COUNTY OF SAN LUIS OBISPO
CALIFORNIA

OCEANO SPECIFIC PLAN

2001

OCEANO SPECIFIC PLAN

ADOPTED BY THE SAN LUIS OBISPO COUNTY
BOARD OF SUPERVISORS
April 2, 2002

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April 14, 2004

Amended October 2008

County of San Luis Obispo

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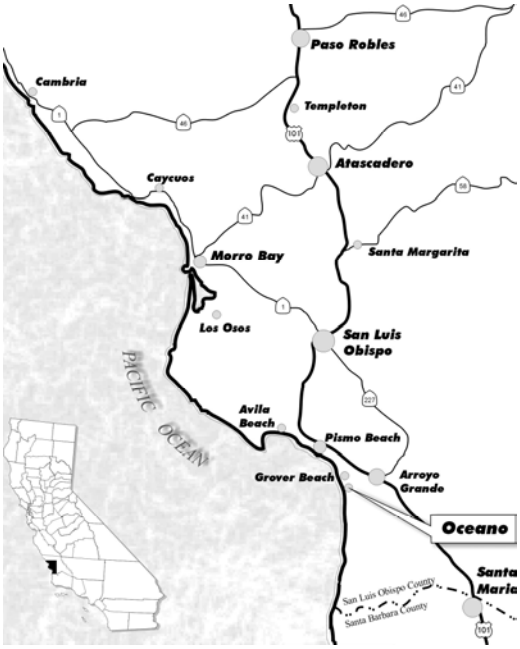
OCEANO SPECIFIC PLAN

1 Introduction

Oceano is a small, unincorporated coastal agricultural community surrounded by farm fields, the magnificent dunes and the Pacific Ocean. It is home to many who work in the farms and local businesses as well as those who commute to other areas. Pier Avenue is a vehicular portal to the dunes in the south. Highway One passes through the small downtown before heading up the Mesa and south to Guadalupe. Oceano packing plants ship most of the Arroyo Grande Valley's produce to markets across America and the world. A small county airport provides tourist access and a light commercial trade. There is camping and other recreation amenities nearby.



Purpose of the Plan

The residents of Oceano have, through surveys, meetings and workshops, expressed the need for greater attention to the concerns of the community.

The Oceano Specific Plan provides an overall framework for translating broad community values and expectations into specific strategies for enhancing the community's quality of life. Also, the Specific Plan contains estimates of future population, housing and employment that serve as the basis for planning. As underlying assumptions change and events unfold, the Specific Plan will be reviewed and updated so it remains a realistic guide for achieving the community's vision. Halcyon is within the Specific Plan geographic and demographic area. However, it is not part of this plan and the standards, guidelines and programs presented in Chapter 5 do not apply to this area.

How the Plan will be Used

This specific plan is designed to provide county decision-makers with direction for improving the quality of the community, the infrastructure and the economy. The plan will be used as a promotional tool, to acquaint potential developers with Oceano's economic potential and the expectations of its residents. The plan will also be used as a yardstick by Oceano residents, the County Planning Commission and the Board of Supervisors by which to measure the appropriateness of development proposals. The specific plan is intended to be used in conjunction with the San Luis Bay Coastal Area Plan. New development is subject to standards associated with Combining Designations included in the area plan. In the event of conflict between the provisions of the Specific Plan and the San Luis Bay Area Plan, the Specific Plan shall prevail.

2 Assessment of Current Conditions

This section describes the current development in Oceano. It also explains the various land use designations used in the community. A detailed history of Oceano is contained in Appendix B.

Population

The population of Oceano has grown by approximately 2,200 people over the past 20 years. From 1980 to 1990, the population increased by 1,618 residents (35.55 percent) from 4,551 to 6,169. From 1990 to 2000, the population increased by 1,091 residents (17.69 percent) to 7,260. Oceano's population growth rate exceeded the growth rates of Grover Beach (12.1%), Pismo Beach (11.5%), Arroyo Grande (10.2%) and the county as a whole (13.6%) during the ten year period.

Municipal Status

Oceano is an unincorporated Community Service District providing fire and water services. A number of studies have been conducted over the years to determine whether the community should incorporate. To date, there has not been sufficient economic justification or community interest to pursue this objective. Oceano has always considered itself a separate and unique community.

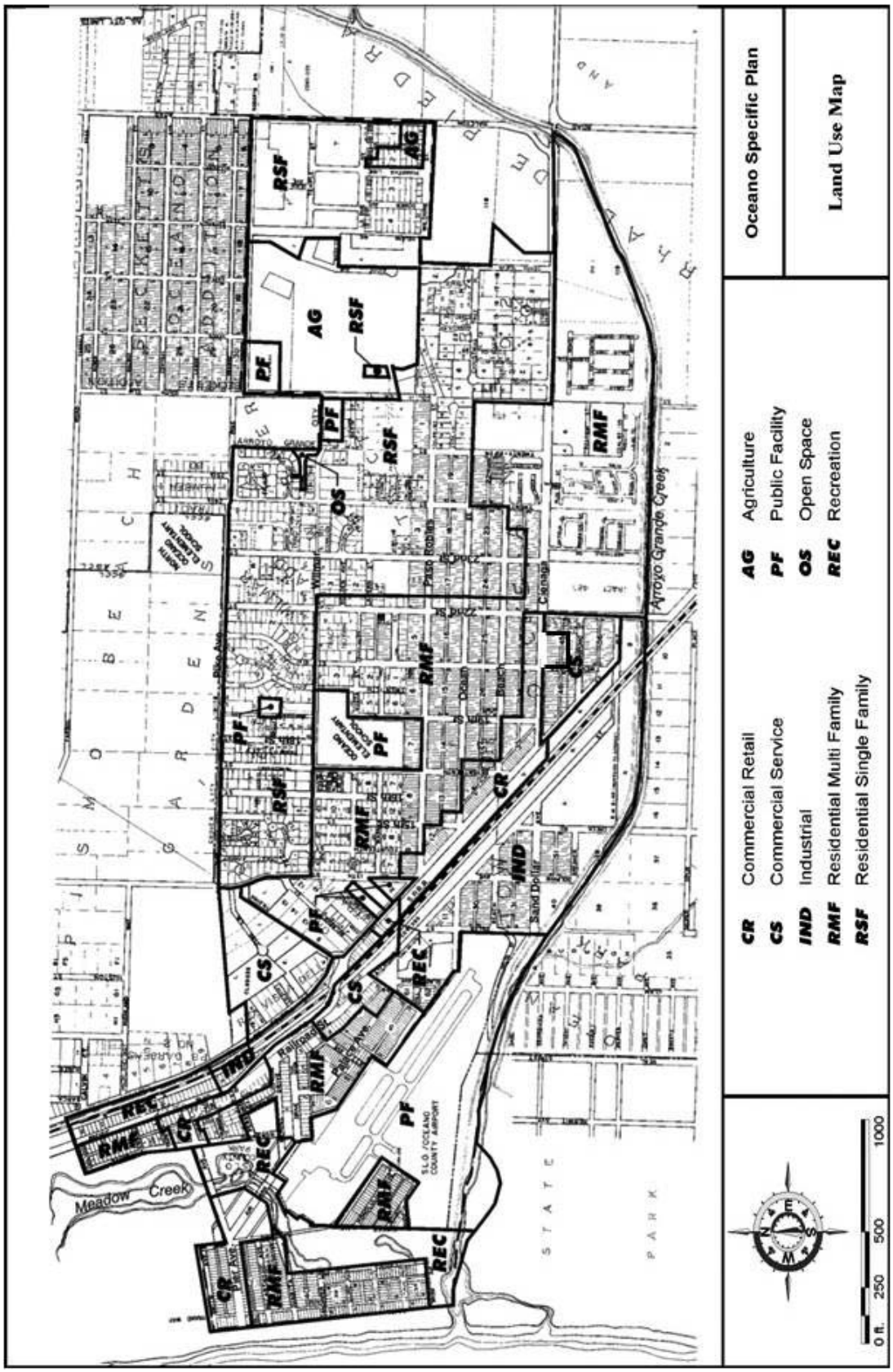
Land Use

The county general plan identifies the type and intensity of development allowed in each of several land use categories. Land use categories in Oceano are illustrated in the following table:

Land Use and Acreage

	Existing Plan		Specific Plan (new)	
Land Use Designations	Acres	% of Total	Acres	% of Total
Residential Single Family	191.60	28.34%	191.60	28.34%
Residential Multi Family	212.22	31.39%	212.22	31.39%
@ 26 units/acre	[82.23]			
@ 38 units/acre	[129.99]			
@ 15 units/acre			[212.22]	
Commercial Retail	20.53	3.04%	28.78	4.25%
Commercial Service	31.33	4.63%	29.95	4.43%
Industrial	47.18	6.98%	40.31	5.96%
Agriculture	58.15	8.60%	58.15	8.60%
Public Facility	88.97	13.16%	88.97	13.16%
Recreation	25.58	3.78%	25.58	3.78%
Open Space	0.49	0.07%	0.49	0.07%
Totals	676.05	100%	676.05	100%

[Amended 2008, Ord. 3163]



[Amended 2008, Ord. 3163]

Buildout

"Buildout" refers to a theoretical maximum amount of development that could occur on every parcel under the current land uses allowed by the general plan. Full buildout is seldom reached because some parcels are not suitable for full development, and other parcels will be developed at less than the maximum by choice of the owner. For example, many properties in Oceano are designated multi-family, but only have a single residence on them. Some parcels are subject to standards associated with flood hazard areas, airport review areas, sensitive resource areas or other combining designations, as reflected on the Combining Designation map in the area plan, or other on-the-ground characteristics that may require further analysis.

Buildout under the current plan would accommodate 9,601 persons (an additional 2896 people).

Residential Uses

Residential land uses (Residential Single Family and Residential Multi-Family) make up the majority of the acreage in Oceano (403.82 acres or 59.73% of the community). Oceano is an older community with small homes on small lots built between the 1930's and 1970's, interspersed with newer apartment complexes. Many of the empty lots and larger lots with homes could be improved. Homes on the north side of the community tend to be newer, as are the homes on the west side near the ocean.

The majority of future residential development in Oceano will be rehabilitation of existing developed areas or new development on vacant and underutilized sites, such as rebuilding in multi-family areas that are currently built below allowed maximum density.

Residential Single Family Areas (RSF)

There are approximately 191 acres of land designated as residential single family in the Oceano Specific Plan area. Some of the smaller parcels have been combined to form larger lots; however, small lots continue to dominate the development pattern. There are 58 vacant single-family residential parcels in Oceano on approximately 26 acres.[1]

Residential Multi-Family Areas

There are 212 acres of residential multi-family Residential lands in Oceano. Multi-family areas are located for several blocks north and south of Cienaga Street, on lands immediately northeast of the airport, and in the area near the Strand.

Mobile Home Parks

Several acres of multi-family zoned land in Oceano are within existing mobile

[1] The vacant land analysis was based on the San Luis Obispo County Assessor's database, using the following criterion: if a parcel has an improvement value of less than $4,000 it is either vacant or underutilized.

home parks. Most of these mobile home parks are located along the south side of Cienaga (Highway 1). The law provides unique protection for mobile home park residents.[2] Because of these requirements, and the availability of other lands similarly zoned for multi-family development, it is unlikely that these uses would intensify within the life of the Specific Plan (20 years).

Density

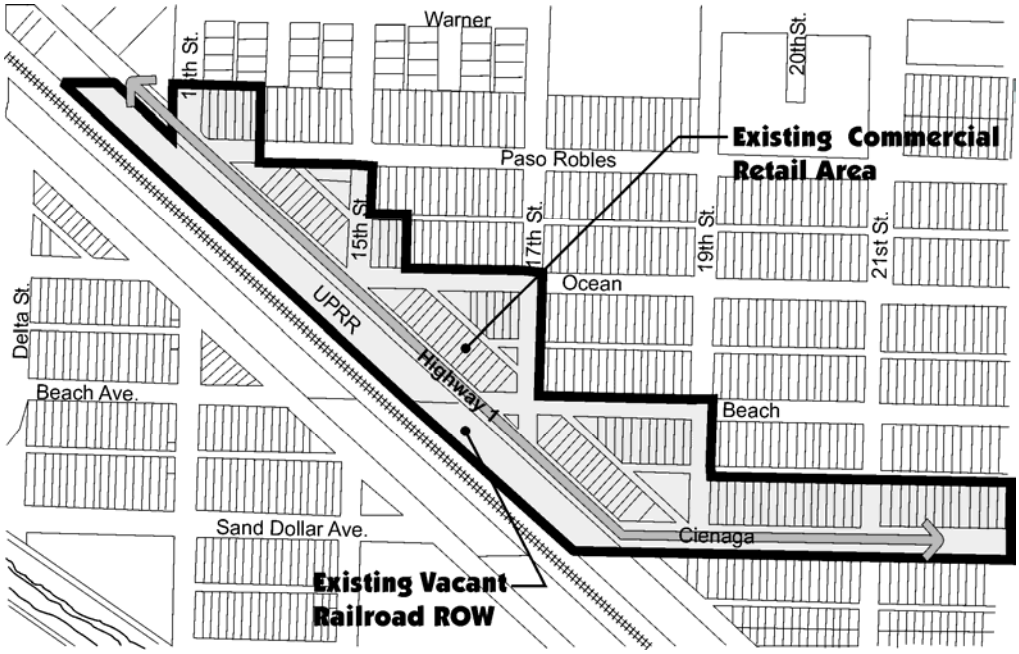
Allowed densities under the Countywide Land Use Element for multi-family (RMF) area range from 15 units per acre (low density) to 38 units per acre (high density). The allowed density depends upon the parcel's proximity to the central business district and whether the parcel has access to an arterial, collector, or local street. In Oceano, most of the existing multi-family development is no greater than 15 units per acre even though higher densities are allowed.

Commercial Areas: Physical and Economic Characteristics

Commercial Retail

Oceano has two commercial retail areas: Downtown and Pier Avenue. The two areas are geographically separate and serve different populations. Both areas lack needed public improvements. Each area has different obstacles/barriers to success. The Downtown lacks identity, human scale and cohesiveness of a traditional downtown. This area also has drainage problems and lacks sidewalks in some areas. Front Street has commercial development only on the east side. Highway 1 acts as a pedestrian barrier and a source of persistent truck traffic. Downtown has few thriving businesses. Pier Avenue is very broad, difficult for pedestrians and trafficked by over a million recreation users each year.

[2] Sections 798.55 through 798.61 of the California Civil Code.



Downtown Commercial Retail Area Location Map.

Commercial Service

There are three areas of Commercial Service totaling 30 acres. The largest is located at the southeast corner of the intersection of The Pike and Fourth Street. This area is home to a number of small businesses, many of which are in the automotive industries. Another component is on Railroad Avenue. The third area is south of Cienaga Street near the railroad. These areas support a variety of uses, including large storage yards, light industrial and automotive service businesses, and support for the construction industry.

Industrial

Land on both sides of the railroad tracks is designated Industrial. The eastern side of the railroad, just to the west of Front Street, is a narrow (100') strip of land that is largely undeveloped. This strip is proposed for a land use change to Commercial Retail in order to enable complementary development of both sides of Front Street.

The majority of the industrial zoned land in Oceano is between Railroad Street, the airport and Arroyo Grande Creek. Packing sheds and their related trucking facilities occupy most of the land in this area.

A large agriculture field located west of the railroad tracks at the southernmost end of the community is also designated Industrial.

Pier Avenue Commercial Retail Area Location Map.

Agriculture

There are two areas in agricultural use that are designated for more intensive development. One area currently in agricultural use, although designated for industrial use, is located south of Beach Street and adjacent to Arroyo Grande Creek. Another area under cultivation near Cienaga Street and South Elm is designated Residential Multi-Family.

Public Facilities

Oceano Elementary School

Located in the center of Oceano, the Oceano Elementary School is bounded by 17th and 19th streets and between Wilmar and Paso Robles Avenues. Residences surround the school. Improved sidewalks connecting to the Downtown and nearby neighborhoods would improve safety and convenience for school children and other pedestrians.

Airport

Oceano Airport was constructed in the early 1950s to serve the Pismo Dunes and Pismo Beach recreational areas. The airport is one of two owned and operated by the County of San Luis Obispo.

Oceano Airport is a public general aviation (stage I) facility. This type of airport is intended to serve low-activity communities and remote recreational areas. Under this plan, the airport would continue to serve recreational aviators and light commercial needs.

Public Services in Oceano

Several existing and proposed services are in Oceano:

- The Oceano Community Services District (OCSD) offices and fire department are located on parcels east of Front Street and west of 13th Street;
- The senior center is located on Railroad Avenue;
- The special education center, a new facility, was recently developed by the County;
- A sheriff's substation is proposed; and
- A community center is proposed.

Other Public Facility Lands

The public facilities designation includes several small drainage basins located throughout the eastern portion of Oceano.

Recreation

Three areas totaling 25 acres within Oceano are designated Recreation. These are shown on the Land Use Map. Parks included in these areas include:

- The largest of the recreation areas is the Oceano Memorial Park (County Park) which is designated a Sensitive Resource Area. This park includes a campground, a fishing area, and grassy areas adjacent to the Lagoon.
- Sand and Surf is a recreational vehicle park operated under agreement with the County for full hook-up camping located on Highway 1 across from the beginning of Pier Avenue.
- The parcel on Front Street is home to the newly restored Oceano Depot.
- Several trails are identified or proposed in the County Trails Plan that are in or near Oceano, including the Juan Bautista trail plan along Highway One, the Arroyo Grande Creek Trail, and one near the Oceano Lagoon.

Open Space

A half acre of land in a subdivision located south of the Pike and east of 24th Street is designated Open Space. This was dedicated as a condition of the subdivision approval. No changes to this open space are proposed as part of the Specific Plan.

Combining Designations

A combining designation serves as a regulatory "overlay" to the land uses allowed. These are typically used to add additional protection for sensitive resources such as biology, archaeology or scenic vistas. Oceano's combining designations are discussed in the paragraphs below. New development must comply with the standards associated with these combining designations. Maps of the combining designations are located in the appendix of this specific plan. New development must comply with the sensitive habitat protection policies of the certified Local Coastal Program, based on the resources that exist on the ground, not as mapped. This approach will maintain consistency with the method for applying LCP maps established by Section 23.01.041c(3) of the Coastal Zone Land Use Ordinance (CZLUO).

Flood Hazard Zones

The entire southern end of Oceano is within a Flood Hazard combining designation due to its proximity to Arroyo Grande Creek. This includes portions of the mobile home parks, the portion of Highway 1 where Cienaga turns into Front Street, the entire airport, and the lower portion of the Oceano Lagoon. Any development within this combining designation must adhere to special regulations to reduce damage from flooding. Care should be taken with the types of development allowed in this area. The flood hazard area is within the jurisdiction of a number of agencies, including the Army Corps of Engineers, the U. S. Fish & Wildlife Service, the California Department of Fish & Game, the County Engineering Department, and the Coastal Commission.

Sensitive Resource Areas

The Oceano lagoon is designated a Sensitive Resource Area. It is a riparian habitat that supports fisheries, birds and other wildlife. Other sensitive resource areas exist in Oceano (e.g. dune habitat near Pier Avenue and beach area, including wetland habitat in the vicinity of Palace Ave., Fountain Ave., and the Oceano Airport) and must be considered in new development proposals.

Airport Review Area

The entire planning area is within the Airport Review Area. This designation allows the County to establish various land use conditions, such as building height and density, which are necessary to maintain airport take off and landing corridors and to reduce the exposure of people and property to airplane accidents. The County's Airport Land Use Commission (ALUC) reviews all proposals for new development within the Airport Review Area. The airport review area is divided into various zones within which different types and intensities of development may be found compatible with safety guidelines established and interpreted by the ALUC. Some types of development are specifically prohibited. Safety zone boundaries are shown in the Airport Land Use Plan (ALUP) for the Oceano County Airport and in Appendix E of the Oceano Specific Plan. The ALUP also includes lists of land uses that are prohibited, compatible or conditionally compatible with each safety zone.

Coastal Act Requirements

A portion of Oceano is within the Coastal zone and is within the jurisdiction of the California Coastal Commission. This is the land to the west of the railroad tracks. Modifications to the land use of this area require updating the Local Coastal Plan. A portion of the area within the Coastal Zone is also subject to Coastal Development Permit approval by the California Coastal Commission. For new development in this area, the California Coastal Act provides the standards for project review. A map in the appendix of this specific plan shows the area within the Coastal Commission's jurisdiction.

3 Vision, Goals, Core Values

This chapter introduces the vision, goals and core values of the Specific Plan as identified through meetings held with the community throughout the planning process. A vision can be thought of as the overarching concept behind the plan. Goals are those things identified through community participation that are the objectives of the plan. The core values of the community are those concepts or characteristics that the community believes are important to maintain throughout the planning process.

Vision

Oceano wishes to maintain its roots in agriculture, upgrade housing, improve the tourism potential for the downtown commercial area and Pier Avenue and solve many infrastructure problems. Oceano has long been considered a "gem in the rough," and with this plan would like to increase its luster.

Goals

Four goals define Oceano's desired future:

1. Community Character. A clean, safe and livable community with a small town character that maintains both its agricultural economy, natural resources and coastal flavor, as well as promoting unity in a diverse community.
2. Community Design. Improved buildings, public spaces, pedestrian walkways, safe bikeways, more natural areas, parks and high quality landscaping.
3. Public Facilities and Services. A community with good streets, adequate drainage, excellent public services and amenities.
4. Economic Advances. Pier Avenue taking advantage of its proximity to the beach with regard to both commercial and recreation aspects. Downtown being developed to create a true village with expanded commercial and residential uses. Tourism enhanced.

Core Values

This Specific Plan is Oceano's vision for achieving a more livable community in the years ahead. This plan affirms the core values of the community as developed through a series of community workshops. These values represent the overall framework for developing, interpreting and implementing the Specific Plan. These core values are as follows:

Community Character

1. Oceano is a coastal community with small-town qualities. These characteristics should be protected and enhanced as the community's future is planned. Citizens note the community's potential to become the "gem" of the Central Coast.
2. Oceano's population is diverse, and within that diversity there remains an atmosphere of friendliness. The Specific Plan should reinforce efforts to maintain this neighborliness in a true community.
3. Oceano is connected to the surrounding agricultural lands. This environment provides a rural context for the Town that residents and visitors enjoy. Thus, protection of agricultural activities around the Town and in the region is important.
4. Oceano has historical links to its agricultural and railroad heritage. This heritage should be acknowledged and reflected in plans for the Town's future. Examples of how this might occur include the protection and upgrading of historical structures and the use of agricultural and railroad themes in new development.

Community Design

5. Oceano is a distinct community with its own identity and values. The principal entrances to the community should be developed with "gateways" which announce that one has entered the Town. Elements of such gateway treatments can include structures, special landscaping and signs, but should also include litter control to create a pleasing appearance. Gateways should also be well marked at Pier Avenue announcing the entrance to the State Beach. Efforts to enhance the image of the community should also include public improvements in the Downtown and along Pier Avenue.
6. Property maintenance is a problem in parts of Oceano, including some existing alleys. Sometimes junk cars are left in conspicuous places, marring the aesthetic environment and decreasing property values. A related issue is the presence of dilapidated buildings. Ways to encourage or require property upkeep and ensure code enforcement should be considered in the Specific Plan.
7. Oceano residents both value their affordable housing and are concerned with maintaining an appropriate residential density in the Town. Adequate design controls should be in place to guide future multi-family development projects.

Noise, Access, & Traffic

8. Oceano has a quiet atmosphere; this should be protected in the future. One specific example of nuisance noise is excessive loud music blaring from vehicles. The Town should promote noise standards to help maintain

the peaceful environment.

9. The Town's location, particularly with its proximity to the beach, is viewed as an important asset. However, vehicular access through the community is a growing concern. The Specific Plan will evaluate the existing and projected traffic levels to provide for improved circulation.

10. Truck routes (and truck parking) should be reviewed periodically to fit the changing dynamics of the community; to better control conflicts between trucks and other traffic; and to minimize impacts on residential areas.

11. In addition to automobile circulation, the Specific Plan should address other transportation modes. Of particular interest in Oceano are safe and convenient pedestrian connections, an expanded bicycle route system and additional transit opportunities. Increasing the frequency of buses, having longer hours, affordable fares and more convenient stops is desirable for the Town's existing transit system.

Economic Development

12. Work is necessary to fully realize the downtown's potential and protect its historic nature. In particular, creating a traditional downtown along both sides of Front Street, encouraging a more diverse range of resident-serving commercial uses is important, along with increased activities (such as a farmers market and other special events) and more activities in the evening.

13. Care should be taken to encourage a different mix of commercial uses, such as visitor accommodations and other visitor serving uses, along Pier Avenue so that this area does not drain the economic potential from Oceano's downtown commercial district.

14. A strong economy is important to quality of life. Industries that provide good paying jobs and economic stability are especially valuable. The Town should continue to provide for these types of businesses. Oceano has historically accommodated the industrial needs of the surrounding agricultural area. These kinds of uses should continue to be encouraged.

15. Oceano Airport offers the community a unique amenity and also presents some challenges. The Specific Plan should address future needs of this facility.

Public Safety & Public Facilities

16. Citizens repeatedly cited law enforcement and fire services as important positive elements in Oceano. The Specific Plan should be sensitive to providing adequate facilities and staffing for public protection as the Town grows into the future.

17. Better street lighting, underground utilities, road maintenance, storm drainage, curbs, gutters, crosswalks, and sidewalks are needed in many parts of the community.
18. The Town can also foster this valued sense of community by providing places for social activities and interaction, through parks and recreational facilities, public open spaces and plazas, and by supporting community festivities and events.
19. The quality of life for all residents is critically important, but enhancing the opportunities for the community's children is key. The Specific Plan should help address the needs of Oceano's youth. Examples include coordinated Town/school district planning for schools and related educational facilities; providing for adequate parks and recreational programs; encouraging a wider variety of activities for youths; planning for safe and efficient transit.
20. The Specific Plan should support and enhance the Town's parks and recreational facilities and programs. Expanding the range of family-oriented recreational facilities will be important; many people would like to see, for example, a community swimming pool, boardwalk on the beach, and bike trails.
21. In the future, education and information access will be even more important. A library is valuable in these areas. The Town, school district and County should work towards ensuring that a library is accessible to Oceano's residents.
22. Conservation of natural resources including, but not limited to, the dunes, creeks, lagoon, and air resources.
23. Oceano has one of two entrances to the Oceano Dunes State Vehicular Recreation Area (SVRA) popular to off-road vehicle use of the dunes; the other entrance is north of Oceano in Grover Beach. Safety concerns have been raised over the presence of vehicles on the beach (and interaction with pedestrians). The future of vehicular use of the beach and potential for establishing a pedestrian-only portion of the beach should be addressed in the Specific Plan.

