



# APPENDIX

# A

## EXISTING CONDITIONS

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# MAIN STREET OVERVIEW

For nearly two centuries, Main Street been the epicenter of Half Moon Bay, serving as both its commercial and cultural hub and primary thoroughfare. Running through the entire length of Half Moon Bay's urban core, Main Street stretches approximately 1.5 miles from Hwy 1 in the north to Hwy 1 in the south.

## Key Connections

Hwy 1 and Hwy 92 are the primary routes that connect Half Moon Bay and Main Street to neighboring cities and the region. The two highways intersect north of downtown and just west of Main Street. Hwy 1 passes through Half Moon Bay on the western side of the city and west of Main Street. Running parallel to Hwy 1, Main Street often serves as an informal cut through for regional traffic traveling north and south, especially during peak traffic hours when both Hwy 1 and Hwy 92 become congested. Key east-west streets intersecting Main Street, listed from north to south, include Hwy 92, Kelly Avenue, and Poplar Street. Main Street and Kelly Avenue are classified as arterial roads, and their intersection marks the center of Downtown Half Moon Bay and the historic northern terminus of the city. Kelly Avenue and Poplar Street are the only local routes that provide direct access to the ocean and coastal trails which are located approximately 1 mile west of Main Street. Kelly Avenue provides direct access to Francis Beach and Poplar Street connects to Poplar Beach. Kelly Avenue and Poplar both dead end just three blocks east of Main Street at the coastal foothills which form the eastern edge of Half Moon Bay.

## Gateways

Hwy 1 provides entry to both the northern and southern ends of Main Street, with primary decision and turn-off points onto Main Street located at each end for travelers coming from the north and south along the highway. The intersection of Main Street and Hwy 92 serves as a significant northern gateway into Downtown. Traveling south from this intersection leads visitors to Heritage Main Street via the historic Main Street Bridge.

As key east-west corridors, Kelly and Poplar streets provide important links between the coast and Main Street. These streets also serve as secondary connections between Hwy 1 and Main Street, facilitating movement between the town's main thoroughfare and the coastal highway. As such the intersections along them provide important gateways to and along Main Street.



Historic Downtown Sign Where the South End of Main Street Intersects Highway 1.

# COMPOSITION AND CHARACTER

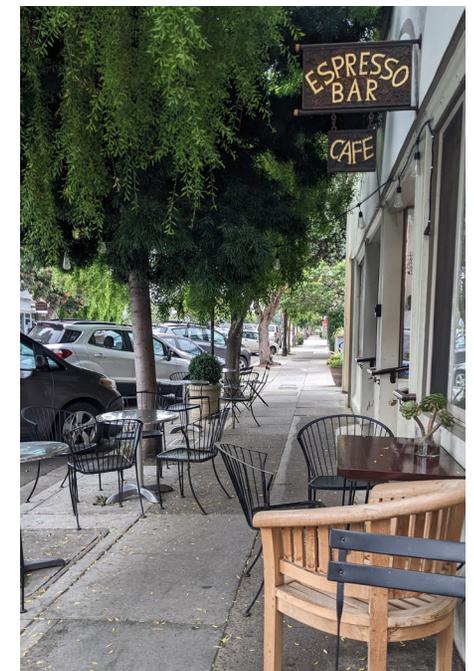
Three distinct segments have been identified along Main Street: Heritage Main, South Main, and North Main Streets. Today, these three segments lack cohesion with each having a different mix of uses, streetscape configuration, and character.

An overview of Main Street's three segments are provided below:

## Heritage Main Street

The extents of Heritage Main include the four block from the Historic Main Street Bridge, which marks the original entrance of town, to Correas Street. Heritage Main Street is the historic center and downtown core of Half Moon Bay and showcases the small-town charm and atmosphere that define the city. Heritage Main Street accommodates high pedestrian volumes and is the location of popular local restaurants and businesses as well as some of the more recognizable historic buildings and landmarks in Half Moon Bay. Heritage Main is also the location of City Hall and Mac Dutra Plaza and serves as a connecting point to the Coastside History Museum via the City Hall Parking Lot.

Heritage Main Street includes two vehicular lanes and steep angled nose-in parking on both sides of the street. Sidewalks, approximately 6 feet to 10 feet, are present on both sides of the street and pose a challenge to accommodate streetscape amenities and the high pedestrian activity in this area. Street trees are the most prevalent in this segment of Main Street and planted in small tree pits throughout.



## South Main Street

South Main Street begins at Correas Street and terminates at Hwy 1. South Main Street is residential in character with single family homes, multi-family duplexes, and the occasional business flanking either side of the street. Notably, this stretch of Main Street is home to many senior residents and the Senior Coastsiders community. This portion of Main Street is also the location of IDES Portuguese Hall, Kitty Fernandez Park, and the Coastal Repertory Theatre, from north to south, respectively. A hotel is currently being planned at the intersection of Highway 1 and South Main Street (1191 Main Street).

In this section of Main Street the roadway cross section changes from angled parking (on Heritage Main Street) to parallel, while maintaining two vehicular lanes and sidewalks on both sides. However, the sidewalk terminates briefly on the west side of the street between the 1191 Main Street property and the intersection at Hwy 1 at the south end. Sparser trees and tree pits, than that of Heritage Main are located Correas Street and Magnolia. After Magnolia Street, the trees are more prevalent and spacing is consistent at about 30 feet on center along both sides of the street.

## North Main Street

North Main Street begins on the north side of the Historic Main Street Bridge and extends to the intersection of Highway. This area is characterized by larger-scale shopping centers and chain stores. Along this stretch of Main Street, there are several driveways and large, heavy traffic intersections that cross Hwy 92 and Hwy 1. As such, North Main often feels unsafe for those traveling along or across it without a car.

The roadbed of North Main Street includes: one travel lane, a two-way-left turn lane (TWLTL), and one travel lane between Hwy 1 and Stone Pine Rd. Northbound at Hwy 92, there is an additional right turn pocket. There are sidewalks on both sides of North Main Street with tree pits along both the inner edge of the sidewalk. The utility poles, signs, and light poles are on the curb side of the sidewalk. There are also many driveways in the northern-most section on both sides to access commercial properties. Taken together this creates a precarious path of travel for pedestrians.



South Main Street looking South Towards the Coastside Fire Station.

# USER EXPERIENCE

## Walking and Rolling Experience

Sidewalks run on both sides of Main Street for the majority of the corridor with the exception of the area from Higgins Canyon to Seymour Street where there are sidewalks only on the east side of the street. Sidewalk width varies across Main Street with a clear width in Heritage Main of approximately 6 feet narrowing to approximately 4 feet wide in North Main and South Main Street.

Though sidewalks are continuous they are too narrow, particularly in the more active area of Heritage Main Street, as detailed in the section above. This is exacerbated by the presence of obstacles and clutter in existing sidewalks including trees, bike racks, benches, and other furnishings.

## Crossing and Intersections

Main Street includes 12 pedestrian crossings. Of these, three are signalized and are located at the Hwy 1 and 92 intersections. Two crossings include Rectangular Rapid Flashing Beacons (RRFB) and are located at the midblock north of Filbert Street and just south of Lewis Foster Drive, which leads to Half Moon Bay Highschool.

Today, many crossings, including those at Hwy 1 and Hwy 92 along Main Street, feel unsafe for pedestrians today because of long, exposed crossing distances and right turns on red. Additionally poor driver behavior including not stopping at stop signs, particularly at the four marked stop-controlled intersections along Heritage Main Street, makes pedestrian crossings feel especially dangerous.

## Driving Experience

During peak periods including, morning commute and school drop-off, afternoon school day lunch and pick-up, and evening commute, peak traffic, queues are observed along Main Street, especially at the Lewis Foster Drive entry on North Main Street (for school drop-off and pick-up). Community members expressed frustration with queuing and traffic flow in this area during pick-up and drop-offs to the high school, which is not served by school buses.

In the North Main Street area, commercial land use and access to highways result in higher speeds as drivers accelerate from and toward Hwy 1 and Hwy 92. In the North Main Area numerous commercial driveways result in multiple points of conflict due to the close proximity of consecutive driveways and driveways directly opposite one another across the roadway.

As vehicles cross the bridge into Heritage Main, the Main Street transitions into the Downtown Heritage segment, and the roadway narrows due to steep angled nose-in parking on both sides of the street which creates issues for trucks, buses, emergency vehicles, and other large vehicles. This configuration poses challenges for larger vehicles such as trucks, buses, and emergency vehicles, which often find themselves forced to encroach into the oncoming lane to navigate around the parked vehicles safely. Moreover, this configuration exacerbates visibility issues for drivers who have to back out from parking spots at an angle.

# PARKS AND PLAZAS

## Mac Dutra Plaza

Mac Dutra Plaza is located at the center of downtown at the intersection of Main Street and Kelly Avenue, across from City Hall. Mac Dutra is the signature open space on Main Street and serves as a central gathering space for the city. Mac Dutra is small (0.09 acre) plaza organized along a curvilinear line along which curved concrete benches, a small fountain, and two small trees are located. A permanent elevated stage, approximately 10' x 30', sits on the south side of the plaza, and flexible tables and chairs are scattered throughout. The plaza also provides access to the only permanent public restrooms on Main Street.



Mac Dutra Park

## Kitty Fernandez Park

Kitty Fernandez Park is located along South Main Street at Filbert Street. Kitty Fernandez is relatively large (.24 acres) but underutilized and lacks diversity of scale and character. Many community members also noted that the park feels “cold” and “uninviting” due to pervasive hardscape and a continuous wall that stretches along its eastern edge fronting Main Street. Private driveways are located along the western edge and are accessed from and through the north end of the park. These driveways add to the real and perceived notion that the park is unwelcoming and not intended for use by the general public.

