

List of Economic Opportunities

Updated - March 27, 2023

No.	Opportunity Description	Area	Timing	Pages
1	Use Business Matters newsletter to promote digital marketing & social media	Citywide	Short Term	20, 24
2	Promote events in districts (i.e., Sam's Castle, Sanchez Adobe, Sanchez Art Center)	Citywide	Short Term	24
3	Survey Pacifica businesses on space needs for future growth & retention (New)	Citywide	Short Term	24
4	Work with Pacifica businesses on improved signage, facades, trees & landscaping (New)	Citywide	Short Term	24
5	Explore Infrastructure Financing Options with County - EIFD, CRD, CFD (New)	Citywide	Short Term	19
6	Staff to act as City ambassadors with property & business owners, get to Yes	Citywide	Medium Term	24
7	Coordinate regional marketing with Half Moon Bay	Citywide	Medium Term	24
8	Social events for cannabis customers will bring visitors from Bay Area region	Citywide	Medium Term	20, 24
9	Install EV charging in shopping districts to attract tourists for lunch or dinner	Citywide	Medium Term	20, 24
10	RHNA requirement for 1,900 housing units translates into AV and spending	Citywide	Medium Term	20
11	Work with CalTrans to add Coast Highway signage announcing Business Dist. (Revised)	Citywide	Medium Term	25, 57
12	Future for retail centers in Pacifica lies in blended use, experiential centers	Citywide	Long Term	32
13	Capture share of 10,000 daily tourists traveling past/through Pacifica	Citywide	Long Term	20
14	Linda Mar Surplus Parking - Opp Site - Discuss residential blended use with Kimco	Linda Mar	Long Term	26, 79, 98, 99
15	SamTrans Park & Ride Lot - Opp Site - Discussions commercial opps with SamTrans	Linda Mar	Long Term	26, 79, 102, 103
16	Community Center Property - Opp Site - Retail, hotel, residential, community uses	Linda Mar	Long Term	26, 79, 104, 105
17	Park Mall Parcels - Opp Site - residential, commercial, blended uses, surplus land	Linda Mar	Long Term	26, 79, 100, 101
18	Manor Shopping Center signage and facade refurbishment needed	Pacific Manor	Medium Term	23, 25, 57
19	Meet with Pedro Point businesses to explore visitor serving opportunities (New)	Pedro Point	Short Term	86
20	Provide hotels with monthly Pacifica Anchor and Coastside magazines	Rockaway	Short Term	20, 24
21	Promote new hotels to attract visitors	Rockaway	Short Term	20
22	Work with ownership to upgrade Lighthouse Hotel Facility	Rockaway	Medium Term	20, 25
23	E-bicycle rental facility in Rockaway, draw for visitors	Rockaway	Medium Term	22, 24
24	Quarry Site - Opp Site - Specific Plan to explore uses - visitor serving & residential	Rockaway	Long Term	20, 25, 70, 94, 95
25	Sea Bowl Site - Opp Site - consider parking for blended use, housing & commercial	Rockaway	Long Term	25, 96, 97
26	Discuss findings & benefits of Adopted Sharp Park Specific Plan with businesses	Sharp Park	Short Term	25, 93
27	Process Beach Blvd Site through State Surplus Lands Act process before marketing	Sharp Park	Short Term	25, 91
28	Beach Blvd - Opportunity Site - hotel, commercial, blended or community uses (Revised)	Sharp Park	Short Term	24, 63, 90, 91
29	More events on Palmetto Avenue (food trucks) to support business	Sharp Park	Medium Term	20, 24
30	Work with SF to expand activities & promotion of Sharp Park Golf Course	Sharp Park	Medium Term	20, 24, 25, 63
31	Consider July 4th Fireworks off Pier - day long events along Palmetto Avenue	Sharp Park	Medium Term	24
32	Palmetto Ave Parcels - Opportunity Site - suitable for commercial & residential	Sharp Park	Long Term	92, 93
33	Consider Developing Public Parking Lots to accommodate more visitors	Sharp Park	Long Term	93
34	Transform Palmetto Avenue in Sharp Park into a Downtown district	Sharp Park	Long Term	24, 63

New & Revised Items in Bold Red, Timing: Short Term = 1-2 Years, Medium Term = 3-4 Years, Long Term = 5 Years or longer