

BEACH BOULEVARD REDEVELOPMENT STRATEGY

City Council Briefing

14 September 2011

PREPARED FOR



PREPARED BY

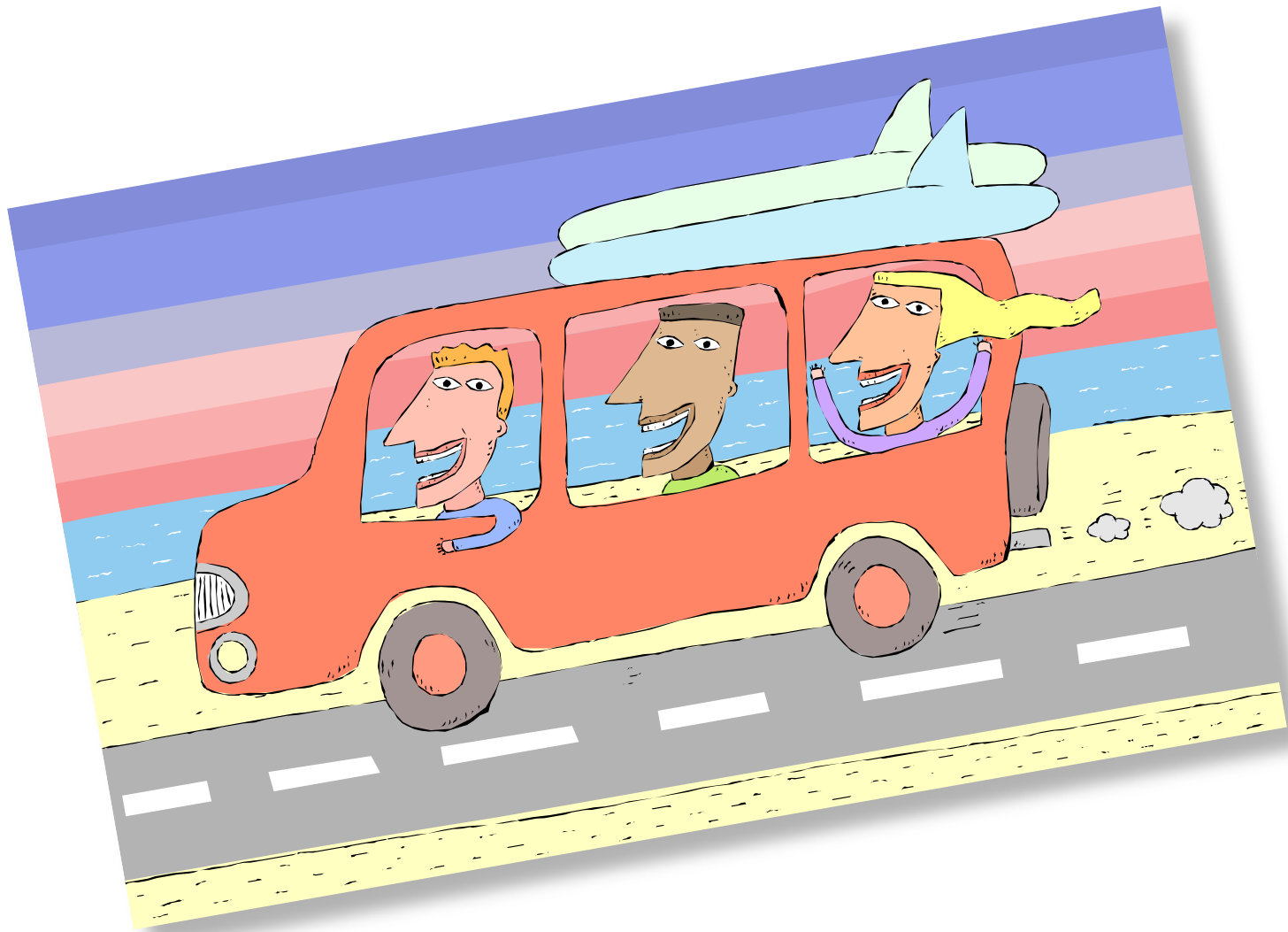


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architecture | interior design | planning





A postcard from Pacífica

Hi all!

In late last night,
up early this
morning...




.....

.....

.....

.....

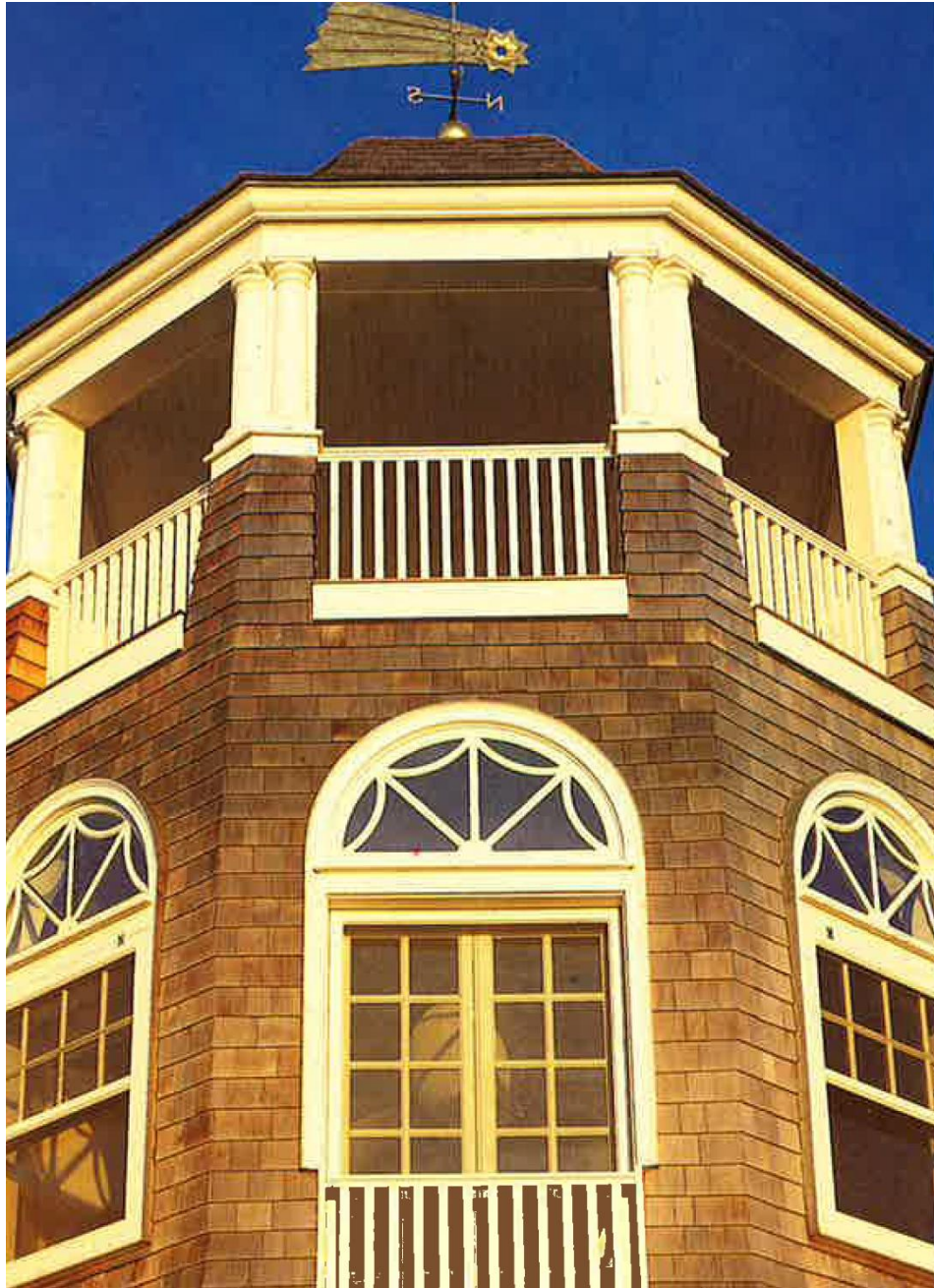
.....

