

studioneleven

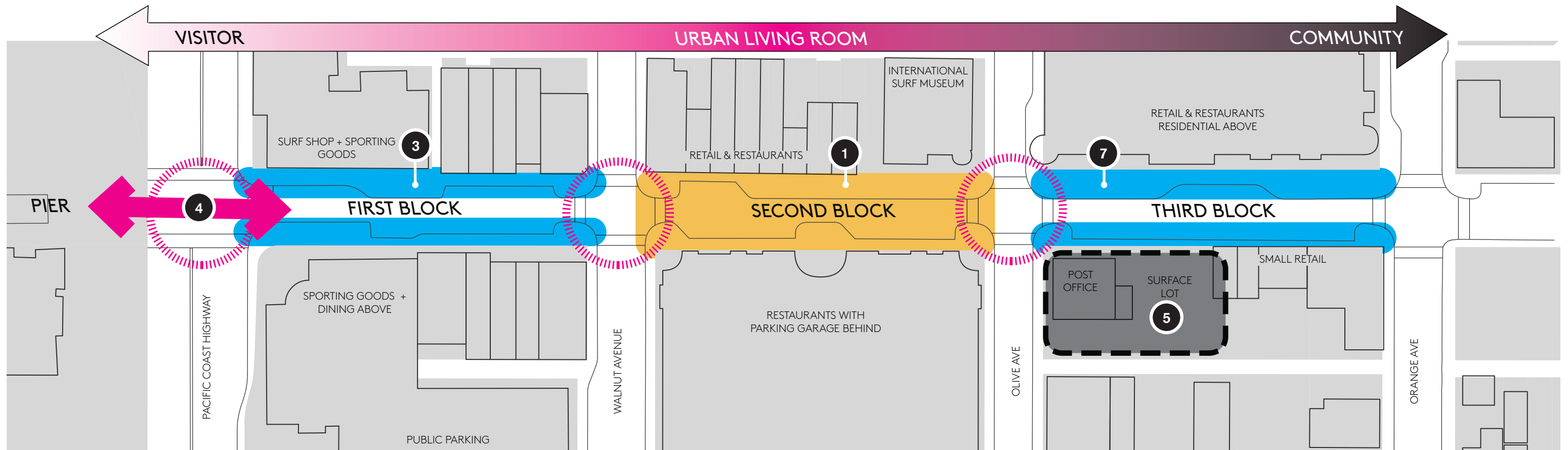
Downtown Urban Design Study Huntington Beach, CA

MAIN STREET DESIGN SCENARIOS

City of Huntington Beach, July 2021

Main Street Activation: Opportunities Diagram

- 1 Building on the success of the COVID-19 pilot to create a permanent urban plaza that compliments the pier plaza, and serves as an outdoor community living room with dining, art, shade, and lighting on the second block
- 2 Developing Al 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 Block 2: Existing Condition During the Pandemic



