DOWNTOWN HALF MOON BAY
URBAN DESIGN PLAN

PROJECT PLANNING LABORATORY
CITY AND REGIONAL PLANNING DEPARTMENT
CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO
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HALF MOON BAY

DOWNTOWN DESIGN STUDIO

Downtown Half Moon Bay Urban Design Plan

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Chapter 1: Project Area

Content

Background research and field studies established an understanding of the qualities in Downtown that can be enhanced through planning and design.

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1.1 Introduction

Downtown Half Moon Bay Urban Design Plan contains a set of recommendations , proposals, and guidelines to direct the development of the Downtown area. Evaluation of the existing conditions in Downtown is the initial step in the planning process. A study of the area features both perceptual experiences in Downtown and inventory of the built environment.

1.2 Project Area Description

1.2.1 Physical Characteristics

The rural seaside community of Half Moon Bay is located about 30 miles south of San Francisco. It is the oldest settlement in San Mateo County. Set between the Santa Cruz Mountains and the Pacific Ocean, Half Moon Bay has remained relatively isolated and, as a result, has not changed dramatically over the years (Map 1.1). Both Highway 92 and Highway 1, however, do make the city accessible to those who wish to experience its rich history and natural beauty.

Downtown is largely defined as the blocks served by Main Street. The level of activity and the atmosphere of Downtown varies between different portions of Main Street. The approach to Downtown from Highway 92 and Highway 1 in the north is predominantly a vehicular corridor that leads traffic past the bridge into the center of Downtown. The Downtown Core is a vibrant and active setting that attracts tourists and residents with many commercial, dining, and retail venues. The site is occupied by historic structures and small local business that contribute to the small town charm described by residents and visitors of Half Moon Bay. This area encompassed Main Street, north of Correas Street. Travelling south past Correas Street, the South Main Street becomes a quieter area occupied by many residential buildings converted for commercial use. Purissima Street and Johnston Street are parallel to Main Street. Despite their proximity to Main Street, these streets have much less activity. The architecture in Downtown in influenced by a number of styles, including: Spanish Mission, Craftsman, Colonial Revival, and Mediterranean Revival.

Map 1.1: Location of Half Moon Bay

1.2.2 Demographics

As of 2008, the total population of Half Moon Bay was 13,046. Since its incorporation in 1959, the population has grown significantly. Recently, average annual growth rates have ranged between 0.7 and 1.1 percent. The population is projected to grow to 14,000 residents by 2015.

While overall age distributions between the primary age categories (child, adult, senior) are similar between Half Moon Bay, the county, and the state, Half Moon Bay has a higher number of adults than the average city in California. A large percentage of the population (about 40 percent) falls within the 35-54 age range. The median age for the City in 2008 was 38.7 (Figure 1.1).

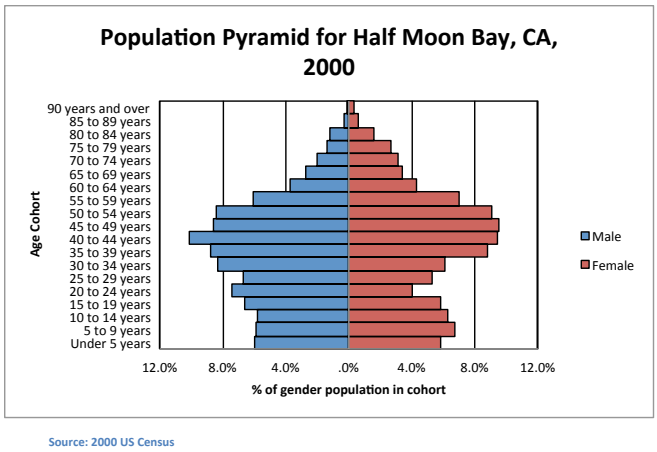


Figure 1.1: Age Distribution (Source: US Census, 2000)

The predominant racial group in Half Moon Bay is white, representing about 73 percent of the city's total population in 2008 (Figure 1.2). About one-fourth of the population is of Hispanic origin and the next largest racial group is "Other Race," accounting for about 13 percent of the total population.

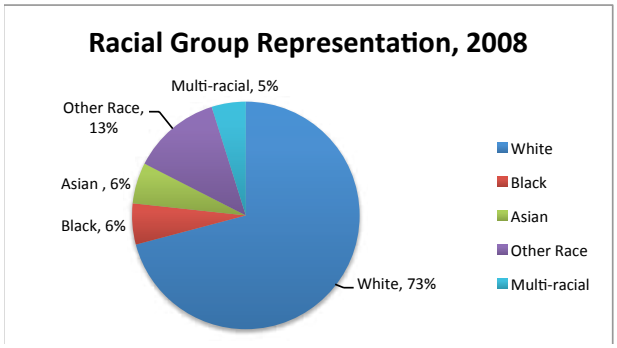


Figure 1.2: Race Distribution (Source: US Census, 2000)

1.2.3 Economic Characteristics

Half Moon Bay's work force is employed in a broad range of industries, including professional and administration; educational, health and social services, arts, entertainment, and recreation (Figure 1.3). Sales and office; management, business, and financial operations, professional and related occupations; and service are the top four occupation categories ("Housing Element Background Report," 2010). In 2000, moreover, there were 5,270 jobs in Half Moon Bay, and job growth was expected to increase at a modest rate of 1.9 percent from 2000 to 2010.

Most residents work outside of the city. The majority of residents (about 65 percent) have commute at least 15 minutes to reach nearby employment locations. One-fourth of residents, drive more than 45 minutes to work. San Mateo, Palo Alto, San Francisco and the Silicon Valley are some of the larger surrounding cities offering more employment opportunities for Half Moon Bay residents.

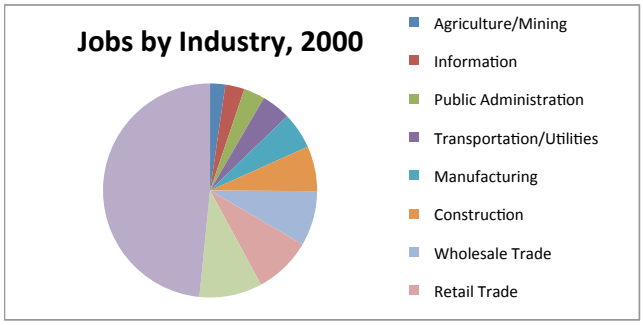


Figure 1.3: Employment Sector Distribution (Source: US Census, 2000)

1.3 Site Inventory

1.3.1 Land Use

Downtown consists largely of one-story buildings and two-story mixed-use structures. To attract tourism, street level commercial spaces line the Downtown Core (Map 1.2). Many features of the existing Downtown are aspects that promote an interactive pedestrian-environment. Commercial storefronts have large window displays, visible doorways, and decorative elements up against the sidewalk.

Buildings of the South Main Street area are largely offices. A mix of residential and retail establishments bring some diversity of uses to the site. The residential appearance of offices discourages interaction between street and the building.

1.3.2 Site Analysis

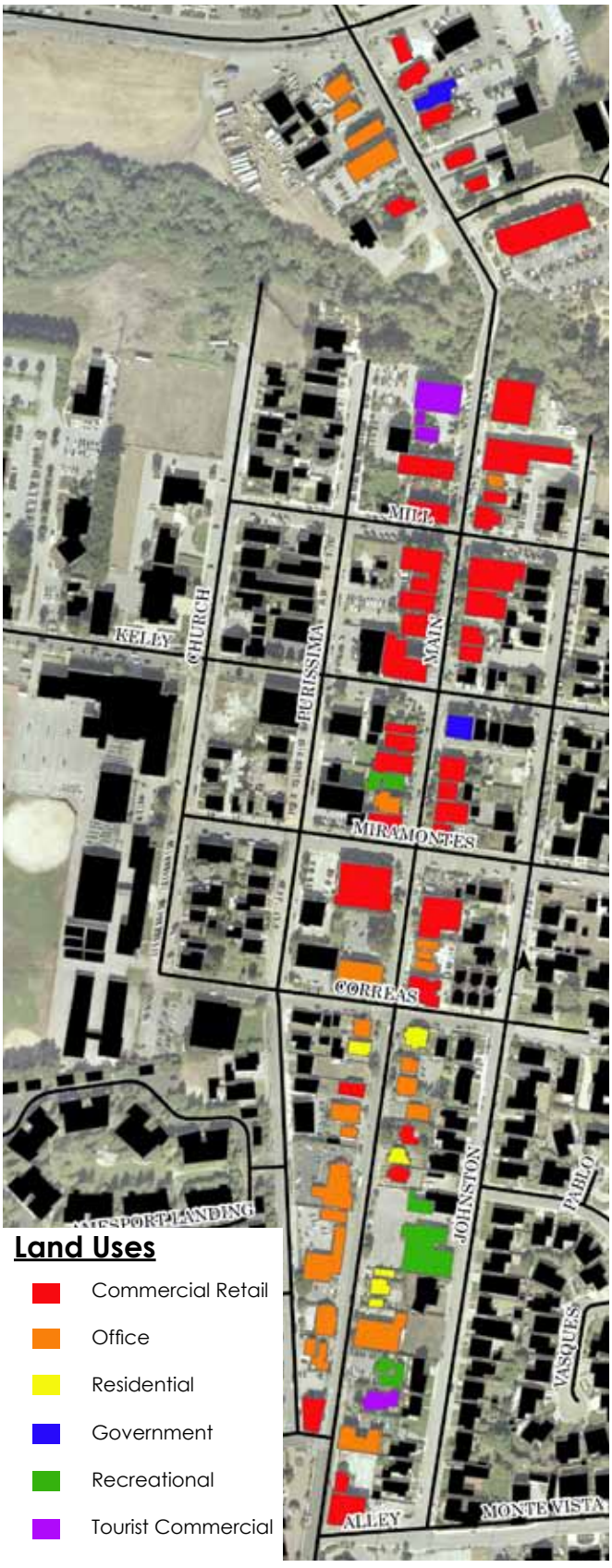
The site analysis identifies the condition of the site and factors that affect Downtown (Map 1.3).

Major circulation flows illustrate the hierarchy of streets and importance of major travelways in Half Moon Bay. Points at major intersections present opportunities for development.

Wind flows in from the coast, west of Downtown. Cold breeze from the ocean creates uncomfortable conditions that may require mitigation measures to promote walkability and outdoor activity.

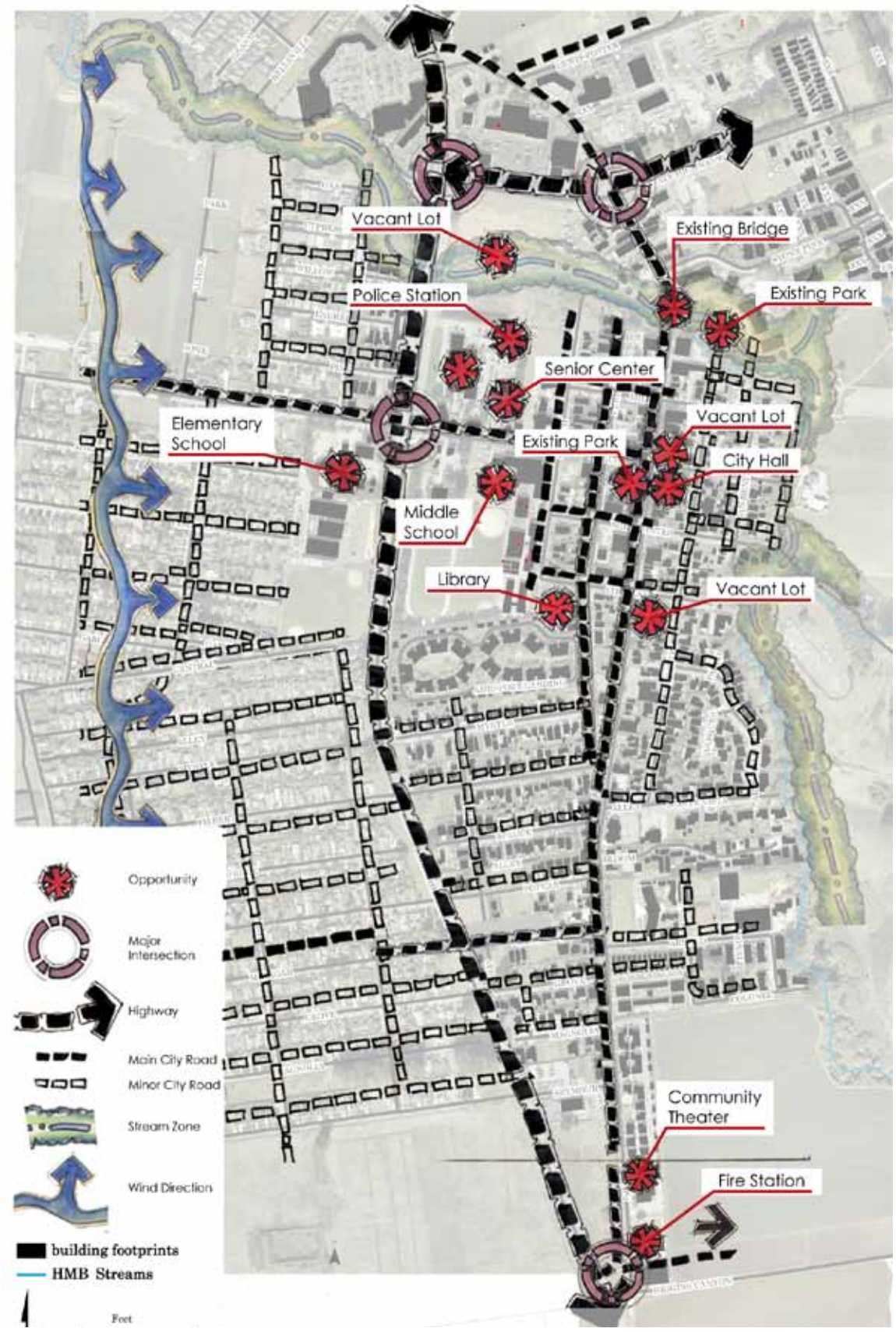
The city is bounded by both natural and man-made features that restrict the growth of Downtown and the city. Pilarcitos Creek is a natural northern boundary for the Downtown Core. Highway 1 divides Kelly Street and creates hazardous crossing locations along a major access route to the beach.

Schools and public buildings offer opportunities to develop projects around community-serving locations



Map 1.2: Exisiting Land Uses

Site Analysis



Map 1.3: Site Analysis Map

1.3.3 Downtown Districts

Downtown Core

Figure 1.4: Downtown Core on Main Street

South Main Street

Figure 1.5: Streetscape of South Main Street

Map 1.4: Downtown Areas

1.4 Field Survey

The field survey evaluated existing urban design qualities of the Downtown through a set of criteria established by Reid Ewing et al. in the urban design document, "Identifying and Measuring Urban Design Qualities Related to Walkability."

1.4.1 Downtown Core

The Downtown Core, bounded by Mill Street and Correas Street, is characterized by a rich assortment of architectural styles and streetscape features. Many of the landmarks and iconic buildings are located in this area. Pedestrians can patronize the many locally-owned shops and restaurants on this site. Buildings have unique facades but by-and-large complement each other through compatible architectural styles.

Imageability

Historic structures and contributing structures of significance create high imageability. (Figure 1.6)

Legibility

The site is easily perceived as a commercial corridor from the signage and window displays. Signs and benches are located on one side of the sidewalk. Key buildings, like City Hall, serve as orienting features and directional signage is placed on decorative lampposts.

Coherence

The presence of planters, signs, and benches contribute to the coherence of the area. Trees lining the sidewalk provide visual consistency. Buildings are constructed side-by-side to create a constant wall along the street.

Transparency

Window coverage at human scale promotes indoor-outdoor interaction. (Figure 1.7).

Complexity

The colors and materials of buildings and the variety of streetscape features, including decorative planters and wall murals, add to the overall complexity of the area (Figure 1.8).

Figure 1.6: City Hall is one of many historic structures

Figure 1.7: Large windows and presence of street furniture contribute to a welcoming environment

Figure 1.8: The mural at City Hall is one of several public art displays

1.4.2 South Main Street

The southern portion of Downtown, blocks bounded by Correas Street and Filbert Street, possesses a different dynamic and characteristic from the Downtown Core. South Main Street is a quieter area, less active location than the Downtown Core. The appearance of the area transitions to a more residential quality. The area has few amenities to encourage people to socialize and linger. There are few shopping and dining attractions and the layout of buildings reduces pedestrian interest. Buildings on this site have large setbacks and many of the structures appear to be residential units converted into offices and businesses. Iconic buildings like IDES are set back from the street by a large parking lot.

Figure 1.9: Pedestrians did not approach businesses.

Imageability

Sparse human activity, poor signage, absence of public open space give the block few distinct or recognizable elements, thus low imageability. The residential appearance of many commercial establishments does not encourage activity between the street and buildings (Figure 1.9). As a result, no one was seen entering or exiting buildings.

Figure 1.10: Trash cans and concrete planters visually and physically narrow paths .

Legibility

Legibility along this corridor is relatively low due to the lack of orienting features or physical elements to serve as reference points. Fernandez Park may serve as a prominent feature, but it is underutilized.

Coherence

Varying architectural styles, landscaping features, and sidewalk conditions reduce coherence. Trees are sparse; pavement condition is uneven; and the scale of buildings vary. The sidewalk can be as narrow as 3 feet or as wide as 8 feet (Figure 1.10).

Transparency

Transparency is relatively low. Many existing design elements discourage visibility of indoor activity, such as raised entrances on porches, set back distances, overhangs, and large curtain walls (Figure 1.11).

Figure 1.11: Arches prohibit pedestrian from seeing inside the building.

Complexity

A variety of architectural styles and colors add to the complexity of the site. Different façade materials, such as wood, brick, stucco, and concrete.

1.5 Opportunities and Constraints

1.5.1 Opportunities

Tourism is a vital industry in Half Moon Bay. The beautiful natural surroundings of the coastline and hills are key features of its rural appeal to people in the dense urban environments in the Bay Area. The quaint, historic feel of the town is preserved through the limited amount of retail chains.

Its relative location to nearby Bay Area urban centers of San Francisco, Redwood City, and Silicon Valley, combined with its natural pristine landscape, make it an attractive place to live and visit. Highway 1 and Highway 92 meet in Half Moon Bay, allowing direct access to San Francisco to the north, the Peninsula to the east, and Santa Cruz to the south. Half Moon Bay is a 40- to 45-minute commute to major Bay Area employment centers, yet far enough away to offer residents a rural style of living. Its location is also well-suited to draw visitors from the rest of the Bay Area. Besides the urban areas mentioned, SamTrans also serves surrounding towns such as El Granada and Pacifica.

The bustling downtown is also an attribute that contributes to a thriving town. Pedestrian activity and the architectural vernacular create a high level of character and imageability, which engenders a sense of place. People generally see this as a strong selling point for visitors.

Half Moon Bay Airport is located approximately 4 miles northwest of town, allowing people to travel to the town from other regions for both business and leisure. Having an airport in close proximity connects travel corridors in town to faraway places. The airport will play a role in regional travel.

1.5.2 Constraints

Locally-owned retail stores contribute to Half Moon Bay's small town charm, but do not generate the revenue or provide the economic security of larger chain stores. Many residents and visitors want to keep Downtown free of chain stores.

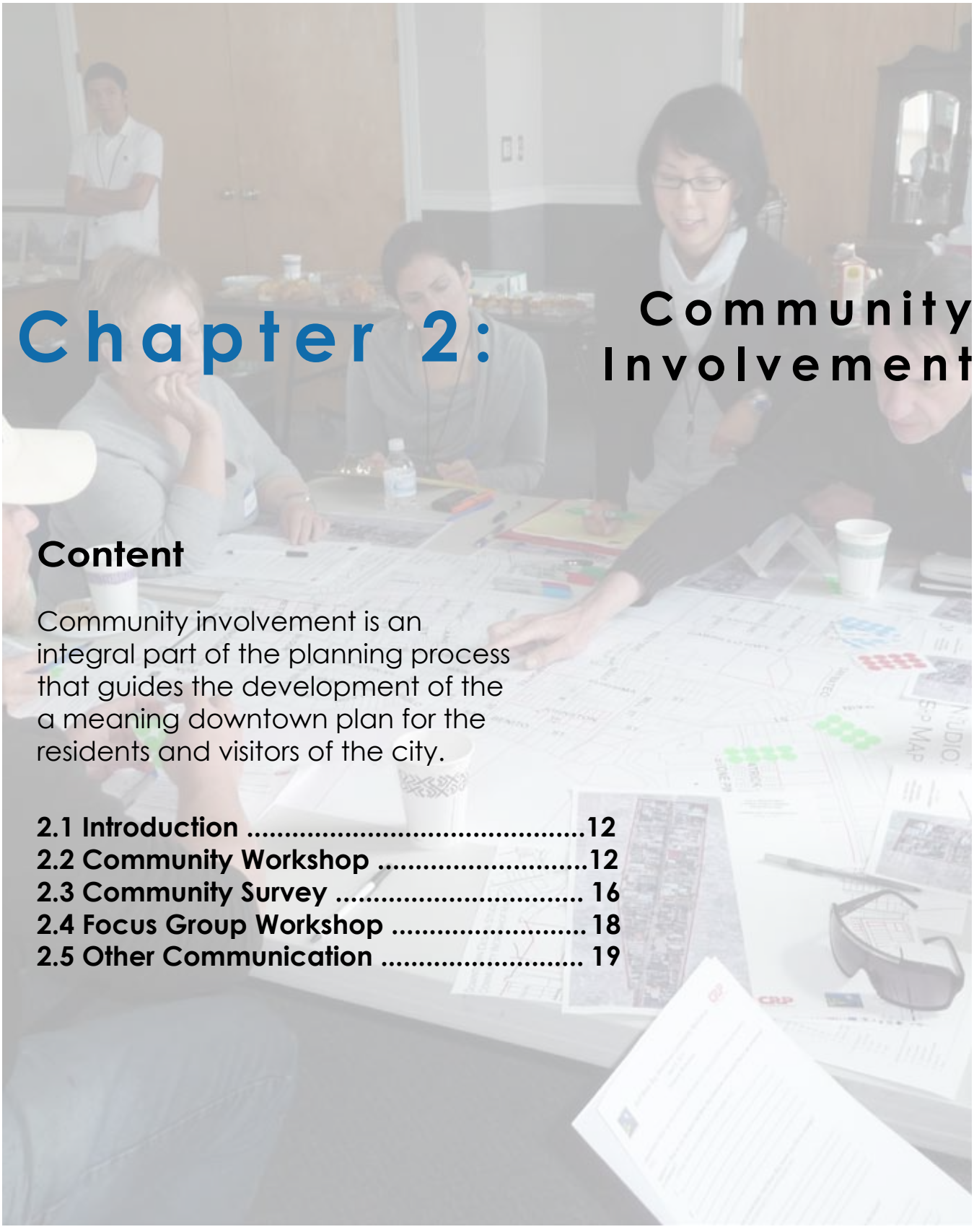
The geographic boundaries formed by the hills to the east and the ocean to the west will confine growth within a limited area.

Development needs to be cognizant of the cold and windy climate of the city's coastside location into account. Open space and outdoor dining need to be protected from the harshness of the weather.

Tourism, one of the city's major economic industries, greatly suffers from economic downturns. Reducing dependence on tourism and diversifying industries in the city can reduce the impacts of economic downturns. It is likely that Half Moon Bay will continue to depend on tourism in the foreseeable future. Thus, forecasting financial swings and taking measures to support businesses is the best way to navigate through challenging economic periods.

Although Highway 1 and Highway 92 directs traffic by Half Moon Bay, the development of the Downtown core has not expanded towards the highway off-ramps and directional signage to Downtown does not succeed in attracting attention. As a result, the Downtown is mostly hidden from drivers who travel past the city.

Half Moon Bay is in a prime coastal location but has not fully developed a formalized circulation connection between Downtown and the beach. There are no direct paths that lead to the beach.



Chapter 2: Community Involvement

Content

Community involvement is an integral part of the planning process that guides the development of the a meaning downtown plan for the residents and visitors of the city.

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2.1 Introduction

Community input is a vital component of the design process and maintaining a line of communication with those who are familiar with Downtown. It assists the design team in their translation of desired urban development aspects into design proposals. The community was encouraged to be involved in the urban design process through face-to-face interaction and digital communication offered in several venues: the Community Workshop, the Online Survey, and the Focus Group Workshop. The Community Workshop and Online Survey provided an opportunity for community members to express their thoughts about the development of Downtown. This input was used to develop the Vision, Goals, Objectives, and the Draft Concept Plan. The Focus Group Workshop gave community members a chance to comment on the Draft Concept Plan, which led to the formulation of the Proposed Concept Plan. The community's ideas and preferences influenced the design of this urban design plan throughout its development.

2.2 Community Workshop

The Community Workshop was held at the Old Train Depot on April 9, 2011. This three-hour workshop allowed the design team to understand preferences for different design elements and provided an opportunity for community members to suggest aspects of Downtown to preserve, remove, or add. The workshop opened with a message about the importance of community input in the development of a plan that will shape the urban environment.

Eighteen respondents participated in the workshop. They were shown a set of slides in the visual preference survey. They were encouraged to rate each of the images and explain their ratings. After the session, respondents broke into three groups to discuss positive and negative qualities of Downtown and qualities that should be added. Each of these groups was led by a facilitator to organize discussion and a recorder to document the comments. On large aerial maps, respondents were asked to place dots over a positive feature and share their opinions about the importance of these features in the Downtown. Respondents repeated this process with negative features that should be added. The small group structure allowed plenty of interaction and conversation between respondents.

Figure 2.1: Community Workshop on April 9, 2011

Figure 2.2: Design team meets with community members

Figure 2.3: Discussions take place during the group mapping session

2.2.1 Visual Preference Survey

Respondents were shown a series of slides featuring different design elements from vibrant urban environments. They were asked to rate the appropriateness of these design elements to Downtown Half Moon Bay. Slides elicited the instinctive reactions to different design features. They also allowed the design team to narrow down key design elements. Respondents were asked to rate the appropriateness of design features to Downtown on a scale of -3 (least appropriate) to +3 (most appropriate). The complete results of the survey can be found in the appendices.

In general, respondents liked detailed architecture, wide sidewalks, and open outdoor spaces. Residential units were quaint, small-scale structures were favorably received. Buildings with porches, balconies, windows, rooflines, and patios were elements that fit into the existing residential context and general small town character of Half Moon Bay. Residential units over ground floor commercial received similar comments in terms of a desire for detailed older architectural styles, such as the Victorian style. In addition, courtyards that were open to the street were welcomed in the design. Mixed-use buildings that shared similar styles featured in the small coastside town were considered a good fit for new structures. Pedestrian access to open ground floor retail was important to respondents. Public spaces that were clean and well-kept were inviting environments that respondents liked. Clear, bold signage and attractive streetscape amenities help create pleasant environments to respondents. Gateway features that expressed historic themes were welcomed features.

GATEWAYS

MIXED USE

PUBLIC SPACES

RESIDENTIAL

STREETSCAPE

Figure 2.4: Preferred Images from the Visual Preference Survey: The most favorable images indicated by respondents at the Community Workshop

2.2.2 Mapping Exercise

Respondents participated in a session that gave them an opportunity to express the changes they would like to see in the development of Downtown. A fifteen-minute session was allotted for each of the three categories: positives (features to preserve), negatives (features to remove), and additions (features to add). Each group was led by a facilitator, who organized discussion, and a recorder, who documented the comments. On large aerial maps, respondents were asked to place green dots over positive features to preserve, red dots over negative features to remove, and blue dots over new features to add. The small group structure allowed plenty of interaction between respondents. Each person explained their choices and discussion evolved organically through conversations at the table.

At the conclusion of the group mapping exercises, the top three choices for positive features, negative features, and new features were compiled and displayed on the walls. Respondents were given two dots to place on the most important points in each category.

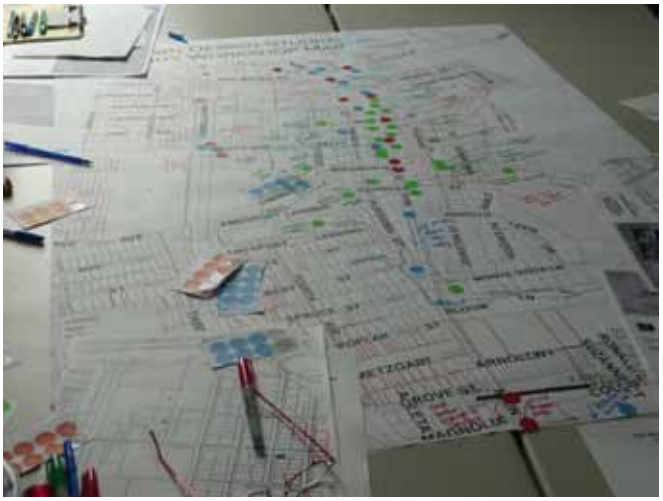


Figure 2.5: Mapping Exercise: Dots placed on a map to indicate features to preserve, remove, and add.

Figure 2.6. Positive Features: Features to Preserve

Positive Features

Positive features that should be preserved for the future of Downtown were focused on many landmarks and streetscape elements that create a strong image and identity for Half Moon Bay. The buildings that were identified included many of the unique and iconic structures in the community, including Cunha's County Store, Zaballa House, Plum Tree Inn, and the IOOF/ Odd Fellow Building. Open space features were important to respondents, and though they may have believed that the current parks could be improved, the presence of parks in Downtown provided important places to rest and congregate in the urban context. The trees along Main Street also added a cohesive element in the streetscape and contributed to the small town image of Downtown. Small town cohesiveness was a feature that was specifically mentioned.

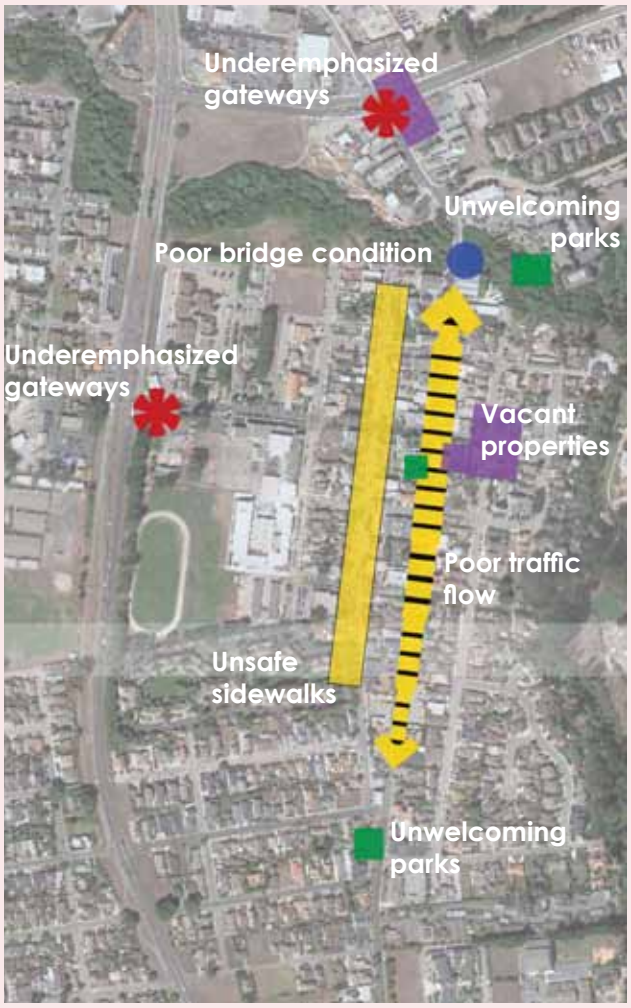


Figure 2.7: Negative Features: Features to Remove

Negative Features

Negative features that should be removed in new plans for Downtown concentrated on many deficient existing qualities. Unappealing conditions are present in places around the bridge where there is overgrowth. Existing parks also feel like unwelcoming environments. Improvements on the street needed to improve traffic flow and create safer pavement conditions on the sidewalk. Vacancies and "dead zones" detract from the vibrancy of Downtown. Gateways intersections have been underemphasized.

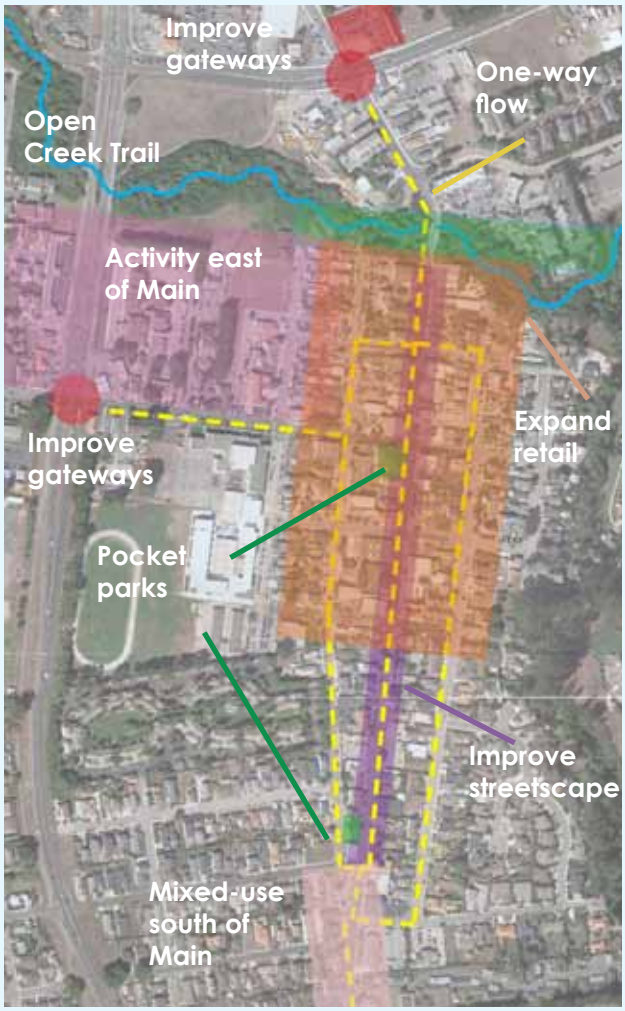


Figure 2.8:. New Features: Features to Add

New Features to Add

Additional features to Downtown can enhance the image and activity of the area. Expansion of the Downtown core was a major topic. A natural expansion of Main Street retail establishments would occur on Purissima Street. Drawing attention to Downtown would help lead visitors into the commercial core. Therefore, gateway improvements need to demarcate entrances and exits. Sidewalk widening, a creek trail, and one-way traffic flow are among some of the suggestions to rethink movement around town. Addition of pocket parks was important to residents who desired places to rest and socialize. Respondents believed courtyards and breezeways could provide the necessary outlets to create enjoyable public spaces. In any proposal, design should build upon the existing characteristics to retain the identity of the community.

2.3 Community Survey

The Community Survey provided valuable information about the users of Downtown. Questions were generally classified in several categories: demographics, transportation, purpose of visit, frequency of visit, features to keep, features to change, and features to add. Information gathered from these responses provided insight into the ways in which design can appropriately respond to the general needs of the different groups. A total of 319 responses were acquired from the Community Workshop and the Online Survey available on the City's website.

2.3.1 Characteristics of Downtown Visitors

Downtown is an important place not only for residents of the city but for many visitors as well. Although only half of the surveys came from Half Moon Bay residents, more than 80 percent of respondents visited Downtown every week (Figure 2.9). About 66 percent travelled Downtown at least once per week and 20 percent travelled downtown every day. Many respondents came from nearby cities north of Half Moon Bay.

Downtown serves as a center of attraction for visitors seeking a place of leisure and social gathering. The most prominent activities were dining and shopping, as indicated by 200 responses regarding the top two activities Downtown (Figure 2.10). Socializing was the next highest activity with 100 responses.

Respondents entered Downtown from many directions. Collectively, thirty-seven percent of respondents entered Downtown through the bridge: 22 percent stated that they entered from the north and 15 percent stated that they entered from Highway 92 (Figure 2.11). The southern entrance was used by 17 percent of respondents, the Kelly Street entrance was used by 15 percent of respondents. To address the issue of underemphasized gateways, design proposals need to be developed for three major entry points: the Highway 92 and Main Street intersection, the Highway 1 and Kelly Avenue intersection, and the southern intersection of Main Street and Highway 1.

2.3.2 Features to Preserve/Remove/Add

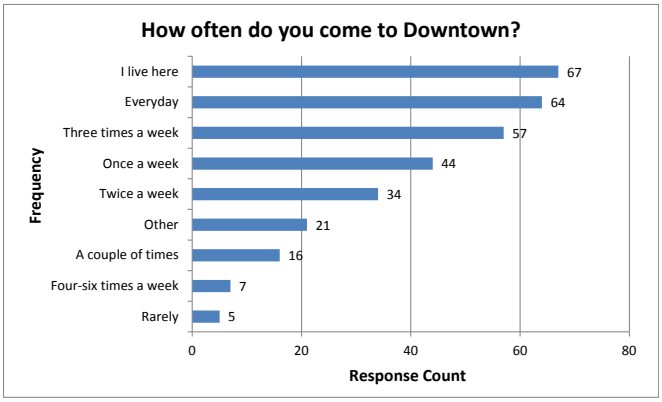


Figure 2.9: Frequency of Visit: More than 80 percent of respondents visited at least once per week.

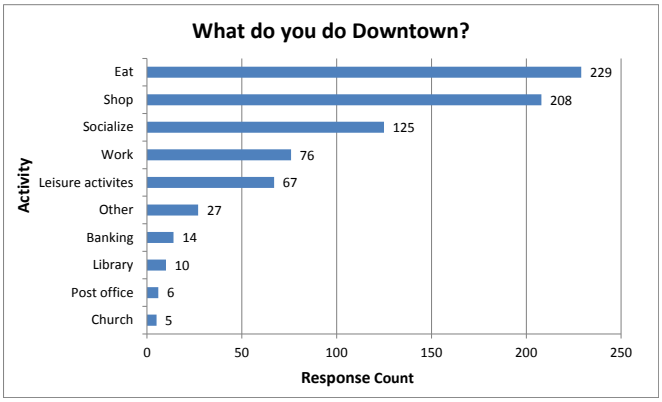


Figure 2.10: Purpose of Visit: most respondents went Downtown to eat, shop, or socialize.

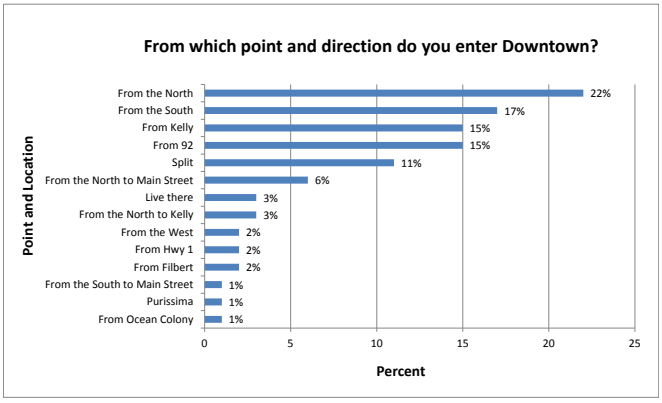


Figure 2.11. Direction of Entry: Respondents entered from many different directions.

- Important features that should be preserved were "shops," which were indicated by 34 percent of responses, and the "small town feel," which were indicated by 13 percent of responses (Figure 2.12).

- Important features that should be changed were "empty storefronts," which were indicated by 15 percent of responses, and "parking," which were indicated by 10 percent of responses (Figure 2.13).

- Important features that should be added were gateways, better signage, movie theaters, everyday retail, parks, and plazas (Figure 2.14).

2.3.3 Suggested Improvements

Participants felt that Downtown was generally a pedestrian-friendly environment but believed transportation planning and streetscape improvements can enhance walkability and circulation. Suggested improvements included widening sidewalks, removing sidewalk obstacles, adding benches, connecting Downtown to the coast, improving crosswalks, installing clear signage for cars and cyclists, adding points of interest, and creating a better pedestrian environment in the North Main Street area. Establishing a cycling network is important to respondents. Adding bike lanes and bike racks on Main Street would promote cycling. Main Street is currently too narrow for cycling because angled parking occupies more space on the road than parallel parking. Parking is not only a problem for cyclists but causes congestion and safety concerns.

2.3.4 Surveys in the Community

Three questions from the survey were distributed around Downtown Half Moon Bay to gain additional feedback regarding features to keep, change, and add to the Downtown.

- A walkable downtown filled with a mix of small stores and restaurants and preservation of the historic architectural image is the consensus opinion for features to keep.

- Vacant properties and the current parking arrangement should be changed.

- Parks, gateways, and new parking arrangements should be added.

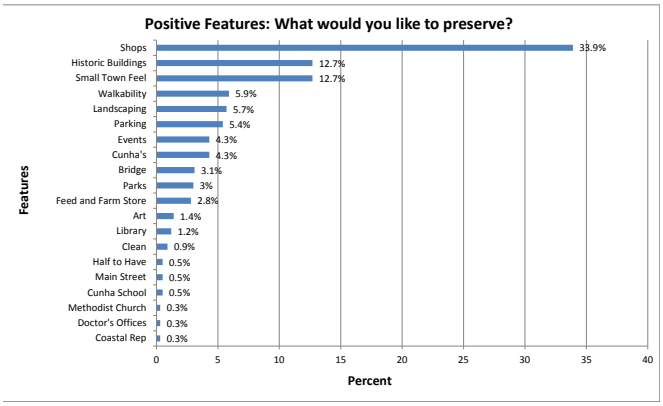


Figure 2.12: Positive Features: Features to Preserve.

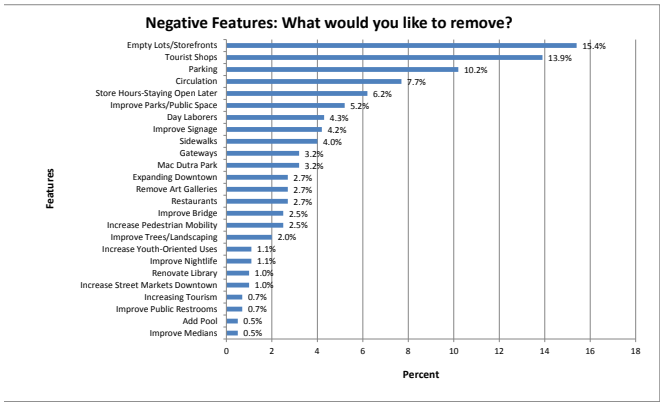


Figure 2.13: Negative Features: Features to Remove.