A close-up photograph of a person's hands holding a small white ceramic cup filled with dark coffee. The person's hands are positioned around the cup, with fingers visible. In the background, a bakery counter is visible with several small white bowls containing different toppings: a yellowish substance (possibly butter or cream), a dark purple substance (possibly jam or fruit), and a golden-brown substance (possibly a cookie or cracker). The lighting is warm and focused on the coffee cup.

Grabbed some coffee
at this bakery
right on Palmetto

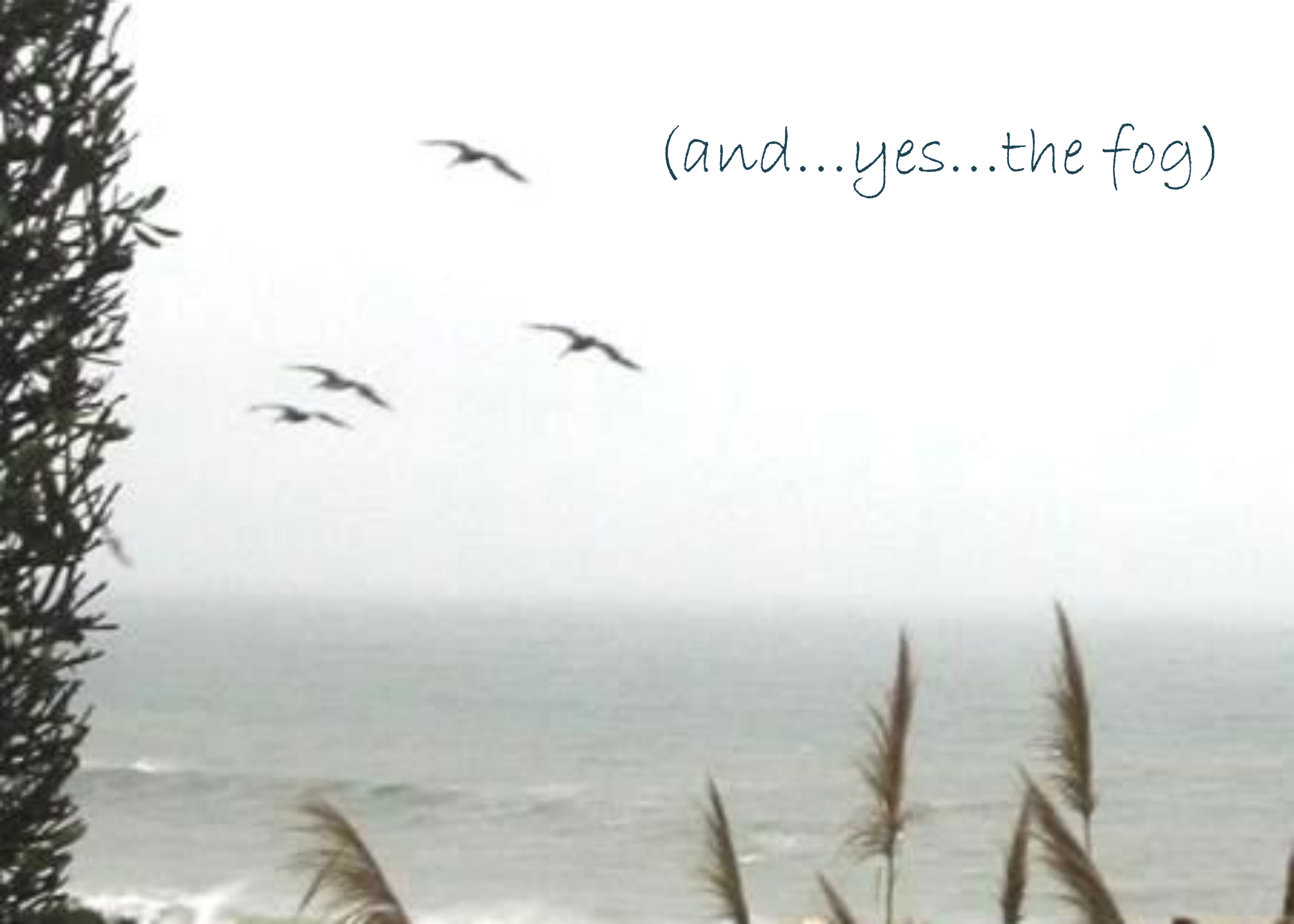
Then hit
the beach
for a little
stroll





We're staying
at a great B & B
overlooking the ocean

(and...yes...the fog)



