



GARDEN
DELI
CAFE

HALF

MOON

BAY

STREETSCAPE
MASTER PLAN

July 2024

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PROJECT ACKNOWLEDGMENTS



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HALF MOON BAY
CALIFORNIA

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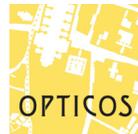
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CONSULTANT TEAM

TOOLE
DESIGN



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TABLE OF CONTENTS

Section 1 Project Introduction	1
Section 2 Outreach and Engagement.....	5
Section 3 Existing Conditions	13
Section 4 Main Street Conceptual Design	25
Section 5 Main Street Design Guidelines	51
Section 6 Implementation	65

APPENDICES

- Appendix A Half Moon Bay Existing Conditions
- Appendix B Discovery and Design Charrette Summaries
- Appendix C Streetscape Master Plan Survey Summary of Findings

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EXECUTIVE SUMMARY

Conceived as part of the Coastside Recovery Initiative (CRI), the Half Moon Bay Streetscape Master Plan is a visioning effort focused on increasing the vibrancy and resiliency of downtown Half Moon Bay by reimagining the City's economic and social core: Main Street. The Master Planning process was a year-long effort and is the result of meaningful community conversations with residents, business owners, and visitors. The vision for Main Street is grounded in core design principles that prioritize accessibility for people of all ages and abilities, and a design vocabulary that is inspired by Half Moon Bay's coastal community context.

The Streetscape Master Plan is focused on Main Street, stretching from Highway 1 to the north and south. The Plan addresses three distinct segments of Main Street that are unique in function and feel: Heritage Main Street, South Main Street, and North Main Street, with an emphasis on the historic four blocks of Heritage Main Street. Building on prior work, the Plan considers the unique needs of each segment, while aiming for cohesion across all of Main Street.

This Plan is the result of considerable effort from City staff and community members alike, and the City is committed to seeing the Main Street vision through to implementation. This Plan is just the first step in that process; with the extensive engagement efforts and the resulting design concepts presented in this document, the City is poised to pursue a number of different funding mechanisms that will help propel it from visioning to implementation.







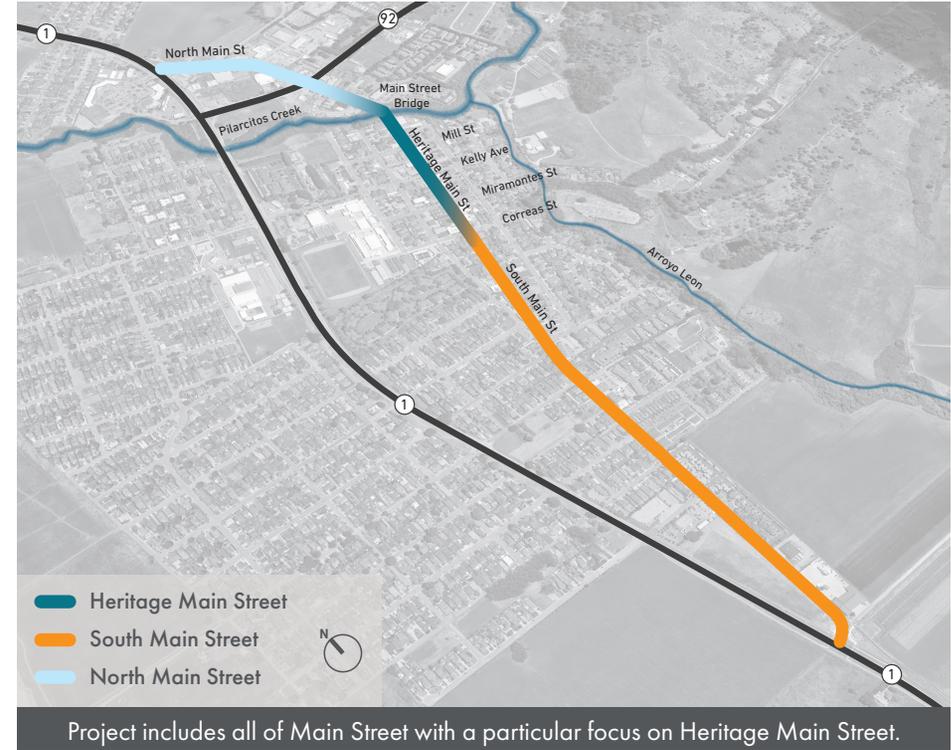
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1

INTRODUCTION

BACKGROUND AND PURPOSE

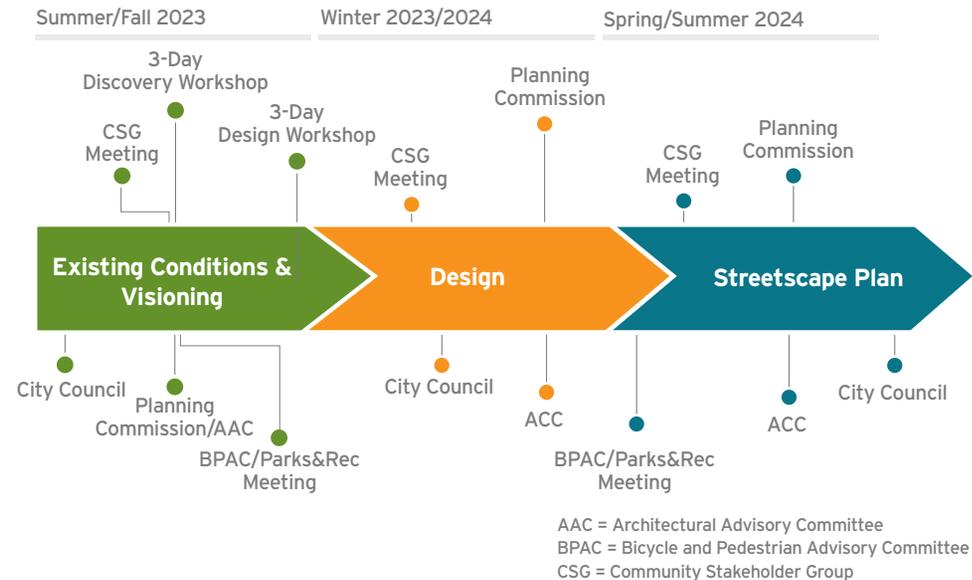
In June of 2023 the City of Half Moon Bay launched the Downtown Streetscape Master Plan as a direct response to the recommendations made in the Coastside Recovery Initiative (CRI). The Streetscape Master Plan proposes a new vision for Half Moon Bay's Main Street from Highway 1 to the north to Highway 1 to the south with a more detailed focus on the four blocks of Heritage Main Street (just south of Pilarcitos Creek bridge to just south of Correas Street). At its core, the Streetscape Master Plan is a guiding document for the City to work toward enhancing the unique character of Main Street and Half Moon Bay and includes design concepts and a materials vocabulary intended to create a more attractive, accessible, and economically vibrant Main Street. The Streetscape Master Plan offers a comprehensive blueprint that considers the needs of residents and visitors.



Process and Timeline

The Streetscape Master Plan was developed over a year-long effort from June of 2023 to July of 2024 with a robust engagement effort. The engagement process is summarized in Section 2 of this document with additional information in Appendix B.

The project included three distinct phases: a thorough review of existing conditions and visioning with the community, developing and refining design concepts based on community direction, and preparing the Streetscape Master Plan.



The Coastside Recovery Initiative

Common goals found within the Half Moon Bay community include a shared interest in preserving the natural beauty of the Coastside, supporting the local economy, and creating great public spaces. This collective ethos is evident in the development of the 2022 Coastside Recovery Initiative (CRI). CRI was conceived as a response to the challenges of the economic fallout from the COVID-19 pandemic, as well as the persistent issue of limited economic diversity in the region, which hinders sustainable long-term growth. The initiative aims to chart a course forward by implementing targeted relief measures and establishing economic and social policies in both the near and long-term.

For further details, the comprehensive report detailing the Coastside Recovery Initiative's findings and recommendations can be found here: coastsiderecovery.com

Impetus for the Streetscape Master Plan

One of four focus areas and working group teams within CRI was Team Vibrant. Their objective was to address the question, "How can we create vibrant commercial and community spaces?" This question was particularly focused on coastal business districts. In response, Team Vibrant created a list of recommendations including a proposal to redesign Half Moon Bay's Main Street to improve accessibility, mobility, and economic activity. As a result of Team Vibrant's recommendations, this Streetscape Master Plan effort was launched to develop a conceptual design and toolkit aimed at improving Main Street.

Main Street Action Items

Team Vibrant identified several issues that need to be addressed including the obstruction of Main Street's historic buildings by dense tree canopies, the inconvenient placement of bulky trash cans, and angled street parking. More specifically, angled parking reduces visibility for vehicles backing out of spots and needlessly takes room from the right-of-way resulting in narrow sidewalks and limited space for people to sit or gather. Team Vibrant also highlighted the need for improvements to the City's downtown parks and affirmed the City's adopted Parks Master Plan findings that Kitty Fernandez Plaza is falling below its potential in terms of community and economic benefits.





02

OUTREACH +
ENGAGEMENT

ENGAGEMENT FRAMEWORK

Throughout the planning and design process, City staff were deeply committed to creating a welcoming environment for all of Half Moon Bay’s community to engage and provide their thoughts on what they would like to see for downtown Half Moon Bay, and particularly Main Street. The concepts and ideas included in the Streetscape Master Plan are in direct response to feedback from the Half Moon Bay community.

The following highlights just some of the engagement efforts. For more detail on the project engagement, please refer to Appendix B.

Public Engagement Plan

The project team developed a Public Engagement Plan at the beginning of the project that identified key stakeholders and described detailed goals, strategies, and desired outcomes for outreach and engagement. The Public Engagement Plan included an engagement timeline for the Streetscape Master Plan which was organized around two key multi-day touchpoints, the Discovery Workshop and Design Workshop.

The Discovery Workshop solicited input from a wide range of community stakeholders on how Main Street is currently experienced and what can be enhanced to achieve the project’s goals. The Design Workshop built on the ideas from the Discovery Workshop to generate preliminary design concepts and provide additional opportunities for community engagement.

Pre-Discovery Workshop	Discovery Workshop	Intermediate	Design Workshop	Post-Design Workshop
June-August 2023	Week of September 11th 2023	September-October 2023	Week of October 23rd 2023	November 2023-July 2024
<ul style="list-style-type: none"> Community Stakeholder Group Mapping Informational Outreach Promote Discovery Workshop 	<ul style="list-style-type: none"> Establish Vision Explore Issue & opportunities Identify Priorities & Challenges Draft “starter ideas” 	<ul style="list-style-type: none"> Evaluate Outreach/Engagement Process Promote Discovery Workshop 	<ul style="list-style-type: none"> Design Iteration and Evolution 	<ul style="list-style-type: none"> Digital Survey Evaluate Outreach Process Develop Design Concepts Develop Draft Plan Public Review of Plan Final Plan

Public Engagement Timeline.

Committee, Commission, + Council

The Streetscape Master Plan was guided by a Community Stakeholder Group (CSG) who represent a diverse group of Half Moon Bay stakeholders. CSG members acted as ambassadors for the Plan, encouraging community participation in the process. They played an active role at key stages of the project to ensure their feedback was integrated into the Plan. Their involvement allowed for various perspectives to be considered, leading to more inclusive design outcomes. Through meetings, and collaborative sessions, the CSG contributed their expertise, insights, and feedback. These touchpoints helped to address potential concerns, identify priorities, and foster a sense of ownership and support for the Plan.

In addition to working with the CSG, the project team met with the Planning Commission, Architectural Advisory Committee, Parks and Recreation Commission, the Bicycle and Pedestrian Advisory Committee, and City Council throughout the planning process.



CSG Members meet during the Discovery Workshop.

OUTREACH + ENGAGEMENT GOALS

- Conduct outreach and engage with a broad range of people.
- Solicit input from community members who do not typically engage and/or have historically been left out of the decision-making process.
- Extract meaningful ideas to inform concepts developed during the plan.
- Create a feedback loop where participants understand how contributions are incorporated.
- Use this effort as a way to create sustained interest in, and engagement with, community members on efforts in downtown Half Moon Bay.

ENGAGEMENT TOUCHPOINTS

Project Website

A dedicated project page was established on the City's website at the onset of the project. The project page provided information on the Streetscape Master Plan process, site area, and timeline and linked to a detailed FAQ document. Regular updates were made to the page to share project updates, post announcements about upcoming events, and encourage community involvement.

Discovery + Design Workshops

The Discovery Workshop took place on September 12-14, 2023. The goals of the Discovery Workshop were to promote awareness of the Streetscape Master Plan, ask for input on existing conditions and desires, and establish a shared vision to form the foundation of ideas later advanced during the Design Workshop. The Discovery Workshop included a mix of public meetings in English and Spanish, open studio sessions, and focus group discussions.

The Design Workshop was held one month after the Discovery Workshop and took place on October 23- 24, 2023. During the Workshop, the project team advanced ideas generated from the Discovery Workshop into conceptual designs for Main Street.

In total, the project team held six open design studio drop-in sessions and facilitated 25 focus group discussions. These engagement opportunities resulted in feedback from 240 community members. Spanish-speaking staff were available for translation during all events.

Detailed summaries of the Discovery and Design Workshop activities and outcomes are included in Appendix B.



Photos from Discovery and Design Workshop events.



Workshop interactive activities and preliminary design concepts developed with the Community.



ENGAGEMENT SUCCESSES

240

Workshop participants

25

Focus groups

6

Open studios with the design team

164

Survey responses

5k

Emails sent to promote participation

Online Survey

A virtual survey was distributed from January 8-February 2, 2024, to provide additional opportunities for the community to give feedback on the ideas and considerations developed during the Discovery and Design Workshop. There were 164 respondents to the survey who were asked questions about how they experienced downtown, getting to and around downtown, their ideas for special downtown locations (e.g., Kitty Fernandez Plaza) as well as their ideas about shorter-term opportunities to enhance downtown.

The survey was available online in both English and Spanish and was advertised on the City’s social media accounts and website. Hard copies were also provided during strategic popups such as during a visit from the Mexican Consulate and at a newly formed Youth Advisory Committee.

An overview of the key takeaways, questions, and comprehensive responses from the online survey are available in Appendix C.

Communications Campaign

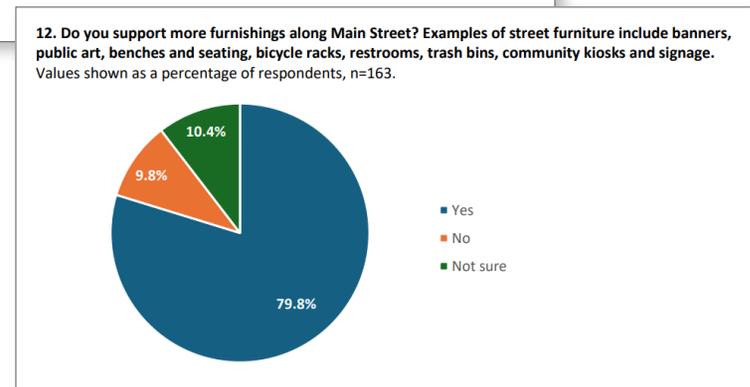
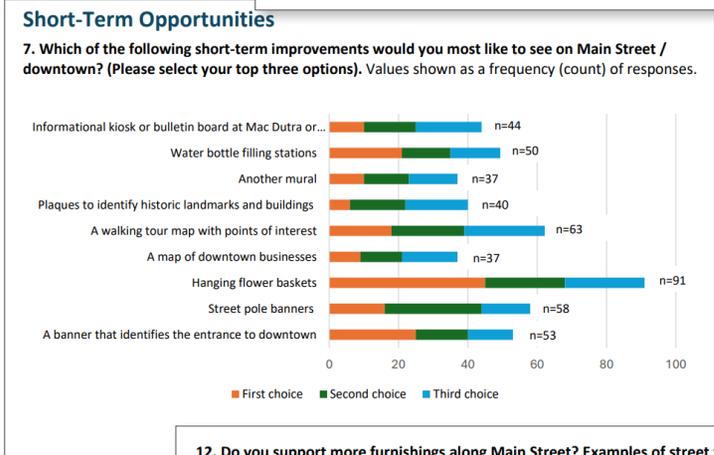
City staff undertook an exhaustive communications campaign encouraging residents, visitors, and business owners, to engage in the many touchpoints throughout the life of the project.