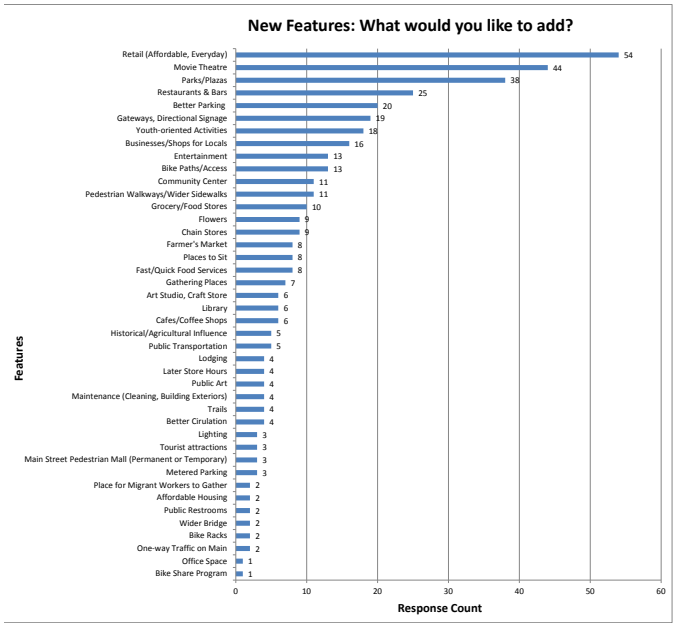


Figure 2.14: New Features: Features to Add.

2.4 Focus Group Workshop

The Focus Group Workshop on May 7, 2011 presented the progress of the Draft Concept Plan. The vision, along with accompanying goals and objectives, was unveiled in this session. The plans and proposals presented at this seminar were a synthesis of input acquired from the Community Workshop and the Online Survey. Detailed information about the vision, goals, objectives, and concept plans can be found in Chapter 3.

The design team presented proposals in the four areas of design: circulation, gateways, parks and public spaces, and urban design guidelines. This workshop was designed to solicit feedback from community members, which allowed the design team to gauge the community's reception to proposed design concepts.

A summary of comments at the focus group workshop is located below and additional feedback is located in the appendices.

2.4.1 Comments on Design Concepts

Circulation

As suggested in the community workshop, a pedestrian-friendly environment should be an integral part of design. The current Downtown area encourages walking through a human scale environment. Respondents expressed a need to take a pedestrian point-of-view and to avoid autocentric traffic design.

Respondents were interested in the one-way circulation loop around Downtown and the construction of a new bridge on Purissima Street to facilitate this loop.

There were a number of suggestions for new pedestrian bridges over Church Street and Johnston Street. Preservation of the riparian area was a concern that generated a number of proposals, including calls for suspended walkways over the creek and preservation of Willow trees.

Respondents expressed a need to restructure current parking arrangements by relocating parking to empty lots away from Main Street.

Figure 2.15: Focus group session

Figure 2.16: Discussions at the table

Figure 2.17: Focus group setting

Gateways

Respondents felt the intersection of Highway 92 and Main Street is the most important gateway. Drivers should be able to navigate onto through clear signage and large gateway developments.

Respondents considered arches and bridges to be visible indicators at gateways, but the soft gateway at the southern intersection of Highway 1 and Main Street was welcomed.

A visitor's center on the empty lot at the corner of Highway 92 and Main Street could also provide an information center at the entrance of Downtown.

Parks and Plazas

The proposed pedestrian bridge connection over Pilarcitos Creek from Johnston Street can spur the beautification of the street's northern end. Designing an amphitheater with the stage at Carter Park was welcomed by respondents who wanted development of better park access and entertainment/shopping opportunities north of the Downtown Core.

Certain locations in Downtown can be transformed into desired pocket parks and open spaces. The parking lot next to City Hall could be softened with grass or permeable pavers. Creation of new parks must consider maintenance, security, and environmental conditions of Half Moon Bay.

Urban Design

Respondents desired higher densities in some areas.

To visually connect the northern entrance to Downtown with the Downtown Core, rows of trees similar to those in the Downtown Core could be planted around the Main Street and Stone Pine Road intersection before the bridge.

2.5 Other Communications

2.5.1 Email

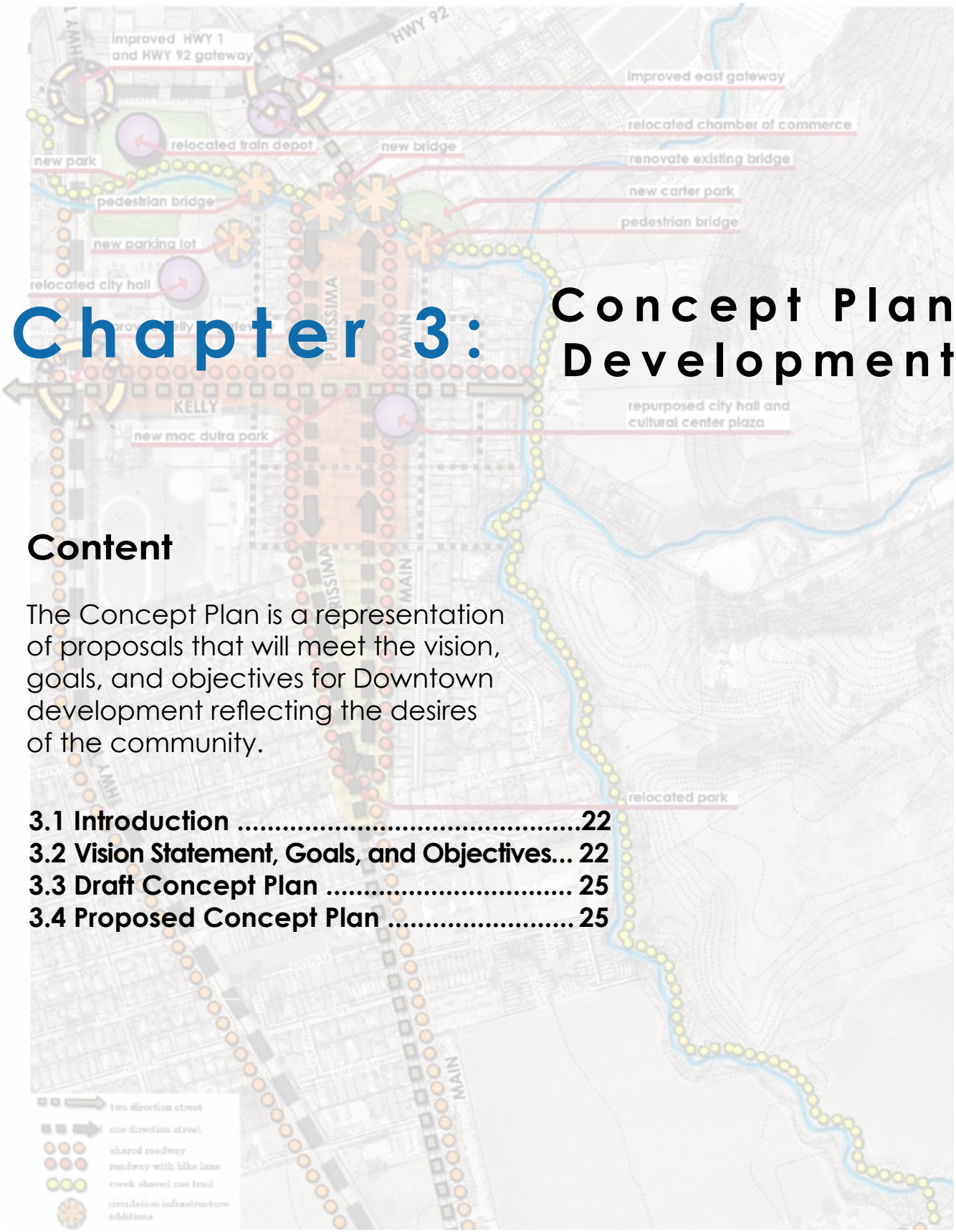
Communication channels were open to residents and visitors of Half Moon Bay. Email responses were received for participants at the workshop.

Dave Worden, Managing Director at Windward Commercial Real Estate Services in Half Moon Bay, presented his thoughts of a Downtown circulation plan through an email correspondence. This proposal featured a town center plaza idea developed around a pedestrian zone on Main Street and a counter-clockwise loop around the Downtown Core.

2.5.2 Design Critique

Half Moon Bay resident John Evans observed the development of the vision and goals for the Downtown Urban Design Plan and provided feedback from his experience as an architect and his knowledge as a resident of Half Moon Bay. He provided drawings from the 1990 AIA Design Charrette in Half Moon Bay as a source of reference and inspiration. These previous design proposals were incorporated and adapted into the Urban Design Guidelines found in Chapter 7.

Figure 2.18: Community members suggesting improvements on the Draft Concept Plan



Chapter 3: Concept Plan Development

Content

The Concept Plan is a representation of proposals that will meet the vision, goals, and objectives for Downtown development reflecting the desires of the community.

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3.4 Proposed Concept Plan 25

3.1 Introduction

The vision, goals, and objectives that will guide the development of Downtown Half Moon Bay was borne by an intensive conceptualization process that the design team used to determine the best expression of the community's desire for the development of Downtown.

To encourage a wide range of ideas in the planning process, the design team divided into four smaller groups. Each group developed a vision, a set of six goals based upon urban design principles to achieve the vision, and a set of objectives to implement those goals.

Each group reflected upon issues that were most important to the users of Downtown by considering input from the Community Workshop, Community Survey results, field work in Downtown, and background information about Half Moon Bay. Issues about circulation, land use, open space, urban design quality, and wayfinding were issues that were discussed at length.

The vision was developed by synthesizing the key elements of each group's vision proposal to form a consensus vision.

Each group then developed a set of goals and objectives to achieve the consensus vision. Goals were derived from six urban design principles: imageability, transparency, complexity, linkage, legibility, and coherence. Groups agreed upon a set of 2 objectives for each goal. Each group then reexamined case studies and best practices to find examples of elements that reflect their objectives.

The vision and concept plan were a culmination ideas gathered through research and community interaction. The development process for the Urban Design Plan began with literature review, case studies, background research, and field studies. Information ascertained from these sources was used in conjunction with community input acquired from the Community Workshop and the Online Survey to perform a site analysis of Downtown Half Moon Bay. Identifying opportunities for development with respect to opinions expressed by community members provided an understanding of desired urban design features residents wanted to see in Downtown. Ideas gained through research, field work, and communication led to the development of the vision, goals, objectives, and concept plan as proposals to guide the development of Downtown Half Moon Bay.

3.2 Vision Statement, Goals, and Objectives

Vision Statement

Downtown Half Moon Bay will be a pedestrian-oriented place with thriving activities where public spaces and physical connections encourage interactions for both residents and visitors. Its strong identity will reflect the community's rich cultural heritage and natural landscape.

Goal: Imageability

To maintain and enhance the quality of architecture and streetscape elements that reflect the history and culture of Downtown Half Moon Bay.

OBJECTIVE:
Maintain the historic character of Downtown by preserving historic buildings and ensuring that new development is compatible with the character of Downtown.

New buildings share compatible elements with existing historic structures.

OBJECTIVE:
Encourage social activity through well-designed public spaces to promote the diverse culture of the community.

Public space provides a central and protective resting location.

Goal: Transparency

To encourage visibility of indoor and outdoor spaces.

OBJECTIVE:
Encourage attractive storefronts with large window displays that draw pedestrian interest.

Colorful and brightly lit window displays engage pedestrians.

OBJECTIVE:
Provide views of cultural and landscape features in the city.

View of the landscape can be seen through select openings on the street.

Goal: Complexity

To promote architectural diversity and unique landscaping elements in the context of the Downtown's historic character.

OBJECTIVE:
Encourage varied architectural styles and urban spaces through distinct building and street features.

Unique facades and distinct rooflines.

OBJECTIVE:
Allow for a range of complementary streetscape elements.

Distinct visual elements create a vibrant atmosphere.

Goal: Linkage

To improve visual and physical connections by creating a cohesive network of streets, buildings, and open space.

OBJECTIVE:
Incorporate a common set of design features for the built environment.

A consistent theme in materials and colors is compatible with streetscape elements.

OBJECTIVE:
Make bicycle and pedestrian pathways that are attractive, safe, and interconnected.

Wide sidewalks provide space for an unimpeded pedestrian pathway.

Goal: Legibility

To improve orientation and navigation to and within Downtown.

OBJECTIVE:
Establish clear directional markers and gateways to and within Downtown.

Large signage clearly establishes a gateway to the downtown area.

OBJECTIVE:
Maintain an integrated system of legible signage.

Distinct signs and landmark features are easily recognized by pedestrians.

Goal: Coherence

To create a sense of visual order on Main Street

OBJECTIVE:
Relate building, landscaping, and street elements in the context of Downtown.

Detailed architectural features highlight the historic quality of the street.

OBJECTIVE:
Encourage development practices that complement existing building heights, architectural styles, colors, and textures of surrounding structures.

Similar facade materials reflects a common theme across different buildings.

3.3 Draft Concept Plan

3.3.1 Draft Concept Plan Development

The Draft Concept Plan expresses the vision of growth in Downtown Half Moon Bay (Map 3.1). After finalizing the vision statement and producing a set of goals and objectives, the design team continued to work in smaller groups to formulate design proposals for alternative concept plans. The Draft Concept Plan is an integration of multiple design proposals into a consensus plan accepted by the entire design team.

The design team reorganized into separate groups to develop proposals in four design concept areas: circulation, gateways, parks and public spaces, and urban design guidelines. These design concepts were chosen to address common community issues, which often fit in one of these four categories.

The Draft Concept Plan was presented for community input at the Focus Group Workshop.

3.3.2 Proposals of the Draft Concept Plan

Circulation

A new bridge will be constructed in North Main Street to direct traffic into Downtown through Purissima Street, which would provide opportunities to expand commercial development parallel to Main Street in the Downtown Core. Traffic would follow a one-way binary circulation loop southbound on Purissima Street and northbound on Main Street.

A new bicycle network will connect the coast to Downtown and the hills.

A new trail will be constructed along the creek.

Gateways

Four gateways will be developed to guide visitors into Half Moon Bay. These gateways are located at the Kelly Street and Highway 1 intersection; the Main Street and Highway 92 intersection; the Main Street and Highway 1 northern intersection; and the Main Street and Highway 1 southern intersection. Hardscape gateways would be planned at the three major northern intersections. A softscape gateway will announce the entrance to Downtown at the Main Street and Highway 1 southern intersection.

Parks and Public Spaces

New parks and plaza spaces will be introduced in Downtown to respond to the need for open space. A new pedestrian zone would be located near the Kelly Street and Main Street intersection.

Urban Design Guidelines

Urban design guidelines will set standards to preserve the aesthetic quality of buildings in the Downtown area. The small town characteristic of the Downtown area and the historic quality of many buildings were valued by both residents and visitors.

3.4 Proposed Concept Plan

The Proposed Concept Plan is a refinement of the Draft Concept Plan. This plan represents the proposal for Downtown Half Moon Bay's development.

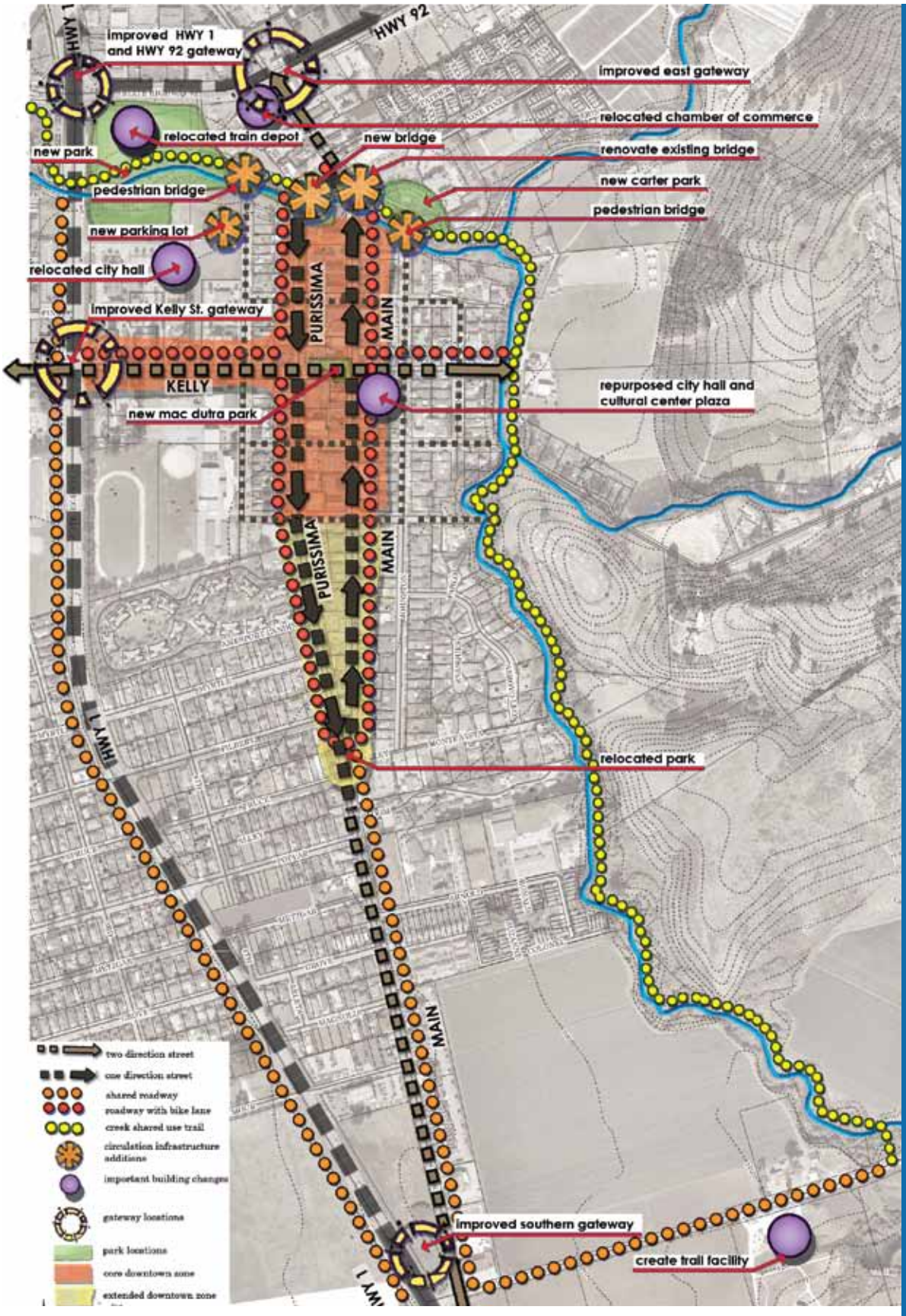
Feedback from the Focus Group Workshop was considered in the preparation of the final document. Community comments influenced the furter development of design concepts. Features such as the circulation loop expanded from the general concept of a one-way loop centerpiece to include proposals for side streets and streetscape design. Park proposals were reevaluated based upon locations community members had suggested for a new plaza design. All proposals were developed in greater detail.

The location of design proposals and their configuration within the scheme of the Urban Design Plan is shown on the Proposed Concept Plan (Map 3.2). Design proposals for the four elements of the Proposed Concept Plan are covered in the following chapters.

Draft Concept Plan

Map 3.1: Draft Concept Plan

Proposed Concept Plan



Map 3.2: Proposed Concept Plan

Chapter 4: Circulation

Content

The circulation system will encourage pedestrian, bicycle, and vehicular connections to and within Downtown Half Moon Bay. Streetscaping features will complement the circulation system by creating a cohesive image for Downtown Half Moon Bay.

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4.7 Streetscaping 44

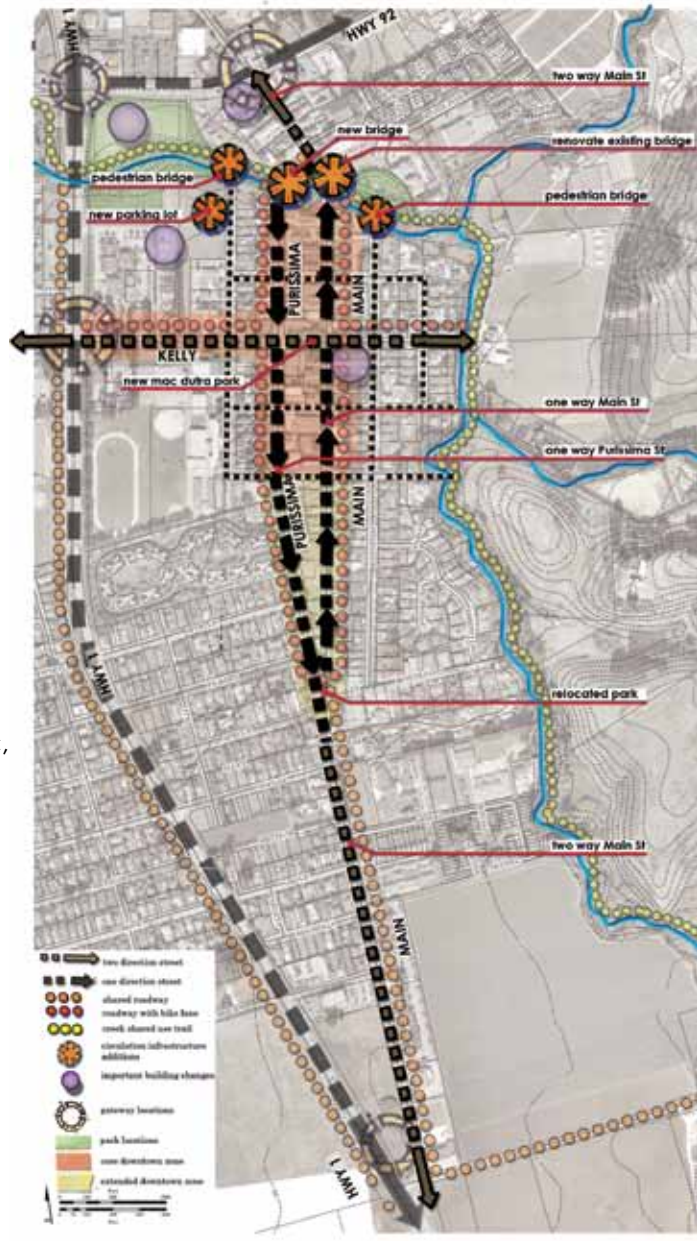
4.1 Introduction

A comprehensive circulation system is critical to the success of Downtown Half Moon Bay. The development proposals described in this chapter will provide a basis for future planning efforts directed towards the design of circulation and streetscape systems that will provide for safe and easy access from residential neighborhoods to commercial districts, employment areas, and nearby recreational facilities. These systems are designed to ensure consistency among pedestrian, bicycle, and vehicular traffic.

As a popular coastal destination, Downtown Half Moon Bay draws many visitors on weekends, holidays, and for special events. Such influxes require coherent circulation, parking, and infrastructure features. These features will also provide a strong link between Downtown and the coast, ensuring that visitors understand their travel options and how to successfully navigate the area.

The Downtown streets, moreover, will not be limited to the singular purpose of moving automotive traffic, as they are public places where diverse activities need to be accommodated. The area needs to be inviting for both residents and visitors. Consistent with the policies outlined in the City's General Plan and Land Use Plan, these development proposals incorporate vehicular, pedestrian, and bicycle traffic. They seek to provide a transportation system that facilitates the safe and efficient movement of people throughout the area while reducing traffic conflicts and ensuring that the pedestrian feels comfortable when using the space. The proposals are designed to encourage good travel flow conditions and accommodate projected growth while maintaining the community's rich cultural heritage and natural landscape.

The circulation system respects the unique qualities inherent in different sections of the Downtown area. In both Downtown Core and the South Main Street area, traffic loads have been concentrated on existing main roads to avoid adversely impacting nearby residences while providing increased visibility for area businesses located off Main Street. The streetscaping features help create a cohesive vision for the downtown area, encompassing both identified downtown zones, to facilitate wayfinding for visitors and residents alike. The streetscaping features complement the circulation system and create an interconnectivity among different modes.



Map 4.1: Circulation Plan

4.2 Vehicular Circulation

4.2.1 Existing Conditions

Circulation in Downtown Half Moon Bay is organized around Highways 1 and 92. The highways, which are at street level and have traffic lights, serve as arterial roads for Downtown. Three primary entry points connect the highways to the Downtown Core area. Kelly Street provides a western traffic portal, connecting Highway 1 to Main Street in a span of about 1500 feet. Highway 1, which bends eastward a few blocks south of Kelly, eventually intersects with Main Street, resulting in another traffic portal at the southern end of Downtown. Main Street connects to Highway 92 a few blocks north of the bridge at Pilarcitos Creek, forming the third major traffic portal to the area. All traffic is two-way within Downtown.

4.2.2 Proposal

General Guidelines

- Vehicular circulation will preserve a hierarchical distinction in the design of Downtown streets that encourages multiple modes of transportation and which does not overwhelm pedestrians or bicycles.

- The development proposals accommodate the complementary relationship between circulation and land use. The type and density of future development will dictate the type of roadway system that will be required to efficiently and safely move people throughout Downtown.

- The development proposals will enhance the linkages between Downtown and the coast, with the intent of drawing more people into and through Downtown.

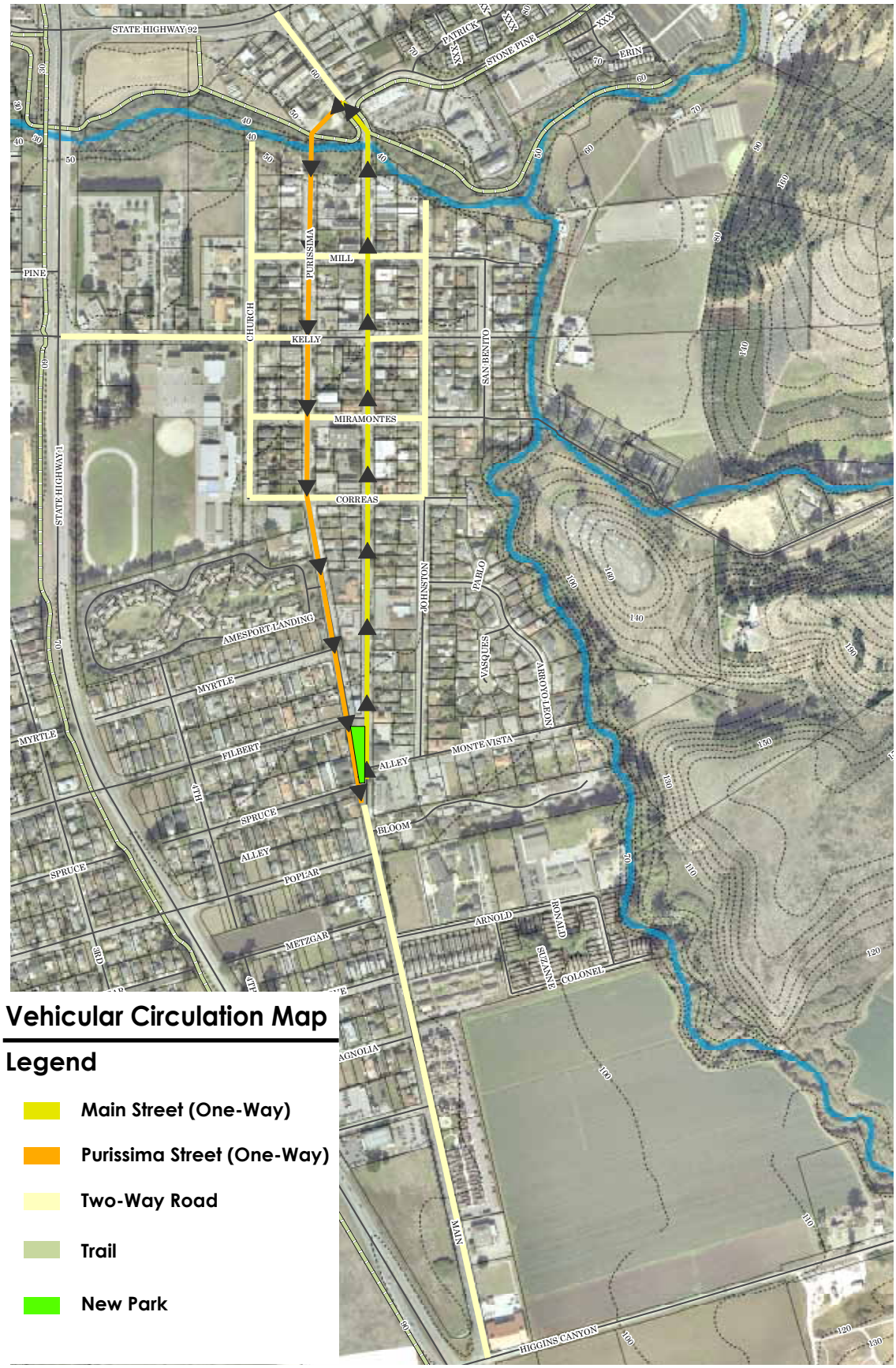
This plan proposes the creation of a binary traffic pair in Downtown, on Main Street and Purissima Street. Both traffic lanes on Main Street would be one-way northbound, starting at Spruce Street and ending at Stone Pine Road. To balance the traffic flow, Purissima Street would be converted to one-way southbound beginning at Stone Pine Road and continuing until Purissima Street merges with Main Street in the South Main Street area. (Figures 4.1-4.5). This would include an extension of Purissima Street northward, over Pilarcitos Creek via a new bridge, to connect with Main Street at Stone Pine Road.

The purpose of the traffic binary is twofold. First, moving southbound traffic off of Main Street essentially expands the Downtown core to include Purissima Street, providing greater visibility to the businesses there. Second, one-way streets increase traffic capacity with less required road space than two-way streets. The extra space gained by narrowing the lanes would be applied toward new bicycle lanes and wider sidewalks on both Main Street and Purissima Street.

As discussed in the City's General Plan, the locations and functional classifications of major limited access and arterial streets serve as the backbone of the City of Half Moon Bay. Classifying the streets as either limited access, arterial, collector, or local access is useful in dictating land uses and developments that will be appropriate in a given location, as well as subsequent circulation needs. Each street type has a particular function in the system for a coordinated circulation plan. Land use policy depends upon an integrated circulation system to effectively move people into and through the area.

A well-organized street hierarchy will ensure that vehicles use the appropriate routes in order to reach their final destination. This comprehensive circulation system will also facilitate stronger links between Downtown and the coast, as well as between Downtown and the greater community. In addition to the enhanced linkages between Downtown and the surrounding area, linkages within the Downtown will be improved as collector streets become more defined.

Vehicular Circulation



Vehicular Circulation Map

Legend

- Main Street (One-Way)
- Purissima Street (One-Way)
- Two-Way Road
- Trail
- New Park

Map 4.2: Vehicular Circulation Plan

Main Street at Stone Pine Road Intersection

Raised intersection and crosswalks paved with brick or cobblestone to alert drivers and improve pedestrian safety.

Bike lane

Two-way flows

Bike lane

Figure 4.1: North Main Street Plan

4.3 Street Hierarchy

The street hierarchy is defined as follows, abiding by the outline in the City's Circulation Element:

4.3.1 Limited Access

Limited or controlled access highways run along the north and west sides of Downtown and serve inter-urban, statewide, and interstate travel. In view of these functions, as well as the fact that the planning of these facilities rests largely with agencies other than the City, the proposals contained in this plan seek to reduce dependence on highway facilities for local trips.

Highway 1

Vehicular circulation infrastructure would not be notably altered along Highway 1. The eventual streetscaping improvements, coupled with the proposed gateways and Class I bicycle paths may require some future modifications or improvements.

Highway 92

Highway 92 would not experience any alterations. Eventual streetscape improvements and the proposed gateway developments may require some future alterations of this roadway.

4.3.2 Arterial

Arterials primarily serve intracity travel, carrying traffic from collector streets to and from other parts of the city. Access to abutting property is subordinate to the primary function of moving traffic between residential neighborhoods and the Downtown and commercial areas.

Main Street

Main Street will be one-way north between Filbert Street and the existing Main Street Bridge. Main Street will retain its two-lane configuration but angled parking will be changed to parallel parking. There will be a designated left-turn lane onto Purissima Street approaching the Main Street and Stone Pine Road intersection that will facilitate a traffic loop back into the Downtown Core from Main Street (Figure 4.1). This proposal requires that the construction of the Purissima Street Bridge.

Purissima Street

Purissima Street will be one-way south between Filbert Street and the proposed bridge at Purissima Street. The street will retain its two lane configuration but will have parallel parking on the east side of the street (Figure 4.2). The narrow zone between Correas Street and Main Street is the street segment where the right-of-way will be 60 feet instead of the typical 70-foot right-of-way for the rest of the street (Figure 4.3). The designated left-turn lane at the intersection of Filbert Street and Purissima Street will ease congestion and facilitate circulation in the Downtown core (Figure 4.4).

Kelly Street

Kelly Street will remain a two-way arterial. The street will retain its parallel parking configuration (Figure 4.2).

4.3.3 Collector

Collector streets directly or indirectly link local streets with arterials and are designed to primarily serve residential and recreational traffic. They are not intended to handle cross-town traffic, rather an important function is to provide access to abutting property.

Church Street

Church Street will be improved to accommodate increased traffic/use when the new parking lot is constructed at the north end of the street.

Johnston Street

Johnston Street will retain its two-lane configuration with angled parking on both sides.

4.3.4 Local access

Local streets are intended to provide direct access to abutting land uses.

Mill Street, Miramontes Street, and Correas Street are all local access streets whose vehicular patterns will be changed to two lanes with angled parking on both sides.

Purissima Street Plan

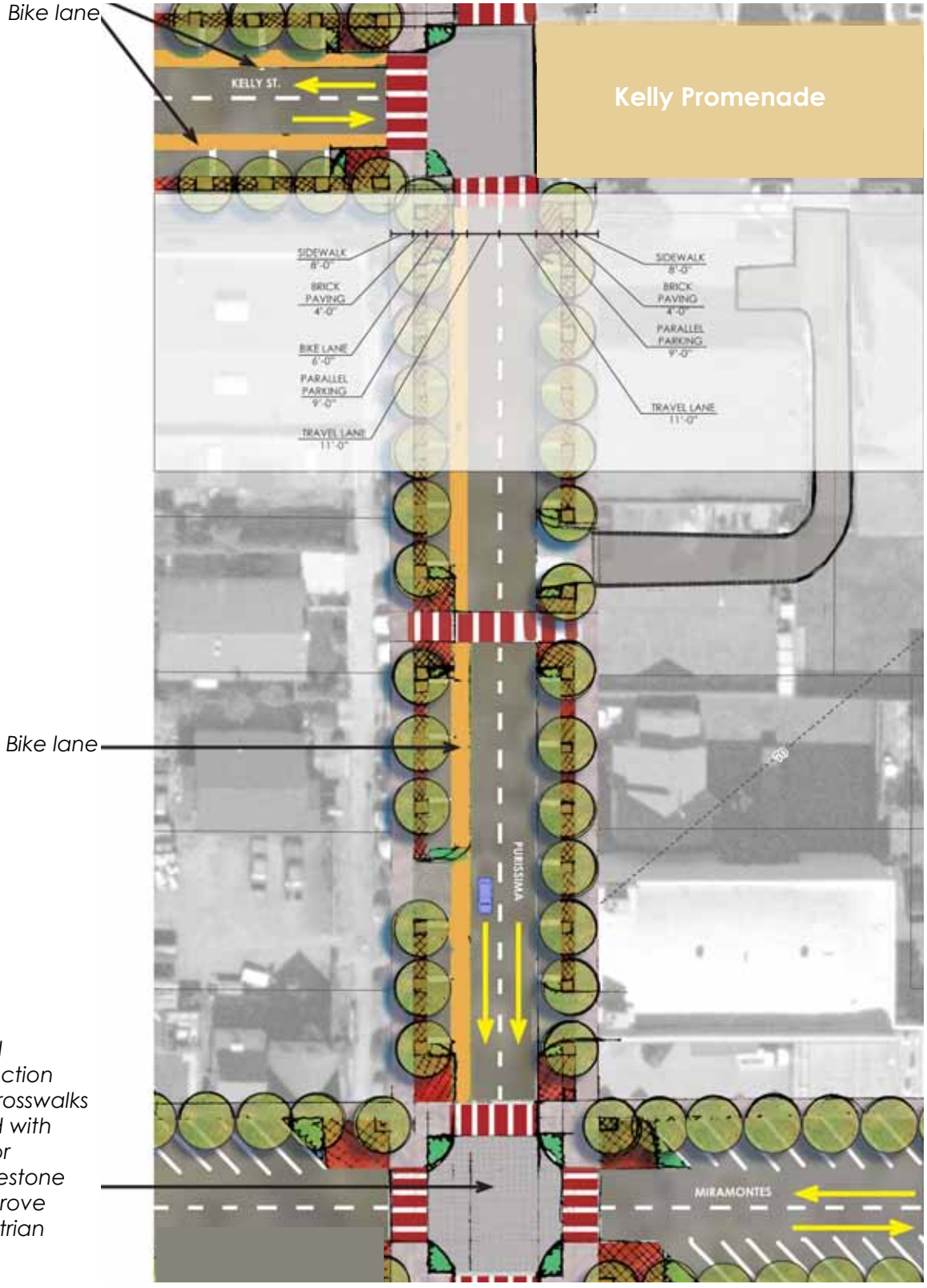


Figure 4.2: Purrisima Street Plan (1)

Purissima St. approaching Filbert St.

