

General Plan Outreach Committee

April 30, 2009



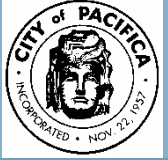


General Plan Outreach Committee

1. Recap of Saturday Community Meeting
2. Group Discussion of Community Input from the Community Forum
3. Discussion of May 30th Community Meeting
 - Key Issues to be Discussed
 - Discussion Format
4. GPOC Outreach Work in May

City of Pacifica

GENERAL PLAN UPDATE



Community Forum #1

April 25, 2009



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



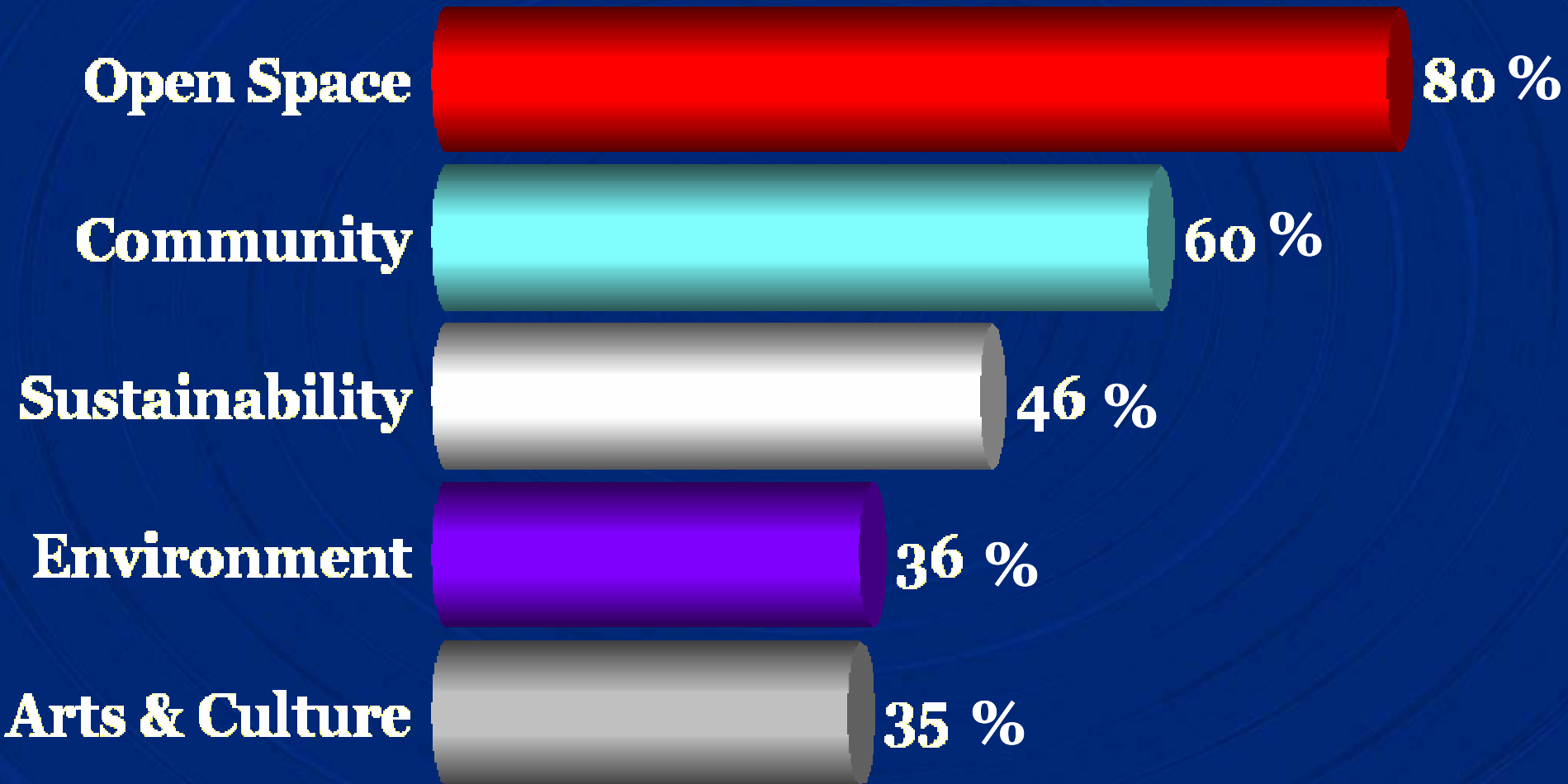
Pacifica Today

What do you like most about Pacifica and want to preserve?