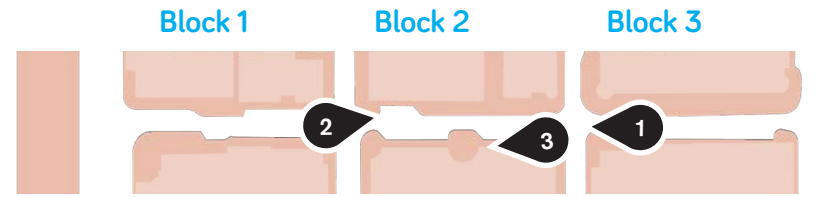
View 1



View 2

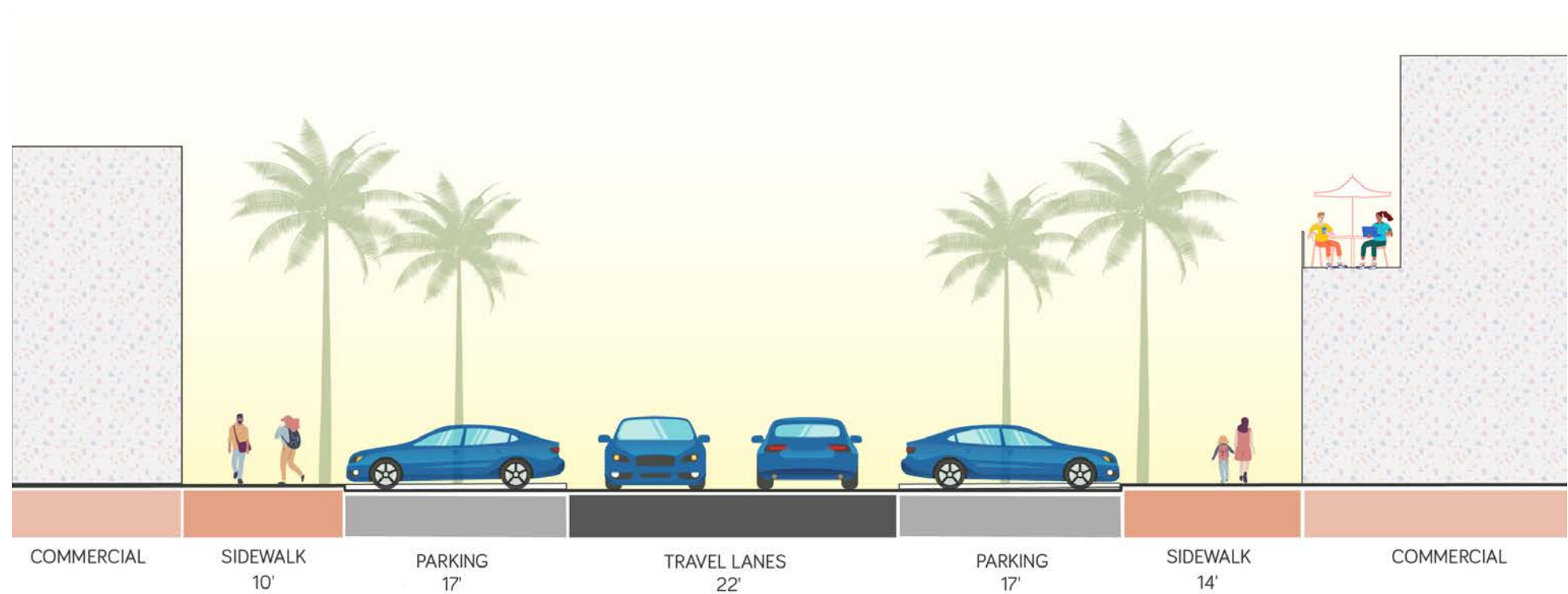


View 3

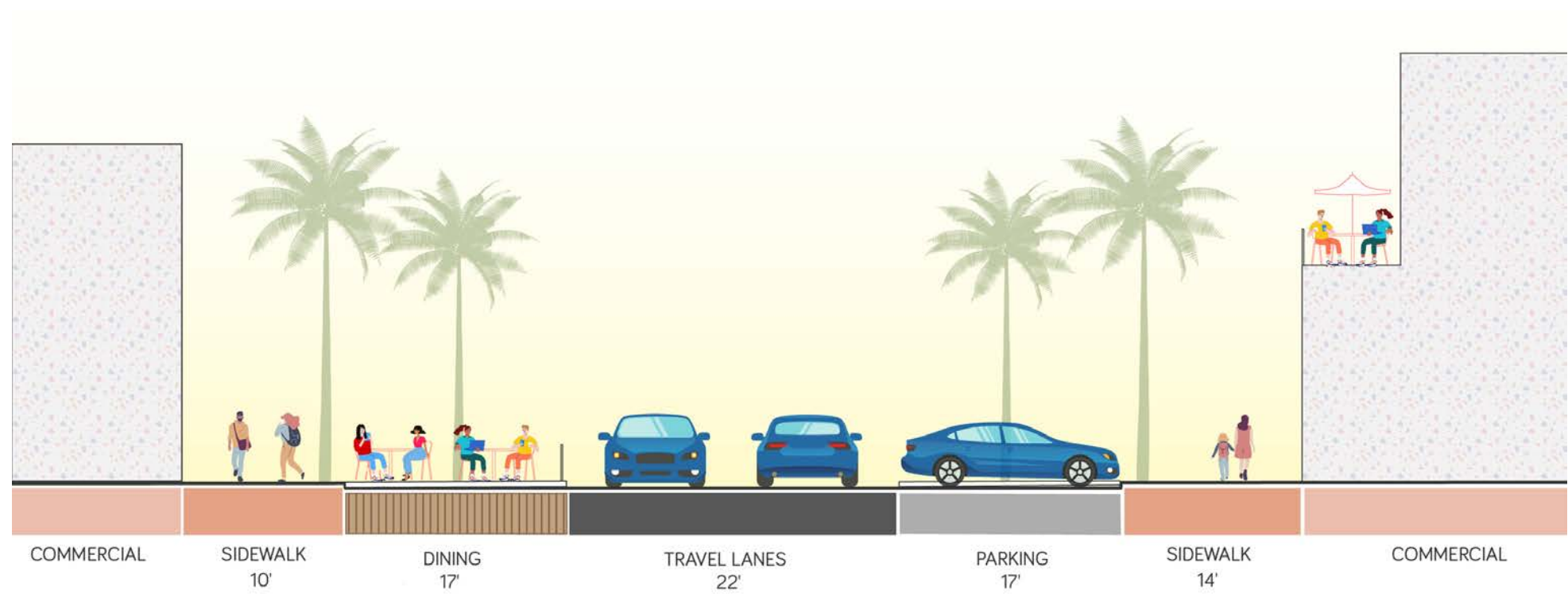


Key Plan

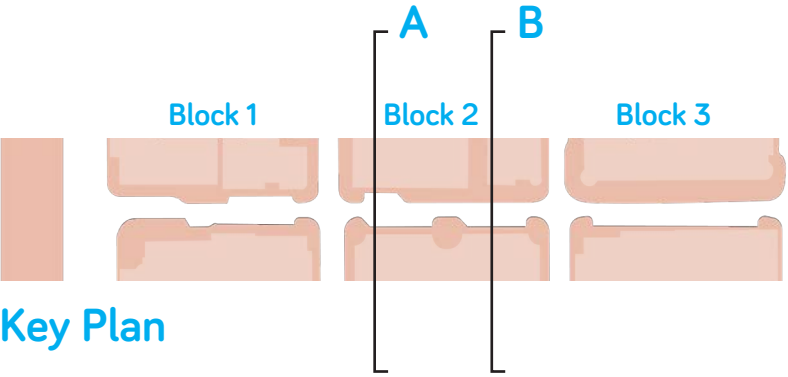
Main Street Block 2: Existing Condition (Pre-Pandemic)



