

POLICIES FOR THE HALF MOON BAY DOWNTOWN  
SPECIFIC PLAN



Prepared by Neal Martin and Associates

Adopted by the Half Moon Bay City Council  
June 6, 1995

1.000 INTRODUCTION

1.100 Authority and Purpose of the Specific Plan

Specific Plans are authorized by Section 65450 of the California Government Code to assist in implementation of the General Plan. In simple terms, a Specific Plan combines the general goals and objectives of the General Plan with the detailed type of standards contained in the Zoning Ordinance. Specific Plans enable a city to accomplish its General Plan goals by providing the flexibility to take advantage of unique design opportunities which exist in certain portions of the City. The Downtown Specific Plan contains objectives, policies and programs for the portion of Half Moon Bay's commercial area lying south of State Route 92 and east of Highway 1 in the vicinity of Main Street.

1.200 Relation Between Specific Plan and General Plan

Article 8, Section 65454 of the State Government Code requires a finding that the Specific Plan is consistent with the General Plan. Adoption of the Downtown Specific Plan and implementation of the policies and programs contained herein will be consistent with and facilitate conformance to the following LCP policies:

- Policy 2-10, which calls for signs to be posted at entrances to the City informing the public about recreational resources available in Half Moon Bay.
- Policies 2-29 and 2-31, which address the need to locate commercial uses within the commercial core of the City.
- Policies 3-3, 3-11 and 3-12, which call attention to the special concerns associated with development within sensitive habitat areas, riparian corridors and buffer zones.
- Policies 7-1, 7-5, 7-8, and 7-9, which express the City's intent to ensure that all new development be designed so as to maintain and enhance the City's visual resources.
- Policy 10-34, dealing with access routes, roadway connections and the need for greater separation of visitor and local traffic.

1.300 **Relation Between Specific Plan and the California Environmental Quality Act (CEQA)**

All development projects are subject to review for compliance with CEQA. An initial study of the proposed Specific Plan has been conducted and a Negative Declaration has been prepared indicating that the project as proposed will not have a significant adverse impact on the environment.

1.400 **Citizen Participation**

The Downtown Specific Plan is essentially a citizen-initiated project, drawing upon previous work performed by the Business Revitalization Committee. Public input has been solicited through two public workshops, written and verbal comments from downtown business and property owners on a Working Paper that was prepared by the consultants and circulated for their review, and public hearings at the Planning Commission and City Council level. Many of the policies and programs contained in the Specific Plan were suggested by various participants in the public review process.

2.000 **PROJECT SUMMARY**

2.100 **Location and Area**

The boundaries of the Specific Plan area are shown on Exhibit 1. In general, the planning area boundaries are Highway 92 to the north, Church and Purissima Streets to the west, Correas and Poplar Streets to the south and mid-way between Johnston Street and San Benito Street to the east. Additionally, the planning area includes gateways at the intersection of State Route 92 and Main Street, as well as Highway 1 at both Kelly and Main Streets. These boundaries are intended to encompass the downtown portion of the commercial area of Half Moon Bay.

2.200 **Project Description**

The purpose of the Downtown Specific Plan is to maintain and improve conditions within the project area by formulating a set of policies to guide area redevelopment and by targeting underutilized parcels for revitalization. In this manner, the City hopes to promote increased retail sales, employment growth and the continued health and well-being of people and properties in the downtown area.

3.300 **Definitions**

3.310 Key Development Sites

Parcels or groups of contiguous parcels with high visibility, good access and potential for redevelopment to alternative land uses.

3.320 Gateways

Major vehicular and pedestrian access points into the downtown area. These locations are suitable for signage, landscaping and other visual enhancements designed to draw visitors into the Specific Plan area.

