

Downtown Urban Design Study Huntington Beach, CA

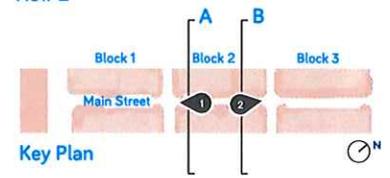
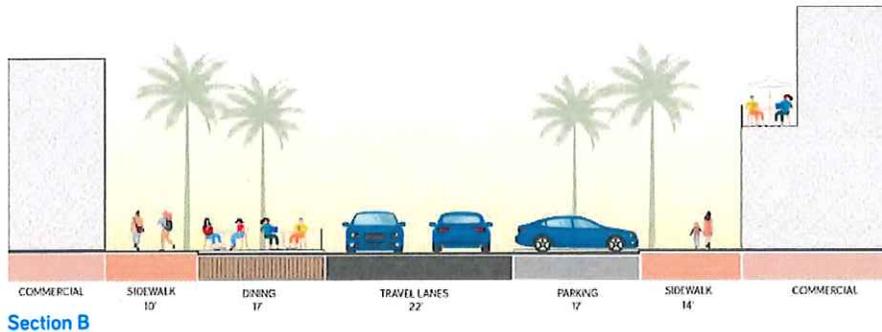
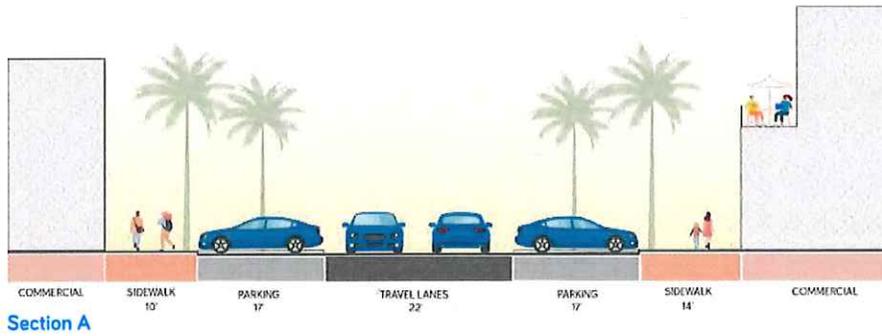
MAIN STREET STREETScape REDESIGN AND IMPLEMENTATION TOOLKIT

City of Huntington Beach, November 2021

SUPPLEMENTAL
COMMUNICATION

Main Street Block 2: Existing Condition (Pre-Pandemic)

Meeting Date: 11/16/2021
26 (21-875)
Agenda Item No.:



Main Street Block 2: Existing Condition During the Pandemic



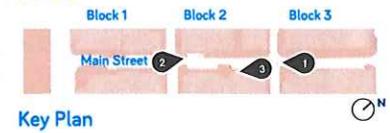
View 1



View 2



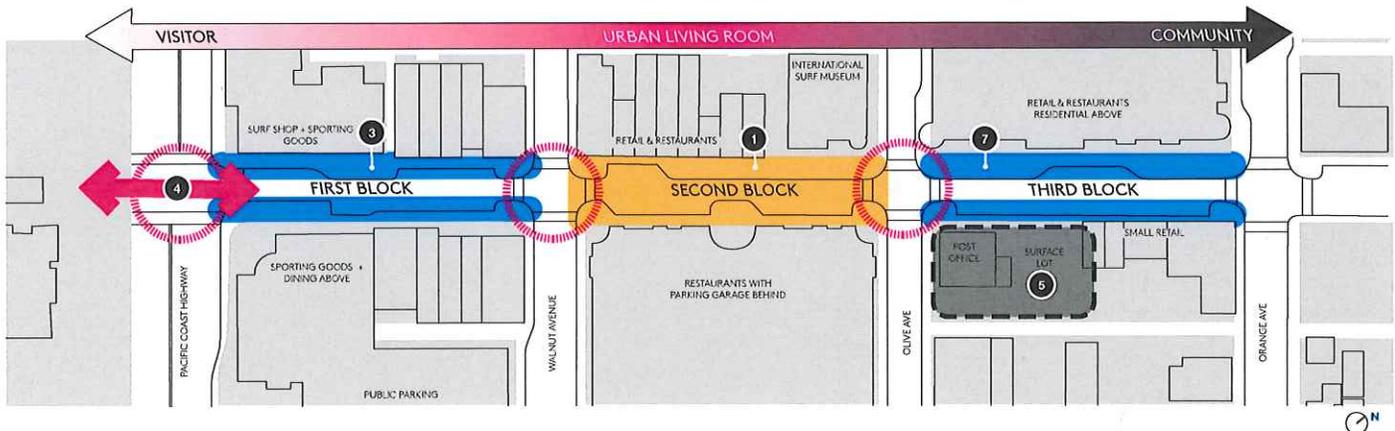
View 3



Key Plan

Main Street Activation: Opportunities Diagram

- 1 Building on the COVID-19 pilot to create a permanent urban public space that complements the pier plaza, and serves as an outdoor community living room with dining, art, shade, and lighting on the second block
- 2 Developing AI Fresco design guidelines focused on a more unified palette of treatments and materiality
- 3 Creating more opportunities along the first block for programming and retail activity to spill into the public realm
- 4 Better connecting the first block with the public activity on the Pier through visual and pedestrian enhancements, such as a mural scramble crosswalk or creative crosswalks
- 5 Repositioning the Post Office property on the third block as an opportunity for adaptive reuse or mixed-use development
- 6 Improving and unifying the streetscape through a cohesive tree palette
- 7 Improving ground-level landscaping on the third block to create more porosity of activity on the ground floor



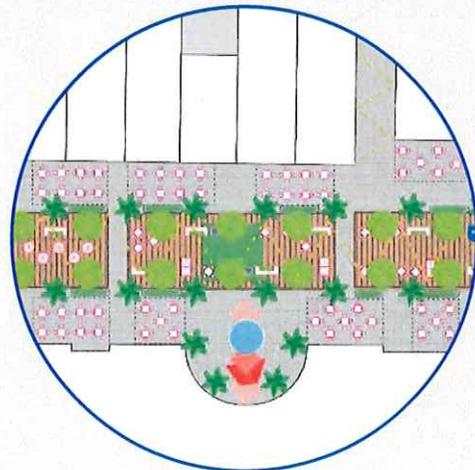
MAIN STREET STREETSCAPE REDESIGN STRATEGIES

- 1 Plaza Scheme
- 2 One-Way Flex Scheme



PLAZA SCHEME

- A full closure of Block 2 on Main Street to create a pedestrian plaza that is an everyday public space for residents and visitors.
- The plaza will reconfigure and expand on on-street dining that supports the existing restaurants.



Plaza Scheme: Overall Streetscape Diagram

BLOCK 1

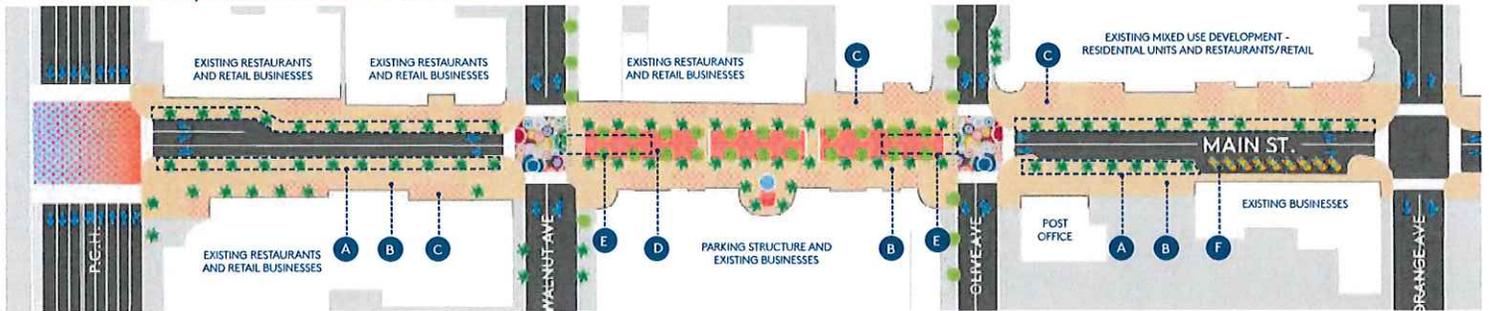
- Enhanced sidewalks and improved pedestrian circulation
- Spaces for street amenities and furnishings
- Two-way vehicular travel
- Landscape and street lighting enhancements
- Gateway Art and connection to Pier Plaza

BLOCK 2

- Street closure with central public plaza
- Dedicated furnishing zones for dining adjacent businesses
- New trees and shade canopy and lighting
- Mural intersections at Walnut and Olive

BLOCK 3

- Enhanced sidewalks with some parking retained
- Spaces for street amenities and furnishings
- Two-way vehicular travel
- Landscape and street lighting enhancements



A CURBSIDE ZONE

The Curbside Zone on blocks 1 and 3 will become the space for amenities including bike parking, wayfinding signage, landscaping and public seating.

