



1. INTRODUCTION

The City of Pacifica is in the process of developing a Specific Plan for the Sharp Park area. This Existing Conditions Report provides baseline spatial information on the existing conditions, opportunities, and challenges in the Sharp Park Specific Plan area ('Planning Area').

1.1 Purpose

The City of Pacifica is in the process of developing a Specific Plan for the Sharp Park area, one of Pacifica’s neighborhoods with significant potential for evolution and enhanced vibrancy over the next several decades.

Under California law, local governments can use specific plans as tools to plan for needed revitalization and change. Specific Plans provide greater planning and design guidance than can be included in a General Plan, and they allow local governments the ability to address complex land ownership patterns and infrastructure needs.

Currently, the Sharp Park area serves as the city’s civic core and is home to many unique businesses, as well as the iconic Pacifica Pier. The coastline serves as a significant draw to the neighborhood but there remains an opportunity to strengthen the number and variety of other attractions for Pacificans and visitors alike.

This Existing Conditions Report focuses on resources, trends, and critical concerns that will frame choices for Sharp Park’s long-term physical development and provides baseline spatial information on the existing conditions, opportunities, and challenges in the Sharp Park Specific Plan area. The Existing Conditions Report will be used as basis for:

- Facilitating community input on planning issues, priorities, and vision for the future;
- Evaluating policy issues and options and preparing alternative land use and transportation concepts;
- Formulating policies for the Specific Plan; and
- Creating the environmental setting portion of the Environmental Impact Report.



Palmetto Avenue, the Planning Area’s “main street”.



The Pacifica Pier, a Sharp Park landmark.

1.2 Process Overview

The Sharp Park Specific Plan will serve as the blueprint for preservation and development and will outline a cohesive, long-term, community-driven vision for this key neighborhood. Development of the Sharp Park Specific Plan will take place through a collaborative process that will give the community the opportunity to define a common vision for the future and make deliberate choices to effectively carry out this vision. The Specific Plan process will include the following phases:

1. **Visioning and Background Studies.** The planning team will engage the community, property owners, and other stakeholders in developing a cohesive vision and set of guiding principles, while concurrently analyzing existing conditions to identify key issues and opportunities that the Specific Plan should address.
2. **Alternatives and Preferred Plan.** Based on the results of the visioning exercises and background research, the planning team will prepare and analyze a set of land use concepts. After additional public outreach and decision maker input, the options will be narrowed to a single “Preferred Plan.”
3. **Draft Specific Plan and Environmental Review.** Based on the Preferred Plan, a public review draft of the Sharp Park Specific Plan will be prepared along with an Environmental Impact Report (EIR) that analyzes the effects of Specific Plan policies and development potential on the environment.

As part of the first phase, the City of Pacifica held five neighborhood meetings where community members discussed their vision, thoughts, and ideas for the Sharp Park Specific Plan area. Major themes included:

- Ensuring development is an asset to the community and celebrates the area’s character, history, and coastal locale.
- Developing housing that accommodates residents of all incomes, family types, and stages of life.
- Supporting the area as an economic engine and improving its image as a destination.
- Creating a diverse mix of uses, activities, and services that support the neighborhood, promote social connectedness, and enhance community well-being.
- Improving connections to other Pacifica neighborhoods and creating a safe, attractive, and walkable public realm.
- Establishing a resilient and sustainable future for the Sharp Park area.

1.3 Location and Planning Area

Pacifica is located in northern San Mateo County, just ten miles from downtown San Francisco at its northern tip, and bordered by Daly City, South San Francisco, and San Bruno on the north and east. Figure 1-1 shows the boundaries of Pacifica and the location of the Planning Area.

The Planning Area is approximately 104 acres in size, largely encompassed in West Sharp Park and part of East Sharp Park east of Highway 1. As shown in Figure 1-2, most of the area surrounds Palmetto Avenue and is bounded by Beach Boulevard to the west, Paloma Avenue to the north, Clarendon Road and Lakeside Avenue to the south, and Highway 1 to the east, with some adjacent areas of potential change east of Highway 1, including the Eureka Square Shopping Center.

1.4 Report Organization

This Existing Conditions Report describes Sharp Park's existing land use patterns, regulatory framework, urban form, circulation and infrastructure networks, and environmental and cultural considerations. It seeks to identify issues and opportunities within Sharp Park so that the community may better envision the potential for future development. Chapters in the reports are organized by topic as follows:

Chapter 1: Introduction describes the Planning Area and its regional setting, outlines the objectives of the Specific Plan and the planning process, and provides an overview of the report's organization.

Chapter 2: Land Use and Development discusses existing land uses in the Planning Area, allowable development densities and intensities, property ownership information, major development projects in the Planning Area and its vicinity, potential opportunity sites, and related plans and regulations.

