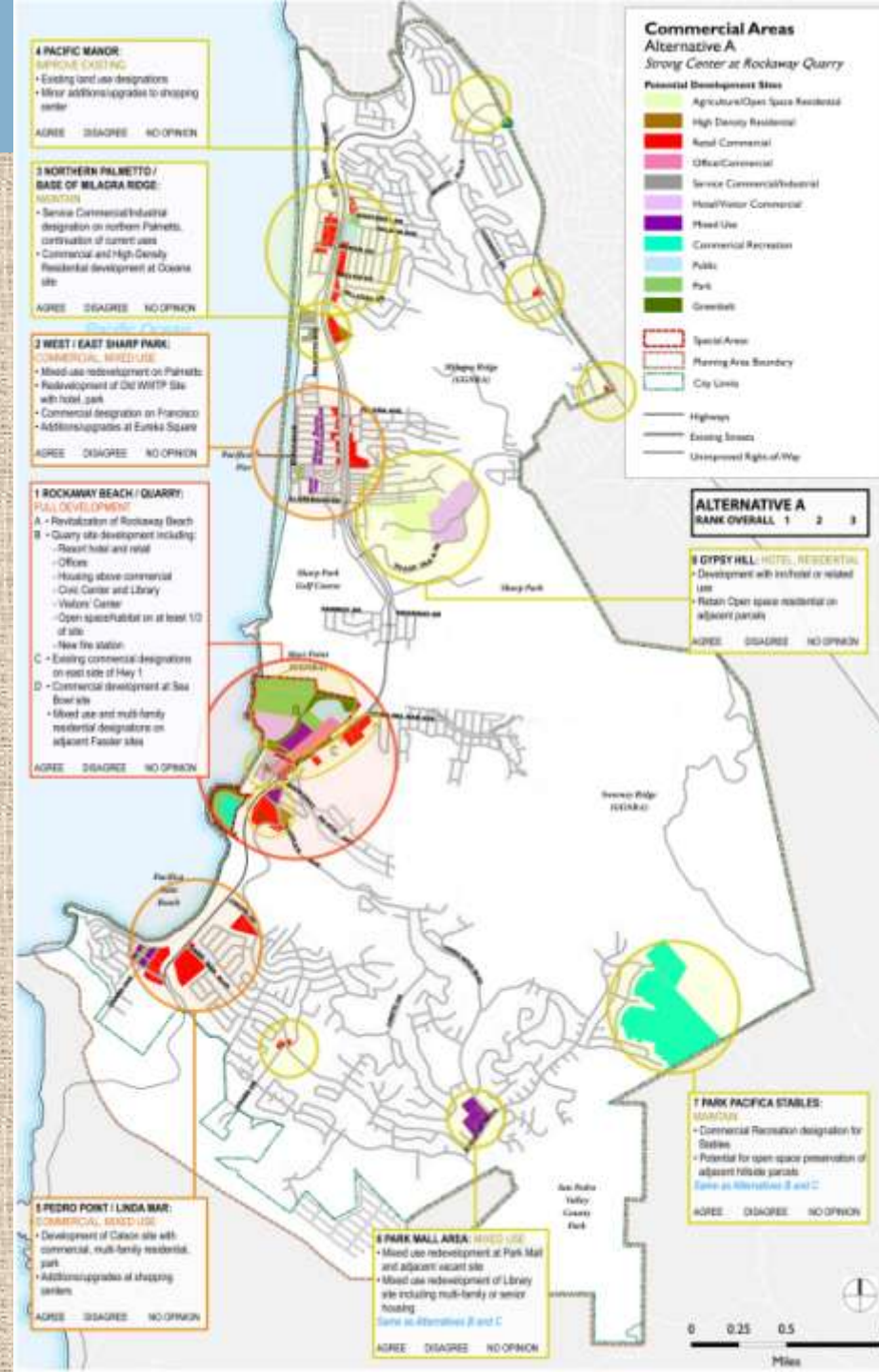


City of Pacifica

GENERAL PLAN UPDATE

Alternative A: Strong Center at Quarry Site

- Major Development on Quarry Site Including Hotel, Housing Above Retail, Offices, Civic Center
- Mixed Use Development Along Palmetto
- Mixed Use Development of Calson Site and Park Mall
- Additions and Improvements to Pacific Manor, Pedro Point Shopping Centers

