



REQUEST FOR PROPOSALS (RFP)

Downtown Streetscape Master Plan

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Due Date: January 16, 2023 at 5:00 PM PST

City of Half Moon Bay
501 Main Street
Half Moon Bay, CA 94403
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Project Overview

The City of Half Moon Bay (City) seeks qualified consultants for professional urban design and community engagement services to prepare a phased master plan to improve the streetscapes and associated public spaces throughout Downtown Half Moon Bay. Proposals will be accepted from qualified individuals and firms specializing in urban design with expertise (either in house or with subconsultants) in landscape architecture, economic development, green streets / infrastructure, and multi-modal transportation. This plan is necessary to create a more attractive, accessible, sustainable, safe, and economically vibrant downtown. The plan should also prioritize improvements that particularly benefit low-income and senior residents. Downtown Half Moon Bay is where most multi-family, and nearly all affordable housing will be located.

Introducing Half Moon Bay and Downtown

The rural seaside community of Half Moon Bay is located about 30 miles south of San Francisco. It is the oldest settlement in San Mateo County. Set between the Santa Cruz Mountains and the Pacific Ocean, Half Moon Bay has remained relatively isolated and, as a result, offers a small-town refuge for the urbanized greater Bay Area. Its coastal setting, along with its enduring agricultural heritage, are treasured by residents. Both Highway 92 and Highway 1, however, do make the city accessible to those who wish to experience its rich history and natural beauty.

Downtown Half Moon Bay is largely defined as the blocks fronting on and adjacent to Main Street. The level of activity and the atmosphere of Downtown varies along the different spans of Main Street. The northern approach to Downtown from Highway 92 and Highway 1 is predominantly a vehicular corridor that leads traffic past the historic Downtown Main Street Bridge into “Heritage Downtown.” This heart of Downtown is a vibrant and active setting that attracts tourists and residents with many commercial, dining, and retail venues. The site is occupied by low-rise historic structures tenanted with small local businesses bounded on the north by the beautiful and environmentally significant Pilarcitos Creek, set against the backdrop of Santa Cruz Mountains foothills. The built environment situated within this remarkable coastal landscape contributes to a small-town charm valued by residents and visitors alike. This area encompasses Main Street, between the Main Street Bridge and Correas Street, as well as side streets. While Purissima and Johnston Streets run parallel to Main Street, they have more office and residential uses and somewhat less pedestrian activity. Travelling south past Correas Street, this portion of Downtown and Main Street become a quieter area occupied by many residential buildings including those converted for commercial use.

As a whole, Downtown is characterized by an eclectic mix of uses including commercial and light industrial businesses; schools, churches, and other public/quasi-public uses; as well as residential development including most of the City’s affordable housing.

Downtown notably holds the City's first neighborhoods. The architecture in Heritage Downtown is influenced by several styles, including Spanish Mission, Craftsman, Colonial Revival, and Mediterranean Revival; while development in the northern and southern portions of Downtown tends to be more recent and consists of contemporary architectural expressions.

This project will include a Downtown Streetscape Master Plan with conceptual streetscape plans for all Main Street (from Highway 1 North Main Street to South Main Street) and the Heritage Downtown area, and a detailed streetscape plan for Heritage Main Street suitable to be developed into construction plans. The initial phase of work and emphasis for this project will ultimately focus on the four central blocks of downtown Main Street ("Heritage Main Street" between the Main Street Bridge and Correas Avenue) and include improvements to pedestrian accessibility on Main Street from the Main Street Bridge on the north to Correas Street on the south. This effort will require an extensive community outreach effort.

Project Background

The plans and guidelines that govern downtown date back to the 1990s. The City's Downtown Specific Plan was developed in 1995 to improve conditions within the downtown area by creating policies to guide redevelopment and revitalization of underutilized parcels. In 2011, the California Polytechnic Institute at San Luis Obispo developed the Downtown Half Moon Bay Urban Design Plan, including a proposed concept plan for downtown that would meet the vision and goals of downtown development while reflecting desires of the community. This academic effort proved informative and sparked interest in exploring new ways to approach circulation, parking, and land uses in Downtown. Though not all feasible, some of the various concepts are worth revisiting.