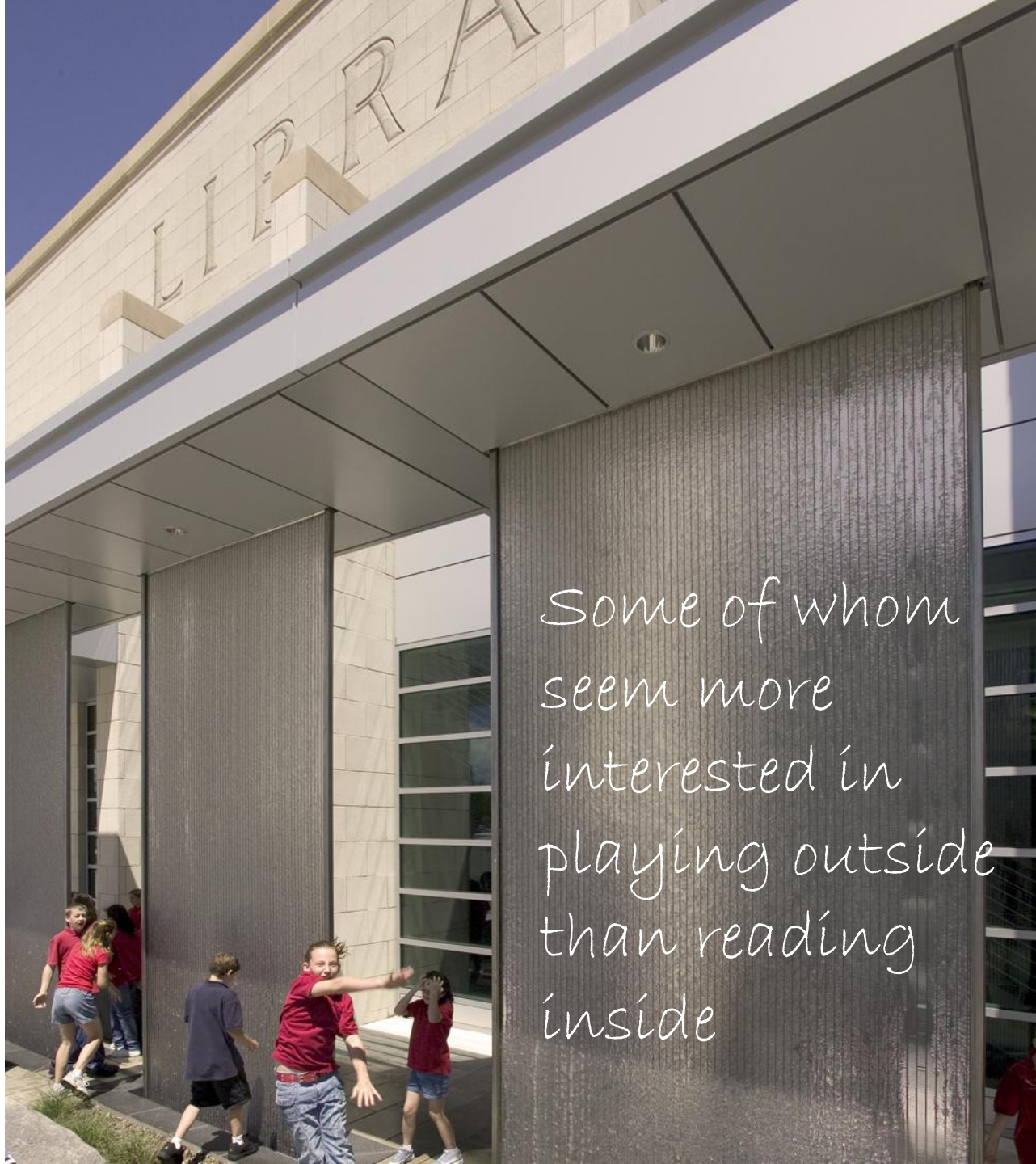
I'm really impressed
with how lively the main
street has become



LIBRARY

—the new library is a magnet for school kids





Some of whom
seem more
interested in
playing outside
than reading
inside



Grandparents like it too.
(We met dad there.)



Mom and dad's place is just around the corner.



But you'd never know it. Feels like a million miles away.

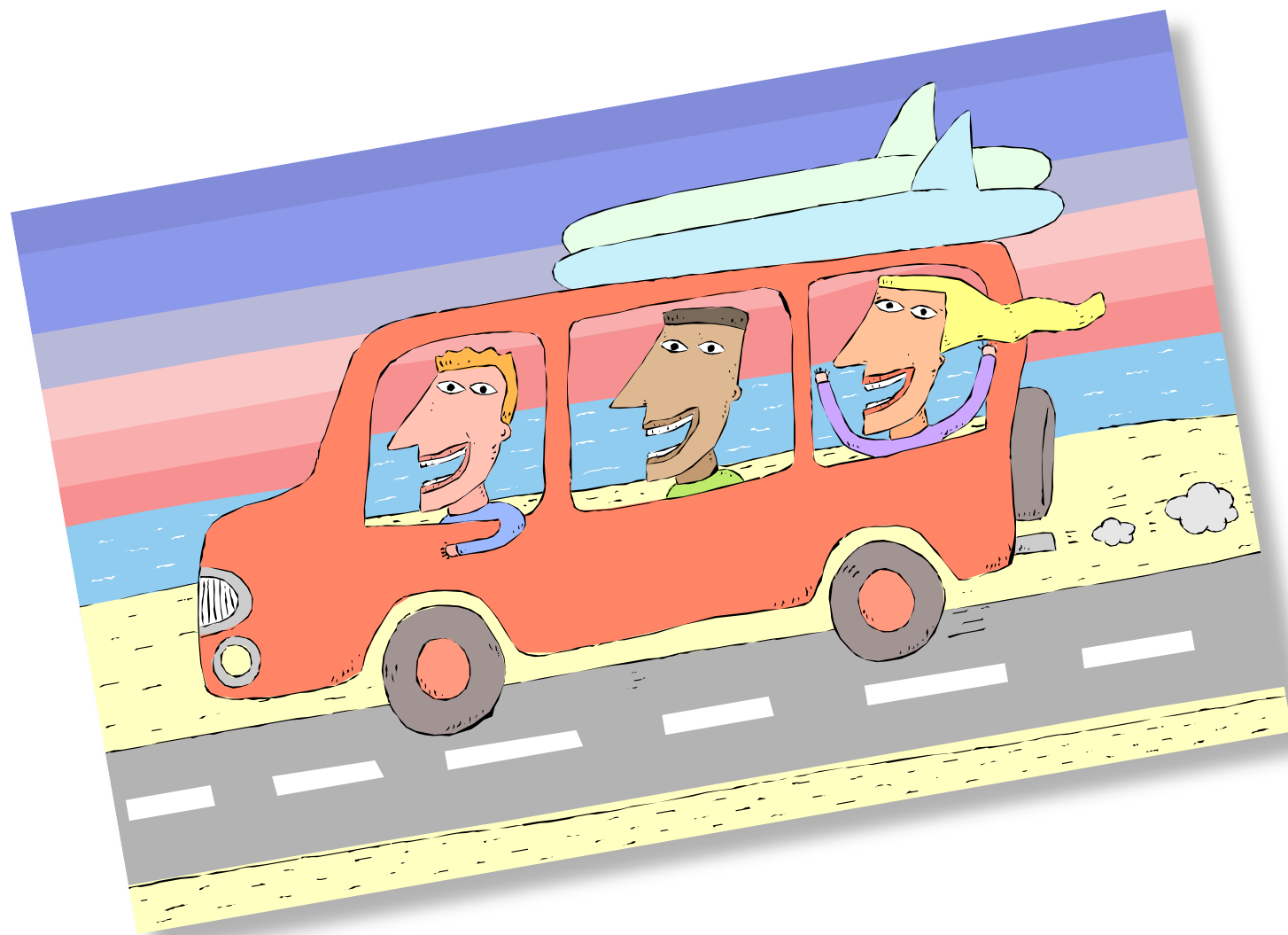


Dad read Sarah to sleep...

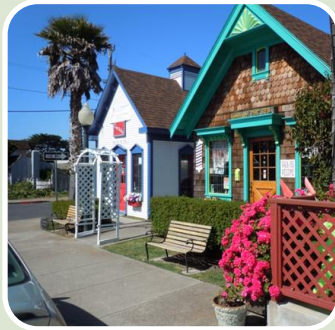
Which allowed us to enjoy an afternoon drink



I'll be back in touch when I get another chance!



