



PLAN PACIFICA



**Plan Pacifica Neighborhood Visioning Meetings
Summary Report
July 2019**

DYETT & BHATIA
Urban and Regional Planners



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I INTRODUCTION

The City of Pacifica is undergoing a simultaneous process of updating its General Plan and Local Coastal Program, and developing a Specific Plan for the Sharp Park neighborhood, all tools for shaping the evolution of the city. The City's existing General Plan was last updated in 1980, and though there was an extensive effort to update the General Plan between 2009 and 2012, the draft was not adopted by City Council. This planning process aims to update and complete the 2014 Draft General Plan, shape a forward-looking vision for Pacifica and Sharp Park, and provide the City with regulatory documents that respond to contemporary issues and legal context.

Neighborhood meetings were held as part of the first visioning phase of the process. Objectives of the meetings included:

- Familiarize community members with the Plan Pacifica process and work to date as part of the 2014 General Plan draft
- Share community values, concerns, or responses to changing contexts
- Initiate the visioning process for Pacifica and Sharp Park

This short report summarizes the key themes and ideas that emerged across meetings. Detailed notes for each meeting are found the appendices.

Meeting Format

From June 28th – July 10th, over 200 Pacifica residents attended any one of five neighborhood meetings:

1. West Linda Mar/ Linda Mar/ Park Pacifica
2. Rockaway/ Vallemar
3. Pedro Point
4. Edgemar-Pacific Manor/ Fairmont West/ Westview Pacific Highlands
5. Sharp Park East/ Sharp Park West/ West Fairway Park/ East Fairway Park

All meetings included an overview of the components of the Plan Pacifica process, a summary of the 2014 General Plan draft themes and relevant facts about changing demographic, economic and legal contexts, an overview of land use change areas in each neighborhood, and the intent behind the Sharp Park Specific Plan. The presentation included a live polling component that prompted participants to answer visioning questions about Pacifica as a whole and Sharp Park. Results of these polls are included in the appendix. Following the presentation, participants moved to small groups and discussed their vision, thoughts and ideas for Pacifica as a whole, their neighborhood, and the Sharp Park Specific Plan Area with the help of a facilitator. The meeting concluded with short report-backs from each group.

2 MEETING THEMES

Balancing Open Space and Development to Meet Pacifica's Needs

Almost all meeting participants expressed deep appreciation for Pacifica's scenic setting and identified its open space and coastal location as a primary asset, both for recreational opportunities and economic potential. These distinct features, coupled with Pacifica's proximity to jobs-rich areas in San Mateo and Santa Clara counties, contributed to many participants' feelings of Pacifica being "uniquely balanced" or enabling residents to "have it all".

However, many participants acknowledged that this lifestyle was out of reach for many because of the lack of affordable housing options, particularly for teachers, civic workers, and seniors, and expressed support for economic diversity and varied housing types. Participants generally supported mixed-use and higher density development, but in the "right" places, like near transit corridors, as part of redevelopment of commercial centers, or as infill.

Most participants were concerned with how sea level rise would impact homes and businesses and stressed that planning and land use decisions should be sustainable, responsible, resilient, and address potential hazards. The means for doing so, however, were not universally agreed upon.

Supporting Economic Development and Tourism

Participants noted a need for the City to establish a solvent, sustainable economic structure or a stronger revenue base to maintain facilities and services. Others wanted to see more commercial activity generally, both to capture a larger share of the city's retail spending and to improve quality of life with more local shopping and dining opportunities. Many existing commercial areas were deemed appropriate for mixed use redevelopment, especially at Eureka Square and along Palmetto Avenue.

There was widespread support for elevating Pacifica's profile as a better-known tourist destination. Supporting activities could include developing hotels, tourist-serving retail and amenities, and improvements to the public realm. Marketing, signage, and wayfinding were also emphasized as ways to improve the tourist experience. Many people focused on "polishing Pacifica's jewels" or enhancing and capitalizing on the tourist experience of Pacifica's natural setting, recreational amenities, historic resources, and arts community.

Envisioning Sharp Park

Participants recognized potential for the Sharp Park Specific Plan Area (generally, the blocks surrounding Palmetto Avenue between Paloma Avenue and Clarendon Road), describing its existing state as "halfway there", noting the opportunity to revitalize and improve the curb appeal to storefronts and create a pedestrian-pleasing streetscape along Palmetto. The quaint, attractive downtowns of Half Moon Bay, Carmel, and Santa Cruz were cited as exemplary of residents' vision. Unique restaurants, businesses, boutique hotels, and smaller scale commercial would provide a reason to "spend the day there".

Emphasizing Sharp Park's historic resources, such as the Ocean Shore Railroad Car, some participants suggested creation of a historic district. Sharp Park was also seen as an area ripe for outdoor entertainment venues, festivals, and other organized events. While some participants wanted to see

a revitalized, tourist-oriented pier, others were wary of investing resources in light of impending sea level rise. Many wanted improvements along the berm and promenade. Opinions about a new library site were mixed, with some wanting to keep and improve the Sanchez branch, and others wanting a new facility along Palmetto. There was agreement on strengthening Sharp Park's arts scene and perhaps utilizing public art connected to Pacifica's identity throughout the area.

While most participants agreed that mixed uses, higher densities, and taller buildings made sense in Sharp Park Specific Plan area, many emphasized that the character and design of new development should be carefully considered, with the goals of neighborhood cohesion and vibrancy in mind. A few participants described a need for creative placemaking and the opportunity to utilize undeveloped lots for pop-up uses. Others noted that they did not want to see industrial or service commercial uses or RV parks in tourist areas and recommended their relocation.

Site-Specific Visions

Old wastewater/sewage treatment plant: Many participants expressed interest in redevelopment of the old wastewater treatment plant into a commercial or mixed use. Uses suggested included a boutique hotel, restaurants, shops, convention center, or other community-oriented meeting place. Some participants noted that redevelopment here should strengthen the connection between the beach promenade and enhanced development on Palmetto Avenue.

City Hall: participants made a point of the poor condition of the existing City Hall and the city's administrative offices, and expressed support for a new "civic center" in which city offices would be brought together. The civic center could also include a new library or housing at the vacant site adjacent to City Hall.

Eureka Square: There was near universal support for higher intensity mixed use development at Eureka Square. Some participants saw potential for uses that included offices, a hotel, or a convention center.

Calson site: While a few participants expressed desire to understand all the options available for development at the Calson site including potential for residential development, most participants from Pedro Point wanted to keep the parcel as open space, a community park, or a low intensity visitor serving use.

Quarry site: While most felt that high density housing was not an appropriate use, some felt housing was a viable option in the future. Almost all recognized the need for some preservation of open space, trail improvement, or landscape restoration. Many described visions for commercial uses including hotels with a conference/convention center or a spa, an outdoor space for concerts or events, eco-tourism amenities like an "ocean discovery center", a museum, or a recreation center.