4 Strategies for Achieving Goals, Reinforcing Core Values

Clean-up Programs, Education, Code Enforcement

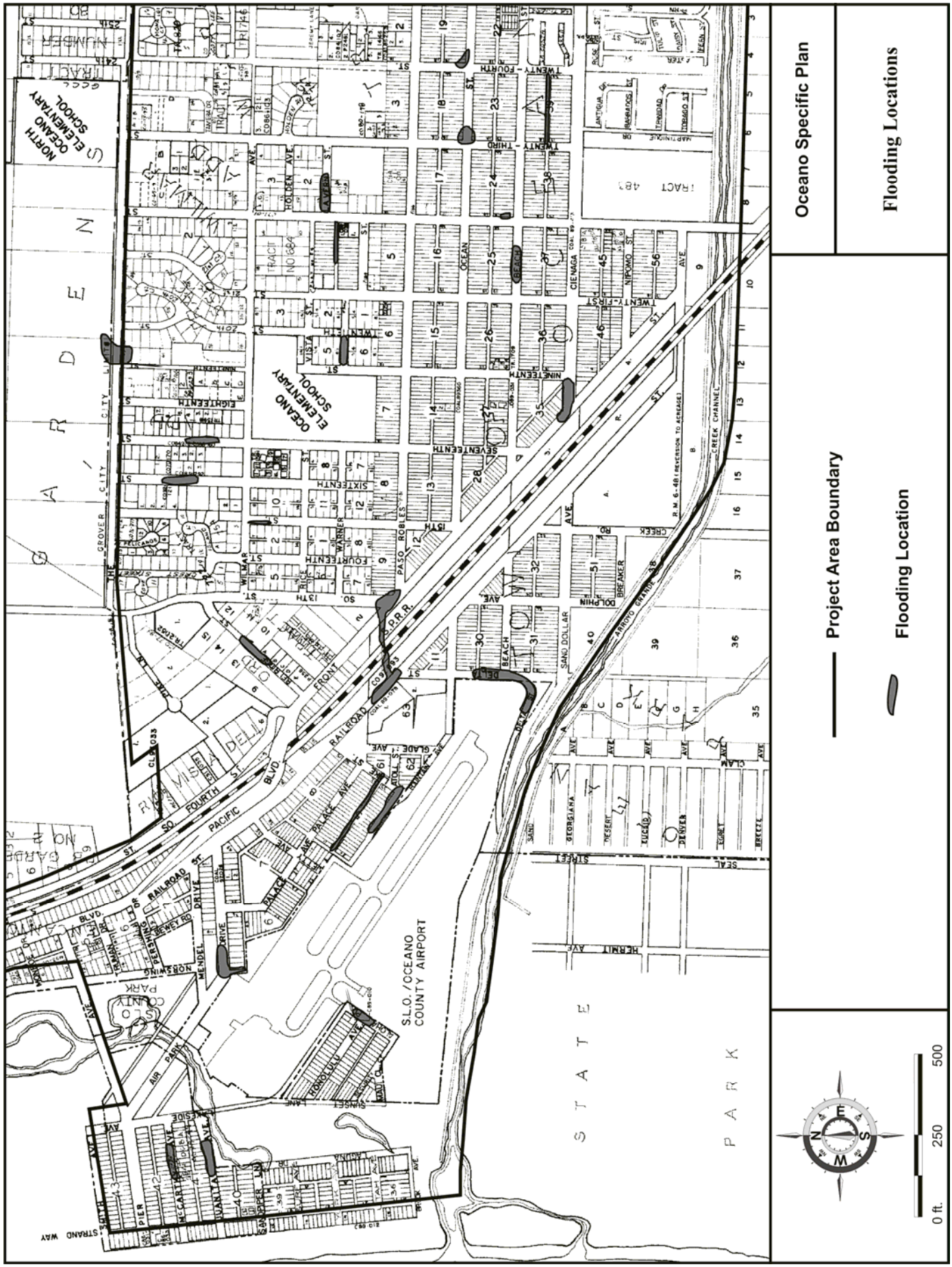
Poor property maintenance can detract from the visual character of a community. The County's property maintenance code designates poor property maintenance as a nuisance and violation of the code subject to formal citation and abatement. The treatment of these areas is an important aspect in the overall enhancement of the community's visual character. Success can be achieved when an emphasis is placed on promoting high standards through education programs and giving recognition to citizens who set a good example.

Public Improvements

Drainage

In most urban areas, storm water or runoff from sources like sprinklers or impervious surfaces, such as roofs, driveways and roads, flows over surfaces into a storm drain system. A storm drain system may consist of gutters, storm drains, underground pipes, open channels, culverts and creeks. In Oceano, flood control devices are limited because major sections of the community were developed before such facilities were required. There was not an apparent need for such facilities in the early stages of urbanization because the high infiltration rates of the sandy soils tended to naturally dispose of runoff. However, as urbanization increased, the capabilities of the underlying soil to absorb urban runoff have diminished, particularly during wet years, and areas experiencing flooding problems have expanded.

The community of Oceano experiences nuisance flooding problems, including residential and street flooding. There is minimal topographic variation (either areas have inadequate surface slopes or there are closed depressions having limited surface drainage) whereby surface water tends to collect and pond in paved roadways or on properties until sufficient volume develops to spill into adjacent areas. Drainage problems exacerbate the creation of potholes and other street damage, which is an ongoing issue in Oceano.


Oceano Specific Plan
Flooding Locations
Project Area Boundary
Flooding Location
0 ft.
250
500
S.L.O. /OCEANO COUNTY AIRPORT
OCEANO ELEMENTARY SCHOOL
NORTH OCEANO ELEMENTARY SCHOOL
STATE PARK
OCEAN BEACH
PACIFIC OCEAN
S.P.R.R.
RAILROAD
FRONT ST.
SO. FOURTH ST.
PASO ROBLES ST.
BEACH ST.
SAND DOLLAR
DOLPHIN
BREAKER
ARROYO GRANDE CREEK CHANNEL
PIER
McCARTHY
VANITA
SAUNDERS LN.
STRAND WAY
SUNSET
HERMIT AVE.
GEORGIANA
DESERT
TUCUMAN
DENVER
SAND
SEAL
PALACE AVE.
GLADE AVE.
HONOLULU AVE.
AIR PARK
NORSWING
MENDEL DRIVE
BREWER RD.
PERSHING
TRUMAN
BLVD.
GROVER CITY
TWENTY-FIRST ST.
TWENTY-THIRD ST.
TWENTY-FOURTH ST.
NINETEENTH
SEVENTEENTH
SIXTEENTH
FOURTEENTH
13TH
SO. 13TH ST.
EIGHTEENTH
HOLDEN AVE.
WARNER
WILMAR
RICE
VISTA
CIENAGA
NIPOMO
CLAM
TRACT 48
TRACT NO 684
R.M. 6-48 (REVERSION TO ACREAGE)

Other contributors to flooding include the paving of open space and the subsequent reduction of infiltration areas, construction within natural (topographic) drainage courses without provisions for rerouting surface drainage, and development of properties without containment of onsite drainage. Primary areas of flooding concern are at Highway 1 (Cienaga and Front Street) and individual parcels south of Paso Robles Street. Flooding along Highway 1 is of special concern since flooding results in highway traffic being rerouted through residential areas.

The County has proposed a General Plan amendment with requirements for new construction to provide curb, gutter and sidewalk improvements in Oceano. Currently a waiver of sidewalks is available, though it is rarely granted. Because most of the community is developed, it requires significant property enhancement to provide the level of drainage protection required for new development by County Standards.

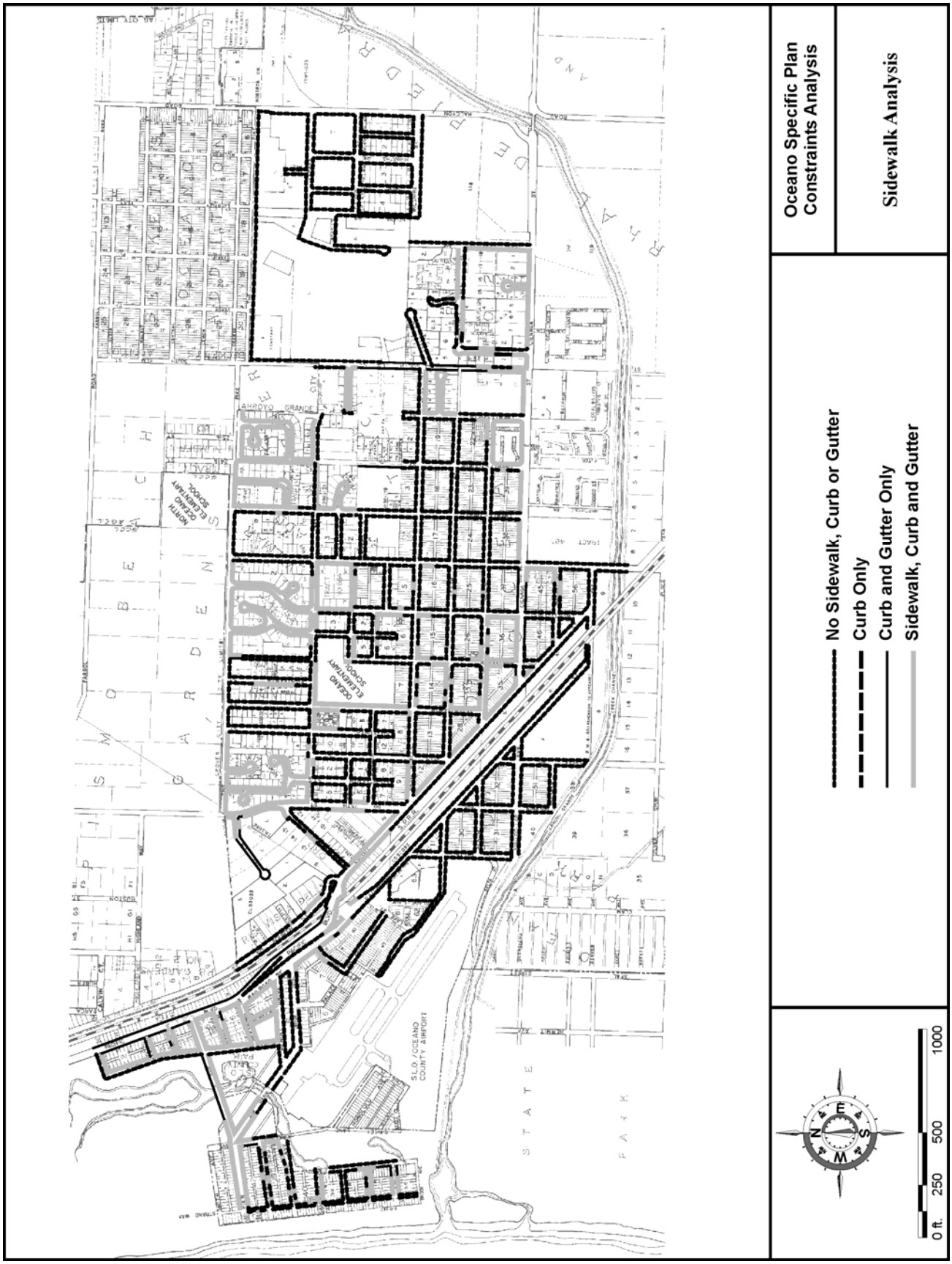
Since County standards do not address the retrofit aspect of construction, the community and the County may need to work together to further define and develop design criteria that are reasonable and acceptable. A retrofit project is recommended to address existing deficiencies in stormwater control. At a minimum, new controls shall ensure that stormwater does not adversely impact coastal water quality and marine resources. Additionally, Best Management Practices (BMP's) and pollution control devices such as oil and water separators will be utilized where feasible to minimize pollution impacts to the natural water systems.

Funding drainage improvements is a challenge for any small community. Assessment districts are the most common for developing new infrastructure. Grants can be acquired for assistance with stormwater management.

Runoff & Sediment Control

The County of San Luis Obispo Department of Public Works retains authority over stormwater systems in the community. Arroyo Grande Creek is the major receptor of runoff in the Oceano area. The channel was designed to accommodate runoff from the community. Recent heavy rainfall years and subsequent maintenance problems have resulted in an estimated 85% reduction in capacity of the channel. The lack of capacity in this system makes runoff and sediment control in the community more important. The channel broke during a heavy rainfall in March of 2001 and caused several hundred thousand dollars damage. Most recently, the Coastal Commission has permitted sediment removal from isolated pockets within the creek channel. The coastal development permit approval requires the County to perform a comprehensive runoff and sediment control analysis that evaluates alternatives to sediment dredging.

A community wide study of drainage issues is required to assess problem areas and develop workable solutions for the community.


Oceano Specific Plan
Constraints Analysis
Sidewalk Analysis
No Sidewalk, Curb or Gutter
Curb Only
Curb and Gutter Only
Sidewalk, Curb and Gutter
0 ft.
250
500
1000
N
E
S
W
SLO / OCEANO COUNTY AIRPORT
OCEANO ELEMENTARY SCHOOL
NORTH OCEANO ELEMENTARY SCHOOL
ARROYO GRANDE
STATE
PARK

Curbs, gutters, sidewalks

The community's walkways can be enhanced as a safe, effective and attractive means of circulation in Oceano. Many of the roadways in Oceano do not have sidewalks. The community desires to make improvements for pedestrians. For new development on vacant lots (such as the railroad parcels), sidewalks are required. In developed areas, a continuous system of sidewalks is desired which may be implemented through an assessment district or through money gained from grants. The highest priority is in the downtown. Sidewalks are also a priority leading to Oceano Elementary School. As shown on the Downtown and Pier Avenue Concept Plans, mid block pedestrian passages are illustrated to connect pedestrians to parking areas located behind businesses.

The Downtown Conceptual Plan includes a striped crossing and walk/don't walk pedestrian signal to enable pedestrians to safely cross the Highway. The crossing is to be located between Beach Street and Ocean Street along Highway 1. The County Department of Public Works will work with Caltrans to determine the need and placement of a pedestrian crossing. Caltrans has jurisdiction over Highway One and the installation of a pedestrian signal will be at their discretion. The pedestrian signal will be located after the development of commercial uses on the vacant railroad parcels on the west side of Highway 1, or at a time when pedestrian use of the area warrants the placement of the signal.

Overhead Utility Lines

Throughout many of Oceano's residential neighborhoods and commercial areas there is a maze of overhead utility lines. These utility lines create a jumbled appearance and obstruct and in some cases spoil views that would otherwise be spectacular. While new development is required to place all utilities underground, there is a need to improve existing facilities.

The cost of under-grounding non-primary power lines could be funded through the formation of an assessment district, specifically an Underground Utility District. In addition, property owners within the District would have to make the necessary conversion to underground service. Note that this process is entirely voluntary. This plan does not create this district, only recommends its consideration.

Important areas for consideration are the Downtown and Pier Avenue area.

Sand Maintenance

Sand blows in to Pier Avenue and the Strand area from the beach all year long. In the past, residents have removed the sand from near their homes with tractors and other equipment. The Coastal Commission has permitted sand removal on an emergency basis for the last several years. Residents and business owners near the beach would like a program that can maintain the sand without causing significant environmental damage. The proposal in this plan is to work with the County and Coastal Commission to develop a solution satisfactory to all parties.[3]

Implementation of Public Improvements

Construction of public improvements is required as a condition of approval for new development. However, funding for such improvements in portions of the community already developed is a challenge. Assessment districts are the most common mechanism for providing the desired improvements. Property owners within an assessment district pay an annual amount in addition to their property taxes. The amount collected is used to pay for the improvements. An assessment district can only be established with the consent of the owners of a majority of property within a proposed district. The county can also seek funding from grants to reduce the financial burden on property owners.

Residential Development

Under this Specific Plan, buildout out would be 8,739 persons. Buildout under the Specific Plan would result in a population 862 lower than under the current plan due to the reduction in allowable density for some multi-family areas.

Eastern Oceano

This is the area bounded on the west by Front Street, on the north by Grover Beach, on the east by Halcyon, and on the south by Cienaga Street, although it includes the mobile home parks south of Cienaga Street.

Single Family

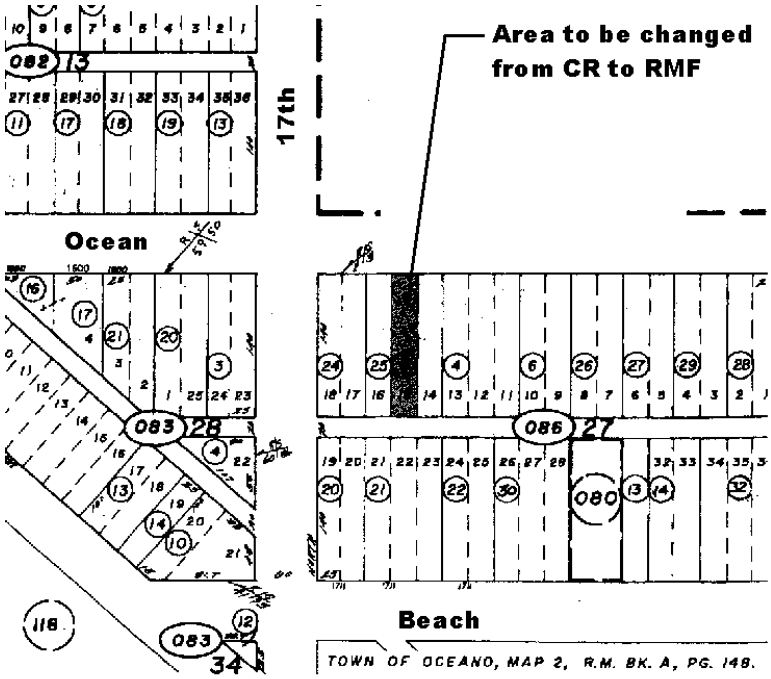
There are no changes proposed for the single-family designation in central

[3] In order to maintain the unique ambiance of its rural setting, public improvements such as curbs, gutters, storm drains, street lights and sidewalks are not required in the Halcyon community

Oceano except near the Downtown commercial area. Near the Downtown a recommendation is made for expanding mixed-use activities to allow a blending of commercial and residential uses.

Multi-family

Under the current San Luis Bay Area Plan, multi-family densities could be as high as 38 units per acre, though almost no properties approach this level of development. This plan proposes to reduce the allowable density of new multifamily development to 15 units per acre, which is consistent with most of the multifamily density in Oceano. This is considered a middle ground, given that many residents have expressed a desire for even lower densities. Any reduction in density allowance would have an impact on the value of the property affected. Lower densities can also result in a general increase in property values. A small parcel will be redesignated from CR to RMF near the intersection of Ocean Avenue and 17th Street.



Pier Avenue & Beach Area

Many homes in this area are used as vacation or second homes. Sand removal is one of the major issues along the westernmost edge of this development. Some lots remain undeveloped mostly due to difficulties in permitting development near wetlands. The plan recommends clarifying the status of these lots and the Environmentally Sensitive Habitat Areas surrounding them.

Commercial Development

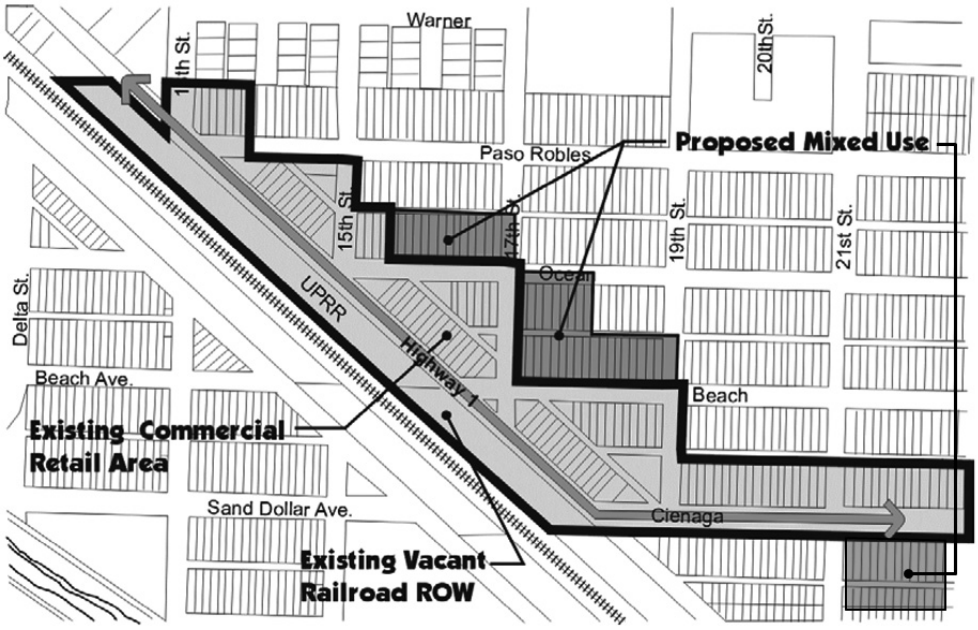
The population and expected retail expenditures for Oceano (estimated at $31 million) are not sufficient to justify the development of any large retail stores in Oceano, especially given its proximity to shopping areas in Arroyo Grande and Grover Beach.

According to a recent study conducted by the County, Oceano is one of several locations in the County that merit further consideration for redevelopment. Potential areas for redevelopment include those within the study area in and around downtown, and the north side of Pier Avenue close to the beach. This issue has been met with considerable controversy in the community and there will be widespread interest and review of any redevelopment proposal in Oceano.

Concept Plan for Downtown

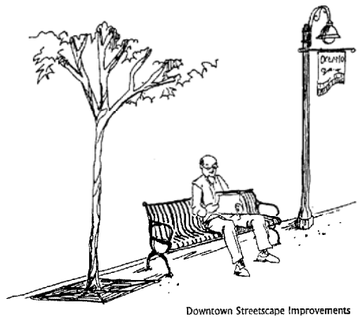
Downtown Oceano extends from 13th Street to 22nd Street along Highway 1. It includes the Highway 1 frontage on the east side of Front Street and the north side of Cienaga, and it also extends down Ocean Street and Beach Street to create a commercial core off of the Highway. This area serves adjacent residential areas east of Highway 1. Existing uses include the post office and small markets that serve the local community. A number of churches are adjacent to the Downtown as well. The *Great American Melodrama*, an entertainment venue that draws visitors from around the state, is located in the Downtown.

Downtown Oceano contains approximately nine acres of land designated for commercial retail use. Surrounding land uses include vacant industrial parcels (railroad right of way parcels owned by UPRR) between Highway 1 and the Union Pacific railroad tracks and multi family residential uses. Additionally, approximately seven acres of railroad right of way is currently designated as industrial.



[Amended 2008, Ord. 3163]

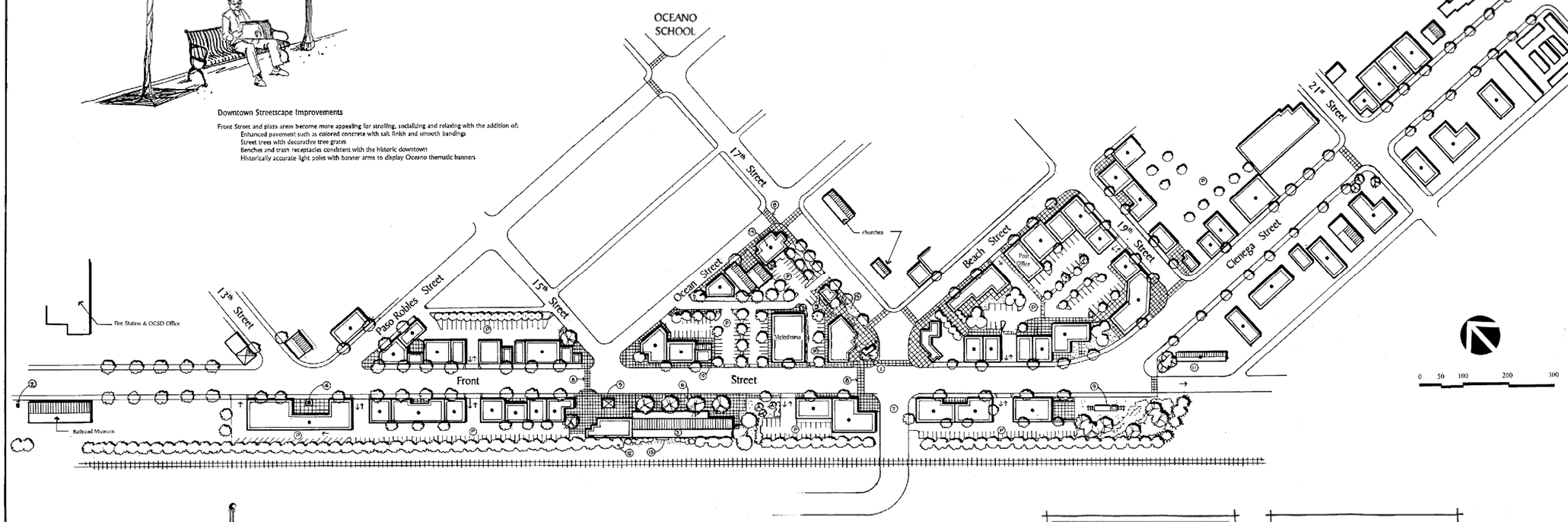
NOTE: This plan is conceptual in character. The exact shape and placement of buildings, as well as the size and location of parking lots, illustrates a preferred situation. It is not absolute or binding on the community or on an individual landowner.



Downtown Streetscape Improvements

Front Street and plaza areas become more appealing for strolling, socializing and relaxing with the addition of:

- Enhanced pavement such as colored concrete with salt finish and smooth bandings
- Street trees with decorative tree grates
- Benches and trash receptacles consistent with the historic downtown
- Historically accurate light poles with banner arms to display Oceano thematic banners



Oceano Entrance Signage

Railroad theme entrance sign located adjacent to the Railroad Museum will greet residents and visitors entering the downtown area.

Architectural Modifications: Relatively simple and inexpensive façade treatments will unite downtown and improve property values

OCEANO SPECIFIC PLAN

DOWNTOWN

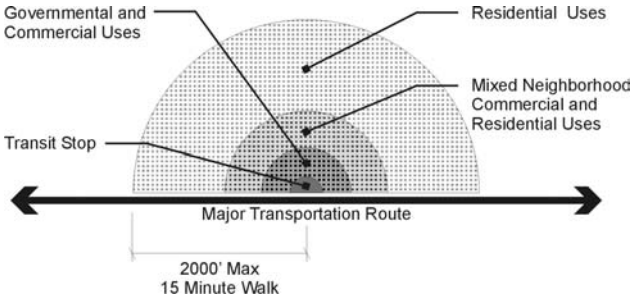
KEY

1. New lighted "Oceano" entrance sign on side of new restroom building
2. Entry signage by railroad museum
3. Antique mall, marketplace, etc.
4. New clock tower at intersection of three streets
5. New kiosk shop
6. Events plaza (Farmers Market, etc.)
7. Realigned intersection
8. Pedestrian crossing
9. New park/open space with railroad car
10. New street trees, benches, light poles with banners and trash receptacles
11. Proposed car wash location
12. New screen planting along railroad tracks
13. New "Oceano" sign on building facing railroad tracks
14. Proposed public building such as Library
15. Public Plaza and park

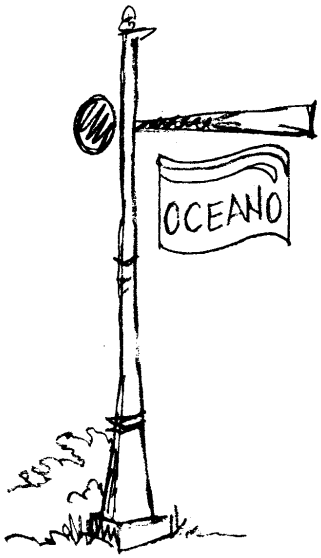
existing railroad
proposed parking
existing building
proposed building

The goal of the plan is to provide Oceano with a downtown commercial area that has the attributes of a traditional downtown.[1] These desirable downtown characteristics include:

- a pleasant environment for pedestrians;
- pedestrian areas that are active in the evening as well as during the day;
- shops and businesses that serve the basic needs of local residents;
- a place for people of all ages to gather, to interact and to celebrate holidays and community events;
- a place that is welcoming to visitors and that emphasizes those features of the community that distinguish it from other places.
- Transit facilities (especially bus stops) should be located in the downtown.



