

Please read and share with anyone interested in land use issues in Pacifica including moving the Fog Fest to Rockaway Beach.

Important Land Use Plan aka Final Economic Development Plan up for City Council Approval this Monday Sept 23rd - Please Call and/or email City Council ASAP (emails and phone #'s below) and tell them this Agenda Item (Number 10) requires a continuance and a public hearing re approval of the Economic Development Plan.

Agenda for City Council Sept 23, 2013 hearing - Consideration Item #10

"Adoption of City of Pacifica Economic Development Plan PROPOSED ACTION: Acceptance of the Plan with a direction to staff that it be considered during future land use decisions."

ALSO SEE "Summary Report : BACKGROUND/DISCUSSION: Before Council for consideration tonight is the final draft of the Economic Development Plan, designed to offer guidance to the community towards future development."

Why is approval of the Economic Development Plan important? After reading the entire report, it is important due to the clear intent of Council (and Chamber plus members of the EDC) to use this plan in the following way

Page 37 of the Plan reads:

"Recommendation #2:

Prepare a General Plan Economic Development Element and complete the General Plan Update

A General Plan Economic Development Element would be an official policy document that adopts most or all of the economic development plan objectives and recommendations. An ED Element provides more predictability and an attitude change that improves Pacifica's business climate.

In addition, completing the General Plan Update will do more to engage development than any other single action. Properties like the Calson site should be zoned in a manner consistent with the City's intentions, which will attract new investment and activate site development. The Economic Development Element could proceed along a parallel path

with the General Plan update recognizing that the update is an advanced stage of preparation.

#### Timing

The City should proceed as soon as possible with an Economic Development Element in order to keep pace with the General Plan update."

-In another words, the General Plan and Local Plan updates were effectively delayed so that the Economic Development Plan could be developed and incorporated into the General Plan and Local Coastal Plan update. This is a big change in important land use planning by the Council/Chamber/EDC and bypasses all the community input into the General Plan and Local Coastal Plan update process that took place over the last few years.

This bypass of the public process is one big reason both the Council and EDC refused to take public comment on the Highway 1 Widening Project. The Highway Project is mentioned in the Plan only as a positive outcome towards Quarry development. This Plan refers to the Farmer's Market in Rockaway Beach as "Attracting customers from throughout the City" but neglects to add that the Highway 1 Widening will likely force the Farmer's Market to move elsewhere and adversely impact parking capability in Rockaway Beach.

The Plan is not very well written, has many typos and errors, including referring to Shamrock Ranch as close to Sweeney Ridge, but it will be added to Pacifica's land use bibles- the General Plan and Local Coastal Plan updates unless citizens ask for a public hearing on the Plan and for a continuance of this important Agenda item (Consideration Item #10). It is crucial to involve more people. This Agenda item is to approve the entire Final Economic Development Plan. As this Item is on the Agenda as a Consideration Item, Council may or may not take public comments on this Item as no public hearing is provided, but should be.

Below are some sections of the Economic Development Plan, but please read the Plan yourself or do word searches on the entire Plan re what land use planning terms are important to you. People might be interested the Plan wants to transition the Fogfest to Rockaway Beach. Or they might find inaccurate and misleading language re why the City has a huge surplus of vacant commercial space on

page 20 objectionable. Check out the recommendations for the Quarry and Calson properties.

Find the FINAL Report here:

<http://www.pacificaindex.com/reports/PacificaEconomicDevelopmentPlanFINALREPORT.pdf>

Mayor Len Stone

650-355-5700

Email: [LenStonePacifica@gmail.com](mailto:LenStonePacifica@gmail.com)

Councilmember Mary Ann Nihart

650-359-7624

[nihartm@ci.pacifica.ca.us](mailto:nihartm@ci.pacifica.ca.us)

Councilmember Sue Digre

650-278-1606

[digres@ci.pacifica.ca.us](mailto:digres@ci.pacifica.ca.us)

Councilmember Karen Ervin

650-483-2692

[ErvinK@ci.pacifica.ca.us](mailto:ErvinK@ci.pacifica.ca.us)

Councilmember Mike O'Neill

650-302-2470

[O'Neillm@ci.pacifica.ca.us](mailto:O'Neillm@ci.pacifica.ca.us)

=====

EXCERPTS OF FINAL ECONOMIC DEVELOPMENT PLAN

Page 1

1. Summary of Findings and Recommendations

The Economic Development Plan describes seven economic development objectives and suggests 35 recommendations that will help

Pacifica take advantage of its terrific location in one of the most dynamic

regional economies in the United States. Collectively, the recommendations present a plan of action that can help Pacifica

accomplish the goal of diversifying the local economy and improving the

City's fiscal sustainability.

... Overcoming local opposition to land use change is critical to the City's economic success and fiscal sustainability.

Key sites like the Quarry cannot be developed until an owner emerges with the intention and financial capacity to invest in the site in a manner that is consistent with city values. The City can require the property owner and their developer partners to build new high quality office and/or laboratory space as a project approval condition.