Discovery and Design Workshop engagement opportunities were heavily promoted. City staff distributed over 205 fliers to local businesses and organizations and spread the word to over 4,580 subscribers through the City’s weekly eNews listserv. Additionally, over 24 social media posts were generated to promote the project and invite input. Media coverage included a radio ad on KHMB and print media coverage from the San Mateo Daily Journal, Coastside Buzz, and Half Moon Bay Review.

Downtown Identity and Experience

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

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



Sampling of questions and responses from the Online Survey.



As part of the communications campaign the City of Half Moon Bay distributed flyers, posted on social media, and sent emails to encourage participation.





03

EXISTING
CONDITIONS

HALF MOON BAY LOCAL CONTEXT

Half Moon Bay is a beautiful coastal town located along historic Highway 1, 23 miles south of San Francisco and just north of Pillar Point Harbor. The City is set in a diverse geographic area and is known for its striking landscapes, beaches, and coastal trails. The City also has a rich indigenous, agricultural, and fishing history that continues to be a core part of its identity. Originally inhabited by the indigenous Ohlone people, the City became a Spanish agricultural outpost in the late 18th century. In the mid-late 19th century, Half Moon Bay's modern history began with the arrival of early Portuguese and Italian settlers who built on the agricultural roots of the City and established a prosperous fishing and farming industry. These communities brought with them their traditions, language, and cuisine, which have left a lasting impact on Half Moon Bay. As the town grew, Main Street emerged as the commercial and cultural core of Half Moon Bay. Today, Main Street not only continues to serve as the City's commercial center but also as an expression of the City's vibrant history.



Half Moon Bay is known for its coastal landscapes and agricultural identity.

Local Communities

Half Moon Bay is a relatively small city, with a population of around 12,000, and is home to diverse community groups, ethnicities, and cultures. In addition to its majority-white population, Half Moon Bay is home to a significant Hispanic and Latinx/o/a population, with representation from countries including Mexico, El Salvador, and Guatemala. Half Moon Bay also has a significant migrant farmworker community that plays an integral role in the region's agricultural industry, particularly in the cultivation of pumpkins, flowers, and other crops for which Half Moon Bay is known. Half Moon Bay also has a thriving artist community, with various organizations, galleries, and events supporting local talent.

Tourism

Tourism in Half Moon Bay plays an important role in supporting the local economy and infrastructure. Balancing tourism with the needs of the local population, however, is essential for maintaining the sustainability, livability, and identity of Half Moon Bay. Efforts to balance local needs will continue to involve managing visitor influx and improving transportation infrastructure. Half Moon Bay's coastline is a major draw for tourists for its beaches, trails, and scenic vistas. Main Street itself also serves as a key tourist destination, showcasing the City's rich history and heritage, with a blend of historic architecture dating back to the mid-19th century, local shops, restaurants, and cultural attractions.



Main Street serves as a popular tourist destination in Half Moon Bay.



Half Moon Bay's Main Street hosts world-famous events like the Pumpkin Festival.



Half Moon Bay's collection of murals celebrate the identity and history of the city.

Festivals and Events

Half Moon Bay's identity and character is put on display during important festivals and events in the City. The annual Art & Pumpkin Festival takes place directly on Main Street and is a major draw for tourists. The internationally-renowned festival celebrates the region's agricultural heritage, particularly its pumpkin farms. Main Street also hosts Night of Lights and the Fourth of July Parade along with cultural festivals and concerts throughout the year. The Mavericks big-wave surfing competition one mile offshore in nearby Pillar Point Harbor is world-renowned and brings in both international, national, and regional visitors.

Murals

Murals play a significant role in Half Moon Bay's cultural landscape. Today, many of Half Moon Bay's most notable murals are located on Main Street. One of the most prominent murals, completed in 2022, lies on the south wall of the Cunha County Store and celebrates the pumpkin festival and legacy of agriculture with images of farmworkers, artichokes, sunflowers, and pumpkins. On the opposite side of the building, the Mavericks mural depicts the giant wave. On the south side of 421 Main St is another large mural that depicts the history of the Coastside and the importance of the railroad and agriculture in the region.

MAIN STREET INTRODUCTION

For nearly two centuries, Main Street has been the epicenter of Half Moon Bay, serving as both its commercial and cultural hub and primary thoroughfare. Running through the entire length of Half Moon Bay's urban core, Main Street stretches approximately 1.5 miles from Highway 1 in the north to Highway 1 in the south. There are three distinctly different segments of Main Street: Heritage Main, South Main, and North Main Streets. Today, these three segments lack cohesion with each having a different mix of uses, streetscape configuration, and character. The following pages provide detailed descriptions of these segments, expanding upon the key issues and opportunities outlined to the right.



MAIN STREET. HALF MOON BAY, CAL.

Historic photo of Main Street from the 1910s.

Key Issues and Opportunities

- » The sidewalks along Heritage Main Street are continuous but too narrow, exacerbated by clutter and obstacles like trees, bike racks, and benches.
- » Trees vary in condition, obstruct views, and are in need of replacement. Species with a smaller canopy and more suitable for the climate should be explored.
- » The diversity in streetscape furnishings lacks cohesion. There is an opportunity to introduce a more unified palette to create a more cohesive corridor.
- » Angled parking increases capacity but hampers visibility. Converting to parallel parking can enhance safety and create space for other amenities.
- » Crossings, notably at Highway 1 and Highway 92, pose pedestrian safety concerns due to long distances, right turns on red, and drivers ignoring stop signs.
- » Visitors are often unaware of Half Moon Bay's downtown and inadvertently bypass Main Street when traveling along Highway 1 and Highway 92, highlighting the need for improved wayfinding signage with consistent design language.

HERITAGE MAIN STREET

Heritage Main extends from just south of the Historic Main Street Bridge to Correas Street. Heritage Main Street is the historic center and downtown core of Half Moon Bay, showcasing the small-town charm and atmosphere that defines the City. This section of Main Street is often bustling with activity, and is home to popular local restaurants and businesses as well as some of the more recognizable historic buildings and landmarks in Half Moon Bay. It also serves as the route for parades and various festivals like the 4th of July parade and festival, and the world famous Art and Pumpkin Festival. Heritage Main is also the location of City Hall, Mac Dutra Plaza, the recently opened Opportunity Center of the Coastsides, and is directly connected with the Coastsides History Museum via the City Hall Parking Lot.



Heritage Main Street is the historic center and downtown core of Half Moon Bay.

WALKING

Sidewalks, approximately 6 feet to 10 feet, are present on both sides of the street but their current width poses a challenge to accommodate streetscape amenities and the high pedestrian activity in this area. This is exacerbated by the presence of obstacles and clutter in existing sidewalks including trees, bike racks, benches, and other furnishings. Crossing Heritage Main Street while walking or rolling can feel unsafe because of poor driver behavior, including failure to stop at the four marked stop-controlled intersections in this segment.

During engagement community members consistently expressed a desire for wider, unobstructed sidewalks.

BIKING

Heritage Main Street does not have bicycle facilities and is not a planned bicycle route. In its current setup, visibility and safety issues are a concern for bicyclists due to reverse angle parking. While there is bike parking available, it consists of a varied assortment of fixtures that often pose challenges to securely locking bicycles.

DRIVING + PARKING

This segment includes two vehicular lanes and steep angled head-in parking on both sides. While angled parking can increase parking capacity over parallel parking, it creates challenges related to visibility and also forces larger vehicles to encroach into oncoming lanes. Angled parking requires more space from the right-of-way compared to parallel parking. Reconfiguring angled parking spaces to parallel parking, can help alleviate visibility and safety challenges and free up space for other uses such as sidewalks and streetscape amenities.

FURNISHINGS

Streetscape furnishings along Main Street are concentrated in the Heritage Main Street segment and include seating, lighting, bike racks, trash receptacles, and planters, which vary in style and aesthetic character. Directional, and informational signage along Main Street is lacking and has inconsistent visual vocabulary. The Streetscape Master Plan presents a valuable opportunity to introduce a more unified furnishing and signage palette to create a more cohesive corridor.

STREET TREES

Dense canopy trees face challenges due to restricted growing conditions in small tree pits, leading to sidewalk upheaval in areas. Given the cooler Mediterranean climate of Half Moon Bay, the shade provided by dense canopy trees is not critical. Additionally, dense canopy often cover historic building facades and hinder visibility.

Many community members would like trees with a smaller canopy that won't obscure facades and can filter sunlight in the winter months

There is a need to retire aging trees and explore alternative species that have smaller canopies and are better suited to the local climate.

OPEN SPACE

Open spaces along Heritage Main Street play an important role in activating the streetscape. Mac Dutra Plaza, centrally positioned at the intersection of Main Street and Kelly Avenue, serves as a prominent gathering spot opposite City Hall.

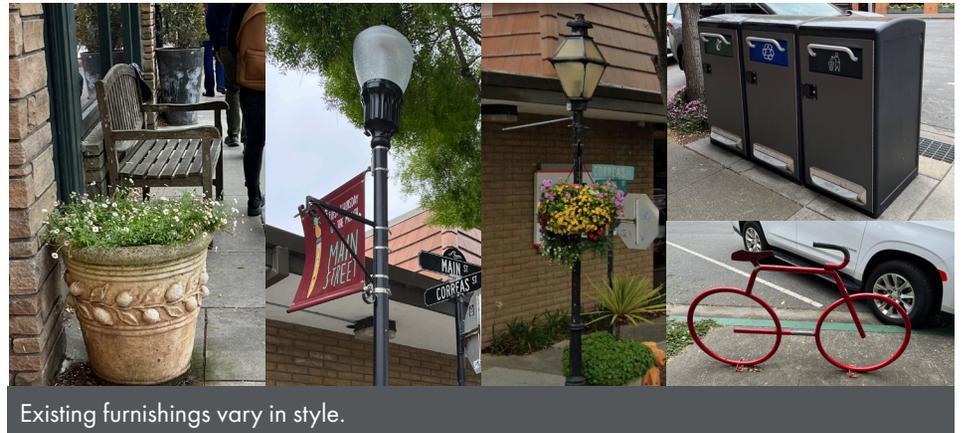
A planned pocket park will replace the existing City Hall parking lot, providing connections to the Coastside History Museum, as well as a new area for the Spirit of Life Bell, fixed seating, and new tree plantings.



Canopy trees often obscure historic building facades.



Narrow sidewalks are exacerbated by clutter and streetscape furnishings.



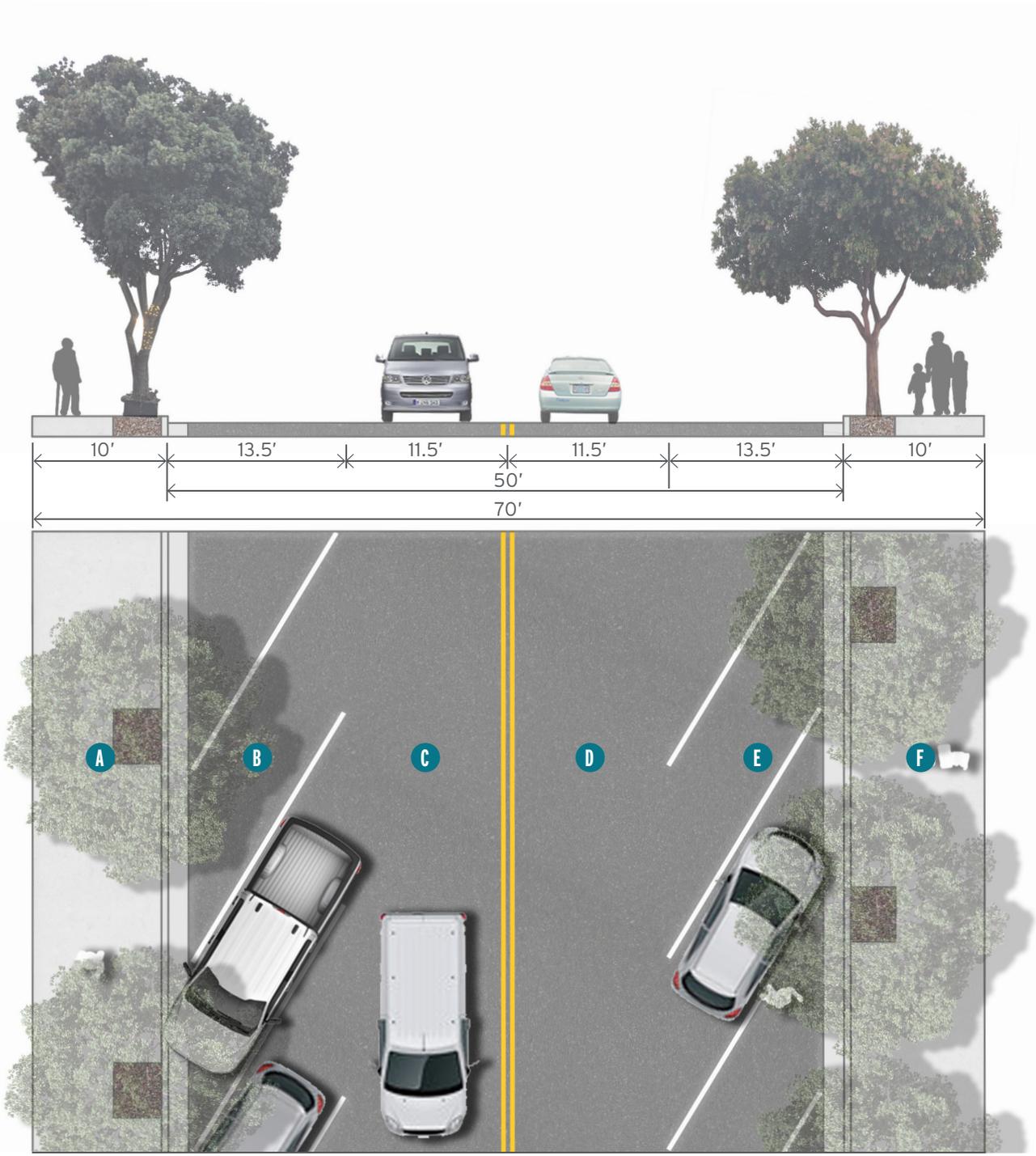
Existing furnishings vary in style.

Heritage Main Existing Typical Cross-Section

Not to Scale

Overall Widths	
Public Right-of-Way	70'
Curb to Curb Pavement	50'

Street Mode Assembly		
A	W. Sidewalk, Tree & Furnishing Zone	10'
B	W. Front Angle Parking Lane	13.5'
C	Southbound General Travel Lane	11.5'
D	Northbound General Travel Lane	11.5'
E	E. Front Angle Parking Lane	13.5'
F	W. Sidewalk, Tree & Furnishing Zone	10'



SOUTH MAIN STREET

South Main Street begins at Correas Street and terminates at Highway 1. South Main Street is quieter and more residential in character with single family homes, multi-family duplexes, and the occasional business flanking either side of the street. Due to lack of trees and vegetation, community members noted that this segment of Main Street has too much hardscape and is not pleasant to walk along.

Notably, this stretch of Main Street is home to many senior residents and the Senior Coastsiders community. This portion of Main Street is also the location of IDES Portuguese Hall, Kitty Fernandez Plaza, and the Coastal Repertory Theatre, from north to south, respectively.

In South Main Street the roadway cross section changes from angled parking (on Heritage Main Street) to parallel, while maintaining two vehicular lanes and sidewalks on both sides, with sparser, widely



South Main is quieter and more residential in character than the rest of Main Street.

spaced trees. Kitty Fernandez Plaza is located along South Main Street at Filbert Street. Kitty Fernandez is relatively large (.24 acres) but underutilized and lacks diversity of scale and character. Many community members also noted that the plaza feels “cold” and “uninviting” due to pervasive hardscape and a continuous wall that stretches along its eastern edge fronting Main Street.

Private driveways are located along the western edge and are accessed from and through the north end of the plaza. These driveways add to the real and perceived notion that the plaza is unwelcoming and not intended for use by the general public.

Community members commented on the lack of greenery along South Main Street and the need for more open space for lawns, play areas, and pop-up events.