Traditional downtown characteristics include multi-story buildings with mixed uses, typically commercial retail uses occupying the ground floor and residential uses, or offices on the upper level. Mixed-use development is most conducive to the creation of a pedestrian oriented environment. First floor commercial retail uses generate large volumes of pedestrian traffic, interesting windows and storefront displays, signs designed for pedestrian viewing, and merchandise likely to be purchased in a multiple-stop shopping trip where patrons "park once" and visit several establishments on foot. New development is encouraged to include usable outdoor spaces, such as courtyards, plazas and arcades in sunny locations.



The plan's vision for the future of Downtown Oceano is a mixed use commercial retail area that provides opportunities for a variety of retail, office, service and residential uses. Downtown Oceano is surrounded by a multi-family residential neighborhood. It is also along Highway 1 – a regional route and the plan can accommodate public transit facilities. Signs in English and Spanish would add utility to these amenities. The Downtown can serve surrounding neighborhoods within an easy walking distance. Pedestrian and bicycle routes such as the Juan Bautista de Anza National Historical Trail can extend from the Downtown into the community to improve access to Downtown. The plan includes a public plaza located at 17th Street between Ocean and Beach that can provide downtown Oceano with an identifiable activity center. The location of community facilities nearby, including the post office, churches and Oceano Elementary School, will help attract a greater number of people shopping for daily needs as well as provide a center for socializing and recreating.

[1] Note that these are concept plans. The actual layout and design will likely differ based upon the desires of the individual property owners, financing and the development of detailed plans.

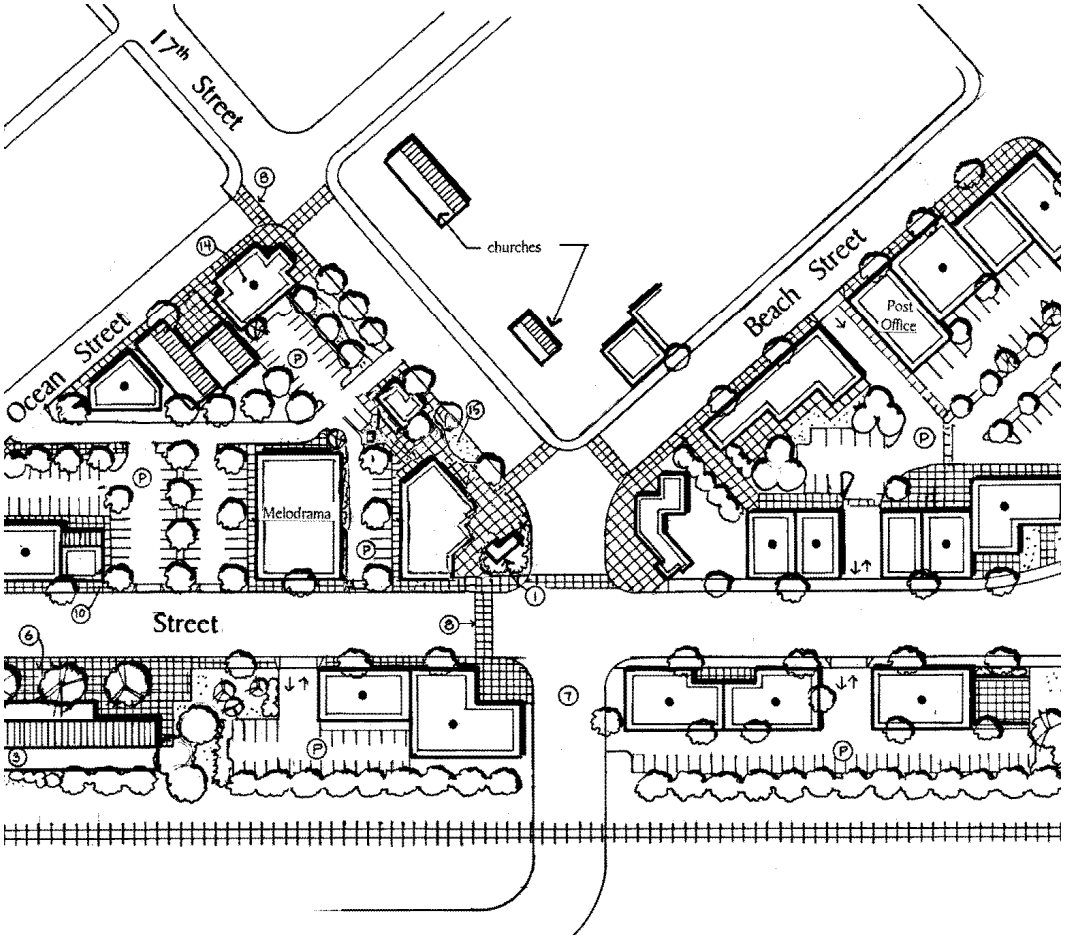
While retail development will be the main land use, it is envisioned that the Downtown will also include offices and personal service uses. Residential development could be integrated with the non-residential uses, with retail use on the ground floor level and office or residential units on the upper levels.

Building Scale and Design

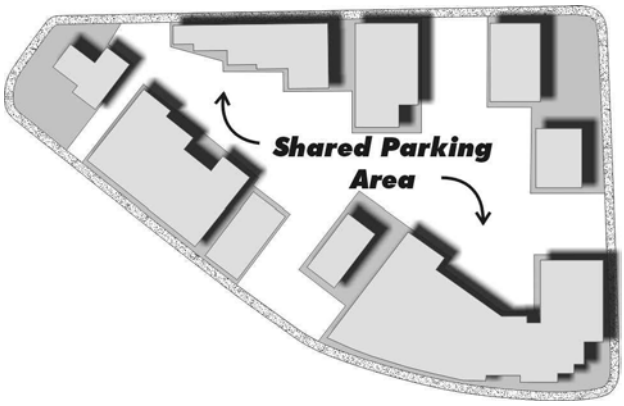
The construction of new buildings and the remodeling of existing buildings should be designed to enhance the pedestrian experience. This is accomplished by adoption of standards and guidelines relating to the design of building facades, the placement of buildings on the site, the location of parking spaces and the use of paving materials and other streetscape elements. Detailed guidelines and standards for Oceano's downtown area are included in Appendix D of this Specific Plan.

Town Center on 17th Street

A plaza, located off 17th Street between Ocean and Beach Streets, would provide a community focal point for public gatherings and recreation.



Downtown Parking



Parking is accommodated for each land use either on the street, off the street or a combination of both. In Oceano's downtown area, many businesses do not meet County on-site parking standards because they were already established when the county standards were adopted. In downtown areas, on-site parking spaces should be located behind the shops and businesses they serve, in order to preserve the sidewalk frontage for building facades, store entrances, window displays and other features that encourage pedestrian activity. On-site parking requirements for new downtown projects in Oceano can be modified to account for the availability of nearby on-street parking and common parking lots shared by several downtown businesses.

The following guidelines will help keep parking from becoming a dominant visual feature in the Downtown:

- Because of the mixture of uses, efforts should be made to minimize the number of required parking spaces through shared parking. Landowners could be provided incentives through the Land Use Ordinance to encourage cooperative development of land.
- Parking lots should be internally connected between adjacent parcels. Surface parking lots should not be located along exterior streets.
- Enforcement efforts should be maintained and improved to reduce the number of derelict cars and other inappropriate use of public and private parking areas.

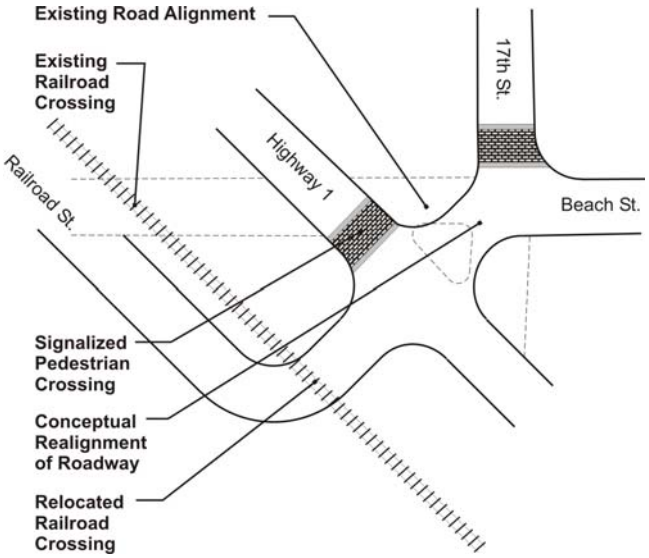
Streets

Making streets more inviting to pedestrians and bicycles in the Downtown will require reducing vehicular speeds. Reducing the distance that a person must traverse to cross a street at an intersection is also an important consideration. Traffic calming devices are encouraged for the Downtown though not specifically prescribed as part of this plan. (Many of these devices may not be available for Highway 1 because of Cal Trans restrictions.) Street trees should be encouraged, but chosen and planted so as not to create a problem for streets and sidewalks. Street lighting should be considered where appropriate for safety.

Beach Street Re-alignment & Crossings

The Downtown Conceptual Plan includes a striped crossing and walk/don't walk pedestrian signal to enable pedestrians to safely cross the Highway. The crossing is generally located between Beach Street and Ocean Street along Highway 1. The County Public Works Department will work with Caltrans to determine a location for the crossing. It is likely that the placement of the pedestrian signal

would take place after the development of commercial uses on the currently vacant railroad parcels on the west side of Highway 1 or at a time when pedestrian usage of the area warrants the placement of the signal.



Union Pacific Railroad Parcels (Railroad Right-of-Way)

Two alternatives were developed for the future use of the land between Front Street and the railroad. Both are provided with the goal of providing a coherent downtown on both sides of the street.

Double Sided Downtown

This alternative allows for the development of shops on the western side of Front Street so the downtown truly has a two-sided feel, much like the village of Arroyo Grande. A number of components would begin to build this village atmosphere:

- Street design
- Street trees, street lighting, street furniture. These amenities would enhance the pedestrian experience.
- Drop Off Zone. Given that Front Street must serve the needs of the through traffic on Highway 1, opportunities to slow down and drop off passengers are needed.
- Two mid block pedestrian passages to parking areas.
- Pedestrian Crossing of Highway 1. Should the volume of pedestrian traffic warrant this in the future, the community should look to developing a grade-separated crossing for pedestrians. For a long while there will not be justification for this investment.
- Parking Lots, Location, Access, Landscaping.
- Public Restrooms

Packing Shed Re-use

The packing sheds immediately west of Front Street could be developed for retail use. A permanent home for a farmer's market has been suggested. These structures lend themselves to open air markets that could capture the flavor and produce of this agricultural area.

Railroad Depot

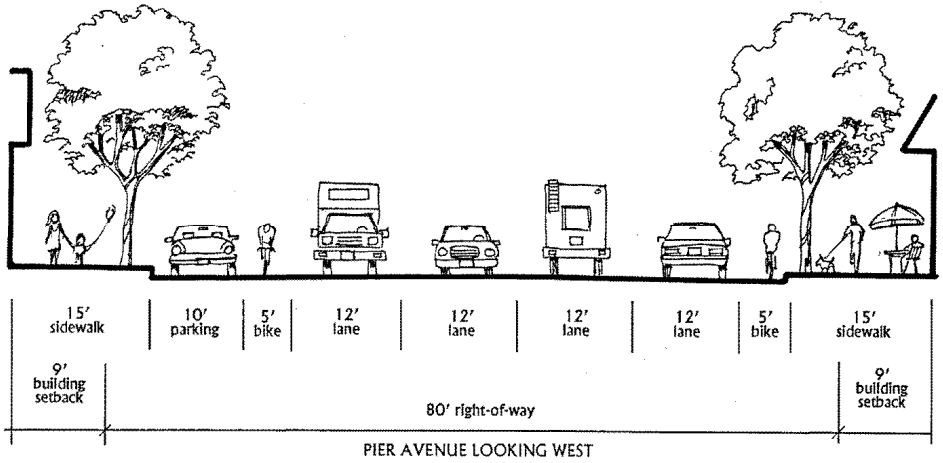
Oceano will continue to develop the area around the Railroad Depot to enhance the historic character of the community.

Concept Plan for Pier Avenue

Properties along Pier Avenue, from the lagoon to the beach, are designated for commercial retail use. However, much of this land and some of the commercial buildings are vacant. A second commercial retail district is located at the intersection of Pier Avenue and Highway One. Business establishments provide services primarily for visitors and for local residents as well. On weekends, holidays and much of the summer, Pier Avenue is congested with off-road vehicles waiting to access the beach. These traffic issues are compounded as people residing in the Strand Way area also use Pier Avenue.

Pier Avenue commercial retail lands total a little over 11 acres. Between Lakeside Drive and Strand Avenue on the south side of Pier Avenue, there are approximately 20 commercial retail parcels. These are typically 30'x92'; a few parcels have been merged or are held by a single owner. On the north side of Pier Avenue, there is one large parcel. Commercial retail uses are generally tourist serving although many of the visitors to the state beach don't use the local businesses.

Uses surrounding the Pier Avenue commercial area include a multi-family residential area known as the Oceano Beach tract. Although outside of the Specific Plan area, the Pismo State Beach Campground gains access from Pier Avenue.



Proposed Street Layout for Pier Avenue

Goals for the Area

For the foreseeable future, this area will continue to be the gateway to the beach for vehicles. As long as that is the case, there will be large volumes of recreational vehicles on Pier Avenue. Pier Avenue should be developed with visitor serving uses and provide accommodations for tourists to the area. This area provides one of the few access points to this twenty plus mile stretch of beach on the central coast. Parking should be improved and expanded to allow for more pedestrian use of the beach. In addition, sidewalks and remote parking should be enhanced so it is easier to park farther away and walk to the beach. Future plans for expansion of

parking lots north of Pier Avenue must recognize the existence of sensitive dune habitats in those locations. Parking lot expansions shall include measures to ensure protection of the dunes consistent with all LCP resource protection policies.

Many residents have worked for the creation of an aquarium in Oceano on or near Pier Avenue. The aquarium would provide visitor serving activities and a focus for this part of the community.

Much of the Pier Avenue area is located within airport safety zones. Approval of plans in these areas is subject to review by the Airport Land Use Commission. Guidelines for these safety zones may result in restrictions related to type and intensity of development.

Gateway

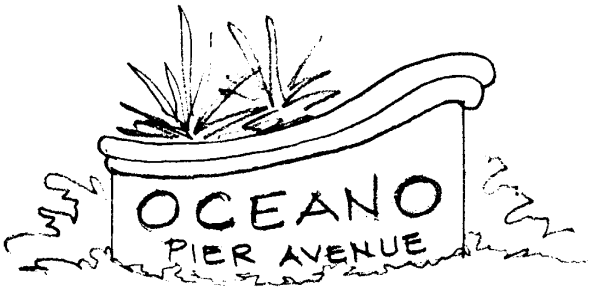
The intersection of Highway 1 and Pier Avenue should be landscaped to provide a "gateway" to the beach, letting the traveler know that this is the appropriate route to the beach.

Commercial Development

An opportunity should be provided for the entire area north of Pier Avenue by the beach to be developed into a coherent commercial area with shops, restaurants and perhaps a hotel. This plan anticipates the redevelopment of the RV park on the north side of Pier Avenue with commercial activities.

Pier Avenue Beach Access

Thousands of visitors travel Pier Avenue each year on their way to the beach and the State Off-Road Vehicular Recreational Area (SOVRA). This traffic creates conflicts for pedestrians and residents. It brings noise and sand into the area. Oceano would support a study conducted by the County or state to evaluate the best ways to control this traffic and improve the quality of the area for tourists, residents, beach-going pedestrians, and recreational vehicles.

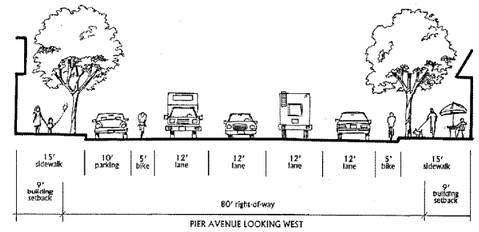


Circulation

Oceano is primarily a residential community that is cut by a major regional roadway, Highway 1. The bulk of the community's traffic is generated at the local residential road level and then flows to the arterials that connect to the adjacent highway. The roads and other transportation facilities within Oceano operate at relatively good service levels, except for congestion experienced during weekends, holidays and summer months on Pier Avenue at the entrance to the State Beach.

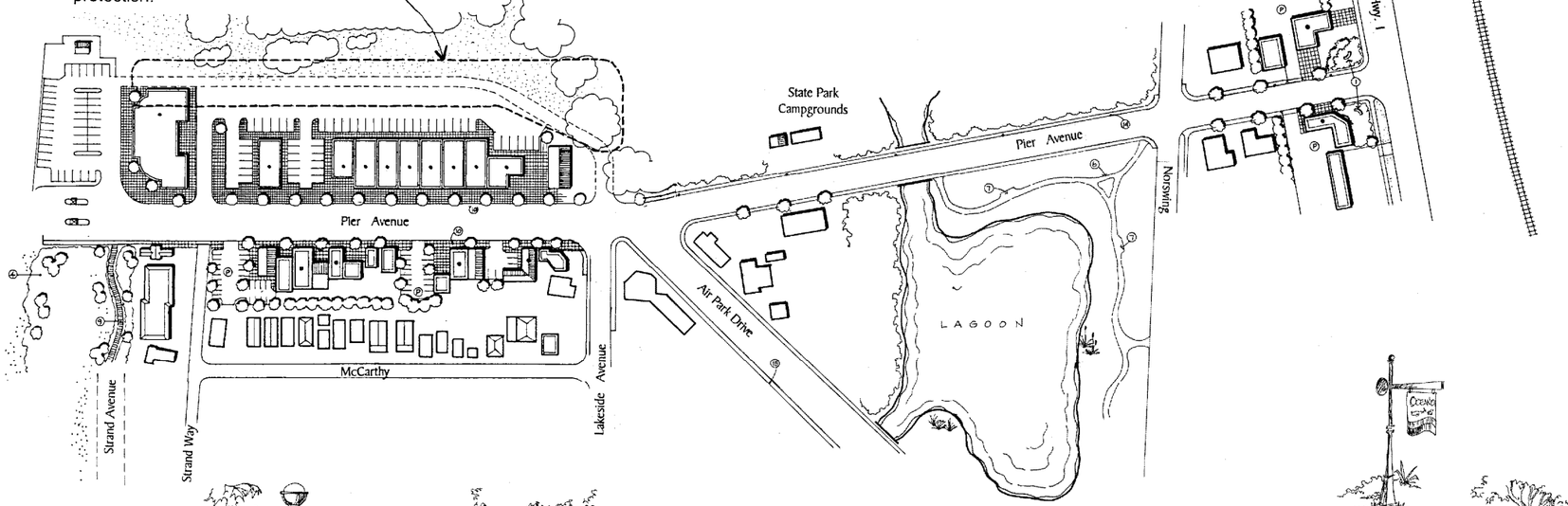
NOTE: This plan is conceptual in character. The exact shape and placement of buildings, as well as the size and location of parking lots, illustrates a preferred situation. It is not absolute or binding on the community or on an individual landowner.

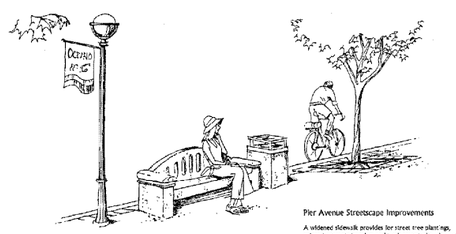
NOTE: Development in this area is subject to determination of the extent of sensitive dune habitat, which shall be avoided and protected by buffering proposed visitor-serving development, consistent with LCP provisions for resource protection.



Pier Avenue Proposed Street Section

Four wide travel lanes provide plenty of room for recreational vehicles and are flanked by Class I and II bike lanes. There is seasonal parking on the south side, anticipating that north side parking will be accommodated by proposed parking areas behind bud dings. Enlarged building setbacks provide the needed depth for street trees and site furnishings.





Pier Avenue Streetscape Improvements

A widened sidewalk provides for street tree plantings, colored concrete benches and trash receptacles, decorative lighting with banners and pockets for sheltered outdoor dining.

Oceano Entrance Signage

Corner landscaping at Highway 1 brings the attention of passersby to entrance signage - a welcome to Oceano at Pier Avenue. Many possibilities exist for thematic entrance signage.

OCEANO SPECIFIC PLAN

PIER AVENUE

KEY

1. new entry signage
2. Future relocation of restroom would allow expanded beach parking
3. Existing beach parking slightly enlarged with one-way in and out
4. Sand stabilization area
5. Double kiosks to speed beach access during periods of peak use
6. Decomposed granite pathway around Lagoon
7. New seating pockets with individual seats to discourage sleepers
8. Possible boardwalk extension along beach
9. Pedestrian boardwalk only along Strand Avenue right-of-way with low bollard lighting
10. New light poles with banner arms, colored concrete benches, trash receptacles along sidewalk
11. New boardwalk pedestrian connection to restrooms
12. Landscape utility island
13. Prune and maintain existing tree canopy off walkway
14. Banner poles along north side of Pier Ave.
15. Continue sidewalk for pedestrian connection to Lagoon and Airport

existing railroad
proposed parking
existing building
proposed building

Alleyways are an important component of the layout of the eastern portion of Oceano. These should be improved, especially if they are to be used as access for properties.

Gateways

Highway 1, The Pike, Twenty Second Street and Halcyon Road are heavily traveled corridors that extend through Oceano. The goal is to create an interesting visual impression of Oceano in these areas. These corridors should be given priority for under-grounding utilities. Considering that the architectural style and signage along these corridors is reflective of a variety of time periods, the Specific Plan proposes some common unifying elements. These elements include pedestrian amenities, street lighting, and street trees.

Pedestrian safety is another issue along these corridors. Street design that distinguishes pedestrian uses from vehicle uses, such as distinctive paving materials and crosswalk lighting, can make a significant contribution to pedestrian safety. Key intersections are identified in the Community Design section where these treatments should be considered.

The presence of dilapidated buildings, derelict equipment and vehicles, maintenance and litter control were concerns expressed by the public at workshops for the Specific Plan. Programs are proposed to promote the clean-up of areas in Oceano that merit extra help and to reinforce the need for code enforcement.

Pedestrian Connections to the Beach

Creek to Beach Trail

Getting to the beach on foot from the Downtown is daunting. The long way is up over the railroad bridge to Pier Avenue along a heavily traveled route. The short cut eventually gets you to the dike along Arroyo Grande Creek down to the beach in front of Strand. This way is the preferred approach for the community, but has several impediments. The traveler must cross Highway 1, cross the railroad tracks, walk along undefined road edges through an industrial packing plant, and navigate several turns before making it to the dike on the Arroyo Grande Creek. The Specific Plan proposes more defined access through signage and paving which will be usable by pedestrians, bicycles, and horses. Access could be

developed in conjunction with the Juan Bautista de Anza Trail and the Arroyo Grande Creek trail (of which this would be a part) proposed in the County Trails Plan and shown in the graphic above. Access across airport property may require an easement. New access routes must be sited and designed to avoid impacts to coastal resources, such as coastal streams and riparian areas, wetlands, and dunes.

Strand Avenue & Pier Avenue

The County holds a 60-foot right of way (mapped as Strand Avenue) on the west side of the Oceano Beach tract (parallel to and west of the existing homes along Strand Way). This area is currently inundated with wind-blown sand. According to personal accounts, the area was maintained through sand removal efforts until the early 1990s. Sand currently intrudes onto private property in the area. The community would like a walkway, similar to Pismo Beach, which offers safe passage for pedestrians and a means to control sand.

Alternative Transportation

Bicycling

Bicycling is a popular form of recreation, exercise, shopping and commuting. Bicycling can provide an alternative mode of transportation that is nonpolluting, efficient, inexpensive, and convenient for short trips and health promoting. Bicycle routes are currently limited to Highway One. Programs are recommended to bring bikeways to the beach and through the community. Development of trails proposed in the County Trails Plan will also extend bicycle service throughout the community.

Transit

The South County Area Transit (SCAT) system is a fixed route bus system that serves Oceano in addition to Arroyo Grande, Grover Beach and Pismo Beach. The system consists of four primary bus routes and two early morning trips that serve Arroyo Grande High School. Service is provided twice an hour Monday through Friday from 6am to 8pm. Transfers to Central Coast Area Transit (CCAT), the regional fixed route system, can be made at Ramona Park. Currently, Route 2 serves Oceano to Ramona Park. Future coordination with the public transit provider may result in expansion of a fixed route system to serve Oceano.

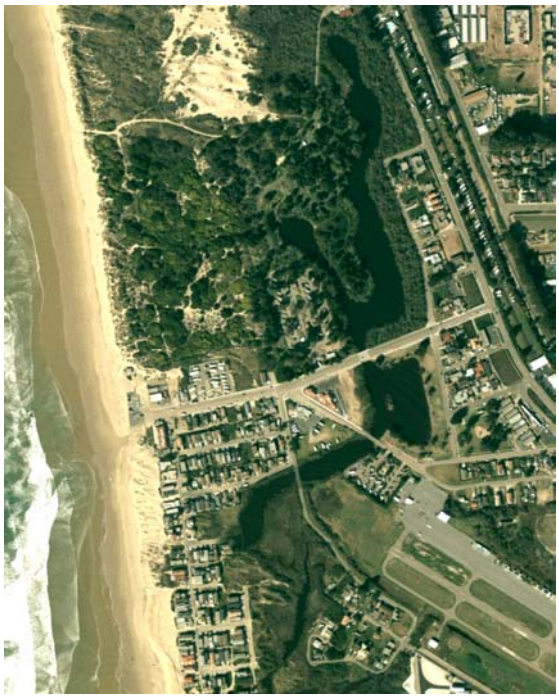
"Runabout" is the regional dial-a-ride system and serves as the ADA-compliant service to all fixed routes in the County. It is the only dial-a-ride system in the County that provides inter-city service. The primary function of Runabout is to serve elderly and/or disabled riders, although the general public may ride when space is available. Consistent with ADA requirements, the service hours are the

same as the fixed route systems.

Oceano wants to maintain affordable transit to other parts of the county, and improve service where possible.

Airport

The Oceano Airport supports a combination of recreation and commercial aviation, though the latter is a relatively small component. There are no plans to expand the airport, nor is their any intention to convert it to another use. The uses surrounding the airport are important to its vitality. Activities should include related tourist facilities and commercial/light industrial enterprises that might benefit from the proximity to a small airport. Improvements should be made to pedestrian access to Pier Avenue so aviators can take advantage of the visitor serving facilities there. Land uses near the airport will be controlled to prevent conflicts with the safe operation of the facility. Note that the entire study area is within the Airport Review Area and land uses must be consistent with the Oceano County Airport Land Use Plan.



