



Additional Community Feedback for the Main Street Redevelopment Project

City Council Meeting
March 7, 2023

Background

- **July 2020** - Temporary closure of the 2nd block to accommodate outdoor dining and retail as a pandemic response.
- **March 2021** - Studio One Eleven retained to study permanent design options and to further refine connectivity strategies.
- **November 2021** - Two reconfigurations presented; option one, a Plaza Scheme, and option two, a One-Way Flex Scheme. Council selected the Plaza Scheme and directed staff to move forward with Construction Drawings.
- **November 2022** - Council received and filed the Streetscape Schematic Design and directed staff to proceed to Design Development Drawings.
- **December 2022** - Council paused the project to solicit additional community feedback.
- **January 2023** - Council ended the expanded outdoor dining downtown and reopened the second block effective March 1, 2023.



Prior Outreach (2022)

1. “Share Your Downtown Story Sessions”

- August 29
- September 12
- September 19
- September 26



2. Pop-Up Booth at Surf City Nights

- September 13



3. Main Street Walk-about (2)

- September 14



4. Downtown Dreamin’ Input Recap

- October 3

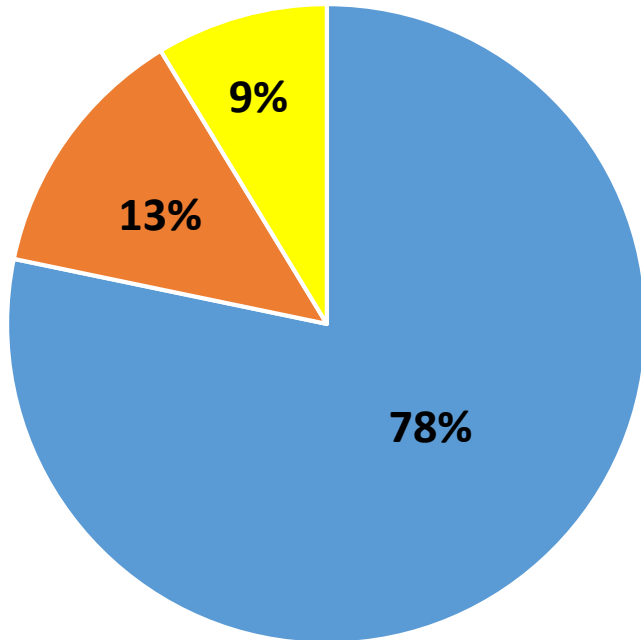
Additional Outreach (2023)

- Targeted to First Three Blocks of Main Street (between PCH and Orange Avenue)
- Business/Property Stakeholders
 - 80 Business Owners
 - 24 Property Owners
- Short Online Survey – **46** Responses
 - + 3 (businesses not fronting Main Street)
- Business Visits
- Stakeholder Meeting (February 10)
 - 35 attendees



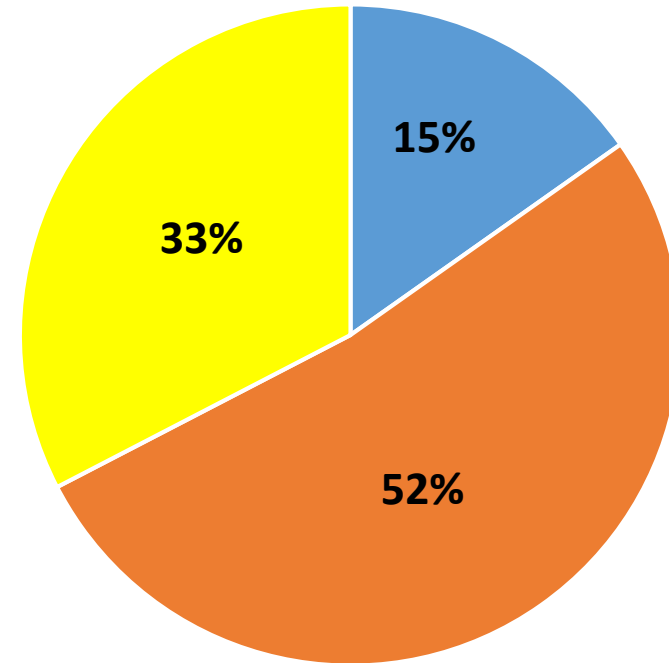
Survey Respondents

Respondents



■ Business Owner (36) ■ Property Owner (6) ■ Both (4)

