



CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, June 9, 2015

6:00 PM

POLICE DEPARTMENT CONFERENCE ROOM

2075 Coast Highway

1. Call to Order
2. Approval of May 12, 2015 Minutes (Attachment 1)
3. Ad Hoc Committee Reports & Discussion
 - a. Palmetto Ave. Activities
 - b. Special Event Process
 - c. Vacant Commercial Space
 - d. Signage
4. Topics for Committee Discussion and Possible Action
 - a. Designate Committee to Prepare Annual Report for September 14 Council Meeting
 - i. Review running list of topics / projects to be tracked for possible consideration
 - b. Sporting Events in Pacifica
 - c. Utility Box Art around Pacifica
 - d. Update on City's request to PG&E to add art to utility poles

5. Economic Development Manager Update
 - a. 2015-16 ED Work Plan
 - b. Super Bowl Cities
 - c. Business Ambassadors
 - d. Marketing Material Draft
 - e. Fundraising and Grants
 - f. EDC Vacancies
6. Chamber of Commerce Update
 - a. "Alcatraz: Life on the Rock"
7. Oral Communication from the Public
8. Oral Communication from the Committee
9. Topics for July Meeting
10. Next Meeting Date: July 14, 2015
11. Adjourn

Topics to be Scheduled

1. Reorganization- Election of Chair/ Vice Chair (November)

CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES

May 12, 2015
6:00 PM
Police Station

In attendance were members: Brent Shedd, Peter Menard, Matthew Dougherty, Kevin Cubba, Jim Heldberg.

Council members: Sue Digre, Karen Ervin.

Absent: Michael Varney, Linda Fahey, Courtney Conlon, Chris Porter Gabrielli.

Staff: Lorie Tinfow, Tina Wehrmeister, Anne Stedler, Mario Xuereb.

Public: Horace Hinshaw, Carlo Facchino.

1) Call to Order

Chair Peter Menard called the meeting to order at 6:08 pm

2) Introduction of New Staff:

Tina Wehrmeister was introduced as the new Planning Director. Anne Stedler was introduced as the new Economic Development Manager.

It was announced that Michael Varney will be stepping down as a member of the committee.

Chris Porter will no longer be the representative to the committee from the Chamber of Commerce due to her resignation from the Chamber Board. Her seat will be discussed at the Chamber of Commerce's next board meeting later this month.

3) Approval of March 10, 2015 Minutes

Peter noted some minor changes under Item 4 a. PG&E Utility Pole and would like the final sentence to be read as follows: "We are exploring the ability to paint utility poles 6 feet and below as done by other places."

Brent made a motion to accept the Minutes with the change listed above. Kevin seconded. The motion passed unanimously.

4) Ad Hoc Committee Reports & Discussion

a. Palmetto Ave. Activities.

Peter gave an overview of the ad hoc committee to new members and wanted to clarify the status of Phase 1 of the Streetscape Plan. Lorie added that there is still a need for the remaining \$200,000 before bids can be collected and construction can be started.

b. Special Event Process

Matthew provided an update on drafting a general guideline process for a special event. Matthew and Tina noted that it currently is focused towards events held on private property and suggested broadening the spectrum to include large-scale events. Sue mentioned that Parca is in their 4th year running their large cycling event out of Pacifica and they have been able to learn the process over time. There was a recommendation to consult the Fog Fest committee and examine their process.

Brent gave an update on his Pier Jumping event. Red Bull deemed it “not extreme enough.” Brent presented a revamped idea called “The Land Shark Competition” in which teams would build human-powered go karts and race down Sharp Park Road, to the Pacifica Pier, off the pier and back to Sharp Park Beach. Brent sought approval from the committee to develop this idea and bring it to Red Bull for sponsorship. Jim made a motion to allow Brent to pursue sponsorship from Red Bull, Matthew seconded, and the vote was unanimously approved.