Oddstad School: A less frequently mentioned site, a few participants noted support for a teen center or teacher housing.

Adding Additional Recreation and Amenities

At multiple neighborhood meetings, participants discussed the desire for development and projects that would enhance quality of life in a family-friendly and age-friendly way. This included community gathering places and programming for seniors; a rotating farmers market across neighborhoods;



playgrounds, skateparks, an archery range, a mountain bike facility for youth; and more places to eat and fun things to do for adults, like breweries or entertainment venues.

Participants wanted to build upon Pacifica's existing strengths, such as improvements to the trail system and its network of existing public spaces like Calera Creek, promenade, and beachfront. Others emphasized Pacifica's strong arts community.

Addressing Infrastructure and Improving Transportation/ Circulation

One of the most frequently expressed neighborhood changes across all neighborhoods were improvements to infrastructure. Common themes included prioritizing street and sidewalk maintenance and improvements, especially considering Pacifica's older population; concerns about aging utilities and their ability to support new development; a desire to see utilities undergrounded; and concerns about access points for emergency vehicles.

Pacifica residents noted struggles with traffic, with congestion of Highway 1 a remaining issue. Suggestions for improvement include an alternative connection, roundabouts, and closer coordination with school districts. Coupled with poor road maintenance, most participants described an acute need for improved pedestrian safety from traffic, including more signage and crosswalks, speed bumps, coordinated traffic light timing, and pedestrian bridges.

Though Pacifica is primarily a car-dependent city, many participants want better, safer, and more convenient public transit options, especially linkages to BART. Several participants suggested a citywide shuttle or trolley to better connect Pacifica's neighborhoods. Generally, participants desired more direct connections between places and stressed the need for improved bike and pedestrian paths to promote active transportation and walkability, especially for youth and teens.

Participants noted both a need for more parking in commercial areas (especially in Sharp Park and at the beach) and a desire for parking meters or restrictions to increase city revenue and improve parking management in certain areas. RV parking along Palmetto and Ocean Avenue was a significant issue for many, with concerns about pedestrian safety and traffic.

Improving Enforcement, Regulation and Civic Engagement

A few participants wanted to see the City develop or improve regulations and policy enforcement. These included regulations for short term rentals, absentee owners/vacancies, tree maintenance, citywide code enforcement, parking enforcement (especially for RVs), and compassionate enforcement for violations involving people experiencing homelessness. Opinions on ADU regulations varied, with some participants wanting more stringent regulations and guidelines, and others wanting easier processes for development.

Some participants discussed wanting to be more involved in city planning processes and requested more diverse outreach methods, such as local news sources and NextDoor.



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Meeting 3, Pedro Point: In 3 words, describe your vision for Pacifica's future.





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Meeting 5, Sharp Park East/ Sharp Park West/ West Fairway Park/ East Fairway Park: In 3 words, describe your vision for Pacifica's future.





Small Group Discussion Notes

Meeting 1, Linda Mar

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Group 1

What change do you want to see in the next 20 years:

- Sharp Park development done well will require leadership
- Want to see growth, with infrastructure and other improvements (sewer, etc.)
- More investment in community
- Consider effects of sea level rise on infrastructure
 - Counterpoint: going a bit overboard with sea level rise, “giving up on neighborhoods”
- Land use planning- get rid of ind. (?) with views of ocean
- Extend housing, commercial, some open space, enjoyable by people
- Look at successes in downtowns in the bay area like Livermore, HMB
- Economic development
- City needs to listen
- Balance: housing and open space
- Property developers

What do you like about Linda Mar:

- Diversity (increasing)
- Accessible trails
- Sunny, flat
- Easy to walk, bike, and shop
- Commercial diversity
- Beach access and quality
- Activities (schools, soccer, baseball)
- Rosetta- 1 way pedestrian oriented, connected to Lean
- Bike path from one end of Pacifica to another
- Housing for teachers, firemen, and working class
- Centralized meeting place/plaza/civic center/library (like Healdsburg and Sonoma)
- Palmetto needs to be revitalized, needs a good hotel
- Pier area totally underutilized, needs restaurants, shops like pier 39 (though it's expensive)
- Keep village atmosphere
- Appeal of open space coastline, escape from the city
- Revitalize older areas, so as to keep the open space we have
- Top of rockaway-> keep as open space
- Calson property is wetlands

Sharp park improvements/changes:

- Cultural, artistic, creative
- Evolve on its own
- Capture some visitors, maybe even weekday. People golfing
- Refuge for families from SF
- Rezone whole area to mixed use; retail with housing above all of the areas. 3-4 stories.
- Like Carmel, Santa Cruz

Group 2:

What do you love about your neighborhood?

- Small town feel
- Wildlife
- Greenery
- Access to open space
- Weather
- Walkability
- Great trails and sidewalks
- Friendly neighbors
- Views of the ocean
- Views of the coastal mountains

What changes do you want to see in the next 20 years?

- Housing (realistic with climate change)
- Commercial development along Palmetto
- Regulate AirBNB/VRBO
- Improving golf course
 - Promote by adding more amenities
- Replace old sewage plant
- More signage
- Build library (keep and expand)- Sanchez

What would you like to change in your neighborhood?

- Better emergency plans for evacuation
- 2014 GP failed to include commercial recreational (which was included in 1980 plan)
- More timely street maintenance
- More walking groups
- Plan for Oddsted School site
- Identify more areas for high density housing or mixed use

- Identify more transit corridors
- Specialize height limits within different areas

Sharp Park impressions/changes:

- Street infrastructure along Palmetto has improved
- Old sewage plant (eyesore)
- Future is uncertain
- Shabby storefronts
- Safety and sanitation issues
- Lack of enforcement
 - Lack of funding for “compassionate enforcing”
- Nicer building for Resource Center
- More small restaurants/businesses
- More access to medical facilities (everywhere)
- Don’t throw good money after bad (climate change projections)

Group 3:

Neighborhood:

- Loves kids and new families in neighborhood.
- Pacific Manor- loves being near the ocean
- Loves the ocean- trails, beaches, weather, surrounded by green open space
- Loves eastern hills
- Love creeks and natural use
- Love small cottages and historic feel in Sharp Park (church, castle, rail cars, houses)
- Walking distance to beach
- Closeness to SF and Bay Area
- Distinct neighborhood character
- Better public transit to communities, rest of county, and SF
- Beautification of city
- New library, open 7 days
- Downtown area, a destination spot
- Better economic base
- Better walkability and amenities in neighborhoods
- Places to eat and things to do
- More age-friendly as population ages- mobility in and out of city
- 3 legs of sustainability: affordability, inclusiveness, people prosperity planet
- Concerns about city budget and going solvent- economic sustainable
- Concerns about keeping housing and businesses long ocean safe and secure, climate change sea level rise
- Keep unique character of city, no chains
- Kid and family-friendly activities and shopping

Changes in neighborhood:

- Pride in ownership, some are run-down. Difficult to maintain?
- Maintain Hwy 1 and improve (weeds, better landscape, trash)
- Considering reducing zoning along coast- some disagree
- Balance community and property rights
- Absentee ownership, houses and businesses.
- Lack of consensus about residential development- some want to see at Quarry and Carlson Point. Downtown, connect to rockaway, need additional connection, Hwy 1 busy, frontage road

Sharp Park:

- Like to see boutique hotel approved
- Beach Blvd. property- protect city from liability from sea level rise
- Unique, walkable, shops and historic character
- Improvement to golf course
- Expand farmer's market, bigger and more parking
- New library and public transit
- Mixed use and development around Eureka Square (3 others agree)
- Creative placemaking

Group 4:

What do you love?