Oceano Lagoon Complex

The County's existing San Luis Bay Area Plan addresses the lagoon in its discussion of planning area programs and standards. The Oceano Lagoon provides an environmental centerpiece for the western part of Oceano and is surrounded by County parkland, State property, property owned by the Airport and sewer treatment plant and private citizens. Because of the tremendous nutrient load it must bear, it has a eutrophic environment that reduces water quality and supports increasing numbers of mosquitoes. Therefore, it is important that new development in this area be carried out in a manner that will maintain, enhance, and where feasible restore the biological productivity and water quality of the Oceano Lagoon Complex and Arroyo Grande Creek.

Recreation

Park land and recreation opportunities are relatively abundant in the western (west of Highway 1) portion of town. However, opportunities for recreation in the eastern portion of Oceano are insufficient. More parks and playgrounds are needed for the community. The elementary school fields are heavily utilized. New parks and playing fields should be developed in the eastern part of Oceano. It will be difficult to find adequate undeveloped land on the eastern side to provide parkland.

Industrial Area

The industrial area would benefit from improvements in traffic and parking.

Oceano is clear in its desire to maintain and support the packing sheds and other industrial activities in its community. The only efforts suggested by this plan are to improve geometries for trucking traffic and reduce conflicts with beach bound pedestrians. This includes the realignment of Beach Street.

Agriculture

Oceano desires to protect its agricultural heritage and economy. The two large agricultural fields designated Industrial (the western parcel) and Residential Multi-Family (south of Cienaga) were established as appropriate land uses before the Coastal Act took effect. Coastal Act policies Section 30242, state that "lands suited for agricultural use shall not be converted to non-agricultural uses unless (1) continued or renewed agricultural use is no longer feasible, or (2) such conversion would preserve prime agricultural land or concentrate development consistent with Section 30250". Any proposal to develop these parcels will run contrary to those policies.

Name

Some Oceano residents would like the community to consider changing its name to "Oceano Beach" in order to reinforce the knowledge that this is a coastal community, perhaps adding to the tourist allure. To effect this change, there will be considerable additional community discussion. The Board of Supervisors would likely seek a community advisory vote on the question before entertaining the name change.

5 Programs, Guidelines and Standards

The following sections contain programs, guidelines and standards recommended to implement the concepts in the Specific Plan.

Program: a study, financing or other activity that promotes the desired goal of the community. Programs are not mandatory. Guideline: a recommended approach to development.

Guidelines can be used by the Planning Commission and Board of Supervisors as a gauge of a project's consistency with community standards.

Standard: a mandatory requirement of development.

At the end of this section is a table with all programs, guidelines and standards, illustrating who will be responsible for implementing and the timing of the activity.[1]

> Environmental Consequences
> These gray boxes illustrate environmental impacts of certain actions recommended in this plan. The full discussion is contained in the Environmental Impact Report.

Public Improvements

1. **Annual Clean-up Programs, Education, Code Enforcement.** Institute or continue the following:

Program

- Continue annual clean-up program for Oceano. Establish the program as a regular community event to foster pride in Oceano. Besides trash removal, house painting and landscaping programs should be developed.
- Develop education program to broaden the activities for trash removal. Use the newspaper and regular mailings to inform citizens of opportunities for property enhancement.
- Enforce property maintenance and nuisance regulations. Work with the County to monitor violations.

> Environmental Consequences
> The clean-up program will have a beneficial effect on the environment.

2. **Drainage.** Institute the following retrofit project to address existing deficiencies in stormwater control:

Program

- Define drainage areas within the community based on topographic features,
- Identify and quantify the existing drainage/flooding problems based on historic information, community and County input, and site observations,

[1] Note: the following programs, guidelines and standards do not apply to the Halcyon community.

- Identify categories of drainage and flooding related problems,
- Generate alternative improvements for specific drainage problem areas,
- Review potential environmental and water quality impacts as well as potential regulatory impacts associated with the alternatives;
- Prepare cost and timeline (for construction) estimates for the different alternatives,
- Recommend specific improvement and funding solutions based on criteria.
- Ensure proper review of new development.

Environmental Consequences
Water quality: constructed drainage works concentrate pollutants and require mechanisms to reduce the amount of water borne contaminants. Biology: drainage works are often constructed in low-lying, wet areas. Projects may impact wetlands and other important habitats.

Standard

3. Runoff & Sediment Control. In addition to the drainage retrofit plan, above, the following best management practices should be utilized where feasible:

- Install pollution control devices such as oil and water separators in parking lots and other areas where fuels and other pollutants accumulate.
- Enforce anti-littering laws and post "No Littering Signs" in areas where there is high pedestrian traffic
- Maintain vegetative cover on landscaped areas and use manual weed control
- Inspect and clean storm drains prior to onset of the wet season, paying particular attention to areas that tend to accumulate litter, sediment and other debris.
- Include standards for storm drainage including but not limited to those recommended in the California Storm Water Best Management Practices Handbook.

Environmental Consequences
The installation of control technology will have a beneficial effect. Care must be taken to clean and maintain these structures.

Program

4. Curbs, Gutters, Sidewalks. Implement a continuous system of sidewalks through an assessment district or through money gained from grants. Make sidewalks a priority around Oceano Elementary School. Sidewalks could be a requirement for all residential areas.

Environmental Consequences
Sidewalks will be a benefit to safety in the community. Continuous gutters will concentrate runoff and will deliver larger quantities of water to collection points, whereas in the past, much of the water was allowed to percolate in many areas of the community. Completion of the curb system will require upgrading of the drainage system.

5. Overhead Utility Lines. Institute Public Utilities Commission (PUC) Rule 20A, which provides an annual allocation to San Luis Obispo County from PG&E for infrastructure improvements related to electric utility under grounding. These funds may be used to underground "primary" power lines (1200v lines). The majority of the utility lines found in Oceano's residential neighborhoods, however, are not primary power lines and are not eligible for these funds.[2]

Program

Environmental Consequences
Undergrounding utilities will cause some disruption of utility service to residents and businesses and result in short-term construction impacts, but would have beneficial aesthetic impacts overall.

6. Sand Maintenance. Allow for the removal of sand from roadways and residences near the shore in areas where the use of appropriate native vegetative cover and/or other sand stabilization techniques have not been adequate to maximize access and recreation activities and protect dune habitats. Work with the Coastal Commission to develop the appropriate approach, establish agency responsibility and obtain the necessary permits.

Program

Environmental Consequences
Biology: modification of the shoreline to reduce sand impacts could affect habitat of the endangered snowy plover and other plants and animals.

Residential Development

7. Single Family Guidelines. Implement the Oceano Specific Plan's design guidelines for residential development.

Guidelines & Standards

8. Multi-family. Change the density of multi-family residential to 15 dwelling units per acre throughout Oceano. Encourage mixed uses on the north side of Ocean Street between 15th and 17th Streets and on the north side of Beach Street between 17th and 19th Streets. Implement the design guidelines.

[2] 6 The status of this program will be reviewed, given changes in the PG&E corporate status.

Environmental Consequences
Reducing density of housing will have a beneficial effect by reducing traffic, noise and other impacts of urban development. Housing: lowering the density will reduce the potential housing available to lower income families. However, the proposed density has rarely been exceeded in Oceano, so the anticipated consequences are not significant. Given the abundance of archaeological resources in Oceano, all vacant parcels should be surveyed prior to development.

Standard

9. Pier Avenue & Beach Area. New development within or adjacent to environmentally sensitive habitat areas (ESHA's) must comply with the ESHA resource protection policies of the LCP. Study empty lots in coastal habitats. Clarify ESHA boundaries.

Commercial Development

Program

10. Redevelopment Study. Ensure that all community residents, property owners and organizations have an opportunity to comment on the appropriateness of a redevelopment plan for Oceano. A study to evaluate the feasibility of establishing redevelopment programs in San Luis Obispo County was recently conducted by the county. Response from the Oceano community was distinctly negative.

Environmental Consequences
Increased economic activity will result in more traffic and other impacts of urbanization.

Downtown

Program

11. Downtown Conceptual Plan. Program the future development of the Downtown in accordance with the conceptual plan. New development should include usable outdoor spaces, courtyards, and arcades in sunny locations.

Environmental Consequences
Traffic: increased economic activity will result in higher levels of traffic. The study of area roadways showed that their capacity can withstand considerable increases. Aesthetics: there will be a beneficial effect from the implementation of the conceptual plan. Noise & light: increased commercial development will increase noise and light impacts. Encouraging mixed residential/commercial development raises the potential for these conflicts.

12. Downtown Design Guidelines: Implement the Oceano Specific Plan's design guidelines for commercial development.

Guidelines

13. Guidelines for Downtown Development: Encourage improved development in the Downtown by implementing the following guidelines:

- Vertical mixed-use projects, where residential uses are located above commercial or office uses.

- Opportunities for convenient transit access from a Mixed-Use Neighborhood Core.
- Grocery stores, drug stores or variety stores to be the commercial anchors for the Downtown.
- Civic buildings in the Downtown. Cluster the civic buildings centrally within the core area.

14. Guidelines for Building Scale and Design. Use the following to direct development in the Downtown:

Guidelines

- Discourage single story commercial structures. The majority of structures in the Downtown should be two stories.
- Discourage large variations in building scale or architectural design.
- Orient the ground floor of each building to the pedestrian.
- Discourage buildings with large landscaped setbacks. Whenever possible, consolidate multiple landscape setback areas into usable plazas with seating, special paving, and lighting accents.
- Build buildings located on streets that form the exterior boundary of the Downtown at or very near the street adjacent property line.
- Where the Downtown commercial retail area abuts a residential area, step back and reduce in height new commercial/office development to be sensitive to the scale of the residential neighborhood.

15. Town Center on 17th Street. The following guidelines should improve the development of open space in the Downtown:

Guidelines

- Carefully consider pedestrian circulation patterns, sunlight conditions, wind pattern and the selection of building and landscape materials, when locating a pedestrian open space.
- Design formal public open spaces in the Downtown.

16. Downtown Parking Design. The following guidelines will help create parking in the Downtown that conforms to community desires:

Guidelines

- Parking facilities in the Downtown should not be a dominant visual feature.
- Because of the mixture of uses, minimize the number of required parking spaces through shared parking.
- Connect parking lots internally between adjacent parcels. This will facilitate pedestrian movement and increase safety.

17. Traffic Calming. Consider the use of a pedestrian crossing and signal to slow traffic and identify a preferred location for pedestrians to cross Highway One in the Downtown area.

Program

Environmental Consequences
Generally, traffic-calming devices reduce speeds and improve safety. They can have a negative effect if drivers ignore or abuse them. Care must be taken with the appropriate amount and type of devices.

Program

18. Union Pacific Railroad Parcels (Railroad Right-of-way) ~ two alternatives:

A. Double Sided Downtown. Encourage development of the west side of Front Street to mirror the east side. Provide two crossings, one north of Beach Street, one south. Ensure development provides pedestrian access to all areas and open spaces. Provide public restrooms.

Environmental Consequences
Construction: Short-term impacts with construction projects include noise, traffic, dust and other air quality issues. These are readily mitigated. Traffic: the development of the west side of Front Street will create conflicts with the trucking traffic in the packing sheds. Roadways and parking will need to be designed to prevent problems. Conflicting uses: creating a commercial area in front of an industrial area will give rise to a number of conflicts, including noise, dust and pedestrian impacts. Care in the design will be necessary to reduce the potential for conflict.

Program

B. Packing Shed Re-use. Encourage the improvement of the packing sheds for retail activities such as a Farmer's Market. Provide for pedestrian crossings of Front Street. Provide parking on the west side.

Program

19. Railroad Depot. Complete the restoration of the Railroad Depot. Develop pedestrian access to the depot area to connect it with the rest of the downtown.

Pier Avenue

Program

20. Pier Avenue Commercial Development. Provide an opportunity for the area north of Pier Avenue by the beach to be developed into a coherent commercial area with shops, restaurants and perhaps a hotel. The intensity of this development must be compatible with the guidelines contained in the Airport Land Use Plan as interpreted by the Airport Land Use Commission.

Guidelines

21. Specific Design Components. Consistent with the coastal resource protection policies of the LCP, implement the following components illustrated in the conceptual plan for Pier Avenue:

- Regularly spaced broad leaf evergreen street trees, unique street lighting, and casual themed street furniture which will all stand up to the elements (wind, sand, salt air)
- Drop Off Zone for retail shoppers
- Pedestrian passages through commercial development on the north side of Pier Avenue to parking areas

- A pedestrian only boardwalk with vista points/lookout areas at street ends on Strand Avenue, a paper street with a 60 foot ROW to the west of the existing homes on Strand Way
- Shared parking lot on the north side of Pier Avenue, designed to minimize impacts on sensitive dune habitat
- Minimal points of access off of Pier Ave
- Landscaping – street trees and planters
- Mixed Use encouraged
- Public restrooms
- Review Airport Land Use Plan for consistency and ensure projects are consistent with airport safety requirements

Environmental Consequences
Construction: short term impacts with construction projects include noise, traffic, dust and other air quality issues. These are readily mitigated. Traffic: the development of Pier Avenue will create conflicts with the RV traffic heading to the beach. Roadways and parking will need to be designed to prevent problems. Conflicting uses: creating a commercial area next to sensitive dune habitats could impact endangered species and vegetative cover. Care in the design will be necessary to reduce the potential for impacts.

22. Visitor Serving/Accommodation. Develop Pier Avenue with visitor serving uses and provide accommodations for tourists to the area. Improve and expand parking to allow for more pedestrian use of the beach. Enhance sidewalks and remote parking so it is easier to park farther away and walk to the beach. Program

23. Pier Avenue Gateway. Landscape the intersection of Highway 1 and Pier Avenue to provide a "gateway" to the beach, letting the traveler know that this is the appropriate route to the shore. Program

Circulation

24. Traffic Calming. Maintain the balance of the roadway grid in Oceano for pedestrian, bicycle and automobile flow in the community through careful consideration of the location of any stop signs, speed bumps or other traffic calming devices. Program

Environmental Consequences
Traffic: re-routing traffic will have a short-term impact on drivers used to traveling a particular way. This will also create a moderate increase in traffic on adjacent roads.

25. Beach Street Re-alignment & Crossings. Re-align Beach Street to provide better access to the industrial area and allow for development of the west side of Front Street. This should include pedestrian crossing and signal. Program

Program

26. Pier Avenue Beach Access. Conduct a study to evaluate the best ways to control traffic on the western end of Pier Avenue and improve the quality of the area for tourists, residents and beach-going pedestrians.

Program

27. Gateways. Develop plans for entrances to Oceano that will announce the community. This will include signage and landscaping. Freeway (Fourth Street exit) and Highway 1 should have signs announcing the route to Oceano.

Pedestrian Connections to the Beach

Program

28. Creek to Beach Trail. Improve the pedestrian crossing of Front Street near Beach Street. Improve pedestrian access through the packing shed industrial area. Provide signage to Arroyo Grande Creek trail. Maintain Arroyo Grande Creek trail to beach. Provide lagoon crossing that is sited and designed consistent with all LCP resource protection policies.

Environmental Consequences

Biology: encouraging more people to use the creek trail will reduce the quality of the habitat. Care must be taken to keep the trail out of the sensitive riparian habitat. Safety: In the area of the packing sheds pedestrians will be competing with truck traffic. Trails in remote areas also raise personal safety concerns. Aesthetics: increasing traffic will increase the amount of litter and damage done on private property and to sensitive habitats. Maintenance programs will be required.

Program

29. Strand Avenue & Pier Avenue Pedestrian Walk. Design, permit and construct a boardwalk or similar appurtenance along Strand Avenue right-of-way from Pier Avenue to the southern end of the residences. Add plantings to keep sand away from homes and roads.

Environmental Consequences

Geology: any structure in the nearshore environment is at risk from storm damage. Modifying the shore will modify the patterns of sand deposition and change the impacts from storms.

Biology: this structure will reduce the area available for nesting for plovers. Given the volume of traffic through this area, nesting may not be occurring here.

Safety: the boardwalk would improve safety by reducing the conflicts between beach pedestrians and recreational vehicles. This area has a high volume of traffic and is extremely unfriendly for pedestrians.

Aesthetics: the boardwalk will bring people closer to homes on Strand creating conflicts for the residents, especially with regard to noise and impacts on views. Careful design will be required to minimize these impacts.

Alternative Transportation

30. Bicycling. The following improvements are recommended for improving bicycling in Oceano: Program

- Provide Class II bike lanes on 22nd Street and on at least two streets leading to the elementary school.
- Establish bike lanes to the beach that will not conflict with the heavy recreational vehicle use.
- Establish the Creek Trail so it will be compatible with bicycle use.

31. Transit. Improve area-wide transit opportunities for Oceano. Keep fares affordable to increase availability of alternative transportation. Program

Airport

32. Pedestrian Access from Airport. Improve pedestrian access from airport to downtown and Pier Avenue through improved signage and ensuring there are convenient and continuous walkways. Program

33. Commercial and Industrial Development. Encourage development near the airport that can take advantage of this regional facility without creating the need to expand the airport. Program

34. Maintain Airport. Encourage the County to keep the airport operational and in its current configuration. If the airport were to be discontinued, work with the County to encourage appropriate new uses for the area, including recreation opportunities, commercial activities and other uses. Review all proposals near the airport in light of the Airport Master Plan. Program

Environmental Consequences
Noise: noise impacts from airport use are well documented in the County Noise Element. Improvement in the area may attract greater numbers of aviators, increasing the frequency of flights and resultant noise. Safety: with increased flights there is a higher likelihood of accidents. It is important to maintain limits on building heights and density in the proximity of the airport.

35. Limitation of Uses Within the Airport Area. Allowable uses are limited to those designated as "compatible" or "conditionally approvable" by the adopted Oceano County Airport Land Use Plan. All permit applications for sites within the boundary of the adopted Oceano County Airport Land Use Plan are subject to the development standards set forth in that plan. Land uses such as children's schools, day care centers, hospitals, nursing homes and hazardous uses involving aboveground storage of large quantities of flammable materials or other hazardous substances are generally prohibited in the inner approach/departure zone and the inner turning zone. In addition, all development within the airport review area must comply with the standards of the LCP and get all necessary permits.

Oceano Lagoon

36. Implement Lagoon Measures. The County's existing San Luis Bay Area Plan addresses the lagoon in its discussion of planning area programs and standards. Encourage the implementation of the following:

Program

- Oceano Lagoon (FH) - The lagoon should be retained in its natural state, with maintenance provided only as needed to allow proper water movement and assure continued capacity.

Program

- Channel Maintenance Programs. The county Flood Control District should undertake channel maintenance programs for San Luis Obispo, See Canyon, Pismo, Arroyo Grande and Los Berros Creeks, and Oceano Lagoon to prevent erosion and preserve stream channels and the lagoon in their natural state. Maintenance should include only that which is required to ensure continued channel capacity. Channel maintenance activities are subject to the review and approval of various agencies, such as the California Department of Fish & Game, California Coastal Commission, Central Coast Regional Water Quality Control Board, U.S. Fish & Wildlife Service, or the U.S. Army Corps of Engineers. These agencies must be consulted prior to permitting any activities within the channel.

Environmental Consequences
Biology: any activity in the lagoon will have temporary negative effects on the biota and habitat of the lagoon. Mitigation measures will be designed to prevent destructive effects that are long lasting. Water quality: dredging operations increase turbidity and release contaminants trapped in sediment. Filter screens and area limits will be necessary to reduce impacts that could harm biota.

Program

- Oceano Lagoon. The State Department of Parks and Recreation and/or other environmental agencies or organizations should preserve this sensitive wetland through purchase of adjacent lots that include wetlands.

Standard

- Oceano Lagoon Habitat Preservation. The State Department of Parks and Recreation shall cooperate with the Department of Fish and Game and other appropriate agencies to ensure that mosquito control measures do not lessen the habitat value of the lagoon. Mosquito abatement practices must comply with LCP Policy 12 for Environmentally Sensitive Habitat Areas and may be subject to coastal development permit review.

Standard

- Oceano Urban Area Standards: Limitation on Use. Development within Oceano Lagoon in prohibited. Any lagoon maintenance program to support continued capacity shall also preserve the lagoon in a natural state, including the parcel transferred from the county to the South San Luis Obispo County Sanitation District.

Recreation

Program

37. Parks. Develop new parks and playing fields in the eastern portion of Oceano. Oceano should have at least one additional sports fields complex and community park. Development of parks should be consistent with the Draft Parks and Recreation Element (1996).

Industrial Area

38. Industrial Area Circulation. Improve the circulation for trucks in and around the packing sheds. Provide designated turning and parking areas. Work with packing shed owners to determine their needs and the most efficient ways of improving operation and safety. Program

39. Industrial Design Guidelines. Implement the guidelines at the end of the plan for industrial development. Guidelines

40. Agricultural uses shall be maintained and encouraged. Conversion to non-agricultural development on lands that are in, or viable for, agricultural production may only be permitted in accordance with LCP Coastal Plan Policies 1 and 2 for Agriculture. Standard

Agriculture

41. Agriculture Land Use Designations. Develop incentives for maintaining the sites located in the southern portion of Oceano in Agriculture. Encourage the establishment of an agricultural easement for the parcels and implementation of agricultural buffers to ensure that non-agricultural development does not diminish agricultural viability and/or productivity. Program

Environmental Consequences

Agriculture: the current designations for these lands are not compatible with long-term agricultural viability. One of the properties is in the Coastal Zone and conversion of the land to industrial activities would violate coastal policies. Changing the land use designation to Agriculture will have a beneficial effect. Maintain buffers between agriculture and residential and commercial activities to reduce the likelihood of conflicts.

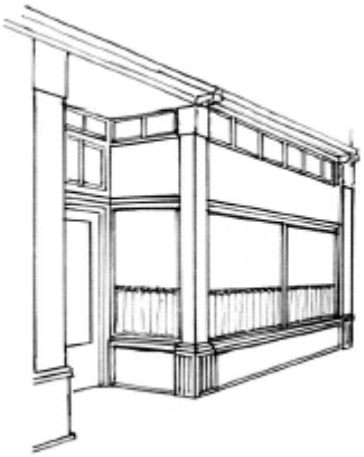
What's In A Name

42. Oceano Beach. Consider re-naming Oceano to 'Oceano Beach' to reinforce the notion that this is a coastal community.

Environmental Consequences

A name change results in the obsolescence of a great deal of signs and written materials owned by individuals, businesses and government. The actual cost is difficult to ascertain. The process and consequences have been experienced recently in Grover "Beach."

Design Guidelines



The vision of Oceano will be realized through a combination of public improvements and private new development. This appendix sets criteria to create a built environment to support that vision - to improve the image of the community with new development of high architectural quality.

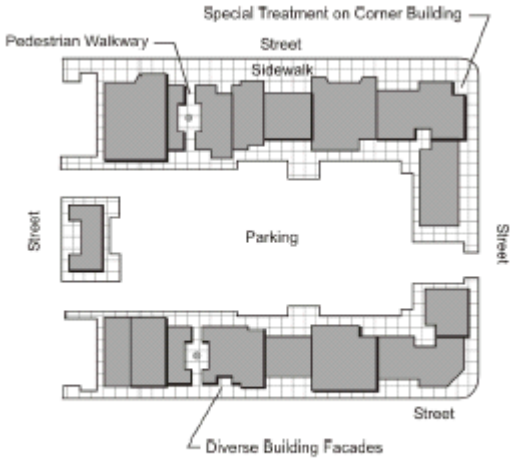
The guidelines apply to projects including additions, remodels, and new construction through the design review process. A minor use permit is required for all new development in the Commercial Retail, Commercial Service, Industrial and Residential Multi-family land use categories, unless a development plan is otherwise required. Minor additions in the inland areas are not subject to this permit requirement. See the San Luis Bay Inland Area Plan for details. The design of each project (including site design, architecture, landscaping, signs, and parking design) will be reviewed.
The review authority may interpret these design guidelines with some flexibility in their application to specific projects, as not all design criteria may be workable or appropriate for each project. In some circumstances, one guideline may be relaxed to help comply with another guideline determined by the review authority to be more important in the particular case. The overall objective is that the intent and spirit of the design guidelines are followed.

The design guidelines below are intended as a guide to assist property owners and project designers in understanding the community's vision for attaining high-quality development. The guidelines will be used during a Site Design and Architectural Review process as review criteria for projects requiring design review approval such as future projects or significant remodels of existing development.

Commercial Retail Areas

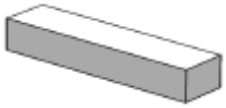
Site Organization & Orientation for Commercial Retail Projects

The organization and orientation of commercial (retail) buildings and spaces in Downtown Oceano and along Pier Avenue is crucial in ensuring that streets are welcoming and friendly to pedestrians. Active public spaces and streets that are heavily used by pedestrians are vital to the success of the community. High levels of pedestrian activity — shopping, eating, "people watching,"

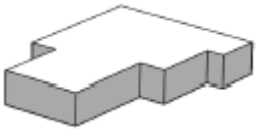


Buildings Oriented Toward Street

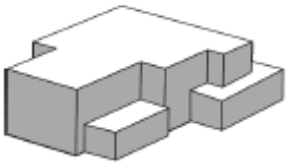
exercising, strolling, relaxing, and walking from place to place — are valued and encouraged throughout Oceano. These activities create interest, provide a sense of safety on the street, and add to community image and identity. The following guidelines provide a framework for site layout for new projects.



Unacceptable Architectural Treatment



Horizontal Articulation Added



Vertical Articulation Added

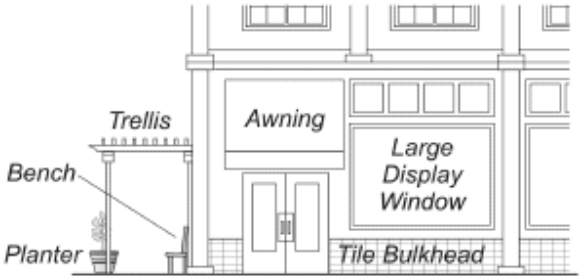
Orientation

a. Building facades, including storefronts, should be designed to orient to the street frontage, with the primary building entry also oriented toward the street.

b. Buildings on corners should include storefront design features for at least 50 percent of the wall area on the side street elevation.

c. Long, blank, unarticulated street wall facades are strongly discouraged unless unavoidable because of specific site circumstances. Monolithic street wall facades should be "interrupted" by vertical and horizontal articulation, characterized by:

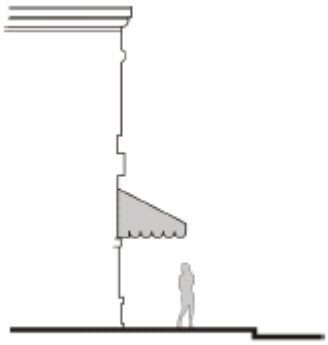
- Sculpted, carved or penetrated wall surfaces defined by recesses and reveals);
- Breaks (reveals, recesses);
- Window and door openings; or
- Balconies, awnings and canopies.



Pedestrian-Scale Design Features

d. Large unbroken facade surfaces should be avoided at the storefront level. This can be achieved in a number of ways including:

- Dividing the facade into a series of display windows with smaller panes of glass;
- Constructing the facade with small human scale materials such as brick or decorative tile along building protrusions;
- Providing traditional recessed entries;
- Careful sizing, placement and overall design of signage; and
- Providing consistent door and window details.