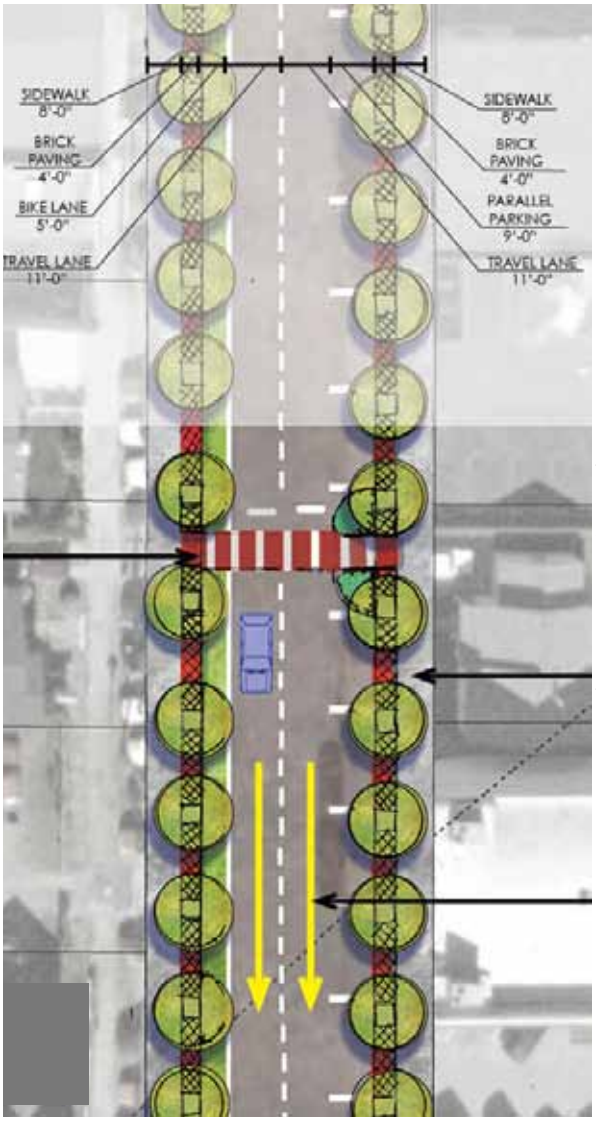


Figure 4.3: Purissima Street Plan (2)

Purissima St. at South Main St. Intersection

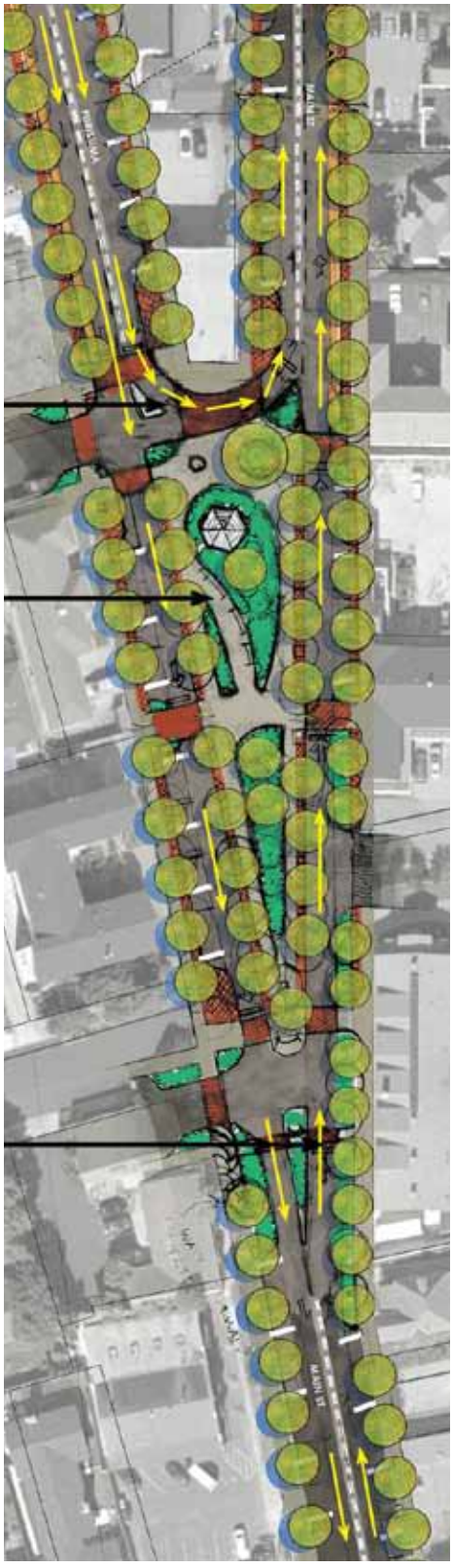
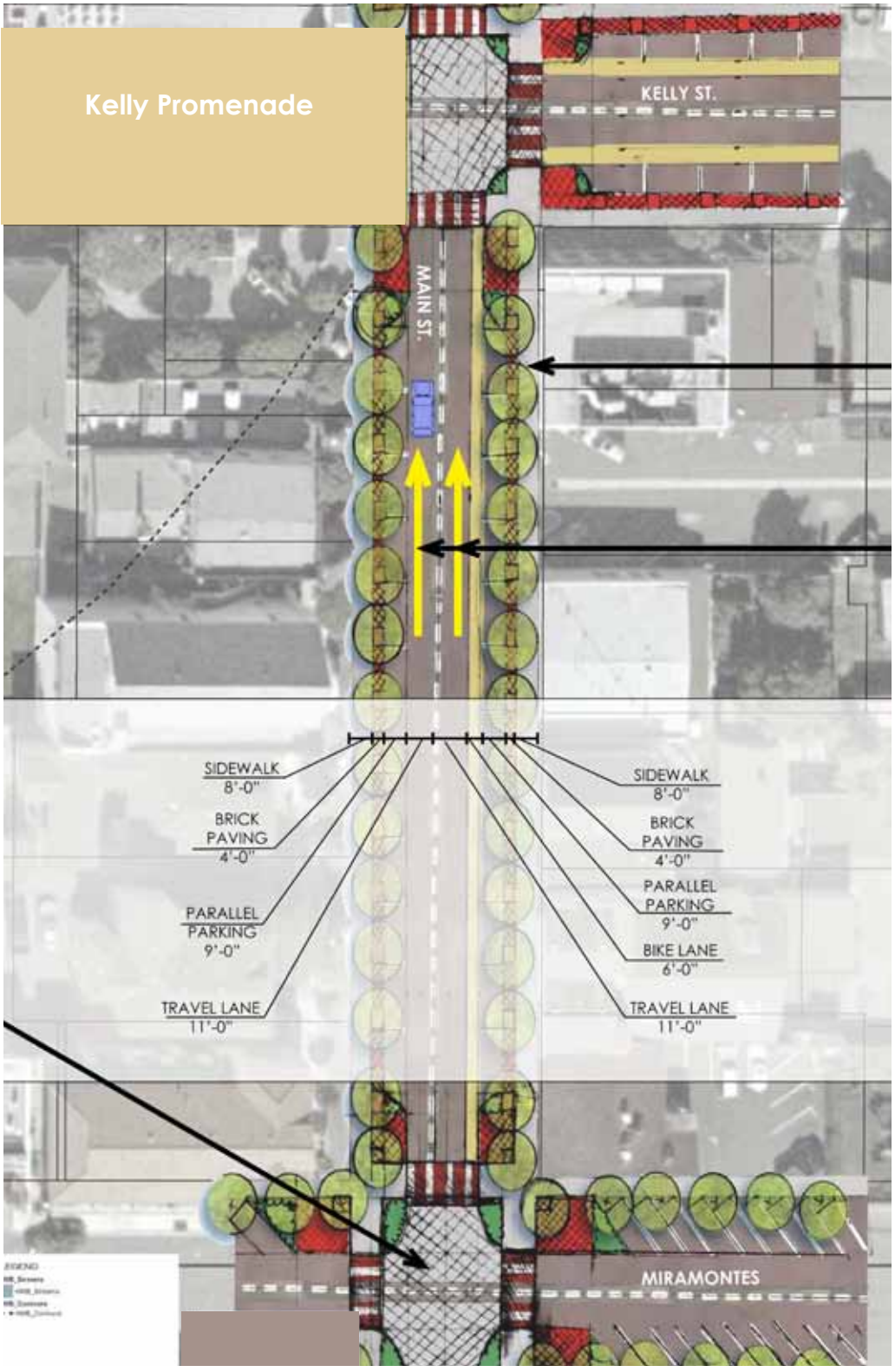


Figure 4.4: South Main Street Plan

Main Street Plan



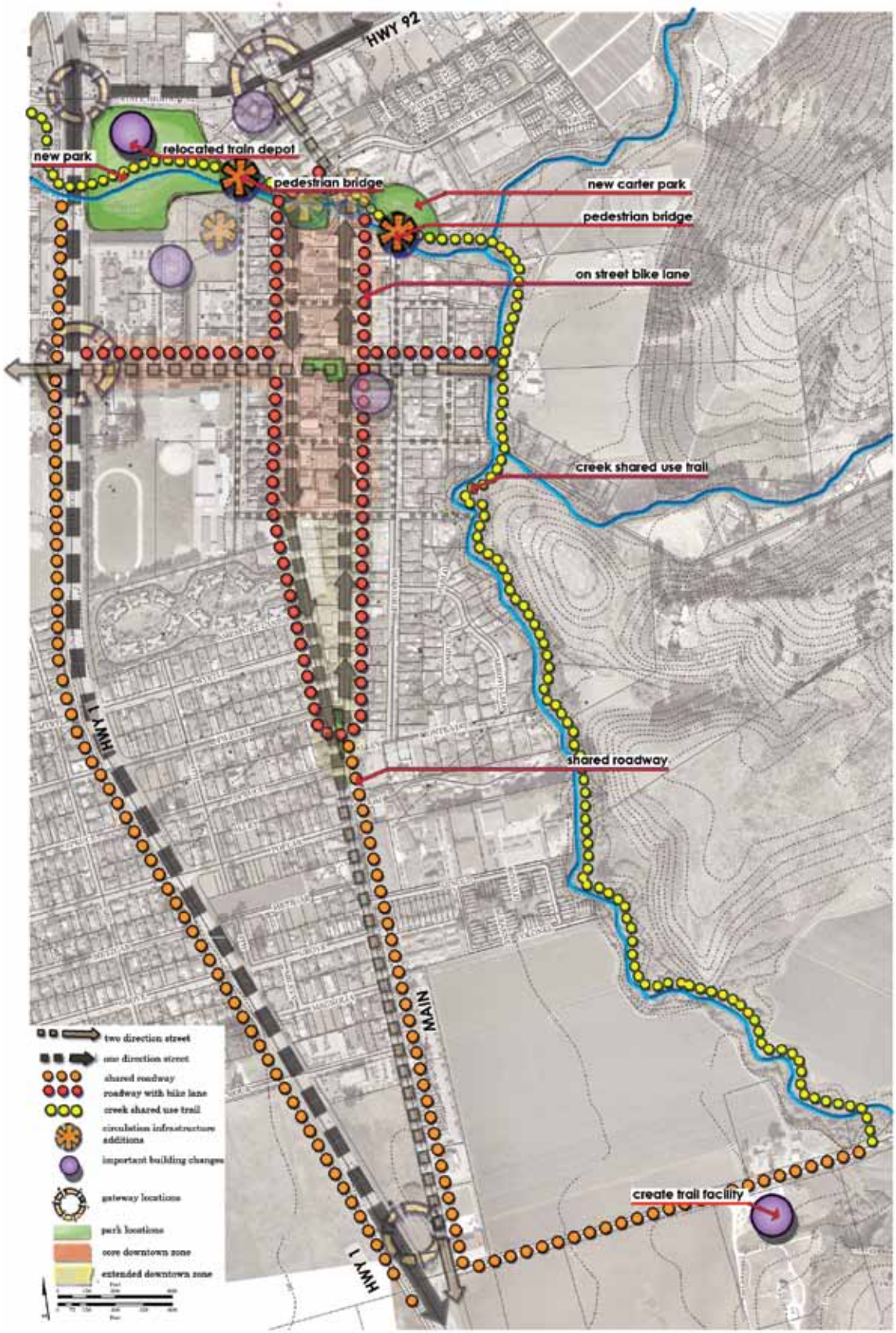
Wider sidewalks, parallel parking, and planters with trees and shrubbery.

Two northbound vehicle lanes and a bike lane.

Marked intersection and raised crosswalks

Figure 4.5: Main Street Plan

Bicycle Circulation



Map 4.3: Bicycle Circulation

4.4 Pedestrian and Bicycle Networks

4.4.1 Existing Conditions

Downtown pedestrian space is limited by two factors. First, the area available to pedestrian traffic is limited by the space consumed by traffic lanes and street parking for vehicles. Second, the placement of trees and street furniture constrains the usable walking space and interrupts pedestrian traffic flow. Additionally, a safe pedestrian linkage to the beach is incomplete as the sidewalks are unfinished west of Highway 1 along Kelly Street.

Bike lanes and explicit bike routes are not present Downtown, however a bike trail does exist along the Pilarcitos Creek bed and connects Downtown to the beach, via an underpass beneath Highway 1, south of the Highway 92 intersection.

4.4.2 Proposal

General Guidelines

- Pedestrian and bicycle networks will provide an attractive, safe, and coherent network of pathways that encourages pedestrian and bicycle activity. They will be inviting to residents and tourists, both of whom have varying needs and preferences that will be addressed.
- The proposals seek to reduce conflicts with vehicles, making the Downtown more conducive to walking and biking.
- The proposals attempt to balance pedestrian and bicycle needs in the design of the right-of-way.

Consistent with the general vision and concept plan, comprehensive pedestrian and bicycle networks are necessary in order to encourage more activity and use of alternative modes of transportation (Map 4.3). Improved streetscaping features, such as landscaping and widened sidewalks, coupled with a reclassification of bikeways and the addition of new bikeways will draw more people into the area. Highway 1, for example, is a popular route for bicyclists traveling along the coast who will stop in Half Moon Bay to experience the community's rich cultural heritage and natural landscape.

The most significant improvements made to the bicycle infrastructure are a proposed Downtown bike loop, proposed bikeways along the main arterials, and an enhanced creek trail. Pedestrian pathways will also be altered within these areas.

Main Street and Purissima Street

Bikeways along these arterials will be Class II Bike Lanes. They will be six feet wide.

Kelly Street

Both sides of Kelly Street will have Class II Bike Lanes, which are restricted right-of-ways designated for the exclusive or semi-exclusive use of bicycles. Travel by motor vehicles or pedestrians is not allowed. They will be five feet wide.

The bikeway will extend from the intersection of the creek trail on the west side of town and Kelly Street to the coast, except for the pedestrian plaza between Purissima Street and Main Street—this section of the street will be for pedestrian use only.

Downtown Bike Loop

This trail will pass through Downtown, offering pedestrians and bicycles a two-mile trail that will begin at a trailhead near Higgins Canyon Road and Main Street. It will extend north along Main Street to Purissima Street, and then it will veer west to Highway 1, and then south, back to Higgins Canyon Road.

The proposed streetscape and bikeway improvement in the Downtown core and along Kelly Street will make this a desirable trail for residents and visitors.

Creek Trail

The creek trail will be enhanced so that it becomes a shared-use trail that is inviting to both pedestrians and bicycles. It will extend north from Higgins Canyon Road to the Pilarcitos Creek trail where it will then extend east to Erin Lane and west to the coast. The proposed trail will be 12 feet wide and will have 5 foot clear zones on each side. It will have consistent paving and signage throughout.

4.5 Parking

4.5.1 Existing Conditions

Parking in Downtown Half Moon Bay consists primarily of on-street spaces. In fact, almost all of the parking for public use Downtown is on the street, with businesses providing a small percentage of additional spaces on-site. Street parking types in the Downtown area vary from block to block. Parking along Main Street consists primarily of 60-degree angled spaces in the central Downtown area on both sides of the street. Further south on Main Street, from Correas Street, parking becomes exclusively parallel. Parking on Purissima Street and Church Street is split between 90-degree angled spaces and parallel, with 60-degree spaces additionally available on the south end of Church Street in front of Manuel Cunha Middle School. Cross streets like Kelly Street, Mill Street, Miramontes Street, and Correas Street have a similar mixture of angled, perpendicular, and parallel parking on both sides of the street. In general, blocks with angled parking on one side tend to have angled parking on the opposite side, while blocks with perpendicular parking on one side typically pair with parallel parking on the other.

4.5.2 Proposal

Parking will be rearranged to improve the efficiency of road and pedestrian space. Studies have shown that parallel parking is 50-70% safer than angled or perpendicular parking, which reduces a driver's ability to see oncoming bicycle and vehicular traffic. Likewise, oncoming traffic has a reduced ability to see cars pulling out from angled or perpendicular spaces. Therefore, parking will ideally consist of parallel spaces on streets, supplemented by off-street parking lots to maintain the overall parking capacity. Reducing the risk of accidents creates a more hospitable space for pedestrians, bicyclists, and drivers alike, and simultaneously improves visual and physical connections throughout Downtown.

Parking improvements consist primarily of repositioning angled and perpendicular street parking spaces to parallel parking configuration. Public Works will lead implementation of the projects proposed below.

Parking Alignment

Angled and perpendicular parking along Main Street and Purissima Street will be re-positioned as parallel parking. The extra street space made possible by this realignment offers the opportunity to expand sidewalks and enhance public space in concurrence with this plan's vision of creating a pedestrian-oriented place.

Public Parking Lot

A parking lot will be created on the north end of Church Street. The parking lot design will provide 130 new spaces, which will compensate for any lost spaces due to removal of some angled parking (Figure 4.6). The lot is within a block of the central Downtown zone that begins at Purissima Street. This nearby location allows visitors to park close to Downtown while also allowing space on the streets to be enhanced for multimodal transportation options (vehicle, bicycle, and pedestrian). It provides more space for public activity.

Church Street Parking Lot

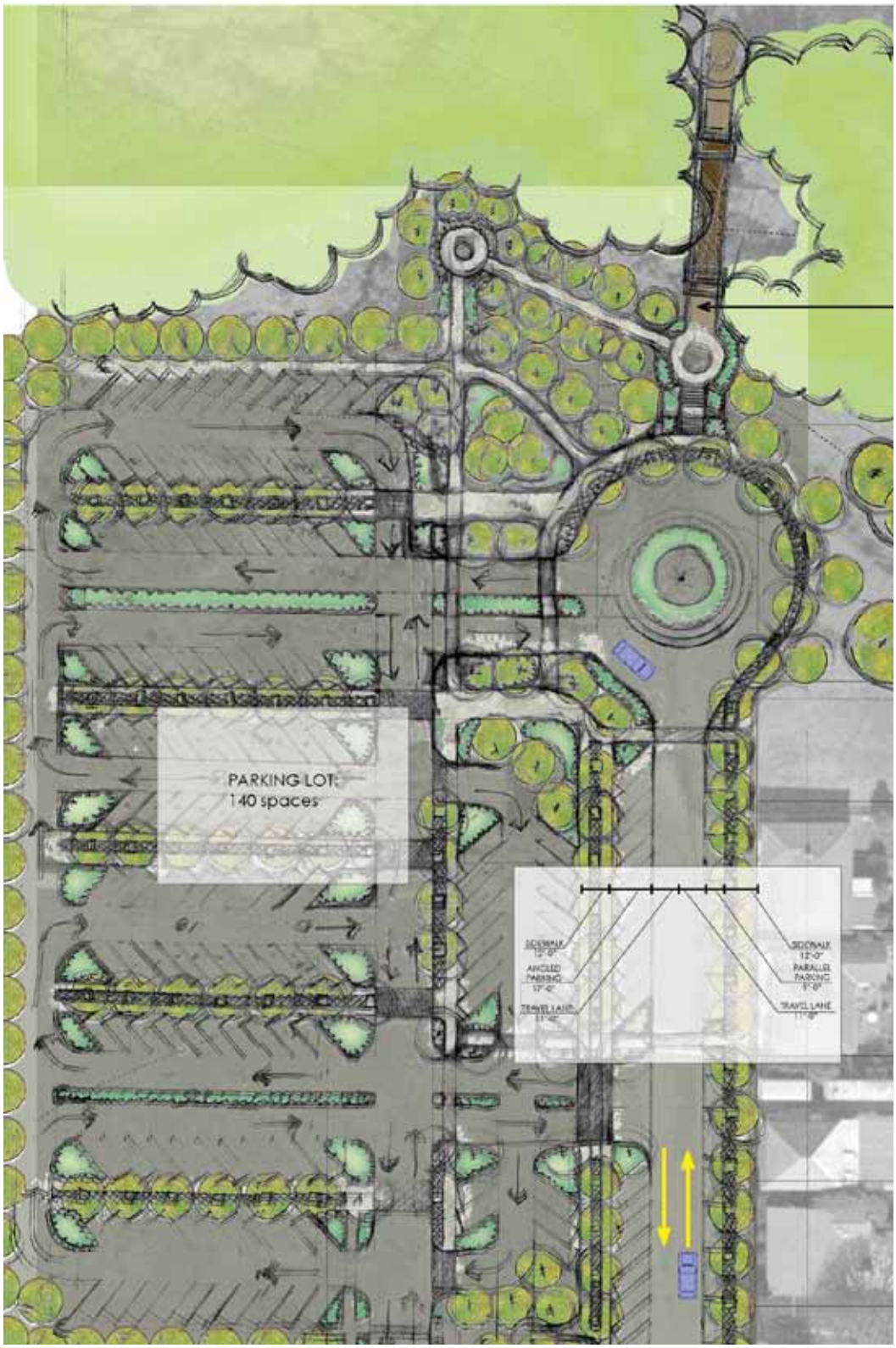


Figure 4.6: Church Street Parking Lot Plan

4.6 Bridges

4.6.1 Existing Conditions

Circulation infrastructure consists of the local roads and highways as described above. Additionally, there is a bridge on Main Street over Pilarcitos Creek. As explained in the previous section, a bike trail runs along the creek. The trail passes under Highway 1, and runs along the highway briefly before turning west to the beach. Sidewalks are available throughout Downtown.

4.6.2 Proposal

- Improve existing bridge to support future demand and construct new bridges that will accommodate future demand and provide stronger linkages between Downtown and the coast.

- The bridges will serve to strengthen the link between Downtown and the coast; they will serve to relieve congestion in the area while also promoting a safer and easier to use pedestrian and bicycle environment.

In order for the proposed circulation system to be successfully implemented, it is necessary to improve existing conditions and construct new bridges in the Downtown core and in the extended Downtown development area.

Vehicular Bridges

The existing Main Street Bridge, when refurbished, will become a one-way bridge accommodating traffic traveling north, and will be improved so that it can support future demand. Pedestrian pathways along the bridge will be improved to encourage more activity between the Downtown core and the area north of Pilarcitos Creek.

A new two-lane bridge will be constructed at the north end of Purissima Street to accommodate the new circulation system and connect the Downtown core to the area north of the creek. The new bridge will accommodate pedestrian traffic.

Non-Vehicular Bridges

There will be two new shared-use bridges, connecting the Downtown Core to the Pilarcitos Creek trail. They will be located at the northern ends of Church and Johnston Streets (Figure 4.8).

A pedestrian bridge will be constructed over Highway 1 at Kelly Street, which will facilitate activity between Downtown and the coast.

Mill Street Plan

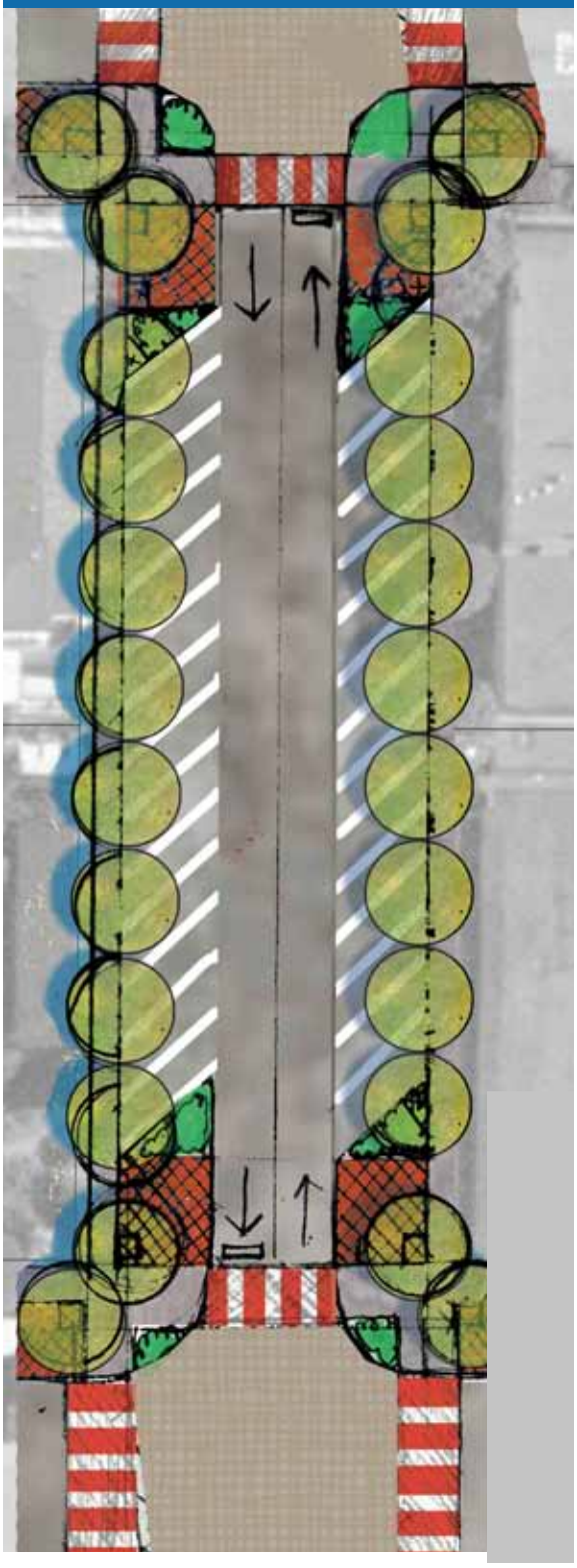


Figure 4.7: Mill Street Plan

Johnston Street Plan & Pedestrian Bridge

Figure 4.8: Johnston Street Plan

4.7 Streetscaping

4.7.1 Existing Conditions

Overall, the current circulation, parking, and landscaping patterns Downtown influence streetscape design. Circulation in Downtown is currently prioritized for automobile traffic with fairly wide streets, relatively narrow sidewalks, and numerous on-street parking spaces. As a result, roads are car-friendly, but are less hospitable to pedestrians and bicycles. While the scale of the streets may be a desirable quality, it is only appropriate for cars that use the space for a relatively short period of time compared to pedestrians who remain Downtown for extended periods of time. Conversely, the relatively narrow paved paths limit sidewalk space, and therefore, pedestrian movement.

4.7.2 Proposal

General Guidelines

Streets will be designed to create a more cohesive network of vehicular access, bicycle paths, and pedestrian space. This may be accomplished through the recommendations discussed above. Primarily, the realignment of parking will provide space to expand sidewalks and incorporate bike lanes. Widened sidewalks will also allow the inclusion of more landscape design, including the addition of planters and trees for visual and air quality enhancement. Physical cohesion will also be enhanced with a coordination of street and sidewalk surface materials to demarcate Downtown as a distinct place.

Sidewalks along Main Street and Purissima Street, between Pilarcitos Creek and Correas Street, will be widened to 12 feet. The area between trees will be delineated by brick pavers and will be used for public seating, outdoor dining, and planters.

Pedestrian crossings along Main Street will be raised to sidewalk level. This will improve safety and ease tension between the street and the sidewalk. Intersections will be converted to cobblestone, which will act as a traffic calming measure, and further improve safety and aesthetic quality.

Purissima Street, north of Correas Street, will have parallel parking on both sides and a bike lane on the west side. Sidewalks on both sides will be widened to 12 feet. As proposed for Main Street, the area between trees will be delineated by brick pavers and used for public seating, outdoor dining, and planters. This portion of Purissima Street will also have pedestrian crossings and raised intersections that mimic those described for Main Street.

Purissima Street Plan, north of Correas Street

Kelly Street will include Class II Bike Lanes (at the standard 5-foot width) in both directions, and all angled parking will be re-positioned as parallel parking. The bicycle lanes will extend to Purissima Street in the east and all the way to Balboa Boulevard (near the beach) in the west. Sidewalks will be 10 feet in width, with the outer 4 feet occupied by planters and trees.

Kelly Street Plan

Church Street between Mill Street and Correas Street will have 6-foot sidewalks and 45-degree angled parking on both sides, with a tree canopy over the parking spaces. North of Mill Street, the sidewalks on Church Street will be widened to 12 feet on both sides, with parallel parking on the east side and angled parking on the west side.

Church Street Plan

Streetscape features on Mill Street, Miramontes Street, and Correas Street will match those of Church Street: 6-foot sidewalk widths; 45-degree parking; and a tree canopy.

Figure 4.9: View on Main Street

Sections and Perspectives

Figure 4.10: Streetscape Perspective on Main Street

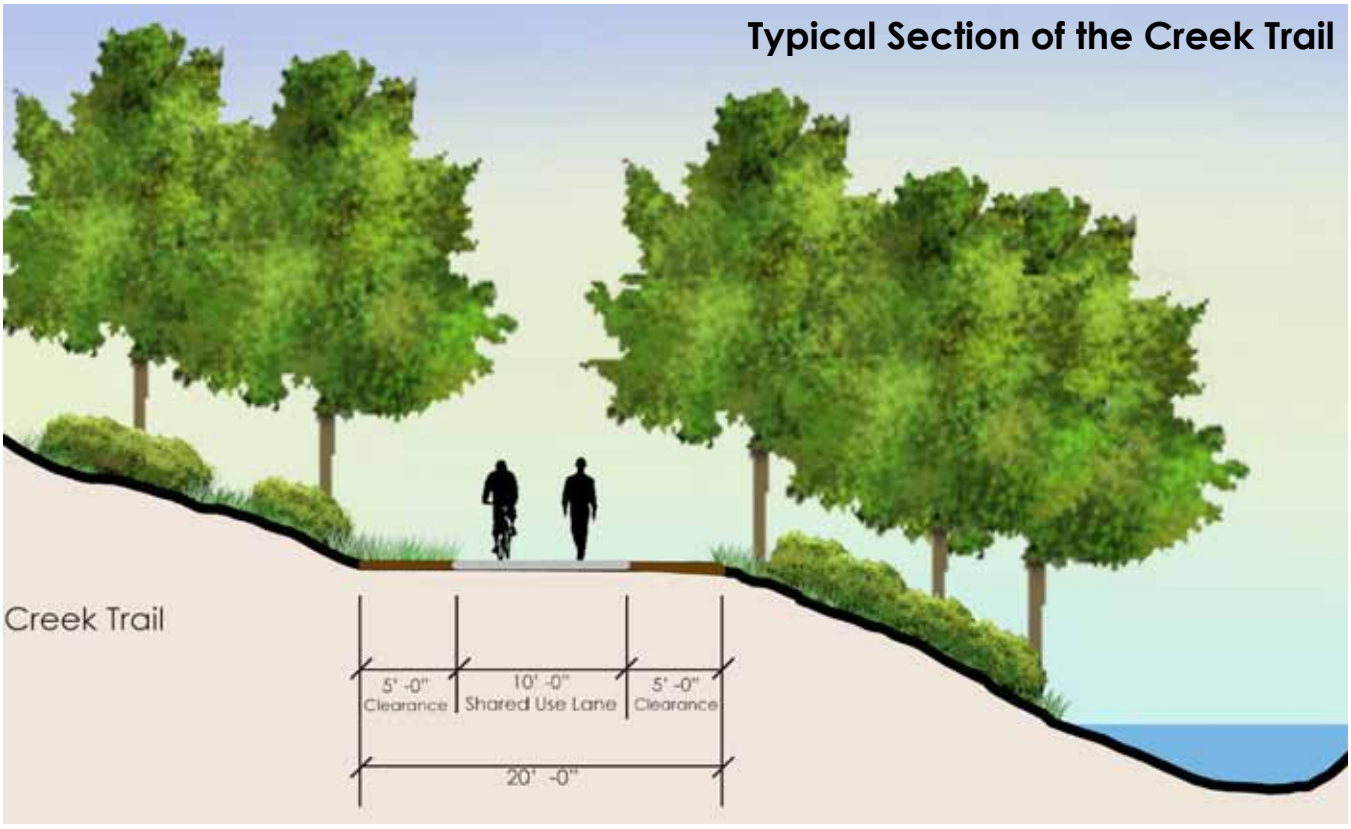


Figure 4.11: Section of the Creek Trail

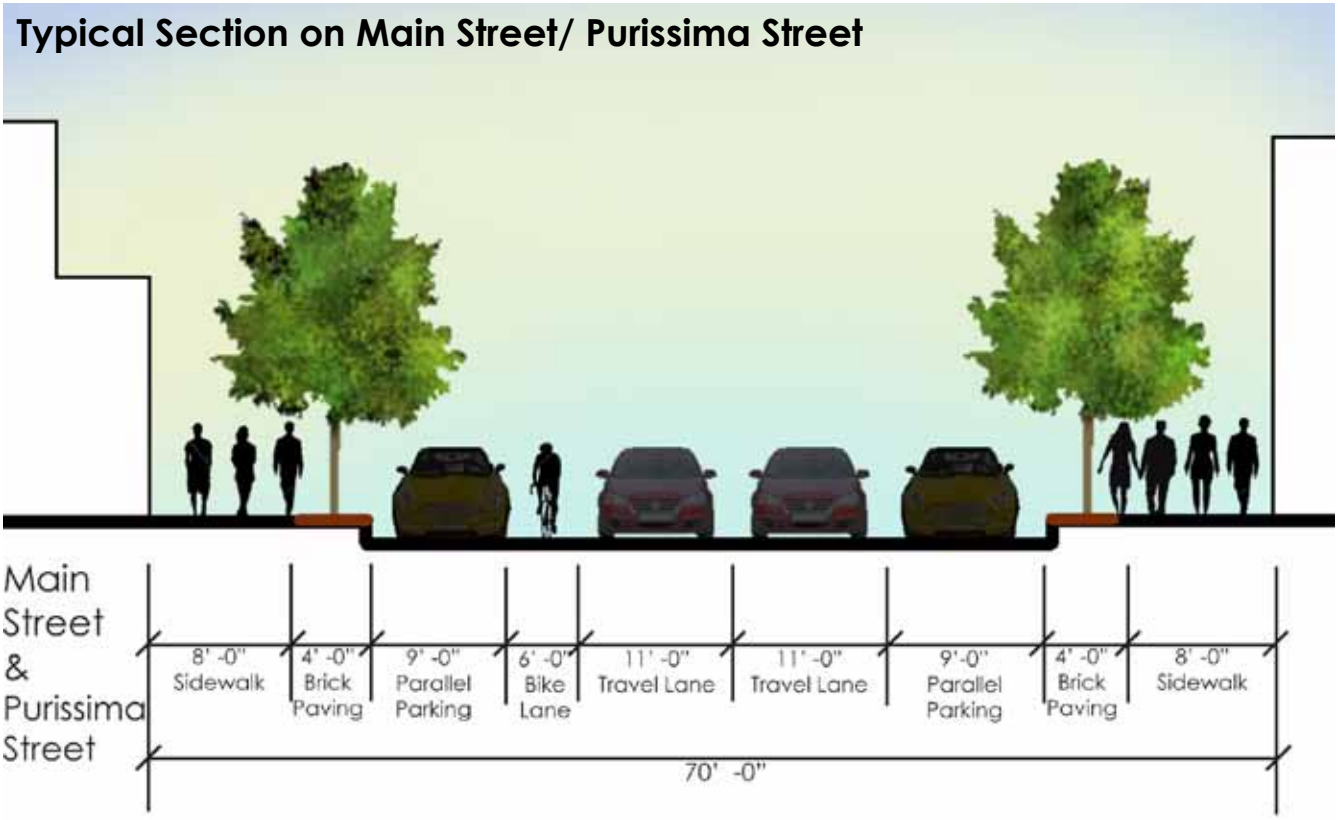


Figure 4.12: Typical Section on Main Street/ Purissima Street

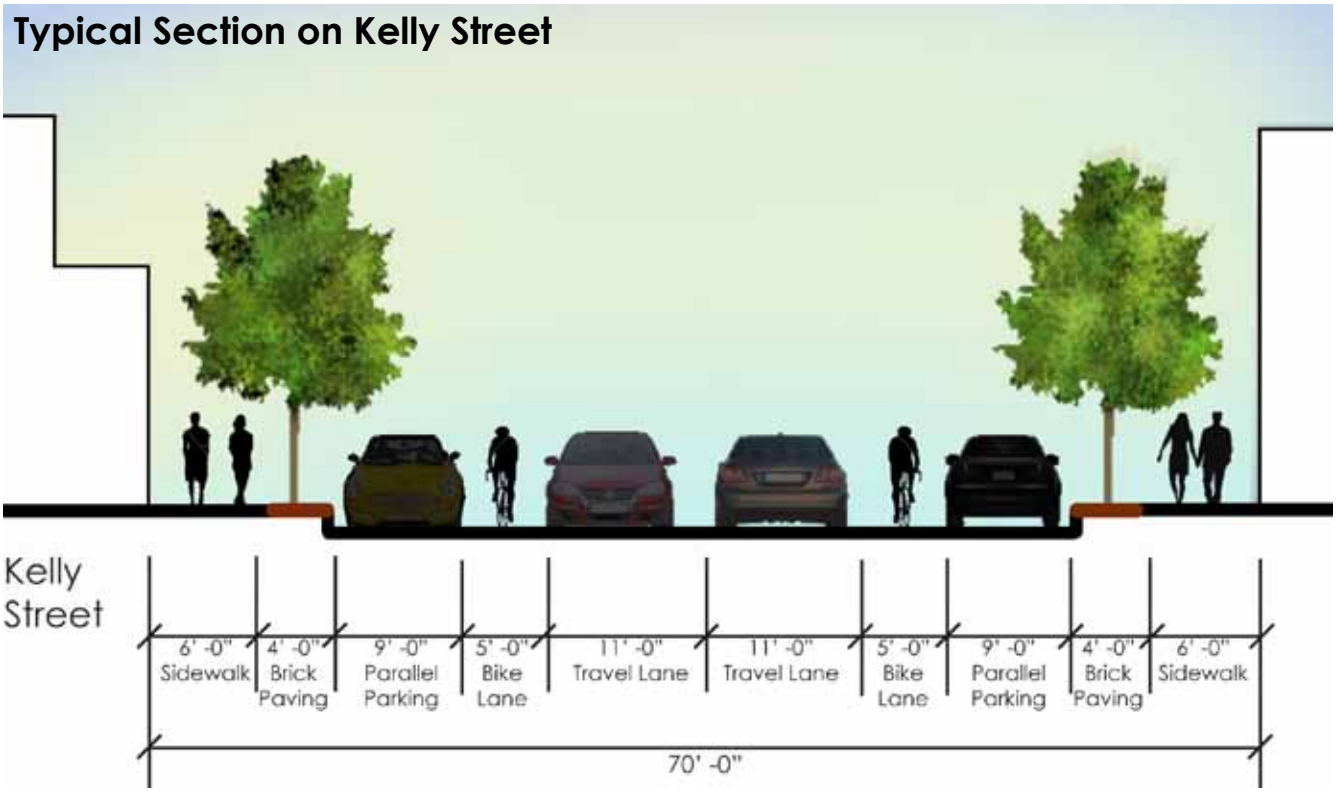


Figure 4.13: Typical Section on Kelly Street

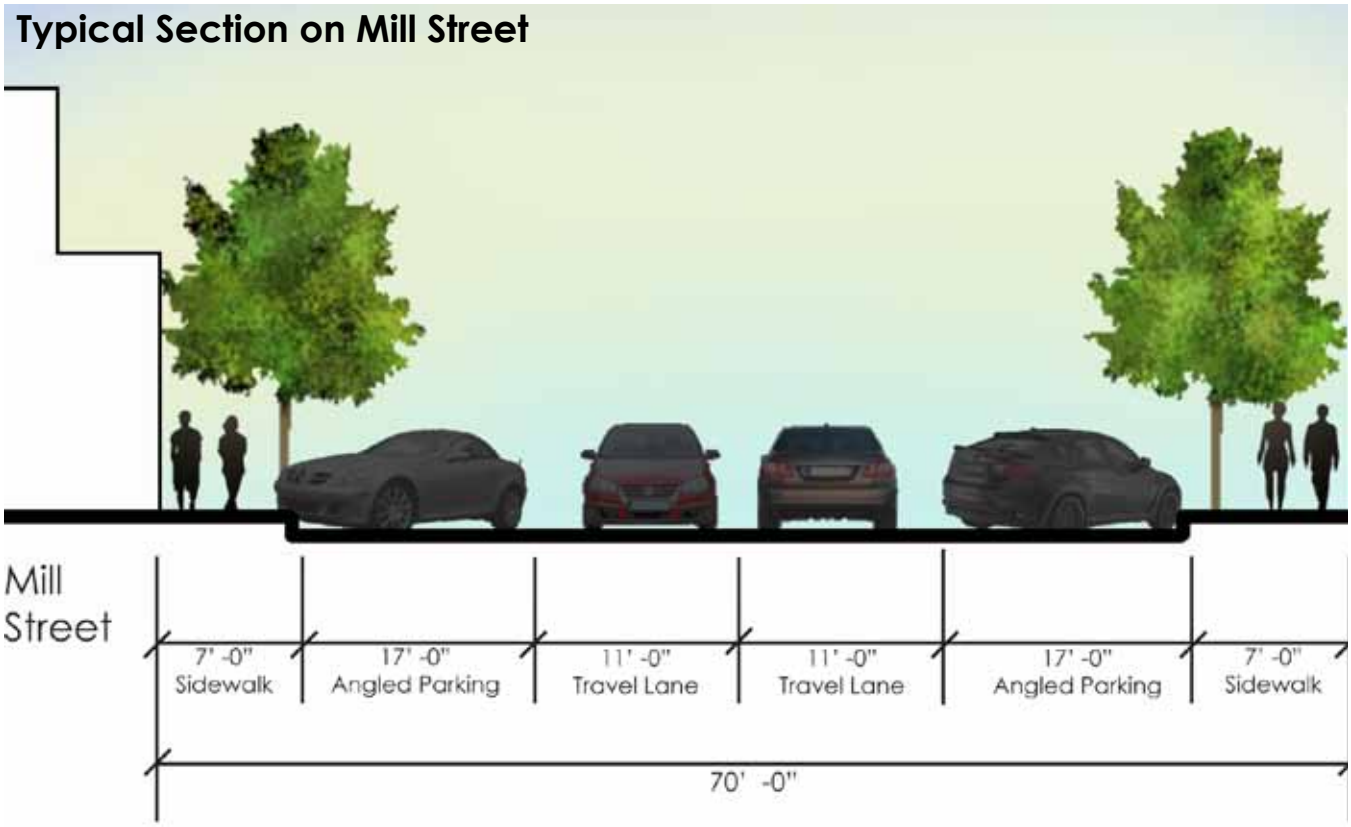
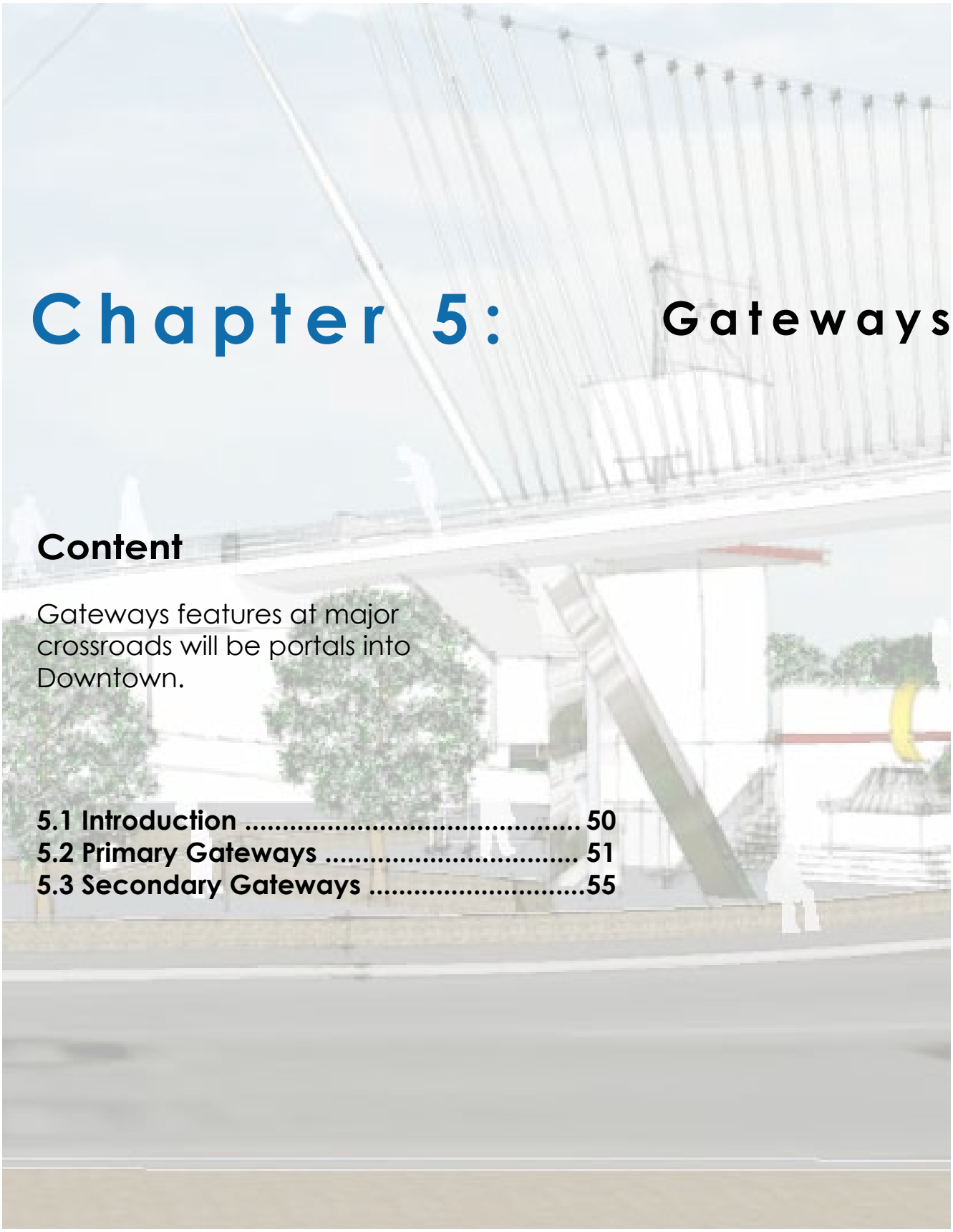


Figure 4.14: Typical Section on Mill Street

Figure 4.15: Typical Section on Johnston Street



Chapter 5: Gateways

Content

Gateways features at major crossroads will be portals into Downtown.