Jim suggested a fireworks show off the end of the Pacifica Pier as another potential event to host to shift the community towards a more positive image around the 4th of July and prevent hazards associated with illegal fireworks. The Committee did not take action on this, acknowledging that local non-profits are beneficiaries of fireworks sales and changes to this holiday’s festivities would require more lead time than exists as of today.

c. Vacant Commercial Space

Kevin made a presentation (Exhibit A) about Pacifica’s current vacant commercial properties, discussing opportunities to assist potential businesses with finding ideal locations, assist real estate agents/property owners with finding suitable tenants, provide outreach to property owners for redevelopment opportunities or space improvement to attract new tenants, and encourage vacant property owners to maintain properties to prevent blight. Kevin compared different shopping centers and their presence to potential business owners. Available property information varies from shopping center to shopping center. Most of Pacifica’s available retail spaces are less than 4,000 square feet, appropriate for small retail, restaurants and services. Kevin gave some examples of businesses that might potentially seek vacant spaces, including the Cartoon Art Museum and Jeffery’s Toys, which are being pushed out of San Francisco due to high rent increases.

5) Topics for Committee Discussion and Possible Action

a. Sporting Events

Sue requested information about past committee discussions on holding sporting events in Pacifica.

b. City Hall Listens- report of outcome of the “Denny’s” question

Lorie briefed the committee on the results of the survey which was also published in the Pacifica Tribune. Black Bear Diner was the most commonly suggested restaurant and there was also a large support for a fresh and organic restaurant option. The majority of the participants of the survey were men less than 50 years old compared to the previous question which was predominantly women over 50. She will be submitting a report to Kimco on the public’s input in the near future.

c. Utility Box Art around Pacifica

The committee is still gathering information with little to report.

d. Update on City’s request to PG&E to add art to utility poles

PG&E will allow art on utility poles from the ground to six feet elevation. The approval process and approach need to be addressed.

6) Chamber Update

No chamber representatives were in attendance.

Upcoming events include:

Networking @ Nite, May 27th @ Best Pets (Fairmont), 5:30 pm to 7 pm

Taste of Pacifica, June 6th @ Nick’s Restaurant

7) Oral Communications from the Public

Horace Hinshaw from the *Pacifica Tribune* offered the services of the Tribune to the committee. Horace commented on the topic of sports in Pacifica that the old committee wanted to focus on, including offering information to attendees about local restaurants, hotels and activities. He mentioned that the committee approached local businesses about doing some sort of coupon discount, but that was not seen as favorable by the local businesses.

Carlo Facchino shared his experience as an Event Director in the Bay Area, hosting and organizing numerous types of outdoor events including cycling, surfing, marathons, etc. He would like to make himself available to the committee to help by sharing his event planning experiences with other cities and what does and doesn’t work. He said that there is a lot of potential to host events in our community, such as an event similar to the Big Sur Marathon.

8) Oral Communications from the Committee

Brent would like to explore the idea of a “Pacifcard” to offer 10% off purchases at local businesses to encourage residents in Pacifica to shop locally.

Sue mentioned that the Portola Discovery site will be having its 250th year anniversary in 2019. The Little Brown Church will be opening on July 25th. Parca will be hosting its 4th annual cycling event in Pacifica on July 18th.

Lorie would like to have Anne be the point person for the Economic Development Committee from this point forward.

9) Topics for June Meeting

Peter would like to add a standing item for Anne to discuss or update the committee on her progress as the new Economic Development manager.

Continue to update on progress of committee member's projects and Ad Hoc committees.

10) Next Meeting Date – June 9, 2015

Meeting Adjourned at 8:18 PM

Vacant Commercial Properties

Ad-Hoc Sub-committee

Pacifica EDC

May 2015

Vacancy Landscape

- Identify opportunities to assist potential businesses with finding ideal locations.
- Identify opportunities for Real Estate Agents/Property Owners to find suitable tenants.
- Outreach to property owners for redevelopment opportunities or space improvement to attract new tenants.
- Encourage vacant property owners to maintain properties to prevent blight.

Finding an Ideal Location

- Commercial Real Estate Agents
- Online Resources
 - craigslist.com
 - cityofpacific.org
 - Loopnet.com
 - cityfeet.com
 - rofo.com
 - coastsidecommerical.com

Finding an Ideal Tenant

- Large property Owners use realtors or management companies to advertise.
- Small Owners might use craigslist or signage.
- City website has placeholder but no listings.