Awning Adds Human Scale

Street Edge

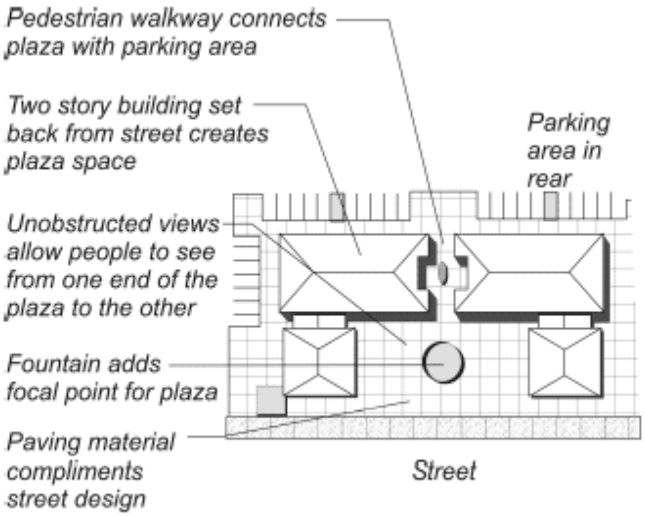
a. The first floor of new buildings should be placed directly at the front property line — abutting the sidewalk — unless variations are permitted for plazas, public art, or other pedestrian-oriented purpose.
b. Canopies, trellises and other accessory structures that are relatively open and do not restrict pedestrian or vehicular movement may project over the right-of-way with County approval.
c. Any building located at a corner intersection should incorporate architectural features at the ground floor that emphasize the importance of pedestrian movement. These may include building cut-offs, walk-through covered arcades, trellis structures and other elements that focus visual interest on the corners.

Public Spaces

Public space associated with buildings in commercial retail areas should provide an attractive transition from the outside to the inside of buildings. These public spaces should be complementary to the buildings and should be supportive of pedestrian activity. They should be designed as extensions of the public space of the sidewalk (e.g., by providing pedestrian amenities such as benches and fountains, and by continuing the pavement treatment of the sidewalk), to indicate that the space is available to all pedestrians.

Courtyards and Plazas

a. Plazas should be designed to supplement, rather than detract from street activity, by allowing for easy pedestrian through-flow and street visibility.
b. Plazas should be fronted by retail shops, restaurants, offices or other activity-generating uses; blank walls should be minimized adjacent to pedestrian spaces.
c. Plazas should be designed with unimpeded lines-of-sight to and from the public sidewalk. Security fences, walls, and entry gates should not block the sidewalk edge of the plaza or views into the plaza.



Plaza Design Features

d. Entries to the plaza, and storefront entries within the plaza, should be designed and lit so they do not create hiding places.
e. Plazas should incorporate visual features such as public art or a fountain, to attract pedestrians.
f. Shade trees or other elements providing relief from the sun should be incorporated within plazas, in a manner that does not impair pedestrian movement.
g. Most of the plaza should have access to sunlight for the duration of daylight hours. A mix of direct sunlight and shade should be provided. No more than 30 percent of a plaza should be covered with a roof. Canopies, awnings,

Fountain

cantilevered overhangs, or balconies may project over the ground floor.

h. Paving and furniture used in private plazas should complement streetscape elements used in the public right-of-way.
i. Plazas, including all entrances and exits, should be fully illuminated one-half hour after sunset to one-half hour before sunrise to facilitate natural surveillance opportunities and to discourage undesirable activities. Lighting should be designed to help define, order and further develop the design concept of the space in a manner that appears welcoming to pedestrians.
j. Signage or other mechanisms should identify that the plaza is available for public use during business hours.
k. Landscaping for the plazas should provide special interest through plant materials with special foliage color, seasonal changes in plant habitat, scent, or floral display.

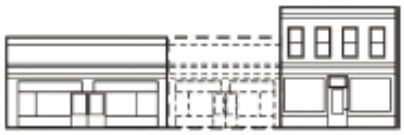
Building Design & Architecture of Commercial Retail Projects

Interrelationships between individual buildings contribute to community identity, levels of pedestrian activity, and economic vitality. When architectural features (for example, entry spacing, window lines, and signs) of downtown buildings are complementary, the larger district image becomes more positive and unified. Building facades, in particular, influence cohesiveness, legibility and aesthetic pride; likewise, storefront design can encourage shopping, increase a sense of security, and generate pedestrian activity. Where commercial buildings are neighbors to residential buildings, consideration of scale, detail, and materials are even more important.

Mass and Scale

Building scale and massing can enhance the unique character and pedestrian-orientation of Oceano's commercial areas. Smaller-scale buildings, or buildings perceived to be of small-scale, are most suitable to creating the desired atmosphere. Human-scaled buildings are comfortable and create a friendly atmosphere that enhances the marketability of commercial areas. The elements of the building should not appear as random or unrelated to each other.

Vacant lot



One story infill

Two story infill

General Design Principles

a. New buildings and alterations to existing buildings should be designed with consideration of the characteristic proportions (relationship of height to width) of existing adjacent facades, as well as the rhythm, proportion and spacing of their existing door and window openings.

b. An infill building that is proposed to be much "wider" than the existing characteristic facades on the street should be designed with its facade divided into a series of appropriately proportioned "structural bays" or components, defined by a series of columns or masonry piers that frame windows, doors and

bulkheads. Creating and reinforcing a facade rhythm helps tie the commercial street together visually and provides pedestrians with a standard measurement of their progress.

Building Proportions

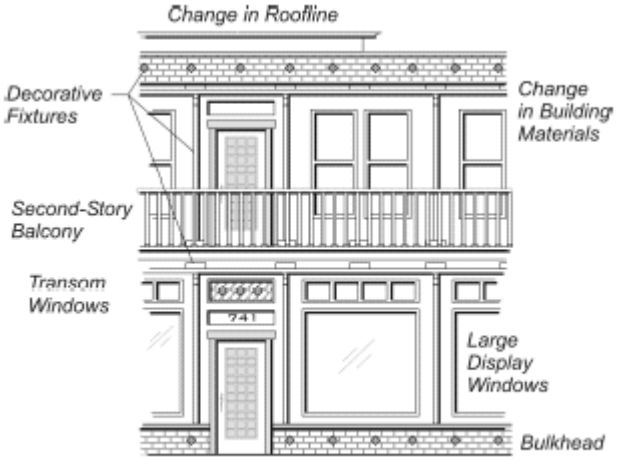
Maintain a clear visual distinction between upper story openings and street level storefront openings (windows and doors). There is usually a greater window area (70%) at the storefront level for pedestrians to have a better view of the merchandise displayed behind as opposed to upper stories with smaller window openings (40%).

Architectural Features

a. Features such as balconies, open and enclosed turrets, finials and bay windows that help give human scale and interest to buildings are encouraged.
b. Decorative ornamentation and the decorative use of color and integral color materials are encouraged. Architectural composition that employs ornamentation either abstract or representational, to help order the facade or emphasize the relative importance of different building elements is encouraged.

Architectural Elements/Materials

The types of materials and architectural elements incorporated into commercial buildings contribute to visual interest, community image, business identity and architectural quality. The following guidelines are intended to provide a framework for creating a cohesive commercial character while providing flexibility and promoting unique architectural features.



Building Design Features that Add Pedestrian Scale

Entries and Doorways

The main entry to a building should emphasize the point of arrival in one or more of the following ways:

- placement of art or decorative detailing,
- turret or balcony over the entrance,
- change of material or detailing,
- greater concentration of ornaments,
- flanked columns, decorative fixtures or other details,
- recesses within a larger arched or cased decorative opening,
- a portico (formal porch) projecting from or set into the building face,
- changes in roofline, a tower, or a break in the surface of the subject wall, and/or
- architectural features above it,

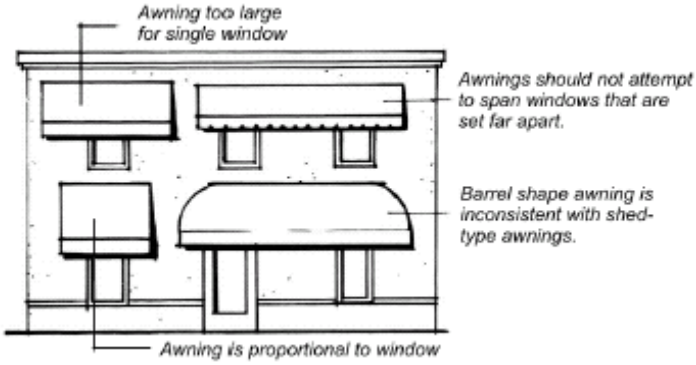
Arched Doorway with Window Above

Doors and Windows

a. Doors to retail shops should contain a high percentage of glass in order to view

the retail contents or be decorative.

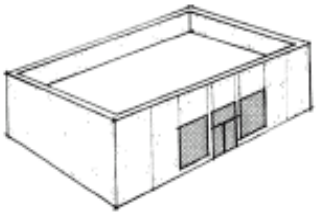
b. When windows are added or changed, it is important that the design be compatible with the facade theme of the block (streetscape).
c. Use of clear glass (at least 88 percent light transmission) on the first floor is recommended.
d. Storefront windows should be as large as possible and no further than 18 inches from the ground (bulkhead height). By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. Maximum bulkhead heights for infill construction should be 36 inches.
e. Introducing or changing the location or size of windows or other openings that alter the architectural rhythm or character of the original building is discouraged.
f. Permanent, fixed security grates or grilles in front of windows are not permitted. Any necessary security grilles should be placed inside, behind the window display area.
g. Traditional storefront transom windows should be retained whenever feasible. If the ceiling inside the structure has been lowered, the ceiling should be stepped up to meet the transom so that light will penetrate the interior of the building.



Awnings and Canopies

a. Where the facade of a commercial building is divided into distinct structural bays (sections defined by vertical architectural elements, such as masonry piers), awnings should be placed within the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion and rhythm created by these structural bay elements and nestle into the space created by the structural bay.

b. Awning shape should relate to the window or door opening. Barrel-shaped awnings should be used to complement arched windows while square awnings should be used on rectangular windows
c. Awnings may not be internally illuminated.



Long, unbroken, horizontal rooflines are Not Acceptable

Roofs

Roof materials and colors are important aspects of the overall building design. Materials and colors should be consistent with the architectural character of the building. Roof materials such as brightly colored roofing tiles or unfinished metal panel roofing should not be used.

Flat or gable roofs with parapets are preferred. Long, unbroken, horizontal rooflines are discouraged except when consistent with a particular historical style. Roof details, including dormers, towers, chimneys, and clerestory windows are encouraged. Exposed structural elements (beams, trusses, frames, rafter "tails," etc.) are encouraged. Elements such as parapet caps, projecting cornices and corner details should be used to define the edge of flat roofs.

Grillwork/Metalwork and Other Details

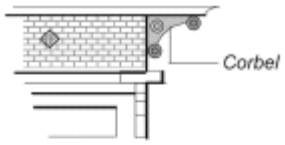
There are a number of details that may be incorporated into the design to add a degree of visual richness and interest while meeting functional needs. Such details include the following items:

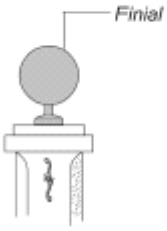
- Light fixtures, wall mounted or hung with decorative metal brackets.
- Metal grillwork, at vent openings or as decorative features at windows, doorways or gates.
- Decorative scuppers, catches and down-spouts, preferably of copper.
- Balconies, rails, finials, corbels, plaques, etc.
- Flag or banner pole brackets.

Exterior Walls and Materials

The exterior wall design elements of commercial buildings involve two aspects — color and texture. Materials with integral color such as hard smooth troweled plaster, brick, tile and stone are encouraged. If the building's exterior design is complicated, with many design features, the wall texture should be simple and subdued. However, if the building design is simple (perhaps more monolithic), a finely textured material, such as patterned masonry, can greatly enrich the building's overall character.

Storefront materials should complement the materials used on significant adjacent buildings. The following materials are considered appropriate for commercial buildings. The number of different wall materials used on any one building should be kept to a minimum.





- clear glass
- glass block (transom)
- exterior plaster
- new or used face-brick
- cut stone, rusticated block (cast stone)
- ceramic tiles (bulkhead)
- clapboard (where appropriate)

The following exterior building materials are considered inappropriate in commercial areas and are discouraged:

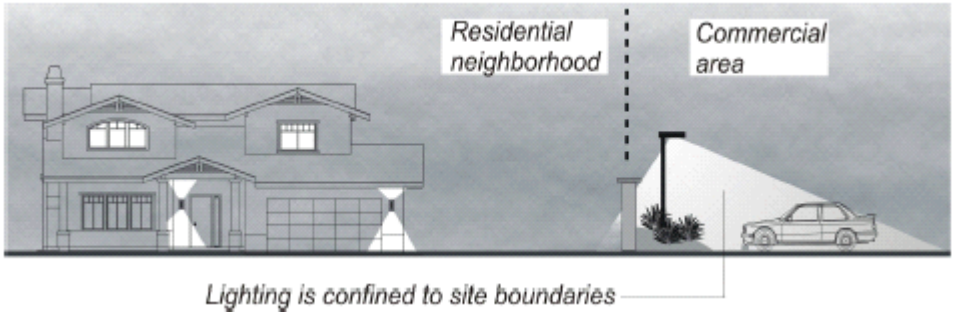
- Mirror glass and heavily tinted glass. (see Land Use Ordinance for restrictions)
- Windows with false divisions (i.e., a window where the glass continues uninterrupted behind a surface mounted mullion)

- Vinyl and aluminum siding
- Painted of baked enamel metal awnings
- Rough "Spanish lace" stucco finish
- Unpainted plywood
- Corrugated sheet metal
- Corrugated fiberglass
- Exposed concrete block without integral color

A coordinated color scheme that responds to the style of the structure should be developed for each building. Painted trim colors should complement base colors. The colors of signing, awnings, planters, accent materials and primary façade colors should all be considered.

Lighting

a. Lighting should be designed as an integral part of the overall site and building design. It should contribute to and help define the character and the spaces created by the building and its site development. The design should have a conscious purpose of helping to strengthen the elements of the design by highlighting areas of the site that are more important or that have a different character from the rest of the site. Lighting should complement architectural elements, changes in material of the ground plane and landscaping. The intensity, color placement of the light and the placement and design of the light fixtures should be part of this effort.
b. Lighting should be used to provide illumination for the security and safety of on-site areas such as entrances, exits, parking, loading, pathways, and working areas.
c. Lighting should be provided for the pedestrian to create a sense of welcoming on the public sidewalk, that the pedestrian is literally being accompanied by light. Providing a greater number of softer light sources is strongly encouraged over having only a few very bright lights.
d. The design of light fixtures and their structural supports should be architecturally compatible with the main buildings on the site. Illuminators should be integrated within the architectural design for the buildings.
e. As a security device, lighting should be adequate but not overly bright. Building entrances should be well lighted. The lighting should be designed so that the lighting is an attractive element in its own right, acting as a public amenity.
f. All lighting should be shielded to confine light spread within the site boundaries. Lighting should be provided from one-half hour after sunset to one-half hour before sunrise at all exits, entrances, loading areas, parking lots, plazas, and alleys. An average of one foot candle evenly distributed across the site is a suggested minimum; with up to two foot candles at entrances, exits and

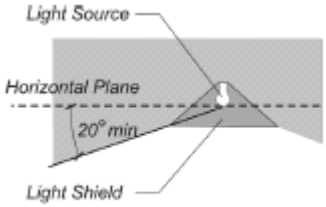


areas. Lighting should be minimized in or adjacent to Environmentally Sensitive Habitat Areas such as the sand dune and lagoon environments, in order to protect sensitive habitat values.

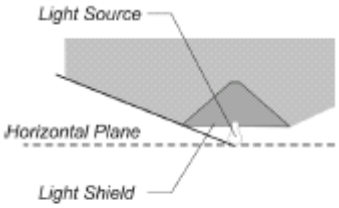
g. The following lighting fixtures and lamps are considered inappropriate in Oceano commercial areas and are discouraged:
    - Mercury vapor lights (metal halide or high-pressure sodium lamps are preferable for most applications)
    - Fluorescent light tubes that are exposed without filtering lenses
    - Fluorescent lamps without non-color corrected bulbs (color correction may also be accomplished by a color-correcting lens)
h. Focus light downward. A good rule of thumb is to make sure that direct light shines a minimum of 20 degrees below a horizontal plane and in no case above the horizontal plane.
i. Test installations for glare. After installation, check to make sure that glare will not be a problem for neighbors, pedestrians, or motorists.
j. Illuminate signs from above, not below.
k. Avoid reflective surfaces beneath down-lit signs.

Glare from uplighting

Focused downlighting



Light is Focused Downward



Light is Above Horizontal Plane Creating Glare

Rear Entrances

Rear entrance design should consider a number of issues. In general, the rear entrance must respond to the same needs as the storefront, but at a reduced scale. It must also meet the functional service needs of the business, including providing a loading area. Since these two functions are often in conflict, the design of the rear entrance must be carefully planned. A particular concern is the storage and disposal of refuse. All trash cans, dumpsters, and other containers must be hidden and screened from public view. Exterior utilities must be screened. Regular maintenance is extremely important.

The design of a rear entrance should be appropriate to its surroundings. The visual character of rear facades, alleys, and parking lots is relatively casual and utilitarian, especially when compared to formal street facades. In this context, a refined or grand design can look out of place. The design should instead be pleasantly inviting, and architecturally compatible with the front, but very simple in detail.

a. An awning can soften a rear facade and provide a pleasant protected space.
b. The rear entry door should be wood and glass similar to the front door. Special security glass (i.e. wire imbedded) is allowed.
c. Security lighting should be modest and should focus on the rear entry door.
d. Selective use of tree plantings, potted plants and other landscaping can subtly improve a rear facade.
e. Refuse containers and service facilities must be screened from view by solid walls according to the Land Use Ordinance. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.

Alterations — Restoration & Remodeling

Renovating or remodeling buildings provides an excellent means of maintaining and reinforcing the character and image desired in Oceano. Renovation and expansion not only increases property values in the area but also serves as an inspiration to other property owners and designers to make similar efforts.

When an existing structure is to be renovated or added to, care should be taken to complete the work in a manner that respects the original design character of the structure. The following design guidelines are to be implemented where appropriate and whenever a structure is to be renovated or expanded.

In addition, restoration and remodeling of commercial structures of historic significance should follow *The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*, published by the U.S. Department of the Interior, National Park Service.

Traditional Features & Decoration

a. Sensitive response to existing materials, details, proportions, as well as patterns of materials and openings is required when any such work will affect the appearance of an existing building's exterior.
b. Storefront remodeling often retains original decorative details only as visual "leftovers" or simply covers them. If a building is to be refurbished, these forgotten details should not be wasted. If enough of them remain, they can be restored as part of the original design. If only a few remain, they can be incorporated as design features in a new storefront. In either case, the design of any improvements should grow out of the remaining traditional details and create a harmonious background that emphasizes them.

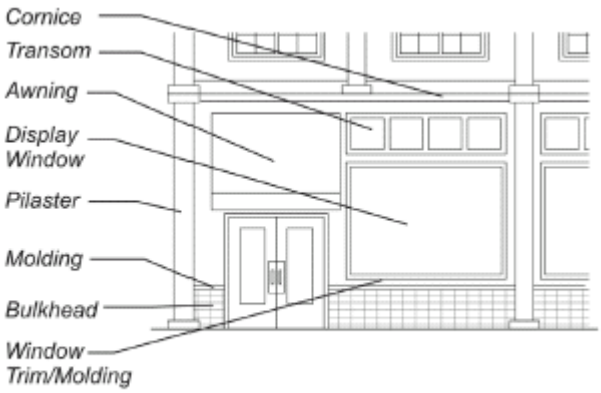
Removal of Elements Inconsistent with Original Façade

Existing building elements incompatible with the original facade design should be removed. These include: excessive use of exterior embellishments and "modernized" elements (metal grilles, oversized molding cornices or rusticated materials, etc.). Buildings are often altered over time by owners or shopkeepers to "keep up with changing times" or to "remake a tired image." Unfortunately, such changes are often done in a "tack on" manner and result in gradual but severe erosion of original character and cohesion of the commercial area.

Storefront Renovation

a. Where the original storefront remains (little or no remodeling has occurred), it should be preserved and repaired with as little alteration as possible.

b. Where only part of the original storefront remains (limited remodeling has occurred), the storefront should be repaired, maintaining historic materials where possible, including the replacement of extensively deteriorated or parts with new parts based upon surviving examples of transom, bulkheads, pilasters, signs, etc.



Storefront Components

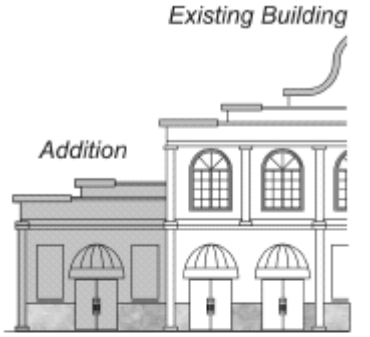
c. Where the original storefront is completely missing (extensive remodeling has occurred), the first priority is to reconstruct the storefront based upon historical, pictorial and physical documentation. If that is not practical, the design of the new storefront should be compatible with the size, scale, proportion, material and color of the existing structure.

Additions to Existing Structures

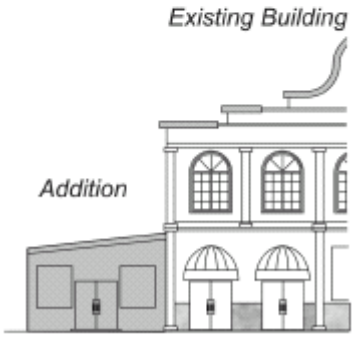
a. The design of a proposed addition should follow the general scale, proportion, massing and detailing of the original structure and should result in a harmonious—rather than stark—contrast.

b. Additions should be interpretations of the existing buildings, with the main characteristics of the existing structure incorporated using modern construction methods. This may include: the extension of architectural lines from the existing structure to the addition; repetition of window and entrance spacing; use of harmonizing colors and materials; and the inclusion of similar, yet distinct, architectural details (i.e., window and door trim, lighting fixtures, tile or brick decoration, etc.).

c. Additions should be designed so that if the addition were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.



Consistent with Existing Building



Unacceptable

Seismic Retrofitting

Where structural improvements for seismic retrofitting affect the building exterior, such improvements should be done with care and consideration for the impact on appearance of the building. Where possible, such work should be concealed. Where this is not possible, the improvements should be planned to carefully integrate into the existing building design.

Equipment & Utilities

a. All mechanical or utility equipment, whether on the roof, ground or side of building should be screened from view, above or below. The method of screening should be architecturally integrated with the structure in terms of

materials, color, shape and size. The design of the screening should be done in concert with and as a part of the design of the building, rather than as an afterthought.

b. Roof mounted mechanical or utility equipment must be screened according to the Land Use Ordinance. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape and size. It is preferable to screen equipment with solid building elements (e.g. parapet wall) instead of after the-fact add-on screening (e.g. wood or metal slats).

c. Air conditioning units placed in individual windows and window transom areas are strongly discouraged.

Landscape Design for Commercial Retail Projects

a. The design of all landscapes and irrigation systems should be of professional quality.

b. Street trees should be planted to enhance the area's image, and create a strong sense of identity and unity.

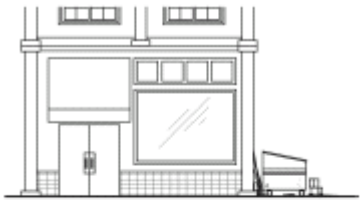
c. Focal points, such as gateways, project entries, street corners and prominent intersections, and architectural entries should be highlighted by specimen trees, special paving, and other upgraded landscape materials.

d. Landscaped areas should be a major component of any parking area. (See Land Use Ordinance)

e. Landscaping should be placed to enhance views of recreation areas and open space.

f. Landscaping should be selected and placed so as to maximize resource conscious design such as reducing ambient temperatures, providing shade and conserving water.

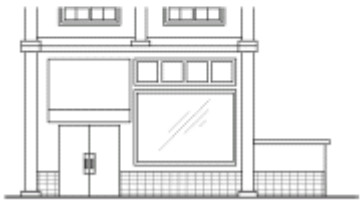
g. Street and pathway plantings should provide visual linkage and continuity to the Downtown through the repetitious use of plant materials and walls. Plant materials, in this way, lend an organizing character to the pathways they serve providing repetition of hardscape and plant materials to promote the development of a coherent integrated and unified Downtown.



Trash/Utility Area Not Screened

h. Fencing and accessory structures visible from the public street should be compatible with building architecture. The following materials are not preferred:

- Chain link fence
- Chicken wire
- Corrugated plastic or fiberglass panels
- Plastic webbing, reeded or straw-like materials



Trash/Utility Area Screened with Consistent Design

i. Redesign or alteration of an existing approved project may require modification of an existing landscape due to hardscape deterioration, too many or too few plant materials, etc.

j. Areas that do not contribute to the enhancement of a project should be screened. Trash collection and storage areas should be located with minimum public visibility or should be screened with plant

materials. Landscaping should also be used to screen the following: backflow prevention devices, irrigation controllers, parking areas, loading and service areas, public utility service equipment, and other mechanical equipment.

Signs for Commercial Retail Projects

Sign Materials

1. Traditionally, downtown signs were often individual gold-leafed wooden letters. This sign type would be equally appropriate today on many commercial retail buildings, as would many other sign materials such as enameled metal, neon tubing, painted wood, or cast bronze. With such a wide variety of materials to choose from, businesses are discouraged from using plastic signs which appear mass produced, and are encouraged to use more original interesting materials which enhance the unique quality of downtown.
2. Paper signs are not allowed, except as temporary notices.
3. Fabric signs are not allowed, except for awning signs and decorative pennants.
4. Sign materials should be carefully chosen to complement the character of the business identified and the buildings they are mounted on.
5. Every sign should be carefully designed and conscientiously maintained for its lifetime.

Sign Lighting

Merchants are encouraged to light their signs in the evening. Light will not only make identification of businesses easier but will add vitality to the area. Externally illuminated signs are encouraged. Internally illuminated signs are discouraged except for those of neon or for individual letters.

Internally Lit Sign Discouraged

Backlit Sign

Externally Lit Wall Sign

Residential Design Guidelines

Subdivision Design

As discussed previously, Oceano is a mostly urbanized community. There are however, a few vacant parcels large enough in size to allow for new subdivisions. Lot consolidation in existing developed areas can be used to create a larger development (much of the new multi-family development in Oceano has resulted from this arrangement). The following guidelines address how new residential subdivisions should relate to their surroundings.

Develop "Neighborhoods"

New residential projects should be designed to integrate with existing neighborhoods to ensure that they do not destroy the established character, unless current conditions warrant a dramatic upgrade. Subdivisions should be designed so that individual, separately developed projects work together to create true neighborhoods, instead of disjointed or isolated enclaves.

Subdivision design should emphasize pedestrian connections within each project, and to adjacent neighborhoods, and nearby schools and parks. All streets and walkways should be designed to provide safe and pleasant conditions for pedestrians. Streets within neighborhoods should be no wider than needed to accommodate parking and two low-speed travel lanes. Sidewalks should be separated from curbs by parkway strips of at least four feet in width; and the parkways should be planted with canopy street trees.

Integrate Open Space

New subdivisions adjacent to existing parks, school grounds or other public open spaces should maximize visibility and pedestrian access to these areas. Where these facilities are not available, the subdivision should be designed to provide usable common open spaces in the form of parks, squares, and greens. Development adjacent to parks or other public open spaces should provide maximum visibility of these areas.

