



Oceano



REVITALIZATION PLAN

FINAL REPORT | JULY 2013





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Lead Consultant

Local Government Commission (LGC)

Josh Meyer Director, Community Planning Programs
Paul Zykofsky, Associate Director
1303 J Street, Ste. 250
Sacramento, CA 95814
916.448.1198

Sub Consultants

Lisa Wise Consulting, Inc.

Lisa Wise, Principal
983 Osos Street
San Luis Obispo, CA 93401
805.595.1345

Nelson\Nygaard

Michael Moule, Principal
116 New Montgomery Street, Ste. 500
San Francisco, CA 94105
415.284.1544

Opticos Design, Inc.

Stefan Pellegrini, Principal
2100 Milvia St., Ste. 125
Berkeley, CA 94704
510.558.6957



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San Luis Obispo County Board of Supervisors

Paul Teixeira, Chairperson
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Frank R. Mecham, Board Member

Citizens Advisory Committee

Deb Geaslen
Felma Hurdle
Barbara Man
Paul Teixeira
Karen White

San Luis Obispo County Staff

Planning and Building Department Staff:

Kami Griffin, Acting Director
Nancy E. Orton, AICP, Current &
Environmental Planning Division Manager
Chuck Stevenson, AICP, Long Range
Planning Division Manager (retired)
Mike Wulkan, Supervising Planner,
Long Range Planning Division
Jamie Lopes, AICP, Planner III (retired)

Public Works Staff:

Dave Flynn, Deputy Director

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1 Introduction

A. OVERVIEW

In 2011, the County of San Luis Obispo received an Environmental Justice Planning Grant in partnership with the Local Government Commission (LGC) from the California Department of Transportation (Caltrans) to create the Oceano Revitalization Plan (Plan). Work on the Plan began in Spring, 2012. The Plan builds on the existing 2002 Oceano Specific Plan and is intended to identify actions that implement policies in the Specific Plan. Objectives of the Plan include:

1. Identifying improvements that will lead to a safer and more walkable downtown and adjacent neighborhood areas,
2. Planning for improved mobility, and
3. Creating more attractive streetscapes along Highway 1 leading to enhanced retail activity and jobs.

To identify the challenges and the opportunities faced by Oceano, the public process was designed to engage residents, agencies, elected leaders, community service organizations, and other stakeholders in an intensive and highly interactive public engagement program that included a multi-day design “charrette.” The charrette helped to produce a concise vision and implementation strategy to revitalize the Highway 1 corridor and adjacent community streets and public spaces. Figure 1.1 presents a map of the study area. To meet the identified objectives, the Plan recommends short-, medium-, and long-term infrastructure improvements and development opportunities to encourage investment and support business that meet the daily needs of residents.

Figure 1.1 Study Area Boundary



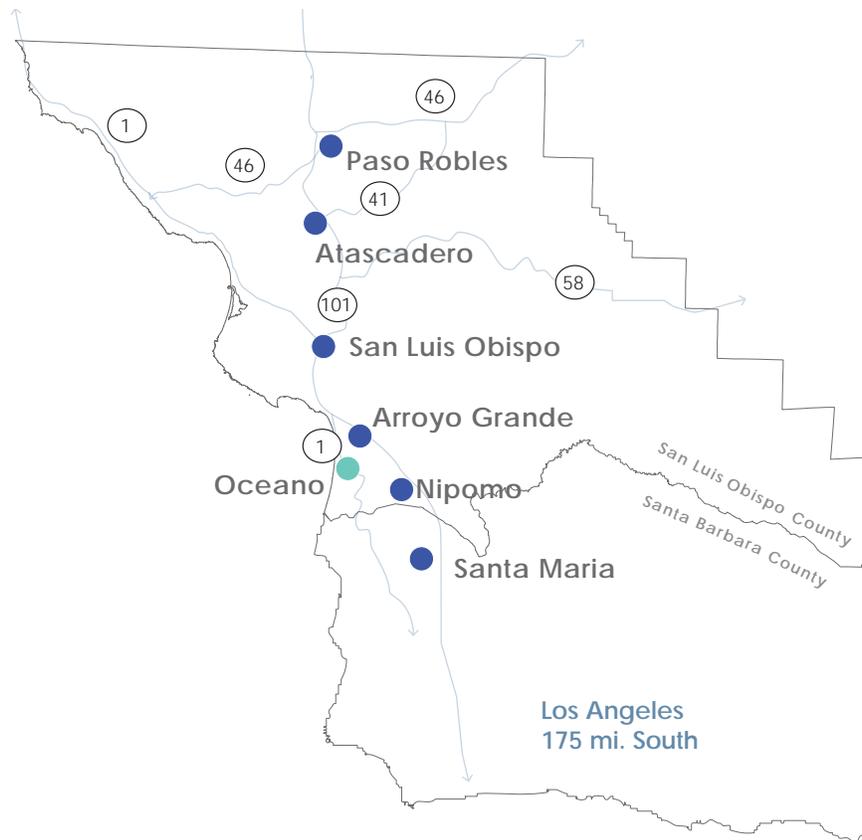
B. PLAN ORGANIZATION

The Oceano Revitalization Plan is organized into three chapters:

- Chapter 1 introduces the project and its purpose, provides basic setting information about Oceano, describes the public outreach process, and discusses issues and opportunities in the study area.
- Chapter 2 details study area design proposals for street design and traffic calming, pedestrian realm and landscaping improvements, and other key concepts.
- Chapter 3 provides the implementation framework for the design proposals presented in Chapter 2 including identification of improvements, timing, and potential funding sources.

The Appendices provide the Background and Market Research Report as well as detailed descriptions of potential funding sources, and resources and records from the community outreach process, including workshop flyers and outreach questions.

Figure 1.2 Regional Locator Map



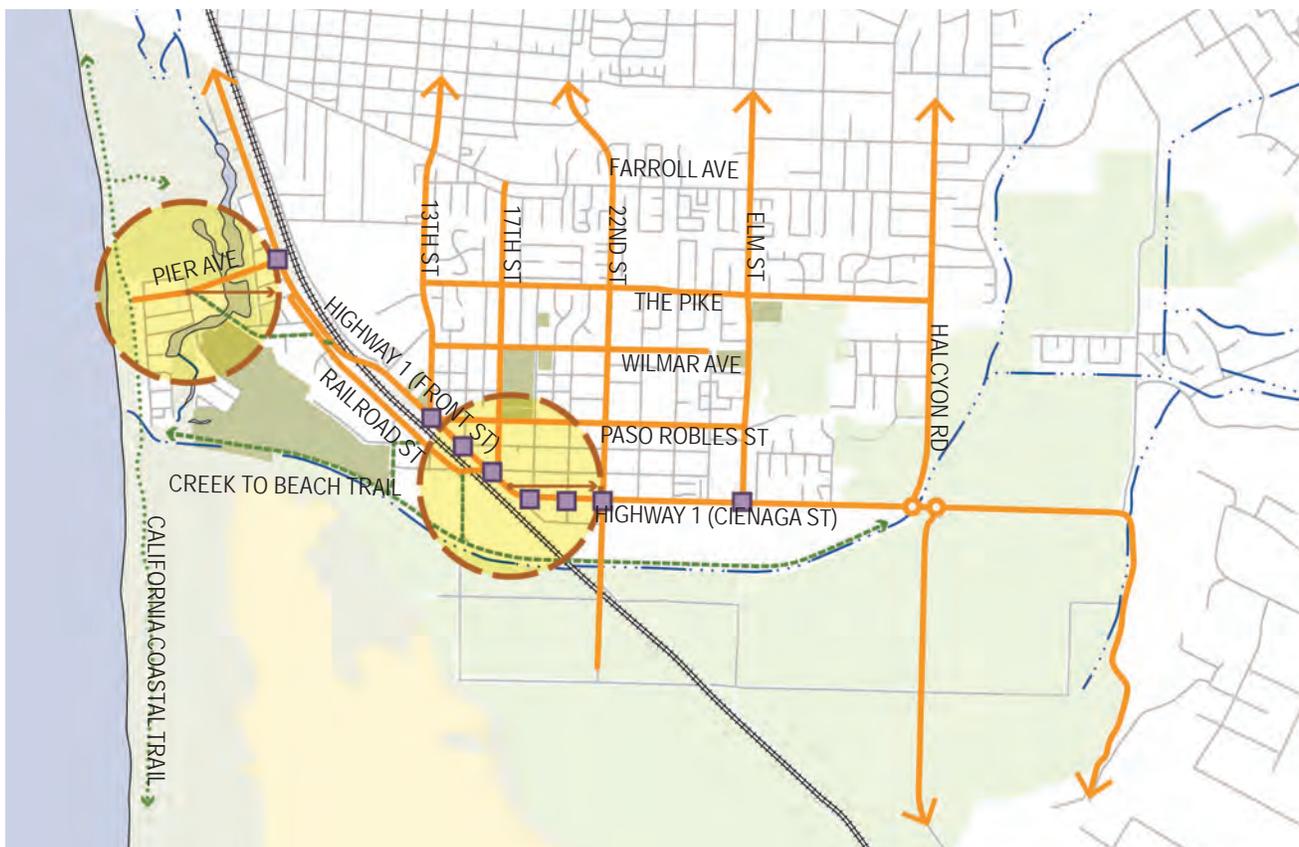
C. BACKGROUND AND EXISTING CONDITIONS

Oceano is an unincorporated community in San Luis Obispo County, located on the central coast of California. In 2010, Oceano had a population of 7,286 residents. Situated along California State Highway 1, Oceano is adjacent to the Pacific Ocean, with beach sand dunes that are part of the California State Park's Oceano Dunes State Vehicular Recreation Area (SVRA). Oceano is one of five communities which make up San Luis Obispo County's 'Five Cities', along with the Cities of Arroyo Grande, Pismo Beach, Grover Beach; and the unincorporated community, Shell Beach. Oceano is located approximately 16 miles south of the city of San Luis Obispo and 18 miles north of Santa Maria (Figure 1.2). The connectivity diagram (Figure 1.3) displays Oceano and its major streets. Oceano is laid out in a traditional grid pattern, except for an extension west to the airport, lagoon and Pier Avenue dunes gateway. There are two main commercial hubs in Oceano, along Pier Avenue west of Highway 1 and in the downtown along Highway 1. Specifically, the downtown commercial core is focused on Highway 1 between 13th Street and 21st Street and Beach Street in the blocks just east of the highway. Highway 1

also has the names Front Street and Cienaga Street for certain segments of its route through Oceano. The figure highlights significant through streets in orange, which connect neighborhoods with each other and with civic spaces and schools. These streets should be considered priorities for improvements to pedestrian and bicycle facilities. Significant intersections are marked in purple, and should be priorities for improved pedestrian crossings, such as crosswalks and curb extensions. Some may also be considered for engineered improvements to the skewed angles of the intersections as well. Finally, potential pedestrian trails are marked in green, to explore better connections to the dunes.

Oceano has a higher than average rate of residents walking to work, 7.3 percent compared to 2.8 percent Statewide. Highway 1 is the primary route for bicyclists touring the west coast. Oceano currently contains approximately 16 miles of bikeways including Class II bike lanes and Class III bike routes. The community has a strong heritage as an agricultural processing and distribution center associated with the railroad. Oceano's history as a successful agricultural community is due, in part, to its moderate annual climate and sandy soil.

Figure 1.3 Connectivity Diagram



This connectivity diagram shows the principal street network and connecting intersections (denoted by purple squares), as well as potential pedestrian trails for the community. Half-mile diameter circles show the area within which uses and destinations are a short walking distance from one another.

For generations, Oceano has housed agricultural workers, immigrants, and working class people. Nearly half of Oceano’s population is Latino or Hispanic. Oceano is more ethnically diverse and is also younger than the County overall. More than fifty percent of both the County and Oceano’s residents are of eligible working age. Oceano has a larger proportion of residents under the age of twenty than the County, with the largest cohort between the ages of 25 and 34.

Businesses in Oceano are relatively small. Over two-thirds of all businesses have between one and four employees. Although unemployment rates have been gradually decreasing since an 18.2 percent unemployment peak in 2010, Oceano has considerably higher unemployment rates when compared to the County. Despite a high rate of unemployment, on average household income has increased approximately 5 percent since the year 2000, with a median household income of \$39,843 in 2010, an increase from \$38,014. Please see Appendix B, Background and Market Research Report, Demographic Trends and Economic Conditions for more information.

Recreation opportunities are few since the only community park is peripherally located on the western edge of the community adjacent to the Lagoon. The Oceano Elementary School offers the only “play space” within the main core community. The school also accommodates a County library, adult school, health clinic and pre-school. Lucia Mar School District also owns and operates a community center building that is located adjacent to the school but a distance from the center of the community. It replaced the only community park and playground in the 1990s. The Oceano Community Services District (OCSD), Fire Department and County Sheriff substation provide a civic center a block north of the downtown but adjacent to the historically designated railroad depot.



Historic photos of Oceano



Consultant Team meeting at the sheriff's office in order to prepare for the kick off meeting held on June 12, 2012.

D. STUDY PROCESS

APPLICABLE PLANS

In order to ensure consistency of the Plan with other relevant and related projects, plans, and documents a full document review and analysis was performed prior to the initiation of the project. The consultant team reviewed several documents including, but not limited to:

- 2002 Oceano Specific Plan
- 2010 Oceano Neighborhood Analysis
- 2010 San Luis Obispo Council of Government Regional Transportation Plan- Preliminary Sustainable Communities Strategy
- 2011 San Luis Obispo County Tourism and Business Improvement District Marketing Plan
- 2012 Complete Communities Survey
- 2012 San Luis Obispo County Draft Economic Element

The full list of documents and summaries can be located in Appendix C, Background and Market Research Report.

Additionally, the Consultant Team reviewed the San Luis Obispo County 2012 Pavement Management Report and the San Luis Obispo County FY 2013-14 through FY 2017-18 Facilities and Infrastructure 5-year Capital Improvement Program. The Plan is consistent with County adopted programs and plans related to infrastructure improvements in Oceano and priorities for road maintenance and safety.

The 2012 Pavement Management Report discusses the state of roadway infrastructure in San Luis Obispo County and forecasts the necessary and needed infrastructure improvements needed to comply with County policy on pavement management. San Luis Obispo County has a three tiered ranking system for prioritizing limited County funds. First and second tier roads (determined based on frequency of use and importance for regional circulation) includes several roads within Oceano. It is the County Board of Supervisors' policy to prioritize maintenance over new construction as it is less expensive to maintain a road with a minor deficiency than make major improvements once the road has deteriorated into an inadequate condition.

The Facilities and Infrastructure 5-year Capital Improvement Program is a planning tool for San Luis Obispo County which identifies facilities and infrastructure improvements which are to be considered over a five year time frame ending in fiscal year 2017-2018. Among the projects identified by the County to receive funding over the next five years are drainage and infrastructure improvements in Oceano.

COMMUNITY VISIONING AND DESIGN CHARRETTE

The project Consultant Team studied the Highway 1 corridor and downtown area existing conditions, and developed concepts through an intensive community-based planning process known as a “charrette.” This included a concentrated series of meetings, presentations and workshops that engaged residents, stakeholders and agencies in a variety of activities to identify concerns, priorities, and craft potential transportation solutions and community revitalization strategies.

The County and Consultant Team convened an advisory group in advance of the charrette that included staff from the County, OCSD Board Members, and representatives of the Oceano Community Advisory Committee to learn about key issues and ways to engage residents in the upcoming events. Consultant Team members also conducted phone calls and met in person with individual business operators, property owners, and local leaders for further input on issues and help with publicizing the events.

Charrette events took place June 12 – 14 and July 10 – 12. The Consultant Team set up a design studio in the sheriff’s substation community room on Highway 1 and worked there daily throughout both events. The charrette included small group stakeholder meetings, evening presentations, field visits by the Consultant Team, and outreach to local businesses. Small group stakeholder meeting participants included staff from the County, Caltrans, San Luis Obispo Council of Governments (SLOCOG) and OCSD, emergency responders, the District 4 County Board Supervisor, OCSD Board Members, Oceano Community Advisory Committee members, and local business and property owners. Spanish-speaking Consultant Team members also visited downtown Hispanic businesses establishments and spoke with operators to hear their concerns and aspirations.

PUBLIC EVENTS

Public events were held at the OCSD Board Chambers on Highway 1 and kicked off with an opening workshop on Tuesday, June 12th that was attended by approximately 45 people. The workshop began with a walking assessment of the study area in which team members and participants observed streets and surroundings, noted problems and discussed potential improvements. Afterward participants described their visions for how they would like the area to be twenty years in the future and took part in an activity to identify values they held in common. Top values included:

- Small Town/Friendliness
- Community Diversity
- Beaches/Dunes/Nature
- Industry/Business Opportunity
- Community Uniqueness/Quirkiness
- Agriculture Heritage



Community members gathered to prepare for the walking audit of the Revitalization Plan study area during the June charrette.



The walking audit familiarized participants with the study area and included discussion of opportunities and limitations.



Following the walking audit, community members were asked to identify opportunity sites. Participants worked in groups and drew suggestions on aerial maps of Oceano.



Design Tables

Mesas de diseño

Table 3

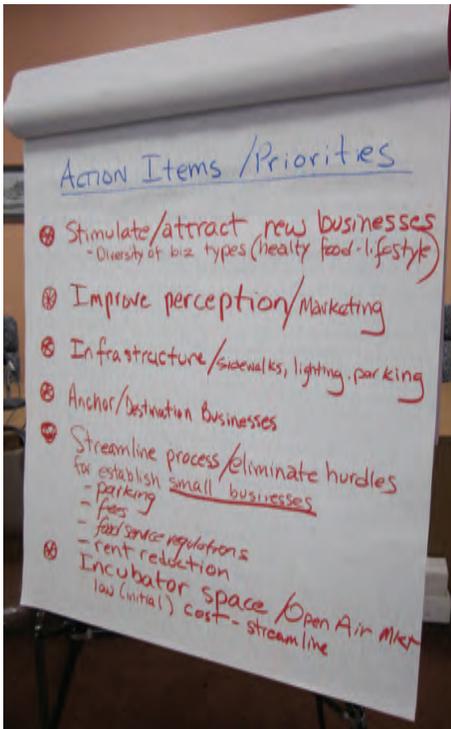


Design Tables

Mesas de diseño

Table 4





Local business owners participated in a small business meeting with the Consultant Team on Wednesday June, 13, 2012.

Participants then viewed a presentation highlighting study area issues and techniques used in other communities. After the presentation everyone broke into five groups around aerial maps, marked key locations that need attention, and considered ideas for improvements. The workshop concluded with each group presenting and explaining their maps to all the participants. Community input from design tables included:

- General Oceano comments:
 - Embrace agriculture and diversity of Oceano
 - Outdoor market opportunities
 - Embrace both tourism and resident serving uses and services
 - Fresh food
 - Local jobs and goods
 - Farming education, demonstrations
 - Increased code enforcement
- Highway 1 general improvements:
 - Traffic calming/slow down traffic
 - Street trees
 - Street lights/improved lighting
 - Better bike lanes
 - Increased number of crosswalks
 - Diagonal parking
 - Create a unique business district look
- Specific location/area improvements:
 - Landscape restoration
 - Complete sidewalks
 - Identified truck route
 - Beach path(s)
 - Crosswalks
 - Parks
 - Parking
 - Roundabout
 - Speed limit changes
 - Street lamps
 - Public plaza/open air market

The Consultant Team processed the input, sketched and tested concepts for viability, and conducted field checks. The public was invited back Thursday evening, June 14, to review initial concepts and provide feedback.

The Team returned to Oceano in July to develop more detailed strategies and designs for the study area, conduct a briefing with agency staff, and continue interviews with property owners. The preliminary plan was presented to the community Thursday evening, July 12, at a meeting of approximately 50 people. Comments included:

- Consider the potential for extending trolley service to Oceano.
- When thinking about housing in the future, consider types that can accommodate larger families/extended family.
- Closing 17th Street could help expand the triangle area into a great meeting place. This could be done soon with bollards and planters.
- Need to improve access and connections to the beach.
- There are pros and cons regarding RV access to the dunes. This brings visitors to the area, but they are passing through instead of visiting Oceano.
- Need to make sure trees and vegetation on the corridor don't get in the way, block views.
- From a safe-routes-to-school standpoint, shorter crossings and bike lanes will help. The lack of bike lanes makes it a challenge to ride.
- The creation of public space where people can hang out is important. It is an opportunity to know your neighbor.
- Oceano needs an entertainment center, something to draw visitors.
- Need to beautify the proposed fence along the west side of Highway 1.
- Seniors would like a funky area to hang out – an old town feel with eateries, craft stores, antique stores, etc.
- Need to provide adequate parking for a farmer's market or other uses for people to stop.
- Consider the noise impact of trucks going through a roundabout.
- Need features directing people coming through to the dunes and other places in town.

BUSINESS INPUT

On Wednesday, June 13, 2012, the Consultant Team hosted a meeting for local business owners at OCSD Offices. Invitations were extended to local businesses at the June 12 walking tour and public meeting, as well as through targeted phone call invitations to over twenty businesses and business organizations. Five people attended the meeting which focused on gathering first hand input from business owners and stakeholders. The small group setting utilized each participant's familiarity with the opportunities and constraints in Oceano and allowed the Consultant Team to gain insight from the



Closing question and answer portion of the July charrette.

respondents in an intimate setting. Following the meeting, additional business outreach occurred to increase the group of businesses contacted.

Business has been challenging for all business participants over the last few years. The customer base of the businesses is a mix of local residents and those from outside Oceano.

The Consultant Team used a survey questionnaire with six open-ended questions which focused on gathering information on local trends in business demand, self perceived availability of adequate space/property, as well as identifying any public improvements and investments which would benefit local businesses and enhance economic development in Oceano. The survey can be found in Appendix A.

The result of the business meeting and outreach was identification of six priority issues:

- 1) Stimulate/Attract Diverse Businesses** - Provide a series of opportunities for visitors to turn short visits into longer visits. Also include diversity in quality/price.
- 2) Address Negative Perception of Oceano** - Improve the negative perception of Oceano with branding, promotion, and a better description of what the community is about. Most of these negative perceptions are ill-founded or dated.
- 3) Infrastructure Improvements** - Infrastructure improvements could help improve the negative perceptions, stimulate more and longer tourist visits, and attract new businesses. Sidewalks, lighting, streetscapes/beautification and parking should be prioritized. The drainage and flooding issues need to be resolved.
- 4) Anchor Businesses or Attractions** - The addition of more anchor businesses like the Great American Melodrama & Vaudeville and Efren's Deli would draw more visitors and should be encouraged. More stores and businesses are needed generally.
- 5) Streamline the Process and Eliminate Hurdles for Small Businesses** - Regulatory issues that should be investigated and refined are: parking requirements, fees, food service regulations, and other incentives.
- 6) Establish an Incubator Space** - Create co-locating opportunities for new/small businesses at a reduced cost. Several businesses could share small spaces at lower rents to help stimulate growth, diversity and provide jobs.

In the months following the charrette, the Consultant Team refined the concepts, completed drawings and prepared recommendations for near-term improvements and longer-range, physical design and economic development strategies.

E. ISSUES AND OPPORTUNITIES

INTRODUCTION

Based on input received from the community and assessment of the existing conditions in Oceano the Consultant Team identified the following key opportunities and issues to be addressed by this Plan.

KEY OPPORTUNITIES

EXISTING RECREATIONAL OPPORTUNITIES AND ACTIVITY NODES

The natural amenities of the beach, dunes and land within the State Parks are major attractions within Oceano. The amenities provide a draw for tourism and recreational opportunities for Oceano residents. The ability to capture more business from tourists is a major opportunity for Oceano.

There are two main activity nodes (Figure 1.4) in Oceano that provide commercial amenities to visitors and residents. The first node is along Pier Avenue in the northern part of Oceano and the other is centered on Highway 1 and Beach Street in this Plan's study area.

In addition to these two activity nodes, there are other amenities scattered along Highway 1 including the Oceano Depot, Fire and Police Stations and other small commercial spaces.

PIER AVENUE

Pier Avenue, a County maintained road, provides a mix of restaurants, retail stores and commercial uses. The commercial services provided on Pier Avenue cater to the visitors and residents alike. The mix of restaurants, retail shops and commercial services is within easy reach of the Pismo State Beach and campgrounds.

HIGHWAY 1 AND BEACH STREET

The second node centered on Highway 1, a State maintained road, and Beach Street, a County maintained road, is a concentration of active commercial space, the post office and the community's Catholic church. Within a short walking distance, are the Great American Melodrama & Vaudeville, a fresh fruit stand, a small grocery store and a community health center. This area is a center of activity throughout the week.

KEY ISSUES

LACK OF COHESIVE IDENTITY AND CENTER

Although Oceano offers many amenities, those amenities are lost in the context of the overall Highway 1 experience, a situation that does not actively encourage residents and visitors to patronize

Figure 1.4 Activity Nodes



The half-mile diameter circles above show the area that is within a quarter-mile from the center, the distance most people are willing to walk to destinations on a regular basis.

Road Jurisdiction

Responsibility for design, installation and maintenance of roads in Oceano is shared by multiple agencies. Alleys are private, other roads and streets are County and Highway 1 is State (Caltrans). All proposed improvements proposed within the right of way in this document, including pedestrian amenities, will require permit approval from the respective agencies and potentially ongoing funding for operations and maintenance.



Lack of crosswalks and consistent sidewalk infrastructure leads to challenging and potentially hazardous walking environments.

the community’s businesses. The downtown has few signs of prosperity and many indications of marginal success or minimal stability. The industrial area along the west side of the highway is limited to a few businesses that process and distribute crops, and a small informal produce vendor. On many levels, Highway 1 lacks a cohesive identity which could help to make it more distinctive and appealing:

- Gateways do not clearly and easily identify the portions of Highway 1 that are in Oceano. In addition, the commercial core between the intersections of Highway 1 and 13th Street and Highway 1 and 21st Street is not clearly identifiable.
- The use and application of pedestrian-scaled elements, such as storefront windows, building canopies, and pedestrian-scaled signage is irregular.
- The west side of Highway 1 consists mainly of vacant or underutilized property and is inconsistent with the east side’s mix of commercial uses.

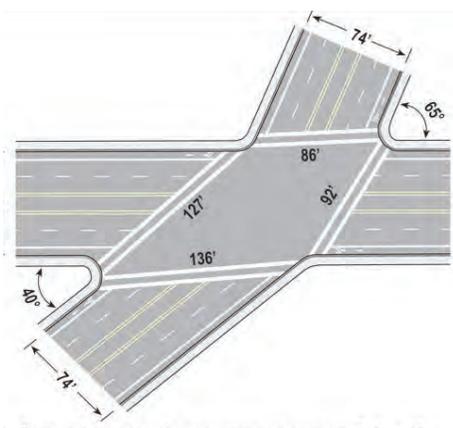
PEDESTRIAN REALM

Oceano has an inconsistent network of sidewalks within and outside the study area. (See Figure 1.5) The right-of-way offers sufficient width along the roadway for sidewalks. In residential areas sidewalks are intermittent, non-existent and located inconsistently relative to the edge of the right-of-way. In commercial areas sidewalks are often interrupted by signage posts and other obstructions. Pedestrian travel can be made more accessible by simply ensuring that all sidewalks allow a consistent, minimum five-foot “through zone,” and constraining all lighting and streetscape elements to a clearly defined curb-edge zone as called for in the County Public Works Standards.

Along Highway 1 there is a continuous sidewalk along the eastern edge, however the sidewalk varies in both character and maintenance. Along the west side of Highway 1 and within the residential and industrial areas, sidewalks are intermittently placed and often are not aligned from parcel to parcel. The inconsistent sidewalks are a barrier to pedestrians.

