

Riverside, Paso Robles Urban Design Concept Plans



December 2016

Riverside, Paso Robles Urban Design Concept Plans



prepared by
CRP 341 Urban Design Studio III

CAL POLY College of Architecture
SAN LUIS OBISPO & Environmental Design
City & Regional Planning

for the
Community Development Department
City of El Paso de los Robles



December 2016

Credits

CRP 341 Urban Design III Studio

Alyssa Chung
Amy Gunn
Ana Padilla
Ashley Wong
Audrey Ogden
Austin Forde
Connor Lavi
Cro Pilato
Daniela Koller
Eric Martinez
Gabriel Ward
Hannah Chiu

Heather McCoy
Hunter Kelly
Ian Connolly
Jorge Nozot
Kaileigh Johnson
Kenzie Wrage
Lauren Gaul
Lindsey Klein
Maddie Pritchard
Marco Romagnoli
Mariah Gasch
Matthew Fluhmann

Megan Miller
Melina Smith
Michelle Huang
Robert Etter
Sabrina Meleo
Samuel Camacho
Samuel Hughes
Samuel Love
Torina Wilson
Willow Urquidi
Yliana Ortega

Alyssa Chung, Samuel Hughes, and Willow Urquidi
Editors

Eric Martinez
Project Logo

Vicente del Rio and Hemalata C. Dandekar
Instructors

Community Development Department City of El Paso de Paso Robles

Warren Frace
Director

Susan di Carli
City Planner

Disclaimer

This academic report summarizes the process and depicts the results of a quarter-long undergraduate class project conducted by the CRP 341 Urban Design Studio, City and Regional Planning Department, Cal Poly San Luis Obispo, during the Fall Quarter 2016. Delivered through an outreach effort following Cal Poly's "learn-by-doing" approach, this report meets two major goals. Firstly, by responding to a real problem and reflecting a process inspired in professional practice, this report represents the work of students engaged in an effective learning environment. Secondly, this report is meant to contribute to the City of El Paso de Robles's planning and urban design efforts as a draft document offering a series of ideas for discussion with the community and planning professionals in search of future directions.



Table of Contents

Acknowledgements _ 6

Executive Summary _ 7

Introduction _ 9

 Project Site and Focus Areas _ 9

 Time Line _ 10

 Products (Deliverables) _ 11

Part 1: Assessment of Context and Site _ 13

 1.1: Directives from Planning _ 14

 1.2: Existing City Plans and Guidance for Project Site _ 16

 1.3: Paso Riversides Conditions Survey and Interviews _ 21

 1.4: SWOT Analysis _ 25

Part 2: Urban Design Plans _ 37

 South River Gateway _ 41

 Salinas Equestrian Commons _ 63

 Paso Robles Riverfront District _ 83

 West River Village _ 117

 The Crossings _ 151

 Corridor to the Oaks _ 183

 Paso Robles Downtown Corridor _ 217

 North Riverside Corridor _ 255

 Pioneer Greenway _ 283

 24th Street Gateway Improvement _ 307

Appendices _

 1. Survey Instrument _ 341

 2. Release in Paso Robles Daily News _ 346

 3. Face-to-Face Interview Results _ 347

 4. On-Line Survey Results _ 360

 5. Posters from First Public Presentation: Concepts _ 373

 6. Posters from Second Public Presentation: Final Visions _ 379

 7. Fliers for Public Presentations _ 384



Acknowledgements

The students enrolled in this studio and their instructors Drs. Vicente del Rio and Hemalata C. Dandekar are grateful to the City of Paso Robles, its Mayor Steven W. Martin and the City Council for providing an opportunity to contribute to the city's planning efforts.

We are indebted to Chair Mr. Bob Rollins and Planning Commissioners, for generously making time to respond to the student work. They attended two special meetings on October 27, 2016 and December 13, 2016 to listen to as many as ten student teams present their concepts and final visions for six focus areas within the Riverside Paso Robles project area. Their responses to student work were constructive, and helped sustain momentum in the class.

We thank Mr. Warren Frace Paso Robles Community Development Director, and City Planner Susan di Carli for their contributions to this project from its inception. They helped orient us to city priorities and provided timely and critical directions on key elements which helped focus student work. The positive and pointed comments we received from the various constituencies in the City of Paso Robles helped steer students toward options that were more tenable in the specific context of the City.

We thank Mr. Scott Brennen, Paso Robles News, for publishing descriptions of the student's efforts and encouraging community members to participate in an on-line survey.

Finally, we thank the 152 individuals who responded to the survey and the residents and stakeholders who agreed to be interviewed by the students. This report offers student work in the form of schematic concepts and visions; the community's receptiveness to this is appreciated.



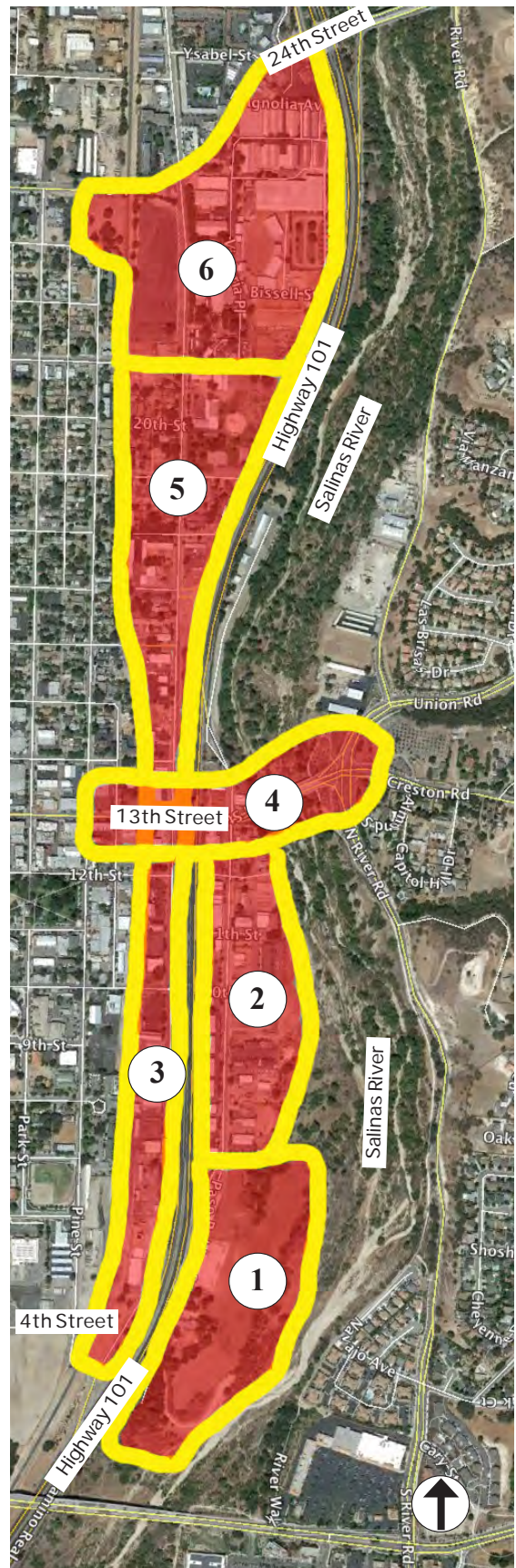
Executive Summary

Twenty-nine undergraduate students in their third year in the Department of City and Regional Planning, Cal Poly State University San Luis Obispo developed ten discrete urban design concept visions for public and private lands between the Union Pacific Railroad tracks and the Salinas River from 1st Street to 24th Street.

The work was completed in a required design studio (CRP 341 Urban Design Studio III) in a compressed time frame of ten weeks. It is responsive to, and builds on, in-field investigation, input from community in the form of surveys and interviews, and responses to interim and final presentation of concept and schematic vision plans by staff, elected officials and community members. The students incorporated community vision and desires for the area into preliminary concepts and final schematic visions.

The ten teams of students who prepared ten discrete design visions for six focus areas in the site aspired to think somewhat “out of the box”, to project possibilities that might be provocative and inspirational to stakeholders in the project area and to the community. But they did this within the confines of adopted city guidelines as represented in various city planning documents. Highlights of the ten concept plans developed by student teams for the focus areas, numbered from 1 at the South of the site to 6 at the North, follow in the next pages.

The study area and the six Focus Areas



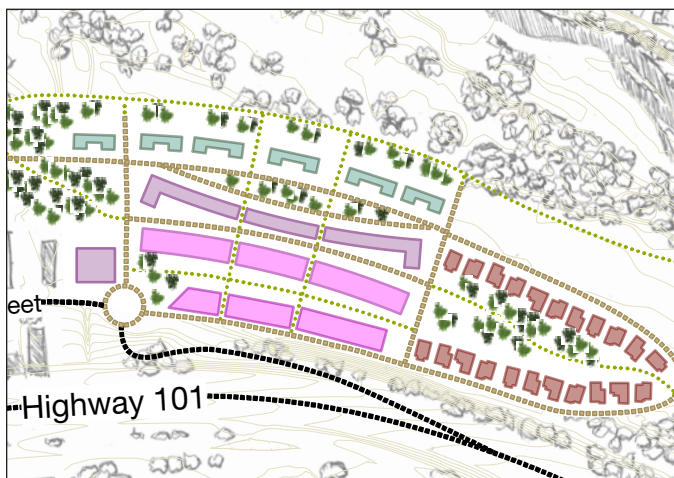


Area 1

Team 1A: South River Gateway

Austin Forde, Mariah Gasch, Daniela Koeller, and Yliana Ortega.

This plan envisions an attractive gateway to the Paso Robles Street corridor from the Highway 101 exit by providing a mix of commercial and residential uses that are visible as one drives along Paso Robles Street. It strengthens both automobile access and pedestrian and bicycle connections to the Salinas River. A roundabout intersection will serve to calm traffic and give access to a new Frontage Road, running parallel to Paso Robles Street, which forms the backbone of the residential component of the project. Facing the road will be first-floor townhouses and multi family apartments over ground floor parking which minimizes potential damage in areas of the site which are within the 100 year flood prone zone. There is a zone of single-family homes at the South end of the site. A plaza facing the roundabout provides an open and welcoming entrance to commercial enterprises and will serve to attract visitors into the development.



Team 1B: Salinas Equestrian Commons

Lindsey Klein, Sabrina Meleo, Kenzie Wrage, and Amy Gunn.

This development alternative for Area 1 proposes an equestrian-oriented community space designed to cater to both local residents and tourists. The equestrian facility meets a need in the region. It consists of a barn/event space for equestrian-related activities that is convertible to an events space for weddings and other social events. There are boarding and exercise areas for horses adjacent to the barn, and an open recreational field spreading out towards the Salinas River. Equestrian events are hosted here but the area is adaptable for events, concerts and other outdoor gatherings. A small boutique hotel and equestrian oriented shops front Paso Robles street and a roundabout helps calm traffic and allows access to parking in the rear, which was designed to accommodate horse trailers and could be rented for overnight occupancy. These facilities are complemented by a pedestrian trail and park that leads to the Salinas River corridor, serving as a gateway to restore vitality to the floodplain.





Area 2

Team 2A: Paso Robles Riverfront District

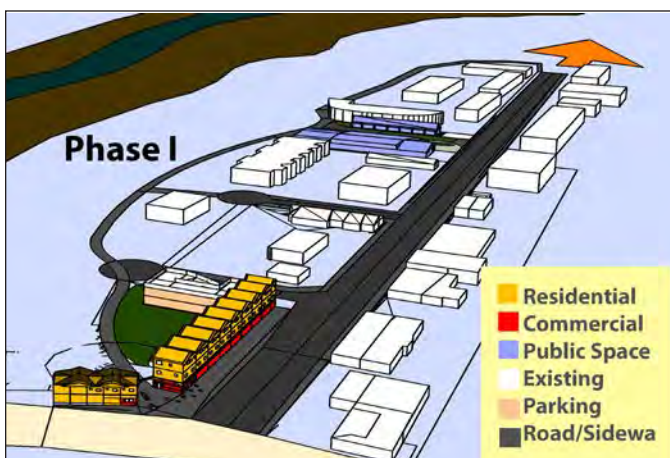
Cro Pilato, Hunter Kelly, and Sam Hughes.

This proposal envisions a live-work and multifamily residential area and pedestrian friendly gateway to the Salinas River at the intersection of 13th Street and Paso Robles Street (Municipal Public Works site). This corner entrance gives access to a plaza fronted by two-storey buildings with public use and retail on the ground floor and residential units above, and also industrial live-work spaces. Food carts, coffee shops, public seating and landscaping provide vitality to the plaza. A river-walk connects the plaza to a second focus area, an attractive open central plaza designed to attract pedestrians along Paso Robles Street. This second plaza opens up to vistas of the Salinas River and the mountains beyond. The facilities surrounding the plaza provide services to local workers and tourist/visitors, including a theatre style community center, an art incubator, leasable spaces, and mobile food stations. Public seating, shade structures and pathways to walking and bike trails along the river further open up this area to the river front.

Team 2B: West River Village

Sam Camacho, Alyssa Chung, and Rob Etter.

An alternative vision for this area includes a first phase with investments to enhance the existing streetscape and pedestrian facilities, introducing a consistent aesthetic along Paso Robles street and developing a trail system along the Salinas River. Public/private partnerships are called for. Phase two consists of three mixed-use developments linked along the riverfront by the multiuse trail. The first features commercial and retail along Paso Robles including uses such as a neighborhood grocery store with multifamily residential above that could accommodate senior housing. The second site provides a linear park that opens up views of the hills, recreational space for residents and ground floor commercial uses with live-work units and offices on the second floor. The third site offers ground floor space for commercial and light industrial uses such as wineries, commercial services and small-scale operations with minimal freight traffic, plus the unusual suggestion of multifamily residential on the second floor to help support the existing industrial uses and to and generate a distinct identity for the area.



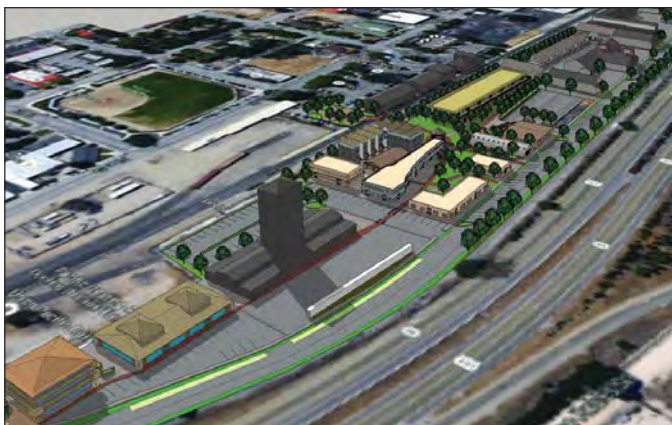


Area 3

Team 3: The Crossings

Ian Connolly, Heather McCoy, and Marco Romagnoli.

As the south gateway to this narrow, long, strip of land, The Crossings creates a restaurant/retail district on a city owned lot that enhances the Derby Wine Estates and nearby businesses. Additional developments include mixed-use housing and retail, commercial, and a makerspace to complement the adjacent downtown. Site improvements include redesigned streets for better vehicular and pedestrian circulation, improved linkages to Downtown, new parking, and accentuating a "green" image. The Crossings is a pedestrian friendly district with the urban character of the downtown. Physically disconnected from the downtown this concept prioritizes improving the physical linkages across the railroad. A new pedestrian crossing is created from the railroad station to a newly proposed plaza on Riverside Avenue. The current southernmost rail crossing on Pine Street is moved and reconfigured as a new at-grade crossing on 4th Street. Design includes elements such as pedestrian safety gates and rubber track inserts with flangeway fillers, and a continuous design identity between the two sides of the railroad tracks.



Area 4

Team 4A: Corridor to the Oaks

Hannah Chiu, Maddie Pritchard, and Willow Urquidi.

This plan includes key elements such as a gateway linking eastern and western Paso Robles, improving circulation along 13th Street from Pine to Creston, stimulating catalytic transformations on seven lots, and facilitating biking and pedestrian movement. Streetscaping is enhanced with attractive, native, and water conserving landscaping. A protected central bike lane along 13th Street continues south on Railroad Street providing a safe alternative to driving to downtown. The northwest corner of 13th and Railroad streets features a kiosk offering bike services and products. Bike racks designed as artistic pieces enhance place identity, and art murals and centerpieces are encouraged. A large office building with a central corridor links the east of Riverside Avenue to the railroad, and a walkway from 13th to 12th Street is proposed with seating and greenery. A new parking lot helps alleviate parking needs and an indoor shopping center/market place and retail outlets on the corner of 13th and Paso Robles Street accents this gateway, strengthening the linkage between east and west Paso Robles.





Team 4B: Paso Robles Downtown Corridor

Tornia Wilson, Ana Padilla, and Lauren Gaul.

The first, five-year phase of this plan, executed in a five- year period, implements basic infrastructure and intersection improvements. The historic downtown in the west and modern residential areas of the city in the east are linked by 13th street which crosses Highway 101 and the Salinas River to be intersected by Riverside Avenue and Paso Robles Streets This grid serves both tourists and locals, linking them to the businesses and cultural sites such as the fairgrounds and Pioneer Park in northern Paso Robles. The second long term phase, encompassing 10-15 years, consists of a new pedestrian bridge linking 12th street over Highway 101 which is fronted by mixed- use buildings. A river lookout/plaza at the end of the pedestrian boulevard celebrates a transition between the natural environment of the river and the built environment of the city. It features a look out that faces the river and hills beyond.

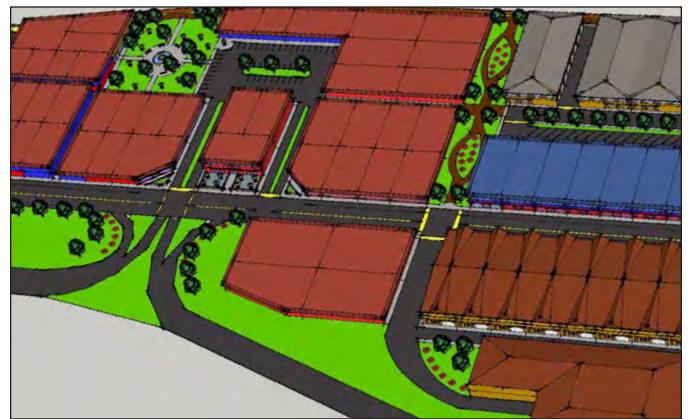


Area 5

Team 5A: North Riverside Corridor

Audrey Ogden, Melina Smith, Connor Lavi, and Kaileigh Johnson.

Destination places such as Pioneer Park and Museum are enhanced in this plan which creates diverse housing, increases walkability by way of improvements of sidewalks, lighting, crosswalks, bike lanes and a formal railroad crossings to connect foot traffic directly to downtown. Enhancing green spaces within the site including Pioneer Park, creating pocket parks in selected street blocks and along the railroad tracks, create a strong sense of communal place. Proposed zoning changes increase opportunities for live-work spaces, mixed use, and affordable housing and will help attract commercial businesses. Lot orientation change is designed to facilitate vehicular and pedestrian traffic to provide better access to residences and business and help create an inviting, communal, and lively environment in the area.





Team 5B: Pioneer Greenway

Eric Martinez, Megan Miller, Jorge Nozot, and Gabriel Ward.

The Pioneer Greenway develops a commercial node at the intersection of Riverside Avenue and the 17th Street exit off Highway 101 to mark the point as one of arrival into the city. Two storey buildings with welcoming urban corners for pedestrians offer retail and commercial on the first level and residential apartments on the second. Clear wayfinding features direct the public to nearby landmarks. In the second phase access to Pioneer Park and Museum is improved with street signage, improved sidewalks, crosswalks, and pathways to enhance the pedestrian experience. Redesign and improvement of Pioneer Park and its facilities, a walking and biking path around the park, redesign of the museum to add a community facility will make this complex a community center. New housing, community gardens, and pocket parks along Riverside Avenue strengthen the residential areas. Landscape medians and traffic calming elements on Riverside Avenue soften the transition between the street and the developed areas, and strengthen the connection between the Fairgrounds and Downtown.

Area 6

Team 6: 24th Street Gateway Improvement

Michelle Huang, Ashley Wong, Matthew Fluhmann, and Samuel Love.

Providing a welcoming and memorable introduction to Paso Robles from the North this plan creates a pleasant and engaging entrance gateway to the city and develops three focus area. The first focus area is the corner on 24th Street and Highway 101. It will feature public art with a Paso Robles' pioneer theme, a playground, a visitors center, a redesigned gas station, and new commercial space. The visitor's center will include a mid-size meeting room for community events and other functions. The second focus area is the fairground parking lot where new mixed-use buildings provide more livable sidewalks, and front a two-storey parking structure. Commercial buildings and a small plaza occupy the corner of Riverside and 21st Street. A third focus area is at the intersection of 24th Street and Park Street where a new community park and two mixed-use buildings are located in an underutilized lot.





Introduction

During Fall Quarter 2016 the City of Paso Robles Community Development Department charged thirty-five undergraduate students enrolled in the third-year design studio (CRP 341 Urban Design III) in the Department of City and Regional Planning, Cal Poly State University San Luis Obispo to develop pre-planning urban design visions for public and private lands between the Union Pacific Railroad tracks and the Salinas River from 1st Street to 24th Street. This report represents a compilation of the work completed by the students during the ten weeks that comprise the Fall Quarter. During this time students engaged in a rapid information collection and data gathering, analysis, conceptualization and visioning processes that led to the development of ten urban design concepts for six focus areas of Riverside Paso Robles.

In initial discussions with the city it was agreed that the student work would be a pre-planning phase, a rich and broad-ranging visioning exercise in which the energy of twenty-nine undergraduate planning students would be turned to imagining creative and dynamic options for selected areas of Riverside Paso Robles. The hope was that these ideas might capture the imagination of various constituents in the city and stimulate follow-up commitments that could result in the formation of a new identity and imageability for this area of the city.

The work presented here does not provide detailed, implementable plans but rather an array of possibilities that stakeholders, community and city might assess and judiciously select from for further exploration and development. This work should therefore be read for the ideas that are presented rather than for immediately implementable plans.

Project Site and Focus Areas

The project site, is adjacent to Paso Robles downtown core, but it is disconnected from it by both the railroad tracks and Highway 10 (see Figure 1, page 7). The railroad and highway run north-south and separate the project site into long, somewhat narrow, land segments that are connected east-west at only a few streets (4th, 10th, 12th, 13th, 16th, 21st and 24th). Each intersection offers varying levels of safety and security of crossing.

Most economic and recreational activities in the project area are not oriented to, or are unable to take full advantage of, the proximity of the highway and the thousands of motorists and tourists that use it and pass by this site. The existing hodgepodge of city-serving, industrial, and highway-oriented land uses, vacant properties, together with poor development conditions results in a visually unattractive and underutilized environment despite the fact that the site is in a prime location and contains six access points to the city that are designated as gateway sites in the City Gateway Plan.

The area is perceived to be lacking in legibility and failing to add to Paso Robles' image and identity. Currently there are many land uses and services in the area that are useful to the city and its economy, but, some present challenges when examined in the context of the area's long term potential and fit with the city's development vision.

Students assessed, in some detail, the strengths and weaknesses of the overall project site and the needs of the community to identify the opportunities and constraints the site offered for future development of Paso Robles. The assessment considered the project area within both the neighborhood and the region. Following the overview analysis students formed sub-teams and investigated details of six identified specific focus



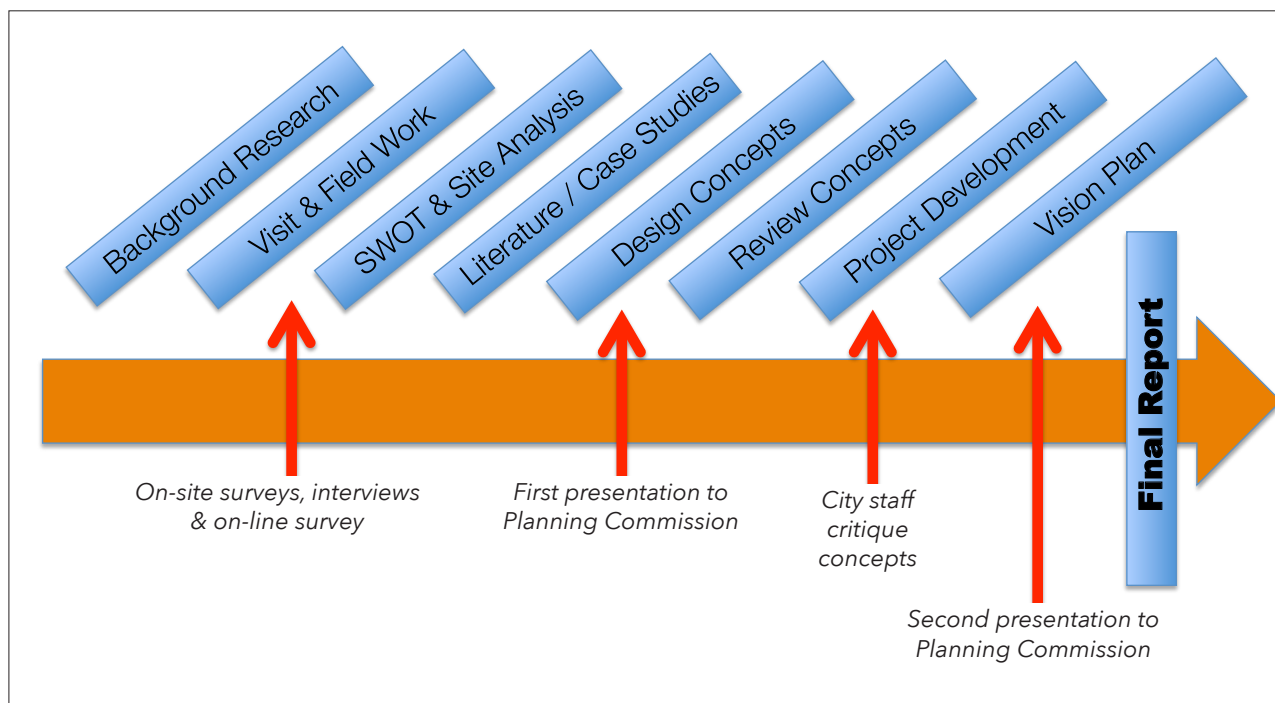
areas within the site and built on their findings to delineate concept and schematic plans for redevelopment and redesign of their focus area.

Students did a thorough investigation of their focus areas and a survey of existing conditions (see Appendices to their plans in Part 2), and identified catalytic sites where changes might potentially be most transformative and easily attained in the next ten years. Elements examined included the structure of land ownership, the quality of the built environment, and the desires of stakeholders. The concept plans they developed aimed to offer design visions which would contribute to the City of Paso Robles effort to revitalize the Riverside project site. These plans thus offer specific concepts for the six focus areas that can be achieved in the short-term, (some ten years) and might help the overall project site to realize its full development potential in the long term.

Time Line

The work was completed in ten weeks of Fall Quarter 2016 (September 15 to December 9, 2016) under the supervision of Professors Vicente del Rio and Hemalata C. Dandekar, Department of City and Regional Planning. The compressed time line required that the following information collection, organization and analysis/visions phases of the project were executed efficiently and expeditiously. The work was categorized into three activities:

- 1) An assessment of the Project Area's development conditions and potential;
- 2) Concept Plan development and fit with community and city needs; and,
- 3) Development of a set of planning and urban design proposals to contribute to the city's long-range planning efforts.





The ten-week process diagram delineates the discrete activities the students engaged in and identifies key points of contact with the Paso Robles staff, community, commissions and council. The purpose of these contact points was to obtain information and reactions to findings, concepts and final visions. The project consisted of the following phases and discrete elements:

1. Background Research and Site Assessment

- Meeting(s) with the client/planning staff;
- Study of existing federal, state and city plans and regulations affecting the project site;
- Historic studies and visual survey of existing land-uses, circulation, physical conditions, and environmental factors affecting the project site;
- Completion of on-site community interviews and survey;
- Execution of an online survey to collect community-wide opinions and expectations;
- SWOT (strengths, weaknesses, opportunities, and threats) analysis of project site;

2. Concept Development

- Identification of Urban Design Principles for project development;
- Procurement and assessment of comparable case studies.
- Identification of alternative visions, goals, objectives, and design concepts;
- Development of illustrative alternative concept diagrams and preliminary proposals for physical development, distribution of land-uses and basic circulation network;
- Draft development programs;

- Presentation to the community, city council, city planning commission and city staff.

3. Plan Development

Revision of alternative concepts to reflect feedback from the community city council, city planning commission and city staff. Development of an Urban Design Concept Plans to include:

- Land-Use and Development Pro-forma;
- Vehicular, Bicycle and Pedestrian Circulation;
- Open Spaces and Recreation;
- Design Guidelines for the Public Domain;
- Design Guidelines for the Private Domain.
- Presentation of final visions to the community city council, city planning commission and city staff.

Products (Deliverables)

Phase 2 Concept Development

Ten Cal Poly student teams presented and delivered to City of Paso Robles staff the following products:

- A set of ten posters outlining the highlights of each student team's concepts. These posters were on display at City Hall for a week to allow Paso Robles city residents to view the concepts and comment.
- A set of ten PowerPoint presentation delineating the details of the concept plans.

Phase 3 Plan Development

Ten Cal Poly student teams presented and delivered to City of Paso Robles staff the following products:



- A set of ten posters outlining the highlights of each student team’s urban design vision for their focus area. These posters were on display at City Hall for a week for viewing by Paso Robles city residents. They provided urban design vision for six focus areas of the site. Four of the sites had two alternative concept visions by two teams working independently to frame unique and different plans.
- A set of ten PowerPoint presentation which delineated the details of the urban design vision.

Final Deliverables

Two spiral-bound hardcopies of this Final Report consisting of narrative, illustrations, and maps and including an Executive Summary, Introduction, Chapter 1: Context and Site Assessment, Chapter 2: Vision and Concepts, Chapter 3: Urban Design Plans and Conclusions, with Appendices and a DVD-ROM with electronic files of all the deliverables described above complete the contract.

Riverside, Paso Robles Urban Design Concept Plans



Part 1 Assessment of Context and Site

Page intentionally left blank.



This study was designed to enable students to work incrementally through three phases in their investigation of the project site, to move from initial fact finding and information gathering, to analysis, and design. The design process was structured to enable the following activities:

- Phase 1: Understanding the Problem,
- Phase 2: Concept Design; and
- Phase 3: Urban Design Visions.

This chapter describes the findings from Phase 1: Understanding the Problem.

This first phase of investigation involved field visits to the project area when a variety of themes were considered, registered, and compared to city provided information: physical conditions of buildings, streets and infrastructure; current land ownership and occupancy; the nature and characteristics of existing land uses; vehicular, pedestrian circulation; general ambience and state of repair and upkeep; wayfinding; general vitality and attractiveness.

Various sources of information were assessed to obtain insights on the project site and its characteristics. Part 1 of this report delineates the steps of the process that were followed, the highlights of the analysis, and findings from the following activities:

- Directives from Planning;
- Existing City Plans and Guidance;
- Community Survey and Interviews;
- SWOT Analysis.

1.1: Directives from Planning

Pasos Robles planning staff identified the key planning documents that would be most pertinent to, and have implications for, the project site. Students reviewed and became familiar with the following plan documents that were identified as having the most relevance for the project site:

1. General Plan and its Elements
2. Uptown/Town Centre Specific Plan
3. Gateway Plan Design Standards
4. Salinas River Corridor/Trail Plan
5. Bike Master Plan
6. Climate Action Plan

The students took particular note of the Salinas River Corridor/Trail Plan, as the project site is parallel to the Salinas River. The river is perceived by many to offer the potential to be opened up and made accessible as a community and tourist oriented resource that might offer venues for entertainment, provide recreation facilities, and, hospitality services that are needed in the region that can draw from the proximity to the river. The students were made aware of and acknowledged in their concept visions the desire of the city to strengthen the connectivity of the city core to the river and to make the river corridor accessible, useful and attractive.

The following planning reports were also reviewed for their potential and relevance to the project area:

- Downtown Parking Management Plan;
- Parking Management Plan;
- Purple Belt Action Plan;
- Zoning Code;
- Residential Activity Report;
- Commercial/Industrial Activity Report.



1.2: Existing City Plans and Guidance

Review of the various city documents listed above yielded many useful directives including the following overarching aspirations of the city:

- The City of Paso Robles anticipates a build-out population of 44,000 people by the year 2040, growing from an existing population of approximately 30,522 (ACS 2014).
- The City continues to encourage economic and community investment, development of housing, and adoption of standards for physical development to make it a focal point of a regional commercial corridor
- The City seeks a build-out that is balanced and complementary to the preservation of Paso Robles' important cultural and physical resources. It seeks to maintain the City's small-town character, unique urban core, and relationship to the natural environment
- Overarching issues for the Concept Plan area include designs that are compatible with, and augment investments in the Salinas River Corridor, complete street improvements, and gateway design.

The General Plan

The General Plan determines the distribution, location, and maintenance of Paso Robles' physical and economic resources to the year 2025. It sets several overarching goals:

Goal 1: Develop and maintain a balanced community where the great majority of the population can live, work, and shop.

Goal 2: Strengthen economic growth by providing increased employment and retail opportunities, supported by tax revenue.

Goal 3: Establish Paso Robles as a regional commercial center by supporting neighborhood and commercial development towards the projected build-out population.

Goal 4: Ensure that City services and facilities are maintained in accordance to the adopted standards.

Development expectations are detailed by sector in the Land Use Element, the Circulation Element, the Housing Element, the Parks and Recreation Element, as well as in the Open Space, Noise, and Safety Elements. While land use forms the foundation of the document, all elements are considered equally important to the success of the General Plan and were reviewed in some detail in this study. The highlights of findings pertinent to the project area from each element are as follows:

Land Use Element

The Land Use Element prepares Paso Robles for absorbing a growing population and burgeoning retail economy, while still maintaining the City's unique character. The land use element states the following goals:

- Preserve the agricultural "purple belt", open space, and natural resources located on undeveloped lands.
- Minimize urban and suburban land-use expansion.
- Maintain Paso Robles' historic buildings and architectural character.
- Provide enough housing for a growing population.
- Give businesses the opportunity to grow with increased commercial space.
- Provide residential and commercial land uses that promote retention of a healthy jobs to housing balance.
- Ensure that all new developments are



implemented in an environmentally sustainable way.

- Promote alternative transportation options and decrease Vehicle Miles Travelled (VMT).

The General Plan also encourages infill development so as to revitalize vacant or underutilized lots. Infill minimizes development of valuable open space and agricultural lands, and provides opportunities to revitalize underdeveloped areas within Paso Robles. The General Plan also promotes mixed use and live work oriented development, providing housing, employment, and retail in close proximity of one another.

The General Plan identifies concrete policies that help to ensure all goals are completed, including the following:

- Amend and review current policy, including zoning ordinances to allow for higher densities in transit nodes and employment centers.
- Minimize policies that constrain infill and prevent mixed-use from being attainable.

Circulation Element

The Circulation Element guides the development of transportation infrastructure to serve both current and future populations. The General Plan outlines several goals and policies in support of the Circulation Element, the most significant of these are listed below:

- Decrease VMT by encouraging multimodal circulation, and providing alternative transportation options.
- Minimize intra-city trips and vehicle parking in the town center area.
- Provide better public transportation both on a city-wide and regional level.

- Advocate for climate-appropriate, multimodal, and efficient street designs that are appropriate for adjacent land uses.
- Relieve vehicular traffic along impacted corridors such as 13th and 24th street.