- Beach and dunes
- Trees, wildlife, hills, valley
- Ocean-facing views
- The quiet
- Neighbors
- Pedro Valley Park- nature and wildlife
- "we have what we need"
- Natural beauty
- Place to raise kids, good schools, sense of community
- It's a place to stay

What do you want to change?

- Dense makes sense
- Rockaway beach retail expanded
- Stores to meet daily needs
- Pedestrian safety along Crespi. Needs signage and speed bumps.

- Land use decisions need to address hazards to be sustainable
- Park Pacific safety
- Traffic lights not timed/consistent for evening traffic.

Change in 20 yrs.:

- Better transportation
- Need improved bus service, especially to ease congestion on weekends
- School crosswalks (Cabrillo school)
- Safety from traffic and more traffic management
- Addressing aging sewer and water systems
- Underground water- is prone to sinking and erosion
- City income- retail? Needs to be competitive
- Opportunities to shop local
- More tourism
- Increased office space- but where would this go?
- Business friendly- is there too much taxation, or enough?
- Are hotel taxes too high?
- Rockaway as a destination
- Quarry- rock climbing, spas
- Signage for Pacifica as a whole, Sharp Park, Rockaway Beach, and Sea Bowl

Sharp Park:

- Halfway there
- No trees
- Needs a draw- restaurants/shops, something to make people spend the day
- Pier- walk needs coffee shop, ice cream, toys, etc.
- Would like to see something related to education, like an ocean discovery center like Santa Cruz
- Eclectic mix
- Event space
- Build City Hall here
- Permit process too restrictive
- Acts and culture, like an art walk, public art, statues tied to Pacific's identity, sand art
- Need to preserve golf course- could sharp park be a draw for people using it?
- Need to preserve open space but balance need for vibrancy.
- Keep the hills open

Group 5:

Changes:

- Bussing/school traffic
- Consistent planning (Santa Fe, NM)
- Architectural guidelines
- Address parking
- Old WWTP- boutique hotel/restaurant/shops
- No car zone
- No new construction along coast
- Antique shop theme (Orange, CA)
- New library
- Improve pier/amenities on promenade
- More bathrooms/showers/benches
- Strengthen trail connections
- More designated trails/routes
- Better bike trails
- Public art opportunities (Lafayette, ca)
- Helps walkability
- Creative placemaking (commercial involvement)
- Community Garden
- Stop haphazard development
- Better comprehensive planning
- Traffic-RBM/Fassler
- Better/More transit
- Need direct connections
- Better intervals
- Smart traffic lights
- School bussing
- Stop greenfield development redevelopment of older areas
- Underperforming strip malls (50's shopping center) Park Mall, Eureka Sq.
- Address Quarry
- Add roundabouts (Hwy 1 and RDM)
- Park Mall- don't need commercial, put housing.
- Calson field- consider climate science, don't develop
- Caltrans Hwy1- sea level rise resiliency at Linda Mar
- Public private development with parks/open space in mind
- Connectivity with headlands
- Water resources- pesticides/streams, landscaping standards

Love:

- See Montara mountain/ocean view- don't want to see development
- Parks/proximity
- Ocean air/sounds, not crowded

- No high density
- Close to SF/SJ, but separate/safe
- Sense of community and neighborhood
- RFC/SR programs family friendly
- Arts/Sanchez are active communities, related to great parks and open space
- Know somebody everywhere you go
- History/identify
- Youth sports
- Security/know neighbors

Meeting 2, Rockaway/Vallemar

Group 1:

- Include business sales tax base
- More large retailers/more local businesses
- More youth activities, more entertainment opportunities
- Outdoor recreation opportunities @ Quarry
- More restaurants/cafes
- Use city funds to expand economic development department
- Dedicated location for RV dwellers/provide social services
- More police presence in neighborhood
- Creation of character for commercial/investment
- Downtown in Rockaway beach/more destination throughout town.
- Family friendly events
- Housing availability
- Improved connection of ped/bike paths
- Improved community art center/combine with library
- Discouragement of vacant commercial space
- Improve beach conditions (water quality)
- Teacher and city worker housing
- Neighborhood based schools

Vallemar:

- Slower traffic, street paved/complete streets
- Quarry- address homeless, restore landscape, create trails
- Fairmount- adult play areas
- Rockaway Valley- pot holes, pet waste issues
- Vallemar- maintenance of street trees, replacement, improve traffic safety, creek maintenance, address fire risk/hazard, insurance issues
- HMB type local shops
- Beautification of area
- Use golf course as destination
- More walkable with neighborhood charm
- Cheaper Wi-Fi alternative
- Provide support to existing business
- Updated playground
- Community pool
- Phase out industrial replace with neighborhood commercial

Sharp Park:

- Make it a destination

- Ore festivals headquartered in sharp park
- Bicycle rallies
- Surfing competitions
- Pacifica half marathon

Group 2:

Pacifica vision:

- No more building in rockaway
- Need more infrastructure that supports building
- Pedestrian friendly and safe- esp. near Highway, ideas for pedestrian bridges
- Safe paths to public amenities
- Sustainable, responsible development
- Pacifica is a gateway- recreational playground; balance different from other places. Pacifica has it all., we need to promote that
- Pacific as a known destination. Right now, it's not well known.
- Facilities and access to recreation for people of all ages.
- Diversity- how do we support people so that everyone can enjoy the balance- economically diverse. Housing for all incomes and people that work in Pacifica.
- High quality restaurants
- Capture tourism/income
- More hotels to generate revenue.
- Need commercial main streets
- Stronger connections between neighborhoods- needs cohesion.
- Arts community should be well known and fostered

Neighborhood:

- No more building in Rockaway. Need roads paved, more infrastructure
- Build on resources we have- skatepark, art community, beaches
- Street and sidewalk maintenance to support aging population and support cohesion
- Potholes; need intentional infrastructure.
- Pedestrian bridges.
- Home insurance-> underground utilities and fix sewer
- Trees are great but need maintenance/regulation on tree planting
- Nexus study -> fees for parks and pothole maintenance. How do these fees compare to other cities?
- Intersection of Reina and South Reina is confusing- need signage and traffic control
- Bike trails and access
- Signage and maps of trails
- Creek needs seating and more art
- Sewer laterals need to be replaced- should this be done all at once?
- Quarry- could be a marine mammal center or hotel