Beach Boulevard: Principles



Strengthen the Connection to the Waterfront

Revitalize the Palmetto Ave. Main Street

Reinforce the Sense of Place

Add people places and public spaces

Expect High Quality Design

Beach Boulevard: Principles



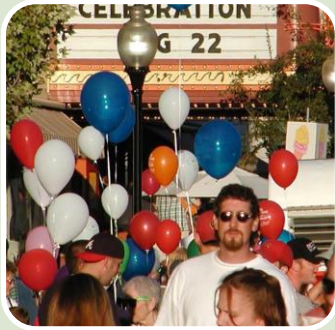
Emphasize Environmentally Responsible Design



Create Small Wonders



Recognize the Value of Flexibility



Attract Locals and Tourists



Balance Optimism and Realism

Presentation Overview



Presentation Overview

- A postcard from Pacifica
- Recommended site plan and strategy
- Economic context
- Fiscal impacts
- Looking ahead



Whole brain approach



Site Plans





Montecito Ave.

Beach Blvd.

Boutique Hotel

Pump Station

Courtyard Garden

Housing

Library

Including
Multi-Purpose
Meeting Rooms/
Council
Chambers
(Two stories)

Library Entry

Active Corner
Retail

Plaza

Pacific Ave

Plaza

Restaurant

Housing

Housing

Housing

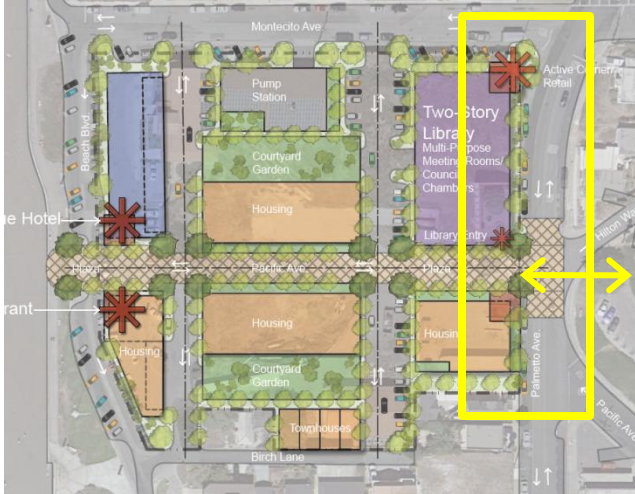
Courtyard Garden

Townhouses

Birch Lane

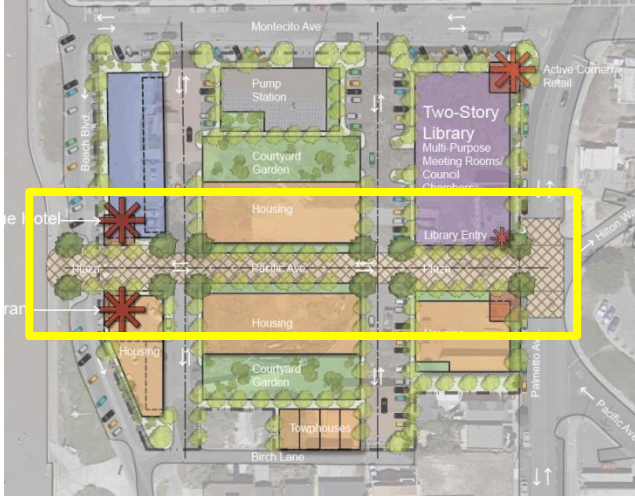
Palmetto Ave.

Palmetto Avenue

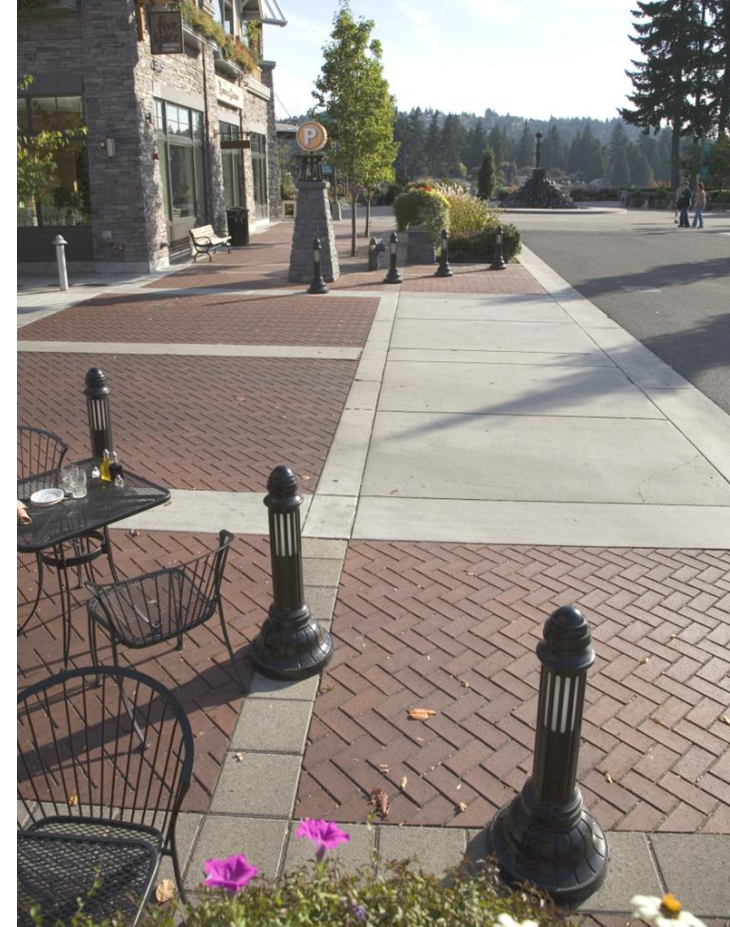


- Integrate with planned Palmetto improvements
- Delay adjacent build out pending developer selection
- Connect across Palmetto

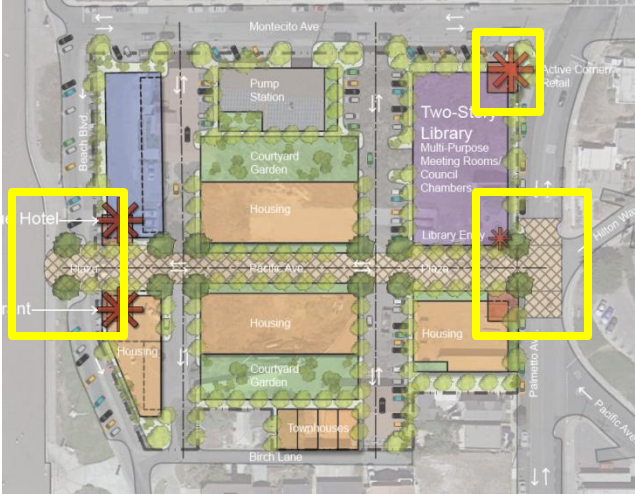
Pacific Avenue



- Pedestrian-oriented street
- Paving, landscaping show ped priority
- Vehicles travel slow