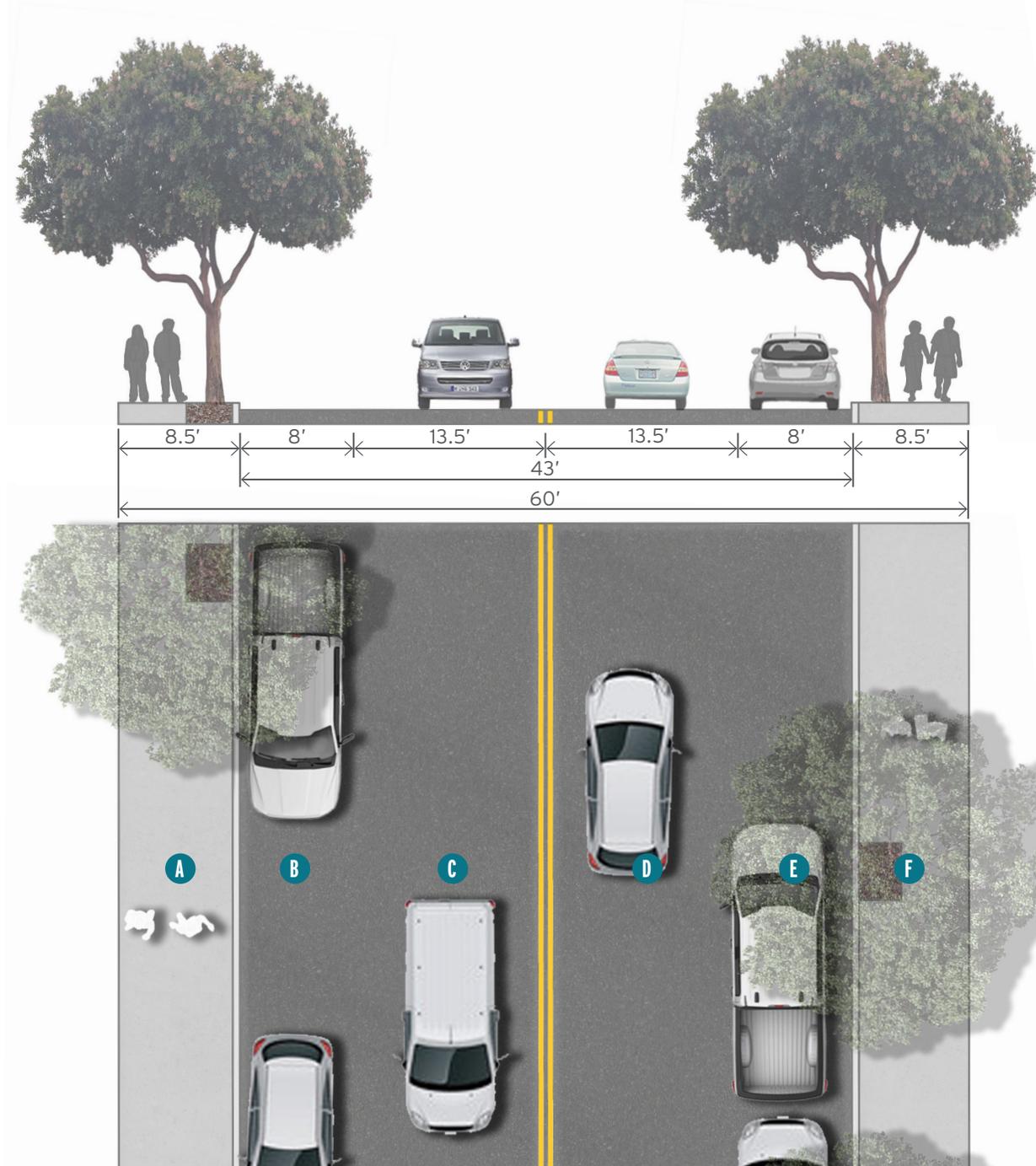
Kitty Fernandez could benefit from more greenery and improved connections to the street.

South Main Existing Typical Cross-Section

Not to Scale

Overall Widths	
Public Right-of-Way	60'
Curb to Curb Pavement	43'

Street Mode Assembly		
A	W. Sidewalk, Tree & Furnishing Zone	8.5'
B	W. Parallel Parking Lane	8'
C	Southbound General Travel Lane	13.5'
D	Northbound General Travel Lane	13.5'
E	E. Front Angle Parking Lane	8'
F	W. Sidewalk, Tree & Furnishing Zone	8.5'



NORTH MAIN STREET

North Main Street begins on the north side of the Historic Main Street Bridge and extends to the intersection of Highway 1. This area is characterized by larger-scale shopping centers and chain stores. Today, the intersections of Main Street with Highway 1 and Highway 92 in North Main offer key gateways to Main Street. However, the absence of clear directional signage poses a challenge. Improved signage is necessary to guide vehicles from Highway 1 and Highway 92 into Half Moon Bay and onto Main Street.

There are sidewalks on both sides of North Main Street with tree pits along the inner edge and utility poles, signs, and light poles are on the outer, curb side edge of the sidewalk. This creates a narrow and meandering path of travel for pedestrians. There are also several driveways along North Main Street that result in multiple points of conflict

Community members expressed fear taking children on bikes along North Main, noting frequent driveways and fast moving vehicles approaching intersections.

with both the sidewalk and the narrow bike lanes on either side of the street. Large, heavy traffic intersections cross Highway 92 and Highway 1 and are designed for large vehicles. Curb radii are large and create long

crossings for those walking and rolling. Commercial land use and access to highways in this segment result in higher speeds as drivers accelerate from and toward Highway 1 and Highway 92. As such, North Main often feels unsafe for those traveling along or across it without a car.

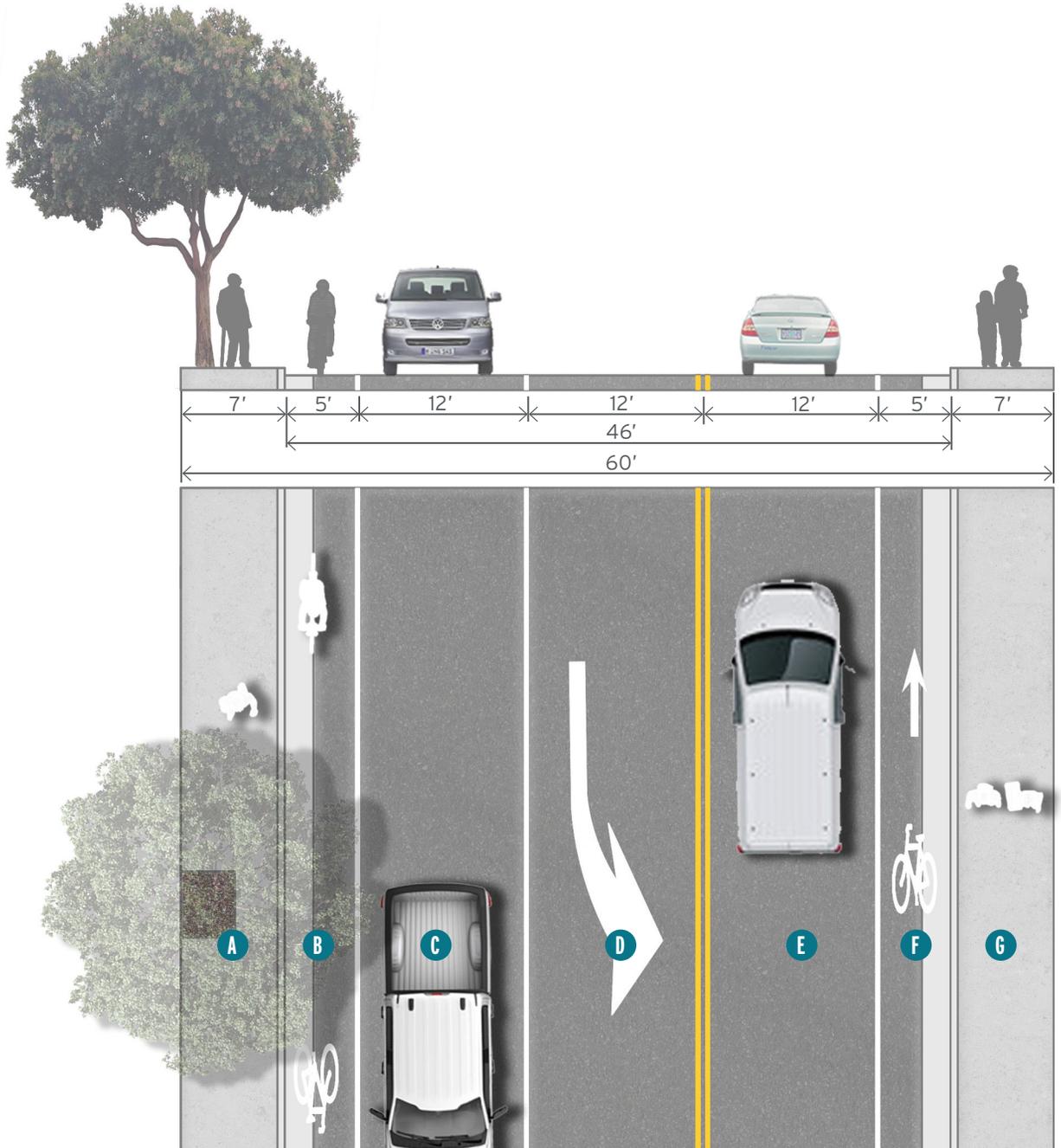


North Main Existing Typical Cross-Section

Not to Scale

Overall Widths	
Public Right-of-Way	60'
Curb to Curb Pavement	46'

Street Mode Assembly		
A	W. Sidewalk	7'
B	W. Bike Lane	5'
C	Southbound General Travel Lane	12'
D	Turn Lane	12'
E	Northbound General Travel Lane	12'
F	E. Bike Lane	5'
G	E. Sidewalk	7'







04

MAIN STREET
CONCEPTUAL
DESIGN

OVERVIEW

The Main Street Conceptual Design section is focused on the design vision for Heritage Main, North Main, and South Main (including Kitty Fernandez Plaza). The design vision, principles, and resulting concepts are a direct result of community feedback and ideas and chart a course for the City to usher in a new era for Main Street. This section starts with the design vision and principles - guiding statements that informed the design concepts and should be kept in mind as the City moves forward with implementation.



Design Vision + Principles

The design vision for Main Street is a cohesive, safe, and enjoyable experience along the entirety of Main Street that celebrates Half Moon Bay's prominence as a thriving, beautiful coastal community. The following list of core design principles emerged from this process, especially from community voices, and should inform Main Street design decisions for the city moving forward:

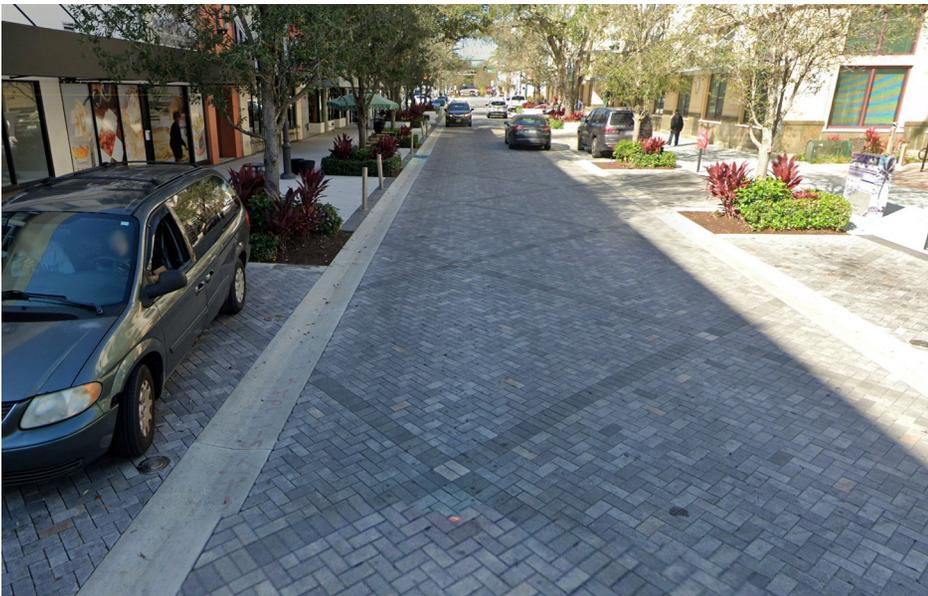
- 1. Improve accessibility by employing a streetscape design that accommodates people of all ages and abilities**, adhering to universal design principles.
- 2. Rebalance the allocation of space dedicated to car storage** to improve pedestrian experience and allow for vibrant social and economic exchange.
- 3. Find opportunities for co-benefits within the right-of-way to improve pedestrian experience** and address the City's sustainability and green infrastructure goals, such as incorporating green infrastructure elements.
- 4. Plan for flexibility along the extents of Heritage Main** to accommodate future uses, festivals, and parades.
- 5. Address safety at intersections by employing curb extensions** and other daylighting design solutions to calm traffic, increase pedestrian safety, and provide additional space for streetscape amenities.
- 6. Apply a cohesive, coastal-inspired furnishing and landscape palette** that celebrates the rich history, culture, and diversity of Half Moon Bay and unifies all of Main Street.
- 7. Replace aging and unsuitable tree species** with a more appropriate selection.
- 8. Plan for resilience with drought-tolerant plant species, holistic stormwater management strategies.**
- 9. Reimagine Kitty Fernandez Plaza** as an integral part of Main Street.

HERITAGE MAIN STREET

The overall approach to Heritage Main Street is to create a beautiful, flexible, functional space that can live well into the future for the City of Half Moon Bay. From business owners, residents, and visitors alike, we heard the importance of a place-based approach to design, honoring first that downtown is a place to be and secondarily as a place to move through.

The design solution is oriented toward creating human-centered experience in downtown, and prioritizes creating spaces that will contribute to the social and economic vibrancy of Half Moon Bay. The design features a flush, curbless street which allows for better accessibility for anyone with mobility impairments, and provides flexibility for street closures and festivals, allowing the street to function similarly to a plaza.

Parking shifts from angled to parallel in this concept, allowing for widened sidewalks and ample room for café and retail spillover space. Widened sidewalk space provides opportunities to incorporate better street tree planting conditions, and additional vegetation such as green infrastructure plantings or planters at curb extensions near intersections or driveway aprons. The concept also proposes that parking on perpendicular streets (Mill, Kelly, Miramontes, and Correas) shifts to, or remains, angled parking - formalized through curb extensions and striping. While the shift from angled to parallel parking on Heritage Main Streets results in fewer parking spaces, there is usually ample on-street parking on adjacent downtown side streets. For more information on the proposed parking strategy, see page 49.



