

CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES

March 10, 2015

6:00 PM

Police Station

Approved as Amended on May 12, 2015

In attendance were members: Brent Shedd, Linda Fahey, Peter Menard, Matthew Dougherty, Kevin Cubba, Jim Heldberg, Courtney Conlon, and Chris Porter Gabrielli.

Council members: Sue Digre, Karen Ervin.

Absent: Michael Varney

Staff: Lorenzo Hines, Lee Diaz, Ray Donguines, Van Ocampo and Mario Xuereb.

1) Call to Order

Chair Peter Menard called the meeting to order at 6:03 pm

2) Approval of February 10, 2015 Minutes

Jim noted some minor changes to Exhibit A and was changed. Sue also recommended to change the title of Ex. A to say "Recommendations from the *Draft Economic Development Plan Report* plus additions made by the Economic Development Committee in April 2014"

Brent made a motion to accept the Minutes with the change listed above. Linda seconded. The motion passed with Chris Porter abstaining.

3) Ad Hoc Committee Reports & Discussion

a. Palmetto Ave. Activities

Peter reported that the ad hoc committee would like to focus on developing a communication plan with a purpose to inform and bring good will to the Palmetto Community. This will also be a chance to highlight opportunities for the community to get involvement with the project. Peter also brought up the idea to have a committee walk through Palmetto to take the temperature of the business community.

Peter also would like to try to speak with the vacant property owners to determine if there are any plans to improve the property with the new changes.

Sue gave a short recap of the previous night's Council meeting and the changes to items. She mentioned the changes made to item 8 relating to the Streetscape Project which were

made to bypass the review stage from the committee and move forward with the project. The council allotted ERAF money to fund the project.

- i. Palmetto Streetscape Presentation by Public Works Director Can Ocampo
Van delivered his presentation highlighting the changes of phase 1a of the Streetscape project. These changes include: sidewalk widening, bulb outs of street corners, mid street plaza, infrastructure for irrigation, storm water drains, and lighting, improved handicap ramps and the installation of pre purchased decorative streetlights. Van also laid out the remaining improvements in the later phases and their costs.

Chris mentioned that future trash capture devices would be the responsibility of Recology of the Coast and they would pay for these devices.

Chris and Brent mentioned that the Beach Blvd area should consider this an increase value due to the improvements and that the developers should subsidize the costs associated with the portion directly in front of their area.

Brent raised the possibility of getting the cosmetic items of the later stages like benches, bike racks, etc. donated similar to the Linda Mar Trail benches.

Chris joins the Palmetto Ave. Activities subcommittee.

- ii. DRAFT Palmetto Design Guidelines
No discussion

- b. Special Event Process

Linda requested another month for further research and development. The subcommittee is working on generating a document to present during next month's meeting that will cover the whole spectrum of putting on an event in Pacifica.

- c. Vacant Commercial Space

Kevin mentioned that from the perspective of a person looking for a commercial space in Pacifica, it was very hard to find information about available spaces. However, Kimco does a good job of giving the spaces it leases representation. They provide analysis of the area that would help a potential business. Non-Kimco areas do not have accurate listing or information about vacancies which includes the City of Pacifica Website. The Pacifica website shows no vacancies at all because it is not current. Kevin suggested some sort of classified ad on the City webpage that would advertise current commercial vacancies.

Chris mentioned that she can provide ownership information of vacant properties.

4) Topics for Committee Discussion and Possible Action

- a. PG&E Utility Pole

PG&E responded to the Committees email saying that they are allowed to paint the utility boxes but the poles are off limits due to a safety regulation. We are exploring the ability to paint utility poles 6 feet and below as done by other places.

Courtney and Chris suggested that the committee take a look at certain boxes that are considered eye sores and consider painting over those certain ones.

b. Signage

Chris mentioned she is preparing a working document that will address the issues that local businesses are trying to navigate with the City's sign ordinance. This document will focus on coming up with neutrally beneficial solutions of these issues which will be brought to the committee for input. This would then be brought to the City Manager with the intent to eventually be brought to City Council for adoption.