In addition, the Circulation Element provides strategies and policies for attaining these goals:

- Install additional, small bridges that cater to multiple modes of transit.
- Provide a trolley-loop system for the Uptown/Town Center area to minimize repeated parking.
- Coordinate with regional and statewide public transit authorities such as Amtrak, Greyhound, the SLO Regional Transit Authority, and The California High Speed Rail Authority. Provide due funding to such agencies when improvements and investment are needed.
- Implement a transit mitigation fee program to incentivize developers to build multimodal and mixed-use projects. This fee program places fees on developers for number of trips generated.
- Update the Paso Robles Building Code to support complete street development.
- Require roads located within floodplains to have effective storm water management capabilities.
- Construct roundabouts where appropriate to maximize safety and continuity of flow in key traffic areas.
- Limit trucking routes to main arterial roadways.
- Work with Caltrans to develop highway congestion management strategies.

Housing Element

As Paso Robles' population grows, the General



Plan anticipates an increase in housing from 11,652 dwelling units to 16,586 dwelling units by 2040. The City of Paso Robles also anticipates a significant population increase in persons over the age of 65, requiring additional senior/generational housing. To accommodate this residential growth, the Housing Element provides the following goals:

- Provide safe, healthy, and attractive living places. Maintain the condition and quality of existing neighborhoods.
- Provide a variety of livable, compact housing types within each neighborhood.
- Support community development through pedestrian friendly, live-work housing.
- Provide adequate, affordable housing for Paso Robles' local labor force.
- Provide variety in the size, density, type, target age and demographics and purpose of housing.

Paso Robles has a number of policies and strategies that will make these goals feasible:

- Protect subsidies for affordable housing developments
- Encourage neighborhoods of all demographic and financial background, and promote awareness of affordable housing initiatives for low-income residents.
- Maintain a comprehensive inventory of market-rate housing.
- Invest in redevelopment of neighborhoods with aging and deteriorating housing and infrastructure.
- Develop pedestrian and multimodal oriented neighborhoods. Encourage different modes of transit with additional bus stops and enhanced street design.

Parks and Recreation Element

This Element addresses potential demand for and maintenance of park and recreation facilities. Park planning is influenced by population growth, changes in demographic behavior and interests, and changes in governmental requirements. Therefore, this element provides the following goals and policies to accommodate any new conditions affecting the Parks and Recreation in the city:

- Maintain a ratio of 7 acres of parks to 1000 people. Invest in more park space to serve existing and projected populations.
- Convert the Salinas River Corridor into a more recreation-focused center while still maintaining it as an open space.
- Provide policies that guarantee more consistent funding for park maintenance.
- Allow activities and land uses near park areas that are compatible with the setting of the park.
- Develop a Master Park, Recreation Facility, and Trails Plan.
- Provide trail access, pedestrian, and bike facilities in open spaces, parks, and the Salinas River Corridor.
- Provide effective open-space management, public education and outreach.

Open Space Element

The General Plan provides several goals and strategies to maintain a balance of open space and urban build out.

- Develop an open space plan for preservation of open space.
- Reserve easements for public trail access. Make the Salinas River Corridor more accessible.



- Preserve agricultural “purple belt” lands and open space by limiting development and allowing for public access to open space wherever possible.

Noise Element

Goals and strategies of the Noise Element include the following:

- Permit developing in areas only where noise levels are at acceptable levels.
- Require and install noise barriers when needed and possible.
- Have the acoustical Design Manual Available to the public to incorporate noise reduction measures in private projects.
- Draft Noise management that follows the acceptable daily averages listed in Figure N-1.
- Maintain open space attenuation zones between noise sources and receivers. Use natural barriers such as hills.
- Only Permit appropriate development types near train tracks.

Safety Element

Goals, strategies, and policies of the Safety Element include:

- Require structures identified as located in hazardous areas to be brought into conformance with acceptable levels of risk.
- Prohibit construction within seismic/ geologically active zones, areas in landslide risk areas, areas in floodplains, or area with liquefaction potential.
- Comply with state and federal policies regarding Hazard Preparation, Disaster Response, and Hazardous Materials.
- Require buildings adhere to codes that require flood-resilient structure.

Uptown/Town Center Specific Plan

The purpose of the Uptown/Town Centre Specific Plan (Specific Plan) is to implement General Plan goals and policies; implement transect-based zoning standards; develop design standards for public spaces and amenities; and support existing and future growth within Paso Robles’ historical context.

The document is composed of five chapters encompassing community character, infrastructure, implementation, and design guidelines. This Specific Plan provides both short-term (5-year) and long-term goals (2030) for future growth, such as revitalizing the historic Downtown, encouraging compact, mixed-use infill, and expanding employment, retail, and housing opportunities within the community.

The following Plan-wide goals are used to direct any proposed development:

- Make great public places;
- Make great streets;
- Live above stores;
- Build a variety of buildings;
- Create a variety of housing choices;
- Get the retail right.

The Specific Plan area is divided into six neighborhoods, districts, and corridors, each with its own set of standards and considerations. The Project Area is located within the Riverside Corridor, a region that facilitates both regional and local connections throughout Paso Robles, and provides access to the Salinas River Corridor. For this reason, multimodal transportation is a core feature of Specific Plan policies for the Riverside Corridor area which include the following:



- Encourage highway-oriented development in the area north of 24th Street between the railroad tracks and Highway 101.
- Encourage pedestrian-oriented buildings fronting both Paso Robles Street and the Salinas River Corridor, while retaining the industrial/agrarian building typology.

The Specific Plan also identifies specific projects which may occur with the project area, such as developing Riverside Avenue as a bike boulevard, providing a pedestrian corridor and public space along the Salinas River, and enhancing the existing Paso Robles Event Center and Pioneer Park.

While the Riverside Corridor's industrial/commercial land uses will be maintained, the Specific Plan proposes new development which encourages community engagement and cultural resources.

Gateway Plan Design Guidelines

The Gateway Plan Design Standards (Gateway Plan) identify key entry points into the City of Paso Robles that ease the transition between rural land uses, T1 and T2 Transect Zones, and the Downtown urban core, T4 General Urban Zone. The Gateway Plan also implements the architectural standards, development goals, and land use regulations outlined in the General Plan and Specific Plan.

Entries may be "Central Gateways," servicing regional traffic from Highway 101, or "Town and Country Gateways," located along Paso Robles' urban/rural boundary. Gateway locations are visitors' first impression of Paso Robles' community character, and provide opportunities for new development, way finding, and streetscaping improvements. Design features include:

- The built environment—the "urban quality

of buildings";

- Native landscaping improvements around freeway ramps;
- A unified urban signage system;
- Traffic remediation;
- Mixed-use development along certain gateway intersections.

Through careful and deliberate design, gateways can stimulate community investment in the Salinas River Corridor, and create new opportunities for growth. Five Central Gateways are identified within Project area:

- 24th Street at HWY 101: Gateway into Downtown and State Fairgrounds, extending towards Spring Street. The off ramp is a frequent stop for visitors and long-distance travelers.
- 16th Street at HWY 101: Off ramp leading directly into Downtown. Any development should contribute to a sense of arrival as visitors travel into the urban core.
- Paso Robles Street at HWY 101: Per the Specific Plan, surrounding land uses are light industrial and commercial. A critical intersection between Paso Robles Street and 13th Street directs traffic Downtown.
- 4th Street at HWY 101 South: Connects the highway to Paso Robles via an underpass beneath the railroad, turning onto Pine Street.
- South Spring Street at HWY 101: Freeway ramp terminating at 1st Street near Spring Street, acting as an entry point into Downtown.

Salinas River Corridor/Trail Plan

The Salinas River Corridor/Trail Plan is a countywide document addressing the 35-mile section of the Salinas River from Santa Margarita



to San Miguel. The Plan provides a framework for enhancing recreational opportunities for both residents and visitors, as well as preserving and maintaining the River's valuable natural resources. The Master Plan also defines both feasible short and long-term goals for developing a coherent, public trail system through the collaboration of multiple public agencies:

- Protection and enhancement of access to natural and cultural resources;
- Maintenance of water quality and quantity;
- Connectivity;
- Preservation of private property rights (through collaboration or impact reduction, for example);
- Enhance trail and recreational experience;
- Provide opportunities for community building;
- Provide design standards and guidelines for recreational trails, paths, and public amenities.

The Salinas River is a critical asset within Paso Robles, forming the eastern boundary of the Project area. Any proposed trails must follow the design standards provided in Chapter 3 of the Master Plan, and work to enhance existing natural and built features within the River Corridor. The Concept Plans for the project area should provide strategies for mitigating potential flooding and drainage issues, and address environmental issues such as erosion and littering. In addition, the Concept Plans for the project area should provide public amenities that encourage recreational and cultural use of the River Corridor. These may include:

- Parks and/or green space with views of the river;
- Educational signage describing environmental features within the River

Corridor;

- Benches tables, water fountains, waste receptacles, and bike racks;
- Light fencing between trails, open space, and private lands;
- Public art and landscaping that enhance the trail experience;
- Connections to existing trail systems.

Bike Master Plan

The Bike Master Plan provides goals and policies for transforming Paso Robles into a bicycle-friendly city over the next 10 years by providing quality multimodal connections and increasing bicycle accessibility throughout the City. The Bike Master Plan has the following goals:

- Place bike facilities in close proximity to businesses, employment, schools, and neighborhoods;
- Develop a bike safety program;
- Provide bicycle facilities such as pump stations or bike racks;
- Develop public outreach in support of bicycling for both residents and tourists;
- Coordinate the Bike Master Plan with interagency transportation plans.

The Project Area has relatively flat topography, a navigable grid street pattern, tree-lined neighborhoods, and connections to Paso Robles' robust downtown, making it ideal for a bicycle-oriented development. The Bike Master Plan proposes a bike boulevard along Riverside Avenue between 1st and 24th Street, as well as additional railroad crossing connections located along 13th, 17th, 20th, and 24th Street. Other strategies may include:

- Additional bike racks;
- Designating Class II separated bike lanes on streets with wide right-of-way;



- Designating Class III bike lanes along residential and neighborhood streets;
- Integrating bicycle circulation into street design and development proposals.

Climate Action Plan

The Climate Action Plan provides measures and strategies to reduce greenhouse gas (GHG) emissions in the Paso Robles to 15% below 2005 levels by 2020, and 80% below 1990 levels by 2050. These measures include:

- Providing educational materials on alternate modes of transportation;
- Encouraging use of solar energy, green waste recycling systems, and sustainable building methods and material;
- Improving circulation around the city via public transit, bicycle and pedestrian networks, parking management, and construction of more electric vehicle fueling stations;
- Developing a “tree planting program”.

Additionally, the Climate Action Plan provides strategies for addressing water conservation, particularly as they relate to the Salinas River and groundwater basin.

The City will continue to monitor environmental conditions as these practices are set in place. The Climate Action Plan is consistent with current CEQA guidelines, AB 32, and the Paso Robles General Plan.

The Concept Plans for the Project Area should coordinate development with the goals and policies of other City and County documents to provide attainable, sustainable practices, such as:

- Integrated bicycle facilities and programs;
- Increased multimodal, pedestrian connectivity;

- Traffic and parking reduction programs (e.g. a “park once” development standard);
- Trees and landscaping to be included in all design proposals;
- Permeable paving materials;
- Storm water runoff mitigation (e.g. bioswales);
- On-site physical and community surveys.

1.3: Community Survey and Interviews

The Paso Robles community was asked about their vision and desires for the Riverside Project Area through a variety of approaches that were possible within the limited time frame of this design exercise. They included:

- Face-to-face and on-line surveys, noticed by city staff and reported by the Paso Robles News;
- Face-to-face and telephone interviews of willing stakeholders (business owners, workers, and community leaders).

The survey instrument was developed to facilitate and standardize the collection of information from community members on various aspects of their relationship with, and attitudes about, the project area. It consisted of 11 questions, including one final open-ended question. Questions identified the age group of the respondent and the area of Paso Robles where they lived, their reasons and frequency for visiting the project area, the way they visited the area (travel mode), and perception of if the project area was easy to access or not, and their impressions of the site including what they found to be memorable and the areas they would like to see improvements in. The complete survey instrument is available in Appendix 1.1.



The survey was administered in two ways:

1. Face-to-face on-site by student teams who met community members on the streets or establishments in Paso Robles. 74 individuals responded to the survey by this process.

2. On-line survey replicating the same questions as above which was sent out by the City and divulged through an article in the Paso Robles (on-line) news containing a meta-link to the take survey (See Appendix 1.2 for invitation to the survey in the News).

The face to face survey was administered by students during various visits to the site but primarily during a three day site visit schedule from October 3rd to the 15th. 74 individuals responded to this survey.

The on-line survey was made available to the community from September 24, 2016 to November 30, 2016. 78 individuals responded to this survey.

The total face-to-face and on-line responses were 152 individuals.

For a complete set of responses from the face-to-face survey see Appendix 1.3, and for the on-line survey see Appendix 1.4.

Highlights of the two surveys that have significant implications for the design strategies adopted by student teams are provided in the table below. Significant factors that should be addressed are highlighted in yellow and significant concerns about the site in blue.

Student Interviews of Community Members: 74 respondents.

- 40% from East of 101, 19% from West, 34% elsewhere.
- 40% were in the 46 to 75 age group, 39% were 26-45.

- 25% of the respondents are in the area everyday
- Visit project area to:
 - use services (42%), work (37%), eat (33%), shop (34%)
 - 32% visit the area occasionally, 25% everyday
 - Visits are predominantly by car (93%)
 - 67% felt it was easy to get to the area

Greatest dissatisfaction with:

- places to shop ((56%)
- eat (54%)
- sidewalk conditions (50%)

Enhancements desired:

- restaurants (41%)
- places to stop and relax (36%)
- more parking (34%)

The final Question 11 was an open-ended question, which asked respondents to state if there was anything else they wanted to say about the project area. The 33 responses received are provided in Appendix 1.5.

Notable points made include the fact that the circulation and navigation through the area could be improved, that connections to the city and across the river are confusing and could be enhanced, that the river offers opportunities that are currently untapped, that it is not currently a family-friendly area, and that parks and open spaces need improvement.

On Line Community Survey: 78 Respondents

- 42 % from East of 101, 20% from West of 101, 30% elsewhere
- 46% were in the 46 to 75 age group.
- 36% visited often



Riverside Urban Design Concept Plans

- predominantly by car (91%)
- 45% felt it was easy to get to the area
- 78% visit project area to use services
- 60% to eat and shop
- Greatest dissatisfaction was with:
 - aesthetics (72%)
 - places to relax and socialize (62%)
 - shop (61%)
- The enhancements desired were:
 - places to stop and relax (29%),

- Restaurants (25%),
- trees along sidewalks (23%)

The final open-ended Question 11 asked respondents if there was anything else they wanted to say about the project area. The 24 responses received to this question in the on-line survey are provided in Appendix 1.6. Notable points include the fact that the area represents a barrier to east west connections, increase in homeless people in the area is of concern, and that it is important to be supportive of existing activities in the area that are valuable and energize this part of the city.

Question		Aspect	Face to Face 74 responses	On-Line 78 responses
1	Place of Residence		39% East of 101 & Uptown	42% West of 101
2	Age	26-45	38%	27%
		46-65	40%	46%
3	Why in Area	Work	37%	29%
		Live Here	16%	27%
		Shop	34%	60%
		Eat	33%	60%
		Use Services	42%	78%
4	Visit How Often	Every Day	24%	13%
		Occasionally	32%	33%
		Often	10%	36%
5	Way to Project	Car	93%	91%
6	Access	Easy	66%	45%
9	Dissatisfaction with Area	Sidewalks	50%	73%
		Aesthetics	45%	73%
		Eating	55%	61%
		Relaxing	44%	61%
		Shop	56%	54%
10	Enhance the Area	Restaurants	27%	42%
		Relax	31%	36%
		Parking	19%	35%
		Connections	20%	18%
		Downtown Connection	18%	40%
		River Crossing	7%	27%



Stakeholder Interviews

City staff provided the students with a list of property owners and stakeholders who might have useful information about the project area and the needs of the city. Students interviewed some of these individuals and other stakeholders that they encountered as they collected information in the project area and around the downtown. Notable comments included:

“With only three exits/entrances from the freeway to the city, the five-vehicle fleet owned by my business is limited, some exits are unsafe for the vans to pass through. Circulation is limited with Spring and Vine Street being constantly busy roads. The increasing traffic resulting from increased business and tourism in town is appreciated but is ultimately detracting from the quality of daily life in the city.” (Lifetime resident of the City and business owner in the project area)

“There is not enough vehicular traffic captured by the streets in the project area. Typically, people do not pass through Paso Robles Street unless their destination is one of the stores on the street. The area needs to attract more vehicular traffic, more trips along Paso Robles Street to get drive by business. The nearby 13th street bridge construction diverted a large amount of trips away from 13th, preventing the majority of retail and restaurants along Paso Robles Street from being able to attract customers via pass-by capture. Because of this, many shops along Paso Robles Street went out of business.” (Business owner in project area)

“A major constraint of the site is the lack of a park atmosphere. In my youth I remember playing in the Salinas River with friends. In present-day Paso Robles, access to the river is severely limited, with safe points of access

practically non-existent from the western half of the city. In my opinion, the Salinas River represents a missed opportunity for the city of Paso Robles in establishing a large recreational space at the center of the city. I recognize that walking and biking paths along the river have high potential to be popular with the community as also equestrian trails. One area in which the site might is currently lacking in is providing a family-friendly environment. It is rarely used as a social space in the tourist offseason when few events are scheduled, from December to February. Improving the site in this aspect could attract many visitors to walk around the site and be family friendly.” (Lifetime resident, motel owner with property in the project area)

“There is not currently enough access to the site while in the downtown to make it appealing to pedestrians and other visitors. The railroad tracks pose a problem for pedestrians, if the site becomes a destination area. There is currently not enough parking to accommodate a high volume of evening traffic if this area becomes a nightlife destination area. An equestrian facility might work well somewhere in the lower site area near the river as the region lacks appealing equestrian friendly facilities. A large open outdoor amphitheater venue near the Salinas River might allow wineries and other groups to hold events and concerts. Also there is a need for a dog park and disk golf.” (Managers and staff at an automobile dealership outside the project area.)

“Development along Riverside near the Pioneer Museum would be successful, as long as connectivity was improved and it was easy for people to get around. Refurbished parking, and a lot more parking availability would also be helpful. There isn’t enough



space to construct a brand new housing complex, however, a mixed-use development that is affordable might pencil out. The condition of the Salinas River corridor leaves much to be desired because it is extremely dirty. Cleaning it up and taking care of the homeless problem would make it a lot more inviting.” (Community leader, active in the Paso Robles Downtown Association)

“Refurbished sidewalks, mixed-use development to extend the economic corridor, and recreational shops such as bike shops in the area would help the vitality of the project area. The master plan should extend usage of the Salinas River from Paso Robles to Atascadero through Tin City, behind Firestone, down the river. A combination of a multitude of restaurants attracts many people from the community.” (Official with Chamber of Commerce.

The perceptions of these various stakeholders obtained by way of survey responses, comments and interviews were studied informed the students in the development of concept and vision plans, and were incorporated as appropriate in specific focus areas.

1.4: SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)

An overall reconnaissance and physical inventory of the project area was undertaken by students and faculty, which was initiated during two long fields on October 3 and 5th. The goal was to establish overall physical conditions of the site and obtain an overall integrated vision of the possibilities inherent in the project area.

Physical documentation

The strengths, weaknesses, opportunities, and threats analysis was systematically executed by dividing students into eight teams that were assigned discrete sub-districts of the project area. Student teams first completed windshield surveys of the overall project area to obtain an overview and to note the connectivity, circulation, landmarks, boundaries and barriers in the site.

They then undertook on-the-ground walking surveys in their designated sub-districts to note lot by lot conditions. These observations were noted in the field on lot level survey sheets and documented in the studio (see Appendices of each proposal in Part 2). Each team developed an analysis of their district along five dimensions of urban design quality:

- Imageability: What makes a place recognizable, distinct and memorable.
- Legibility: The ease with which spatial structure is understandable.
- Linkages: The physical connections in the area.
- Humanscape: The interactions of human, social and economic activities .
- Ecospace: Natural aspects that have influence on the area.

Factors that were internal and external to the designated area were analyzed with respect to if they were helpful or harmful. The eight SWOT efforts for different sub-districts were integrated by way of an in-class brainstorming exercise that yielded the following integrated analysis which indicated overall weighted assessment of what were foreground and subsidiary elements.

The analysis was translated into graphic format by way of a SWOT map. A large poster was generated to summarize these findings and displayed for comments in City Hall (Appendix 7).



SWOT Analysis

IMAGEABILITY	
Strengths (internal factors)	Weaknesses (internal factors)
<p>environment</p> <ul style="list-style-type: none"> + oak trees (7) + open space (4) + views of landscape (2) + Salinas River (2) <p>landmarks</p> <ul style="list-style-type: none"> + Pioneer Park (4) + Pioneer Museum/Day (3) + Derby Winery is a focal point (3) + fairgrounds are appealing (2) + railroad <p>community character</p> <ul style="list-style-type: none"> + distinct small town vibe (4) + site is well maintained (4) + vacant buildings/lots (5) + major city + diversity of uses <p>architectural style</p> <ul style="list-style-type: none"> + diverse arch styles (2) + industrial/commercial aesthetic <p>roads</p> <ul style="list-style-type: none"> + road conditions are fine (2) + street fence and lights on 13th 	<p>roads</p> <ul style="list-style-type: none"> + poor street/ROW conditions (6) + no gateway features (2) + visually appealing accessibility to/from freeway is difficult (2) + too much focus on streets instead of the surrounding areas <p>architectural style</p> <ul style="list-style-type: none"> + lack of visually appealing buildings (4) + lack of architectural continuity <p>underutilized spaces</p> <ul style="list-style-type: none"> + park/open space underutilized (8) + vacant buildings/lots (4) + certain areas are rundown (3) + fairgrounds are underused (3) + pioneer park badly maintained (2) + parking lots occupy large spaces (4) <p>environment</p> <ul style="list-style-type: none"> + inconsistent landscaping (4) + views into river/hills are blocked (2) <p>land uses</p> <ul style="list-style-type: none"> + pioneer park parallels 101 (2) + railroad <p><i>*not enough attractive amenities</i></p>
Opportunities (external factors)	Threats (external factors)
<p>community</p> <ul style="list-style-type: none"> + historic small town atmosphere + community involvement + can host events at pioneer park <p>wine tourism</p> <ul style="list-style-type: none"> + wine industry/"purple belt"(6) + tourism: image promotes it (3) + bike tour (P) connecting wineries <p>river</p> <ul style="list-style-type: none"> + Salinas river (3) + view corridors (2) + rolling hills <p>downtown</p> <ul style="list-style-type: none"> + proximity to downtown (4) + spring st. corridor + downtown arch style (Spring St) <p>places of interest</p> <ul style="list-style-type: none"> + landmark/historic buildings (3) + proximity to RR station (3) + city park is in great condition <p>architectural style</p> <ul style="list-style-type: none"> + landmarks/historic buildings (2) + distinct arch style + room for arch creativity + vine street homes 	<p>industrial</p> <ul style="list-style-type: none"> + industrial runoff (3) + industrial deters visitors (3) + current industrial isn't likely to change <p>community</p> <ul style="list-style-type: none"> + conflicts w/ property owners (6) + community backlash (3) + potential loss of local identity + homelessness <p>community perception</p> <ul style="list-style-type: none"> + downtown is destination point (site does not stand out to public) (3) + limited signage directing traffic to site <p>environmental</p> <ul style="list-style-type: none"> + riverside corridor (3) + oak tree regulations (3)



SWOT Analysis

LEGIBILITY	
Strengths (internal factors)	Weaknesses (internal factors)
<p>spatial patterns + grid street pattern (8) + flat topography (5) + linear site w/ one corridor (2) + distinction between districts (3)</p> <p>street navigation + navigation by car is easy (4) - street are straight, wide - short blocks - streets are numbered + street signs are easy to read (4)</p> <p>landmarks + landmarks, e.g. museum, fairgrounds, derby winery (7) + visibility of hills (6) + river is natural landmark (3) + 101 makes it easy to know where you are (3)</p>	<p>spatial patterns + freeway/river/railroad break up street pattern (5) + vague land uses and architecture (2)</p> <p>street navigation + 101 ramps are short and difficult to navigate (3) + blocks lack defined street edge + streets are not well maintained + intersections are difficult to navigate</p> <p>signage + lack of gateway/directional signage (8) + no multilingual or ADA signs + signage is not well maintained</p>
Opportunities (external factors)	Threats (external factors)
<p>spatial patterns + established street network (2) + everything is at the pedestrian scale</p> <p>landmarks + proximity to downtown (4) + city park + multi-use trail on east of river</p> <p>signage + wayfinding maps downtown (3) + signage provided outside of area (2)</p>	<p>spatial patterns + lack of continuity in grid system (2) + town may become cluttered</p> <p>street navigation + feels like pass-thru town (2)</p>



SWOT Analysis

LINKAGES	
Strengths (internal factors)	Weaknesses (internal factors)
<p>existing linkages</p> <ul style="list-style-type: none"> + 3 major freeway entrances (5) + 3 major roads crossing the river (5) + service roads on Paso Robles St. <p>multi-modal</p> <ul style="list-style-type: none"> + bus route passes through site (5) + Riverside has crosswalk and bike lane (2) <p>vehicles</p> <ul style="list-style-type: none"> + wide street easy to drive (6) + parking on street and in lots (4) + not a lot of traffic (2) 	<p>existing linkages</p> <ul style="list-style-type: none"> + unsafe intersections (6) + unsafe/limited railroad crossings (5) + unsafe off-ramps (4) + 4th St. underpass (3) + not many access points to river (3) + limited linkages to E. Paso Robles (3) <p>multi-modal</p> <ul style="list-style-type: none"> + not pedestrian friendly (8) <ul style="list-style-type: none"> - lack of sidewalks, crosswalks + lack of complete bike paths (6) + bus line is underutilized (3) <p>vehicles</p> <ul style="list-style-type: none"> + underused parking (4) + street congestion (4) <ul style="list-style-type: none"> - fast traffic off freeway - accidents cause traffic
Opportunities (external factors)	Threats (external factors)
<p>existing linkages</p> <ul style="list-style-type: none"> + regional connections (8) <ul style="list-style-type: none"> - railroad station - 101 and 46 <p>multi-modal</p> <ul style="list-style-type: none"> + bus route (3) <ul style="list-style-type: none"> - local and Greyhound <p>potential connections</p> <ul style="list-style-type: none"> + multi-use trail on east of river (2) + downtown city blocks are walkable + close to neighborhoods + Spring Street is strong destination 	<p>multi-modal</p> <ul style="list-style-type: none"> + lack of bike network (4) + bus routes are limited <p>other</p> <ul style="list-style-type: none"> + the railroad probably has regulations we have to work around + constant stops can negatively affect traffic



SWOT Analysis

HUMANSAPES	
Strengths (internal factors)	Weaknesses (internal factors)
<p>economics</p> <ul style="list-style-type: none"> + lots of local businesses (5) + mostly developed lots + no informal businesses + draws workers into area + not a lot of homeless people at site <p>community perceptions</p> <ul style="list-style-type: none"> + safe environment + oak trees define identity + fairgrounds have a positive association + Paso community is involved <p>human activity</p> <ul style="list-style-type: none"> + public events held on site (5) + pioneer park is a public space + historical amenities <p>land uses</p> <ul style="list-style-type: none"> + concentrated industrial services (3) + use based zoning + residential area 	<p>economics</p> <ul style="list-style-type: none"> + empty lots (2) + potential displacement of businesses/residents (2) + homelessness (2) + mostly private buildings + no informal businesses <p>community perceptions</p> <ul style="list-style-type: none"> + not pedestrian friendly (5) + poor lighting makes site unsafe (3) + streets are not well-maintained (3) + buildings not visually appealing (2) <p>human activity</p> <ul style="list-style-type: none"> + lack of community events (4) <ul style="list-style-type: none"> - fairgrounds facilities/ parking are underutilized + people do not visit/stay in the area (2) + heavy traffic <p>land uses</p> <ul style="list-style-type: none"> + lack of commercial/retail (3) + lack of recreational/public areas (3) + use based zoning + concentrated industrial services + residential area is not cohesive
Opportunities (external factors)	Threats (external factors)
<p>economics</p> <ul style="list-style-type: none"> + wine/tourist culture (4) + rising housing prices <p>community perceptions</p> <ul style="list-style-type: none"> + walkability + good existing infrastructure + Salinas River Corridor <p>human activity</p> <ul style="list-style-type: none"> + downtown (6) + downtown park promotes social interaction + farmer's market downtown 	<p>economics</p> <ul style="list-style-type: none"> + economic downturn (2) + dependence on wine industry (2) + rising housing prices <p>community perceptions</p> <ul style="list-style-type: none"> + lack of safety north of 24th street + community might not want change <p>human activity</p> <ul style="list-style-type: none"> + stores open and close at the same times (no night life)



SWOT Analysis

ECOSCAPES	
Strengths (internal factors)	Weaknesses (internal factors)
<p>environmental context</p> <ul style="list-style-type: none"> + river (5) + Mediterranean climate (4) + topography (3) + riparian landscape (3) + views of hills (4) <p>existing landscaping</p> <ul style="list-style-type: none"> + pioneer park (6) + oak trees (4) + tree lined streets evoke river (3) + buffers in certain locations (2) <ul style="list-style-type: none"> - Riverside, 21st St. + landscaped infill (2) <p>built/natural</p> <ul style="list-style-type: none"> + some lots have access to river (3) 	<p>environmental context</p> <ul style="list-style-type: none"> + exposed microclimate (3) + lack of shelter (3) + pioneer park (3) + oak trees + river is dry most of the year <p>existing landscaping</p> <ul style="list-style-type: none"> + lack of additional green spaces (4) + maintenance/provision of landscape (4) + no streetscaping (3) + parking for fairgrounds + no community gardens + no recycling bins <p>built/natural</p> <ul style="list-style-type: none"> + noise and air pollution, e.g. dust (6) + river is currently ignored (3) + not enough separation from freeway (2)
Opportunities (external factors)	Threats (external factors)
<p>environmental context</p> <ul style="list-style-type: none"> + Salinas River Corridor (5) + oak trees (4) + native vegetation (3) + natural springs <p>existing landscaping</p> <ul style="list-style-type: none"> + downtown streetscape (3) + existing trails (2) + city park (2) <p>other</p> <ul style="list-style-type: none"> + connection to purple belt + sustainable building initiative in Paso 	<p>environmental context</p> <ul style="list-style-type: none"> + Paso has extreme seasonal changes (4) + drought (4) + flooding (3) + earthquakes + impacts of climate change <p>existing landscaping</p> <ul style="list-style-type: none"> + maintenance of landscape (2) <p>built/natural</p> <ul style="list-style-type: none"> + air pollution/GHG emissions (3) + environmental impacts of river walk + natural areas could attract homeless

Riverside, Paso Robles Urban Design Concept Plans



Part 2 Urban Design Plans

Page intentionally left blank.



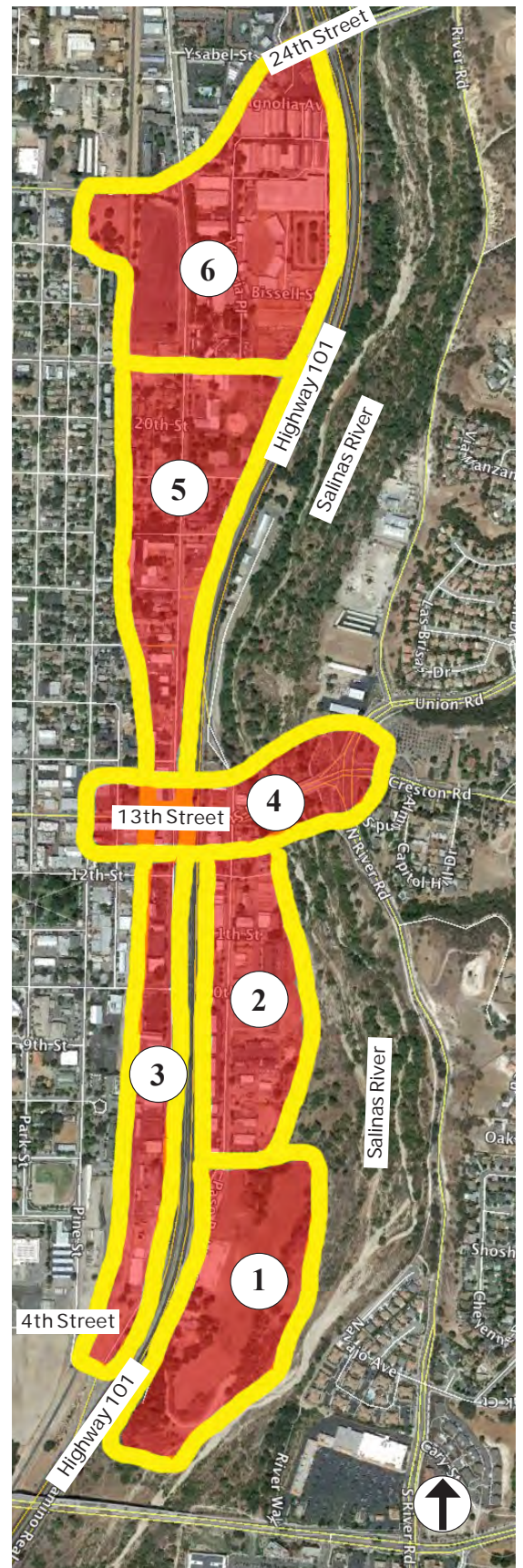
The twenty-nine undergraduate students in this class, grouped into ten teams, developed urban design concept visions for public and private development between the Union Pacific Railroad tracks and the Salinas River from 1st Street to 24th Street.

Presented in the following pages, these proposals are responsive to the site’s physical, economical, market, and social conditions, as well as to the community needs and aspirations, as revealed through on-site, literature, and on-line surveys, and interviews with community members. They also kept their proposals within the confines of adopted city guidelines as represented in various city planning documents.

However, the major contribution that this work can offer to Paso Robles is the students’ optimistic and original approaches. Their ideas result from rigorous studies of site and context, and of the disciplines of planning and urban design, but also from being encouraged to “think outside the box” while keeping their feet on the ground. Transformational projects are always those that, while feasible now, follow a vision for a better future.

Next, the ten student team’s Urban Design Plans are presented, including a narrative, estimates of total built-up footage, proposed phasing, illustrative site plan and renderings. Appendices to each team’s work feature the the detailed surveys of their site’s physical conditions.

The study area and the six Focus Areas





Area 1

Team 1A: South River Gateway _ 41

Austin Forde, Mariah Gasch, Daniela Koeller and Yliana Ortega.

Team 1B: Salinas Equestrian Commons _ 63

Lindsey Klein, Sabrina Meleo, Kenzie Wrage and Amy Gunn.

Area 2

Team 2A: Paso Robles Riverfront District _ 83

Cro Pilato, Hunter Kelly, and Sam Hughes.

Team 2B: West River Village _ 117

Sam Camacho, Alyssa Chung and Rob Etter.

Area 3

Team 3: The Crossings _ 151

Ian Connolly, Heather McCoy and Marco Romagnoli.

Area 4

Team 4A: Corridor to the Oaks _ 183

Hannah Chiu, Maddie Pritchard and Willow Urquidi.