- Desire for mountain bike park
- Address “paper” streets- people want more information about this/clarify, as this impacts highway and traffic.
- Need to consider impacts of development on traffic
- Traffic and people movement _> school timing
- Getting from one place to another. More public transit options and connections to BART and Caltrain, other communities
- Need direct, safe routes- Fassler needs crossing
- Protected bike SP to Linda Mar, continuous route
- Consider existing cannabis stores

Sharp Park:

- Street tree
- Retail/restaurants, storefronts with housing above. Needs to be well planned. Others wanted more of a “retail” vibe.
- Bed and breakfasts to add to character, hotel revenue
- Skate Park
- Desire for library on Palmetto
- Hotel at Beach Blvd
- Improve infrastructure on Beach Blvd, plan for sea level rise
- Recycled water as part of infrastructure
- Needs facelift/curb appeal.
- Programs to help owners/maintain/keep buildings fresh
- Affordable- higher 3-4 floors without being blocky, especially around shopping
- 35 f height- consider right size, should be site appropriate.
- RV parking area somewhere for overnight camping.
- Street art/higher end, separate from Fog Fest. Galleries

Group 3:

Vision:

- Evolve and change to meet aging needs
- Being ahead of sea level rise/resilient planning
- Pacifica is gorgeous
- New economic base
- Keep the beauty
- Well being businesses i.e. fitness/food variety
- People are drawn to sharp park/ocean
- Make aesthetically pleasing
- Create an improved image of Pacifica
- “touch-up” Pacifica/clean it up
- How do communities thrive? What is Pacifica’s driver?

- “people are not spending \$ here”

Neighborhoods:

- Connecting neighborhoods
- Rockaway- revitalize appearance.
- Tourist-visitor serving shops
- Playground-type park
- Quality eateries
- Better parking
- Improved public transit
- Inviting intersections -> better signage/make it welcoming.
- Examples: jack London sq. kitchen trolley
- Good bike mechanics
- Build the infrastructure for bike riding.
- Taste of Pacifica
- Fog fest is \$ maker
- Addressing parking
- Accessibility to shops
- Road and sidewalk improvements
- Fix the streets in Vallemar
- Make a “painted ladies” of Pacifica
- Manicured steps to the castle- walking destination
- Commitment to beautification.

Sharp Park

- Build on its history
- More food/drinks
- Reimagine the path along the waterfront (pier) to be a plaza
- Cool toy stores
- Art supply stores
- Kid friendly/dog friendly; business/adult friendly
- “need buzz” to create foot traffic
- Increasing mixed-use and increasing density
- Needs to be local shopping
- Neighborhood needs to be self-sustaining, put in a grocery store

Group 5:

Vision:

- Keep open space/trails/more than GGNRA, protect hills
- Affordable housing

- Embrace growth without destroying open spaces
- More shopping opportunities
- Quarry- commercial
- Shopping centers- reduce length of vacancies
- Getting most of what we've got
- Roads, sewage can't handle more housing.
- "workforce" housing- need it
- Not sure if general high density makes sense
- Public health warnings on beaches
- More creek/resource protections
- Live-work (efficient use of space)
- High density housing won't work here

Neighborhood:

- Fassler/Hwy 1- multiple ped crossing to cross 1
- More ADA compliant curb ramps
- Restore sidewalks in Vallemar (taken out by owners)
- Drainage from hills- improve while keeping character (Rockaway and Vallemar)
- Public facilities upgrades (community Center, PW, City Hall)
- Fix roads (more than just potholes)
- Street sweeper (?) road
- Better tree maintenance/notification
- City oversight rental increases
- Crosswalks- make mid-block crosswalks safer (Crespi, Oddstad) LM@ Sanchez
- Used to be kids, now seniors
- Distracted drivers, visibility, careless peds

Sharp Park- Parking- Palmetto poorly executed

- Pier- revitalized
- WWT developed, eyesore. Could be made into convention center or hotel
- More business right around pier, families
- Revitalize business on Palmetto, visitor destination. Intercept people heading to HMB. Example: HMB Main Street
- East Sharp Park rifle range- better uses?
- Like Fog Fest
- Music events @ Castle
- Change industrial land N. Palmetto
- Facelift Francisco (viz. from Hwy 1)
- Walkability of downtown
- Remove industrial uses (Recology)
- Smoother berm (too many big rocks)

- Community gardens/greenhouses, sustainable food supply
- Mindful of ocean/bluff hazards, Recology trucks use our streets to pick up in El Granada
- Recology out of Palmetto
- Updating/redeveloping Eureka Sq.
- Could include live/work

Group 6:

Vision:

- Wildfire, maintain brush
- Emergency access concerns
- Street maintenance- contaminated beach- creek maintenance.
- Poor infrastructure and no money
- Building up tourist zones
- Underground utilities
- Maintaining small town character, trees, infrastructure.
- Build upon history of Pacifica
- Underpass beautification- Manor underpass
- Better restaurants- Sharp Park
- Issue about parking
- Waste water treatment plan to commercial
- Develop transfer station
- Tourism- tying into SFO and airport
- How do we bring people together? Divided community
- Recognize difference in communities
- More public spaces- community gathering
- How do we get people to invest in the City?
- Peace statue as unifying factor- promote Pacifica
- Paved roads
- Penalty for vacant commercial land, enforced

Neighborhood:

- Reduce weed smoking, promote enforcement
- Campers living and visiting long-term
- No cell service in Rockaway- penalize AT &T
- Polluted water- clean up
- Fast-track noted and new development
- Allow additional food vendors- trucks, carts,- event only in tourist areas
- "Showstopper" some attraction to bring people to Rockaway. Better signage. Poor drainage and gutters.

Vallemar:

- Road repair, resurface, sidewalk improvement
- Clarify ownership of open space south of Vallemar (Cattle Hill)
- Underground utilities
- Brush management
- Homeowners losing insurance due to wildfire risks
- Noise issues from aircraft
- Poor access for emergency vehicles if earthquake or fire
- Residents priority for school
- Lack of friends for kids- family friendly improvement
- Currently no public playground
- Traffic light improvement for timing
- Exit behind police station to drop off kids at Vallemar school easier merge to highway.