Plazas/Active Corners



- Public art
- Seating
- Unique place making elements



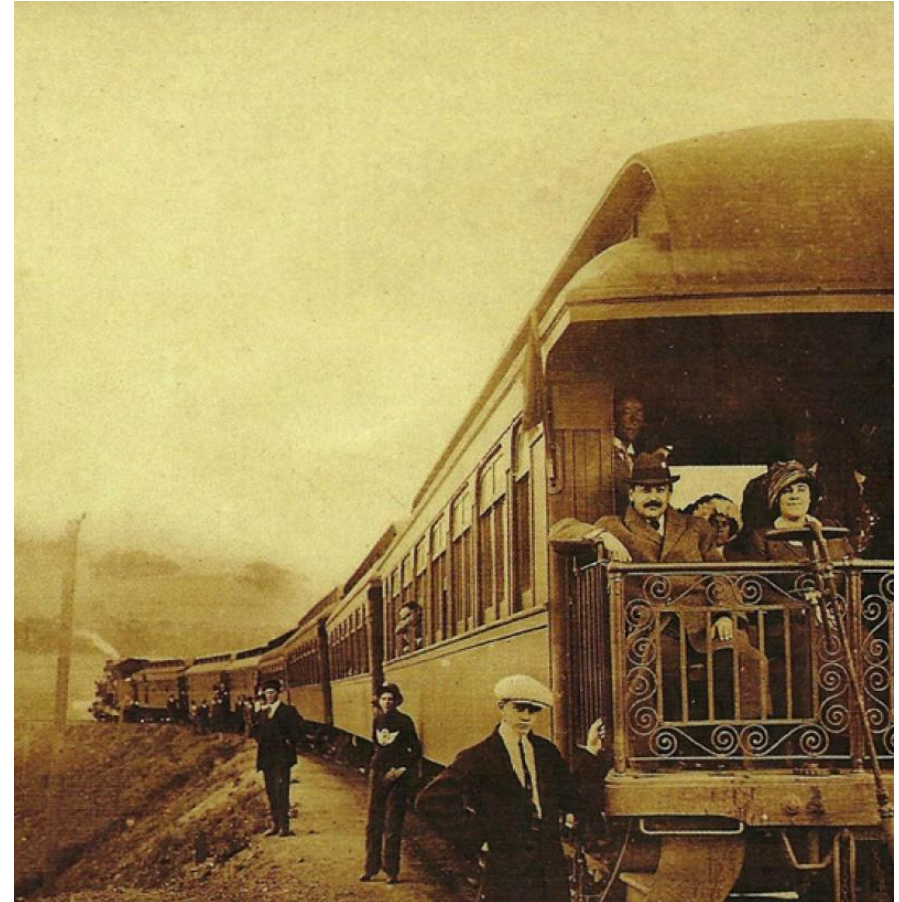
Design Inspiration: Local Cues

An urban village ... a unique beachfront community



Stakeholder Interviews: Key Takeaways

- Preserve and enhance history
- Revitalize Palmetto
- Connect to Hilton Way site
- Must benefit the City fiscally (tax revenue) and economically (local businesses)
- Maintain the neighborhood scale
- Make it somewhere special



Library



Pacifica Library

“The library is an anchor store that won’t go out of business no matter how bad the economy gets. In fact, the worse it gets, the more traffic we see.”

James LaRue,
Douglas County Libraries, CO



Pacifica Library

- 25 to 50 percent of library users combine library visits with nearby shopping.
- On average, library visitors spend \$25 more at stops on the way to or from the library that they would not have otherwise spent.
- Young people continue to use libraries.
- Attendance jumps of 100% possible with new facility.



Source: Urban Libraries Council, Denver, Seattle, Pennsylvania, and Wisconsin Library Systems.

The Library's Role

Community Gathering Places



Town Hall



Community Meeting Facilities



Pacifica Library

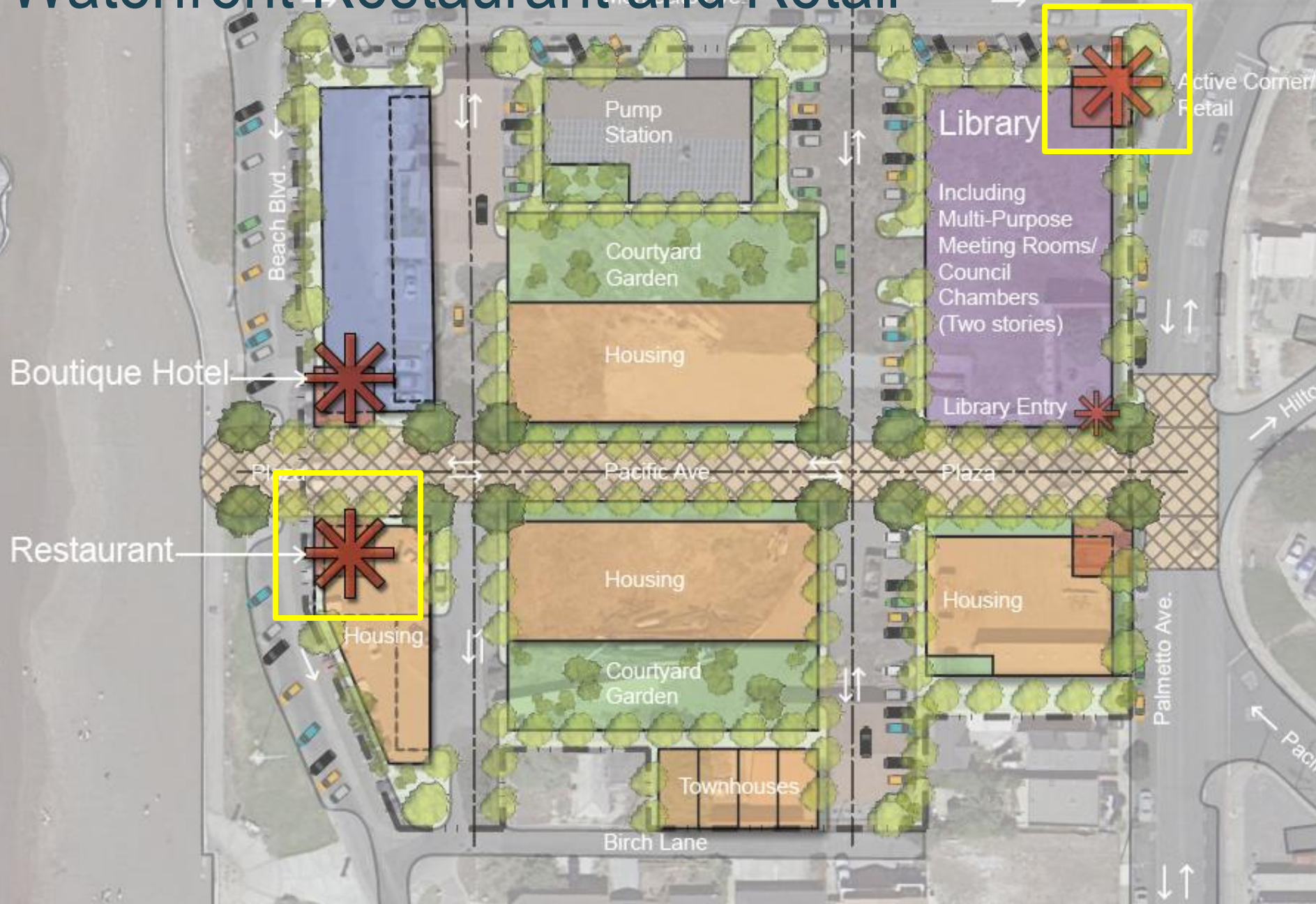


- Mutually beneficial, not mutually dependent
- 35,000+ sf on two floors
- Multipurpose meeting rooms
- Small retail space at NE corner
- Parking below, surface, and on-street