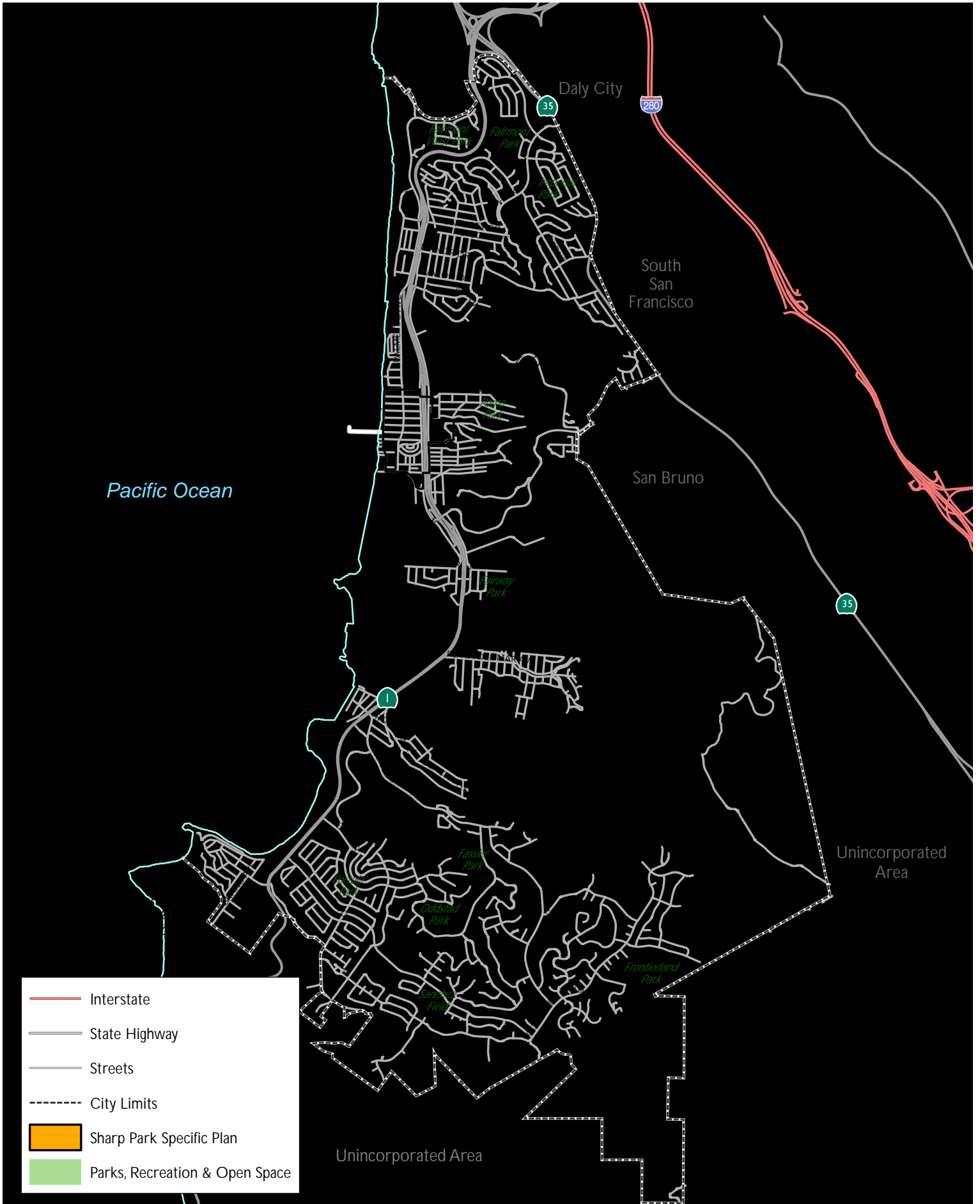
Chapter 3: Urban Design and Character examines the existing design of the Planning Area, including the scale and character of its blocks and buildings, as well as the topography, views, and streetscape.

Chapter 4: Access, Connectivity, and Parking provides an overview of the Planning Area's roadway system, including its pedestrian and bike network and public transit accessibility. It also describes coastal access and parking.

Chapter 5: Infrastructure describes the Planning Area's water, wastewater, and stormwater infrastructure.

Chapter 6: Environmental Resources and Hazards addresses cultural and historic resources, biological resources, hydrology, geology and seismicity, climate change and sea level rise, and other hazards.

Figure 1-I: Planning Area Context






- Interstate
- State Highway
- Streets
- City Limits
- Sharp Park Specific Plan
- Parks, Recreation & Open Space



Figure 1-2: Planning Area



Source: City of Pacifica, 2019; San Mateo County, 2019; Dyett & Bhatia, 2019.

-  Highways
-  Study Area Parcels
-  Sharp Park Specific Plan