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5.1 Introduction

Gateways provide visual stimulus and highlight activity nodes, invoking memorable images and stirring interest. There are four gateways identified for Half Moon Bay: 1) North at the intersection of highways 1 and 92, 2) East at Highway 92 and Main Street, 3) West at Highway 1 and Kelly Street, and 4) South at the intersection of Highway 1 and Main Street (Map 5.1). These four gateways have been characterized into 2 types of gateways- Main and Secondary. Each type will be designed to have an unique identity that helps accentuate its relationship with Half Moon Bay.

Map 5.1: Gateway Plan: Four Gateway Locations

5.2 Primary Gateways

These gateways are visual attractions located at the periphery of activity areas to draw interest towards Downtown Half Moon Bay. Main gateways are important in promoting economic development, as their attractive visual presence entice more people into areas. These gateways also improve wayfinding by providing guidance to existing trails, beach, and historic downtown.

Locations

- *East at Highway 92 and Main Street intersection*
- *West at Highway 1 and Kelly Street intersection*

5.2.1 East Gateway

The gateway at Highway 92 and Main Street marks this important intersection with colorful corner plazas, crosswalks, signage, and visual landmarks. The new Chamber of Commerce building will be relocated to the northeast corner for more prominence along the highway and marks the beginning of Downtown Half Moon Bay along Main Street. The fish market area (southwest) can be redeveloped and provide anchor buildings for more intense activity at this intersection. Mural and banners, iconic sail-like canopies over the open plazas, and improved wayfinding signage will help attract traffic from Highway 92 into Main Street and Downtown.

5.2.2 West Gateway

The west gateway bridge at Highway 1 and Kelly Street addresses the need for a safe crossing past the highway as well as a direct connection between the Downtown and the beach. It also serves as a strong visual landmark to mark the main entry into the Downtown Core and serves as a strong identity landmark. The bridge will have both elevators and ramps, which will connect directly into the new retail center at the northeast corner. This new retail center should have an attractive, welcoming plaza, with easy vehicular access to encourage traffic turning into Kelly Street from Highway 1.

Figure 5.1: Illustrative plan of the East Gateway at the Main St. & Highway 92 intersection

1. Chamber of Commerce
2. Fish market Redevelopment
3. New iconic roof over gas station
4. Upgraded open plaza
5. New carpark
6. Upgraded cross walk & wayfinding
7. Directive mural

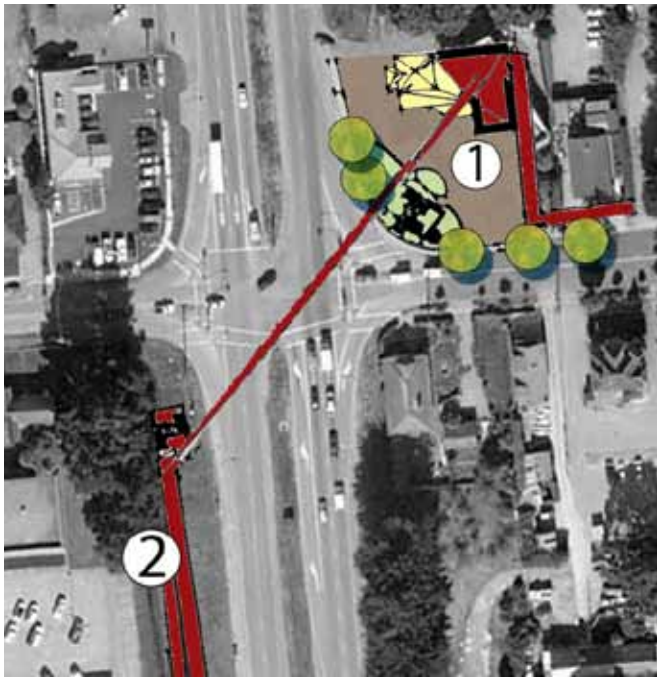

Figure 5.2: Illustrative plan of the West Gateway at the Highway 1 & Kelly Street intersection

1. Prominent commercial development and public plaza
2. Bridge as a place marker

East Gateway

Highway 92 and Main Street

Figure 5.2: View south along Highway 92. Sail-like canopies and patterned crossings accentuate the intersection.

Figure 5.3: View west along Highway 92. Mural and banners along light/traffic posts can be clear wayfinding elements.

Figure 5.4: View west along Highway 92. Welcoming signage can inform drivers of the upcoming Downtown entrance.

West Gateway

Highway 1 and Kelly Street

Figure 5.6: View east across Highway 1 toward Kelly Street entry to Downtown.

Figure 5.7: View north over Highway 1. Pedestrian-cyclist bridge provides a strong visual marker.

Figure 5.8: View east toward the corner retail development and plaza.

5.3 Secondary Gateways

Secondary gateways are a subset of Main Gateway, acting as a stepping stone that leads to Main Gateways and Downtown. It is primarily softscape, with artistic installation and flexible spaces for diverse activities. In addition, they play an important part of a cohesive wayfinding system to larger areas in Half Moon Bay.

Locations
- *North at Highway 1 and Highway 92*
- *South at Highway 1 and Main Street*

5.3.1 North Gateway

This proposal utilizes the current vacant land and its prominence from Highways 1 and Highway 92. This gateway is designed to support a variety of uses throughout the year: active park, event and festival showcases, dining or retail establishments, and attractive open public space to support adjacent businesses. The old train station will be moved to the park and used for commutiy events. A signage system will provide wayfinding and the trail system will connect the linear park along the creek to the existing pedestrian underpass. This park can be easily accessed from the new proposed pedestrian bridge from the Church Street car park.

Figure 5.9: Illustrative plan of the North Gateway at the Highway 1 & Highway 92 intersection.

1. Activity area with relocated train depot. This area can host a variety of small businesses or community events throughout the year.
2. Upgraded trails to new pedestrian bridge over the creek to provide connection with adjacent new developments
3. New trails and signage system connecting to existing pedestrian underpass / trails.

4 + 5. Landscaped spaces for flexible uses.

5.3.2 South Gateway

This gateway at the intersection of highway 1 and Main Street addresses the adjacent flat and uninteresting landscape at the southern end of Downtown with an artistic installation to enhance the sense of arrival at this intersection. Poles of varying heights lead to an elevated focal point stressed by the design of the flower beds and land grading. Landscaping along the poles can showcase the local production of flowers. These poles can also act as street lights with solar light fittings, highlighting this gateway at night.

Figure 5.13: Illustrative plan of the South Gateway at the Highway 1 & Main Street intersection

1. Elevated focal point for sculpture or signage location

2. Sculptural landscaping: flowers beds and lighted poles of varied heights

North Gateway
Highway 1 and Highway 92

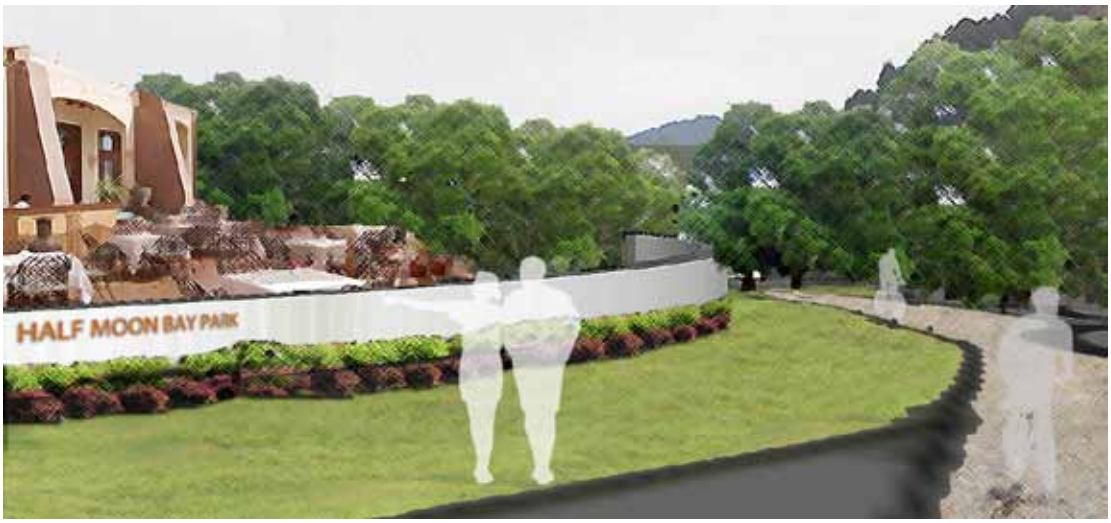

Figure 5.10: Activity area for small businesses or events.

Figure 5.11: Tiered landscape can provide for variety of uses and signage opportunities at this gateway.

Figure 5.12: Permeable paving and low cost landscape design can provide ample usable open space.

South Gateway

Highway 1 and Main Street

Figure 5.15: View toward the exit from Highway 1 into Main Street

Figure 5.16: View south from Highway 1

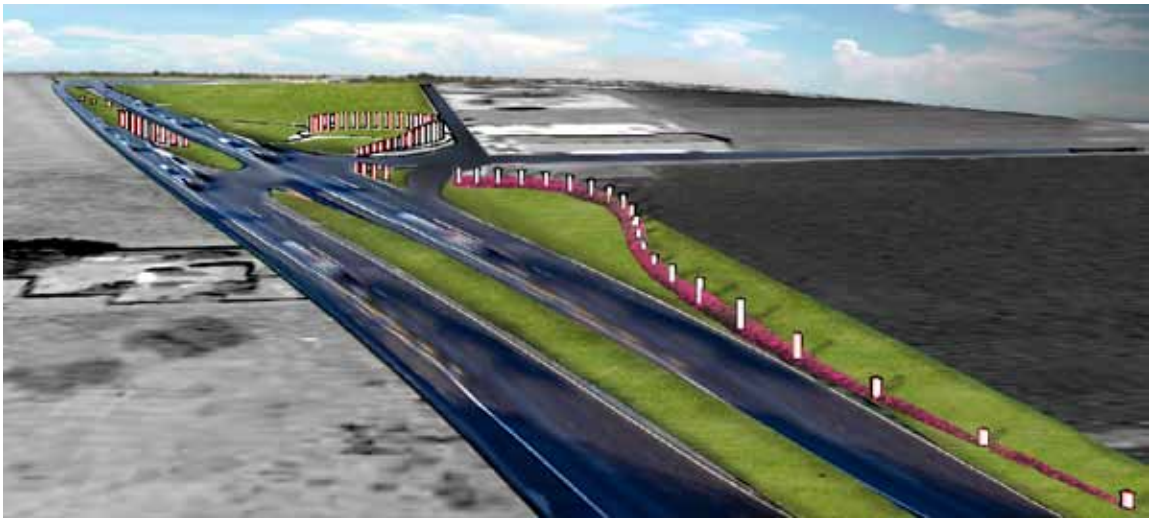

Figure 5.14: View north over Highway 1. Installation of artistic poles and landscaping enhances the arrival experience at this gateway

Chapter 6: Parks and Public Spaces

Content

Parks and public spaces promote healthy communities and become aesthetically pleasing locations that attract residents and visitors.

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Parks and Public Spaces

Map 6.1: Parks and Public Spaces

6.1 Introduction

Public parks and plazas benefit the physical and social health of the community and can make Half Moon Bay a more attractive place to live and visit. Access to well-maintained public spaces promotes physical activity and a healthy connection to the natural world. Parks and plazas in the Downtown Core encourage pedestrian activity and social interaction by providing a comfortable space to dine, rest, play, or enjoy entertainment, and stimulate the local economy. Attractive public spaces serve tourism by supporting commercial and public activities and events. Whenever possible, plazas should blend in with the surrounding environment and encourage a comfortable transition between indoor and outdoor spaces.

The redesign of public parks and plazas in Downtown Half Moon Bay enforces the general vision through the creation of inviting pedestrian spaces and strengthening of physical connections with details to reflect the city's unique heritage. Each park and plaza is designed to offer the pedestrian priority in terms of access and comfort, reflect the community's historical and cultural heritage through details and showcased features, and promote both functionality and visual appeal.

Half Moon Bay's public spaces will draw pedestrian interest and encourage social and recreational activity.

6.2 Mac Dutra Park

6.2.1 Existing Conditions

Mac Dutra Park is a small, paved park at the corner of Main Street and Kelly Street. Its most prominent feature is the historic bells of Half Moon Bay, displayed in a concrete tower surrounded by a waist-high wall decorated with mosaic tiles. Seating is available on wooden benches, picnic tables, and mid-height planter walls -- most of which are often occupied by day laborers who are waiting for work.

The park is underutilized by residents and visitors who avoid its unattractive design features. The park suffers from a lack of transparency due to several large trees that heavily shade the area and a high street wall which separates the park from Kelly Street. These features create a cold, dark environment

6.2.2 Proposal

An open plaza design will allow Mac Dutra Park to become an active and inviting social gathering place that encourages pedestrians to stop and rest while walking through downtown. The location encourages pedestrians to stay on Main Street, increasing the pedestrian-centric atmosphere (Figure 6.1). By opening the space and increasing its transparency, the corner of Kelly Street and Main Street will become a landmark point of Downtown (Figure 6.2). Increasing the transparency of the park will open opportunities for public murals on walls that frame the site. Removal of the existing planter wall and some large trees will create a more visible and inviting connection to the Kelly Promenade and Main Street. Existing seating, landscaping, and kiosk will be replaced with festive lighting, flexible seating arrangements, and a small stage to accommodate entertainment (Figure 6.3).

Flexible Seating

Movable café-style tables and chairs will give visitors freedom to create their own seating arrangements and orientations.

Stage

A small stage in the southwest corner of the park will provide a place for street performers and musicians to entertain visitors. The design of the stage and seating will allow access to existing public restrooms and will feature a wall painting against on the proposed stage. The stage can be used for additional seating.

Lighting

Strands of small lights will be suspended over the stage and extended outward into the plaza to illuminate performers and provide visibility at night.

Trellis

A trellis with vines against the wall facing the park will add texture and visual appeal.

Trees

Selective tree removal and thinning will increase visibility of the park and sunlight exposure. Remaining trees will provide a comfortable shaded setting.

Figure 6.1: View into Mac Dutra Park from Kelly Street and Main Street

Figure 6.2: Streetscape around Mac Dutra Park

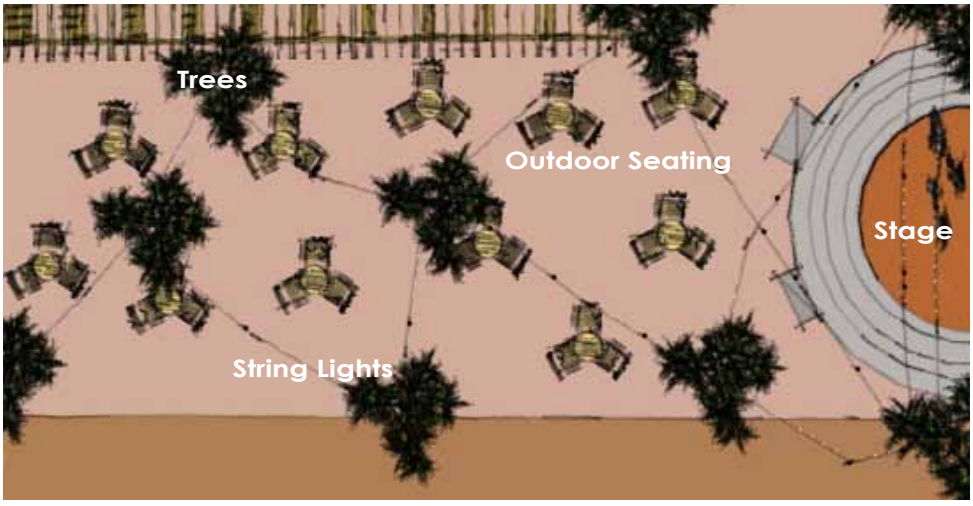


Figure 6.3: Detailed plan view of Mac Dutra Park

6.3 Kelly Promenade

6.3.1 Existing Conditions

Kelly Street is the main entrance into Downtown Half Moon Bay from Highway 1 and the coast. The entrance will become more prominent with the proposed gateway. The street is bordered on the north side by the side of Cunha's Country Store, an important historical building, and on the south side by Mac Dutra Park. Sidewalks contain some benches and several street trees.

6.3.2 Proposal

Kelly Promenade will emphasize the pedestrian experience of Downtown and will be an attractive space for leisure. This area will further broaden the diversity of activity in Downtown by providing space for a wider range of ages. A playground with interactive objects will replace the current parking lot next to the State Farm Insurance building. Kiosks along the northern side of the plaza will provide a space for vendors, a flower market, and farmers markets.

Kelly Promenade will expand pedestrian activities and establish a center of activity for the Downtown Core. Vendors will diversify the pedestrian experience. This will strengthen the connection between Main Street and Purissima Street while encouraging activity on adjacent streets.

Transforming the block of Kelly Street between Purissima Street and Main Street into a pedestrian-only promenade will mark the boundary of the Downtown Core for traffic approaching from the west. A set of glass walls at the west end of the plaza will serve as a visually interesting wind-blocking feature.

The design of Kelly Promenade incorporates a common set of design features in landscaping, seating, and paving materials to form a visual and physical connection to the Downtown Core.

Figure 6.4: View of Kelly Promenade, Mac Dutra, and Pumpkin Park Playground

Kelly Promenade Context

Map 6.2: Kelly Promenade Context

Figure 6.5: View of Kelly Promenade from Main Street

Glass Wind-Blocking Feature

Strong offshore winds down Kelly Street create an unpleasant pedestrian atmosphere. An entry feature composed of artistic, separated glass walls displayed on the west end of the promenade will provide a wind barrier without blocking views into and out of the promenade (Figure 6.6). The glass walls will be staggered in such a way as to allow for pedestrian passage and sightlines, but will provide sufficient blockage from the wind. Etched panels can display historical photos and information about Half Moon Bay.

Planter Seating

Planter seating arrangements will provide seating throughout the promenade and display the city's floral endeavors. These planters will provide a comfortable place to rest while displaying the city's heritage with flower growing.

Kiosks for Vendors/Flower Market

The Promenade will provide kiosks along the northern wall for local vendors to sell their merchandise and allow pedestrians to easily shop and dine in one area. The space for local vendors takes advantage of the availability of local produce and goods such as the flowers for which the city is famous for. The kiosks will be of the same size and design in order to maintain the overall appeal.

Pocket Playground/Pumpkin Park

The addition of a playground on the site of the current parking lot adjacent to the proposed Kelly Promenade will establish a youth-oriented area within Downtown and support pedestrian-oriented activities and shopping. The area will feature sculptural pieces celebrating the local culture while providing an interactive element for children, such as large pumpkin sculptures (Figure 6.7). During the pumpkin festival, real pumpkins could be sold here.

Figure 6.6: Glass wind-blocking feature

Figure 6.7: View into Pumpkin Park

6.4 Cultural Center Plaza

6.4.1 Existing Conditions

The parking lot at City Hall connects Main Street and Johnston Street. In addition to City Hall, the parking lot is bordered by office and commercial buildings. Due to its location in the heart of Downtown, this lot could better serve the community in different ways. Additionally, the historical building currently occupied by City Hall enjoys a central location that could be redesigned for greater public use.

6.4.2 Proposal

The parking lot next to the City Hall building will become a plaza offering exhibit space for local artists and special events. In accordance with the objective to provide views of cultural and landscape features in the city, the linear design and features will enhance the visual connection between Main Street and the historic jail while preserving the view of the surrounding landscape. This viewshed will assist wayfinding and help increase activity to the east and west of Main Street. Outdoor seating will allow pedestrians to transition seamlessly from indoor to outdoor spaces with sheer canopies covering the space to protect users from inclement weather.

Moving City Hall from its current location on Kelly Street will allow the building to be adapted into a cultural center that features exhibit space, public restrooms, an information area, and a small auditorium in the heart of Downtown (Figure 6.10).

Modifications to the existing building will include the addition of a small café/bar with adjacent patio seating in the plaza. This establishment could either be used consistently or on occasions.

Proposed Café/Bar

A new café/bar will feature outdoor seating in the plaza. Heaters can increase the functionality of the space on colder days, and canopies will shield rain or sun. This casual gathering establishment will be able to operate either regularly or in conjunction with the operation of the Cultural Center. The café/bar provides an opportunity to enhance nightlife.

Art Showcase

Display platforms will showcase artwork along the sides of the plaza. These art pieces will frame the view to the jail and create a visually complex and appealing garden-like setting.

Paving

Semi-permeable paving is designed to spark interest through mimicry of a stone pathway (Figure 6.8).

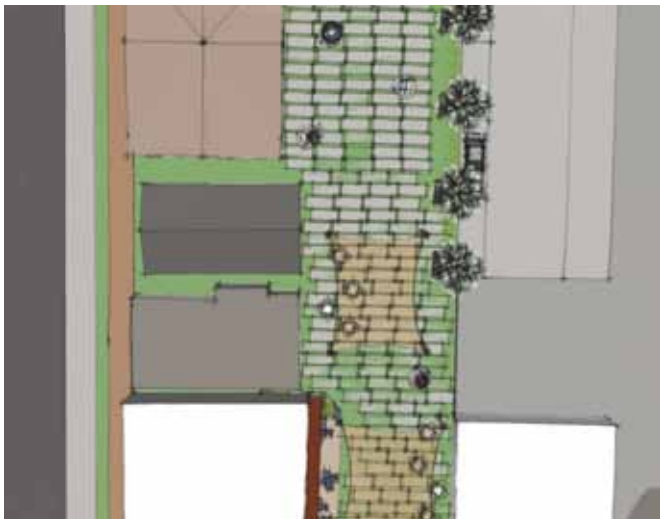


Figure 6.8: Pavement design

Planters and Seating

Planters will create a sense of enclosure and buffer the surrounding businesses. Tables and chairs will be available throughout the plaza, movable to accommodate the needs of its users.

Sheer Overhangs

Sheer overhangs will cover parts of the plaza to break up the space and provide a sense of enclosure. The overhangs will be composed of sheer material to allow as much sunlight as possible to enter the plaza while providing protection from the elements for people underneath (Figure 6.9).

Parking

The south side of the plaza bordering Johnson Street will retain some parking spaces to accommodate those with disabilities, vendor drop-offs, or those in need of quick access. Permeable paving will be used to maintain visual consistency with pavers in the plaza.

Figure 6.9: View from Main Street

Figure 6.10: View of Cultural Center Plaza

6.5 Carter Park

6.5.1 Existing Conditions

Carter Park is the only large-sized open space near Downtown and provides important recreational opportunities for the area. The terrain slopes downward towards Pilarcitos Creek, with terraced features on two levels. The park is hidden from the streets above by large trees and overgrown vegetation. It is difficult to see or access from the downtown area and is an underutilized resource.

6.5.2 Proposal

Carter Park presents ample opportunities for recreation, leisure, and entertainment. The proposed design will include a massive amphitheater for shows or views into the park, a partially fenced dog park, ample open space for rest and recreation, benches, and picnic tables.

The present use of Carter Park is limitedby underdeveloped circulation routes to the site. A proposed pedestrian bridge that connects Johnston Street to the park, along with improved development of the creekside trail, will provide more convenient access to the park. Pedestrians and bicyclists will have easy access from the Downtown Core. Additionally, people walking or bicycling on the creekside trail can use the park as a convenient place to rest.

Selective tree removal along the southwestern side near the pedestrian bridge will increase visibility of the park from Johnston Street and along the creekside trail. A well lit park helps create a safer environment. This will result in a more welcoming setting and will strengthen the connection between the Downtown Core and the area north of Pilarcitos Creek .

Seating and Amphitheater

The sloping terrain in Carter Park provides for a natural amphitheater to allow for community events. Adding benches between existing trees on the elevated tiers will allow for optimal views of the park's center (Figure 6.11). During community events, people can enjoy views of the activity. Comfortable seating will be available to those watching their children or dogs.

Dog Park

A partially fenced area will provide a safe place for dogs to play. Dog walking is a common activity for pedestrians Downtown. The dog park will become an attraction for dog owners (Figure 6.12).

Retaining Walls with Seating

New retaining walls with seating and railings will allow for amphitheater seating where people can rest while enjoying a view of the park below.

Picnic Tables

A group of picnic tables and barbecue pits will encourage family and community events.

6.6 Carter Park Exercise Path

6.6.1 Existing Conditions

Half Moon Bay has trails for hikers and cyclists, including the Coastal Trail and the Highway 1 Trail. There is currently no trail connection from the Carter Park area to the Coastal Trail. Present conditions do not accommodate all trail users and cyclists.

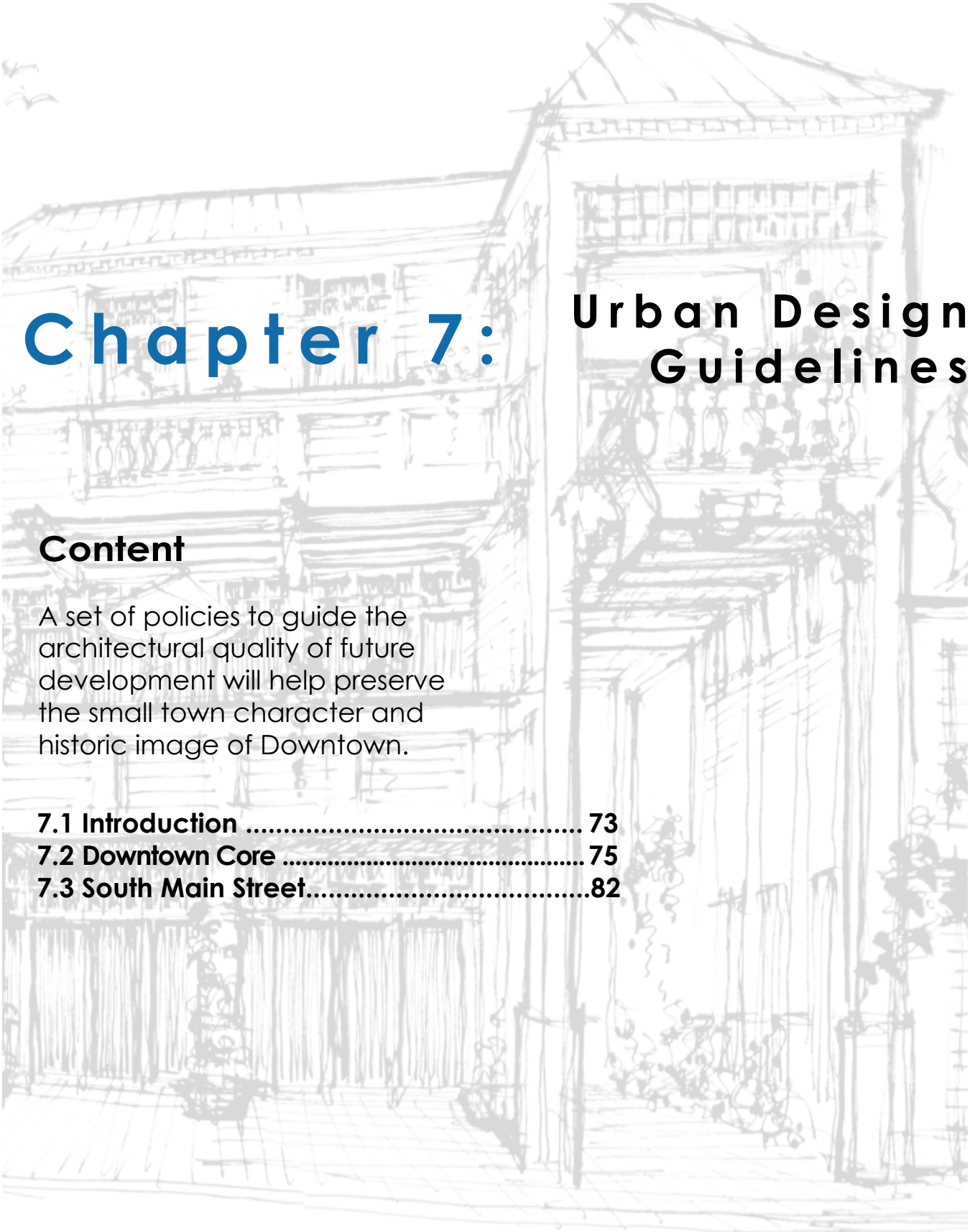
6.6.2 Proposal

Connecting existing trail sections will allow bicyclists and pedestrians to travel between Downtown and the coast. A shared trail with separated, paved bicycle and pedestrian paths will allow for safe and accessible travel for both modes to enjoy recreation along the creek. Selective clearing of vegetation along the creek will provide visual enhancement and safety. For cyclists, the trail will serve as part of a complete connection around the city (Figure 6.13). The trail will also include an exercise circuit with equipment to enhance exercise opportunities along the path and provide for a more complete workout.

Figure 6.11: View of Carter Park with retaining walls in the background

Figure 6.12: View of the dog park in Carter Park

Figure 6.13: View of the exercise path in Carter Park



Chapter 7: Urban Design Guidelines

Content

A set of policies to guide the architectural quality of future development will help preserve the small town character and historic image of Downtown.

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Urban Design Guideline Districts

Map 7.1: Proposed districts for Downtown Urban Design Guidelines

7.1 Introduction

Urban design guidelines are not ordinances or regulations: they are a set of design standards and recommendations to implement future changes, improvements, or development. All suggestions are made in accordance with the City of Half Moon Bay's existing plan, zoning ordinance, and sign code.

These design guidelines provide the framework for general maintenance, improvement, and future development of Downtown Half Moon Bay. By setting a high standard for architectural articulation, building materials, and site design, the guidelines encourage changes to enhance existing buildings and create a visually cohesive environment.

An important component of future design addresses the importance of preserving and restoring historic structures and defining elements of the downtown core. The concentration of historic buildings on Main Street provides a context for contemporary interpretations of architecture and design; however, future development should not be constrained by traditional styles.

These guidelines promote innovative design and modern interpretations through use of quality materials, diverse textures, natural colors, and interesting shapes; aligning creative design with the goal of protecting the scale and density of the commercial downtown.

Instead of addressing the building as a separate entity, various elements of the private and public realm act as points of reference by which structures relate to the street, block, and district.

Strict adherence to building details ensures a consistency in the overall pedestrian experience without detracting from the identity and character of local businesses in Half Moon Bay; creating interesting buildings that engage users and contribute to the overall quality and character of the street and district.

As Downtown continues to grow and evolve, the following design guidelines strive to actively shape future development while respecting the history and culture of Downtown Half Moon Bay. The following elements foster connections and similarities between individual structures but also mediate the relationship between buildings and the sidewalk.

Elements of the private & public realm:

- Facades/Architectural Styles
- Openings (windows & doors)
- Setbacks
- Corners
- Overhangs & Canopies
- Lighting & Signage
- On-Site Parking

This chapter identifies two distinct districts within Downtown Half Moon Bay: the Downtown Core and South Main Street (Map 7.1). The seven elements of the private and public realm highlight specific features that define each area.

Each district is defined by the use, scale, height, and massing of existing buildings, but also easily identified by the presence or lack of tourist related activities.

The Downtown Core contains numerous historic and iconic buildings. South Main Street, beyond Correas Street, is an extension of Downtown Half Moon Bay but is recognized by lower density, single-family detached structures, and a mix of residential and professional services.

7.1.1 ARCHITECTURE STYLES OF DOWNTOWN HALF MOON BAY

The Downtown Core and South Main Street consist of a diverse range of architectural styles. The areas are defined by the combination of design features derived from varying architecture styles of the past. Some recognizable features are:

Turn of the Century (Queen Anne)

- High-pitched roofs and tower
- Patterned shingles at roof elements
- Ornate, detailed gables
- Decorative woodwork
- Bay windows
- Horizontal wood clapboard siding
- Transom windows
- Mulit-pane windows
- Prominent, front porches
- Exposed rafter tails

Craftsman/Bungalow

- Low, pitched roofs
- Multiple roof planes
- Dormers, exposed rafters, tails
- Flat wood trim
- Extended lintels over doors/windows
- Horizontal bands of windows, often in two or three
- Stone/brick foundation walls and chimneys

Figure 7.1: Crafstman/ bungalow style (Source: Realty Advocates)

American Colonial Revival

- Medium pitched roofs
- Flat facades
- Covered front porch
- Wood or composition shingles
- Dormers
- Cornice boards or frieze
- Louvered or paneled wood shutters
- Double hung, wood windows
- Horizontal wood siding

Figure 7.2: Double and triple hung windows

Mission & Spanish Colonial Revival

- Scalloped roof dormer or parapet
- Smooth, trowelled, stucco finish
- Clay tile roofing
- Flat and hipped roofs
- Exterior stair and balcony elements

Figure 7.3: Variations of Turn of the Century Style (Source: MD Designs)

Italianate

- Wide roof eaves
- Wide cornices
- Milled porch columns
- Paired doors
- Molded window caps
- Decorative brackets

Mediterranean Revival

- Ornate carvings, arches, columns, cornices, and parapets
- Curvilinear gable
- Red tile hipped roofs
- Stucco or plastered walls
- Arcades
- Loggias
- Decorated parapets
- Extensive use of tile

*Other styles: Art Deco, Frontier

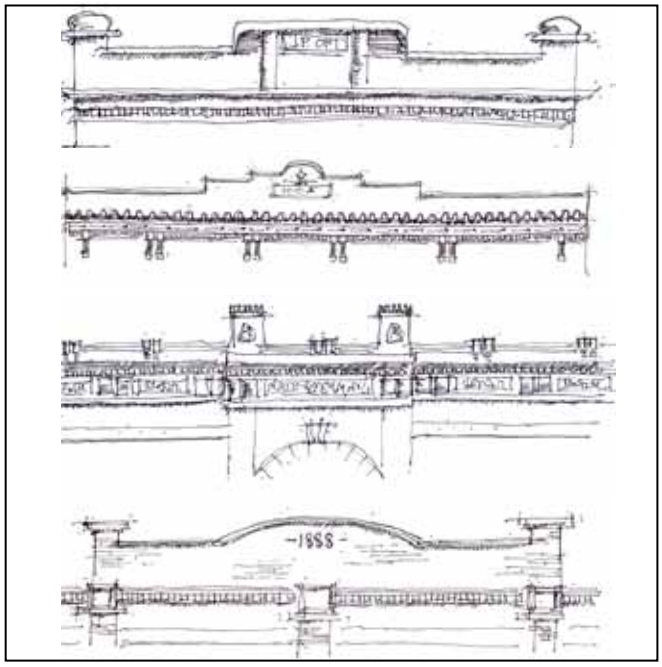

Figure 7.4: Variation of parapet articulation

7.2 Downtown Core

The most memorable and defining features of Half Moon Bay's Downtown Core are the historic structures, scale, and design of buildings. Ranging from historic to contemporary buildings, the collection of unique buildings defines the downtown core as a coherent, historic district.

7.2.1 General Guidelines:

New development should respect the style, scale, and massing of existing buildings.

Varied building heights and architectural styles are encouraged.

Individual structures should be distinct and unique, contributing to complex, yet coherent neighborhoods.

Preservation and restoration of historic structures are preferred actions and the adaptive reuse of historic structures is recommended.

Building elements and design should not obstruct pedestrian flow, elements should foster street activity in the public and private realm.

Views of the surrounding hills from public spaces should be preserved and highlighted.

7.2.2 Facades and Architectural Styles

The Downtown Core consists of a diverse range of architecture styles, making it impossible to determine a pure, unaltered style. Instead the area is defined by the combination of design features derived from the varying architecture of the past. Much of the styles represented are variations of Turn of the Century, Mission & Spanish Revival, Italianate, Mediterranean Revival, and American Colonial Revival. Some common features are high-pitched roofs, extended cornices, parapets of varying height, loggias, and decorative woodwork.

- Building height should not exceed 36 feet. Decorative features can extend up to 40 feet.
- Facades and ornamental elements of all structures should be regularly maintained:

  - Regular maintenance should include special attention to faded or chipping paint, broken windows, doors, roofing, decorative tiles, and replacing ornamental fixtures.

- Three-story buildings should have varied massing at upper levels to reduce the visual density of a single structure.

  - Elements such as balconies, decorative cornices, and pedestrian arcades are encouraged.

Figure 7.5: Illustrative sketches Main Street: variations in height, setbacks, and rooftop shapes create distinct building definition. WIndows, balconies, and entrances facing the street promote transparency and are visually appealing.(Source: San Mateo County AIA, Half Moon Bay Charrette 1990)

- All elements of building design should be consistent with the architectural style of the structure.

- Maintain existing patterns, alignment, and architectural features of existing buildings.

- The design features should create a coherent, visual identity of Downtown via a flowing continuity of lines and elements.

- New buildings should incorporate elements from surrounding buildings, such as similar height, scale, orientation, architectural style, or continuous lines.

- Long, horizontal buildings should be broken up with varied massing, openings, and architectural details. Block-like structures should not be allowed.

- All buildings should front the street. Decorative details and elements should strive to enhance the pedestrian experience.

  - All sides of the building exposed to street view should be equally articulated and defined.

  - Blank walls are discouraged.

- Decorative features such as columns, masonry walls, and trellises are encouraged.

- HVAC, mechanical and electrical elements, and utility lines should not be visible; instead they should be concealed with parapets or rooftop screens.

- Color, texture, and building materials:

  - New structures hould use materials and colors similar to that of buildings within the district.

  - Natural and earth tones are recommended. Color patterns should be consistent.

  - Colors and textures should compliment adjacent buildings.

  - Recommended materials: brick, stone, wood, glass, stamped concrete, and textured stucco.

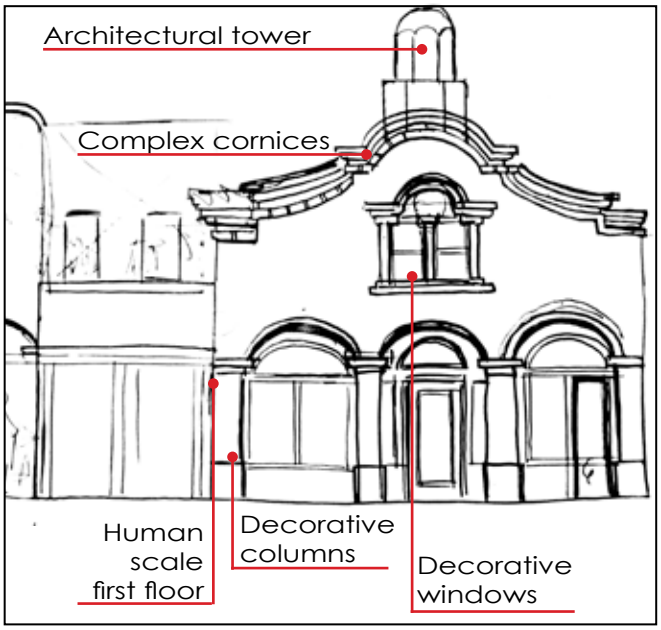

Figure 7.6: Facade and architectural styles
(Source: San Mateo County AIA, HMB Charrette 1990)

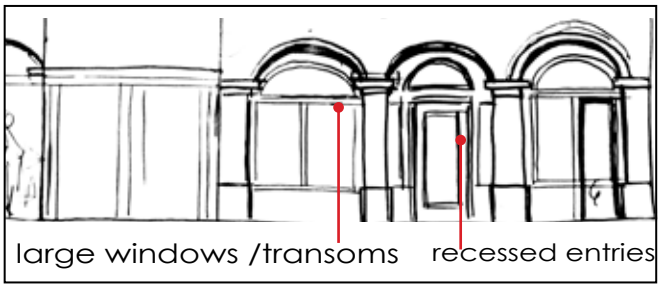

Figure 7.7: Facade and architectural styles
(Source: San Mateo County AIA, HMB Charrette 1990)

7.2.3 Openings (Windows and Doors)

- All main entrances should face the street. Recessed entryways and elements creating visual depth are encouraged.
- Main entryways should be distinctive and highly articulated, incorporating transparent surfaces.
- Large, street-level windows and glass transoms above doors are encouraged.
- Store window displays should be interactive and changed regularly.
- Functional and decorative balconies, facing the street, can be incorporated into second and third levels.
- Elements such as consistent use of shutters, colorful trim, and decorative features are encouraged to accent all windows.

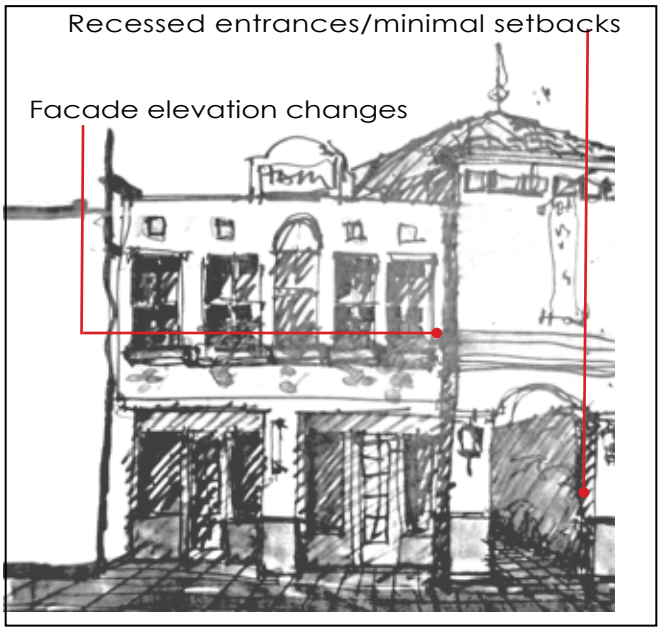

Figure 7.8: Openings & Setbacks
(Source: San Mateo County AIA, HMB Charrette 1990)

7.2.4 Setbacks and Spacing

- Buildings should not exceed beyond the setbacks of adjacent and neighboring structures, zero setbacks are encouraged.
- Areas between the street and building should be landscaped:

  -Greenery, decorative pavers, or functional street furniture should be used.
- Recessed entrances should not exceed 6 feet, from the sidewalk to the door.
- Large setbacks can be utilized as outdoor dining, small plazas, and gathering spaces.