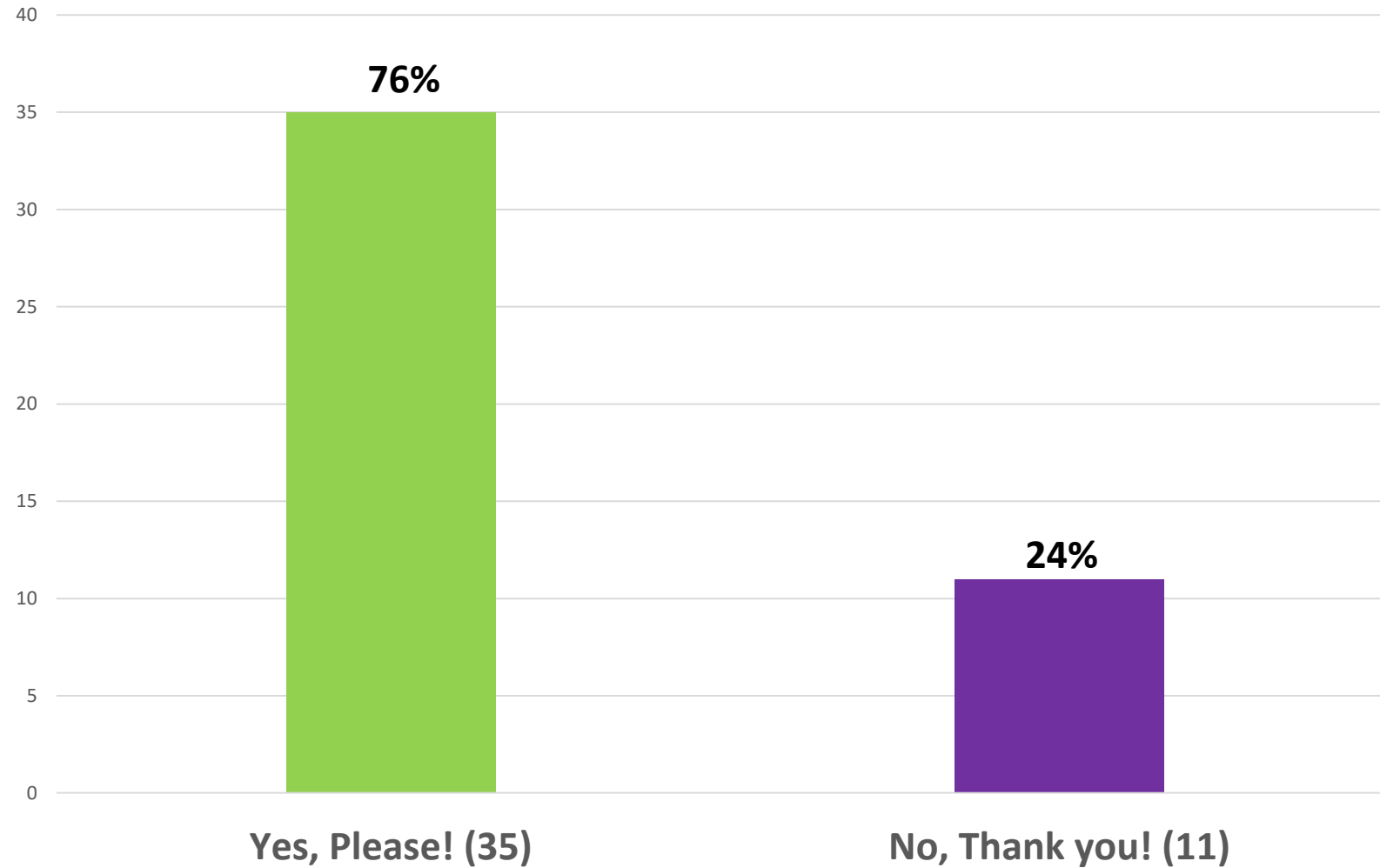
Responses by Block



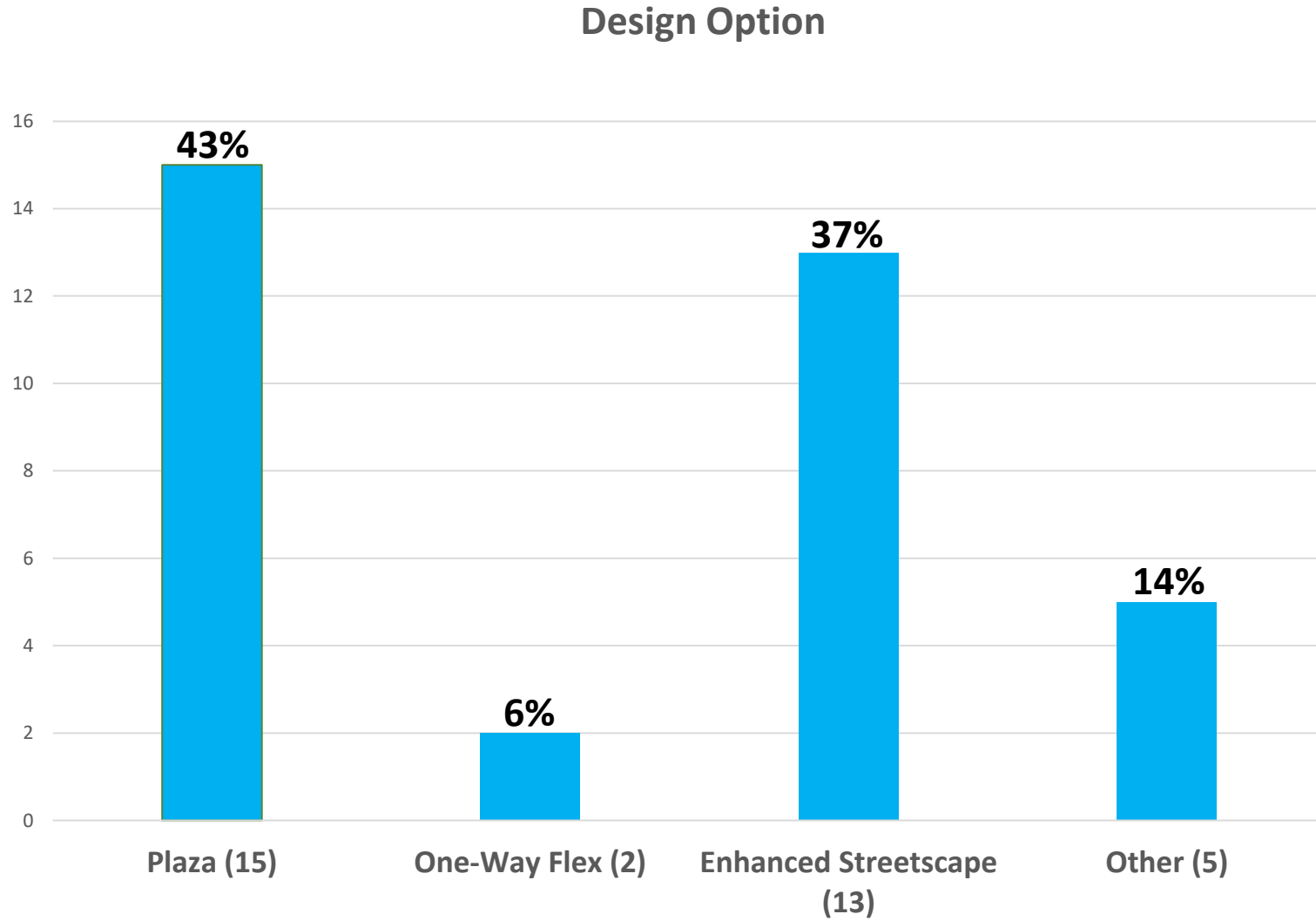
■ 1st Block (7) ■ 2nd Block (24) ■ 3rd Block (15)

** Does not include 3 submittals from non-Main Street Businesses*

Should Main Street be Re-Envisioned?