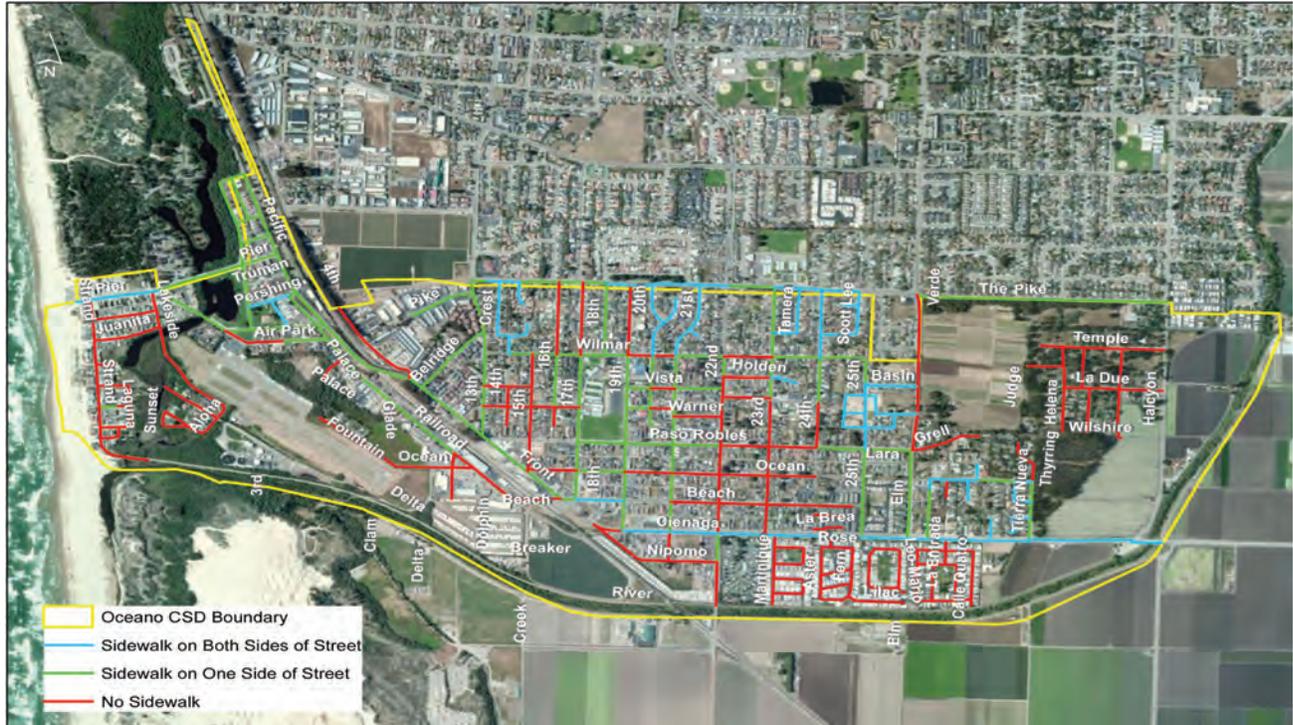
Several of the main streets intersecting Highway 1 in the core of Oceano meet the highway at skewed angles creating wide crossings for pedestrians, contributing to higher vehicle turning speeds, and creating sight challenges between motorists and between motorists and pedestrians. These angled intersections combined with the lack of crosswalks deters walking.

Along Highway 1 the existing sidewalks do not have a consistent set of pedestrian amenities such as a street lights and street furniture. These inconsistencies in the pedestrian realm contribute to the lack of a sense of place for the community. Similarly, the railroad crossing at the intersection of Highway 1 and Railroad Street does not currently provide a sidewalk or other pedestrian amenities.



Skewed intersections deter pedestrians and contribute to increased turning speeds.

Figure 1.5 Oceano Existing Sidewalk Inventory



Source: San Luis Obispo County, 2011

TRUCK TRAFFIC

The community of Oceano has a rich agricultural history. In the past produce was packaged in Oceano and placed in train cars for delivery across the country. Over time trucks have replaced the use of the railroad to deliver produce. Truck traffic is mainly located along Highway 1 and Railroad Street within the study area. This truck traffic presents some conflicts with bicyclists using Highway 1 for local and regional travel and with pedestrians walking along and crossing Highway 1. With many trucks utilizing Highway 1 through Oceano, the user experience could be improved to encourage walking and bicycling and to make downtown more inviting for residents and visitors. The conflicts with truck traffic are issues that must be addressed, however recommended changes must be balanced with the need for trucks to maintain access to and from the agricultural processing centers and the regional highway systems.

SPEEDING

The community noted that speeding was considered an issue along Highway 1 and the adjacent neighborhood streets. The local Elementary School and the commercial activity node at the intersection of Highway 1, 17th Street and Beach Streets and other intersections with Highway 1 are areas of high pedestrian activity and are in need of traffic calming measures to provide a safer environment for all users. Current speeds on Highway 1 are posted as 30 miles per hour between Pershing Drive and 22nd Street. Design concepts presented in the next chapter include elements that will encourage appropriate motor vehicle speeds on the highway through Oceano.



Oceano residents and visitors do not have adequate or safe access to beach amenities.

BEACH ACCESS

Oceano is located within close proximity to Oceano Dunes SVRA and Pismo State Beach but lacks easy and direct access to the beach for pedestrians and bicyclists.

In the southern portion of the study area, the existing levee system is used informally to access the dunes and beach but is not maintained or designed for such use. Users often access the levee system from 23rd street or by crossing Highway 1 at Railroad Street.

In the northern portion of the study area many beach users use the Highway 1 overpass to get over the railroad tracks, but are faced with no sidewalk on the northern edge where an informal path has been made down the steep embankment. Caltrans has a project programmed in 2014 to address this issue. See Chapter 2, page 20 for full description of work.

2 Study Area Design Concepts

A. OVERVIEW

This Chapter provides proposed infrastructure upgrades and designs for improving the public realm in the study area. The proposed improvements build on existing nodes of activity and anticipate collaboration with other improvement projects planned in Oceano. The recommendations for the study area include civic improvements, streetscape enhancements, and circulation upgrades aimed at creating a safe and active corridor with distinctive character and attractive investment opportunities.

The designs proposed in this Chapter were developed to address issues identified during the community outreach process and additionally in response to the key issues and opportunities described in Chapter 1. It should be noted, however, that all design concepts introduced in this chapter must undergo further study to ensure that recommendations meet safety and design standards. Caltrans, the County of San Luis Obispo, and other agencies should be consulted during the design and development phase of all proposed projects to ensure any and all required design exceptions, encroachment permits, and approvals are obtained early on to avoid any delays or costly setbacks.

B. BUILD ON THE CORE

Oceano will benefit the most from encouraging development around its current core and building on programmed investments. Early priorities for improvement address short-term needs and reinforce assets of the community. Figure 2.1 provides an overview of near-term recommended improvements. Building on anticipated drainage improvements at 13th Street, improvements shown at this intersection include extending curbs to improve pedestrian crossing safety, completion of sidewalks, streetscape improvements, and the potential for redevelopment and infill on the lots surrounding the intersection. Improvements shown at Beach Street reclaim redundant street pavement for public space, to build on the existing triangle park and a hub of community activity. Railroad Street undergoes a small extension to allow a safer, perpendicular intersection with Highway 1.

South of 13th Street along Highway 1 both sides of the highway could be very quickly transformed by small improvements to the streetscape: increasing lighting, adding planter boxes, and street furniture.

As additional opportunities for new development arise, Oceano will benefit from encouraging growth that extends out from its current core. In the longer term, additional activity could be introduced to the western edge of the street by renovating existing buildings or introducing new structures as well as construction of sidewalk (See Figure 2.2). Additional sidewalk and curb extensions are installed on the streets connecting to Highway 1 on the east side of the highway and infill residential and commercial development can reinforce

Figure 2.1 Build on the Core: Establish Gateways



The illustrative plan above shows the conversion of the skewed intersections with curb extensions at 13th Street, Paso Robles Street and Beach Street to right angles with Highway 1 to improve conditions for pedestrians and motorists, promote opportunities for newly enhanced development of adjacent properties, and form north and south gateways into downtown Oceano.

the existing businesses. New offstreet parking is tucked behind buildings to maintain a vibrant frontage of buildings and landscaping.

By building new businesses around the intersection of Highway 1 and Beach, the concentration of activity will provide a starting place to add to. Additional improvements in this area could include more permanent changes to create civic space and establishment of a permanent location for a farmers' market near this intersection or on the west side of the highway (See Figure 2.3). Infill, parking, and streetscaping beyond Highway 1 will continue to connect the main commercial areas to the neighborhoods to the east. As the core becomes more established, a median may also be introduced on Highway 1 between 19th and 22nd Streets to denote a gateway into Oceano.

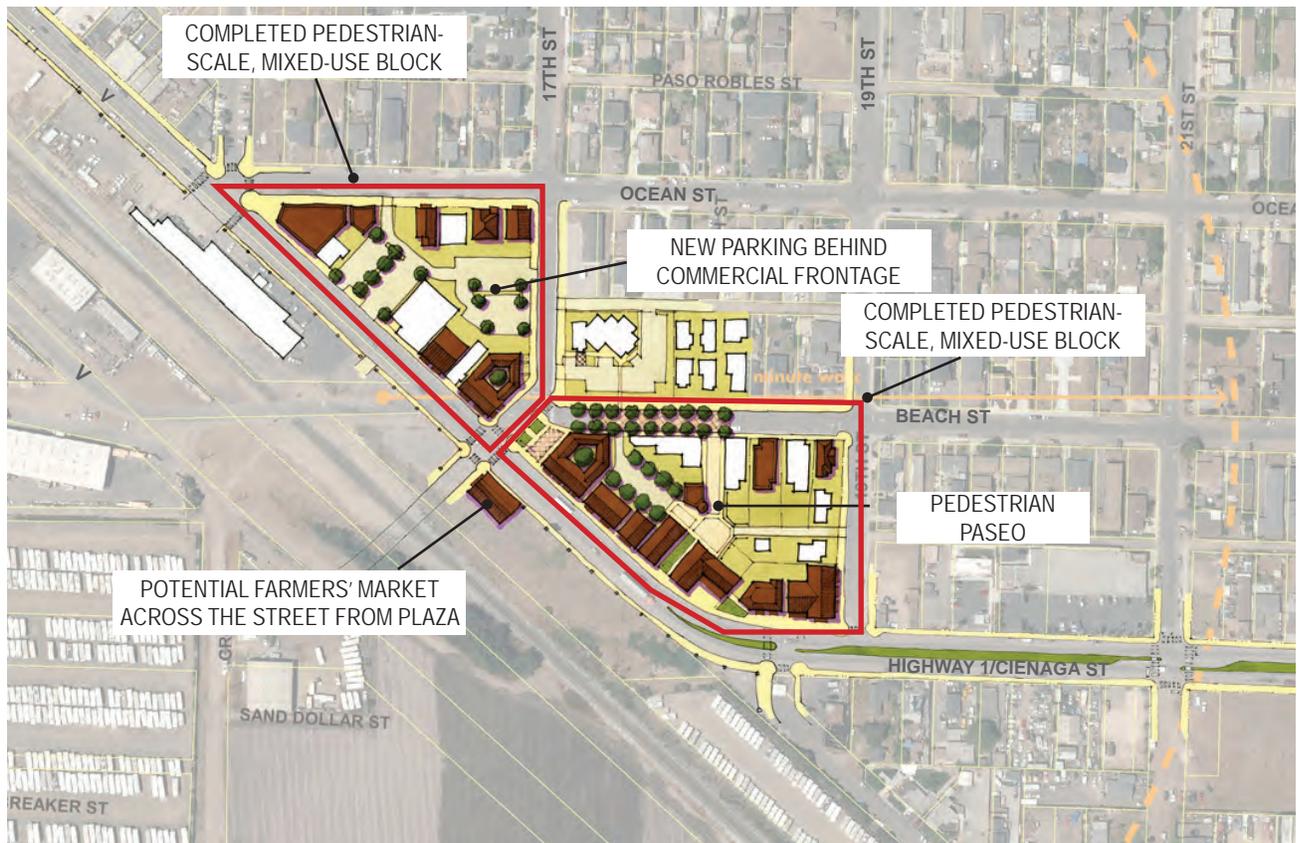
C. DESIGN FRAMEWORK

This section describes design proposals and improvements to the study area from north to south (See Figure 2.4 through Figure 2.23). The downtown commercial core is located in the heart of the study area and includes Highway 1 between 13th and 21st streets and Beach Street east of the Highway. The illustrations show street cross-sections, plan view drawings, and renderings of intersections, drawings of streetscaping and other design proposals, as well as some existing conditions information and photographs to illustrate the improvements. Each specific location or segment of the study area is shown on a locator map at the beginning of the section that describes its design proposals. Many of the design proposals are intended to build on existing roadway conditions for reasons related to cost, time required, and, in some cases, physical constraints. Approval of the proposed designs and dimensions, including roundabouts, sidewalks, bike lanes, street furniture, and cross walks is contingent upon adherence to Caltrans design standards, where applicable, and lead agency approval. Deviation from Caltrans standards would require design exceptions

Figure 2.2 Grow Out From the Core - North



Figure 2.3 Grow Out from the Core - South



from the agency. Projects must also comply with all relative federal and state laws, such as the Americans with Disabilities Act, NEPA, and CEQA, and may require an encroachment permit. Final decisions about the design of each improvement would occur during the permitting process.



HIGHWAY 1 OVERPASS NORTH OF 4TH STREET

Participants in the design charrette raised concerns about the Highway 1 overpass for pedestrian and bicycle access. The proposed changes at this location include lane width reductions from 13 feet to 11 feet and changes to striping to accommodate bike lanes in both directions (See Figure 2.4). Re-striping is a relatively low cost measure that does not require changes to the width of the roadway or property acquisition.

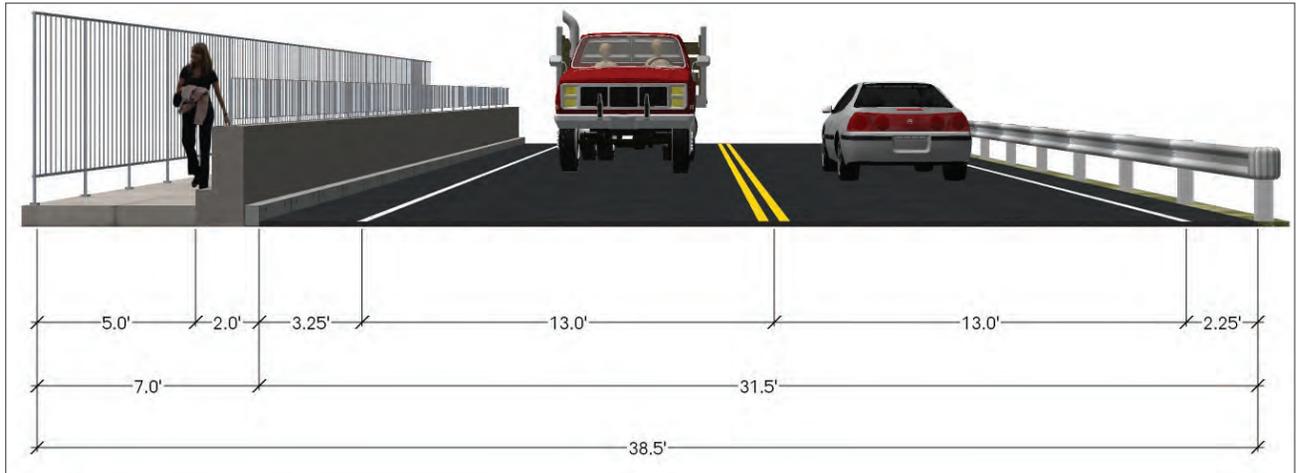
The narrower lanes are wide enough to accommodate trucks and would encourage slower speeds consistent with the 30 mile per hour posted speed limit for this area. The bicycle lanes would create space for bicyclists and provide buffer space between motor vehicle travel lanes and the sidewalk.

Work is currently programmed by Caltrans at this location. It will include construction of an Americans with Disability Act (ADA) compliant sidewalk on the ocean side of the overpass/highway. It will be five-foot in width and approximately 1,100 feet in length extending towards Belridge Street along Highway 1. Associated work at the overpass will include retaining walls to support the sidewalk. It should be noted that Caltrans is undergoing discussion with the County Public Works Department to contribute these funds toward a larger countywide improvement project for Highway 1. The County would assume responsibility for ensuring all ADA required improvements are made.

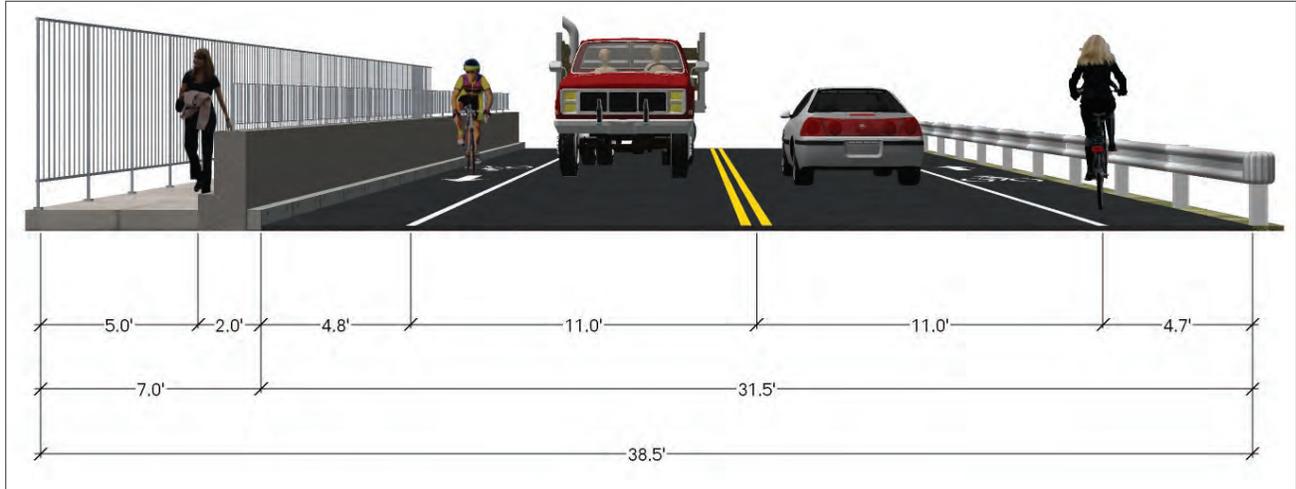
Highway 1 and 4th Street would be a good location for signage or other gateway treatment. Gateways both establish identity and signify the transition of a roadway into a community, thus slowing traffic, improving the quality of the main street, and inviting visitors to explore the place.

Gateways can take various forms. They can be as simple as new signage and coordinated landscaping. However, the most effective gateways also often capitalize on some change to the roadway itself, both visibly and physically encouraging passing motorists to slow as they enter the community. If a physical gateway monument is proposed, Caltrans should be consulted early in the design stages to ensure that State requirements are met.

Figure 2.4 Highway 1 Overpass North of 4th Street

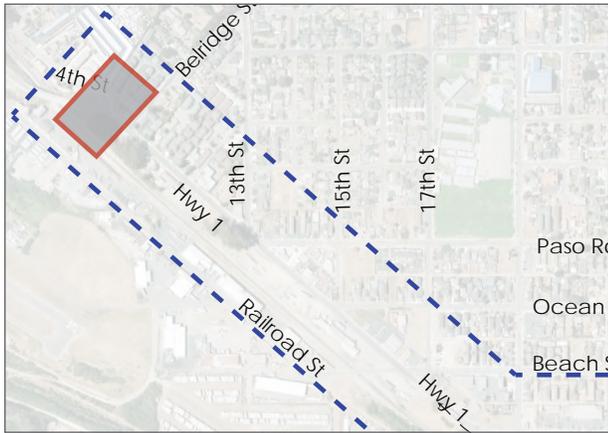


Existing Cross Section



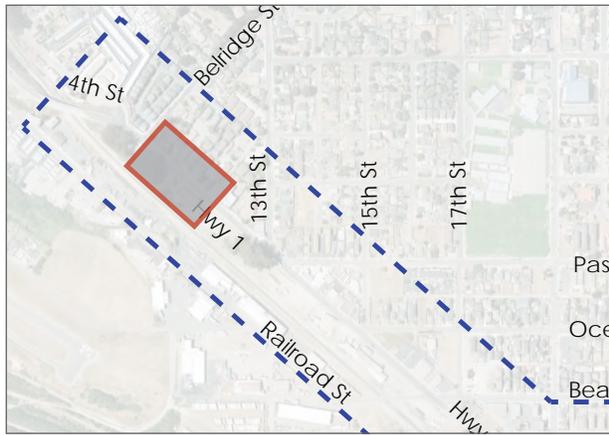
Proposed Cross Section

HIGHWAY 1 BETWEEN 4TH STREET & BELRIDGE STREET



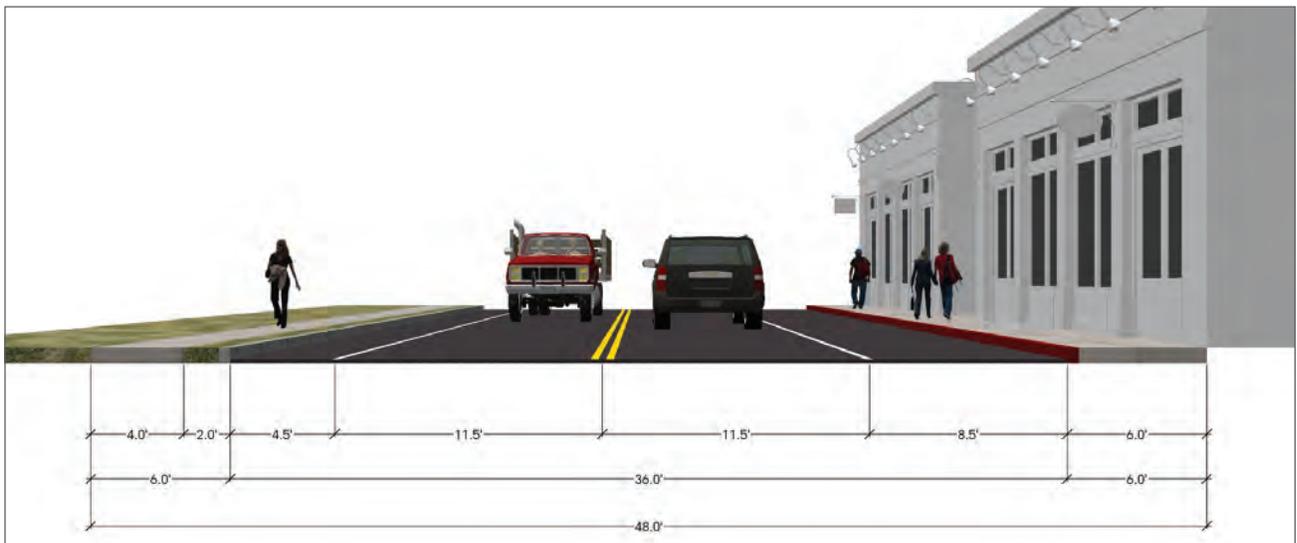
When motorists enter Oceano at 4th Street a reduction in lane width will encourage them to reduce their speeds. The need for a left-turn lane at this location makes it challenging to accommodate bicycle lanes in both directions. However, it appears that by reducing the lane width with careful restriping, there is enough room for bike lanes in both directions.

HIGHWAY 1 BETWEEN BELRIDGE STREET & OCSD BUILDING

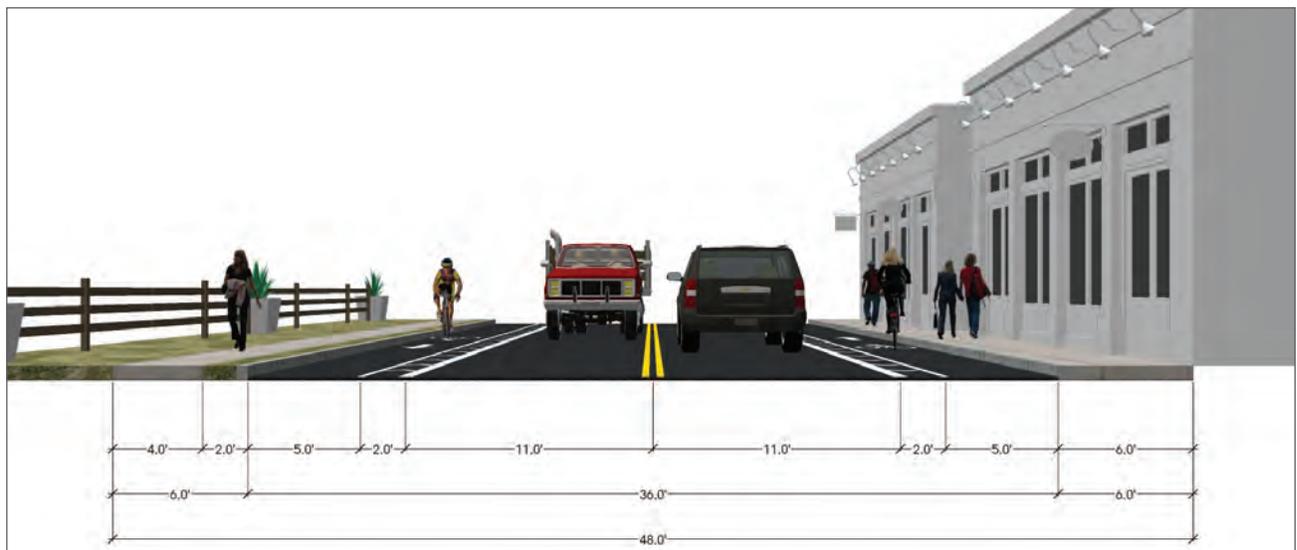


A small reduction in lane width along this section of the highway will accommodate bike lanes in both directions and continue to slow traffic through downtown (see Figure 2.5). The figure indicates the potential for simple, low height split rail fencing and landscaping along the west side to help demarcate the public street edge and facilitate the sense of a two-sided street.

Figure 2.5 Highway 1 between Belridge Street and OCSD Building

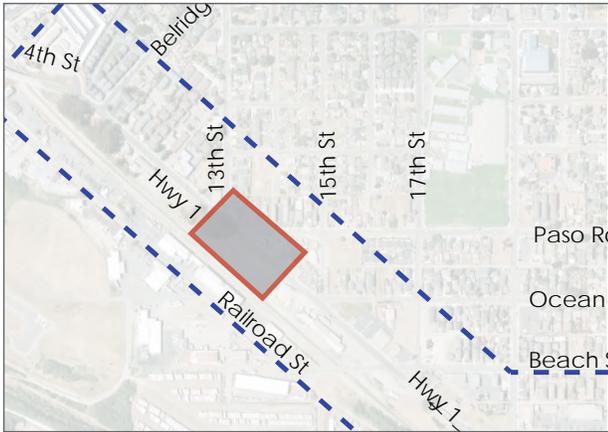


Existing Cross Section



Proposed Cross Section

HIGHWAY 1 BETWEEN OCSD BUILDING & RAILROAD STREET

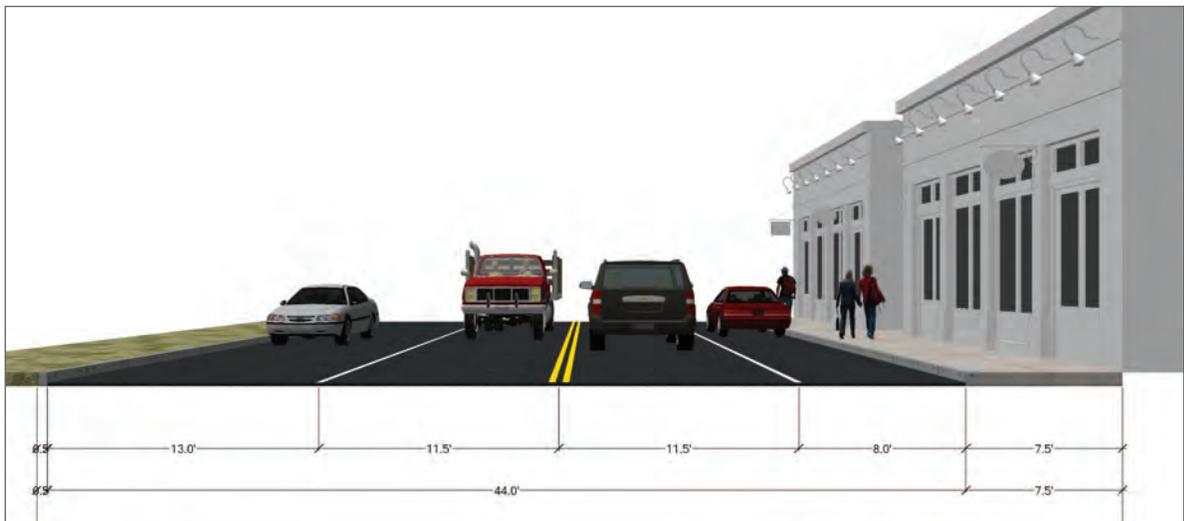


This section of Highway 1 travels through the core of downtown Oceano. Figure 2.6 presents both short-term and long-term options for this segment of roadway. The short-term scenario would reduce travel lane widths from 11.5 to 11 feet and add five-foot bicycle lanes in both directions. Parking would be eliminated on the west side of the highway to provide space for the southbound bicycle lane. A painted buffer is included between the northbound bicycle lane and parallel parking, providing separation from the door zone of parked cars. A painted buffer is also shown between the southbound bicycle lane providing separation from the vehicle travel lane.