Courtney mentioned that certain cities Police their ordinances in different ways to benefit businesses.

A Signage ad hoc committee was suggested by Matthew and created with no objections. Chris and Courtney will co-chair with Linda and Matthew as members.

5) Chamber Update

The Chamber of Commerce will be hosting "Magnetize Your Online Presence through Social Media" with speaker: Karla Erovick. This will be a workshop to assist businesses to use Social Media and develop a road map for managing social media platforms. There will be two 1.5 hour workshops that will take place on May 6th and the locations will be announced shortly.

Upcoming events include:

Networking @ Nite, March 25th @ Devil Slide Tap Room, 5:30pm to 7pm

Networking @ Nite, April 22nd @ Pacifica Batting Cages, 5:30pm to 7pm

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

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

6) Oral Communications from the Public

Linette Morales of the Sanchez Art Center was in attendance and wanted to inform the committee that she is available to assist and discuss any topics that relate to the Sanchez Art Center. She mentioned that she is more than willing to partner to with the Streetscape program as well as the utility boxes.

Horace Hinshaw from the Pacifica Tribune informed the committee members that he would like to move forward with his story about the members of the committee and to have them all submit a picture to him for publishing.

7) Oral Communications from the Committee

Kevin inquired about the official email policy for committees and wanted to know more about the City emails that the committee will be receiving to communicate. He also informed the committee

that he received permission to post a drone fly over video of all of Pacifica on the Visit Pacifica website.

Jim informed the committee that he is in contact with Black Bear Dinner for a potential replacement for the Denny's.

Peter mentioned he would like to involve guests more into our meetings to spark new dialogue about our current topics.

8) Topics for April Meeting

Sue would like to bring back the sports topics that were discussed in previous years for further discussion.

Continue to update on progress of committee member's projects and Ad Hoc committees with the addition of the new Signage Ad Hoc committee.