  - They should be well landscaped and maintained.

  - Fences should not exceed 3 feet in height and should only partially surround a space.
- Recommended materials:
  - Wrought iron, wood, stone, and brick
- Concrete blocks should be avoided
- Planters should not obstruct entrances, walkways, or the sidewalk.

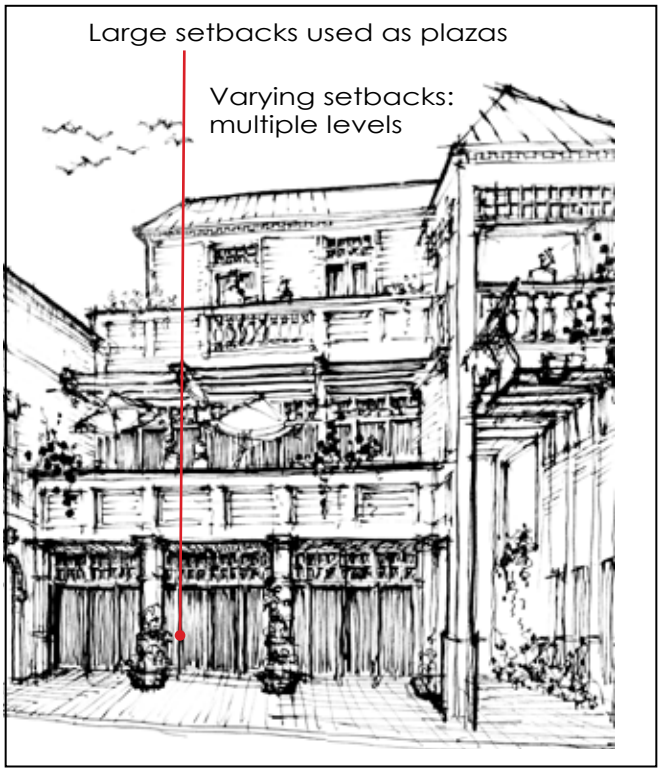

Figure 7.9: Openings & Setbacks
(Source: San Mateo County AIA, HMB Charrette 1990)

7.2.5 Corners

- Buildings located at corners should acknowledge the corner and be architecturally distinct and recognizable.
- All sides facing the street should have windows and at least one main entrance.
- Larger structures are encouraged to have entrance on both streets.
- Corner structures should feature detailed elements such as cornices or caps that extend the length of the building.

7.2.6 Overhangs and Awnings

- Awnings are encouraged to increase visual depth and provide protection from the elements. They should not obscure architectural details or detract from the historic quality.
- Awnings should be aligned with other existing awnings, with the top portion aligning with top of transom of display windows.

  - They should not extend beyond the sidewalk and should not be lower than 8 ft. from street grade.

- If fabric awning is used:

  - Fabric should be regularly changed and maintained

  - Solid colors should be used; flashy patterns are discouraged

- Polyester awnings can be used.
- Aluminum awnings are highly discouraged.
- The valance can be used as signage; colors and patterns must complement the building's architecture.

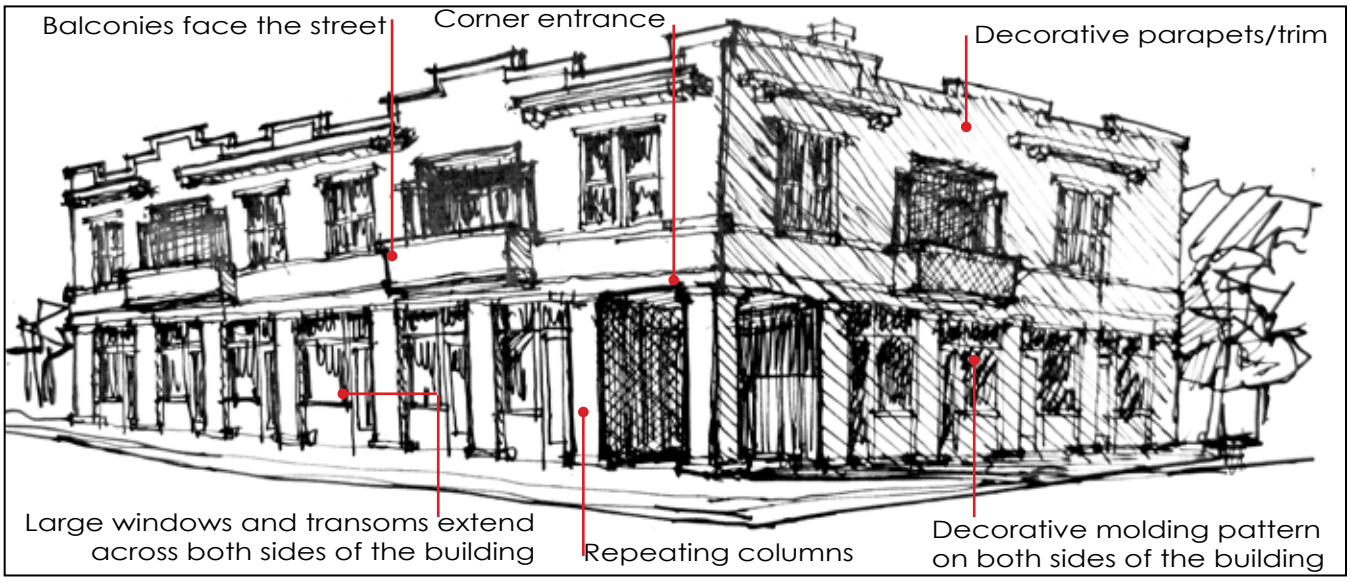

Figure 7.10: Openings, Setbacks, Corners, Overhangs
(Source: San Mateo County AIA, Half Moon Bay Charrette 1990)

7.2.7 Lighting

- All buildings should provide sufficient lighting for main entryways, signs, and pedestrian walkways that are not visibly lit by streetlights.
- Lights should be pointed in the direction of the building, and confined within site boundaries.
- The lighting fixtures should be consistent with the prevailing style and design of the building.
- Exposed light bulbs are highly discouraged. Extension cords and electrical wiring should be hidden from view.
- Lights attached to walls should be regularly spaced and placed no higher than 10 feet.

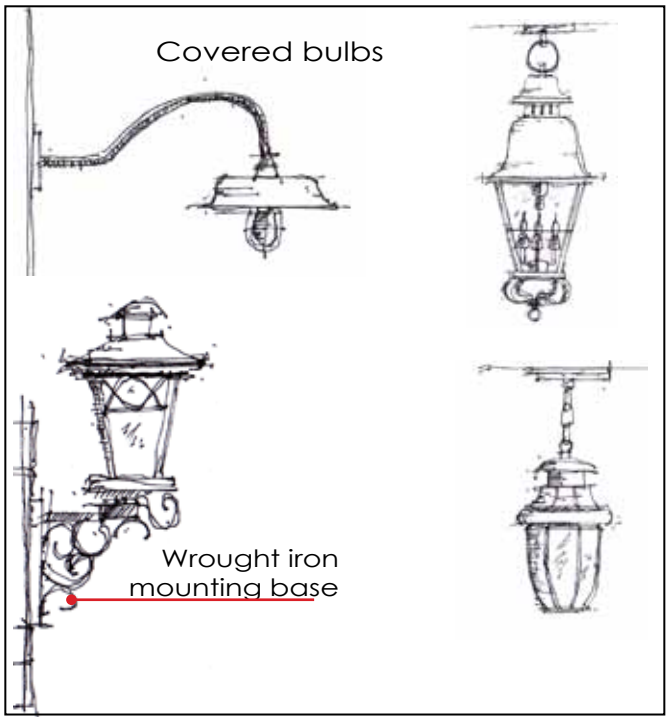

Figure 7.11: Lighting
(Source: San Mateo County AIA, HMB Charrette 1990)

7.2.8 Signage

All signage should conform to the standards of the city's Sign Code for the Downtown area.

- Signs should be clear, concise, and easy to read.
- Buildings on Main Street should have no more than two signs.

  - The primary sign should extend across the face of the building.

  - A small sign should extend perpendicular to the building, scaled and oriented to pedestrian level.

- Signs should be integrated into the overall design of the building and compliment the architectural style.
- Historic buildings should have appropriate signage.

  - Materials such as wrought iron, wood, or metal are encouraged.

- Neon lights and flashing signs are discouraged.

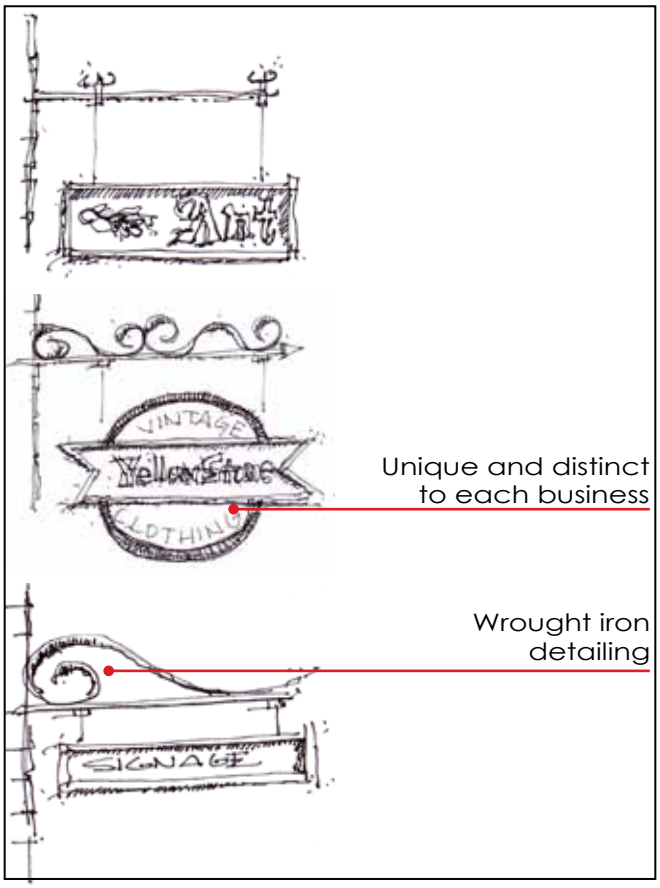

Figure 7.12: Signage
(Source: San Mateo County AIA, HMB Charrette 1990)

7.2.9 On-Site Parking

- New development along Main Street and Purissima Street is discouraged from having on-site parking lots facing the street.
- All on-site parking should be located behind buildings.
- Driveways and parking entrances should be accessible by side streets and alleys.
- Planters, shrubs, and trees can be used to minimize the appearance of existing driveways and parking lot entrances.
- Pedestrian walkways should be clearly marked through parking lots.
- Areas of parking lots adjacent to the sidewalk should be landscaped, creating visual buffers:

  - Rows of trees, shrubs, or tall greenery

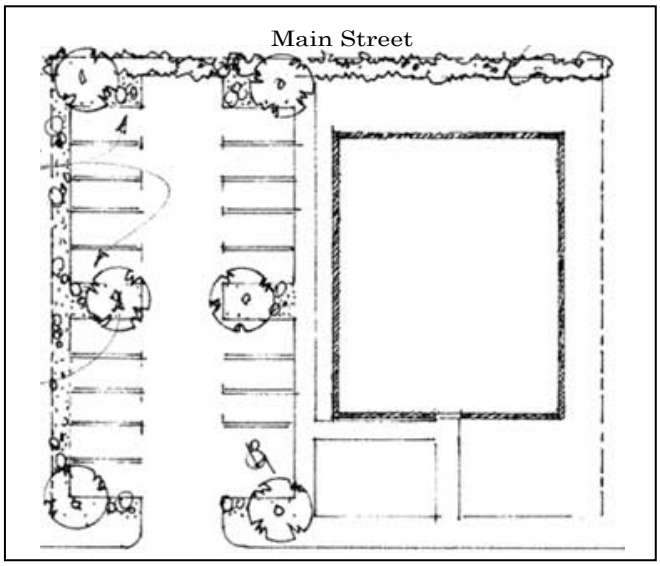

Figure 7.13: On-Site Parking: landscaping is used as a visual buffer, entrances located on side street (Source: Mass.gov/smartgrowthtoolkit)

7.2.10 Before & After

The following images show examples of structures that can be modified or rehabilitated, using the recommendations of the urban design guidelines for the Historic Downtown District.

Before

Plain Facade, Commercial Retail (Main Street)

The commercial addition lacks continuity, detail, and overall general design features of the surrounding structures. The building does not complement the continuity of second story floor lines; the flat parapet lacks definition and complexity in shape.

After

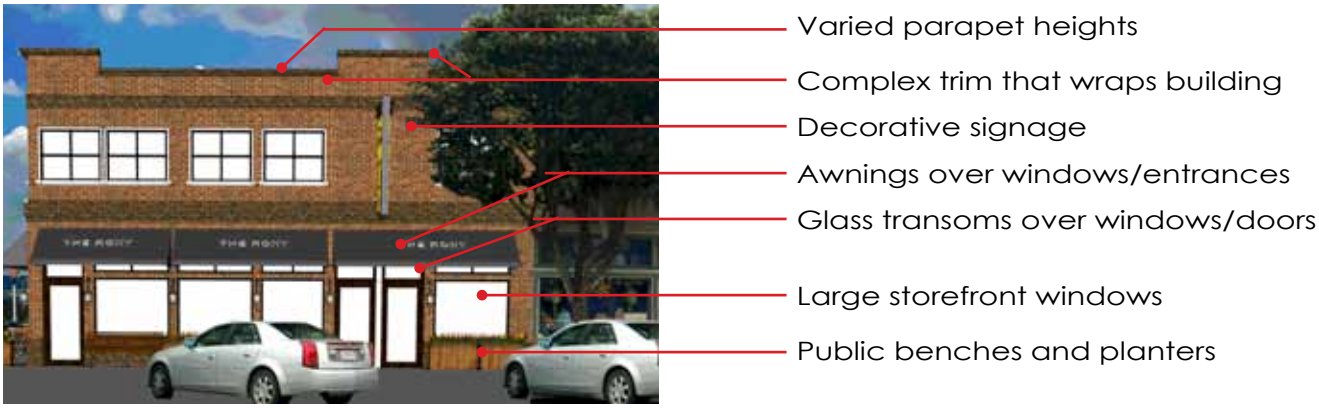

Figure 7.14: Before & After Studies for Commercial Buildings on Main Street

Before

Large Commercial Building (Kelly Avenue)

The large size and massing of the structure dominates a major section of the block. While the corners and edges of the building are defined by entrances and large windows, the mid-sections are blank, lacking transparency and visibility. Located at the corner, the building's defining architectural elements should embellish all faces fronting both streets.

After

Figure 7.15: Before & After Studies for Commercial Buildings on Kelly Street

Parking Lot (Kelly Avenue)

The funeral home parking lot dominates the corner of Purissima Street and Kelly Street, creating a gap between buildings facing Kelly Street. Corners in the Downtown Core should be highly utilized, active spaces.

Before

After

Figure 7.16: Before & After Studies for Parking Lots on Kelly Street

7.3 South Main Street

South Main Street District extends from Correas Street to Filbert Street and consists of a mix of businesses and houses converted into commercial uses. These buildings are unique because they bestow a historic and quaint atmosphere. Their architecture, design features, and landscaping are focal points in and of themselves, resulting in a streetscape that is interesting to pedestrians.

7.3.1 General Guidelines:

- Craftsman and Spanish architecture style are encouraged, but new development should adopt a distinct design style.
- The residential appearance of buildings should be maintained.
- The transparency between activities within buildings and on the street should be enhanced.
- Building design should spark pedestrian interest.
- All design features should complement the color palette, style, and atmosphere of the historic, residential block.
- Commercial uses should be easily identifiable from the street

7.3.2 Facades & Architectural Styles

- New buildings should harmonize with existing design features that derive from Half Moon Bay's unique history and culture.

  - Brick building bases, white picket fences, window and door frames, and molding should be incorporated in various combinations into building facades.

- Building design should complement the historic atmosphere.
- Design styles from a particular period and "old –fashioned" materials such as brick, stucco, wood paneling, and stone are encouraged.
- Secondary structures such as garages and storage sheds should be concealed from pedestrian view and consistent with the architecture of the main building.

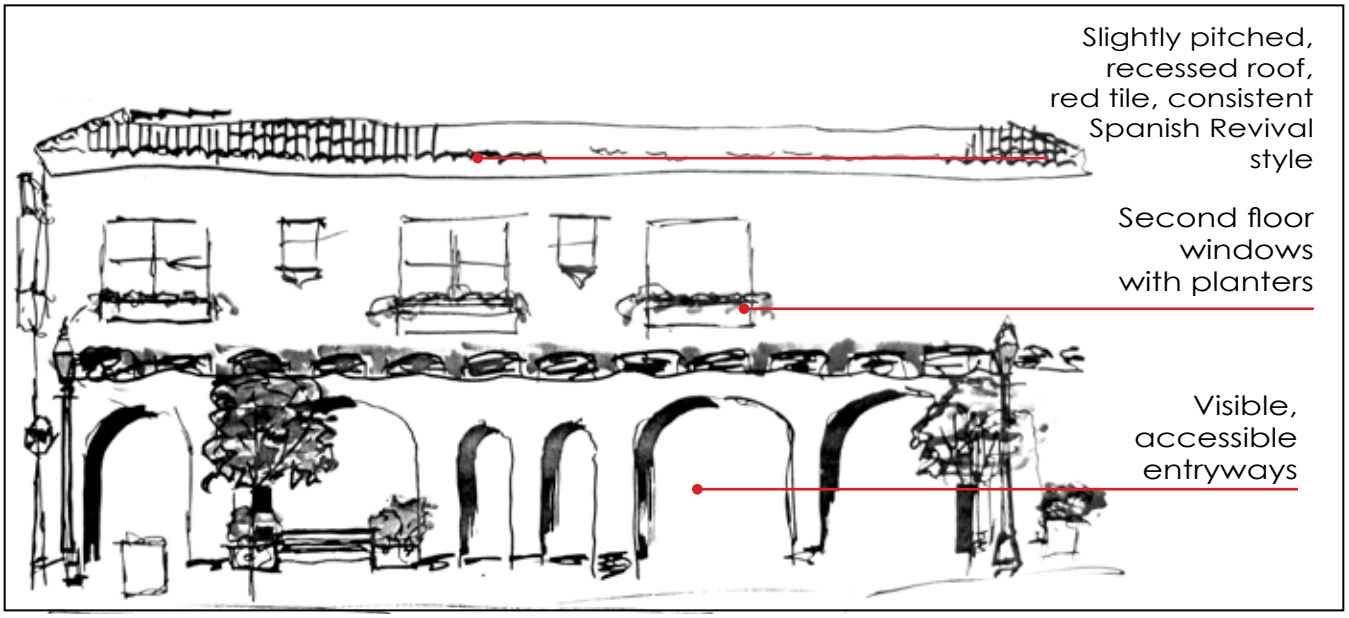

Figure 7.17: Facades & Architectural Styles
(Source: San Mateo County AIA, Half Moon Bay Charrette 1990)

7.3.3 Openings (Windows and Doors)

- Entrances should be accessible, visually interesting, and inviting.

  - Transparent and eye-catching doors and façade features should define the entrance.

- Main entrances should face the street.
- Windows and doors should be large enough to promote transparency and connectivity to the outside, but not overwhelm the building.
- Windows should not reach to the base of the building in order to maintain the residential appearance of the building.
- Window coverings (shades, blinds, and curtains) should be pulled back during business hours to increase the transparency between activity within buildings and activity on the street.
- Window displays are encouraged, as they complement the overall atmosphere of the street.
- Porches and recessed entry ways are encouraged but should not obstruct visibility of the street.
- The use of tinted or reflective glass is prohibited

7.3.4 Corners

- Houses at corners should serve as an anchor for the block that will spark the interest of pedestrians to explore the area.
- Buildings at corners should exhibit interesting design features on all sides that face a street.

7.3.5 Setbacks and Spacing

- Setbacks may be larger than those of Downtown to allow room for front yards, but should not exceed 6 ft.
- Use of very low or small-scale yard elements such as low fences or landscaping is encouraged.

  - Fencing should not exceed 4 ft. in height

  - Materials such as wood, stone, brick, wrought iron, and greenery (bushes, shrubs, and low plants) are encouraged.

- Porches, stairs, or walkways are encouraged and may jut into the setback.
- Shallow setbacks may be used to accommodate on-site parking in the rear or the side of the building; a setback of at least 3 feet is required for residential structures.
- Seating areas, playgrounds or plazas are highly encouraged and may utilize a larger setback.

7.3.6 Overhangs and Awnings

- Overhangs should be kept minimal to keep the facade of the building open and visible.
- If there are overhangs and canopies, they should not be overbearing and should fit with the overall architectural style.
- Trees and other vegetation can provide shading and cover, but they should help highlight rather than obscure the building.
- Landscaping should provide a buffer between properties.

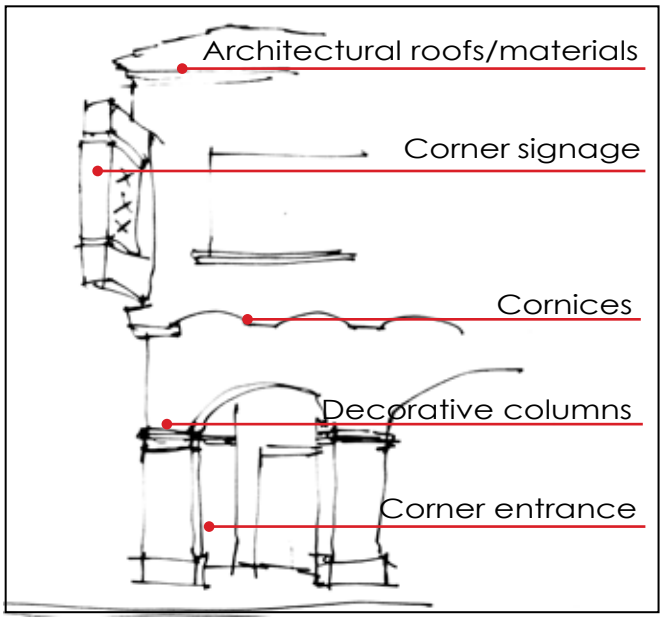

Figure 7.18: Corners
(Source: San Mateo County AIA, HMB Charrette 1990)

7.3.7. Lighting and Signage

All signage should conform to the standards of the City's sign code.

- Signs should be located at the front of the lot lining the sidewalk.
- Signs must use materials that complement the style and atmosphere of the historic, residential block.
- Nameplates, window lettering, or smaller signs mounted on, or hung from, the building may also be used to better identify the use and encourage pedestrians to approach the setback or partially concealed entrance.
- Lighting should match the architecture, be pedestrian-scale, and should complement the public lighting on the sidewalk.
- Lighting should illuminate the building, walkway, and front sign.
- Lighting should be bright enough and signage should be bold enough to make a building easy to find and make its use clear, but not so bright that it is a nuisance to pedestrians.

7.3.8. On-Site Parking

- Parking lots should be located in the back of the lot to keep the frontage open and free of vehicle obstruction.
- Driveways should be located on one side of the building.
- If a lot must be located to the side of a building, landscaping should be used to create a visual buffer from the sidewalk.

7.3.9 Before and After

The following images show examples of structures that can be modified or rehabilitated, using the recommendations of the urban design guidelines for the South Main Street District.

Before

Commercial Residence (Main Street)

The large setback for parking contrasts with the small building. The changes proposed for this building primarily seek to incorporate into its façade existing strong design elements of neighboring buildings. The building's parking breaks the continuity of the street wall and sets the entrance farther back from the street, decreasing visual accessibility.

After

Figure 7.19: Before & After Studies for Commercial Residence on Main Street (1)

Before

Commercial Residence (Main Street)

The lack of architectural details and clear signage make it difficult to distinguish the building's commercial use. Drawn shades and hidden doors also imply that the business is closed.

After

Figure 7.20: Before & After Studies for Commercial Residence on Main Street (2)

Commercial Residence (Main Street)

Despite possessing some inviting features like a glass front door, effective lighting, and a defined roof and building shape, this property lacks a community-oriented and publicly accessible atmosphere. Thus, design alterations focus primarily on bridging the gap between the building's active, but concealed interior and the outside streetscape.

Before

After

Figure 7.21: Before & After Studies for Commercial Residence on Main Street (3)

Before

Commercial Residence (Main Street)

The relatively small residential structure is overwhelmed by a large setback, utilized as on-site parking. Large, bare setbacks disturb the continuity of the streetwall and detracts from the overall walkability of a street.

After

Figure 7.22: Before & After Studies for Commercial Residence on Main Street (4)

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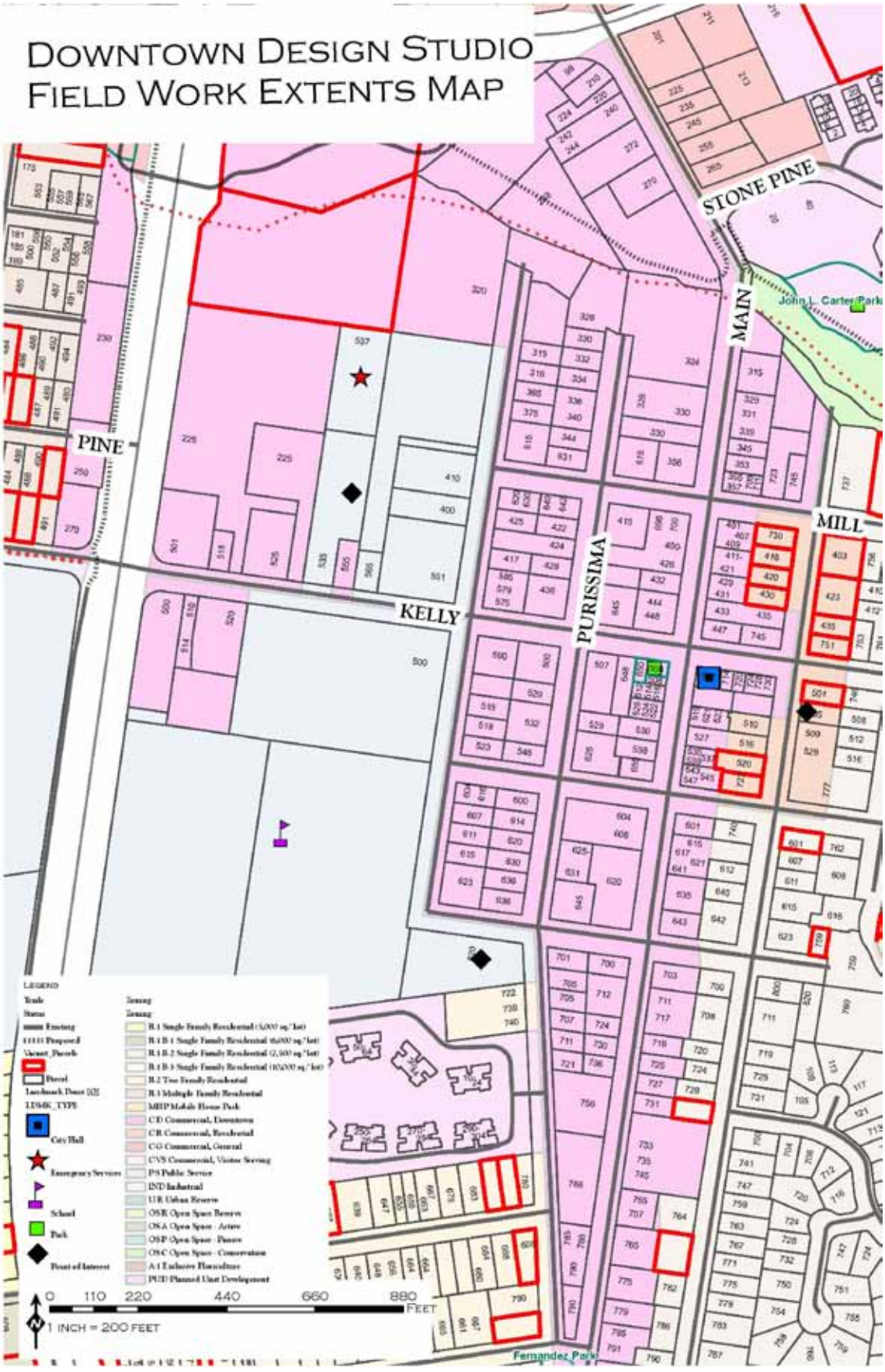
Appendix A: Site Inventory


DOWNTOWN DESIGN STUDIO
FIELD WORK EXTENTS MAP
STONE PINE
MAIN
PINE
KELLY
PURISSIMA
MILL
John L. Carter Park
Fernandez Park
LEGEND
City Hall
School
Park
0 110 220 440 660 880 FEET
1 INCH = 200 FEET

DOWNTOWN DESIGN STUDIO
FIELD WORK GROUP 1
AMESPORT LANDING
PURISSIMA
MAIN
MYRTLE
Fernandez Park
0 37.5 75 150 225 300 FEET
1 INCH = 75 FEET

ASSIGNMENT 2: FIELD ASSESSMENT for Group 1: ANNOTATED MAP

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

BY: Katie Mineo & Juliet Oh

1 One of three historic houses along the block, with a planter and trash can adorning the sidewalk.

2 An empty lot sits between a historic building and a private residence.

3 A vacant historic building sits along the northern end of the block.

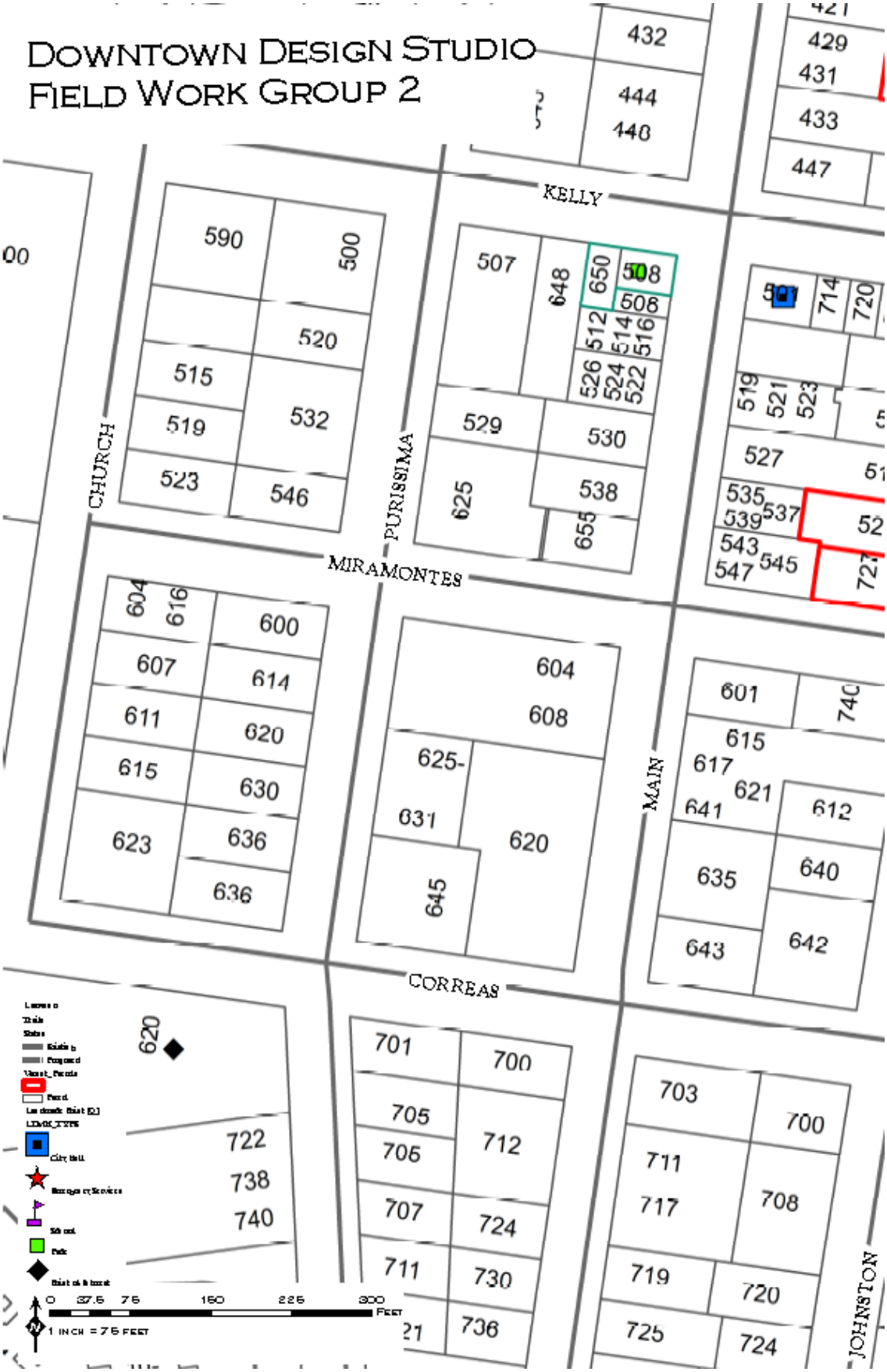
4 Arches here provide transparency and make the street more complex by leading the pedestrian through the space.

5 A large blank wall provides low transparency and makes the area uninviting for the pedestrian.

8 The only piece of street furniture along this side of the block.

7 An empty parking lot at the end of the block, with very little use.

6 Vegetation, human scale windows, and a setback.


DOWNTOWN DESIGN STUDIO
FIELD WORK GROUP 2
KELLY
CHURCH
PURISSIMA
MIRAMONTES
MAIN
CORREAS
JOHNSTON
0 37.5 75 150 225 300 FEET
1 INCH = 75 FEET

DOWNTOWN DESIGN STUDIO
FIELD WORK GROUP 2
KELLY
CHURCH
PURISSIMA
MIRAMONTES
MAIN
CORREAS
A
B
C
D
E
F
G
H
I
J
K
L
M

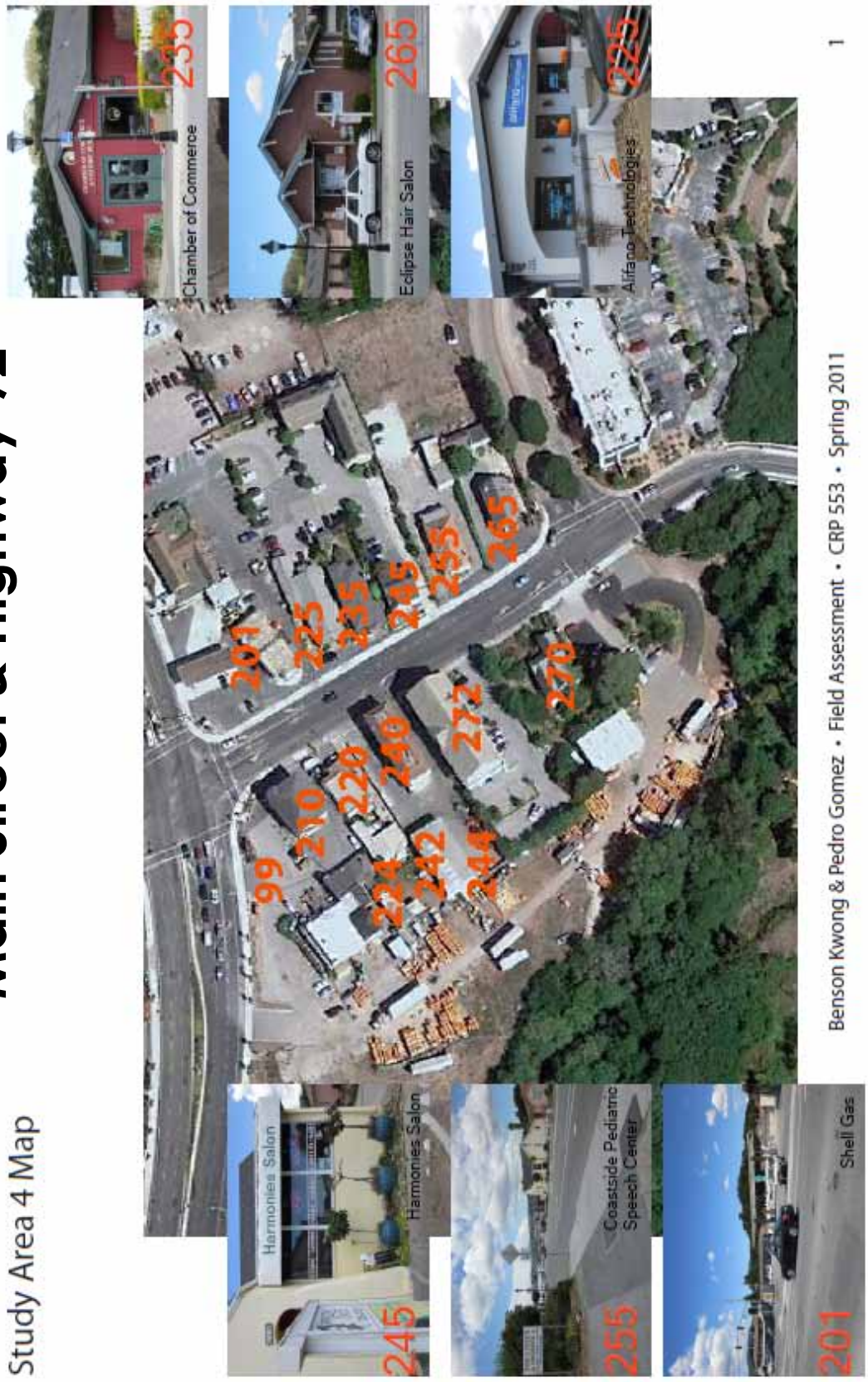
DOWNTOWN DESIGN STUDIO
FIELD WORK GROUP 3
CHURCH
PURISSIMA
MILL
MAIN
KELLY
320
326
330
315
332
319
334
365
336
375
340
615
344
631
324
328
330
330
675
356
315
329
331
339
345
353
355
357
709
711
723
620
630
640
642
425
422
424
417
428
585
9
436
5
415
396
700
400-
426
432
645
444
448
401
407
409
411-
421
429
431
433
435
447
730
416
420
430
745
500
507
648
650
508
508
512
514
516
526
524
522
714
720
724
728
730
519
521
523
0 37.5 75 150 225 300 FEET
1 INCH = 75 FEET

Legend
Trees
Trash Cans
Shrubs/ Potted plants
Street Signs
Benches
Mill St.
Main St.
Kelly St.