Team 4B: Paso Robles Downtown Corridor _ 217

Tornia Wilson, Ana Padilla and Lauren Gaul.

Area 5

Team 5A: North Riverside Corridor _ 255

Audrey Ogden, Melina Smith, Connor Lavi and Kaileigh Johnson.

Team 5B: Pioneer Greenway _ 283

Eric Martinez, Megan Miller, Jorge Nozot and Gabriel Ward.

Area 6

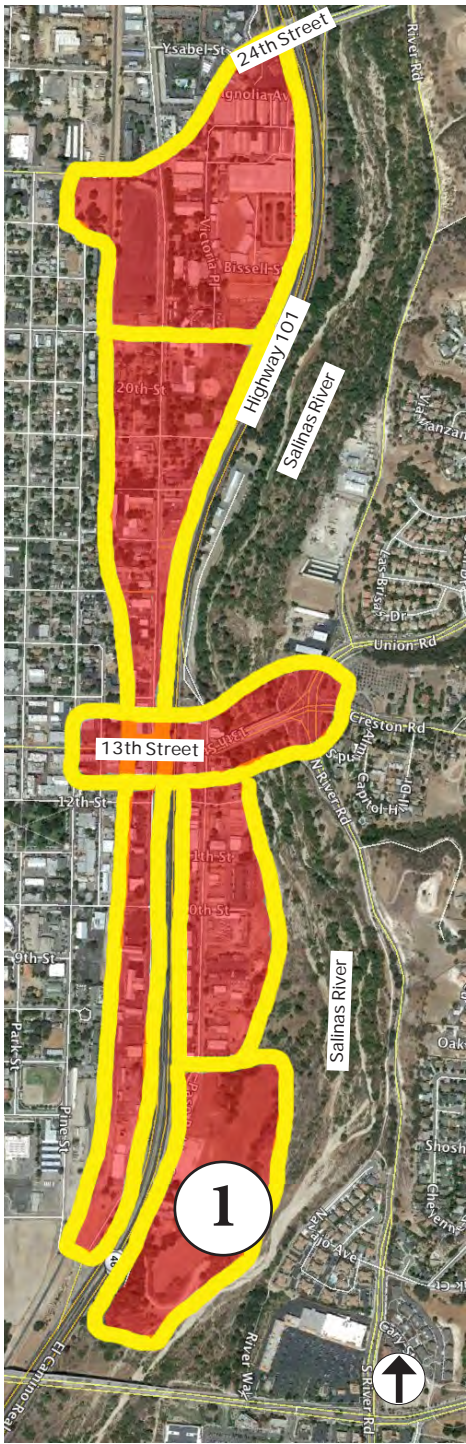
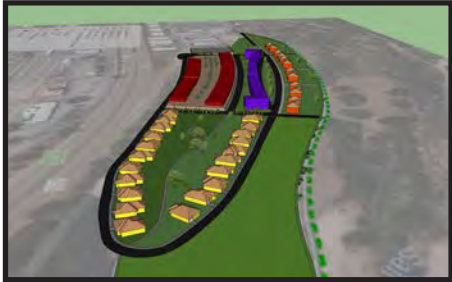
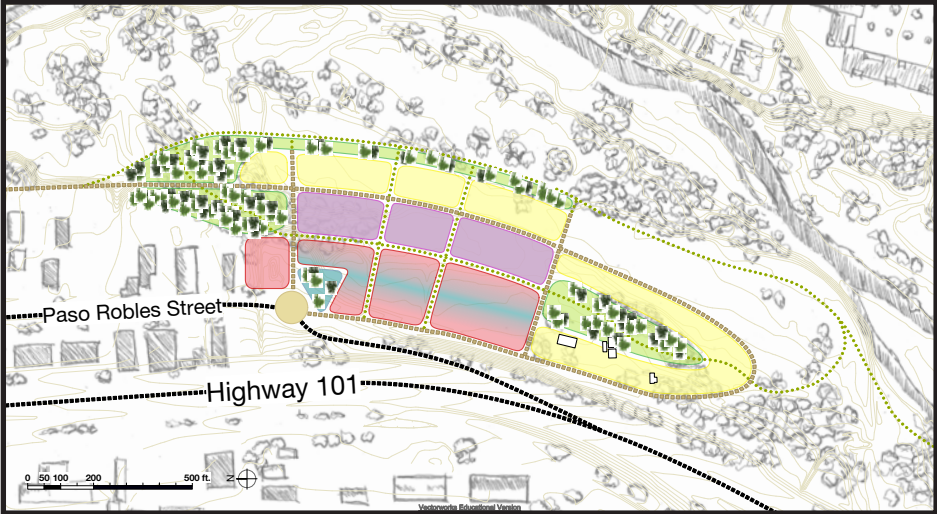
Team 6: 24th Street Gateway Improvement _ 307

Michelle Huang, Ashley Wong, Matthew Fluhmann and Samuel Love.

Riverside Urban Design Concept Plans South River Gateway

Team 1A

Austin Forde, Mariah Gasch, Daniela Koeller, and Yliana Ortega





South River Gateway

Table of Contents

Chapter 1: Project Site Assessment

- 1.1. Introduction _ 43
- 1.2. Project Site Character _ 44
- 1.3. Opportunities and Constraints _ 46

Chapter 2: Concept

- 2.1. Vision Statement _ 48
- 2.2. Goals, Objectives and Ideas _ 48
- 2.3. Concept Diagram _ 50

Chapter 3: Project Development

- 3.1. Narrative _ 51
- 3.2. Illustrative Site Plan _ 52
- 3.3. Land Uses and Phasing _ 53
- 3.4. Projected Development _ 55
- 3.5. Renderings _ 56

Appendices: Lot Surveys _ 58



Chapter 1: Project Site Assessment

1.1 Introduction

The Paso Robles South River Gateway plan is being proposed for the lots directly off of the Paso Robles Street exit on the right side between Highway 101 and the Salinas River. This plan also includes a proposed round-about upon exiting the freeway and entering Paso Robles Street. This part of the site includes 18 different lots. However, the proposed plan focuses on thirteen of these. The lots within this site of the project are primarily privately owned with only one publicly owned lot, this lot being the actual street.

We see great potential in the area for an extension of the commercial uses that are evident in Downtown Paso Robles. This would be the first phase of the planning process along with the creation of a central plaza for the general public. The broad flat land is conducive to a large public plaza. Continuing under the assumption that the commercial area would be successful, it would create a need for housing which we see would have greatest values along the river.

We are considering different housing types to meet the needs of a wider audience, which would also need to be phased out based on level of demand. Both multi-family and single family units would be applicable. With a greater population living in this area, we would provide amenities for people to be able to live, eat and work in this area. The plan encourages mixed use development, restaurants, and conceivably a grocery store as well in the long term.



Figure 1.0: First view of Paso Robles St. when exiting 101



Figure 1.1: View of land behind residential homes on the south sides of the site



Figure 1.2: Current use of land- a parking lot for commercial vehicles



1.2 Project Site Character

Our site is located by the freeway entering onto Paso Robles Street. The site area deals mainly with open space acreage with storage for agricultural uses (see Figure 1.3). There is limited residential space in this area. Our area deals with a difference in elevation levels and resides in a one-hundred-year floodplain with potential effects that need consideration for combating. The site area is right next to the Salinas River which creates economic opportunity if the river were to be upscaled. Facing the direction of the river there are outlooks of the hillside which create valuable view corridors. An issue that will have to be mitigated is the section entering Paso Robles Street from the 101 Freeway (see Figure 1.4). The speed limit coming through this area is 35 miles per hour, but cars frequently pass by at a much faster rate than is legal/safe. Along Paso Robles

Street there is no crosswalk within our site area which is hazardous to pedestrians.

When creating the concept plan for our site, we had to consider things about the natural layout and environment that could affect what we place in the site and where. The elevation differences can be seen in the introduction of our lots starting at around Lot 3, Lot 6 and Lot 7 (see Figure 1.5). In terms of dealing with the elevation differences and the flood zone, we envision having first floor parking to mitigate any repercussions that this would entail. On top of the parking areas, we would implement commercial development and residential units. These would be implemented where Lots 4, 5 and 6 reside. As parking would be for ground floor use, it not only creates flood resilience, but also complies with having the commercial and residential area be above a flood zone level. Lots 5 and 11 are currently the



Figure 1.3: Industrial vehicle storage



Figure 1.5: Elevation change within site



Figure 1.4: Segue when exiting Hwy. 101 onto Paso Robles St.



Figure 1.6: Residential home on most south end of site



storage site for agricultural components. Lots 10, 17 and 18 are all open space. In terms of the existing layout, we would like to build on the wine industry's rustic and rural look. This will be a major aesthetic influence in terms of how we portray the site and would be evident among existing lots.

In terms of circulation throughout the site, there is need for improvement. We aim to continue Garden Street to our end of the site. It would pass between what would be the residential and commercial/parking areas. There is an existing trail to the west of the site that we see room for expanding east of our site as a bike trail. At the initial entrance of the site, we would like to implement a roundabout as a traffic calming measure to slow automotive traffic and create a more approachable walking area for pedestrians, this would affect Lot 4 (See Figure

1.6). Pedestrian pathways will be enhanced through the site and especially connecting the residential areas to the plaza and commercial section of the site. Sidewalks will line the streets as that is what our surveyors said they felt the project area was seriously lacking in. With more people walking, GHG emissions will lower which will help with the city's Climate Action Plan.

As it stands, Lots 12, 13 and 14 are the only existing lots that contain residential aspects as well as a commercial unit called "Fetch" (see Figure 1.7 and Figure 1.8). We see room for expansion that would affect most of our existing lots. Existing vegetation on the site seems to be a plant buffer between Lot 4 and the 101 Freeway (see Figure 1.9) along with some existing trees throughout the site which appear to be Black Walnut trees (see Figure 2.0).



Figure 1.7: Commercial vehicle lot



Figure 1.9: Buffer between the freeway and residential units



Figure 1.8: Industrial vehicle lot on Paso Robles St.



Figure 2.0: Black Walnut trees on Paso Robles St.



1.3 Opportunities and Constraints

Opportunities:

- The area does not have many buildings so there is a lot of room for creativity.
- Being at the forefront to a high volume freeway exit, makes this area accessible and may help increase frequency of visitation.
- The area is right next to the river which, if upscaled, could increase property value and create a higher demands and push factors.
- Close proximity to the Downtown area.
- Existing vegetation and open space.
- Beautiful views, mainly on East
- Significant area with easy topography.

Constraints

- Elevation change could limit development.
- Part of the area is in a hundred-year flood plane
- Proximity to freeway and railroad generates noise impacts.
- Existing road network needs improvement and expansion.



Figure 2.1: Industrial lot and south view along Paso Robles St.



Figure 2.2: Southeast view from Paso Robles St.



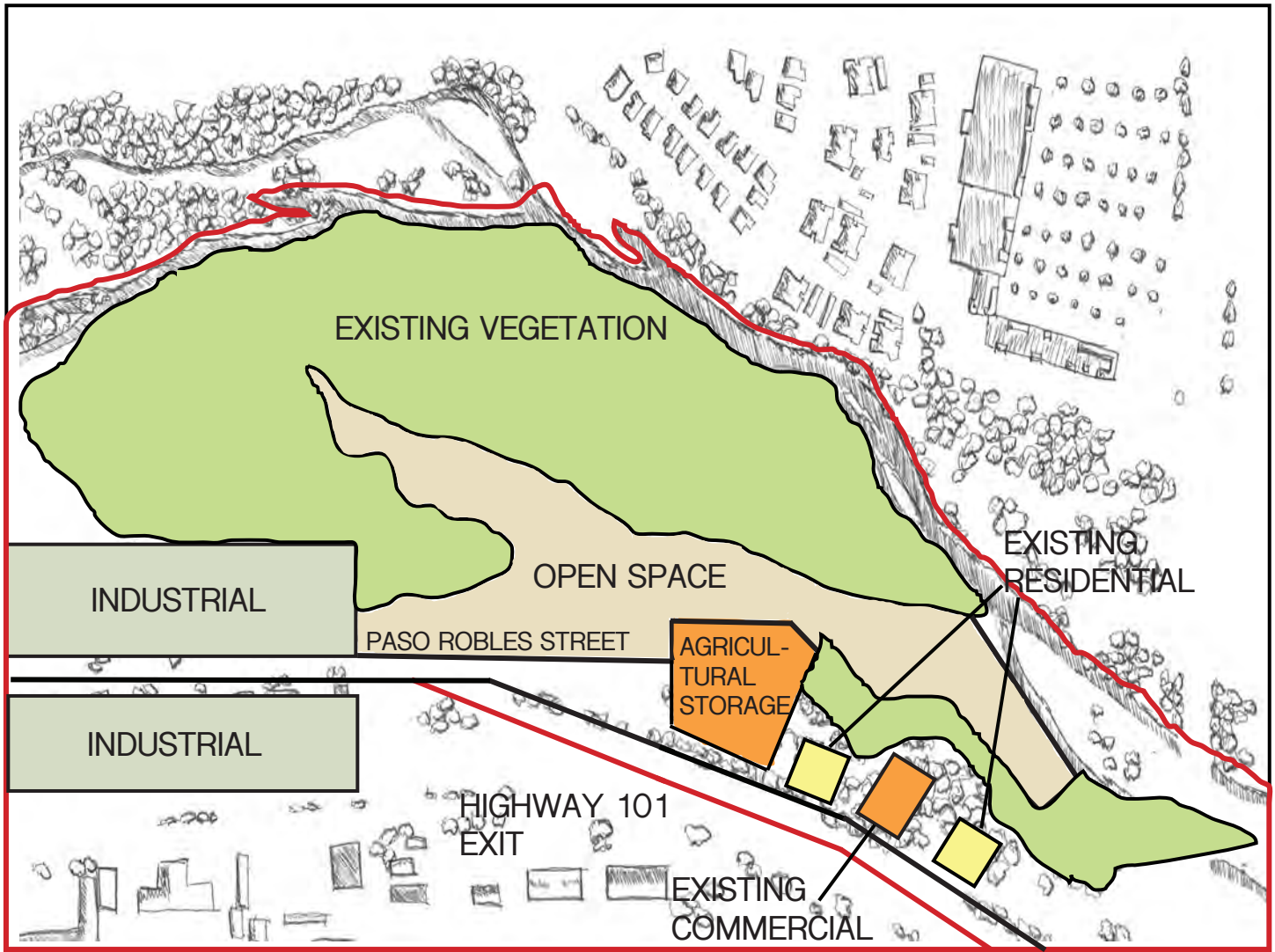
Figure 2.3: Northeast view from Paso Robles St.



Figure 2.4: Unclear intersection of offramp and Paso Robles St.



Opportunities and Constraints Map





Chapter 2: Concept

2.1 Vision Statement

Paso Robles Street Gateway is an attractive space for public and private use, providing a link to the Salinas River and diverse opportunities for living and recreation. The implementation of the city's rural and vineyard aesthetics give the site a distinct character, and adherence to the city's Central Gateway Plan more effectively draws residents and tourists to the area, and onward to downtown Paso.

2.2 Goals, Objectives, and Programs

Goal #1

Improve aesthetics to attract diverse populations.

Objective 1

Enhance visual interest that adds significance to the site.

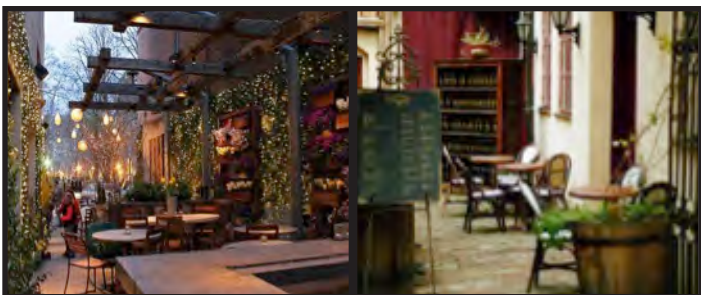


Program 1- Create a public plaza to act as a focal point.

Program 2- Incorporate existing oak trees.

Objective 2

Integration of Agro-Industrial aesthetics.



Program 1- Incorporate rustic, natural materials.

Program 2- Provide for an eclectic vineyard atmosphere.

Goal #2

Make the area easy to understand and navigate.

Objective 1

Improve way-finding throughout the site

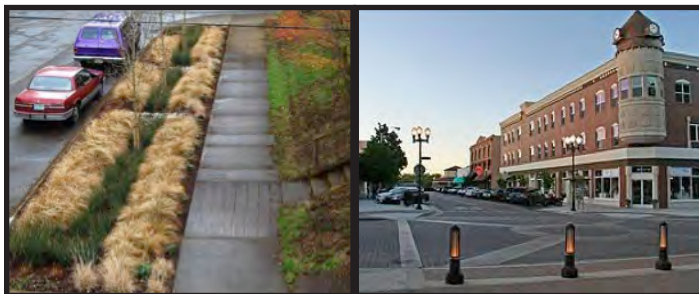


Program 1 - Create a unified aesthetic for signage.

Program 2 - Focus on comprehensible transitions in land use.

Objective 2

Follow City of Paso Design Standards in Gateway Plan.



Program 1 - Incorporate native vegetation in accordance with Paso Robles rural feel.

Program 2 - Create complete streetscape that parallels Paso's architectural styling.

Goal #3

Strengthen linkages for all modes of transportation.

Objective 1

Improve connectivity between site Hwy 101.



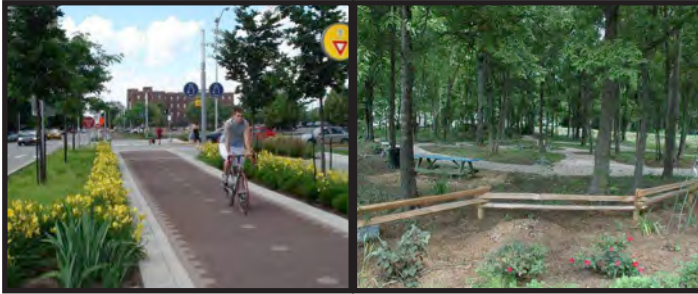
Program 1 - Implement traffic calming in Paso Robles St.

Program 2 - Increase visibility from Hwy 101.



Objective 2

Improve connectivity between the site and the Salinas River.



Program 1 - Create a sage separation between pedestrian and cyclist circulation.

Program 2 - Implement direct access route to the River level.

Goal #4

Provide a sense of place for residents and visitors alike.

Objective 1

Create opportunities for community programs and gatherings.



Program 1 - Allot plaza spaces for vendors.

Program 2 - Schedule programming to the needs of existing tenants.

Objective 2

Encourage social interaction.



Program 1 - Implement practical amenities such as street furniture/sitting areas.

Program 2 - Place residential uses in close proximity to recreational ones.

Goal #5

Enhance relationships between the natural and the built environment.

Objective 1

Utilize enhancing landscaping throughout the site area



Program 1- Use drought resistant plants.

Program 2 - Provide landscaped street edges.

Objective 2 Use design solutions to combat the effects of the microclimate.

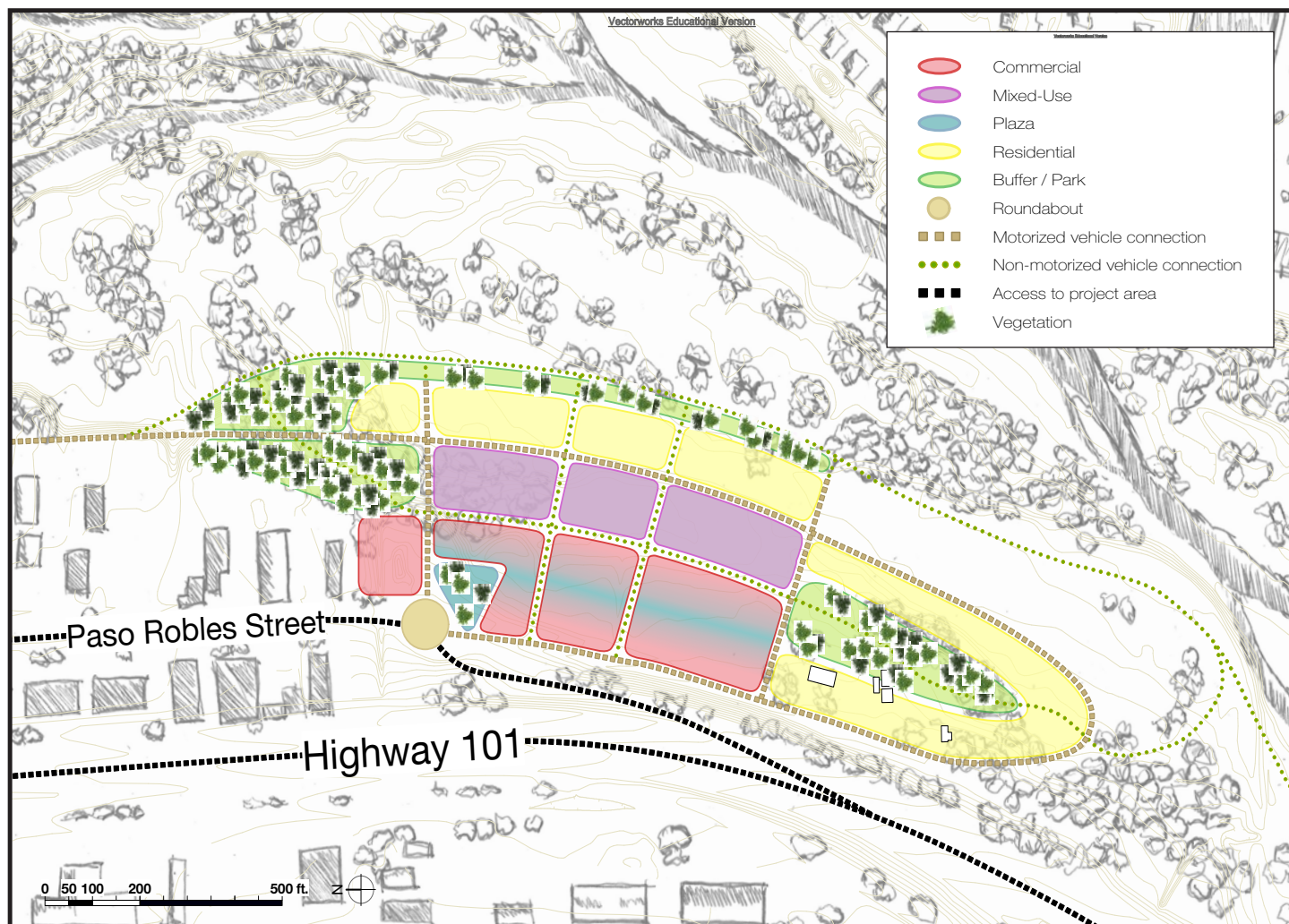


Program 1- Plant trees throughout areas to provide shade.

Program 2 - Incorporate cold and heat resistant building/finishing materials.



2.3 Concept Diagram





Chapter 3: Project Development

3.1 Narrative

The South River Gateway project incorporates an improved entrance to the Paso Robles Street Corridor, linking 13th Street with the CA-10. The project proposes a multitude of commercial and residential uses, as well as strengthening the extant pedestrian and cyclist connections to the Salinas River.

As motorists exit the 101 offramp at Paso Robles St., a traffic circle will direct them either southward, to the lower housing developments, eastward, into the site's central commercial areas, or northward, to continue along Paso Robles Street. Entering the central site from the intersection, motorists will find industrial uses to the left. A road to the right will lead to ground level parking for customers. Continuing eastward, the road meets a newly implemented frontage road. This road provides a connection to 13th st. along the back side of Paso Robles Street's existing industrial uses. This frontage road forms the backbone of the site, as the majority of the residential uses are located along it. The second-floor apartments and first-floor townhomes along this street will both be accessed by ground-floor parking. To the south, the frontage road provides access to single family units, and links back around to the traffic circle.

The plaza at the intersection provides a welcoming entrance to the commercial uses, and draws visitors into the development. Outdoor seating and a covered pedestrian walkway will create an urban atmosphere, and leave open the potential for outdoor uses like patio dining, wine-tasting, or a beer garden. The existing bike path along the river will be lengthened and link together the residential uses along the eastern side of the frontage road. Furthermore, bike circulation will be strong throughout the site, with the addition of separated bike lanes and a greenway among the single-family units to the south.

In the short term, that is, within five years, we anticipate the creation of the central commercial and residential core. Within this time frame, the industrial use currently located along Paso Robles street will be maintained in the form of a parking lot for service/industrial vehicles. This will be located adjacent to the southernmost industrial businesses on Paso Robles St.

In the long term, that is, within ten years, we see the potential for an expansion of residential, single-family units to the east of the frontage road. These new units will extend to the southernmost tip of the development. Furthermore, within 10 years, we will likely see a need for a market or grocery store, which will be located where the industrial lot once stood, this use most likely moving to the newly developed land surrounding the Paso Robles airport.

Our proposal seeks to efficiently address Paso Robles projected population growth (2,200 additional persons by 2020) by developing new residential units on currently under-utilized land. The redevelopment of the dangerous highway interchange is both functional and aesthetic, in accordance with the General Plan's Action Item 2 under Visual Identity. The implementation of tasteful landscaping and directional signage will fulfill this item. Our plan to phase out the existing industrial lot space is in accordance with Paso Robles' General Plan, in that the city anticipates the vast majority of its industrial development by 2025 to be concentrated by the airport.

Our decision to incorporate single family housing units to the southern end of our site is in accordance with the high percentage of Paso Robles houses (>70%) occupied by families, despite the greater potential for revenue from townhouses or smaller, attached units. The city's noise policy N-1A will be accounted for through the implementation of a green buffer between the strengthened Paso Robles Street and Highway 101.



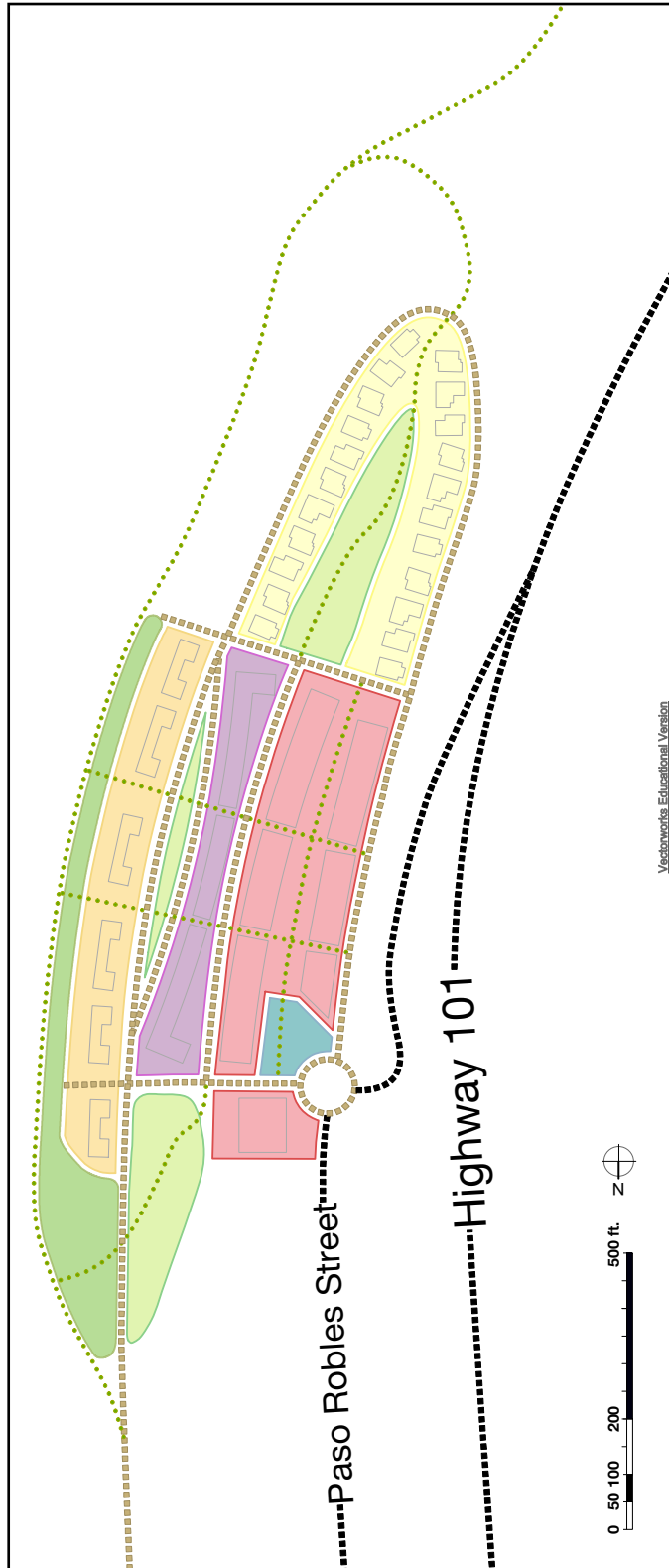
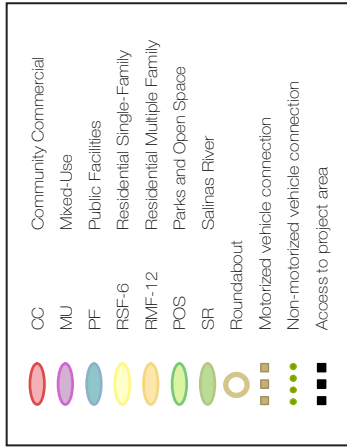
3.2 Illustrative Site Plan





3.3 Land Uses and Phasing

Land Use Map



Vestorworks Educational Version



Phasing

Five-year Plan

Phase 1:

The first phase in the project's five-year plan begins development on the site area. The first addition to the development is a new roundabout on Paso Robles street followed by a new commercial development with a plaze running linear through the middle of it.

Phase 2:

The second phase of development within the team's five year plan focuses on the addition of a new mixed use building as well as a converted parking lot. This new mixed used building will include commercial on the lowest level with apartment style units upper two floors. The parking lot to the left will be changed from being used primarily to store heavy equipment to parking for the new development.

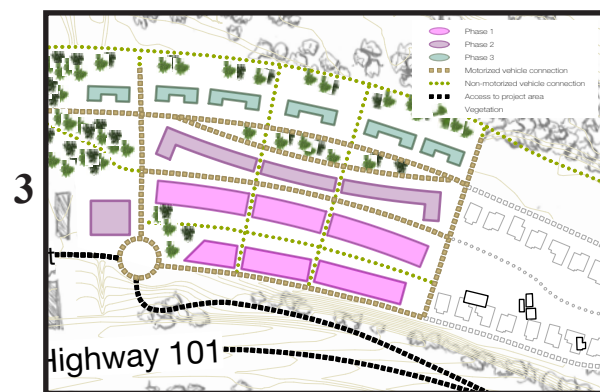
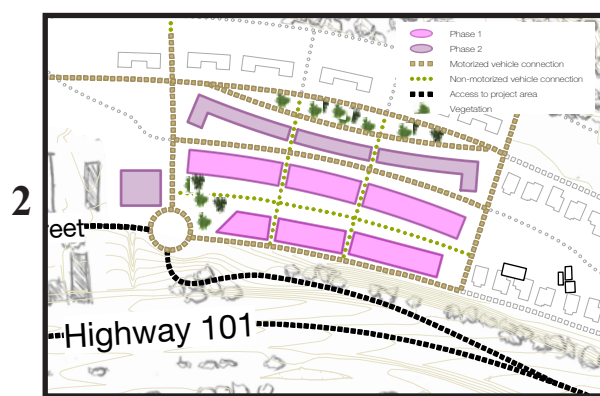
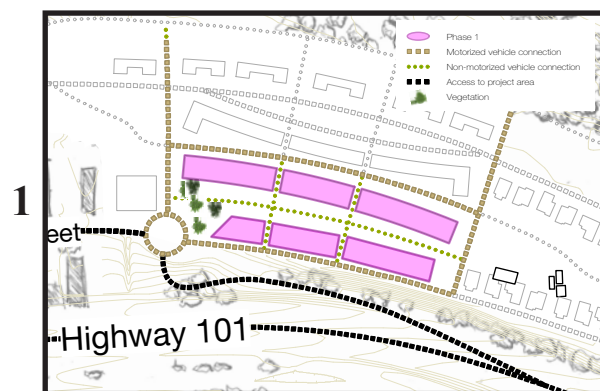
Ten-Year Plan

Phase 3:

The third phase of the proposed plan also takes place as the first phase in the project's ten-year plan. This phase of the proposal includes a new housing development located alongside the river corridor. These units will be two-bedroom apartments with parking located below the units in order to account for the 100-year flood plain.

Phase 4:

The fourth and final phase of the proposal is the second proposed phase of the project's ten-year plan. This phase includes the development of single family homes enclosed by a new road encircling the site. This development also including a walking path through the middle, making it accessible to nearby commercial development and the Salinas River Corridor.