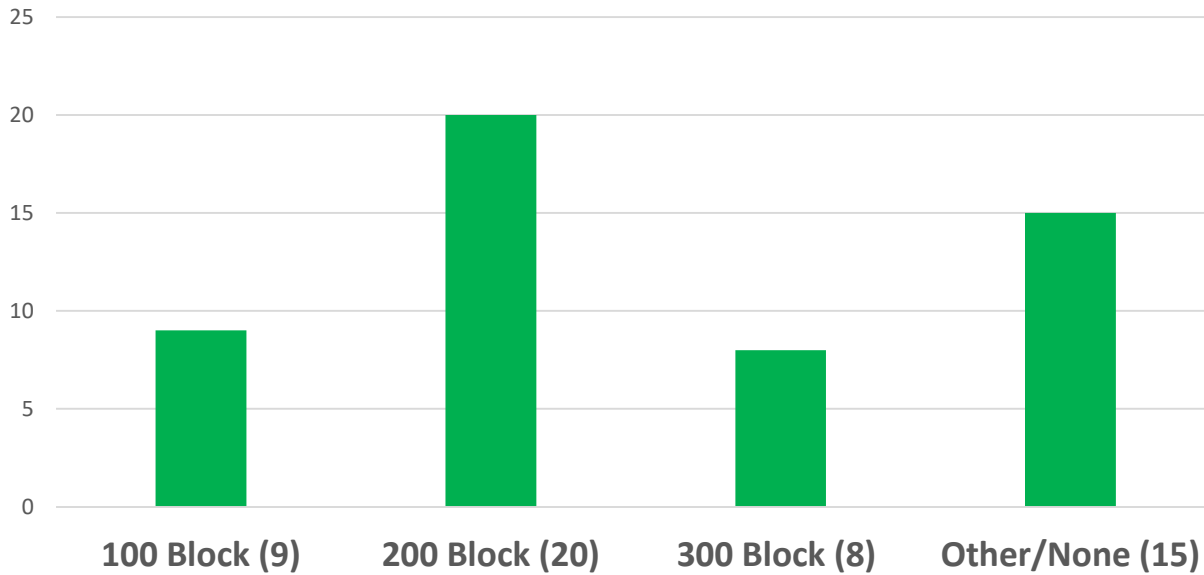


Preferred Design

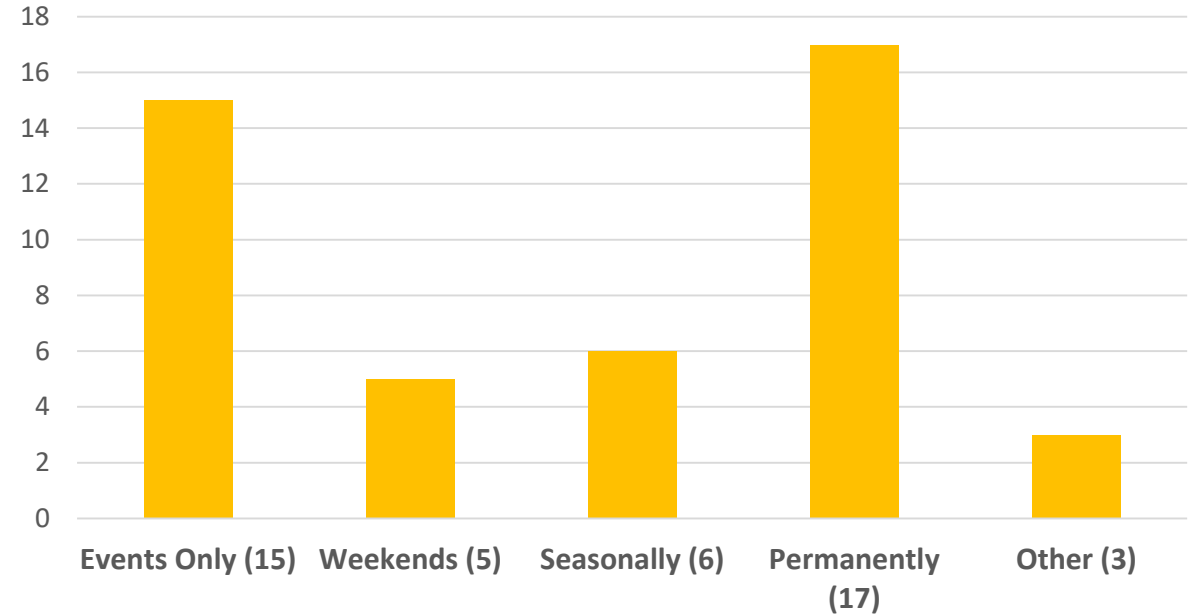


Main Street Closure

Which block(s)?



When?



Additional Comments

- Main Street HB should be more family friendly.
- Seems locals remain apprehensive of the downtown area due to unwanted fear.
- Main Street should be open to all parking.
- The street needs aesthetic upgrades as well as operational, such as, lighting, wayfinding, cleanliness, homelessness.
- Hard to compete against all the restaurants on the 2nd block that have outdoor dining on the sidewalk.
- Locals constantly tell us that they are enjoying Main Street businesses again after not coming for many years.
- Just needs planning, a few visionaries and some beautiful continuity.
- We absolutely need a connector path from Pacific City to downtown.
- I would be happy to join whatever task force to assist this process forward.
- Parklets provided a boost to the area for pedestrian traffic and a reawakening of the Main St.
- Plaza option provides the most flexibility available to us to enhance the downtown experience.
- Outdoor dining has been great but concerned about the homeless hanging around.
- The last thing I want to see is 2nd block closed and no enhancement.
- Emphasis on dining counter acts the downtown bar or drinking atmosphere that has gotten us some negative attention.
- Street closure is what has saved the retail on the street.
- HB is an outdoor destination, blessed with weather that not only permits outdoor seating but begs for it.
- Close the street! Much friendlier and safer.
- Closing Main Street hurts the retail stores.
- Main Street is outdated and needs a face-lift and a family ambience.
- All of downtown needs a cohesive look and steady, consistent traffic flow.