## City Hall Pocket Park (Planned)

A pocket park is planned for the current location of the City Hall parking lot. The park is proposed to provide visual and physical connections to the Coastside History Museum and Historic Jail. Initial conceptual designs include an area for the Spirit of Life Bell, fixed seating, new tree plantings, and a colored paved path connecting to the Coastside History Museum.

# STREETSCAPE AMENITIES

## Street Trees And Plantings

Trees and landscaping are present throughout the corridor, with a particular concentration along Heritage Main Street. Today, trees on Main Street vary greatly in condition and suitability for the street, and many are nearing the end of their life cycle. Another challenge arises from tree roots lifting the sidewalk, a result of the confined space within the tree pits. A limited understory planting is located primarily in the tree pits with most accent planting located in decorative planters throughout Heritage Main Street. Dense canopy trees are prevalent along Heritage Main Street. However, given the cooler mediterranean climate of Half Moon Bay, the shade provided by dense canopy trees is not critical. Moreover, these trees often cover historic building facades and hinder visibility. There is a need to retire aging trees and explore alternative species that are better suited to the local climate, as well as those that offer aesthetic appeal without obstructing views.

## Streetscape Furnishing

The existing streetscape furnishings along Main Street including seating, lighting, bike racks, and trash receptacles are varied in style. Planters include a mixture of hanging baskets and planter boxes of various materials, sizes, and styles. Seating options, mostly associated with Main Street businesses, consist of wood, metal, and concrete benches and flexible café tables and chairs. Lighting includes traditional acorn/sphere style street poles. Lighting poles often accommodate hanging flower baskets and banners. Bike racks are

infrequent and come in an inverted U rack and bike shaped style. Trash receptacles vary widely in styles, but the City is actively replacing the assortment of old receptacles with a new, larger side-load multi-configurable unit. Given the existing diversity in furnishings, the SMP presents a valuable opportunity to introduce a more unified palette to create a more cohesive corridor.

## Wayfinding and Signage

The intersections of Main Street with Hwy 1, Hwy 92, as well as Kelly and Poplar Streets, serve as primary gateways that guide and invite visitors onto Main Street. However, the current lack of wayfinding and clear directional signage at these gateway intersections and along the connecting streets presents a challenge. Specifically, improved signage and wayfinding measures are needed to direct vehicles traveling on Hwy 1 and Hwy 92 into Half Moon Bay and onto Main Street. Today, it is common for visitors to remain unaware of Half Moon Bay's downtown area and inadvertently bypass Main Street altogether while traveling via Hwy 1 and Hwy 92. Additionally, directional, and informational signage along Main Street is lacking and has inconsistent visual vocabulary. There is a need to improve visitor's ability to recognize signage for Main Street both into and along Main Street by unifying their design language and relative hierarchy.

# OPERATIONS

## Traffic Patterns and Peak Periods

Main Street experiences peak traffic volumes and congestion during weekends and special events. Secondary peak periods occur during AM and PM commute hours. Intersections that are particularly affected during peak periods are Main Street and Hwy 92, and Main Street at Highway 1 on its north and south ends. The school drop-off and pick-up as well as high school students' lunch period are other peak traffic periods.

In 2021, there was a combined ahead/north of location and back/south of the location 47,500 AADT (ahead and back) on Hwy 1 at North Main Street, 36,800 AADT on Hwy 92 at Main Street, and 26,600 AADT on Hwy 1 at South Main Street. Between 2018 and 2020, these volumes had dropped, but there was an uptick from 2020 to 2021. During major events, there can standstill traffic through the city as drivers are directed to parking.

## Parking

Free street parking is offered along Main Street with parking limited to two hours from 9am-6pm daily from Spruce Street to the Historic Main Street Bridge. Generally, parking for residents and visitors is sufficient along Main Street. However, during weekend and special event peak periods, overflow onto residential streets from Main Street is common. This is exacerbated by the lack of beach parking which tends to quickly reach capacity on weekends. However, even during these peak times, there is typically ample parking available on adjacent side streets. Community feedback on parking during the engagement process was



mixed with some community members feeling that there was a surplus of parking along Main Street and in the Downtown area and others believing there is a deficit. Part of the perception of a lack of parking often arises when there is a misunderstanding about available parking options particularly when there is limited or no parking directly outside the desired destination.

Angled parking is present on Heritage Main Street from the Historic Main Street bridge to Correas Street, allowing vehicles to park diagonally rather than parallel to the curb. While angled parking can increase parking capacity compared to parallel parking, it also presents challenges related to vehicular visibility. Additionally, angled parking requires more space from the available right-of-way compared to parallel parking, this means that more roadway space must be used to accommodate parking. Reconfiguring angled parking spaces to

parallel parking, can help alleviate visibility and safety challenges and free up space for other uses such as sidewalks, bicycle lanes, or other streetscape amenities.

## Loading and Truck Routing

Many Main Street businesses rely on truck delivery and access. While some businesses can be accessed from the back or from side streets, a few businesses rely on loading from Main Street. Today, trucks travel in both directions, typically in the morning, to complete deliveries. On Stone Pine Road, loading is provided to the businesses on the south side of Stone Pine Road by parking curbside and unloading via the back of the businesses. Other access for North Main Street businesses occurs from driveways and parking lots. Because intersections are designed for the WB-50 design vehicle, which may not reflect the majority of delivery trucks, curb radii are large and create longer crossings for pedestrians.



Truck unloading on Heritage Main Street



# APPENDIX

# B DISCOVERY & DESIGN CHARRETTE SUMMARIES

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# DISCOVERY WORKSHOP SUMMARY

## BACKGROUND AND PURPOSE

This document provides an overview of the outreach and engagement efforts and outcomes for the Half Moon Bay Downtown Streetscape Master Plan Discovery Workshop.

## GOALS

The goals of the outreach and engagement process are to:

1. Conduct outreach and engagement to a broad range of people who live, work, play, and do business in downtown Half Moon Bay
2. Solicit input from community members who do not typically engage and/or have historically been left out of the decision-making process
3. Extract meaningful ideas to inform the concepts developed during the plan
4. Create a feedback loop whereby participants see and understand how their contributions were incorporated into the final design and plan
5. Apply national best practices for transparent, representative, and responsive engagement.

## TIMELINE

The table below summarizes the engagement approach for the Half Moon Bay Downtown Streetscape Master Plan which is organized around the Discovery and Design Workshop process.

Pre-Discovery Workshop	Discovery Workshop	Intermediate	Design Workshop	Post-Design Workshop
June – August 2023	Week of September 11 <sup>th</sup> 2023	September – October 2023	Week of October 23 <sup>rd</sup> 2023	November 2023 – May 2024
<ul style="list-style-type: none"> <li>▪ Stakeholder Mapping</li> <li>▪ Informational Outreach</li> <li>▪ Promote Discovery Workshop</li> </ul>	<ul style="list-style-type: none"> <li>▪ Explore Issue &amp; opportunities</li> <li>▪ Identify Priorities &amp; Challenges</li> <li>▪ Draft “starter ideas”</li> </ul>	<ul style="list-style-type: none"> <li>▪ Evaluate Outreach Process</li> <li>▪ Promote Discovery Workshop</li> </ul>	<ul style="list-style-type: none"> <li>▪ Design Iteration and Evolution</li> </ul>	<ul style="list-style-type: none"> <li>▪ Evaluate Outreach Process</li> <li>▪ Refine Design Concepts</li> <li>▪ Develop Draft Plan</li> <li>▪ Public Review of Plan</li> <li>▪ Final Plan</li> </ul>



## DISCOVERY WORKSHOP SUMMARY

The Discovery Workshop took place from Tuesday, September 12th to Thursday, September 14th, 2023. During the workshop, the project team promoted awareness of the study, asked for input on existing conditions and desires, and established an understanding of opportunities and constraints. The themes generated through the Discovery Workshop will form the foundation of ideas that will be developed during the Design Workshop.

### DISCOVERY WORKSHOP SCHEDULE OF EVENTS

Over the course of the three-day workshop, the team held focused conversations with a broad range of participants. The week kicked off with a first convening of the Community Stakeholder Group (CSG) consisting of about a dozen community members who represent a broad cross-section of the community including the Beautification Committee, age-friendly and youth serving advocates, historians, environmental sustainability professionals, and Latinx-serving organizations. In addition to the diversity of perspective among the group, members agreed to promote the project and serve as an ongoing feedback loop to the design team and city staff over the upcoming months. At this first convening, the CSG provided feedback on a preliminary design of an updated sign design for HWY 92. In addition, the design team held a two-hour long public workshop, open studio sessions for the public to stop by and discuss their desires for downtown, and a series of focus groups. Focus groups included representation from nonprofits, local businesses, property owners, community and youth groups, faith-based organizations, first responders, and city staff. The project team also met with ALAS, the Planning Commission, the Architectural Advisory Committee, Bicycle and Pedestrian Advisory Committee, and the Parks and Recreation Commission. Two convenings were held entirely in Spanish, and city staff hosted two pop-ups at Moonridge and Half Moon Bay High School.

	TUES 9/12	WEDS 9/13		THURS 9/14	
9:00 AM	prep time for design team	Focus Group Discussions	Open Design Studio (9-12pm)	Focus Group Discussions	Open Design Studio (9-12pm)
10:00 AM	ALAS Staff Meeting				
11:00 AM	Community Stakeholder Group (CSG) Working Lunch				
12:00 PM	prep time for design team	lunch		lunch	
1:00 PM	Focus Group Discussions	Focus Group Discussions	Open Design Studio (1-5pm)	Focus Group Discussions	Open Design Studio (1-5pm)
2:00 PM					
3:00 PM				closed studio / prep time for design team	
4:00 PM	closed studio / prep time for design team	closed studio / prep time for design team	Public Meeting (6-8pm)	Special Session BPAC and Parks & Recreation Commission (6:30-9:30pm)	
5:00 PM					
6:00 PM					
7:00 PM	Planning Commission and Architectural Advisory Committee (ACC) Meeting (7-9pm)	closed studio / prep time for design team			
8:00 PM					

The daily Discovery Workshop schedule.