Sharp Park:

- Prompt museum, signage from highway
- What about sewage plant?
- Ocean Discovery Museum
- Approve new library
- Not enough parking
- Include community space and improve community resources
- Riding/biking attraction for tourism
- Public restrooms, place to rinse feet
- Update Chit Chat café, make more accessible.
- Improve and promote Pier as tourist attraction
- Improve connection between Sharp Park and Rockaway- tunnel?
 - City-wide tram/shuttle
- More local businesses and engagement
- Problem: controlling out building inspectors
- Fill doggie bags
- Noticing for community meetings- focus on city website, advertise
- Nextdoor- use it

Meeting 3, Pedro Point

Group 1:

Vision

- Protect open space
- Address sea level rise
- Decent public transit that goes where people need
- Tourism
- Better management of access
 - Retain- develop and control
 - Quality
- Revitalization, refresh retail, create organized recreation system
- Greater communication between city and residents
 - Calson field- want to know what all the options are
 - How do citizens get more control?
- Need more parking, especially at the beach
- Retail and tourism- have been improving, need a list of information of what amenities we have
 - Need marketing for recreation and for residents
- Ordinance to limit chains
- Need to improve streets and infrastructure
- There has been an increase in homelessness; need more low-income and social services
- Clean the city- trash and maintenance are a problem
- Support school districts. To retain teachers, need more affordable housing options and increased pay.
- Need new and improved libraries
- Lighting in all parks
- Police circulation
- Thoughtful development

Change to Pedro Point?

- Don't want to see much- great the way it is
- Regulation of Airbnb
- Roads pave
- Open access to cove, and pedestrian access to Devil's Slide
- Access to maintenance
- Devil's Slide trail- support/want to see better access
- Meetings with defined terms
- Preserve open space
 - Calson field- stay open/community park.

- Low density- issue with flooding
- Traffic improvement- important for emergencies

Sharp Park:

- Protect golf course, is a “gem that needs to be polished”
- Access to hiking and improve the berm- could be a dog run here
- Sensible development in light of sea level rise
- Attractive shopping and restaurants/brewery
- Theater
- Replacement of pier
- East side of Canyon- like a “mini Tahoe”
- Get rid of Council Chamber, improve public access to the beach and clean up the area
- Refresh and revitalize the library
- Controlled parking- limited/permitted parking meters. Need to address RVs

Group 2:

Vision:

- Update/remodel infrastructure
- Need more than retail- experiences
- Enhance recreation aspects
- Destination centralized area (HMB dt desirable)
- Quarry and rockaway- development wanted
- Consider climate change
- Improve Palmetto
- Historical sites improved
- Modest home sizes in PP
 - Larger setbacks, smaller heights
 - Parking issues
- Gold course- could be a destination
- Highway improvements
- New library
- Improve hwy 1 traffic. Coordinate with school district when schools are in session. Traffic has been significantly worse within the past 5 years.

Neighborhood:

- Parking: street parking in residential areas
- Lack of parking in commercial areas
- Street improvements (pavement)
- Trash (near beaches)

- Neighborhood speeding
- More public facilities at the Beach
- Improve the Linda Mar shopping center, work with KIMCO (vacancies)
- Upgrading/sustaining commercial structures
- Sea level rise (better planning for it)
- Neighboring properties need to be kept (Caltrans) across from ACE Hardware
 - Volunteers?
 - Purchase Caltrans property- more parking, more space for food trucks?
 - Want more local control with properties
- No more high density- apartments, motels, etc.
 - More single family dwellings
 - No campgrounds
- Calson field- S. Park (central downtown area)

Sharp Park:

- Sewer Plant site
 - recreational (amusement for kids, parks, outdoor music theater, skate park)
 - upscale hotels and restaurants
 - revenue for the city
- new library
- promote historical sites as destinations (railroad, murals, etc.)
- Sidewalk improvement- Eureka Square
- Sharp Park music venue
- Signage- improve highway corridor
- Proactive management of public spaces-> working with Caltrans
- Traffic leading up to SP/Rockaway
- Eureka Square- would like to see mixed use

Group 3:

Vision

- Continued community involvement
- Thoughtful growth, keeping in mind preserving open space
- Live up to using our environment as economy
- Encourage local plans vs. non Pacifica influences
- Zero parking variances
- Vibrant coastal community that respects environment
- Tourist destination use to shop, dine, spend \$
- More showers for surfers @CMB
- Improved 2 story community center

Neighborhood:

- Skyride- park, park lights
- Pedro point- better streets
- Well mixed vision for remaining open space (calson property)
- Low intensity visitor serving use for Calson property or conservation/ open space
- Parking along San Pedro Rd (across from shopping center)

Sharp Park:

- Create a visitor destination
- New library
- Development that considers sea level rise based on expert recommendations
- Create parking structure
- Ice cream, hotel conference center (Hays man. San Jose)
- Intrapacifica shuttle/trolley
- Placemaking
- Dedicated location for RV dwellers out of Sharp Park

Group 4:

Vision:

- Better transportation
- Charm
- Enact ordinances (no panda express/fast food)
- More unique restaurants
- Upgrade appearance/viability
- Destination to stay and spend \$
- More housing and infrastructure to support
- Generate income for schools
- City council -> representative
- Not industrialized, more businesses (small impact, high tech). need income
- Maximize open space for tourism
- Retain small town feel
- Quarry resolution
- Local news
- No fireworks
- Public art/murals and beautification. Clean open space/make it useable.

Neighborhoods:

- Controlled in-law units and Airbnb
- No boxy, unfitting buildings- commercial and residential.
- Calson property:
- Field or park, draws tourists/recreation

- Ocean discovery site
- No housing- there is no supportive infrastructure, no density. Needs to be economically appropriate
- Cleaning shelter cove road
- Have public access
- Parking enforcements/RVs
- Paved streets
- Buildings cohesive with community
- Underground utilities
- No parking for surfers along San Pedro
- Accessibility for older residents
- Resolve Shelter Cove parking

Sharp Park:

- Beautify, no one going now
- No seawall/disappearing beach
- More tourist oriented- unique shops
- City center st/main st like HB
- Historical area/museum- highlight this
 - Historical mapping
- Cleaned up- RV park (to move somewhere else)
- Higher end
- Library
- Outdoor space concerts/events
 - For Quarry, as well
- Specialty grocers
- City hall and office space
 - Upgrade, enough square footage
- Pier repair
- Shelter point- no area for development

Group 5:

- Love: peace and quiet
- Low crime
- Children's programs
- Playgrounds for adults and children
- Low congestion, wished for better transit
- Neighborhood located near transit.
- Bike/coastal trail, hiking trails.