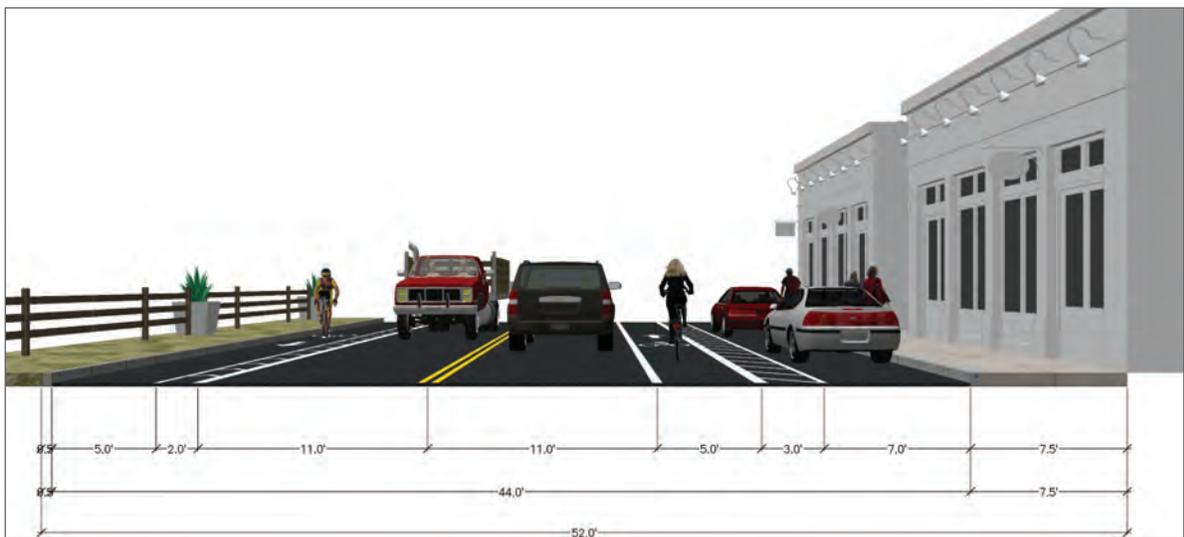
Short term streetscaping improvements to Highway 1 could include a pattern of attractive fencing, planter boxes, and lighting along the west side of the street where the back of a future sidewalk might be located. These additions would help define an edge on the west side of the roadway, providing the feel of a “two-sided main street.” Although the improvements would require approval from the lead agency and coordination with property owners, they would likely make all properties along the street more viable and provide collective benefits (See Figure 2.7 and Figure 2.8).

As redevelopment and new building projects start to take place on the west side of the highway, a sidewalk and parking lane could be built on the west side of the existing drainage location, which would be maintained as a valley gutter. Approximately 13 feet of additional right-of-way would be needed to accommodate sidewalk and on-street parking. Figure 2.7 presents two possible configurations for development of the additional right-of-way.

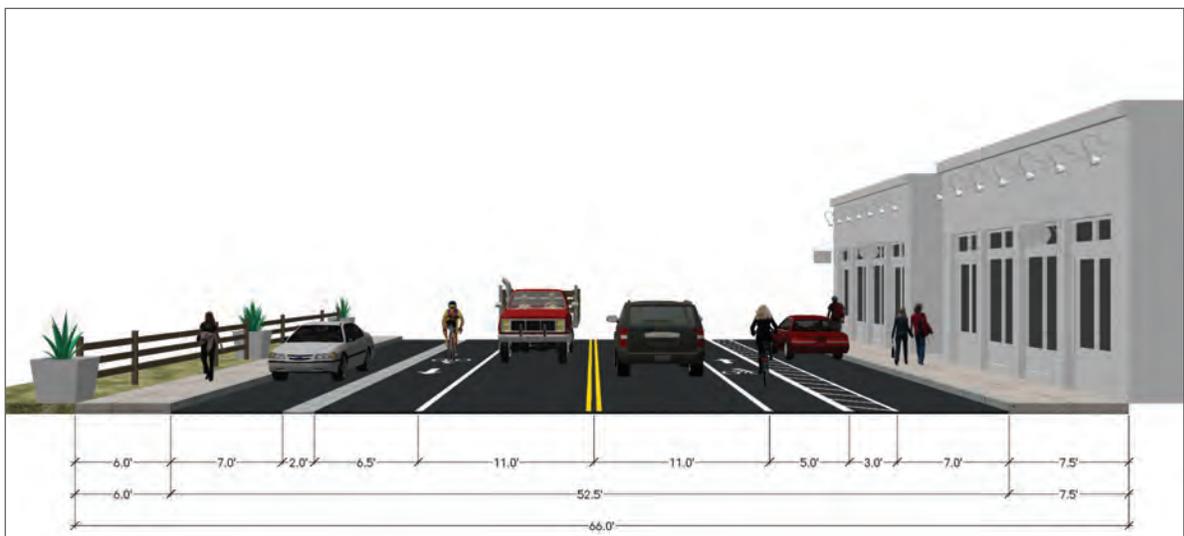
Figure 2.6 Highway 1 between OCSD Building and Railroad Street



Existing Cross Section

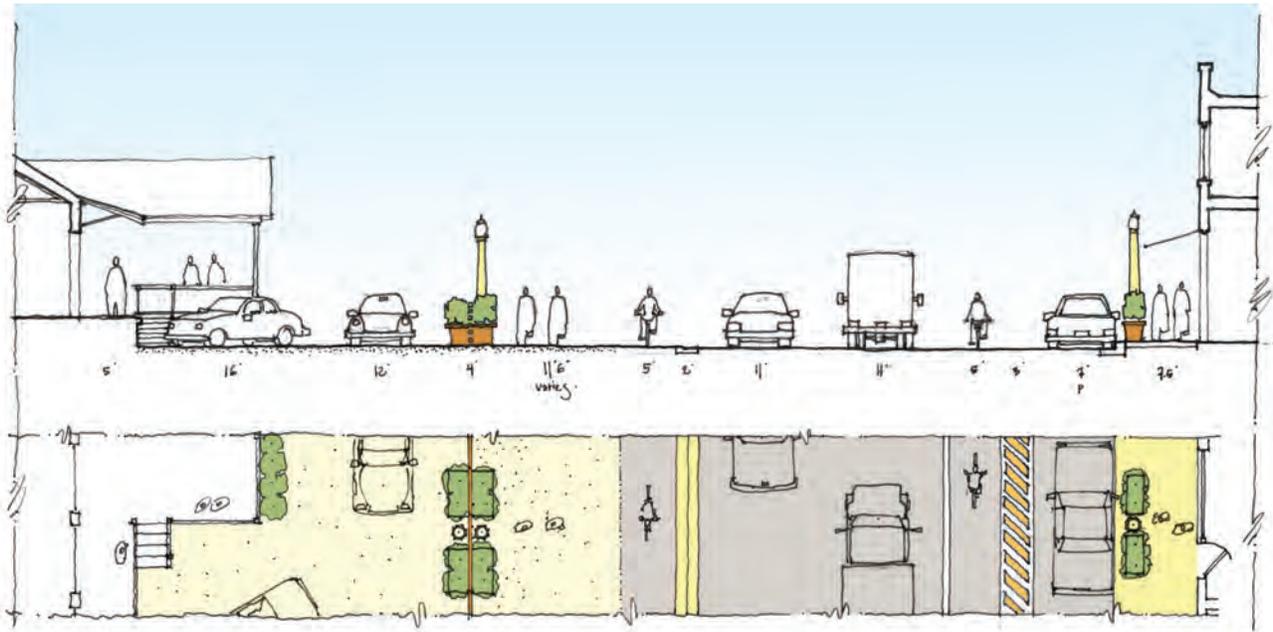


Proposed Cross Section (Short-Term)

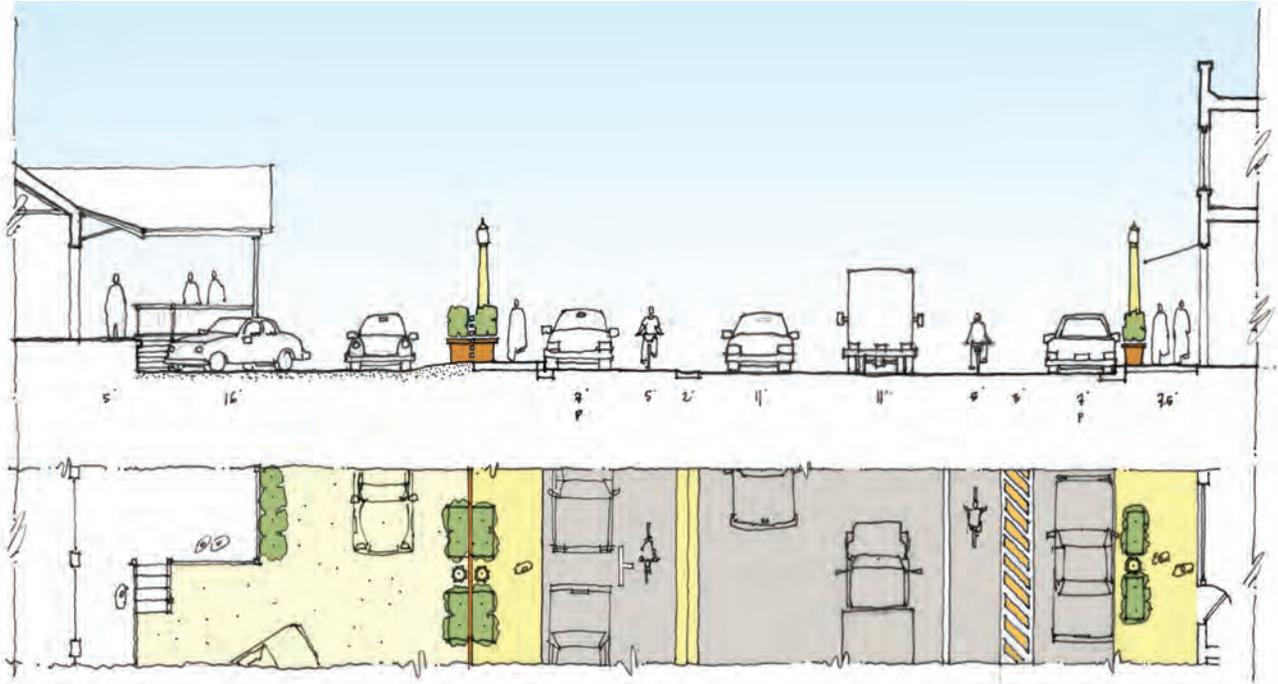


Proposed Cross Section (Long-Term)

Figure 2.7 Highway 1 Streetscape Cross-Section Options



Cross-section of Highway 1 facing north, with a wide sidewalk and adjacent bicycle lane on the west side.



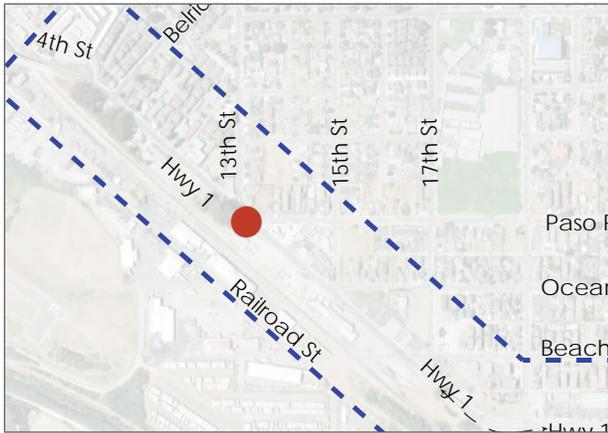
Alternative cross-section of Highway 1 facing north, with a smaller sidewalk and curb adjacent on-street parking.

Figure 2.8 Existing and Proposed - Highway 1 Streetscape



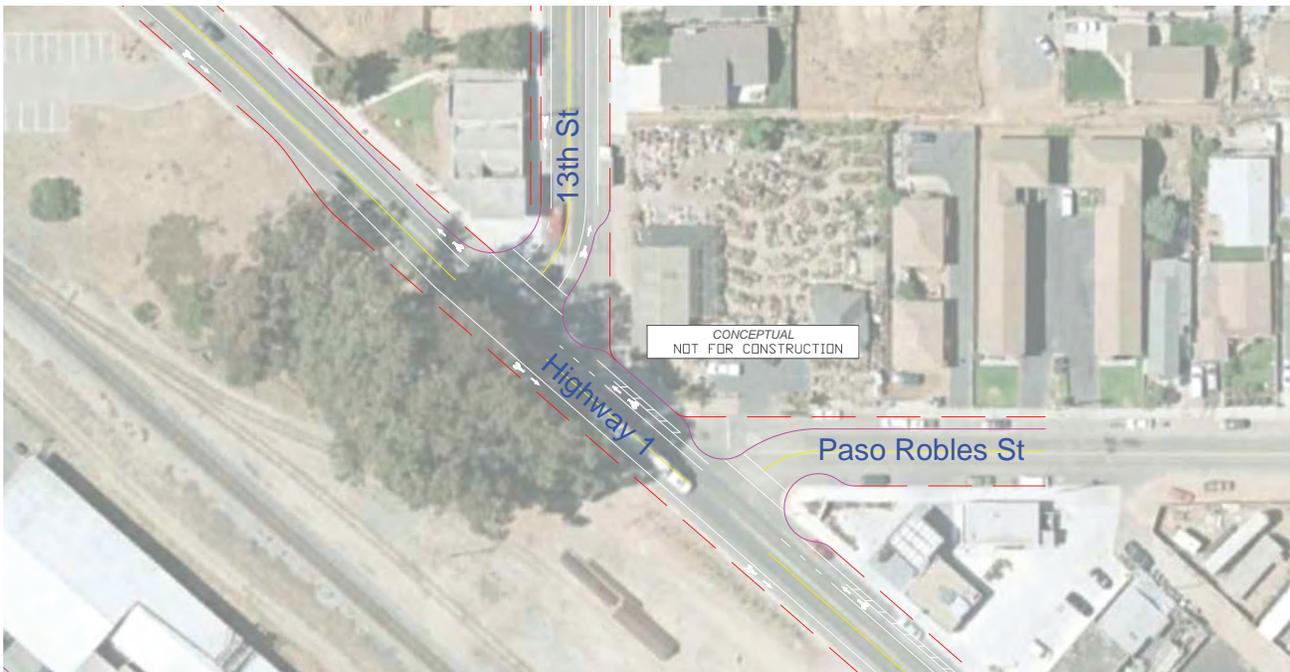
Existing photo and perspective of Highway 1/Front Street facing south, with bicycle lanes, on-street parking, sidewalks, planters and streetlights on both sides.

HIGHWAY 1 AT 13TH STREET & PASO ROBLES STREET INTERSECTION

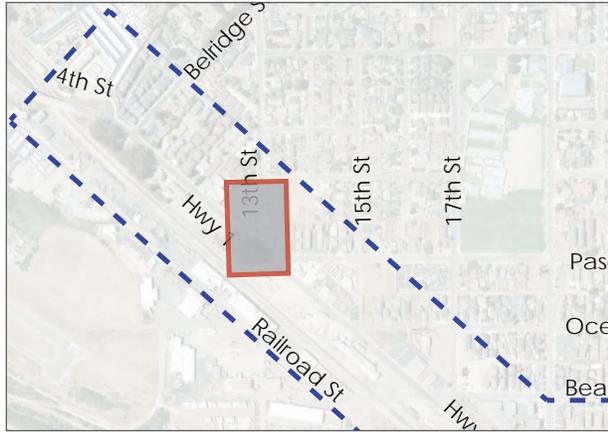


Planned drainage infrastructure improvements at Highway 1 and 13th Street suggests an opportunity to concurrently improve the intersection’s safety for pedestrians. Curbs could be rebuilt to make 13th and Paso Robles Streets both intersect with Highway 1 at perpendicular angles. This would slow vehicle turning speeds, and improve sight lines for crossing pedestrians and vehicles turning on and off the highway. High visibility crosswalks and curb extensions should be implemented as well to shorten pedestrian crossing distances and increase driver likelihood to yield (See Figure 2.9).

Figure 2.9 Highway 1 at 13th Street and Paso Robles Street

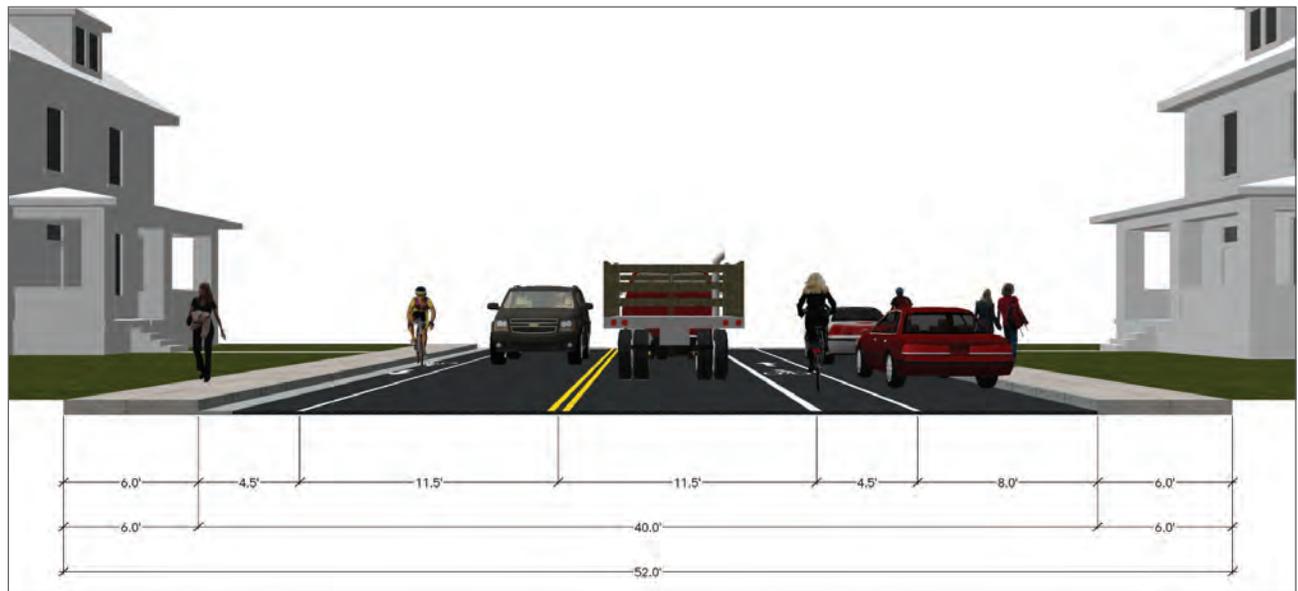


13TH STREET AT HIGHWAY 1

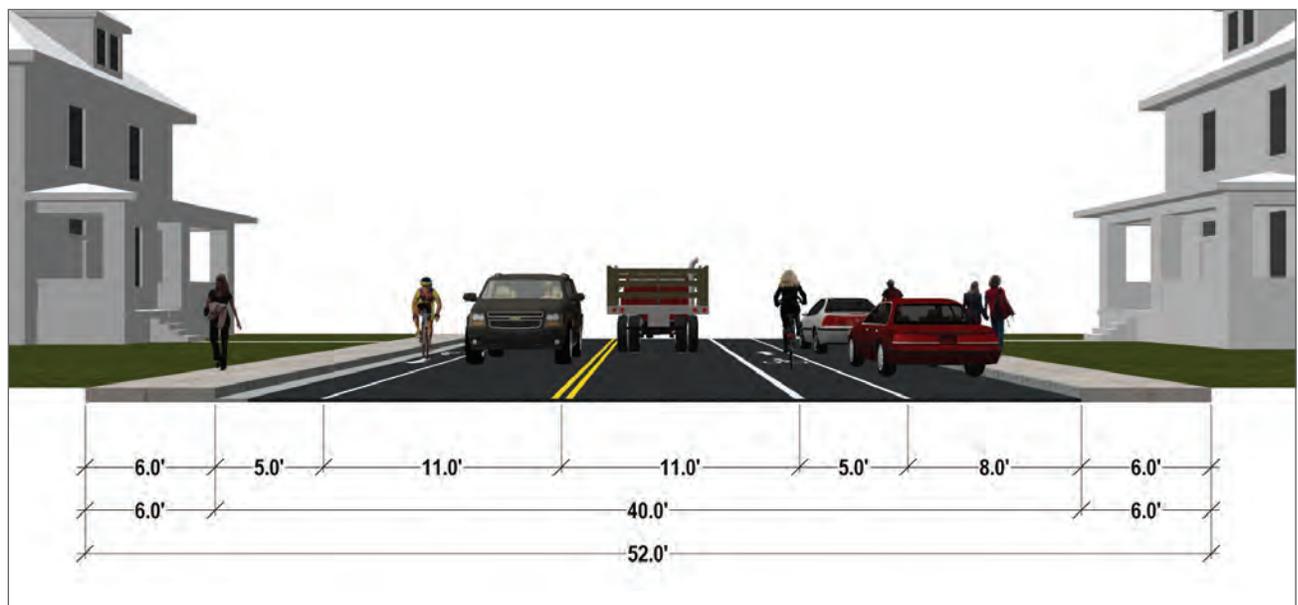


13th Street can be restriped to reduce the travel lanes from 11.5 feet to 11 feet in width to allow an increase in the width of the bicycle lanes to better serve bicyclists as shown on Figure 2.10. Narrower vehicle lanes are appropriate on slow speed, low volume streets. A three-foot buffer could also be added between the bike lane and parked cars on the side of the street with on street parking to reduce conflicts with opening car doors.

Figure 2.10 13th Street at Highway 1

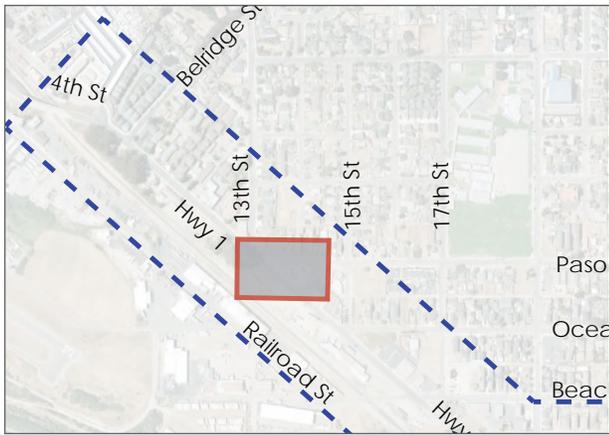


Existing Cross Section



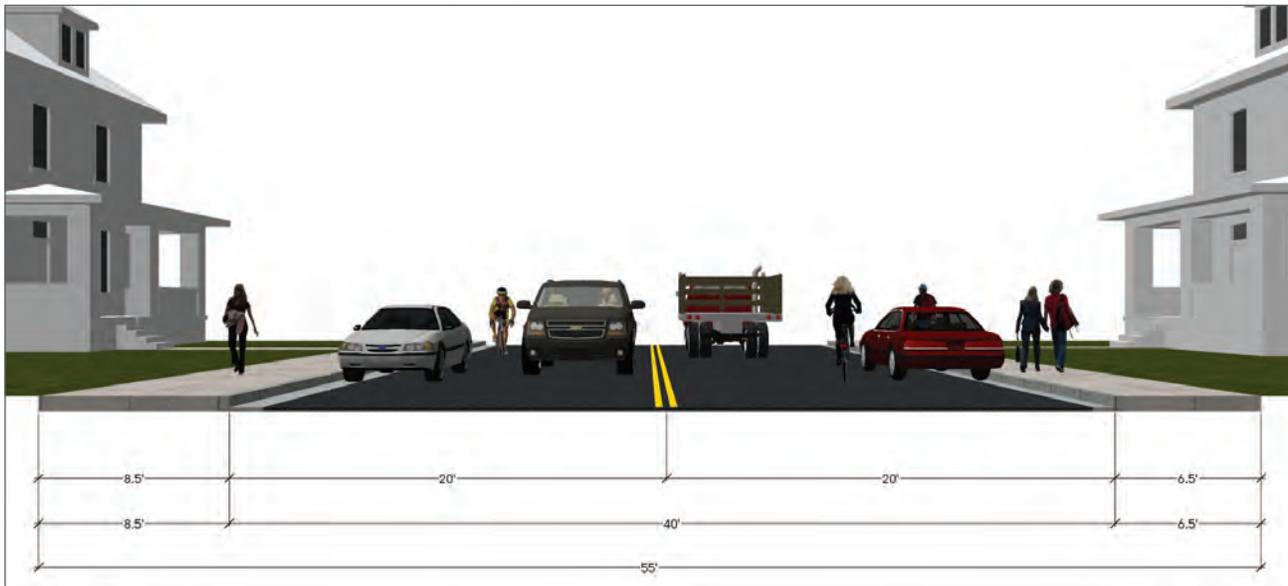
Proposed Cross Section

PASO ROBLES AT HIGHWAY 1

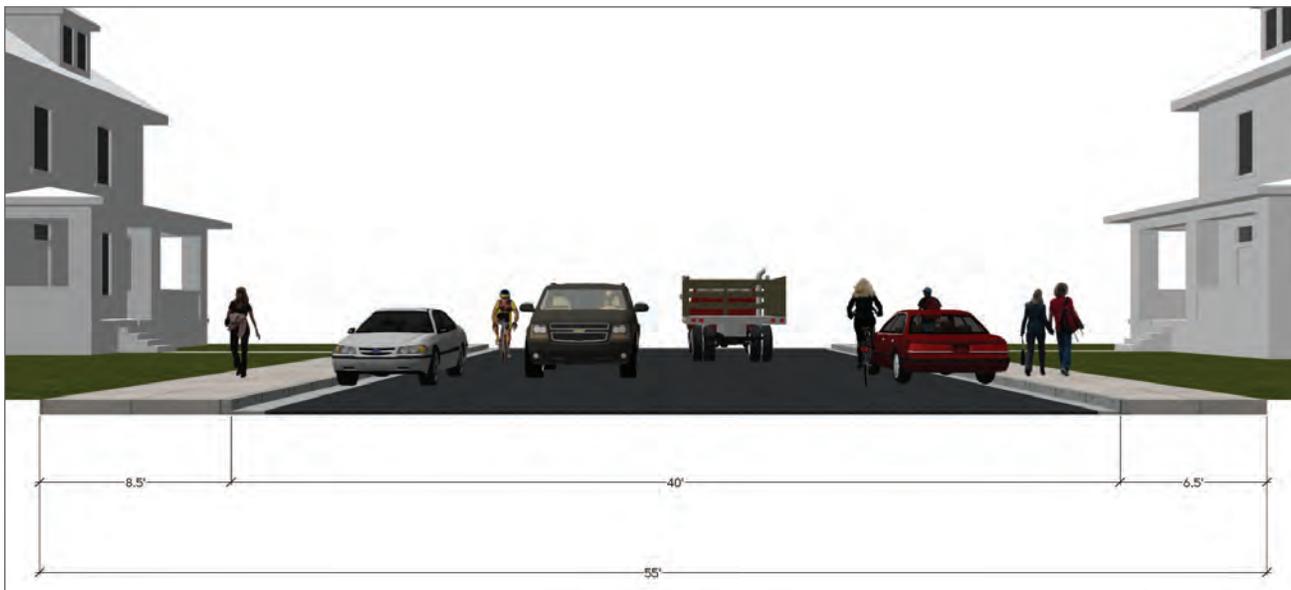


The recommended change at this location is to remove the centerline striping (See Figure 2.11). Centerlines placed on local residential streets and low-volume collector streets can give the perception of a high speed road to drivers. Removing the centerline may help reinforce Paso Robles Street as a slow-speed, low volume shared neighborhood street where drivers are likely to encounter pedestrians, bicyclists and vehicles entering and exiting the street from residences.

