SAN MATEO AVENUE
CONCEPTUAL STREETSCAPE PLAN

Item 6b. Adoption of San Mateo Avenue Conceptual Streetscape Plan

City Council
October 22, 2019

Darcy Smith,
Community and Economic Development Director
Agenda

I. Objective
II. Plan Preparation
III. Community and City Engagement Meetings
IV. City Council September Study Session
V. Tonight’s Action
VI. Questions
Objective

- Adopt resolution to adopt San Mateo Avenue Conceptual Streetscape Plan
Summary of City Council Study Session

September 24, 2019

City Council was in support of the conceptual design and favored the “simple and elegant” design theme

Final Revisions to the Plan:

- Text added to study a potential vehicle loading and passenger drop off zone near Posy Park to serve the Downtown and the Caltrain Station
- Text added to ensure all custom lighting elements are designed and engineered to withstand wind loads. Additional study required before implementation
Background

“Downtown… the symbolic heart of the city.”

“short-term plan implementation action item”
Background 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

- Clear and unified vision for the streetscape to create a 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
- Requirements 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 Meetings
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 (2)
Community Engagement Workshops
City Council September Study Session
Loading Zone near Posy Park

New Text Added

Potential drop-off zone (to be studied)
New planted areas
New street trees
Benches
Lightpoles
Painted fountain walls (mural option)
Existing mosaics to remain
Food truck space
Planting in fountain
Seatwall oriented towards street
New trees
Existing Caltrain tracks
Hanging Light Design

New Text Added:
All custom lighting elements should be designed and engineered to withstand wind loads. Further study would be required to determine the suitability of cable-suspended lighting fixtures, for example.
Streetscape Plan Outcome

The result of the community engagement process set 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 Team

- WRT – Wallace, Roberts and Todd
- CSW/Stuber-Stroeh Engineering Group, Inc
- Parisi Transportation Consultants
Tonight’s Action – Request to City Council

Staff Recommendation:

• Adopt a resolution adopting the San Mateo Avenue Conceptual Streetscape Plan
QUESTIONS?