3.330 Transition Zone

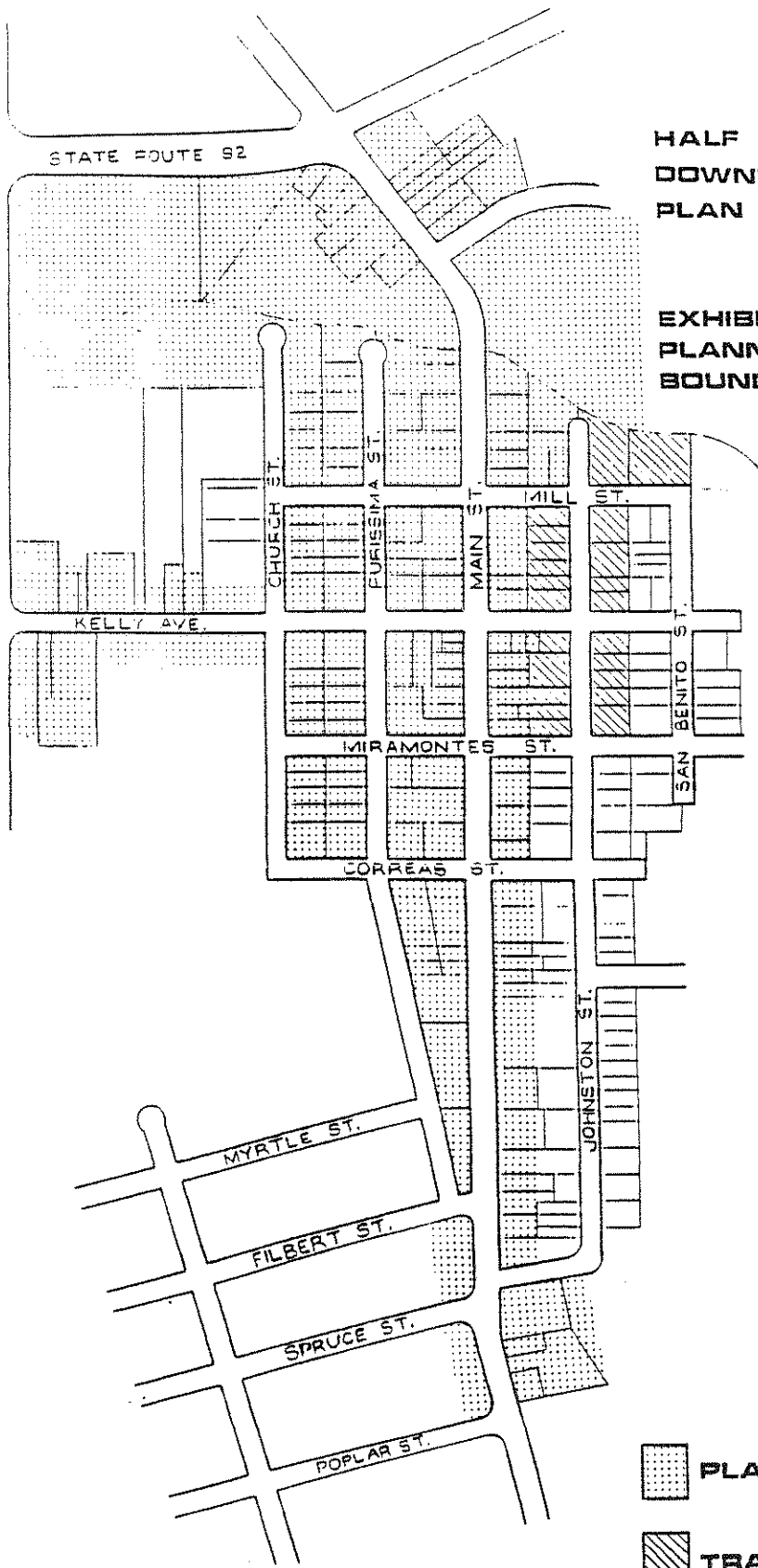
This definition pertains to properties along Johnston Street that are intended for both residential uses and low-intensity, low-impact commercial and office uses which delineate a transition zone between higher intensity commercial uses and strictly residential uses. Commercial uses permitted in the transition zone must not generate high levels of vehicular traffic, noise or parking demand.