Section A



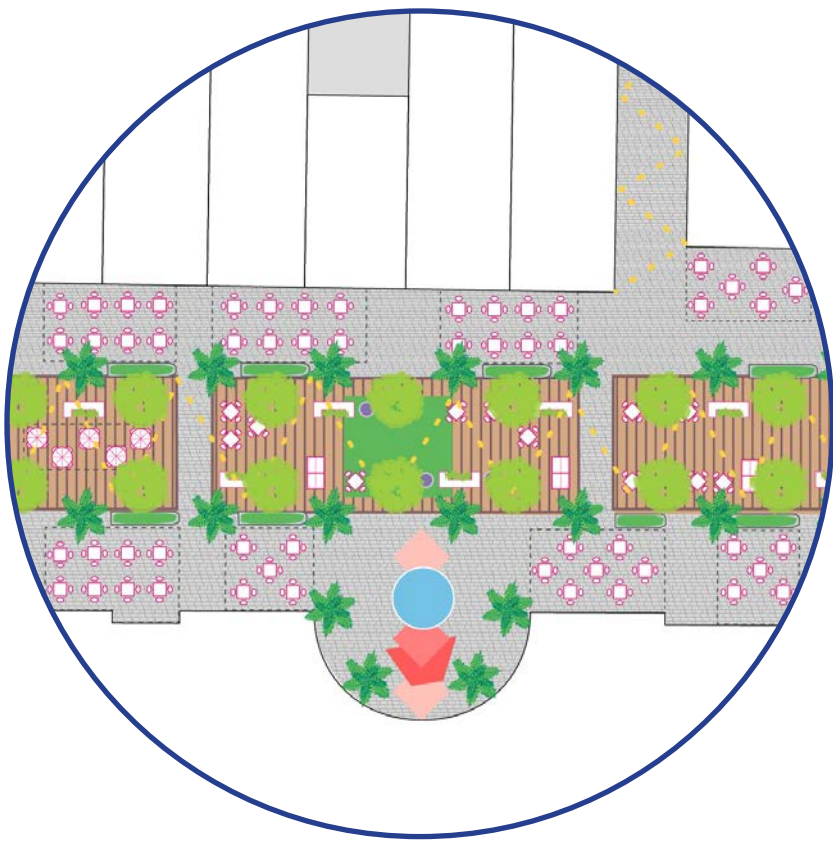
Section B



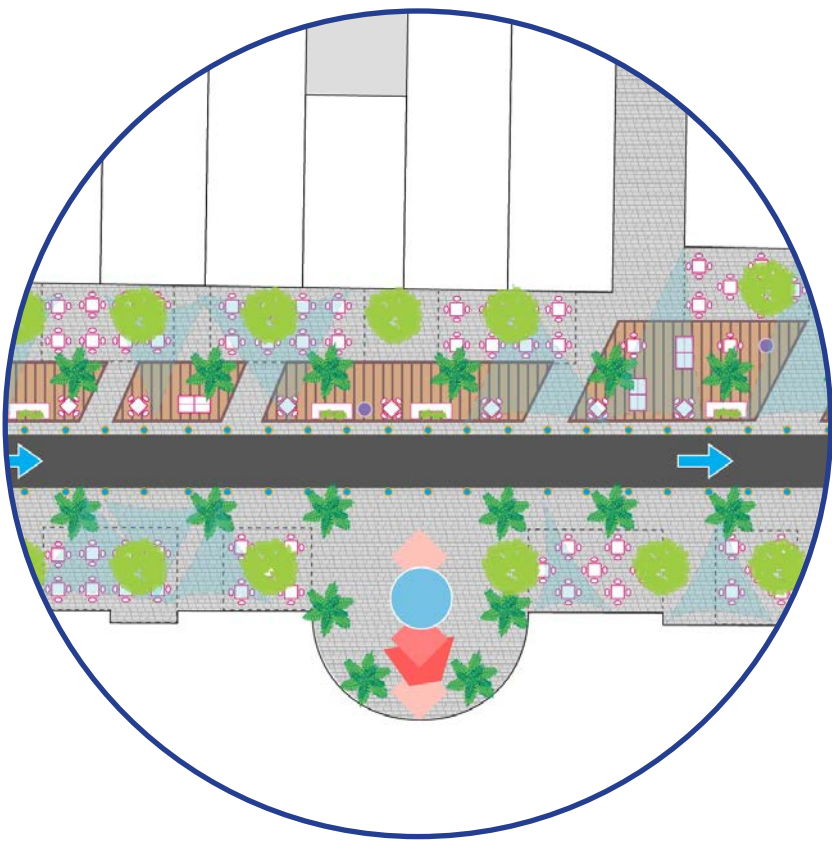
Key Plan

Main Street Block 2: Proposed Concepts

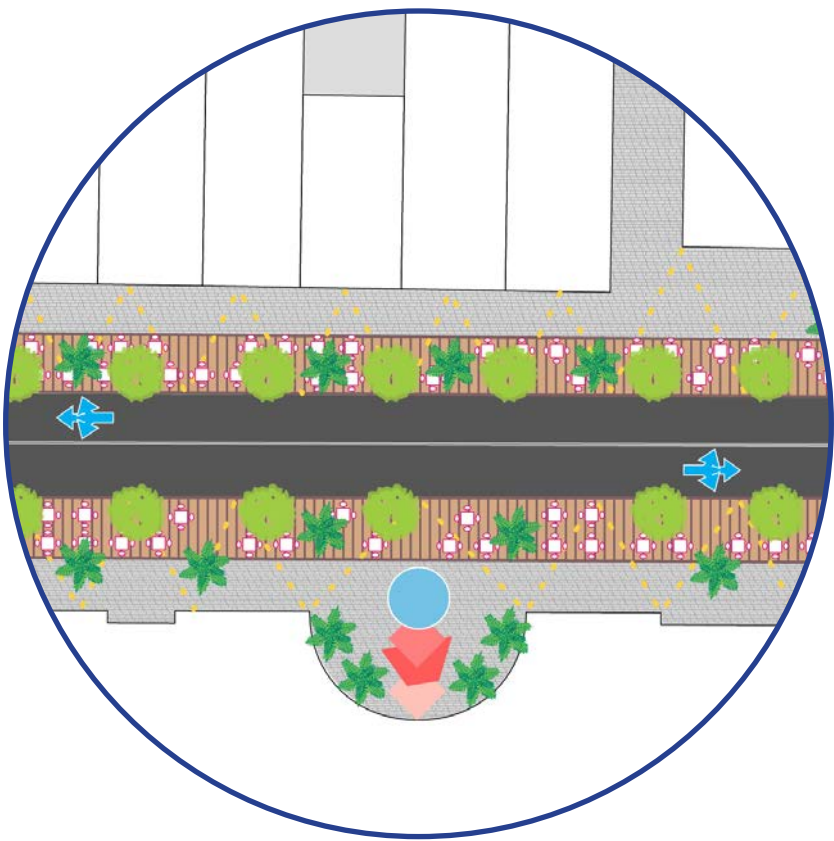
PLAZA



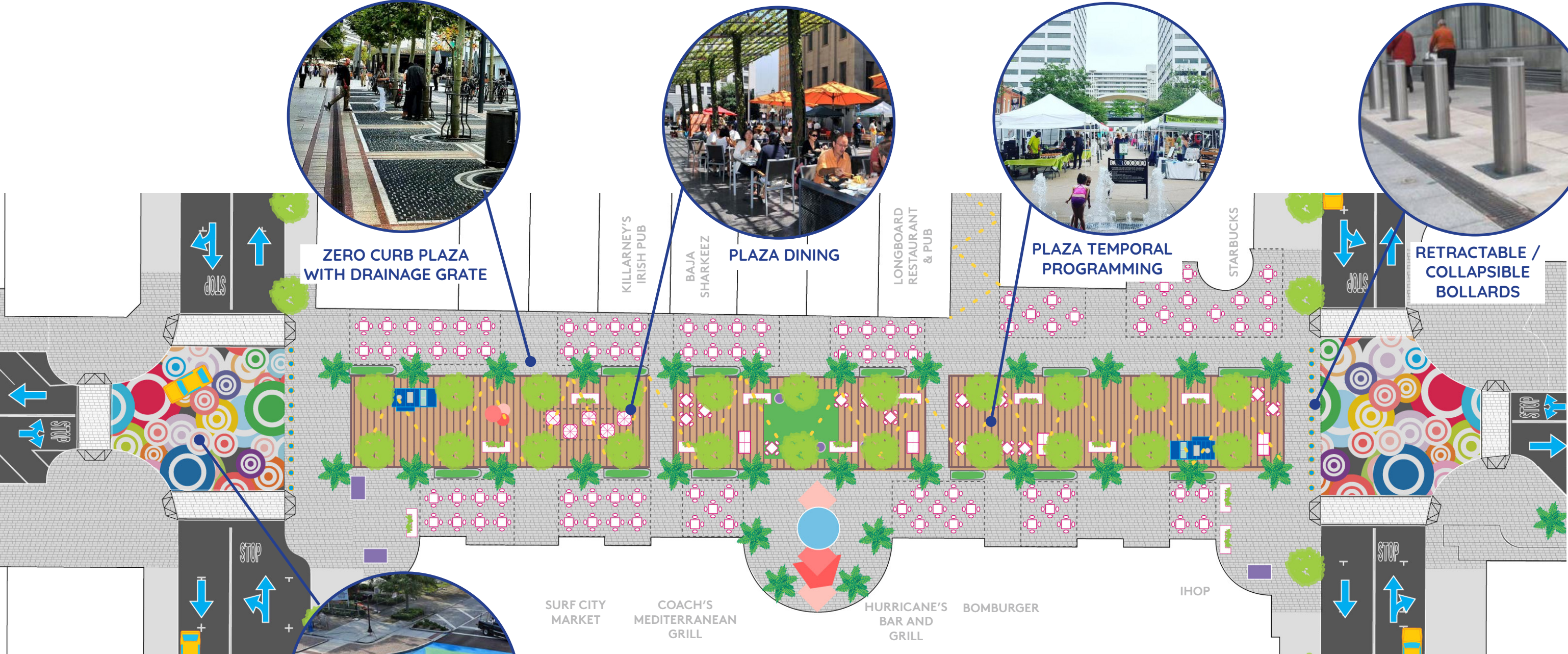
ONE-WAY FLEX STREET



ENHANCED MAIN STREET



Main Street Block 2: Plaza Plan



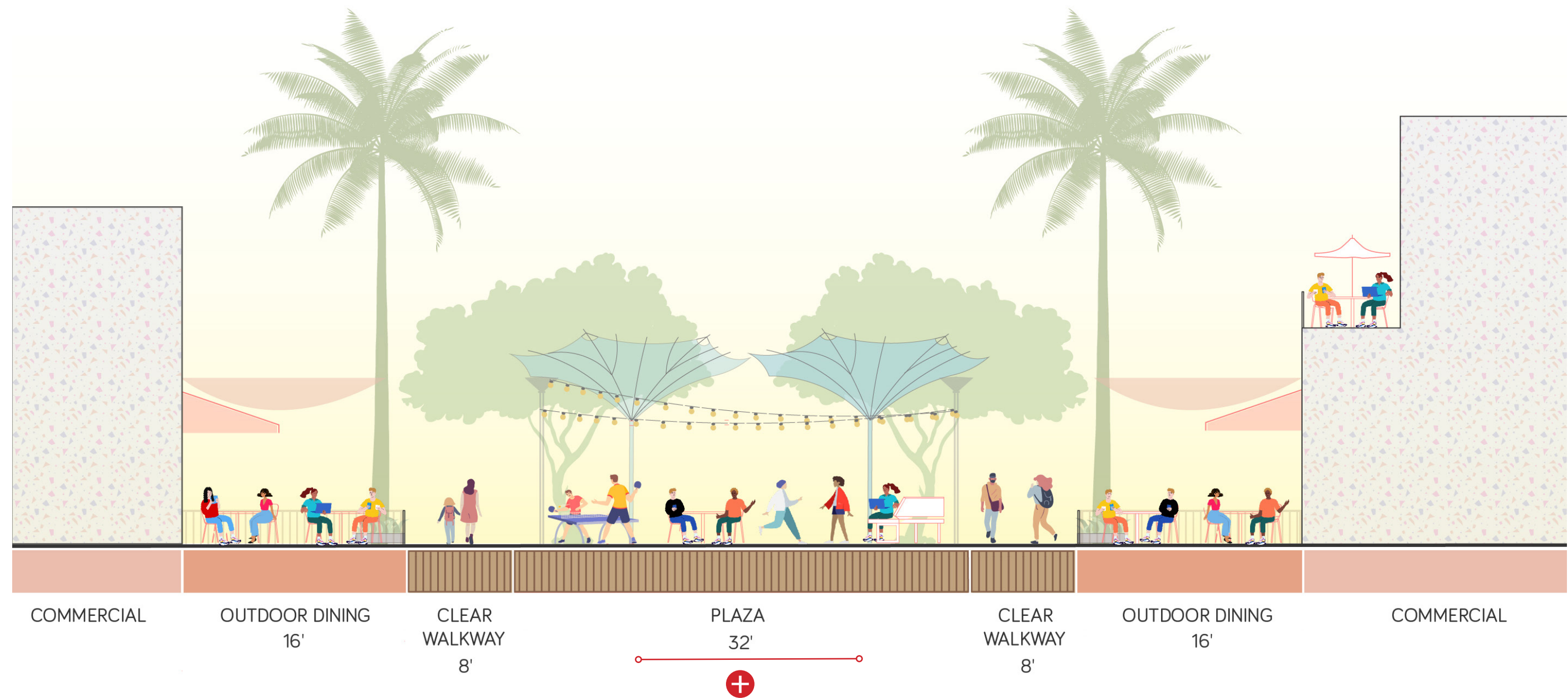
ADVANTAGES

- A seamless plaza that improves the quality of the pedestrian experience
- Improved opportunity for placemaking through a cohesive design and added space for the public realm
- Opportunities for more diversity of daily programming for a variety of users - families, kids etc.