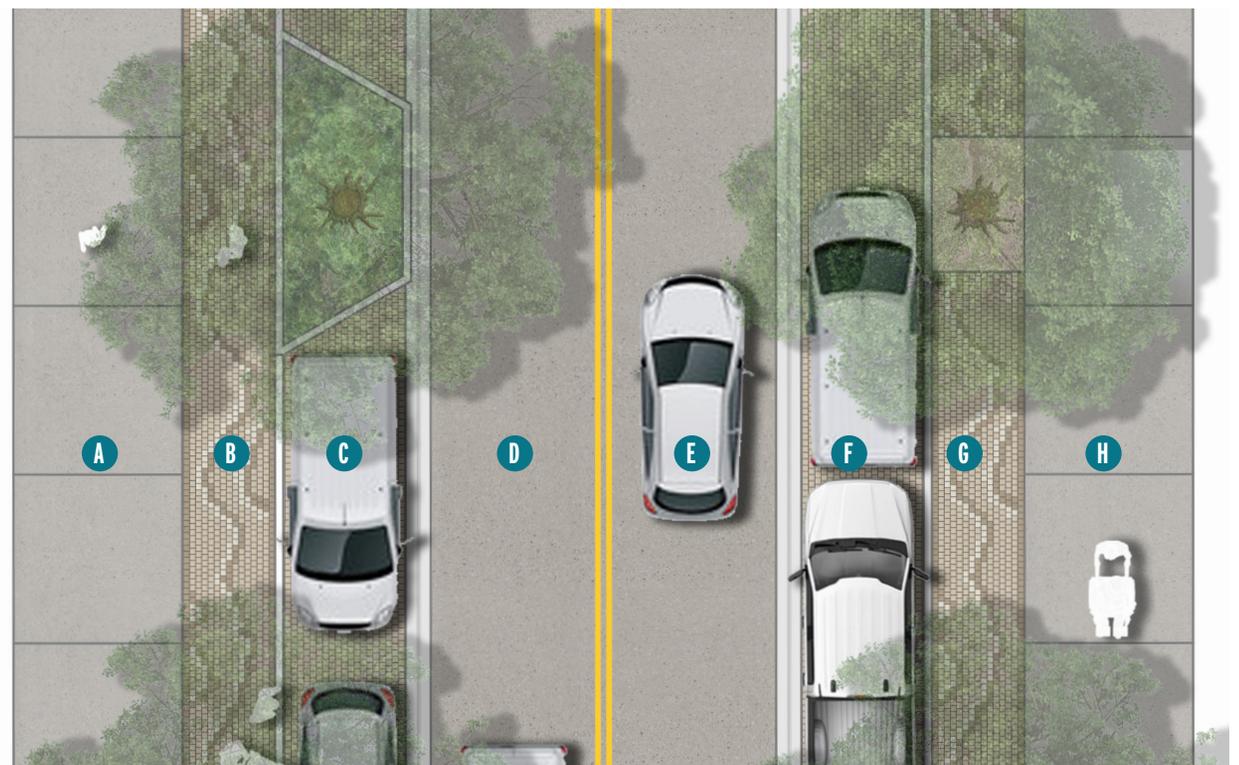
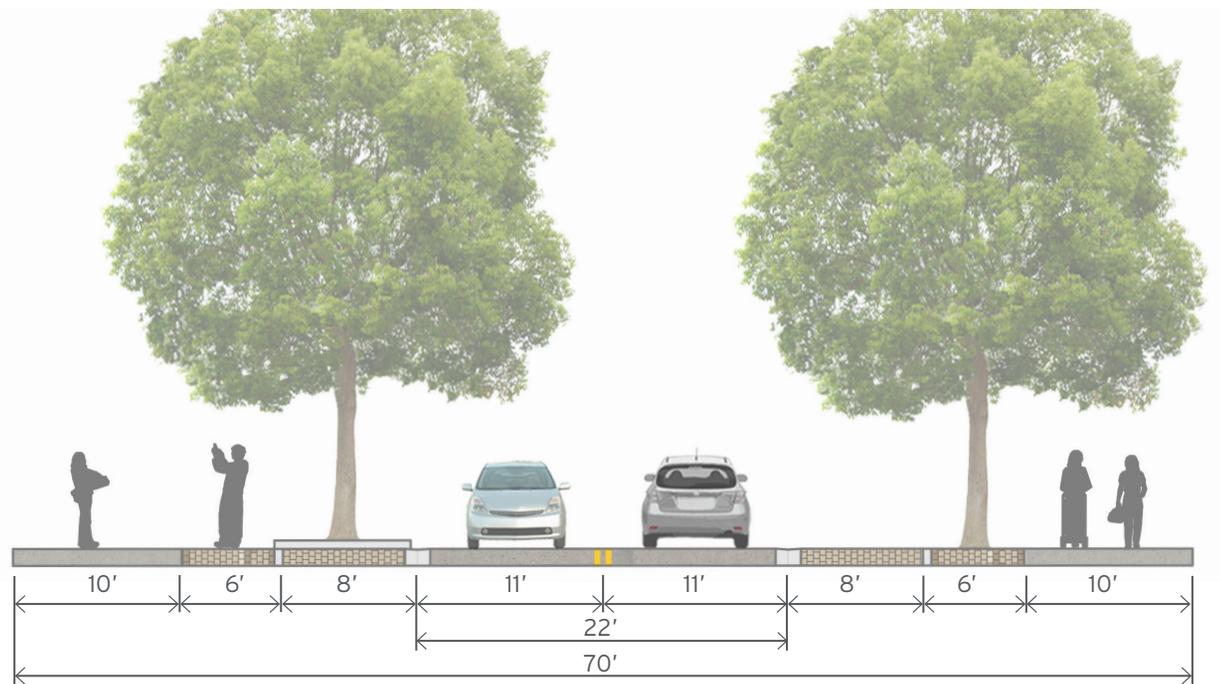
Examples images of flush streets that can operate like a “plaza” and when the street is closed for events – including parades and festivals – the walking space is seamless and allows for maximum flexibility.

Heritage Main Street Conceptual Cross-Section

Not to Scale

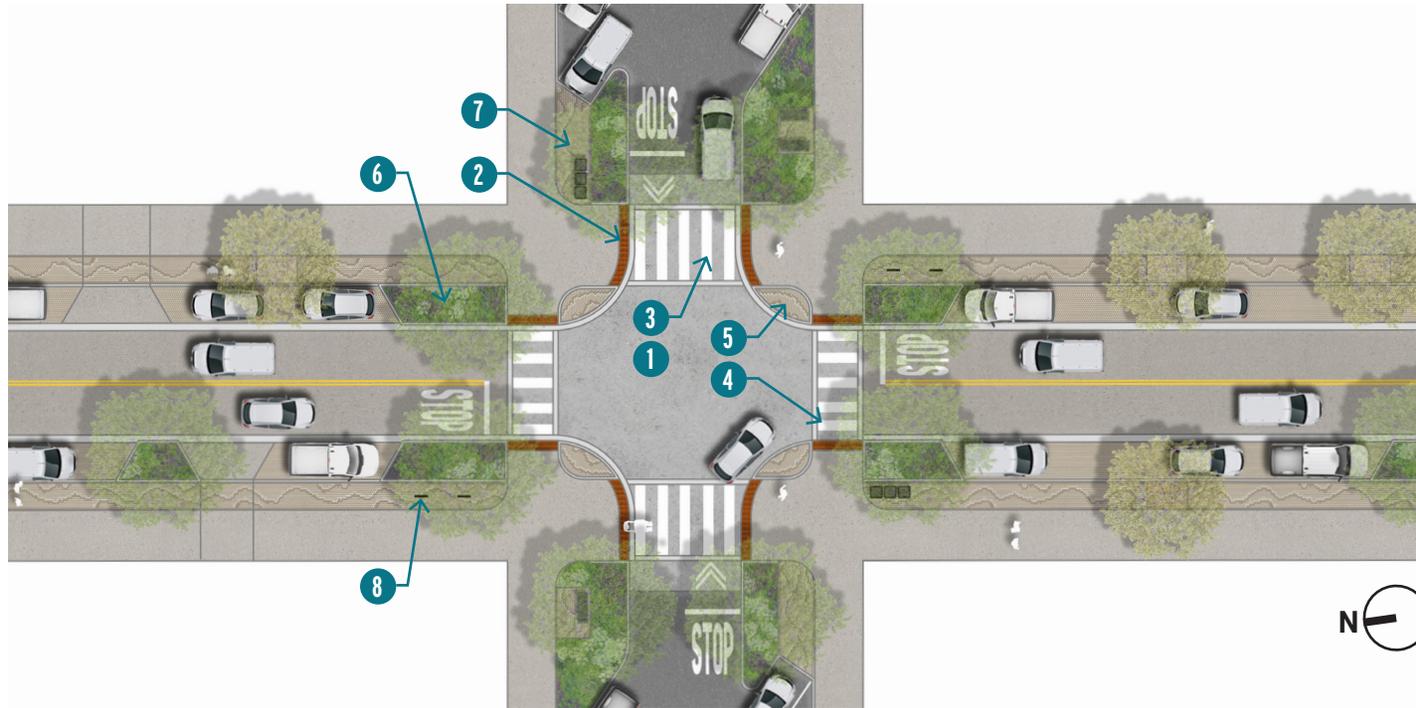
Overall Widths	
Public Right-of-Way	70'
Curb to Curb Pavement	22'

Street Mode Assembly		
A	W. Pedestrian Clear Zone	10'
B	W. Furnishing Zone	6'
C	W. Parallel Parking Lane & Flexible Bulb Outs	8'
D	Southbound General Travel Lane	11'
E	Northbound General Travel Lane	11'
F	E. Parallel Parking Lane & Flexible Bulb Outs	8'
G	E. Furnishing Zone	6'
H	E. Pedestrian Clear Zone	10'



Heritage Main Street Conceptual Intersection Enlargement Plan

Not to Scale

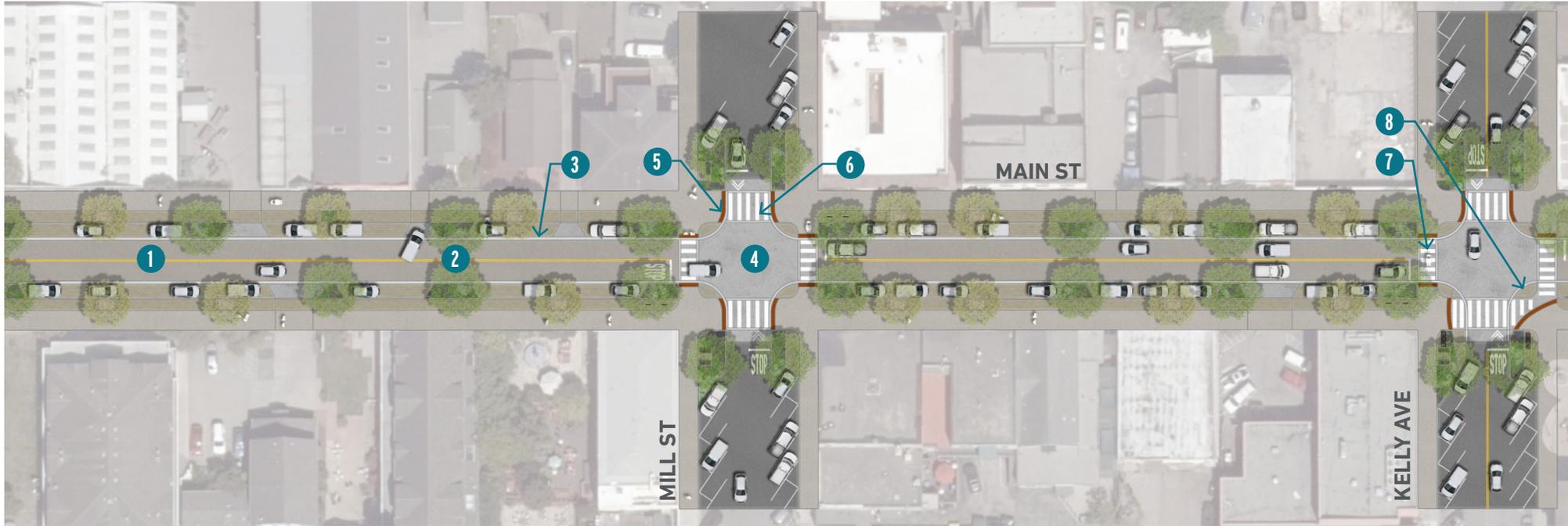


FEATURES

- 1 Raising the intersection and Heritage Main Street roadway provide a level crossing for people walking and rolling and slow approaching traffic.
- 2 Attractive, high contrast, cast iron detectable warning surfaces mark the street crossings and aid those with visual impairments.
- 3 North-south crosswalks are widened to 16-feet and marked with high visibility striping.
- 4 East-west crosswalks are widened to 10-feet and marked with high visibility striping.
- 5 Curbed corners filled with the bluff paving pattern mark the vehicular travel lanes and shorten the crossing distance in the crosswalks.
- 6 Flexible bulb outs in the on-street parking zones provide space for additional street trees, green infrastructure, and gathering spaces. The bulb outs and street trees help to narrow the street and calm traffic.
- 7 Gathering areas with benches and waste receptacles are provided at the corner bulb outs. These spaces can also be used by adjacent businesses.
- 8 Bike parking is provided with racks throughout Heritage Main Street.

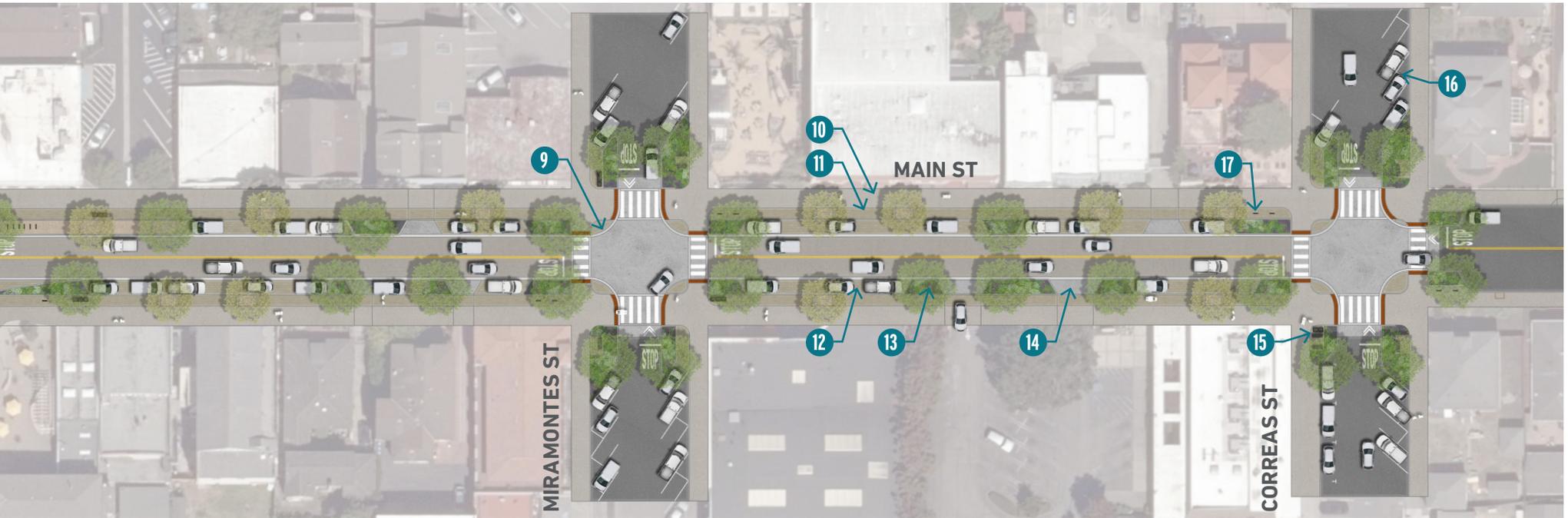
Heritage Main Street Conceptual Plan

Not to Scale



FEATURES

- 1 Raising the street to sidewalk level creates a curbless condition that is more accessible and flexible for festivals and events.
- 2 Travel lanes are narrowed to 11-feet, slowing vehicles. The narrower width is emphasized by the valley gutter, bulb out planters with street trees, and change of pavement in the parking lane.
- 3 Valley gutters between the travel lanes and the on-street parking lanes collect and convey stormwater runoff.
- 4 Raising intersections provide a level crossing for people walking and rolling and slow approaching traffic.
- 5 Attractive, high contrast, cast iron detectable warning surfaces mark the street crossings and aid those with visual impairments.
- 6 North-south crosswalks are widened to 16-feet and marked with high visibility striping.
- 7 East-west crosswalks are widened to 10-feet and marked with high visibility striping.
- 8 Mountable truck apron allows buses and trucks to turn between Main Street and Kelly Avenue while maintaining a tighter corner radius for general traffic.



- 9 Curbed corners filled with the bluff paving pattern mark the vehicular travel lanes and shorten the crossing distance in the crosswalks.
- 10 Sidewalks are widened to 10-feet, providing clear space for people to move side-by-side and pass.
- 11 A 6-foot wide furnishing zone with the bluff-inspired paving pattern provides space for benches, tables, chairs, and street trees.
- 12 On-street parking is reconfigured to 8-foot parallel lanes, providing additional space for the sidewalk. The parking lane is paved with concrete unit pavers that compliment those in the furnishing zone.

- 13 Flexible bulb outs in the on-street parking zones provide space for additional street trees, green infrastructure, and gathering spaces. The bulb outs and street trees help to narrow the street and calm traffic.
- 14 Driveway aprons are marked with contrasting pavement.
- 15 Gathering areas with benches and trash receptacles are provided at the corner bulb outs. These spaces can also be used by adjacent businesses.
- 16 On-street parking on side streets is reorganized in some locations to provide additional spaces.
- 17 Bike parking is provided with racks throughout Heritage Main Street.