3.340 Mixed Use Development

Real property that has more than one use (eg. a development that includes offices, retail space and housing).


3.350 Riparian Corridors

Lands located along waterways that are of high environmental sensitivity, thereby imposing certain constraints on development.



**HALF MOON BAY  
DOWNTOWN SPECIFIC  
PLAN**

**EXHIBIT 1  
PLANNING AREA  
BOUNDARIES**

-  **PLANNING AREA**
-  **TRANSITION ZONE**

### 3.400 Major Features of the Specific Plan

#### 3.410 Map Illustrating Focal Points

Exhibit 2 illustrates the location of key development sites, gateways and sites suitable for public parking. This map is important in that it identifies focal points for the City to emphasize in fulfilling Specific Plan objectives.

#### 3.420 Identification of Key Development Sites

The Specific Plan identifies a number of sites within the project area that are currently vacant, underutilized or possess features providing good potential for redevelopment. These sites, illustrated on Exhibit 2, offer opportunities for specific types of development which will further the overall goals and objectives of the Specific Plan. While development of these parcels will ultimately depend upon the actions of private land owners and investors, targeting key locations for specific land uses could help encourage their revitalization.

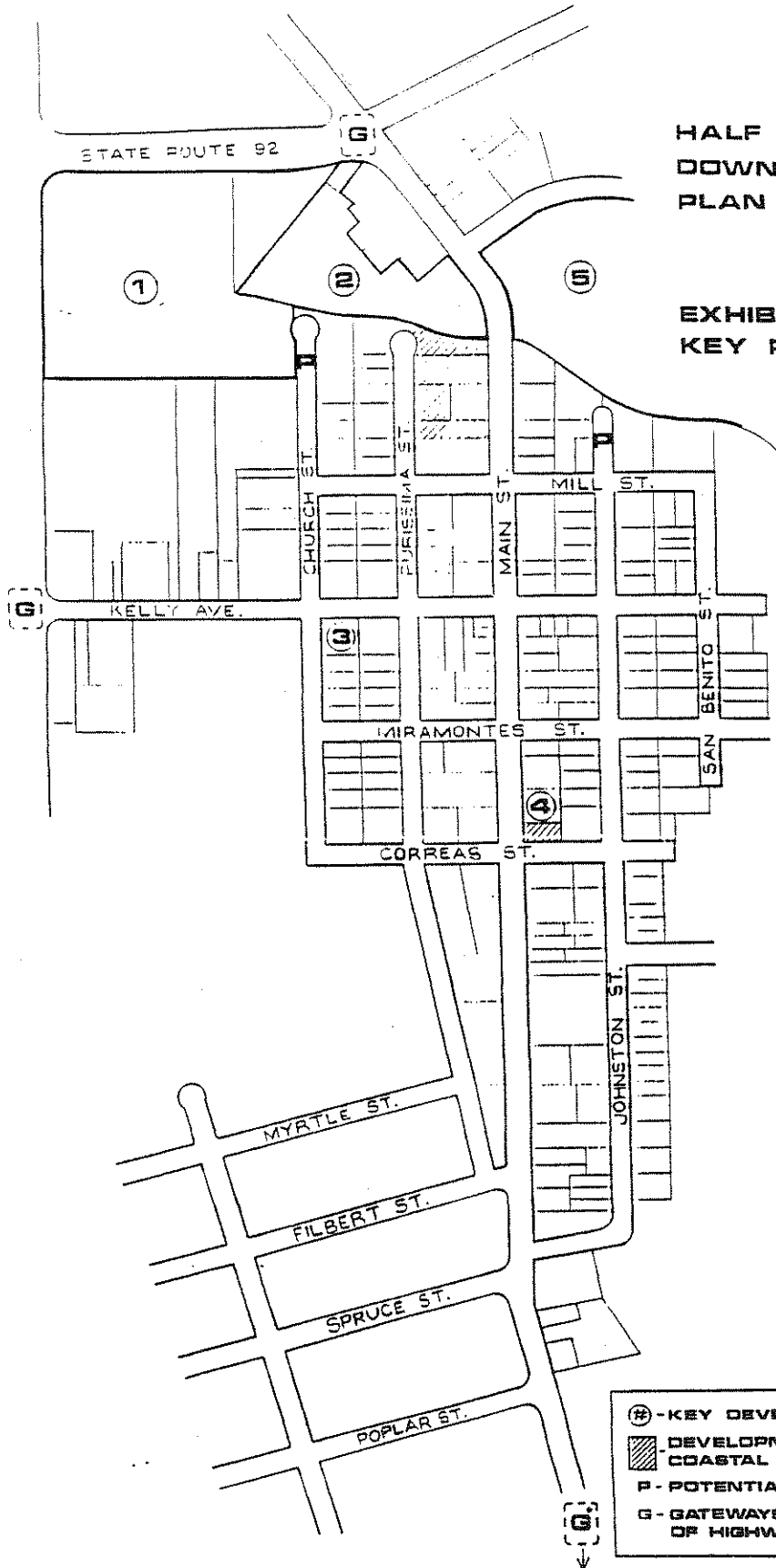
#### 3.430 Specific Plan Policies

Chapter 4.000 of the Specific Plan sets forth policies designed to ensure that the goals enunciated by the Plan are achieved. These policies include measures to improve the continuity of the existing mix of land uses as well as policies designed to minimize the intrusion of inappropriate uses within the project area. The Specific Plan policies focus on the key issues identified through the public participation process, including parking availability, design compatibility, gateway identification and enhancement, landscaping and signage.

STATE ROUTE 92

# HALF MOON BAY DOWNTOWN SPECIFIC PLAN

## EXHIBIT 2 KEY PARCELS



- ⊕ - KEY DEVELOPMENT SITES
- ▨ - DEVELOPMENT PENDING COASTAL COMMISSION APPROVAL
- P - POTENTIAL PUBLIC PARKING AREAS
- G - GATEWAYS (LOCATED AT INTERSECTION OF HIGHWAY 1 AND S. MAIN ST.)

4.000 SPECIFIC PLAN GOALS AND POLICIES

4.100 **Parking Goal**

