

Resolution of the Pacifica Economic Development Committee urging Pacifica's Redevelopment Agency to engage the new property owner, Ambit Funding and any partners working with Ambit in preliminary discussions about forming a public – private partnership to pursue required land use entitlements for the Quarry Property.

WHEREAS, Pacifica's sole Redevelopment District was formed in 1982 and covers the area generally described as Rockaway Beach ("The Rockaway Beach Redevelopment District", or the "RBRD"), including the vacant 90 acre Quarry Property ('Property'). Over the almost 30 year history of the RBRD, numerous third parties (unaffiliated with the City or its Redevelopment Agency) have attempted development of said Property without success; and

WHEREAS, The Rockaway Beach area was planned to serve as a cohesive area that would provide both residents and businesses a mix of residential and commercial uses which enhance community identity, pride and character and if properly planned, could stimulate economic sustainability for both existing and future generations. Numerous other coastal cities, such as Half Moon Bay, Santa Cruz, Monterey and Carmel, have such areas which serve as economic drivers for their respective city; and

WHEREAS, the City of Pacifica recently established an Economic Development Committee ("EDC"). A portion of the EDC's adopted workplan is to identify and entitle an area that can serve strategically as Pacifica's economic driver; and

WHEREAS, after much discussion and debate, the EDC has identified the Property as the optimum location for a village type area that will serve as an economic driver for Pacifica's residents, businesses and visitors. Not only is the Property located in the geographic center of Pacifica, the Property's combination of: (a) its visual identity and access to Highway #1; (b) its scale and adjacency to existing development; and (c) its location within the boundaries of the RBRD, combine to position it as the optimal location for such development; and

WHEREAS, numerous environmental, land use, political and other constraints exist which restrict the Property's potential. The EDC believes that the City (through the RBRD) is the most appropriate legal entity to plan and entitle said Property. Doing so will undoubtedly require collaboration with a host of governmental, resource and other agencies as well as the local community.

NOW THEREFORE BE IT RESOLVED THAT, the Economic Development Committee urges the City, through its Redevelopment Agency, to engage the Property's Owner in a public – private partnership that creates the needed framework for the City to properly plan and implement a development plan that will lead to the realization of such a village concept for the area.

CITY OF PACIFICA
REDEVELOPMENT AGENCY AGENDA SUMMARY REPORT
August 9, 2010

Agenda Item No.

SUBJECT:

Economic Development Committee Resolution regarding a public-private partnership for creating a plan for the Quarry property in the Rockaway Beach Redevelopment District.

ORIGINATED BY:

City Manager

DISCUSSION:

The attached resolution regarding a public-private partnership for creating a plan for the Quarry property in the Rockaway Beach Redevelopment District (RBRD) was adopted by the Economic Development Committee (EDC) at its regular meeting on July 13, 2010. The resolution was originally introduced at the EDC meeting on June 29, 2010 and after much debate it was scheduled for further discussion at the July 13 meeting.

The intent of the resolution is to recommend that the Redevelopment Agency consider creating a public – private partnership to establish a framework plan for the development of the Quarry property in the RBRD. The resolution is based on the EDC's work plan that includes an objective to consider working to create entitlements for a strategic development area that would bring needed commerce and revenue to the community.

After much discussion and debate the EDC identified the property located in the Quarry as the optimum location for that type of area. It is located in the geographic center of Pacifica and it has an ideal location adjacent to Highway 1 and the Rockaway Beach Redevelopment District. It is believed that by working in a public – private partnership with the property owner the Agency can achieve its objectives of strengthening the commerce in the community and enhancing the revenues that support services.

It is likely that the Agency's role in such a partnership would be to review and assist in developing a plan and to serve as a facilitator for discussions with the many governmental agencies that would be involved in reviewing and approving such a plan. The Agency's involvement will also help to assure that the community interests are brought to the table and to serve as a mechanism to

provide community involvement in the process. Other than staff time the costs of agency participation should be minimal but this would need to be negotiated with the property owner if such a partnership is formed.

At the present time the Quarry property is owned by Ambit Funding and they have the property listed for sale through Cushman Wakefield. Ambit has not made a decision on whether they will be involved in the entitlement process or whether a potential purchaser would take on the task. Ambit expects to call for proposals to be submitted in September so it is likely that a status of the property will not be known and until at least October, if not later.

FISCAL IMPACT:

Not known at this time.

ATTACHMENTS:

Resolution of the Economic Development Committee

AGENCY ACTION REQUESTED:

Consider Economic Development Committee recommendation and provide direction to staff.