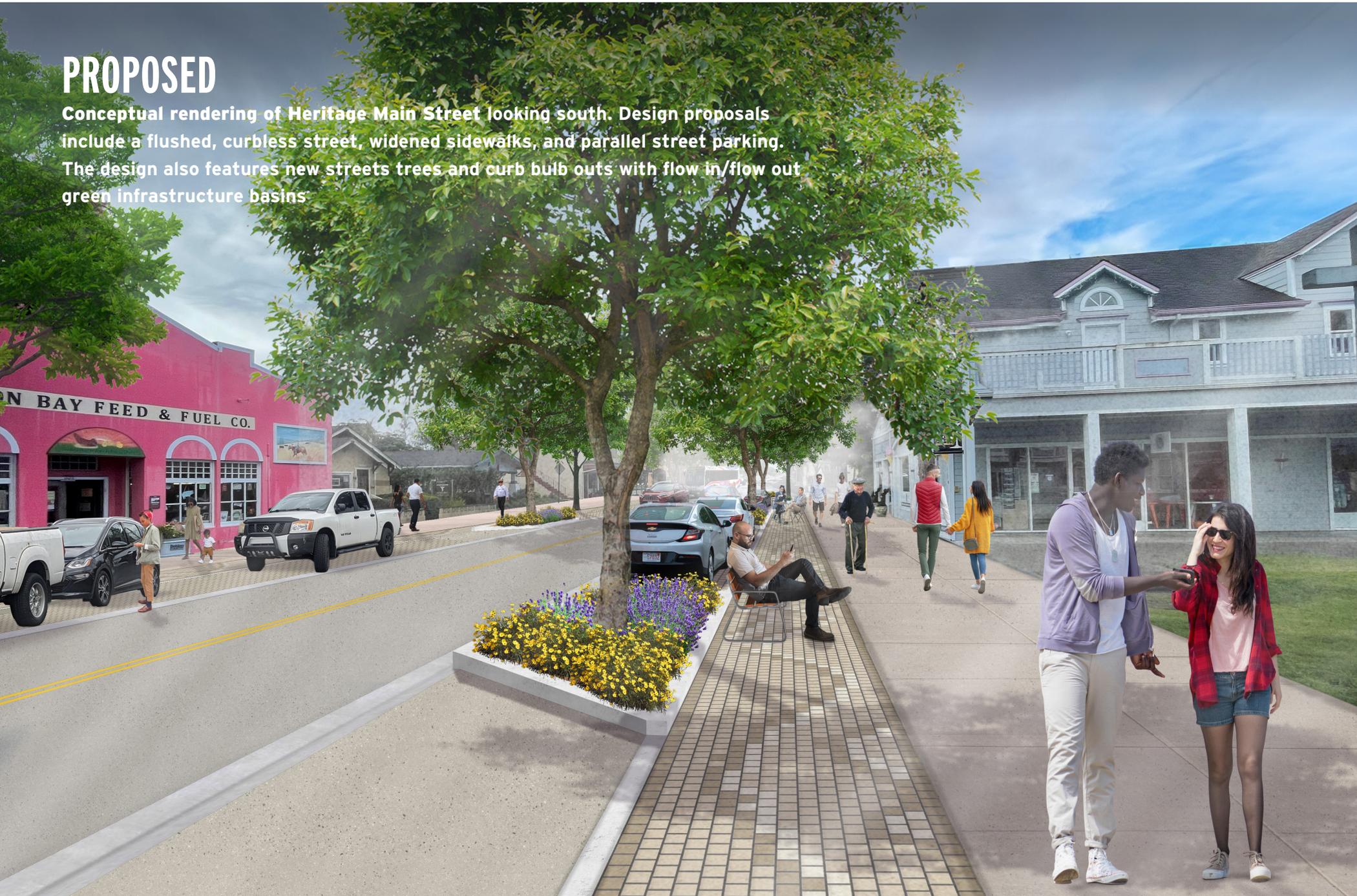
EXISTING

Existing view of Heritage Main Street looking south. Today Heritage Main Street has narrow sidewalks that are often cluttered with obstacles. Trees vary in condition and angled parking runs along both sides of the street.



PROPOSED

Conceptual rendering of Heritage Main Street looking south. Design proposals include a flushed, curbless street, widened sidewalks, and parallel street parking. The design also features new streets trees and curb bulb outs with flow in/flow out green infrastructure basins

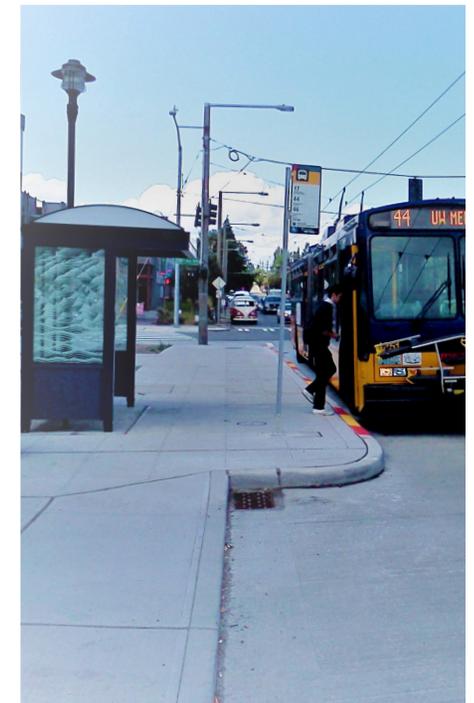


SOUTH MAIN STREET

Today, very narrow sidewalks and extensive hardscape are deterrents to walking along South Main Street. Improving the pedestrian experience by enhancing the tree canopy, introducing green infrastructure, and implementing traffic calming measures will help integrate South Main with Heritage Main, and encourage people to walk longer distances.

Encouraging pedestrians to walk south from Heritage Main Street, will help support and facilitate foot traffic to existing destinations and businesses in the South Main Street area. Enhancing pedestrian connections between South and Heritage Main Street may also help alleviate street parking issues by incentivizing visitors to park on South Main Street and walk to Heritage Main.

Apart from the greenfield block south of Seymour Street where a hotel is proposed, the sidewalk, street trees and curb will remain in place along south Main Street. At the intersections, bulb outs are proposed to shorten the crossing distance and intermittently narrow the travel lanes which will both help to slow down vehicles and prevent cars from parking too close to the intersection. Bulb outs will also accommodate new green infrastructure and street trees, providing additional greenery and texture to the streetscape.



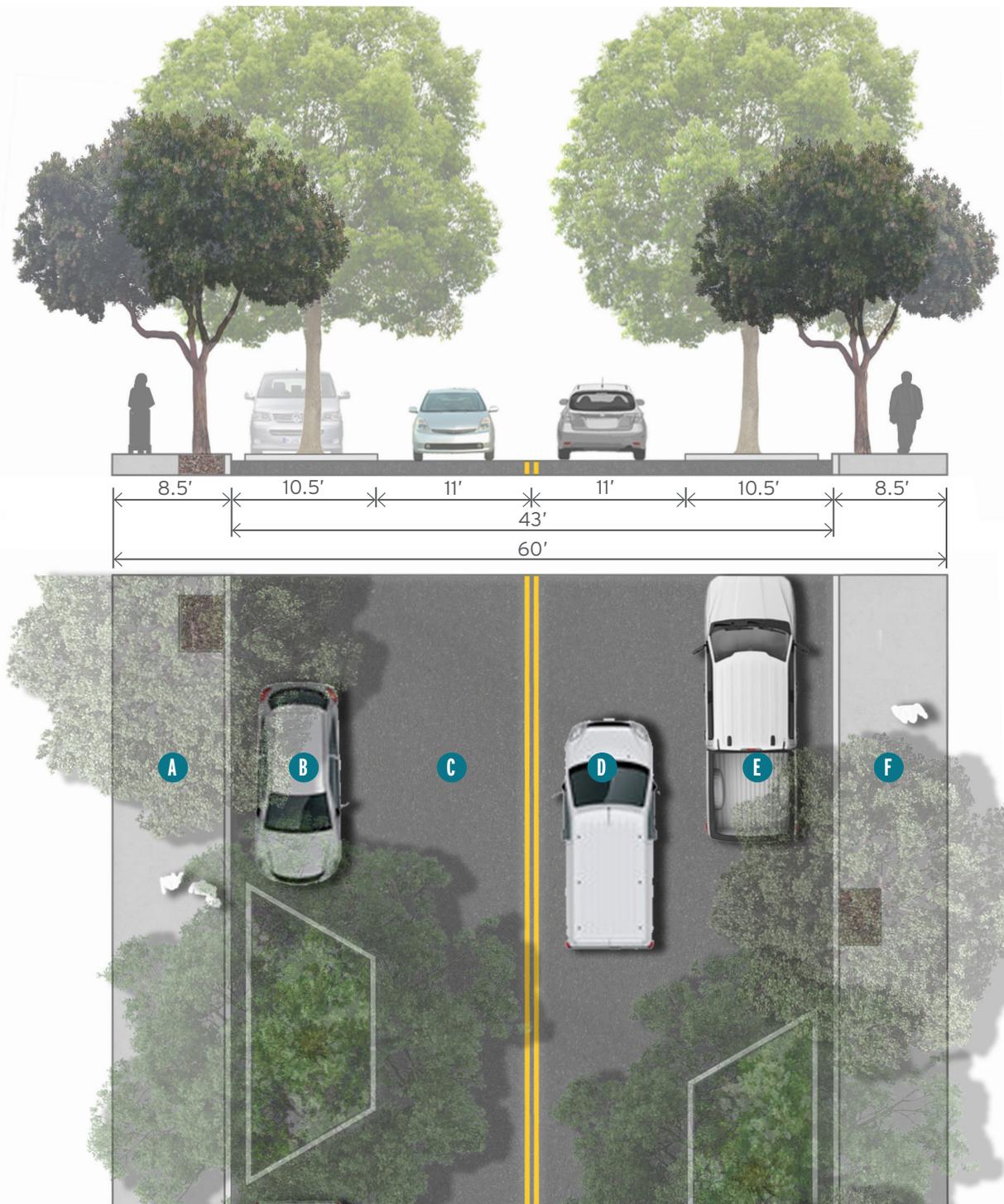
Examples images of curb bulb outs that shorten crossing distances, narrow the street, and enhance bus stops. Bulb outs also provide opportunities for green infrastructure and vegetation.

South Main Street Conceptual Cross-Section

Not to Scale

Overall Widths	
Public Right-of-Way	60'
Curb to Curb Pavement	43'

Street Mode Assembly		
A	W. Sidewalk, Tree & Furnishing Zone	8.5'
B	W. Parallel Parking Lane & Flexible Bulb Outs	10.5'
C	Southbound General Travel Lane	11'
D	Northbound General Travel Lane	11'
E	E. Parallel Parking Lane & Flexible Bulb Outs	10.5'
F	E. Sidewalk, Tree & Furnishing Zone	8.5'



South Main Street Conceptual Plan

Not to Scale



See Next Page

FEATURES

- 1 Bulb outs at intersection corners, narrow the street, shorten the crossing distance in the crosswalks, and provide space for street trees and green infrastructure. These bulb outs are located where on-street parking is not permitted adjacent to the intersection.
- 2 Bulb outs in the on-street parking lane provide space for additional street trees, green infrastructure, and gathering spaces. The bulb outs are primarily located where parking is not allowed such as between driveways and at fire hydrants.

- 3 Bus stops are enhanced with paved bulb outs to allow the buses to stay in the travel lane and provide room for shelters.
- 4 High visibility crosswalks with curb ramps increase accessibility and safety at intersection crossings.



See Previous Page



See Next Page

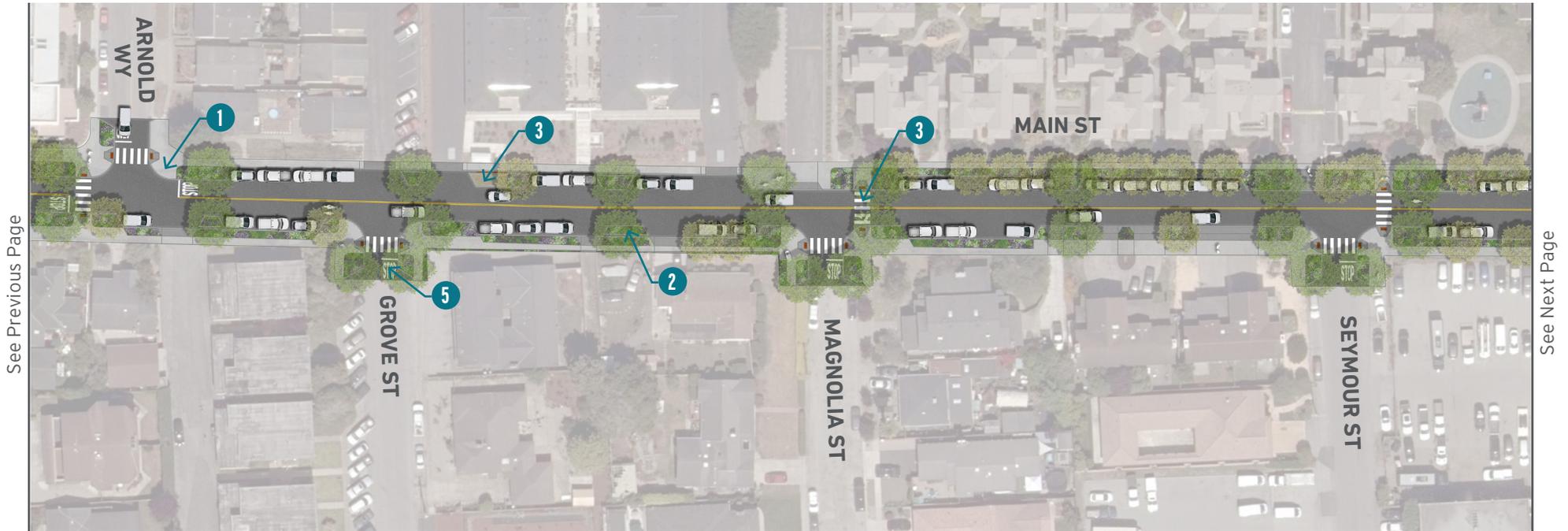


- 1 Bulb outs at intersection corners, narrow the street, shorten the crossing distance in the crosswalks, and provide space for street trees and green infrastructure. These bulb outs are located where on-street parking is not permitted adjacent to the intersection.
- 2 Bulb outs in the on-street parking lane provide space for additional street trees, green infrastructure, and gathering spaces. The bulb outs are primarily located where parking is not allowed such as between driveways and at fire hydrants.

- 3 Bus stops are enhanced with paved bulb outs to allow the buses to stay in the travel lane and provide room for shelters.
- 4 High visibility crosswalks with curb ramps increase accessibility and safety at intersection crossings.
- 5 Side street (Monte Vista Ln, Spruce St, Poplar St, Metzger St, Grove St, Magnolia St, Seymour St) approaches to Main Street are adjusted to 90 degrees to provide better sightlines between users of the road.
- 6 For Kitty Fernandez features see the following section.

South Main Street Conceptual Plan (cont.)

Not to Scale

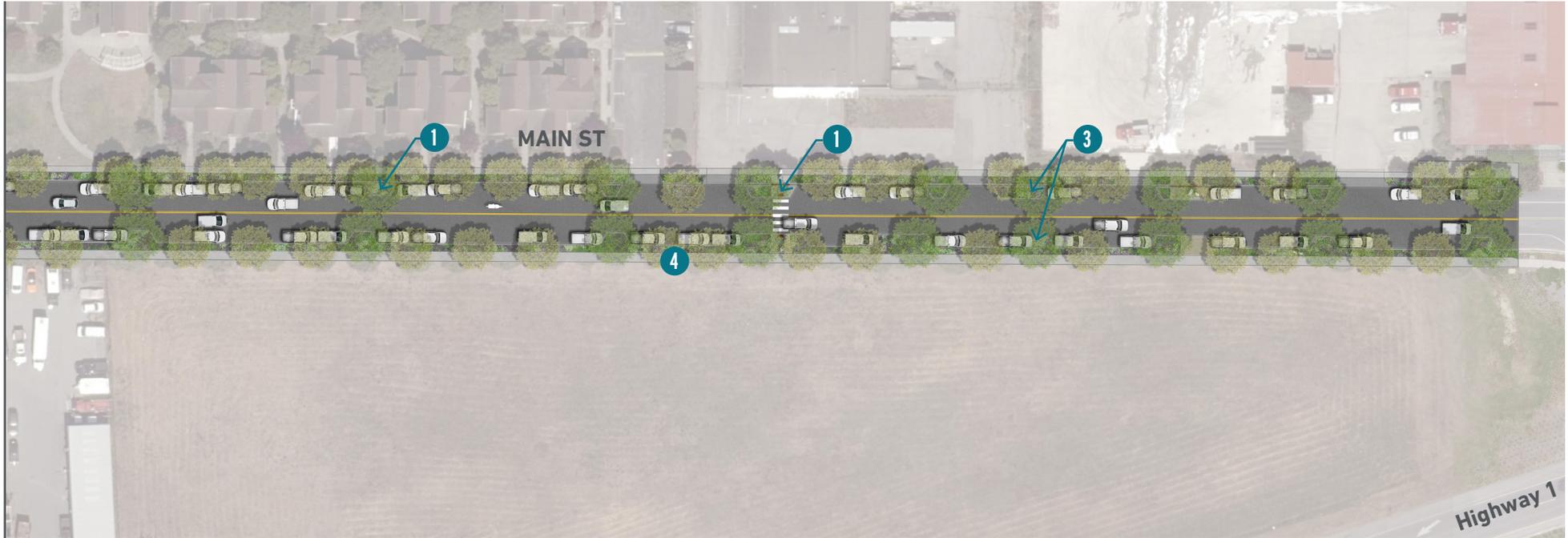


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See Next Page

FEATURES

- 1** Bulb outs at intersection corners, narrow the street, shorten the crossing distance in the crosswalks, and provide space for street trees and green infrastructure. These bulb outs are located where on-street parking is not permitted adjacent to the intersection.
- 2** Bulb outs in the on-street parking lane provide space for additional street trees, green infrastructure, and gathering spaces. The bulb outs are primarily located where parking is not allowed such as between driveways and at fire hydrants.
- 3** Bus stops are enhanced with paved bulb outs to allow the buses to stay in the travel lane and provide room for shelters.
- 4** High visibility crosswalks with curb ramps increase accessibility and safety at intersection crossings.
- 5** Side street (Monte Vista Ln, Spruce St, Poplar St, Metzger St, Grove St, Magnolia St, Seymour St) approaches to Main Street are slightly adjusted to 90 degrees to provide better sightlines between users of the road.