- An attractive destination that will increase visitation

CHALLENGES

- Increased public realm will demand greater resources and partnerships for maintenance and monitoring of the space as well as improved safety
- Cost of improvements to completely redesign and implement a zero curb plaza can be significant
- Disruption to existing activities during construction can be significant

Main Street Block 2: Plaza Section



Outdoor dining maintained adjacent to the storefronts

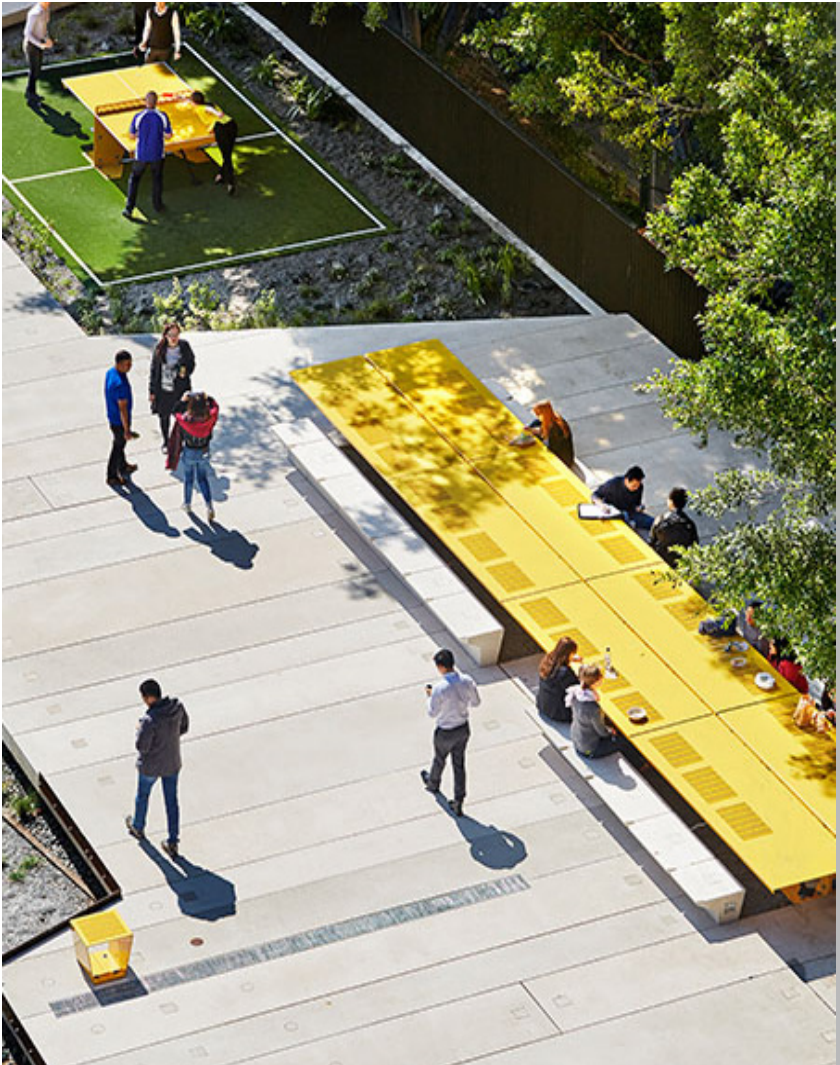
Pedestrian zone without obstructions maintained on both sides of the street