Changes:

- Costco gas. Big box retailer.
- Thriving downtown, new hotel
- Quarry, library, safer highway 1
- Vallemar: Rockaway, change LMB to one lane with bike path.
- Revitalize retail, gent. Of housing
- Create a downtown. HMB as example

Neighborhood changes:

- More bike path in Linda Mar
- Overcrossing on highway
- Pedestrian overcrossing at Westport
- Close crossing of highway 1 for cars.
- Manor needs a park.
- Sharp park- increased height limit
- fix Manor/Oceana intersection

Sharp Park:

- Incentives and assurances to develop Sharp Park
- Major opportunity to develop vacant lots, office park @ eureka Square
- Hotel and restaurant in Sharp Park
- Reduce parking requirement for development
- Looks like it has potential, currently looks rough
- Pier to Mori Point is main attraction
- More entertainment
- More business that takes advantage of visitors already coming to the area- create a brand for us.
- Festivals, movie theater
- Commitment to seawall for Sharp Park
- Stand against retreating from SLR

Meeting 4: Edgemar-Pacific Manor/ Fairmont West/ Westview Pacific Highlands

Group 1:

Vision:

- Tourist destination- tax \$ and retail
- Highlight community strengths as a coastal city. Capitalized on tourism
- Especially environmental assets
 - Improve and protect seawall and berm
- Making smart decisions to respond to SLR and climate change
- Drug control and drug free
- Activities oriented toward the water, celebrate beach culture
- Addressing homeless issues including RVs and their sewage runoffs
- Upscale retail and restaurants that enhance eco-tourism
- Improve pedestrian and transportation options
- Need a good traffic study
- Address housing issues in the city

Neighborhood:

- Improve infrastructure-> roads, sewer, data, underground utilities
- Fire-safe maintenance and code enforcement
- Seawall:
- Wind blowing garbage
- Remove RVs off the street
- Do not change land use to CRM in Pedro Point
- Improve aesthetics of retail stores
- Smart planning focused on open space and charm
- Luxury retail
- Less business to business zoning
- Build housing on top of existing retail structures

Sharp Park:

- New seawall north end of Pier
- Close library
- Improve Berm south of Pier
- Beautify Pier. Attract better independent retail
- Add Ferris wheel and tourist-oriented use
- Do better to attract businesses and retail to reflect charm of Pacifica. Destination hotel.
- Tourist center- art centers, attract artists like Pebble Beach shops
- Rental for water sport activities and beach

- More special events and activities
 - Food trucks, art walks, festivals
- Less business to business commercial
- Better BART access
- Trolley (Rice-a-roni)
- Remove telephone poles (all utilities) from Palmetto to Beach
- Promote breweries and tastings
- Brew bus!
- Better restaurants, promote locals to go out and eat
- Incentivize healthy restaurants
- Approval process for type of businesses. What type of businesses do we want to attract?
- Speed up approval process for businesses and reduce cost by incentivizing.
- Boost sales tax basis
- Keep commercial businesses off coastal area in order to make attractive to tourists

Group 2:

Vision:

- Low cost RV parking (Veh. housed people)
- Affecting Palmetto/Oceana safety for drivers, cyclists, pedestrians (narrows streets)
- Repaving streets (Vallemar), adding sidewalks
- More housing, mixed income, affordable
- Density- not more SFR mixed use
- Infill, not open space areas
- Maintain open spaces, ridgelines
- Redevelop Manor Shopping Center
- More Tourism, better first impression. Litter, bird droppings- better maintenance
- Make it easier to build ADUs
- Parking a concern
- Locate housing near transit
- More employment opportunities in town
- More cafes and shops
- Eliminate auto shops on Palmetto Coast
- Minimize development density on coast due to SLR

Neighborhood:

- Parks in walking distance/pocket park (Manor)
- Protect Fish/Bowl (lowest density possible, not density receiver sites)
- Fairmont West- not in PSD for schools
- Composting- make space in developments
- Bicycle lanes N. Palmetto

- Continuous path from north to south Pacifica
- Homelessness issues at the Bowl (repeated problem)

Sharp Park:

- Improve to have restaurants/shops on pier
- Concern about public investment because of sea level rise, Seaward of “red line ESA”
- Private investment is ok
- Floating structures
- Relocating sewer lines behind beach boulevard
- Be proactive, eventually necessary
- Keep free parking for residents, charge visitors
- Enforce parking limits, generate revenue
- Recology/vacant sites better utilized
- Restaurants/commerce
- Mori Point, emphasize connection
- More housing to create a downtown
- Allow more height in higher density areas
- Preserve quaintness of existing neighborhoods
- Small businesses, not chains
- Quaint architecture

Group 3:

Vision:

- Remain the same
- Preserve open space
- Maintenance of parks
- No more big developments
- Infill existing shopping centers
- Age friendly Pacifica
 - Social services for the elderly like “meals-on-wheels”
 - Community housing for multi-generational
- More staff housing
- Stay family-friendly
- Quality of schools and partnerships with parks to optimize small vacant parcels not owned by the city
- Sustainability -> continue to maintain caring capacity
- Maintain natural environment for a green future
- Optimize tax opportunities and sales tax revenue
- Allowing Pacifica to grow organically
- Dog friendly
- Exercise in public places

- More lighting = safer
 - Light up walkable places
 - Cameras for safety
- Deal with homeless/people in RVs
 - Provide them with public facilities in under-used city space
- Improve our recreation
- Welcome businesses
- Climbing gym
- Specialty shops
- Generate sales tax in Pacifica
- Incentives for businesses to come here
- Falafel shop

Neighborhood:

- More public input on park improvements and play equipment.
- In Linda Mar- no in-law units and stay a bedroom community
- Traffic on Manor- bad.
- Improve traffic flow during peak periods
- Affordable rent for apartments
- More rental opportunities
- Housing availability
- Improved signage for safety
- Coyote control

Sharp Park:

- More parking on palmetto
- Installing a shuttle system
- Bookstore
- More specialty shops like Saltwater
- Library should be an attraction
- Dog friendly amenities like water stations during walks
- Improve safety/maintenance on nature paths
- Pedestrian access across highway
- Improving security with cameras
- Smooth out the access points to Palmetto Ave
- Organized activities along the pier area to get people out
- Programs to encourage outdoor activity
- TLC on council chambers
- Build housing on vacant lot adjacent to City Hall

Group 4:

Vision:

- Family friendly- parks, placemaking, complete streets, walkways.
- Add businesses to pier to attract visitors
- Free wifi @ tourism locations
- Bathrooms at pier
- Use CHJ property to develop office buildings, provide opportunity for startups to boost the economy
- Regulation that all new builds be mixed use (residential/commercial)
- Future actions and construction need to consider climate change
- Extended near express transit to BART
- Allow increased density at SFR, beyond ADU
- Underground existing- new utilities lines
- Expand entrance to Pacifica (circulation)
- Increase visitor amenities using our strengths
- Support shoreline protection
- 24/7 transit
- Address homeless/RV dwellers, use community organizations
- Increase density south/east
- Support library
- Support small businesses
- Expand/support wellness tourism
- Support cannabis wellness/tourism
- Promote/expand activities @ Sanchez
- Beachside community space
- Ease regulation of ADUs
- Visitor areas should have permit/paid parking
- Standard visitor amenities like benches, showers, etc. throughout coast

Neighborhood:

- Fairmont- more walkway/sidewalks
- Increase on street parking restrictions
- Enforce existing parking restrictions
- Parks- better and more playground equipment
- Sharp Park library with community classes
- Westview- better upkeep of city park
 - Improved lighting
 - Better maintain existing utility structures
 - Underground utilities- Milagra ridge fire prevention
 - Improved solar powered street signage able to see fog
- Fairmont:
 - Slow traffic on Palmetto

