



Community Development Department
Jill Dever Ekas, AICP, Director

*Architectural Advisory Committee:
Request for Design Review and Recommendations*

Date: June 8, 2023
To: Architectural Advisory Committee Members
From: Mike Noce, Housing Coordinator
Subject: 555 Kelly Avenue Senior Farmworker Affordable Housing / PDP 23-034

BACKGROUND

The property located at 555 Kelly Avenue was purchased by the City in 2017. It is a rectangular parcel located south of the City’s Ted Adcock Community Center (TACC) adjacent to Shoreline Station. The property contains a single-family home that has been vacant since prior to the City’s acquisition of the property and is currently used for storage by the City. The property is approximately 6,200 square feet and abuts the City’s parking lot located on the south side of the TACC at 535 Kelly Avenue. Combined, the parking lot and 555 Kelly Avenue property create an approximately 16,500-square-foot site. The City Council identified this City-owned site through the Land Use Plan update as appropriate for affordable housing under the City’s new Workforce Housing Overlay (WHO) land use designation and directed staff to seek proposals from nonprofit affordable housing developers. The City issued a Request for Qualifications (RFQ) in spring 2022. The RFQ was posted on the City website at this [link](#).¹

The City received one proposal, submitted by a two-agency team comprised of Mercy Housing California and Ayudando Latinos A Soñar (ALAS). As originally proposed, the development included 40 units of affordable multi-family rental housing for senior farmworkers, as well as approximately 2,000 square feet of space for a farmworker resource center to be managed by ALAS. As proposed, the developer will develop the property and deliver ongoing property management and resident services. ALAS will be a vital partner throughout the development process by supporting community outreach and marketing, in addition to operating the resource center once the project is complete.

Numerous City actions have been and will continue to be required for processing this application. Most will be at the discretion of the City Council, and it has already approved the initial funding agreement for “predevelopment” activities which include design development and entitlement processing. This memo and the Architectural Advisory Committee’s (AAC) role are focused on project design. Mercy Housing

¹ [555 Kelly Avenue - Affordable Housing RFQ | Half Moon Bay, CA \(half-moon-bay.ca.us\)](#)

has now submitted a preliminary application for early input in advance of their pending formal submittal. City staff is seeking the AAC's input at this early stage of design development.

PROJECT DESCRIPTION

Uses: The proposed development includes 40 units of housing over a concrete podium with a ground floor comprised of common and support uses, 18 spaces for vehicle parking, and a bike storage area. The unit mix includes 8 studio, 27 1-bedroom, and 5 2-bedroom units. The ground floor includes management offices for Mercy Housing, the farmworker resource center, and a community kitchen. The building also includes amenity spaces with a courtyard, community room, and common laundry facilities.

Site: The project site includes an extension into the Shoreline Station access drive which will require reconfiguration. The purpose of the extension is to improve building design, increase the number of 1-bedroom units (instead of studios), and provide additional parking in Shoreline Station. The building is proposed to have a 7-foot setback on the Kelly Avenue/front side of the project in context with setbacks along Kelly, including across the street at the Cunha Intermediate School. Note that this is a preliminary design review, and thus landscape plans are not yet developed. The Kelly Avenue frontage landscaping is anticipated to include street trees and drought-tolerant plantings. Portions of the second-floor courtyard landscaping is intended to be visible from the street.

Building: The current design consists of 4 stories over a podium (5 stories total). The perceived height of the building has also been mitigated by breaking the building with traditional horizontal articulation including a distinct base, middle, and top. The base includes active uses with storefronts and entrances, the middle is punctuated with bay windows and other architectural elements, and the top is stepped back nearly 30 feet from the Kelly Avenue façade at the fifth floor. A courtyard at the second floor on the southwest corner of the building provides additional relief of the perception of structural bulk from Kelly Avenue and the Shoreline Station access drive. The applicant is working with ALAS to further develop architectural elements and room for art.

The applicant team has worked closely with City staff to make adjustments to the initial design provided in the RFQ submittal. Input on the building design and project concept was also received from two community meetings held by the applicant on March 27 and May 17, 2023, at the Half Moon Bay Library.

Zoning Standards: The site is currently within two zoning districts: Commercial Downtown (C-D) and Public and Quasi-Public Land Use (P-S). The C-D portion of the site is poised to be rezoned to the P-S district per the recently updated Local Coastal Land Use Plan. The entire site is subject to the new Workforce Housing Overlay (WHO) which enables affordable housing development at this location.

Prepared by the applicant, sheet A3 found in the plan set (Attachment 1) includes a summary of the current zoning standards.

Special Considerations: As a 100% affordable housing development, the project will qualify for waivers and/or granting of concessions under State law and/or the City’s density bonus provisions. Exceptions to development standards that the project will qualify for include:

- Height: The height limit in the P-S district is 50 feet. The project is proposed to be 59 feet at the top of the fifth-floor parapet.
- Parking: The project includes 18 parking spaces on the first floor, which is below the City’s parking standard for the proposed development. The estimated parking requirement is as follows:

1 space per studio and 1-bedroom unit:	35 units x 1 space =	35 spaces
1.5 spaces per 2-bedroom unit:	5 units x 1.5 =	7.5 spaces
1 space/4 units for guest parking	40 units/4 =	10 spaces
<u>1 space/300 square feet office space:</u>	<u>3,000 square feet/300 =</u>	<u>10 spaces</u>
Total:		62.5 spaces

The zoning code also allows for a guest parking waiver and a 20% mixed-use shared-use reduction. Assuming both of these provisions, the total parking requirement would be about 40 spaces.

Mixed-Use Shared Use Reduction:	20% of 62.5 spaces =	- 12.5 spaces
Guest Parking Waiver		-10 spaces
<u>Total with reductions:</u>		<u>40 spaces</u>

To address the anticipated parking demand of this project, the applicant is proposing to reconfigure the Shoreline Station access drive between the TACC and the San Mateo County Health Clinic. This reconfiguration would increase the parking supply for both the public and the project. The applicant and City staff have approached parking pragmatically to ensure that parking is appropriately addressed for the project and existing uses; while at the same time, it needs to be acknowledged that the project will qualify for significantly reduced parking provisions.

NEXT STEPS:

Following review of the preliminary application, the applicant will update the plans and submit a complete application for planning entitlements. City Council will continue to oversee funding and other aspects of the project.

ATTACHMENTS:

1. Project Plans