B SIDEWALK ZONE

The sidewalk is an expanded pedestrian zone in blocks 1 & 3 by removing existing street parking, building on the concepts in the Downtown Specific Plan

C FURNISHINGS ZONE

The furnishings zone is moved adjacent the storefronts on all three blocks and allows for on-street dining, as well as space for seating or other amenities.

D PLAZA

The Plaza is a new central public space that will cater to visitors and residents alike, and be an everyday space that can also be programming for events.

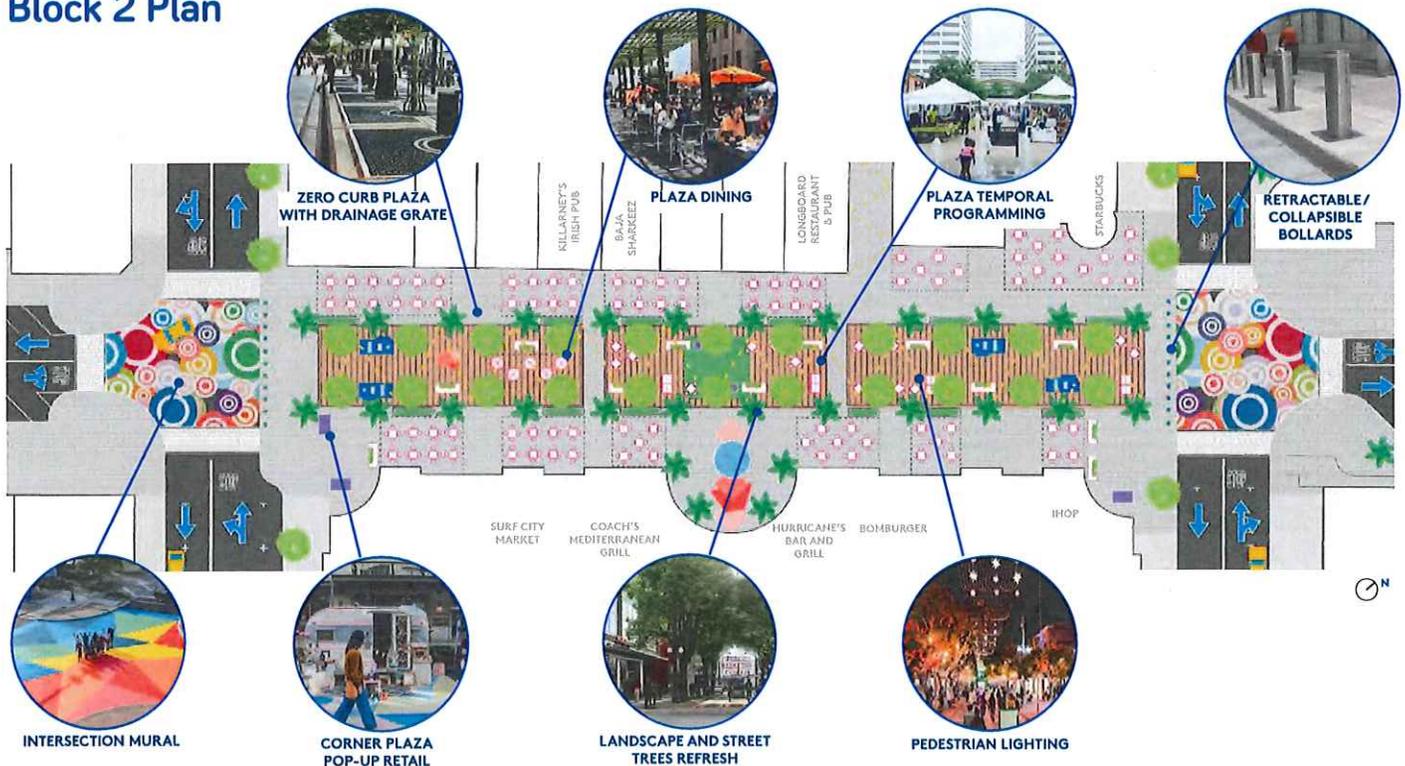
E EMERGENCY ACCESS

The plaza is maintained free of fixed furnishings adjacent the intersections to allow for emergency vehicle access onto the plaza

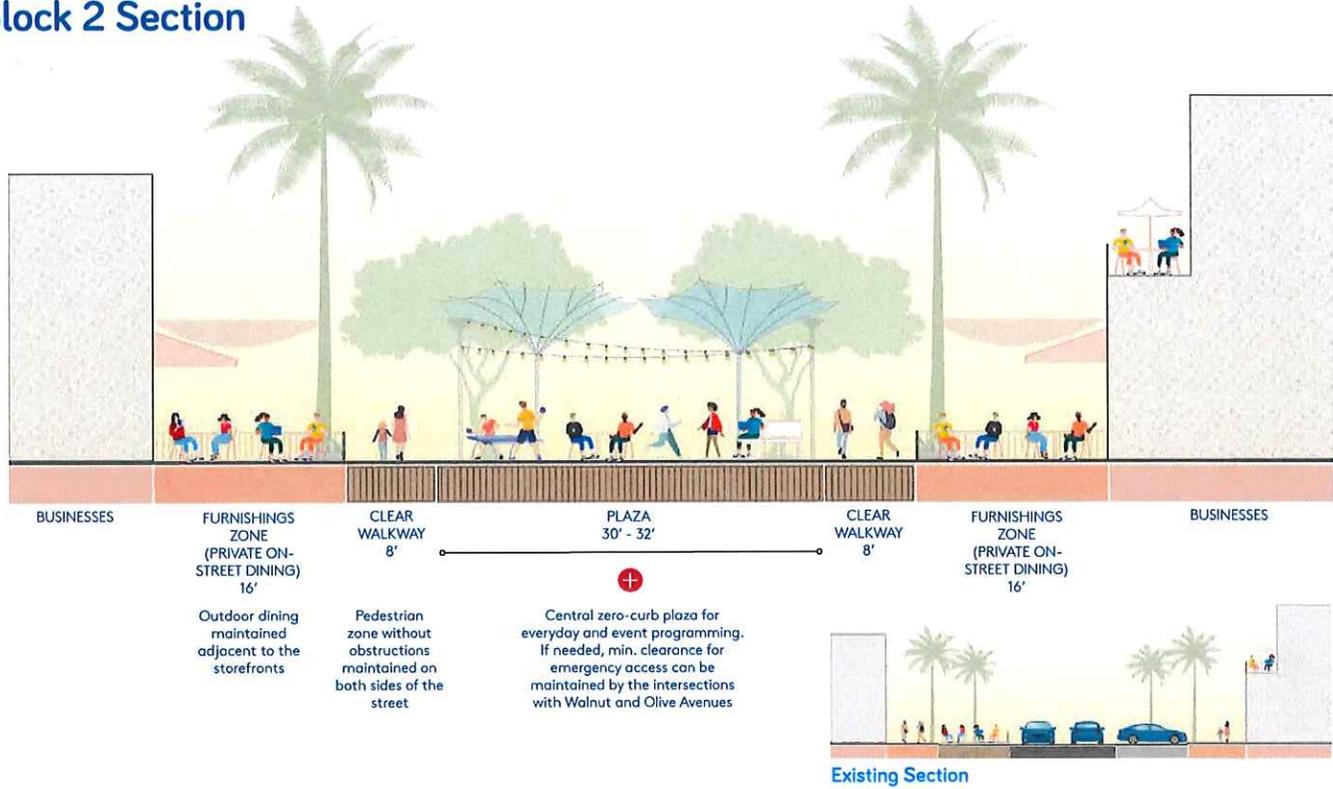
F PARKING ZONE

Some existing street parking is retained on the third block to support the existing retailers.