- 1 A mid-block crosswalk with bulb outs provides a safe crossing location for this long block.
- 2 Bulb outs in the on-street parking lane provide space for additional street trees, green infrastructure, and gathering spaces. The bulb outs are primarily located where parking is not allowed such as between driveways and at fire hydrants.

- 3 Bus stops are enhanced with paved bulb outs to allow the buses to stay in the travel lane and provide room for shelters.
- 4 Along the west block to be developed, a 6-foot wide sidewalk with a 5-foot wide planting buffer is added.

Kitty Fernandez Plaza

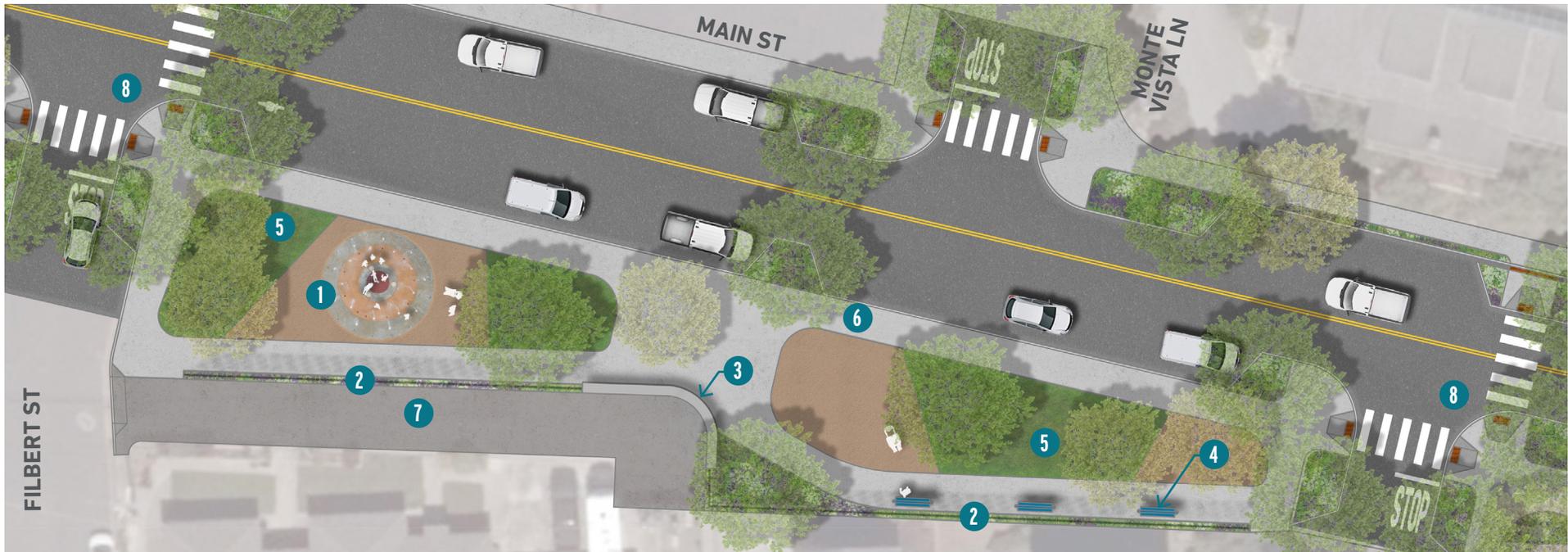
As Main Street's second largest open space, nearly three times the size of Mac Dutra Plaza, Kitty Fernandez offers a fantastic opportunity to provide a better integrated and activated open space along Main Street. The design concept is oriented around the idea of a welcoming "front porch" and includes new main-street oriented seating for views of the street and passer-bys, trees, lawn areas, a flexible plaza/splash pad area, and a walk way loop that invites visitor in and through the new space. The design also aims to better connect to Main Street by removing the existing perimeter wall. A planter screen is also proposed to provide privacy to adjacent residential areas and make the space feel more public and inviting.



Existing photo of Kitty Fernandez Park taken from Spruce and Main Street (top).
Aerial view of Kitty Fernandez Park (bottom).



Map of parks along and near Main Street.



FEATURES



- 1 Flexible, active children's play space.
- 2 Vine screen provides privacy between plaza users and adjacent homes.
- 3 Seat wall with plaza name sign.
- 4 Porch swing for all ages.
- 5 Lawn areas for informal seating and play.
- 6 Continuous walkway loop around the plaza for people walking or rolling.
- 7 Maintained driveway access to private residences.
- 8 Upgraded crossings for safer and more accessible access to the plaza.

NORTH MAIN STREET

The strategy for North Main Street involves rethinking how this segment functions for all modes and users, with a focus on creating a safer walking and biking experience in the area. Design concepts aim to connect and extend the character of Heritage Main Street while respecting the scale and uses that exist and are appropriate for this area. Sidewalks are widened to accommodate a generous shared use path on both sides of the street. To provide an improved, unobstructed walking and biking experience tree pits are relocated to the outer curb edge. New public art and murals, potentially on the blank façade of the Rite Aid, will help activate the street and provide much needed color and human scale to the area.

For an all ages and abilities network, the shared use paths will be a universally more comfortable and protected option than the current standard, narrow bike lanes. The shared use path will also mitigate potential conflicts between cyclists and pedestrians. For cyclists that are comfortable riding in the road, shared lane markings will be added along the corridor to alert vehicles to the shared lane designation.

A lane width reduction is also recommended to accommodate the shared use paths and reduce vehicular speeds. Curb extensions are proposed at key intersections to further slow vehicles when turning and shorten crossing distances. Additionally, the intersection of Main Street and Lewis Foster Drive is reoriented to be 90 degrees, which provides better pedestrian visibility, shortens the crossing, and reclaims pedestrian space.

Highway 92 Arch Gateway

A new landmark, in the form of a Gateway Arch is proposed at the intersection of Highway 92 and Main Street. The Arch aims to shift orientation to Downtown and address the challenge of visitors inadvertently bypassing Main Street when heading to Half Moon Bay's beaches or traveling along Highway 1 and Highway 92. This new landmark aims to not only signal the arrival into Downtown Half Moon Bay but also reinforce the city's rich identity, heritage, and charm. Additional curb and sidewalk space will allow for additional features that will work together with the Arch Gateway to create a welcoming entrance.

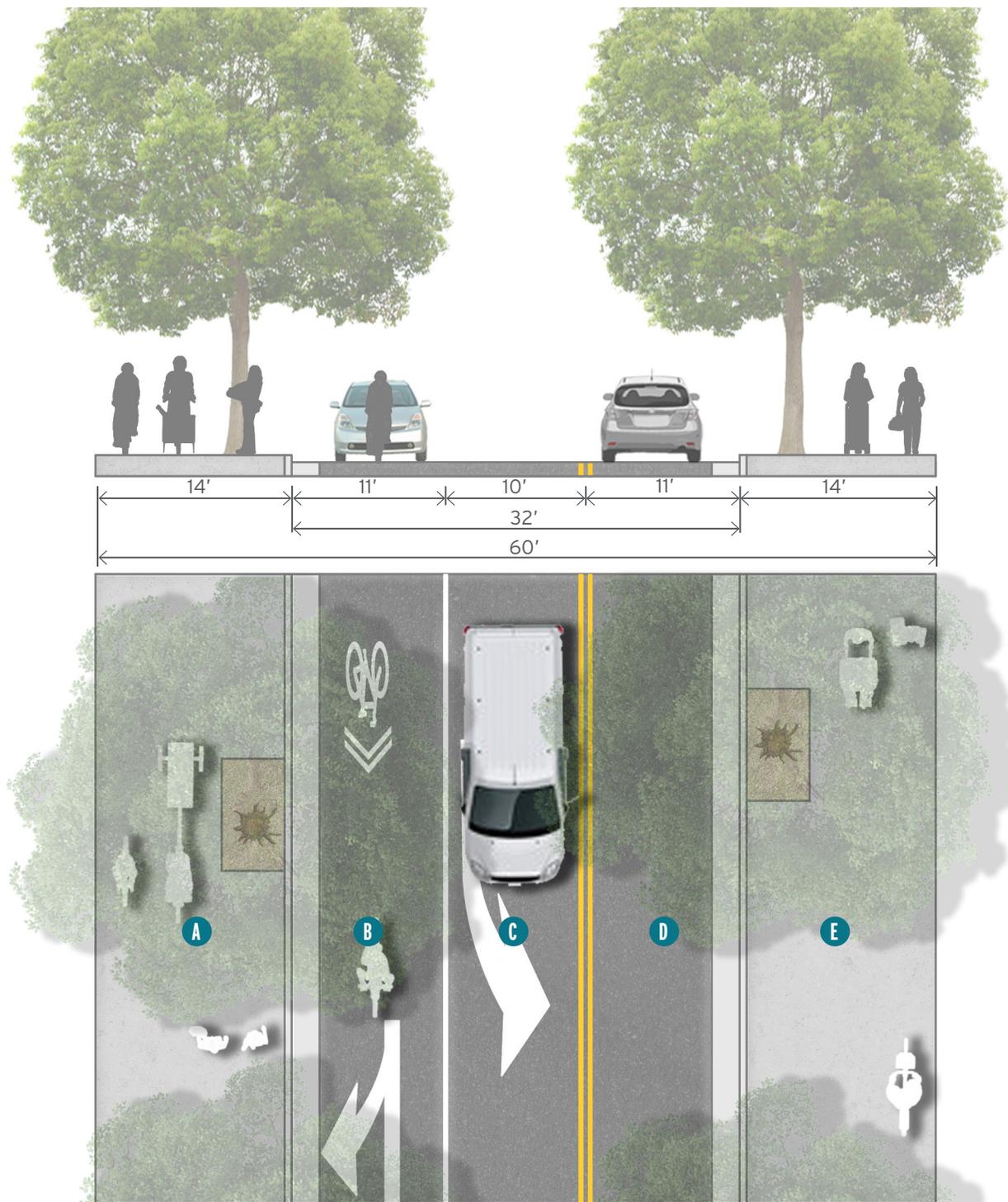


North Main Existing Typical Cross-Section

Not to Scale

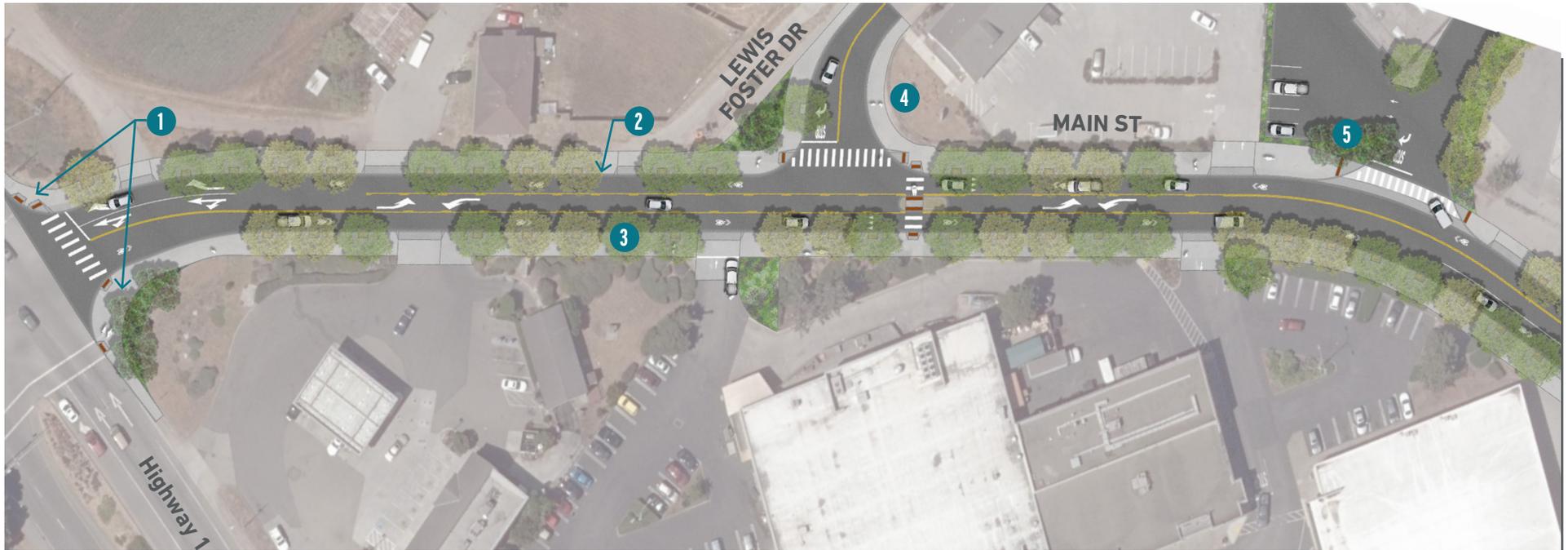
Overall Widths	
Public Right-of-Way	60'
Curb to Curb Pavement	32'

Street Mode Assembly	
A W. Shared Use Sidepath with Tree Pits	14'
B Southbound Shared Travel Lane	11'
C General Travel Lane	10'
D Northbound Shared Travel Lane	11'
E E. Shared Use Sidepath with Tree Pits	14'



North Main Street Conceptual Plan

Not to Scale

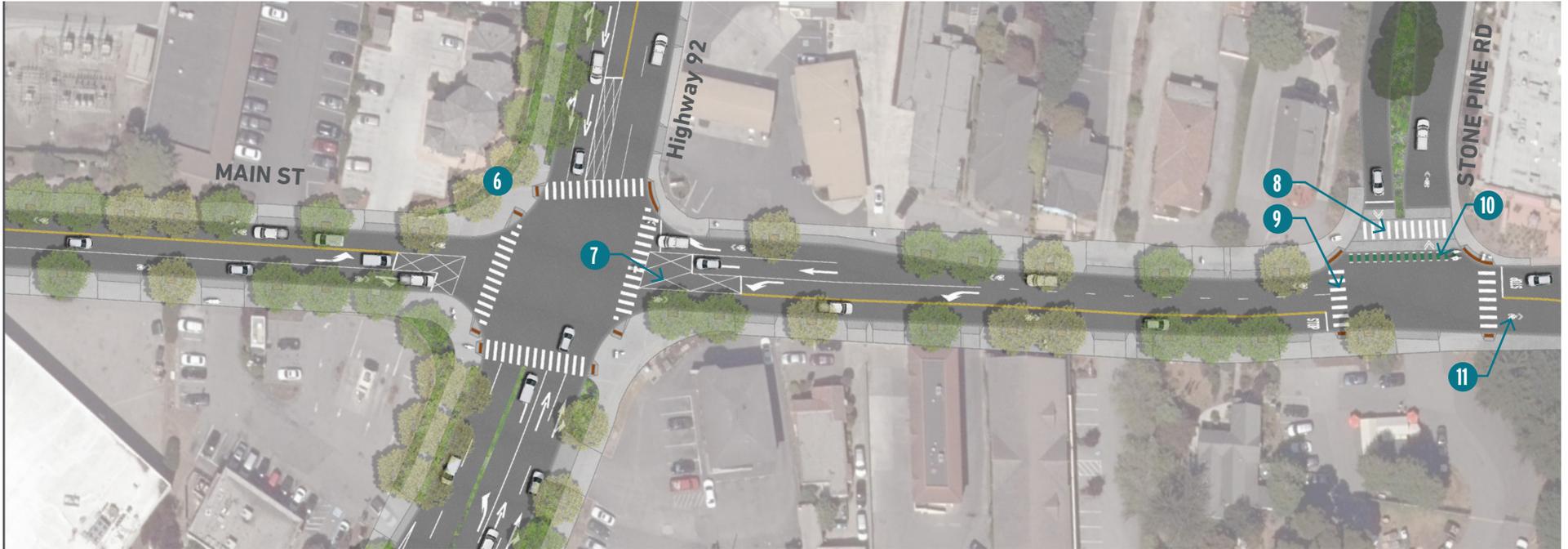


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FEATURES

- 1 Curb extensions to south-east and north-east corners at Highway 1 accommodate upgraded pedestrian and bike facilities and shorten crossing distance.
- 2 Shared use paths are provided by moving the locations of the curbs on both sides of roadway.
- 3 Regularly spaced trees on the curbside provide shade and a buffer for the shared use path. New street trees also help to visually narrow the roadway and calm traffic.
- 4 At Lewis Foster Drive, the triangle island and slip lane are removed to create bulbouts for plantings while shortening the crossing distance. Vehicle movements are restricted to right in or left and right out only to balance safety with queuing. A truck apron may be needed on the north-east corner curb extension. Any redesign of Lewis Foster Drive at Main Street will require further study and will be in direct coordination with school district.
- 5 The access road and driveway at Hassett Ace Hardware are consolidated to a single right-out driveway that creates separation between the commercial strip driveway to the north without losing parking. The pedestrian crossing of the reorganized driveways is shortened and maintained at sidewalk level. Any redesign will require further study of circulation, loading and unloading, and coordination with private property owners.