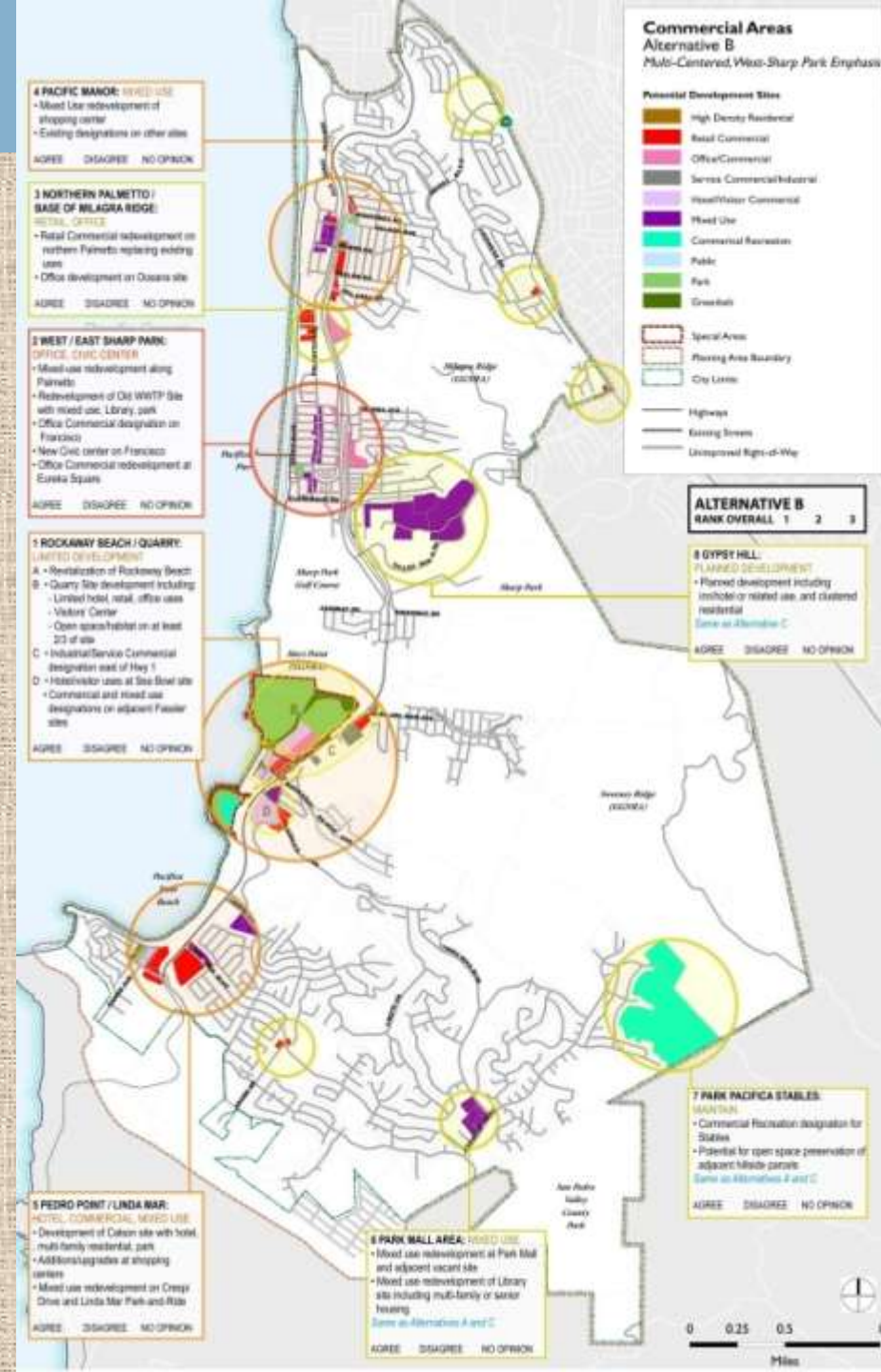


City of Pacifica

GENERAL PLAN UPDATE

Alternative B: West Sharp Park Emphasis

- Revitalization of Palmetto Anchored by New Library and Mixed Use
- Commercial and Office Redevelopment of Eureka Square and Francisco Blvd, Including Civic Center
- Limited Retail and Office Development on Quarry Site
- Mixed Use Redevelopment of Pacific Manor, Park Mall Shopping Centers
- Hotel and Mixed Use Development on Calson Site
- Transit-Oriented Development at Linda Mar Park-and-Ride, Crespi Drive