In the past few years, the City finalized a complete update of its Parks Master Plan, as well as its first ever Bicycle and Pedestrian Master Plan and Green Infrastructure Plan. In addition to these, the ADA Transition Plan will also have a bearing on aspects of this project. From the land use and development perspective, the City adopted a sweeping update to the Downtown's mixed-use zoning code which includes modernized parking requirements. The code has proven fruitful, bringing forth new mixed-use development projects and reducing the number of vacant and/or inactive storefronts on Heritage Main Street. The code updates also better support outdoor use of public and private space throughout Downtown, which helped the City allow temporary parklets and sidewalk cafes during the height of the pandemic and led to preparation and adoption of the Downtown Sidewalk and Parklet Activities Program for more permanent installations.

The City has also comprehensively updated its Local Coastal Land Use Plan, which is the policy component of the City's certified Local Coastal Program. The Land Use Plan defines a "Town Center" comprised of North, Heritage, and South Downtown and its policies support vitality through infill mixed-use development, historic preservation, and sustainable public infrastructure (see Figure 1). This area has been prioritized for the location of future development, especially affordable housing which is an

identified critical need. Implementation of the Highway 1 and 92 “Town Boulevard” circulation improvements and parking strategies are also addressed as they pertain to the Town Center area. Because the City is wholly within the California Coastal Zone, certification of the Land Use Plan by the Coastal Commission in 2021 provides policy foundation for this Downtown Streetscape Master Plan.