- Improve/increase street lighting
- Align PSD with city limits

Sharp Park:

- Improved working relationship with Sharp Park golf course/SF
- Better integration between SF prop and Pacifica
- Better marketing of Sharp Park
- Community center with pool, ice skating, activities for kids
- Permit street parking/eliminate free street parking
- Protect utilities from SLR
- Non motorized sport center, no GHG producing (green), eco tourism
- Showers at boulevard
- Clean oceanfront S. of pier, improve landscaping
- Reutilized sewer plant property
- Improve tourism at pier
- New library with community activities

Group 5:

Vision:

- “beach” feel and cohesive look
- Environmental sustainability and open space
- Tree preservation, heritage tree ordinance not being followed
- Sea level rise
- Rent inclusivity
- Protect public space like Calera Creek
- Maintain single family residential but also allow a diversity of housing, including affordable
- ADUs need guidelines and better enforcement
- Uses sensitive to coastline (salvage yards need to do this more)
- Increased, useful public transportation
- Enhance and preserve the good/what we have
- Inform neighbors, need better noticing for meetings
- More/alternative housing, but not everywhere- in the right places, like near services and transit
- Development processes should be community-led and respected
- Address needs of entire community
- Make sure affordable really is affordable

Neighborhood:

- Beautify Highway 1 and plazas

- Vallemar- stump removal, reforestation/replanting, Calera Creek as public Park
- Fix roads or add permeable materials
- Underground all utilities, coordinate and remove those that are unused
- Manage ADUs and rentals without permits, it's a burden on neighbors
- Code enforcement (stop signs and for rentals)
- City accountability and follow-through
- Quarry:
 - Could be a visitor center, GGNRA open space
 - Ocean discovery center
 - Destination
 - No high density housing
- Open space should remain open
- Infill development
- Keep hillsides open
- Trails system- more funding for this
- Signage and maintenance- Harry Dean trail
- More pedestrian and hiker input into bike/pedestrian plan

Sharp Park:

- Trees on palmetto
- Variety of restaurants
- Height limits
- New library (some disagreement), city meeting space included above library
- Improve berm
- Improve access to beach- remove old unused structures
- Transportation for all
- Respect local small businesses
- Eureka Sq.- should be mixed use
- How high, consider design that's good for vibrancy
- Mixed use in more commercial areas?

Group 6:

Vision:

- Safe transit
- Locally owned/no chains
- Safe coast
- Tourism app, PR, marketing
- Special character
- Hotel by pier
- Restaurants
- Fun, destination

- Developed downtown with marketing and wayfinding
- Protect the berm
- Community events
- Continued community outreach

Neighborhood:

- Imperial park
- New and diverse businesses
- Remove RVs- need RV policy or manage- none in residential
- No hotel next to gas station on HW 1 No exit to Hwy 1 (proposal)
- Environmental education
- Street beautification (Fairmont west)
- Improvements to Pacific Manor
- Support cannabis business
- No development on rockaway headland
- Clean up beach steps

Sharp Park

- Charming and defined
- Business district
- Cafes and restaurants
- Diverse businesses
- Hotel conference center
- Shuttle bus
- Cruise ship pier
- Commercial property
- Parking
- Food trucks
- Owner engagement
- Library
- Music venue
- Beach festival
- Music, theater, outside partnerships

Meeting 5: Sharp Park East/ Sharp Park West/ West Fairway Park/ East Fairway Park

Vision:

- Clean- highway, yards, pier
- Bike trails throughout
- Redevelopment of existing malls to preserve open space
- More vibrancy and diversity of shops and restaurants, no chains
- Decide what to do about RVs on Palmetto
- Rules and regulations for Airbnb
- Preserve/expand opportunities for youth, like sports facilities.
 - Some disagreement on skateparks, bike park
 - Safe places for kids
- Maintain unique, special character
- Don't overbuild
- "secret sauce" of open space and unique flavor
- Like an Italian small neighborhood feel
- New buildings need to have improved design/charm
- Ocean/Coastal-vibe
- Higher density buildings need to be sensitive to existing communities and neighborhood fit
- East SP has a community feeling
- Beach Boulevard/promenade- improve/make more attractive
- Enforce citywide more parking regulations
- Senior living
- Bring farmers market to more neighborhoods
- Preserve safety as we increase tourism- keep the small town feel

Neighborhood:

- N Sharp park- fix neglected derelict housing, squatters, broken windows. Code enforcement of housing and parking
- Montecino/Palmetto- flexible short term zoning with standards on vacant lots
 - Temporary vendors, creatives
- Mixed use needs placemaking, don't want to see abuse of this
- W SP- regulate Airbnb and rentals
- Library
- Improve public transit
- Pedro Point:
 - No hotels in Pedro Point
 - No housing on Calson

- No more apartment buildings, keep open space, respect sea level rise in considering development
 - Parking enforcement, make it more walkable
- Sharp Park/Fairmont:
 - Redevelop malls for affordable/senior housing, improve sidewalks to serve aging population
 - Development must be sensitive to sea level rise
 - Focus on needs of subcommunities
 - Save Sanchez as full-service

Sharp Park SP:

- Pier, tourists
- Santa Rosa- zoned commercial as a bridge between the two areas
- Treatment Plant- retail, community meeting place; could also be a good bridge. Plaza nearby would support this use.
- More access to Eureka sq., redevelop
- Incentives for visitor-attracting commercial that is unique and has a draw
- Where should biotech/high tech go? Do we want it? Could use the tax revenue

Group 2:

Vision:

- Destination/shopping
- Attract larger retailers
- Widen highway/leave highway as is
- Less highway traffic
- Lower density
- Preservation of local history
- Create historic district in Sharp Park
- Leave quarry as is/open space
- Present RV dwellers
- More tourist serving commercial
- Less building constraints/ both commercial and residential
- Improve Palmetto and Francisco, more walkable
- Maintenance of pier and seawall
- Encourage occupancy of housing
- Fix local roads and specific hills
- Build new city hall
- Incentivize public transportation, inter and intra
- Support new SP library, don't hold up based on Sanchez

- Support for small businesses
- More local events
- Fiscal responsibility, less surveys that go nowhere, less constraints
- Provide designated location for RV dwellers away from tourist areas
- Homeless assistance, youth programs, mental health assistance
- End sanctuary city status

Pacific highlands

- More police presence
- Street/park lights
- Adult play space
- Fairway- less traffic, no managed retreat
- Park Pacifica- use Oddstad school/property to create teen center, housing for teachers
- SP- increase on street parking. Don't waste \$ on street sweeping, discourage move RVs on street
- Vallemar- address school traffic/ped safety around school
- ESP-
 - improve all streets, don't use private street excuse.
 - Increase funding for swimming pools
 - Protect archery range