9) Next Meeting Date – April 14, 2015

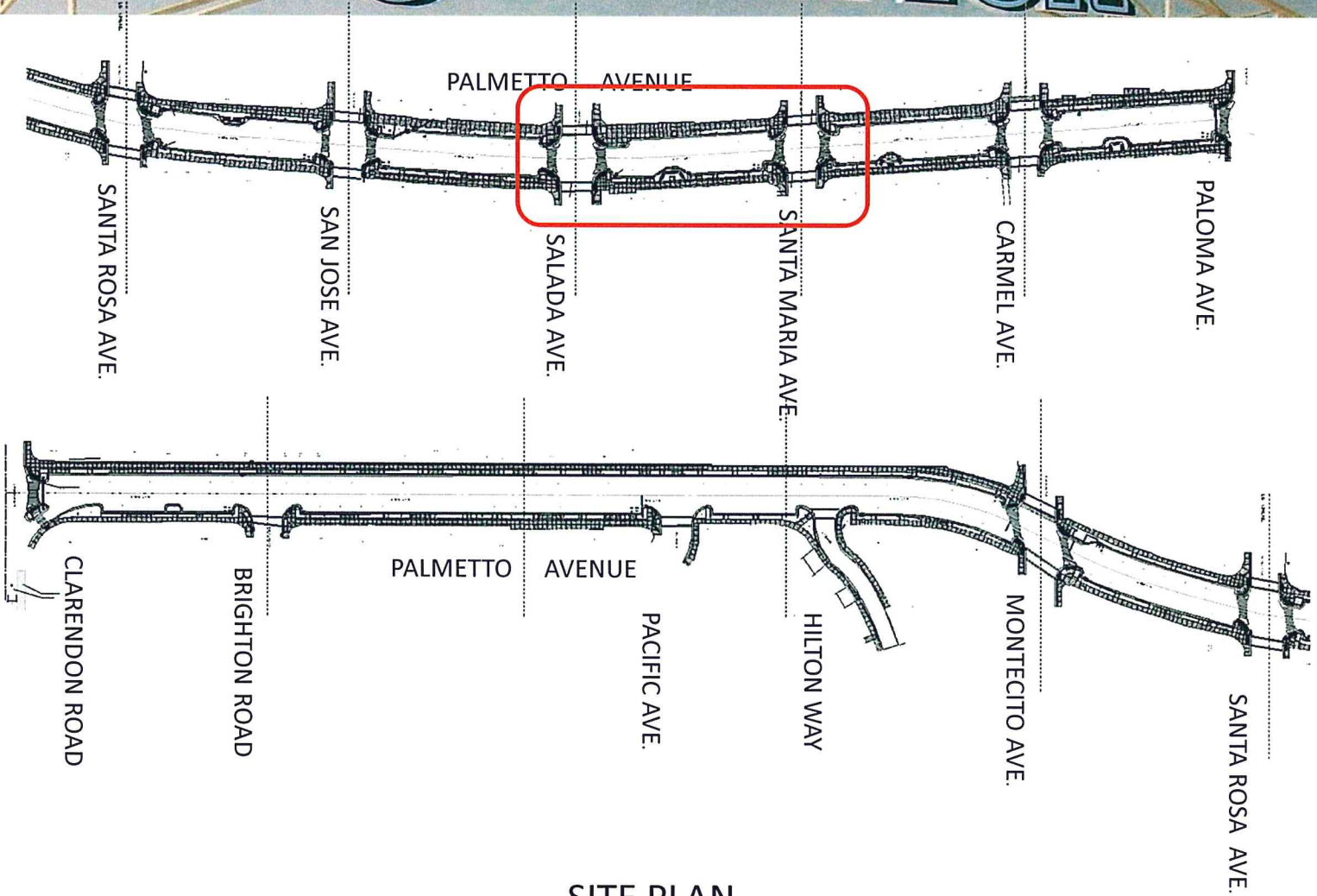
Meeting Adjourned at 7:52 PM

A photograph of a roller coaster track with a large sign that reads "HISTORIC DISTRICT PACIFICA". The sign is in a stylized, blue and white font. The roller coaster track is visible in the background, curving upwards.