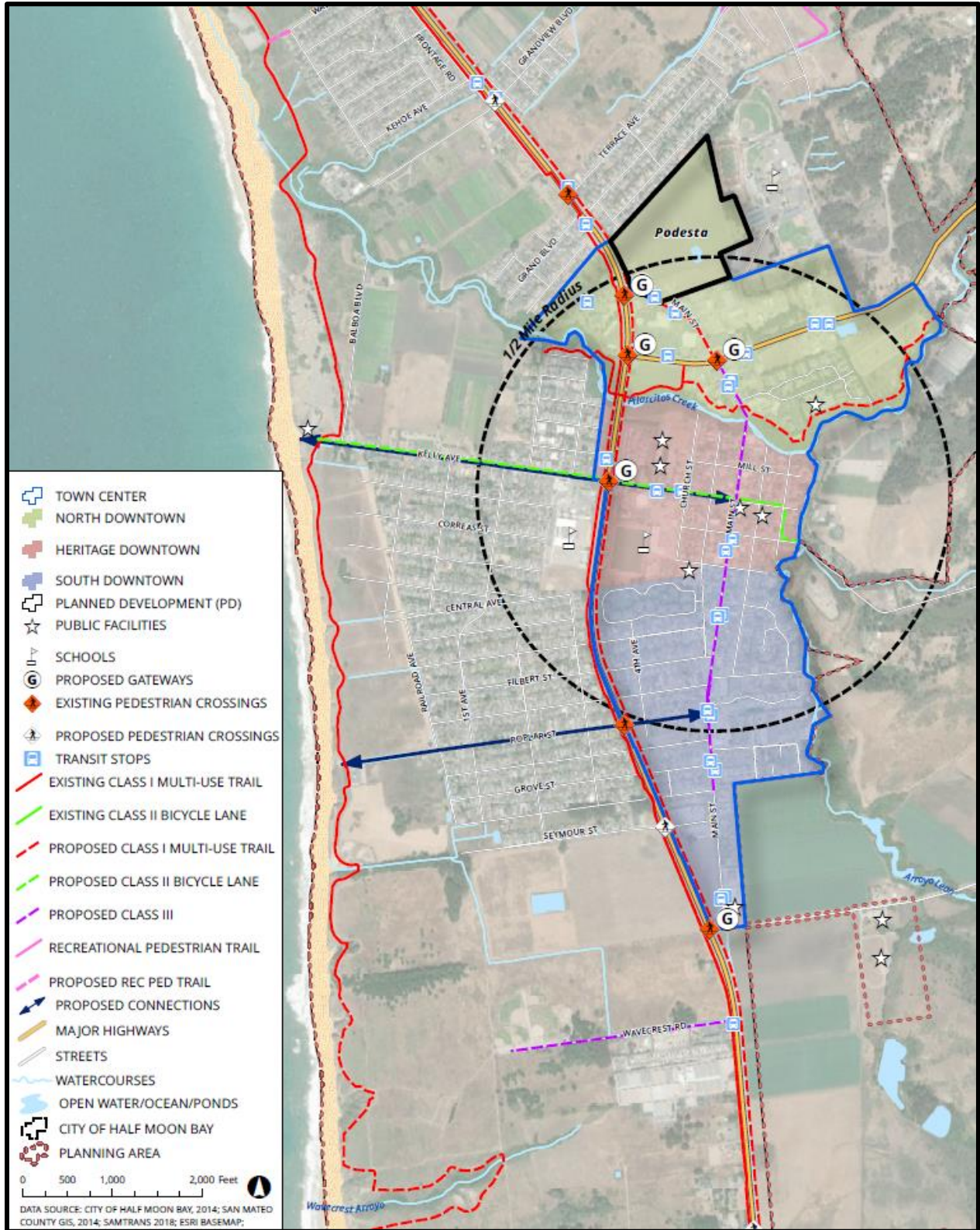


Figure 1. Town Center

Source: City of Half Moon Bay Local Coastal Land Use Plan

Finally, and with challenges brought on by the COVID-19 pandemic, the city invested in a comprehensive community engagement and strategic planning effort known as the Coastside Recovery Initiative (CRI). This effort resulted in a report with 15 recommendations to advance a more equitable, vibrant, and resilient Coastside economy. One of these recommendations included creating more vibrant commercial and community spaces, particularly on the four blocks of Heritage Main Street in downtown Half Moon Bay.

There is a need to build on all these plans to address 21st century challenges such as vacant and underutilized commercial spaces, circulation, and parking, and preserving the city's history and unique sense of place while meeting our regional obligation to bring more transit-oriented and affordable housing opportunities into downtown. The plan should also prioritize improvements that particularly benefit low-income and senior residents. Identifying and securing funding for implementation of the Downtown Streetscape Master Plan, with emphasis on the first phase for Heritage Main Street, will be a critical follow-on effort and is likely to be a subject in community conversations.

Role of Consultant

The Consultant will be responsible for: 1) working with the city to develop a community/stakeholder outreach program; 2) helping facilitate community/stakeholder meetings, potentially including a charette; 3) assessing existing conditions to inform project design and constraints; and 4) preparing the Downtown Streetscape Master Plan. We anticipate that much of the work and internal meetings can and will be performed remotely.

The Consultant may not be directly or indirectly partnered with, or be part of, any subsequent construction team(s) ultimately contracted to complete the Project to eliminate potential conflicts of interest.

1. DESIRED QUALIFICATIONS

- a. The Consultant for this project will be selected based on professional qualifications, experience and demonstrated competence. The selected Consultant must have professional-level public or private sector experience with similar projects with emphasis in at least one of the following disciplines: urban design, architecture, or landscape architecture. Your team should also include expertise in civil engineering and transportation planning given need to address stormwater management, parking, traffic flow, safety, and accessibility.
- b. Previous streetscape planning experience will be considered a key criterion for selection. Evidence of the successful design / delivery of streetscape plans and community engagement processes of similar size and scope (or larger) within the last five (5) years is highly desirable.

- c. Ability to communicate effectively, meet schedules, coordinate activities with multiple parties, and work within budget limitations.
- d. Experience with projects located in San Mateo County and/or in the California Coastal Zone.

2. ELIGIBILITY

All individuals and firms meeting the minimum qualifications are encouraged to submit. The City is sending the RFP directly to firms and individuals that are believed to possess the relevant experience and qualifications and posting on the City's website.

3. SCOPE OF SERVICES

Task 1: Project Management, Meetings, and Coordination

The Consultant will conduct the following meetings over the course of the project:

- Kick-off meeting
- Update meetings with City staff
- In-Progress and Final Presentations to Architectural Review Committee, Planning Commission and City Council (6-8 total)

Deliverable: Consultant will attend all meetings (meetings could be via teleconference), take meeting notes, submit meeting summaries, provide draft materials and presentations two weeks in advance of meetings, schedule calls/meetings, and submit monthly invoices.