3.4 Projected Total Development

Land Use	Zoning	Acres	Density	Total Dwelling Units	% of Area
Residential					
Residential Single-Family High Density	RSF-6	3.26	Up to 6 DU/Acre	20	15.0%
Residential Multiple Family, Medium Density	RMF-12	2.32	Up to 12 DU/Acre	27	10.6%
Total		5.58		57	25.6%
Commercial and Mixed Use					
Community Commercial	CC	3.98			18.3%
Mixed Use	MU	1.53	Up to 20 DU/Acre	30	7.0%
Total		5.51		30	25.3%
Public Facilities and Open Space					
Public Facilities	PF	0.28			1.3%
Parks and Open Space	POS	8.8			40.4%
Salinas River	SR	1.63			7.5%
Total		10.71			49.2
Subtotal		21.8		87	100.0%

DU/Acre = Dwelling units per acre



3.5 Renderings

View from Roundabout at Paso Robles Street into the Plaza and Commercial Area



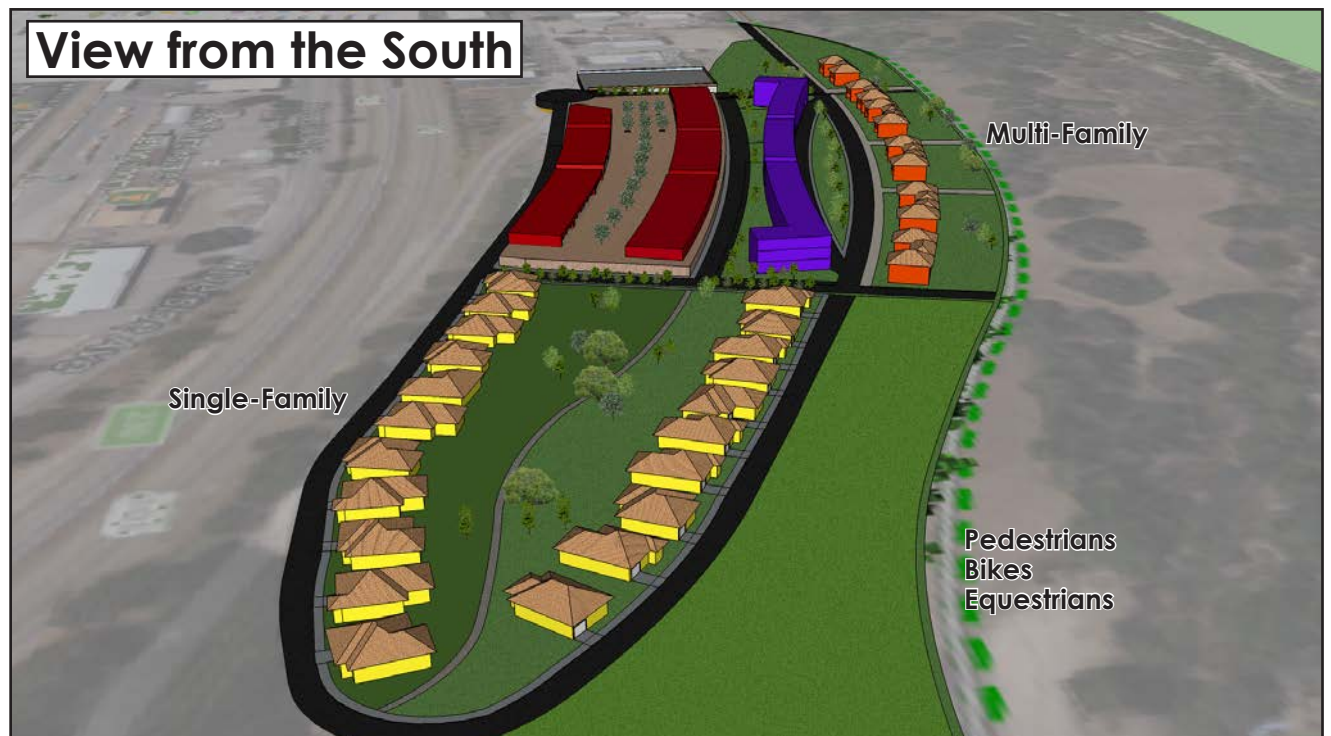
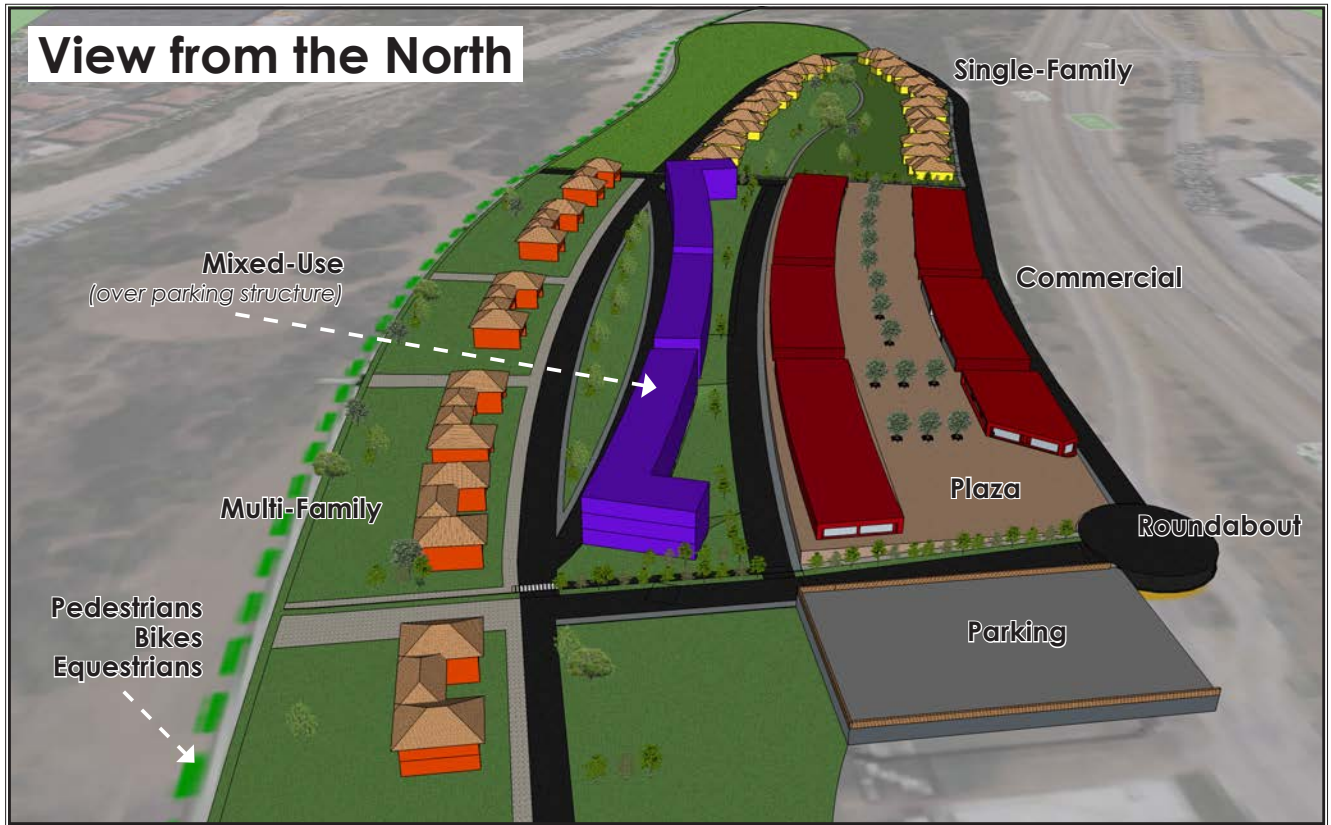
View looking at mixed use building from sidewalk

View of Commercial Area and Plaza.



Section-Elevation across North end of site looking South.





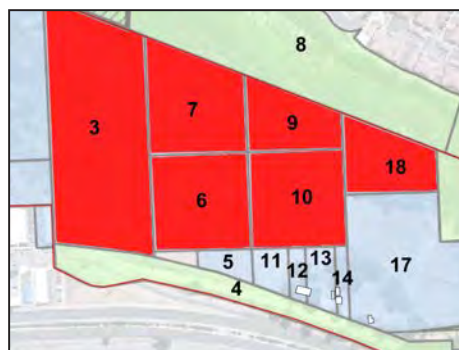


Appendices: Lot Surveys

LOT SURVEY Lot number: 3 Researcher: Mariah Gasch

Vacant lot: X

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		N/A	N/A	N/A	N/A	N/A
Type of Use	1st floor					
	2nd story					
Prevalent façade materials						
Prevalent façade color						
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N



Sidewalk		Average width: _____	Trees (quantity/types/condition): Overgrown oak Trees/ heavy vegetation Aerial cables: There is one power line on the very edge of the lot running across the front of the lot when viewed from the street
Y	N	Conditions: G / A / B	

Elements of note: Most of the lot is open land surrounded by oak trees and vegetation except on southern part of the lot where there is an opening of barren land



1. The lot facing east on Paso Robles St.



2. View of the lot including the power line from Paso Robles St. facing North East.



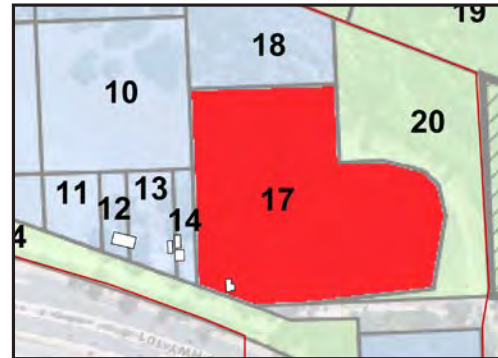
3. View of the change in elevation of the lot facing east from Paso Robles St.



LOT SURVEY Lot number: 17 Researcher: Mariah Gasch

Vacant lot: X

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	1st floor	Residential			
	2nd story	N/A			
Prevalent façade materials	Wood				
Prevalent façade color	Grey and Brown				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N



Sidewalk		Average width: _____	Trees (quantity/types/condition): Heavy oak tree presence as well as a variety of other trees giving the area a heavily vegetated appearance Aerial cables: Yes; There is a power line in front of the house with lines going in different directions through the lot.
Y	N	Conditions: G / A / B	

Elements of note: A grey house sits along the dirt road. Most of this lot is flat dirt, there are many trees surround the home and the dead end of the road and a few trees run behind the residential part. A few trees surround the east side of the lot.



1. View into lot 17 from Paso Robles St.



2. View of Paso Robles St. in front of lot 17.

3. Closer view of lot 17 from directly inside the lot

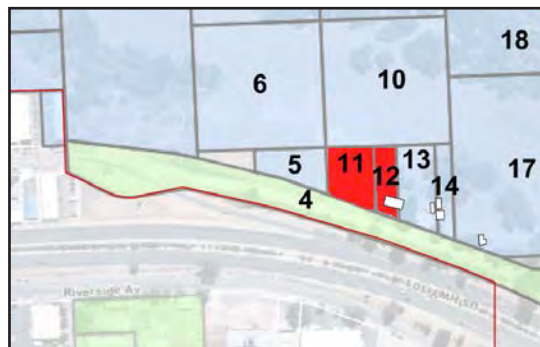




LOT SURVEY Lot number: 11 Researcher: Yliana Ortega

Vacant lot _N/A_

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories (ground floor counts as one)	N/A	N/A	N/A	N/A	N/A
Type of Use	1st floor	N/A	N/A	N/A	N/A
	2nd story	N/A	N/A	N/A	N/A
Prevalent façade materials	N/A	N/A	N/A	N/A	N/A
Prevalent façade color	N/A	N/A	N/A	N/A	N/A
General maintenance	G B	G B	G B	G B	G B
Architectural value	Y N	Y N	Y N	Y N	Y N



Sidewalk		Average width: <u>_N/A_</u>	Trees (quantity/types/condition): Potentially a black walnut tree and lots of shrubbery serving as what seems to be a buffer between the residential area and the freeway. Aerial cables: Yes
Y	N	Conditions: G / A / B	

Elements of note: The area serves as a site for agricultural storage. There is machinery housed in this area (bulldozers, cars, etc.). It is a dirt area that is fenced off.



1. The viewshed north along Paso Robles street.



2. The view of the agricultural machinery and service yard..



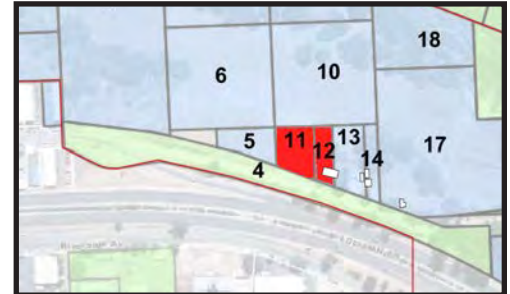
3. View of the first residential unit in Lot 12 from Lot 11.



LOT SURVEY Lot number: 12 Researcher: Yliana Ortega

Vacant lot _N/A_

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories (ground floor counts as one)	N/A	N/A	N/A	N/A	N/A
Type of Use	1st floor	residential	N/A	N/A	N/A
	2nd story	N/A	N/A	N/A	N/A
Prevalent façade materials	stucco	N/A	N/A	N/A	N/A
Prevalent façade color	white & blue	N/A	N/A	N/A	N/A
General maintenance	G B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N



Sidewalk	Average width: <u>_N/A_</u>	Trees (quantity/types/condition): Potentially a black walnut tree as the main vegetation on this lot area, with surrounding trees providing shade. Aerial cables: Yes, directly fed to a pole in front of the residential unit in this site area.
Y N	Conditions: G / A / B	

Elements of note: This leads into a primarily residential nook. The house is surrounded by trees and naturally has shading. There are no sidewalks throughout this lot.



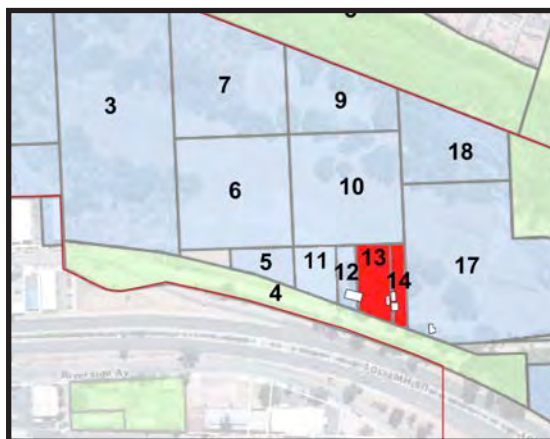
1. View from the left of the residential unit in Lot 12.



2. View from the right of the residential unit in Lot 12.



LOT SURVEY Lot number: 13,14



	Building 1	
Number of stories (ground floor counts as one)	1	
Type of Use	1st floor	commercial
	2nd story	-
Prevalent façade materials	metal, siding, wood	
Prevalent façade color	grey/red	
General maintenance	G	A B
Architectural value	Y	N

Sidewalk	Average width: <u>N/A</u>	Trees (quantity/types/condition): different types (some oak trees), they spend shade for the vehicles, condition of the trees is good Aerial cables: Aerial electric cables are strung from northwest to southeast over the Highway 101 turnoff, and southward along Paso Robes, on the eastern side of the street.
Y N	Conditions: G / A / B	

Elements of note: The property lines we saw on the side were not the same like in the plan. There are different trees along the border of the lots. Parts of lot 14 are covered by a wooden fence. It is not possible to enter lot 14 because it is closed with a metal fence.



Lots 13 and 14

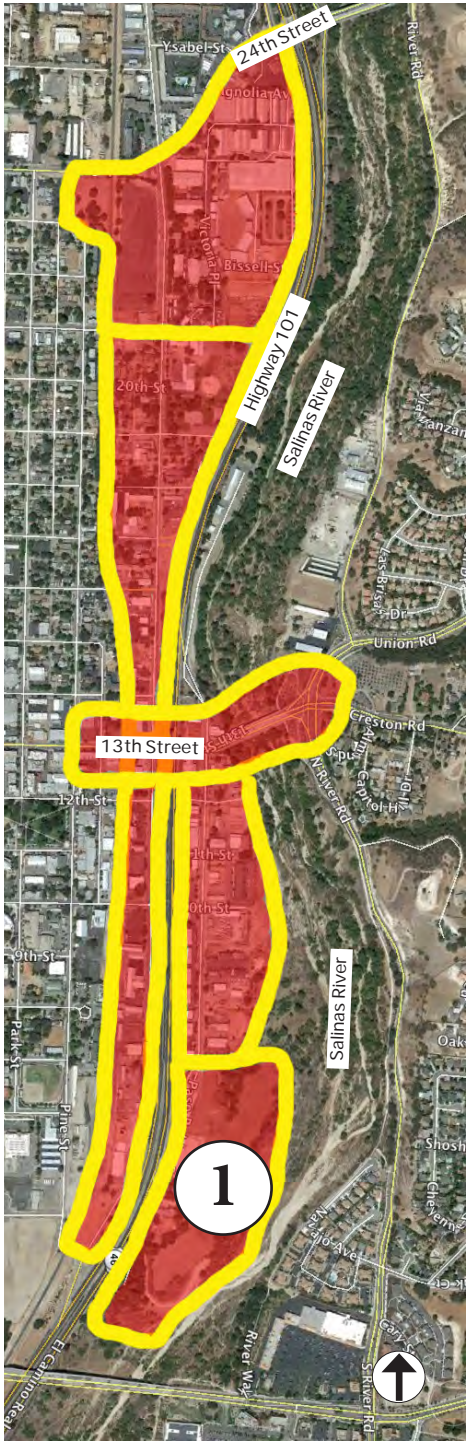
Riverside Urban Design Concept Plans

Salinas Equestrian Commons



Team 1B

Lindsey Klein, Sabrina Meleo, Kenzie Wrage, and Amy Gunn





Salinas Equestrian Commons

Table of Contents

Chapter 1: Project Site Assessment

- 1.1. Introduction _ 65
- 1.2. Project Site Character _ 66
- 1.3. Opportunities and Constraints _ 67

Chapter 2: Concept

- 2.1. Vision Statement _ 68
- 2.2. Goals, Objectives and Projects _ 69
- 2.3. Concept Diagram _ 72

Chapter 3: Project Development

- 3.1. Narrative _ 73
- 3.2. Illustrative Site Plan _ 75
- 3.3. Land Uses and Phasing _ 76
- 3.4. Projected Development _ 77
- 3.5. Renderings _ 78

Appendices: Lot Surveys _ 80



Chapter 1: Project Site Assessment



Group 1B project site

1.1. Introduction

The Salinas Equestrian Commons is a revitalization effort of the existing Salinas River Corridor, located between the Salinas River and Paso Robles Street. After conducting an in-depth site analysis of the site, our team developed concrete goals and objectives which resulted in our creation of an equestrian-oriented community space catering to both locals and tourists to Paso Robles.

The Salinas Equestrian Commons is equipped with an equestrian facility, open transformable recreational field, barn/event space, small hotel, and equestrian-oriented commercial shops. Additionally, a pedestrian trail runs along the perimeter of the site, and small off-trail parks serve as gathering spaces for those who are enjoying the river corridor. The space is inclusive, innovative, and serves as a great way to restore economic vitality to this floodplain.





1.2. Project Site Character

LOT ONE: Salinas River Corridor

Imageability

- The space has very beautiful landscaping, however it is very dry.
- The lot is naturally aesthetically pleasing and showcases the landscaping in Paso Robles.
- Since the site is in a floodplain, it sinks down.

Legibility

- No directional signage to help pedestrians navigate the corridor
- Signage tells pedestrians what they are looking at as they look out onto the "river" (Image 1.2).
- Legibility could be improved by inserting kiosks and making it easier to identify where you are exactly as you walk along the trail.

Linkages

- Lack of adequate pedestrian trails throughout the site (Image 1.3).
- Difficult to find a public place to park in order to access the trail.
- Lack of directional signage, however, signage along the current trail gives the pedestrian insight to the history of the Salinas River.

Humanscape

- The trails on the south side have accommodate human scape nicely, with signage and a nice walking trail.
- Region is landscaped nicely (Image 1.4).

Ecoscape

- Great amount of greenery within the corridor.
- Entire site space is in a floodplain, which will make it nearly impossible to develop anything in the lot.
- River is completely dried out, there is no water.
- Potential for walking trails.

LOT TWO: Paso Robles Street

Imageability

- Great amount of open space that is privately owned and industrial
- Dirt roads make not visually appealing.
- Chain-link fence increases the industrial presence of the site.
- Contains private home properties juxtaposed against open dirt construction space.
- No clear areas to park which makes the lot visually confusing.

Legibility

- The only signage in the area is telling drivers that the street is a dead end.
- Drivers may have difficulty understanding where they are in regard to the rest of the town because there is no locational signage.
- Difficult to see into other parts of Paso Robles from this area.

Linkages

- This space is very difficult to navigate in general because the road is a dead end.
- Very difficult to access the site.
- Road to actually drive onto the site is dangerous because there is no protected intersection.

Humanscape

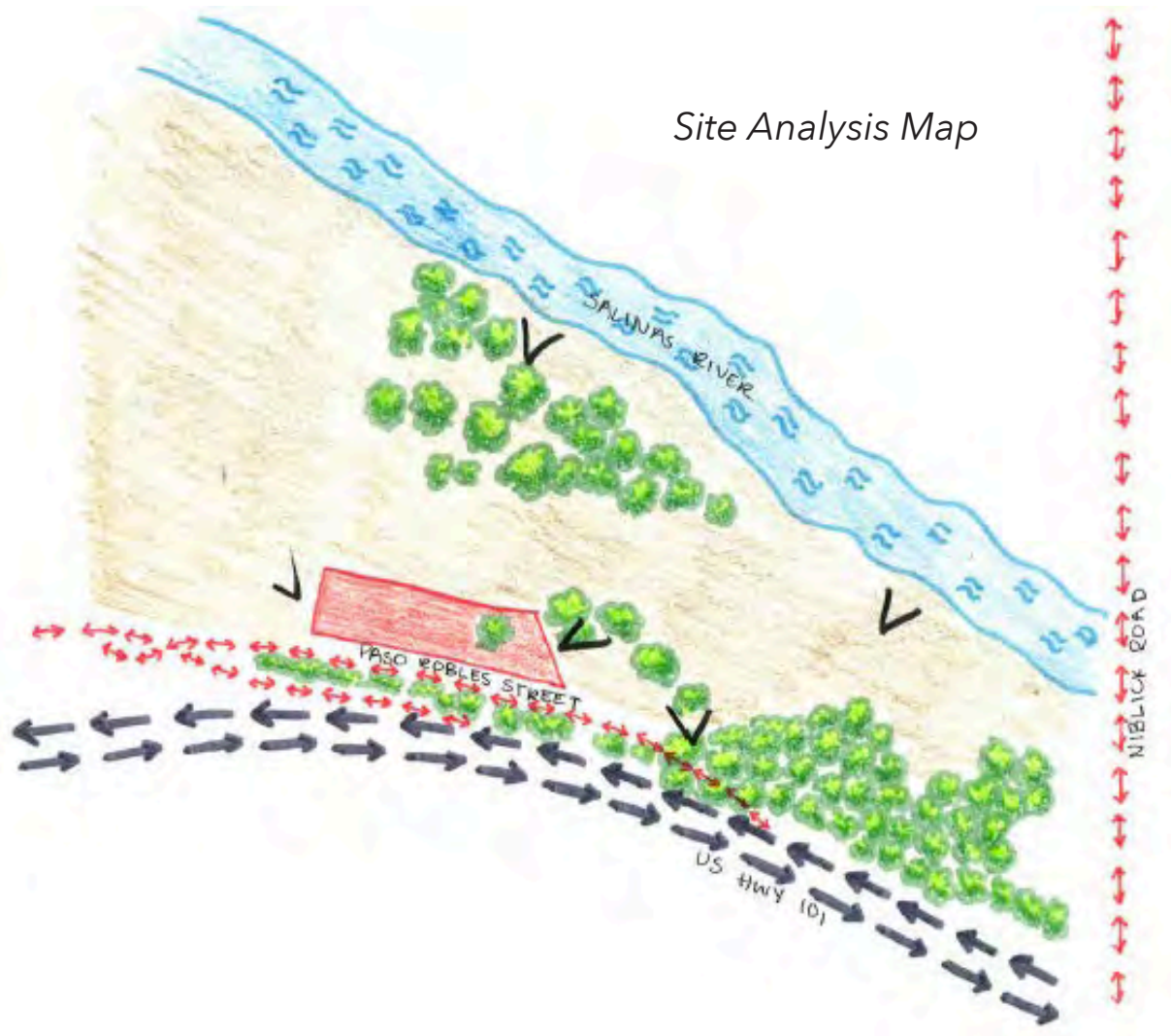
- Currently seems to be construction equipment yard.
- A few homes at the end of the cul-de-sac.
- Human scale is accurate, though there is a lack of developed land.

Ecoscape

- Open lot; lacks landscaping.
- Trees seen in the distance.
- Lack of landscaping within this specific area which gives it a very dry aesthetic.



1.3. Project Site Opportunities and Constraints



Opportunities

1. Large and vacant lots
2. Aesthetic value; great views
3. Natural landscape
4. Easy access from 101 and downtown
5. Easy access to Salinas Corridor

Constraints

1. Lack of connectivity and linkages
2. Partially located in a floodplain
3. Not properly maintained
4. Streets / circulation needs improvement



Chapter 2: Concept

2.1. Vision Statement

The Salinas River Corridor and Paso Robles Street will be vitalized through a lush landscape, pedestrian-friendly pathways and designs, and equestrian-oriented developmental attractions to link the community to the refurbished natural environment. The area is distinct with the existing riparian habitat, which we intend to preserve and enhance through this rehabilitation. We intend to enhance the area with commercial and agricultural additions that will create a sense of place and strengthen the economy of the area.



2.1 A lively environment that concentrates on the humanscape and equestrian uses and maintains the existing rural character of Paso Robles.



2.2. Goals, Objectives, and Projects

The site area is rich with development and enhancement opportunities, which have yielded five main goals which we'd like to implement throughout the design process. The following are the specific goals, objectives, and design ideas we wish to implement.

Goal 1: Enhance imageability.

Objective 1.1: Implement a landscaping plan that is consistent and memorable to establish a unique sense of place.

- Project: Use and build upon the existing landscaping features of the environment to preserve the natural greenery that was once a part of the site.
- Project: Introduce new landscape to the site that is drought resistant, and will thrive in the Paso Robles environment. (Image 2.2)

Objective 1.2: Development should preserve character and promote aesthetic appeal.

- Project: Utilize the same building style in our development that is showcased in the downtown.
- Project: Create spaces that can be transformed and easily used by the community for larger events.



2.2 Drought resistant sidewalk landscaping.



2.3 Visually appealing development.



2.4 Green spaces that invite pedestrians to stop and enjoy.

Goal 2: Promote a sense of enclosure.

Objective 2.1: Produce a barrier between the harsher industrial uses and highway to establish a more pleasant outdoor environment.

- Project: Utilize landscaping to buffer the industrial uses from the river in a way that is sustainable and aesthetically pleasing.
- Project: Develop between the industrial uses and the river corridor in a way that is more visually appealing (Image 2.3)

Objective 2.2: Create various open spaces along the site to increase sense of place.

- Project: Provide gathering spaces along the path. (Image 2.4)
- Project: Incorporate an equestrian trail nearby to enhance sense of space and reiterate the equestrian style of the development.



Goal 3: Encourage human scale.

Objective 3.1: Create a space that is inviting for pedestrians and encourages them to interact with their equestrian and natural surroundings.

- Project: Plenty of seating along the walks for comfort and enjoyment of scenery.
- Project: Seating area next to the hotel allowing visitors to enjoy the serene environment.

Objective 3.2: Promote aesthetically pleasing landmarks throughout the site.

- Project: Fountains where pedestrians can sit along, as well as other interesting features and materials along open spaces and paths.
- Project: Small sculptures along paths to promote local arts and provide sense of place (Image 2.5)



2.5 Outdoor sculpture garden in Salt Lake City beautifies and attracts users.

Goal 4: Promote complexity.

Objective 4.1: Introduce an equestrian facility to enhance the Paso Roble's equestrian theme.

- Project: Build a practice field and horse turnouts in which horses can be trained and graze. (Image 2.6)
- Project: Create stables in which people can board their horses, as well as a polo field for friendly matches to occur.

Objective 4.2: Implement a commercial uses.

- Project: A boutique small hotel (30 rooms) to cater to tourists who are looking for a unique and natural lodging experience. (Image 2.7)
- Project: Concentrate commercial uses along street to attract drivers using highway exit.



2.6 Turnouts for the horses to graze throughout the day.



2.7 Barn-style hotel which would attract tourists who are seeking a unique lodging experience.



Goal 5: Implement linkages.

Objective 5.1: Create safe trails for pedestrians increasing connections within the site and maximizing land usages.

Project: Use different materials to help pedestrian wayfinding. (Image 2.8)

Project: Separate pedestrian, bicycle, and equestrian paths. (Image 2.11)

Project: Install lighting along pathways. (Image 2.10)

Objective 5.2: Define circulation clearly and design to maximize site’s potential.

Project: Post signage every few hundred feet so pedestrians are never unaware of their surroundings. (Image 2.9)

Project: Install a kiosk at the beginning and end of the trail so pedestrians are more informed about the river walk. (Image 2.12)



2.10 Charleston Waterfront Park provides lighting along the pedestrian paths for safety.



2.8 Interesting materials indicate pedestrian walks.



2.11 Equestrian-specific trail



2.9 Efficient signage for wayfinding.



2.12 Educational signage at the Eureka riverfront.



2.3. Concept Diagram



Legend



Chapter 3: Project Development

3.1 Narrative

The newly renovated Salinas River Corridor will transform into a bustling equestrian-friendly environment that caters to not only Paso Robles residents, but tourists as well. Our main objective is to create a more interactive, profitable, and enjoyable site in which the community can visit, gather, and create lasting memories. To achieve these goals, we took detailed inventory of our site and acknowledged all existing conditions of the floodplain next to the Salinas River. In redesigning this site, our group hoped to achieve success in regards to imagabeability, legibility, linkages, and humanscape, therefore, we payed close attention to the current state of each of these themes throughout the site. Currently, the space has beautiful natural landscaping, however it is very dry due to the drought. One of the lots on the site is currently occupied by industrial land use, something that we would eventually change.

Our collaborative vision for the site is to transform the Salinas River Corridor portion of the large site into an Equestrian Commons. Drawing upon existing themes and commercial successes of Paso Robles initially drew us to the concept of an Equestrian Commons, and once we learned more about the great possibilities and potential of our vision, we became even more enthused. The Equestrian Commons will be equipped with a small commercial corridor which would cater to a western, equestrian-style industry, a 30-room boutique hotel, a barn, stables for horse boarding, a practice field, turnouts, garden, practice field, half-size polo field, horse trails along the Salinas River, and a serene pedestrian trail throughout the site. The large field will serve a variety of uses, including small polo matches, youth soccer fields, and be a community events gathering space. We believe that all of these components will work symbiotically to create a lively, outdoor space that can attracts residents and tourists to the area. One of our main motivations for creating the type of development in which we have chosen is because the site is in a flood plain, and the decisions we hope to implement are resilient to flooding. They are low in cost, and if the space were to be flooded, restoration fees would be low and very cost-effective.



3.1 Interior of the barn-like structure for the event center.



3.2 Equestrian training arena



As the wedding industry picks up throughout the Central Coast, and specifically Paso Robles, we envision our site to be a popular wedding spot for couples looking for the currently highly-desired barn wedding. The barn will double as a beautiful event space which can be rented out for weddings, parties, and celebrations, and will be quite valuable due to the attached garden space and lush surroundings. This will be lucrative for the Equestrian Commons and will provide jobs to a wide variety of industries. According to wedding-spot.com, the average barn wedding cost in the Central Coast is between \$8,508 and \$12,482 for 100 guests. This does not account for catering costs, therefore, should the barn become a popular wedding venue, the Salinas River Corridor could see profit from the revenue they made through the events industry.

As the equestrian industry is growing in Paso Robles we included space to board horses in our plan. Cal Poly reports that it costs about \$600 per month to board a horse on campus. With this in mind, we are confident that this multi-service Equestrian Commons will collect about \$1,000 per month in boarding fees. Additionally, we hope to provide a variety of other services such as training and grooming, which will also bring in revenue to the development. The equestrian economic field has only been growing in Paso Robles, and we can expect a great deal of attention to the development by the residential community.

In order for the Equestrian Commons to be lucrative and successful, it is imperative that construction be phased into two parts: a five-year plan and a ten-year plan. The five-year plan will commence with construction of the barn and equestrian-dense area. This includes construction of the barn, stables, practice field, turnouts, trails, and half-size polo field. Once this is constructed, a profit will follow-suit when locals begin boarding their horses, training in the facility, and using the

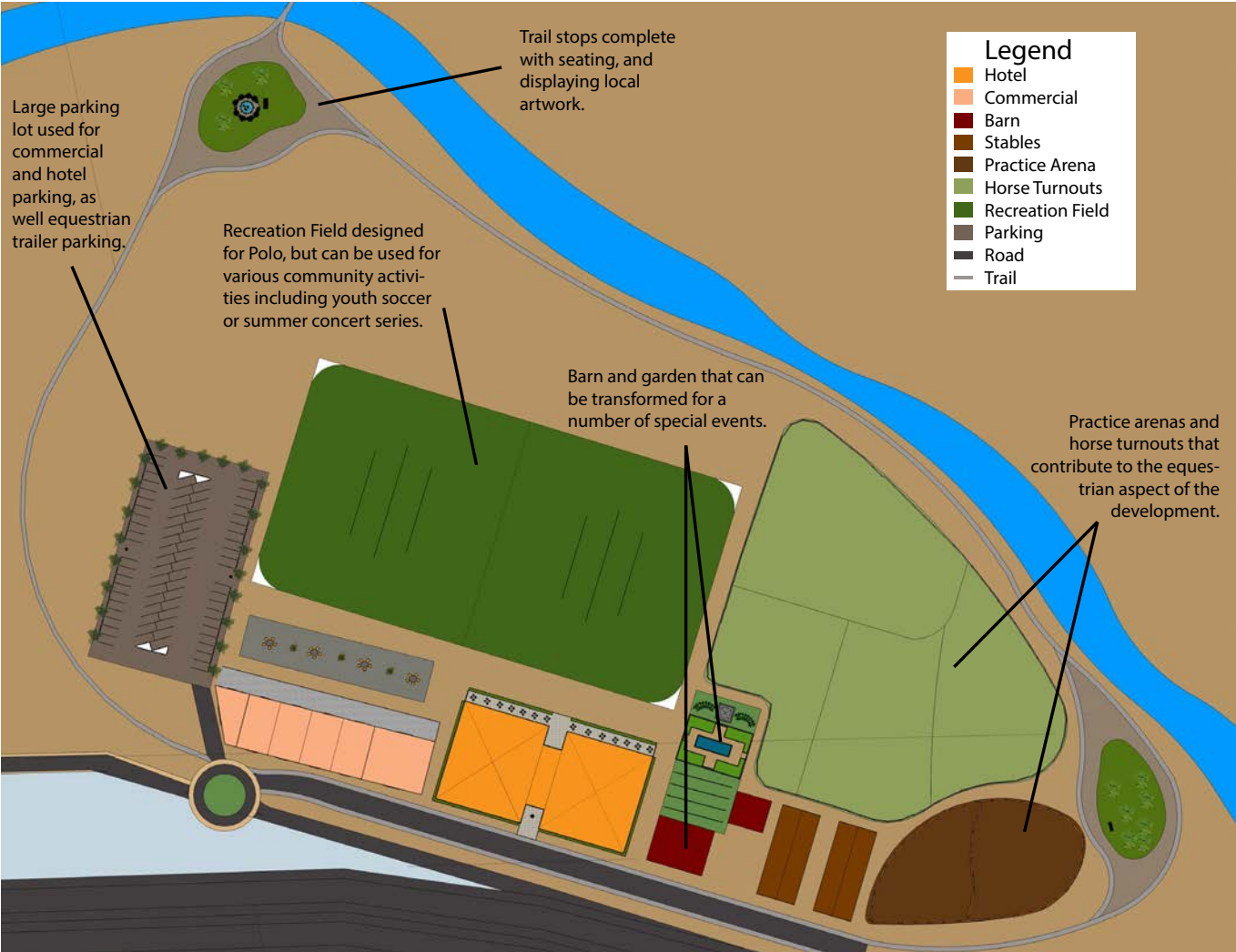
space for events. This area will generate buzz throughout the community and a ripple effect. In regards to the ten-year plan, we hope to complete the site and tie the Equestrian Commons together. By the end of ten years, the commercial corridor will be complete, as well as the hotel. With the completion of these two key elements, the Equestrian Commons will experience a higher level of economic growth and attract more tourists.

Our plan is consistent with the General Plan, as well as the Uptown Specific Plan. A few of the main goals of the Uptown Specific Plan include improving economic conditions, implementing new and improved traffic strategies, preserving the town's character, and restoring the Salinas River. Our design places heavy focus on improving economic conditions of the area. Our venue will serve as a popular stop for tourists, a popular spot for hosting events, and will cater to the equestrian needs of the community. While doing all of this, our development will hold a certain level of charm which is consistent with the existing development. In regards to traffic strategies, we are building a roundabout to end the severe unsafe driving conditions which are currently in place. And lastly, we are looking to restore the Salinas River and build pedestrian paths which will accompany the existing equestrian trails that we are continuing.

Overall, the Equestrian Commons is a lively space that caters to a variety of the community's needs. It will add to the attractiveness of Paso Robles's character, while bringing in more economic opportunities. As Paso Robles is increasingly attractive for tourism, the plan contributes to this growing industry while serving the local community. The equestrian facilities will attract residents who are looking for a convenient place to board, train, and enjoy the outdoors with their horses. The area will become a strong magnet and provide a smooth integration between the Downtown and the Salinas river.