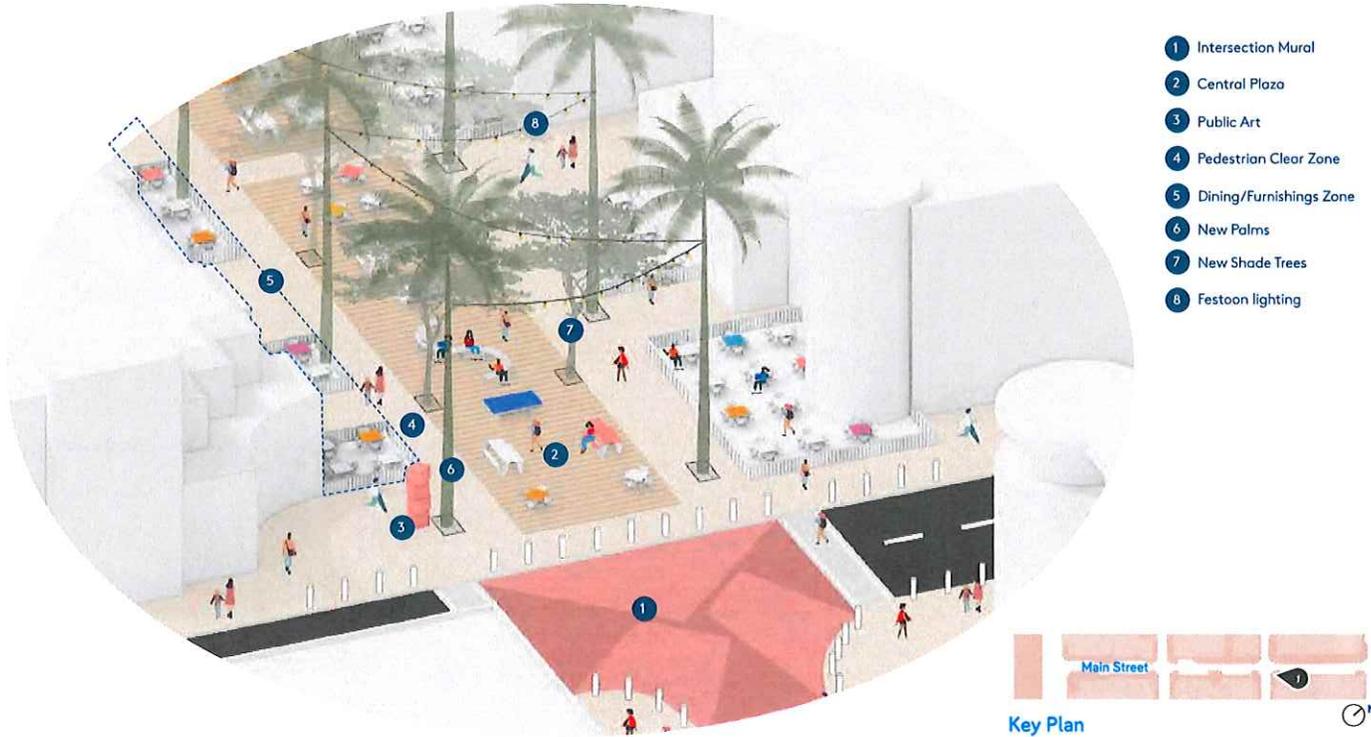
Plaza Scheme: Block 2 Plan



Plaza Scheme: Block 2 Section

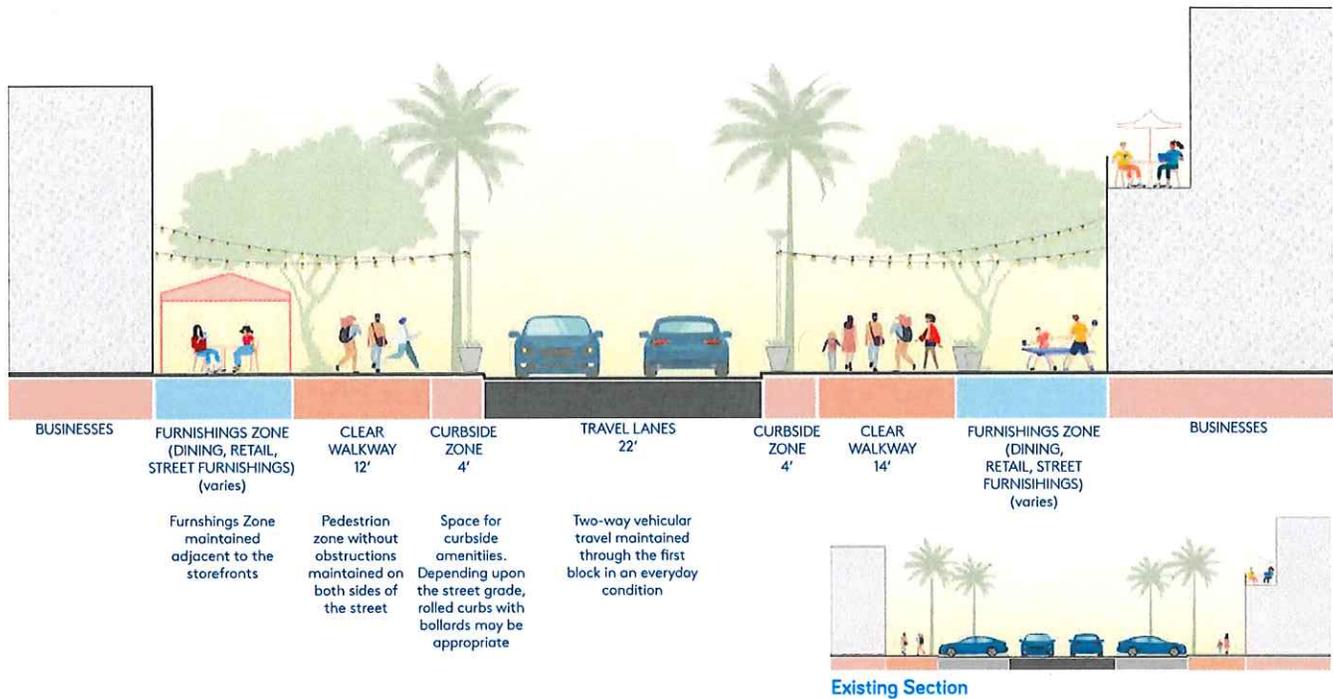


Plaza Scheme: Block 2 (View looking towards the pier from Block 3)



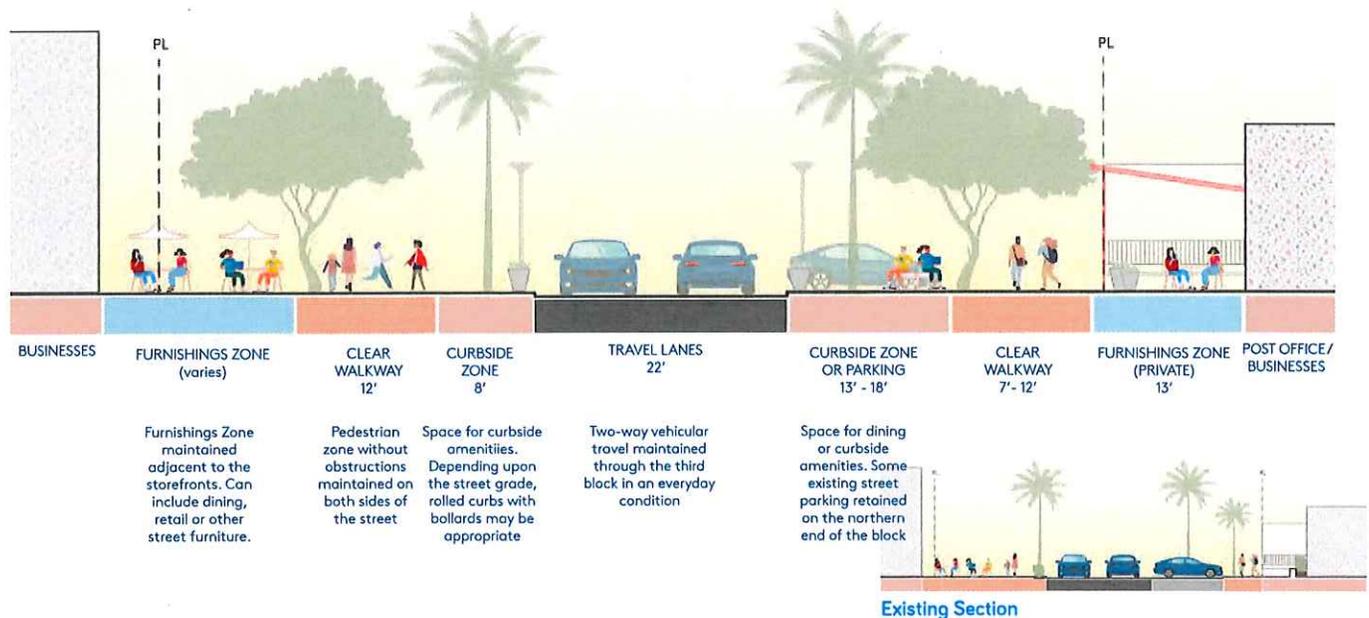
Plaza Scheme:

Block 1 Section - Enhanced Streetscape



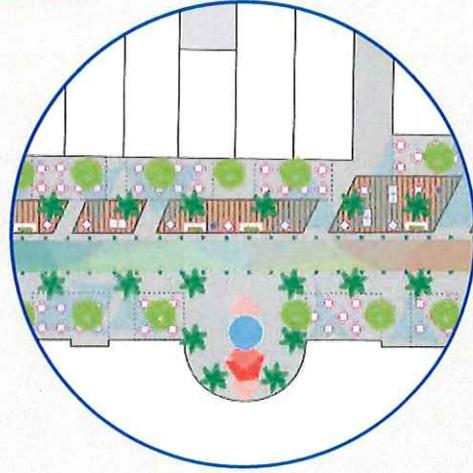
Plaza Scheme:

Block 3 Section - Enhanced Streetscape



ONE-WAY FLEX SCHEME

- Reconfiguring all three blocks on Main Street into a one-way that makes space for a pedestrian promenade on the northern side of the street.
- The street continues to support on-street dining and can be closed down completely for events.



