SAN MATEO AVENUE
CONCEPTUAL STREETSCAPE PLAN

Item 8a. Report on San Mateo Avenue Conceptual Streetscape Plan

City Council Study Session
September 24, 2019

Darcy Smith,
Community & Economic Development Director
Agenda

I. Objective
II. Background
III. Community & City Engagement Sessions
IV. Planning Commission Review
V. Consultant Presentation – Jacob Tobias, WRT
VI. Questions
Objective

• Receive report and provide feedback to staff on the draft Plan
Background
Background

“Downtown… the symbolic heart of the city.”

“short-term plan implementation action item”
Background 2009 General Plan

*The General Plan* envisions to promote San Mateo Avenue as the symbolic heart of the city through implementation policies to **improve the visibility and appearance of the downtown, expand the streetscape amenities, beautify the street, place clearly marked crosswalks and upgrade the appearance of the downtown** with **combined efforts of the City, merchants and property owners.**
Purpose of a Downtown Streetscape Plan

- Comprehensive plan and vision for the streetscape with a unifying sense of place and Downtown identity
- Improve the street’s visual character, sustainability, and safety for a positive experience
- Spurs economic revitalization
- Foundation for future funding decisions about civic investment
- Requirement for private property owners with development projects
Key Characteristics of a Streetscape Plan

Consistent Streetscape

Cohesive Identity

Improved signage

Safer Sidewalks
Project Workflow

Task 1: Analysis and Preliminary Feasibility Study

Task 2: Community & City Engagement

Task 3: Streetscape Plan preparation
Community and City Engagement Sessions
Community and City Engagement
February to May 2019

- Community Engagement Sessions
  - Walking workshop
  - Drop-in Pop-up Event
  - Community Meeting
  - Stakeholder Meetings (2)
  - Online Survey

- City Commission and Committees
  - Culture & Arts Commission
  - Parks & Recreation Commission
  - Bicycle & Pedestrian Advisory Committee
Planning Commission Review
Planning Commission Meeting #1

May 7, 2019

Initial input on the conceptual designs:

• Recommended adding more trees and signage
• Supported preserving and building upon the family oriented character of the downtown
• Supported installing more art
Planning Commission Meeting #2

August 20, 2019

Final input on the conceptual streetscape plan:

- Centennial Plaza Design
- Art and Aesthetics Expression - Warmer materials palate with added color
- Lighting
- Street Branding
- Pick up and Drop off Locations
Desired Streetscape Outcome

The result of the community engagement process sets a vision for the design of the San Mateo Avenue which is simple and elegant, has activated paseos and more public spaces, better street trees, unified street features, enhanced pedestrian safety, better and more way finding signage and a unique identity.
Consultant Presentation
Jacob Tobias
WRT