Waterfront Restaurant and Retail



Waterfront Restaurant and Retail



Restaurant: Real Estate Fundamentals

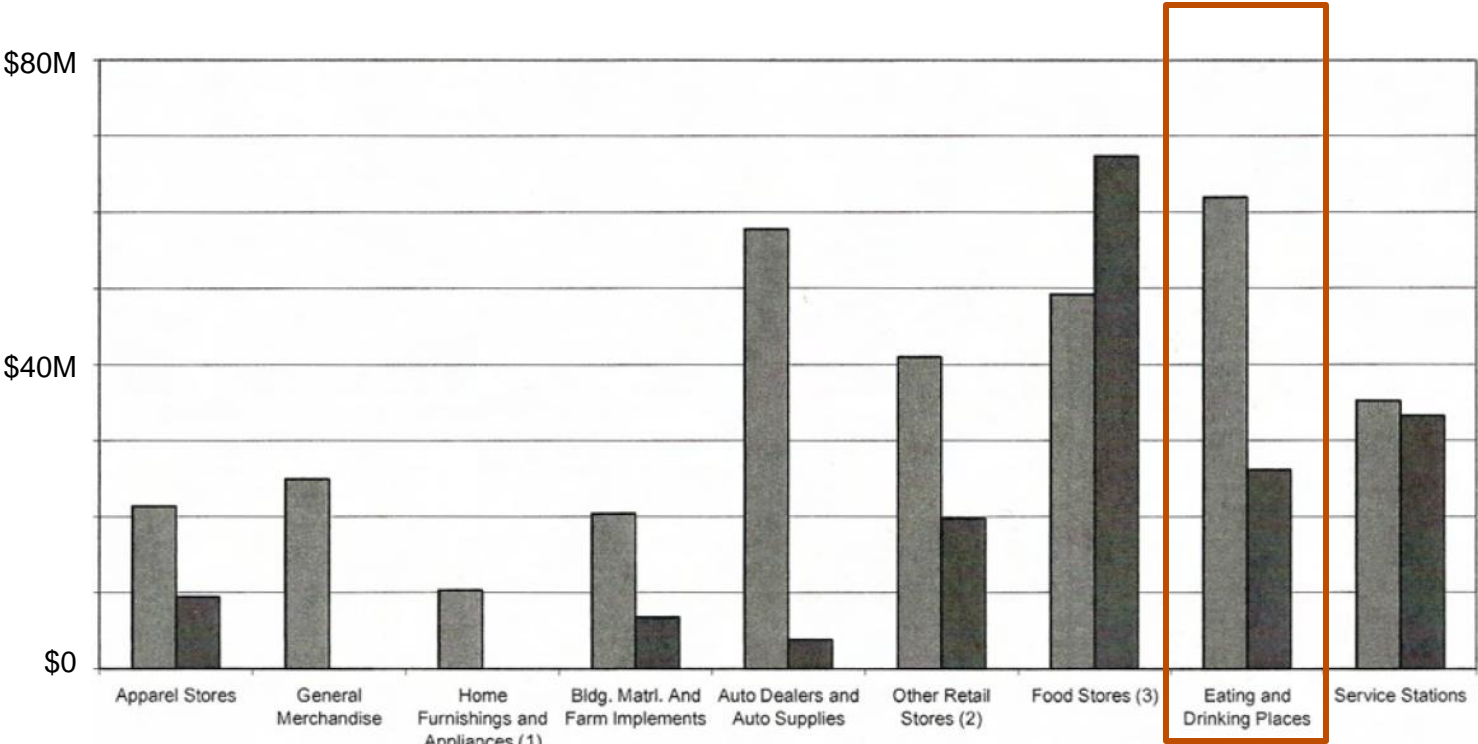
- Special View or Attraction
- Proximity to Other Retailers and Restaurants
- Good Visibility
- Good Accessibility
- Unlike retail, great food, ambiance, and service can overcome a marginal location
- Parking



Restaurants: Leakage

Pacifica Retail Leakage, 2009

■ Demand ■ Supply



Food and Drink

Source: Pacifica General Plan, Retail Market Assessment.

Restaurants: Place Making



Retail's Role

- In mixed-use, retail is a small part of the overall investment.
- Retail builds sense of place, personality, & street scene.
- Illusion is often sufficient (liner stores).



Retail Quality, not Quantity

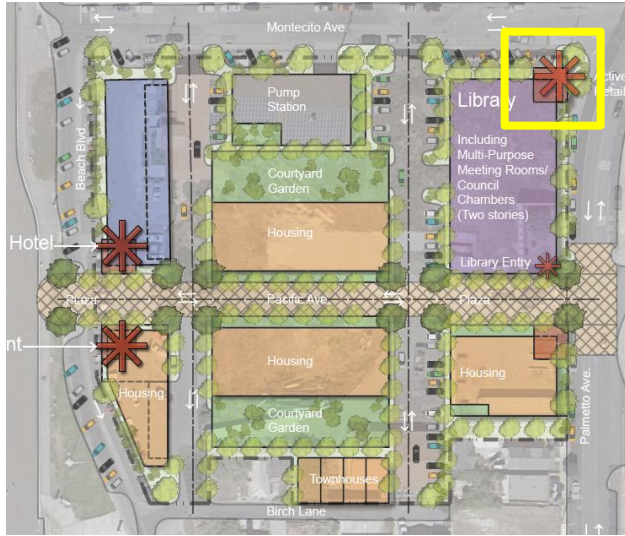


Coffee shop
2,500 square feet



Big box
80,000+ square feet

Retail



- Approximately 2,000 square feet
- Potential tenants:
Deli, art gallery, coffee shop, gift shop
- Other elements will generate the bulk of foot traffic—library, restaurant, hotel.