## DISCOVERY WORKSHOP BY THE NUMBERS

The following is a snapshot of key outreach and engagement successes:

### Engagement Successes:

- In total, approximately 150 community members participated in the September Discovery Workshop.
- 4 Open Design Studio Sessions
- 25 Focus Group Discussions
- Public Meeting at IDES Hall (25 participants)
- Meeting with ALAS (12 participants)
- Community Stakeholder Group Session #1 (12 representatives)
- Planning Commission and Architectural Advisory Committee Meeting (4 representatives)
- Special Session with BPAC and Parks & Recreation Commission (10 representatives)
- Spanish-speaking staff were available for live translation during all events.



*Public Workshop (left). Focus Group Discussion (right).*

### Outreach Successes:

- 150 Flyers distributed to local businesses which provided information on the project and Discovery Workshop
- 80 Emails distributed to promote the project and encourage participation in the Discovery Workshop
- 15 Social media posts advertising the Discovery Workshop
- All outreach materials were distributed in both English and Spanish.

## WHAT WE HEARD

During the Discovery Workshop, participants shared their experiences, their likes, and dislikes, and what they hoped to see improved in Half Moon Bay. Conversations were organized around three questions which are used as a framework to summarize feedback and key themes below.

### What do you like and want to see retained?

Many community members expressed that Downtown Half Moon Bay is a wonderful place to be. The walkable, small-town character of the Downtown should be preserved, and the city's rich and layered history should inspire ideas for design interventions, particularly art, furnishings, and fixtures. Additional characteristics participants wanted to see preserved were:

- Unique, small-town character
- Walkability of the downtown area
- Places and spaces for both residents and visitors
- Promotion and inclusion of local businesses
- Murals (especially the Cunha mural) and public art
- Acknowledgement of the rich and varied history of Half Moon Bay
- Historic landmarks, storefronts, and historic building plaque program
- Half Moon Bay parades, festivals, and market events



The City of Half Moon Bay distributed flyers advertising the Discovery Workshop to businesses along Main Street and encouraged business owners to post the flyer in their storefront windows.

### What do you dislike and want to see changed?

When asked what participants disliked many comments were related to narrow sidewalks, angled parking, driver behavior, and street trees. Participants also noted that the Downtown and Main Street streetscape and open spaces have a lot of hardscape and could be softened with more landscape or plantings. Additional comments are summarized below:

- Diagonal parking on Main Street is not ideal, large vehicles cut into travel lanes and hinder visibility
- Narrow sidewalks with obstacles and clutter including trees, bike racks, benches, and other furnishings
- Street trees obscure historic facades and drop debris onto sidewalk
- There is too much hardscape, particularly in Mac Dutra and Kitty Fernandez Park
- Wayfinding needs to be improved, often visitors are not aware there is a downtown Main Street
- Crossing Highway 1 and 92 along Main Street as a pedestrian or bicyclist feels unsafe
- Vehicles do not obey traffic laws and often don't stop at stop signs and make illegal U-turns
- Traffic back-ups along Main Street on weekends
- North, Heritage, and South Main Street do not feel connected
- The Bank of America parking lot is underutilized

## What is missing that you would like to see created?

When asked what is missing and what participants would like to see created, many noted that there needs to be more spaces for youth and families in the public realm. Wider sidewalks, improved signage, more streetscape amenities, and a reconfiguration of street parking were also identified as opportunities to make Half Moon Bay a memorable experience for residents and visitors alike. The following provides a sampling of the comments:

- Wider sidewalks
- A reconfiguration of Heritage Main Street to potentially change traffic to one-way or a temporary and/or permanent closure of the street (or part of the street) to vehicles
- More warmth and vibrancy in the streetscape through colors, materials, and/or public art
- A strengthened town "center"
- More greenery and vegetation
- Street trees that don't obscure building facades and don't drop debris on the sidewalk
- More seating, bike racks, public art, water bottle filling stations, and dog waste stations
- More public restrooms that are easily identifiable/are signed to
- Public/outdoor spaces that are comfortable during cold weather days (ie: they provide wind protection, heat, etc.)
- Places to linger/hang out
- Spaces for youth
- A public art and/or history "walk" with QR codes and/or map
- A banner or archway over the Main Street Bridge that announces entry
- Improved arrival experience at 92 and Main Street
- Better signage and wayfinding directing vehicles on Highway 1 and 92 into Half Moon Bay
- Trolley or shuttle from the beach to Main Street/Downtown
- An improved parking management strategy
- Parking garage (if parking is removed from Downtown streets)
- Acknowledgement of indigenous and other underrepresented communities in the built environment
- Restoration of Pilarcitos Creek/Creek Trail
- Better connection and cohesion from Heritage Main Street to North and South Main Street
- Strategies for how to improve circulation and ADA access over the Main Street Bridge
- Town kiosk or bulletin board in Mac Dutra that advertises festivals and events

# DESIGN WORKSHOP SUMMARY

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## DESIGN WORKSHOP SUMMARY

The Design Workshop took place from Monday, October 23rd to Tuesday, October 24th 2023. During the workshop, the design team advanced the starter ideas from the Discovery Workshop into design concepts and provided additional opportunities for community engagement.

### DESIGN WORKSHOP SCHEDULE OF EVENTS

The two-day Design Workshop included open studio sessions with the design team, the second convening of the Community Stakeholder Group (CSG), and a public meeting at IDES Hall. Open studio sessions were open to the public on both Monday and Tuesday at the Half Moon Bay Public Library.

#### Monday October 23rd

**Open Studio**  
Half Moon Bay Library  
1-5pm

#### Tuesday, October 24th

**Open Studio**  
Half Moon Bay Library  
9-12pm

**Community Stakeholder Group**  
Half Moon Bay Library  
3-4pm

**Public Meeting**  
IDES Hall  
6-7:30pm



Design Workshop schedule (left). Photo of Open Studio (upper right) and the Public Meeting (bottom right).

### DISCOVERY WORKSHOP BY THE NUMBERS

The following is a snapshot of key outreach and engagement touchpoints:

#### Engagement Successes:

- In total, over 90 community members participated in the October Design Workshop.
- Public Meeting at IDES Hall (30 participants)
- 2 Open Design Studio Sessions (55 participants)
- Community Stakeholder Group Session #2 (10 representatives)
- Spanish-speaking staff were available for live translation during all events.

#### Outreach Successes:

- 55 Flyers distributed to local businesses and organizations
- 4500 Emails sent via the eNews subscribers list serv and 3 eNews Advertisements (October 5, 12, and 19)
- 9 Social media posts
- Promotional Banner on City Website
- Radio ad played on KHMB for over one week
- Print media coverage from the San Mateo Daily Journal and Half Moon Bay Review

## WHAT WE HEARD

During the Design Workshop the design team gathered public feedback on preliminary concepts for Main Street, landscape and furnishing palettes, wayfinding and signage, and a reimagined Kitty Fernandez Park. The design team incorporated and documented feedback in realtime during each Workshop event while helping community members:

- Understand tradeoffs between different design options
- Indicate their preferences and priorities between different concepts
- Set expectations on how projects get built and when these concepts may become a reality

The following pages provides a high-level summary of proposed concepts and feedback gathered.

### MAIN STREET

As the design team developed and illustrated draft concepts for Main Street, participants were encouraged to give their feedback on draft concepts while indicating preferences and priorities on various streetscape treatments. The design team solicited feedback through one-on-one and group conversations with participants during each workshop event.

#### North Main Street: From Highway 1 to the Main Street Bridge

##### Design Concepts:

- Reduced corner radii and added curb extensions (with bike ramps where applicable) to slow vehicular turning movements and shorten crossing distances.
- Lane width reduction and/or removal (road diet) where possible to reduce vehicular speeds and widen sidewalks.
- Updated tree pit locations for improved walking experience.
- Tee up intersection at Lewis Foster Drive by removing slip lane to provide a better line of sight to the crossing and to stop vehicles before turning right. Also to reclaim pedestrian space and shorten the crossing.

##### Community Feedback:

- Overwhelming support for safer crossings including design interventions like reduced corner radii and curb extensions at intersections. Support for lane width reduction, widened sidewalks, and tree pit relocation.
- Varied level of support for removal of right turn lanes at Hwy 92 and slip lane at Lewis Foster Drive intersections. Some participants worried that lane removal would remove queuing space and cause increased congestion.
- Strong support for consolidation of driveways, especially at Ace Hardware driveway where three come together with many left turning movements. Some participants open to restricting turning movements such as right-in, right-out only.
- Strong support for gateway signage both south of Hwy 92 on Main St and at the north end of the bridge.
- Interest in adding paver mosaics at smaller intersections north of the bridge on Main St, such as at Stone Pine Rd.
- Strong support for aiding in better connections from Downtown to the high school via improved crossings and bicycle and pedestrian facilities.



Illustrative concept plans for North Main Street.

## Heritage Main Street: Between Main Street Bridge and Correas Street.

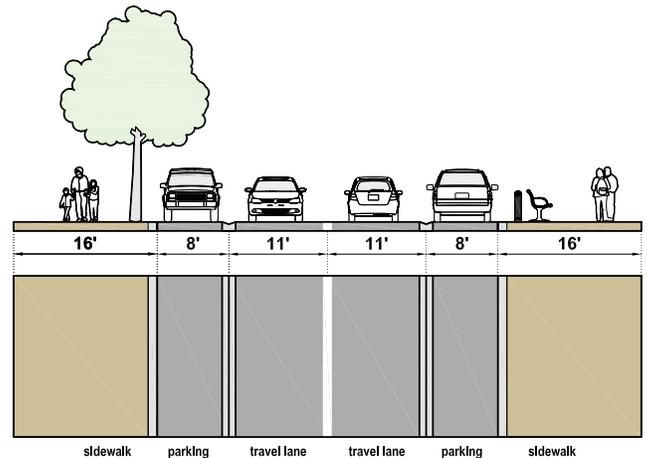
These four blocks of Main Street are 70' in width from building face to building face. The existing space includes 6' sidewalks, including tree plantings which creates an effective 4' sidewalk at times. The angle and the depth of parking stalls allows for ample parking but creates challenging parking and visibility issues. The street trees provide a wonderful sense of enclosure, though the trees are near the end of their life cycle in this urban condition. The design team explored two options in effort to balance great spaces for people, cafe and retail spillover space, and parking.