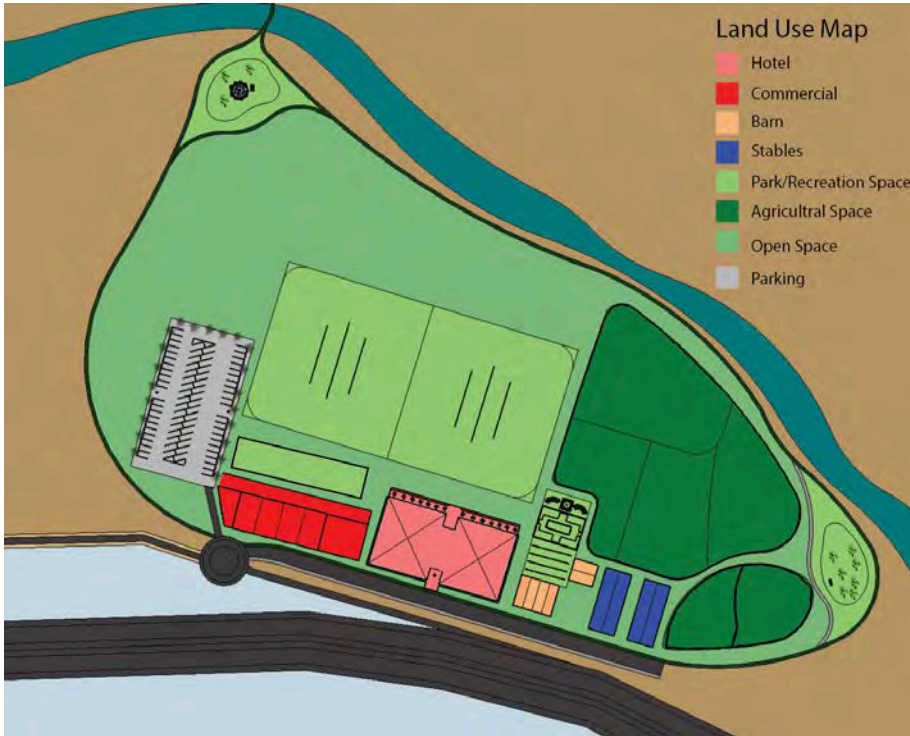


3.2. Illustrative Site Plan

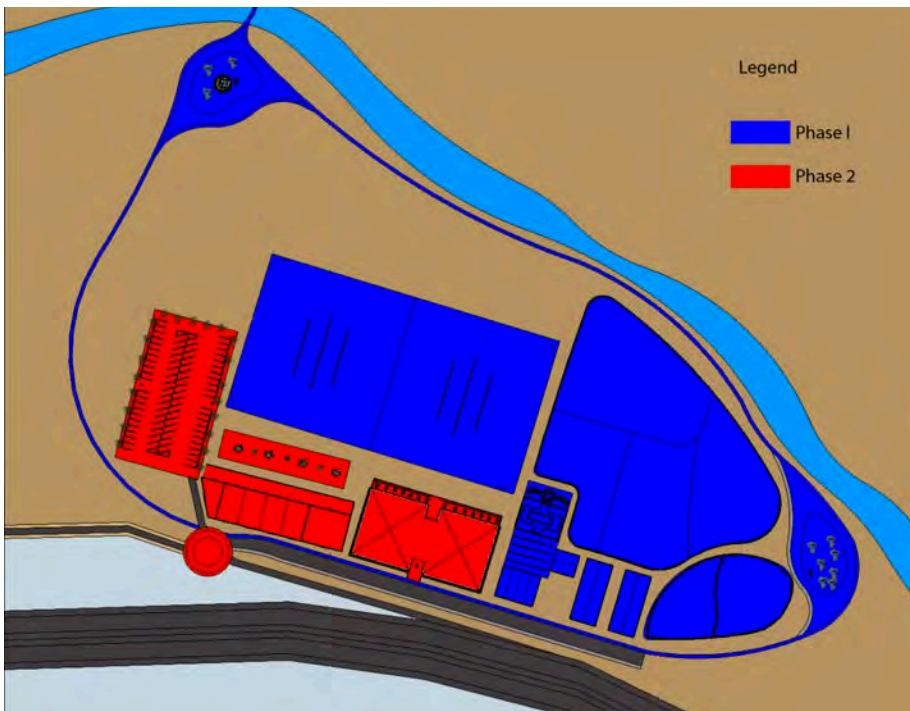




3.3. Land Uses and Phasing



Land Use Map



Phasing



3.4. Estimated Development Potential

Estimated Land Use Square Footage

Hotel	59,000 sq ft.
Commercial	10,800 sq ft.
Barn	4,000 sq. ft
Event Space	4,000 sq ft.
Garden	5,100 sq ft.
Stables	7,600 sq ft.
Practice Arena	27,000 sq ft.
Plaza/Public Space	8,000 sq ft.
Horse Turnouts	94,000 sq ft.
Recreation Field	108,000 sq ft.
Parking	29,500 sq ft.



3.5. Renderings

3.6 View of hotel, barn, and stables from street



3.7 View of restaurant's outdoor seating, barn's event center, and hotel from polo field



3.8 View of polo field and outdoor event space, outdoor hotel restaurant, commercial space, and outdoor seating area





View of the site featuring the horse stables, horse turnouts, stables, barn, event space, hotel, and polo field.

View over the recreation fields featuring the rear of the commercial buildings, the hotel, and the event space.





Appendix: Lot Surveys

LOT SURVEY Lot number: _____ Researcher Lindsey Klein

Vacant lot

	Building 1	Building 2	Building 3	Building 4	Building 5										
Number of stories (ground floor counts as one)	/														
Type of Use															
1st floor															
2nd story															
Prevalent façade materials															
Prevalent façade color															
General maintenance	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B
Architectural value	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	

Sidewalk	Average width: <u>3'</u>	Trees (quantity/types/condition): <u>none</u>
Y <input type="checkbox"/> N <input checked="" type="checkbox"/>	Conditions: G/A/B <input checked="" type="checkbox"/>	Aerial cables: <u>yes, next to road</u>

Elements of note: no buildings, fenced-in storage yard, dirty, rolls of barbed wire on "sidewalk" (dirt next to road), very unpleasant look from the street, disrupts natural landscape



3.9 Panoramic view of the lot from street



< 3.10
North-facing streetscape



3.11 >
South-facing streetscape



LOT SURVEY

Lot number: _____ Researcher Sabrina M.

There is nothing to be maintained because it is all open space

Vacant lot

	Building 1	Building 2	Building 3	Building 4	Building 5											
Number of stories (ground floor counts as one)	/															
Type of Use	1st floor	N/A		NA												
	2nd story	N/A		NA												
Prevalent façade materials	/															
Prevalent façade color	/															
General maintenance	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N

Sidewalk	Average width: _____	Trees (quantity/types/condition): <u>Oak - a lot of brush that is lush, but dry because of the drought.</u>
Y <input checked="" type="checkbox"/> N	Conditions: G / A / B	Aerial cables: _____

Elements of note: The site area is open space with no constructed buildings because it is a flood plain. The sidewalks are dirt, and there is a walking path E of the river which we'd like to mimic in our site.

NO linkages throughout the open space or over the "river". A bridge could be useful



3.12 Panoramic view of the lot from across the river



< 3.13 Path materials



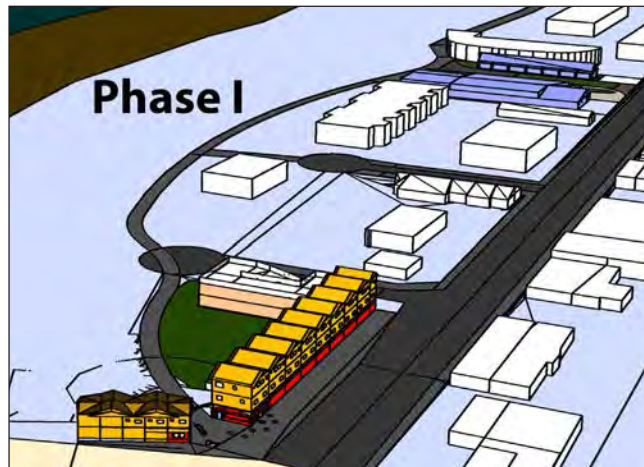
3.14 > Vegetation on the site

Page intentionally left blank.

Riverside Urban Design Concept Plans Paso Robles Riverfront District

Team 2A

Cro Pilato, Hunter Kelly and Sam Hughes





Paso Robles Riverfront District

Table of Contents

Chapter 1: Project Site Assessment

- 1.1. Introduction _ 85**
- 1.2. Base Map _ 86**
- 1.3. Project Site Character Analysis _ 88**
- 1.3. Opportunities and Constraints _ 94**

Chapter 2: Concept

- 2.1. Vision Statement _ 95**
- 2.2. Goals, Objectives and Ideas _ 95**
- 2.3. Concept Diagram _ 98**

Chapter 3: Project Development

- 3.1. Narrative _ 99**
- 3.2. Illustrative Site Plan _ 100**
- 3.3. Land Uses and Phasing _ 102**
- 3.4. Proposed Development _ 105**
- 3.5. Renderings _ 106**

Appendices: Lot Surveys _ 109



Chapter 1. Project Site Assessment

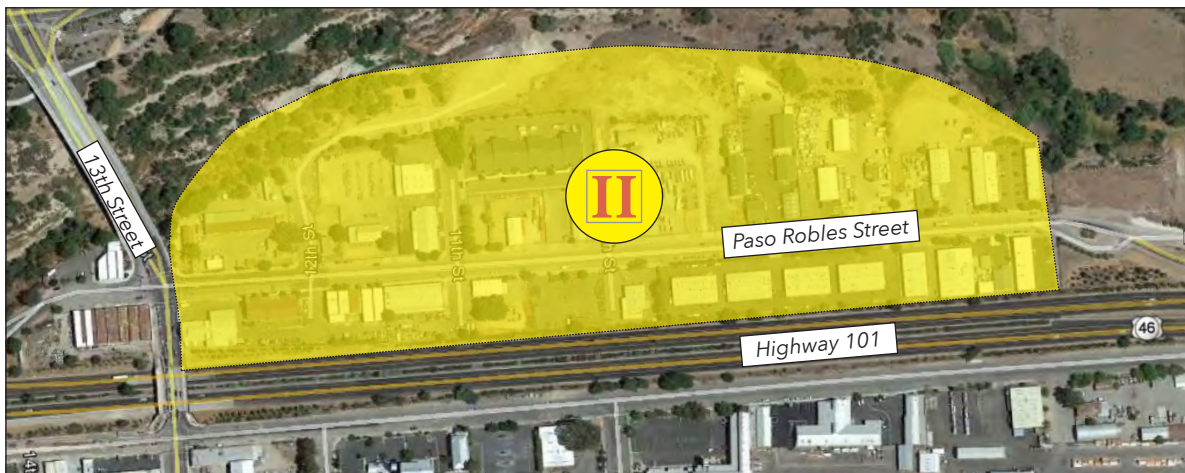
1.1 Introduction

Our project area is an industry/service/commercial center that is not friendly to pedestrians. Most buildings are set back with blank facades facing the street, sidewalks are narrow or not inviting, with virtually no trees. The only official pedestrian crossing occurs at 13th street which is the only connection between the project area, the downtown, and the rest of the city.

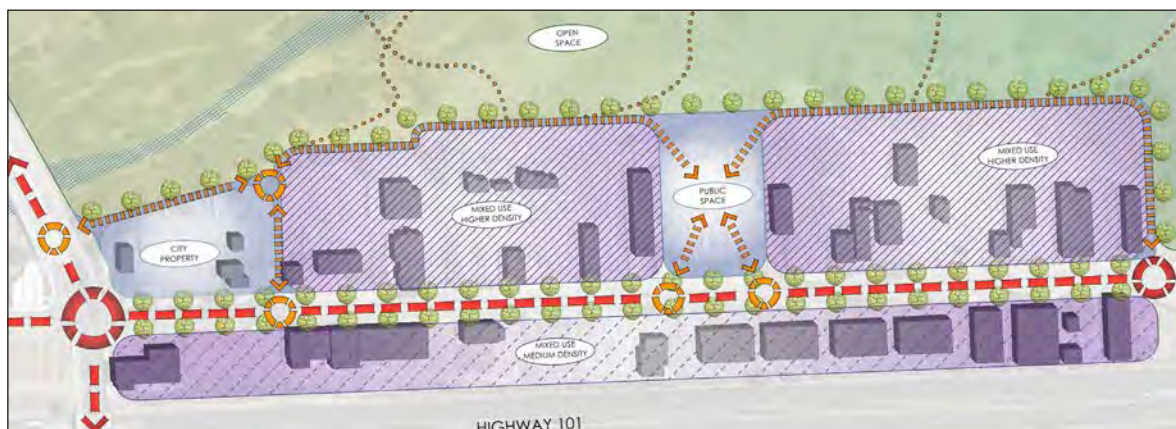
Our project adds several streetscaping and traffic calming strategies to provide a more inviting environment to pedestrians and to slow the speed of automobiles coming off the freeway.

Redesigning the streetscape and circulation provides us with the opportunity to propose North and South gateways into the project area along Paso Robles Street.

Practically located in the middle of the project area, an underutilized lot currently used to storage trailers, provides a great redevelopment opportunity. In this lot, we propose a plaza with attractive landscaping, connecting Paso Robles Street to the riverfront, and surrounded by community oriented uses and eateries.



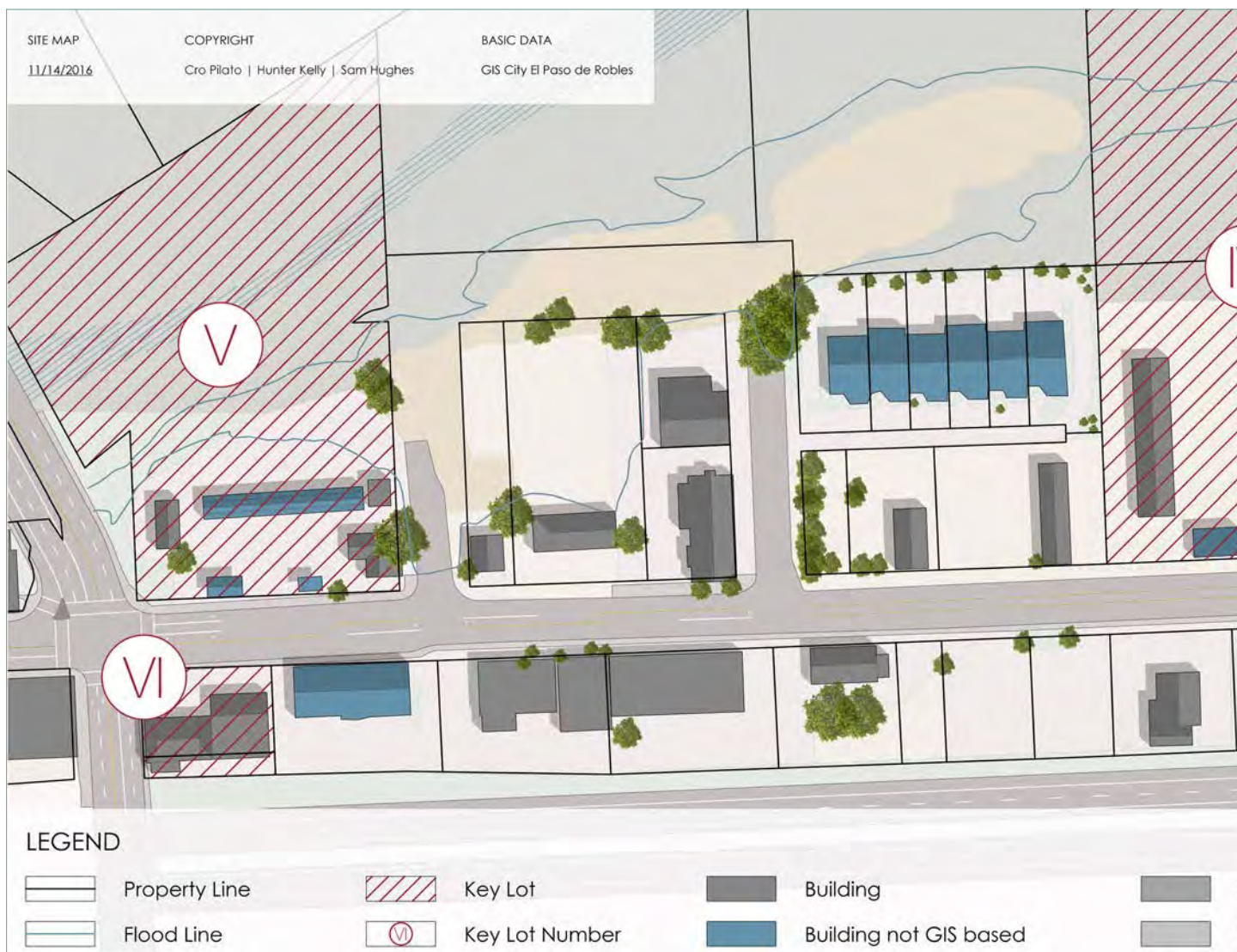
Above: Team II's project area. Below: Concept diagram.





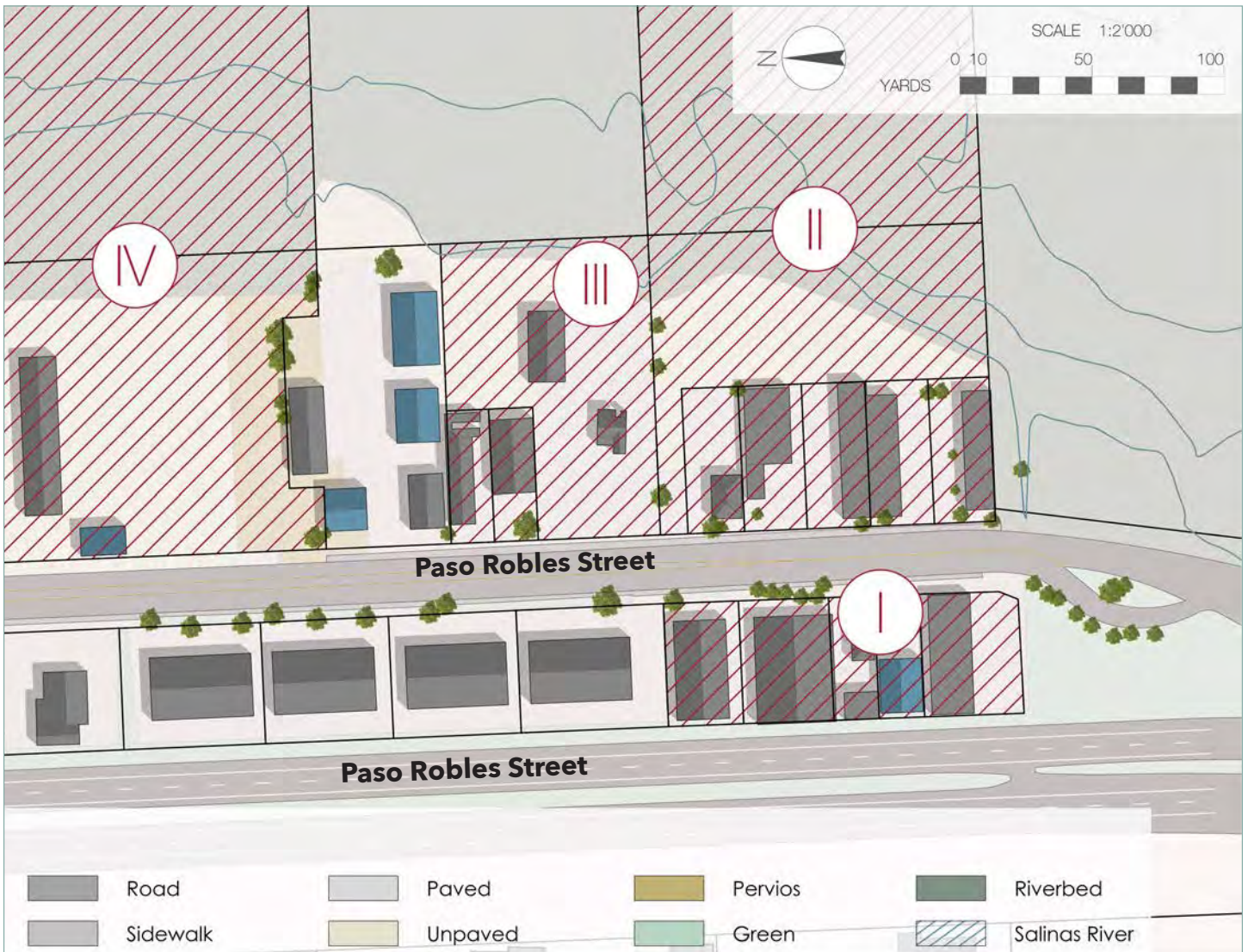
1.2. Base Map

Part 1





Part 2





1.3. Project Site Character Analysis

Lot I : This lot is located in the south-eastern corner of our site, and one of the first views of the site when entering from the freeway. Like most of our site, this lot is industry-focused; simple square buildings and sturdy facade materials, painted

with a dull off-white and red metal roofing. The only element that is distinct to the site is the smell: there is a drainage ditch on the edge of the lot which emanates a strong sulfuric odor. While the whole site is not popular to pedestrians already, this is another incentive to avoid the site.





Lot II : is on the south-western corner of the site. All the buildings here are of metal construction and carry an industrial aesthetic. They are also painted with off-white coloring. This lot however carries more trees than lot I, an unidentified seasonal tree with pine-like needles. These trees however have a unintended negative

effect for pedestrian usage, as the trees tend to overhang and crowd the already narrow sidewalks. In the project area, sidewalks are at most five feet wide.





Lot III : This lot is on the eastern side of Paso Robles, north of Lot I. Again there is an industrial focus with sheet metal walls and roofing; off-white

color. Lot III features an automobile repair shop and therefore has massive setbacks from the street and more cars in the back. Some the sidewalk the area appears underutilized.





Lot IV : Lot located in middle of the project area on the eastern side of the street. As unremarkable as the other lots were, this lot is underdeveloped and serves as storage for trailers and automobiles. It represents the greatest opportunity for redevelopment, as the dirt lot has no permanent

developments. Behind the dirt lot however there is a well developed commercial/office building, but it is difficult to navigate into this building. On the bright side this building is the newest on the whole site and has the best architecture, even while it uses the same facade materials. This lot has no sidewalks.





Lot V: Located in the most north-eastern section of the site. What is unique to the lot is its public ownership: it is the municipal water/public works base camp. The two on-site offices have divergent architectural styles; The first office is made

in the “adobe” style reminiscent of spanish missions. The second office is a simple wooden trailer, like those you would find in other state facilities, construction sites, and schools. The main feature of the facility is a metal hangar that houses the major utility vehicles which looks very dilapidated.





Lot VI : The most commercially focused lot on the site. It is directly due west of Lot V and has facade materials distinct from the rest of the site. These buildings are made of stone, glass, and wood; a much more traditional structure. However

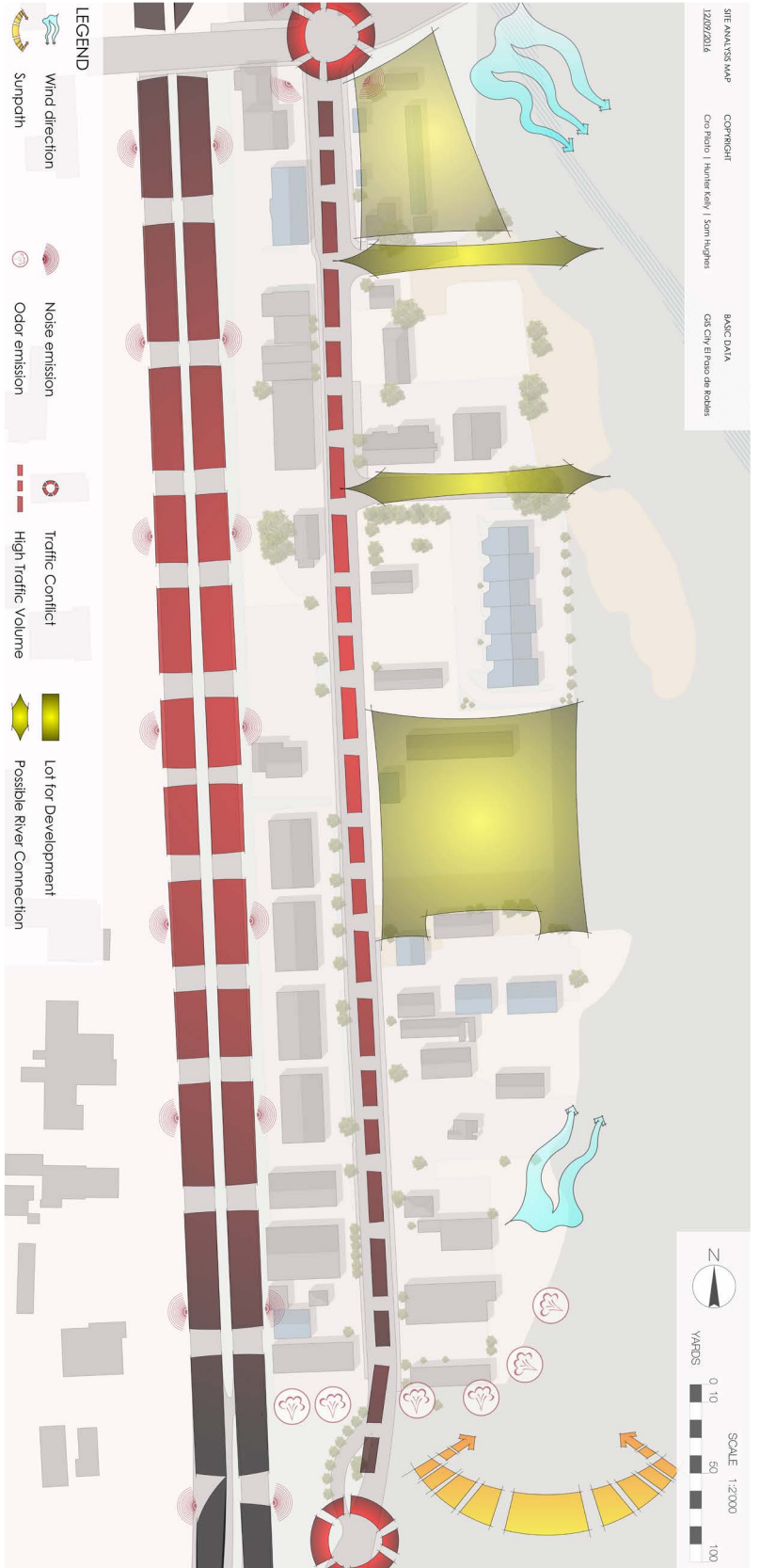
the more “regular” style of the building does it no favors; it is a dull, square structure that blends into the industrial aesthetic of the site. It is the most pedestrian friendly with clear signage, sidewalks, and corner of the intersection location.





1.4. Opportunities & Constraints

	Opportunities	Constraints
Lot I	River access	Bland Architecture, Bad Smell
Lot II	Close to the highway	Bland Architecture, Bad Smell
Lot III	River access	Bland Architecture
Lot IV	Blank Lot, Easy to redevelop	Bland Architecture, No sidewalk
Lot V	High visibility, High accessibility	Bland Architecture
Lot VI	High visibility, High accessibility	Bland Architecture





Chapter 2: Concept

2.1. Vision statement

The Paso Robles Street Corridor embraces new economic activity and mixed use development, offering landmark structures and destination activities that embed the natural landscape.

2.2. Goals / Objectives / Ideas

GOAL 1: To encourage and invoke higher density mixed-use and transitioning urban form away from warehouse and offices with cultural and artistic activity.

OBJECTIVE 1.1: Develop policies that encourage infill or complete redevelopment of current parcels

- » Relax Height Restrictions to allow for 3 story Housing and mixed-use friendly design.
- » Incentives for mixed-use/infill for development such as density bonuses and subsidies.

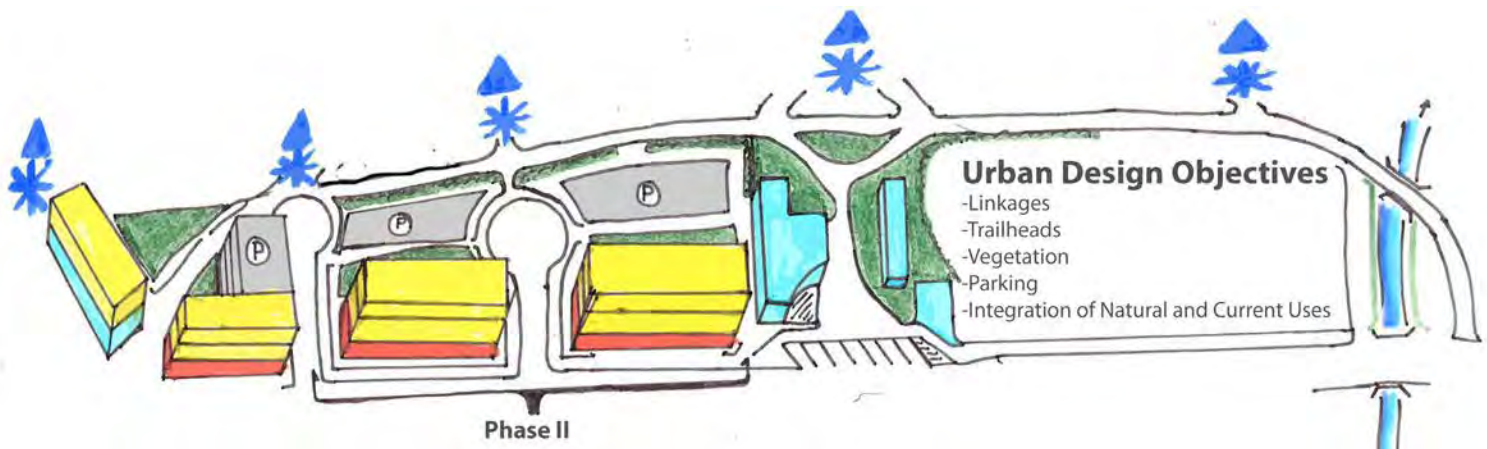
OBJECTIVE 1.2: Provide a public space in the site that acts as a focal point that attracts people to the site

- » Small Performing Arts Center/Theatre
- » Food-service Plaza mix



Above: Possible vision for a 3 Story Row Housing type for Paso Robles Street.

Below: West Oblique Concept Plan Showing Phasing of Project





GOAL 2: The Corridor will exemplify Environmentally Sustainable Street and Building Design

OBJECTIVE 2.1: Minimize negative environmental impacts, maximize sustainable and resilient urban design.

- » Minimizing Vehicular Trip Generation through bicycle and pedestrian friendly infrastructure.
- » Make Stormwater Runoff Low Impact Development the standard.
- » Encourage more plants and sustainable landscaping.

OBJECTIVE 2.2: Encourage multiple modes of transportation

- » Complete streets and bike lanes.
- » Wider sidewalks with shade, seating, and trees.
- » Traffic calming strategies.



The Paso Robles Street Corridor will include low-impact development bioswales and stormwater management standards such as those in 21st Street to minimize stormwater runoff and pollution into the Salinas River.

GOAL 3: The The Corridor will enhance accessibility and focus on the river as a focal point of the city.

OBJECTIVE 3.1: Develop pathways to the river and open up windows to the river

- » A "riverfront promenade" will allow riverfront access from Paso Robles street through pocket plazas and trailheads
- » Provide trailheads at the end of cross-streets.

OBJECTIVE 3.1: Pathways along river that to provide buffers and ameliorate environmental conditions.

- » Bike and Pedestrian Paths will allow flooding during months of high-rainfall.
- » Low impact design.
- » Locate pathway along river property boundaries.



Good signage at a trail head. Possible scenario for connection between Paso Robles Street and the river.



GOAL 3: The Corridor will be a center for Arts and Culture for the entire town.

OBJECTIVE 3.1: Develop a facility that caters to an artistic sensibility of the local community.

- » Theatre.
- » Arts Center - open-air facility/plaza.

OBJECTIVE 3.1: Attract people with artistic backgrounds to live along Paso Robles St.

- » Develop an affordable housing complex for artists on the site.
- » Provide facilities that make it easy for artists to live - such as open-studio/ presentation rooms, a small community theatre, or some other kind of attraction.

GOAL 5: The Paso Robles Street Corridor will offer a gateway to incoming travellers and imaginability from the highway.

OBJECTIVE 5.1: Make the offramp safer and encourage people to drive slower.

- » Roundabout.
- » Signage and slight road turns.

OBJECTIVE 5.2: Create a landmark from Northbound 101 that functions as a gateway to the city which echoes design styles and themes of both the site specifically, but also the Culture of Paso Robles as a whole.

- » Buffer with tall trees along highway.
- » Signage.
- » Iconic Building south of the site.



Possible scenario for the Arts and Culture Center plaza, connecting to the Salinas River from Paso Robles Street.

Before and after: Freeway entrance to Paso Robles Street from Northbound 101.





2.3. Concept Diagram





Chapter 3: Project Development

3.1. Narrative

The Paso Robles Corridor Project aims to further develop Paso Robles Street into a sustainable, live-work driven, and pedestrian friendly zone. The corridor will also function as a gateway to the river from the town, with trailheads and more access points to the river, and, in addition, a trail going around the border of the river at the rear of the properties. The area theme will couple the natural ecoscape of the river with previous industrial architectural style of the area. There are several strategies to making the location more user-friendly. Street redesign, accessibility of the Salinas river, and addition of two catalyst sites.

Street redesign entails providing wider sidewalks for pedestrians, bike lanes, and an overall increase in pervious surfaces. The Paso Robles Street Corridor will experiment with new low-impact paving strategies, as well as more bushes and trees along the streets to improve groundwater recharge and limit river pollution. Adding trailheads at the end of the cross streets will provide a better connection to the river. Addition of new housing and two catalytic sites will bring more people to the area.

The first catalyst site is the former Municipal Public Works facility. At the corner of Paso Robles and 13th streets, this is the closest lot to downtown and represents a prime opportunity to showcase the new district. This particular point would attract people from within Paso Robles, in a walkable manner.