One-Way Flex Scheme: Overall Streetscape Diagram

BLOCK 1

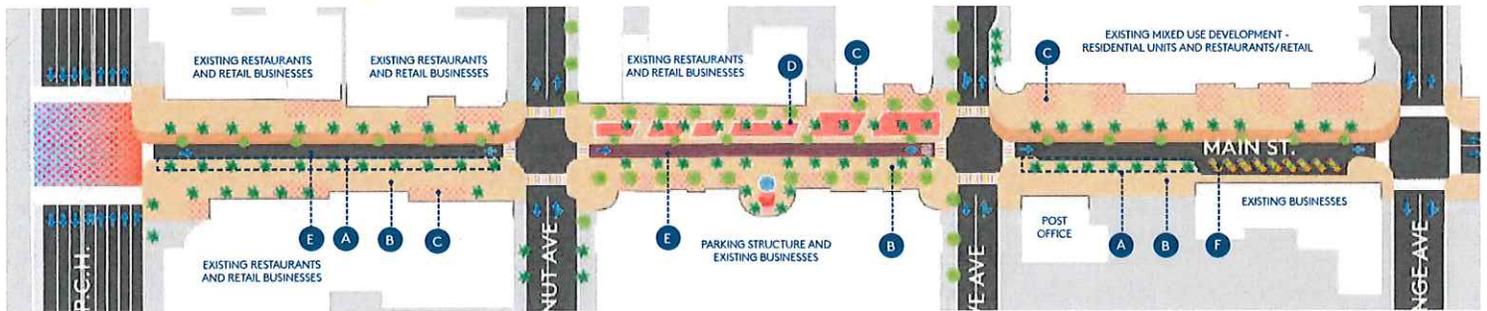
- Enhanced sidewalks and improved pedestrian circulation
- Spaces for street amenities and furnishings - tactical pedestrian promenade
- One-way vehicular travel
- Landscape and street lighting enhancements

BLOCK 2

- Enhanced sidewalks and improved pedestrian circulation
- Spaces for street amenities and furnishings - permanent pedestrian promenade
- One-way vehicular travel
- Landscape and street lighting enhancements

BLOCK 3

- Enhanced sidewalks and improved pedestrian circulation
- Spaces for street amenities and furnishings - tactical pedestrian promenade
- One-way vehicular travel
- Landscape and street lighting enhancements



A CURBSIDE ZONE

The Curbside Zone on blocks 1 and 3 will become the space for amenities including bike parking, wayfinding signage, landscaping and public seating.

B SIDEWALK ZONE

The sidewalk is an expanded pedestrian zone in blocks 1 & 3 by removing existing street parking, building on the concepts in the Downtown Specific Plan

C FURNISHINGS ZONE

The furnishings zone is moved adjacent the storefronts on all three blocks and allows for on-street dining, as well as space for seating or other amenities.

D PROMENADE

The one-way vehicular street allows for a linear promenade along the northern side of the street that becomes the everyday public space.

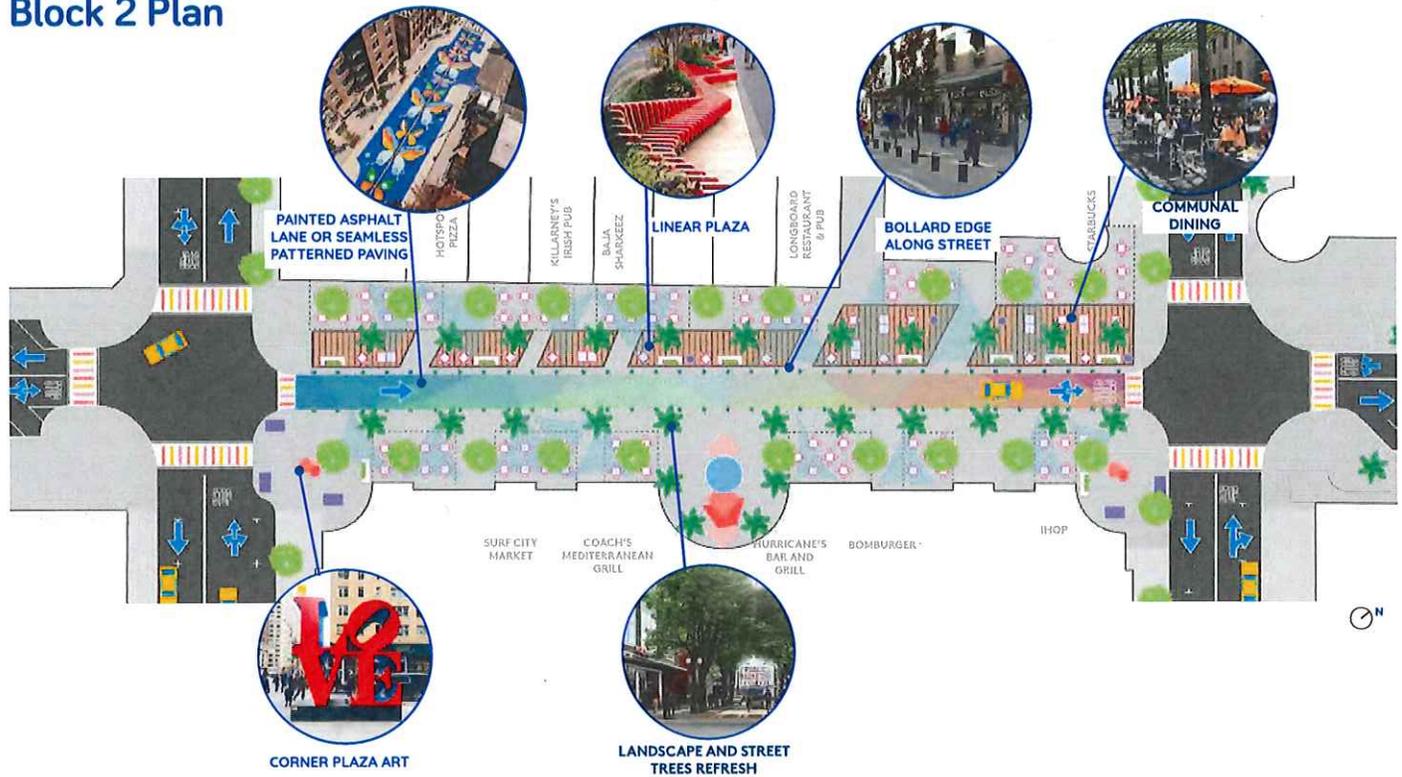
E ONE-WAY VEHICULAR LANE

The one-way vehicular lane maintains everyday access for vehicular traffic and emergency vehicles on the street. The street can be completely closed for events.