Figure 2.11 Paso Robles Street at Highway 1

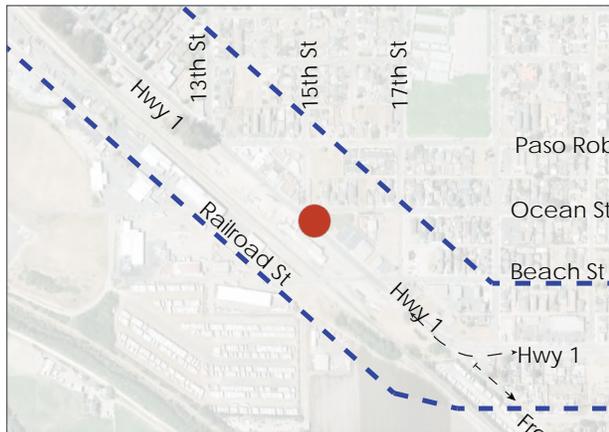


Existing Cross Section



Proposed Cross Section

HIGHWAY 1 AT 15TH STREET & OCEAN STREET INTERSECTION

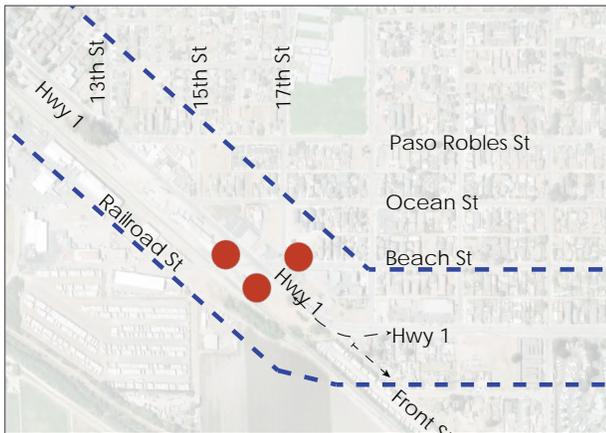


In the middle of town, curb extensions at the intersections of 15th Street and Ocean Street with Highway 1 that reduce the street width could be implemented for pedestrian safety and to improve the viability of surrounding properties as shown in Figure 2.12. An additional consideration to further simplify this intersection would be to convert one or both of the streets diverging from Highway 1 to one-way streets. Either 15th Street only or both 15th and Ocean streets would change to one-way in the direction away from Highway 1 for the first block adjacent to the highway.

Figure 2.12 Highway 1 at 15th Street and Ocean Street



HIGHWAY 1 AT BEACH STREET & RAILROAD STREET - FARMERS' MARKET



Building on its long history of agricultural production and packing, Oceano may choose to establish a regional farmers' market that provides a venue for local farmers and artists and an innovative means to welcome new economic growth into the community. The market could also be a catalyst for the community to widen its regional draw to existing retail and restaurants.

The options for implementing a farmers' market vary from the simple weekly temporary tent setup, the reuse of an existing structure to house the market, the construction of an open air semipermanent market, or building a new indoor enclosed market hall. Many examples of farmers' markets use a combination of open air and enclosed spaces to allow for seasonal flexibility. There are several options the community could explore to establish a market that could be used weekly or seasonally for selling a variety of produce and arts and crafts from the area and region. More indepth case studies and analysis of market options are location in Appendix B Background and Market Research Report.



TEMPORARY FARMERS' MARKET

In the short term, to help establish a farmers' market, the community may want to consider collaborating with a local farmers' market organizer. Community members have already formed a committee to explore the potential for bringing a farmers' market to Oceano.

One opportunity the Consultant Team explored was holding a farmers' market on Beach Street in a proposed street plaza area between the Catholic Church and the commercial area across the street (see the section describing improvements at Highway 1 at Railroad Avenue and Beach Street, below). The street could be temporarily closed on market days. Another potential location for a temporary market in the near-term is on the west side of Highway 1 near the Phelan and Taylor buildings.



Open Air Farmers Market
The Railyard, Santa Fe, New Mexico

REUSE OF AN EXISTING STRUCTURE

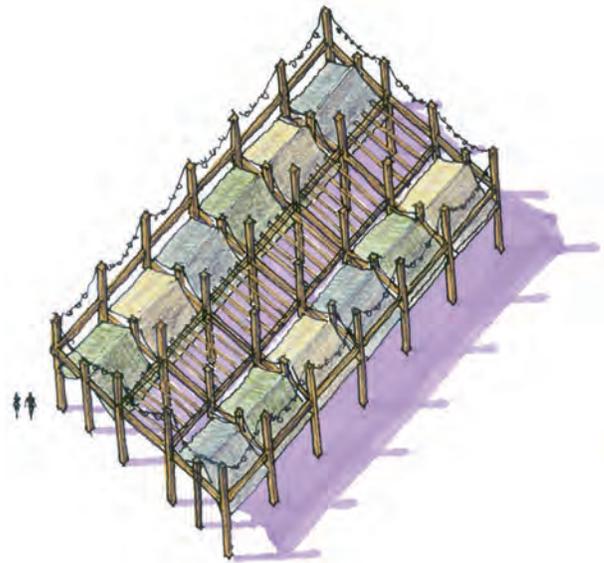
Another short term option is reuse of an existing structure or building. This option has the potential for lower initial costs to start a farmers' market while providing a venue that could differentiate

it from other local farmers' markets and allow the space to be used year round. One option for the implementation of this concept could be expansion of the existing produce stand within the Phelan and Taylor building.

OPEN AIR FARMERS' MARKET

A semi-permanent, open structure could be an attractive and cost-effective setting for the new market (See Figure 2.13). One possible location for an open air or enclosed market structure (see below) is just south of Railroad Street at Highway 1 on the west side of the highway. These markets often provide a mixture of permanent and temporary market stalls to allow the market to react to seasonal variations.

Figure 2.13 Rendering of Potential Open Air Market



ENCLOSED FARMERS' MARKET

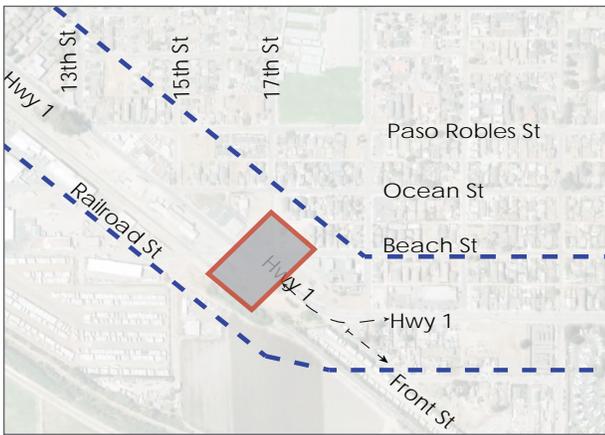
Alternatively, or as the market gains popularity and success, a more permanent structure could be built to house the various market activities, in character with the functional agricultural structures lining the railroad and Railroad Street (See Figure 2.14).

Figure 2.14 Renderings of Potential Enclosed Farmers' Markets



The Railyard, Santa Fe, New Mexico

HIGHWAY 1 AT RAILROAD AND BEACH STREETS



Where 17th and Beach Streets intersect Highway 1 the triangular shape of the intersection creates unused roadway space and surrounds a recently constructed flag pole, monument and kiosk. Across Highway 1, Railroad Street, a truck access route, intersects the highway at a skewed angle.

Solutions at this intersection include realigning Railroad Street to intersect perpendicular to Highway 1 and potentially closing off to vehicular traffic the portion 17th Street between Beach Street and Highway 1. The public space can be quickly and efficiently enhanced by planting a series of

Figure 2.15 Plan of Proposed Front Street, 17th Street and Beach Street Improvements



large street trees outside the right-of-way along Beach Street and introducing a new paving pattern to Beach Street between the active commercial space and the Catholic church. On Sundays when crowds gather for services, or for other designated special events, the street could be temporarily closed off to encourage pedestrian use of the space. This space could also be used for local festivals or farmers' markets. (See Figure 2.15)

In the longer term, the small piece of 17th Street at Highway 1 could be permanently closed off and replaced with an expanded public plaza, building on the small, popular triangle park existing today. The flag pole and surrounding landscaping improvements could be incorporated into the new plaza space. Using planters or other treatments to close off the intersection would be a cost-effective way to achieve the public space. Figure 2.17 shows the existing intersection and Figure 2.18 illustrates one concept for a civic space at this location.

Building off the existing Efren's patio that provides an outdoor dining area, the public use of the block could be further encouraged by transforming portions of the rear alley access into a kind of alternative pedestrian "paseo" connection. A paseo could incorporate permeable pavers and landscaping. Planting of trees and the incorporation of stormwater management systems similar to those found at the Catholic Church would help enhance the existing parking areas.

In the long term this intersection should be realigned to improve circulation and safety for automobile, truck, pedestrian and bicycle users. A roundabout could be a long term traffic calming option at this intersection to improve traffic flow and safety at the intersection, slowing traffic at the center of the community. Under this alternative Railroad Street would be realigned to intersect perpendicularly with Highway 1 at the roundabout. (See Figure 2.16 and Figure 2.19) Alternately, Railroad Street and Beach Street would be realigned to intersect the highway perpendicularly (See Figure 2.20).

Figure 2.16 Roundabout-Beach Street and Railroad Street



Potential location for paseo behind Efren's Deli Shop

Figure 2.17 Existing Photo of Highway 1, 17th Street and Beach Street



The existing triangular park space at the intersection of Highway 1, 17th Street and Beach Street. The existing park is surrounded by asphalt to the detriment of the use and enjoyment of the park space and the surrounding commercial uses.

Figure 2.18 Perspective of Proposed Highway 1, 17th Street and Beach Street Improvements

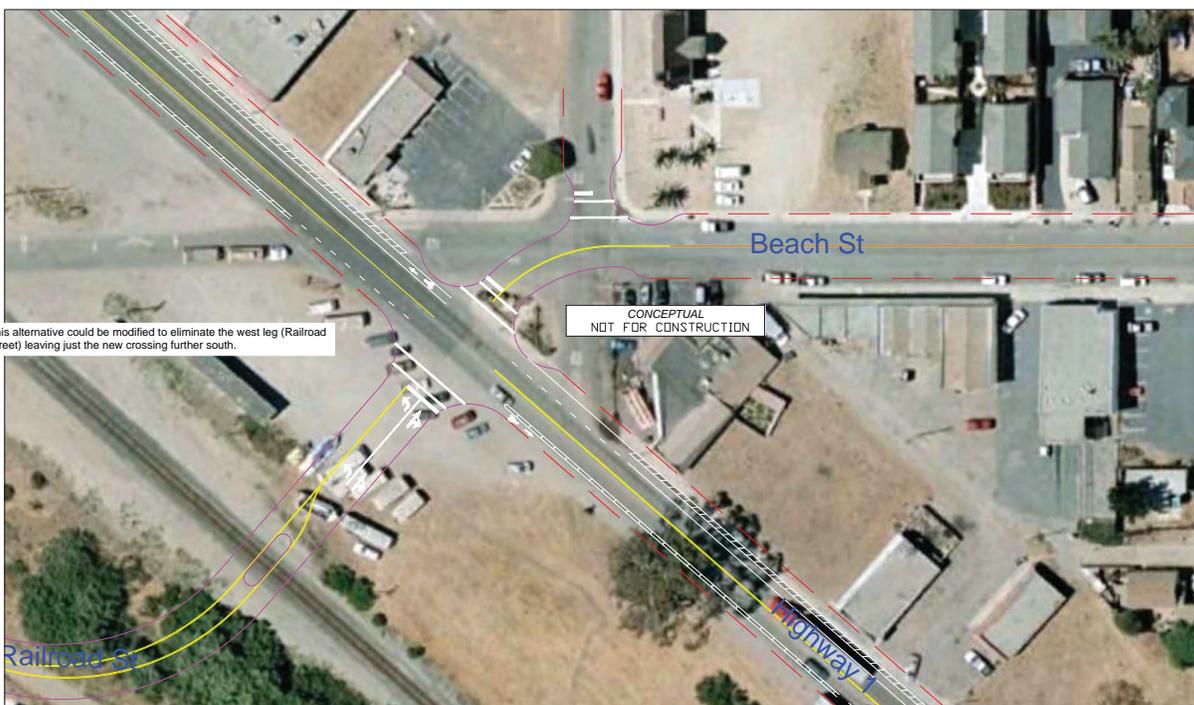


Proposed short term and long term improvements to the intersection. By closing the intersection of 17th Street at Highway 1, a new plaza could be built to incorporate and increase space currently provided by triangle park and offer a public gathering area to benefit local businesses and community activities.

Figure 2.19 Highway 1 at Beach Street and Railroad Street- Alternative 1



Figure 2.20 Highway 1 at Beach Street and Railroad Street- Alternative 2



HIGHWAY 1 AT FRONT STREET



Long term improvements to the bend in Highway 1 where it transitions from Front Street to Cienaga Street include a roadway realignment (See Figure 2.21) and the alternative of a roundabout (Figure 2.22).

The roadway realignment shown in Figure 2.21 would encourage better motorist behavior, in particular for trucks. The current alignment allows traffic turning from Front Street north onto Highway 1 a short turning radius while vehicles turning south must make a much wider turn to negotiate the sharp right-hand turn. Similar issues confront vehicles turning from the highway onto Front Street. If Front Street was re-aligned to be perpendicular to Highway 1 turning would become equally easy in both directions.

A roundabout, as shown in Figure 2.22, could be a long-term intersection alternative at Front Street and Highway 1 (Cienaga Street). At this location, the roundabout could serve as a gateway feature, signaling to the slowing traffic that they are entering a community main street. Railroad Street could also be extended to intersect with Highway 1 at this location, effectively diverting all large truck traffic away from downtown Oceano and allowing Highway 1 to become a friendlier environment for pedestrians. Caltrans should be consulted during initial design stages to ensure adherence to State design standards or deviation from standards that would require Caltrans approval.

Figure 2.21 Highway 1 at Front Street- Alternative 1



Figure 2.22 Highway 1 at Front Street- Alternative 2

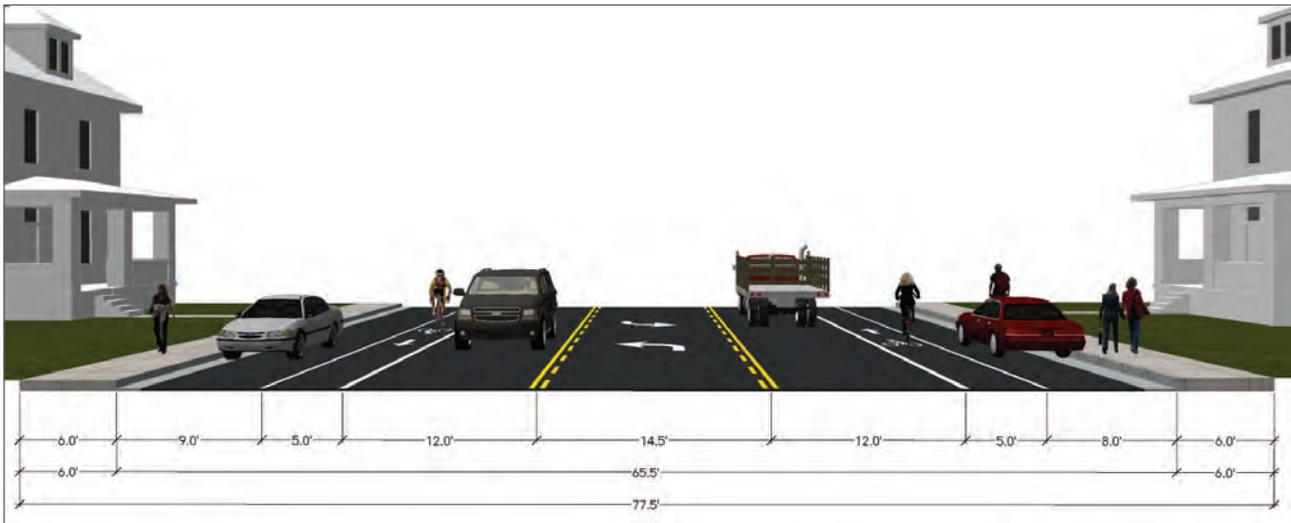


CIENAGA STREET (HIGHWAY 1), TYPICAL

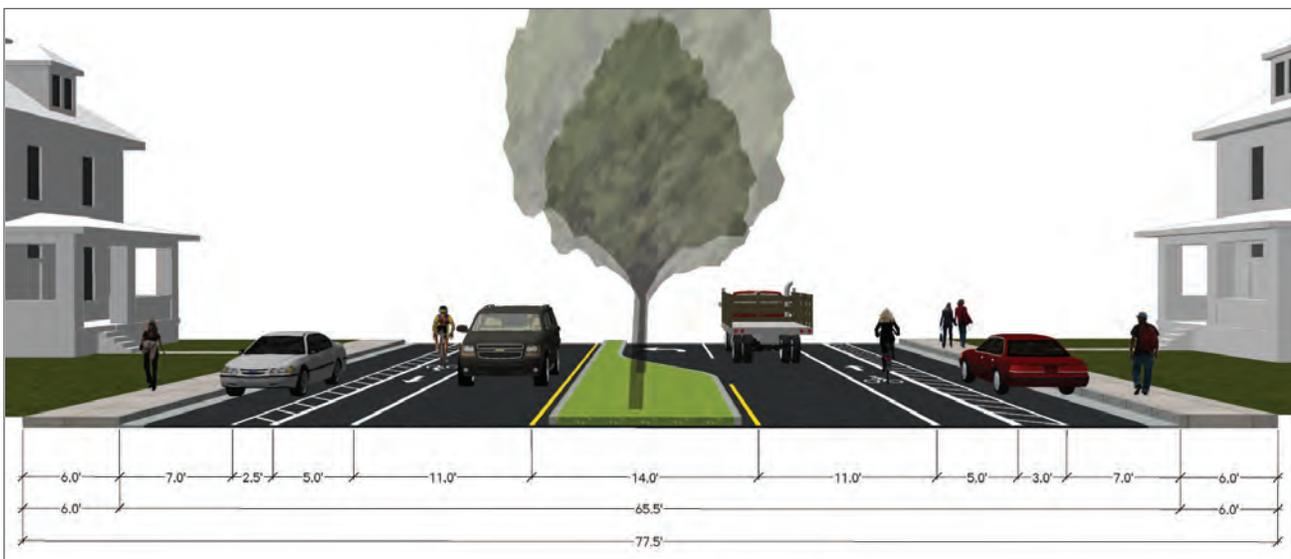


The portion of Highway 1 also known as Cienaga has a posted speed of 40 miles per hour south of 22nd Street. To reduce speeds and create a southern gateway to Oceano the proposed treatment at this location includes reduced lane widths and the addition of medians and street trees in the medians along part of the Cienaga segment of the highway. Where median would be installed it would replace the mid-highway turn-lane (See Figure 2.23). This area would be a good location for a gateway marker and/or signage welcoming visitors to downtown.

Figure 2.23 Cienaga Street, Typical



Existing Cross Section



Proposed Cross Section

D. INTERSECTION AND SIDEWALK TOOLS AND STRATEGIES

As noted previously, skewed intersections in Oceano provide safety and visibility challenges for pedestrians and motorists. Curb extensions are proposed to help realign intersections so that they intersect Highway 1 at or closer to a 90 degree angle. Curb extensions shorten crossing distances for pedestrians, increase their visibility to motorists, and provide additional space that can include landscaping and other amenities.

Implementation of curb extensions can be achieved through two methods: by extending the curb and sidewalk, or by adding several curb-separated islands into the roadway. While extending the sidewalk increases potential space for street furniture, raised islands can be less expensive since they may not require alteration of the drainage associated with the existing curb line. The illustrations on the next page depict curb extensions as integrated with other typical intersection improvements and the two methods of implementation (see Figure 2.24 and Figure 2.25).

MEDIANS

Constructing raised medians in targeted locations can improve highway safety and operations in several ways. Medians can control cross traffic, restrict u-turns and focus vehicles entering and exiting the highway at a few locations. This reduces the number of points of conflict associated with sporadic turning movements while facilitating consistent traffic flow. Turning bays provide spaces where left turning vehicles can vacate the travel way and safely wait for a gap in oncoming traffic, enabling through traffic to continue.

Where can pedestrians legally cross Highway 1?

Under California law, a pedestrian crossing exists at every intersection, whether or not it is marked, unless there is a sign prohibiting crossings at that location. Crosswalks exist between intersections only when they are marked. State law requires drivers to yield to pedestrians at marked or unmarked crosswalks. Pedestrians cannot step into the path of a vehicle that is so close there is an immediate hazard. Pedestrians may cross where there are no crosswalks (except between adjacent intersections controlled by signals or officers) but they must yield to drivers. Pedestrians crossing at signals must enter the crosswalk before the flashing hand is displayed.



Median in Sutter Creek serves as a traffic calming entry feature into the town center.



Median on Highway 1 in Half Moon Bay is designed with low maintenance, drought-tolerant landscaping. High contrast materials increase visibility to motorists.



Same Half Moon Bay median with wayfinding signs. Medians can also be designed with decorative pavement and public art.



Pedestrian warning sign on Highway 1 in Miramar, California.

Figure 2.24 Curb Extension Option 1: New Sidewalk Addition and Gate

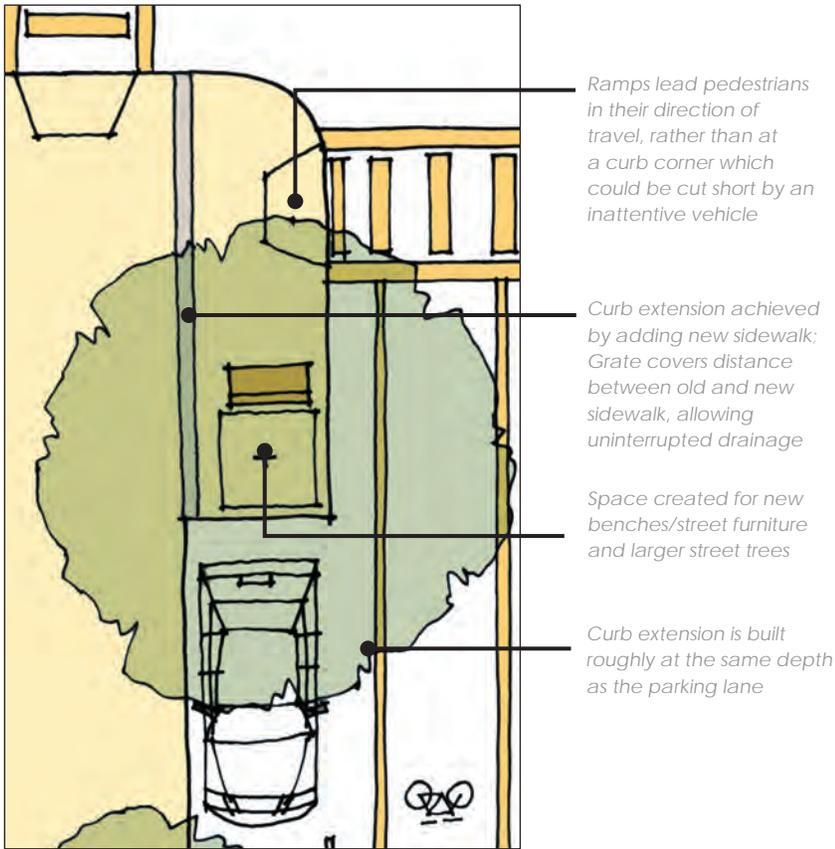
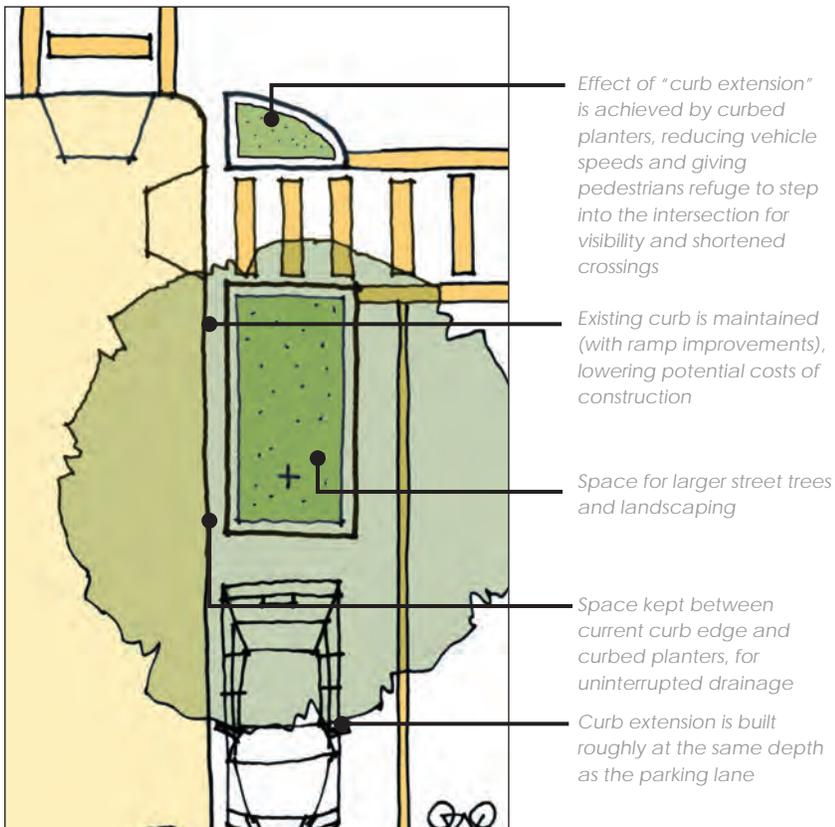


Figure 2.25 Curb Extension Option 2: Keep Sidewalk, Add Curbed Planters



PEDESTRIAN CROSSINGS

Pedestrians are permitted by state law to cross the highway in the study area unless there is a sign prohibiting crossings. A median on Cienaga Street would have the added benefit of providing a refuge area for pedestrians, so they only have to gauge gaps in traffic in one direction and cross one travel lane at a time.

Designated crossing locations are shown in the study area design concepts earlier in this Chapter. Appropriate measures at these locations could include advance pedestrian warning signs and high visibility marked crosswalks. In addition, pedestrian signs located at the crosswalks at intersections without stop controls can be outfitted with pedestrian-activated signals to increase the likelihood of drivers to yield. Any additional pedestrian crossings and crosswalks across Highway 1 would require Caltrans approval.

Pedestrian Refuge Island



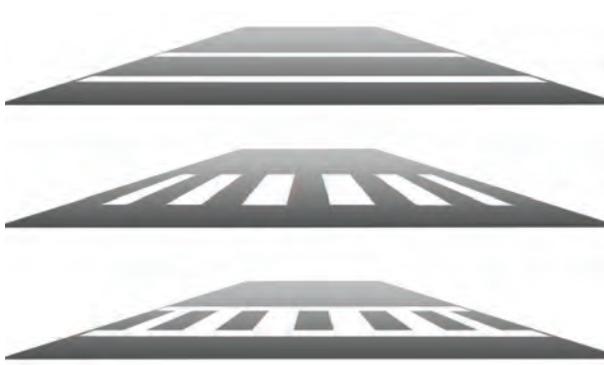
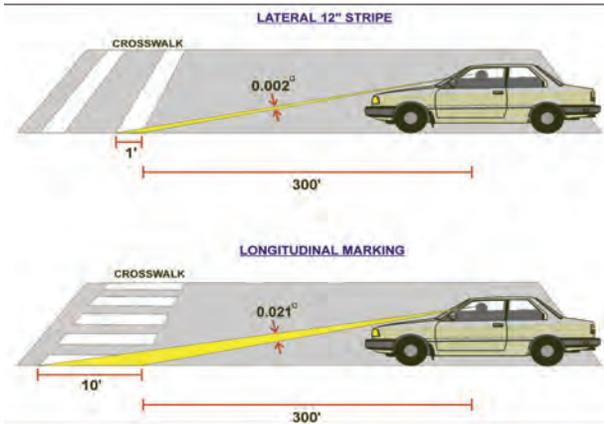
Median refuge island in West Sacramento.