The second area of attraction is the central plaza, located at the midpoint of the site. A large central lot creates incentives for sustained future mixed-use development along Paso Robles Street. This would link the pedestrians paths started in the north and make the site more accessible

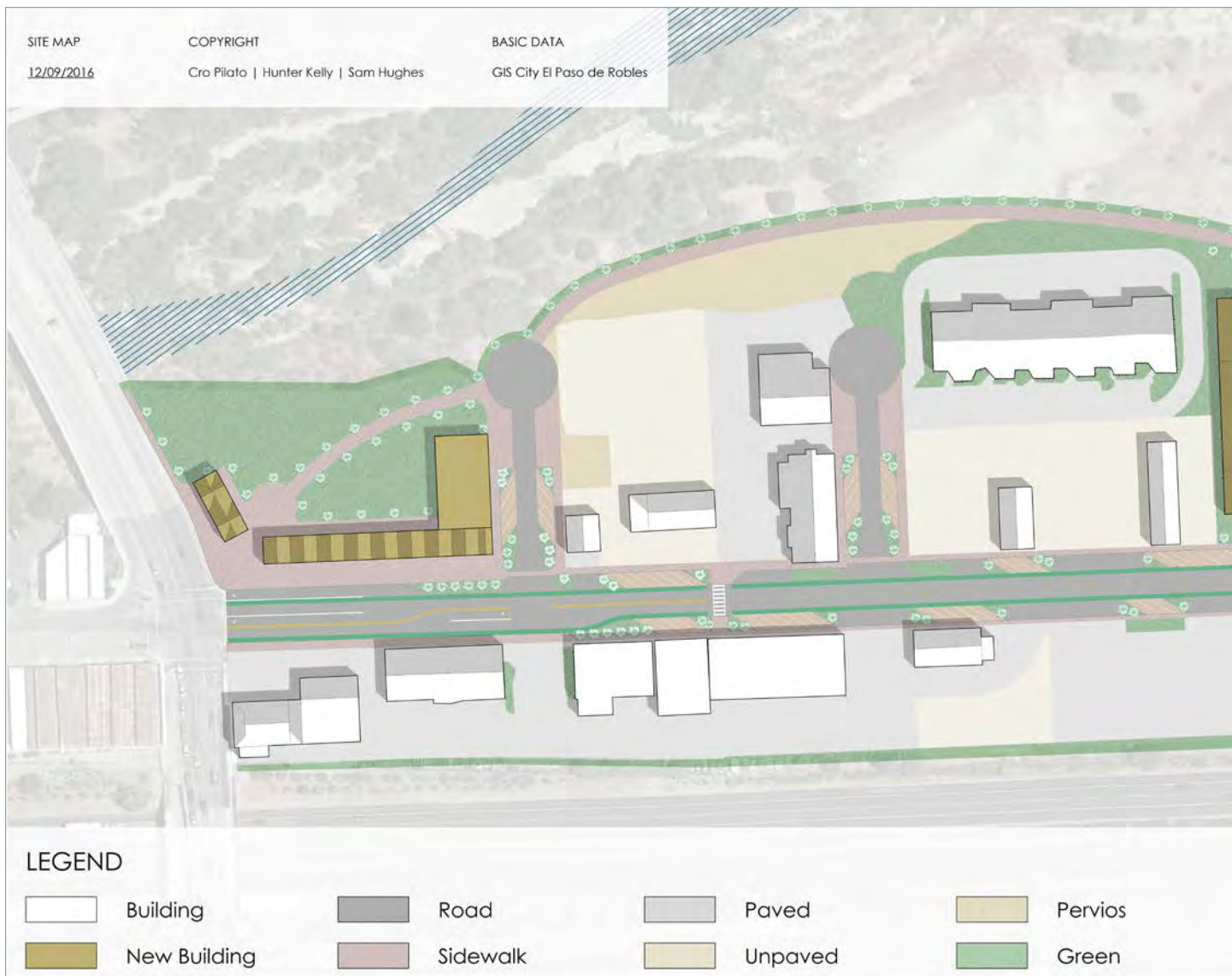
to pedestrians. This plaza would service local workers and visitors and feature a theatre style community center, leasable space for mobile food stations, public seating, and shade.

The third area of attraction is on the southernmost point of the site. The section would receive the immediate traffic peeling off of the 101 Highway. The southern point would be decorated with clear signage and inviting landscaping in order to provide better wayfinding users coming off the freeway.

Streetscape and street redesign will also enhance the Corridor as a sustainable and walkable environment. With new catalytic and aesthetic developments at the boundaries and center of the site, infill redevelopment along the corridor will be incentivized.



3.2. Illustrative Site Plan







3.3 Land Uses & Implementation



Current General Plan Land Use Designations in Project Area.



Proposed Land Uses in Project Area.



Implementation

Our team has decided our development efforts will come in two phases: a 5-year plan (Phase I) and a 10-year plan (Phase II). Our 5-year phase aims to address the immediate issues and areas of opportunity the site currently faces, whereas the 10-year plan will address the social and economical longevity of the site.

Consistency with the General Plan

The specific zone code that administers our site is the Riverside Corridor (RC) zone. As it is described in the City’s Uptown/Centre Specific Plan (UCSP), the zone’s purpose is “to create a vibrant, flexible, multiuse environment that better defines the street edge.” This description is in line with our vision, as stated above, to create a multi-use and sustainable work & live environment.

The northern entrance of the area will feature a public space that contains multi-level housing and pedestrian pathways that lead to the rest of the site as well as the river. The multi-level housing consists of a first floor committed to public use and an additional two floor of residential space above the public floor. This row-house style building is permitted by the UCSP under Table 5.5.1.

Our project includes the unique “flex block” and “flex shack” building styles as described in sections 5.5.1.F §13/14. The primary addition to the site we strive to create is a central catalyst, a nexus for the site that includes temporary food stations, coffee shops, public seating, and other public facilities. Our site respects all the minor aesthetic and spatial standards available in the latest version of the Uptown/Centre Specific Plan.

PHASING: 5-YEAR AND 10-YEAR	Phase I	Phase II
Live-work facility at Downtown Entrance	×	
Pedestrian Pathways Along River	×	
Central Community Facility	×	
Wayfinding enhancements at Freeway Offramp	×	
Street Redesign	×	×
Infill/Compact development		×
Incentivized live/work development		×



The Tannery Arts Center in Santa Cruz represents an appropriate mixed-use affordable typology for artists that may be appropriate for the Paso Robles Street Corridor.



Riverside Urban Design Concept Plans: Paso Robles Riverfront District



Phase I

Implementation of riverwalk path and iconic site entrances from North (Downtown) and South (Highway 101), as well as the Arts & Culture Themed Community Center and Plaza (Middle).



Phase II

Implementation of infill development branching off from edges and center.

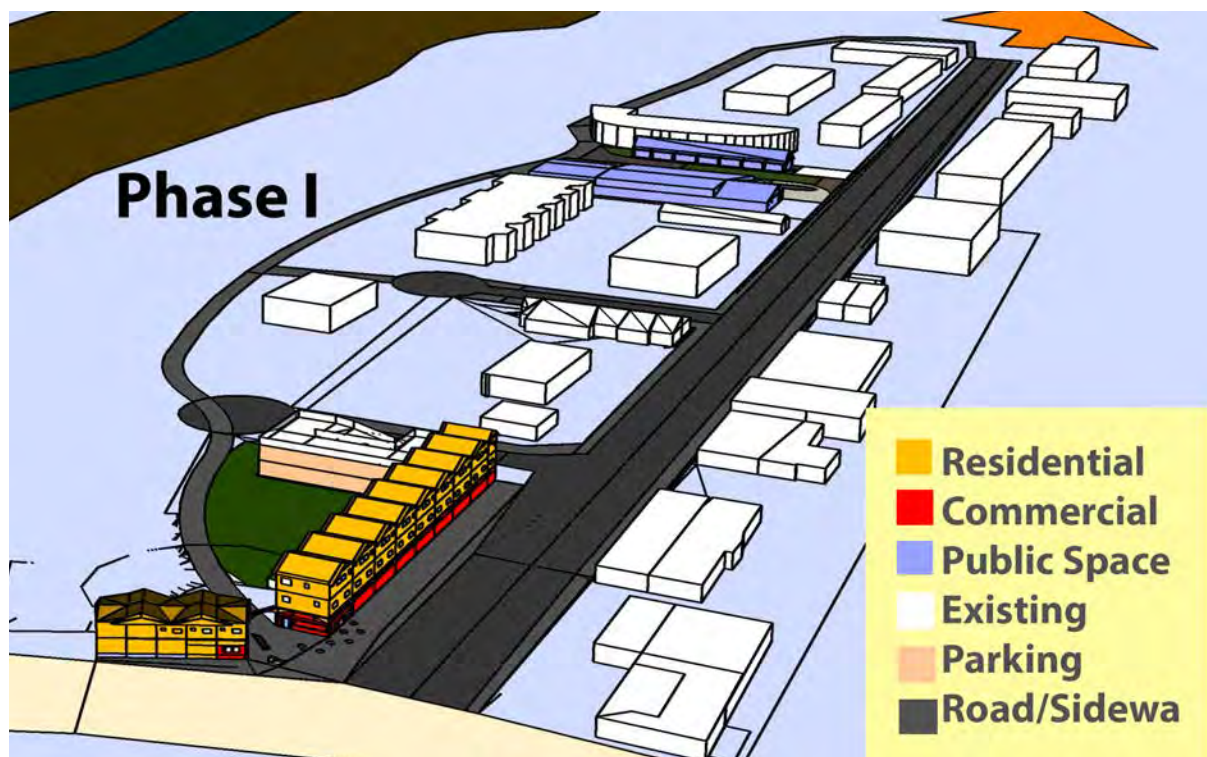
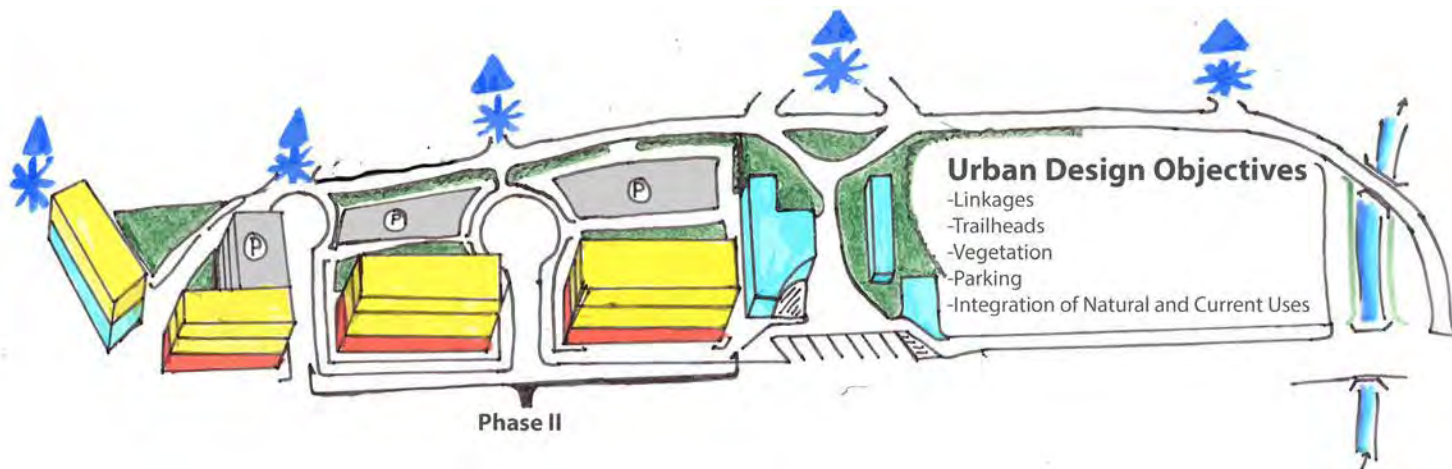


3.4. Proposed Development

	Present Site	5-Year Proposal	Change
Site Area [ft ²]	1.258.135	1.258.135	None
<u>Built Area [ft²]</u>	<u>223.143</u>	<u>250.611</u>	<u>+27.468</u>
Residential Area [ft ²]	0	9.864	+9.864
Commercial Area [ft ²]	25.078	15.878	-9.200
Industrial Area [ft ²]	187.477	187.477	None
Public Area [ft ²]	0	37.392	+37.392
Municipal Area [ft ²]	10.588	0	-10.588
<u>Unbuilt Area [ft²]</u>	<u>1.034.992</u>	<u>1.007.524</u>	<u>-27.468</u>
Pedestrian Spaces [ft ²]	25.331	142.688	+117.357
<i>Side walks [ft²]</i>	<i>25.331</i>	<i>54.573</i>	<i>+29.242</i>
<i>Pathways [ft²]</i>	<i>0</i>	<i>40.082</i>	<i>+40.082</i>
<i>Plazas [ft²]</i>	<i>0</i>	<i>48.033</i>	<i>+48.033</i>
Greenspace	134.549	162.927	+28.378
<i>On privat ground</i>	<i>75.380</i>	<i>82.629</i>	<i>+7.249</i>
<i>On public ground</i>	<i>59.169</i>	<i>80.298</i>	<i>+21.129</i>
Streets & Parking	132.688	152.769	+20.081
Other ground Cover	742.354	549.140	-193.214
<i>On privat ground</i>	<i>536.361</i>	<i>475.541</i>	<i>-60.820</i>
<i>On public ground</i>	<i>205.993</i>	<i>73.599</i>	<i>-132.394</i>
Designated Parking Spaces	174	393	+219
Parking Structure	<u>0</u>	<u>250</u>	<u>+250</u>
Surface Parking	<u>174</u>	<u>108</u>	<u>-66</u>



3.5. Renderings



View of the South Gateway. At the south-east corner of Paso Robles and 13th streets, a new mixed-use development and a public plaza linking to the walking and bike trails along the Salinas River.



View through the plaza and mixed-use development of the South Gateway, showing the connection to the Salinas River.



View of the Arts and Culture Center from Paso Robles Street: the theatre and community center building (left) and the art incubator (right). A plaza connects to the walking and bike trails along the Salinas River.



New streetcaping along Paso Robles Street welcomes drivers to the area and slows traffic from the Highway 101 off-ramp.



Appendices: Individual Lot Surveys



Distribution of lot survey numbers.



Lot I

<u>All units occupied</u>	<u>Building 1</u>	<u>Building 2</u>	<u>Building 3</u>	<u>Building 4</u>	<u>Building 5</u>
<u>Number of stories</u>	1	1	1	1	1
<u>Type of uses</u>	Commercial	Commercial	Office	Office	Printing
<u>Prevalent Facade Materials</u>	Sheet metal	Sheet Metal	Sheet Metal	Sheet Metal	Sheet Metal
<u>Prevalent Facade Color</u>	Red Metallic roof/ Grey exteriors	Red Metallic roof/ Grey exteriors	Red Metallic roof/ Grey exteriors	Red Metallic roof Grey exteriors	Red Metallic roof / Grey exteriors
<u>General maintenance</u>	Average	Average	Average	Average	Average
<u>Architectural value?</u>	No	No	No	No	No





Lot II

<u>All units occupied</u>	<u>Building 1</u>	<u>Building 2</u>	<u>Building 3</u>	<u>Building 4</u>	<u>Building 5</u>
<u>Number of stories</u>	1	2	1	1	1
<u>Type of uses</u>	Auto-repair	Storage and Office	Office	Storage	Office
<u>Prevalent Facade Materials</u>	Sheet Metal	Sheet Metal	Stucco	Sheet Metal	Sheet Metal
<u>Prevalent Facade Color</u>	Tan	White	White	Beige	Red
<u>General maintenance</u>	Good	Good	Average	Average	Average
<u>Architectural value?</u>	No	No	No	No	No





Lot III

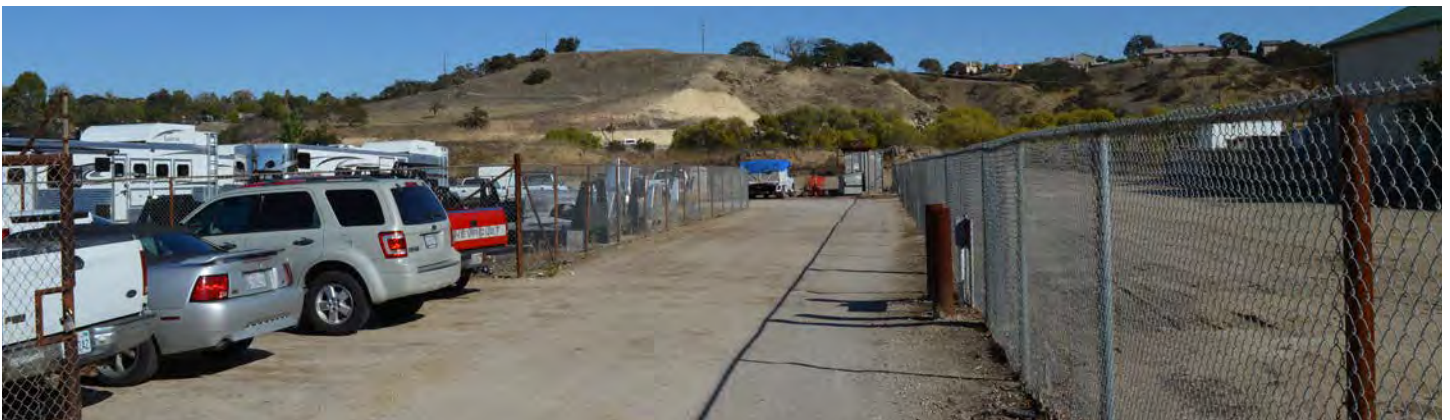
<u>All units occupied</u>	<u>Building 1</u>	<u>Building 2</u>	<u>Building 3</u>	<u>Building 4</u>	<u>N/A</u>
<u>Number of stories</u>	1	1	1	1	-
<u>Type of uses</u>	Shop	Auto repair	Auto repair	Storage	-
<u>Prevalent Facade Materials</u>	Sheet metal	Sheet Metal	Sheet Metal	Sheet Metal	-
<u>Prevalent Facade Color</u>	Tan	Tan	Tan	Tan	-
<u>General maintenance</u>	Good	Good	Good	Good	-
<u>Architectural value?</u>	No	No	No	No	-





Lot IV

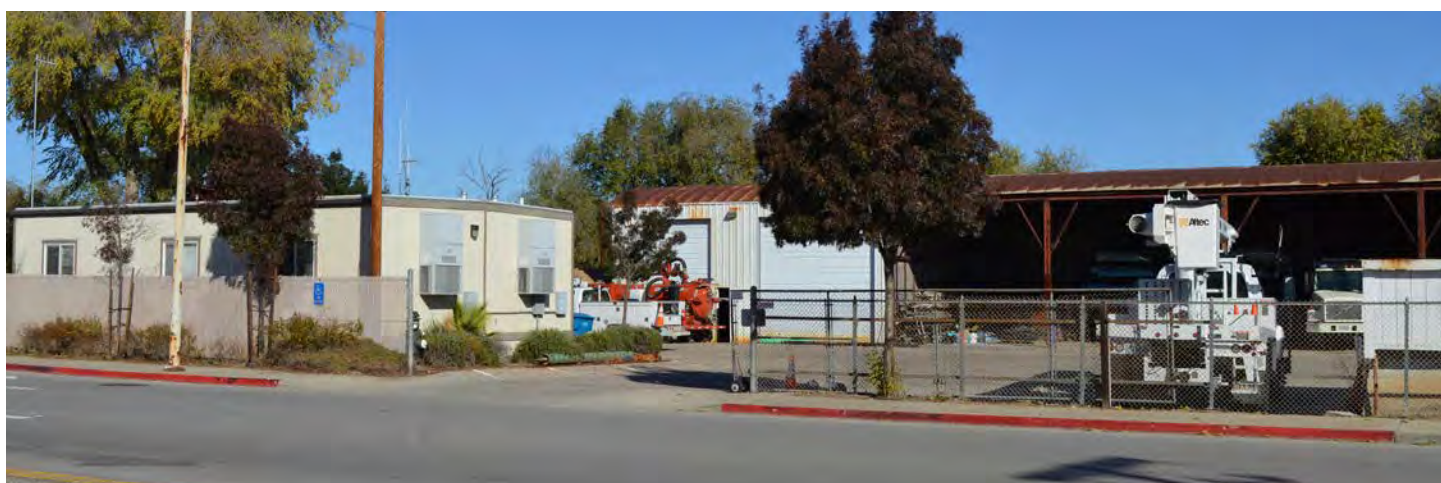
<u>All units occupied</u>	<u>Building 1</u>	<u>Building 2</u>	<u>Building 3</u>	<u>Building 4</u>	<u>N/A</u>
<u>Number of stories</u>	1	1	1	2	-
<u>Type of uses</u>	Car Lot	Office	Service	Office/Loading & Office	-
<u>Prevalent Facade Materials</u>	Sheet metal	Sheet Metal	Sheet Metal	Sheet Metal	-
<u>Prevalent Facade Color</u>	White	White	White	Brown	-
<u>General maintenance</u>	Average	Average	Average	Average	-
<u>Architectural value?</u>	No	No	No	No	-





Lot V

<u>All units occupied</u>	<u>Building 1</u>	<u>Building 2</u>	<u>Building 3</u>	<u>Building 4</u>	<u>N/A</u>
<u>Number of stories</u>	1	1	1	1	-
<u>Type of uses</u>	Office	Carport	Office	Office	-
<u>Prevalent Facade Materials</u>	Stucco	Sheet metal	Wood	Adobe	-
<u>Prevalent Facade Color</u>	White	White	Light Brown	White	-
<u>General maintenance</u>	Average	Average	Average	Average	-
<u>Architectural value?</u>	No	No	No	No	-





Lot VI

<u>All units occupied</u>	<u>Building 1</u>	<u>Building 2</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
<u>Number of stories</u>	1	1	-	-	-
<u>Type of uses</u>	Sale	Car Repair	-	-	-
<u>Prevalent Facade Materials</u>	Stone	Wood/Sheet Metal	-	-	-
<u>Prevalent Facade Color</u>	Red Metallic roof/ Grey exteriors	Red Metallic roof/ Grey exteriors	-	-	-
<u>General maintenance</u>	Good	Average	-	-	-
<u>Architectural value?</u>	No	No	-	-	-

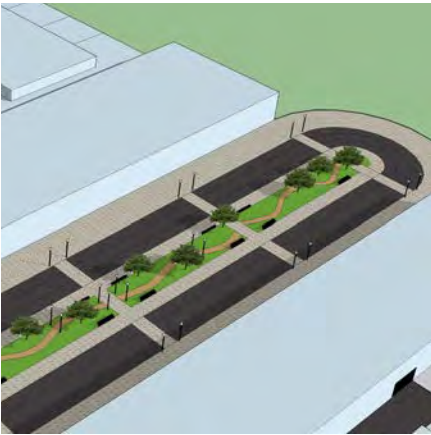


Page intentionally left blank

Riverside Urban Design Concept Plans West River Village

Team 2B

Sam Camacho, Alyssa Chung, Rob Etter





West River Village

Table of Contents

Chapter 1: Project Site Assessment

- 1.1. Introduction _ 119
- 1.2. Project Site Character _ 120
- 1.3. Opportunities and Constraints _ 122

Chapter 2: Concept

- 2.1. Vision Statement _ 124
- 2.2. Goals, Objectives and Ideas _ 124
- 2.3. Concept Diagram _ 128

Chapter 3: Project Site Assessment

- 3.1. Narrative _ 130
- 3.2. Illustrative Site Plan _ 134
- 3.3. Proposed Maximum Development _ 136
- 3.4. Land Uses and Phasing _ 137
- 3.5. Renderings _ 138

Appendix: Lot Survey _ 140



Chapter 1: Project Site Assessment

1.1. Introduction

In addition to the studio-wide data collected and described in Part I of this Concept Plan, our group performed our own case studies, document research, and site visits, where we conducted interviews and performed site analysis. Using this information, we developed a cohesive vision for physical development along Paso Robles Street, supported by goals, objectives and design ideas (described in Section 1.4). This initial concept was refined into the comprehensive West River Village Vision Plan.

West River Village encompasses lots adjacent to Paso Robles Street, between the Salinas River Corridor to the east, and the railroad to the south. Paso Robles Street is close to downtown Paso Robles, and easily accessible from Highway 101, Exit 230, which directs traffic into the project area. Lots adjacent to Paso Robles Street are primarily commercial service and industrial, though certain lots support public facilities, retail, and open space—as a regional gateway and industrial corridor, Paso Robles Street is vehicle-oriented, with wide streets and few full-time residents. Buildings along Paso Robles Street generally exhibit an industrial/ agrarian architectural style, in keeping with the designated land uses.

West River Village envisions a future for Paso Robles Street that is sensitive to the needs of existing businesses, while supporting continued economic and community-oriented growth. This vision plan provides both short-range (5 year) and long-range (10 to 15 years) goals for development. Short-range goals

encompass street improvements to sidewalks, signage, and facades, as well as opportunities for cooperative action between property owners and the City. Long-range goals propose more significant interventions into the project area that will enhance multimodal connections and address Paso Robles’ residential, commercial, and cultural needs.



Figure 1.1: Site Boundary



1.2 Project Area Character

Our group performed a visual assessment of the project area and interviewed local business owners to gain a greater understanding of the physical and community contexts guiding future development. Our analysis focused on specific parcels of significant size, building typology, or land use, as well as parcels that provided strategic opportunities for intervention (see Figure 1.2, Lot Survey Map). Lot surveys used to collect data are found in the Appendix, Lot Surveys.

During our initial site visits, we observed Paso Robles Street's distinct industrial/agrarian aesthetic, characterized by protective weather structures, board-and-batten construction, and similar architectural styles, with buildings set back from the public right-of-way. While off-street parking lots along the west side of Paso Robles Street were better maintained, with pavement, sidewalks, and landscaping, lots on the east side of Paso Robles Street, fronting the Salinas River Corridor (the Corridor), were more inconsistently developed, providing opportunities for trails or environmental features extending into the Corridor.

Lot 1 is composed of four parcels of shared ownership; existing businesses front Paso Robles Street and 11th street. A majority of buildings on the lot are protective weather structures, contributing to an industrial/agrarian architectural style. The lot provides sidewalks and landscaping along Paso Robles Street, with row parking provided along 11th Street. While 11th Street appends at the Corridor, there are minimal viewsheds and no current access points; 11th Street sits on top of a drainage pipe leading into the Corridor.

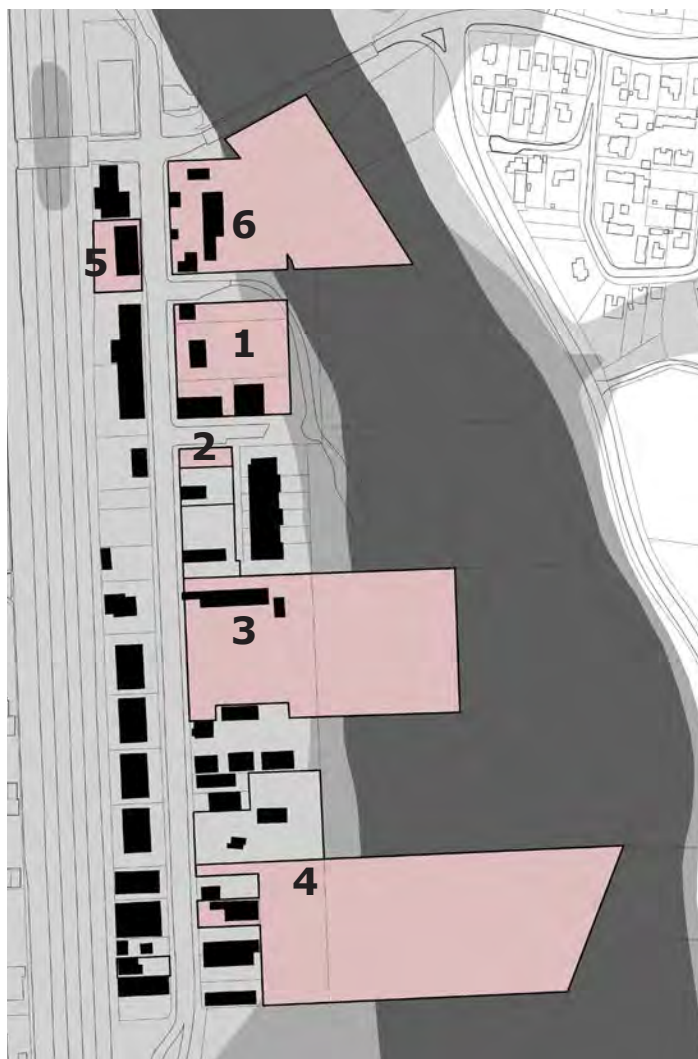


Figure 1.2: Lot Survey Map



Lot 1



Lot 2



Lot 3



Lot 4



Lot 5

Lot 2 is currently used as a storage lot for businesses located off-site, with landscaping and parking consistent with Lot 1. The site is currently vacant--given its location, current land use, and connection to local businesses, Lot 2 may be an asset for any future development proposed within the Vision Plan.

Lot 3 is a large property currently used by a commercial business. The existing buildings fit within the industrial/agrarian architectural style of Paso Robles Street--however, they are set far back from the public right-of-way, with no sidewalks and landscaping provided. The lot has flat topography, with highly visible signage along the street.

Lot 4 is composed of three parcels extending six acres into the Salinas River Corridor, located in close proximity to the Highway 101 exit. Following flooding in 1995, the site has become a habitat for local wildlife and plant species, containing a natural sulfur pool. Because the lot is currently in use by a commercial service business, flooding is a significant concern. In addition, as any development proposed within the Corridor must take private properties such as Lot 4 under account.

Lot 5 is a commercial, two-story building located near the intersection of Paso Robles Street and 13th Street. It is one of the few retail businesses located within our project area, with a more contemporary architectural style. Lot 5 is fronted by landscaping and a sidewalk; however, the area is underutilized by pedestrians, cyclists, and alternative transportation.



Lot 6 was identified following our site visits. It is currently a city-owned water utilities property located at the critical intersection of Paso Robles Street and 13th Street, extending into the Corridor. As a public property, Lot 6 would be ideal for intervention. In addition, there is an existing Mission-style water facilities building which could be preserved and reused as a cultural or community focal point.

In further analysis, we focused on interventions within Lots 1, 2, 3, and 6, due to their current land uses, the size of the properties, and their potential as pedestrian connections along Paso Robles Street and into the Salinas River Corridor.



Lot 6

1.3 Project Area Opportunities and Constraints

The Site Analysis Map (Figure 1.3) depicts the prominent site characteristics, opportunities, and constraints identified during site visits. This analysis forms the basis for project development as shown in the next sections, ensuring that the West River Village Vision Plan is consistent with the project area's physical context.

Opportunities

- agrarian/industrial architectural style;
- existing sidewalks and streetscaping;
- existing commercial, industrial, and service land uses;
- proximity to the Paso Robles Street and 13th Street intersection;
- parking located off-street and along "paper" streets;
- proximity to the Salinas River Corridor
- flat topography;
- large lots;
- proximity to the Highway 101 exit.

Constraints

- unsafe truck and vehicle traffic exiting Highway 101;
- lack of consistent sidewalks and streetscaping;
- drainage leading into the Salinas River.
- older, worn buildings;
- lack of paved or permeable parking;
- no pedestrian crossings on Paso Robles Street;
- floodplain extends into project area, making it difficult to develop lots along the Corridor.

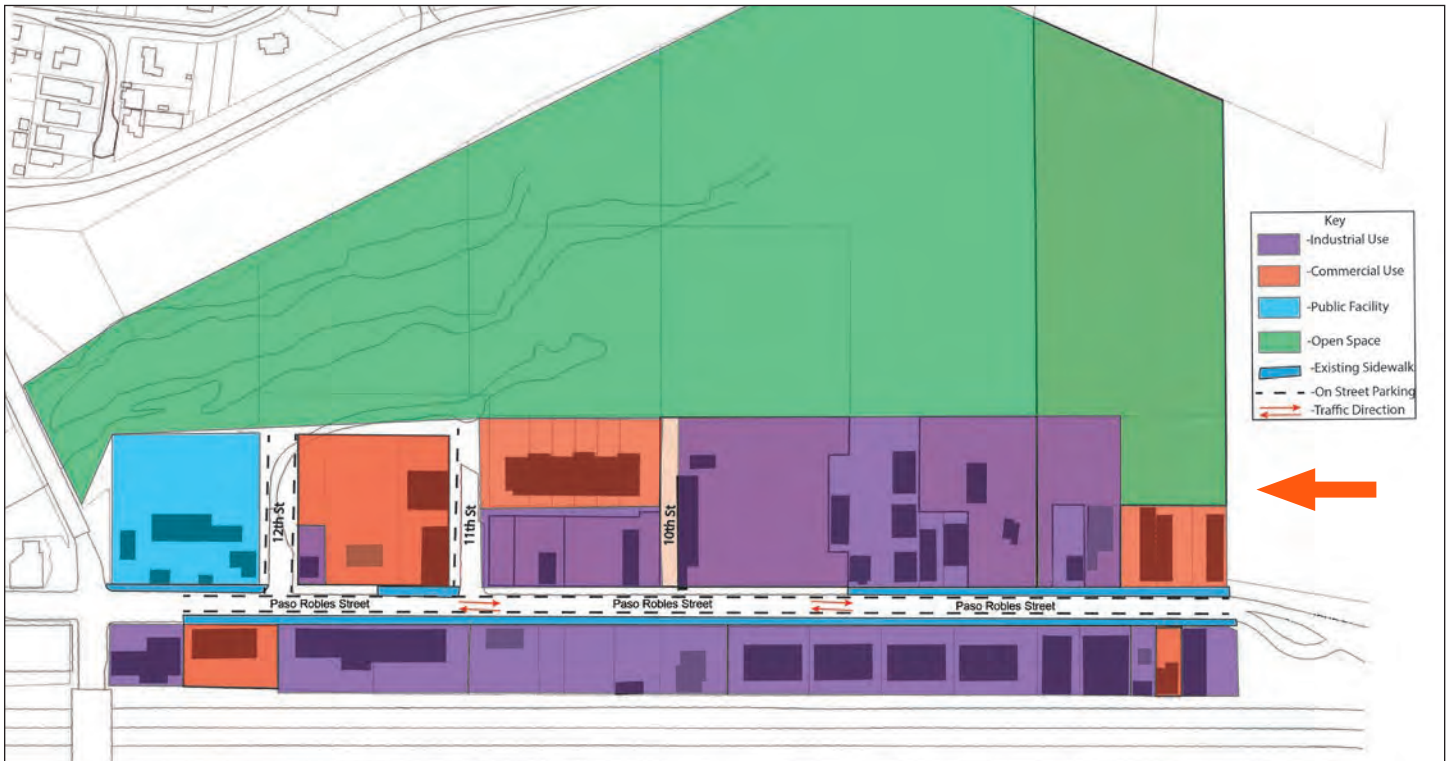


Figure 1.3: Site Analysis Map



Chapter 2: Concept

Our concept for the project area focuses on both immediate street improvements, facilitating safer and more efficient pedestrian/vehicle access, and long-term community development. Mixed-use interventions provide additional housing for Paso Robles' growing population, while maintaining the distinct industrial and commercial service land uses that currently define the street.

2.1 Vision Statement

Located at the critical junction of Highway 101 and the Salinas River Corridor, WEST RIVER VILLAGE is a destination for residents and visitors alike. The Village supports a thriving community of local businesses and residents while remaining sensitive to the character, scale, and environmental conditions of Paso Robles. The Village emphasizes clear pedestrian and vehicular connections to key locations throughout the City, as well as a mix of residential, commercial, and recreational land uses in close proximity of one another, connected by comprehensive, multimodal circulation.

2.2 Goals, Objectives, and Ideas

GOAL 1: IMAGEABILITY

Development within the project area will promote a memorable, community-oriented identity for local businesses, residents, and regional visitors.

OBJECTIVE 1.1: BUILDING DESIGN

Improve building design conditions within the project area.

- Develop architectural design guidelines that are specific to prominent buildings and styles within the project area.
- Provide incentive programs for property owners to improve façade conditions on existing buildings.
- Provide incentive programs for property owners to install permeable, paved parking lots.

OBJECTIVE 1.2: STREETScape

Provide streetscapes that are inviting to pedestrians and bicyclists.

- Ensure consistent street amenities, such as lighting, sidewalks, and landscaping.

- Work with property owners to develop and implement street improvements.
- Implement traffic calming features, such as medians, bulb-outs, and stop signs at strategic locations along Paso Robles Street.



*Agrarian Architecture Style,
Paso Robles Street.*



Bulb-outs and Crosswalks, Downtown Paso Robles.



Example of Wayfinding Signage.



River Art Sculpture Charolais Road, Paso Robles.

GOAL 2: LEGIBILITY

Streetscaping will provide a navigable and coherent understanding of the project area, within the context of the City.

OBJECTIVE 2.1: WAYFINDING

Install wayfinding signage directing visitors towards on- and off-site amenities.