Examples

Eureka Square Shopping Center

Vs

Linda Mar Shopping Center

Craigslist

Retail and Ocean View Office Space for Lease at Eureka Square (pacific)

EUREKA SQUARE SHOPPING CENTER, 20 -- 210 Eureka Square Pacifica, CA 94044

Retail Space For Lease

156 Eureka Square: 2,513 Square Feet

Faces Oceana Market. Rear door delivery. Available with 60 days' notice. Please do not disturb the occupant.

Retail Base Rent: \$1.45 NNN per square foot per month plus estimated NNN charges.
2015 Estimated NNN charges add 21 cents per square foot per month to the Base Rent.

Office Spaces for Lease from 388 RSF to 840 RSF

Office Base Rent: \$1.65 to \$1.85 per square foot per month. Full Service.
Ocean View and Hill View

Useable SF Rentable SF

Suite 112 750 840

Suite 140 346 388

Suite 213 377 422

Suite 216 359 402

Suite 217 579 649

High Speed DSL plus Comcast Cable Services Available.

Free shared conference room on 2nd floor.

Elevator Service.

Secured card and after hour lobby door access system.

On-site retail services -- grocery store, banking, dry cleaners and restaurants.

Flexible lease terms (1 year minimum).

CAT 5 wiring, plug and play (in most offices).

Please call Isabel at show contact info ext. 20 to request a leasing flyer.

Contact Exclusive Agents:

Peggy Owen BRE #01473666

show contact info ext. 26

Mark B. Biagini BRE #00847403

show contact info ext. 23



Kimco

- Linda Mar
- Fairview

Linda Mar S.C.
Linda Mar Blvd. & Coast Hwy.
Pacifica, CA

Property Information

GLA: 166,871 SQ. FT.
 Parking: 756
 Date Purchased: 5/29/2004
 Anchor(s): Rite Aid, Ross Dress for Less, Safeway
 Available Space(s): 4,840 | 4,000 | 2,001 | 1,628 | 1,267 | 1,280 | 796

Metropolitan Statistical Area (MSA)
San Francisco-Oakland-Hayward (CA)

Leasing Representative

Nicole Hauscarriague
Tel: (650) 301-3022
nhauscarriague@kimcorealty.com

Property Manager

Robert Ross
Tel: (650) 756-2162
ross@kimcorealty.com

Pacifica, CA | www.kimcorealty.com/1115B



Fairmont S.C.
Hickey Blvd. & Skyline Blvd.
Pacifica, CA

Property Information

GLA: 104,281 SQ. FT.
 Parking: 366
 Date Purchased: 10/31/2006
 Anchor(s): Rite Aid, Save Mart
 Available Space(s): 4,050 | 3,848 | 1,500 | 1,466 | 1,248 | 828 | 470

Metropolitan Statistical Area (MSA)
San Francisco-Oakland-Hayward (CA)