Central zero-curb plaza for everyday and event programming. If needed, min. clearance for emergency access can be maintained by the intersections with Walnut and Olive Avenues



Existing Section

Main Street Block 2: Plaza Precedents

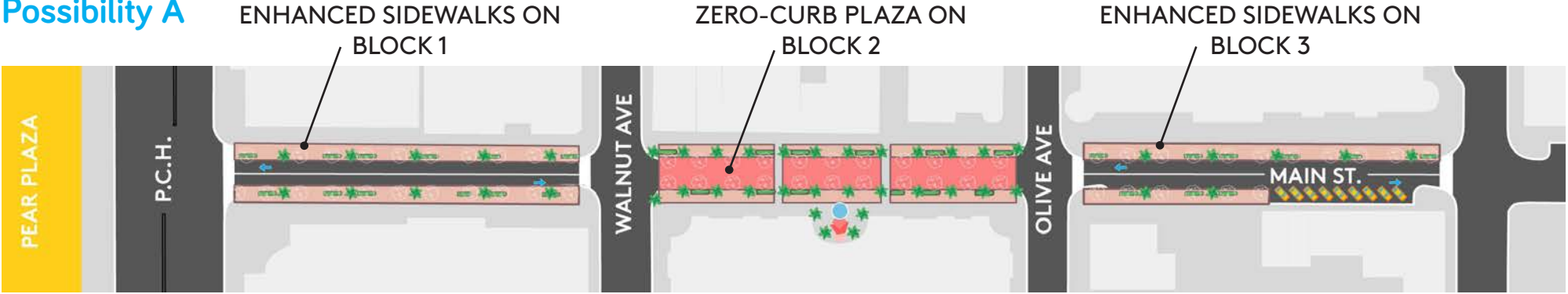


Main Street Block 2: Plaza Precedents

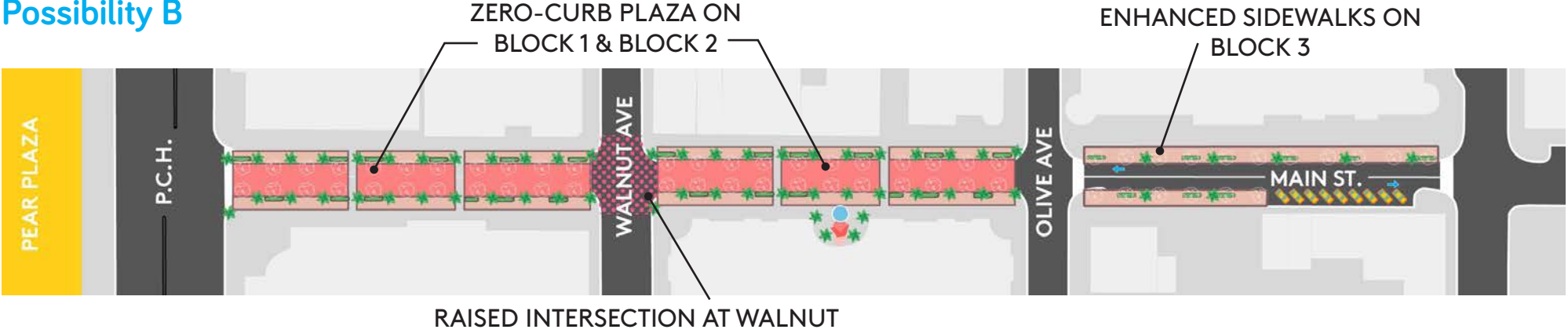


Main Street: Plaza Possibilities

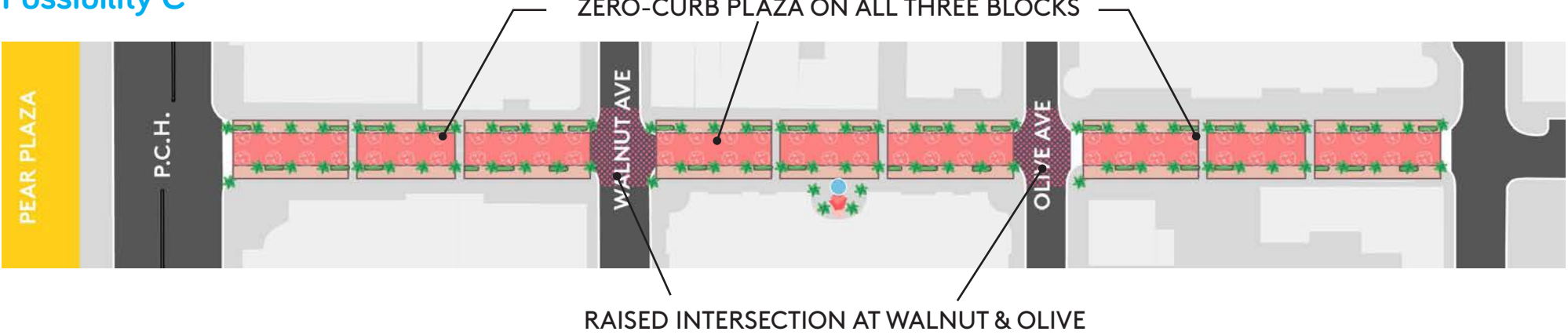
Possibility A



Possibility B



Possibility C

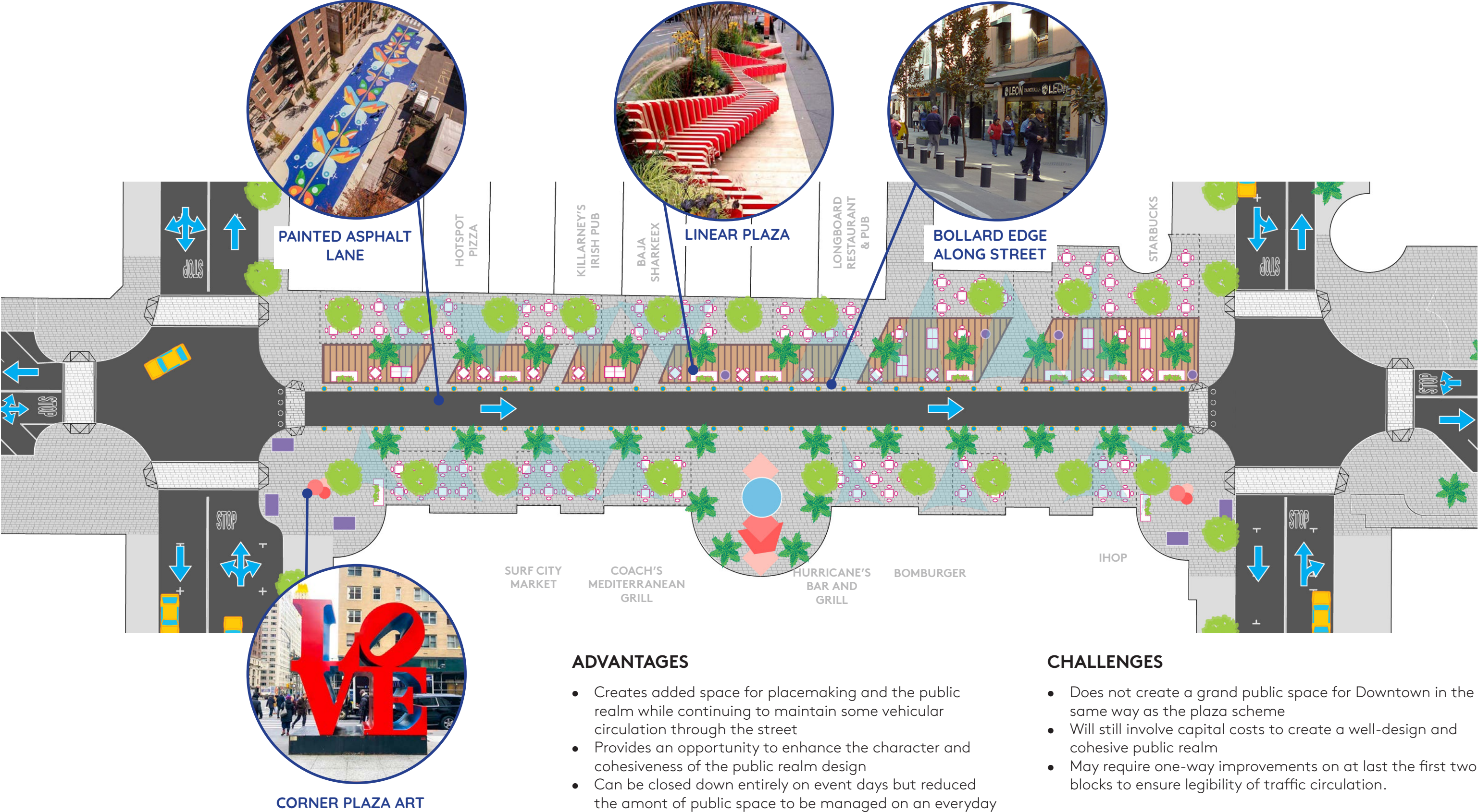


NOTE

- Temporary closure of blocks 1 and 3 to host events and festivals can still continue in Possibilities A and B, providing flexible public spaces on those blocks.