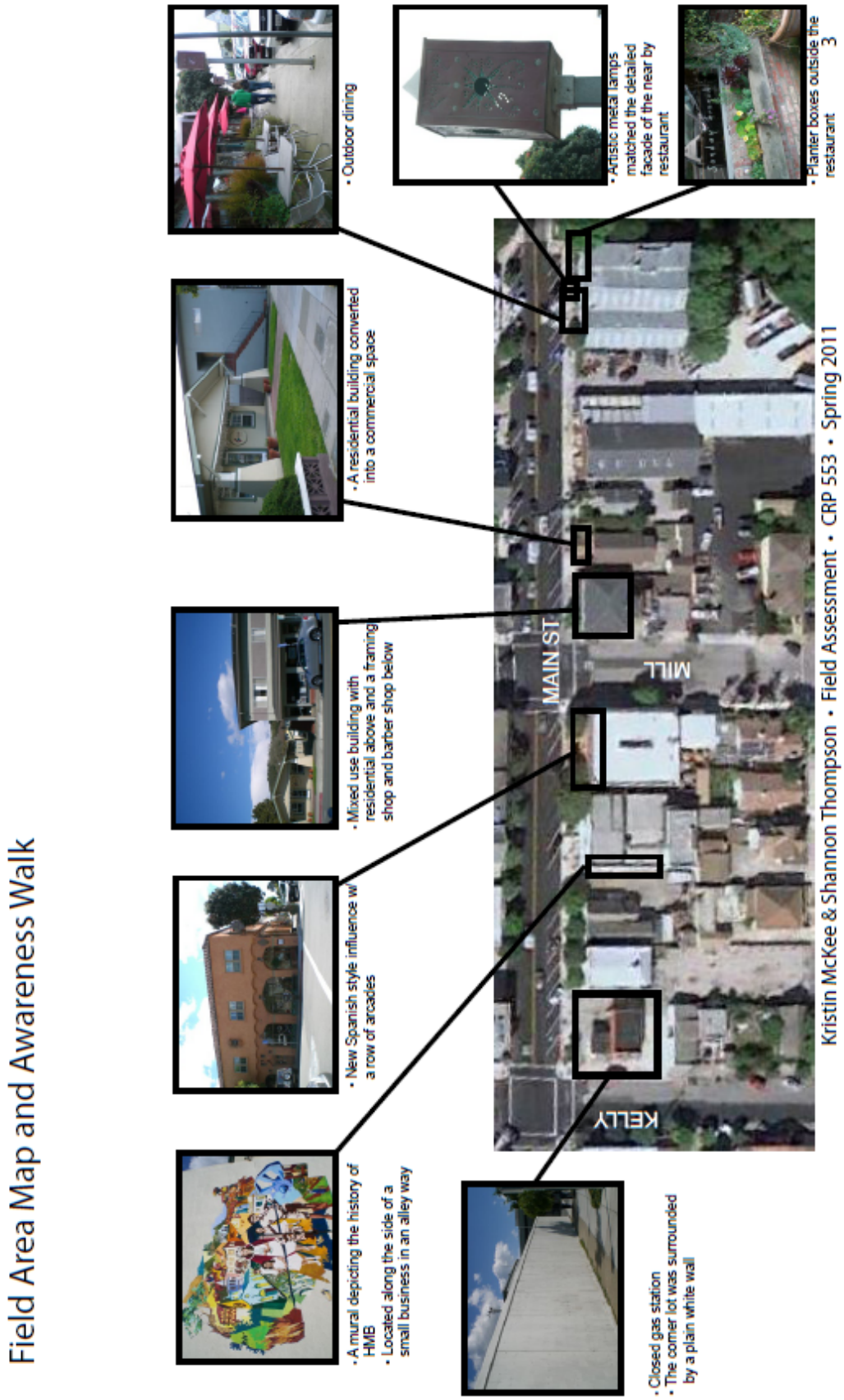
DOWNTOWN DESIGN STUDIO
FIELD WORK GROUP 4
196
198
260
210
225
211
215
201
213
99
210
220
224
240
242
244
272
270
225
235
245
255
265
18
14
10
6
2
288
STONE PINE
40
20
John L. Carter Park
326
330
MAIN
324
0 37.5 75 150 225 300
FEET
1 INCH = 75 FEET

Main Street & Highway 92

Study Area 4 Map



DOWNTOWN DESIGN STUDIO
FIELD WORK GROUP 5
John L Carter Park
PURISSIMA
MAIN
MILL
KELLY
JOHNSTON
SAN BENITO
324
328
330
330
675
356
315
329
331
339
345
353
355
357
709
711
723
745
737
415
696
700
400
426
432
645
444
448
401
407
409
411
421
429
431
433
447
730
416
420
430
435
745
403
423
435
751
753
756
780
410
412
761
650
508
508
512
514
516
526
524
522
714
720
724
728
730
519
521
523
510
516
501
505
746
508
509
512
529
0 37.5 75 150 225 300 FEET
1 INCH = 75 FEET


Field Area Map and Awareness Walk
• A mural depicting the history of HMB
• Located along the side of a small business in an alley way
• New Spanish style influence w a row of arcades
• Mixed use building with residential above and a framing shop and barber shop below
• A residential building converted into a commercial space
• Outdoor dining
• Closed gas station
• The corner lot was surrounded by a plain white wall
KELLY
MAIN ST
MILL
• Artistic metal lamps matched the detailed facade of the near by restaurant
• Planter boxes outside the restaurant 3
Kristin McKee & Shannon Thompson • Field Assessment • CRP 553 • Spring 2011

DOWNTOWN DESIGN STUDIO
FIELD WORK GROUP 6
KELLY
PURISSIMA
JOHNSTON
MIRAMONTES
MAIN
CORREAS
416
420
430
423
435
751
753
433
435
447
745
448
507
648
650
508
512
514
516
526
524
522
529
530
625
538
655
714
720
724
728
730
519
521
523
510
527
516
535
539
537
520
543
547
545
727
501
505
746
508
509
512
529
516
777
604
608
625-
631
620
645
601
740
615
617
621
641
612
635
640
643
642
601
762
607
608
611
615
616
623
759
759
700
712
724
703
700
711
717
708
720
800
820
760
711
719
0 37.5 75 150 225 300 FEET
1 INCH = 75 FEET

Main Street (East) between Kelly Avenue and Correas Street

Main St. (East) between Kelly Ave. and Miramontes St.

1 Streetview south toward Miramontes St

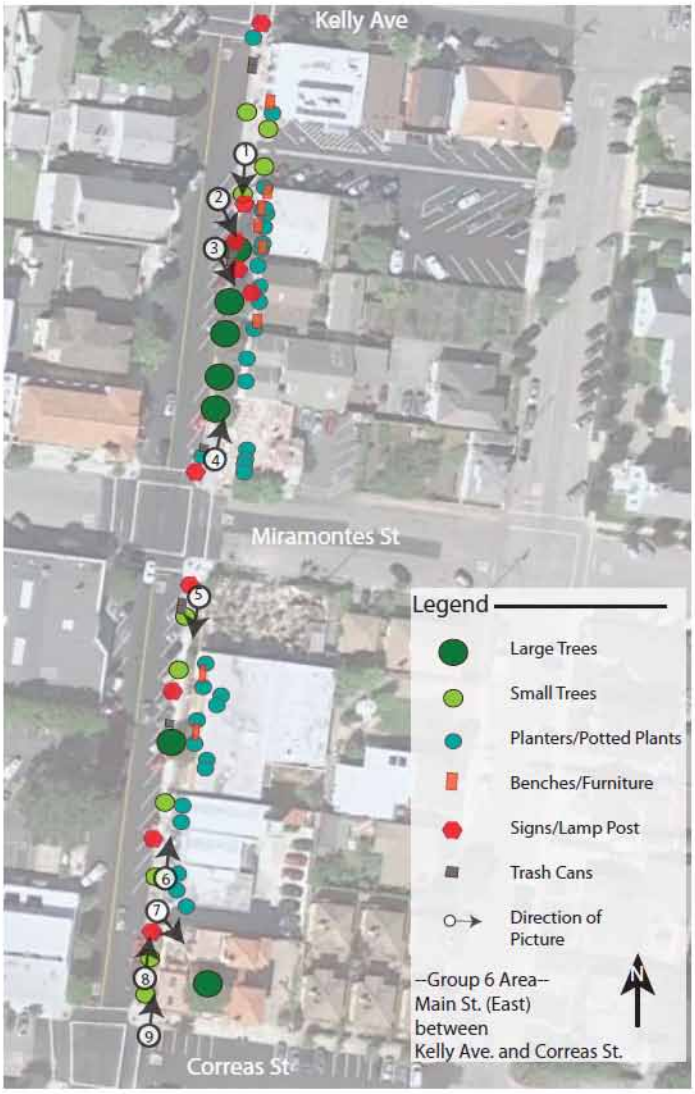
2 Signs and furniture

3 Planters and Decorative Elements

4 Streetview north toward Kelly Ave

5 Streetview south toward Correas St

6 Streetview north toward Miramontes St



7 Various signs

8 Scale of the Walking Space

9 Streetview north toward Miramontes St from corner

Main St. (East) between Miramontes St. and Correas St.

Justin Shiu Brian Provenzale CRP 553 Half Moon Bay Spring 2011

DOWNTOWN DESIGN STUDIO
FIELD WORK GROUP 7
note the difference in scale from other groups
CORREAS
MAIN
JOHNSTON
MYRTLE
FILBERT
ALLEY
PURIS
Fernandez Park
0 40 80 160 240 320 FEET
1 INCH = 100 FEET

700th Block of Main Street

Figure 1: This historic building which houses Coastside Photography and a dance studio, exhibits a high degree of visual complexity through the use of Colonial Revival architectural style, building trim, decoration, and color.

Figure 2: The IDES Society is a church of cultural importance to the town, however, it lacks coherance with the block in terms of its very different architecture, its legibility as it is difficult to identify its use, street enclosure due to its large setback, and transparency due to its lack of windows facing the street.

Figure 3: At 3 pm, when school lets out, children congregate on the narrow sidewalk outside the IDES property where the bus stop is located. One boy sits on the low wall as there is no seating. Another boy with a skate board (not pictured) skates in the street where there is room.

Figure 4: Most buildings in our site area have poor transparency due to large set-backs, small, raised windows often with curtains drawn and residential-style porches. All of these features put the pedestrian at a distance from the business.

Figure 5: Most businesses have unique, and old-fashioned-looking signs that increase the legibility of the streetscape and complement the area's historic atmosphere.

Figure 6: The only public seating in our site area consists of these two benches. Some shade is provided near the benches and there are a few planters on the sidewalk that make the streetscape interesting for pedestrians, however the area largely lacks amenities.

LOT SURVEY SHEET 1 / 2

Block: _____ Street number: _____ Researcher _____

Empty lot _____

Conditions of Buildings

		Building 1	Building 2	Building 3
Number of stories *(ground floor counts as one)*				
Approximate height				
Type of Use	1st floor			
	2nd story			
	3rd story			
Yards *(set backs)*	Front			
	Left			
	Right			
Prevailing façade materials				
Prevailing façade color				
Maintenance *(good, average, bad)*				
Historical/cultural significance				
On-site parking *(total spots)*				

Insert photograph(s) here
- take pictures of buildings / lots always from the curb line across the street
- take pictures standing in front and at the mid-point of your object
- avoid "parallax" effect as much as possible

LOT SURVEY SHEET 1 / 2

Block: _____ Street number: _____ Researcher _____

Empty lot _____

Conditions of Public Realm

	yes	no	
Sidewalk			Average width from street to lot/building: Average width barrier-free:
Curb			
Pavement			Specify type and color:
Conditions *(good, average, bad)*			
Street furniture *(locate in map)*			Specify:
Trees *(locate in map)*			Specify:
Vegetation *(locate in map)*			Specify:
On-street parking			Parallel ____ Angled ____ Number of cars _____

Insert photograph(s) here

Appendix B: VPS/ Community Surveys

REDESIGNING PLACE: **DOWNTOWN HALF MOON BAY**
visual preference survey results

SURVEY PROCESS

SUMMARY FINDINGS

RESIDENTIAL
Survey respondants preferred Craftsman style dwellings that were multi-family and clustered. There was a preference for organizations that encouraged community building, particularly those with layouts open to the street. Respondants also expressed a strong desire for detailed architecture, with porches, balconies, gables, and landscaping.

Respondants disliked features that seemed massive and out of scale, as well as features they perceived as too "modern" or "McMansion-like". They expressed dislike of both the urban and suburban ideals.

RESIDENTIAL OVER COMMERCIAL
Survey respondants preferred Victorian or older style buildings with courtyards, and layouts that were open to the street. As with pure residential, they expressed interest in architectural detailing such as porches, balconies, windows, roof lines, and patios.

Similarly to the residential findings, respondants disliked styles that were perceived as modern or large for the setting. They also preferred more authentic looking structures, as opposed to buildings with little character or those that seemed "fake".

MIXED USE
Survey respondants preferred Spanish or older style buildings with a beachy feel that expresses the character of Half Moon Bay. They like functional, open shopping areas with vibrant and good retail that is accessible. As with previous findings, there is a strong desire for architectural detailing.

The respondants did not like structures that were closed off to the street or pedestrian traffic, nor that were perceived as an "outdoor mall". There was a marked dislike of structures that were seen as fake, or too similar to other locations.

STREETSCAPES
Survey respondants preferred those that were seen as inviting with broad sidewalks, landscaping, seating areas, and non-car oriented design features.

Respondants disliked modern styled streetscaped, auto-oriented features, and cluttered/urban environments.

PUBLIC PLACES
Survey respondants preferred those that were seen as inviting with an outdoor room feel. Water features were seen as positive, as was a clean and well upkept area.

Respondants disliked more urban spaces, metal/modern features, or those out of scale with Half Moon Bay.

SIGNS & STREET FURNITURE
Survey respondants preferred attractive and bold signage that had an old fashioned feel. This was echoed in their preferances for street furnishings that were also functional.

Respondants disliked clutter or furnishings close to cars. They also did not prefer features seen as too modern or urban.

GATEWAYS & LANDMARKS
Survey respondants preferred Mission or older style landmarks and gateways that implied a historic character of an area. They also remarked on smaller details such as historic lighting and planters.

Respondants disliked features in the modern style, as well as those that were too big or seen as impractical for the area. There was a dislike of Vegas style features, or those that seemed generic.

GATEWAYS & LANDMARKS

IMAGE 44 RESPONSES:

POSITIVES
- Needed on Main Street
- Scale
- Style: Old-Time
- Design Features: Landmark, Shape, Detail, Form, Entry Gas Lamp

NEGATIVES
- Style: 1950's, Vegas
- Scale: Too Big
- Design Features: Not Practical, Busy

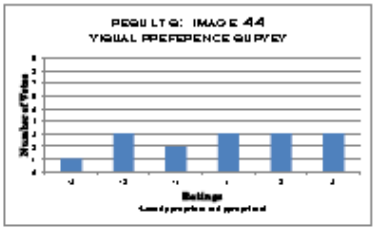
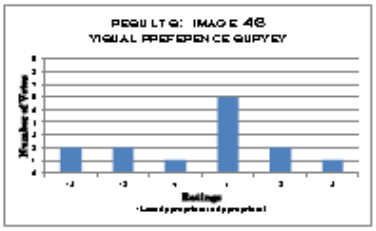


IMAGE 46 RESPONSES:

POSITIVES
- Style: New but Old, Feels like a Park Entrance
- Design Features: Corner, Contrast, Planters at Base, Functional, Classy

NEGATIVES
- Style: Too Modern
- Design Features: Not Clear, Dull, Palm Trees



1 | SUMMARY OF VPS : URBAN DESIGN QUALITIES

REDESIGINING PLACE: **DOWNTOWN HALF MOON BAY**

visual preference survey results

RESIDENTIAL

IMAGE 1 RESPONSES:

POSITIVES
- Scale: High Density
- Style: Retro, Craftsman
- Design Features: Porches, Gables, Open to Street

NEGATIVES
- Scale: Too Big, Congested

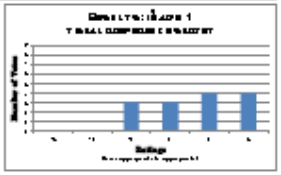
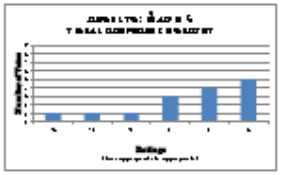


IMAGE 5 RESPONSES:

POSITIVES
- Scale:
- Style: Craftsman
- Design Features: Porch, Carriage Door, Open, Color, Size

NEGATIVES
- Scale: Large
- Style: Auto-Oriented, Single Family
- Design Features: Retaining Wall, Garage Door, Concrete Blocks



RESIDENTIAL OVER COMMERCIAL

IMAGE 10 RESPONSES:

POSITIVES
- Scale: Tower, Consistent Existing
- Style: Modern
- Design Features: Multifunctional, Balcony, Open to Street, Color

NEGATIVES
- Scale: Too Big & Commercialized, Too Tall
- Design Features: Homogeneity, Lacks Character, Homogeneity Scales

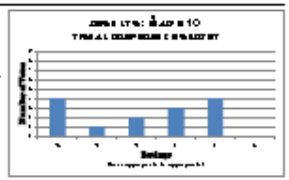
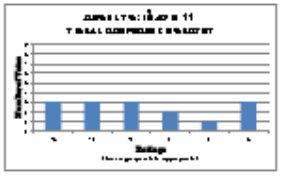


IMAGE 11 RESPONSES:

POSITIVES
- Scale: Loft
- Style: Older Look
- Design Features: Windows, Character, Awnings, Articulate Facade, Color

NEGATIVES
- Scale:
- Style: Industrial, Urban, Boxy



MIXED USE

IMAGE 12 RESPONSES:

POSITIVES
- Scale:
- Style: Spanish, Multi-Use
- Design Features: Open, Trees, Arcade, Arches, Architecture, Roof, Courtyard

NEGATIVES
- Style:
- Design Features: Too Closed Off to Pedestrian Traffic, Flat

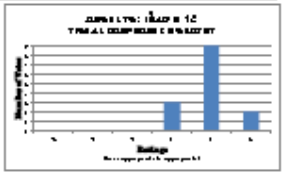
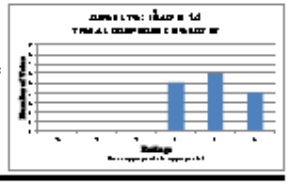


IMAGE 14 RESPONSES:

POSITIVES
- Scale: Mid-Level
- Style: Spanish
- Design Features: Synergy Between Street and Use, Roof Line, Back Area, Balcony, Canopy, Light, Stage

NEGATIVES
- Scale: Too High
- Design Features: Color



REDESIGINING PLACE: **DOWNTOWN HALF MOON BAY**

visual preference survey results

STREETSCAPES

IMAGE 19 RESPONSES:

POSITIVES
- Scale: Cozy, Small Alley
- Style: Quaint, European
- Design Features: Plants, Signage, Colorful

NEGATIVES
- Scale: Too Tall
- Design Features: Cluttered, Crowded

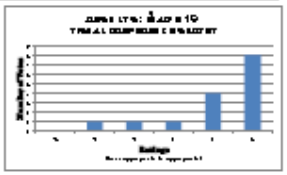
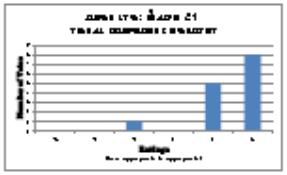


IMAGE 21 RESPONSES:

POSITIVES
- Style: Not Car-Oriented
- Design Features: Trees, Signage, Wide Pedestrian Paths, Benches, Planters, Bulb-Outs, Variations , Color, Clean

NEGATIVES



PUBLIC PLACES

IMAGE 27 RESPONSES:

POSITIVES
- Scale: Central Place
- Style: European, Outdoor Living Room
- Design Features: Seating, Trees, Benches, Water Features, Shade, Color

NEGATIVES
- Style: Block Buildings
- Design Features: Watered Trees

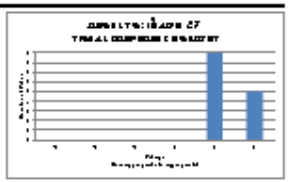
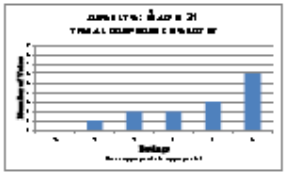


IMAGE 31 RESPONSES:

POSITIVES
- Style: Gathering Place
- Design Features: Public Seating, Terracing, Creek Access, Place for Music, Seating, Natural

NEGATIVES
- Peoples without Sophistication



SIGNS & STREET FURNITURE

IMAGE 35 RESPONSES:

POSITIVES
- Design Features: Landscape, Seating, Looks Authentic

NEGATIVES
- Scale: Too Big
- Design Features: Can see Close, Hard to Maintain, Dull, Dirty

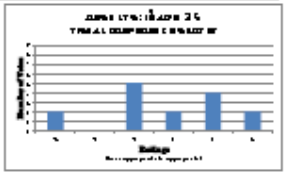
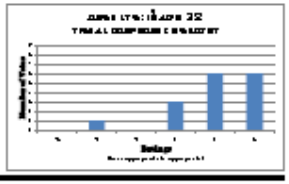
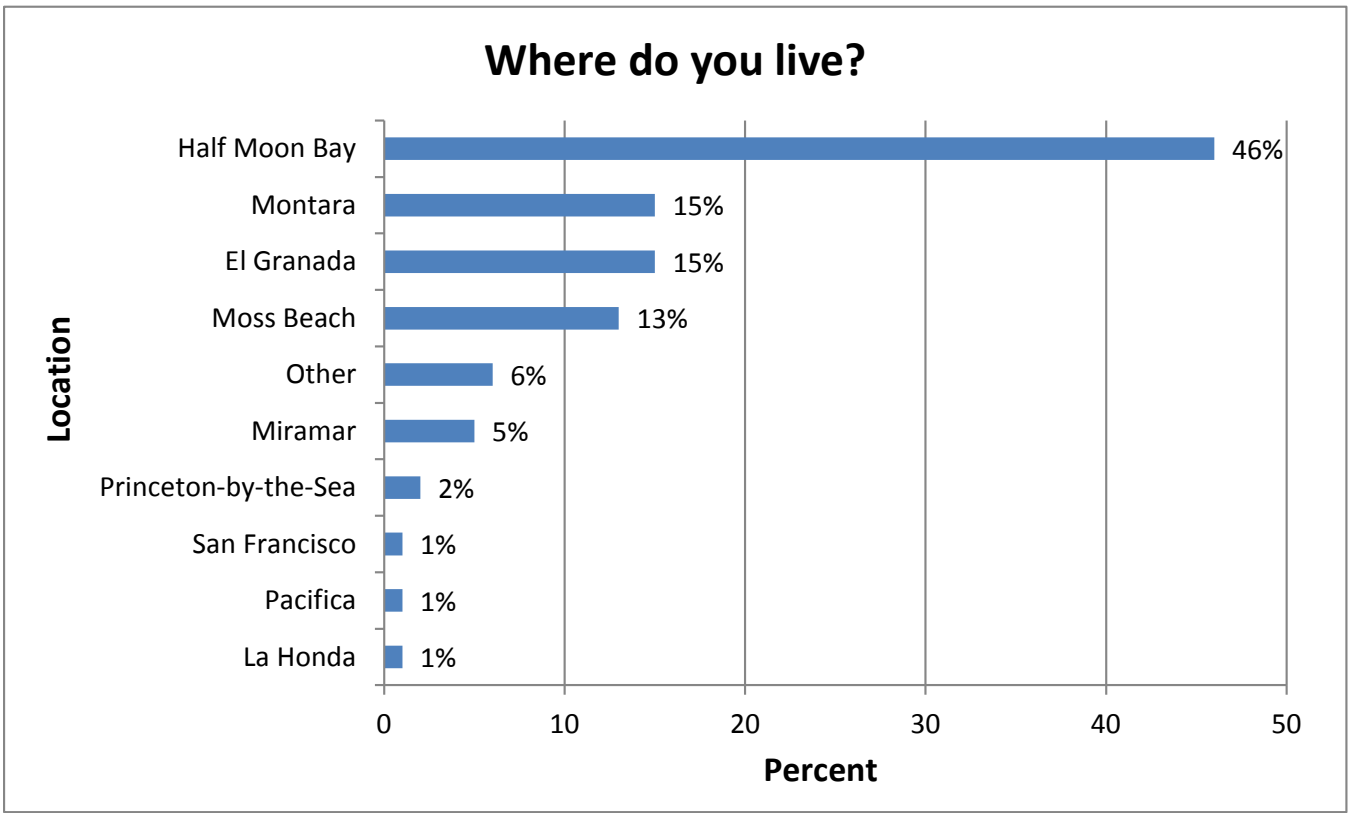


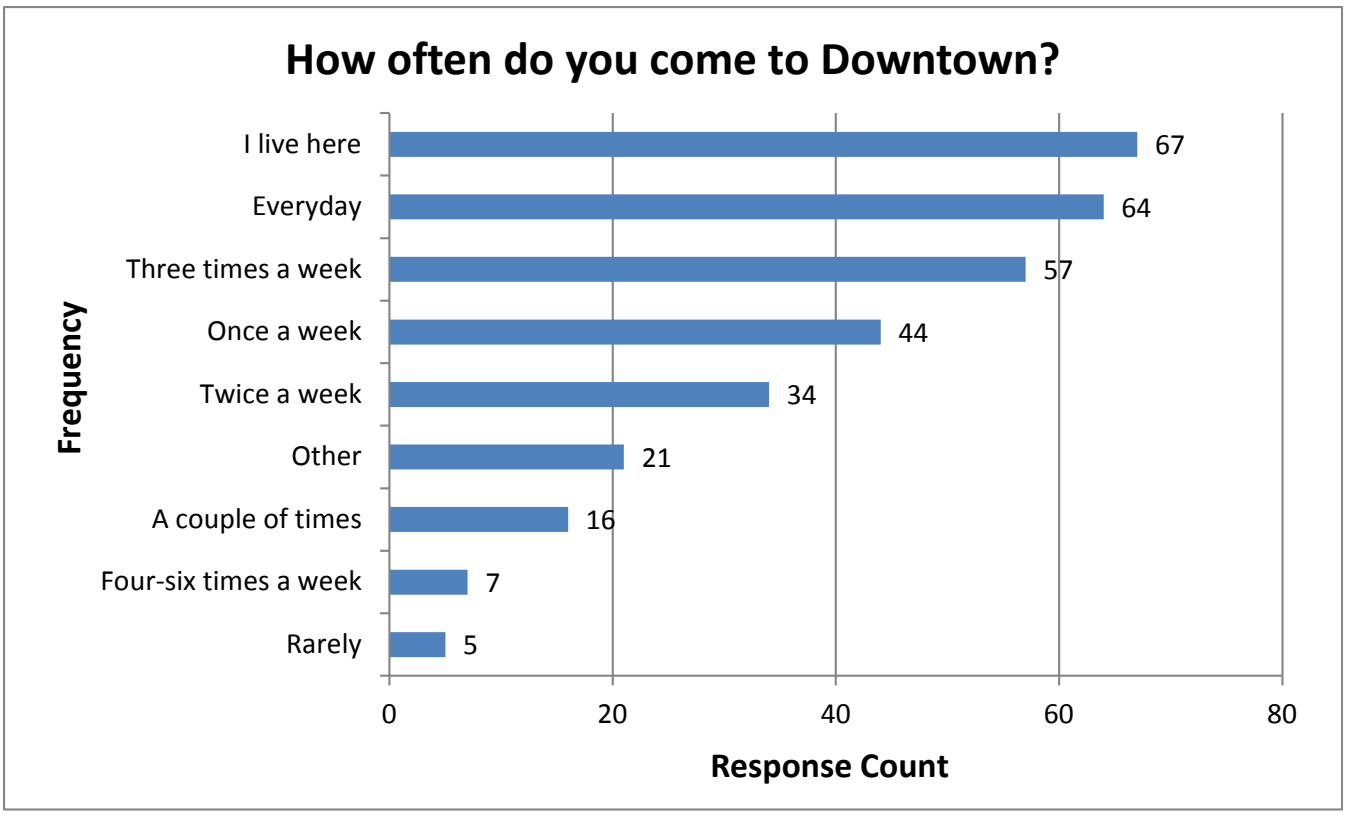
IMAGE 38 RESPONSES:

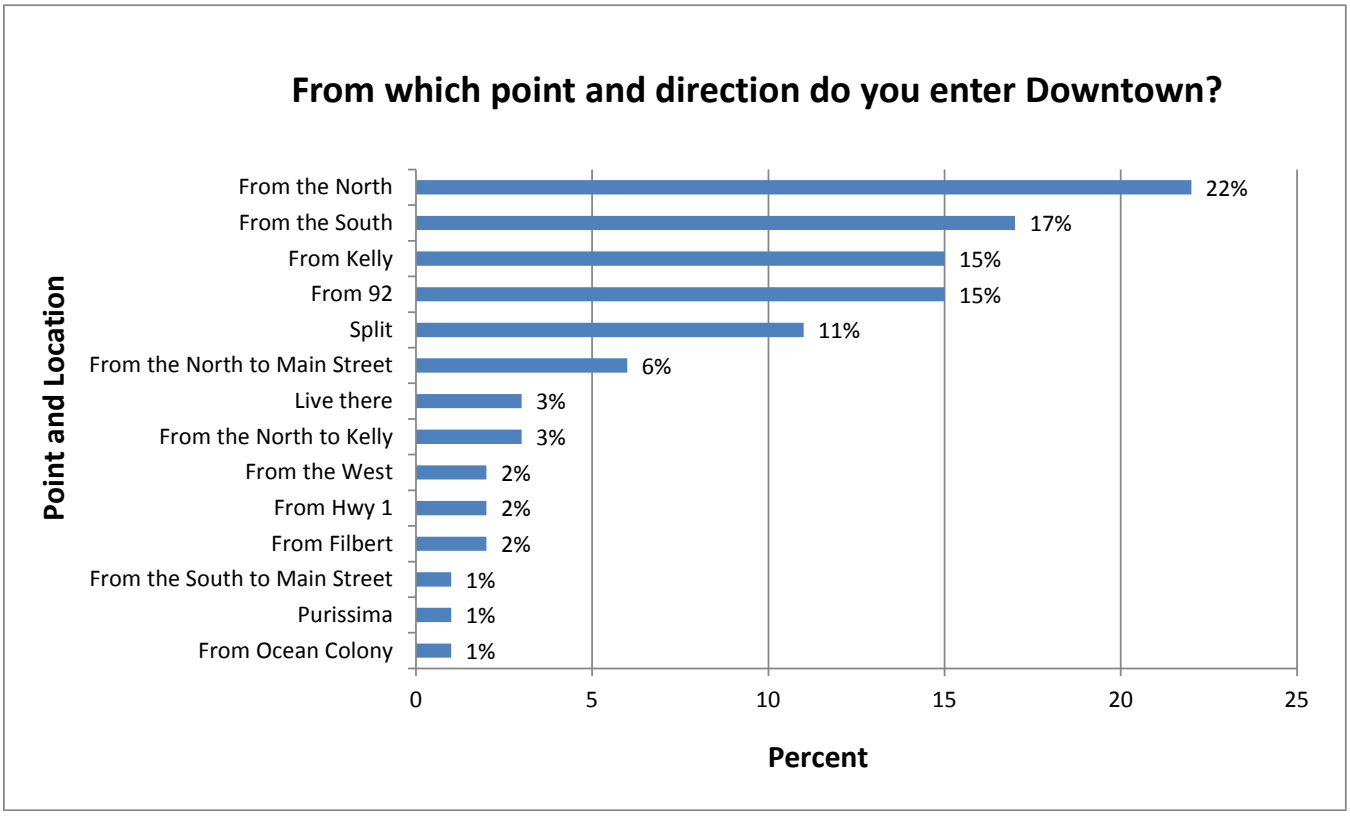
POSITIVES
- Design Features: Clear, Bold, Attractive, Functional, Height, Shape, Character, Courage, Logo

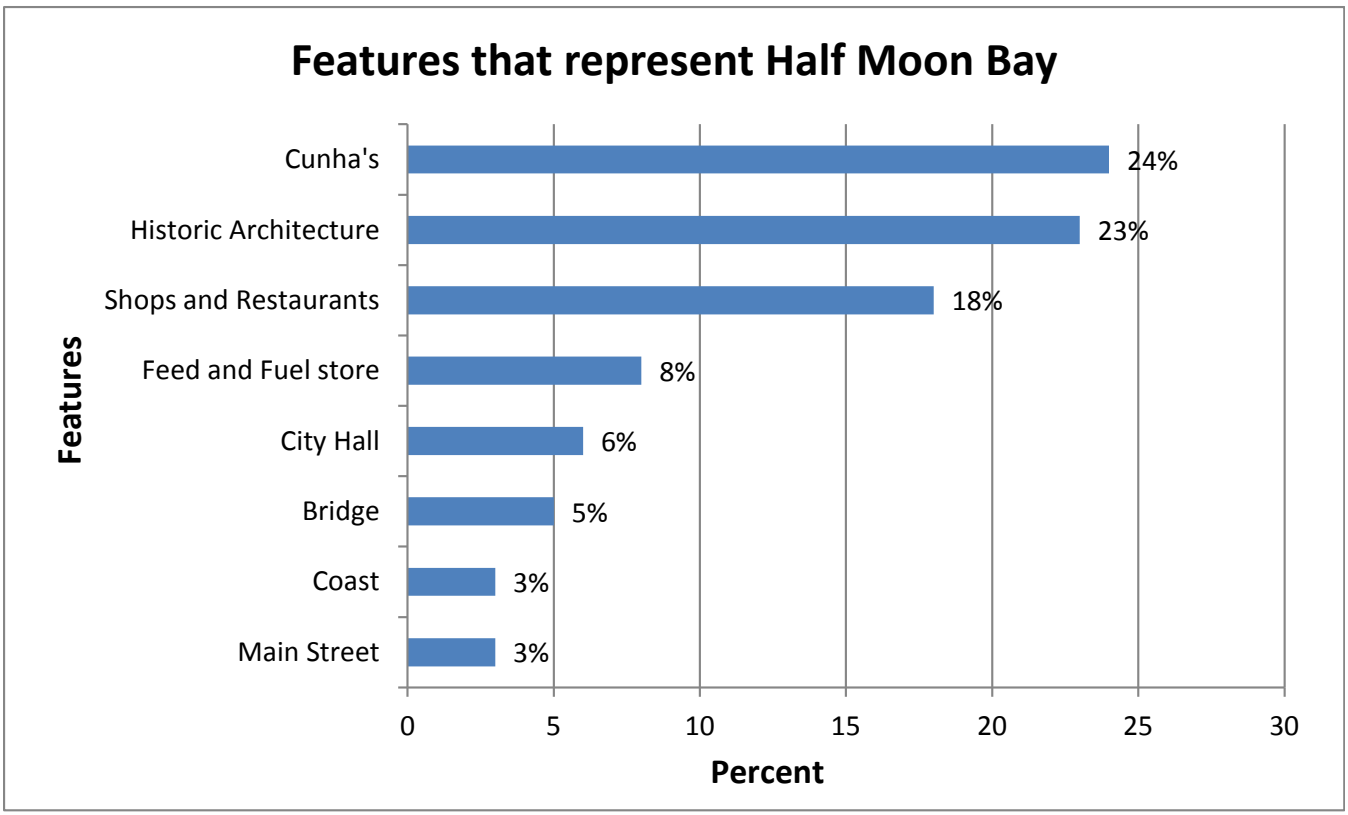
NEGATIVES
- Scale: Too Small

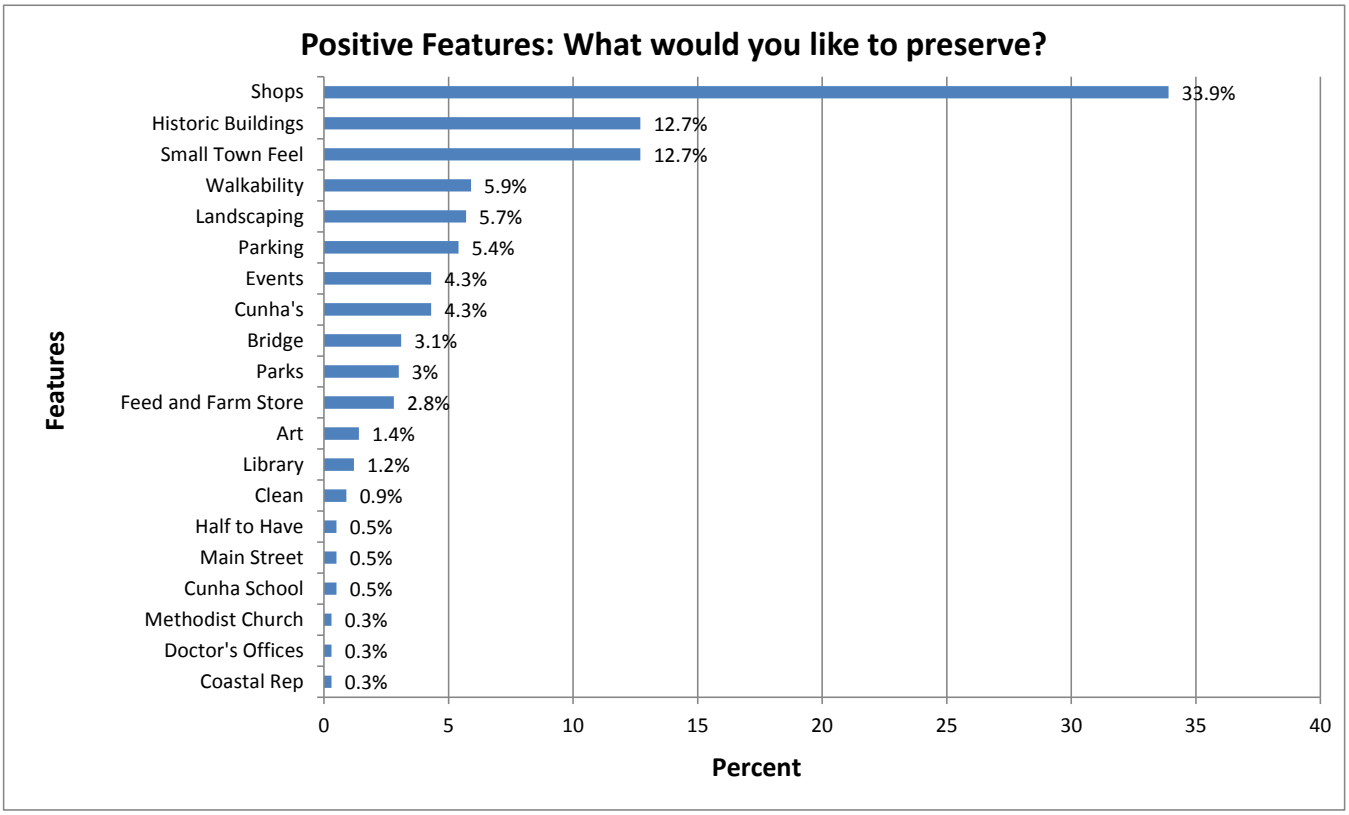


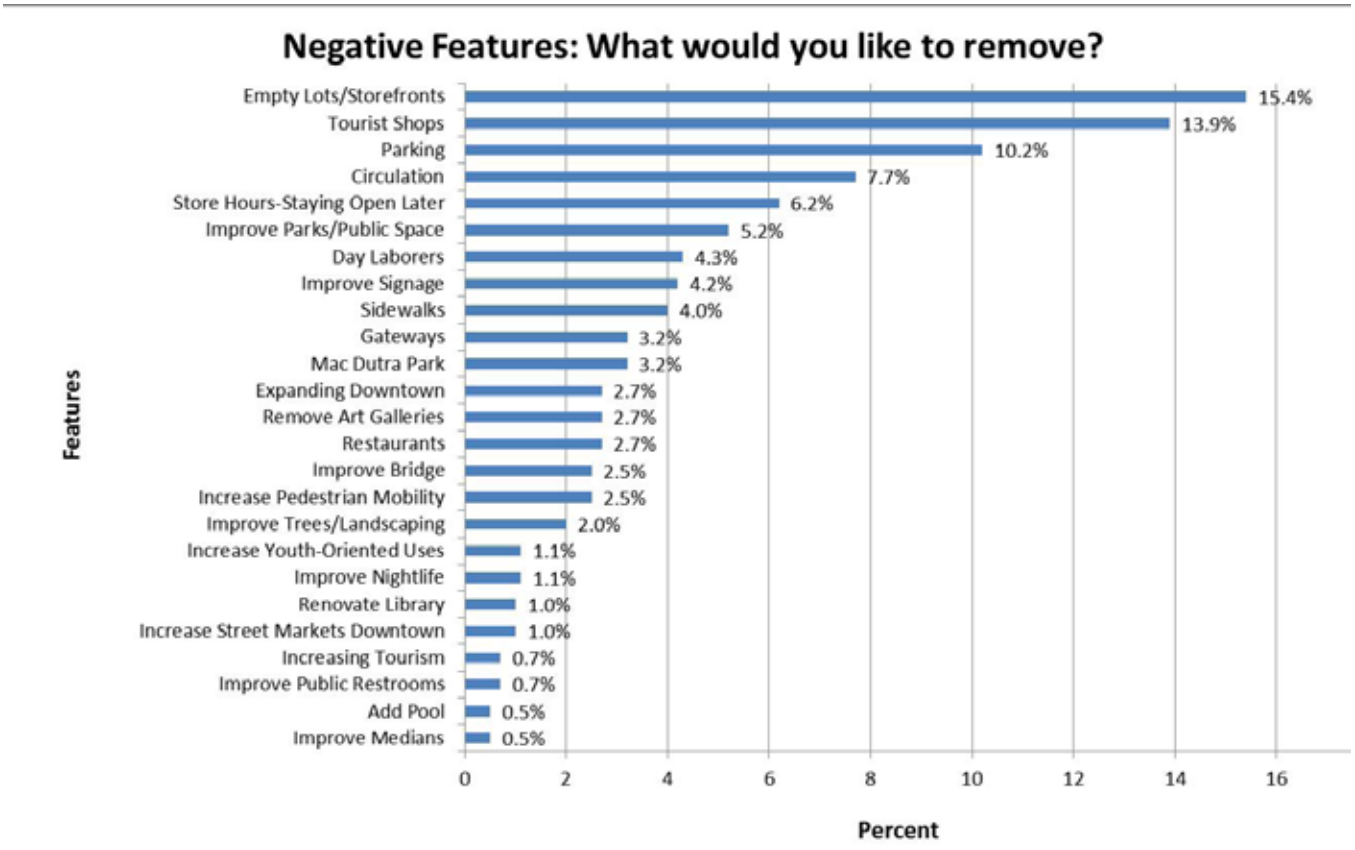

Where do you live?
Location
Half Moon Bay
Montara
El Granada
Moss Beach
Other
Miramar
Princeton-by-the-Sea
San Francisco
Pacifica
La Honda
46%
15%
15%
13%
6%
5%
2%
1%
1%
1%
0
10
20
30
40
50
Percent

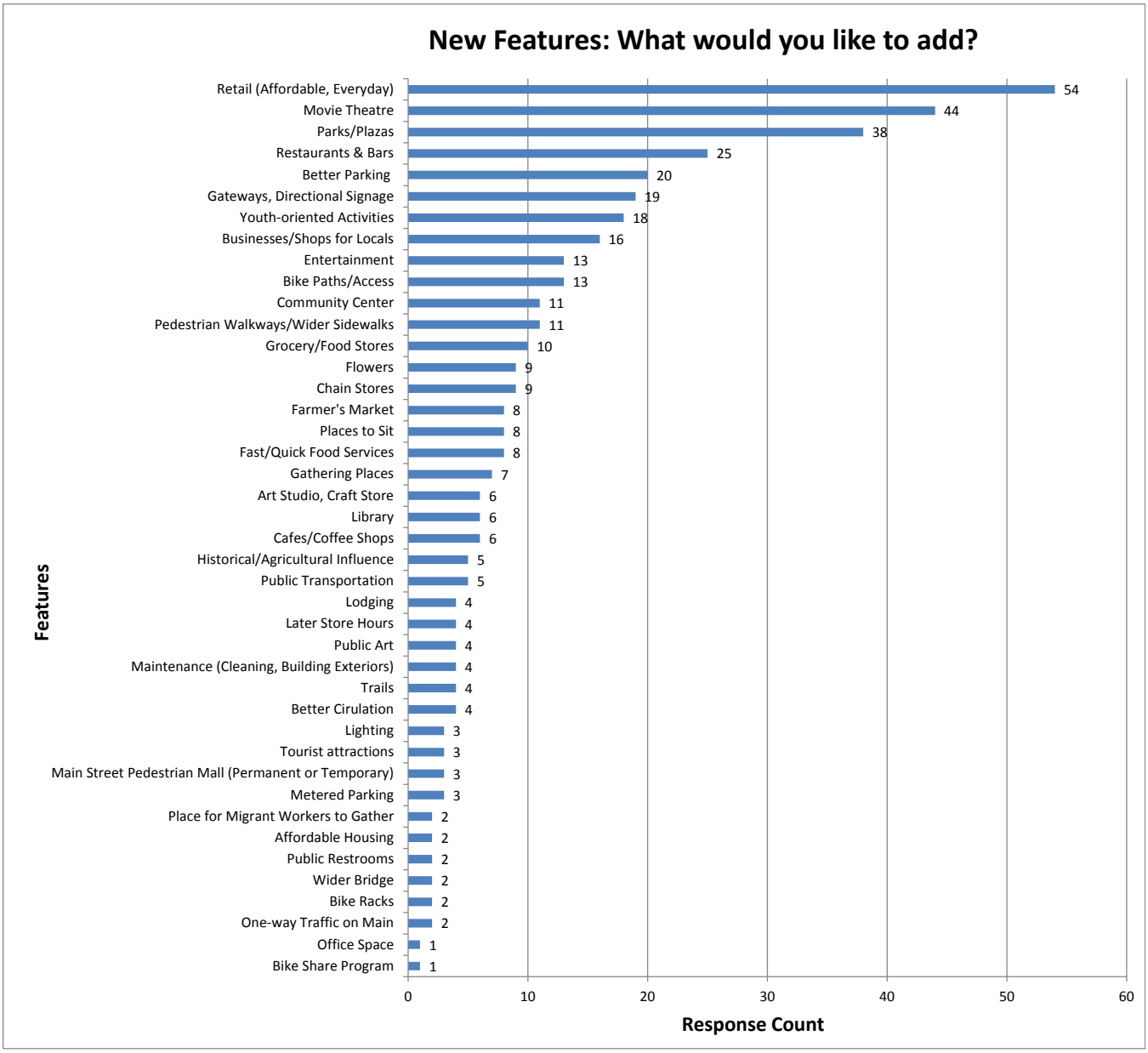

How often do you come to Downtown?
Frequency
I live here
Everyday
Three times a week
Once a week
Twice a week
Other
A couple of times
Four-six times a week
Rarely
67
64
57
44
34
21
16
7
5
0
20
40
60
80
Response Count


From which point and direction do you enter Downtown?
Point and Location
From the North
From the South
From Kelly
From 92
Split
From the North to Main Street
Live there
From the North to Kelly
From the West
From Hwy 1
From Filbert
From the South to Main Street
Purissima
From Ocean Colony
22%
17%
15%
15%
11%
6%
3%
3%
2%
2%
2%
1%
1%
1%
0
5
10
15
20
25
Percent


Features that represent Half Moon Bay
Features
Cunha's
Historic Architecture
Shops and Restaurants
Feed and Fuel store
City Hall
Bridge
Coast
Main Street
24%
23%
18%
8%
6%
5%
3%
3%
0
5
10
15
20
25
30
Percent


Positive Features: What would you like to preserve?
Features
Shops 33.9%
Historic Buildings 12.7%
Small Town Feel 12.7%
Walkability 5.9%
Landscaping 5.7%
Parking 5.4%
Events 4.3%
Cunha's 4.3%
Bridge 3.1%
Parks 3%
Feed and Farm Store 2.8%
Art 1.4%
Library 1.2%
Clean 0.9%
Half to Have 0.5%
Main Street 0.5%
Cunha School 0.5%
Methodist Church 0.3%
Doctor's Offices 0.3%
Coastal Rep 0.3%
0 5 10 15 20 25 30 35 40
Percent


Negative Features: What would you like to remove?
Features
Empty Lots/Storefronts 15.4%
Tourist Shops 13.9%
Parking 10.2%
Circulation 7.7%
Store Hours-Staying Open Later 6.2%
Improve Parks/Public Space 5.2%
Day Laborers 4.3%
Improve Signage 4.2%
Sidewalks 4.0%
Gateways 3.2%
Mac Dutra Park 3.2%
Expanding Downtown 2.7%
Remove Art Galleries 2.7%
Restaurants 2.7%
Improve Bridge 2.5%
Increase Pedestrian Mobility 2.5%
Improve Trees/Landscaping 2.0%
Increase Youth-Oriented Uses 1.1%
Improve Nightlife 1.1%
Renovate Library 1.0%
Increase Street Markets Downtown 1.0%
Increasing Tourism 0.7%
Improve Public Restrooms 0.7%
Add Pool 0.5%
Improve Medians 0.5%
0 2 4 6 8 10 12 14 16
Percent


New Features: What would you like to add?
Features
Retail (Affordable, Everyday) 54
Movie Theatre 44
Parks/Plazas 38
Restaurants & Bars 25
Better Parking 20
Gateways, Directional Signage 19
Youth-oriented Activities 18
Businesses/Shops for Locals 16
Entertainment 13
Bike Paths/Access 13
Community Center 11
Pedestrian Walkways/Wider Sidewalks 11
Grocery/Food Stores 10
Flowers 9
Chain Stores 9
Farmer's Market 8
Places to Sit 8
Fast/Quick Food Services 8
Gathering Places 7
Art Studio, Craft Store 6
Library 6
Cafes/Coffee Shops 6
Historical/Agricultural Influence 5
Public Transportation 5
Lodging 4
Later Store Hours 4
Public Art 4
Maintenance (Cleaning, Building Exteriors) 4
Trails 4
Better Cirulation 4
Lighting 3
Tourist attractions 3
Main Street Pedestrian Mall (Permanent or Temporary) 3
Metered Parking 3
Place for Migrant Workers to Gather 2
Affordable Housing 2
Public Restrooms 2
Wider Bridge 2
Bike Racks 2
One-way Traffic on Main 2
Office Space 1
Bike Share Program 1
0
10
20
30
40
50
60
Response Count

COMMUNITY SURVEY
HALF MOON BAY DOWNTOWN URBAN DESIGN PLAN

CITY & REGIONAL PLANNING

Your opinions are important!