- Upgrade all lighting, sidewalks, landscaping, and turn z-park into a promenade with decorative lighting and public art.
- It's time for change and to beautify our downtown.
- 2nd block closure affected our business.
- Pause for a year once street is reopened.
- This isn't just a project. This is our livelihoods. Our employees livelihoods. It needs to be taken seriously.
- Please keep it the way it is - with old-town feel. Clean, well-maintained and business-friendly.
- Patio space should be maximized for all businesses on Main Street.
- Improvements – lighting, fountain, parking garage, move patio dining against buildings.

Previously Suggested Improvements & Design Ideas

Main Street Activation:

Suggested Improvements



Surfboard storage



Bike valet, secure bike parking



Shuttle/trolley



Clean bathrooms



Greenery, including grass for dogs



Stronger pedestrian connections



Kids' play area



Parking-easier to access, safe



Art (murals, statues, crosswalks)



Sunset/surf live feed



More shade trees, but celebrate palms



Instagramable spots-murals, statues, etc.



Lyft/Uber drop-off



Directional signage



Golden Bear mobile replica and/or stage



Surfing Walk of Fame



Accessible to all



Better lighting



Cleanliness/ongoing maintenance

HB Inspired Design Ideas

Incorporate the following into streetscape improvements:



Oil derricks



Surfboards/surfing



Lifeguard towers



Sunset



Beach + waves



Birds, dog footprints



Golden Bear



Bolsa Chica Wetlands

Owner Consensus

Support City investment aimed at improving:

- Safety
- Cleanliness
- Lighting
- Connectivity
- Beautification



Recommendation

Receive and File additional stakeholder feedback received for the Main Street Redevelopment Project and,

Provide direction on next steps including which design option, if any, to pursue.



Questions?