Nearby Retail

- Historic “main street” scale and character
- Numerous vacant and underutilized properties



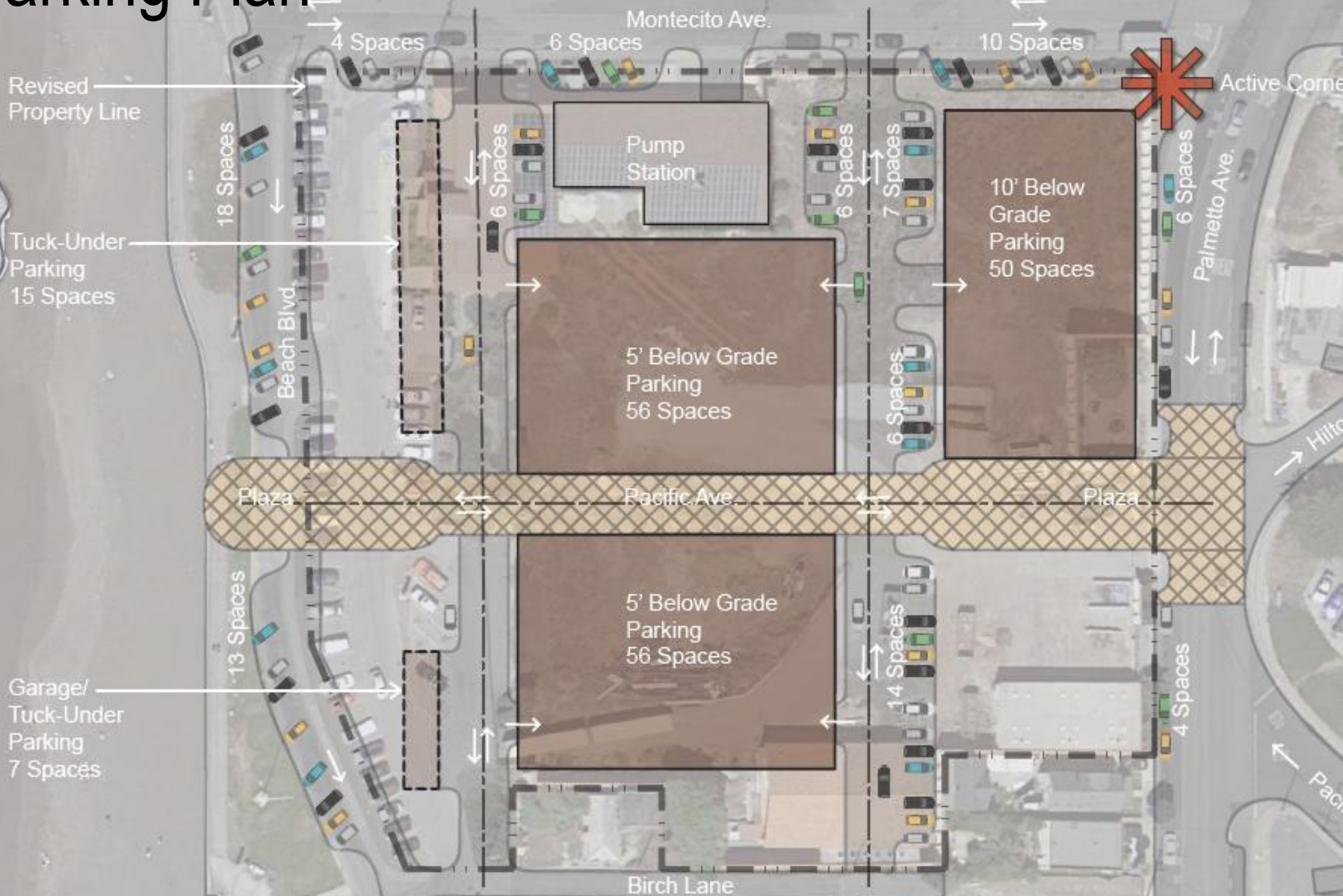
Retail Strategies

- District-wide marketing
- Emphasize the unique, local, and historic
- Façade Improvement Grants/Loans
- Tenant and improve existing spaces are tenants
- Continue to emphasize festivals
- Encourage business association
- Streetscape improvements
- Signage, flower



Palmetto retail.

Parking Plan



Hotel



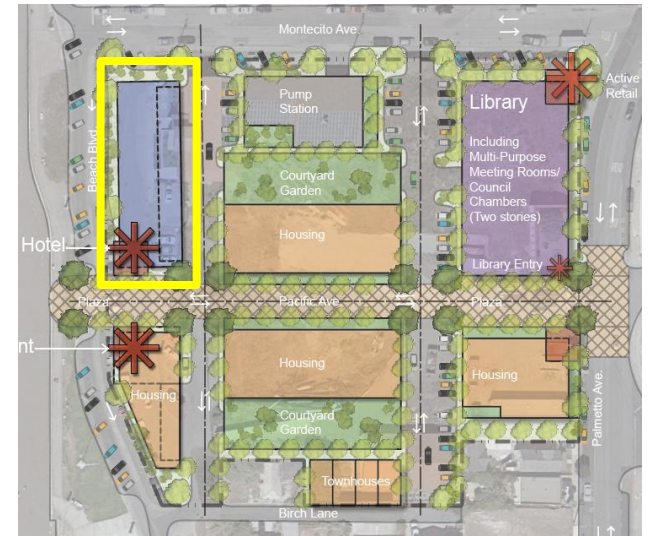
Lodging: Real Estate Fundamentals

- Visitor Amenities and Attractions (or nearby Corporate HQ)
- Easy Access
- Co-location with other hotels
- Visibility
- Parking capacity



Hotel

- Adequate middle market offerings— opportunity for distinctive property
- San Mateo occupancy, rates up 10 percent 2011
 - 75% occupancy countywide, 2011
- Visibility, access at site: smaller size (35 rooms)
- Market: Californians seeking coast, Highway 1 travelers, family visitors
- Conference center: Rockaway only



Hotel

- The locals' choice
- Amenities: Beach, main street, community



Housing



Urban Housing

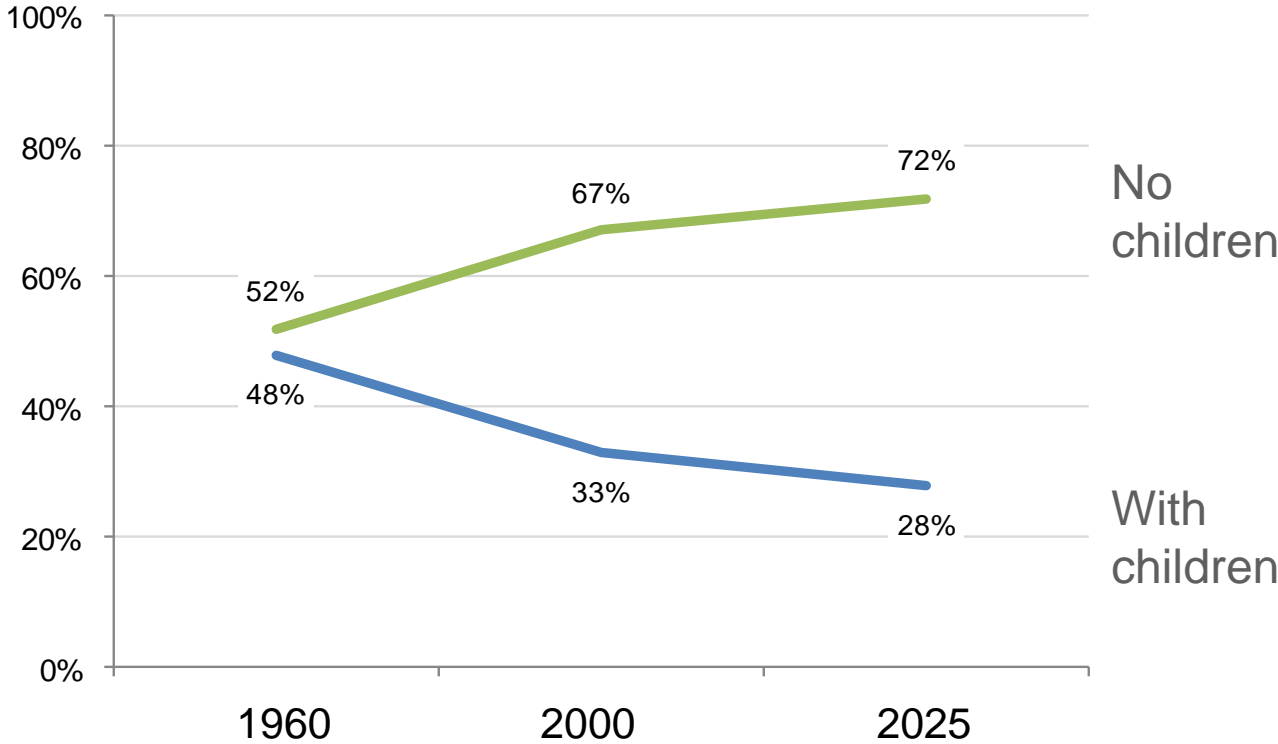
- More residents, more retail spending
- Local residents, local spending
- Eyes on the street
- Residents create neighborhoods
- Demographics positive
- Lower parking requirements
- Potential for quality architecture