Main Street Block 2: One-Way Flex Street Plan



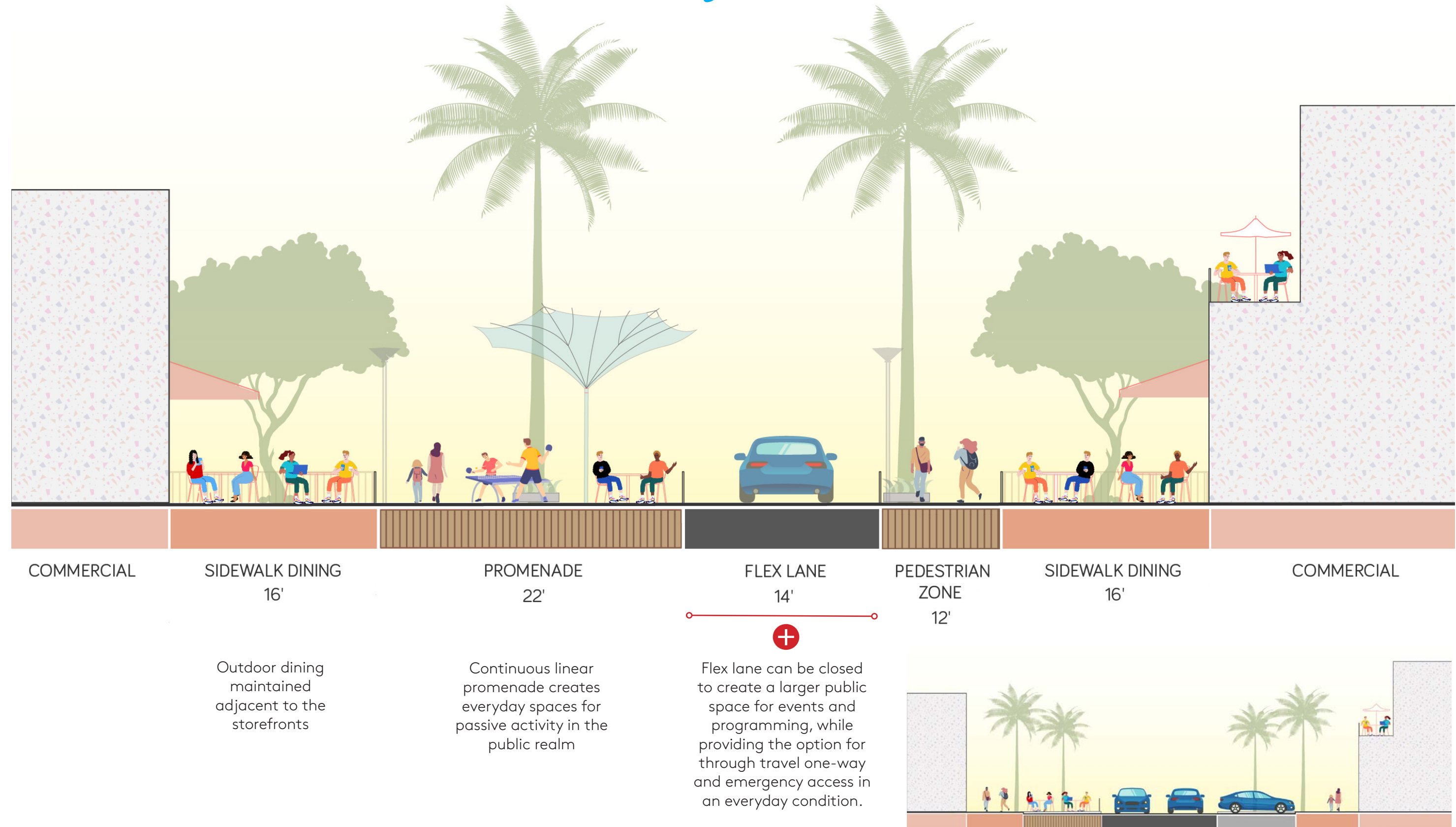
ADVANTAGES

- Creates added space for placemaking and the public realm while continuing to maintain some vehicular circulation through the street
- Provides an opportunity to enhance the character and cohesiveness of the public realm design
- Can be closed down entirely on event days but reduced the amount of public space to be managed on an everyday basis -- provides greater flexibility.

CHALLENGES

- Does not create a grand public space for Downtown in the same way as the plaza scheme
- Will still involve capital costs to create a well-design and cohesive public realm
- May require one-way improvements on at least the first two blocks to ensure legibility of traffic circulation.