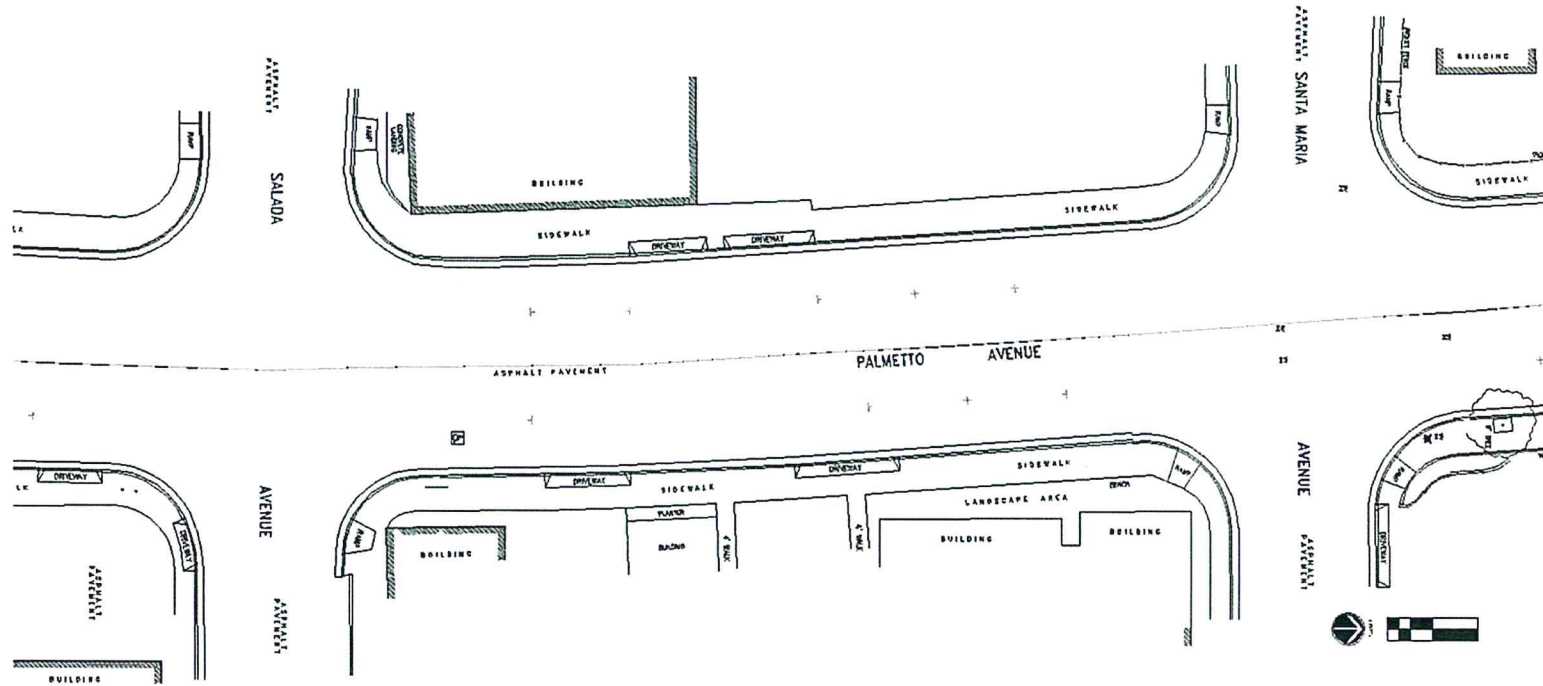
HISTORIC DISTRICT
PACIFICA

PALMETTO STREETSCAPE PROJECT

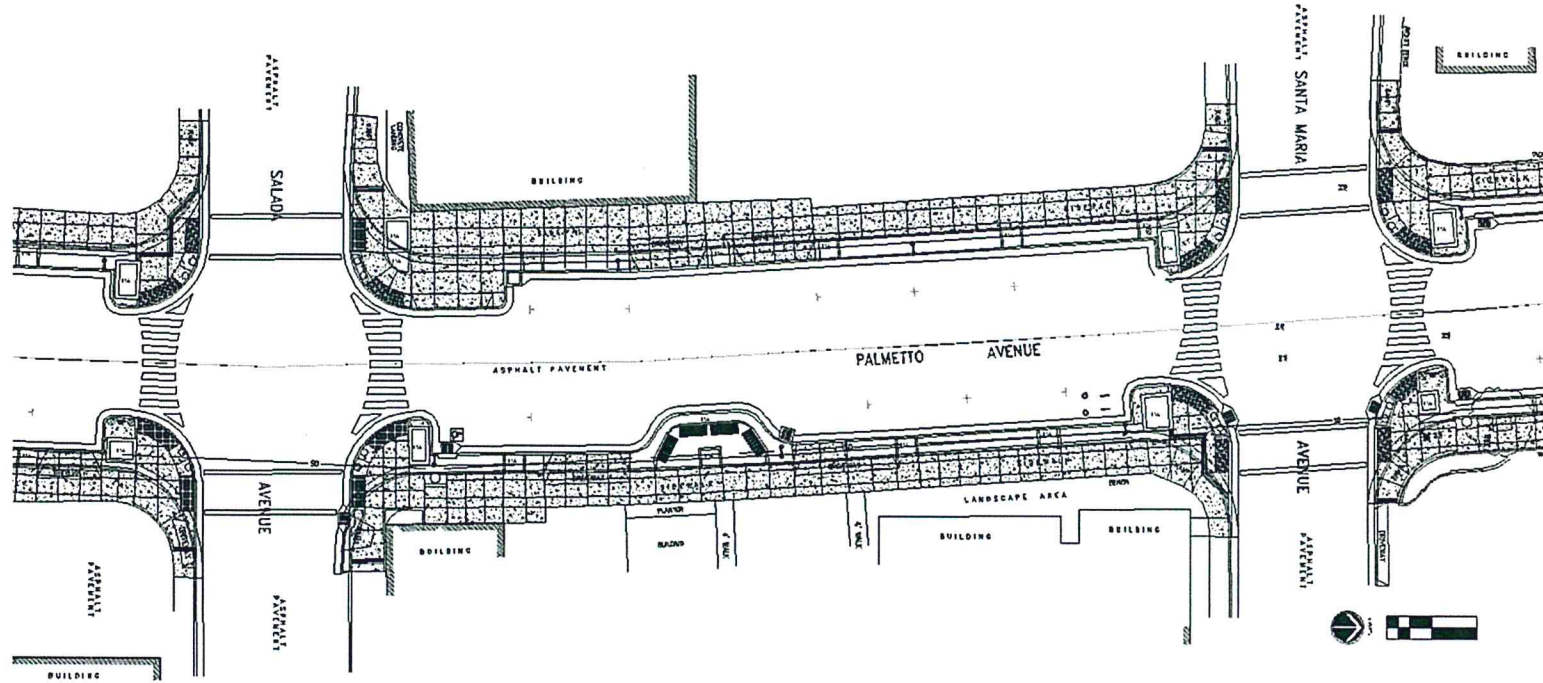
HISTORIC DISTRICT PACIFICA



SITE PLAN



EXISTING STREET CONFIGURATION (TYPICAL)



PROPOSED PHASE IA OF PALMETTO STREETScape PROJECT (TYPICAL)



PHASE IA

- UNCOLORED CONCRETE SIDEWALKS (COLORED CONCRETE AT ADDITIONAL COST)
- BULB OUTS AT CORNERS AND MIDBLOCK PLAZA
- IMPROVED CROSSWALKS MARKINGS
- INSTALL HANDICAP RAMPS TO CORNERS
- STORMWATER SYSTEMS
- IRRIGATION FOR FUTURE LANDSCAPING
- DECORATIVE STREETLIGHTS

TOTAL ESTIMATED COST FOR PHASE IA (including construction management and contingency) IS \$2.5 MILLION.



PHASE IB

- ELECTRICAL AMENITIES
- BOLLARDS AT INTERSECTIONS AND WITHIN THE STREETS
- BICYCLE RACKS
- TRASH & RECYCLING RECEPTACLES

TOTAL ESTIMATED COST FOR PHASE IB (including construction management and contingency) IS \$630,000.



PHASE II

- BENCHES