Task 2: Community Outreach

The Consultant will provide materials for communication with City-identified community stakeholder groups. City staff will work with the Consultant to achieve a consensus around project vision and design components. Part of this outreach should include an education module which discusses the benefits, challenges, and opportunities relating to the Downtown Streetscape Master Plan. Interactive public outreach materials and visual planning tools, such as demonstration projects, photo simulations and 3D imagery, are encouraged as tools to communicate ideas and establish community preferences. Community stakeholder groups may include but are not limited to downtown property owners and businesses, Downtown Association, Half Moon Bay Coastsiders Chamber of Commerce, Half Moon Bay History Association, Senior Coastsiders/Age Friendly Community Taskforce, Bicycle and Pedestrian Advisory Committee, Planning Commission, Parks and Recreation Commission and City Staff. Ideally, the consultant will be able to produce materials that are easy to understand as well as in Spanish. If the consultant is unable to translate materials, sufficient lead time will need to be given to City staff to do so.

- One meeting should be in the early stages of the timeline to understand public preferences and concerns as well as to share existing conditions.
- Another meeting should be an interactive meeting at a community event or events such as the Farmers Market or Make It Main Street to get a better sense of community engagement and hear other comments.
- A third meeting should be conducted to obtain input and feedback on the draft Downtown Streetscape Master Plan. Based on Consultant graphics and materials, City Staff will prepare social media updates to be posted through the City's social media accounts.

Deliverable: Consultant will prepare an outreach plan, photo simulations, educational materials, community workshop materials, and provide summaries of community meeting, and community event comments for the purposes of producing future meeting materials. The consultant may identify additional suggested meetings under "Additional Services" portion of the fee proposal.

Task 3: Existing Conditions Review

The Consultant will prepare a scale base map of Downtown Half Moon Bay, including rights-of-way, existing street improvements (identifying centerline and curbs), sidewalks, stormwater inlets, Pilarcitos Creek and other features deemed pertinent by Consultant/City. The Consultant's proposal should provide a methodology for how the base map will be produced including basis for topographic survey. It is important to note that an extensive site inventory of downtown, field survey of urban design qualities as well as analysis of opportunities and constraints was part of the California Polytechnic Institute Downtown Half Moon Bay Urban Design Plan referenced earlier. The consultant is expected to be familiar with this plan as well as the other plans referred to in Attachment I.

Task 4: Develop Downtown Half Moon Bay Streetscape Master Plan

The Consultant will develop a Downtown Streetscape Master Plan for review by City which incorporates the following components:

- Community engagement as described earlier.
- Complete street enhancements by identifying opportunities for expanded pedestrian, transit, and bicycle infrastructure through reconfiguration of vehicular lanes and traffic flow where appropriate. The Consultant should refer to City's Bike and Pedestrian Master Plan and incorporate best practices, such as vision zero approaches to ensure safety for all ages and abilities of visitors to and through Downtown.
- Beautification to improve the aesthetic of downtown to promote economic development and a sense of pride in the community. Such improvements could include gateway and wayfinding signage, streetscape improvements and public art.
- Green streets / infrastructure concepts should be incorporated into the downtown streetscape designs such as rain gardens/bioretenion areas, pervious paving, and flow-through planters.

- Parking improvements to manage on-site parking so that spaces are readily available, reducing angled parking to increase sidewalk space as well as ways to consolidate parking in a “park once and walk” option.
- Design guidelines that incorporate pedestrian-oriented and scaled architectural design and signage guidelines geared to enhancing the interface between the public right-of-way and building frontages.
- Takes into account “Age-Friendly Initiative” components that accommodate the needs of the growing population of older adults living on the Coastside and provides high levels of accessibility for individuals with disabilities.
- Additional public space improvements including the public right of way as well as City-owned land that enhance and support local businesses, artisans, and public events. City is interested in recommendations for creative uses of spaces such as for pop-ups and pocket parks. A potential downtown location for this type of improvement is Zabala Square.
- Conceptual level cost estimates broken down by elements; including options for more affordable and durable installations. The consultant will need to propose cost estimates based on materials that are readily available, affordable, and repairable / replaceable.
- Conceptual finance plan identifying potential sources of state, federal and local funding including business improvement districts and parking benefit assessment districts.

In addition to these components, the draft and final plans should include suggested phasing for project implementation (short, medium, long-term prioritization of plan elements). The plan should also prioritize improvements that particularly benefit low-income and senior residents. Finally, streetscape improvement design should consider eligibility requirements for grant funding from San Mateo County Transportation Authority, One Bay Area, and other sources.