To expand the availability of parking in the Downtown Specific Plan area.

4.110 Parking Policies

4.111 Strengthen enforcement of downtown parking regulations, with emphasis on the two-hour parking limit on Main Street.

4.112 Maximize use of existing parking facilities in the vicinity of Main Street.

4.113 Encourage downtown business owners and their employees to park off of Main Street, thereby leaving more parking places for customers and clients.

4.114 Require the provision of parking spaces as specified in the Zoning Code Regulations for all new development and, where feasible, for all additions and intensification of uses within existing buildings.

4.120 Parking Programs

4.121 Obtain sufficient funding to secure additional public parking areas through one or more of the following mechanisms:

- a) Collection of in-lieu fees from applicants for downtown commercial uses lacking sufficient parking (the in-lieu fee structure should be two-tiered to ensure that new development is assessed at a higher rate than expansions or changes in existing uses).
- b) Installation of parking meters, if a comprehensive feasibility study demonstrates this to be a practical solution.
- c) Intensification of parking enforcement with the goal of maximizing revenues from downtown parking violations (this program should include giving consideration to privatizing parking enforcement in the event that the police department is unable to achieve enforcement objectives).



- d) Establishing a benefit assessment district to obtain funds from downtown businesses and property owners for acquisition and development of parking facilities.
- e) Pursue grant funding from various sources to support acquisition and development of parking facilities.

4.122 Install signage directing visitors to existing parking areas in the vicinity of Main Street.

4.123 Explore opportunities for shared use of office parking lots in the vicinity of the downtown area on weekends.

4.124 Implement recommendations contained in the parking inventory recently completed by Public Works staff, including striping or re-striping of dead-end streets, replacing parallel parking with diagonal parking where consistent with safety standards and striping for parking spaces on presently unmarked streets.