You can help shape the future of Downtown Half Moon Bay by filling out this survey. For each question, please circle the answers as indicated, or write your answer in the space provided.

1. Are you?
   - A. Male
   - B. Female

2. Where do you live?
   - A. Half Moon Bay
   - B. El Granada
   - C. Miramar
   - D. Montara
   - E. Princeton-by-the-Sea
   - F. Other, please specify _____

3. Where do you work?
   - A. At home
   - B. Half Moon Bay
   - C. El Granada / Miramar / Montara / Princeton
   - D. San Francisco
   - E. San Mateo County, east of I-280
   - F. Silicon Valley
   - G. Other, please specify _____
   - H. Retired / not working

4. How old are you?
   - A. 24 or under
   - B. 25-34
   - C. 35-44
   - D. 45-54
   - E. 55-64
   - F. 65-74
   - G. 75 or older

5. How often do you come to downtown Half Moon Bay?
   - A. I live here
   - B. Once a week
   - C. Twice a week
   - D. Three times a week
   - E. Every day
   - F. Other _____

6. What do you normally do downtown? Check all that apply:

   Work ____ Eat ____ Shop ____ Leisure Activities ____ Socialize ____

   Other _____

7. In which city do you **most often** shop for the following items? Please check **one** city for each item.

	Half Moon Bay	Miramar	El Granada	Montara	Other (Please specify)
Groceries					
Clothing					
Appliances					
Dining/Entertainment					
Gasoline					
Health Services					
Personal Services					

8. Of the businesses listed in Question 7, which would you most like to see made available or expanded in downtown Half Moon Bay? (Please circle your top 3)

   A. Groceries
   B. Clothing
   C. Appliances
   D. Dining/Entertainment
   E. Gasoline
   F. Health Services
   G. Personal Services
   H. Other _____

9. From which point and direction do you usually enter downtown?

   _____

   _____

10. How would you describe Downtown Half Moon Bay to somebody who was never here?

    _____

    _____

    _____

11. What are the feature, buildings, or things that most represent downtown Half Moon Bay?

    _____

    _____

12. What features of Downtown Half Moon Bay that you would most like to **keep**? (Please list your top 3 items.)

    _____

    _____

    _____

13. What features of Downtown Half Moon Bay would you most like to **change**? (Please list your top 3 items.)

_____

_____

_____

14. What would you most like to **add** to Downtown Half Moon Bay? (Please list your top 3 items.)

_____

_____

_____

15. Do you feel safe walking in downtown Half Moon Bay?

    A. Yes
    B. No

    Why? _____

    _____

16. Do you think downtown Half Moon Bay is pedestrian friendly?

    A. Yes.
    B. No.

    Why? _____

    _____

17. Is Downtown Half Moon Bay safe for bicyclists?

    A. Yes.
    B. No.

    Why? If no, how could it be improved?

    _____

    _____

18. Would you use a bicycle/pedestrian path connecting downtown Half Moon Bay to the beach?

    A. Yes.
    B. No.

19. Are there any other comments you would like to add about Downtown Half Moon Bay?

_____

_____

_____

_____

_____

_____

Half Moon Bay Downtown Community Workshop

April 9, 2011

Personal Worksheet

Instructions: Please use this worksheet to write down your ideas about the following discussion topics.

Question 1: What do you like about Half Moon Bay downtown and would like to see preserved or enhanced?

- List three things most important to you and explain why.

1. _____

_____

2. _____

_____

3. _____

_____

Question 2: What aspects of downtown Half Moon Bay would you like to change?

- List three things most important to you and explain why.

1. _____

_____

2. _____

_____

3. _____

_____

Question 3: What would you like to see added to downtown in the future?

- List three things most important to you and explain why.

1. _____

_____

2. _____

_____

3. _____

_____

Appendix C: Case Studies

REDESIGINING PLACE: DOWNTOWN HALF MOON BAY

HALF MOON BAY
DOWNTOWN DESIGN STUDIO

SUMMARY OF CASE STUDIES
URBAN DESIGN QUALITIES

This community workshop looks at ways to improve Downtown Half Moon Bay to come up with design guidelines, including gateways into the city. The case studies were analyzed based on Reid Ewing's five urban design qualities

Imageability
Legibility
Transparency
Complexity
Coherence

Imageability contributes to place distinction and memorability while legibility is the ease of orientation for pedestrians. Transparency refers to the degree for which one can see through windows, walls, and vegetation on streets, buildings, and edges. Complexity refers to how diverse an area is, from architectural styles, building heights, and construction materials to scale and orientation. Lastly, coherence refers to the visual order of a place; how organized everything is and how consistent and to scale layouts are. These 5 qualities taken together provide a powerful guideline as a basis for a successful neighborhood.

Examples of these concepts were taken from towns of similar size and scale across California to see if they could be applicable to Half Moon Bay's downtown. With Half Moon Bay's population of approximately 14,000, examples were chosen from smaller sized towns and cities and not large metropolitan areas. Examples of urban design qualities were taken from four towns- Burlingame, Santa Barbara, Pleasonton, and Carmel. These cities have downtown qualities that can fit in well within the context of Downtown Half Moon Bay. From historic architectural styles to pedestrian-friendly plazas and interesting streetscapes, these designs have been successfully implemented in these cities that contribute to a vibrant and distinct downtown character.

Colorful Victorian-era historic building creates a uniquely local atmosphere on the surrounding streetscape.

Pedestrian paseos with colorful flags, decorative light posts, street furniture, floorscape makes downtowns more walkable.

IMAGEABILITY

Imageability is a quality of place that makes it distinct, recognizable, and creates a lasting impression. Distinct architecture, color variety, building height and layout variation, creative signage, and specialized vegetation layout all contribute to an area's imageability. Examples from Pleasonton and Santa Barbara depict examples of imageability, with architecture that is found in few other places and distinct public spaces with high interesting visual elements.

Distinct Architectural Styles
Varied colors
Large Bold Signage
Creative Planting & Landscaping Design

Clear and holistically designed signage and planters help pedestrians in orientation and encourage orderly uses.

Pedestrians are easily reminded of where they are with informative landmarks along sidewalks and public spaces.

Large shop-windows make the pedestrian environment more interesting and active.

Windows, doors and outdoor seating along sidewalks generate good transitional zones between outdoor and indoor spaces.

LEGIBILITY

Legibility refers to how easily the spatial structure of a place can be understood and navigated by pedestrians and street users. Clear signage, pathways that are straightforward in nature, reference points such as nodes and landmarks all are large contributers to legibility. Examples from Carmel and Burlingame show lear, attractive signage that is placed at appropriate scale for pedestrians. The straightforward, predictable pathways and sidewalks make traversing these parts easy. Distinct buildings and landmarks can be used as a guide for orientation and way-finding.

Clear & Creative Signage
Predictable Pathways
Nodes & Activity Areas
Distinct Buildings & Landmarks

TRANSPARENCY

Transparency is influenced by how much visibility of activities one has beyond the street edge or public space. Downtown Carmel and Santa Barbara have buildings with large, transparent windows, creating a sense of visual connection between the outdoor and indoor. Lighting both indoor and outdoor are needed so that one can see what is going on in those spaces. Visual stimulants, such as outdoor chairs and tables, can act as an extension of a building. Open space also contributes to transparency, as this allows one to view the "whole picture" and not be confined by a small space.

Large Windows
High Degree of Lighting
Visual Stimulants
Open Spaces & Setbacks

A variety of streetscape elements is visually interesting and provide flexibile in use.

Streetscaping create welcoming environments that enhance the human scale and provide a sense of enclosure along sidewalks.

Consistent architectural styles of ensure coherence and streetscaping integrates public and private realms.

A clear physical structure and visual cues in design helps with orientation for both pedestrians and commercial businesses.

COMPLEXITY

Complexity is highly dependent on architectural and streetscape detailing that enriches one's visual perception. Architectural details, materiality, colors, signage, street planting, furniture all examples of typical elements that contribute to complexity in Santa Barbara and Mountain View. Floorscape is also very common design strategy utilizing mix of paving material and colors to create visual interest for pedestrians.

Architectural Details
Streetscape Furniture & Planting
Floorscape & Materiality
Scale Variation

COHERENCE

Coherence is understood as a sense of visual order and is influenced by good use of scale, character and arrangement of architectural and streetscape elements. Big plaza with multi levels buildings can allow vantage points over the central public spaces, resulting in visual orientation for the viewer. Also, sensible furniture arrangements with high level of visual coherence will attract more pedestrians as human tendency to people watch and group together in public spaces.

Vantage Views
Rhythmic & Consistent Streetscape Elements
Complimenting Scale & Spatial Arrangement
Pleasing Material & Color Palette

CASE STUDY: CARMEL-BY-THE-SEA

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

BY: SCHANI SIONG

Figure 04. Shops flanking Court of Fountains are clearly noted on courts signage. Planters are shaped to encourage orderly pedestrian circulation along shop fronts
(Source: www.carmelcalifornia.com)

Figure 05. Multi leveled Carmel Plaza allows pedestrians to gain visual orientation of the plaza

Figure 06. Large windows along shops on Dolores St interest pedestrians to linger and enter shops
(Source: www.carmelcalifornia.com)

Figure 07. Though Las Tiendas building shops are recessed within a walkway, high usage of glass fronts allows creative lighting and attractive display to visually connect pedestrian beyond and into the shops

LEGIBILITY

Good legibility refers to how easily the spatial structure of a place can be understood and navigated by pedestrians and street users. Carmel town is relatively small and pedestrian circulation has been carefully planned and emphasized. Figure 04 shows how plantings are designed to enhance circulatory paths, promoting higher foot traffic along shop fronts. Clear, attractive signage is placed at appropriate scale for pedestrians. Figure 05 highlights multi level structure like Carmel Plaza can have an effective physical orientation strategy with terraces, outdoor stairs and walkways.

Clear and Creative Signage

Creative Planting & Landscaping Design

Careful Circulatory Planning

Multi Level Structures

TRANSPARENCY

Transparency is influenced by wall fenestrations and how people can perceive human activities beyond the street edge or other public spaces. Human nature tend to be attracted to activities of others in public spaces. Downtown Carmel shops have large windows to solid wall proportions, creating a sense of visual connection between the streets and indoor. Figure 06 shows variety of shopfront designs with large window display and Figure 07 illustrates a good example of how creative lighting can add to visual interest along shopfronts. The covered walkway at the Las Tiendas Building create an intimate space for pedestrians to linger and browse.

Large Window Display

Creative Lighting

Street to Indoor Visual Connection

Visual Interests

CASE STUDY: CARMEL-BY-THE-SEA

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

BY: SCHIN SONG

Figure 08. Piccadilly Park is one of the more interesting parks in Carmel with variety of landscaping materials, street furnitures and site design

Figure 10. Elevated walkways on Carmel Plaza allows vantage points over the plaza public spaces
(Source: www.carmelcalifornia.com)

Figure 09. Highly detailed architectural elements and streetscape make Morgan Court a pleasantly attractive retail alley

Figure 11. Complimenting materials, color, and spatial design makes El Paseo Courtyard a well balanced space for private gatherings

COMPLEXITY

Complexity is highly dependent on architectural and streetscape detailing that enriches one's visual perception. Architectural details, materiality, colors, signage, street planting, furniture all examples of typical elements that contribute to complexity in Carmel. Floorscape is also very common design strategy utilizing mix of paving material and colors to create visual interest for pedestrians. Figure 08 shows Piccadilly Park with extensive use of planting materials to create a pleasing urban park layout. Figure 09 of Morgan Court shows a richly detailed retail alley with architectural accents and colorful plantings along shop fronts. The high building height to street width ratio is also conducive in creating an intimate sense of enclosure along this alley.

Architectural Details

Streetscape Furniture & Planting

Floorscape & Materiality

Scale Variation

COHERENCE

Coherence is understood as a sense of visual order and the degree of coherence is influenced by good use of scale, character and arrangement of architectural and streetscape elements. Figure 10 shows how multi levels at Carmel Plaza can allow vantage points over the plaza public spaces, resulting in visual orientation for the viewer. Also, good spatial arrangements with high level of visual coherence will attract more pedestrians as human tendency to people watch and group together in public spaces. Another good example of a coherent but quieter space is El Paseo Courtyard, shown in Figure 11. The courtyard is well laid out with visually pleasing material palette, rich architectural details, complimenting color, scale and spatial arrangement.

Vantage Views

Rhythmic & Consistent Streetscape Elements

Complimenting Scale & Spatial Arrangement

Pleasing Material & Color Palette

3 | CASE STUDY: CARMEL BY THE SEA

CALIFORNIA POLYTECHNIC STATE UNIVERSITY OF SAN LUIS OBISPO: **REDESIGNING PLACE**

CASE STUDY: SANTA BARBARA DOWNTOWN

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

BY: SHANNON THOMPSON

INTRODUCTION

Santa Barbara is a coastal community located between the counties of San Luis Obispo and Ventura (fig. 1.1). Many activities take place in Santa Barbara; however one area in particular that attracts many tourist and future residents is the Downtown State Street corridor. The downtown is the heart of the commercial district; lined with shops, restaurants, movie theaters and plazas. Downtown Santa Barbara is a great representation of successful urban design qualities. In this case study, further discussion will be made highlighting five of the main urban design qualities; imageability, legibility, transparency, complexity and coherence.

Figure 1.1 Map of Santa Barbara County
(Source: SB Downtown Website)

Figure 1.2 Map of Downtown Santa Barbara
(Source: SB Downtown Website)

GENERAL DESCRIPTION

Downtown State Street has taken shape over several phases, by different Architects. The original downtown State Street was created in the 1860's and early 1870's. However, after the earthquake in 1925, the rebuilding of downtown began to take place. In 1969 a large landscape and design project took place by an Architect Robert Ingle Hoyt, who worked alongside a Landscape Architect, Julio Juan Veyna, in efforts to restore and revitalize five blocks of downtown. Hoyt and Veyna created meandering circulation paths that consisted of continuous lines that would be interrupted with planting and low walls. The sidewalks at the time varied in widths, with some being grand whereas others were not. The walkways consisted of colored concrete patterns, with walls that had built-in seating. The buildings were formed with stucco siding and ceramic tile, which reflected the Spanish influence seen all throughout Santa Barbara. It wasn't until 1982 and 1988, where Architects Richard Taylor, Designworks and Landscape Architect Sydney Baumgartners began laying down the beginnings to the now adopted Landscape guidelines of Downtown. This was the start of the 12" terra cotta tiles along the pedestrian routes as seen today. They kept the stucco walls, but created more rectilinear building forms. They created a more formal boulevard by emphasizing the street itself. The raised curbs that translated into planters allowed for a barrier between the pedestrians and the cars and yet didn't create a defined enclosed space. These design changes and updates have served as bases for the Specific Design Guidelines; sidewalk paving, site furnishing, pedestrian circulation, lighting and planting.

The success of Santa Barbara Downtown (fig. 1.2) is evident by the number of tourist and travels that visit the area. Many people come to Santa Barbara for the shopping experience at the Paseo Nuevo (fig. 1.4). This outdoor shopping experience consists of plazas (fig. 1.3), courtyards and paseos constructed in the Spanish-style architecture. The mall was constructed in 1990 and is anchored by two large chain stores; Macys and Nordstroms. It covers two blocks of the heart of downtown.

Figure 1.3 A downtown plaza/paseo: El Paseo
(Source: Google Images)

Figure 1.4 Large Paseo: Paseo Nuevo mall
(Source: Google Images)

CASE STUDY: SANTA BARBARA DOWNTOWN

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

IMAGEABILITY

The small paseo and the large stretch of retail shops along the sides of the State Street corridor, (fig.1.5) brings a sense of place to downtown Santa Barbara. The flags that line the street in downtown act as path guides for the pedestrians. Also State Street does not allow parking along the road (fig.1.6); there are low planters that act as shields between the cars and the pedestrians. By not allowing street parking this creates a place that is more pedestrian friendly and walkable.

-LARGE DOUBLE CORRIDOR OF RETAIL SHOPS

-FLAGS LINE THE STREET TO CREATE HUMAN SCALE

-NO STREET PARKING

-LONG, LOW PLANTERS/TREES DIVIDE PEDESTRIAN AND CAR SPACE

-PEDESTRIAN FRIENDLY

-WALK-ABLE SPACE

Figure 1.5 Downtown Corridor: State Street
(Source: Google Images)

Figure 1.6 State Street traffics: No street parking
(Source: Google Images)

LEGIBILITY

The terra cotta tile paving (fig.1.8) and wide sidewalks encourage the path for the pedestrians. Again, these small details increase the legibility of the space and encourage the walkability of the street.

-TERRA COTTA PAVING ON SIDEWALKS

-PAVED CROSSWALKS

-ENCOURAGED PATH FOR PEDESTRIANS

-WIDE SIDEWALKS

Figure 1.7 Train District Paved Crosswalks
(Source: Google Images)

Figure 1.8 Wide Sidewalks and Terra Cotta Paving
(Source: Google Images)

TRANSPARENCY

The interaction between the pedestrians and business is strong because of the outdoor seating (fig. 1.9) provided by the cafes and restaurants. The pedestrians walking by can connect and see what is going on within the restaurant. Also there are many large glass front display windows along State Street. This allows the shopper to peak into the shop and decide whether they will go in or not.

-LARGE RETAIL FRONTAGE WINDOWS

-OUTDOOR DINING AND SEATING

-PEDESTRIAN CONNECTION TO INDOOR SPACES

Figure 1.9 Outdoor Dining
(Source: Google Images)

CASE STUDY: SANTA BARBARA DOWNTOWN

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

COMPLEXITY

The mix of the 2 to 3 story buildings (fig. 1.10) creates a less boring picture and creates more complex setting. The Spanish architecture is continued throughout the street which doesn't create any diversity per say, but the street furniture and long, low planters (fig. 1.11) allows for a considerable amount of human activity. Some of the street furniture is built-in, where others are just small wooden benches place between planters.

-2 TO 3 STORY BUILDINGS

-CONTINUITY OF SPANISH ARCHITECTURE

-STREET FURNITURE

-LOW PLANTERS AND TREES

Figure 1.10 Spanish Architecture: 2 story building with residential above (Source: Google Images)

COHERENCE

The visual order of downtown Santa Barbara is complemented by the human scale of the buildings and surrounding elements. The flags that are displayed and changed monthly bring the larger buildings back down to a human scale. The heights of the windows and lower vertical awnings, influences the degree of coherence.

-VISUAL ORDER

-HUMAN SCALE

-FLAGS HANGING FROM THE BUILDINGS (fig. 1.13)

-HEIGHTS OF WINDOWS

-LOWER AWNINGS (fig. 1.12)

Figure 1.11 Street Furniture: Low planters used for seating (Source: Google Images)

CONCLUSION

Overall, downtown Santa Barbara is a great case study that reflects positively to the five Urban Design Qualities discussed in the previous section. The large focus of downtown Santa Barbara is on the people and their experience. The downtown of Santa Barbara should be a factor to how the redevelopment of Half Moon Bay is constructed. The key qualities that should be incorporated into downtown Half Moon Bay are the heightened walkability seen in State Street, by integrating colored designated pathways and large wide sidewalks to allow for more walking pedestrians. Changing to a street that is designated for the pedestrians and removing on street parking will create a more defined downtown in Half Moon Bay. Also using the idea of low planters and trees that create a divide between the cars and the pedestrians, but doesn't completely wall in the sidewalk is a great way to increase the coherence and complexity of Half Moon Bay.

Figure 1.12 Joe's Cafe: An established cafe/bar with low awnings (Source: Google Images)

Figure 1.13 Old District: Flagsline the street (Source: Google Images)

Sources

1. City of Santa Barbara website, Urban Design Guidelines: http://www.santabarbaraca.gov/Resident/Home/Guidelines/
2. Downtown Santa Barbara website: The most Beautiful downtown in America: http://www.santabarbaradowntown.com/
3. Santa Barbara Wiki travel: http://wikitravel.org/en/Santa_Barbara
4. http://www.google.com/images.com (all images)

CASE STUDY: BURLINGAME, CA

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

BY: JULIET OH

BACKGROUND INFORMATION:
Burlingame Avenue

The city of Burlingame is suburb of San Francisco, in San Mateo County. With a population of approximately 28,000 and a projected population of 30,500 in 2015, the city has taken measures for sustainable economic growth.

Downtown Burlingame boasts a diverse mix of retail, commercial, and residential uses. The area is divided into a series of subareas that feature specific uses and designated future growth. Burlingame Ave, indicated as Subarea A, is the main commercial/retail corridor and is recognized for its historic architecture and pedestrian-oriented environment. The greatest draw to the area is the overall effect of carefully considered design qualities that were deemed important in preserving the small scale, and "Main St" charm of Burlingame Ave.

An important factor that contributes to the area's success is the strict enforcement of design guidelines and emphasis on renovation and adaptive reuse of historic buildings. The city has also taken measure to generate funds by creating a Downtown Burlingame Business Improvement District.

Figure 1. Map of Burlingame Ave
(Source: http:// http://www.sanfranciscoshop.com/images/maps/BurlingameMap.gif)

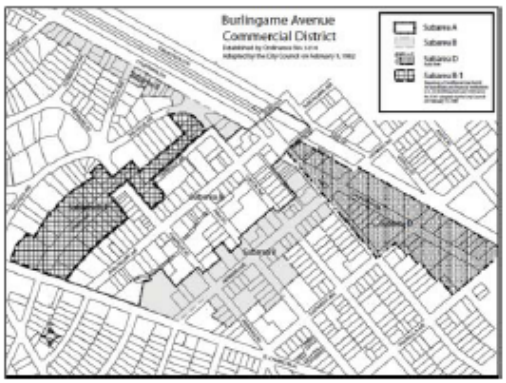


Figure 2. Burlingame Ave Commercial District
(Source: Burlingame Downtown Economics Study Final Report)

Figure 2. Burlingame Ave retail/commercial corridor
(Source: City of Burlingame, http://www.burlingame.org)

Figure 3. Imageability: a public plaza in the center of the retail district
(Source: City of Burlingame, http://www.burlingame.org)

IMAGEABILITY

The retail/commercial corridor has a high level of imageability and is often characterized as having a certain "Main Street" charm. While the eclectic mix of local businesses contribute to its character, pedestrians are left with an image or memory of contrasting architecture or beautiful plazas.

- Emphasis on the preservation and restoration of historic buildings
- Diverse architectural styles and use of a wide range of building materials: stone, brick, wood, glass, concrete
- Multiple plazas and small, public/private courtyards
- Buildings with strong identifiers: ornamental business signs and storefronts
- Different and varying building shapes and types
- Plenty of outdoor dining
- Intense pedestrian presence

CASE STUDY: BURLINGAME, CA

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

Figure 4. Legibility: Pedestrians are easily reminded of where they are
(Source: City of Burlingame, www.burlingame.org)

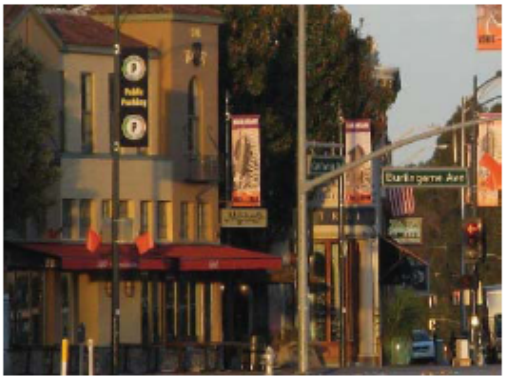


Figure 5. Legibility: street signs and banners provide points of reference
(Source: City of Burlingame, www.burlingame.org)

Figure 6. Legibility: marks the entrance to the retail/commercial area
(Source: City of Burlingame, www.burlingame.org)

LEGIBILITY

Burlingame Ave extends from El Camino Real to California Dr. Because the retail/commercial corridor is one street, instead of a long, monotonous stretch of buildings, the street is broken up various physical elements and landmarks.

- Signs indicating Burlingame Ave mark the street periodically and double as public seating.

- Banners and street signs are visible

- Signage specific to businesses are prominently displayed

- Pedestrian walkways are clear, well lit, and unobstructed

- Landmarks and landscaping act as memorable spaces

Figure 7. Transparency: large windows occupy most of the street wall
(Source: City of Burlingame, www.burlingame.org)

Figure 8. Transparency: long blocks are interrupted by interesting alleys and paths
(Source: City of Burlingame, www.burlingame.org)

TRANSPARENCY

The street wall has a high level of transparency. All businesses that front the street are dominated by window displays. In addition to large windows, the street wall is interrupted by pedestrian walkways and public/private plazas.

- Large, attractive window displays allow pedestrians a peek inside, and urge visitors to linger

- All entrances and doors face the street

- Pedestrian walkways provide a glimpse into what lies in the next street

- High level of active uses such as outdoor dining, window displays, landscaping, and public seating encourage foot traffic and pedestrian activity

CASE STUDY: BURLINGAME, CA

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

Figure 9. Complexity: outdoor dining, ornamental signage, and pedestrians on a tree lined street provide depth and character
(Source: City of Burlingame, www.burlingame.org)

Figure 10. Complexity: varying colors and landscaping make places visually complex
(Source: City of Burlingame, www.burlingame.org)

COMPLEXITY

The area exhibits visual complexity in design and structure yet lacks a variation in use. Because Burlingame Ave is strictly zoned for retail and commercial use, the street only stays active during business hours. After hours, there is no pedestrian presence.

- Integration of historic and modern buildings provides visual cotnrast and aesthetic appeal

- Varying architectural styles, color, texture, building materials contribute to the visual diversity

- Street furniture, ornamental signage, and landscaping add color and detail to the permanent, physical environment

- Outdoor dining and public plazas create pockets of pedestrian activity and potential for socializing

- The visual richness and complexity during business hours, disappears after businesses close; empty spaces can be potentially dangerous

Figure 11. Coherence: color and design scheme differentiates between businesses in the same building
(Source: City of Burlingame, www.burlingame.org)

Figure 12. Coherence: a unifying pattern of green overhangs and tile roofing
(Source: City of Burlingame, www.burlingame.org)

COHERENCE

The architectural presence of older structures provides context for newer structures, linked by the design standards of the city's Streetscape Beautification Master Plan. While aesthetic diversity and variation contribute to Burlingame Ave's distinct character, they fit within the parameters of specified building height, setbacks, and required streetscape elements.

- Burlingame's Streetscape Beautification Master Plan imposes an important set of design guidelines: height, setbacks, entrance recesses, required signage, landscaping, overhangs, and window displays.

- The introduction of a recently proposed Business Improvement District plan would generate funds for the general upkeep of the area.

RESOURCES

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CASE STUDY: DOWNTOWN MOUNTAIN VIEW

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

BY: Justin Shiu

GENERAL DESCRIPTION

Downtown Mountain View is an urban center that is focused around the Historic Retail District and adjacent areas that support the retail core. The Historic Commercial Area, which is a central component of the downtown revitalization and economic development plan, provides a variety of dining and shopping options. The enhancement of a pedestrian-scale development is paramount to the planning of the area. Regulations and policies that have shaped the growth of this area have created an area of architectural variety, small-scale storefronts, and outdoor activity that can be observed at the pedestrian level.

Mountain View is located in Santa Clara County, 10-miles south of San Jose, and in Silicon Valley.

Castro Street is the main thoroughfare for this downtown area, which contains a large variety of restaurants and many specialty stores.

The Downtown Precise Plan demarcated 10 specific areas of development, with the Historic Retail District as the central component. (Figure 1)

The Historic Retail District is a six-block, 56 building site that encompasses commerical opportunities in the downtown and provides a natural location to embrace social and cultural activities in the city.

This analysis will focus on the Historic Retail District, where development is guided by detailed standards that have helped preserve and promote a pedestrian-friendly environment.

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* Ewing, Reid et al. *Measuring Urban Design Qualities: An Illustrated Field Manual*. Robert Wood Johnson Foundation.
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* Sucher, David. 2003. *City Comforts*. Seattle: City Comforts Inc.
* City of Mountain View. *Downtown Precise Plan*. <http://www.mountainview.gov/city_hall/community_development/planning/plans_regulations_and_guidelines/precise_plans.asp.>
* Mountain View Central Business Association. *Downtown Guide*. <http://www.mountainviewdowntown.com/>

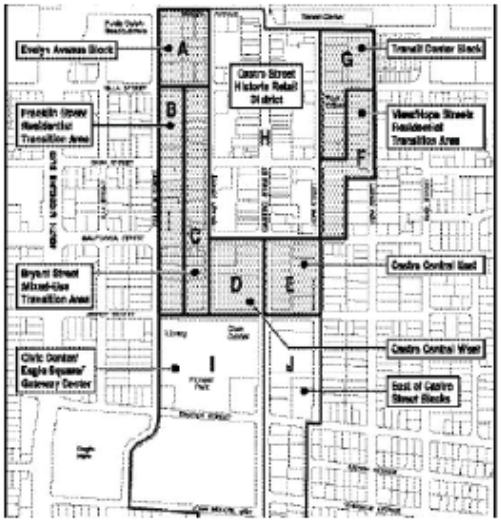


Figure 01. Downtown Map: Boundaries and districts/areas established in the Precise Plan. (Source: City of Mountain View Downtown Precise Plan)

IMAGEABILITY

The Historic Retail District is preserved to create a sense of place. It is an important focus of the downtown plan that aims to form a pedestrian-friendly environment around this activity center. A sense of place is fostered by the distinct styles of small-scale buildings in the area.

Street trees and planters add vibrancy to the site. They provide a natural element that connects the site to the landmark hills in the background. (Figure 2)

Numerous facade styles, outdoor dining, placement of street trees and planters, and human activity create the image of a stimulating, walkable environment.

Renovated buildings capture the historic essence while providing contemporary use.

Buildings provide adequate enclosure for a pedestrian environment at a 2.5 horizontal length to 1 vertical length scale.

Streetscape elements contribute to the walkable environment. A number of shopping and dining opportunities are available. Planters cordon parking spaces to create outdoor dining. (Figure 3)

Figure 02. Historic Retail District: Retain Established sense of place in the historic retail core (Source: Flickr from Grandel)

Figure 03. Multiple Pedestrian Level Uses: Dining and shopping opportunities exist throughout the street (Source: Flickr via neighborhoods.org)

CASE STUDY: DOWNTOWN MONUTAIN VIEW

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

LEGIBILITY

The unique architectural design of buildings and several prominent structures allow a person to set points of orientation. Division of the downtown into districts/ areas has created locations within distinct identities. The pedestrian-oriented scale of the Historic Retail District allows a person to easily navigate the site.

The scale of buildings and various elements like clocks and flags allows the pedestrian to become oriented to features that stand out in the site. (Figure 4)

The site can be read by design elements, rooflines, existing streetscape elements, scale and heights of buildings, and uses. Pedestrians feel a noticeable transition between different areas - commericial, historic retail, and residential - due to setback and height regulations.

The height of a facade's frontage against the street helps distinguish between various areas in the downtown. The Historic Retail District has setbacks at the third story to preserve a small town downtown feeling. (Figure 5)

TRANSPARENCY

The ability to view objects through edges is made possible by the large proportion of windows on the streetwall and openings that allow one to peer through the other side of the block.

Windows and openings occupy a large proportion of the streetwalls. They are placed at intervals no greater than 50 feet. (Figure 6)

Windows promotes window-shopping activity and generates interests.

Pedestrian passages allow one to see and walk through the buidling. (Figure 7)

Figure 04. Orienting Feature at the Entrance: The large corner building and the clock mark the entrance into the Historic Commercial District. (Source: Google Maps)

Figure 06. Windows: Buildings are required to insert windows and openings at frequent intervals to add transparency. (Source: business.intuit.com)

Figure 05. Northern Area of Downtown: Upper-story setbacks and variety in design distinguish the district from other areas. (Source: Google Maps)

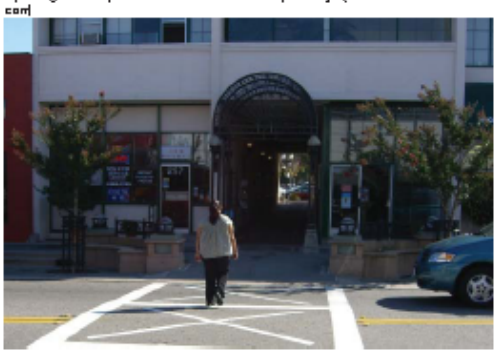


Figure 07. Pedestrian Passage: Spaces to see and pass through. (Source: Rickrvia neighborhoods.org)

CASE STUDY: DOWNTOWN MOUNTAIN VIEW

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

COMPLEXITY

Numerous streetscape elements provide an interesting perceptual experience for the pedestrian. The view of different architectural variety in each of the unique small-scale buildings adds to the visual appeal of the Historic Retail District.

Pedestrian scale streetscape elements are easy to visually process. The variety in objects, from planters to umbrellas, and building elements, from awnings to signs, also offer a number of stimulating objects to draw attention. (Figure 8)

Doorways are recessed to give additional definition to entrances on the streetwall.

Material composition and imprinted patterns on walls can provide a grip that holds attention longer than smooth surfaces. (Figure 9)

Bright colors on elements of a building and in the streetscape accent the more neutral prevalent colors of facades. Varying but compatible color schemes on individual buildings add a layer of complexity to the structure.

Renovated historic structures provide a cultural connection that add to the sense of place.

Figure 08. Human Scale: Welcoming pedestrian environment created by streetscape elements. (Source: Flickr via neighborhoods.org)

Figure 09. Architectural Variety: Variety in design and material composition offer a more interesting visual experience. (Source: Flickr from cl84)

COHERENCE

The consistent roofline connects the Historic Retail District. Design elements may vary between buildings but consistent overall standards such as the shades of colors and material composition create a unifying rhythm throughout the district.

Similar building heights create a coherent image of the area. (Figure 10)

The roofline tries to follow the historic design of flat tops. Although there is some variability to the degree of flatness, the overall roofline is relatively even.

The slight differences in the roofline actually add imageability and character to the site.

Similar colors and material composition are found on facades throughout the site. (Figure 11)

Lines of street trees add another level of cohesiveness.

Specific layout of street trees that separate parking and the outdoor dining spaces created by planter barriers are a recurring element.

Figure 10. Roofline Looking Towards the Southern District Entrance: Similar building heights in the Historic Retail District. The Castro Central West Area is seen in the background. (Source: Google Used

Figure 11. Arres Building and Surrounding Stores: Buildings have compatible colors and facades. (Source: Flickr via neighborhoods.org)

CASE STUDY: CAMPBELL, CA

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

BY: BENSON KWONG

INTRODUCTION

This case study analyzes the downtown of Campbell, California based on Reid Ewing's five urban design qualities- imageability, legibility, transparency, complexity, and coherence. Imageability helps to make a place distinct and memorable while legibility is the ease with which a person can orient himself. Transparency refers to how much of a barrier there is between buildings, streets, and edges. The degree of which one can see through windows, walls, and vegetation are major factors. Complexity refers to how diverse an area is, from architectural styles and building heights to construction materials. Lastly, coherence refers to the visual order of a place; how organized everything is and how consistent and to scale layouts are.

GENERAL DESCRIPTION

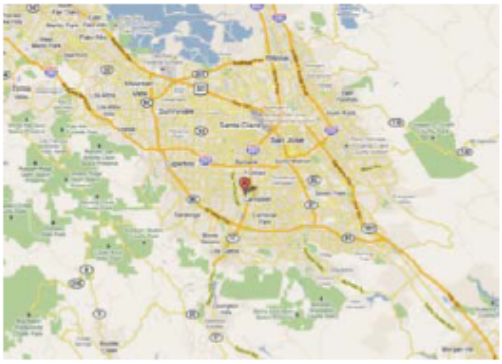


Figure 1. Map of surrounding area
(Source: Google Maps)

Campbell is a city located approximately 6 miles southwest of San Jose, California with a population of 40,161 compacted into 6.5 square miles. Benjamin Campbell was the original founder of the city, having bought 160 acres of land in 1851 and planting it with hay and grain. This land would later become Campbell's downtown core. Mr. Campbell sold one acre of his land to the railroads, and by 1887 the first subdivision was developed, becoming a center for shipping fruit, drying grounds, and canneries, making it an important railroad hub. The City of Campbell was officially incorporated in 1952 (City of Campbell).

Campbell is a residential city with few large businesses. Most residential units in the area are single-family homes, with some condos and apartment complexes scattered in between. The average single family home in late 2009 was $790,611 (City of Campbell).