The scope of work is intended to establish a “floor” not a ceiling to the master planning effort. We expect each proposer to utilize their own experiences and best practices approach. Please keep in mind that budget is not unlimited.

4. SUBMITTAL REQUIREMENTS

All proposals must be sent in electronic form to kdecker@hmbcity.com no later than **5:00 p.m. on January 16, 2023**. Late submittals will not be considered.

Proposals must include one (1) electronic copy (a single .pdf file containing all submitted material). If the file size for the electronic copy is too large, the proposal may be submitted via sharepoint / dropbox link or an equivalent. If done so, please specify in the submittal email and provide a link to allow City Staff to download the proposal.

The email should clearly state as follows:

Request for Proposals – Downtown Revitalization Master Plan
Due Date: Monday, January 16, 2023, at 5:00 PM PST
Attn: Karen Decker, Economic and Community Vitality Manager
Name of Proposing Firm
Proposer's Address
Proposer's Contact Person
Proposer's Telephone Number

Proposal shall be typed and shall not exceed 20 pages of written material not including the cover, title page, table of contents or resumes of pertinent staff. Submittals failing to comply with the page limitation will not be considered. Overall, we encourage submittals to total 45 or fewer pages.

Responses must be organized as follows:

1. **Identification of the Firm / Sole Proprietor.** Provide the legal name of the firm, the firm's address, telephone number and facsimile number. Include a brief description of the organization. Name the person (with title and project responsibility) to whom correspondence and other communications should be directed.
2. **Capacity and Capability within Time Limitations.** Provide a detailed description of the overall capacity and capability within time limitations. The information needs to cover the planning ability, efficiency, and promptness as well as any specialized services and any possible time limitations that would interfere with the completion of services.
3. **Past Record of Performance.** Provide a detailed description of three past projects with response to such factors as control of costs, quality of work and the ability to meet time schedules. Please provide contact names and numbers for the listed projects.
4. **Firm's Proximity to and Familiarity with the Area.** Provide a detailed description of firm's past relevant work with local or county government and / or the geographic areas that are the focus of this engagement.
5. **Commitment to Diversity, Equity, and Inclusion.** Project partners are committed to values of diversity, equity and inclusion and designing effective programs and strategies consistent with these values. The Firm will provide a description of how they practice these values within their firm and / or with past project engagements.
6. **Limits of Professional Liability of Insurance.** The Firm must provide "Certificate of Liability" on the limits of the individual professional liability insurance.
7. **Business License.** The Firm must obtain a Half Moon Bay business license, if selected. More information can be found at <https://halfmoonbay.hdlgov.com/>

8. Vendor must provide the following documentation:

- Detailed description of program and services provided including schedule and proposed cost.
- Detailed description of effective strategies and techniques to actively engage partners in the learning process.
- List of three (3) references including Company, Contact Name, Phone Number and Email Address.

9. **Other Information Demonstrating Competence and Qualifications.** If the Consultant believes that there are other areas or qualities that further demonstrate the firm's competence and qualifications, such additional information should be provided. Do not repeat previously provided information. It would also be appropriate to present any unique skills, procedures, or similar distinctions related to the firm's competence and qualifications.

Top firms may be asked to participate in a panel interview.

5. SELECTION PROCEDURE

All responses to this RFP that meet the submittal requirements will be evaluated by a review panel formulated by City. The review panel will be asked to: 1) identify the top proposals; 2) participate in panel interviews; and 3) make a recommendation on the top firm.

ATTACHMENT ONE: EXISTING PLANS AND RESOURCES

Local Coastal Land Use Plan:

[Chapter 2. Development](#)

[Chapter 5. Coastal Access and Recreation](#)

[Chapter 9. Visual Resources](#)

Recent Relevant Plans:

[Coastside Recovery Initiative Report](#)

[Bicycle and Pedestrian Master Plan](#)

[Bicycle and Pedestrian Master Plan Guidelines](#)

[Parks Master Plan](#)

[Green Infrastructure Plan](#)

[ADA Transition Plan](#)

Other Resources:

[Downtown Sidewalk and Parklet Activities Program](#)

Zoning: [Commercial – Downtown \(C-D\) District](#); [Parking Standards](#)

[Downtown Specific Plan](#)

[CalPoly Study](#)