4.125 Consider public or private leasing or lease-purchase of lots in the vicinity of the downtown area as an interim source of parking availability until such time as sufficient funding is available for permanent acquisition.

4.126 Designate a portion of newly obtained public parking areas for employee parking.

4.127 Consider requiring sponsors of special events to lease satellite parking facilities and, if necessary, to provide transportation from remote parking locations to event sites.

#### 4.200 Design Goal

To ensure the continued visual attractiveness of the downtown area.

#### 4.210 Design Policies

4.211 Maintain the diversity and eclecticism of architectural styles along Main Street and throughout the Specific Plan area.

4.212 Newly constructed buildings shall be similar in scale and mass to existing structures.

4.213 Where technically and financially feasible, preserve historical buildings and architectural features within the planning area.

4.214 Encourage mixed-use projects, featuring retail and restaurant uses on the first floor, office or residential uses on the second floor and residential uses on the third floor at appropriate locations in the Specific Plan area.

4.220 Design Programs

4.221 Require prior review and approval of all new buildings and exterior renovations in the Specific Plan area by the Architectural Review Committee for consistency with design standards.

4.222 Reduce the height limit for buildings along Main Street to three stories.

4.223 Encourage preservation of existing structures by providing incentives for structural and seismic upgrades, including, but not limited to increases in allowable square footage and conversion to higher intensity uses. Consideration may be given to granting exemptions from parking requirements (or reductions in in-lieu parking fees).

4.224 Provide staff assistance to downtown property owners in identifying funding sources for seismic upgrade of historically significant structures.

4.300 **Gateways Goal**

Increase visitor awareness of businesses, community resources and events, and other attractions within the Specific Plan area by creating identifiable gateways at key access points that provide landscaping, signage directing visitors to downtown and foster an appropriate initial impression of the City of Half Moon Bay.

4.310 Gateways Policies

4.311 Enhance the visual appeal of the principal gateways into the downtown area shown on Exhibit 2.

4.312 Encourage removal of features that detract from the visual appeal of gateways into the downtown, such as sign clutter and inoperative vehicles.

4.320 Gateways Programs

4.321 Install landmark signs at three or more locations to direct visitor traffic into the downtown area and utilize banners, landscaping and other features to draw the attention of persons traveling past gateway locations.

4.322 Enforce existing sign regulations and, if necessary, strengthen sign regulations to prevent visual clutter in the vicinity of gateway locations.

4.323 Provide incentives for property owners to install gateway enhancements or, alternatively, lease or purchase lands at gateway locations for the purpose of installing enhancements.

4.324 Encourage the submittal of landmark sign designs from interested citizens through a design contest or similar program.

4.325 Pursue grant funding for enhancement/beautification of gateways.

#### 4.400 **Landscaping Goal**

To maintain and enhance landscaping throughout the downtown area.

#### 4.410 Landscaping Policies

4.411 Support and augment the ongoing street tree program initiated and perpetuated by the Main Street Beautification Committee and work with the Committee to develop a Downtown Street Tree Master Plan.

4.412 Require that applicants for new downtown development projects plant and maintain new street trees in conformance with the Downtown Street Tree Master Plan or maintain existing trees and other landscaping.

4.413 Endeavor to preserve heritage trees located within the Specific Plan area.

4.414 Encourage the selection of street tree species which will not obscure visibility of storefront signage.

#### 4.420 Landscaping Programs

4.421 Seek input and participation from the local floricultural industry in designing, installing and maintaining landscaping within the downtown area.

4.422 Review local tree preservation ordinances for their adequacy in terms of protecting significant trees in the planning area.

4.423 Pursue grant funding for urban foresting to aid in implementation of the Downtown Street Tree Master Plan.

#### 4.500 Signage Goal

To promote the installation of additional signs directing visitors to local stores, services and sites of interest while avoiding the haphazard proliferation of signage.