Page 20

#### 5. Potential To Develop New Business Space

Technology business start-ups require adequate space that is ready to be occupied because of short "time-to-market" needs. New business start-up targets that often need new laboratory or class A office space do not have the time to navigate a lengthy real estate development approval process. Within this context, Pacifica's efforts to capture pent-up demand for new research and development space will most likely be developed within the eight economic development opportunity sites identified in Figure 6. The successful development of one or more opportunity sites that attract new workers will have the important secondary impact of filling smaller open spaces and naturally reducing vacancy in more difficult, smaller properties.

#### 5.1 CONSTRAINTS TO DEVELOPING NEW BUSINESS SPACE

The lack of attractive business space rather than demand that is the key factor in driving the City's economic future. The constraints and challenges to developing new business space in Pacifica are

described  
below.

#### Resistance to Developing New Business Sites

A well-organized group of Pacifica residents and stakeholders are resistant to land use change, which increases the difficulty, cost, and time necessary to develop vacant and/or underutilized sites. Citizen activist groups possess the strength to disrupt development plans regardless of whether development sites are properly zoned for business uses, as evidenced by past opposition to developing the Quarry and the Calson property.

Page 22

#### 5.2 VACANT AND UNDERUTILIZED SITES

The potential development of the vacant and underutilized sites described below and summarized in Figure 6 could contribute to accomplishing the goal of building new business space that captures a share of San Mateo County's new jobs.

#### The Quarry

Pacifica's most desirable undeveloped site is an 87-acre former limestone quarry adjacent to Pacific Highway 1, near Rockaway Beach and the GGNRA Mori Point Reserve. The site's location west of Pacific Highway 1 requires that development plans be consistent with the City of Pacifica's General Plan and the Local Coastal Plan. In 1983, the residents of Pacifica voted to require any residential development plans at the Quarry to be approved by a public vote. Two proposals to develop housing and other commercial uses have been rejected by voters since 2000, and the most recent proposal to develop a

new hotel; 355 residential units; and a town center of boutiques, restaurants, galleries, and office space was defeated by 452 votes in 2006, a 49 to 51 percent election. Consequently, the lender that owns the site (Ambit Funding LLC) is seeking to sell the property and pass on the land development challenges to a new owner. It is possible that the public may support the development of a new master plan, depending on the proposed land-use mix and design. Further, the planned improvements of Pacific Highway 1 may also mitigate concerns with potential traffic impacts associated with new development that have previously been a point of objection by the community.

Page 23

Shamrock Ranch

The third significant undeveloped land parcel is located near Sweeney Ridge outside the City limits, and any plan to develop new business space will require the property to be annexed into city. The owner plans to continue ranching on this site, and the long-term vision to transform the site into a campus is solely a conceptual idea at this time. Any future owner that wants to develop this site would have to address the potential traffic impacts associated with future business uses on this site. The property owner should be contacted to determine future plans for the site.

Pages 36-37

7.1 GENERATE CITIZENS SUPPORT TO EXPAND THE CITY'S ECONOMIC DEVELOPMENT CAPACITY

The City Council should state its commitment to making economic development a citywide priority and establish clear guidance about implementing the objectives. Proposals that offer development that is thoughtful, balanced, and environmentally sensitive should be considered for implementation recognizing the lack a consensus on how to improve the local economy and the concern among many residents about land use change. The broad support for tourism among Pacifica residents should be extended to other economic development initiatives and projects that meet community objectives.

Recommendation #2:

Prepare a General Plan Economic Development Element and complete the General Plan Update

A General Plan Economic Development Element would be an official policy document that adopts most or all of the economic development plan objectives and recommendations. An ED Element provides more predictability and an attitude change that improves Pacifica's business climate.

In addition, completing the General Plan Update will do more to engage development than any other single action. Properties like the Calson site should be zoned in a manner consistent with the City's intentions, which will attract new investment and activate site development. The Economic Development Element could proceed along a parallel path with the General Plan update recognizing that the update is an advanced stage of preparation.

Timing

The City should proceed as soon as possible with an Economic Development Element in order to keep pace with the General Plan update.

Page 37

Recommendation #4:

Consider hiring a part time Economic Development Consultant if sufficient resources are not available to support a full time position. The City should consider hiring a part-time Economic Development Consultant if the fiscal resources are not sufficient to fund up to \$150,000 per year for a full-time City staff person. The Economic Development Consultant could operate on a similar arrangement as a planning consultant that works with City staff on project-based assignments, and could be utilized on an as-needed basis for general economic development expertise and specific projects. This would provide flexibility according to the City's needs and resources, and would free up the City Manager and City Council for other tasks.

Page 41

### 7.3 REDEVELOP OR REVITALIZE KEY OPPORTUNITY SITES

Revitalizing economic development opportunity sites presents Pacifica with its best opportunity to make a significant change to the local economy by adding new office, laboratory and well-located retail space that will help Pacifica accomplish the economic diversification and fiscal sustainability goal. Key sites like the Quarry and Calson cannot be developed until an owner emerges with the intention and financial capacity to invest

in the site.