Treatment of Edges

Residential developments that appear as continuous walled-off areas, disconnected and isolated from the rest of the community are discouraged. While walls and fences may be useful for security, sound attenuation and privacy, these objectives can often be met by creative design that controls the height and length of walls, develops breaks and variations in relief, and uses landscaping for screening.

Multi-Family Residential Housing Design

This section contains design guidelines that provide policy direction for new developments in Oceano for those parcels with a residential multi-family (RMF) designation. Because multi-family residential housing projects are higher in density than single-family developments, they generate larger parking areas and typically provide less private open space. Parking facilities can dominate a multifamily site, and open spaces may only be provided as "left over" areas, unrelated to the structures and of limited use to residents. Multi-family projects that are surrounded by high walls, parking lots and/or rows of carports along public streets are inappropriate in Oceano and should be avoided. These guidelines are intended to address the problems associated with higher density projects through appropriate site planning, parking, circulation, building design, and landscaping consistent with Oceano's vision.

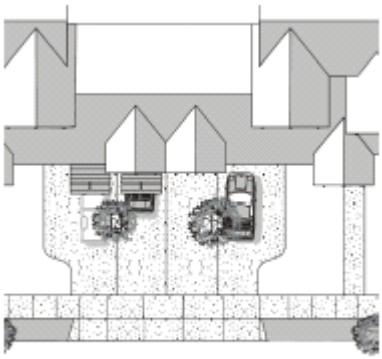
Site Planning

a. The placement of new units should consider the existing character of the surrounding residential area. New development should respect the privacy of adjacent residential uses through appropriate building orientation and structure height, so that windows do not overlook and impair the privacy of the indoor or outdoor living space of adjacent units.
b. Multi-family units should be clustered. Projects of more than ten units should be designed as groups of structures with each containing not more than six units.
c. Multi-family structures should be set back from adjacent public streets consistent with the prevailing setback pattern of the immediate neighborhood.
d. The entrance to at least one unit in each multi-family structure should face a public street and be provided pedestrian access from that street.
e. All residential units and activity areas on multi-family project sites should be accessible via pedestrian walkways that are separate from vehicle parking areas and driveways.

Parking and Driveways

a. Individual closeable garages are the preferred method for providing parking for residents in multi-family projects. If garages within the residential structures are not provided, dispersed parking courts are acceptable. Long, monotonous parking drives and large, undivided parking lots are discouraged.
b. The main vehicle access into a multi-family site should be through an attractive entry drive. Colored and textured paving treatment is encouraged outside of the public street right-of-way.
c. Parking areas should be visible from the residential units to the extent possible.
d. Parking courts should not consist of more than two double-loaded parking aisles (bays) adjacent to each other. The length of a parking court should not exceed the width of eight adjoining stalls.
e. Parking courts should be separated from each other by buildings within the project or by landscape or natural open space areas at least 30 feet wide.

Garages and Carports

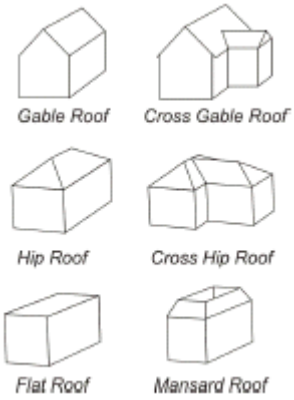


One landscaped treewell for every two garage doors

a. Garages with parking aprons less than 20 feet in length should be equipped with automatic garage door openers and roll-up doors.
b. Where carports are utilized, they should follow the same spacing criteria as parking courts. Carports may be bordered by patio walls or used to define public and private open space, but should not be located adjacent to perimeter streets. The ends of each cluster of carports should be screened by low walls, berms, and landscaping including trees.
c. Where multiple garages are located together, trees in landscaped tree wells should be placed between every two garage doors.
d. Carports and detached garages should be designed as an integral part of a project. Their materials, color, and details should be the same as the principal structures. Carports may have flat roofs but should not project above the exterior walls of any buildings adjacent to streets. Prefabricated metal carports should not be used.

Multi-family Project Architecture

The exterior design of multi-family projects should be derived from development patterns in the single-family neighborhoods. Often, these types of projects are adjacent to single family neighborhoods, and care in design should ensure that the height and bulk of the higher density projects do not impact adjacent lower density residential areas.



Facade and Roof Articulation

Structures with three or more attached units should incorporate significant wall and roof articulation to reduce apparent scale. Changes in wall planes and roof heights, and the inclusion of elements such as balconies, porches, arcades, dormers, and cross gables can avoid the barracks-like quality of long flat walls and roofs. Secondary hipped or gabled roofs covering the entire mass of a building are preferable to mansard roofs or segments of pitched roof applied at the structure's edge. Structures (including garages and carports) exceeding 150 feet in length are discouraged.

Scale

Because multi-family projects are usually taller than one story, their bulk can impose on surrounding uses. The larger scale of these projects should be considered within the context of their surroundings.

Structures with greater height may require additional setbacks at the ground floor level and/or upper levels (stepped-down) along the street frontage so they do not shade adjacent properties or visually dominate the neighborhood. Large projects should be broken up into groups of structures, and large single structures should be avoided.

Exterior finish materials

Exterior finish materials should be durable and require low maintenance. The use of combined materials (such as stucco and wood siding) can provide visual interest and texture.

Balconies, porches, and patios

The use of balconies, porches, and patios as part of multi-family structures is encouraged for both practical and aesthetic value. These elements should be used to break up large wall masses, offset floor setbacks, and add human scale to structures.

Long Balcony Broken up

Dwelling unit access

The use of long, monotonous access balconies and corridors that provide access to five or more units should be avoided. Access points to units should instead be clustered in groups of four or less. To the extent possible, main entrances to individual units should be from adjoining streets. Distinctive architectural elements and materials should be used to highlight primary entrances.

Exterior stairways

Stairways should be of stucco, plaster or wood, with accent trim to match the main structure. Thin-looking, open metal, prefabricated stairs that are not integrated with the design of the structure are discouraged.

Accessory structures

Accessory structures should be designed as an integral part of a project. Their materials, color, and details should be the same as the principal structures.

Single-Family Housing Design

Houses in new subdivisions

The site planning of lots and the design of houses constructed in new subdivisions should help create neighborhoods that are oriented more toward pedestrians than automobiles. Subdivisions of new houses should be designed consistent with the following guidelines.

a. Subdivisions should provide variety in the size and massing of houses on each block.
b. Houses should be located no further from the street than the minimum setback allowed by the Land Use Ordinance, except to provide variations in the alignment of houses along a block.
c. All houses should have their primary entrance facing and clearly visible from

the street, with a front porch or verandah providing a transition between the public space of the streetscape and the indoor private space of the house.

d. When viewed from the street, garages should be visually subordinate to the building mass created by the living space within the house. Ideally, garages should be detached from the house, located at the rear of the lot, and accessed by an alley, or a shared driveway from the street fronting the lot.

Infill Development

The following guidelines apply to "infill development" in areas designated for single-family residential neighborhoods. That is, houses which entirely replace existing units or are constructed on vacant parcels between existing houses. The guidelines are intended to provide for infill projects of high architectural quality and prevent incompatibilities between new and older residences.

General Principles

Infill residential development should be compatible in scale, siting, detailing, and overall character with adjacent buildings and those in the immediate neighborhood. This is crucial when a new or remodeled house is proposed to be larger than others in the neighborhood. When new homes are developed adjacent to older ones, the height and bulk of the new construction can have a negative impact on adjacent, smaller scale buildings.

Infill residential development should also continue existing neighborhood patterns. For example, continue patterns such as front porches and entries facing the street, and garages located at the rear of the parcel.

Building Design

Infill residential structures should incorporate the traditional architectural characteristics of existing houses in the neighborhood, including window and door spacing, exterior materials, roof style and pitch, finished-floor height, porches, ornamentation and other details.

Visual impacts from building height

The height of infill projects should be consistent with surrounding residential structures. Where greater height is desired, an infill structure should set back upper floors from the edge of the first story to reduce impacts on adjacent smaller homes.

Outdoor living areas

The use of balconies, verandahs, porches, and courtyards within the building form of infill structures is strongly encouraged.

Exterior finish materials

The thoughtful selection of building materials can enhance desired neighborhood qualities such as compatibility, continuity, and harmony. The design of infill residential structures should incorporate an appropriate mixture of the predominant materials found in the neighborhood. Common materials in Oceano are stucco, wood, horizontal clapboard siding, brick, and stone.

Exterior colors

Color schemes for infill residential structures should consider the colors of existing houses in the neighborhood, to maintain compatibility.

Additions and Alterations in Older Neighborhoods

The following guidelines apply to additions and the rehabilitation, remodeling, or alteration of existing single-family houses in older neighborhoods.

Additions

Additions to residential structures built before 1950 should respect the architectural style, detailing, scale, and composition of the original building. Modifications (e.g., additions, seismic strengthening, replacement of windows or siding material, and new entrances) should not compromise the integrity of historically authentic features, materials, or finishes. Additions should also be designed with consideration for the design and massing of adjacent residences, to promote neighborhood compatibility.

Alterations - Restoration and Remodeling

The rehabilitation of older buildings should aim to retain and restore their original elements. If damage or deterioration is too severe, the element should be recreated using original materials to match the design, color, texture and any other important design features. When replacement is necessary and materials similar to or consistent with original materials cannot be obtained, substitute materials should incorporate design, colors and textures that convey the traditional appearance of the original material.

Design Guidelines for Commercial Service and Industrial Areas

The main themes of the design guidelines for Commercial Service and Industrial Areas include the following:

- Easily identifiable site access;
- Service areas located at the sides and rear of buildings;
- Convenient access, visitor parking and on-site circulation;
- Screening of outdoor storage, work areas, and equipment;
- Emphasis on the main building entry and landscaping;
- Placement of buildings to provide plazas and courtyards; and
- Landscaped open space.

Parking and Circulation

a. Parking lots should not be the dominant visual elements of the site. Large expansive paved areas located between the street and the building are to be avoided in favor of smaller multiple lots separated by landscaping and buildings and located to the sides and rear of buildings whenever possible.
b. Site access and internal circulation should be designed in a straightforward manner that emphasizes safety and efficiency. The circulation system should be designed to reduce conflicts between vehicular and pedestrian traffic.

c. Entrances and exits to and from parking and loading facilities should be clearly marked with appropriate directional signage where multiple access points are provided.
d. Parking lots adjacent to and visible from public streets must be adequately screened from view. Alternative screening techniques include rolling earth berms, low screen walls, changes in elevation, landscaping or combinations thereof.

Loading Facilities

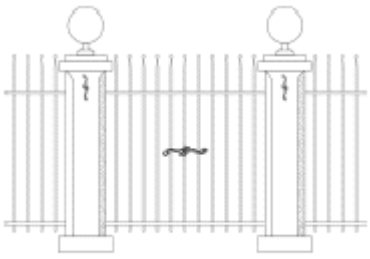
a. To alleviate the unsightly appearance of loading facilities, these areas should not be located at the front of buildings where it is difficult to screen them from view. Loading facilities are more appropriate at the rear of the building where special screening may not be required.
b. When it is not possible to locate loading facilities at the rear of the building because of circumstances unique to the site, loading docks and doors may be located at the side of the building but must be screened from view by a combination of screen walls, ornamental landscaping and/or portions of the building. Gates should be located so as not to allow views from the public right-of-way into loading areas.
c. Rolling shutter doors located on the inside of the building are the preferred method for providing large loading doors while keeping a clean, uncluttered appearance from the exterior.
d. Backing from the public street onto the site for loading causes unsafe truck maneuvering and shall not be utilized except at the ends of industrial cul de-sacs where each circumstance will be considered individually.

Landscaping

a. Landscaping should be used to define areas such as entrances to buildings and parking lots, define the edges of various land uses, provide transition between neighboring properties (buffering), and provide screening for outdoor storage, loading and equipment areas.
b. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended purpose.
c. Landscaping around the entire base of buildings is recommended to soften the edge between the parking lot and the structure. Landscaping should be accented at building entrances to provide focus.
d. Use berming at the edge of the building in conjunction with landscaping to reduce the apparent height of the structure and its mass, especially along street frontages.
e. Development in areas within unique natural environments, such as near Arroyo Grande Creek, are encouraged to use landscape designs and materials which are sensitive to and compatible with existing vegetation.

Walls and Fences

a. Walls should only be used for a specific screening or security purpose. The intent is to keep walls as low as possible while still performing these functions.
b. Where walls are used at property frontages, or screen



Iron Fence with Pillars

walls are used to conceal storage and equipment areas, they should be designed to blend with the site's architecture. Landscaping should be used in combination with such walls whenever possible.

c. Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony.
d. Landscape pockets should be provided along the wall.
e. When security fencing is required, it should be a combination of solid pillars, or short solid wall segments, and wrought iron grillwork.

Screening

a. Exterior storage and loading areas should be confined to portions of the site least visible to public view where screening may not be required.
b. Where screening is required, a combination of elements should be used including solid masonry walls, berms, and landscaping. Walls may be a maximum of six feet high. Chain link fencing with wood or metal slating is an acceptable screening material only for areas not visible from a public street or parking lot.
c. Any equipment, whether on the roof, side of building, or ground, shall be screened from public view. The method of screening should be architecturally integrated with the building exterior in terms of materials, color, shape, and size. Where individual equipment is provided close together, a continuous screen is desirable versus several smaller screens.
d. Where permanent screening is required between an industrial or commercial service use and a residential use, a solid masonry screening wall is required. Evergreen landscaping should be placed adjacent to the wall.

Architectural style

Buildings should project an image of high quality through the use of appropriate durable materials and well-landscaped settings.

Expression of structure

As a category of structure type, typically bland industrial buildings often present unattractive, unadorned, "box-like" forms. A variety of design techniques should be used to help overcome this situation and to direct development into a cohesive design statement.

a. Avoid long, "unarticulated" facades. Facades with varied front setbacks and recessed entries are strongly encouraged.
b. Avoid blank front and sidewall elevations on street frontages.
c. Entries to structures should be tied into the overall building composition and scale.
d. Different colors and textures should be used to produce diversity and enhance architectural forms.
e. A compatible variety of siding materials (i.e., metal, masonry, concrete texturing, cement or plaster) should be used to produce effects of texture and relief that provide architectural interest.

Undesirable elements

Design elements which are undesirable and should be avoided include:

a. Large blank, unarticulated wall surfaces
b. Exposed, untreated precision block walls
c. Chain link fence and barbed wire
d. False front
e. Mansard roofs
f. Materials with high maintenance (such as stained wood, shingles or light gauge metal siding)
g. Mirror window glazing
h. Loading doors facing the street

Roofs

a. Piecemeal mansard roofs (used on a portion of the building perimeter only) should be avoided. Mansard roofs should wrap around the entire perimeter of the structure.
b. Rooftop equipment must not be visible from adjacent streets. Mechanical equipment, including ducts and pipes, must be contained within rooftop penthouses, or opaque screening that is compatible with the building's other materials/colors, must be provided to conceal all rooftop equipment.

Metal Buildings

a. Metal buildings should be designed to have architectural interest and articulation as is encouraged with conventionally built structures. In addition to architectural metal panels, exterior surfaces should include stucco, plaster, glass, stone, brick, or decorative masonry. Stock, "off-the-shelf" metal buildings are highly discouraged as main structures.
b. Metal buildings should employ a variety of building forms, shapes, colors, materials and other architectural treatments to add visual interest and variety to the building. Architectural treatments should emphasize the primary entrance to the building.
c. Exterior surfaces of metal buildings which have the potential of being contacted by vehicles or machinery should be protected by the use of landscaped areas, raised concrete curbs, and/or traffic barriers.

Signs

a. The design of every structure should include a concept for adequate signing. Provisions for sign placement, sign scale in relation to building scale, and the readability of the sign should be considered in developing the overall project's signing concept. All signs should be compatible with the structure and site design relative to color, material, and placement.
b. Monument-type signs are preferred for business identification. Where several tenants occupy the same site, individual wall mounted signs are appropriate in combination with a monument sign identifying the business park complex and address.
c. The use of individually cut letter signs is strongly encouraged.
d. The industrial site should be appropriately signed to give directions to loading and receiving areas, visitor parking and other special areas.

Plan Implementation Table

The following table summarizes the implementation of the measures discussed at the beginning of Section 5. The table identifies types of implementation measures, which agencies have principal responsibility for implementation, whether any substantial permitting or other discretionary action is required, how long it would take to implement, the relative cost of the measure, and its relative priority. Of course, these are estimates for comparison and planning purposes.

Implementing Programs, Guidelines And Standards

No.	Measure	Type[7]	Agency	Permits	Timing	Cost[8]	Fund Source	Priority
1	Annual Clean-Up Programs Education, Code Enforcement	P	OCSD OCSD County IWMA	Y	yearly	L	County, Oceano	H
2	Drainage	P	County	Y	5 years	M		H
3	Runoff & Sediment Control	P	County Public Works	Y	5 years	M		H
4	Curbs, Gutters, Sidewalks	S	County Building	Y	5 years	M	Builder	M
5	Overhead Utility Lines	P	private	Y	10 years	M	Assessment	M
6	Sand Maintenance	P	County Public Works	Y	2 years	L		M
7	Single Family Guidelines	G	County Planning	N	1 year	L	County	M
8	Multi-Family	S	County Planning	N	ongoing	L	Builder	NA
9	Pier Avenue & Beach Area	S	County	Y	5 years	L	Owners	M
10	Redevelopment Study	P	County	N	2 years	L	County	M
11	Downtown Conceptual Plan	P	County Planning	Y	ongoing	H	Owners, others	NA
12	Downtown Design Guidelines	G	County Planning	N	ongoing	L	Builder	NA
13	Guidelines For Downtown Development	G	County Planning	N	ongoing	L	Builder	NA
14	Guidelines For Building Scale And Design	G	County Planning	N	ongoing	L	Builder	NA
15	Town Center On 17th Street	G	County Planning	Y	ongoing	H	Owners	NA
16	Downtown Parking Design	G	County Planning	Y	ongoing	M	Owners	NA
17	Traffic Calming	P	County	Y	2 years	M	County PW	M

[7] P= Program; G=Guideline; S=Standard

[8] Low is less than $100,000, medium is up to $500,000, and high is over $500,000

No.	Measure	Type[7]	Agency	Permits	Timing	Cost[8]	Fund Source	Priority
			Public Works					
18	Union Pacific Railroad Parcels (Railroad Right-Of-Way) ~ Two Alternatives	~	County	~	~	~	Owners	~
A	Double Sided Downtown	P	County Planning	Y	ongoing	H	Owners	NA
B	Packing Shed Re-Use	P	County Planning	Y	ongoing	M	Owners	NA
19	Railroad Depot	P	Private	Y	3 years	M	Private	M
20	Pier Avenue Commercial Development	P	County Coastal	Y	ongoing	H	Owners	NA
21	Specific Design Components	P	County Planning	Y	ongoing	~	Owners	NA
22	Visitor Serving/Accommodation	P	County Planning	Y	10 years	H	Owners	H
23	Pier Avenue Gateway	P	County Caltrans	Y	3 years	L	County	M
24	Community Traffic Calming	P	County Public Works	N/A	ongoing	L	County	M
25	Beach Street Re-Alignment & Crossings	P	County Public Works	Y	5 years	H	Caltrans	M
26	Pier Avenue Beach Access	P	County Coastal	Y	6 years	L	County PW	M
27	Gateways	P	County Planning	Y	3 years	M	County	M
28	Creek To Beach Trail	P	County Parks	Y	4 years	L	County, grants	M
29	Strand Avenue & Pier Avenue Pedestrian Walk	P	County Coastal	Y	5 years	H	State, grants	M
30	Bicycling	P	County Caltrans	Y	2 years	L	Caltrans, grants	M
31	Transit	P	County SCAT	N	1 year	L	Service providers	M
32	Pedestrian Access From Airport	P	County Public Works	Y	5 years	M	County	M
33	Commercial And Industrial Development	P	County Planning	Y	ongoing	L	Owners	NA
34	Maintain Airport	P	General Services/ Airport	N	ongoing	L	County	H
35	Implement Lagoon Measures	P	Multiple	N	ongoing	~	County	~
A	Oceano Lagoon (FH)	P	County Coastal	N	ongoing	L	County	NA
B	Channel Maintenance Programs	P	County Public Works	Y	5 years	H	Flood Control	M
C	Oceano Lagoon Erosion	P	County Public Works	Y	5 years	H	State, grants	M

No.	Measure	Type[7]	Agency	Permits	Timing	Cost[8]	Fund Source	Priority
D	Oceano Lagoon Sensitive Wetland	S	DPR	N	now	L	DPR	H
E	Oceano Lagoon Habitat Preservation	S	DPR	N	now	L	State	H
F	Oceano Urban Area Standards: Limitation On Use	S	County Planning	N	now	L	County	H
36	Parks	P	County Parks	Y	4 years	H	County	M
37	Industrial Area Circulation	P	County Public Works	Y	5 years	M	County, owners	M
38	Industrial Design Guidelines	G	County Planning	N	ongoing	L	Owners	NA
39	Agriculture Land Use Designations	P	County Planning	Y	2 years	L	County, owners	H
40	Oceano "Beach" name change	P	County	N	2 years	L	Residents	M

Appendix A

Role of the Specific Plan

This section reviews the legal requirements for the Oceano Specific Plan, its organization, and the relationship of the local planning process in San Luis Obispo County.

Legal Requirements

Local planning authority is granted to cities and counties by the California Constitution (Article XI, § 7). The constitution authorizes cities and counties to regulate the use of private property to promote the health, safety and welfare of the general public. The activities of land use planning, zoning, subdivision regulation, and the regulation of building and construction activities are all ways in which communities exercise this authority. In addition, plans can guide public sector actions and public sector investment strategies.

California planning laws require the County of San Luis Obispo to prepare and adopt a "comprehensive, long-term General Plan for [its] physical development" (Government Code 65300). The County's General Plan functions as its "constitution" for development; it provides guidance for decisions about community growth. A General Plan expresses goals for the future distribution and character of land uses and development, both public and private.

The General Plan is atop the hierarchy of local government law regulating land use. Subordinate to the General Plan are specific plans (such as the Oceano Specific Plan), ordinances and zoning regulations. Specific plans and zoning regulations must conform to the County's adopted General Plan.

In Oceano, the area west of the Union Pacific railroad tracks lies within the Coastal Zone. In 1972, the United States Congress passed Title 16 U.S.C. 1451-1464, which established a federal coastal zone management policy and created a federal-coastal zone. By that legislation, the Congress declared a national interest in the effective management, beneficial use, protection and development of the coastal zone in order to balance the nation's natural, environmental and aesthetic resource needs with commercial-economic growth. That federal enactment provided coastal states with a policy direction and source of funding for the implementation of federal goals.

The California Coastal Zone Conservation Act of 1972 (Proposition 20) was a temporary measure passed by the voters of the state as a ballot initiative. It set up temporary regional coastal commissions with permit authority and a directive to prepare a comprehensive coastal plan. The coastal commissions under Proposition 20 lacked the authority to implement the Coastal Plan but were required to submit the Plan to the legislature for "adoption and implementation."

The California Coastal Act of 1976 is the permanent enacting law approved by the State Legislature. The Coastal Act has a different set of policies, a different boundary line, and a different permit procedure than Proposition 20. Further, it directs the transfer of most of the planning authority to local governments through adoption and certification of "local coastal programs."

The Coastal Act declares that "to achieve maximum responsiveness to local conditions, accountability, and public accessibility, it is necessary to rely heavily on local government and local land use planning procedures and enforcement" in carrying out the state's coastal objectives and policies (Section 30004). To this end, the Act directs each local government lying wholly or partly within the coastal zone to provide a local coastal program (LCP) for its portion of the coastal zone.

An LCP consists of "a local government's land use plans, Land Use Ordinances, zoning district maps, and implementing actions which, when taken together, meet the requirements of, and implement the provisions and policies of [the Coastal Act] at the local level." (Section 30108.6) The land use plan, the heart of the LCP, is defined as:

The relevant portions of a local government's general plan, or local coastal element, which are sufficiently detailed to indicate the kinds, location, and intensity of land uses, the applicable resource protection and development policies, and where necessary, a listing of implementing actions. (Section 30108.5)

County Planning Framework

The San Luis Obispo County General Plan is a set of documents that meet the requirements of State General Plan law and the California Coastal Act described above. These documents provide a comprehensive framework for the regulation, protection and management of the County's coastal resources. One element of the County's General Plan is the Land Use Element and Local Coastal Program. This set of documents is divided into two sections:

- the Land Use Plan, a policy document, and
- the Ordinances, the implementation documents.

In coastal areas, the County Land Use Plan is comprised of four types of documents including *Coastal Plan Policies*, the *Coastal Framework for Planning*, *Area Plans* (the Oceano area is within the jurisdiction of the *San Luis Bay Area Plan*), and land use category maps.

The *Coastal Plan Policies* of the San Luis Obispo County Local Coastal Plan provide overall policy direction for the management of land use within the coastal zone. The *Coastal Plan Policies* document is divided into chapters that cover shoreline access, recreation and visitor serving facilities, energy and industrial development, commercial fishing and recreational boating, environmental and sensitive habitat, agriculture, public works, coastal watersheds, visual and scenic resources, hazards, archaeology and air quality.

The *Coastal Framework for Planning* portion of the Land Use Plan defines the

policies and procedures that apply to the unincorporated area of the Coastal Zone, and describe how it is used in relationship to the Coastal Zone Land Use Ordinance. The primary components of the *Coastal Framework for Planning* are:

- Land Use Categories
- Land Division Review
- Allowable Uses
- Combining Designations

The *San Luis Bay Area Plan* describes the County's land use policies for the Coastal Zone portion of the San Luis Bay Planning Area and reviews public facilities and services, circulation, resource management, land use, combining designations and planning area standards for each of the identified areas within the San Luis Bay area. The Local Coastal Plan recommends urban area programs for land management in Oceano. It also contains Urban Area Standards with which development in Oceano must comply.

Urban area programs and standards that apply to Oceano focus on street and community improvements, plans for the Central Business district, specific requirements for the airport review area, Oceano Lagoon Sensitive Resource Area, limitations on use, setback and permit requirements for various land use designations.

What is a Specific Plan?

The County of San Luis Obispo is in the process of updating each segment of the Land Use Element of the County General Plan. State law (Section 65450 et seq. of the California Government Code and other applicable laws) allows the County to do more detailed planning for places that could benefit from special attention, such as Oceano. These more focused plans are called specific plans.

A Specific Plan guides community development in a defined geographic area to implement the General Plan. It provides the bridge between goals and policies contained in the General Plan and individual development projects. The Specific Plan must be consistent with all facets of the County General Plan, including policy statements. The Specific Plan has been prepared according to these standards. Once the Oceano Specific Plan is adopted, all future entitlements within the Plan area must be consistent with the Specific Plan. The Oceano Specific Plan will function like a Land Use Ordinance for the area by providing land use regulations, development standards and design guidelines for new development. It also includes economic development strategies and other implementation tools.

The Oceano Specific Plan provides the overall framework for translating broad community values and expectations into specific strategies for enhancing the community's quality of life. Also, the Specific Plan contains estimates of future population, housing and employment that serve as the basis for infrastructure and service planning. As underlying assumptions change and events unfold, the Specific Plan will be reviewed and updated so it remains a realistic document that can help to achieve the community's vision.