- 1. Open space; Access to parks trails; Quiet; Beaches and coastal access**
- 2. Sense of community; Family friendly; Small town feel**
- 3. Affordable and accessible; Diverse mix of housing**
- 4. Lack of busy strip mall atmosphere; Lack of big box**
- 5. Community assets; Public services/ Recreation services**
- 6. Preserve historic sites and Native American sites**
- 7. Environment and biological resources**
- 8. Arts and culture; performing arts**
- 9. Schools**
- 10. Civic interaction**
- 11. Proximity to SF**
- 12. Distinct place**
- 13. Sustainability; green practices**
- 14. Safety**
- 15. Sense of privacy; quiet**
- 16. Beaches and coastal Access**
- 17. Architectural diversity**
- 18. Neighborhood feel**
- 19. Businesses near beach**

Pacifica Today

What do you like most about Pacifica and want to preserve?



Pacifica Today

What are your key concerns about Pacifica?

What characteristics and places would you like to see change?

- 1. Bad planning: Commercial centers out dated or need revitalization; Lack of downtown; No growth attitude; Lack of libraries**
- 2. Gridlock- stop change; Lack of unity/ not positive environ to move forward More Sense of place; lack of identity**
- 3. Economic development; fiscal sustainability; lack of revenue base**
- 4. Better Transit**
- 5. Protect open space; habitat; endangered species**
- 6. Enhance Palmetto**
- 7. Lack of City Center/Downtown**
- 8. Lack of vision**
- 9. Rezone bowl to residential open space**
- 10. Market local assets and create business around that**
- 11. Preserve small neighborhood feel**
- 12. Green development**
- 13. Poor support for business community**
- 14. Physical condition; Aging infrastructure**