Leasing Representative

Nicole Hauscarriague
Tel: (650) 301-3022
nhauscarriague@kimcorealty.com

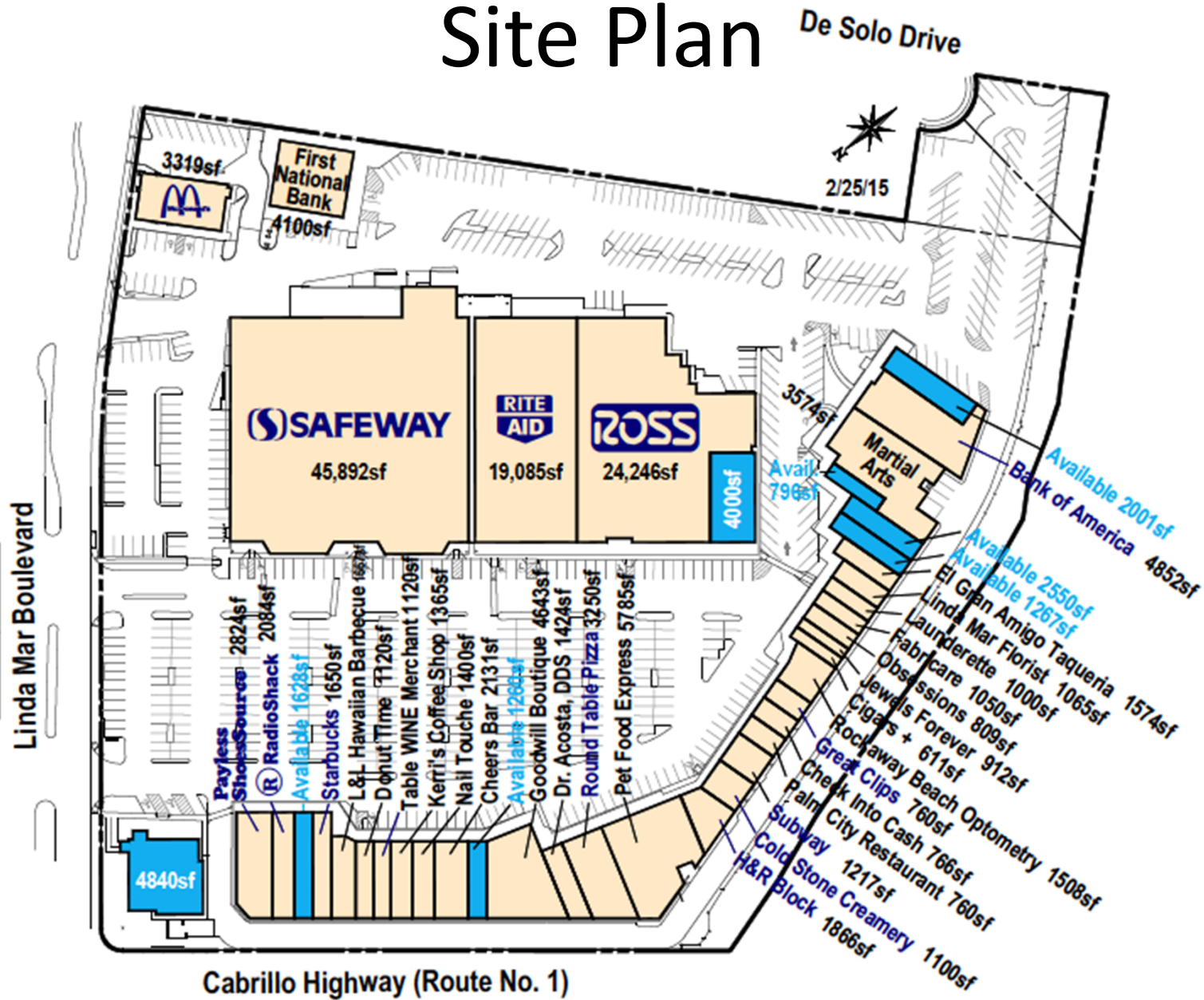
Property Manager

Robert Ross
Tel: (650) 756-2162
ross@kimcorealty.com

Pacifica, CA | www.kimcorealty.com/1454



Site Plan



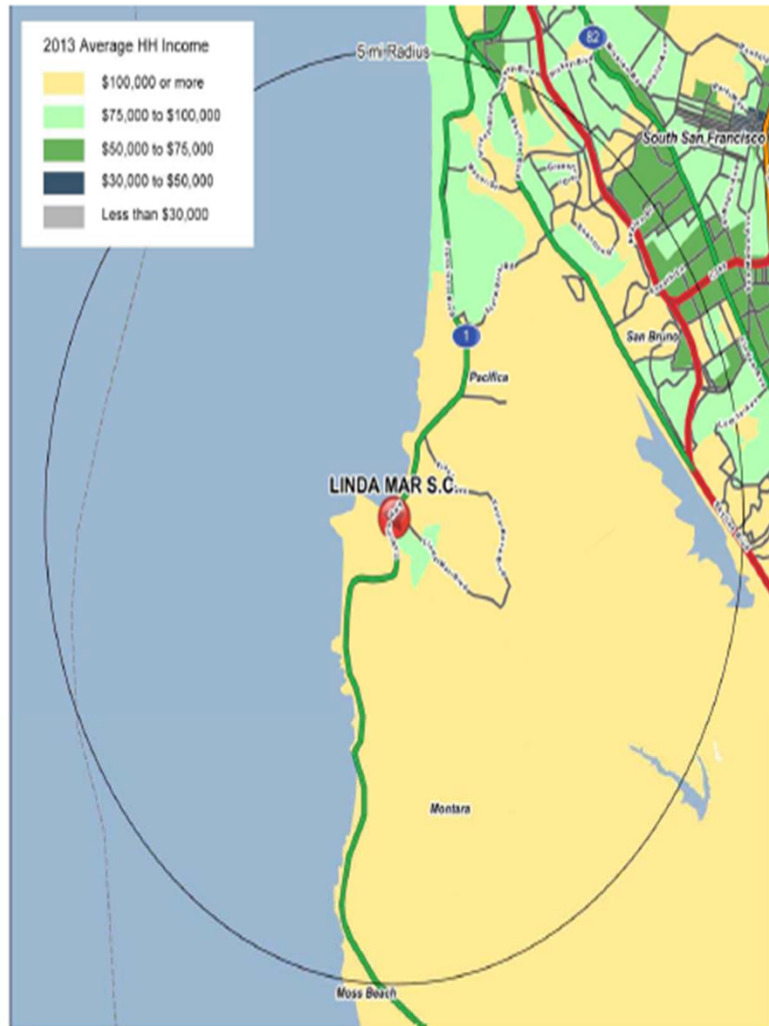
Aerial View



Competitive View



Demographics



Demographics

2013 Estimates	1 Mile	3 Miles	5 Miles
Total Population	6,057	23,689	100,585
Total Households	2,248	9,041	35,485
Avg. HH Income	\$108,062	\$114,666	\$105,297
Med. HH Income	\$100,201	\$104,102	\$100,695
Per Capita Income	\$40,172	\$43,798	\$37,228

Anchor Tenants

Rite Aid, Ross Dress for Less, Safeway

Tenants

- Bank of America
- California Video
- Check Into Cash
- Cheers Bar of Pacifica
- Cigars +
- Cold Stone Creamery
- Dollar Store
- Donut Time
- First National Bank of N. CA
- Goodwill Industries
- Great Clips
- H&R Block
- Jewels Forever
- John Acosta, DDS
- Kuk Sool Won of Pacifica
- L&L Hawaiian Barbecue
- Linda Mar Cleaners
- Linda Mar Florist
- Subway
- Sunrise Cafe & Grill
- Table WINE Merchant
- Taqueria El Gran Amigo

Inventory Review

Small Footprint Business

- Most of Pacifica retail inventory is less than 4000 sqft ea.
- Ideal for small retail, restaurants and services.
- Target businesses that fit into current spaces.
- Encourage cohesive groupings of business to achieve critical mass.

Businesses Looking for Space

- Spindrift School of Performing Arts
 - Recent got approval to build school in Oddstad park – not near any economic corridor
- Cartoon Art Museum
 - Closes June 28th due to doubling of Rent
- Jeffery's Toys – in SF since 1970
 - Closed at the end of May 8th

Alternative Opportunities

CoWorking Office Space

- On-demand workspaces and conference rooms.
- Flexible membership with on-demand access to beautiful workspaces, when and where you need them..
 - Sandbox Suites
 - WeWork
 - CitizenSpace

City Website

- Current situation
 - Good information about opening a business
 - Good information on business areas
 - Checklist for Business Owners
 - Vacant Listings are empty
 - Pacifica demographics are from 2000 census
- Opportunity
 - Make business support more prevalent
 - Create a 'classified' ads section for posting open/vacant properties on city website.

Recommendations

- Update City Website to highlight business opportunities
- Host Business IceBreaker Events
 - Aspiring Entrepreneur Mixer CoC + REC
- Promote the Pacifica Opportunity
 - Digital & physical publications promoting the city
 - Listing/Finding a location
 - Getting a business started; process, permits, etc.
 - Support and Retention