### Design Concepts:

- Concept A: Parallel parking on both sides of the street which allows for widened sidewalks and ample room for café and retail spillover space. Widened sidewalk space provides opportunities to incorporate better street tree planting conditions, and additional vegetation such as green infrastructure plantings or planters at curb extensions near intersections or driveway aprons.
- Concept B: Parallel parking on one side and angled on the other side of the street. Parallel parking would switch from the north side to the south side every block from the bridge through Correas Street. Angled parking allows for more parking spaces to be maintained (than in Concept A) at the expense of sidewalk space. Parallel parking on one side of the street does allow for wider sidewalks, although not as spacious as those in Concept A.
- Both concepts feature A flush/curbless street configuration. A flush street provides exceptional flexibility for street closures and festivals - the entire space can function like a plaza. Both concepts also propose parking on perpendicular streets (Mill, Kelly, Miramontes, and Correas) shifts to (or remains) angled parking - formalized through curb extensions and striping.



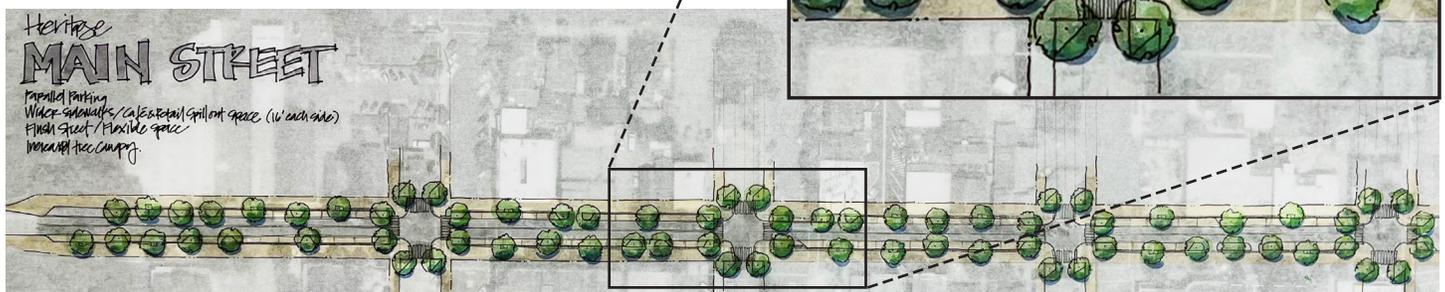
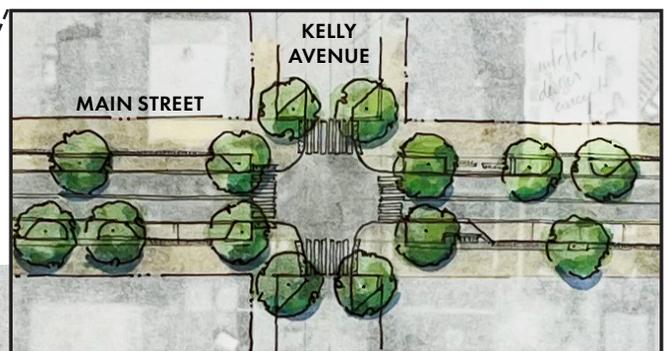
Examples of a fully flushed/curbless street with parallel parking.



Illustrative cross sections of Concept A for Heritage Main Street (parallel parking on both sides of the street).

### Community Feedback:

- Overall, workshop participants indicated a strong preference for Concept A which features sidewalks widened from 6' to 16' and parallel parking.
- Participants indicated support for a flush street concept, recognizing the flexibility it presents for street closures, festivals, and flexible spaces.
- Participants discussed the potential need for a structured parking garage to accommodate parking spaces that would be eliminated (for both concepts).



Illustrative plan of Concept A for Heritage Main Street (parallel parking on both sides of the street).

## FURNISHING AND LANDSCAPE PALETTE

Two concepts or “mood boards” (a collage of images, textures, colors, and other elements) for both a furnishing and landscape palette were prominently featured throughout open studio, the Community Stakeholder Group session, and the Public Meeting. Participants were encouraged to place a sticker next to the concept they preferred. Post-its were provided to elaborate on selections and add comments directly onto the boards. In addition to the activities and materials above, the design team solicited informal feedback through one-on-one conversations with participants.

### Furnishing Palette

Includes recommendations for seating, planters, bike racks, and trash receptacles, among others.

#### Design Concepts:

- Playful + Bold: Vibrant colors, unusual shapes, and unique elements create a visually striking, dynamic furnishing family.
- Textured + Natural: Features warm and earthy colors, organic forms, raw materials, and a variety of textures.

#### Community Feedback:

- The majority of participants were in favor of the Textured and Natural concept noting that this option better reflected the essence of the coast and more traditional atmosphere of downtown.
- Desire to incorporate elements of the Playful and Bold concept into the Textured and Natural concept by integrating strategic pops of color. Color was suggested to be reserved for signs art, murals, and business frontages.
- Suggestions to prioritize furnishings that incorporate sustainable and recycled materials.

### Landscape Palette

Plants and trees that could be included in the “furnishing zone”, and in elements like medians, curb extensions, and planters.

#### Design Concepts:

- Colorful + Agrarian: Various types of edible, native, and ornamental plants work together to reflect Half Moon Bay’s agricultural heritage.
- Textured + Natural: Emphasizes the environment of the coast with grasses, soft, subtle colors, and a mix of native, drought-resistant species.

#### Community Feedback:

- Slight preference for the Colorful and Agrarian concept primarily for the more vibrant color included in this option. Many likened this concept to the hanging baskets that used to be in downtown which incorporated colorful ornamental flowers. Participants also noted this concept would pair nicely and add needed color to the Textured and Natural furnishing palette, if selected.
- Overall there was a desire to combine the drought-resistant, low-maintenance elements of the Muted and Coastal option with the colorful components of the Colorful and Agrarian Concept.

#### PLAYFUL + BOLD



#### TEXTURED + NATURAL



Furnishing Palette Concepts (above).

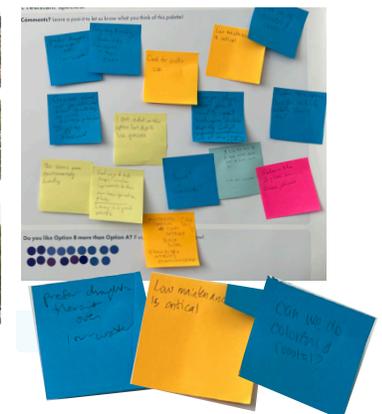
#### COLORFUL + AGRARIAN



#### MUTED + COASTAL



Landscape Palette Concepts (above).



## SIGNAGE + WAYFINDING

During the Workshop the design team developed preliminary placements for different signage types. The design team also developed high level wayfinding goals and strategies. Facilitators sought feedback on ideas for wayfinding and signage strategies through both one-on-one and group conversations with participants at each Workshop event.

### Design Concepts:

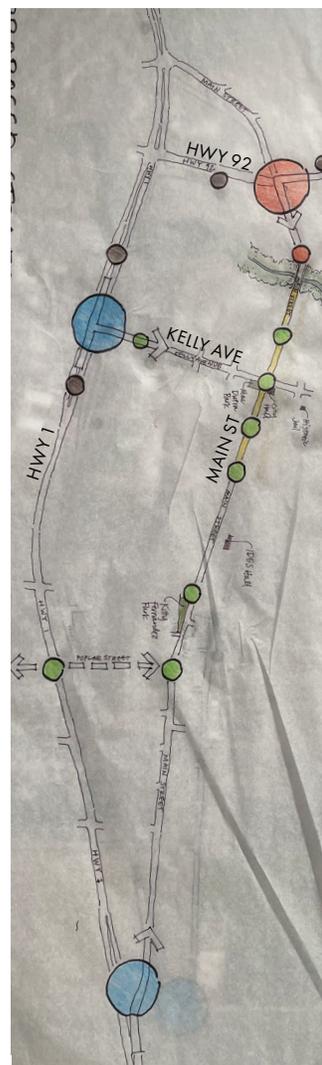
- New gateway and monument signage at key locations to provide a sense of arrival and orientation including monument signage at HWY 1 and Kelly Avenue and HWY 1 and South Main Street and a new gateway at HWY 92 and North Main Street.
- Additional pedestrian-scale directional signage along Main Street and at the corners of Heritage Main Street to direct visitors toward community institutions and businesses.
- Improve clarity of regulatory signage for vehicular traffic by providing legible direction towards Main Street and giving vehicles clear choices: this way to the beach, and this way to Main Street.
- Create visual cohesion between all signage types and tie into other Downtown branding efforts.