Rectangular Rapid Flash Beacon



Pedestrian activated flashing beacons can be installed at crosswalks to increase the number of drivers yielding for pedestrians and reduce pedestrian-vehicle conflicts. New rectangular rapid flash beacons (RRFB) with rapid flashing LED lamps as pictured above should be considered in place of traditional slow flashing incandescent lamps. Initial studies suggest the rapid stutter flash is very effective as measured by increased driver yielding behavior. Caltrans recently received Federal Highway Administration approval for use of RRFBs on crosswalk signs.

High Visibility Crosswalks



Crosswalk striping patterns with lines longitudinal to the roadway are more visible to approaching motorists than the two transverse lines used on many crosswalks. High visibility patterns are especially beneficial at uncontrolled crossing locations (i.e., where there are no stop signs or traffic signals requiring vehicles to stop).

Warning and Crosswalk Signs



Pedestrian warning signs alert motorists when approaching locations where pedestrian crossing activity is unexpected or not readily apparent. Pedestrian crossing signs at crosswalks require a downward arrow beneath the sign pointing to the marked crosswalk. Flashing amber lights can be added to signs to increase visibility.

ROUNDBABOUTS

Roundabouts are shown in the study area design concepts as potential longer term strategies to improve safety and circulation, increase development prospects for surrounding properties, serve as gateways, and to provide aesthetic enhancements. Roundabouts use a raised circular island to allow traffic to pass counterclockwise through an intersection at low speed without the use of stop signs or signals. Though roundabouts are becoming more common in California, community members may raise concerns when they are first proposed. However, once built, residents often recognize that they are safer, quieter and more attractive than conventional intersections. Traffic engineers are recognizing that roundabouts are safer and often more efficient than stop-controlled or signalized intersections.

- A typical 4-way intersection has 32 vehicle-to-vehicle conflicts and 24 vehicle-to-pedestrian conflicts. At a roundabout both types of conflicts are reduced to 8.
- Roundabouts are designed to bring vehicle speeds down to 15-25 mph, speeds at which motorists are much more likely to yield to pedestrians and the frequency and severity of accidents are greatly diminished.
- Roundabouts are designed with a splitter island that provides a refuge for pedestrians as they cross the street and simplifies the crossing by letting them focus on vehicles traveling in only one direction.
- Bicyclists can take the travel lane since vehicles are circulating at a comfortable bicycle speed. A ramp can be provided on the approach to the roundabout so that less confident bicyclists can choose to exit and use the sidewalk to walk their bicycle in the crosswalk.
- Roundabouts can be designed to accommodate the largest trucks with a mountable truck apron to allow space for wheels or equipment to pass over for turning movements.

Roundabouts can increase intersection capacity by up to 30 percent and reduce delays, reduce the need for storage lanes, and improve traffic flow at intersections with frequent left turns. Roundabouts save signal maintenance and energy costs and have a longer service life than signal equipment.



An urban sidewalk provides space for both pedestrian travel, and for amenities such as bike racks and planting pots. The ample width also allows for a “frontage zone” with outdoor seating for the storefronts.

Furniture Zone
2' - 3'

Through Zone
5' - 6'

Frontage Zone
3' - 4'

SIDEWALKS

In highly walkable communities, streets are not only a route for transportation, they also have the potential to act as comfortable destinations of their own. The pedestrian’s experience of the street should ideally be designed with purposes of transportation and destination in mind. The sidewalk should provide space for walking and amenities, such as bike racks, street furniture, lighting, and planters to encourage pedestrians to linger on the street, patronize local businesses, and enjoy shared community living. This section discusses street furniture, planter boxes, street lighting, recycling and trash receptacles, and bicycle racks. Coordinating the aesthetics of these features can be an easy way to develop a unique, cohesive, and attractive character for Oceano’s main streets.

Instead of waiting for new development to define the west side of Front Street, a continuous system of attractive fencing articulated with regular planter boxes can be introduced to create an edge. A realistic and cost-effective solution for treatment of the highway’s western edge, this option will also help to make commercial activities on the main street more viable and encourage the potential for future development.

Elements of complete urban sidewalks include:

- “Through Zone” accommodates uninterrupted pedestrian travel;
- “Furniture Zone” is on the curb-side and ideally consolidates all stationary amenities of the sidewalk and encourages the street to function as a place of meeting and gathering.
- “Frontage Zone” separates the through zone from adjacent buildings, fences, walls and doors, and where there is adequate room provides space for decorative features and outdoor seating.



BENCHES

Consistently placed benches are key elements in developing more walkable commercial corridors. Offering opportunities for both meetings and rest, visitors are encouraged to extend their time spent on the street, rather than quickly moving to their intended destination and continuing away.

Benches should be integrated into the larger streetscaping plan where curb extensions are implemented. They may incorporate planters or match materials used elsewhere in the streetscape. A large variety of benches and urban seating options are possible, from contemporary to traditional to sculptural; more important than style of seating itself, is its thoughtful coordination with the overall vision of the streetscape, including other chosen street furniture elements.



PLANTER BOXES

In commercial corridors like Highway 1, where there is limited space for planting street trees, planter boxes offer opportunities to provide landscaping.

Planter boxes should be integrated into the overall plan for the street. They may match materials used elsewhere in the streetscape. Planter boxes that are too small may pose difficulties for maintenance of healthy plants and planter boxes that are too large may interfere with through movement along the sidewalk. A system for watering and maintaining the landscaping within the planter boxes should be implemented with the installation of the planter boxes.

STREET LIGHTS

Consistent, pedestrian-scaled lighting is integral to the comfort, safety, and aesthetics of any main street. There are several unique historic streetlights on Highway 1 currently, but they are few and spaced distantly apart. By introducing more streetlights with shorter regular spacing (approximately six light standards per block), Highway 1 and some adjacent streets could be improved dramatically to provide a more comprehensive and consistent series of lighting on Oceano's main commercial streets. Additional streetlights could be placed on Highway 1 primarily between Belridge Street and 21st Street. Lighting could also be added to 17th and Beach Streets at the triangular intersection adjacent to Highway 1 as well as the block of Beach Street just east of the highway.

Pedestrian-scaled lighting - shorter poles which serve to primarily light the sidewalk - are integral to walkable communities. Oceano maintains several nice examples of pedestrian-scaled streetlights with fluted concrete poles. Oceano's current pole standard could be matched when introducing more lights. Ameron Pole Products, for example, carries a concrete pole with similar detailing. In addition, the existing light poles should be retrofitted with LED lights.



TRASH AND RECYCLING RECEPTACLES

Much like benches, sufficient trash and recycling receptacles are important amenities in a walkable environment. They allow extended street usage by pedestrians, support potential disposal needs of those visiting local businesses, and contribute to the order and cleanliness of the street.

Trash receptacles also come in diverse forms, and may vary stylistically based on the streetscape. Coordination with other street furniture elements is ideal. They should be placed in proximity to benches at curb extension locations.



BICYCLE RACKS

Frequent bicycle racks along the street corridor are another necessity for promoting healthy community living and easily enabling alternative modes of transportation.

Consistent provision of bicycle racks can be a great support for local business activity. Bicycle racks should be placed in at least three to four locations along the corridor.

Stylistically, bicycle racks should be coordinated with the streetscape's overall aesthetic theme. Functionally, the most important characteristic of any rack is its ability to provide two points of contact for a bicycle, offering better support for the bicycle frame as well as providing a location for a lock.



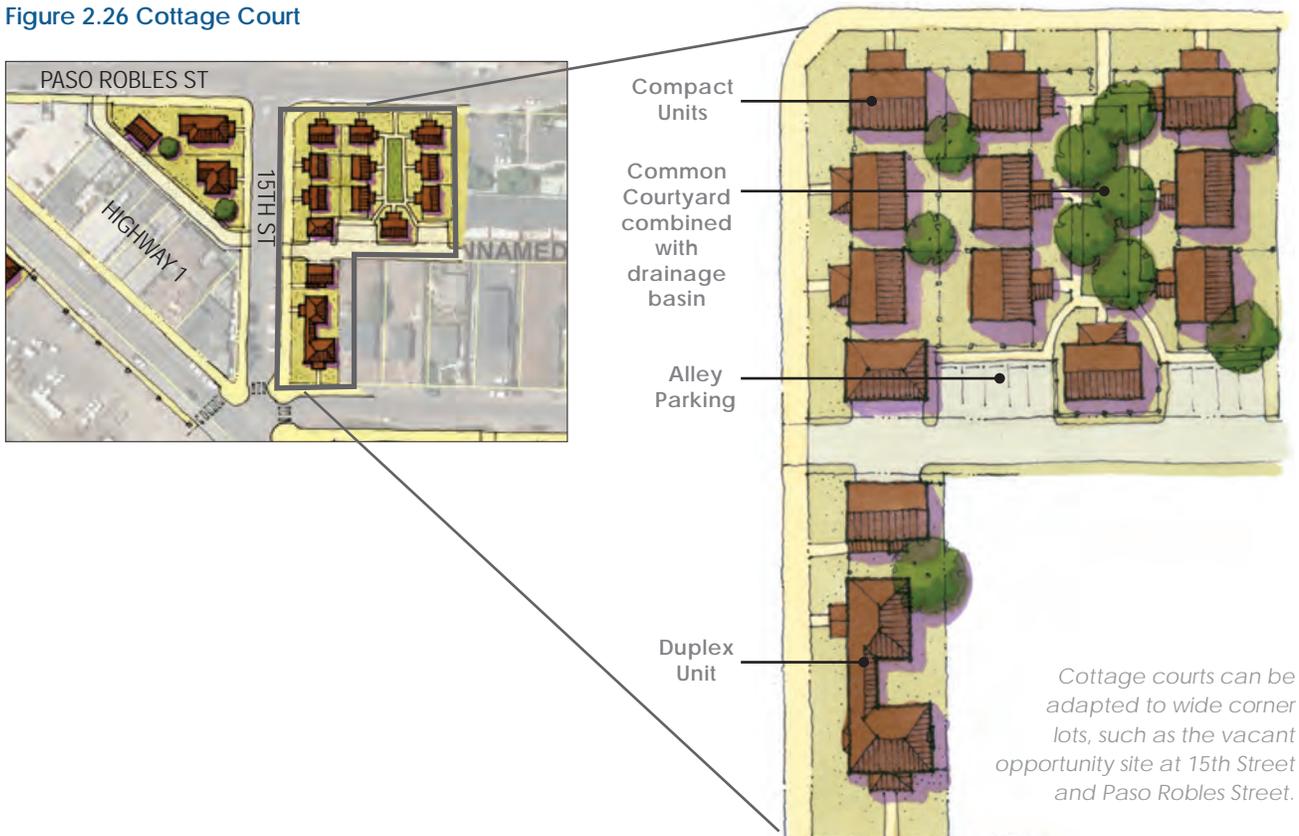
E. INFILL HOUSING

Large portions of Oceano’s residential properties are zoned for multi-family development. Vacant sites adjacent to Highway 1 are great opportunities to provide the flexibility and affordability of multi-family housing. There are several creative medium-density building types that fit the character of neighborhoods with single-family housing while offering benefits and flexibility of multi-family housing. Additional infill development in Ocean’s residential areas can expand the housing options by providing additional types of housing that accommodates multiple families. Two important building types that should be considered are cottage courts and multi-generational housing. Both building types provide for a density of housing that is appropriately scaled for the single-family character of Ocean. Another type that may be appropriate as Oceano develops over time is live/work or lofts in light industrial areas.

COTTAGE COURT

A cottage court is a series of small one or one and one half story cottages, typically 600 to 1000 square feet, arranged to front onto streets or a semi-public common courtyard. The small units and shared open space make for efficient use of the lot, while also fitting well with the character of any potential single-family housing neighbors (see Figure 2.26). This building type can be found in many older California neighborhoods including locally in San Luis Obispo and Paso Robles.

Figure 2.26 Cottage Court



MULTI-GENERATIONAL HOUSING

Another building type offering denser and more flexible housing options is multi-generational housing (see Figure 2.27). The concept of the multi-generational house is not new, instead it builds upon the past when it was more common for different generations of a family to share a house. Granny flats or carriage houses provide a unit within a house or in a separate housing unit above or besides a detached garage. A more contemporary interpretation builds upon these historically inspired building types by incorporating multiple units into a single-family form.

On a typical medium-size lot (50 feet wide by 100 feet deep), a multi-generational house could accommodate three distinct units set about a shared courtyard. The main unit is a two story house located at the front of the lot and attaches to the second unit. The second unit is a small, one-bedroom unit that can be used as a separate unit or as a semi-independent living arrangement for older family members. The third unit is a studio located above the garage. These houses are ideal options for large or extended families. Alternatively, the additional units could also be rented.

Figure 2.27 Multi-Generational Housing





LIVE/WORK & LOFTS

The half mile length of Highway 1 through downtown Oceano can accommodate a mix of light industrial, live/work and loft housing along with the existing commercial uses. In order to help create the diverse pedestrian environment envisioned in the Specific Plan, it is important that these buildings be brought up to the back of the existing or proposed sidewalk. It is important to minimize the amount of land fronting onto Highway 1 that is utilized for parking or is vacant. Small amounts of parking to the side of a building can be allowed, so long as it is attractively screened from view. The photos to the right provide some examples of the placement and massing of industrial styled buildings that could be appropriate for Oceano.



3 IMPLEMENTATION

A. INTRODUCTION

This Chapter describes implementation of the Oceano Revitalization Plan. Implementation will involve various funding sources and partnerships. Table 3.1 lists the design proposals in Chapter 2, the lead funding agency, the agency or organization responsible for implementation and maintenance, and provides possible funding sources. The proposed improvements are grouped into three segments from north to south along the study area. Corresponding figures from Chapter 2 are referenced in the table. The improvements are prioritized for implementation. Time frames for implementation are identified as short-term (up to 5 years), medium-term (5 to 10 years), and long-term (more than 10 years). Criteria for estimating the timing of each proposed improvement takes into consideration the cost of implementation, identified or availability of a dedicated funding source, and the extent to which the improvement would require major construction or infrastructure improvements. The short, mid, and long-term designations, while suggestive of the time frame in which the improvement could be implemented, do not rank the improvements based on priority. Certain roadway and circulation improvements for example, are priorities for safety and compliance with State and federal laws yet may be considered a mid or long-term improvement due to cost and complexity.

The timing of any improvements or strategies identified in this Chapter will depend on available funding and other community priorities. Implementation of proposed circulation improvements is contingent upon operational and geometric analysis of design and lead agency approval. Potential funding sources listed in Table 3.1 are described in detail in Appendix B (Funding Sources and Financing Mechanisms).

Some improvements for this corridor are currently funded, such as drainage improvements at Highway 1 and 13th Street. In addition, Caltrans has a project programmed for 2014 to install Americans with Disability Act (ADA) compliant sidewalks and curbcuts in part of the Plan's study area. Yet, as noted above in Chapter 2, Caltrans is discussing an alternate project with San Luis Obispo County. Some of the recommendations in this Plan, including installing sidewalks, curb extensions, correcting skewed intersections, or crosswalk striping, could be completed in conjunction with these projects.

In addition to the design features in Chapter 2, several additional actions are included in Table 3.1 that reflect the community input received and analysis of the Study Area:

- **Wayfinding Signage.** In addition to gateway signage or other gateway features located along Highway 1 at the northern and southern ends of downtown Oceano, wayfinding signage is needed in the downtown. The County proposes further study and community input to arrive at recommendations

for a Wayfinding Program to direct visitors to parking, restaurants, shopping, outdoor recreation, and attractions.

- **Standardize Street Names.** Several Oceano streets have more than one name. The overlapping naming is confusing, especially to visitors to Oceano. For example, Highway 1 bears the name Front Street and Cienaga Street along certain stretches. Beach Street also coincides with Front Street along a segment of its reach. The name Paso Robles Street occurs twice in Oceano on two parallel east-west streets. The County and community may consider standardizing the names of these streets through signage and mapping. One community recommendation called for using Pacific Coast Highway instead of Front/Cienaga Street for signage and branding purposes.
- **Expand Cooperative Road Program.** Currently, sidewalks are installed in Oceano when development projects occur. Property owners may be required to install sidewalk along the street right-of-way when they develop or redevelop private property. This County ordinance has led to irregular sidewalk installation as shown in Figure 1.5. The pace of sidewalk installation has varied over time and the speed is based on the economy. Between 2003 and 2008 (the building boom) at least a mile of sidewalk was installed in Oceano. The County proposes to extend the Cooperative Road Program to Oceano (See Table 3.1). The Cooperative Road Program is described in greater detail in Section B. of this Chapter. When sidewalk infill occurs as part of this program it may also be an opportunity to place street trees or other streetscape items in curb extensions on residential streets.
- **Parking District Study.** Finding sufficient parking in Oceano may become more difficult over time especially if the downtown core expands and attracts more traffic. The County proposes to study the creation of a parking district in Oceano to implement this program.
- **Trail Connections.** Trail connections to the beach are a priority for Oceano residents. Implementation of this program will include building new partnerships with regional organizations and continuing to work with San Luis Obispo Council of Government (SLOCOG) to plan and fund trail networks in Oceano.

The following funding sources and funding source categories are shown in Table 3.1:

- Programmed Project
- Caltrans
- SLOCOG Discretionary
- County (CDBG/other grants)
- Value Capture Financing Mechanisms
- OCSD
- USDA
- NPS Preserve America.

The Programmed Project column includes work already programmed by Caltrans and the County. The Caltrans category includes several types of Caltrans funding (described in Section B. in the “Expected Funding Sources” subsection. SLOCOG Discretionary sources are also described in Section B. in the “Expected Funding Sources” subsection. The County column primarily refers to annual CDBG fund from HUD (detailed in Section B. in the “Expected Funding Sources” subsection but could also include other grants potentially obtained by the County). Value Capture Financing Mechanisms include several possible mechanisms described in Section B. subsection “Potential Funding Mechanisms.” The Oceano Community Services District (OCSD) could provide funding for certain types of projects as described in Section B. The USDA has several grant programs that could fund improvements in Oceano, specifically the farmer’s market (see Section B. subsection “Outside Grant Programs.” The National Park Service Preserve America grant program is a likely funding source for the wayfinding signage program (see Section B. subsection “Outside Grant Programs”).

Table 3.1 Implementation Strategy Summary Matrix

Implementation Strategy	Lead Agency/Organization		Timing Short-term Mid-term Long-term	Funding Sources							
	Funding	Maintenance		Programmed Project	Caltrans	SLOCOG Discretionary	County (CDBG/ other grants)	Value Capture Financing Mechanisms	OCSD	USDA	NPS Preserve America
SPECIFIC DESIGN PROPOSALS											
SEGMENT 1 - HIGHWAY 1 OVERPASS NORTH OF 4TH STREET TO BELRIDGE STREET (FIGURES 2.4 AND 2.5)											
Phase 1 Pedestrian ADA Compliance											
Sidewalk, crosswalk and retaining walls	Caltrans	SLO County	Short	X							
Phase 2 Restriping											
Roadway Striping	SLO County	SLO County	Short	X							
Phase 3 Gateway											
Gateway Signage	SLO County, OCSD	OCSD	Mid				X				
SEGMENT 2 - BELRIDGE STREET TO 19TH STREET (FIGURES 2.6 THROUGH 2.23)											
Phase 1 Short-term Improvements											
East Side Curb extensions and possible one-way street(s) (13th & Paso Robles and 15th Street & Ocean)	SLO County	SLO County	Short	X							
17th Street Block Closure	SLO County	SLO County	Short			X					
Street Lighting	SLO County, OCSD, private property owners	OCSD, private property owners	Mid			X			X		
Valley Gutter and Bike Lane on West Side	Caltrans, SLO County, Private property owners	SLO County, private property owners	Short	X							

Table 3.1 Implementation Strategy Summary Matrix

Implementation Strategy	Lead Agency/Organization		Timing Short-term Mid-term Long-term	Funding Sources							
	Funding	Maintenance		Programmed Project	Caltrans	SLOCOG Discretionary	County (CDBG/ other grants))	Value Capture Financing Mechanisms	OCSD	USDA	NPS Preserve America
Fencing and Landscaping on West Side	OCSD; private property owners	OCSD; private property owners	Short-Mid					X			
Temporary Farmers' Market	OCSD Farmers' Market Committee	OCSD Farmers' Market Committee	Short				X		X	X	
Phase 2 Restriping and Crosswalks											
Roadway Striping	SLO County	SLO County	Mid			X					
Crosswalks (13th & Paso Robles intersection)	SLO County	SLO County	Short	X							
Phase 3 Plaza and Paseo											
Beach Street Plaza	SLO County, OCSD, private property owners	SLO County, OCSD, private property owners	Mid-Long			X		X			
Paseo Behind Efren's Deli	Private property owner	Private property owner	Long					X			
Phase 4 West Side Improvements and Railroad Street Realignment											
Railroad Street Realignment	Caltrans/ SLOCOG	SLO County	Long			X					
Parking lane/ Sidewalk/ROW acquisition on West Side	SLO County/ private property owners	SLO County/ private property owners	Long			X					
Phase 5 Highway 1 at Beach Street and Railroad Street - Farmers' Market											
Permanent Farmers' Market	Private property owners	Private property owners	Long				X			X	

Table 3.1 Implementation Strategy Summary Matrix

Implementation Strategy	Lead Agency/Organization		Timing Short-term Mid-term Long-term	Funding Sources							
	Funding	Maintenance		Programmed Project	Caltrans	SLOCOG Discretionary	County (CDBG/ other grants)	Value Capture Financing Mechanisms	OCSD	USDA	NPS Preserve America
Phase 6 - Full Intersection Realignments											
Highway 1 at Beach Street and Railroad Street Realignment - Roundabout (Alternative 1)	Caltrans/ SLOCOG	SLO County	Long		X	X					
Highway 1 at Beach Street and Railroad Street Realignment (Alternative 2)	Caltrans/ SLOCOG	SLO County	Long		X	X					
Highway 1 at Front Street Realignment (Alternative 1)	Caltrans/ SLOCOG	SLO County	Long		X	X					
Highway 1 at Front Street Realignment - Roundabout (Alternative 2)	Caltrans/ SLOCOG	SLO County	Long		X	X					
SEGMENT 3 - 19TH STREET TO 23RD STREET (FIGURE 2.24 AND 2.25)											
Phase 1 Restriping											
Roadway Striping	SLO County	SLO County	Mid			X					
Phase 2 Median											
Median	SLO County/ Caltrans	SLO County	Long			X					
Phase 3 Gateway											
Gateway Signage	SLO County, OCSD	OCSD	Mid				X				

Table 3.1 Implementation Strategy Summary Matrix

Implementation Strategy	Lead Agency/Organization		Timing Short-term Mid-term Long-term	Funding Sources							
	Funding	Maintenance		Programmed Project	Caltrans	SLOCOG Discretionary	County (CDBG/ other grants))	Value Capture Financing Mechanisms	OCSD	USDA	NPS Preserve America
IMPLEMENTATION TOOLS AND STRATEGIES											
Crosswalks	SLO County, OCSD	OCSD, private property owners	Short-Mid		X	X					
Sidewalks	SLO County, OCSD	OCSD, private property owners	Short-Mid		X	X					
Benches	SLO County, OCSD, private property owners	OCSD, private property owners	Short-Mid				X	X			
Planter Boxes	SLO County, OCSD, private property owners	OCSD, private property owners	Short-Mid				X	X			
Street Lights	SLO County, OCSD	OCSD, PPP	Short-Mid				X	X	X		
Trash and Recycling Receptacles	SLO County, OCSD, private property owners	OCSD, private property owners	Short-Mid				X	X			
Wayfinding Signage	SLO County	OCSD, private property owners	Short-Mid				X				X
Bicycle Racks	SLO County, OCSD, private property owners	OCSD	Short-Mid					X			
Standardize Street Names	SLO County; OCSD	N/A	Long				X	X	X		

Table 3.1 Implementation Strategy Summary Matrix

Implementation Strategy	Lead Agency/Organization		Timing Short-term Mid-term Long-term	Funding Sources							
	Funding	Maintenance		Programmed Project	Caltrans	SLOCOG Discretionary	County (CDBG/ other grants))	Value Capture Financing Mechanisms	OCSD	USDA	NPS Preserve America
Medians	Caltrans	OCSD, SLO County	Long		X	X					
Roundabouts	Caltrans	SLO County	Long		X	X					
Expand Cooperative Road Program	SLO County	SLO County	Long					X			
Parking District Study	SLO County	SLO County	Long				X				
Trail Connections	SLO County	SLO County	Long			X					

Appendices

APPENDIX A: COMMUNITY OUTREACH MATERIALS

LOCAL COMMUNITY ENGAGEMENT

In order to receive the greatest amount of input from the Oceano community, the County devised a community outreach strategy which included design charrettes, a walk audit, workshops, business owner meetings, individual stakeholder outreach and other opportunities for Oceano residents to participate and provide feedback during the planning process.

The charrettes were scheduled for June 12-14 and July 10-12, 2012. To publicize both portions of the charrette, informational flyers were sent home with students at the elementary school, made available at OCSD Offices, Community Health Center, Family Resource Center, public library, at churches and local businesses, inserted in OCSD utility bills, and distributed during an OCSD Board meeting which the Consultant Team attended. During this meeting the Team answered questions and announced dates of upcoming community participation events. Additionally, notice of the charrettes was placed in the Tribune newspaper.

Local TV station KSBY was at the July charrette interviewing community members and Consultant Team members. Footage of the meeting and interviews aired on the 11:00 news.

Appendix A includes the public outreach materials and some media materials covering the project.



Revitalize Oceano!

Join your neighbors at these exciting community events.

Downtown Neighborhood Walk and Community Design Workshop

Tuesday, June 12

Walk: 5:00-6:00 pm

Workshop: 6:00-8:30 pm

✧ *Food and refreshments will be provided.*

Review of Concepts

Thursday, June 14 ▪ 6:00-7:30 pm

Presentation of Preliminary Plan

Thursday, July 12 ▪ 6:30-8:00 pm

■ Location for all events

Oceano Community Service District Building
1655 Front Street, Oceano

For more information:

Karen Nall, San Luis Obispo County
805) 781-5606 • knall@co.slo.ca.us



Organized by San Luis Obispo County and the Local Government Commission with funding from a Caltrans Transportation Planning Grant.

Community Revitalization Plan

- ✧ Help improve Downtown Oceano for walking and bicycling.
- ✧ Identify streetscape enhancements to improve the safety and appearance of Highway 1 for pedestrians, bicyclists and motorists.
- ✧ Explore strategies to promote business development on Highway 1.

Community Meetings, Plan Area

A team of planning and design professionals will translate your ideas into a plan to make Oceano a more safe and inviting place to walk, bike, shop and gather, and for enhancements to increase economic opportunities.

The plan will focus on Highway 1 (also known as Front Street and Cienega Highway) between Belridge Street and 23rd Street, the west side of Front Street between the road and railroad tracks, and the neighborhood area surrounding Oceano Elementary School.





¡Ayude a Mejorar a Oceano!

Participe con sus vecinos en estos eventos comunitarios.

Caminata en el Centro y Taller de Diseño de la Comunidad

Martes 12 de junio

Caminata: 5:00-6:00 pm

Taller: 6:00-8:30 pm

✧ *Habrà comida y botanas.*

Revisión de Conceptos

Jueves, 14 de junio ▪ 6:00-7:30 pm

Presentación del Plan Preliminar

Jueves, 12 de julio ▪ 6:30-8:00 pm

■ Ubicación de todos los eventos

Edificio del Distrito de Servicios
para la Comunidad de Oceano
Calle Front 1655, Oceano

Para más información

Tony Navarro, San Luis Obispo County
(805) 781-5787 • tnavarro@co.slo.ca.us



Organizado por el Condado de San Luis Obispo y la Local Government Commission con una subvención para planeación del Departamento de Transporte (Caltrans)

Plan de Revitalización de la Comunidad

- ✧ Ayude a mejorar las condiciones para caminar y andar en bicicleta en el centro de Oceano.
- ✧ Discuta cambios para mejorar la seguridad y apariencia de la Carretera 1.
- ✧ Investigue estrategias para promover el desarrollo de empresas en la Carretera 1.

Reuniones de la Comunidad

Un equipo de expertos en planeación y diseño tomará sus ideas y preparará un plan para transformar a Oceano en un pueblo más seguro para circular, pasar el tiempo y con más oportunidades económicas.