#### 4.510 Signage Policies

4.511 Continue to prohibit privately installed off-site signs.

4.512 Increase the number of public signs directing visitors to stores, services, points of interest and public parking areas.

4.513 In the design of gateways, consider the inclusion of signage for public announcements and for listing specific stores, services, events and entertainment programs.

#### 4.520 Signage Programs

4.521 Identify the most suitable locations for installation of directional signage within public rights-of-way.

4.521 Obtain funding support from downtown businesses for purchase and installation of directional signage.

4.522 The design of signs to be installed in public rights-of-way shall be reviewed by the Architectural Review Committee to ensure compatibility with the visual character of the downtown area.

#### 5.000 KEY DEVELOPMENT SITES

Exhibit 2 identifies several sites within the Specific Plan area that are suitable for development to higher intensity land uses. While it is recognized that ultimate development of these sites will depend upon the actions of private land owners and investors, it is, nevertheless, useful to identify them in the hope of initiating discussion and formulation of development strategies. In the sections that follow, the key parcels that have been identified will be briefly discussed.

5.100 Site 1 -- South Side of Highway 92; 11.7 Acres Bisected  
by Pilarcitos Creek

This site, located at the southeast corner of Highways 1 and 92 contains four parcels under common ownership and is presently listed for sale. Since LCP/LUP policy 10-34 requires the City to limit the number of access points on Highway 1, alternative access points to the site must be found unless the policy can be revised. The portion of the site south of Pilarcitos Creek could be accessed from Church Street, or, assuming that an easement can be established, from Shoreline Station's existing access points on Highway 1 and Kelly Avenue. Access to the northern portion would be limited to Highway 92. Options for accessing the site via Highway 92 should be explored in greater detail. Alternatively, this portion of the site could gain access across Site 2 from Main Street. This could be accomplished by combining the two sites into a single development project or by establishing an access easement on Site 2. Site 2 and adjacent properties (discussed in Section 5.200 below) are blighted and together with Site 1 become a prime location for redevelopment. However, because of difficulties associated with assembling the various parcels into a single development site, no proposal for redevelopment of these properties has emerged, nor is one likely to be forthcoming in the immediate future.

In addition to access problems, the site is subject to development constraints posed by issues related to riparian habitat and the "runoff absorption zone" as identified on the Sensitive Habitat & Water Resources Overlay Map. Nevertheless, the size and locational centrality of the site demand that efforts be made to facilitate its development, albeit in the long-term. Possible land uses at this location include tourist-oriented development, such as a resort hotel/restaurant complex or a project with less intensive environmental impacts that preserves and incorporates the area's biological resources, such as outdoor recreation combined with smaller scale restaurants and retail establishments.

If developed, this site would provide an excellent visual linkage between the coastal roadway network and the downtown area. Efforts to interest property owners in developing the site should be intensified, perhaps by offering City assistance in the environmental review process and by encouraging members of the development community to attempt to assemble a partnership between property owners, investors and builders. Support from the environmental community may be enlisted by including their representatives in the planning process and setting aside the most environmentally sensitive portions of the site for open space and habitat preservation.

## 5.200 Site 2 -- Main Street and Highway 92

This site is comprised of three parcels, under singular ownership, bounded by Highway 92, Main Street, Pilarcitos Creek and other parcels fronting Highway 92. The site contains a fish market, Mexican market and small restaurant, as well as parking. Currently, businesses are accessed via Highway 92, which exacerbates existing traffic problems.

Ideally, access to this site would be relocated to Main Street, or, at a minimum, ingress from Highway 92 would be prohibited while allowing vehicles to continue to exit the property via the Highway. Other site improvements could include relocating parking to the rear of the businesses, thereby facilitating enlargement of the building, along with facade improvements.