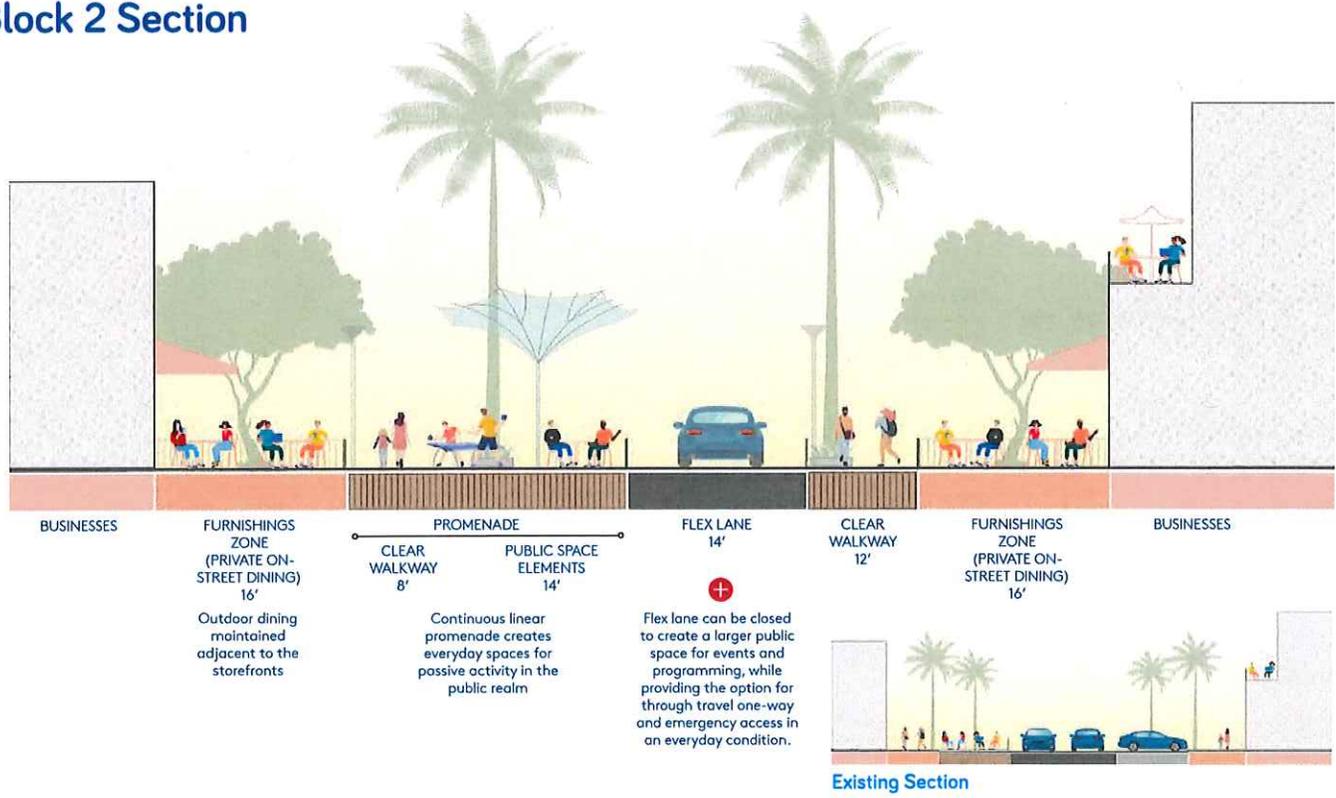
F PARKING ZONE

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One-Way Flex Scheme: Block 2 Plan



One-Way Flex Scheme: Block 2 Section



One-Way Flex Scheme:

Block 2 (View looking towards the pier from Block 3)

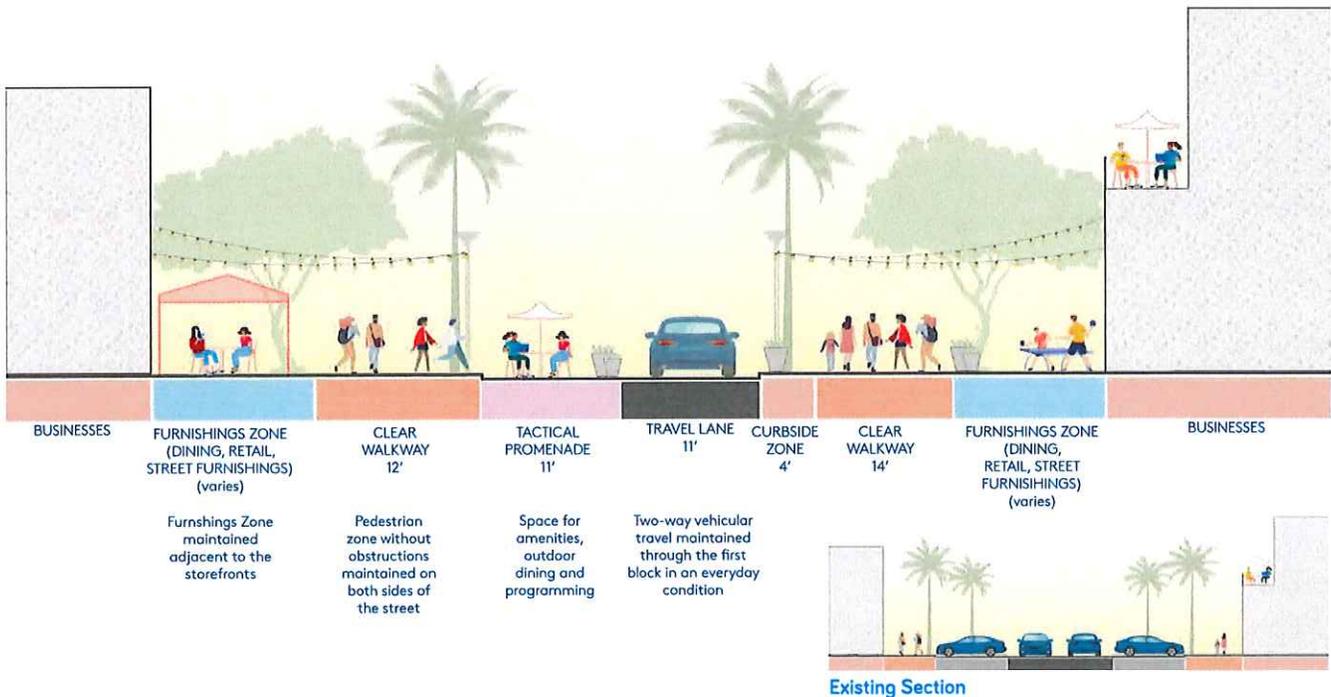


- 1 Creative Crosswalks
- 2 One-Way Lane
- 3 Public Art
- 4 Pedestrian Promenade
- 5 Dining/Furnishings Zone
- 6 New Palms
- 7 New Shade Trees
- 8 Pedestrian Clear Zone

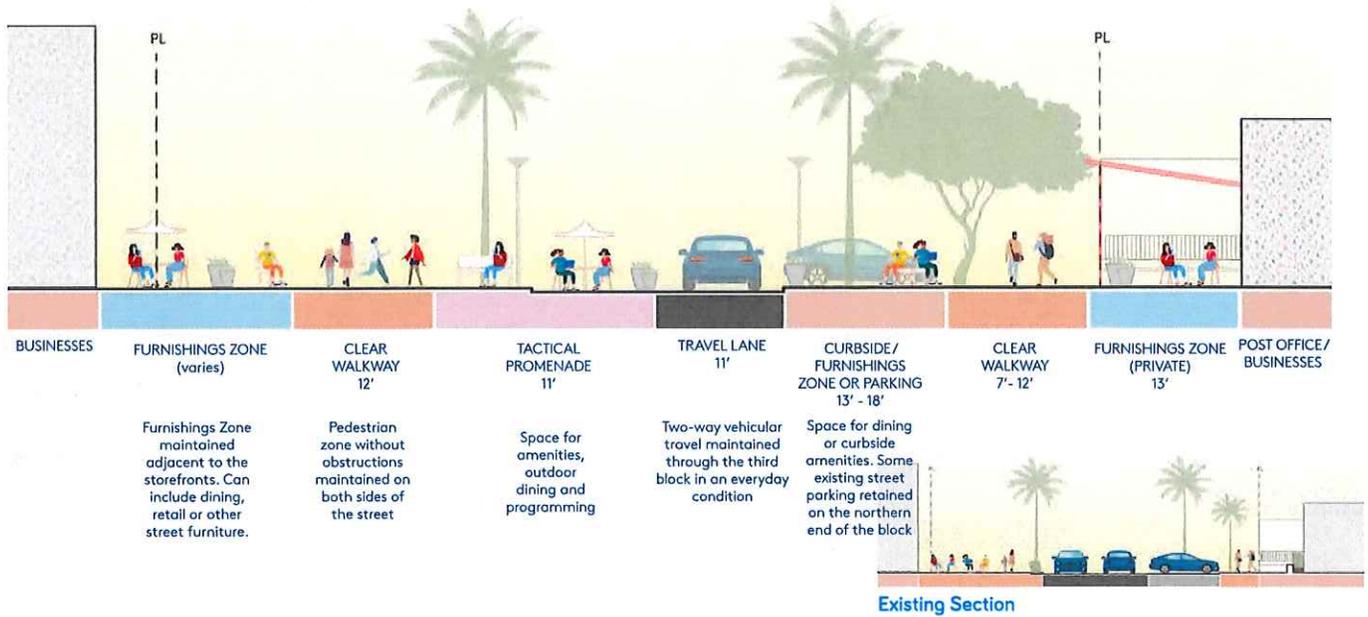


One-Way Flex Scheme:

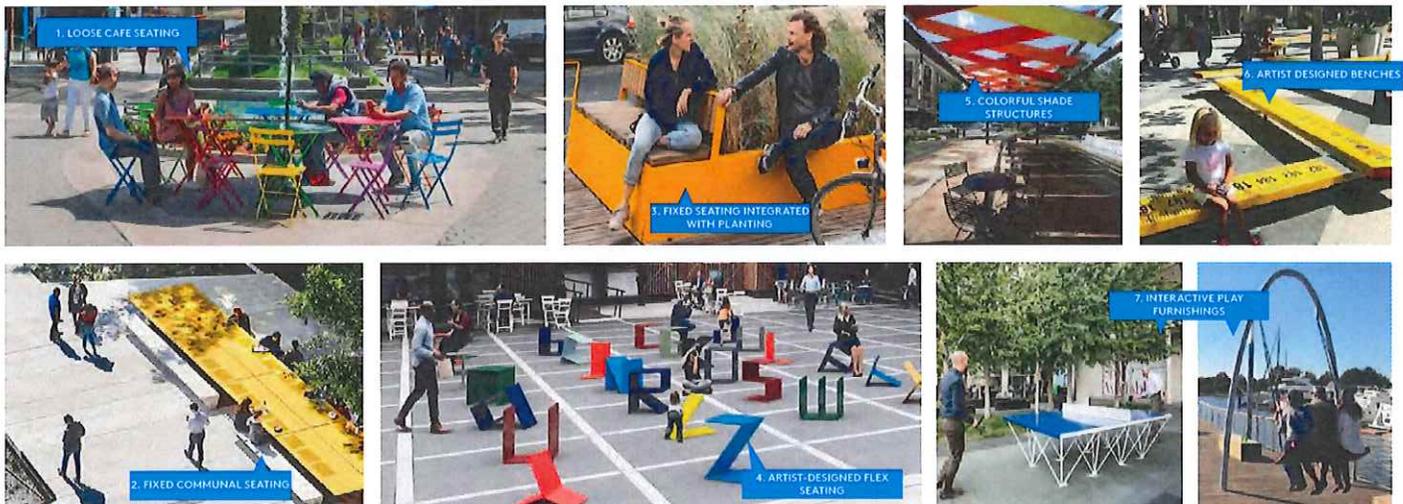
Block 1 Section - Enhanced Streetscape



One-Way Flex Scheme: Block 3 Section - Enhanced Streetscape



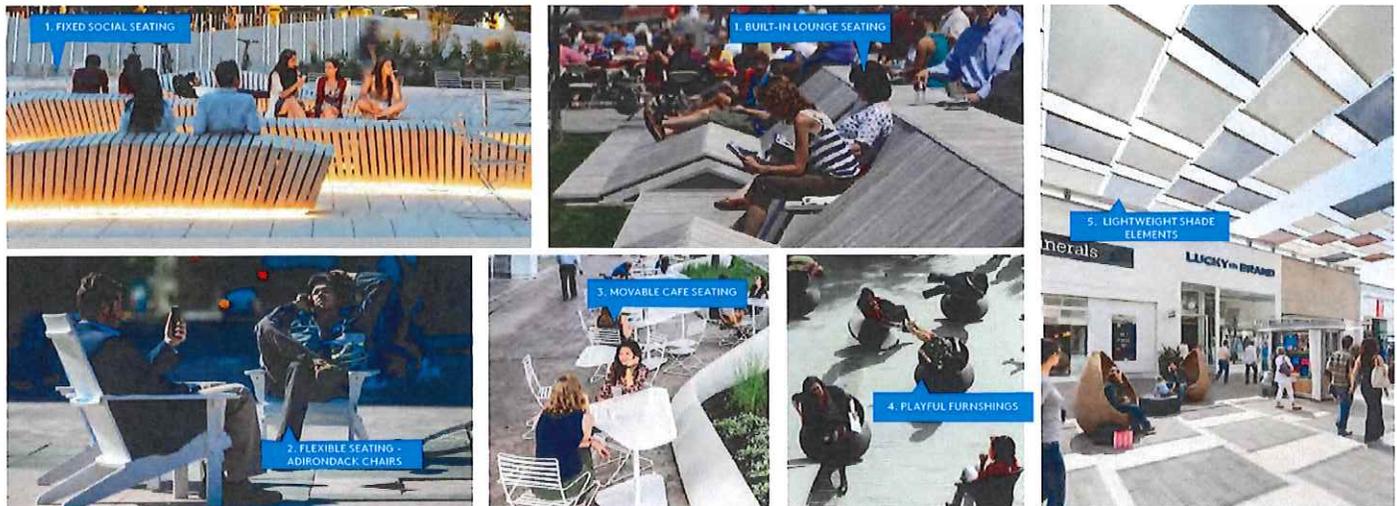
Furnishings



This furnishings concept* embraces a colorful and playful character for street furniture.

* Concepts and color palettes for furnishings, public art and landscaping are interchangeable.

Furnishings



This furnishings concept* proposes a neutral and earthy palette of colors and textures that expand on the beach-town character for Main Street.

* Concepts and color palettes for furnishings, public art and landscaping are interchangeable.

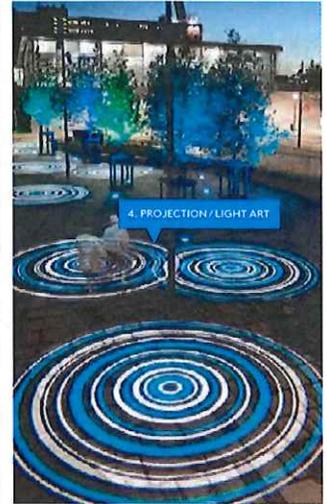
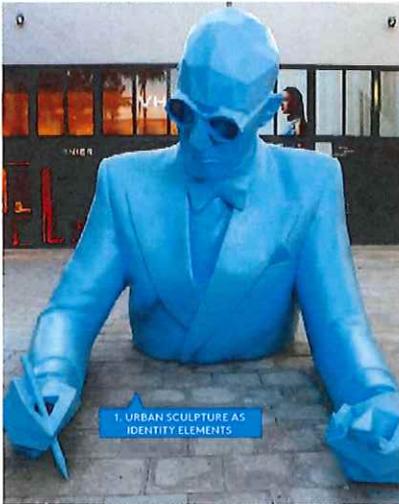
Public Art



Public art* can be a mix of permanent elements and temporary/rotating installations that keep the plaza fresh and interesting.

* Concepts and color palettes for furnishings, public art and landscaping are interchangeable.

Public Art



Public art* can complement the beachtown aesthetic by introducing pops of color and playing with light and shade.

* Concepts and color palettes for furnishings, public art and landscaping are interchangeable.

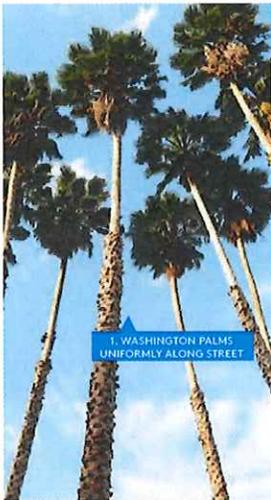
Landscape



Landscape elements* for the plaza include new date palms, shade trees and hardy, sculptural succulents in pots and planters.

* Concepts and color palettes for furnishings, public art and landscaping are interchangeable.

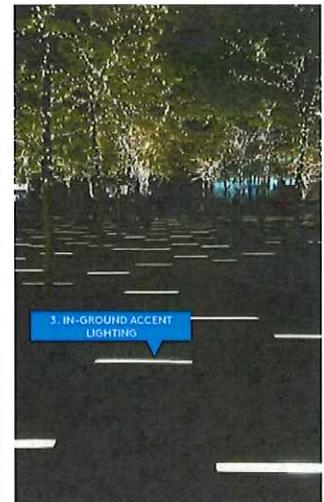
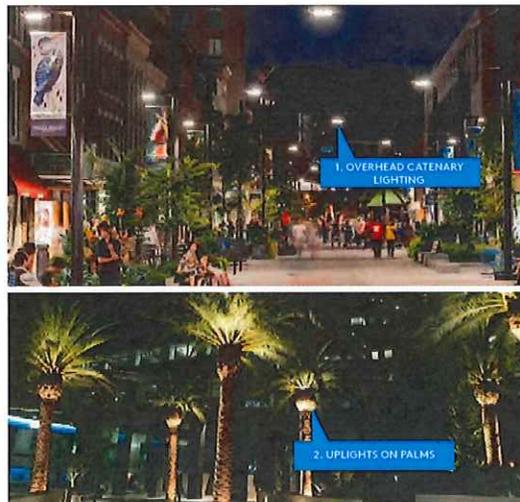
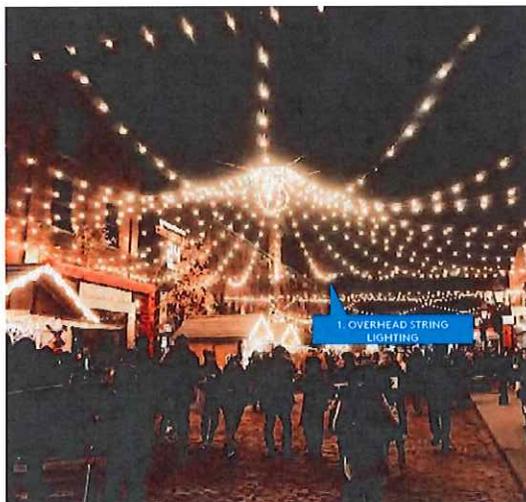
Landscape



Suggested landscape elements* for this scheme include taller palms, grasses and softer, feathery textures interspersed with some sculptural plants.