El plan se enfocará en la Carretera 1 (Calle Front y Carretera Cienaga) entre la Calle Belridge y la Calle 23, el lado oeste de la Calle Front entre la calle y la vía del tren, y el vecindario alrededor de la escuela primaria Oceano.





OCEANO | REVITALIZATION PLAN

Community Business Questionnaire

Name _____ Affiliation _____

Name of business _____ Year business established _____

Type of business _____ Size of business (number of employees) _____

How did you hear about the Oceano Revitalization Plan? _____

Business Profile

1. How would you describe your customer base? Are they residents, local employees, tourists/people passing through, other? (Use percentages where possible)
2. Has your business grown or shrunk over the past two years?
3. Do you anticipate investing in your business or property in the next two years? Why or why not?

Current Conditions

4. Is there an adequate stock of commercial spaces to meet current demand and the needs of the business community? Are available spaces the right size?

Potential Improvements

5. What type of public investments (streets, landscaping, public parking, signs, bike lanes) would have the biggest impact on your business?
6. What large-scale projects (hotels, parks, residential developments, restaurants, public market, etc.) would attract people downtown and have the biggest impact on your business?
7. Can you recommend additional individuals who we should speak with?

Additional comments:

A public presentation of a preliminary Oceano Revitalization Plan will be held:

Thursday July 12th

6:30 to 8:30 p.m.

Oceano Community Service District Building

1655 Front Street, Oceano

Please contact Henry Pontarelli at Lisa Wise Consulting, Inc. with more questions at (805) 595 -1345

Oceano Revitalization Plan - June 2012

lisa wise consulting, inc.
 planning economics natural resources



OCEANO | PLAN DE REVITALIZACION

Cuestionario para negocios de la comunidad

Nombre _____ Afiliación _____

Nombre del negocio _____ Año en que se fundó _____

Tipo de negocio _____ Tamaño del negocio (número de empleados) _____

¿Cómo se enteró del Plan de Revitalización de Oceano? _____

Perfil del negocio

1. ¿Cómo describiría a sus clientes? Son residentes, empleados locales, turistas/gente que esta de paso, otro grupo? (Si es posible, use porcentajes)
2. ¿Su negocio ha crecido o se ha reducido durante los últimos dos años?
3. ¿Piensa invertir más en su negocio o propiedad en los próximos dos años? ¿Por qué si o no?

Condiciones Actuales

4. ¿Hay suficientes locales para negocios para responder a las necesidades de los negocios en Oceano? ¿Los espacios son del tamaño que se necesita?

Mejoras

5. ¿Qué tipo de inversion pública tendría el mayor impacto en su negocio? (Inversiones en calles, banquetas, árboles, estacionamientos, letreros, carriles para bicicletas)
6. ¿Que proyectos grandes atraerían a más gente al centro de Oceano y tendrían el mayor impacto para su negocio? (hoteles, parques, proyectos residenciales, restaurantes, mercados públicos, etc.)
7. ¿Puede recomendar otra gente con quien debemos hablar?

Comentarios adicionales:

Habrà una presentación preliminar del Plan de Revitalización de Oceano el:

Jueves, 12 de julio
6:30 a 8:30 de la noche
Oceano Community Service District Building
1655 Front Street, Oceano

Si tiene preguntas, por favor comuníquese con Henry Pontarelli en Lisa Wise Consulting, Inc. (805) 595-1345

Oceano Revitalization Plan - June 2012
lisa wise consulting, inc.

Tribune 6/12/12

COMMUNITY WORKSHOP

Oceano's vision starts with a walk

County planners want residents to offer their input on ways to make the seaside town more inviting

By CYNTHIA LAMBERT
clambert@thetribunenews.com

San Luis Obispo County planners are looking to Oceano residents for ideas on how to make their town a more inviting place to walk, bicycle, shop and get together.

A community outing and workshop is set for tonight to solicit ideas on how to make the downtown area more inviting and safer for walking and bicycling, as well as strategies to promote business development on Highway 1.

"We're calling it a revitalization plan," said Chuck Stevenson, division manager for long-range

planning.

County planners have long discussed sprucing up Oceano. The county has had a guideline, called the Oceano Specific Plan, in place for the seaside community since 2002.

The revitalization plan will build on those guidelines and identify a concise vision and specific improvements for the downtown area along Highway 1 and the neighborhood around Oceano Elementary School.

Such improvements could include sidewalks, curbs, gutters and streetlights, all of which could enhance the area and attract economic investments in the town, Stevenson said.

The county has received a nearly \$150,000 grant from Caltrans to complete the new study. The county will also spend about \$13,000 from its Department of Public Works road fund.

Stevenson said the county can go after grants of other sources of funding once specific improvements are identified.

According to a staff report written last year, residential areas are 80 percent built out, "but commercial development has not kept up and has, in fact, declined on the historic Highway 1 corridor."

Sidewalks and streetlights are missing on most streets, and a clear demarcation of bicycle and pedestrian routes is lacking.

STROLL AROUND TOWN, THEN SHARE YOUR THOUGHTS

A downtown neighborhood walk is set to start at 5 p.m. today, followed by a workshop from 6 to 8:30 p.m. Both events start at the Oceano Community Services District building at 1655 Front St. Food and refreshments will be provided. Concepts shared tonight will be reviewed at another meeting Thursday from 6 to 7:30 p.m. A preliminary plan for potential improvements in Oceano will be presented July 12 from 6:30 to 8 p.m.

APPENDIX B: FUNDING RESOURCES AND FINANCING MECHANISMS

This section lists potential funding resources and financing mechanisms that could be utilized to implement the Plan. Funding resources and financing mechanisms with the highest potential to fund the improvements proposed in this Plan are shown in Table 3.1. Detailed descriptions of the funding resources and financing mechanisms are provided below. The resources are organized into the categories of Expected Funding Sources, Potential Funding Mechanisms, Outside Grant Programs and Service Organizations.

EXPECTED FUNDING SOURCES

CALTRANS STATE HIGHWAY OPERATIONS AND PROTECTION PROGRAM (SHOPP)

The Caltrans SHOPP program allocates funds statewide for Americans with Disabilities Act (ADA) compliance on state highways. Additionally the program provides funding for maintenance work, pavement rehabilitation, bridge rehabilitation, traffic safety improvements, operational improvements, and rest areas. Projects under this program are selected at the discretion of Caltrans. Several improvements in this Plan are currently programmed and will be funded by the SHOPP program.

CALTRANS TRANSPORTATION PLANNING GRANT PROGRAM

Caltrans offers two state-funded planning grant programs: Environmental Justice (EJ) and Community Based Transportation Planning (CBTB). The EJ planning grant promotes the involvement of low-income and minority communities in the planning for transportation projects to mitigate negative impacts while improving mobility, access, safety, and opportunities for affordable housing and economic development. The CBTP grant funds coordinate transportation and land-use planning projects that encourage community involvement. CBTP projects support livable and sustainable community concepts with a transportation or mobility objective and promote community identity and quality of life.

The State grant cycle has an estimated funding target of \$6 million for both grant programs, pending approval of the State budget. The maximum amount per grant cannot exceed \$250,000 for EJ and \$300,000 for CBTP. The EJ and CBTP grant programs require the applicant to provide a minimum 10 percent local match.

Website: www.dot.ca.gov/hq/tpp/grants.html

COMMUNITY DEVELOPMENT BLOCK GRANTS (CDBG)

San Luis Obispo County is an entitlement county and receives annual federal CDBG funding from the U.S. Department of Housing and Urban Development (HUD). Organizations and groups can apply annually to the County for funds from CDBG. Some of the areas that funding is allocated to that could apply in Oceano include public facilities and improvements, public services, commercial or industrial rehabilitation, special economic development, and technical assistance and planning studies.

Website: http://www.slocounty.ca.gov/planning/Housing_and_Economic_Development/housinggrants.htm

SLOCOG REGIONAL TRANSPORTATION FUNDS

The Transportation Development Act (TDA) of 1971 earmarks 0.25 percent of State sales tax for transit. Local transportation funds were created in each County to receive the revenue. San Luis Obispo County receives an annual apportionment of approximately \$9 million and San Luis Obispo Council of Governments (SLOCOG) programs and distributes the money for local and regional transportation projects. SLOCOG is responsible for distributing money for public transit, rail, local street and road maintenance, highway, bicycle and pedestrian facilities.

The Regional Surface Transportation Program was established by the State of California to utilize federal Surface Transportation Program funds for a wide variety of transportation projects. A Transportation Alternatives Program for streetscape improvements is part of the program. The program is now being administered under the Moving Ahead for Progress in the 21st Century Act (MAP-21), signed into law in

2012. Half of the funds go to the County for regional projects. The money may be spent during each two-year financial cycle or the County may choose to let the funds accumulate and spend a larger amount less frequently. The amount of County funds allocated to Oceano for the 2009-2011 financial cycle was \$66,667. The State allows SLOCOG to exchange these federal funds for State funds to provide more flexibility and maximize the ability of local public works departments to use the funds on a wide variety of projects, including street and road maintenance. The funds are distributed on a fair share and competitive basis. Funds are also provided through reimbursement to the recipient. SLOCOG's annual Countywide apportionments of Regional Surface Transportation Program funds is currently approximately \$1.5 million.

Website: www.slocog.org/cm/Home.html

SLOCOG TRANSPORTATION ENHANCEMENT FUND

Transportation Enhancement funds, administered by SLOCOG, are available for the purpose of constructing transportation projects that are over and above the "normal" projects, such as treescaping and landscaping along roadways, bicycle facilities, decorative sidewalks, transportation museums, and scenic acquisition. The goal of the program is to enhance the transportation system through aesthetic improvements and through support of non-motorized transportation. The Transportation Enhancement funds are limited with the final California Transportation Commission project approval deadline in June 2014.

Website: www.slocog.org/cm/Home.html

POTENTIAL FUNDING MECHANISMS

CERTIFICATES OF PARTICIPATION

A Certificate of Participation (COP) is a funding mechanism used by government agencies for construction or improvement of public facilities. This financing technique provides long-term financing through a lease-type repayment structure, such as an option to purchase or a conditional sales agreement. They do not constitute debt under California State law, and, therefore, they do not require voter approval. However, Federal laws do treat these transactions as debt, which allows federal tax-exempt interest to the underwriter or holder of the security.

COOPERATIVE ROAD PROGRAM

The Cooperative Road Program is an informal assessment district administered by San Luis Obispo County. Taxes collected in the district are used to fund street improvements constructed under County Service Area 21. Fronting properties pay for improvements for up to 10 years on the tax rolls. This program does not currently apply to Oceano but could be expanded to apply to Oceano. It is anticipated by the County that funds would be spent on financing for properties for sidewalk infill.

GENERAL FUND

The County's General Fund is a potential source of funding for public facilities and infrastructure improvements, in particular short-term loans. General Fund revenue is mainly derived from tax revenues including property tax, franchise tax, and sales/use tax and is used to pay for basic municipal services such as police, fire, and public works. Because the County's General Fund revenue is limited, it should be viewed as a secondary source of financing for public facilities and infrastructure improvements.

INFRASTRUCTURE FINANCING DISTRICTS

Infrastructure financing districts (IFDs) allow cities and counties to pay for public works projects by diverting property tax increment revenues from the general fund for up to thirty years. IFDs are a form of tax increment financing based on the idea that public enhancements would cause property values to rise, generating higher property tax revenues. IFDs can issue bonds secured by expected future property taxes to fund upfront

infrastructure development costs. IFD funds can be used to finance construction of and improvements to highways, transit, water and sewer systems, flood control systems, childcare facilities, libraries, parks, and solid waste facilities. IFDs cannot pay for maintenance, repairs, operating costs, and services.

To form an IFD, the County must develop an infrastructure plan, send copies to every landowner, consult with other local governments, and hold a public hearing. Every local agency that will contribute its property tax increment revenue to the IFD must approve the plan. Schools cannot shift their property tax increment revenues to the IFD. Once the other local officials approve, the County must still get the approval of the voters in the IFD area to:

- Form the IFD (requires 2/3 voter approval);
- Issue bonds (requires 2/3 voter approval); and
- Set the IFD's appropriations limit (majority voter approval).

MELLO-ROOS COMMUNITY FACILITY DISTRICTS (CFD)

The Mello-Roos Act of 1982 is a flexible tool for local governments to finance needed community facilities and services. The legislation allows local jurisdictions to designate specific areas as "Community Facilities Districts" (CFD) and allow these districts to issue bonds and collect special taxes to finance public facility projects. The special tax must be approved by a two-thirds majority vote, and can be used to pay directly for facilities or services, or to pay debt service on bonds or other debt, the proceeds of which are used to finance facilities.

OCEANO COMMUNITY SERVICES DISTRICT (OCSD)

OCSD is responsible for maintenance of existing street lighting in Oceano. OCSD may potentially provide funds for maintenance of street lighting installed in this Plan's Study Area.

PROPERTY AND BUSINESS IMPROVEMENT DISTRICT (PBID)

A Property and Business Improvement District (PBID) is a mechanism of funding improvements through assessments to businesses and real property within the established PBID boundaries. Under the Property and Business Improvement District Law of 1994, revenues from PBID assessments may be used to fund capital improvements and maintenance costs for projects such as parking facilities, street furniture, public restrooms, art, parks, street and streetscape enhancements, and plazas. A PBID formation petition, which is initiated by property owners, requires the signature of more than 50 percent of the property owners, weighted by assessment liability. PBIDs are formed with an initial term of five years and may be renewed for another five years. However, if debt is issued to finance capital improvements, assessments can be levied until the bonds mature. The term of debt service for PBID bonds is not to exceed 30 years. Without bond issuance, the maximum term for a PBID district is 10 years.

OUTSIDE GRANT PROGRAMS

CALIFORNIA COASTAL CONSERVANCY

California Coastal Conservancy programs focus on public access, resource enhancement, working waterfronts, resource enhancement, land acquisition, nonprofit assistance, and agricultural enhancement. The CCC oversees the Ocean Program and provides staff to the Ocean Protection Council (OPC).

CALIFORNIA INFRASTRUCTURE AND ECONOMIC DEVELOPMENT BANK, INFRASTRUCTURE STATE REVOLVING FUND PROGRAM

The California Infrastructure and Economic Development Bank (I-Bank) is a State financing authority promoting economic growth and revitalization of California communities through low-cost financing of infrastructure and economic development projects. The I-Bank requires a defined public benefit but does not require leveraging or matching.

The Infrastructure State Revolving Fund (ISRF) Program is a source of low-cost, long-term infrastructure financing available to local government entities from the I-Bank. Funds are available to finance a variety of public infrastructure projects, such as streets, public safety facilities, public transit, and recreational facilities. ISRF financing can be leveraged with local, State, and federal grant and loan funds to complete the funding for a project. Loans range from \$250,000 to \$10,000,000 per project with fixed interest set at 67 percent of the tax-exempt “A” rated bond with a weighted average life similar to the I-Bank financing. Amortization periods are up to 30 years or the useful life of the asset being financed, whichever is less. No local match is required — ISRF financing can be the sole source of financing for a project. The I-Bank accepts several sources of financing repayment, including general fund revenues, tax increment revenues, enterprise revenues and property assessments.

COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS/LOAN FUNDS

Community development financial institutions and loan funds (CDFI and CDLF) make interest-bearing loans to nonprofit organizations that benefit or provide services to low-income or underserved communities. The loans can be used for affordable housing projects, human service programs, community facilities, and worker-owned cooperatives. CDFI and CDLF use federal resources provided by the U.S. Department of the Treasury Community Development Financial Institutions Program. Organizations such as the Nonprofit Finance Fund and the Northern California Community Loan Fund provide economic development loans as well as technical assistance. As certified Community Development Entities, both of these organizations also utilize the federal New Markets Tax Credit Program, which encourages capital investments in low-income neighborhoods.

Websites: www.ncclf.org; nonprofitfinancefund.org

COMMUNITY FOOD PROJECTS COMPETITIVE GRANTS PROGRAM

The U.S. Department of Agriculture’s (USDA) Community Food Projects (CFP) Competitive Grants Program is a major funding source for community-based food and agriculture projects nationwide. The CFP program is administered by the Cooperative State Research Extension and Education Services (CSREES) of the USDA and receives \$5 million per year in mandatory funding. Community Food Projects should be designed to

(1) (A) meet the food needs of low-income people; (B) increase the self-reliance of communities in providing for their own food needs; and (C) promote comprehensive responses to local food, farm, and nutrition issues; and/or

(2) meet specific state, local, or neighborhood food and agriculture needs for (A) infrastructure improvement and development; (B) planning for long-term solutions; or (C) the creation of innovative marketing activities that mutually benefit agricultural producers and low-income consumers. Private nonprofit organizations are eligible to receive funding directly, but collaborations with multiple stakeholders or with public and private for-profit entities are recommended.

Website: www.nifa.usda.gov/fo/communityfoodprojects.cfm

COMMUNITY LENDING

Under the federal Community Reinvestment Act (1977), depository institutions are required to help meet the credits needs of the community in which they operate. Many banks have community-lending programs. For example, Wells Fargo has a Community Lending division that provides interim construction financing for community development commercial real estate projects. Wells Fargo offers construction loans, permanent loans, bond financing, and letters of credit to developers and public agencies.

DEVELOPMENT AGREEMENTS

A development agreement is a tool for establishing a vested right to proceed with development in conformance with the policies, rules, and regulations in effect at the time of approval (Government Code Section 65864). Development agreements provide a developer with assurances for a specified length of time that the proposed project may proceed as originally approved, and not be affected by future changes in land use regulations. In exchange for this assurance, the landowner/developer may agree to public improvements, land dedications, or in-lieu fees, as negotiated with the County, as a condition of the agreement.

ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) GRANTS

The EDA is part of the U.S. Department of Commerce. EDA investment programs include: Global Climate Change Mitigation Incentive Fund, Public Works and Economic Development Program, Economic Adjustment Assistance Program, Research and National Technical Assistance, Local Technical Assistance, Planning Program, University Center Economic Development, and Trade Adjustment Assistance for Firms. Applications for EDA programs are evaluated based on the following guidelines: 1) market-based and results driven, 2) strong organizational leadership, 3) advance productivity, innovation, and entrepreneurship, 4) looking beyond the immediate economic horizon, anticipating economic changes, and diversifying the local and regional economy, and 5) high degree of commitment through local government matching funds, support by local officials, cooperation between business sector and local government.

Recent awards include:

- Salinas, CA - \$147,000 grant to prepare an economic development strategy to spur private investment and job creation in the region.
- East Lewis County, WA - \$2.8 million grant to fund road water and sewer infrastructure to mitigate flooding hazards.

Website: www.eda.gov/grants.htm

GENERAL OBLIGATION BONDS

General obligation bonds may be sold by a public entity with the authority to impose ad valorem taxes. Ad valorem taxes are based on an assessed value of real property and must be approved by a two-thirds majority vote of the people. The primary use of this tax is to acquire and improve public property.

HOME INVESTMENT PARTNERSHIPS PROGRAM

HOME Investment Partnership Program provides cities, counties, and nonprofit organizations with grants and low-interest loans to develop and preserve workforce housing.

Website: www.hud.gov/offices/cpd/affordablehousing/programs/home/

NATIONAL PARK SERVICE PRESERVE AMERICA GRANT PROGRAM

The National Park Service Preserve America grant program provides matching grants to designated Preserve America Communities to support preservation efforts through heritage tourism, education, and historic preservation planning. Local governments must apply for Preserve America Community designation to be eligible for grant funding. The Advisory Council on Historic Preservation administers the Preserve American Community designation process. Preserve America grants can be used for research and documentation, education and interpretation, planning, marketing and training. Recently the City of Bellingham, Washington, funded their historic resource survey with a Preserve American grant. Preserve America does not fund the repair, rehabilitation, or acquisition of historic properties or reconstruction of historic buildings. This program has not been funded since 2010.

Website: www.nps.gov/history/hps/hpg/preserveamerica/

NATIONAL TRUST PRESERVATION FUND

The National Trust for Historic Preservation is a private, nonprofit organization dedicated to preserving historic places and revitalizing communities. In 2005 the National Trust for Historic Preservation, through the National Trust Preservation Fund, provided almost \$17 million in financial assistance and direct investment to support historic and cultural preservation in cities and towns throughout the country. The Trust provides matching grants from \$500 to \$5,000 for preservation planning and educational efforts, which can be used to obtain professional expertise in architecture, engineering, preservation planning, land-use planning, fund raising, organization development and law, and preservation education activities.

Website: www.preservationnation.org/resources/find-funding

PACIFIC GAS & ELECTRIC COMPANY (PG&E) ELECTRIC UNDERGROUNDING PROGRAM - RULE 20A

In 1968, the California Public Utilities Commission (CPUC) and utility companies established a program to underground utilities across the State. Under Rule 20A, PG&E allocates funds on a calendar year basis to underground existing overhead electrical facilities within the communities it serves. Rule 20A projects are typically in the areas of a community that are used most by the general public and are paid for by customers through future electric rates. To qualify, the County must consult with the community and PG&E and determine that the undergrounding project meets one or more of the following criteria:

- Undergrounding will avoid or eliminate an unusually heavy concentration of overhead electric facilities.
- The street, road, or right-of-way is extensively used by the general public and carries a heavy volume of pedestrian or vehicular traffic.
- The street, road, or right-of-way adjoins or passes through a civic area, public recreation area, or an area of unusual scenic interest to the general public.
- The street, road, or right-of-way is considered an arterial street or major collector as defined in the Governor's Office of Planning and Research General Plan Guidelines.

The majority of the utility lines in Oceano are not primary power lines and are not eligible for these funds.

Website: www.pge.com/myhome/customerservice/energystatus/streetconstruction/rule20/

PROPOSITION 1B STATE LOCAL PARTNERSHIP PROGRAM

Under Proposition 1B, the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006, approximately \$20 billion in general obligation bonds were issued by the State to fund transportation projects including congestion reduction, road improvements, public transit, air quality, safety, and security.

PROPOSITION 42 LOCAL ASSISTANCE FUNDS

Under Proposition 42, the Transportation Congestion Improvement Act of 2002, revenue from State sales of motor vehicle fuel is dedicated to transportation improvements and services, including city and county street and road improvements, road reconstruction and storm drainage repair.

STATE EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) GRANTS

Workforce development funding is available through EDD depending on budgetary conditions and allocation. EDD solicits proposals for grants that assist with workforce training in topics ranging from deaf and hard of hearing services to green jobs training. EDD grant award amounts have decreased significantly over the last three years from nearly \$18 million for 2010/2011 to \$1.65 million for 2011/2012.

In the 2012/2013 Cycle, \$1,750,000 in grants were awarded in the following categories:

- Deaf and Hard of Hearing Services (\$1.5 million total, with individual awards ranging from \$190,000 to \$736,000)
- Campesino de California Program (\$250,000 total, awarded to one project)

In the 2011/2012 Cycle, \$1,650,000 in grants were awarded in the following categories:

- Deaf and Hard of Hearing Services (\$1.5 million total, with individual awards ranging from \$200,000 to \$736,000)
- Campesino de California Program (\$150,000 total, awarded to one project)

In the 2010/2011 Cycle, nearly \$18 million in grants were awarded in the following categories:

- Green Jobs (\$2,378,368 total, with individual awards ranging from \$400,000 to \$500,000)
- Youth Career Technical Education (\$2,999,950 total, with individual awards around \$500,000)
- Veterans' Employment-Related Assistance Program (VEAP) (\$5,985,676 total, with individual awards of \$465,500)
- Employment Training Network (\$1 million total, awarded to one project)
- Alternative and Renewable Fuel and Vehicle Technology Program Phase II (\$1.5 million total, with individual awards of \$500,000)
- Governor's Gang Reduction, Intervention, and Prevention (CalGRIP) (\$4,799,937 total, with individual awards ranging from \$300,000 to \$500,000)
- Campesino de California Program (\$100,000 total, awarded to one project)
- Deaf and Hard of Hearing Services (\$1.5 million total with individual awards ranging from \$200,000 to \$736,000)

Website: www.edd.ca.gov/jobs_and_training/WDSFP_Workforce_Development_Solicitations_for_Proposals

STATEWIDE COMMUNITY INFRASTRUCTURE PROGRAM (SCIP)

The SCIP is a Statewide bond infrastructure financing program that assists developers in paying for many required impact fees (school impact fees are exempt). The developer participates through an acquisition agreement via tax exempt proceeds from the issue of bonds. The bonds used in SCIP are Limited Obligation Improvement Bonds. SCIP can prepay impact fees to the City or reimburse developers for fee payment. SCIP can also provide funds to jurisdictions to provide them with more of a cushion of funds when waiting for impact fee payment. The program is administered by California Statewide Communities Development Authority (CSCDA), a joint powers authority founded and sponsored by the League of California Cities. In order to participate in SCIP jurisdictions must be members of CSCDA.

STRATEGIC GROWTH COUNCIL SUSTAINABLE COMMUNITIES PLANNING GRANT AND INCENTIVE PROGRAM

Strategic Growth Council (SGC) Sustainable Communities grant program provides grants to cities, counties, and designated regional agencies to promote sustainable community planning and natural resource conservation. The grant program supports development, adoption, and implementation of various planning elements in three focus areas: Local Sustainable Planning, Regional SB 375 Plus, and Regional Planning Activities with Multiple Partners. This is the type of grant received to fund this Plan. In Focus Area #1: Local Sustainable Planning, examples of eligible proposals include, but are not limited to:

- Specific Plan/Infill and Master Plans/Zoning Ordinances
- Climate Action Plans
- Targeted General Plan Updates or Elements
- Community Basic Infrastructure Plans

There were three rounds of funding authorized by Proposition 84. For 2012 (Round 2), approximately \$18 million in SGC grant funds were available. Projects may have up to a three-year timeline and are expected to range between \$100,000 and \$1,000,000. The solicitation for applications for Round 3 is expected in November 2012 with applications due in early 2013.

Website: sgc.ca.gov/planning_grants.html

TOTAL ROAD IMPROVEMENT PROGRAM (TRIP)

The Total Road Improvement Program (TRIP) is statewide street financing pool. Under TRIP, cities can pool their borrowings together to save on financing costs/interest rates and take advantage of today's favorable construction bid conditions. TRIP allows cities and counties to leverage a portion of their State Motor Vehicle Tax to finance street and highway maintenance and reconstruction projects, without any impact to the local agencies' general fund.

USDA FARMER'S MARKET PROMOTION PROGRAM

The Farmers Market Promotion Program (FMPP) offers grants to help improve and expand domestic farmers' markets, roadside stands, community-supported agriculture programs, agri-tourism activities, and other direct producer-to-consumer market opportunities. Agricultural cooperatives, producer networks, producer associations, local governments, nonprofit corporations, public benefit corporations, economic development corporations, regional farmers' market authorities and Tribal governments are among those eligible to apply. Since 2006, the FMPP has made more than \$32 million in awards. Approximately \$9 million in FMPP grants were awarded in 2012. The maximum amount awarded for any one proposal cannot exceed \$100,000.

The 2012 awards include:

- Concord, CA - \$89,000 grant Fresh Approach to develop and operate mobile farmer's markets in food desert communities of Contra Costa County. The work will include culturally appropriate health and nutrition education to customers.
- Broward County, FL - \$89,000 grant to to Broward Regional Health Planning Council to create three new farmers markets and form a network of farmers and farmers markets in food desert areas in Broward County.

Website: www.ams.usda.gov/AMSV1.0/FMPP

USDA RURAL DEVELOPMENT BUSINESS ENTERPRISE GRANTS PROGRAM

The United States Department of Agriculture (USDA) offers a grant program to fund projects that finance and facilitate the development of small and emerging rural businesses, distance learning networks, and employment related adult education programs. Grants range from \$10,000 to \$500,000 per project and are open to public entities and non-profit corporations. Funds may be used for a wide range of activities including the acquisition or development of land, easements, or rights of way; construction, conversion, or renovation of buildings, plants, roads, and utilities; capitalization of revolving loan funds; training and technical assistance; distance adult learning for job training and advancement; and project planning. Recipient projects must benefit small and emerging private businesses in rural areas.