As stated previously, this site is blighted with sign clutter and abandoned vehicles and would be an ideal location for redevelopment. As with Site 1, however, this site is subject to development constraints posed by issues related to riparian habitat. This site would offer an ideal access point from Main Street for development of Site 1 through the establishment of an access easement. Possible land uses at this location could include small scale commercial establishments or, if developed in conjunction with Site 1, larger scale tourist-oriented development as mentioned in Section 5.100 above. In either case, signage and landscaping should be master-planned.

5.300 Site 3 -- Southeast Corner of Kelly Avenue and Church Street

While this relatively large, vacant parcel has a number of potential uses, including public or quasi-public buildings, restaurants or other commercial enterprises, its proximity to the downtown area also makes this site extremely well-suited for a public parking facility. In all likelihood, the asking price of the parcel will preclude immediate acquisition for parking purposes. It is possible, however, that a lease or lease-purchase option arrangement could be negotiated between the City (or an entity representing downtown businesses) and the property owner. Such an arrangement could provide for additional parking availability, at least until such time as longer term arrangements could be made. In the event that this parcel is not obtained for public parking, it is essential that whatever use is approved at this location includes sufficient off-street parking on-site.

5.300 Site 4 -- "Old" Fire Station Near Main and Correas Streets

Upon relocation of the Fire Department, this site will offer strong redevelopment potential. Several participants in the planning process expressed interest in preservation of the existing structure. Other participants, however, noted that the costs associated with restoration and seismic retrofit of unreinforced masonry structures could preclude cost-effective adaptive re-use of the fire station. Thus, while preservation should be viewed as an option at this location, it is important that proposals for demolition and redevelopment of the site are not precluded by designating the building as historically significant from a local perspective. Should such designation occur, California environmental law would require that a statement of overriding considerations be adopted prior to development of the parcel. Alternative uses at this location include tourist-oriented retail, public parking or some combination of these uses, such as ground-level parking with retail uses above.

5.500 Site 5 -- Stone Pine Commercial Center

The commercial portion of the Stone Pine Center is bounded by Main Street, Pilarcitos Creek, Stone Pine Road and the U.S. Post Office. The Stone Pine Development Agreement, approved in 1989, will expire in 1997 if construction of the commercial buildings has not commenced. Planning permits were approved in 1989 for an office building and retail building on this site, and an amendment was approved in 1994 to reconfigure and downsize the retail building. The permit for the office building has expired and the permit on the retail building will expire in January, 1995 unless it is extended.

Should a new master plan and development agreement be proposed, the following project components should be carefully considered in conjunction with any previously identified performance standards and conditions:

- 1) Building locations shall be adjacent to Main Street and Stone Pine Road rights-of-way;
- 2) The scale of the buildings shall be similar to that of the predominant older structures;
- 3) Proposed signage shall be reviewed by the Architectural Review Committee;
- 4) Street trees shall be installed along the Main Street and Stone Pine Road frontages in accordance with the Downtown Street Tree Master Plan;
- 5) Parking facilities shall be located behind the buildings and shall be screened from Main Street;
- 6) Access to Pilarcitos Park shall be provided and maintained;
- 7) Stone Pine Road shall be widened to full right-of-way width prior to the completion of any commercial development on the site.



## 6.000 SPECIFIC PLAN IMPLEMENTATION

Successful plan implementation will result in attractive gateways and signage, improvements to key development sites, increased parking availability and an overall improvement in physical conditions throughout the Specific Plan area. In addition to physical improvements, expected project benefits include increased retail sales and higher local tax revenues.

The designation of key development sites is intended to promote, not hinder downtown revitalization. It is recognized that flexibility must be employed as proposals are brought forward for development of key parcels.

Implementation activities will occur through a combination of public and private sector initiatives. Public actions will include securing funding for expansion of parking availability, increasing enforcement of parking regulations and encouraging development and enhancement of gateways leading into downtown. Private sector actions shall include development of key parcels, implementation of design and landscaping features and addressing issues such as employee utilization of Main Street parking. Collectively, these public and private sector initiatives will serve to strengthen an already thriving downtown area.