- 6 Space is reclaimed at the corners at Highway 92 to provide more space for people walking and rolling. Additional curb space can also accommodate placemaking elements such as a banner post, pedestrian scale lighting, art, and trees.
- 7 “Do not block” pavement markings are added in front of the stop bars to maintain clear space for large turning trucks.
- 8 The intersection at Stone Pine Road is squared up and the north-south crosswalk is raised to slow traffic and improve accessibility for people walking and rolling.

- 9 A high-visibility crosswalk is added to the north leg to create a safer crossings.
- 10 Green bike cross markings are provided.
- 11 Shared lane markings are included on Main Street for people who prefer to bike in the general travel lanes.

OPERATIONS

Parking Strategy

In order to accommodate wider sidewalks, locate new streetscape amenities, and reduce visibility and safety issues, the Streetscape Master Plan recommends that all diagonal parking along Heritage Main Street from the Historic Main Street Bridge to Correas Street is converted to parallel side parking. With this change, street parking spaces along Heritage Main Street will be reduced from 108 to 70 spaces. In addition to utilizing available on street parking on Mill, Kelly, Miramontes and Correas Streets, the following set of strategies should be considered to help mitigate the impact of parking loss.

These strategies will help improve the overall pedestrian experience while ensuring that visitors can easily access downtown destinations. Additionally, throughout engagement the Half Moon Bay Community discussed the potential for a structured parking garage to accommodate parking spaces that would be eliminated. It is recommended that a combination of these strategies alongside a new parking garage, be considered, and that active discussion occur with the Half Moon Bay community, business owners, and its residents.

CLEAR WAYFINDING AND SIGNAGE

Improve wayfinding signage to direct drivers to available parking options efficiently. Clear signage should be installed on main routes leading to and along Main Street, as well as within the parking areas themselves, guiding drivers to areas with available spaces.

ENHANCED CONNECTIONS TO ALTERNATIVE PARKING

Improve pedestrian connections between side streets and alternative parking areas to Main Street destinations. This can include adding sidewalks, crossings, and lighting to ensure safe and convenient access for pedestrians.

CLEAR PEDESTRIAN GUIDANCE

Provide clear signage and pathways to guide pedestrians from parking areas to their destinations on Main Street. This includes installing directional signs, maps, and markers along sidewalks to help pedestrians navigate the area easily.

INCENTIVIZE USE OF ALTERNATIVE PARKING

Offer incentives to Main Street business owners and employees to use back lot areas and side streets for parking. E-bike incentives may also be considered and could include subsidies or discounts on e-bike purchases, or incentives for businesses to offer e-bike amenities like charging stations or parking spaces. Efforts to develop incentive programs and parking management strategies could be in coordination and partnership with the Chamber of Commerce.

UTILIZE EXISTING SURFACE LOTS

Consider utilizing school and library parking lots and businesses, like Tri Counties Bank and IDES, with excess spaces on weekends and during peak periods like festivals and special occasions. This can be done through partnerships or by the City leasing parking spaces during off-peak hours.

LOADING AND TRUCK ROUTING

An alternative truck route is proposed to maintain loading and delivery access along Main Street. The route aligns with the Streetscape Master Plan efforts to decrease corner radii at intersections, thereby reducing crossing distances. Consequently, trucks will require rerouting to turn at intersections that still fall within their turning radius. The proposed route serves as an initial idea and would require refinement through ongoing discussions and feedback with stakeholders.

The truck route below utilizes a clockwise loop from Highway 1 to Highway 92 back to Highway 1 to access North Main Street and uses

a counterclockwise loop between Highway 1 and Main Street starting from Highway 1 at the south end, heading northbound on Main Street to Highway 1 at the north end. This enables any trucks coming from Highway 92 to follow either of these loops to access Main Street businesses.

Driveway consolidation is proposed at the Ace Hardware to route vehicles into individual parking lots. Additionally, driveways are proposed to be narrowed to the current standard detail width. A clockwise loop is proposed for the New Leaf loading dock area. Proposed driveway consolidation and narrowing will require further refinement and discussion with private property owners.



Map of Proposed Truck Routes





05

**STREETSCAPE
DESIGN PALETTE**

OVERVIEW

The Streetscape Design Palette detailed in this section aims to create a consistent identity along the three distinct sections of Main Street. The guidelines are meant to provide further detail on the street and landscaped spaces illustrated in the Main Street conceptual design plans.

FURNISHINGS + LANDSCAPE PALETTES

The streetscape design palette draws inspiration from the coastal landscape forms and aesthetic and was selected based on community feedback and preference. The palette draws inspiration from the shoreline, coastal bluffs and dunes, and local cultural handicrafts. It incorporates a variety of materials and textures and features warm, earthy colors, celebrating Half Moon Bay's prominence along California's coastside.

The furnishing and landscape selections are representative of character recommendations and are final selections. However, by establishing an initial design palette at this stage, this will help ensure that all the future decisions remain rooted in the overall streetscape vision.



Furnishing Palette

Seating *Clean and simple, wood product, multiple sizes, back / no back options.*

Bike Racks *Easy to lock to options, complementary to other features.*



Product: FGP Bench
Maker: Landscape Forms
Description: Aluminum cast frame with hardwood slats.
Dimensions:
 Bench with back: 28"x70"x30" (WxLxH)
 Backless bench: 23"x70"x21" (WxLxH)

Additional Notes

100% recyclable materials.
 Comes in variety of lengths, back, and arm variations.



Easy to lock to options, complementary to other features

Product: Austin Bench
Maker: Landscape Forms
Description: Aluminum frame with unfinished wood. Weathers to pewter gray (no maintenance required).
Dimensions:
 Bench with back: 24"x72"x33" (WxLxH)
 Backless bench: 22"x72"x18" (WxLxH)

Additional Notes

100% recyclable materials.
 Comes in variety of lengths, back, and arm variations.



Product (left): Urban Post
Maker (left): Vestre
Description (left): Steel powder-coat.
Dimensions (left): 2.9"x9.4"x35.4" (WxLxH)

Additional Notes

(Left) Comes in 200 colors. Environmentally certified in accordance with ISO 9001 and ISO 14001.

Product (right): 35 Loop
Maker (right): Landscape Forms
Description (right): Cast aluminum.
Dimensions (right): 14"x36"x31" (WxLxH)

Additional Notes

(Right) 100% recyclable materials.

Lighting

Pedestrian scale, timeless features, quiet in look and feel.



Product: Leo Area Light

Maker: Landscape Forms

Description: LED light, cast aluminum with polyester powder-coat.

Dimensions: 12-25' Tall

Additional Notes

Available as single, double, or double staggered luminaire. Full color palette available. Lumen output, color temperature, and occupancy sensor options available.



Product: BEACON Brighton: Village Series

Maker: BEACON

Description: LED light, cast aluminum with polyester powder-coat.

Dimensions: 8-25' Tall

Additional Notes

Wall (surface), arm, and post top mounting options. Full color palette available.

SUSTAINABILITY FOCUS

Furnishing selections should prioritize materials with minimal environmental impact, such as renewable, recycled, or reclaimed materials like sustainably sourced wood and recycled metals.

Certifications like FSC and Cradle to Cradle ensure the products meet environmental and health standards.

Durable designs should be prioritized to reduce the need for frequent replacements, minimizing waste. Energy-efficient manufacturing processes and local sourcing can further reduce environmental footprint.

Planters

Natural colors and textures, complimentary to other features.



Product (upper): Plaza Planter
Maker (upper): Landscape Forms
Description (upper): Painted steel structure with wood infill panels.
Dimensions (upper): 28"x28"x18" (WxLxH)
 Available in three sizes

Additional Notes

(Upper) 100% recyclable materials.

Product (lower): Corten Cube
Maker (lower): Veradek
Description (lower): Corten steel planter available in
Dimensions (lower): Various sizes available

Trash Receptacles



Existing City Standard
(for reference)



Product: Select Recycling System
Maker: Landscape Forms
Description: Modular steel system with powder coat finish in various colors. 25-gallon capacity with flanged doors.
Dimensions (single unit): 17"x17"x42" (WxLxH)

Additional Notes

Similar in overall aesthetic to existing receptacles which would minimize contrast if existing bins remain/are phased out over time. Size and proportions are smaller/slimmer and lighter in color than existing receptacles and have a lower profile overall. "Blank slate" design offers opportunities for decals of art. 100% recyclable materials.

Interactive Kiosks



Product: Varies
Maker: Infinitus (left) Touchsource (right) are shown as examples
Description: Outdoor free standing kiosks with digital display. Available in custom colors and finishes.
Dimensions: Varies, 55" inch screen size is standard

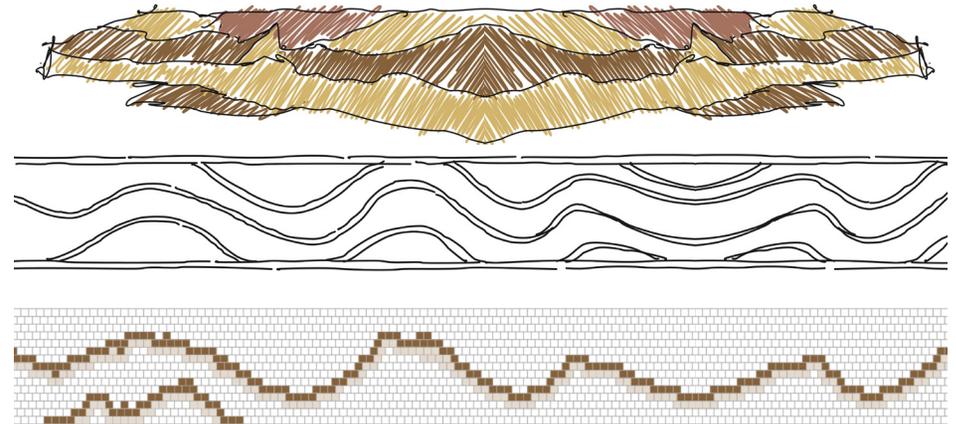
Additional Notes

Interactive kiosks should be considered for placement in Mac Dutra and Kitty Fernandez plazas. Kiosks can provide a tool for communicating information to visitors and residents related to local transit, wayfinding, events, points of interest, and local businesses. Kiosks will require power and data/Wi-Fi. Solar charging options should be explored.

Paving



Half Moon Bay ocean and bluffs



Sketch ideas for paving patterns inspired by the ocean's edge and bluffs

1 SIDEWALK ZONE

For the sidewalk clear zone a concrete paving with integral color that is muted in tone is recommended to complement the wide range of architectural and streetscape materials along Main Street.

2 FURNISHING ZONE AND CURB EXTENSIONS

In the furnishing zones and in the curb extensions concrete or brick unit pavers in pattern inspired by the ocean bluffs will delineate the space and provide visual interest.

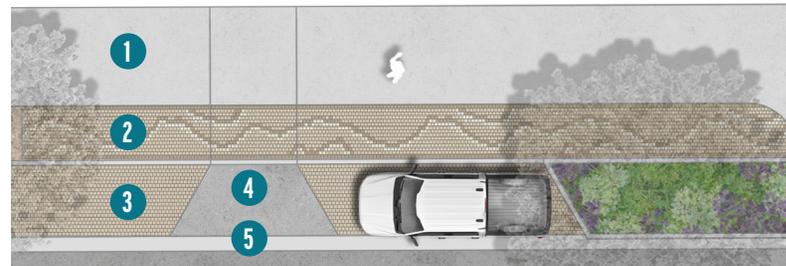
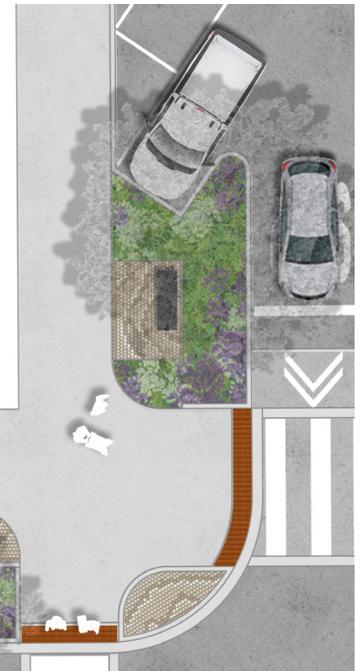
3 PARKING ZONE

A concrete unit paver is suggested for the parking zone along Heritage Main to complement the pavers in the furnishing zone.

EDGE TREATMENTS

Along Heritage Main Street concrete edge treatments are recommended to delineate zones of movement in the flush cross section.

- 4 Concrete is proposed at driveway aprons to demarcate them from the parallel parking.
- 5 Throughout Main Street a concrete valley gutter is proposed between the asphalt travel lanes and the parking lane to collect and direct stormwater runoff.



Landscape Palette

Understory Plants

Proposed understory plants combine drought-resistant soft subtle grasses and succulents with hardy bright coastal flowering shrubs and perennials. Plant species selection should be done with maintenance in mind, including plants that are low-water use and drought tolerant. It is recommended that plants with a mature height that is below 30 inches are selected to preserve sight lines and reduce frequent trimming.



Achillea 'Moonshine'



Calandrinia spectabilis



Helleborus argutifolius



Leymus arenarius



Rosmarinus o. 'Prostratus'



Aeonium arboreum



Cistus salvifolius 'Prostratus'



Koeleria macrantha



Libertia peregrinans



Santonlina chamaecyparissus



Aloe 'Johnson's Hybrid'



Geranium incanum



Lavandula s. 'Willow Vale'



Mahonia repens



Sedum spathulifolium



Bergenia crassifolia



Helianthemum n. 'Henfield Brilliant'



Lessingia f. 'Silver Carpet'



Nepeta 'Walker's Low'

Street Trees

Tree options include species that are well adapted to the Half Moon Bay coastal climate. These are not final selections but rather options that include characteristics of trees befitting of a downtown Main Street. Generally, trees should be vase shaped and have a canopy that is not too dense as to obstruct building features and signage. Signature trees with a fuller canopy, like the Chinese Pistache, should be used selectively as a gateway feature at key intersections. To create a sense of enclosure while the tree canopy is being established, the City could consider stringing catenary lights from building to building.