Website: www.rurdev.usda.gov/BCP_rbeg.html

USDA RURAL DEVELOPMENT COMMUNITY FACILITIES GRANTS PROGRAM

This USDA grant program provides funds for essential community facilities in rural areas and towns of 20,000 people or less. This grant also targets low-income communities. Grants recipients can be counties, municipalities, special-purpose districts or other entities such as non-profit organizations or tribes. Funds can be used to construct, remodel or operate facilities for health care, public safety, and community and public services. The grant funds cannot be used for annual recurring costs, including purchases or rentals that are generally considered to be operating and maintenance expenses, construction or repairs to electric generating plants, electric transmission lines, or gas distribution lines to provide services for commercial sale, construction of facilities for commercial rental where the applicant has no control over tenants and services offered, construction of facilities primarily for the purpose of housing State or federal agencies, or for recreational facilities or community antenna television services or facilities.

Website: www.rurdev.usda.gov/HAD-CF_Grants.html

SERVICE ORGANIZATIONS

ELKS LODGE

The Oceano/Five Cities Elks Lodge is located in Oceano and engages in frequent community work and volunteerism. The Elks Lodge might be supportive of installation of streetscaping including benches, planters, trash and recycling receptacles or bicycle racks.

Website: www.elks2504.com

LIONS CLUB MILION TREE PLANTING CAMPAIGN

Lions Clubs International has active clubs in Arroyo Grande, Pismo Beach and surrounding cities, and Santa Maria. With a commitment to improving the environment, Lions Clubs International initiated the Million Tree Planting Campaign. Local clubs have engaged in various tree-planting programs that are specifically tailored to meet local needs. Clubs have raised funds and provided volunteer support to purchase and plant trees in their communities.

Website: www.lionsclubs.org/EN/member-center/membership-and-new-clubs/global-membership-team/presidents-theme/million-tree/resources.php

ROTARY CLUB PRESERVE PLANET EARTH PROGRAM

With chapters in Grover Beach, Arroyo Grande, and Pismo Beach-Five Cities, the Rotary Club has a strong local presence and commitment to create positive impacts in the community. The Preserve Planet Earth Committee in each chapter is responsible for identifying ways to preserve and enhance the environment at the local level. In the past, the Rotary Club has provided volunteers and helped raise funds to purchase and plant trees.

APPENDIX C: BACKGROUND AND MARKET RESEARCH REPORT

OCEANO | **Revitalization Plan**
BACKGROUND AND MARKET RESEARCH REPORT

JULY 2013

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1. INTRODUCTION

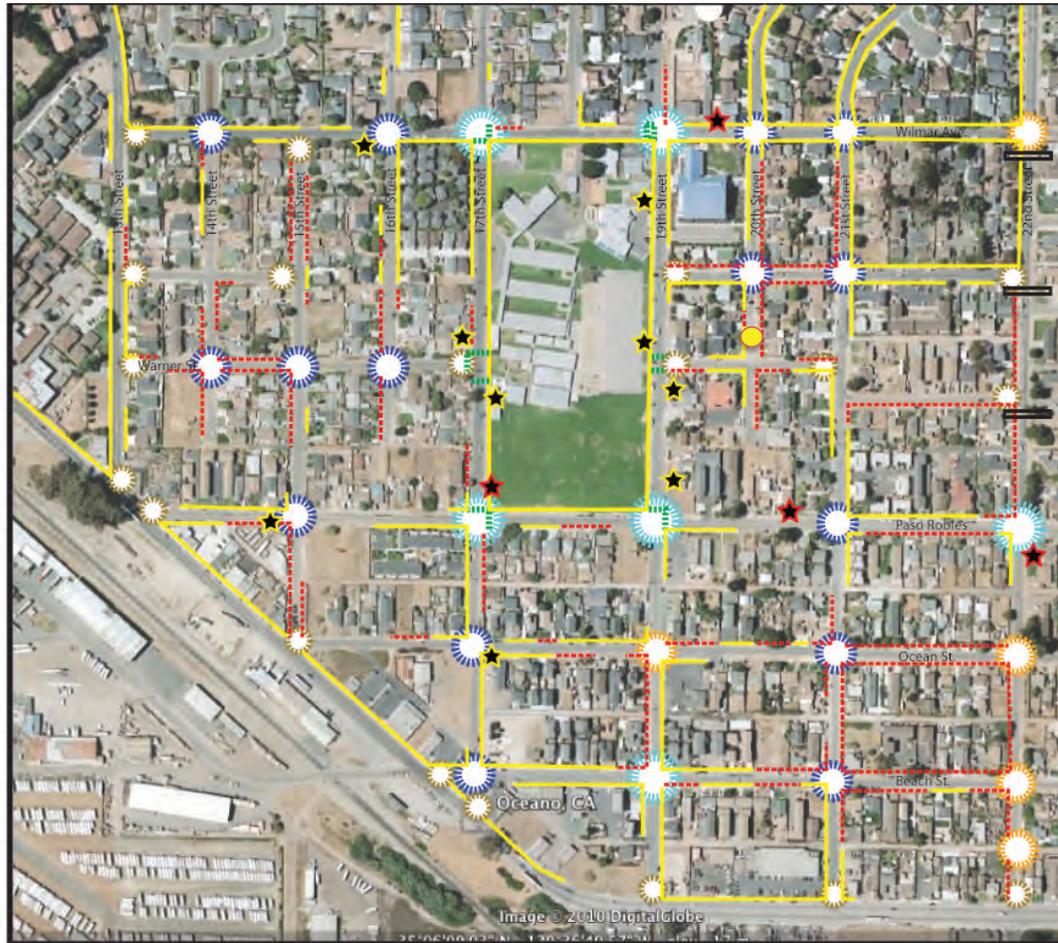
LOCAL SETTING

Oceano is an unincorporated community in San Luis Obispo County, located along the central coast of California. In 2010 Oceano had a population of 7,286 residents. Located along California State Highway 1, Oceano is adjacent to the Pacific Ocean, with beach sand dunes part of the California State Park's Oceano Dunes State Vehicular Recreation Area. Oceano is one of five communities which make up San Luis Obispo County's 'Five Cities', along with Arroyo Grande, Pismo Beach, Grover Beach, and Shell Beach. The nearest incorporated city is Grover Beach. Oceano is conveniently located approximately 16 miles south of the city of San Luis Obispo and 18 miles north of Santa Maria. The community has a strong heritage as an agricultural processing and distribution center associated with the railroad. Oceano's history of being a successful agricultural community is due, in part, to its moderate annual climate and sandy soil.



Without adequate curbs and gutters or the necessary infrastructure improvements, Oceano floods frequently.

The 2010 Oceano Neighborhood Analysis included identification of traffic hazards and current road conditions.



SUMMARY OF EXISTING DOCUMENTS

Prior to the development of the Oceano Revitalization Plan, the following document review and analysis were performed.

2002 OCEANO SPECIFIC PLAN

The Oceano Specific Plan was adopted by the San Luis Obispo County Board of Supervisors in 2002 in order to guide future development and address the community’s needs and concerns. Oceano residents identified four community goals 1) establish a safe and livable small town community with unique character, 2) improve design of public and private spaces to improve quality of life, 3) address infrastructure and public service needs of local residents and visitors, and 4) enhance the economic potential of the area, particularly tourist commercial related activity. Oceano’s two main commercial corridors, Pier Avenue and Downtown along Front Street, are areas of concern and opportunity for the community. The plan identified lack of safe pedestrian access and sidewalks, poor area drainage, and need

for a greater quantity of thriving businesses as there are current limitations to economic improvements in these areas. The plan proposes increased collaboration with the County to remedy current and future drainage and flooding issues resulting from a lack of established sidewalk and gutter system. Infrastructure and road improvements would also benefit pedestrian safety and mobility, as poor drainage has impacted the Oceano Community Service District’s ability to install and maintain proper sidewalks throughout the community. The next section discusses the Oceano Specific Plan in greater detail, and ways in which the Oceano Revitalization Plan remains consistent with and helps implement the Specific Plan.

San Luis Obispo County, Oceano Specific Plan, 2002

2003 LAFCO MUNICIPAL SERVICE REVIEW, ADOPTED SPHERE OF INFLUENCE UPDATE

San Luis Obispo Local Agency Formation Commission (LAFCO) completed a Municipal Service Review in 2003 to determine service adequacy pending Oceano’s sphere of influence (SOI) update.

According to LAFCO's analysis, Oceano has adequate infrastructure and availability of public services to accommodate an increased SOI. However, issues identified in the County's Specific Plan were reiterated in LAFCO's review. LAFCO identified drainage, flooding, road conditions, and future water supply as areas to be monitored by the District and the County. Collaboration with the County Public Works department is suggested to facilitate infrastructure improvements.

San Luis Obispo Local Agency Formation Commission, 2003

2010 OCEANO NEIGHBORHOOD ANALYSIS

In 2010, a Cal Poly Landscape Architecture studio class performed a Circulation and Overall Street Texture Study for Oceano CSD. Review of the map of existing circulation conditions identifies areas of pedestrian-traffic conflict and pedestrian safety issues, including:

- Child crossing at 15th Street and Paso Robles Road, no marked crosswalk and West/East traffic does not stop.
- Child crossing at Ocean Street and 17th Street no marked crosswalk, and there is a sidewalk break when traveling north along 17th Street.
- Incomplete, missing, or pedestrian obstructed sidewalks throughout Oceano, particularly in the multi-family residential neighborhood east of 21st street, along both Beach and Ocean Streets.
- Few traffic-calming measures employed, utilizing speed bumps only along 22nd Street.

Cal Poly Cultural Environments Design Studio, 2010. Professor Jun-Hyun Kim

2012 COMPLETE COMMUNITIES SURVEY

San Luis Obispo County is currently conducting a Complete Communities Survey which will identify infrastructure and public facility improvements necessary in certain unincorporated areas within the County. This survey intends to coordinate public land use and infrastructure decisions with community development and private investment. The first step in the process was completion of a Complete Communities Research Summary, which identified four essential features of a complete and thriving community: 1) Utility Infrastructure 2) Transportation 3) Public Facilities and 4) Zoning Balance. The survey

process is underway with a facilities inventory completed in August 2012. This County project is intended to support County land use policies focused on preserving agricultural and open space while promoting orderly and efficient growth in existing urban centers.

This project will be on-going through the duration of the Oceano Revitalization Plan.

Complete Communities Research Summary, County of San Luis Obispo. March 7, 2012 and County of San Luis Obispo, Oceano Revitalization Plan Kickoff Meeting with County TAC, May 8, 2012, Meeting Notes

2012 SAN LUIS OBISPO COUNTY DRAFT ECONOMIC ELEMENT

San Luis Obispo County is in the process of updating their Economic Element, an optional element in the County General Plan, developed to provide guidance for sustainable long term economic vitality and promote the goals established in the "San Luis Obispo County Clusters of Opportunity Economic Strategy" conducted by the Economic Vitality Corporation. The Economic Element has established goals to support economic development. The County has identified connections between infrastructure, capital improvement projects, housing supply, and economic growth. While the Element does not specifically address Oceano, policies established in the Economic Element will act as a guide for economic development in Oceano as the County is committed to maintaining and enhancing the quality of life for all County residents through the pursuit of economic development activities. The County has listed goals and policies which will support sustainable and orderly economic growth particularly through funding mutually beneficial capital improvement projects and cooperating with Community Service Districts in balancing housing and economic growth needs.

San Luis Obispo County Public Review Draft Economic Element. San Luis Obispo County Department of Planning and Building, 2012

2010 EVC CLUSTERS OF OPPORTUNITY ECONOMIC STRATEGY FOR SAN LUIS OBISPO COUNTY

In 2010, the Economic Vitality Corporation (EVC) of San Luis Obispo prepared the "San Luis Obispo County Clusters of Opportunity Economic Strategy" that was strongly endorsed by the San Luis Obispo County Board of Supervisors. The EVC Economic Strategy assessed industries County wide and

identified five key clusters with the greatest opportunities for growth. They are: Building Design and Construction, Health Services, knowledge and Innovation Services, Specialized Manufacturing, and “Uniquely SLO County.” The clusters are seen as engines for job creation and economic stability. Business leaders have embraced the cluster concept and are implementing action plans for their respective clusters. Several business leaders were identified as “cluster champions,” committed to working to implement the action plans and the vision for each cluster.

Economic Vitality Corporation (EVC) of San Luis Obispo County, November 2010.

2011 SAN LUIS OBISPO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT MARKETING PLAN FY 2011-2012

The San Luis Obispo County Tourism Business Improvement District (CBID) is working towards promoting tourism in the unincorporated portions of San Luis Obispo County by branding these areas as unique from surrounding tourist destinations outside of the County. San Luis Obispo County has established the region as Wine Coast Country (WCC) as a strategy to brand the County as a tourist destination, emphasizing the region’s wine industry. Funding of special events and promotions combined with strategic advertising by the CBID will work to attract repeat visitors and promote tourism in the WCC during the off season. The CBID will work to establish partnerships within the County in order to reduce duplicate spending on marketing and promotion of the County’s tourism industry. Through

these County-wide partnerships, stakeholders can identify a common goal of increasing occupancy within the County and support mutually beneficial projects and promotions to achieve this goal. One suggestion to brand Oceano and establish it as a main tourist destination is to include Oceano in the development of a ‘Loop Road’ which would market a specific tourist route.

San Luis Obispo County Tourism Business Improvement District Marketing Plan , August 2011.

2010 REGIONAL TRANSPORTATION PLAN- PRELIMINARY SUSTAINABLE COMMUNITIES STRATEGY

The 2010 update to the San Luis Obispo Council of Government (SLOCOG) Regional Transportation Strategy includes the necessary addition of a land use component to remain consistent with State legislation addressing greenhouse gas (GHG) emissions, particularly the Global Warming Solutions Act of 2006 (ab 32) and the Sustainable Communities and Climate Protection Act of 2008 (sb 375) which incorporates land use and transportation planning to reduce GHG emissions. The plan identifies eight goals to address the region’s transportation and housing needs with emphasis on sustainability, efficient transportation systems, reduction of energy and resource consumption, protection of farmland and natural habitats, and promotion of livable communities through integration of land use, mobility and design strategies. With regard to financing and implementing the RTP, one key finding is the County’s inability to continue to finance roadway improvements to decrease congestion. Thus, the plan encourages

Missing or incomplete sidewalks along Front Street create unsafe conditions for pedestrians and cyclists in Oceano.



land use planning and transportation efficiency improvement strategies to address congestion and increase mobility. SLOCOG will provide priority consideration to projects which address regional transportation needs through smart growth principles and leverage other local, state, or federal funding sources to achieve the goals of the RTP-PSCS.

San Luis Obispo Council of Governments, Regional Transportation Strategy- Preliminary Sustainable Communities Strategy, Executive Summary, 2010.

2009 TRANSPORTATION PLANNING FACT SHEET

The transportation planning fact sheet provides information and summaries of existing roadway conditions along state routes in San Luis Obispo County to assist in planning and development along these routes. State Route 1 travels through San Luis Obispo County, and is divided into seven segments for closer review and analysis. Oceano and other South County communities are served by segment 6 of State Route 1, and the fact sheet identifies pedestrian safety as a major concern along this two-lane segment of the highway. Collision and injury rates for this segment are below state averages, in part because the heavy tourist traffic occurs at a different time than heavy commuter traffic during the week. As parcels adjacent to this segment are developed, traffic congestion as well as concern for motorist, pedestrian, and bicyclist safety are likely to increase.

San Luis Obispo County, Transportation Planning Fact Sheet, September 2009.

2012 OCEANO COLLISION ANALYSIS

In 2012, Nelson\Nygaard analyzed collision records from the Statewide Integrated Traffic Records System (SWITRS) reported in unincorporated San Luis Obispo County for 2006 through 2010.

In the five year period studied there was a total of 175 collisions, resulting in 36 injuries and no fatalities. The majority of those collisions occurred on Highway 1. There were relatively few collisions involving bicyclists or pedestrians, especially considering the higher than average rate of walking to work in Oceano, 7.3 percent compared to California as a whole at 2.8 percent.

In descending order, the most frequent California Vehicle Code violations were:

- 22107, Turning Movements and Required Signals, 30.3 percent

- 22106, Improper Starting or Backing, 16 percent
- 23152, DUI (alcohol or drugs), 13 percent
- 21802, Stop sign intersections & 22450 Stop requirements, 12 percent
- 22350, Basic speed law, 11.4 percent

Many of the most frequent primary collision factors related to driver error – turning without signaling, incautious reversing, speeding, or failing to stop at controlled intersections. Driver error in these categories made up almost 70 percent of the reported collisions.

An investigation carried out by the County in August 2012 indicated that lack of parking was the root cause of many collisions in Oceano. The number of Improper Starting or Backing violations may be tied to the parking issue.

Nelson\Nygaard and San Luis Obispo County, 2012

CVC CODE	MEANING	NUMBER	PERCENT
21650	Driving on the wrong side of the road	5	2.9%
21651	Divided Highways	1	0.6%
21658	Failure to stay in lane	5	2.9%
21801	Left turn or u-turn	3	1.7%
21802	Stop sign intersections	13	7.4%
21804	Entry onto highway	5	2.9%
21954	Pedestrians outside crosswalks	1	0.6%
22100	Turning upon a highway	1	0.6%
22106	Improper starting or backing	28	16.0%
22107	Turning movements and required signals	53	30.3%
22108	Duration of signal (vehicle must indicate for 100ft before intersection)	1	0.6%
22350	Basic speed law	20	11.4%
22450	Stop requirements (at entry to intersection)	1	0.6%
22515	Failure to apply parking brake/left motor running/ in gear	3	1.7%
23152	DUI (alcohol or drugs)	22	12.6%
29004	Towed vehicle	1	0.6%

Source: Statewide Integrated Traffic Records System, 2006-2010



Front Street in Downtown Oceano with little pedestrian activity. There is no street furniture, street lighting, or other aesthetic attributes which would make the Downtown more pedestrian friendly.

SPECIFIC PLAN CONSISTENCY

The Oceano Revitalization Plan is intended to remain consistent with and partially implement the Oceano Specific Plan. By following the Specific Plan’s development guidelines and programs, The Oceano Revitalization Plan will help achieve the community identified goals.

GOALS

The Oceano Specific Plan identified four goals based on community input and interaction:

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.

RELEVANT PROGRAMS AND GUIDELINES

In order to achieve the goals established by the community, the Oceano Specific Plan developed a series of potential implementing programs, suggested development guidelines, and mandatory development standards.

The Oceano Revitalization Plan contributes research, supports funding of, or suggests additional action in the following Specific Plan programs:

Public Improvement

- **Drainage.** Institute the following retrofit project to address existing deficiencies in stormwater control:
 - Identify and quantify the existing drainage/flooding problems based on historic information, community and County input, and site observations,
 - 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.
- **Runoff and 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.
- **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.

Downtown

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

- **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.
 - 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.

Circulation

- **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.

Alternative Transportation

- **Bicycling.** The following improvements are recommended for improving bicycling in Oceano:



Bicycles share the road with vehicles along Front Street in downtown Oceano.

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

What’s in a Name

- **Oceano Beach.** Consider re-naming Oceano to ‘Oceano Beach’ to reinforce the notion that this is a coastal community.

In addition, the Oceano Revitalization Plan relates to the following standards and development guidelines proposed in the Specific Plan. Projects consistent with the suggested development guidelines are consistent with the Specific Plan and contribute to the implementation of the Specific Plan goals.

- **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.
- **Guidelines for Building Scale and Design.** Use the following to direct development in the Downtown:
 - 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.
- **Town Center on 17th Street.** The following guidelines should improve the development of open space in the Downtown:
 - 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.
- **Downtown Parking Design.** The following guidelines will help create parking in the Downtown that conforms to community desires:
 - 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.

2. DEMOGRAPHIC TRENDS AND ECONOMIC CONDITIONS

POPULATION

POPULATION GROWTH

Table 1.2 compares population growth in Oceano to population growth in San Luis Obispo County from 2000 to 2010. Over the ten year period population in Oceano has grown by only 26 people, with an annual growth rate of 0.04%. In contrast the County grew at an annual rate of 0.93%.

AGE DISTRIBUTION

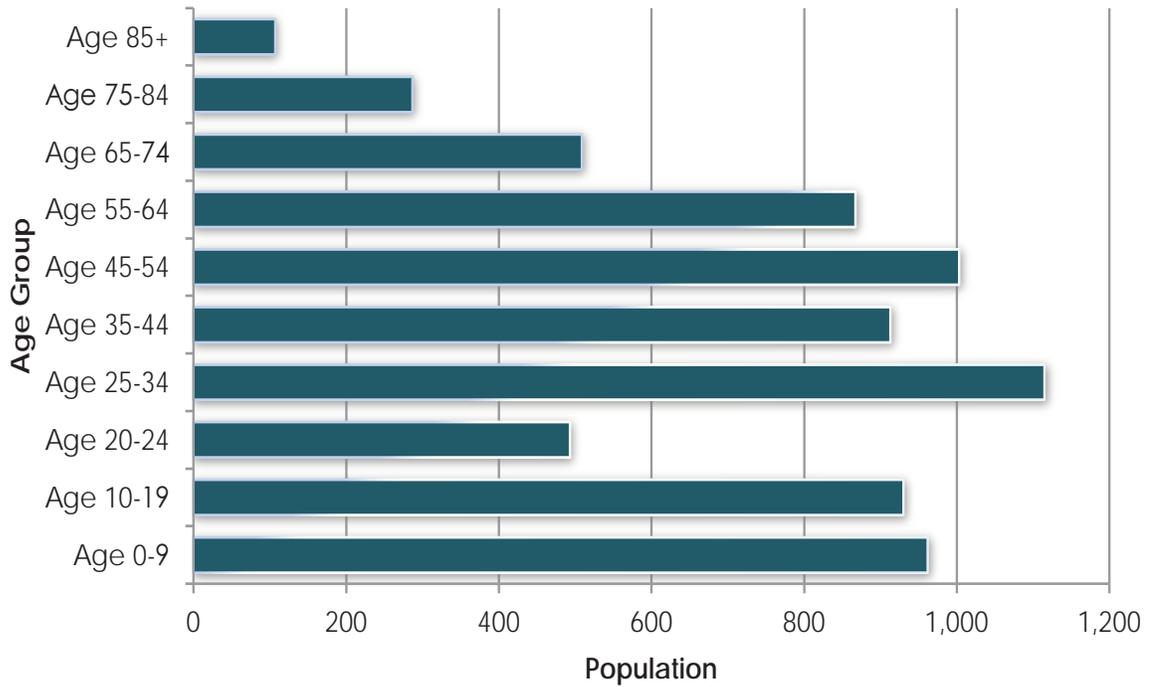
In 2010, approximately 60% of the population of Oceano was between the ages of 20 and 64, and of eligible working age. Figure 1.1 displays the age distribution by number of people in Oceano. This number is consistent with 61% of the County within this age range. Only 12% of Oceano is above the age of 65, but as Figure 1.2 illustrates, this cohort will increase as more baby boomers reach retirement age in the next ten years. This has implications in the County and in Oceano for ensuring adequate workforce replacement. Oceano is in a better position than the County, with 27% of the population under the age of 20, compared to the County's 16%.

Table 1.2 Population in Oceano and San Luis Obispo County, 2000 and 2010

Population	2000	2010	Annual Growth Rate
Oceano	7,260	7,286	0.04%
San Luis Obispo County	246,681	269,637	0.93%

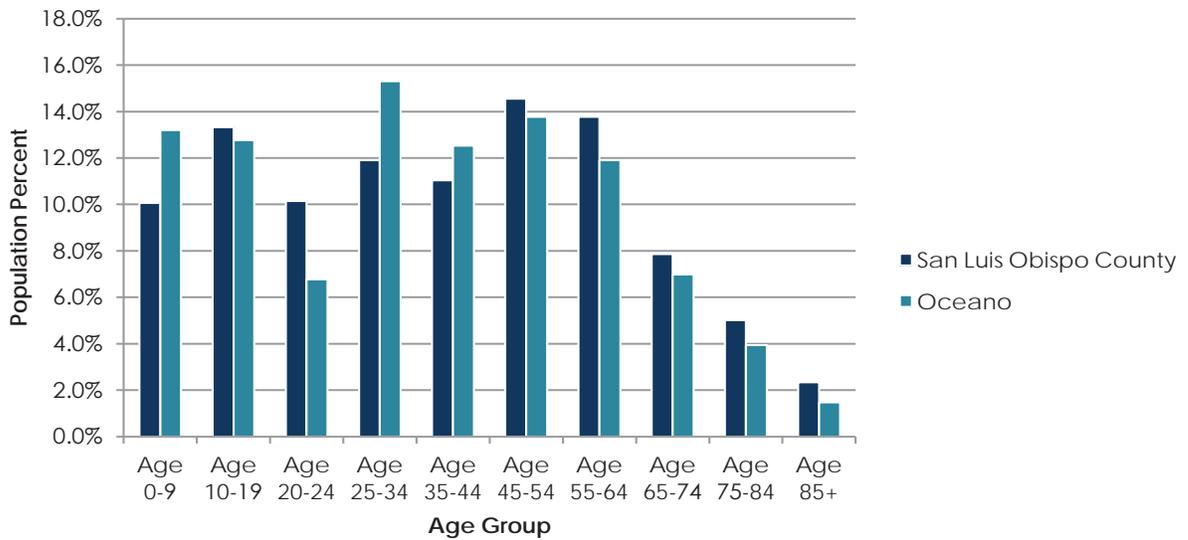
Source: U.S. Census DP-1-Geography-Oceano CDP, California: Profile of General Population and Housing Characteristics: 2010

Figure 1.1 Age Distribution, Oceano 2010



Source: U.S. Census DP-1-Geography-Oceano CDP, California: Profile of General Population and Housing Characteristics: 2010

Figure 1.2 Age Distribution Oceano and San Luis Obispo County, 2010

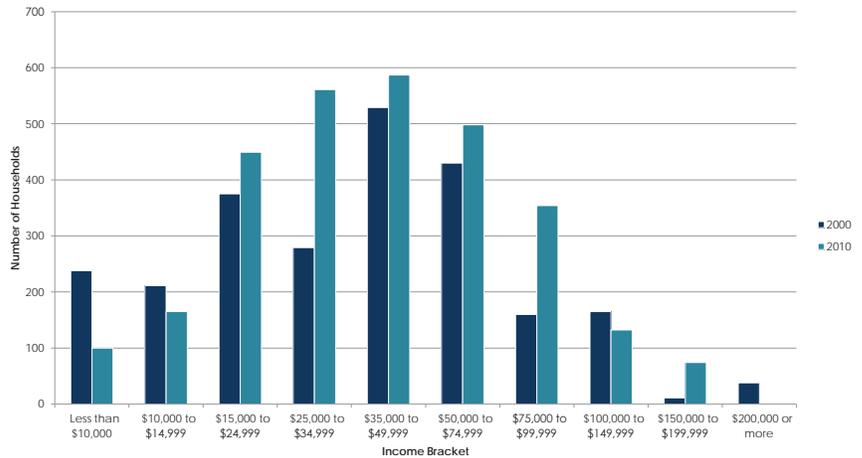


Source: U.S. Census DP-1-Geography-Oceano CDP, California: Profile of General Population and Housing Characteristics: 2010

HOUSEHOLD INCOME DISTRIBUTION

Since 2000, Oceano’s average household income has become more evenly distributed, with 56% of households in 2010 earning between \$25,000 and \$75,000 annually, as opposed to 50% in that range in 2000. (See Figure 1.3) With a median household income in 2010 of \$39,843, a 4.6% increase from the year 2000, Oceano has seen an increase in household incomes for all income brackets between \$15,000 and \$99,000. Oceano has seen a loss in higher income brackets since 2000, with potential implications to the results of the economic recession having sustained effects. During the same time period Oceano has seen a 50% decrease in the percentage of households with annual incomes less than \$14,999.

Figure 1.3 Household Income Distribution, Oceano. 2000 and 2010



Source: U.S. Census DP03: Selected Economic Characteristics 2006-2010 American Community Survey 5-Year Estimates

HOUSEHOLD CHARACTERISTICS

HOUSEHOLD SIZE

The average household size in Oceano in 2000 and 2010 was slightly larger than the average household size of the County, with 2.9 and 2.8 people per household, respectively.