### Community Feedback:

- Overall support for the proposed strategy of gateways, improved regulatory signage, and increased directional signage
- Broad support for the idea of a gateway element at the intersection of HWY 92 and Main Street.
- Mixed feedback on the perspective sketch of new arch signage at 92 and Main Street. Some community members felt the arch might be too large and were more comfortable with a half arch or tall pillars. Some preferred something less modern and mentioned the old historic sign before the bridge.
- General support for pedestrian scale directional signage along Main Street
  - Some thought directional signage should only include community institutions and businesses should not be included.
  - Concern about responsibility for maintenance.
  - Concern about signs being oriented towards visitors in a way that is detractive to local character.
  - Support for signage on Poplar St. at Coastal Trail pointing towards Main Street and on Main Street pointing towards Coastal Trail.
- Other ideas included:
  - Signage for downtown along the Coastal Trail and at the beach.
  - Integrating QR codes into signage.
  - Adding signage in the median before the intersection of Kelly Avenue and HWY 1 to give people a chance to get over into the turn lane to go downtown.



Conceptual rendering showing a new arch gateway at HWY 92 and Main Street.



Conceptual map showing proposed locations for gateway, monument, regulatory, and directional signage.

### ● Gateway



### ● Monument



### ● Regulatory



### ● Directional



## KITTY FERNANDEZ PARK

Given its large size and key frontage on Main Street, the design team explored options for redesigning Kitty Fernandez Park to be a more integrated and activated part of the public realm. All design concepts prioritized the need to address the existing private driveways and access points along the western edge of the park.

### Design Concepts:

- **Front Porch:** Centers around the idea of the front porch and incorporates a wood-paneled deck and brightly colored porch swings. The opposite end of the park, is designed to be a versatile open space that can accommodate food trucks, special events, and art exhibitions, among others. A hip-height wall with landscaping is incorporated between the existing private driveways and park space.
- **Undulating Greenscape:** A series of grassy mounds of varying heights and shapes. These mounds add visual interest and provide opportunities for various activities. Throughout the park, flexible furniture areas are strategically placed to accommodate various activities and group sizes. Equally spaced trees are placed between the current private driveways and the park area, defining the boundary between private and public spaces.
- **Distinctive Plaza:** This concept capitalizes on the Park's location to serve as a gateway to the south end of Main Street. A new street is proposed on the western edge of the park which creates new one-way circular traffic flow around the Park. The plaza becomes an extension of the urban fabric, by connecting paving and design elements into surrounding streets.



### Community Feedback:

- Participants at all Workshop events expressed enthusiasm for a reimagined Kitty Fernandez and emphasized the potential impact this area could have if it were transformed to be more public-facing.
- Wide support for various aspects of all concepts. A desire to integrate the “best parts” of each option was expressed by many participants.
- Overall support for the incorporation of lawn-like areas for children and families, though concerns for maintenance and the potential for slipping on grass given the rainy climate of Half Moon Bay.
- Overall support for a “flex area” that can accommodate pop-up events and food trucks.
- Excitement around the potential for a “signature element” in the Park.
- Concern that oversized or sculptural seating elements would not be ADA or senior-friendly.
- Support for the new/proposed road created in the “Distinctive Plaza” concept and its effectiveness in addressing the private driveways on the western edge of the park, but concern about traffic impacts, emergency vehicle access, and turning radii.
- Some concerned that example images look too modern and do not align with the more traditional aesthetic of Half Moon Bay.
- Desire to incorporate wifi and/or charging kiosks in the park.



Collage of illustrative concepts and precedent photos for reimagined Kitty Fernandez Park

# APPENDIX

## C STREETScape MASTERPLAN SURVEY SUMMARY OF FINDINGS

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## Streetscape Master Plan Survey – Summary of Findings

In April 2023, the Half Moon Bay City Council unanimously approved the Main Street Revitalization Project and an allocation of funds from the Capital Improvement Program to support this important effort. Downtown revitalization has been a topic of interest for the Council and community alike and was identified as one of 15 strategic recommendations resulting from the Coastside Recovery Initiative.

The goals of the project are to create a more attractive, accessible, and economically vibrant downtown through a Streetscape Master Plan. Toole Design was selected to create the Streetscape Master Plan based on existing conditions review and extensive community engagement through charettes, open studios, focus groups, popups, and public meetings. The Streetscape Master Plan survey was identified as an important tool to gather additional community feedback, particularly from community members who were not able to participate in the previous Toole-led engagement opportunities.

### Methodology

The survey was designed to follow similar areas of inquiry as those explored through the charettes, open studios, focus groups, popups, and public meetings. It included questions related to downtown identity and experience, getting to and around downtown as well as ideas for improving key locations such as Kitty Fernandez Park. Another important objective of the survey was to gather input on ideas for improvements that could be accomplished in the short-term, recognizing that implementation of the Streetscape Master Plan is a multi-phase, multi-year effort.

Wood Consulting Services developed the survey with input from City staff and the Toole Design team. A draft of the survey was first developed as a word document for ease of review and then finalized as a google form. The google form was pre- tested with two city staff to fine-tune questions and response options, check skip pattern logic and assess the overall ease of completing the survey.

The survey was launched on January 8, 2024, and closed on February 2, 2024. Five additional surveys were received after the February 2 deadline and included in the analysis. The survey was accessible online via social media, QR code, and the City's website in English and Spanish. Hard copies were also provided during a visit from the Mexican Consulate and at a newly formed Youth Advisory Committee. A total of 164 respondents completed the survey. Demographics collected as part of the survey are summarized on pages 3-5 of this report.

### Additional Notes

The consultant exported all the raw data captured from the google form into an Excel spreadsheet for analysis. Response rates were verified for each survey question by determining the number of blank and non-blank cells. Frequencies and percentages were calculated for all close-ended survey questions. Charts and graphs were then created to illustrate the distribution of responses across the different response options for each survey question.

For open-ended questions, the consultant used thematic analysis to identify common themes for responses. Tables were created to show counts of responses for each theme category.

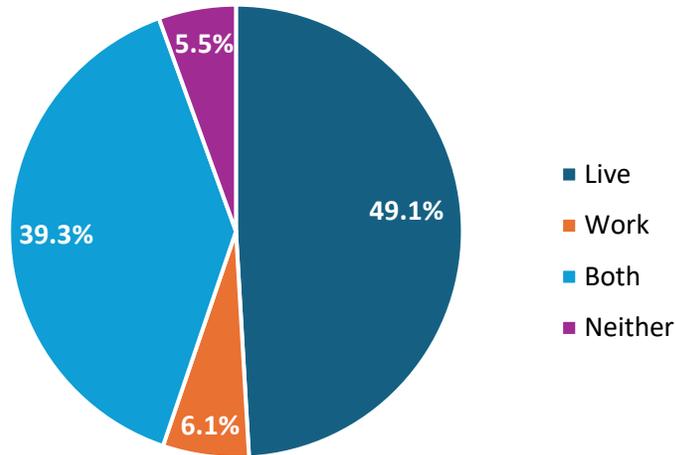
## Key Takeaways

- Respondents greatly appreciate the City’s charm, quaintness, and small-town feel. They also value the shops and restaurants downtown, and that many are locally owned small businesses. The downtown aesthetic, including tree lighting, murals and historic buildings were also important to respondents.
- Parking was most frequently cited as something respondents disliked about downtown and wanted to see changed with several respondents mentioning angled parking specifically. Traffic congestion, lack of signage and the need for better cross walks along Main Street were other dislikes that respondents noted. The business mix and need for more retail versus professional service-oriented businesses along Main Street was a concern as well as the condition / underutilization of buildings and the bridge.
- Recognizing that the Streetscape Master Plan is a multi-phase, multi-year effort, City leadership was interested in the community’s feedback for improvements that could be made in the shorter-term and with minimal investment. “Hanging flower baskets that are replenished and maintained”, “street pole banners with seasonal themes or events”, and a “banner north of the bridge next to Stone Pine Road that identifies the entrance to downtown”, were the top three improvements based on total responses falling into a “first” or “second choice” option.
- An overwhelming majority of respondents supported the ideas for more furnishing and landscaping along Main Street, 79.8 percent, and 86.2 percent respectively. They also supported a textured and natural landscaping and furniture palette in keeping with Half Moon Bay’s coastal aesthetic.
- When asked about ways that Main Street could be made safer for drivers, “improve key intersections to increase visibility”, “street improvements to reduce traffic”, “a gateway sign north of the Main Street bridge to provide a sense of arrival into downtown”, and “improve wayfinding from highway 92 to downtown”, were the improvements with the highest responses.
- When asked about ways that Main Street could be made safer for pedestrians, “make sidewalks easier to walk by removing obstructions”, “make existing crosswalks safer”, “make sidewalks wider”, and “add more lighting”, were the improvements with the highest responses.
- A nearly equal percentage of respondents either “strongly supported” (27.8 percent) or “strongly opposed” (30.2 percent) parallel parking to increase sidewalk space along Main Street.
- When asked about ways to improve Kitty Fernandez Park, “create more green space”, “create spaces for children and youth”, “create flex areas for pop-ups and food trucks”, were the design features rated as most important based on total responses falling into the “first”, “second” or “third choice” options.

## About You

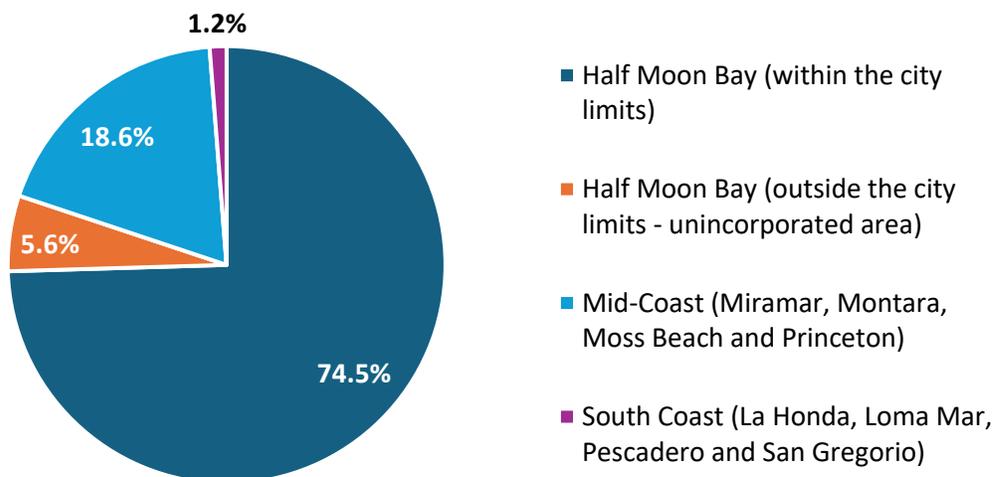
### 1. Do you live or work in Half Moon Bay or both? (Please choose one option)

Values shown as a percentage of respondents, n=163.