- PLANTERS
- AC PAVING OF ENTIRE STREET INCLUDING STRIPING

TOTAL ESTIMATED COST FOR PHASE II (including construction management and contingency) IS \$550,000.

PHASE III

- TRUSS ARCH GATEWAY
- DECORATIVE SIGNAGE
- WATER FOUNTAINS
- OTHER ABOVE GROUND AMENITIES

TOTAL ESTIMATED COST FOR PHASE III (including construction management and contingency) IS \$1.2 MILLION.



TOTAL PALMETTO STREETScape PROJECT COST (ALL PHASES) IS ESTIMATED AT \$4.9 MILLION.

CURRENT FUNDING:

CITY/COUNTY ASSOCIATION OF GOVERNMENT GRANT – \$1.0 MILLION

NOTE:

- REQUIRES A MATCHING AMOUNT OF \$114,700
- WORK MUST BE STARTED BY DECEMBER 2016



NEXT STEPS:

- DIRECT STAFF TO WORK WITH THE ECONOMIC DEVELOPMENT COMMITTEE
- HOLD PUBLIC MEETINGS
- RETURN TO COUNCIL WITH A PROPOSAL TO MOVE PROJECT FORWARD
- CONTINUE TO LOOK FOR OTHER SOURCES OF GRANT FUNDS

RECENT CITY COUNCIL ACTION:

- APPROVED THE ALLOCATION OF EXCESS ERAF MONEY FOR THIS PROJECT.