HOUSING TENURE

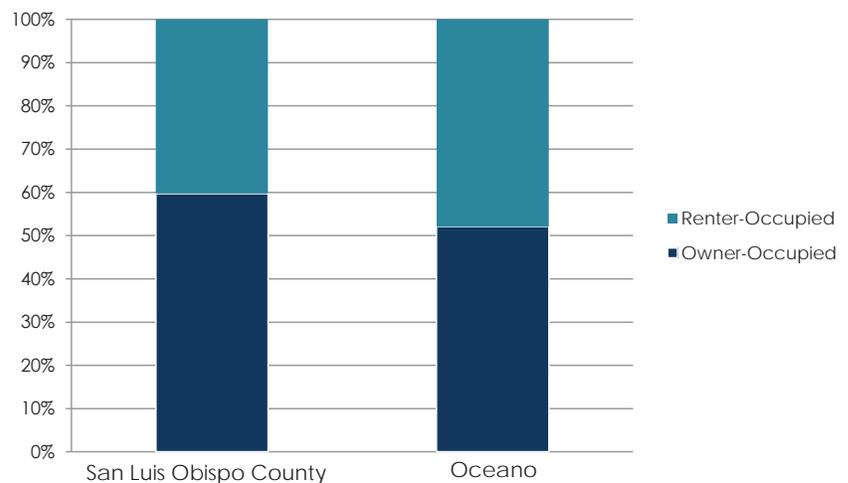
In Oceano 52% of housing units are owner occupied, compared to 60% of San Luis Obispo County units, represented in Figure 1.4. With nearly 50% of Oceano residents living in rental units this may indicate a need for additional for sale housing units provided at a more affordable rate. Other contributing factors to the higher rate of renter occupied housing units may be the seasonality of available agricultural jobs.

Table 1.3 Average Household Size, Oceano and San Luis Obispo County, 2000 and 2010

	2000	2010
Oceano	2.9	2.8
San Luis Obispo County	2.5	2.6

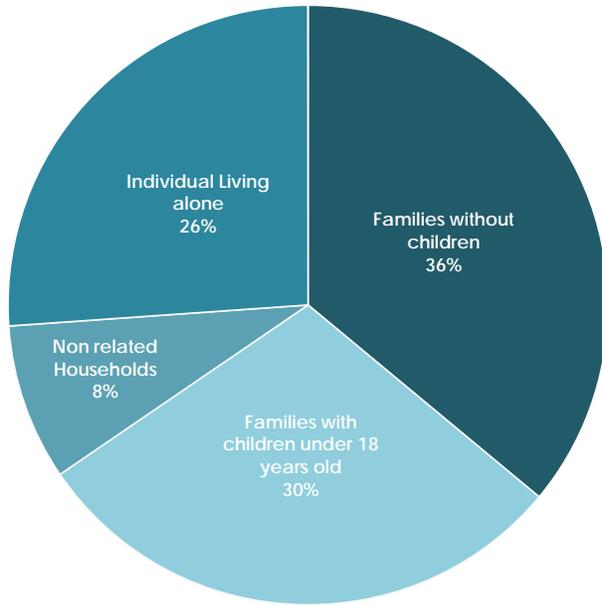
Source: U.S. Census DP-1-Geography-Oceano CDP, California: Profile of General Population and Housing Characteristics: 2010

Figure 1.4 Housing Tenure, San Luis Obispo County and Oceano 2010



Source: U.S. Census DP-1-Geography-Oceano CDP, California: Profile of General Population and Housing Characteristics: 2010

Figure 1.5 Household Composition Oceano, 2010



Source: U.S. Census DP-1-Geography-Oceano CDP, California: Profile of General Population and Housing Characteristics: 2010

HOUSEHOLD COMPOSITION

Figure 1.5 illustrates the household composition in Oceano in 2010. 66% of households in Oceano consist of families, with nearly half of family households supporting children under the age of 18. Non-related households are the least represented household category.

RACIAL COMPOSITION

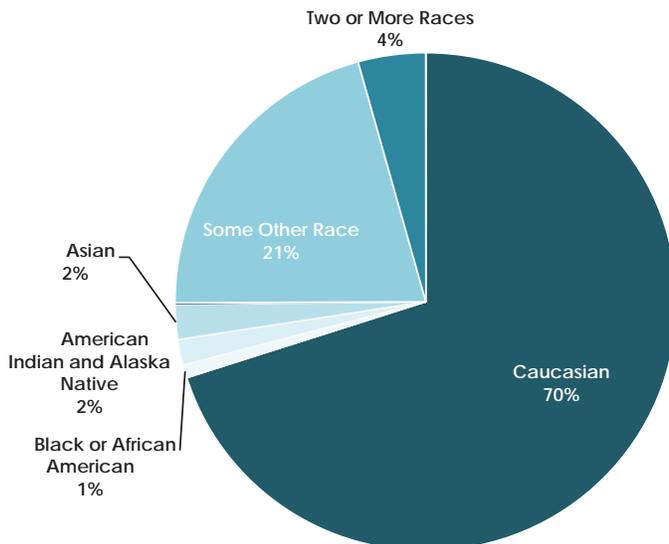
Figure 1.6 and Figure 1.7 illustrate the racial and ethnic composition in Oceano. The recent addition of a Latino or Hispanic ethnicity category in the United States Census provides a more accurate depiction of the demographic composition of the community. While 70% of the population is Caucasian by race, 48% of Oceano is Hispanic or Latino. This additional census category indicates a more culturally diverse population than through race statistics alone.

EMPLOYMENT

EMPLOYMENT BY SECTOR

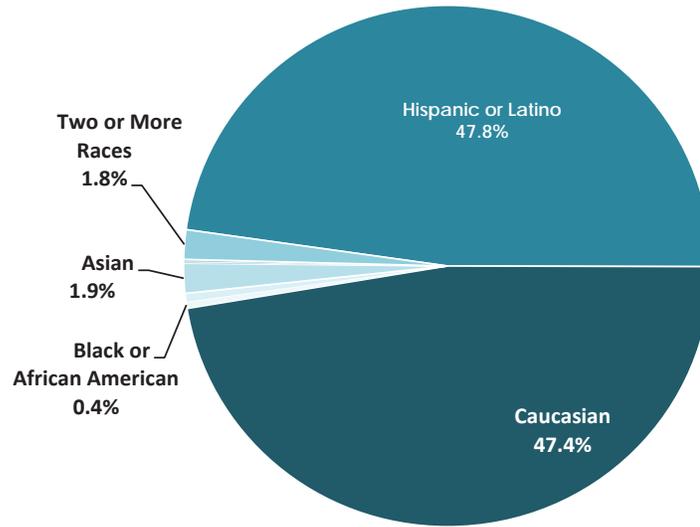
In 2010 2,828 Oceano residents were employed. Of these employed residents, over 50% of the workforce was between the ages of 30 and 54, with 40% earning between \$1,251 and \$3,333 monthly. The top three employment sectors for Oceano residents are 14% food service, 13% retail trade, and 12% health and social services, as shown in Figure 1.8. These employment statistics provide information about Oceano residents, where they work, and monthly income in 2010.

Figure 1.6 Racial Composition Oceano, 2010



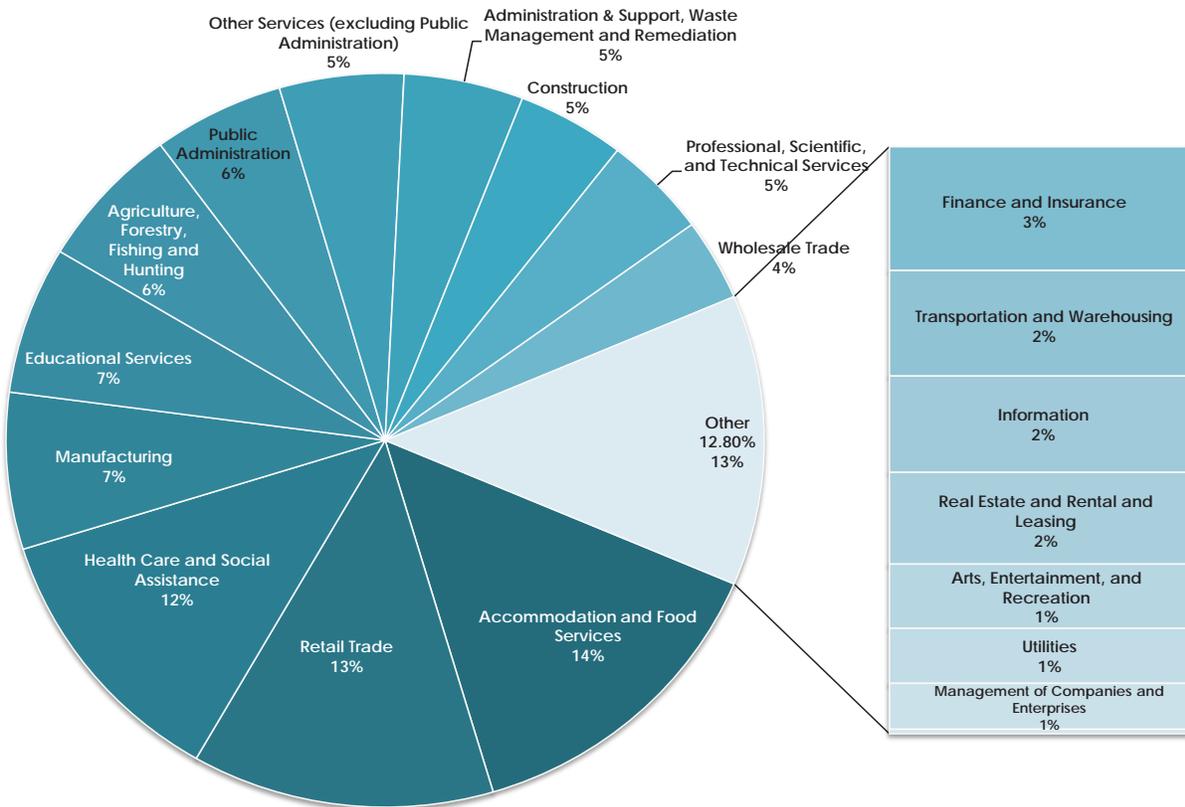
Source: U.S. Census DP-1-Geography-Oceano CDP, California: Profile of General Population and Housing Characteristics: 2010

Figure 1.7 Racial Composition Including Hispanic/Latino Ethnicity, Oceano, 2010



Source: U.S. Census DP-1-Geography-Oceano CDP, California: Profile of General Population and Housing Characteristics: 2010

Figure 1.8 Employment by NAICS Industry Sector, Oceano Residents 2010

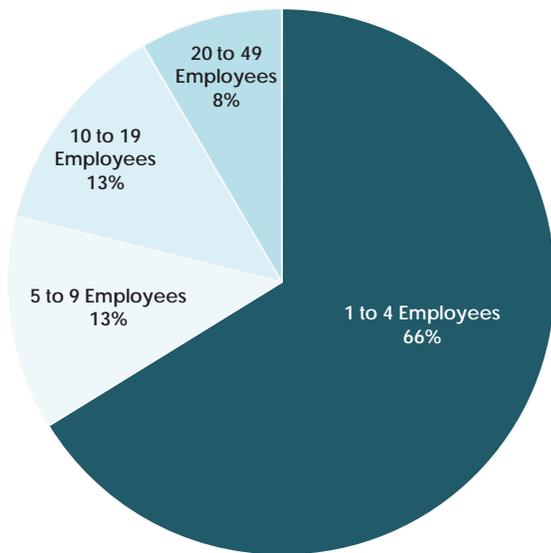


Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics

Table 1.4 Employment Oceano, 2010		
Jobs	Oceano Residents	Oceano Workers
Total	2,828	796
Jobs By Worker Age		
Age 29 or younger	28.70%	25.60%
Age 30 to 54	52.70%	55.40%
Age 55 or older	18.50%	19.00%
Jobs by Earnings		
\$1,250 per month or less	30.00%	33.30%
\$1,251 to \$3,333 per month	44.20%	42.20%
More than \$3,333 per month	25.80%	24.50%

Source: U.S. Census Bureau, OnTheMap Application Area Profile, 2010

Figure 1.9 Businesses by Number of Employees, Oceano, 2009



Source: US Census Bureau, Zip-code Business Patterns, 2009

While there were 2,828 employed Oceano residents in 2010 (see Figure 1.9), there were only 796 jobs located in Oceano. Of these jobs, 17% were in accommodation and food service and 17% agriculture, forestry, fishing and hunting. This indicates that a majority of Oceano residents work outside of Oceano. See Table 1.4 for comparison of Oceano residents and employees.

BUSINESS BY NUMBER OF EMPLOYEES

Two-thirds of businesses in Oceano employ 1 to 4 employees. The middle 26% of businesses employ 5 to 19 workers, with no businesses employing more than 49 workers. This can indicate a reliance on small locally owned businesses for employment as well as few employment opportunities within Oceano, forcing residents to commute to other areas for work.

Table 1.5 Oceano Businesses by Number of Employees		
Number of workers	Number of Establishments	Percent
1 to 4 Employees	47	66.2%
5 to 9 Employees	9	12.7%
10 to 19 Employees	9	12.7%
20 to 49 Employees	6	8.5%

Source: US Census Bureau, Zip-code Business Patterns, 2009

COMMUTE AND TRAVEL BEHAVIOR

COMMUTE DESTINATION

63% of Oceano residents are traveling north for work (Figure 1.10). Other main areas commuted to are the southeast and east.

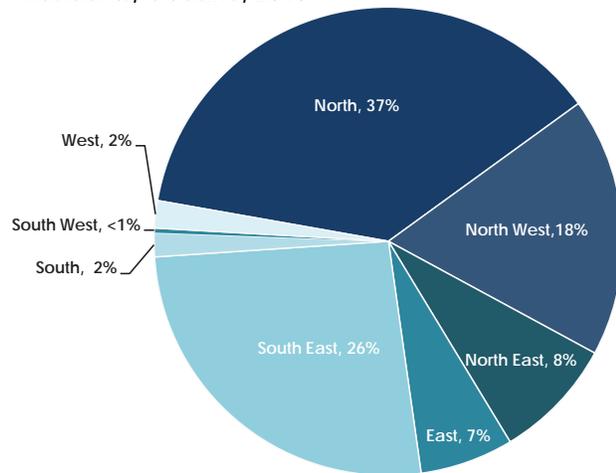
EMPLOYMENT LOCATION

Figure 1.11 illustrates the work destination of Oceano residents. Only 5% of Oceano residents remain within the community for work. As shown in the previous figure, the majority of jobs are located north of Oceano, in Pismo Beach, San Luis Obispo, and Grover Beach.

UNEMPLOYMENT TRENDS

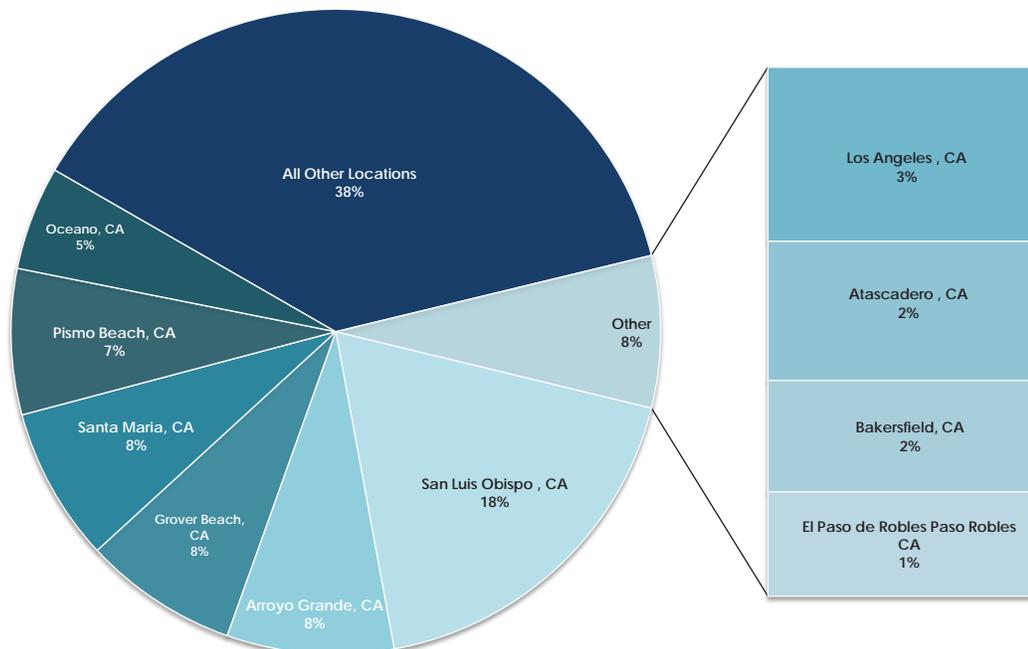
Since 2000 unemployment for the County and Oceano has doubled from 4% to 8%, and 6.7% to 15% respectively. While unemployment rates have declined in Oceano since their peak in 2010 at 18.2%, the community continues to have a higher rate of unemployment than the County average (see Figure 1.12).

Figure 1.10 Commute to Work Direction for Employed Residents, Oceano, 2010



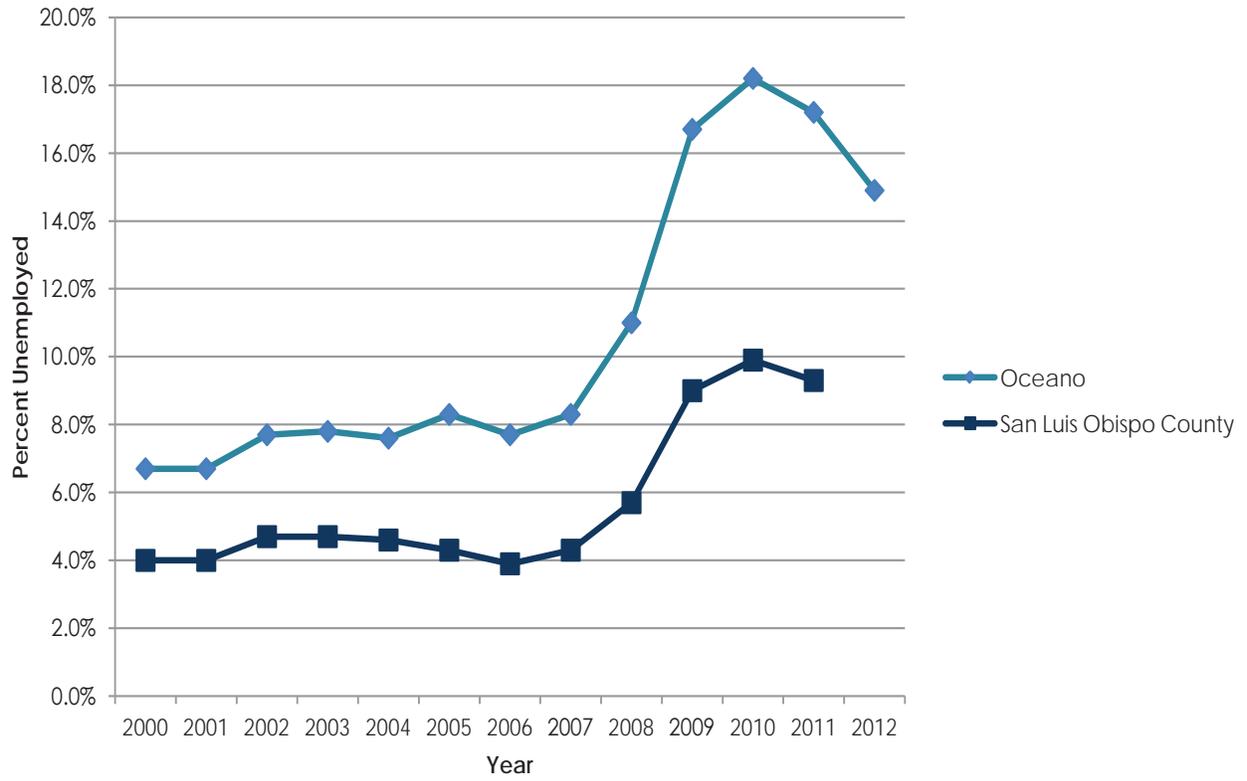
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics

Figure 1.11 Oceano Resident Employment by Location, 2010



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics

Figure 1.12 Unemployment Rate Trends, Oceano and San Luis Obispo County, 2000-2012



Source: Employment Development Department Labor Market Information Division 2012, www.labormarketinfo.edd.ca.gov

3. ECONOMIC CASE STUDIES

PERMANENT OPEN AIR OR ENCLOSED MARKETS

The popularity of farmers markets has increased in recent years, with over 6,000 markets in 2010. Many cities are establishing permanent or semi-permanent public markets. These often include local produce but can vary in the scope of vendors and types of goods represented. Farmers markets can have a substantial impact on farmer's income as well as economic benefits for the surrounding community. The U.S. Department of Agriculture reports increased sales revenue when farmers market directly to the consumer, instead of distributors and wholesalers. A study of a farmers market in New Orleans revealed the direct and indirect economic benefits of a farmers market, to the farmers directly and to downtown businesses and rural communities. The positive impact of farmers markets on rural communities is emphasized in a study of Lakes' Area Farmers Market in Detroit Lakes, Minnesota. This study of a year-round open air market revealed how the farmers market not only increased availability of fresh produce to the residents and provided the community with an active social space, but drew additional businesses and tourists into the area, improving the local economy. The following case studies provide examples of successful



Juana and Rafael Francisco and their children at the Forest Grove Farmers Market. The Forest Grove Market provides opportunities for families and small farmers to gain access to a large market and increases the economic equality of local Latino farmers.

public markets established in areas with similar socio-economic conditions. Following the case studies are sample funding sources to help Oceano in establishing and promoting a public market.

FOREST GROVE, OREGON

One example of a successful public market is in farming town Forest Grove, Oregon. Once a small farming town outside of Portland, population had grown to 21,000 by the year 2010. In Forest Grove Adelante Mujeres has worked to develop a thriving weekly farmers market frequented by nearly 1,500 shoppers a week. The Forest Grove Farmers Market is a secured outlet for local Latino farmers and a small business incubator space for businesses participating in Adelante’s mentoring program, hoping to achieve economic and social equality within the community. Adelante secured USDA Farmers Market promotion program grant funding in 2009 which has allowed her to conduct outreach and marketing campaigns providing her producers with a larger market and increased market visitation.

SALEM, MISSOURI

In 2003 the Salem Community Betterment Association worked with the USDA to secure a Rural Development (RD) Community Facility (CF) grant to establish a permanent location for the local farmers market. With a population of 4,950 in 2010 and an average household income of less than \$37,000 per year, the farming town needed economic development and access to healthy food. The funding was used to support the small town of Salem, Missouri’s community plan to support local businesses, provide access to healthy, affordable food

for residents, and increase tourism opportunities for visitors. The seasonally operated market was able to use CF funds to construct a market pavilion and pave the gravel parking lot behind the town visitor center. The construction of the market pavilion has been a large economic asset to the community providing tourists and locals a centrally located place to purchase food and other goods.

FUNDING

The establishment of a farmers market or public market space can be funded through local non-profit organizations, local business organizations, donations from residents, as well as local or federal government agencies.

One notable source of funding for farmers markets is the USDA is the Farmers Market Promotion Program (FMPP), which offers grants to agricultural cooperatives, producer networks and associations, local governments, nonprofit corporations, public benefit corporations, economic development corporations and regional farmers’ market authorities. The foal of the program is to help improve and expand domestic farmers’ markets, roadside stands, community-supported agriculture programs, agri-tourism activities, and other direct producer-to-consumer market opportunities. Grants for up to \$100,000 are awarded, with approximately \$10 million available in 2012.

The USDA also provides business and cooperative assistance for rural towns and communities. The Rural Business Enterprise Grant (RBEG) Program provides grants for projects in rural areas which promote small and emerging business development or adult education programs. Funding is available depending on project, with typical grants between \$10,000 and \$500,000. Projects may vary in scope or scale and may include purchase or development of land, construction or renovation of buildings, funds for start ups and working capital, rural transportation improvement, road and utility funding as well as project planning.

MARKET TYPE

Prior to determining a location for a market space, a market study should be performed to determine the type of market best suited to Oceano. Topics of consideration include the local economic base and the ability to support a farmers market, as well as the types of produce and products desired and the

The Salem Farmers Market operates during the spring and early fall on Tuesday evenings and Saturday mornings. The addition of structures helped establish the market as a tourist destination and signs attracted visitors from the nearby road.



frequency with which consumers would shop at the market. This type of market research and feasibility analysis will help gauge the type of market and location appropriate in Oceano.

Depending on the results of the market analysis, several market types may be considered. Farmer's or public markets may occur on a year round or a seasonal basis, depending on the availability of product and market demand. In addition to determining the duration of the market, markets may be housed in permanent structures, or in temporarily set up stalls or tents or from the back of trucks and vans.

Year Round

Permanent markets would occur year round, with the number of days flexible depending on market demand. The benefits of a permanent market include the establishment of a consistent customer base and availability of local produce. Potential drawbacks may include inability of producer to meet demand or lack of business to support the market. Lack of available produce during an off-season may be supplemented with non-locally grown produce. Pike Place Market in Seattle, Washington occurs daily, year round within a permanent built structure. Due to the frequency of the market and the fluctuation in produce supply, Pike Place vendors occasionally sell non-local produce to capitalize on the popularity of the market and ensure consistent supply of product. The Berkeley Flea Market is also an example of a successful permanent market which occurs year round, two days a week. However, the Berkeley Flea Market is temporarily set up in a parking lot of the Ashby BART station. Owned and operated by a local non-profit organization, the Berkeley Flea Market is held on Saturdays and Sundays and is not limited to selling only locally grown produce. Vendors sell a variety of items including crafts, antiques, music, books, and international food.

Seasonal

An alternative to a permanent market is a seasonal market. A seasonal markets months of operation would mimic the growing season. Examples of seasonal farmer's markets include Salem, Missouri, and Olympia, Washington. Similar to year round markets, this type of market could occur with or without permanent structures. Occasionally as seasonal markets become more popular, more permanent structures may be constructed based on

local economic conditions. For example, after the Salem Farmer's Market gained popularity, more permanent structures were constructed. Permanent enclosed structures built for seasonal markets may be reused for other purposes to avoid under utilized public space. Short-term, seasonal markets held in an enclosed space frequently allow the space to be repurposed during the off-season as a community space or for special events. For example, the redevelopment of an old trolley station in Boston, Massachusetts was approved in February, 2012. The proposed project will function as an enclosed farmer's market in the winter, and can be rented as a catered event space during the off season or when not used by the market.

4. CONSUMER SPENDING ANALYSIS

The Consumer Expenditure Survey completed by the Bureau of Labor Statistics (BLS) provides an estimate of the total household expenditures on a variety of goods for various income groupings. The median household income in Oceano in 2010 was \$39,843 which was rounded to \$39,900 for the consumer spending potential analysis which utilized BLS expenditure data reported on the \$30,000- \$39,999 income bracket.

Oceano has the potential to draw business from local residents as well as the surrounding 5-Cities area, including Arroyo Grande, Grover Beach, Pismo Beach, and Shell Beach, totaling approximately 45,000 potential consumers. Using an estimated 2,920 households and a median household income of \$39,900, Oceano and the surrounding area households are estimated to spend upwards of \$5.3 million on food purchased away from home. (See Table 1.6) If Oceano were able to capture 20 percent of this restaurant consumer base, this would equate to \$1.1 million dollars. Based on the assumption that \$300 to \$350 in sales can support approximately one square foot of restaurant space, there is adequate consumer spending in the 5-Cities area to support 3,000 to 3,500 square feet of restaurant development in Oceano.

Table 1.6 Potential Consumer Spending, Oceano, 2010

Spending Category	Percent of Income	Annual Expenditure per HH	Potential Spending
Food Away From Home	4.6%	\$1,847	\$5,393,240
Food At Home	7.6%	\$3,036	\$8,865,120
Alcoholic Beverages	0.8%	\$304	\$887,680
Housekeeping Supplies	1.1%	\$438	\$1,278,960
Household Furnishings and Equipment	2.6%	\$1,016	\$2,966,720
Apparel and Services	3.1%	\$1,253	\$3,658,760
Entertainment	4.3%	\$1,703	\$4,972,760
Personal Care Products and Services	1.0%	\$415	\$1,211,800
Tobacco Products and Smoking Supplies	1.0%	\$402	\$1,172,840
Miscellaneous Expenditures	1.4%	\$570	\$1,664,400

Source: Bureau of Labor Statistics, Consumer Expenditure Survey, 2010, Table 2