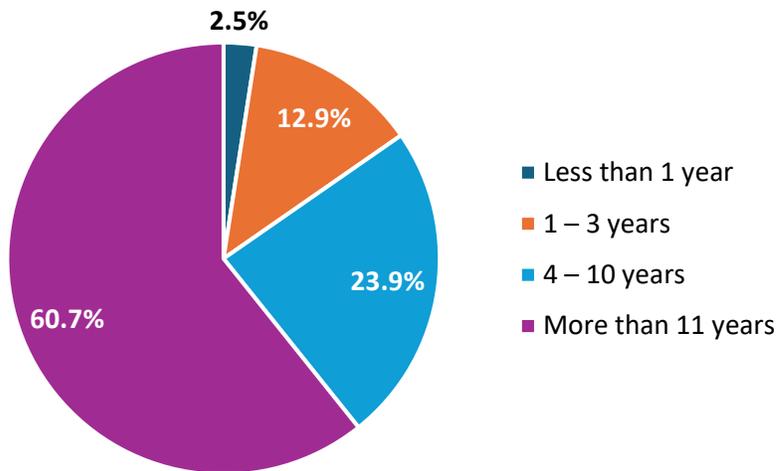
### 2. Where do you currently reside? (Please choose one option)

Values shown as a percentage of respondents, n=161



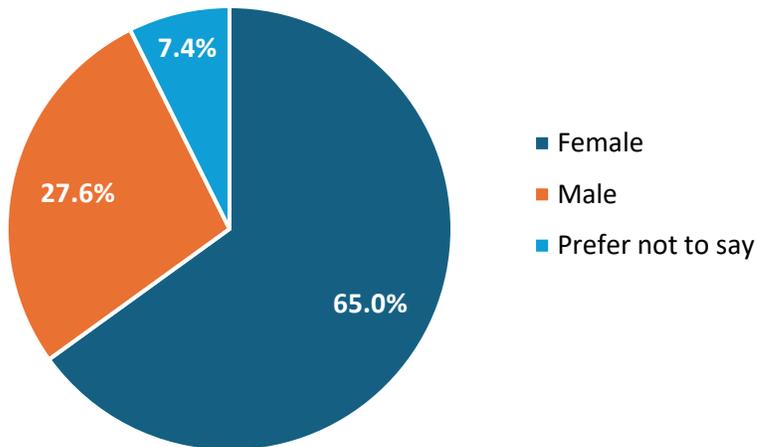
**3. How long have you been a resident here? (Please choose one option)**

Values shown as a percentage of respondents, n=163



**4. What gender do you identify as? (Please choose one option)**

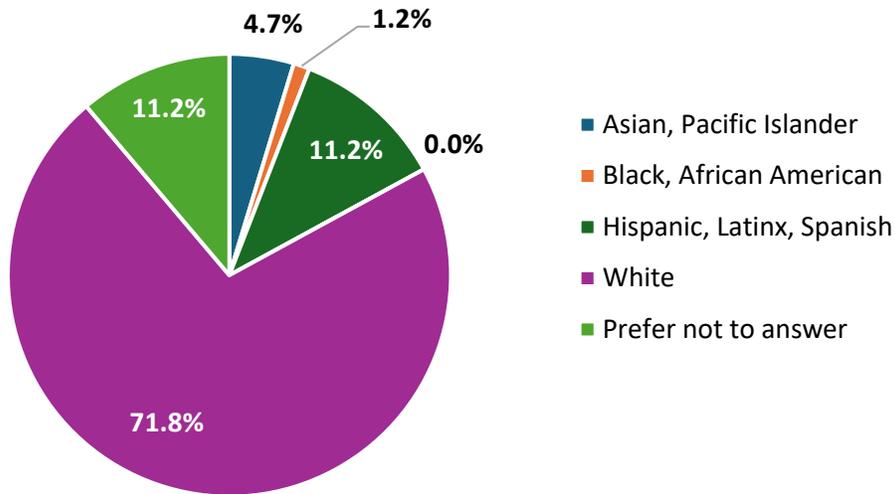
Values shown as a percentage of respondents, n=163



8.

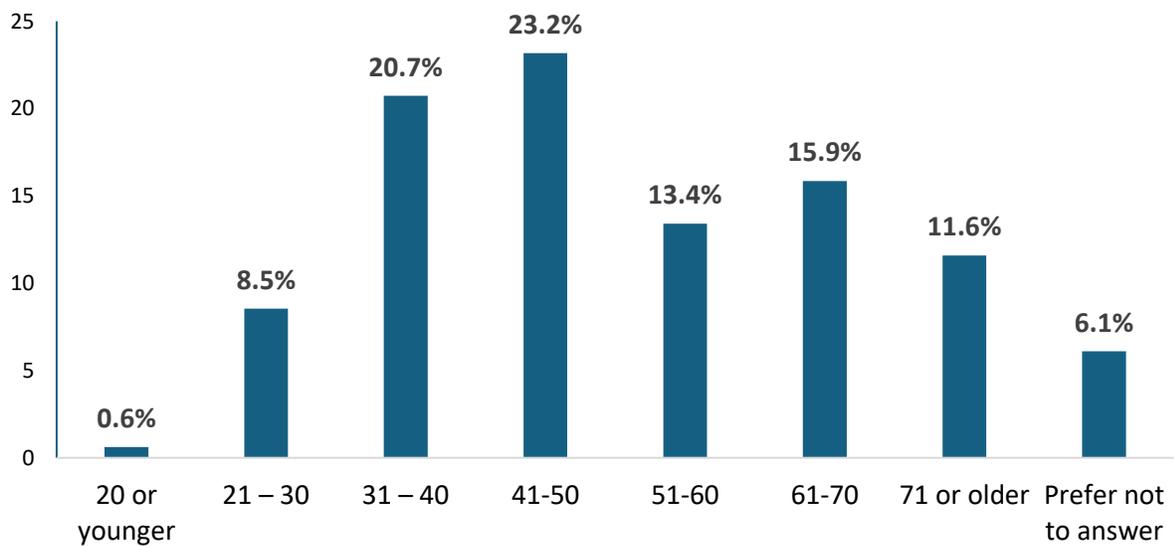
**5. Which of the following best describes your race or ethnicity? (Please choose all that apply)**

Values shown as a percentage of responses, n=170



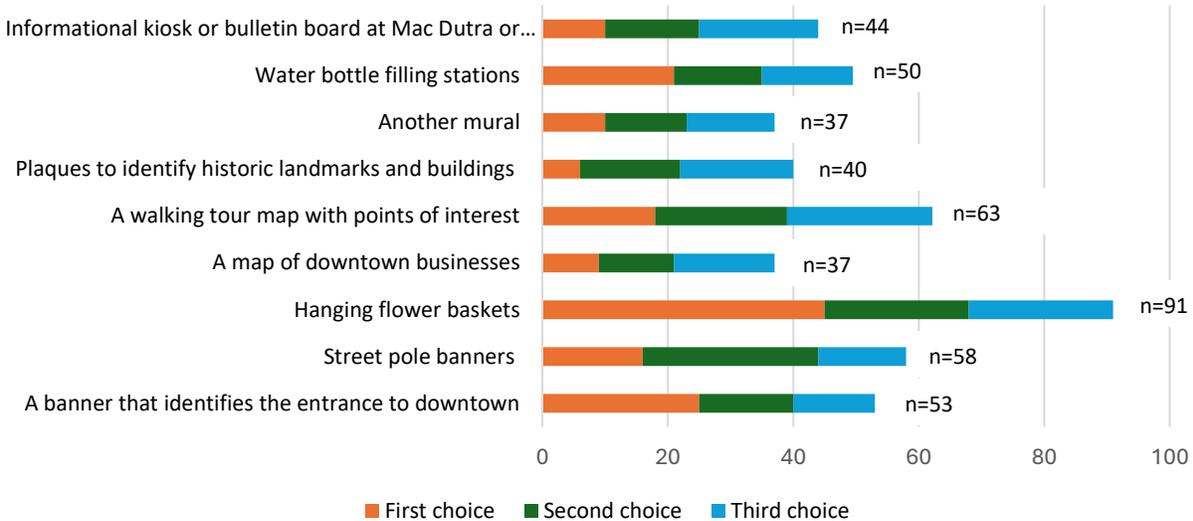
**6. Which of the following best describes your age? (Please choose one option)**

Values shown as a percentage of respondents, n=164



## Short-Term Opportunities

7. Which of the following short-term improvements would you most like to see on Main Street / downtown? (Please select your top three options). Values shown as a frequency (count) of responses.