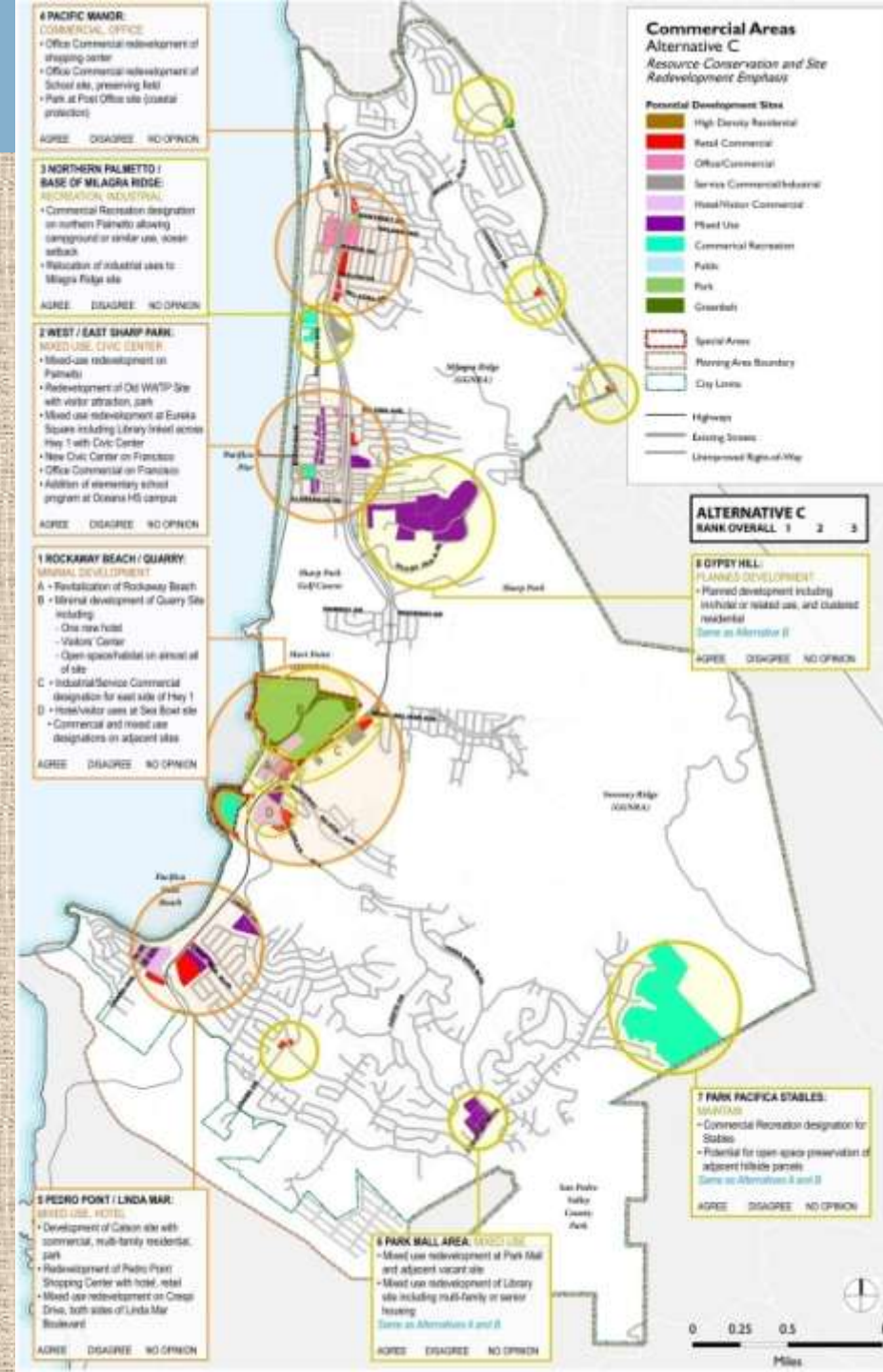


City of Pacifica

GENERAL PLAN UPDATE

Alternative C: Resource Conservation and Redevelopment

- Revitalization of Palmetto Anchored by Visitor Attraction
- Mixed Use Redevelopment of Eureka Square Shopping Center Including Library
- Civic Center on Francisco
- Office Commercial Redevelopment of Pacific Manor Shopping Center
- Hotel Redevelopment of Pedro Point Shopping Center
- Mixed Use Development at Calson Site, Park Mall
- Transit-Oriented Development on Both Sides of Linda Mar Blvd, Crespi Drive



Coastal Area Development Policies

- Adapt to Potential Sea Level Rise
- Manage New Development in Affected Areas
- Preserve Undeveloped Land in Affected Areas
- Managed Retreat Strategies