The City can require the property owner and their developer partners to build new Class A office and/or laboratory space as a project approval condition, which may help attract new high value start-up firms that pay good salaries, reduce the need to commute, and generate large economic multipliers that improve the City's fiscal sustainability. However, the City's ability to encourage new development requires cooperative and assertive property owner partners. The City can play a pivotal role in the revitalization effort by actively engaging property owners in plan preparation and entitlements.

Recommendation #13:

Partner with the Quarry property owner to plan a financially feasible land use mix that community residents can support

§§ The City should require the property owner to develop new high quality office and laboratory space as a condition of approval. Essentially, the private market will not build new high quality office or laboratory space without the requirement a condition to allow new housing on the site. Requiring developers to build new high quality business space is not an obstacle to development but, rather, an enhancement that increases the value of the projects affected. The development of the Quarry will have spin off benefits that could help absorb the less desirable vacant spaces. Of course, an approved master plan to develop the Quarry sites must be consistent with the Local Coastal Plan. If not, the proposed land uses will require a Local Coastal Plan amendment.

Page 42

Recommendation #14:

Partner with the Calson Site property owner to plan a financially feasible land use mix that the community can support

The City should require the property owner to develop new high quality office and/or laboratory space that could attract investment by technology and software entrepreneurs because the private market will not build this space without the City requirement. The property is not currently on the market, and the owner should be encouraged to seek a buyer who will submit a proposed master plan and land use mix that encourages appropriate, balanced development. Perhaps a working group of local residents, the property owner, and prospective buyer could be organized to work through issues and concerns.

Timing  
Implementation will take a long period of time and the potential site development timeline is dependent on the property owner's willingness to invest and engage in a public planning process.

Pages 45-46

#### 7.6 PROMOTE ROCKAWAY BEACH AS PACIFICA'S PRIMARY VISITOR DESTINATION

Pacifica will benefit from efforts to attract visitors to Rockaway Beach, which provides a venue for visitors to park their cars and walk to the beach, and patronize food service establishments and small retail stores without additional driving trips. Rockaway Beach is Pacifica's most distinctive commercial area that offers visitors access to the beach along with an urban environment in a small area. Rockaway Beach could become Pacifica's primary venue for entertainment- and visitor-serving commercial uses.

#### Recommendation #28:

Attract music and other special events to Rockaway Beach  
Rockaway Beach provides a great setting for music, art, and

other special events. The potential for additional events could be explored in conjunction with solutions to potential parking and traffic impacts.

Businesses within walking distance could benefit from the multiplier spending associated with attending special events. The tree lighting ceremony could be expanded and some Fogfest events may be relocated to Rockaway Beach.

Timing Efforts to attract new visitor events to Rockaway Beach should begin immediately. It may take up to one year to implement this recommendation.

Recommendation #29:

Incorporate Rockaway Beach into the annual Fogfest celebration

The annual Fogfest celebration could be expanded to Rockaway Beach as part of the effort to transform Rockaway into the City's primary visitor destination. Of course, the Fogfest events should be coordinated to maximize attendance at Rockaway Beach.

Timing Plans to integrate Rockaway Beach into the annual 2014 Fogfest should begin shortly after the 2013 event.

Recommendation #30:

Attract Visitor Serving Retail to Rockaway Beach

The attractive beach, hotels and destination restaurants are missing retail, which will enhance the ambience and viability of the area.

Visitor serving retail may include souvenir shops, take out food and perhaps

arcades. The business attraction effort would have to be accomplished in partnership with property owners, realtors, the Chamber and area merchants.

Timing Must wait until an economic development staff person or consultant is hired.

## 7.8 OTHER POTENTIAL SITE DEVELOPMENT OPPORTUNITIES

Additional sites that should be monitored for possible economic development initiatives are described below.

City Corporation Yard

The potential to sell the City Corporation Yard and relocate activities to an alternative site should be formally studied in advance of any project implementation efforts. The study should identify a specific site(s) and determine the property value of the current site, costs of purchasing new land, and moving costs, which will collectively determine the financial feasibility of relocation. The private commercial uses that could be attracted to the Corporation Yard should be included in the study.

Linda Mar Shopping Center Park and Ride

The City should also study the potential to convert the Linda Mar Shopping Center Park and Ride lot to private commercial uses. The Park and Ride is a good site for commercial development, but the study should determine the specific type of use that could be supported, an alternative Park and Ride location, and costs associated with relocating the Park and Ride uses.

Shamrock Ranch

The City should continue to monitor verbal proposals to transform Shamrock Ranch into an education or business campus. Future transformation is a conceptual idea at this time, with many significant constraints to overcome. The parcel is isolated with limited access through residential neighborhoods. The property must be annexed into the City, and new development would have to address traffic impact concerns on the residential area.

Tables A-6, A-7 and A-8 all have different population totals for Pacifica in 2010. The variance is approximately 1,800 residents. If the lower figures are true, Pacifica's rate of growth is definitely slower than 0.2%.