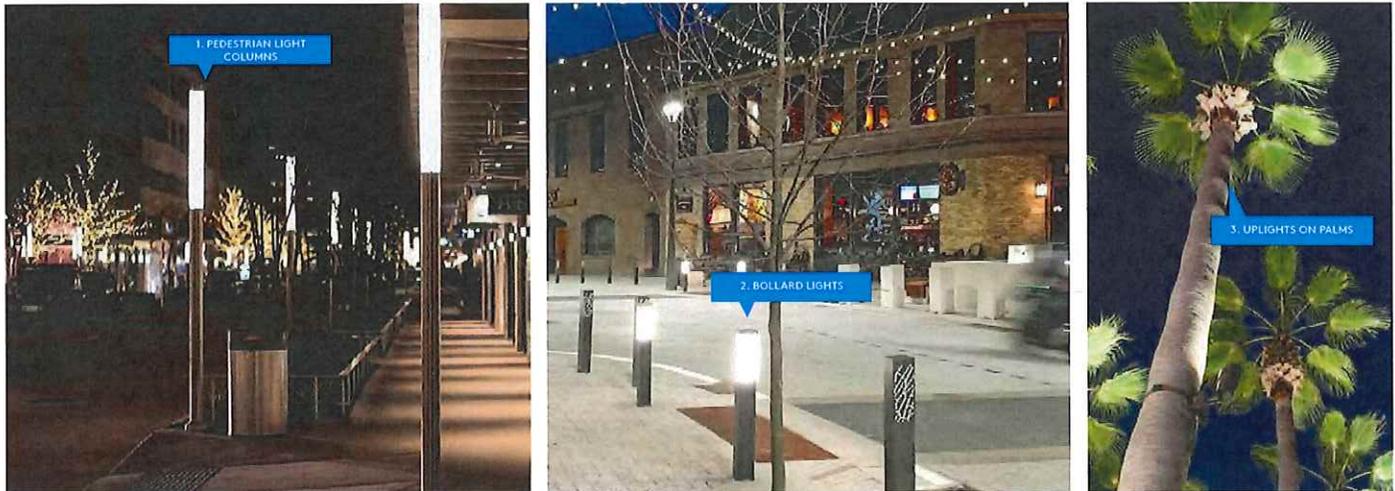
* Concepts and color palettes for furnishings, public art and landscaping are interchangeable.

Lighting



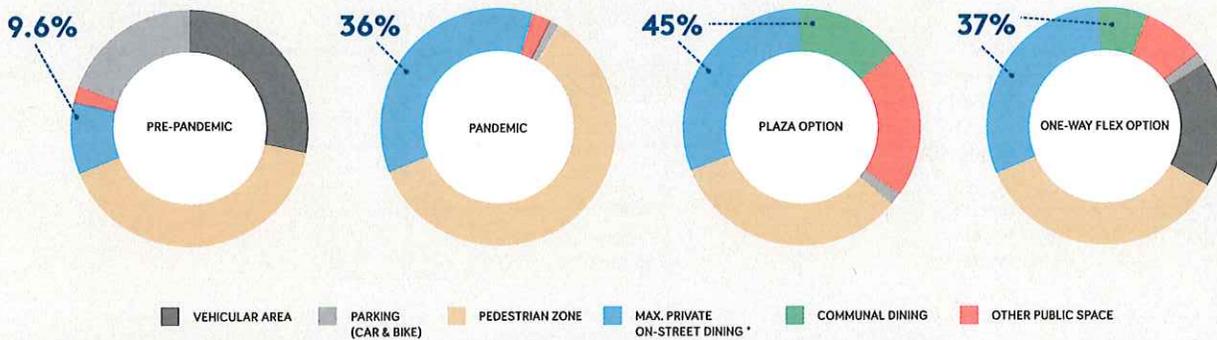
Overhead lighting elements can create a seamless plaza that can be complemented by uplights on palms.

Lighting



Street lighting can build on elements like bollards and poles to create pedestrian-scale lighting in addition to uplights on palms and simple string lights over public spaces.

Comparison of Schemes ROW Allocation on Block 2



* Max. private street dining in the plaza and one-way options reflects the entire area of the storefront furnishing zone that is available for street dining. Actual square footage of dining area may vary depending upon the level of interest of specific restaurants and businesses.

Both the Plaza and One-Way options provide significant additional private on-street dining, as well as options for communal dining that are public and more flexible.

Private on-street dining will be restricted to the area immediately adjacent the storefront (16' depth).

Public Space Programming: Events and Activation

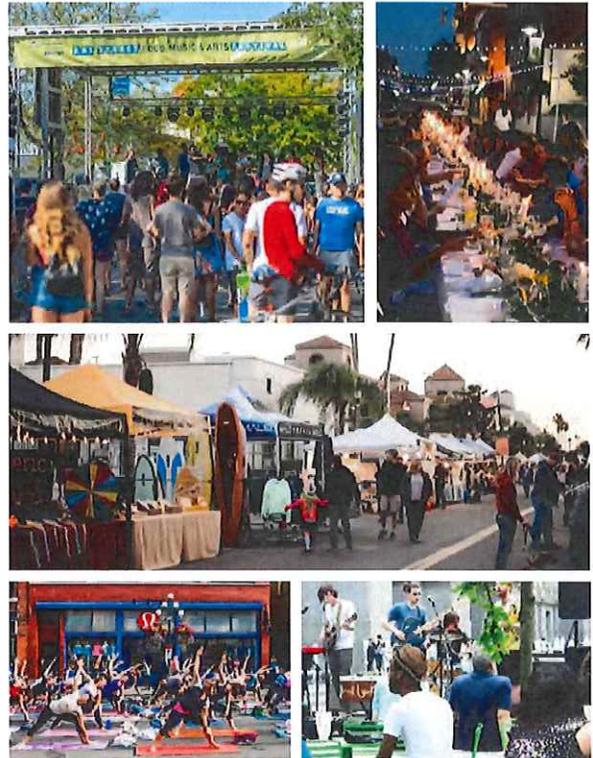
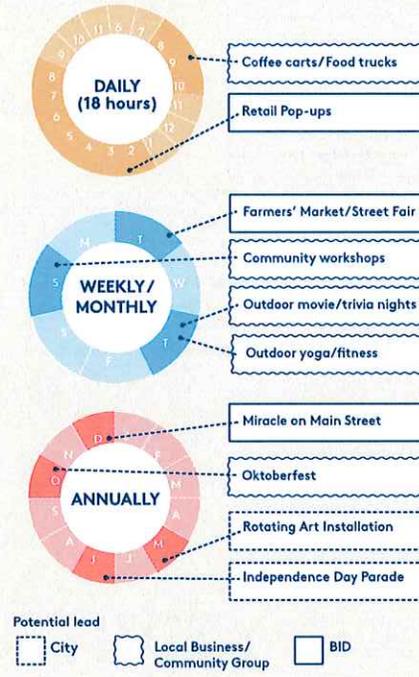
CREATE A PROGRAMMING PLAN OR SCHEDULE

Activation of the street through planned programming and events will be important to create a successful and vibrant Main Street in either design scheme.

The Plaza scheme will require more active programming on a daily and weekly basis, whereas the One-Way scheme can primarily be passive everyday public spaces with small programs and occasional street closures for events.

Creating a **PROGRAMMING PLAN OR SCHEDULE** with clearly defined stakeholder roles will ensure that the street is activated and lively throughout the day/ year.

Example Programming Schedule



CONNECTIVITY STRATEGIES FOR MAIN STREET



- 1 PCH - Gateway and Wayfinding
- 2 PCH - Reconfiguration
- 3 1st Street - Pedestrian Improvements
- 4 1st and PCH - Gateway Development
- 5 Walnut Avenue - New Pedestrian Trail

Downtown Connections: Strengths

- 1 Main Street is located within walking distance to key destinations such as Pacific City and accessible by resort visitors
- 2 Existing network of streets provides multiple routes for pedestrian access to Main Street
- 3 There is a density and diversity of people -- visitors and residents, including several resorts and hotels in the catchment area for Main Street
- 4 Existing bus transit and bike lanes along Pacific Coast Highway provide options for mobility.



Downtown Connections: Weaknesses

- 1 Fast moving traffic, in particular, heavy traffic and gridlock in the summer months, as well as constrained sidewalks and lack of mid-block crossings along Pacific Coast Highway contribute to a reduced pedestrian experience.