Demographic Drive the Change



American Households



Source: Arthur C. Nelson, US Census, Leland Consulting Group.

Urban Housing: Real Estate Fundamentals

- Housing in surrounding neighborhoods
- Urban and Natural Amenities
- Access to Employment
- Safe and attractive neighborhood
- Numerous 1 & 2 Person Households
- Above-average Incomes



Urban Housing Essentials

- Quality design
- Connection to the street
- Landscaping
- Intimate spaces
- Living space ½ level above grade



Balancing Optimism and Realism



Program and Fiscal Impacts



Development Program

Land Use	Quantity		Value Per Unit	Development Value
Hotel	35	rooms	\$180,000	\$6,300,000
Restaurant	3,500	sf	\$300	\$1,050,000
Library				
Gross area	35,000	sf	\$275	\$9,625,000
Underground parking	50	spaces	\$25,000	\$1,250,000
Surface parking	19	spaces	\$5,000	\$95,000
Retail	2,000	sf	\$250	\$500,000
Subtotal				\$11,470,000
Housing	90	units	\$300,000	\$27,000,000
Total	-			\$45,820,000

Fiscal Impact Estimate

Revenue	Amount
Property Tax	\$343,500
Sales Tax	\$13,500
TOT (Transient Occupancy)	\$136,800
Total	\$493,800

Land sales will also generate revenue.

Looking Ahead

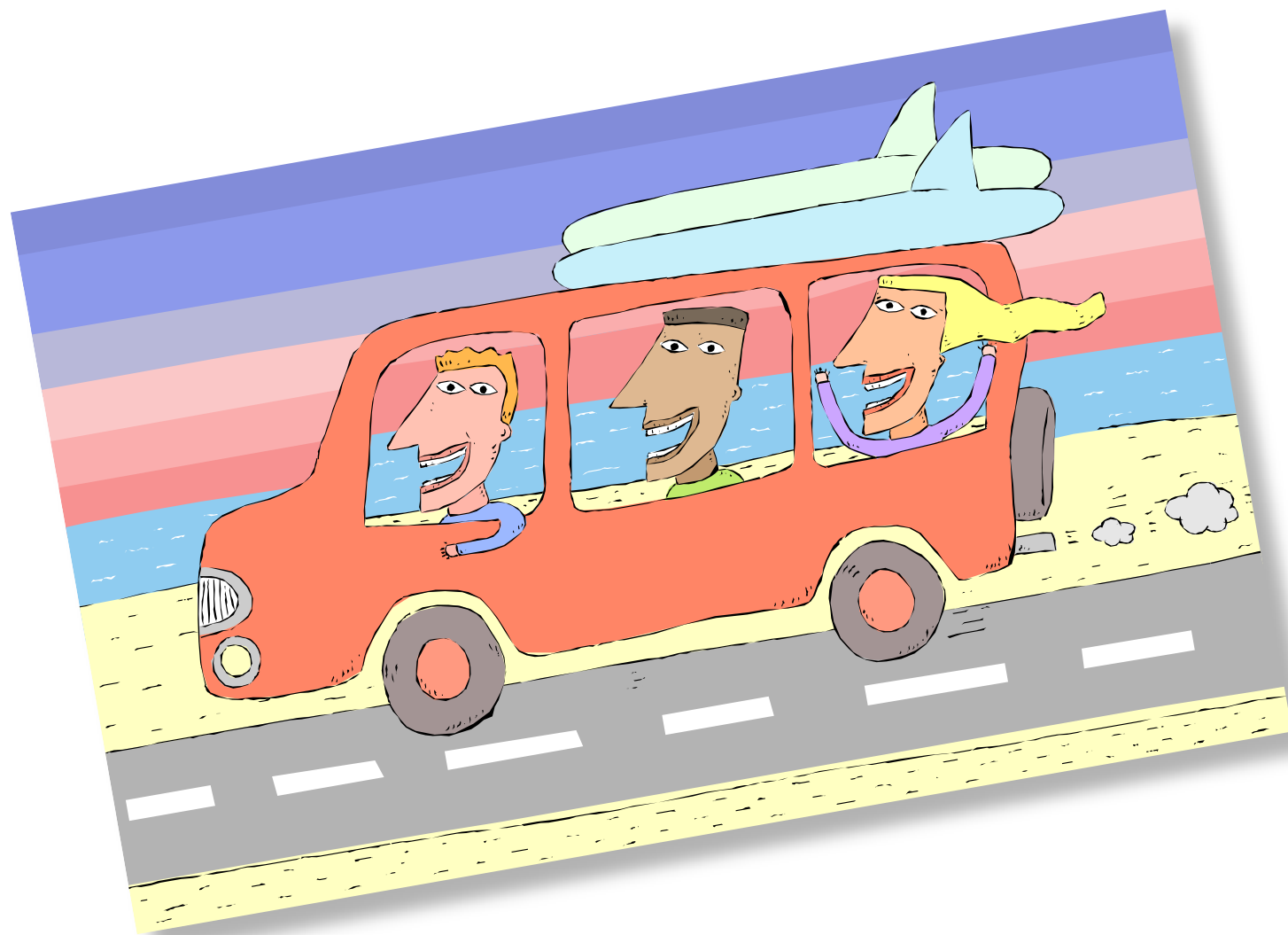


Looking Ahead

- Initiate General Plan and Zoning Amendments
- Commence Environmental Impact Report
- Perform additional site studies
- Prepare for developer solicitation



I'll be back in touch when I get another chance!





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