Main Street Block 2: One-Way Flex Street Section

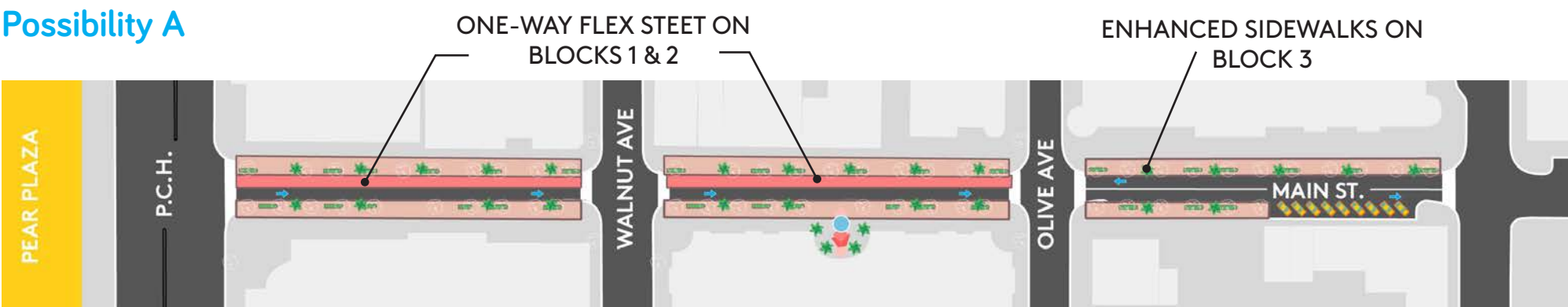


Main Street Block 2: One-Way Flex Street Precedents

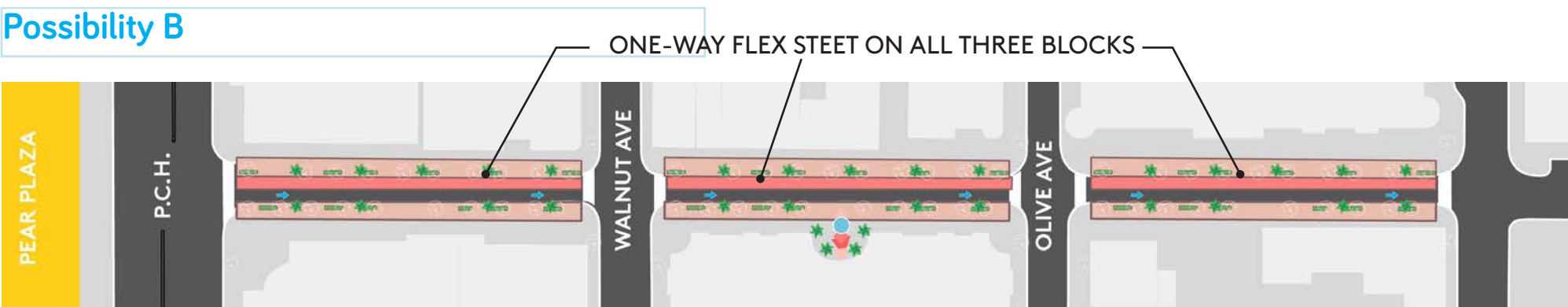


Main Street: One Way Flex Street Possibilities

Possibility A



Possibility B

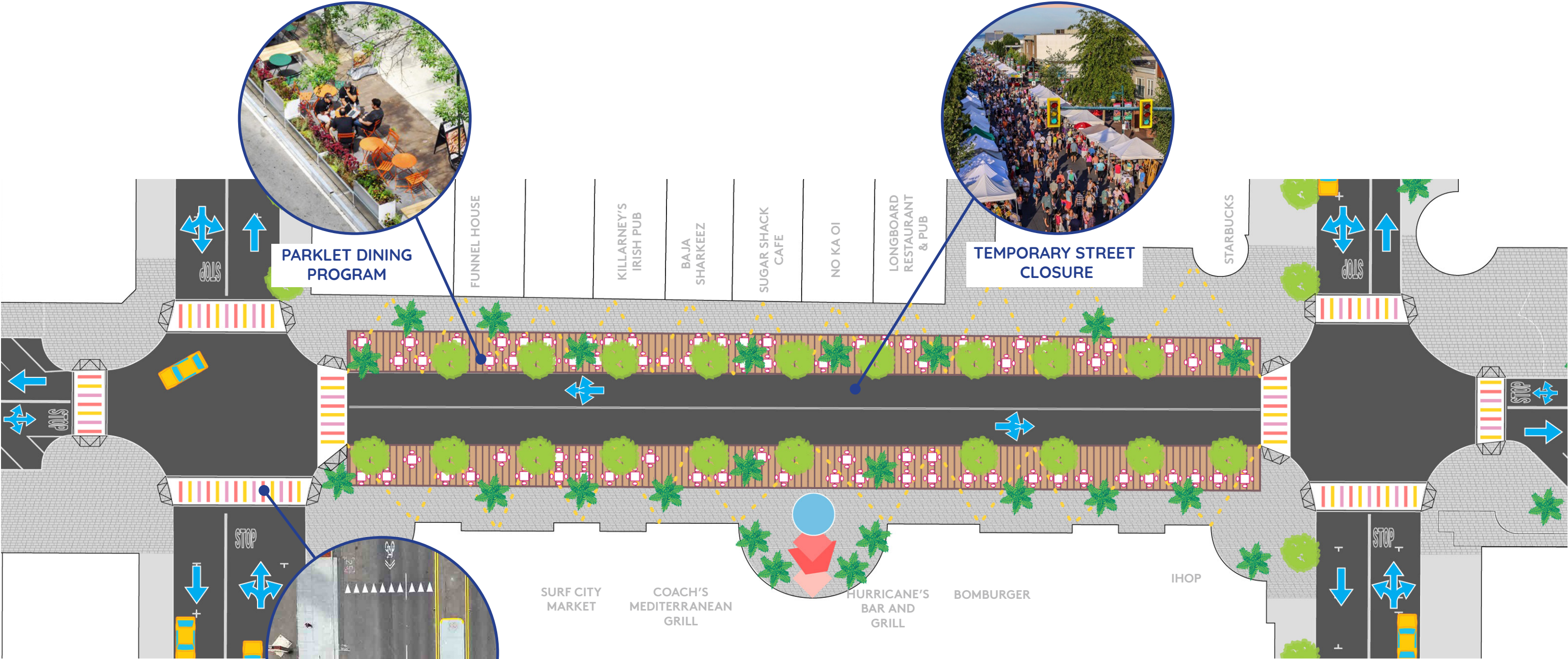


NOTE

- Temporary closure of all the blocks for special event days can be continued in both the possibilities above.
- May require one-way improvements on at last the first two blocks to ensure legibility of traffic circulation.



Main Street Block 2: Enhanced Main Street Plan



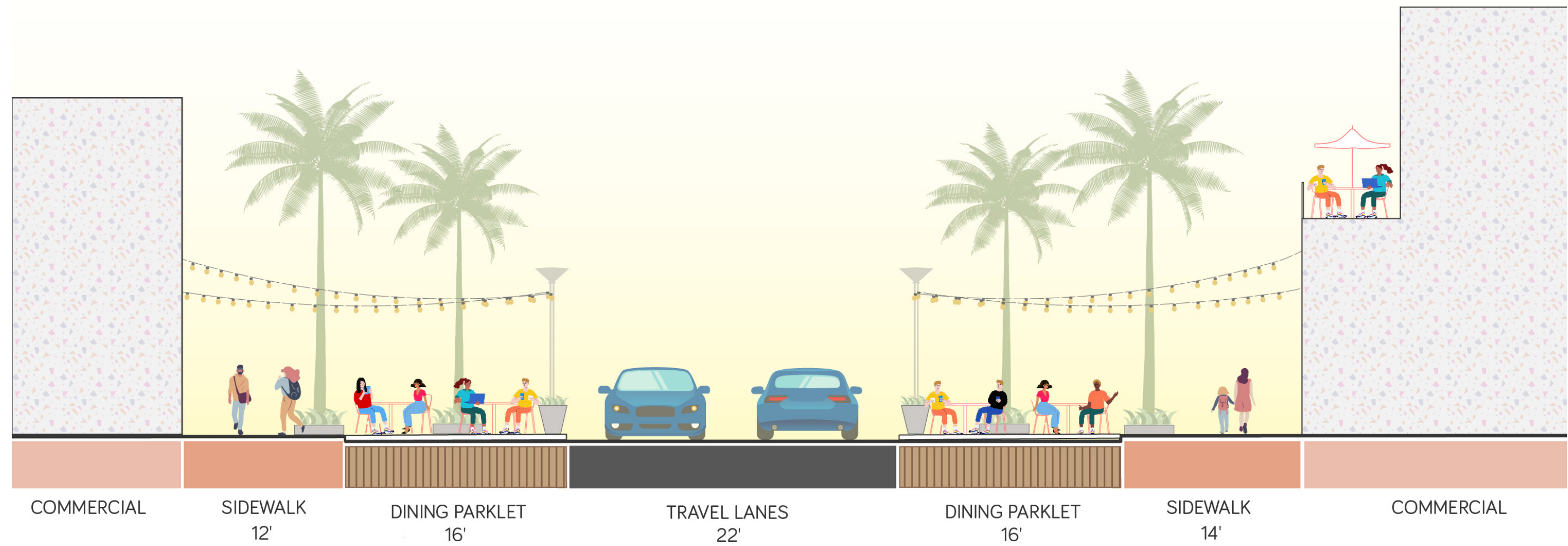
ADVANTAGES

- Retains a clear outdoor dining program on Main Street with dedicated space along the second block
- Maintains the pre-pandemic circulation which was also recommended in the Downtown Specific Plan of one lane of travel in each direction