- 2 No clear entry experience from the south and lack of pedestrian wayfinding and branding elements that can highlight the presence of Main Street further south along Pacific Coast Highway



- 3 Atypical street grid and missing crosswalks at Walnut St and 1st St creates lack of legibility and barrier to safe pedestrian connections, where pedestrians are forced to use landscaped median as refuge.



- 4 Existing oil drilling sites create challenges for realignment of street grid. Industrial uses are visually problematic and inconsistent with the long-term goals for Downtown.



- 5 1st Street needs more character as the gateway/entrance to Downtown from the other destinations to the south.



PCH Gateway and Wayfinding

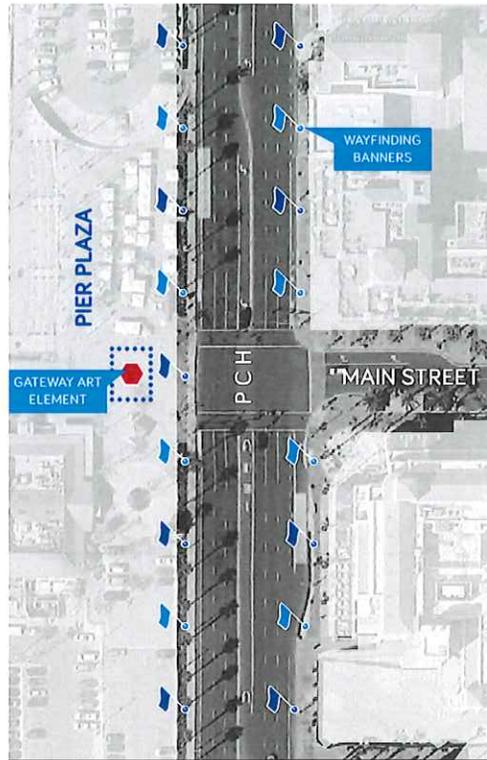
Improving pedestrian wayfinding to Main Street along Pacific Coast Highway with a branded experience by implementing a signage and wayfinding program, including a gateway art element at Pier Plaza.

TIMELINE FOR IMPLEMENTATION:



KEY CONSIDERATIONS:

- Will require coordination with Caltrans
- Will require integration with other Downtown Wayfinding and Signage programs
- Less expensive, has high impact, and faster to implement compared to capital projects that are larger in scope
- Opportunity to work with a local artist for the Gateway Art Element



Gateway Art Element at Pier Plaza



Key Plan



Example Banner Graphics

PCH - Reconfiguration

Explore working with CalTrans to reconfigure Pacific Coast Highway from 3 to 2 lanes on each side, from 6th Street to Huntington St, to create space for improved bike and pedestrian infrastructure.

TIMELINE FOR IMPLEMENTATION:



KEY CONSIDERATIONS:

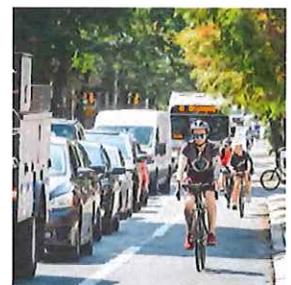
- Will require coordination with Caltrans and additional traffic analysis and mitigation measures
- Will involve capital costs for infrastructure improvements
- Will benefit downtown by calming traffic and improving pedestrian and bike amenities, but also by providing more street parking



Street reconfiguration for a protected bike lane and parking at PCH



Key Plan



Example bike infrastructure at PCH

1st Street - Pedestrian Improvements

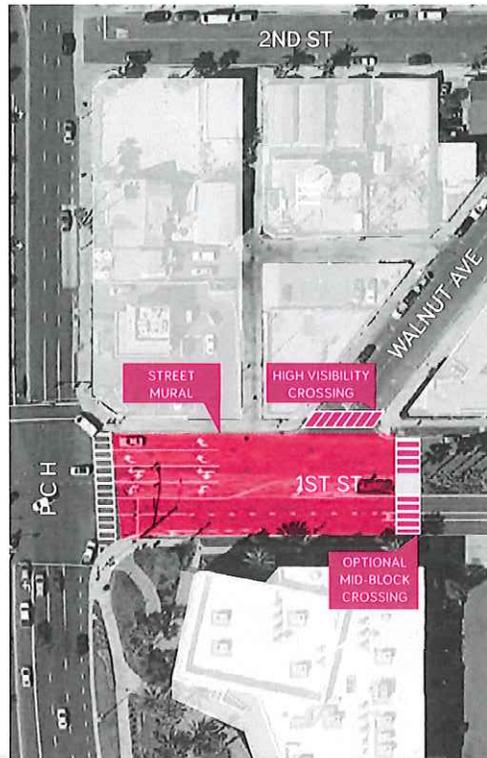
Improve pedestrian infrastructure at the intersection of PCH, 1st St and Walnut Ave to enhance north-south pedestrian connections into Downtown. Explore the potential for a street mural on 1st Street to create a strong visual gateway.

TIMELINE FOR IMPLEMENTATION:



KEY CONSIDERATIONS:

- Will require traffic analysis and further study
- Street mural and creative crosswalks could be created in partnership with local artists to reinforce the Huntington Beach identity
- This strategy will enhance the branding and signage efforts along PCH to create a gateway into Downtown from the south



Gateway Street Mural



Key Plan



Creative Crosswalks

Downtown Connections: Opportunities/Possibilities

GATEWAY ELEMENT AT PIER PLAZA



CREATIVE/ARTISTIC CROSSWALKS ALONG 1st STREET



ASPHALT MURAL ON 1st ST BETWEEN PACIFIC COAST HIGHWAY AND PACIFIC VIEW AVE



1st and PCH - Gateway Development

Reimagine the corner property on PCH and 1st Street as a mixed-use gateway development with active ground floor retail to invite pedestrians walking from the South into the Downtown.

TIMELINE FOR IMPLEMENTATION:

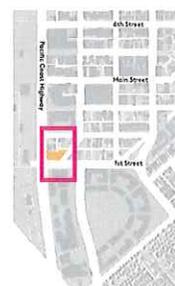


KEY CONSIDERATIONS:

- Will require an agreement with existing corner property owner to create a combined development parcel
- Existing Dairy Queen may need to be relocated within the new development



Gateway Mixed-Use Development 1st St



Key Plan



Example of Ground Floor Retail

Downtown Connections: Opportunities/Possibilities

1st STREET & WALNUT AVENUE

RETAIL/RESTAURANT ACTIVATION AT 1st & WALNUT



Walnut Avenue - New Pedestrian Trail

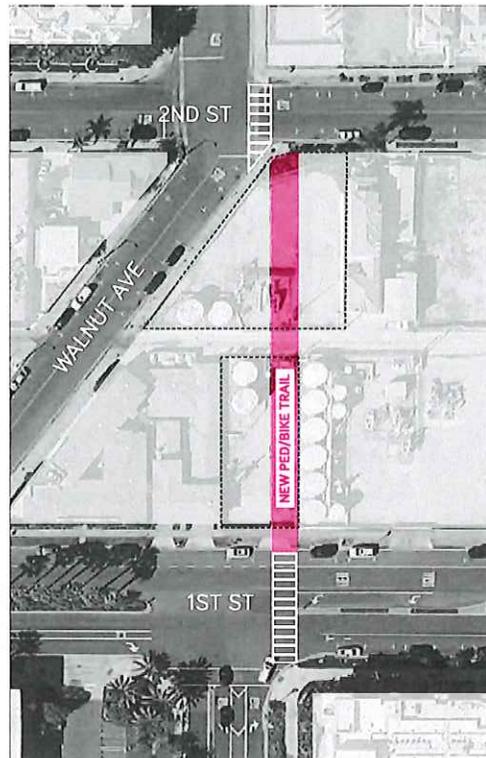
Explore a ped/bike trail cutting through an easement on the oil sites to maintain pedestrian and bike connectivity to Main Street.

TIMELINE FOR IMPLEMENTATION:

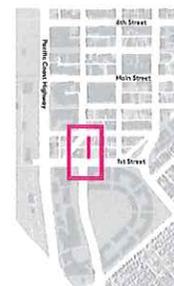


KEY CONSIDERATIONS:

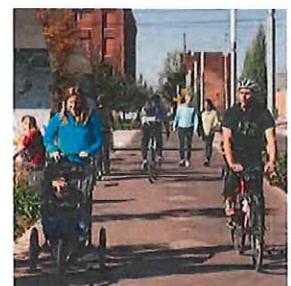
- Will require negotiating an easement with the oil extraction sites to secure ped/bike trail access
- The design will need to focus on creating safety through lighting and passive programming opportunities such as art



New Pedestrian Trail between 1st St & 2nd St along Pacific View Avenue



Key Plan



New Ped/Bike Infrastructure

Thank you