## Downtown Identity and Experience

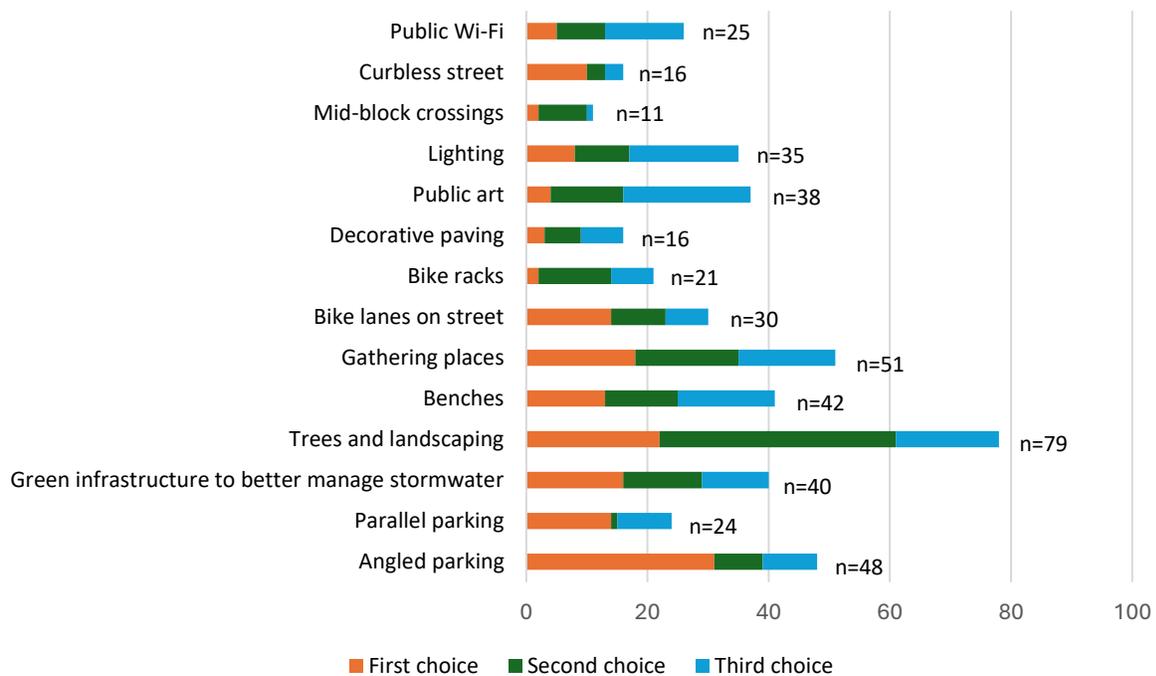
8. What do you like about downtown Half Moon Bay and want to see maintained? Values shown as a frequency (count) of responses.

Response Option	Frequency
Charm, quaintness, small town feel	36
Shops	28
Décor, tree lights	24
Restaurants, dining	21
Small, local businesses	20
Historic buildings, bridge, plaza	17
Arts, entertainment, and events	16
Free parking	12
Accessibility (walking, biking)	10
Clean, safe, and quiet	10
Plants	9
Furnishings	7
Other	15
Total	225

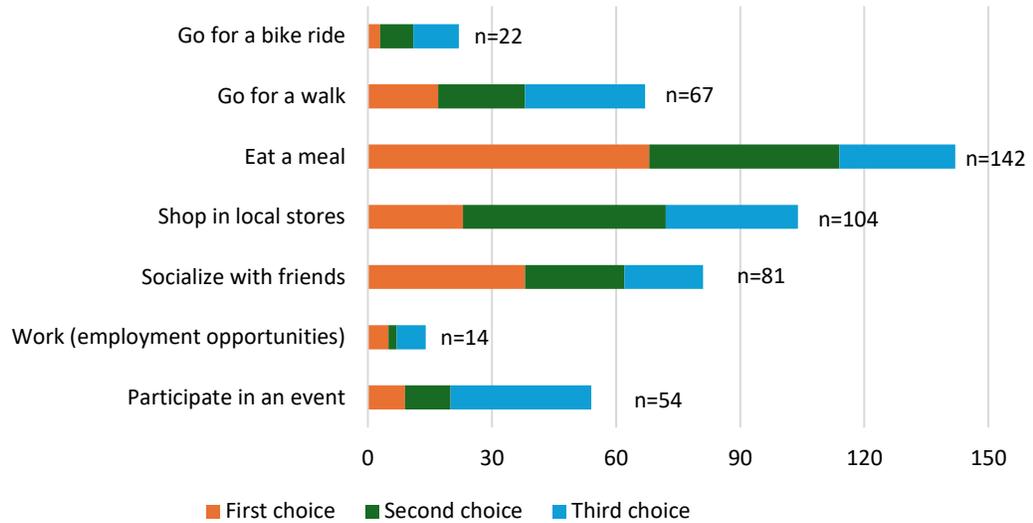
**9. What do you dislike and want to see changed?** Values shown as a frequency (count) of responses.

Response Option	Frequency
Parking	31
Traffic flow, signage, cross walks	20
Business mix	17
Buildings, new construction, bridge	17
Pedestrian, bike access	15
Sidewalks, street	14
Dining	12
Limited business activity and hours	10
Garbage, cleanliness	10
Areas to gather	6
Other	21
Total	173

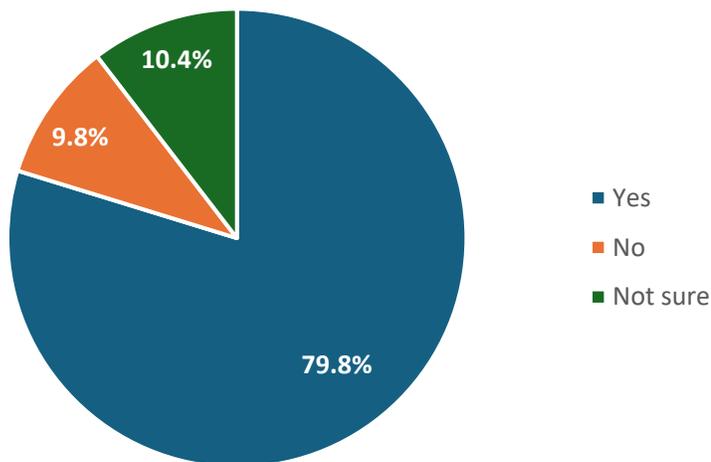
**10. Which of the following features would you most like to see on Main Street? (Please select your top three options).** Values shown as a frequency (count) of responses.



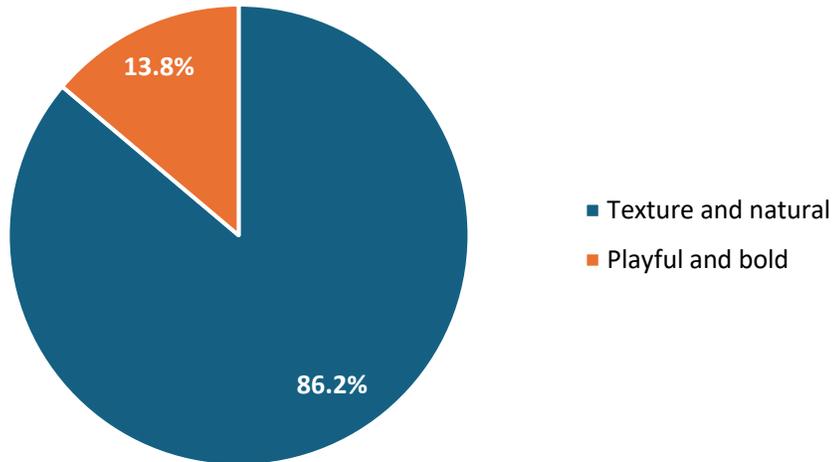
**11. Which of the following activities would you most like to do when you are downtown? (Please select your top three options).** Values shown as a frequency (count) of responses.



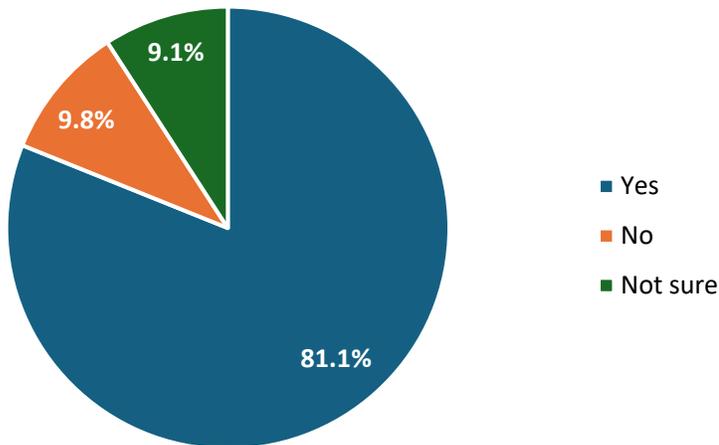
**12. Do you support more furnishings along Main Street? Examples of street furniture include banners, public art, benches and seating, bicycle racks, restrooms, trash bins, community kiosks and signage.** Values shown as a percentage of respondents, n=163.



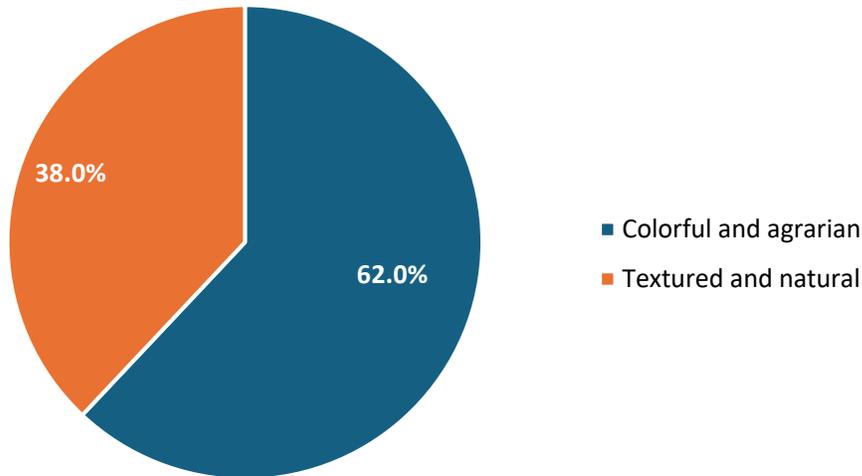
**13. If yes, please review the following examples of furniture style and tell us what you like best (Please choose one option)** Values shown as a percentage of respondents, n=130.