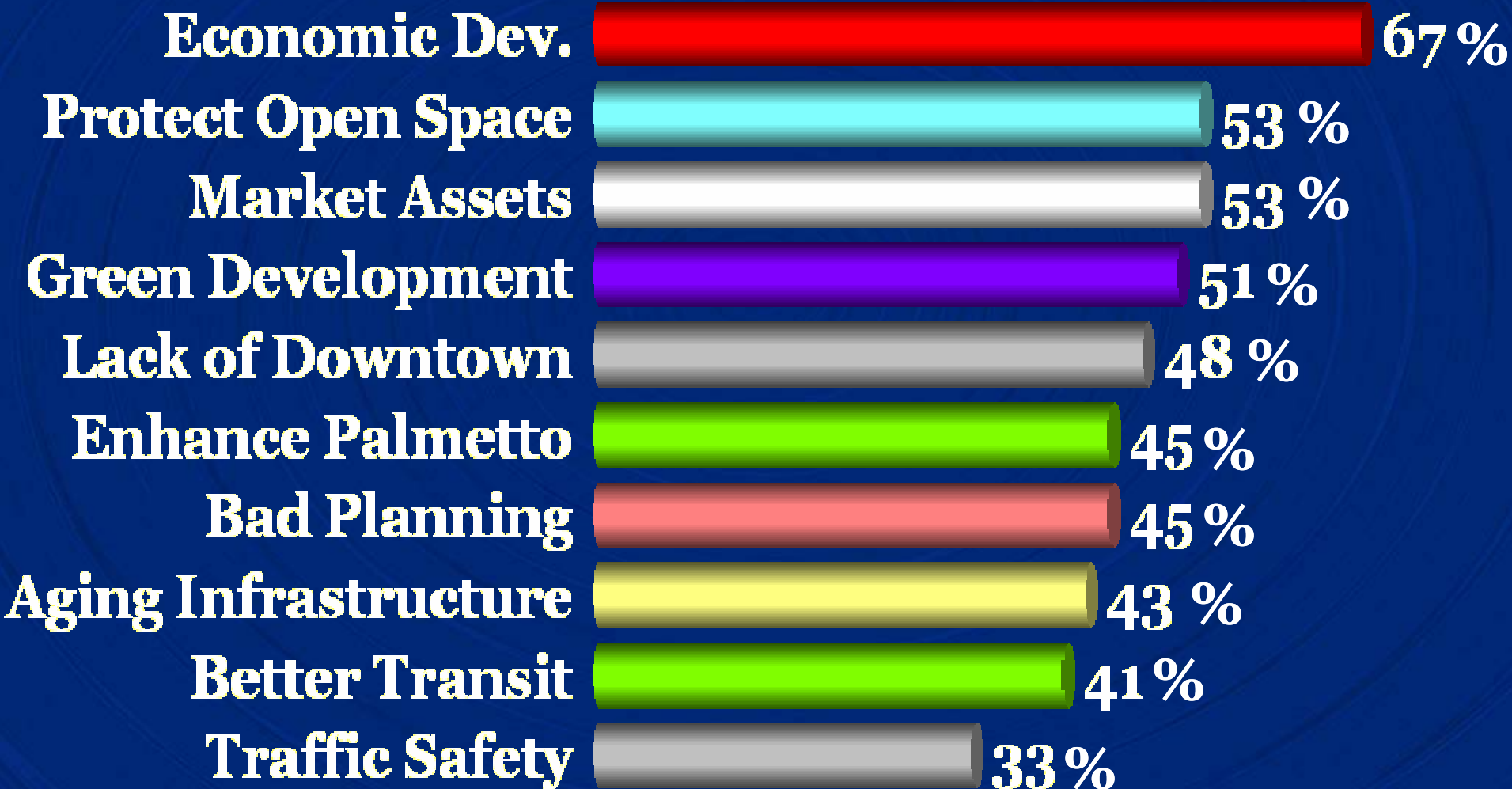
Pacifica Today

**What are your key concerns about Pacifica?
What characteristics and places would you like to see change?**

- 15. Traffic- Safety : Hwy 1; Skyline; Manor**
- 16. Need sidewalks; Not pedestrian friendly; better ADA facilities**
- 17. Better medical facilities**
- 18. Accessibility**
- 19. Use existing space/ not growing out**
- 20. Lacking commercial base**
- 21. No big box**
- 22. Need for master plan for city owned property**
- 23. Commercial destination that matches environment**
- 24. More youth services and programs**
- 25. Lack sense of common space: sharp park**
- 26. Dog park**
- 27. 4th of July– need control of fireworks**
- 28. Need smart development**
- 29. Balance commercial (\$) and people**

Pacifica Today

What are your key concerns about Pacifica?
What characteristics and places would you like to see change?



Pacifica in the Future

What are the most important accomplishments you want to see in Pacifica by the year 2030?

Open Space and Recreation

Preserved open space, scenic hills and beaches (6)

Optimum access to beach and open space (1)

Pier remains popular attraction (1)

Dog park (1)

Habitat and Environmental Protection

Preserved habitat, environmental restoration and protection (3)

Thriving formerly endangered species (2)

Model for Green Practices

Local energy production; off the power grid (3)

Zero carbon footprint (2)

Renewable energy (1)

LEED (1)

Model for green solutions (1)

Pacifica in the Future

What are the most important accomplishments you want to see in Pacifica by the year 2030?

Sustainable Growth

Sustainable development – green, appropriate balance (5)

Minimal residential growth to sustain commercial development (2)

Green and Local Economy

Center for green business; business that complements environment (3)

Localized industry, localized shopping, localized currency (2)

Tourism Economy

Destination for active tourism, ecotourism (4)

Revived railway (1)

Quarry Development or Preservation

Quarry included in GGNRA (1)

Quarry developed with trails, housing, and green businesses (1)

Pacifica in the Future

What are the most important accomplishments you want to see in Pacifica by the year 2030?