As a new tree canopy is being established, catenary lights could provide a wonderful sense of enclosure and festival feel for evenings.



Arbutus unedo
Shrub-like evergreen existing in Half Moon Bay. Narrow with wide crown. Native to the Mediterranean.



Pistacia chinensis
Larger, rounded shade tree. Deciduous with foliage turning yellow to orange/red in the fall. Native to China.



Hymenosporum flavum
Narrow, evergreen. Light bark and shiny green leaves. Native to Australia.



Lophostemon confertus
Narrow, evergreen. Dense canopy, reddish bark, and dark green leaves. Native to Australia.

GREEN INFRASTRUCTURE + STORMWATER MANAGEMENT

The City has developed a green infrastructure plan which serves as guidance for transitioning traditional “gray” infrastructure to “green” infrastructure across the city. Main Street provides an excellent opportunity to address some of the City’s green infrastructure goals. In all curb extensions and bulb outs along the corridor flow in/flow out green infrastructure basins are proposed. Bulb outs will help capture and manage stormwater runoff while shortening pedestrian crossing distances.



WAYFINDING

Wayfinding and signage proposals aim to enhance navigation, promote local businesses, and offer enriching experiences for residents and visitors.

This hierarchy optimizes the effectiveness of wayfinding systems, minimizes clutter, and ensures that information is communicated efficiently to users.

The strategies provided below articulate a comprehensive wayfinding framework for Main Street. The framework provides strategies centered around distinct signage types, including gateways, monuments, regulatory, and directional, which provide a legible hierarchy to the wayfinding system.

Visual cohesion for all new signage and wayfinding should become a priority and should be tied into other Downtown branding efforts. It is recommended that the City undertake a comprehensive wayfinding and identity study to establish a unified approach to the visual identity of gateways, monuments, regulatory, and directional signage.

Wayfinding Strategy

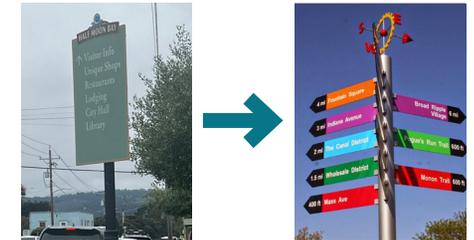
Improve clarity of signage for vehicular traffic to provide legible direction towards Main Street

Existing signage is small, overpowered by signage directing traffic towards the coast, and placed in unhelpful locations. Unify this signage to give vehicles clear choices: this way to the beach, and this way to Main Street.



Add additional pedestrian-scaled directional signage along Main Street to direct visitors towards community institutions and businesses

Add more signage like the existing sign on Kelly Street (pictured). Place pedestrian-scaled signage on the corners of Heritage Main that include the names of businesses.



Provide a sense of arrival and orientation, including a gateway experience at Highway 92

Much of the existing signage is small, and doesn't indicate a sense of arrival. Consider a gateway feature that celebrates an entrance to main street from Highway 92.



Create visual cohesion between all signage types and tie into other Downtown branding efforts

Existing Main Street signage has inconsistent visual vocabulary. Strengthen visual identity, improving visitors' ability to recognize signage for Main Street, by unifying the design of each signage type.



Proposed Sign Locations by Signage Type



Signage Types

GATEWAY



MONUMENT



REGULATORY



DIRECTIONAL



INTERMEDIATE SPACES

Surface Lots and Alleys

Given the limited space available and the absence of large open gathering areas along Main Street, it is critical to consider utilizing the intermediate spaces along the street. Intermediate spaces, such as surface lots and alleys, present an opportunity to reclaim valuable space through temporary and permanent strategies. Currently, there are two significant underutilized surface lots adjacent to Main Street—the IDES Hall parking lot and the Bank of America Parking lot—as well as a sizable alley located at 421 Main Street.

There is an opportunity to provide flexible programming that can activate these areas on an intermittent basis while options for the space are explored. This could involve installing public art, temporary seating, shade structures, lighting, and landscaping. During engagement, community members suggested bocce ball as a potential activity to activate these spaces, adding to the variety of programming possibilities.

The planned City Hall pocket park serves as a precedent for this type of strategy. If developed, it can set the stage for similar projects, to capitalize on the potential of Main Street's underutilized intermediate spaces.

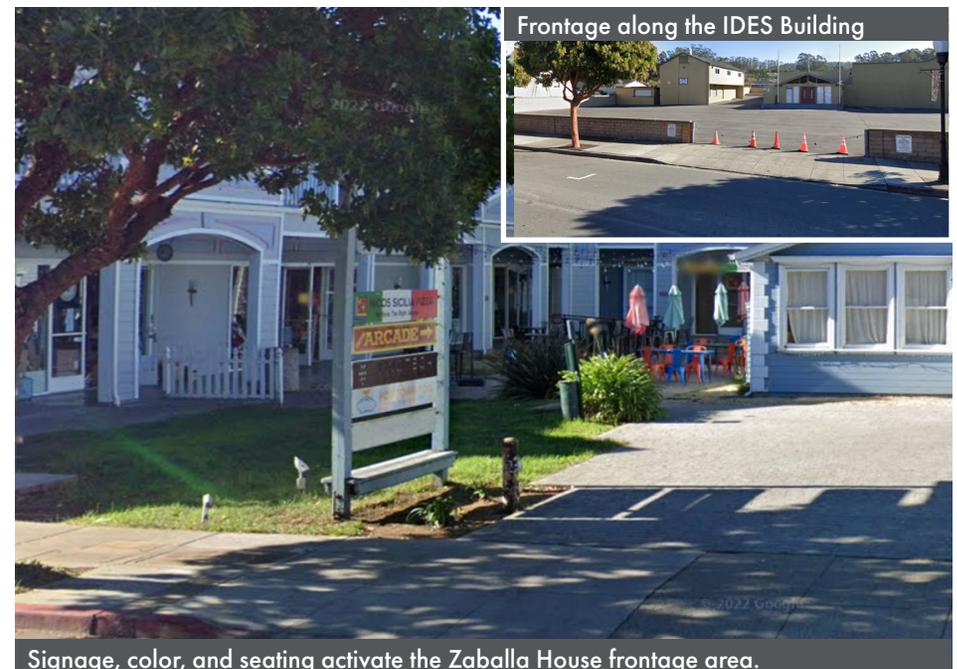
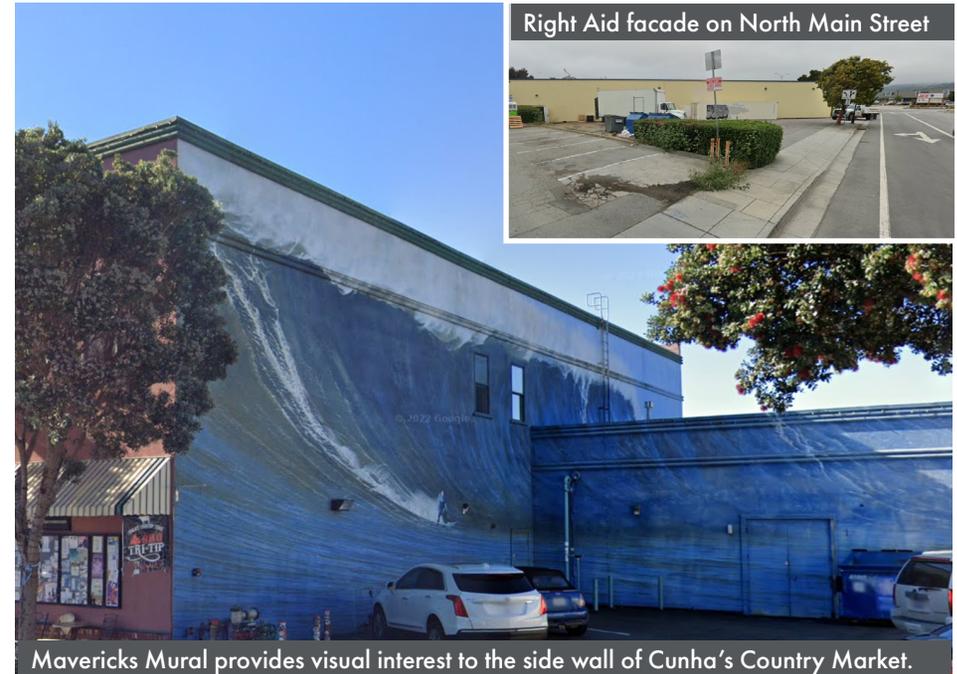


Building Frontages

Building frontages can contribute greatly to an engaging pedestrian environment by providing visual interest, opportunities for interaction, and a sense of human scale. Today, Heritage Main Street has many successful building frontages. With activated frontages and facades close to the sidewalk, they provide visual interest to the pedestrian and clearly communicate what is inside through signage.

North and South Main Street, however, have several building frontages that need improvement. Many frontages are adjacent to surface parking lots, have uninviting or blank building facades, or long walls without windows or doors.

Opportunities to improve these underperforming frontages include activating the edge of the sidewalk with outdoor seating and/or small plantings and/or introducing signage with distinctive visual identity and presence. Building on the culture of murals in Half Moon Bay, it is suggested that blank facades along Main Street continue to be activated with public art and murals that reinforce the identity of the city.







06

IMPLEMENTATION

PLANNING LEVEL COST ESTIMATES

Planning-level cost estimates were developed for the four blocks of Heritage Main Street and Kitty Fernandez Plaza to help the City pursue funding for implementation. Cost estimates are based on recent local projects, Caltrans Unit Costs, and supplemented by the project team's experience with similar projects. Because North Main and South Main are likely on a longer timeline, planning level cost estimates may become dated and would be best to develop closer to time of implementation.

Project	Total Cost	Notes
Heritage Main Street	\$14.1M	Assumes full build out. Associated unit costs are in 2024 dollars. Assumes project construction year is 2034 (10 years) and accounts for 5% escalation per year.
Kitty Fernandez Plaza	\$1.4M	Assumes full build out. Associated unit costs are in 2024 dollars.

POTENTIAL FUNDING SOURCES

Several federal and state funding opportunities are available to help fund the next phases of the Streetscape Master Plan. Having an adopted document in place demonstrates public support for advancing recommendations and can increase the likelihood of securing resources in a competitive funding landscape.

The sources in the following table represent a starting point for the City and local community members to explore funding the concepts outline in this Streetscape Master Plan document.

Program or Funding Source	Administering Agency	Description
RAISE Discretionary Grant	USDOT	Project types: Planning, design, construction This grant helps communities modernize their transportation systems and make them safer, more accessible, more affordable, and more sustainable.
Reconnecting Communities Pilot Program (RCP)	USDOT	Project types: Planning, design, construction The purpose of the RCP Program is to remove, retrofit, or mitigate facilities such as highways and rail lines that create barriers to community connectivity including to mobility, access, or economic development.
Safe Streets and Roads for All (SS4 All)	USDOT	Project types: Planning, design, construction This program supports regional, local, and tribal communities in reducing or eliminating roadway fatalities and serious injuries through safety action plan development and implementation focused on all users.
California Active Transportation Program	California Transportation Commission	Project types: Planning, design, construction, programs Funds community-wide bicycle, pedestrian, safe routes to school, or active transportation plans, projects, and programs in disadvantaged communities.
Local Highway Safety Improvement Program (HSIP)	Caltrans	Project types: Construction Supports safety related improvements to roadways, bicycle and pedestrian facilities to achieve a significant reduction in traffic fatalities and serious injuries on all public roads, including non-state-owned public roads.
Sustainable Communities Grant	Caltrans	Project types: Planning, programs Includes funding for local and regional transportation planning in line with statewide goals that support sustainable community strategies and GHG reduction targets.
Affordable Housing and Sustainable Communities Program	California Strategic Growth Council	Project types: Construction, programs Provides grants and/or loans that will achieve GHG emissions reductions and benefit Disadvantaged Communities. Sustainable transportation infrastructure, particularly bicycle/pedestrian corridor and crossing improvements covered in specific plans.

Program or Funding Source	Administering Agency	Description
Office of Traffic Safety (OTS) Grant Program	California OTS	Project types: Programs Supports bicycle/pedestrian safety efforts, including Safe Routes to School, safety/education, and enforcement programs.
Local Partnership Program (LPP)	California Transportation Commission	Project types: Planning, design, construction, programs Supports innovative, engaging, and inclusive programs and projects that create change and opportunity for walking and movement at the community level.
Community Change Grant	America Walks	Project types: Planning, design, construction, programs Supports innovative, engaging, and inclusive programs and projects that create change and opportunity for walking and movement at the community level.
Federal Transportation Administration Grants: FTA 5311: Rural Area Grants	MTC	Project types: Planning, capital projects, transit operations, job access and reverse commute projects, and acquisition of public transportation services The FTA's Section 5311 Formula Grants for Rural Areas program provides funds for both transit capital projects and transit operations in non-urbanized areas. San Mateo County is an eligible area.
House Appropriations Committee	Congress	Projects: Design, construction Inclusive of district requests for funding for projects. Selected projects are ones that address compelling needs within the community.
One Bay Area Grant Funding (OBAG 3)	MTC	Projects: Planning, design, construction Includes more than \$750 million in federal funding for Complete Streets and related projects.
Local Streets and Transportation	San Mateo County (SAMTrans)	Projects: Design, construction Funds a variety of transportation-related projects including repaving streets, repairing potholes or sidewalks, and implementing bicycle or pedestrian projects.
Highway (Measure W)	San Mateo County (SAMTrans)	Projects: Design, construction The purpose of this program is to reduce congestion and improve safety on highways in San Mateo County. Funding can be used for infrastructure improvements to a highway network such as interchange modifications, managed lanes implementation, and smaller bicycle and pedestrian improvements.
Pedestrian and Bicycle Program (Measure A and W)	San Mateo County (SAMTrans)	Projects: Design, construction The purpose of the Measure A and Measure W Pedestrian and Bicycle Program is to fund specific projects to encourage and improve bicycling and walking conditions. Funding can be for programs, project development, and construction of pedestrian and bicycle facilities within San Mateo County.
Downtown Parking Management Program	City	Explore instituting a monetary parking management strategy (use of meters in downtown, permits in adjacent areas). This can both serve as a steady revenue stream for the City and can also incentivize parking turn over. Additional strategies could include special event parking fees or development of a city-owned parking facility in or near downtown.

SUGGESTED PROJECT PHASING

Heritage Main

- » Construction starting block by block from the bridge south to Correas Street.
- » Between the bridge and Mill St, work on east and west sides in phases to allow for one-way, northbound vehicular access.
- » Remaining blocks, block vehicular traffic between individual blocks for construction, working south.

South Main

- » With new proposed hotel development, develop west side sidewalk and furnishing zone.
- » Kitty Fernandez Park construction.
- » Continue construction block by block from Correas Street to Highway 1 at the south end.

North Main

- » With any redevelopment, implement concept design where possible.
- » Implement new truck routing and prohibited turn signage. Add paint and post curb extensions to delineate space where possible before full construction.
- » Consolidate driveways.
- » Reconstruct roadway and sidewalks between Highway 92 and the bridge. Work on east and west sides in phases. Collaborate with Caltrans on Highway 92 and Main Street intersection.
- » Reconstruct roadway and sidewalks between Highway 1 and Highway 92. Work on east and west sides in phases. Collaborate with Caltrans on Highway 1 and Main Street intersection.

QUICK WINS

Recognizing that the Streetscape Master Plan is a multi-phase, multi-year effort, there is an opportunity to explore shorter-term improvements that require relatively minimal investment. Feedback gathered from the Streetscape Master Plan survey indicates community members' interest in prioritizing near-term improvements related to plantings and temporary signage along Main Street.

The following quick wins were identified as the survey respondents' top priorities:

- Continue the hanging flower basket program and make sure that baskets are replenished and maintained.
- Develop a street pole banner program that highlights seasonal themes or events.
- Hang flags or a singular banner from existing poles just north of the bridge.

Additional ideas for “quick wins” include:

- Install an informational kiosk or bulletin board at Mac Dutra.
- Install water bottle filling stations in Mac Dutra Plaza and at other key areas along Main Street.
- Continue to commission public art, including a new mural (potentially on the façade of the Rite Aid on North Main Street).
- Place additional plaques to identify historic landmarks and buildings.
- Develop a walking tour map that identifies points of interest with QR codes to give additional information.
- Develop a map of downtown businesses.

The city will explore options for improving Main Street in the near-term and will continue to solicit community input to ensure that proposed improvements align with the needs and aspirations of residents, businesses, and visitors.



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