The city's historic downtown is roughly 1,600 feet in length, running east to west centered around Campbell Avenue, with Civic Center Drive to the north and Orchard City Drive to the south. There is a large variety of residential, office, retail, and restaurant development in the downtown, with buildings generally in the 1- to 3-story range. The 5 blocks that make up the downtown core are each approximately 200 feet in length and width, making the area very walkable.

IMAGEABILITY

Figure 2. Examples of distinct architectural styles and colors in the heart of downtown
(Source: Google Maps)

The different colors, architectural styles, and building heights contribute to the imageability of downtown. The variety of shapes and sizes of each individual building brings out a distinct character for each, combining for a strong, lasting imprint in one's mind.

Figure 3. Examples of differing building angles and setbacks around an intersection
(Source: Google Maps)

The high edgree of variety contribute to strong imageability. The red building stands out, but next to it is a white restaurant that has a recessed outdoor seating area and a triangular roof instead of a flat one, making it very distinct from the red building next to it. Diagonal from the red building is a building that is much taller and has very large windows while facing the intersection at a 45 degree angle instead of being perpendicular. These intricacies contribute to the imageability of the neighborhood.

CASE STUDY: LOCATION NAME

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

LEGIBILITY

The street layout of downtown is very simple, with 2-way Campbell Avenue being the main thoroughfare surrounded by one-way streets to the north and south and smaller streets connecting these major arteries, making the area very legible.

Figure 4. Gateways mark the beginning and end of downtown's boundary
(Source: Google Maps)

There are 2 gateways to the historic downtown, one on the east end and one on the west end. These are major reference points that help to make downtown legible.

Figure 5. The historic water tower acts as a reference point for orientation and direction
(Source: Google Maps)

The historic water tower serves as a major reference point due to its high visibility from all parts of downtown. Pedestrians can determine which part of downtown they are in by looking at the water tower to gain a sense of relative location.

TRANSPARENCY

Figure 6. Large windows make walls see-through
(Source: Google Maps)

Figure 7. Outdoor seating areas extend the inside of buildings
(Source: Google Maps)

Buildings in downtown portray a high degree of transparency, with buildings that have large see-through windows where people outside can see the activity occurring inside and vice-versa. The outdoor café/restaurant seating adds to the transparency of the building/sidewalk relationship, as the seating acts as an extension of the building that shows the pedestrian what the inside of the building is being used for. The low density of tree coverage also means a high transparency between sidewalk and vehicular lanes.

CASE STUDY: LOCATION NAME

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

COMPLEXITY

Figure 8. Building setbacks and street furniture add to an area's complexity
(Source: Google Maps)

The complexity of colors and shapes stimulates the eye. There are building setbacks as well as balconies and awnings of different shapes and sizes. A large variety of street furniture can also be seen in downtown, with chairs and tables of types seen placed across the sidewalks. The sidewalk width also varies in different parts of the area.

Figure 9. A variety of infrastructure types presence the area, adding to the area's complexity
(Source: Google Maps)

Different building types, such as commercial and residential, presence the area with their large variety of shapes, sizes, and colors. Different trees and vegetation types can also be seen, along with banners that hang down from the streetlamps. Campbell Avenue (seen on the left) is two-way, whereas the streets to the north and south are one-way. The light rail tracks going across the 2 streets that connect the city to the rest of Santa Clara County interrupts the streetscape, adding to the area's complexity.

COHERENCE

Figure 10. Visual order at Civic Center
(Source: Google Maps)

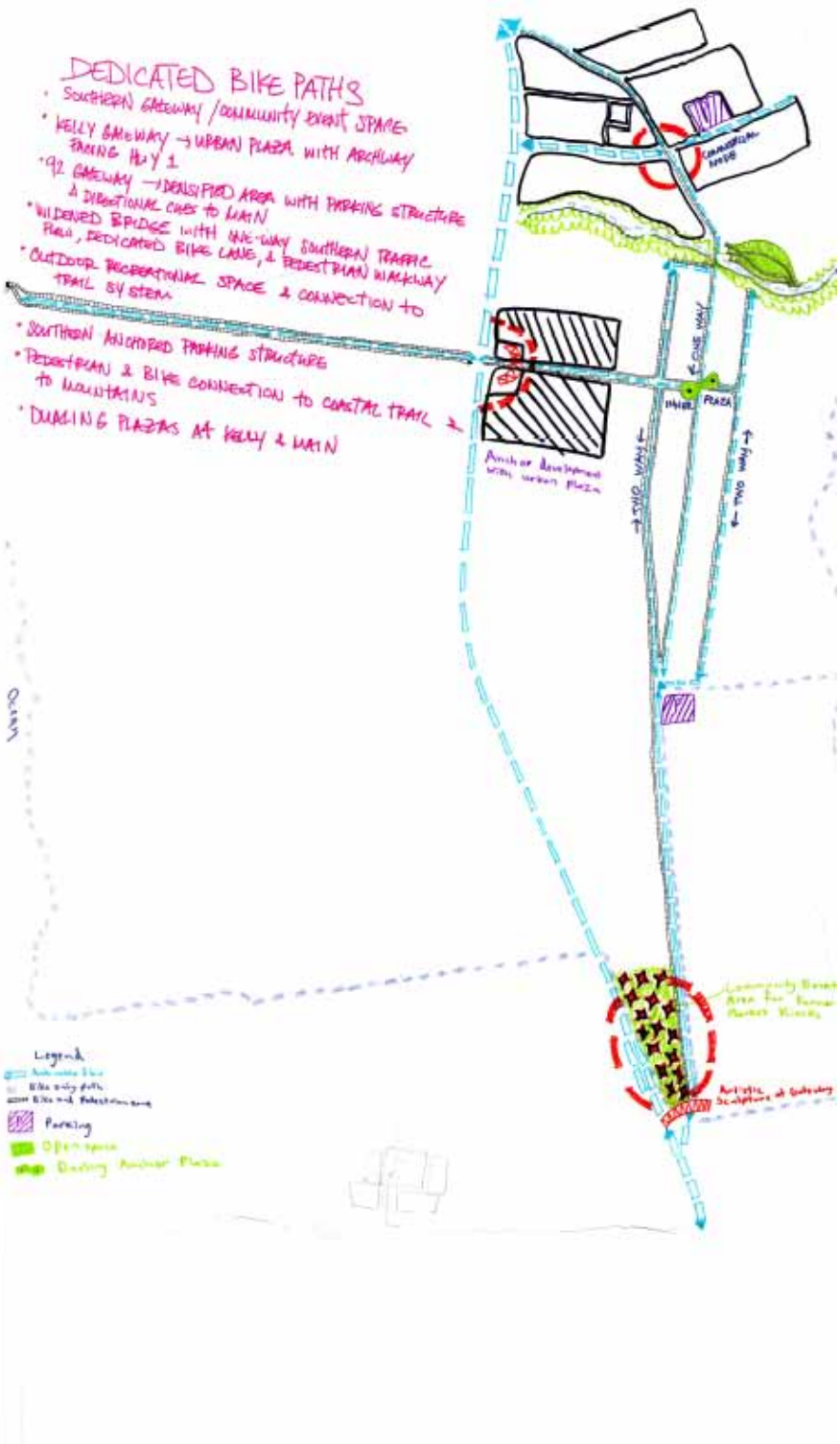
The Civic Center is a staple of downtown that contributes to the sense of coherence in the area. There is a strong sense of visual order given by the two paths, lamp posts, and flags, which are all symmetrical to the building in the background. The different color schemes and materials of the walkways also indicate where the boundary is between the Civic Center and the street sidewalk, adding to the feel of order.

Figure 11. Example of symmetry along the street
(Source: Google Maps)

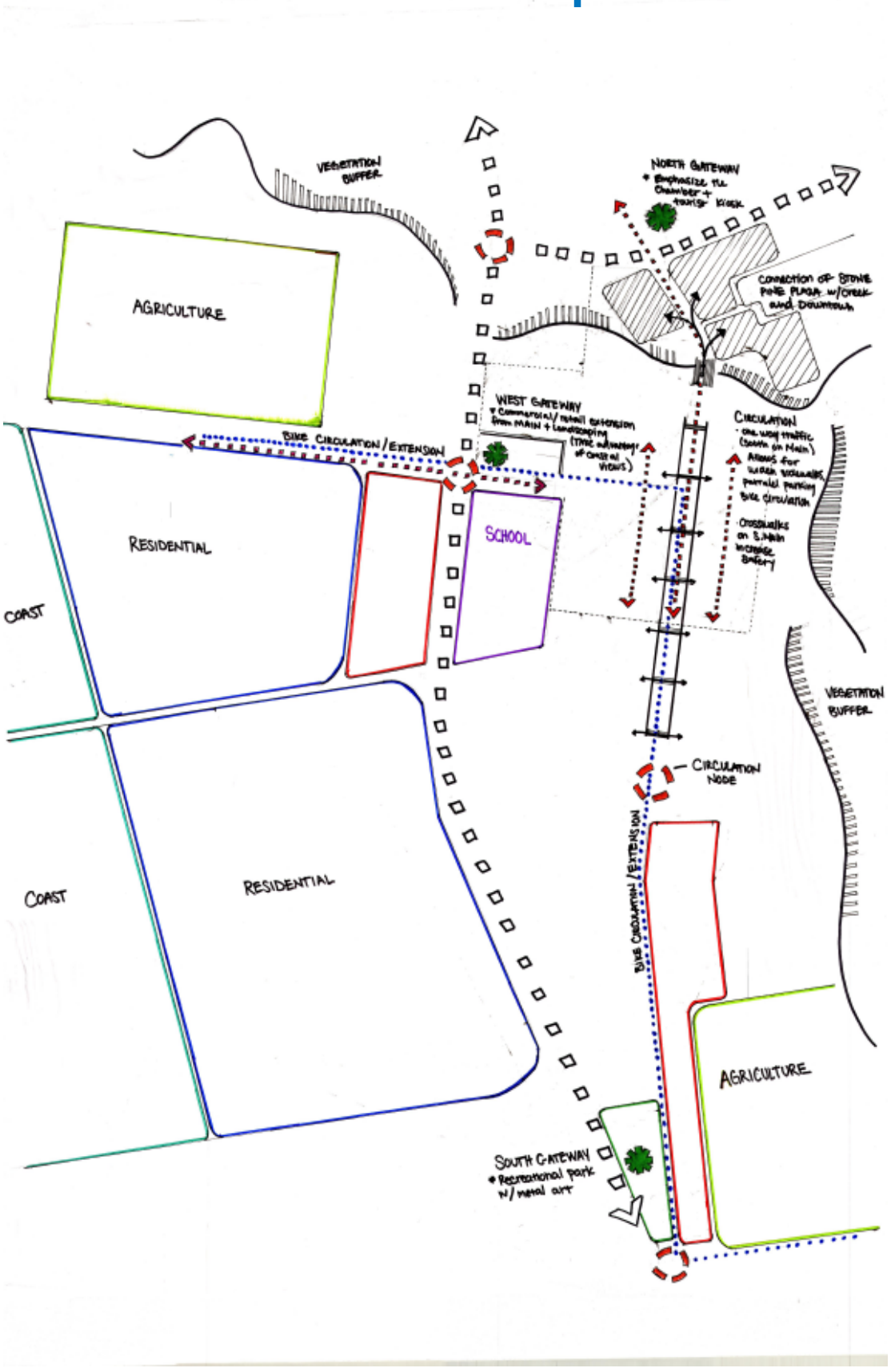
There is a strong sense of visual order along Campbell Avenue. The trees are evenly spaced and generally of the same type. The benches, trashcans, streetlamps, and pedestrian bulb-outs are generally symmetrical to each other across the street. The light red areas of the sidewalk indicate areas for resting/waiting, whereas the light grey encourage movement. The building heights and arrangements are generally fairly stable as one traverses the area, with no building looking out of place.

Alternative Concept Plan

Alternative Concept Plan



Alternative Concept Plan



Alternative Concept Plan

Appendix D: Community Workshop

Do you want to Improve Downtown?

We need your ideas!

Half Moon Bay

Community Workshop

Saturday April 9

10:00am to 12:30pm

Old Train Depot

110 Higgins Canyon Road

Conducted by graduate students from the
City and Regional Planning Department, Cal Poly San Luis Obispo
for the City of Half Moon Bay's Planning Department
For questions please call (650)726-8250

Quieres Mejorar el Centro ?

Necesitamos tus ideas!

Half Moon Bay

Oficina Comunitaria

Sábado 9 de Abril

10:00am – 12:30pm

Old Train Depot

110 Higgins Canyon Road

Realizado por estudiantes de posgrado del
City and Regional Planning Department, Cal Poly San Luis Obispo
para City of Half Moon Bay's Planning Department.
Para preguntas por favor llame (650)726-8250

WORKSHOP 1 GROUP DISCUSSIONS:
REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

WHAT WOULD YOU LIKE TO KEEP?

Green Spaces/ Parks

- Cemeteries are lovely green spaces
- Mac Dutra Park/ seating/ also incorporates the Latino Community
- Fernandez Park (Main & Spruce)
- The large trees along Main St, especially the Cypress tree that was cut down

Use/Structure

- Cohesive downtown
- School is in town
- Library access from DT
- Mixed use
- Adaptive reuse
- Farmer' s market at Kelly and Hwy 1
- Quiet residential areas surrounding/near Main St.
- Walkability and pedestrian orientation
- Scale between 1-3 stories
- Tourism
- Small town feel.. no chain stores, keep the "mom & pop' stores

Historic Design & Architecture Quality

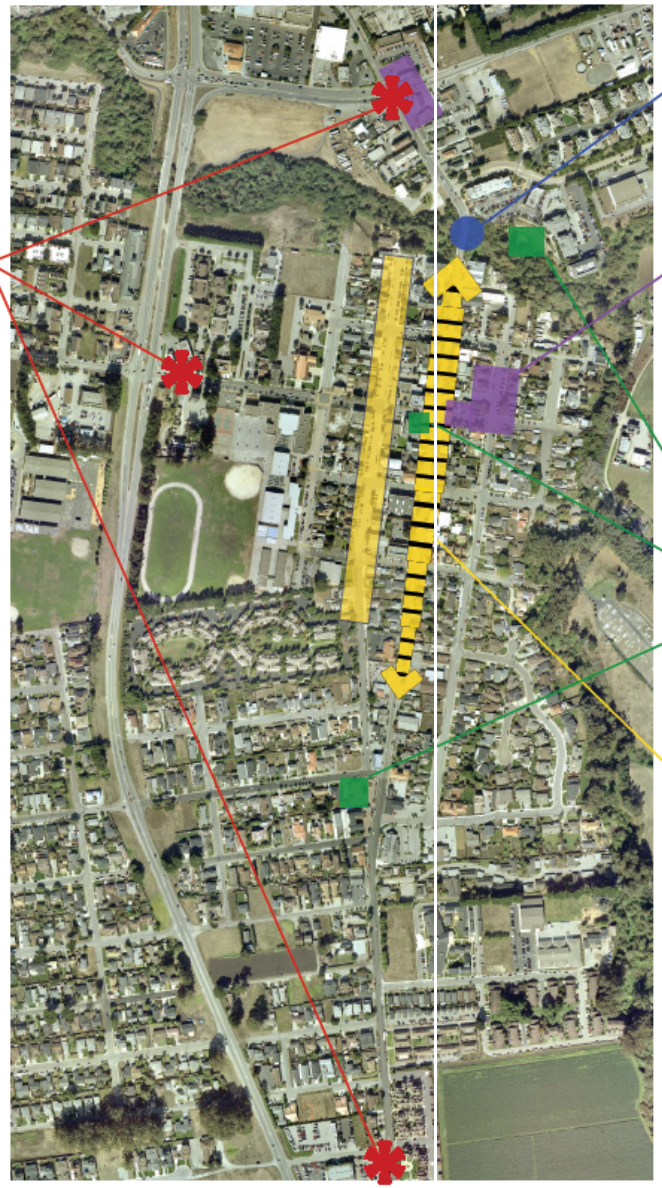
Generally preserve and restore buildings
- Buildings along Correas & Main
  - Especially architecture from early 1800s..not beyond 1950s
- Adaptive reuse rather than entirely new structures
- 1900 style architecture, new buildings blend well with old ex: Palm Tree Court
- Quaint, historic, craftsman homes
- The Bridge should be restored

Emphasize/encourage/restore/preserve historic facades & interesting architecture
- Zaballa House
- San Benito House
- Nice Old Building
- Cunha Market
- IOOF/ Odd Fellows Building
- HMB Inn
- Kelly St. Gallery Building
- Craftsman House
- Plum Tree Inn
- Bettencourt House
- Cetrella Restaurant

Workshop 1 Group Discussions:

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

What would you like to CHANGE?



Gateways

Northern (San Mateo Rd & Main St)
- Signage is easily missed, too busy and unfocused
- Lack of direction and connection to downtown (Northern section)
- Visitors' kiosk and Chamber of Commerce do not stand out

Western (Highway 1)
- Too many signs at once, difficult to focus
- Congested at Kelly Ave & Hwy 1
- Gateway Arch across Kelly Ave

Southern (Higgins Canyon Rd, Hwy 1, Main St)
- Get rid of the 'cheese wedge'
- Better signage to DT – as it is now, many visitors go to the harbor and think it's DT, they don't know about Main St

Bridge/Creek

Covered bridge or make it better
Barriers prevent any connections to DT
Creek is overgrown and overlooked; transients gather there making it seem unsafe

Streetscape

Street lighting is lousy, glare from the lamps/too low (height)
Uneven parts of the sidewalk, some residential areas have no sidewalks
Main St, south of Correas Street is not inviting/not pedestrian friendly
Higher trees: low trees obscure view of building and as they are now, many of them are at sign level making it difficult to read the signs
Get rid of dead zones/ infill vacant lots/ abandoned buildings (Coastside Publishers vacant for 10 yrs; vacant gas station at Kelly and Main; car wash at San Mateo and Main uninviting)
Streets and sidewalks not regularly cleaned
Not enough public seating or public restroom access
Not enough bike parking
Sidewalks too narrow in many parts along the street
No drinking fountains

Green Spaces/Parks

MacDutra Park is too small
MacDutra Park is 'sketchy' and always avoided
Fernandez Park is too small
Carter Park taken over by vegetation

Traffic/Parking

Possibly a study of traffic along Main; poor flow, no good places to turn around; can get congested at times
Parking ordinance is too restrictive; they prevent the restoration of some structures
Public parking signage
Biking and even crossing the street is difficult

WORKSHOP 1 GROUP DISCUSSIONS:
REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

WHAT WOULD YOU LIKE TO ADD?

Creek
- Possible connection to the coast and the pier
- Public park ... enhance the creek
- A path connecting to DT
- Foot bridge to the church
- Create trails and hiking paths

Spanish Town (East)
- Redevelopment
- Entrance statement
- Trailhead
- Public transportation center
- Shuttle/jitney service to DT

Tourism
- Overall, more organized and structured visitors' information center/kiosk
- Chamber of Commerce should have more prominent signage
- Directional information
- Map orienting: "you are here.."
- Ecotourism
- Shuttle service through DT

Gateways

Northern (Main & San Mateo Rd)
- an element should be placed before the intersection to alert drivers
- tourist information kiosk
- redevelop NE corner of Main & San Mateo Rd, should reflect historic character of DT

Southern (Higgins Canyon, Hwy 1, Main St)
- Landmark/signage to welcome to DT

Western (Hwy 1 & Kelly Ave)
- Signage/something to make a statement of entrance to DT
- Shuttle service?
- Highlight connection to the coast/harbor to the DT retail/commercial (Main St & Filbert)
- Signage and information

Retail/commercial
- Extend retail/commercial to Johnston and Purisima
- Demarcate zone/district (Filbert
- Create clusters of similar stores/ zones ex: galleries/antique stores
- Emphasize antique section along East San Mateo Rd
- Vacant lots = storefronts should match DT historic

Green spaces/Parks
- Create a series of pocket parts along Main St
- Add courtyards and park space in breezeways, create pedestrian outlets
- Community park at the east end of town
- Spaces for childrens' activity, playground/ swing set
- MacDutra Park is too small
- Fernandez Park is too small, add to it
- Create informal gathering spots for community activities: for children

Parking/Circulation
- Consider ways to encourage pedestrian flow and control vehicle flow
- Make Main St & Purisima Stone way
- Possible traffic study
- Create a turnaround point at Fernandez park so cars can go back to DT
- Open up Main Street, provide less street parking.
- Consolidate parking into structures or side streets
- Perhaps making a pedestrian only zone on section of Main St & Purisima
- Consider bike lanes and trails for tourists and bikers passing through

Streetscape
- Fountain
- Repair/repave/clean sidewalks
- Widen sidewalks, bulbouts, to make more room for street furniture, trees, and walking space
- Kelly Ave, west of the church is not pedestrian friendly, lots of potholes/ no sidewalk
- Clear distribution of/more planters and benches
- More public seating
- Bicycle lane/bike parking
- Public restrooms
- Close Main Street and create a pedestrian promenade

Mixed Use/ residential areas
- Create more affordable housing south of Filbert
- Encourage more facilities for residents
- More mixed use on southern end of Main St./ draw people south

Community Activities/ Identity
- Promote activities/events for entire community
- Build on characteristics of the area to create community identity/branding
- Whole Food Coast/ local food movement
- Emphasize/promote big local events
- Take advantage of the connection to the coast
- Create a public square or town center

Appendix E: Focus Group Workshop

DOWNTOWN HALF MOON BAY
CONCEPT PLAN
URBAN DESIGN PLAN
PARKS: CULTURAL CENTER PLAZA
ISSUES:
• poor use of space and visually unattractive
• the space doesn't take advantage of view sheds
GOALS:
• creating a community space in the heart of downtown
• enhance visual connectivity between main st. and the historical jail
• a place for exhibiting local artwork
PARKS: MAC DUTRA PARK
ISSUES:
• lacks visibility
• uninviting
• underutilized
GOALS:
• promote an active and inviting place
• create a social space
• encourage pedestrian activity
DESIGN GUIDELINES
ISSUES:
• lack of consistency in design
• lack of distinction between districts
GOALS:
• promote cohesive design of buildings in defined districts
• ensure quality of design and architecture
• preserve and highlight the downtown historic character
GATEWAYS
ISSUES:
• city lacks visible entry points
• downtown isolated from main circulation routes
GOALS:
• create visual identity
• improve wayfinding
• capture activity
• new urban plazas
CIRCULATION
ISSUES:
• city lacks visible entry points
• downtown isolated from main circulation routes
• downtown traffic concentrated on Main Street
GOALS:
• create visual identity
• expand downtown area
• capture activity
• simple circulation pattern
STREETSCAPING
ISSUES:
• downtown lacks visual identity
• sidewalks too narrow for pedestrian groups
• angled parking hard to exit
• no bike facilities
GOALS:
• create visual identity
• expand sidewalk size
• switch to parallel parking
• add bike lanes
CAL POLY CITY AND REGIONAL PLANNING DEPARTMENT
HALF MOON BAY DESIGN STUDIO

CONCEPT PLAN: CIRCULATION

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

CIRCULATION, STREETSCAPING, LINKAGES

KEY FEATURES

TRAFFIC & BIKE LANES – Main Street and Purisima Street will become one-way arterials in order to alleviate congestion and encourage more pedestrian usage. Kelly Street will remain a two-way arterial and will encourage more people to travel between downtown and the beach/coast.

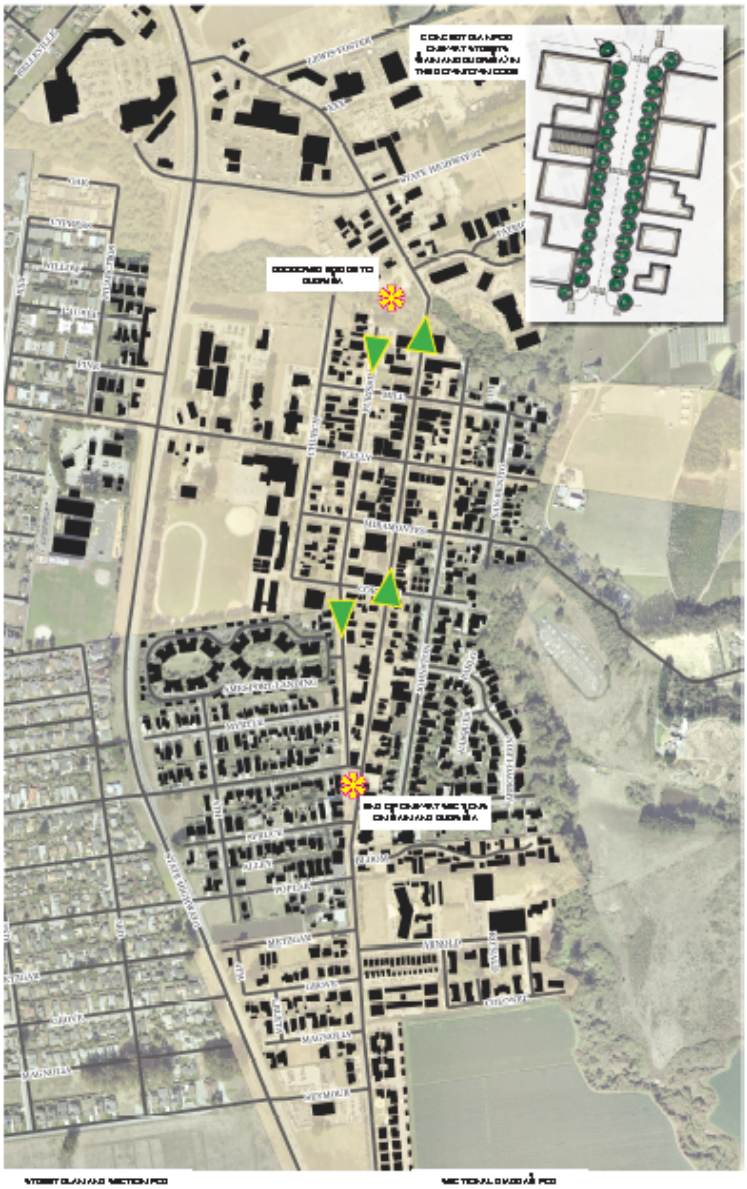
BRIDGES – The existing Main Street bridge will be improved to support future demand and will accommodate northbound traffic on Main Street. A new bridge will be constructed to accommodate southbound traffic on Purisima Street.

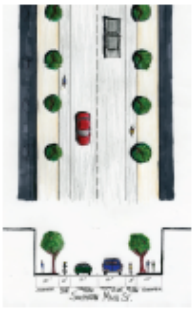
STREET PARKING & SURFACE PARKING LOTS – On-street parking on Main Street and Purisima Street will be positioned for parallel parking, allowing for wider sidewalks and street right-of-ways. A new surface parking lot is proposed at the empty lot at northern end of Church Street.

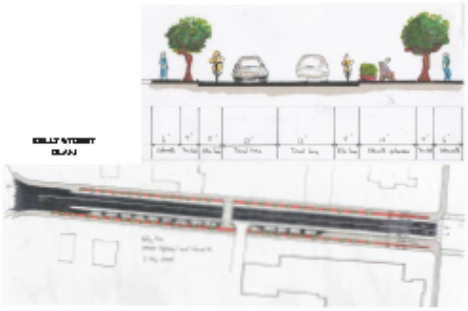
PEDESTRIAN & BIKE PATHS – The creek path will be enhanced to be more inviting to pedestrians and bicycles, and will provide a link between downtown and the coast.

SIDEWALK CONFIGURATION – Sidewalks along Main Street and Purisima Street, will be widened by four feet. The area between trees will be delineated by brick pavers and will be used for public seating, outdoor dining, and planters.

PEDESTRIAN CROSSINGS along Main Street will be raised to further improve safety and ease the tension between the street and the sidewalk. Intersections will be cobblestone, which will act as a traffic calming measure and will add to the aesthetic quality of the space.







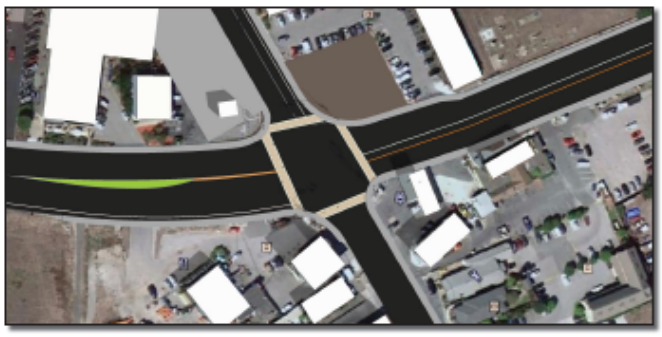
CAL POLY: CITY AND REGIONAL PLANNING DEPARTMENT HALF MOON BAY DESIGN STUDIO

CONCEPT PLAN: GATEWAY

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

EAST (MAIN+92)

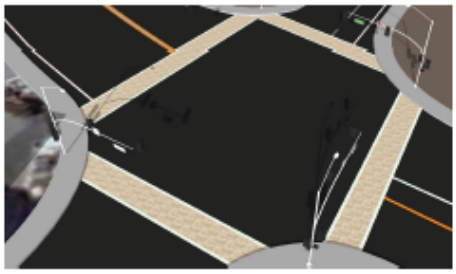
Coastal gateway from the Bay Area



Siteplan

Inspiration

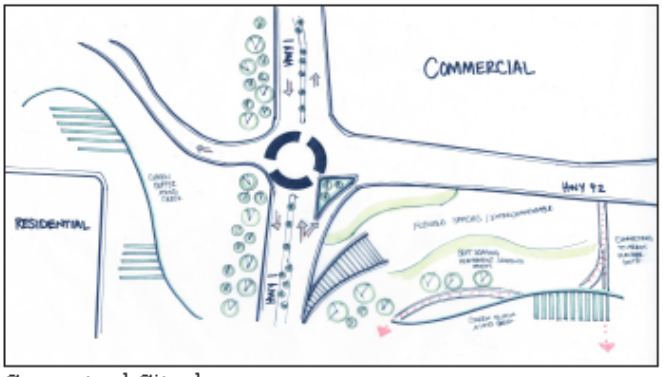
Mural to signify the existance of Downtown



Paver-Crosswalk to enhance walkablity

NORTH (HWY 1 +HWY 92)

Teaser Landmark : Builds anticipation upon arrival to the West and North Gateway



Conceptual Siteplan

Inspiration

Connection : Visual Opportunities

Connection : Circulation Networks

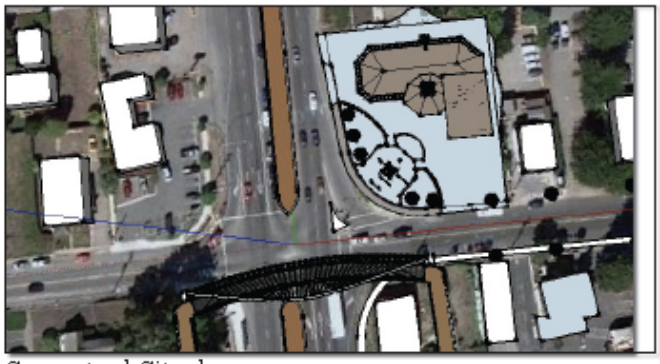
CAL POLY : CITY AND REGIONAL PLANNING DEPARTMENT HALF MOON BAY DESIGN STUDIO

CONCEPT PLAN: GATEWAY

REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

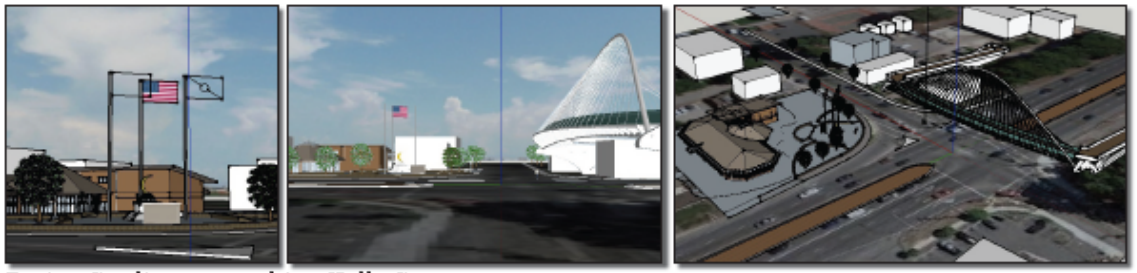
WEST (KELLY+HWY 1)

Directive Entrance to Half Moon Bay downtown



Conceptual Siteplan

Inspiration



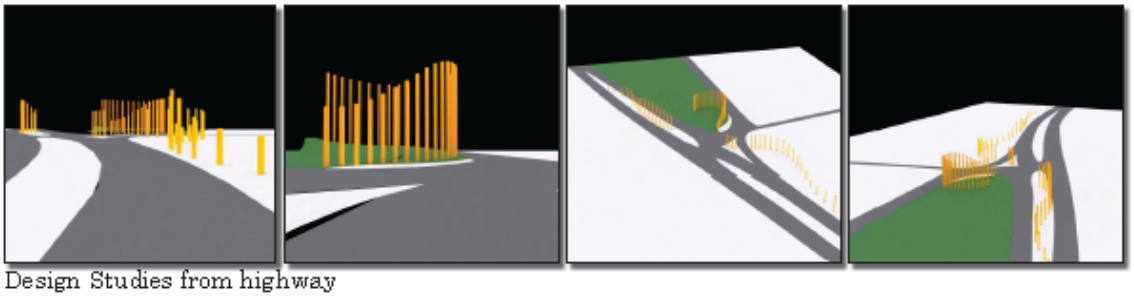
Design Studies approaching Kelly Street

SOUTH (MAIN+HWY 1)

Arrival Experience : Creative installation as highway focal point

Conceptual Siteplan

Inspiration



Design Studies from highway

CAL POLY: CITY AND REGIONAL PLANNING DEPARTMENT HALF MOON BAY DESIGN STUDIO

CONCEPT PLAN: PARKS + PLAZAS
REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

KELLY STREET PROMENADE

Key Features

Provide a terminus and recall point to Kelly
- Close to vehicular traffic
- Linear landscape design
- Central element Fountain
- Mostly hardscaping

Provide a pedestrian plaza for public use
- Outdoor seating
- Showcase the agricultural significance of the city
- Space for local vendors
- Kiosks for permanent selling of flowers

Fountain / Central Feature

Permanent Flower Market

CITY HALL PLAZA

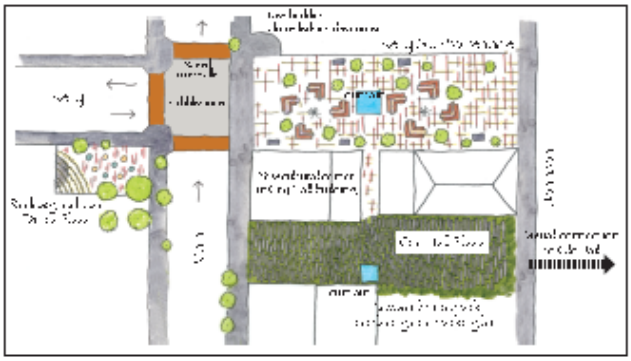
Key Features

Adapt City Hall building into a cultural center
- A cafeteria to the existing city hall with outdoor seating
- Permeable paving
- Space heaters to use space in colder days
- Public space and landscaping will allow outdoor movies
- Buffer landscaping to prevent disruption to from neighbors
- Building will hold activities for children, space for art exhibits, small auditorium, and a cafe open to the outside

New park replacing existing city parking lot
- Strengthen visual connection to Old Jail
- Display pedestals for sculptures by local artists
- Fountain and benches
- Seating for the new cafe located in the building

Outdoor Seating

Sculpture Garden



Seating as Ghost Planter

Ravens burrowhood at grass

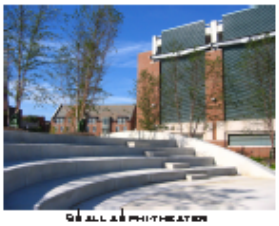
MAC DUTRA PLAZA

Key Features

- Increase the functionality of the existing park
- Remove the existing kiosk, seating and landscaping
- Lit landscaping
- Space heaters
- Pleasant place for people to gather
- Add cafeteria seating (small movable tables and chairs)
- Introduce a new art piece
- Provide space for performers and a small stage

Patio Dining

Art Feature



Small Amphitheater

Gold Rest Trail Network

Circuit Training Station

Dog Park

CARTER PARK + CREEKSIDE TRAIL

Key Features

Increased visibility on and through the park
- Selective tree removal
- Permeable and eco-friendly paving materials
- Lighting for nighttime activity

Increased connectivity on park to downtown and existing trail network
- A trail (bike, pedestrian and equestrian) path through the park to connect to the existing trail network
- Increased functionality of the park
- Additional seating
- Dog park
- Circuit training stations along the Carter Park trail and connecting path
- Playground and specialty areas

CAL POLY: CITY AND REGIONAL PLANNING DEPARTMENT HALF MOON BAY DESIGN STUDIO

URBAN DESIGN GUIDELINES: MAIN STREET
REDESIGNING PLACE: DOWNTOWN HALF MOON BAY

URBAN DESIGN GUIDELINES
Introduction

The following design guidelines provide a set of principles and concepts that provide the framework for the general maintenance, improvement, and future development of Downtown Half Moon Bay. By setting a high standard for architectural articulation, building materials, and streetscape elements these guidelines encourage future changes to enhance existing buildings and streets.

An important component of future design addresses the importance of preserving and restoring historic structures and defining elements of the downtown core. All aspects of the public and private realm that interact with the public should create a cohesive, pedestrian-friendly environment for visitors and members of the community.

The downtown area consists of a diverse mix of residential and commercial uses, requiring specific design criteria and requirements. To sufficiently address different uses, the following elements discuss the relationship between the building, street, block, and district.

Types of development and use:
- Residential
- Commercial
- Commercial Residence
- Mixed Use
- Open Space

Elements of the private/public realm:
- Facades/Architectural Styles
- Openings (windows & doors)
- Setbacks
- Corners
- Overhangs & Canopies
- Lighting & Signage
- On-site Parking

MAIN STREET
General Design Guidelines

Main Street is the commercial core and central artery of Downtown Half Moon Bay. New and existing strucutres should seek to highlight Main Street's history, culture, and eclectic mix of architecture. Any improvements or development along Main Street should enhance the pedestrian experience, fostering walkability and the active use of the public realm.

RESIDENTIAL AREA GUIDELINES
& BUILDING DESIGN

The majority of residential structures on Main Street represent the craftsman and bungalow style of architecture and are concentrated in the southern portion of the downtown area. An important factor for the future development of residential structures is for buildings to integrate into the existing style, scale, and massing.

Facades & Architectural Style
New building facades are encouraged to reflect the style, scale, and massing of existing residential structures.

Setbacks
Buildings should have sufficient space from the sidewalk for front lawns and landscaping.

Corners
Corner buildings can be larger but should reflect a distinct style or design.

Lighting
Ornamental lights, porch lights, and walkway illuminating effects should reflect the style of the structure.

Openings
All main entryways and openings should face the street.

Driveways
Narrow driveways are encouraged, garages should be set back from the main building.

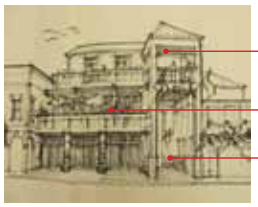
COMMERCIAL AREA GUIDELINES
& BUILDING DESIGN

These guidelines suggest design features for commercial properties that will express Main Street's historic character. Establishing appropriate criteria for commercial design is crucial for maintaining the cohesiveness of the structures in the area while incorporating contemporary design ideals.

Parking
Parking lots should be located in back or to the side of commercial uses if they are to have on-site parking; landscaping or trees should hide them from view.

Lighting
Lighting must be human-scale and should be regularly-placed to enhance safety. It should complement the small-town atmosphere of the downtown.

Signage
Signs in the downtown may vary in location, either on the building front or on a separate sign or awning that overlooks the pedestrian walkway.



Facades and Architectural Styles
Features such as balconies, arches, trim or columns present in existing buildings should be incorporated into or harmonize with the features of new buildings.

Overhangs and Awnings
Awnings, arcades, or flags should visually enhance and define the public walkway and entice and concentrate pedestrian traffic along the storefronts.

Openings
Windows on Main Street should be large and enhance the transparency of the street wall, making uses within buildings visible and inviting to pedestrians

COMMERCIAL IN RESIDENCE AREA GUIDELINES
& BUILDING DESIGN

These guidelines emphasize the value in preserving historic, residential structures while allowing for commercial uses. A key factor in the successful integration of new uses is emphasizing consistency in design features and coherence to the neighborhood block.

Lighting & Signage
Buildings, walkways, and signage should be sufficiently illuminated.

Openings
Windows and doors should be large enough to promote transparency and connectivity to the outside, without overwhelming the building.

Setbacks
Setbacks should be consistent with those of surrounding buildings, promoting visual order.

Facades & Architectural Style
Key features of building facades and architectural styles should reference the past while integrating the surrounding landscape.

Overhangs & Canopies
Overhangs and canopies should not be overbearing and should fit in with those of surrounding buildings.

Parking
On-site parking would ideally be located behind the main structure.

MIXED USE GUIDELINES
& BUILDING DESIGN

The mixed use guidelines emphasize sensitivity towards the historic character and quality that define Main Street Half Moon Bay, and differentiates it from other commercial districts. It is the uniqueness and quaint quality that makes Half Moon Bay a popular destination, which is why restoring and maintaining the character is of utmost importance.

Facades & Architectural Style
New building facades are encouraged to reflect the style, scale, and massing of existing residential structures.

Overhangs & Awnings
Awnings are encouraged for visual depth and shade. They should not, however, obscure architectural features or damage the historical quality.

Openings
Proportions of windows, doors and architectural features should be maintained as well as vertical window patterns, shapes, and sills on the second floor.

Lighting
Lights should be confined within site boundaries and placed on building entrances and pedestrian ways. Light fixtures should be architecturally relevant to building which it's attached.

Signage
Custom artistic and creative signs that reflect local history are encouraged and should compliment the architecture on which it's displayed.

Parking
Parking lots should be landscaped on both interior and exterior, screened from public spaces by use of planters, low lying walls, and other similar elements.