**14. Do you support more landscaping along Main Street?** Values shown as a percentage of respondents, n=164.



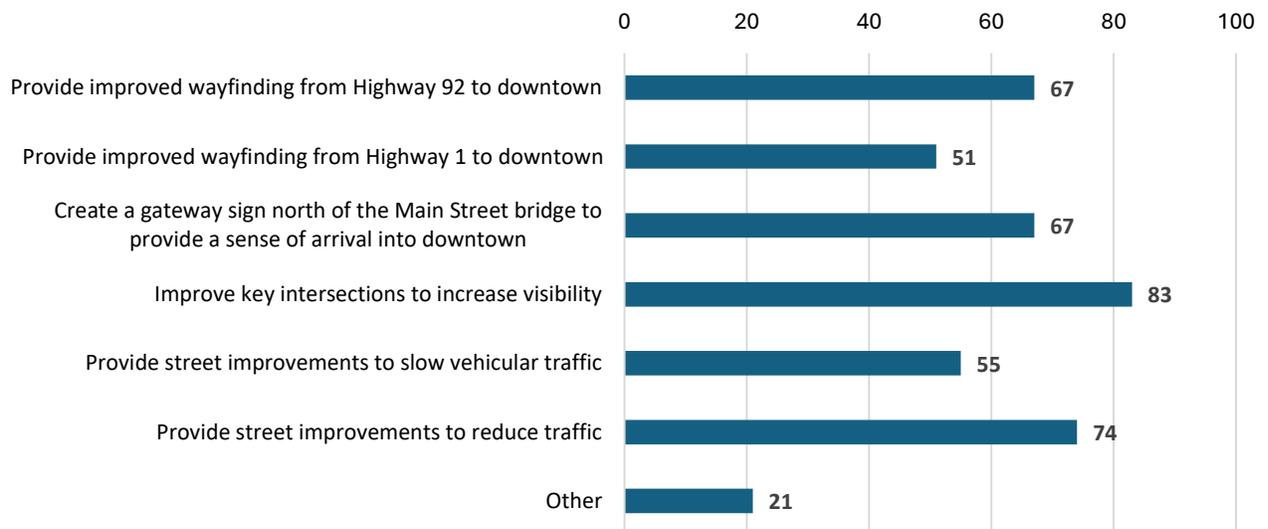
15. If yes, please review the following examples of landscaping and tell us what you like best (Please choose one option). Values shown as a percentage of respondents, n=129.



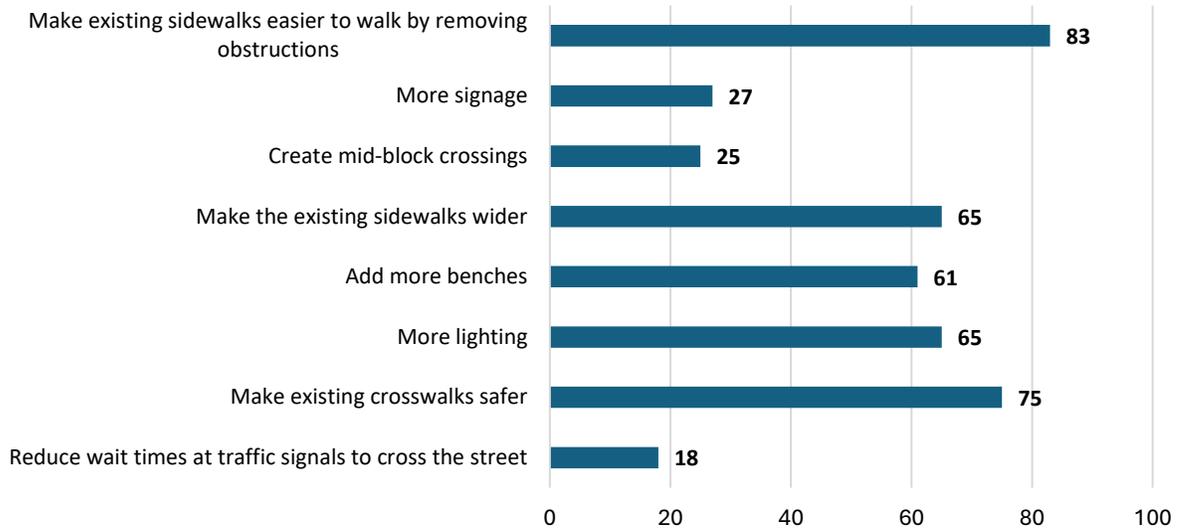
## Getting To and Around Downtown

16. There could be ways to make Main Street safer for people driving and improve access to downtown locations. Which of the following are most important to you? (Please check all that apply).

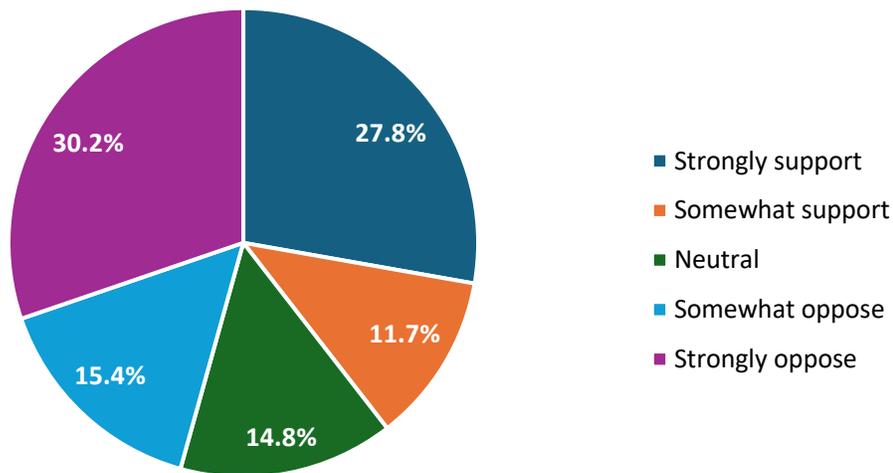
Values shown as a frequency (count) of responses



**17. There could be ways to make Main Street safer, easier, and more enjoyable for people walking. Which of the following are most important to you? (Please check all that apply)** Values shown as a frequency (count) of responses.

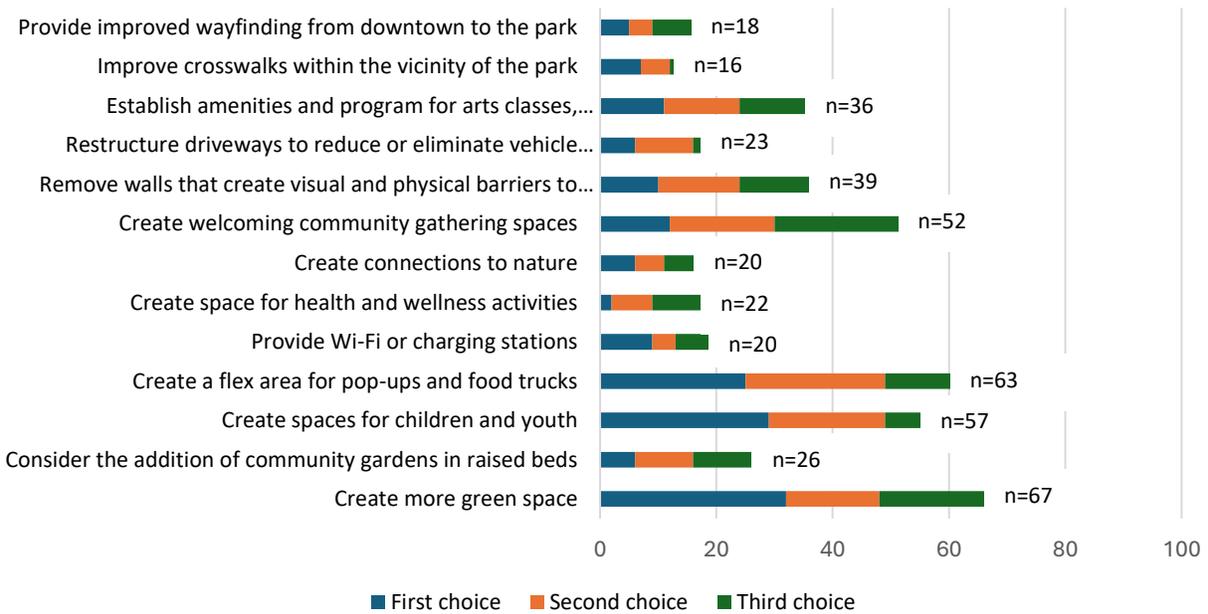


**18. Parallel parking could increase sidewalk space on Main Street. Please tell us your level of support to change the current angled parking along the four blocks of Heritage Main Street to parallel parking.** Values shown as a percentage of respondents, n=162.



## Important Locations – Kitty Fernandez Park

19. Given its large size and key location on Main Street, we would like your ideas about ways to improve Kitty Fernandez Park. Which of the following design features are more important to you? (Please select your top three choices) Values shown as a frequency (count) of responses.



## Conclusion

20. Are there any other ideas you would like to share as the City moves forward with the Streetscape Master Planning project? Values shown as a frequency (count) of responses.

Response Option	Frequency
Access, including for bikes and pedestrians	15
Maintaining angled parking, parking garage	13
Street closures, sidewalk and cross walk improvements, traffic calming	13
Trees, landscaping, park improvements	13
Focus on sustainable, environmentally friendly improvements	12
Trash cans, cleanliness, public safety	11
Business mix (more shops) and longer hours	8
Restaurants, more outdoor dining	7
Overall plan and design, balance visitor and resident needs	7
Bridge, building improvements	6
More murals, entertainment, and activities	6
Family, kid, and pet-friendly places	6
More gathering places	4
Other	13
Total	134