RESOLUTION NO. C - 36 - 95

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY ADOPTING THE "POLICIES FOR THE HALF MOON BAY DOWNTOWN SPECIFIC PLAN" AND ACCEPTING A NEGATIVE DECLARATION

WHEREAS, the City Council, as a part of its Goals and Objectives program, retained the services of a consultant to prepare a Specific Plan to guide the orderly development of the Historic Downtown area; and

WHEREAS, the City Council also retained a Historic Preservation Consultant to update the Historic Resources Inventory and to prepare a draft ordinance to encourage the preservation of existing and future historic resources in the City; and

WHEREAS, the City's Planning Consultant and Staff conducted public workshops to seek input from property owners, business owners, and nearby residents; and

WHEREAS, the Planning Commission conducted duly noticed public hearings at which the Working Paper and Public Review Draft of the Downtown Specific Plan were reviewed, where all those in attendance were given an opportunity to be heard on the matter and the Planning Commission considered all written and oral testimony presented for their consideration; and

WHEREAS, the Planning Commission directed revisions to the Public Review Draft of the Downtown Specific Plan to address the concerns previously identified in public hearings on the proposed Downtown Specific Plan; and

WHEREAS, the Planning Commission recognized the advantages of establishing a variety of Policies and non-mandatory Guidelines to guide the orderly development of the area and directed Staff and the Consultant to rename the document the "Policies for the Half Moon Bay Downtown Specific Plan"; and

WHEREAS, the Planning Commission has found that the "Policies for the Half Moon Bay Downtown Specific Plan" are in conformance with policies of the Half Moon Bay Local Coastal Program Land Use Plan, and has accepted the Negative Declaration for the project; and

WHEREAS, the Planning Commission has adopted a Resolution forwarding its recommendation that the City Council adopt the Policies for the Half Moon Bay Downtown

Specific Plan and accept the Negative Declaration as complete; and

WHEREAS, the procedures for processing the Policies for the Half Moon Bay Downtown Specific Plan, including CEQA, have been followed as required by law; and

WHEREAS, the City Council of the City of Half Moon Bay conducted duly noticed public hearings on January 3, 1995, and June 6, 1995, to consider the Revised Public Review Draft of the Policies for the Half Moon Bay Downtown Specific Plan; and

WHEREAS, notice containing a brief description of this application and the date, time, and place of the City Council public hearing was mailed to all persons expressing an interest in these proceedings, and to all property owners within the planning area; and

WHEREAS, notice containing a brief description of the project and the date time and place of the City Council public hearing was published in the Half Moon Bay Review, a newspaper of general circulation in the City; and

WHEREAS, all those in attendance were given an opportunity to be heard on the matter and the City Council considered all written and oral testimony presented for their consideration; and

WHEREAS, the City Council has reviewed the Revised Public Review Draft of the Policies for the Half Moon Bay Downtown Specific Plan and Initial Study and accepts the Negative Declaration as complete and adequate; and

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Half Moon Bay hereby adopts the "Policies for the Half Moon Bay Downtown Specific Plan", attached hereto.

PASSED AND ADOPTED by the Half Moon Bay City Council of the City of Half Moon Bay at its meeting held on the 6th\_ day of June, 1995, by the following vote:

AYES, COUNCIL MEMBERS: Patterson, Pastorino & Mayor Patridge

NOES, COUNCIL MEMBERS: Ruddock

ABSENT, COUNCIL MEMBERS: Donovan

ABSTAIN, COUNCIL MEMBERS: \_\_\_\_\_

APPROVED:

*Naomi Patridge*  
Naomi Patridge, Mayor

Attest:

*Dorothy R. Robbins*  
Dorothy Robbins  
City Clerk

PASSED AND ADOPTED AT THE  
COUNCIL MEETING OF  
6-20-95 (6-20-95)  
DR  
CITY CLERK