- Provide directional signage at key locations.
- Provide street signs that distinguish Paso Robles Street.
- Install a pedestrian gateway, such as a plaza, corner feature, or public art along the Paso Robles Street and 13th Street intersection.
- Install a gateway feature, such as public art or landscaping, at the southern Highway 101 exit.

OBJECTIVE 2.2: MEMORABILITY

Create memorable landmarks, land uses, and aesthetic features.

- Install public art within public plazas, along Paso Robles Street, and along the multiuse trail.
- Install consistent street amenities whose materials and character differentiate Paso Robles Street from other city locations.
- Create public spaces in highly visible/heavily trafficked locations.

GOAL 3: LINKAGES

Safe, multi-modal transit options along Paso Robles Street will increase accessibility throughout the City.

OBJECTIVE 3.1: RIVER CORRIDOR CONNECTIONS

Develop pedestrian and bicycle connections between the project area and the Salinas River.

- Provide a multiuse trail servicing bicyclists and pedestrians running along the Salinas River Corridor.



- Provide trail connections between the proposed multiuse trail on the west river bank and the existing multiuse trail on the east river bank.

OBJECTIVE 3.2: MULTIMODAL FACILITIES

Enhance multimodal facilities within the project area.

- Establish a City bus route or tram program running through the project area.
- Provide safe pedestrian crossings through the use of different materials, striping, street tables, or similar urban design strategies.

GOAL 4: HUMANSCAPE

A range of land uses and public amenities will encourage increased community investment and economic growth.

OBJECTIVE 4.1: PUBLIC SPACES

Create public spaces for community gatherings, recreation, and events.

- Develop public plazas adjacent to a variety of land uses.
- Provide open space/parks that enhance the use and attractiveness of the multiuse trail.
- Provide lands for a community/demonstration garden or community center.

OBJECTIVE 4.2: MIX OF LAND USES

Prioritize a mix of land uses reflecting Paso Robles' existing and future needs.

- Provide housing options that can accommodate mixed-income and intergenerational residents.
- Encourage local manufacturing and commercial activities through live/work oriented development.
- Provide adequate recreational land uses in close proximity of residences and employment.



Example Multiuse Trail.



Example Tram Service.



*Oak Creek Park,
Paso Robles*



Example Flood Barrier



*Charolais Road Trail Signage,
Paso Robles*

GOAL 5: ECOSCAPE

The project area will enhance and preserve the relationship between the City's valuable natural resources and its built environment.

OBJECTIVE 5.1: HAZARD MITIGATION

Incorporate design strategies that mitigate environmental hazards.

- Install a passive flood barrier along the boundary of the 100-year floodplain.
- Install landscaped buffers between industrial land uses and the Salinas River Corridor.
- Provide consistent landscaping buffers along the railroad tracks to mitigate noise and air pollution.
- Install pedestrian shelters, such as bus shelters, awnings, and trees along Paso Robles Street sidewalks.

OBJECTIVE 5.2: NATURAL ASSETS

Maintain and enhance natural assets along Paso Robles' Street.

- Enhance streetscape with oak trees transplanted from other City locations.
- Implement LID and drought-tolerant landscaping that is compatible with the City's riparian and chaparral habitats.

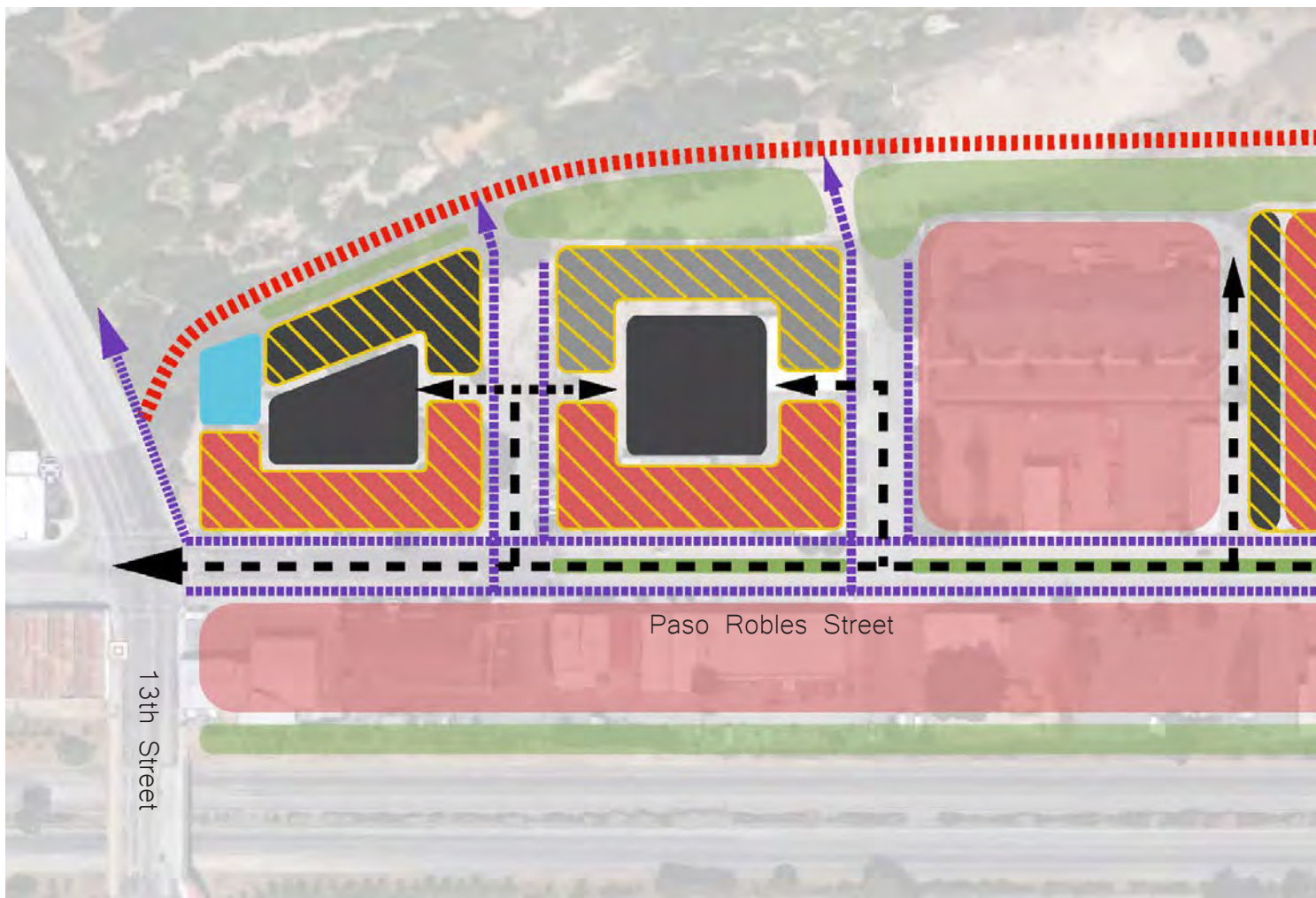
OBJECTIVE 5.3: LAND USES

Provide land uses and activities that encourage community engagement with the natural environment.

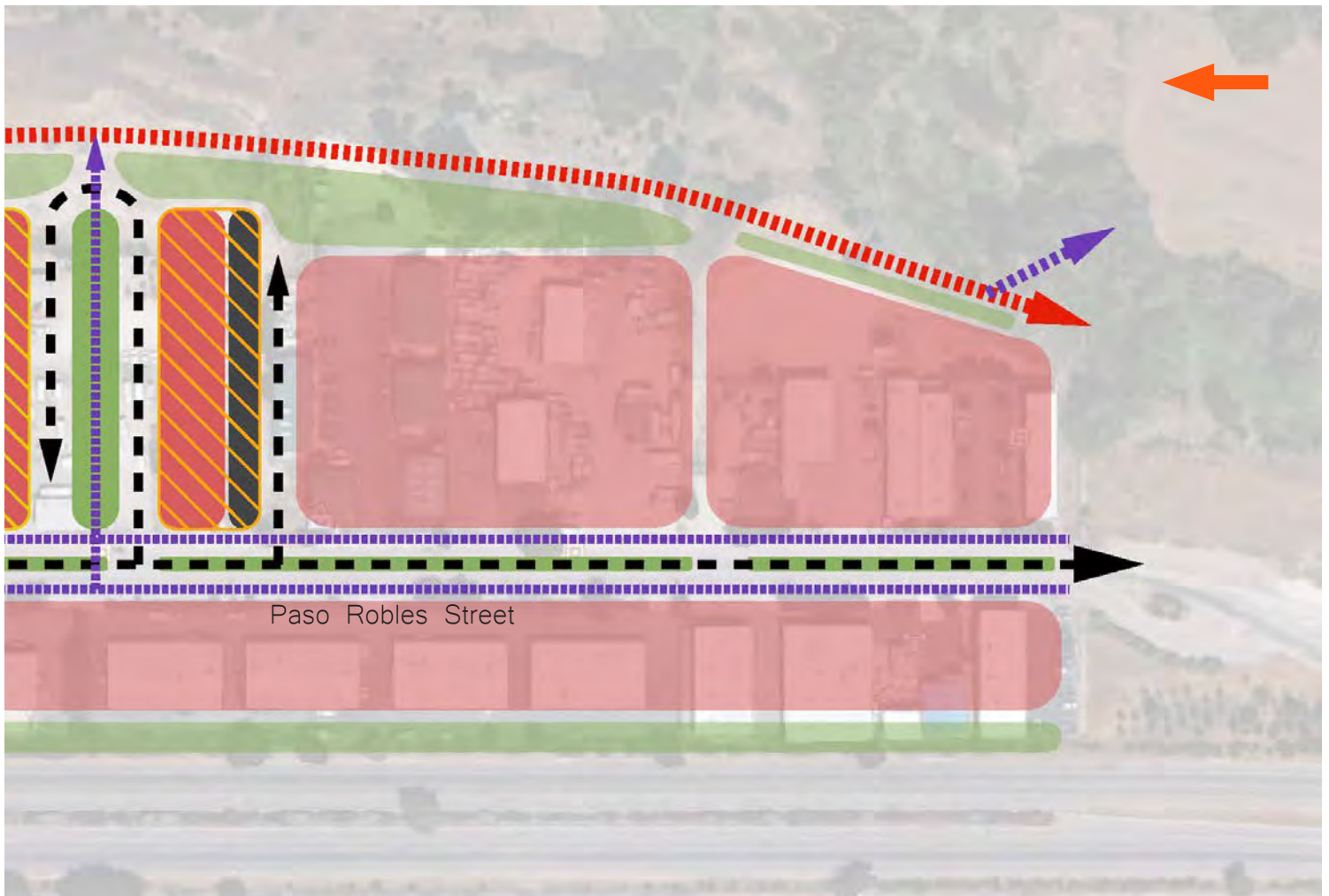
- Enhance connections to the existing trail system along the eastern boundary of the project area
- Work with property owners, and potential interested parties such as the Paso Robles Joint Unified School District to organize community-led improvement projects.
- Install educational signage along the Salinas River Corridor.



2.3 Concept Plan



- | | | |
|----------------------------------|----------------------------|---------------------------------|
| PROPOSED COMMERCIAL SERVICE | 2ND FLOOR RESIDENTIAL | VEHICLE ROUTE |
| EXISTING COMMERCIAL SERVICE | 2ND FLOOR OFFICE | PEDESTRIAN ROUTE |
| INDUSTRIAL/MANUFACTURING | LINEAR PARK AND OPEN SPACE | MULTIUSE TRAIL AND FLOOD BUFFER |
| INSTITUTIONAL (COMMUNITY CENTER) | PARKING | |





Chapter 3: West River Village

3.1 Narrative

Phase 1 (5 years)

Phase 1 focuses on the enhancement of the existing streetscape, pedestrian facilities, and aesthetic consistency along Paso Robles Street. The following improvements are proposed:

a. Provision of consistent sidewalks along Paso Robles Street. Sidewalks should include landscaped buffers, with new and existing developments fronting the street. In anticipation of further pedestrian, commercial, and residential development, street lighting should be provided where possible.

b. Paso Robles Street services heavy truck and highway traffic flows, making it difficult for pedestrians to safely cross the street. This vision plan provides three major crosswalks located along 12th Street, 11th Street, and near 10th Street, as well as 2-way stop signs at each of these crosswalks. Other traffic calming measures include landscaped medians, bulbouts, wayfinding signage, and speed limit signage,

which will help regulate traffic during peak hours.

c. A permeable, multiuse trail running along the Salinas River Corridor is the core of West River Village's pedestrian and bicycle circulation, providing access to a vital natural resource within Paso Robles. The trail is located along the 100-year floodplain, bounded by a passive flood barrier—this barrier acts as an aesthetic link between various lots, a fence to prevent trespassing into private lands, and as a safety precaution for future floods. (See Figure X). Additional trails may lead into the corridor, connecting with the existing trail and/or adjacent vision plans proposed within this document.

d. Phase 1 of this vision plan initiates development of the trail, specifically focusing on a pedestrian gateway and public space located along the intersection of Paso Robles Street and 13th Street. The adobe building located within Paso Robles Water Operations is preserved and reutilized, potentially as a cultural/education center leading into the Salinas River Corridor. Other uses for this public space might include a plaza, community garden, or low-impact demonstration garden.



Figure 3.1: Phase One

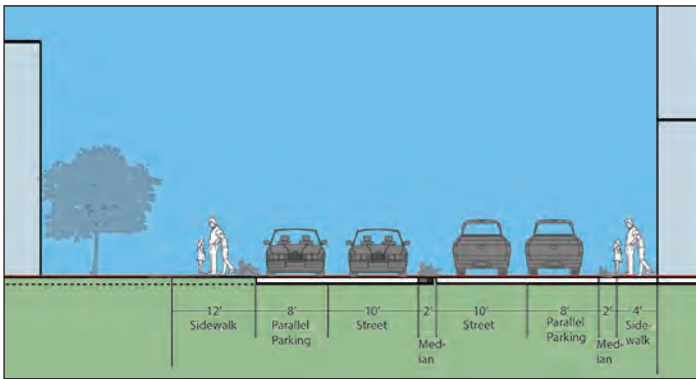


Figure 3.2: Paso Robles Street Section



Figure 3.3: Paso Robles Street Traffic Calming

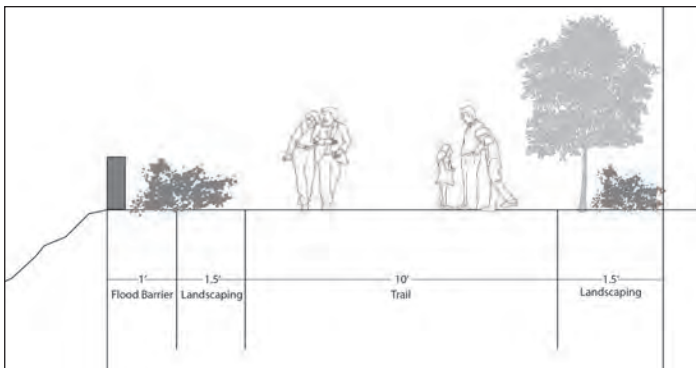


Figure 3.4: Multiuse Trail Section



Example Demonstration Garden

To successfully implement Phase 1, this Vision Plan encourages a partnership between the City and existing land owners, businesses, and residents. Possible avenues for cooperation may include financial/tax incentives that encourage private land owners to enhance existing building facades; partnerships to install flood buffers within private lands; provision of a bus route or tram stop to encourage alternative transportation; and coordination of community-led improvement efforts with other interested parties, such as the Paso Robles Joint Unified School District.

Phase 2 (10-15 years)

Phase 2 is divided into three different mixed-use developments, linked by the multiuse trail. These developments provide housing, retail, and employment within close proximity of one another, encouraging alternate modes of transportation and accommodating Paso Robles' growing population. At the same time, they support land uses and activities in keeping with Paso Robles Street's industrial and service contexts:

- a. Commercial and retail are located on the ground floor, fronting Paso Robles Street and bordering the public space and Salinas River Corridor gateway. The second floor provides multifamily residential units, with open and tuck-under garage parking accessible from 13th Street, consistent with building type requirements provided in the Uptown/Town Centre Specific Plan. West River Village envisions uses such as a neighborhood grocery store and local retail/service businesses; this development may also accommodate senior housing.



b. A linear park and shared street direct both pedestrian and vehicle access towards the multiuse trail, preserving views of the hills and providing recreational space for residents and employees. Vehicle traffic loops around the park, with parking fronting ground-floor commercial, and live-work units and offices located on the second floor. As Paso Robles continues to grow, this development may evolve from a commercial corridor with parking into a public plaza leading into the Salinas River Corridor.

c. This potential mixed-use development supports light industrial and commercial land uses on the first floor, and multifamily residential units on the second floor. Appropriate light industrial land uses might include wineries, some commercial services, or other small scale operations with minimal freight traffic. While industrial/residential is an unusual land use configuration, this development will preserve Paso Robles Street's existing role as an industrial corridor, support local business and manufacturing, and create a distinct identity for West River Village.

Developments should provide for a mix of incomes, with both assisted and market-rate housing where possible. Other considerations may include the provision of solar panels as part of new development, or the construction of trail connections to and from residences. See Section 3.3, *Land Uses and Phasing* for more detailed information.

Both phases are intended to support the goals and policies of the Uptown/Town Centre Specific Plan, General Plan, Salinas River Corridor Vision Plan, and other City and County documents. New developments will follow the design guidelines set out by these documents, while providing additional opportunities for residential and economic growth. Proposed land use changes are described in Figure 3.4, *Proposed Land Use Plan*.



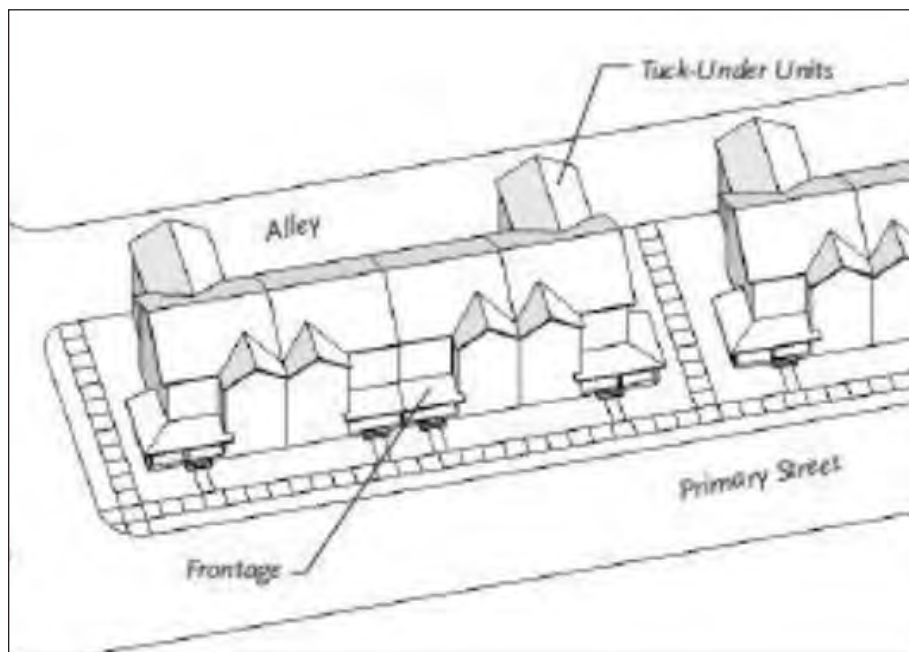
Figure 3.5: Phase Two



3.6 Proposed Linear Park



Example Mixed-Use Industrial Development



Tuck-under Housing Typology,
Uptown/Town Centre Specific Plan



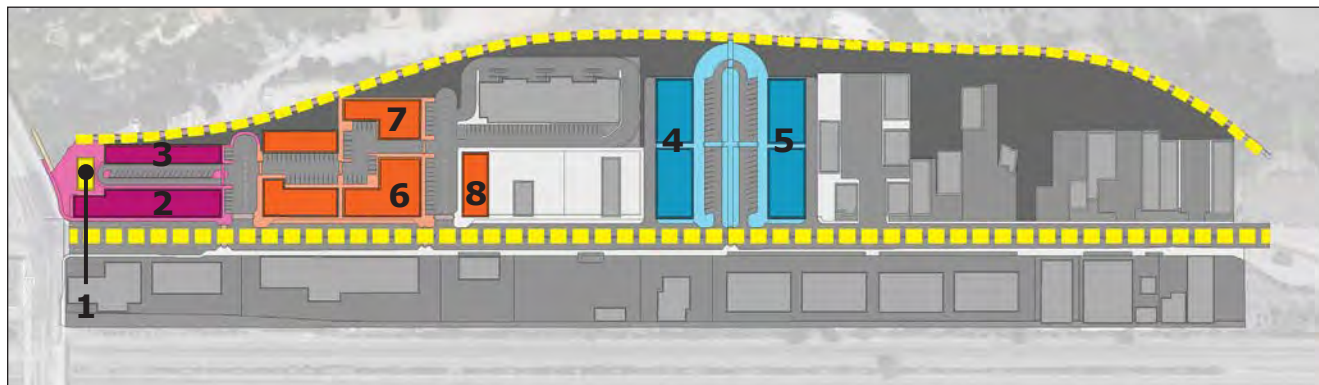
3.2. Illustrative Site Plan







3.3. Proposed Maximum Development



PHASE 1: Streetscape Improvements

BUILDING	LAND USE	EXISTING SF	PROPOSED SF	PARKING	DWELLING UNITS
1	Institutional	14,280	1,800	6	--

PHASE 2: Mixed-Use Corner Development

BUILDING	LAND USE	EXISTING SF	PROPOSED SF	PARKING	DWELLING UNITS
2	Commercial	--	10,270	31	--
	Residential	--	9,400	15	14
3	Residential	--	9,400	15	15

PHASE 2: Live/Work and Linear Park

BUILDING	LAND USE	EXISTING SF	PROPOSED SF	PARKING	DWELLING UNITS
4	Commercial	10,250	14,200	43	--
	Residential	--	10,000	18	15
5	Commercial	--	14,200	43	--
	Office	--	10,000	18	--



3.4. Land Uses and Phasing



Proposed Land Use Map

PROPOSED LAND USE TABLE

LAND USE	EXISTING AC	PROPOSED AC	PROPOSED SF	PARKING
CS- Commercial Service	13.7	8.8	--	--
Commercial	--	--	7,000	--
POS- Parks/Open Space	12.8	12.8	--	--
Linear Park	--	--	--	--
MU- Mixed Use	0.0	8.0	--	--
Commercial	--	--	46,570	149
Industrial*	--	--	21,400	52
Residential**	--	--	40,400	72
PF- Public Facility	3.2	0.1	1,800	6

*industrial/residential mixed-use is supported in Building 7;

**62 dwelling units calculated based on studio=450 sf; 1-bedroom=650 sf; 2-bedroom=900 sf;



3.5. Renderings



Northeast Bird's Eye View



Southwest Bird's Eye View



3th Street Pedestrian Gateway and Plaza.



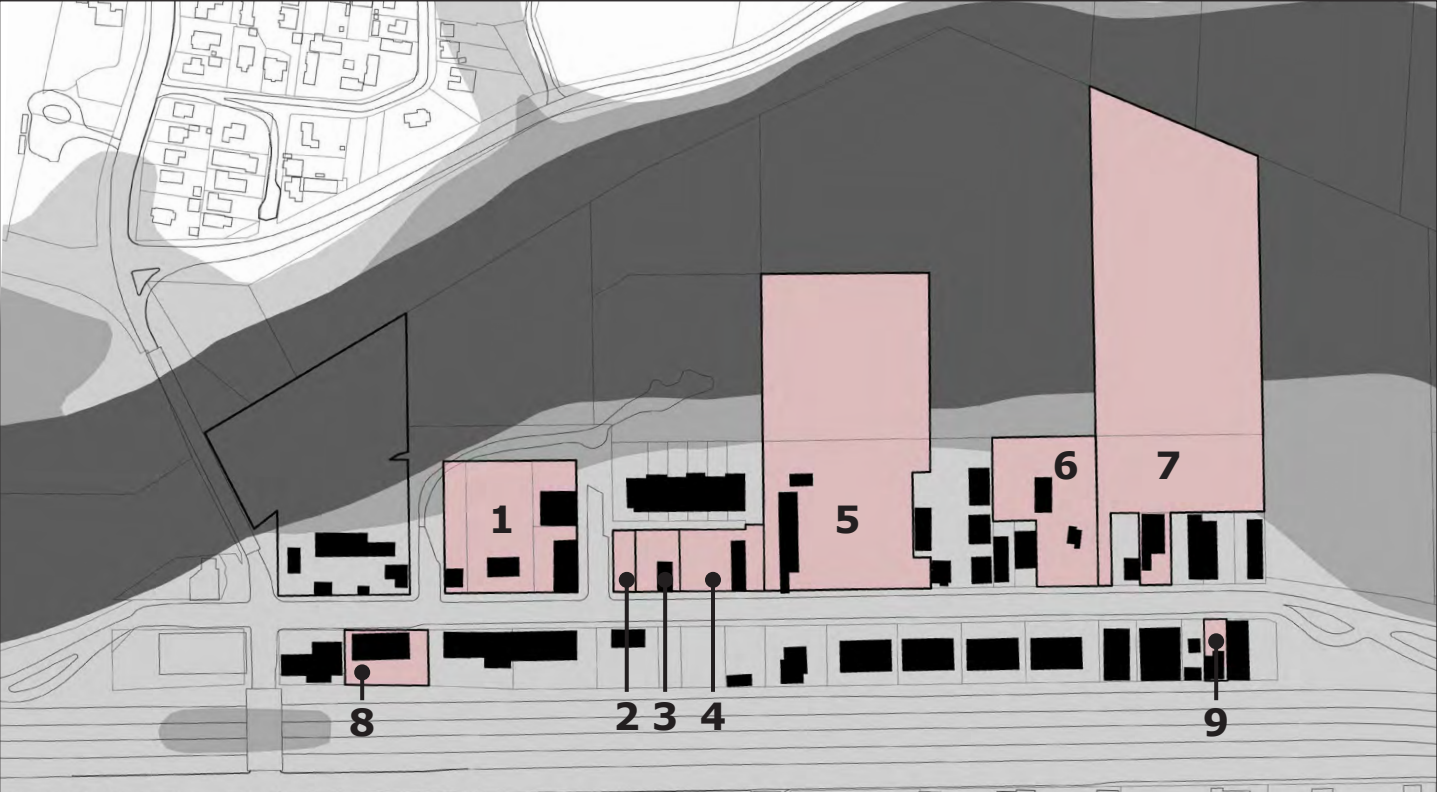
Paso Robles Street Crosswalk.



Linear Park towards Salinas Corridor.



Appendix: Lot Surveys





Lot 1

APN: 009-113-007, 008, 009, & 010

Acreage: 2.1

Lot 1 is composed of four parcels of shared ownership; businesses include Alliance Towing and American Building Supply, fronting Paso Robles Street, as well as Stubby Tire Tools, facing 11th Street. A majority of buildings on the Lot have the same agrarian/industrial architecture style (see Lot Survey 4). The lot provides sidewalks and landscaping in front of Buildings 1 and 3; parking is provided along 11th Street. Given the quality and cohesion of the site overall, Lot 1 is a good example of appropriate aesthetics and land uses within the project area.

_OPPORTUNITIES

- Agrarian architectural style
- Near the Paso Robles St./13th St. intersection
- Existing sidewalks and landscaping
- Existing commercial opportunities
- Parking along 11th St.
- 11th St. leads towards River Corridor

_CONSTRAINTS

- Existing commercial opportunities
- Truck traffic
- Lack of consistent sidewalks
- Street frontage along Paso Robles St.
- Drainage leading into the River Corridor



	Building 1 Alliance Towing	Building 2 American Building Supply	Building 3 American Building Supply	Building 4 Stubby Tire Tools
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Business	Accessory (Storage)	Commercial/Industrial	Office/Industrial
Prevalent façade materials	Corrugated metal roof, stucco facade	Corrugated metal siding and roof – prominent store sign facing the street	Corrugated metal siding and roof, with outdoor sales area	Corrugated metal siding and roof
Prevalent façade color	White	Brick red	Brick red	Brick red
General maintenance	Average	Average – roof is in okay condition	Good	Good
Architectural value	No	No	Yes	Yes



Sidewalk	Average width: 14' ROW, 7' along Building 3	Trees: (4) located within/adjacent to Building 1; (2) along Building 3 Aerial cables: Yes, located along 11 th Street
Yes	Conditions: Average	



Lot 2

APN: 009-114-001

Acreage: .17

Lot 2 is owned by the same property owner as parcels in Lot 1, and acts as a storage lot for American Building Supply. In addition, Lot 2 includes the same type of landscaping and parking provided in front of American Building Supply. The site is currently vacant, with the exception of a few accessory storage facilities--given its location, current land use, and connection to local businesses, Lot 2 may be an asset to any future development proposed in this Vision Plan.

OPPORTUNITIES

- Lot is currently used for storage
- Existing landscaping and trees
- Connection to existing commercial uses
- Parking along 11th St.
- 11th St. leads towards River Corridor
- Fronts Paso Robles S.

CONSTRAINTS

- Currently underutilized
- Lack of consistent sidewalks
- Connection to existing commercial uses



	Building 1 Alliance Towing	Building 2 American Building Supply	Building 3 American Building Supply	Building 4 Stubby Tire Tools
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Business	Accessory (Storage)	Commercial/Industrial	Office/Industrial
Prevalent façade materials	Corrugated metal roof, stucco facade	Corrugated metal siding and roof – prominent store sign facing the street	Corrugated metal siding and roof, with outdoor sales area	Corrugated metal siding and roof
Prevalent façade color	White	Brick red	Brick red	Brick red
General maintenance	Average	Average – roof is in okay condition	Good	Good
Architectural value	No	No	Yes	Yes



Sidewalk	Average width: 14' ROW, 7' along Building 3	Trees: (4) located within/adjacent to Building 1; (2) along Building 3 Aerial cables: Yes, located along 11 th Street
Yes	Conditions: Average	



Lot 3

APN: 009-114-013

Acreage: .48

This is a small rectangular lot at .48 acres. It is located on the east side of Paso Robles amongst other businesses. Currently Shore-Tek, a trench and evacuation safety rental equipment business. There are two trees standing side by side along the side walk in front of the lot’s parking lot. There is a well-kept sidewalk in front of the parking portion of the parcel but no sidewalk in front of the building. Overall, the building is bland, but makes good use of the given space.

OPPORTUNITIES

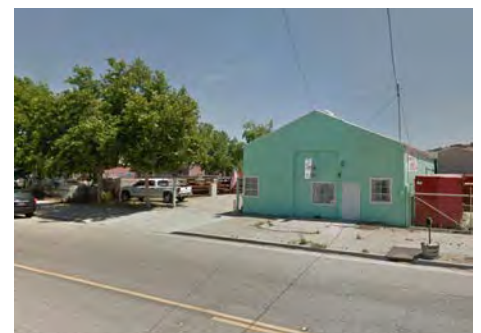
- Parking provided onsite
- Existing sidewalks
- Existing trees

CONSTRAINTS

- Lack of signage
- Building’s exterior paint is worn
- Dirt parking lot



	Building 1 Alliance Towing	Building 2 American Building Supply	Building 3 American Building Supply	Building 4 Stubby Tire Tools
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Business	Accessory (Storage)	Commercial/Industrial	Office/Industrial
Prevalent façade materials	Corrugated metal roof, stucco facade	Corrugated metal siding and roof – prominent store sign facing the street	Corrugated metal siding and roof, with outdoor sales area	Corrugated metal siding and roof
Prevalent façade color	White	Brick red	Brick red	Brick red
General maintenance	Average	Average – roof is in okay condition	Good	Good
Architectural value	No	No	Yes	Yes



Sidewalk	Average width: 14' ROW, 7' along Building 3	Trees: (4) located within/adjacent to Building 1; (2) along Building 3 Aerial cables: Yes, located along 11 th Street
Yes	Conditions: Average	



Lot 4

APN: 009-114-008

Acreage: .44

Lot 4 is also owned by the same property owner as Lots 1 and 2; it is currently in use by Protective Weather Structures (PWS) Inc., a steel building manufacturer. A building and accessory structure (constructed in the PWS agrarian/industrial style) are located in the center of the Lot, with truck access and open storage space located on either side. Lot 4 provides multiple opportunities for future development; in addition, the PWS style is found throughout the project area, contributing a cohesive visual identity.

OPPORTUNITIES

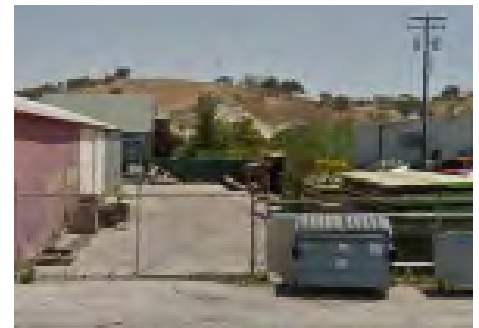
- Lot is currently used for storage
- Existing landscaping and trees
- Connection to existing commercial uses
- Parking along 11th St.
- 11th St. leads towards River Corridor
- Fronts Paso Robles S.

CONSTRAINTS

- Currently underutilized
- Lack of consistent sidewalks
- Connection to existing commercial uses



	Building 1 Alliance Towing	Building 2 American Building Supply	Building 3 American Building Supply	Building 4 Stubby Tire Tools
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Business	Accessory (Storage)	Commercial/Industrial	Office/Industrial
Prevalent façade materials	Corrugated metal roof, stucco facade	Corrugated metal siding and roof – prominent store sign facing the street	Corrugated metal siding and roof, with outdoor sales area	Corrugated metal siding and roof
Prevalent façade color	White	Brick red	Brick red	Brick red
General maintenance	Average	Average – roof is in okay condition	Good	Good
Architectural value	No	No	Yes	Yes



Sidewalk	Average width: 14' ROW, 7' along Building 3	Trees: (4) located within/adjacent to Building 1; (2) along Building 3 Aerial cables: Yes, located along 11 th Street
Yes	Conditions: Average	



Lot 5

APN: 009-161-026

Acreage: 2.78

The three structures on the parcel are side by side, but not connected. The front and back buildings, 1 and 3, seem to be post-residential and now serve as offices. The warehouse like structure is taller than the other two buildings but is still one story, it is where it looks like trailer maintenance occurs. The lot was quite spacious, but only did the job of acting as a parking lot for these trailers.

OPPORTUNITIES

- Lot is large
- Flat topography
- Buildings are consolidated-land is used efficiently
- Business sign is visible from the street

CONSTRAINTS

- Minimal onsite parking provided
- Lot is bordered by a chain link fence
- Existing buildings have worn down facades
- No landscaping is provided
- No sidewalks are provided



	Building 1 Alliance Towing	Building 2 American Building Supply	Building 3 American Building Supply	Building 4 Stubby Tire Tools
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Business	Accessory (Storage)	Commercial/Industrial	Office/Industrial
Prevalent façade materials	Corrugated metal roof, stucco facade	Corrugated metal siding and roof – prominent store sign facing the street	Corrugated metal siding and roof, with outdoor sales area	Corrugated metal siding and roof
Prevalent façade color	White	Brick red	Brick red	Brick red
General maintenance	Average	Average – roof is in okay condition	Good	Good
Architectural value	No	No	Yes	Yes



Sidewalk	Average width: 14' ROW, 7' along Building 3	Trees: (4) located within/adjacent to Building 1; (2) along Building 3 Aerial cables: Yes, located along 11 th Street
Yes	Conditions: Average	



Lot 6

APN: 009-161-021

Acreeage: 1.57

The front building looks like a post-residential building and is a bit run down. Baby blue paint chips off the structure which is dire need of a roofing job. The back building is taller, yet also one story. It seems to be a storage warehouse or mechanical repair area. The lot isn't very visible from the street because of the setback buildings, but the big lot has a lot of potential for growth.