Downtown or Town Center

Unique, vital downtown district on Palmetto (4)

Downtown, town center, public gathering place (3)

New civic center (2)

Downtown local/sustainable dining (1)

Unique Neighborhoods

Unique and pedestrian-friendly neighborhoods (2)

Mixed-Use and Transit-Oriented Development

Mixed-use communities, transit-oriented development (2)

Pacifica in the Future

What are the most important accomplishments you want to see in Pacifica by the year 2030?

Good Schools and Public Amenities

Well-funded, well-maintained, high-achieving schools (5)

Well-funded public amenities (2)

Improved Infrastructure and Services

Rebuilt infrastructure (1)

Underground utilities (1)

All services available (1)

Financial Stability

Financial stability; ability to pay for what we want (3)

Pacifica in the Future

What are the most important accomplishments you want to see in Pacifica by the year 2030?

Library and Environmental Center

New “state-of-the-art” library/learning center (6)

- also noted as anchor for downtown, or community gathering place

World-class environmental education center (1)

Combined GGNRA Visitors’ Center and library (1)

Other New Community Facilities

Community college (1)

Health-care annex or medical center (1)

Performance venue (1)

Historical museum (1)

Marina with heliport (1)

Pacifica in the Future

What are the most important accomplishments you want to see in Pacifica by the year 2030?

Improvements for Non-Motorized Travel

Better trail system, pedestrian and bicycle access (4)

Continuous coastal trail (1)

Complete sidewalks (1)

No car required (1)

Transit Improvements

Better public transit (4)

Light rail (1)

School bus for elementary-age students (1)

Traffic Improvements

Improved Highway 1, with less congestion (3)

Improved traffic safety (1)

Pacifica in the Future

What are the most important accomplishments you want to see in Pacifica by the year 2030?

Community

Active and caring community (3)

Youth Activities, Youth Involvement

Good activities for youth (1)

Youth representation (1)

Affordability and Attractiveness to Young People

Continued affordability (1)

Appeal for Young Adults (1)

Pacifica in the Future

What are the most important accomplishments you want to see in Pacifica by the year 2030?

Most commonly voiced goals:

- ❖ Preserved open space, scenic hills and beaches (6)
- ❖ New “state-of-the-art” library/learning center (6)
- ❖ Sustainable development – green, appropriate balance (5)
- ❖ Well-funded, well-maintained, high-achieving schools (5)
- ❖ Destination for active tourism, ecotourism (4)
- ❖ Unique, vital downtown district on Palmetto (4)
- ❖ Better trail system, pedestrian and bicycle access (4)
- ❖ Better public transit (4)
- ❖ Downtown, town center, public gathering place (3)
- ❖ Financial stability; ability to pay for what we want (3)
- ❖ Improved Highway 1, with less congestion (3)
- ❖ Preserved habitat, environmental restoration and protection (3)
- ❖ Local energy production; off the power grid (3)
- ❖ Center for green business; business that complements environment (3)
- ❖ Active and caring community (3)



GPOC Discussion: Community Forum Input

- GPOC members to describe something that struck you as important, significant, and/or surprising about the feedback you heard at the Community Forum.



Community Forum #2: Meeting Format

- Focus on Key Issues and Guiding Principles
- More time for group discussion
- Voting and prioritizing by individuals using the keypads; groups do not need to vote on priorities
- Voting on a scale of 1 to 5 about guiding principles:
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree



Key Issues

SUSTAINABILITY

- **Sustainability Principles Applied Throughout all City Activities and Private Development**

COMMUNITY ENGAGEMENT

- **Community Participation in Decision-Making;**
- **Working together to achieve community goals**
- **Move away from divisive debates**



Key Issues

OPEN SPACE AND CONSERVATION

- **Open Space Conservation Priorities**
- **Biological Resources Protection – Wildlife and Habitat**
- **Trail System Expansion**

Key Issues

COMMERCIAL AREAS AND ECONOMIC DEVELOPMENT

- **Economic Development - Shopping Area Revitalization**
- **Economic Development – Tourism, Inns, and Commercial Recreation**
- **Quarry Site Development**
- **Fiscal Stability, and Fiscal Stability Strategies**
- **Compact Mixed Use Development on Sites with Transit Access**