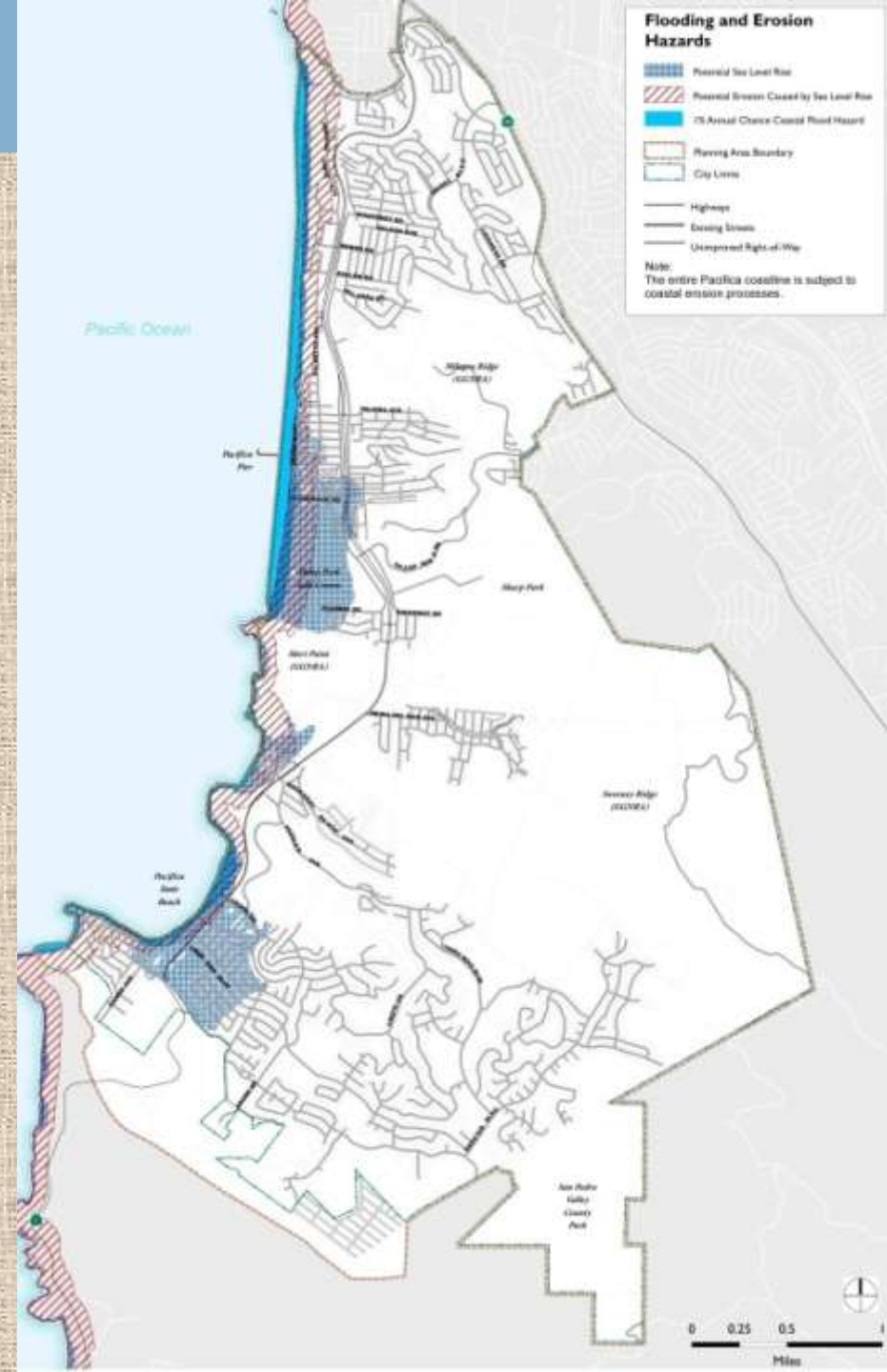


City of Pacifica

GENERAL PLAN UPDATE

Flooding, Erosion, and Potential Sea Level Rise

- FEMA Flood Maps Identify Areas of Greater Risk Along Coast, Creeks
- Critical Coastal Erosion on Much of Coastline
- Projected Sea Level Rise
 -
 - 4.6 ft by 2100
- SLR Increases Area at Risk of Flooding, Erosion



Parks, Open Space, and Biological Resources

- Prioritize Areas in Need of Neighborhood or Pocket Parks and Identify Potential Sites
- Identify Potential Sites for Future Regional Park Expansion, Habitat Protection
- Identify Public Access Priorities to Enhance Trail System

City of Pacifica

GENERAL PLAN UPDATE

Proposed Open Space and Trails Plan

- Potential Sites for New Neighborhood and Pocket Parks in Park-Deficient Areas
- Undeveloped Sites Where Open Space and Habitat Conservation Should Be Facilitated
- Important Links to Complete a Citywide Trail Network



Questions Prior to Forum 3

CONTACT INFORMATION

Please visit the City website, click on City Government, and then click on the General Plan Update Project:

http://www.cityofpacifica.org/government/general_plan_update_project.asp

Or contact Elizabeth Claycomb, Planning Department

(650) 738-7341/ 7361 (direct) , or claycombe@ci.pacificaca.us