Relationship to San Luis Bay Area Plan

The Oceano Specific Plan builds upon existing County documents including the General Plan and Local Coastal Program. It includes text, illustrations, maps and specifications for allowable land uses, intensities, character, and design. The purpose of the specific plan is to accomplish the following:

- Establish the allowed land uses and intensities within the specific plan area,
- Establish design and building guidelines for new development,
- Maintain an efficient and safe circulation system for cars, buses, pedestrians, and bicycles,
- Plan for needed infrastructure improvements, and
- Provide a plan for phasing these improvements that reflects the realities of the area.

The foundation for the Specific Plan was a community outreach program. Using a variety of techniques, the outreach program is aimed to educate the public on planning issues and provide opportunities for participation. Residents attended workshops and subcommittee meetings; in addition, newsletters were mailed to Oceano's households and businesses.

Appendix B

Oceano: Its Past and its Future

Oceano is a small coastal agricultural community surrounded by farm fields, the magnificent dunes and the Pacific Ocean. It is home to many who work the farms and local businesses. Oceanside residents enjoy the beach and vista. Pier Avenue is a vehicular portal to the dunes in the south. Highway one, a lesser-known section, passes through the small downtown before heading up the Mesa and onto Guadalupe. Oceano packing plants ship most of the Arroyo Grande Valley's produce to markets across America and the world. A small county airport provides tourist access from the air and a light commercial trade.

An Appreciation of the Past

Prehistoric Settlement

The project area lies within the historic territory of the Native American group known as the Chumash. The Chumash occupied the region from San Luis Obispo to Malibu Canyon on the coast, inland as far as the western edge of the San Joaquin Valley, and the four northern Channel Islands (Grant, 1978). The Chumash are subdivided into groups based on six distinct dialects: Barbareño, Ventureño, Purisimeño, Ynezeño, Obispeño, and Island. Obispeño, the northernmost group of Chumashan speaking people, occupied the project region.

Archaeological data indicate that stationary populations occupied the coastal regions of California more than 9,000 years ago (Greenwood,
1972). The life of the ancient Chumash followed an annual cycle of ocean and river fishing, fowling, hunting of large and small game, and harvesting of native plant products. Food storage and systematic redistribution were key elements in the success of the culture. Populations consisting of several related families, or larger extended kin groups, lived in permanent villages and towns along the coast, and in interior canyons and valleys. An extensive commerce had flourished since earliest times centering first around the exchange of ritual objects and luxury items and later extending to food and consumer products like beads and ornaments. Over the millennia the Chumash adapted to changes in climate, shifts in plant and animal resources, new technology, and altered social conditions. Society evolved into a stratified and monitized non-agricultural system around 1000 A.D. (King 1990).

European Discovery

The historic period begins with the first Europeans to cross the county in1769, with the expedition of Gaspar de Portolá. They preceded the chain of missions that eventually were established along coastal California. The first mission to be built in San Luis Obispo County was Mission San Luis Obispo de Tolosa in 1772. The project area fell within the territory claimed by the mission at San Luis Obispo.

The area of Oceano fell within the boundaries of the Pismo Rancho that the Mexican Government awarded to José Ortega in 1840 after secularization of the missions. The rancho was confirmed by the United States Government to Isaac Sparks in 1860. The Pismo Rancho consisted of 8,838.89 acres (Robinson,

1957). Isaac Sparks also owned the nearby Huasna Rancho which he left to his three daughters. The Pismo Rancho was later sold to John Price. The Price Adobe remains in ruins at the mouth of Price Canyon (Angel, 1883).

In 1875, a map was produced that included parts of the ranchos ***Corral de Piedra***, ***Pismo*** and ***Bolsa de Chamisal***. James Stratton subdivided the ranchos into 131 lots. Lot 115 incorporates a portion of the Specific Plan area. The southernmost area of the Pismo Rancho eventually became part of Oceano. The town was originally called Deltina, then La Bolsa, however, the realtors prevailed and it was named Oceano (Hall-Patton, 1994).

Early Times

Coffee Rice purchased a few hundred acres of land in the Oceano District around the mid 1880s. Anxious to capitalize on the expected arrival of the Southern Pacific Railroad, he lost money on his investment, as the rails did not reach Oceano until 1896. His large three story Victorian family home still stands just off Cienaga Street.

Coffee Rice House today.

A survey of the town of Oceano was completed in 1893 (Nutall, 1925). It was formed out of the Coffee Rice Ranch that was purchased by Adams Stowell and R.E. Jack in 1892. The town was laid out on what was formerly known as Huntington Beach. The adjoining bottomland belonging to E.W. Steele was subdivided as well. The Steele property was well known as rich land that produced 1,200 bushels of onions to an acre (Tognazzini, 1893). A portion of an article in the ***San Luis Obispo Tribune*** of June 7, 1893 is as follows:

"Oceano is the latest to be named and the survey of the townsite has just been completed by Messrs. Van Elliot and C.O. King. It is a very attractive looking place on paper. The depot grounds of the Southern Pacific railroad cuts a very conspicuous figure on the maps and there are also large reservations for hotel and park grounds and broad avenues which run from the beach to the center of the town, a distance of three quarters of a mile, and continue on to the town of Arroyo Grande, two or three miles distant. The land is widely diversified in character, much of it being the blackest and deepest of alluvial, some of it absolute sand dunes directly upon the ocean, and some of it the richest mesa, which is coming into request as the best kind of fruit land. As we have stated before, the property is owned by a syndicate which includes Messrs. C.H. Phillips, R.E. Jack, and Geo. R. Adams and C.A. Stowell of Paso Robles. It is strong concern and the plans which they propose are far reaching and promise the creation of a great resort."

The syndicate mentioned above was composed of men who were land speculators actively involved in bringing the Southern Pacific Railroad to San Luis Obispo County.

Grandiose plans for developing "Huntington Beach" as the west coast Atlantic City brought the Southern Pacific line along the coast bypassing the town of Arroyo Grande. Pismo Beach was for a short time named for the owner of the Southern Pacific Railroad, Collis P. Huntington. Disappointed farmers in Arroyo Grande began planning routes to bring their produce to the Oceano Depot in 1894.

In 1895, a grand pavilion was constructed in the dunes west of the Oceano depot as part of the plan to sell the surrounding lots. The Oceano Hotel was connected by a wooden boardwalk to the new depot and a short distance from the new Oceano Pavilion that was built by R.E. Jack (Nicholson 1993). Another pavilion was built and connected to the depot by a rail spur. Unfortunately, the depot that was built in 1896 burned down in 1903. The present depot was built in 1904 and included quarters for the Station Master's family (Raaberg and Hubbard, 1973).

The Oceano Depot is shown in the foreground of this early photo from the Bennett-Loomis Archives. The Halcyon Press building is shown as white with a dark roof in the top left portion of the photograph.

Another large spurt in Oceano's growth took place in 1899. The project parcel was Lot 13 of the Ord Tract, the property of Mrs. E.J. Wheeler. The triangular Ord Tract was surveyed in 1903 (B. Bertrando, 1999).

By the turn of the century, Oceano was comprised of a general store, blacksmith shop, saloon, a few ranches and homes (Ditmas, 1983). In 1917, Oceano was described as follows:

"There is a little village about halfway between Arroyo Grande and Pismo on the Southern Pacific Railroad. It is quite a freight station, much of the Arroyo Grande valley produce being shipped from there. It has a population of several hundred. "Le Grande Beach" is near by, and efforts are being made to develop a seaside resort. The village has a post office, shops, and general stores, and a school employing two teachers." (Morrison, 1917)

Guiton Realty today.

In 1918, the S.P. Guiton Company purchased 4,000 lots on the beach. Over the years the realty company purchased most of the other two subdivisions as well (Ditmas, 1983). Guiton Realty still is located in Oceano.

Heavy rains during 1911 and continuing through the decade left much of the developing area in ruined condition. Rail tracks were washed out and good farmland destroyed when the Arroyo Grande Creek broke its banks. Developers' grand schemes failed during the depression as well. Bootleggers and the occasional shipwreck were the

community's excitement (B. Bertrando 2000a). One in particular, a Norwegian lumber schooner, kept thousands quite busy as the enterprising scavengers devised ways of transporting the cargo off the beach (Guiton n.d.).

In 1914, the *Arroyo Grande Herald* boasted that the community of Oceano "has the proud distinction of being the possessor of the only Buddhist monastery in America." The Temple was held in the former Oceano Villa Hotel. It was officially dedicated by the head of the America Hindu Buddhists, Mazzinianandi Swami Thero. Already the dunes were attracting groups looking to find a special place to set down roots.

The 1920s brought renewed interest in the promotion of Oceano, however "The Gem of Beaches" never really took off. The place became owned by the drifting sands and various groups such as the Dunites, a small community of individuals living off the land in the dunes to the south of the town of Oceano. The artists and writers had come together to try and form a utopian society. Hoboes, moonshiners and Lemurians were also a part of the Oceano Beach and Dunes.

After a long period of slow growth, Oceano was settling down as a transportation center supporting the surrounding agriculture industry. An article in the San Luis Obispo County Sun written in 1931 on Oceano included the following:

"The gradual development of the green vegetable industry is an example of the growth of the industries along all lines. A few years ago most, if not all, of Arroyo Grande farming land was devoted to the raising of beans and hay, the farmers realizing a few dollars per acre for their year's work. Now this same land is bringing in hundreds of dollars an acre annually from its crops of peas, strawberries, lettuce and artichokes which are packed in ice in large packing houses at Oceano and shipped to the eastern markets in carload lots by the hundred."

The L. D. Waller Seed Company, later the Waller-Franklin Company, joined the list of successful flower seed producers in the Arroyo Grande Valley by buying land to expand seed production in 1921 at the intersection of Highway 1 and Valley Road. The business continued growing asters, zinnias, delphiniums, carnations and sweet pea varieties until 1982. The business offset the common complaints of Oceano citizens regarding the establishment of a goat ranch and slaughterhouse within the town limits and a nearby Arroyo Grande sewer farm (South County Historical Society, 1989).

In the 1940s, seeing the need for an airport, as the beach was not always conducive to early flyers, a lease agreement was signed with the owner of an adjacent undeveloped subdivision. The land became interesting to County and Federal Officials and in 1951 the Madonna Construction Company began building the paved runway. Homes that were on the land were moved to new locations in Oceano (Guiton, n.d.).

Oceano Today

Continued Agricultural Vitality

Oceano remains a regional economic center for agricultural shipping and packing in San Luis Obispo County. According to a 1994 report on the County's Coordinated Agricultural Support Program, the agriculture industry in the Arroyo Grande Valley generates millions of dollars to the local economy. The Pismo Oceano Vegetable Exchange (POVE) ships more than 3.75 million boxes of produce by truck each year. Established in the late 1920s, the POVE (today at 1731 Railroad St in Oceano) is a nonprofit marketing cooperative consisting of farming families from around the Pismo and Arroyo Grande Valley areas. Certified Freight Lines moved their operation to Oceano in 1984 and renovated the 50-year old Oceano packing shed for their headquarters. Prominent businesses such as Ag Box, Phelan and Taylor (trucking), and Oceano Ice are located along the Railroad and adjacent to Highway 1 today.

Oceano Depot

In 1973, the Oceano Depot was retired from service. In 1998, under the leadership of Harold Guiton, the depot was moved to its new location at 1634 Front Street 1,000 feet north of the original depot site. The Oceano Depot Association received grant money to conduct renovations to the depot which, upon it completion, will be operated as a museum and community center.

Incorporation Efforts and Formation of the OCSD

The community formed the Oceano Beach Improvement Association and in 1972 the majority voted to incorporate. Legal battles with state and county agencies found that Oceano did not have enough of a tax base to be a city.

The community voted to form the Oceano Community Services District (OCSD) in 1980. The OCSD was formed on January 1, 1981. The District serves the communities of Oceano and Halcyon. The OCSD provides the following services:

- Acquisition and distribution of water
- Street lighting
- Sewage collection and transportation
- Fire protection

Oceano Airport

According to the *1986 Airport Master Plan*, Oceano Airport was constructed in the early 1950s to serve the Pismo Dunes and Pismo Beach recreational areas. The Airport is owned and operated by the County of San Luis Obispo. Oceano Airport is a public general aviation, basic-utility stage I facility. This type of airport accommodates low-activity communities and remote recreational areas. Services available at the Oceano Airport include:

- Fuel (retail sales of aviation fuel)
- Parking for transient aircraft
- A passenger terminal and lounge

- Trolley service that operates year round from the airport to the cities of Pismo Beach, Grover Beach and Arroyo Grande
- Restrooms, showers and laundry facilities, and
- Camping

There is a 64-unit condominium-hotel one block away and other vacation rentals close by as well. The airport is a short walk from the beach. During 1999 and 2000 the Airport upgraded some facilities including its runway lighting and beacon tower; runway striping was repainted and new perimeter fencing was installed.

The airport will continue to serve its current role as a recreational airport throughout the 20-year Specific Plan period because of recent improvements and restrictions to closing existing public airports dictated by the Federal Aviation Administration (FAA).

Oceano Dunes State Vehicular Recreation Area

The California Department of Parks and Recreation operates the Oceano Dunes State Vehicular Recreation Area (SVRA), known as the Pismo Dunes SVRA prior to 1995. The area is one of several off-highway vehicle (OHV) areas administered by the State.

Acquisition of property by the State to establish the Pismo State Beach and the SVRA began in the 1930s. A number of property purchases, operating agreements and leases were made over the more than sixty years since the initial acquisition (see Table below).

SRVA Property Acquisitions

1951-1964	Purchases from various owners in the Pier Avenue area
1977	Purchase from PG&E
1977	Purchase from Santa Maria Valley Assoc.
1980	Operating agreement from Union Oil (now Tosco)
1980	Purchase from Union Oil
1980	Purchase from Jack Built Property
1980	Purchase from Mobil Oil
1980s	25-year operating agreement with the County of San Luis Obispo for county owned land within the recreation area (La Grande Beach tract)

Soucre: CA State Parks, Doberneck, 2001.

Prior to 1982, numerous beach entrances existed in the Pismo Beach and Oceano area, as well as entrances through the dunes to the south. Many of the entrances were not on State Park property. All beach entrances except Pier Avenue in Oceano and Grand Avenue in Grover Beach were closed by 1982 by the California Coastal Commission. According to the State Parks Department,
Pier and Grand Avenues have been used for beach access for about 100 years.
These entrances were identified in the 1975 General Plan for the recreation area and the 1982 Coastal Commission Coastal Development Permit for Beach entrance improvements.

To minimize traffic impacts on the community and facilitate visitor entry into the SVRA, the State Parks Department has funded over $1 million in improvements to Pier Avenue. Past improvements have included widening to four lanes, installation of traffic signals, and beach entrance improvements.

One mile south of the Pier Avenue beach ramp is Post 2 marking the beginning of the off-highway vehicle riding and camping area. OHV's must be transported to this point before unloading. Some areas on the beach or in the dunes are fenced/signed as "closed to vehicular use" because the areas contain sensitive plant and animal life or are private property.

To get to the camping area it is necessary to drive across Arroyo Grande Creek. The sand is hard-packed enough to drive on during low tide; however, when the tide is high the sand is soft so campers must time their arrival and departure

accordingly. To drive to the camping area, fourwheel drive vehicles are recommended, but two-wheel drive vehicles and motor homes are generally able to navigate the beach.

SRVA Annual Attendance

Year	Attendance
1997	1,074,000
1998	1,172,000
1999	1,158,000

Source: CA State Parks, Doberneck, 2001.

Annual attendance to the SVRA, as recorded by the State, has been about 1.1 million visitors (See Table at left). The busiest periods are the 4th of July holiday weekend followed by Labor Day weekend, Memorial Day weekend and Thanksgiving weekend. Attendance during these times range from 55,000 to 60,000 visitors.

Year	Population	% Change
1980	4,551	1.09%
1981	4,601	1.58%
1982	4,675	0.60%
1983	4,703	1.71%
1984	4,785	6.54%
1985	5,120	4.48%
1986	5,360	6.10%
1987	5,708	2.49%
1988	5,854	3.22%
1989	6,049	1.95%
1990	6,169	0.63%
1991	6,208	1.62%
1992	6,310	0.94%
1993	6,370	0.34%
1994	6,392	1.08%
1995	6,462	1.34%
1996	6,550	0.35%
1997	6,573	0.42%
1998	6,601	0.78%
1999	6,653	0.78%
2000	6,705	1.09%

Source: County of San Luis Obispo, Dept. of Planning and Building, 2001.

Note: Figures are based on state Department of Finance Estimates for 1980 and 1990 and are apportioned to years between on County data for completed residential building permits

The State does not limit the number of people admitted to the SVRA. The number of vehicles is limited in the following manner.

Day use vehicles, including OHV's that accompany street legal vehicles driven to the recreation area for the day are limited to 4,300 per day. The limit on camping vehicles (street legal vehicles, not trailers towed into the recreation area) is set at 1,000 per night.

The California Coastal Commission heard a proposal relative to the carrying capacity of the SVRA at its February 14, 2001 meeting. New daily limits are as follows:

Day use:	3,000 vehicles
Camping:	1,000 vehicles
OHVs:	2,000 including those associated with both day use visitors and campers.

Recent Development Projects

A 64-unit condominium hotel project was recently constructed at Air Park and Pier Avenue.

Construction began in 1997 on the Tierra Nueva Co-Housing project, a 27-unit complex, consisting of single and multi-story duplexes, single-family homes, a common house, and gardens on five acres immediately adjacent to the community of Halcyon. The last house was completed in February of 1999.

Peoples' Self-Help Housing Corporation (PSHHC), a regional private community development corporation, provides affordable rental housing and helps families build homes and obtain mortgage loans. PSHHC develops and rehabilitates housing units for low-income seniors, families, farm workers, and other special needs groups on California's Central Coast. One such project has been completed recently in Oceano and another is in the rehabilitation process. The Belridge Apartments, at 1261 Belridge Street, has 12 family units with rents that ranging from $388 to $696. Oceano Apartments, 17th & Paso Robles Street, is currently being rehabilitated, 17 family units including one studio, one-one bedroom, four-two bedroom units, and seven-three bedroom units. The rent for these units ranges from $325 to $450.

Community Center/Youth Center

For several years the community and the county have been working towards the goal of developing a community center for Oceano. The project is currently slated to be located in the center of town near the elementary school. The focus of the activities will be community and youth oriented, providing a gymnasium and classrooms.

Oceano Clean-up

A recent community clean-up effort sponsored by the Oceano CSD provided assistance to many households in removing junk from properties throughout the community. The project won an award from the Central Coast chapter of the American Planning Association.

Appendix C

Economic Revitalization Strategies

This chapter discusses economic revitalization strategies for Oceano within the context of the community's trade area, potential demand for additional commercial retail land uses, and remaining development potential. The analysis focuses on Oceano's potential to attract and retain additional commercial retail businesses, which in turn will help guide the formulation of appropriate economic development strategies.

Trade area

A trade area is a geographical region from which a business or commercial district draws the majority of its customers. The concept is based on general assumptions that people will travel to the nearest facility for goods and services. Therefore, trade area boundaries are based on the length of time required for potential customers to reach the commercial district. Two notable exceptions to this rule are freeway travelers and tourists traveling to "special places." Both of these exceptions apply to Oceano with the presence of Highway 1 and the Oceano Dunes State Vehicular Recreation Area. The presence of these opportunities and their impacts on the "trade area" discussion is discussed later in this section.

Trade areas are typically comprised of primary, secondary or tertiary zones. Primary zones are defined as areas not requiring more than about a ten minute drive and generally lie within three to five miles of a commercial district. Industry estimates suggest that about 60 to 70 percent of sales are realized from the population within this area. The balance of the sales volume comes from secondary and tertiary zones for which the commercial district is less readily accessible. Secondary zones are areas that lie within 15 to 20 minutes driving and generally are within three to seven miles of the commercial district. Tertiary areas are all areas beyond the secondary zone that may generate dollars to the commercial district due to lack of competing facilities in that zone or because of convenient access. This area may extend 15 miles in major metropolitan markets and as far away as 50 miles in smaller, more rural places.

The trade area of retailers varies from a radius of five blocks for specialty stores to a radius of over 15 miles for large discounters. In general, retail stores can provide either convenience goods or comparison goods. Convenience goods are items that are bought fairly frequently, at the most convenient location without much comparison-shopping. Typical items include food, medication, hardware, dry cleaning, barber and beauty services, and shoe repair services. The radius of the market area for these types of goods tends to be fairly small (up to one mile).

Oceano's retail trade area is estimated to include the following:

- The Primary Trade Area includes residents of Oceano (the "local market

area").

- The Secondary Trade Area includes commuters along Highway 1 that have immediate access to Oceano as they travel to and from destinations in other parts of San Luis Obispo County. It is anticipated that Oceano will capture a share of retail expenditures made by these commuters. The secondary trade area also includes visitors to the Oceano Dunes State Vehicular Recreation Area.
- The Tertiary Trade Area includes southern Grover Beach and Arroyo Grande as well as other unincorporated areas east of Oceano.

In contrast, comparison goods are bought after some degree of deliberation, on a less frequent basis, and are somewhat specialized in nature. The products purchased at these retailers typically last longer than convenience goods and are differentiated by brand identification, retailer image, and shopping area ambience. Typical items include apparel, household furnishings, and specialty items like jewelry, cameras, and books. People will engage in comparison shopping for these types of goods, so the radius of the potential market area is larger.

Development Opportunities and Constraints

Satisfying local demand would be a conservative development strategy for Oceano. The market analysis in the previous section indicates that retail needs are not being met in the local market area. This problem will increase as Oceano grows. Also noted above is the presence of an underserved tourist market and travelers through Oceano along Highway 1. A review of the 2000 San Luis Obispo County Assessor data conducted by Crawford Multari & Clark Associates indicated that a number of commercial retail parcels are vacant. Land with an improvement value of less than $4,000 was considered vacant. Vacancies adversely impact the town by creating a "run down" appearance, breaking the flow of pedestrian traffic. Filling vacant buildings and developing vacant parcels within Oceano's commercial retail areas is consistent with community core values.

Opportunities

Oceano has two existing commercial retail areas – one along Pier Avenue from Highway 1 to the beach, within the Coastal Zone, and one along Front Street and Cienaga from 13th Street to 22nd Street.

The community's vision for the Front Street area of Oceano is of a "traditional" downtown. This includes up to two-story buildings with retail commercial uses occupying the ground floor, and residences, or professional offices on upper floors. To date, approximately 90 percent of the existing buildings within the area are single-story. With this in mind, the majority of the commercial retail parcels in Oceano could be classified as "underutilized."

Commercial and industrial parcel sizes in Oceano vary greatly. Many parcels with existing structures have been consolidated. Ninety-five commercial/industrial property owners have been identified in the community. Additional consolidation of property into larger parcels would be beneficial in any development scenario by

allowing for more flexibility in use and design.

Highway 1 intersects Oceano in a northwest/southeast route connecting the unincorporated portions of the South County (the agricultural region of San Luis Obispo County) to Grover Beach and Pismo Beach (Highway 101) to the north. Access from Highway 1 to Oceano's commercial and industrial centers (along Pier Avenue, Front Street, and Railroad Drive) is excellent, and includes a signalized intersection at Pier Avenue. The daily traffic volumes along Highway 1 through Oceano create a significant market in itself. Peak hour counts (during the PM peak hour) are approximately 930 vehicles per hour on Highway 1; which means the average daily traffic volume is approximately 9300 trips per day (Source: ATE 2001).

The 1999 population of Oceano was approximately 6,705. Buildout under this Specific Plan is projected to be about 8,739 residents. The community's location along Highway 1 (and the presence of the State Beach entrance) is an obvious market (economic) advantage, and the parcels with Highway frontage have great visibility. In general, literature on market analysis estimates that about 15 percent of total retail sales can be attributed to individuals outside of the immediate market area. Annual estimates of visitors to the State Beach can reach one million people adding significantly to total retail sales potential.

Regionally, there is a great deal of retail competition within five miles of Oceano. The closest major discount stores are: Big-K (K-mart) and Wal-Mart in Arroyo Grande. Apparel stores in the area include the factory outlet mall in Pismo Beach, with over 20 retail outlets. Grover Beach and Arroyo Grande have a number of major food stores including: Vons, Albertson's, Food4Less, and Ralph's. Drug stores include Rite Aid and Long's. There are numerous gas stations nearby in Grover, Pismo and Arroyo Grande.

Leakage Analysis

The difference between the total amount of income local consumers spend on retail expenditures and the amount they actually spend locally is known as "leakage." This measure provides an indication of how much money is available for "capture" by new commercial development. One common method used to estimate leakage is discussed below.

Expected Local Expenditures & Capture Rates

Assessing the ability of Oceano consumers to support additional commercial development begins with determining the ***disposable income*** of the market area population; that is, the amount of money available for expenditures beyond the basic everyday necessities of food, housing, utilities and the like. For purposes of this discussion, two different market area populations were considered - the current (2000) population of Oceano and the population of Oceano at buildout under this Specific Plan.

Table 3: Population & Income

Jurisdiction	Market Area Population[2]	Per Capita Income[1]	Market Area Income
Oceano – 2000	7,260	$14,132	$102,598,320
Oceano Buildout[3]	8,739	$14,132	$123,499,548

Sources:
1 1990 Census $10,706 per capita for Oceano X 1.32% inflation for the ten year period 1990 to 2000.
2 2000 Census.
3 Crawford, Multari & Clark Associates, 2001.

The local market area income is computed by multiplying the market area population by the per capita income. For purposes of this analysis, per capita income for 2000 in Oceano was computed by multiplying per capita income from the 1990 Census by 1.32%. Multiplying the current market area population by the per capita income yields a yearly market area income of about $102 million for Oceano at present, and about $123 million at buildout. This local market area income represents the total amount of money local consumers earn per year.

The market area income must be adjusted to account for *non-discretionary* spending for items such as housing, utilities, taxes, and social security, which typically comprise about 36 percent of the average yearly expenditures (Bureau of Labor Statistics, 1999). However, the estimated per capita income in Oceano is substantially less than for the County as a whole ($14,132 versus about $20,112), which suggests that non-discretionary expenditures are greater than 36 percent. Data from the 1990 Census which relates housing costs as a function of monthly income show that renters and mortgage holders with an annual income of between $10,000 - $20,000 paid over 35 percent of their monthly income on housing alone.

As discussed above, 1990 Census data indicate that per capita incomes in Oceano are 30 percent less than for County residents as a whole. If County per capita incomes are considered 'typical' for purposes of computing non-discretionary spending, Oceano residents could be spending as much as 30 percent more than County residents on non-discretionary expenditures, or about 47 percent.

Although a precise estimate of annual non-discretionary spending in Oceano is beyond the scope of this analysis, a reasonable conclusion is that 36 percent represents the minimum expenditure. Of the remaining amount, 44 percent is spent in the retail sector and 20 percent is spent in the service sector (see Table 4). Table 4 suggests that the residents of Oceano currently spend at most about $45 million annually on retail purchases. Again, this figure is probably over-states the actual amount because Oceano residents almost certainly have a higher percentage of non-discretionary expenditures.

