

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **July 16, 2024**

TO: Honorable Mayor and City Council

VIA: Matthew Chidester, City Manager

FROM: John Doughty, Assistant City Manager
Karen Decker, Economic and Community Vitality Manager

TITLE: **ADOPTION OF THE DOWNTOWN STREETScape MASTER PLAN**

RECOMMENDATION:

By resolution, adopt the Downtown Streetscape Master Plan.

FISCAL IMPACT:

The Downtown Streetscape Master Plan was funded in the FY 2023-24 Capital Improvement Program (CIP). There is no additional fiscal impact related to this action. Implementation of the overall Master Plan is not currently budgeted, and staff will identify appropriate funding opportunities to move forward the enclosed recommendations.

STRATEGIC ELEMENT:

This recommendation supports all Elements of the Strategic Plan: *Fiscal Sustainability, Healthy Communities and Public Safety, Inclusive Governance, and Infrastructure and Environment.*

BACKGROUND:

In 2022, the Coastside Recovery Initiative report, “Building a More Equitable, Vibrant, and Resilient Coastside Economy,” recommended a redesign of downtown Main Street to improve the mobility, economic activity, and vibrancy of the downtown core.

City Council approved the Downtown Streetscape Master Plan as part of the FY 2023-24 Capital Improvement Program. This initial phase of work had a primary deliverable of producing a Master Plan that would:

- Create a more attractive, accessible, and economically vibrant downtown
- Preserve and enhance the existing character of downtown
- Prioritize improvements that benefit residents and visitors alike

The project's broad geographic scope is Main Street, from Highway 1 North (North Main Street) to Highway 1 South (South Main Street) with a concentrated focus on the four central blocks of downtown from the Main Street Bridge to Correas Street.

The Council approved a professional services agreement with Toole Design on April 18, 2023. The project schedule included an existing conditions review, an extensive community engagement process through charettes, open studios and popups, and public meeting opportunities.

Robust Community Engagement

A broad range of people who live, work, and play in Half Moon Bay, including community members who do not typically engage and / or have been historically left out of the decision-making process, have contributed meaningful ideas that have informed the Plan. In addition, subject matter experts such as architects, planners, engineers, age-friendly initiative advocates, realtors, Rotarians, and many other stakeholders have engaged in this process.

In September 2023, the project kicked off with discovery workshops focused on general feedback of the current streetscape and "starter" ideas from over 150 community members. City Council, the Architectural Advisory Committee, Planning Commission, Bicycle and Pedestrian Advisory Committee, and a Community Stakeholder Group all engaged in Discovery Week. A month later, a second round of community engagement served as a feedback loop where the design team built on the concepts they heard by re-convening the Community Stakeholder Group, hosting another public meeting, and offering six open studio sessions where participants could drop by and have conversations with the design team. These engagement opportunities resulted in feedback from 240 community members and included 25 focus groups discussions. Some of these convenings were conducted in Spanish, and Spanish-speaking staff were available on hand during all engagements. A complete schedule of events and community engagement activities can be found in the Appendices (Attachment II, Appendix B).

The City received feedback from an additional 164 participants through a survey that was made available online and on paper. For more information about the data gleaned from the survey, please refer to Attachment II, Appendix C.

Engagement opportunities for this project were heavily promoted. City staff distributed over 200 flyers to local businesses and organizations and spread the word to over 4,580 subscribers through the City's weekly eNews listserv. Additionally, over 24 social media posts were generated to promote the project and invite input. Media coverage included a radio ad on KHMB and print media coverage from the San Mateo Daily Journal, Coastside Buzz, and Half Moon Bay Review.

City staff made presentations at a joint meeting of the Architectural Advisory Committee and Planning Commission on February 27 and at a joint meeting of the Parks and Recreation Commission and Bicycle and Pedestrian Advisory Committee on February 28. Commissioners

and Committee members received a refresh on the project's status and received updates on the direction of the overall design aesthetics, safety, parking, sustainability, pedestrian and bicycle improvements, and potential for more park space and less hardscape. On March 5, staff provided a similar update to the City Council and highlighted design elements emphasized in the Plan that resulted from the extensive community outreach campaign. Staff also projected that the Plan would be delivered on time (in June / July) and on budget.

DISCUSSION:

The Downtown Streetscape Master Plan is a framework that incorporates community feedback and existing conditions to inform conceptual design and design guidelines. It is a blueprint that informs design decisions for future phasing such as detailed design and construction drawings, environmental review, funding, and implementation.