- Will cause minimal disruption to existing activities due to construction
- Will be the least in capital and maintenance costs compared to other concepts

CHALLENGES

- Does not create space for additional placemaking or creating an iconic public realm
- Does not provide the opportunity invite more types of users to the space on an everyday basis through passive or active programming other than dining
- Could roll back some of the economic benefits of having added outdoor dining on the street during the pandemic

Main Street Block 2: Enhanced Main Street Section



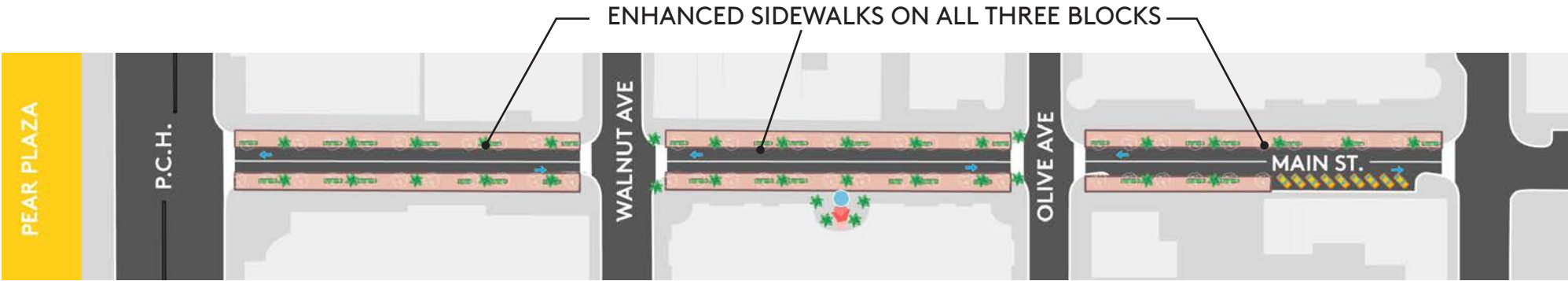
Outdoor dining retained in parklets adjacent to the curb

One travel lane in each direction maintained



Existing Section

Main Street Block 2: Enhanced Main Street Possibility



NOTE

- Temporary closure of all the blocks for special event days can be continued in this option



Thank you