Sharp Park:

- Support seawall armoring of Sharp Park
- Obtain SF property, leave gold course alone.
- No rent control/support rent control
- Historic district/historic tourism; implementation of specific plan soon
- Preserve history
- Less regulation on development to promote infill
- Free Wi-Fi, shuttle connecting Pacifica
- More variety of commercial
- Fix pier, improve coastal trail amenity

Group 3:

Vision:

- LCP- not add?
- Hwy 1- not a done deal, should be widened. There should be a public vote.
- Branding-perception
- Tourism and business-friendly

- Destination
- Energy-based museum
- Disconnect between managed retreat and SP specific plan
- Strengthen existing businesses
- Major festival- “fog fest” coming up
- Clean up/get rid of RVs. Sewage, needles, garbage.
- RV growing problem- traffic, etc. Not adding to economy, brand, QOL [Oceana, Palmetto, esplanade all on the streets]
- Need hotel at beach boulevard
- Need seawall gap closure
- Upgrade parks. Better trail access and bike racks
- Make quarry beautiful with a museum, restaurants, maybe a convention center. Need meeting space
- Revisit 380 extension- tunnel?

Sharp Park:

- Coastal commission wants waterfront gone- how will we get investment?
- Can't have it both ways
- Library hotels, insurance -> how?
- “managed retreat issue is everything”
- \$1.5 million just got to start engineering seawall
- Draft LCP talks about closing gap between seawall and berm, but managed retreat kicks in when SLR >1 foot. Need to stick to it, or other triggers need to remove
- In LCP- look more nuanced at different neighborhoods
- SPSP:
- More businesses/serve. Est. dining, entertainment, hotels
- Target- tax-generating businesses
- Housing above stores
- Raise height limit to 50 ft, >3-4 stories.
- More parking, stores should also add some (for employees, etc.)

Group 4:

Vision:

- Historic preservation creates tourist destination
- LBC
- W. Sharp Park historic houses
- Sam's Castle- Sanchez Adobe
- Pac. Bay School- Railroad car
- Public art
- Beaches- murals- music venue outdoors
- Entertainment destination (tourists and locals)

- More street fairs (not just weekends; family friendly)
- Address blight
- Proactive city involvement in dilapidated properties
- Individual homes (cars on yards), public buildings, city facilities
- Better enforcement ordinances
- RV parking on streets
- Coastline/beach appearance
- Provide ample parking in developments (no exceptions), permits, charge.
- Zero waste policies/ordinances
- Composting in multifamily developments
- Recycling center in town

Neighborhood:

- Bad roads in Pedro point
- Blight
- Emergency egress
- Tsunami alarm not loud enough with windows closed
- Public transportation (park Pacifica)
- Elderly commuters shuttle/car service to BART
- Nice people
- More trees/landscaping on streets (WSP)
- RV parking on street (Pacific Manor)

SPSP:

- Creating places, restaurants
- Bike paths, great new bridge
- Good design
- Pedestrian situation pretty good
- RR #1409 displace area
- Look at diagonal parking on palmetto
- Pier- aesthetics poor, only good for fishermen
- More public RR, cleaner- need to get rid of garbage and cigarette butts, dog poop bags
- More coverage in local newspaper
- Local features, events- better info getting to elder, non-tech residents
- Like recreational opportunities on trail
- More cans to cleanup on pier
- New library
- Current SP library in bad shape
- Gathering place- better looking, positive
- Less crime

- Homework center
- Cost of seawall maintenance (ongoing)
- Historic plaques
- Litter enforcement
- Murals of historic places

Group 5:

Vision:

- More investment
- Protect the coastal zone
- Managing sea level rise
- Energize and revitalize
- Building on what Pacifica has
- Clean-up the entry marker to make city more welcoming
- Lift the appearance of the city
- More outreach to younger generations
- More fun! Example: promoting events in Pacifica, bringing in more organized events
- Taking undeveloped sites and turn into public places
- Do something with the sewage waste site
- Considering an architectural review board
- Protection from sea level rise
- Explore development of city-owned properties
- Encourage growth an commerce
- Diversifying businesses- cannabis manufacturing
- Attract unique/unusual businesses to spur investments
- Need public transportation
- Attracting ethnic diversity
- Providing more public events to celebrate culture (like Fog Fest)
- Marketing and celebrating Pacifica history
- Marketing Pacifica's future

Neighborhood:

Palmetto: economic development plan wit real results and not hodgepodge development

Sewer site:

- Specific plan for the sewer site, put something there that will benefit the city
- A blank page RFP to redevelop the sewer site and any other city owned property
- Incentives to develop undeveloped lots and having an architectural review board to help that
- Designate west sharp park historic district and home for railroad car no 1409

Specific Plan:

- Designate a committee to help develop and implement the specific plan (with historic district)
- Undergrounding power lines
- Specific design guidelines for future development that compliments the plan
- Firm commitment from city on sea level rise
- Distinguish areas that are feasible to make a commitment and protect from sea level rise
- Utilize vacant lots for public events
- More street events that did not require street closure
- Ability to create public space for public benefit
- More permanent public art
- Blank RFP

Group 6:

Vision:

- Rundown, blighted-maintain nice areas
- How high? Low.
- Not only tourist boutiques
- Too much litter, garbage canes commercial
- Historic com center with signage
- Designated historic landmark
- Library community center
- Civic center
- New city hall
- Take advantage of ocean- S beach boulevard, sand fences 9small) erosion control
- Move garbage center to old transport station
- Support arts, arts center, museum
- Support senior transportation
- Railroad car
- BART connection
- Promote as beach town
- Off leash dog park
- Underground utilities
- Pier 39 concept in Quarry
- Vibrant retail, gathering spaces -> generate revenue
- Rockaway-bumpy

Neighborhood:

- Repeat of 1st answers

- Block parties/meetings
- Tree lined streets
- Underground utilities and paved streets
- Comm fundraising? For cultural diversity
- Beach Blvd.: hotel and restaurants
- Adding units -> parking constraints/concerns
- Don't raise building height limits
- Compatible architecture with pizzazz
- Road repair
- Maintenance- bridge on street, steel/rust, mow grasses, bathroom on pier

SPSP:

- Promenade by chitchat is a hazard, 3 deaths in 2013. Need signage
- Beach Blvd.- better public open space- shipping container cafes/park
- More investment
- Clean bathrooms
- Historical center- signage
- Railroad car placement in center of historic area
- 24 hr. restaurants (better than Denny's)
- Signage from highway
- Keep open/peaceful, not dense
- Complex w city hall, library, church museum, rail car
- Lots of people hot day on Blvd- need restaurants, benches
- Res. Park- painted murals, sculpture, utilities, fire hydrants
- City pins/stars for city volunteers/activities
- Symbol around the city- engage schools
- Landmark palmetto
- Underground electric
- Vibrant mixed use
- High density
- Wildlife signage-notification/info along sharp park