The Master Plan presents a design vision for Main Street that is cohesive, safe, accessible, and enjoyable to experience that considers all ages and abilities. Design options proposed in the Plan provide the City with flexibility to accommodate future uses such as street closures for festivals and parades. Main Street as it is presented in the Plan is divided into three segments:

Heritage Main Street (Historic Main Street Bridge south to Correas Street)

The Plan focuses on functionality, flexibility, and attractiveness when designing solutions for Heritage Main Street. Features include a flush, curbless street which allows for better accessibility for anyone with mobility impairments. Parking shifts from angled to parallel, allowing for widened sidewalks and ample room for café and retail spillover space. This design incorporates better tree planting conditions and additional vegetation and green infrastructure. The shift from angled to parallel parking for these four blocks results in fewer parking spaces, but ample on-street parking on adjacent downtown side streets is available. Reorganizing adjacent street parking (i.e. shifting from parallel parking to angled parking on Kelly Avenue at Main Street) creates additional parking. More information on the parking strategy can be found on page 49 of Attachment I. Additional bicycle parking with racks is featured throughout the Heritage Main Street proposed design.

South Main Street (Correas Street to Highway One South)

The pedestrian experience along South Main Street is challenged by narrow sidewalks and extensive hardscape. The Plan proposes better integration between South and Heritage Main Street by improving the tree canopy, introducing green infrastructure, implementing traffic calming measures such as bulb outs to shorten crossing distances and narrowing some portions of travel lanes which help vehicles slow down. High visibility crosswalks with curb ramps increase accessibility and safety at intersections.

Kitty Fernandez Plaza is the second largest gathering space on Main Street, nearly three times the size of Mac Dutra Plaza. There is tremendous potential to better integrate and activate this space while also providing privacy to adjacent residential areas. Design concepts include a porch swing for all ages, seat wall with the park name, lawn areas for informal seating and play,

continuous walkway loop to easily move through the plaza, and a “flex area” that can accommodate pop-up events and food trucks.

North Main Street (Historic Main Street Bridge to Highway One North)

The strategy for North Main Street focuses on creating a safer walking and biking experience while also respecting the scale and uses that exist in this area. Design solutions include relocating tree pits to improve mobility, installing public art and murals, a lane width reduction, and new curb extensions at proposed key intersections will help slow vehicular travel and shorten crossing distances for pedestrians and cyclists. A major pain point for community members was the intersection of Main Street and Lewis Foster Drive, which the Plan reorients to be 90 degrees. This improves pedestrian visibility, shortens the crossing, and reclaims pedestrian space. The Plan also suggests consolidating the access road and driveway at Hassett Ace Hardware, so a single right-out driveway creates separation between the commercial strip driveway to the north without losing parking.

Another intersection of great interest to the community was the “arrival experience” at the intersection of Highway 92 and Main Street where a new landmark in the form of a gateway arch addresses visitors’ tendency to bypass downtown Main Street unknowingly. The arch also signals the arrival into Downtown Half Moon Bay and creates a welcoming entrance for residents and visitors.

The Plan includes furnishing and landscaping palettes that draw inspiration from the Coast in response to community preferences and that focus on sustainability. Selections prioritized materials with minimal environmental impact and durable designs that can better withstand the Coastal climate. Further details including street trees, green infrastructure, and stormwater management can be found in Section 5 of the Master Plan (Attachment I).

In Summary

Recognizing that implementation of the Plan is a multi-phase, million-dollar endeavor, the Plan also identifies shorter-term wins that reflect community priorities learned from the survey. Some of those shorter-term improvements include reviving the hanging flower baskets, a more coordinated street pole banner program that highlights seasonal themes or events, an information kiosk, more public art, and water bottle filling stations.

The Downtown Streetscape Master Plan better positions the City to compete for downtown revitalization funding and several sources of potential funding have been identified, including federal and state grant programs. Staff are also engaging with local institutions and individuals who have expressed an interest in providing financial support for discrete projects, such as the gateway arch that would direct people downtown.

Staff considers the Downtown Streetscape Master Plan substantially complete and recommends adoption by the City Council. If additional comments require modification to the Plan, staff will evaluate the resources and funding needed to modify the Plan and bring back to Council at a future date.

ATTACHMENTS:

1) [Downtown Streetscape Master Plan](#)

(available at [https://www.half-moon-bay.ca.us/DocumentCenter/View/6763/HMB-Streetscape-Plan?bidId=Half Moon Bay](https://www.half-moon-bay.ca.us/DocumentCenter/View/6763/HMB-Streetscape-Plan?bidId=Half%20Moon%20Bay))

2) [Appendices](#)

(available at https://www.half-moon-bay.ca.us/DocumentCenter/View/6759/HMB-Streetscape-Plan_Appendices-07-09-24?bidId=)