Table 4: Income by Expenditure Category

Jurisdiction	Non-discretionary (36% of Market Area Income)	Services (20% of Market Area Income)	Retail (44% of Market Area Income)
Oceano (1999)	$36,935,395	$20,519,664	$45,143,261
Oceano-Buildout	$44,459,837	$24,669,910	$54,339,801

Source: Bureau of Labor Statistics, 1999; Crawford Multari & Clark Associates, 2001.

Information on expected retail expenditures can be derived from two sources. First, the Bureau of Labor Statistics Consumer Expenditure Survey provides a categorical breakdown of average consumer expenditures. Second, the California Department of Finance summarizes retail expenditures in San Luis Obispo County that can be used to estimate average consumer expenditures in various categories.

The Bureau of Labor Statistics (BLS) surveys consumer expenditure patterns periodically. The survey reports the percentage of income consumers spend on various goods and services. Table 5 applies typical percentages of after-tax expenditures for various goods and services to the estimated total market area expenditures for retail goods by Oceano residents. Again, considering the lower per capita incomes in Oceano, these percentages should be considered minimums. The estimated theoretical expenditures for different goods and services are provided for 2000 and for buildout in accordance with the Specific Plan.

Table 5: Theoretical Demand for Consumer Retail Goods

Commercial Goods & Services	Expenditures as % of Income After Taxes	Estimated Expenditures	
		Oceano (1999)	Oceano at Buildout
Food at home	7.7	$3,476,031	$4,184,165
Food away from home	5.8	$2,618,309	$3,151,708
Alcoholic Beverages	0.9	$406,289	$489,058
Housing (including shelter, household operations and housekeeping supplies)	20.9	$9,480,085	$11,411,358
Household Furnishings	4.5	$2,031,447	$2,445,291
Apparel	4.7	$2,121,733	$2,553,971
Transportation - New Autos	8.2	$3,701,747	$4,455,864
Transportation - Gas & Oil	2.8	$1,264,011	$1,521,514
Transportation - Other	7.1	$3,205,172	$3,858,126
Health Care	5.3	$2,392,593	$2,880,009
Entertainment	4.9	$2,212,020	$2,662,650
Personal Care	1.2	$541,719	$652,078
Reading	0.5	$225,716	$271,699
Tobacco Products	0.7	$316,003	$380,379
Utilities	6.4	$2,889,169	$3,477,747
Education	1.6	$722,292	$869,437
Miscellaneous	2.5	$1,128,582	$1,358,495
Cash	3.3	$1,489,728	$1,793,213
Personal insurance/pensions	11	$4,965,759	$5,977,378
Total Expenditures	100.0		

1 From Table 4.
Source: Bureau of Labor Statistics, Consumer Expenditure Survey, 1998; California Department of Finance Demographic Research Unit, Crawford Multari & Clark Associates, 2001.

The BLS figures provide data about the types of goods and services consumers purchase, but these figures provide little information about the type of store where the goods are purchased. For instance, average consumers spend about 5.8 percent of their yearly income on apparel, but the apparel purchases could be made at clothing stores, department stores, or other specialty shops. In some cases, the type of outlet can be inferred, as in the cases of food and gasoline purchases.

Consumers do not spend all of their disposable income within the local market area, although most consumer expenditures do occur within a three-mile radius of the home, when goods are available. In addition, consumers who reside outside of the local market area generally make about 15 percent of all purchases (Wiewel and Mier, 1989), although this percent can be highly variable depending on such variables as regional competition and proximity to the major transportation routes.

Table 6 lists taxable transactions by Oceano businesses reported to the State Board of Equalization for 1997 to 1999. Totals for nine expenditure categories

are provided, but only four are available for Oceano (to avoid the disclosure of confidential information, expenditure totals are only provided when more than three outlets are represented by a category).

As noted earlier in Table 4, the **expected** retail expenditures for Oceano alone were estimated at $45 million, after taxes and household expenses. However, $5.2 million was **reported** in taxable expenditures within Oceano. Based simply on local expenditure potential and capture, approximately 88 percent of the market area income (about $40 million) is being spent elsewhere. Of course, it is unrealistic to expect all retail expenditures to be captured in the local market area; on the other hand, market area sales are not limited to purchases by local residents (especially in the case of Oceano which can draw from visitors to the State Beach and from travelers on Highway 1).

Table 6: Taxable Retail Expenditures In Oceano for 1997, 1998 and 1999

Type of Store	Oceano 1997	# of Stores	%	Oceano 1998	# of Stores	%	Oceano 1999	# of Stores	%
Apparel stores	#	1	0	#	1		#	1	0%
General merchandise stores	0	0	0	0	0	0%	0	0	0%
Food Stores	1,691,500	5	39%	1,643,400	5	36%	1,694,900	5	32%
Eating and drinking places	1,428,000	9	33%	1,774,800	8	39%	2,247,400	9	43%
Home furnishings and appliances	#	1	0	#	1		#	1	0%
Building material and farm implements	#	1	0	#	1		#	1	0%
Auto dealers and auto supply	143,300	4	3%	164,000	4	4%	161,800	4	3%
Service stations	0	0	0%	0	0	0%	0	0	0%
Other Retail stores	701,400	7	16%	677,800	7	15%	798,500	7	15%
All other outlets	321,800	13	8%	323,900	13	7%	333,400	15	6%
Total	4,286,000	41	1	4,583,900	40	100%	5,236,000	43	100%

Note: To avoid the disclosure of confidential information, expenditure totals are only provided when more than three outlets are represented by a category. These totals (indicated with #) are included with Other Retail Stores.
Source: State Board of Equalization, Crawford Multari & Clark Associates, 2001.

Determining whether there is sufficient demand to support additional retail outlets in Oceano is complex because the sales required to support a profitable enterprise varies by the type of outlet. The Urban Land Institute has calculated the average annual retail sales per square foot for different kinds of stores. The values range from $105 per square foot in food stores to $296 dollars per square foot in home furnishings and appliance stores. Using an average of $200 per square foot to represent all types of commercial retail and service businesses, and dividing the estimated Oceano market area dollars currently being spent elsewhere (about $40 million) provides an estimate of the maximum additional commercial floor area Oceano residents could theoretically support if all of their commercial retail needs were 'captured' by Oceano businesses (about 200,000 square feet). This figure probably greatly over-states the actual maximum floor area supportable by Oceano residents because: 1) incomes in Oceano are substantially lower than elsewhere in the County, 2) typical businesses in Oceano are small (about 1000 square feet) and probably generate lower retail sales per square foot than $200, and 3) the abundance of commercial enterprises nearby that serve Oceano. For these reasons, a more realistic estimate of the maximum theoretical supportable commercial floor area is probably 80,000 to 100,000 square feet.

Assuming a current population of 7,260, and 1000 square feet per typical commercial enterprise, the per area capita floor area of commercial businesses in Oceano is about 7.26 square feet. Under the Specific Plan, Oceano could accommodate an additional population of about 2,035 residents. To maintain the same ratio of commercial floor area per capita, an additional 2,035 X 7.26-sq. ft. = 14,774 square feet of new commercial floor space would be needed. Since a considerable portion of the Oceano market area retail expenditures are 'leaking' to other communities, this ratio and corresponding floor area can be considered the minimum additional that can be supported.

If the range of supportable commercial floor area in Oceano is somewhere between 15,000 – 100,000 square feet, the actual types of commercial businesses that will locate there will vary as a function of trade area and competition from existing businesses. Table 7 summarizes *"typical"* floor area and trade area for various commercial uses in an urban setting. It should be noted that the trade area for the Central Coast is likely to be larger than in urban areas. For example, major discount stores may draw form a trade area of 30 miles or more. Square footage varies greatly both between and within store types. The average square footage for restaurants is relatively small (4,100 square feet), while the square footage of discount stores, such as Costco or Home Depot, averages 90,000 square feet or more. Apparel stores range in size from 2,000 to 26,000 square feet in size.

Table 7: Typical Square Footage of Retail Stores

Type of Commercial Use	Average Sq. Ft.	Range of Sq. Ft.	Trade Area
Apparel	11,000	2,000 to 26,000	3 miles
General Merchandise	75,000	50,000 to 100,000	3 miles
Home Appliance	36,000	25,000 to 50,000	1 - 2 miles
Entertainment	37,000	25,000 to 45,000	5 - 10 miles
Restaurant	4,100	1,500 to 10,000	3 miles
Major Discount Stores	90,000 +	50,000 to 160,000	7 - 10 miles

Source: Crawford Multari Clark & Mohr, 2000

Because of the abundance of commercial businesses in nearby communities that serve Oceano residents, the likelihood of a major discount retailer or general merchandiser locating there is small. On the other hand, the regional draw of travelers on Highway 1 and visitors to the Oceano Dunes State Vehicle Recreation Park represent a market suitable for the smaller businesses that are more typical of those already in Oceano. These include eating and drinking establishments, lodging and specialty shops (for off-highway vehicle enthusiasts).

Strategies

The vision behind the Specific Plan is to enhance the quality of life in Oceano. To that end the basic strategy in this chapter is to transition unutilized and underutilized land into economically productive developments. Programs that have already been discussed in this plan that will contribute to economic revitalization include:

- Improvement of drainage and other infrastructure,
- Designating vacant railroad parcels as commercial retail to encourage the creation of a two-sided traditional downtown
- Implementation of design guidelines in new development, etc.

It is acknowledged that the economic potential of Oceano can only be realized with the cooperation of both the public and private sectors. Therefore, this section includes strategies to work with the public and private sectors to improve the quality of life, which will allow Oceano to be economically competitive.

Funding Alternatives

San Luis Obispo County's *Public Facilities Financing Plan for Unincorporated Area Facilities* (Rev. 1998) projects new development for a twenty-year timeframe from 1990 to 2010.

Development Impact Fees

Development impact fees are fees charged to new development to pay for the additional public facilities needed to serve it. The types of facilities covered and the amounts charged vary. California law allows local jurisdictions to charge impact fees to new development to cover the capital cost of providing the services it requires. A direct causal relationship ("nexus") between the new development

and the facilities needed must be demonstrated, and the fees charged must not exceed the cost of the planned facilities and must be used solely for that purpose. Impact fees can be charged for any type of public facilities including utilities, transportation improvement, parks, open space, fire stations and libraries. Impact fees are usually collected when building permits are issued. Fee revenues are accumulated until sufficient funds are available to build a project on a pay-as-you-go basis.

Redevelopment Tax Increment

The adoption of a redevelopment plan and formation of a redevelopment agency results in the ability of local governments (San Luis Obispo County in this case) to capture and use property tax increments (the increase in assessed value over time) for capital improvements and other costs within the redevelopment area. Redevelopment tax increment can be used for most public facilities, such as streetscape improvements described in this plan for Downtown and Pier Avenue, provided that the project will ameliorate the blighted conditions of the project area. Bonds can be sold or funds advanced to the redevelopment agency to be repaid from property tax increment. Tax increment monies may only be spent inside the project area. In addition, State redevelopment laws require that a minimum of 20 percent of all redevelopment tax increment dollars that accrue to the redevelopment agency be spent to improve the supply of affordable Housing. The so-called affordable housing set aside fund provides a long-term source of revenues that may be used to construct, rehabilitate or finance affordable housing.

San Luis Obispo County is currently (January 2001) studying the feasibility and benefits associated with redevelopment in many unincorporated areas in the County including Oceano. The cities of Grover Beach, Arroyo Grande, Atascadero, and Paso Robles all have established redevelopment areas. In order to take advantage of the opportunities that redevelopment provides, the City of San Luis Obispo explored the feasibility redevelopment in that jurisdiction in 1999 but could not make a finding of blighted conditions.

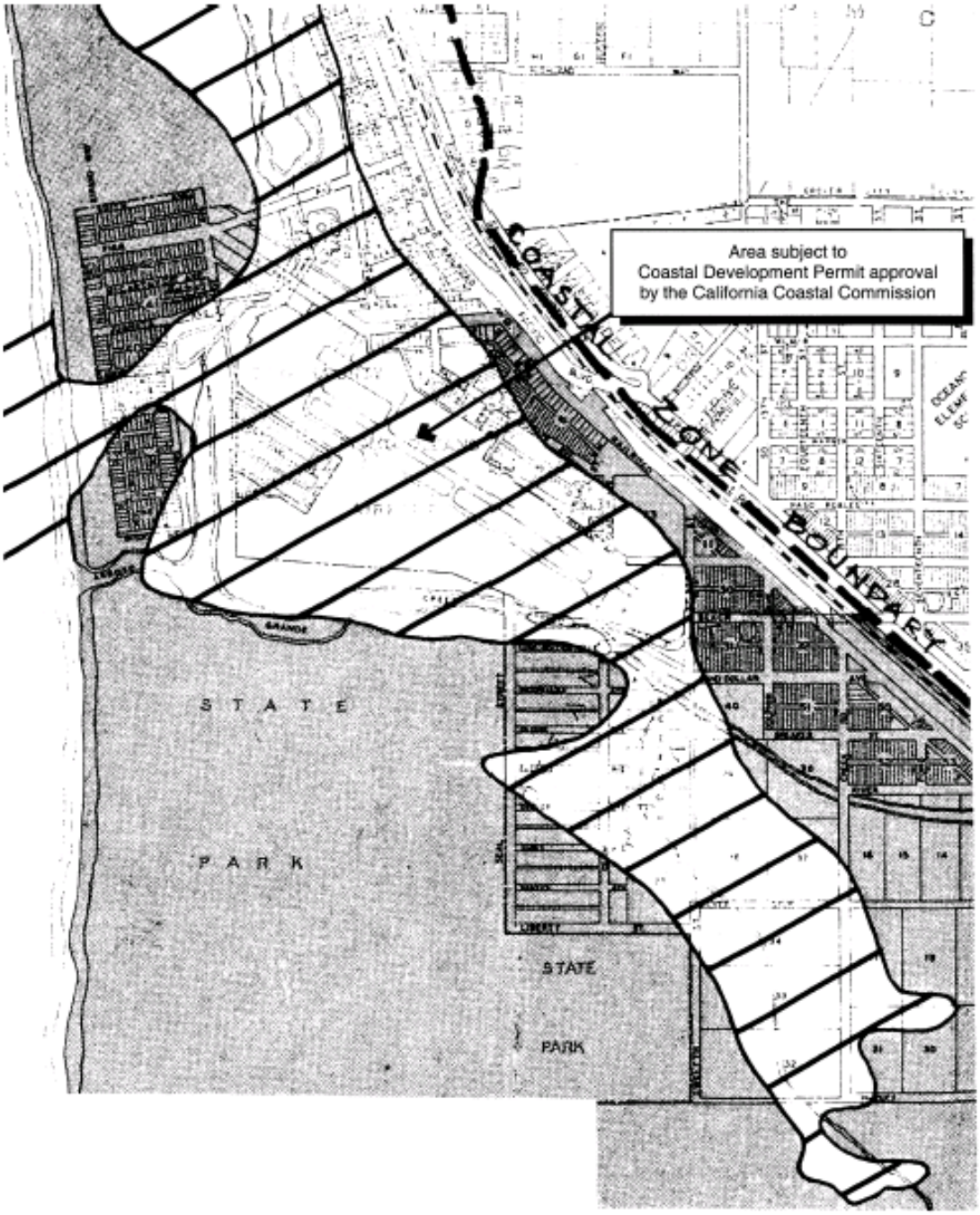
Special Assessments

The special assessment district is the traditional means of geographically isolating the financing of public facilities that benefit a particular area. Special assessments levied on the basis of benefits received are not regarded as taxes and generally can be imposed on developed and undeveloped property without a public vote. The use of special assessments is limited to facilities that directly benefit the properties in the district. Facilities that provide only general public benefits cannot be financed through special assessments. Assessment district funding can be used for a variety of public facilities including water and sewer, transportation, parking, libraries, fire stations, storm drainage, landscaping and lighting, and parks, among others.

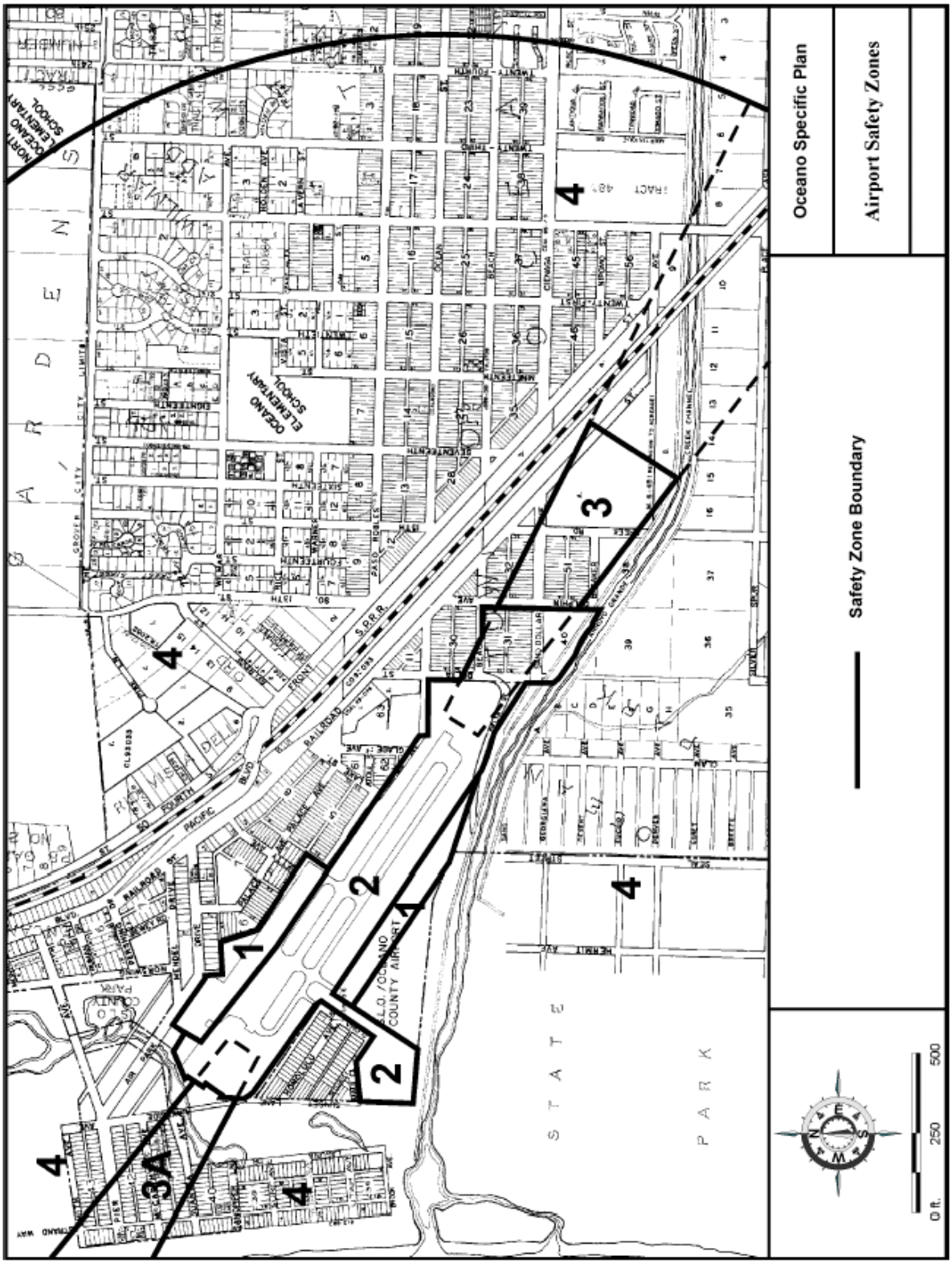
State and Federal Grants

State and federal grants are made available through a wide variety of programs. Some grant programs are competitive while others are based on population or some other measure of need. The amount of discretion afforded the local agency over use of the grant also varies among programs.

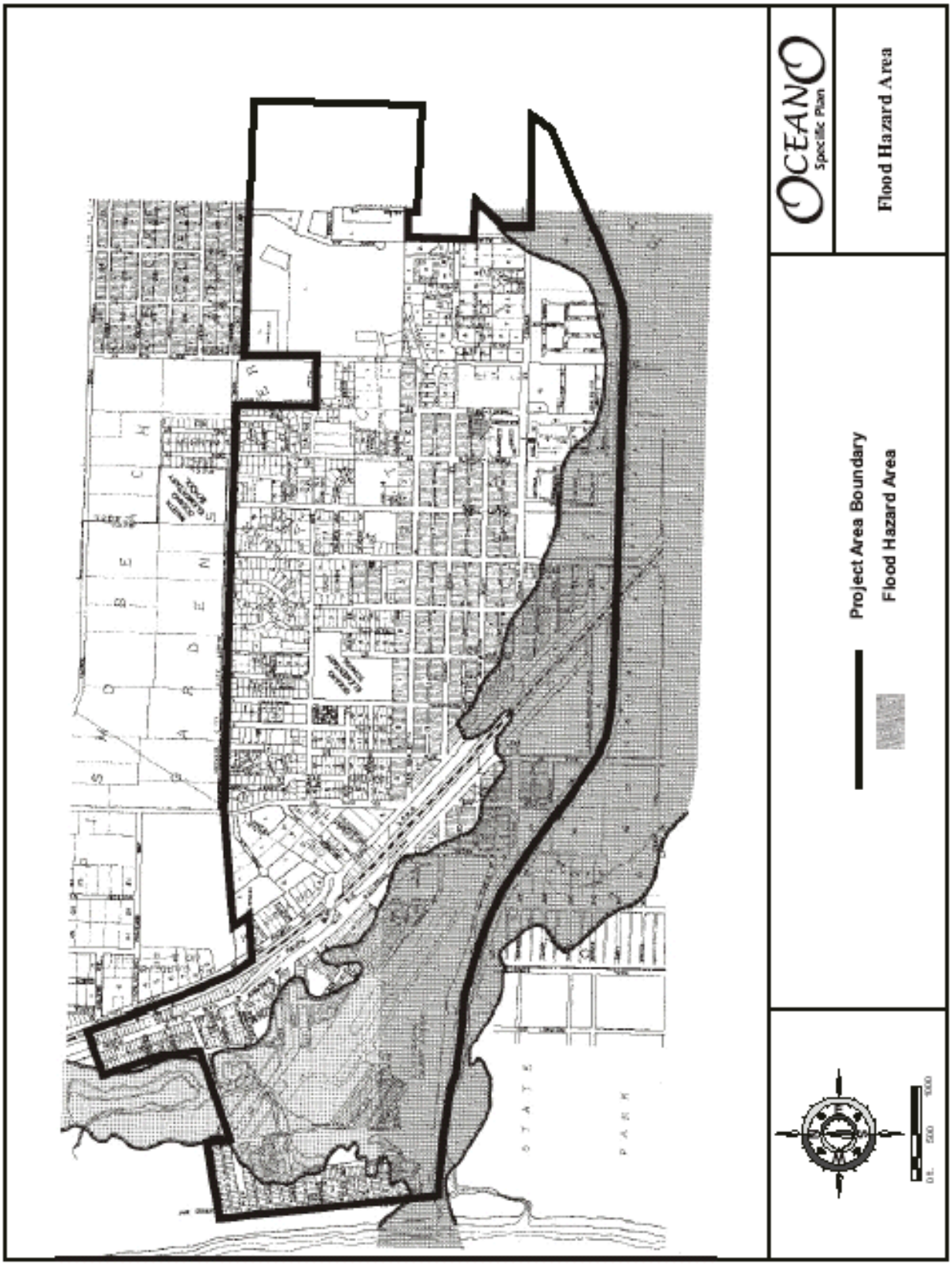
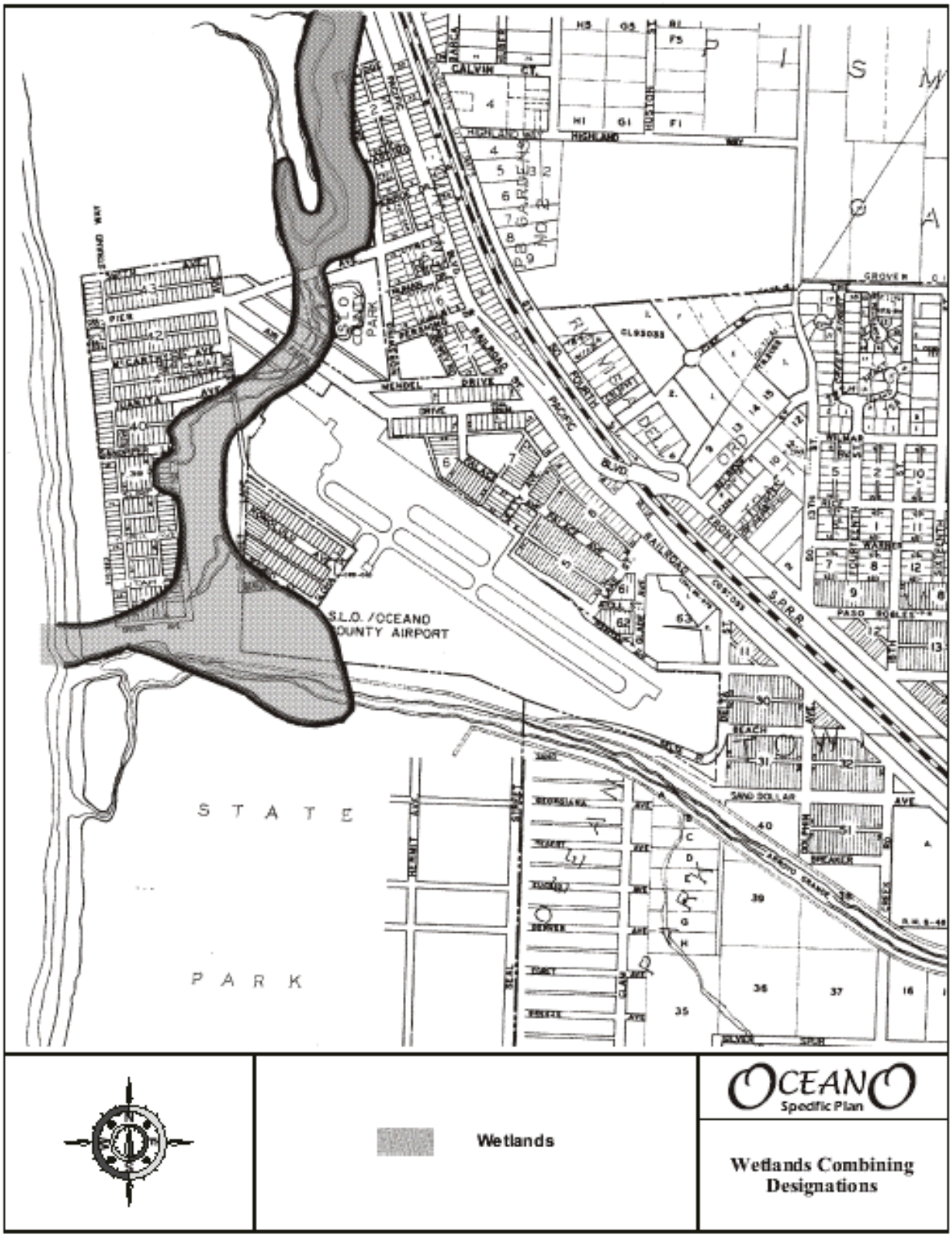
Appendix D : California Coastal Commission Coastal Development Permit Area



Appendix E : Airport Safety Zones



Appendix F: Flood Hazard Combining Designation



Appendix G: Wetlands Combining Designation