Key Issues

COMMUNITY GATHERING PLACES + FACILITIES

- **Need for a Civic Center/Downtown/Community Center/Community Gathering Place/Sense of Place**
- **Youth Activities**
- **Cultural and Historic Facilities**
- **Recreation Facilities Needs – e.g. Sportsfields, Dog Park**
- **Public Facilities Improvements – Library, Civic Center, Community Center**
- **Medical Facilities**



Key Issues

NEIGHBORHOODS AND FUTURE RESIDENTIAL DEVELOPMENT

- **Neighborhood Conservation**
- **Variety of Housing Types**
- **Esplanade Area (and Old Wastewater Treatment Site)**
- **Palmetto Avenue and Surrounding Neighborhood**
- **Industrial and Commercial Areas on Northern Palmetto**
- **Future Remaining Residential Development on the limited sites available; Allowing limited residential development to achieve public benefits**



Key Issues

TRANSPORTATION AND INFRASTRUCTURE

- **Traffic on Highway 1**
- **Improved Public Transit – not having to use a car**
- **Infrastructure Improvements – Roads, Sidewalks, Utilities**
- **Alternative Modes of Transportation: Transit and Carpooling and Biking and Walking**
- **Hazard Protection**

GPOC Outreach in May

Assignments

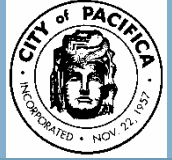
- Recruit at least three people to attend the community forum on May 30th
- Send individual ideas, thoughts or comments via e-mail
- Read and comment on the Existing Conditions and Key Issues Report (June)





Other Next Steps

- Existing Conditions and Key Issues Report
- Future Community Workshops
 - Alternatives
 - Draft General Plan Policies
- Planning Commission and City Council Workshops
- Press Releases
- Community Survey
- General Plan Website – Send us input!
 - www.cityofpacifica.org (City Government, General Plan)



General Plan Outreach Committee

April 30th, 2009





- The following slides are for reference only – not part of the presentation



What you like most and want to Preserve

- Affordable and accessible; Diverse mix of housing
- Sense of community; Family friendly; Small town feel
- Open space; Access to parks trails; Quiet; Beaches and coastal access, pier; hills; views; outdoor recreation
- Arts and culture; performing arts
- Environment and biological resources
- Schools
- Civic interaction
- Proximity to SF
- Distinct place
- Sustainability; green practices
- Safety



What you like most and want to Preserve

- Sense of privacy; quiet
- Architectural diversity
- Neighborhood feel
- Preserve historic sites and native american sites
- Preserve businesses near beach
- Lack of busy strip mall atmosphere; Lack of big box
- Community assets; Public services/ Recreation services



Concerns: What would you like to change?

- More Sense of place; lack of identity
- Economic development; fiscal sustainability; lack of revenue base
- Better Transit
- Protect open space; habitat; endangered species
- Enhance Palmetto
- Lack of City Center/Downtown
- Lack of vision
- Rezone bowl to residential open space
- Market local assets and create business around that
- Preserve small neighborhood feel



Concerns: What would you like to change?

- Green development, compost, etc.
- Bad planning
 - Commercial centers out dated or need revitalization
 - Lack of downtown
 - No growth attitude
 - Lack of libraries
- Community Gridlock-stop change; Lack of unity/ not positive environ to move forward
- Poor support for business community
- Physical condition; Aging infrastructure



Concerns: What would you like to change?

- Traffic- Safety
 - Hwy 1
 - Skyline
 - Manor
- Need sidewalks; Not pedestrian friendly; better ADA facilities
- Better medical facilities
- Accessibility
- Use existing space/ not growing out
- Lacking commercial base
- No big box
- Need for master plan for city owned property
- Commercial desitination that matches environment



Concerns: What would you like to change?

- More youth services and programs
- Lack sense of common space: sharp park, palmetto, pool
- Dog park
- 4th of July– need control of fireworks
- Need smart development
- Balance commercial (\$) and people