OPPORTUNITIES

- Large lot
- Existing landscaping and trees
- Existing sidewalks
- Building 2 is fairly new and well maintained

CONSTRAINTS

- Onsite parking is disorganized
- Buildings are set back from the sidewalk/street
- Building 1 is weathered



	Building 1 Alliance Towing	Building 2 American Building Supply	Building 3 American Building Supply	Building 4 Stubby Tire Tools
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Business	Accessory (Storage)	Commercial/Industrial	Office/Industrial
Prevalent façade materials	Corrugated metal roof, stucco facade	Corrugated metal siding and roof – prominent store sign facing the street	Corrugated metal siding and roof, with outdoor sales area	Corrugated metal siding and roof
Prevalent façade color	White	Brick red	Brick red	Brick red
General maintenance	Average	Average – roof is in okay condition	Good	Good
Architectural value	No	No	Yes	Yes



Sidewalk	Average width: 14' ROW, 7' along Building 3	Trees: (4) located within/adjacent to Building 1; (2) along Building 3 Aerial cables: Yes, located along 11 th Street
Yes	Conditions: Average	



Lot 7

APN: 009-213-004, 005, & 007

Acreage: 9

Lot 7 is composed of three parcels currently owned and operated by Lyons Auto Repair, a local business. Parcels 005 and 007 are developed, with buildings and parking located along the river. The streetfront is adequately landscaped, with sidewalks, parking, and other amenities. Parcel 004 extends approximately 7 acres into the Salinas River Corridor--following flooding in 1995, the site has become a habitat for local wildlife, and contains a natural sulfur pool. Flooding is a significant concern, as are development restrictions on private properties adjacent to the corridor.

OPPORTUNITIES

- Close to HWY 101 exist
- Existing sidewalks and landscaping
- Existing service use
- Provision of onsite parking
- Fronts the River Corridor
- Natural sulphur pool & wildlife

CONSTRAINTS

- Unsafe pedestrian crossings
- Truck traffic
- Potential for flooding
- Smell of sulphur pool
- Difficulty developing within the River Corridor
- River Corridor is privately owned



	Building 1 Alliance Towing	Building 2 American Building Supply	Building 3 American Building Supply	Building 4 Stubby Tire Tools
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Business	Accessory (Storage)	Commercial/Industrial	Office/Industrial
Prevalent façade materials	Corrugated metal roof, stucco facade	Corrugated metal siding and roof – prominent store sign facing the street	Corrugated metal siding and roof, with outdoor sales area	Corrugated metal siding and roof
Prevalent façade color	White	Brick red	Brick red	Brick red
General maintenance	Average	Average – roof is in okay condition	Good	Good
Architectural value	No	No	Yes	Yes



Sidewalk	Average width: 14' ROW, 7' along Building 3	Trees: (4) located within/adjacent to Building 1; (2) along Building 3 Aerial cables: Yes, located along 11 th Street
Yes	Conditions: Average	



Lot 8

APN: 009-051-014

Acreage: .41

Lot number 8 features the Herman Story Wines building. The building was built recently, is in very good condition, and has nice landscaping outside. It is also one of fewer retail buildings on the street, and a continuation of the popular wine tasting rooms located in the heart of downtown Paso Robles. Additionally, the building is only open Thursday through Monday for select hours and by appointment for the rest of the week.

OPPORTUNITIES

- Lot is well maintained
- Building is new and commercial (different use than the rest of the street)
- Building is in a contemporary architecture style
- Existing sidewalk links lot to downtown
- Existing landscaping and trees

CONSTRAINTS

- Highway 101 runs directly behind the lot
- Lot use varies from others on Paso Robles St.
- Lots lack significant signage and wayfinding
- Area is underutilized by pedestrians, cyclists, and public transportation



	Building 1 Alliance Towing	Building 2 American Building Supply	Building 3 American Building Supply	Building 4 Stubby Tire Tools
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Business	Accessory (Storage)	Commercial/Industrial	Office/Industrial
Prevalent façade materials	Corrugated metal roof, stucco facade	Corrugated metal siding and roof – prominent store sign facing the street	Corrugated metal siding and roof, with outdoor sales area	Corrugated metal siding and roof
Prevalent façade color	White	Brick red	Brick red	Brick red
General maintenance	Average	Average – roof is in okay condition	Good	Good
Architectural value	No	No	Yes	Yes



Sidewalk	Average width: 14' ROW, 7' along Building 3	Trees: (4) located within/adjacent to Building 1; (2) along Building 3
-----------------	---	--



Lot 9

APN: 009-211-012

Acreage: .18

Lot number 9 features the Salvation Army building. The Salvation Army building is a newer well maintained building that serves a valuable community function to Paso Robles. It is located right off the exit making it conducive for the dropping off and picking up of large quantities of materials essential to the work done by the Salvation Army. The building also features a few parking spots so it can easily be accessed on a day to day basis.

OPPORTUNITIES

- Lot is right off of exit
- Existing sidewalk in front of lot
- Parking lot provided on site
- Building is fairly new and well maintained

CONSTRAINTS

- Lot is hidden at the end of a long street with industrial uses
- Area is underutilized by pedestrians, cyclists, and public transportation
- Existing business has limited hours



	Building 1 Alliance Towing	Building 2 American Building Supply	Building 3 American Building Supply	Building 4 Stubby Tire Tools
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Business	Accessory (Storage)	Commercial/Industrial	Office/Industrial
Prevalent façade materials	Corrugated metal roof, stucco facade	Corrugated metal siding and roof – prominent store sign facing the street	Corrugated metal siding and roof, with outdoor sales area	Corrugated metal siding and roof
Prevalent façade color	White	Brick red	Brick red	Brick red
General maintenance	Average	Average – roof is in okay condition	Good	Good
Architectural value	No	No	Yes	Yes



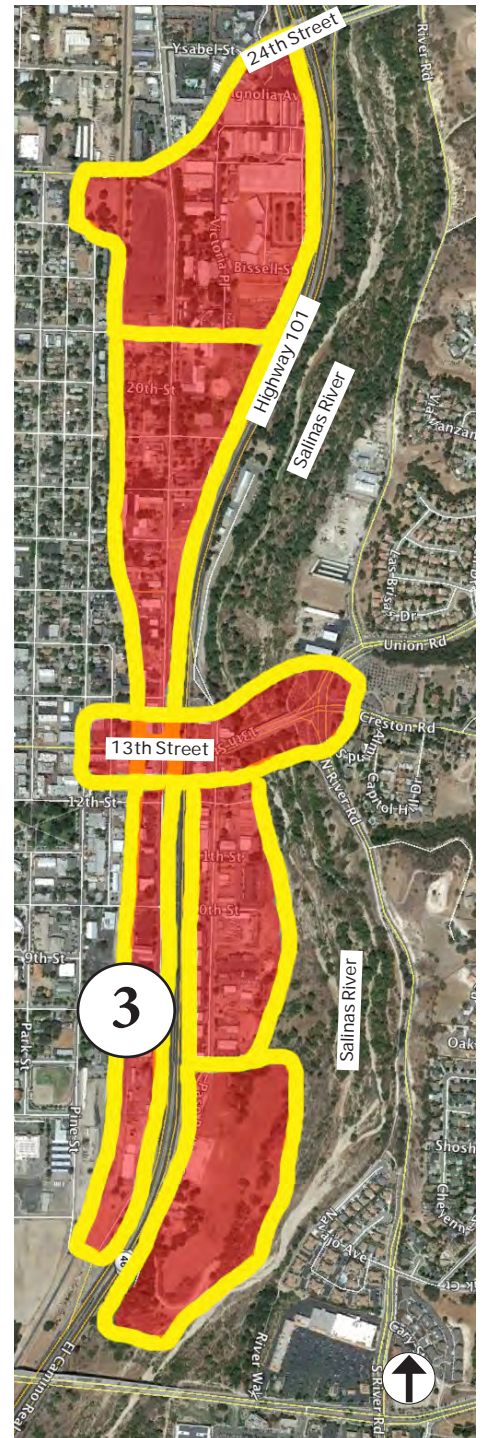
Page intentionally left blank.

Riverside Urban Design Concept Plans

The Crossings

Team 3

Ian Connolly, Heather McCoy and Marco Romagnoli





The Crossings

Table of Contents

Chapter 1: Project Site Assessment

- 1.1. Introduction _ 153**
- 1.2. Project Site Character _ 154**
- 1.3. Opportunities and Constraints _ 156**

Chapter 2: Concept - The Crossings

- 2.1. Vision Statement _ 159**
- 2.2. Goals, Objectives and Ideas _ 159**
- 2.3. Concept Diagram_ 161**

Chapter 3: Project Development

- 3.1. Narrative and Phasing _ 162**
- 3.2. Implementation _ 166**
- 3.3. Illustrative Site Plan _ 168**
- 3.4. Land Uses and Projected Development _ 169**
- 3.5. Renderings _ 170**

Appendix: Lot Surveys _ 173



Chapter 1: Project Site Assessment

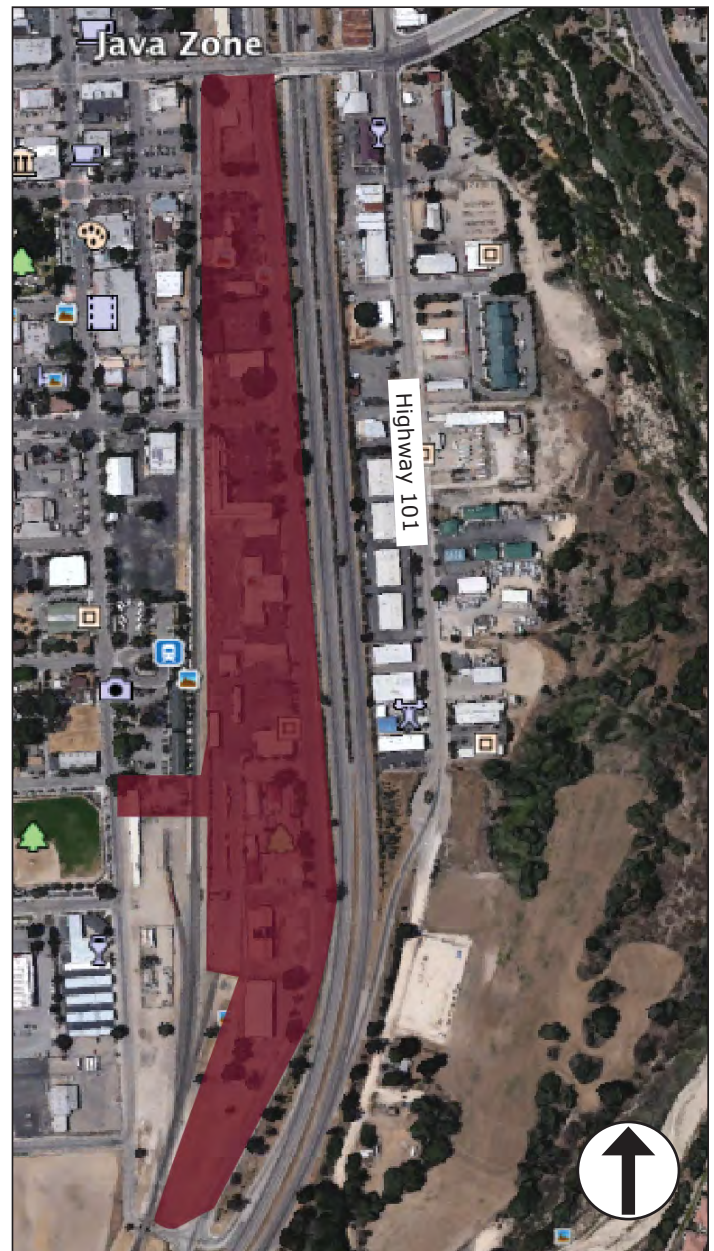
Introduction

The Crossings development will create a restaurant district enhancing Derby Wine Estates and other nearby businesses. The development will also provide retail use and residential options. The Crossings will better serve the area and the city of Paso Robles through its mixed uses and urban design.

The project site is a narrow and long strip of land stretching from 13th Street and Riverside to 4th Street and the Pine Street on-ramp. It is bordered by Highway 101 to the east and the railroad to the West. With a total of 184,865 square feet, the site contains mostly commercial uses but also some light-industrial and office. The team visited the project site and analyzed current site conditions, assessing each lot and its sidewalk conditions, observing and counted the different types of trees, and took elements of note such as the architectural style and lot ownership.

This document proposes to make improvements to several lots on the project site by introducing residential uses, as well as providing more commercial uses. The defining project is a restaurant/retail district on a city owned lot adjacent to Derby Wine Estates that includes a small residential element. Other developments include mixed-use housing and retail, commercial, and a makerspace designed to complement the nearby Downtown district. Improvements on site include redesigning street corridors to provide better vehicular

and pedestrian circulation as well as creating better linkages to Downtown, providing more parking, and, refining the green image. These improvements help to better connect the Downtown to create a strong and memorable district.



Project site.



1.2. Project Site Character

The site's overall condition is good to average. Sidewalks are well maintained, yet lack consistency throughout parts of the site. There are a copious number, and variety, of trees throughout the site, mainly oak trees and some pine. The project site consists of eleven lots that are mostly commercial and some light-industrial and office. The proposal is to develop eight of the lots plus an additional off-site lot through two phases. For more information regarding the lots, refer the Appendix in page 173.

The city maintenance yard, lot 6, is the central focus of development for Phase 1. Lot 6 is a potential catalyst for local development due to its municipal ownership. There are currently 4 buildings in this lot. Lot 1 is currently a laundry and dry cleaners with a miscellaneous storage lot adjacent to the structure as well as a parking lot. Lots 2 and 3 are currently a gas station and a Rental Depot, respectively. The two lots are in good condition and have plenty of trees. Lot 4 is Alliance Square, currently a large space with office uses and parking. The structure has significant architectural value.

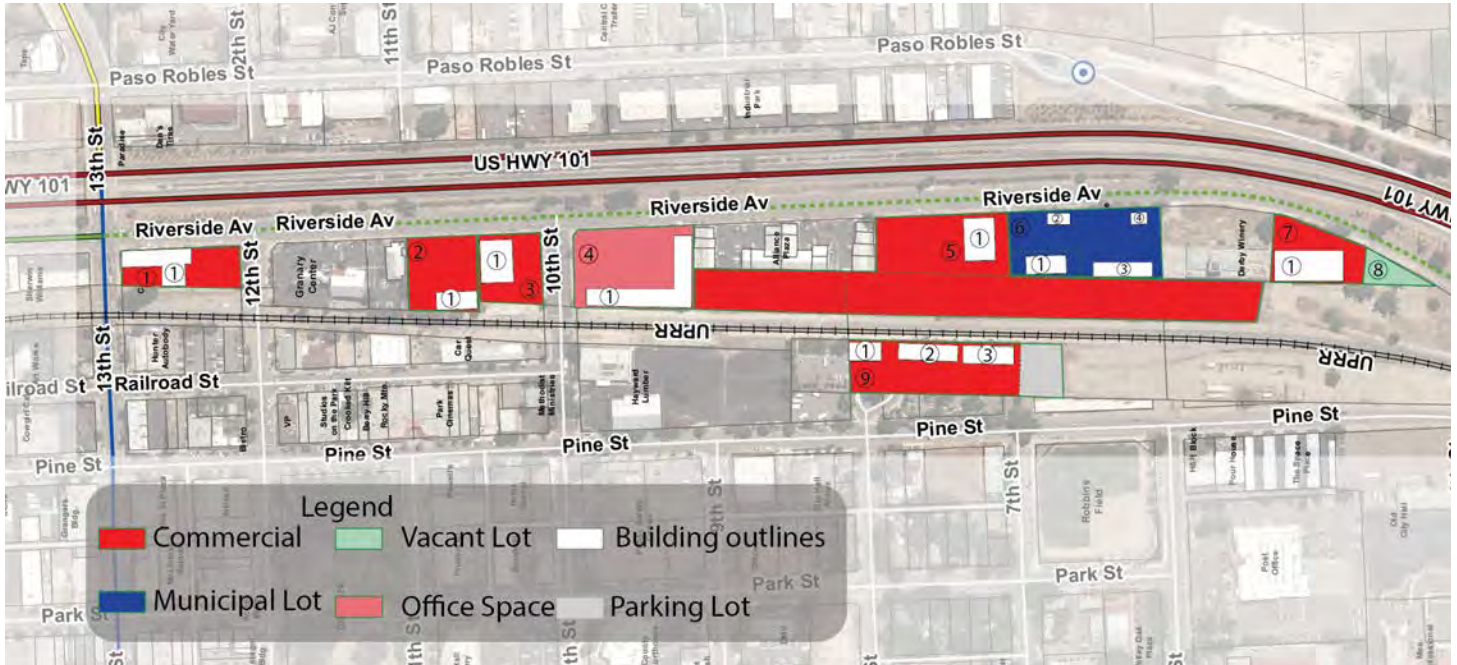
The redevelopment of lots 5, 7, 8, and 9 would be Phase 2 of our proposed development. Lot 5 is currently Big Creek Lumber, a light industrial use. Part of the lot property is owned by the railroad. Lot 7 is a heating, air conditioning ventilation rental store, and lot 8 is vacant property owned by the railroad company. Lot 9 is off site, located on the other side of the railroad tracks at Pine Street and 6th Street. It currently contains three commercial buildings, a larger parking lot and a smaller parking lot with a car charging station. This lot is best connected to the downtown district.



North end of the project area



South end of the project area



Lot Survey Map



Lot 6 city maintenance yard



1.3. Opportunities and Constraints

Every opportunity on this site has an equally formidable constraint. The best example of this is found in the circulation system of the site. The site's most advantageous attribute in this regard is accessibility and location along the 101 freeway. This is counter balanced by the disadvantage of being disconnected for the most part from the downtown street grid system.

The major attribute of the site currently exhibits is that it has a strong sense of place. The built environment consists of varying architectural styles as a result of wide time gaps between the different developments in this area.

The biggest two development advantages of the site are interrelated. The first is that the city owns property on the site. Second, the city

property is located next to the historic Derby Wine Estates and can be used at a catalyst for redevelopment on the site.

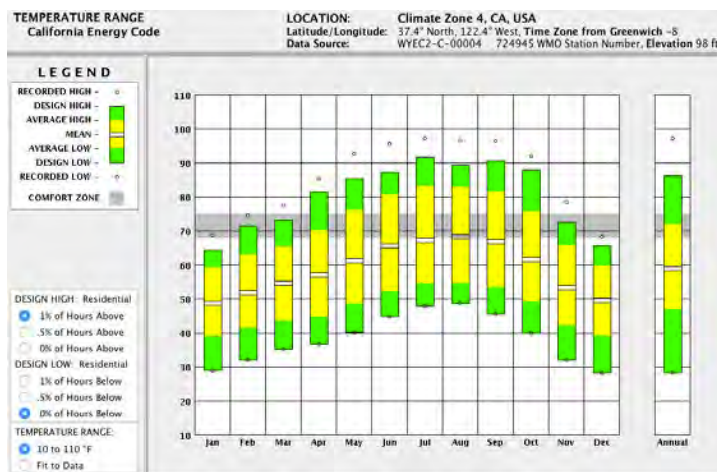
The seasonal average temperatures for the summer in city of Paso Robles is already high. Global warming will compound the current climate. Currently our site has some tree coverage but more needs to be added to make the area more resilient to climate change and to enhance the pedestrian experience.

The site has a number of poor drainage conditions. Pictured lower left is one example. During heavy rains dirt runoff flows unobstructed into to the storm drain.

The team concluded its assessment of the project area developmental conditions with the SWOT Analysis table and an opportunities and constraints map, in the following two pages.



An example existing drainage solution on site



Average temperatures for the city of Paso Robles

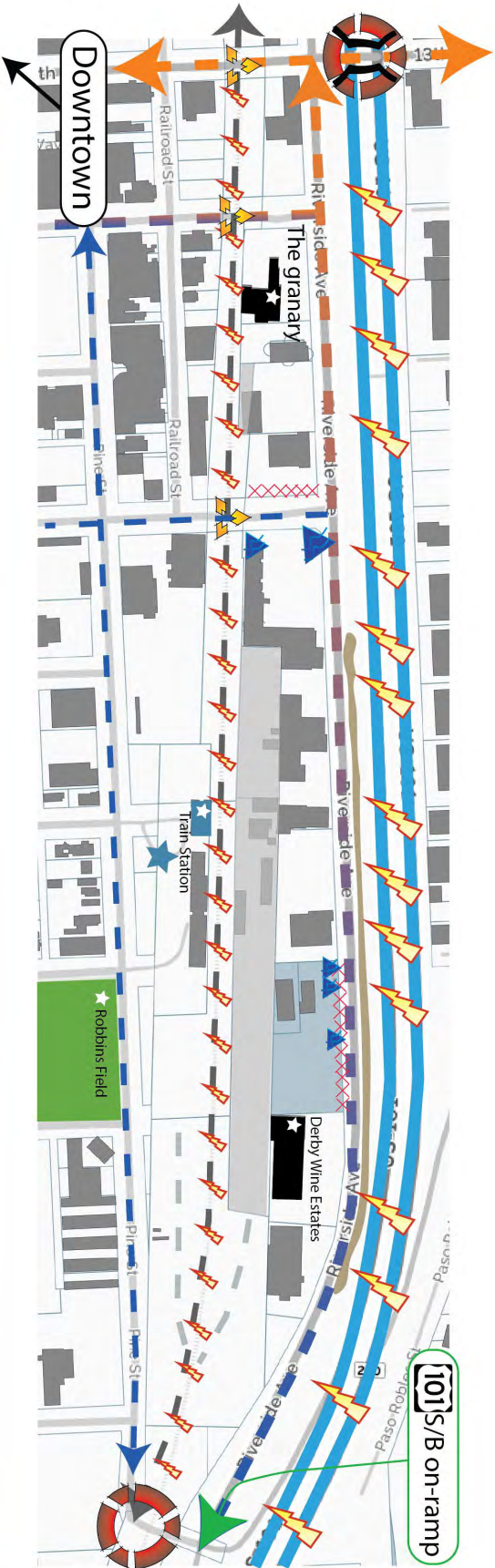


SWOT Analysis Table of Project Area

Strenghts	Weaknesses	Opporunities	Threats
Abundance of parking	Noise - Freeway, Train, Industrial uses	Proximity to downtown	Freeway
Freeway access	Lack of shade	Proximity to the railroad station	Railroad rightway inhibits easy development
Strong sense of place	Few food options	Near by parks	Local bus service does not have a stop on our site
Derby is a community landmark that is on site	Incomplete sidewalks	Area around the site is walkable - grid street	No regional commuter train service.
City owned property (maintance yard) on site	Inconsistent railroad crossings	Mixture of landuses in close promixty to the site	Spill over parking from downtown
Community owned businesses on site	No traffic claiming measures	Tourist destination	13th street bridge is nearly at capacity under current land use conditions
Wide roadways on Riverside Dr	Traffic (cars, pedestrain) circulation pattern that is cut off from the rest of town south of 10th street	Near a major transporation node - 46/101 connector	The Salinas River further disconnects the site from the eastern side of the city
Fully mature trees on site	Poor drainage on site	The city has a growing poputaion	A wall of perceived separation from downtown to the site by large commercial/industrial
Mixture of uses	Lagacy railroad rightways creates lots that are not commercially viable as independent entities.	Strong sense of community	Hotter summer temparures due to global warming
Views of the hillsides			



Site Analysis Map



LEGEND:

- Hwy 101
- City Traffic (intensity by line weight & colour)
- Railroad
- Railroad Spurs
- Bridge Crossing
- Insufficient Infrastructure
- Noise generators
- Public Transit Node
- City Owned Lot
- Current Rail Crossings
- Drainage Issues
- No Sidewalk
- Little to no trees



2. Concept The Crossings

2.1. Vision Statement

The Crossings is a vibrant place of destination as well as a complementary district to the adjoining downtown area. The Crossings is a pedestrian friendly district with an infectious atmosphere created by a mix of housing, retail, restaurant, office, and outdoor public spaces. This project reinforces the strong sense of urban character from the downtown district and creates robust business and community connections thus offering a memorable district within Paso Robles.

2.2. Goals, Objectives, and Ideas

Goal 1 - Imageability: Define the imageability of our district through distinct landmarks.

Objective 1.1: Improve the perception of Derby Wine Estates as a local landmark.

- Create and preserve view corridors for Derby Wine Estates.
- Incorporate landscaping around Derby Winery to define it as aesthetic landmark.

Objective 1.2: Design to the Human Scale.

- Limit new buildings on site to a maximum of 3 stories.
- Narrow Riverside Avenue on site.

Goal 2 - Humanscape: Design street space to promote human activity.

Objective 2.1: Make foot traffic a priority over car traffic in the area.

- Implement street calming tactics by designing bulbouts at intersections.
- Narrow Riverside Avenue to reduce automobile speeding.

Objective 2.1: Modify land uses on site to attract visitors.

- Create a dining center nearby Derby Wine Estates.
- Add affordable housing to the site.

Goal 3 - Linkages: Enhance modal transportation.

Objective 3.1: Improve walkability.

- Enhance sidewalks along Riverside Avenue and cross streets.
- Enhance the safety of pedestrian railroad crossings.

Objective 3.2: *Improve bikeability.*

- Add bike lanes to Riverside Avenue.
- Add bike parking for the various uses.



Downtown Paso Robles is an example of designing in human scale



Goal 4 - Legibility: Define the site as a unified district.

Objective 4.1: Define the area as an extension of the downtown area.

- Reflect the architecture styles of the site with those present downtown.
- Establish stronger connections to the downtown area.

Objective 4.1: Ease site accessibility.

- Design gateways within the form based code outlined in the gateway plan.
- Add a wayfinding system.

Goal 5 - Ecoscape: Improve the environmental conditions of the site.

Objective 5.1: Improve storm drainage on site.

- Add bioswales along both sides of Riverside Avenue.
- Increase pervious surfaces within the built environment of the site.

Objective 5.1: Refine the site's green image.

- Plant more trees to improve shade conditions on site.
- Incorporate greenery into public spaces on site.



An example of a protected bike lane



An example of wayfinding signage



Traffic calming measures



Bioswale already on site at the Derby



2.3. Concept Diagram



LEGEND:

- Mixed Use Buildings
- Commercial Buildings
- Residential Buildings
- Parking Lots
- Public Open Areas
- Preserved Open Space
- Framed Areas: Proposed Developments
- Non-Framed: Existing Buildings
- Freeway Buffer/Bioswale
- Pedestrian Circulation On Site
- Railroad Tracks
- Auto Circulation On Site (From Higher to lower intensity)
- Proposed Pedestrian Crossings
- Proposed Vehicle & Pedestrian Crossings
- New Pedestrian Node
- River
- Proposed New Building On Existing Site



3. Project Development

3.1. Narrative

The Crossings

The Crossings features three major changes to the area: a) enhanced connectivity of the project area, b) increased activities adjacent to the Derby Wine Estates, and c) addition of new residential and commercial development.

Enhancing Connectivity

Given the boundary constraints of Highway 101 and the Union Pacific railroad tracks, the site in its current state is very disconnected from the rest of western Paso Robles, especially the downtown area. This project prioritizes improvements to the physical linkages across the railroad throughout the site.

In addition to developing a new pedestrian crossing which links the railroad station to a newly proposed plaza along Riverside Avenue, the southernmost railroad street crossing is moved from its current Pine Street undercrossing to a newly proposed at-grade crossing on 4th Street and reconfigured. Design strategies are utilized at each of the railroad crossings to enhance pedestrian safety and promote a continuous identity between the two sides of the railroad tracks.

To enhance pedestrian safety, gates and rubber track inserts with flangway fillers have been suggested at each of the rail crossings. In order to unify the opposite sides of the railroad tracks, a design approach from the city of Burlingame is implemented that incorporates traffic islands with landscaping directly adjacent to the tracks on both sides at each of the crossings.

Derby District Development

Another major focus for the design proposal is improving the legibility of the site. One strategy for this is to better showcase Derby Wine Estates as a local landmark. Also proposed is an adjacent plaza with commercial use facilities that would provide land uses compatible to the Derby Wine Estates.

Yet another aspect to the proposal is to improve the streetscape along Riverside Avenue to make the site more attractive and pedestrian friendly. Bike boulevards are proposed on both sides of the street as is the completion of pedestrian infrastructure throughout the site. To further the site's walkability, more buildings without street setbacks are proposed, and a pedestrian



Looking at the Derby from the Maintenance Yard



Example of pedestrian friendly rail crossing



network on the interior of the site have been created leading to a large public plaza space. Traffic calming measures have also been incorporated in the design to better define the site as a destination rather than a transition area for vehicular traffic.

Residential Commercial Expansion

Compared to the current configuration of buildings, the site's proposal will have a denser development with more commercial space. To best sustain the amount of commercial space being suggested, a few residential developments have been included within the proposal.

The first of these, located behind the main commercial plaza of the proposal, includes two townhome style residential buildings with an additional community center for residents. Just to the north of this development are a row of live-work units. Further down the site to the north is a mixed-use apartment building with retail space available on the ground level. This building offers an opportunity for the city to increase its supply of affordable housing. Its location closer to Riverside Avenue and the highway give it "natural" rent-control characteristics that make this residential complex more viable for affordable housing than the other two within the proposal.

3.2. Implementation

Phase 1

The implementation of this plan involves a two phase approach. The main factor leading to this phasing was the presence of Big Creek Lumber. The business, much of which sits upon railroad right-of-way land, receives its freight shipments by train. Because relocation for such a business is less feasible, other areas of

the site have become the focus for first phase developments. One of Phase 1 proposals is a commercial plaza located on the present site of the City Maintenance Yard directly adjacent to the Derby property. This city-owned property could serve as a catalyst for many of the second phase proposals but would more importantly be completely self-sufficient should Phase 2 be stymied.

Also included in Phase 1 is the development of two commercial buildings, one offering makerspace for artists, on the other side of Derby Wine Estates. The addition of these buildings would further promote Derby as a landmark and provide more context to the site's identity. Further north along Riverside Avenue, a mixed use building at the corner of 10th street has been proposed. This building will have retail space along the ground floor with two additional stories of apartment style affordable housing.

The most important Phase 1 development is the proposed infrastructure improvements including new bike and pedestrian facilities and the new 4th Street railroad crossing. Our proposed onstreet parking improvements along Riverside Avenue and its cross-streets is implemented in Phase 1 to support the higher intensity land uses of the proposal.

Phase 2

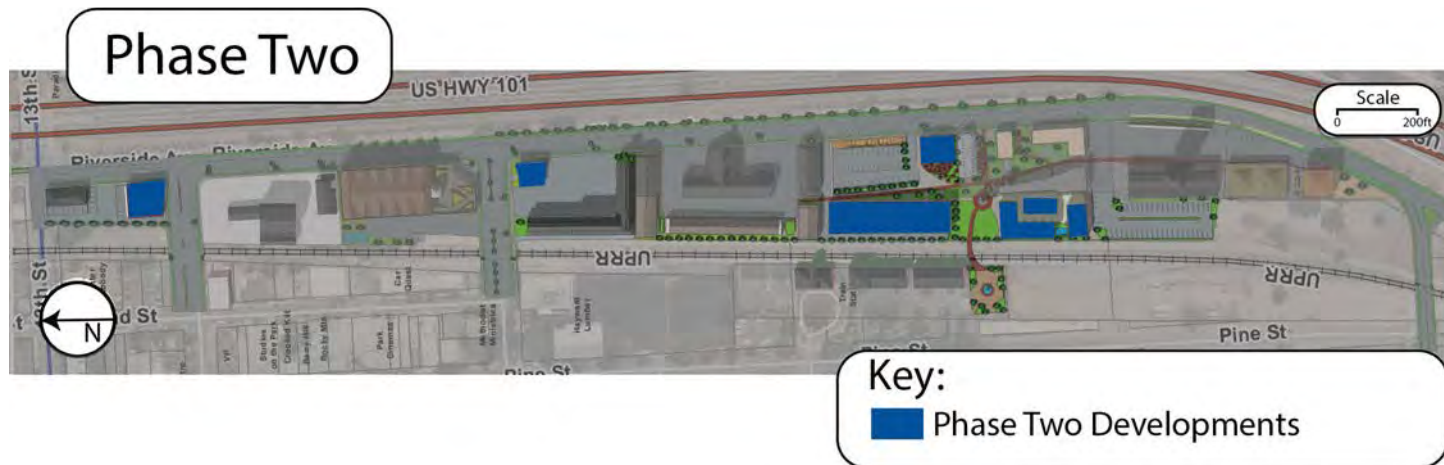
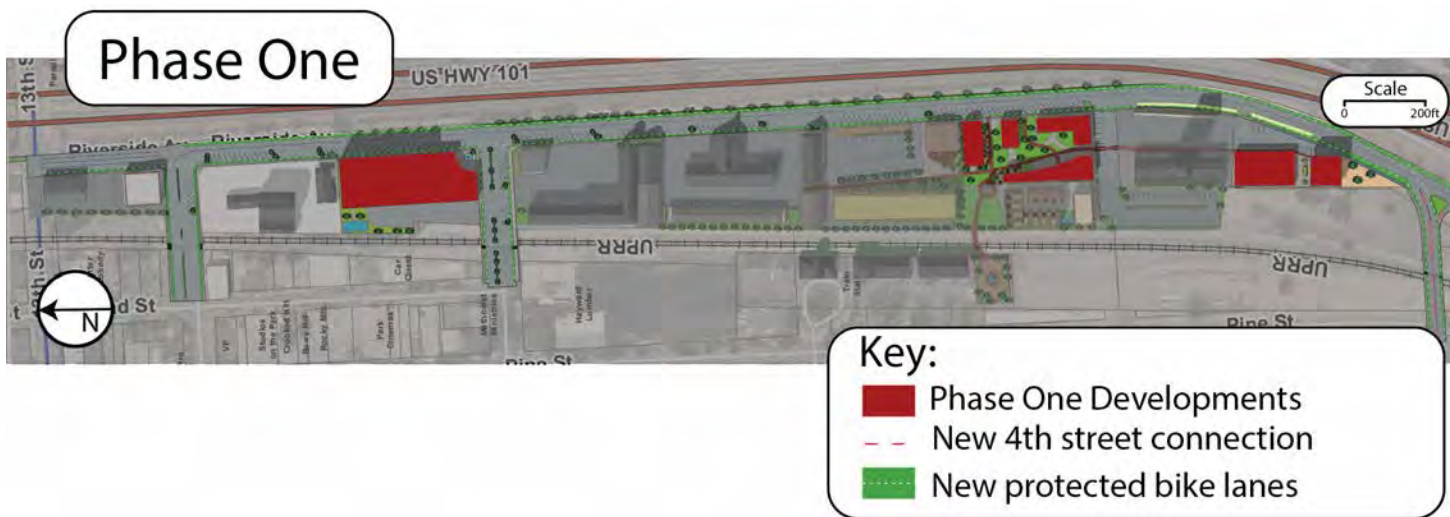
The commercial plaza designated for Phase 1 would be expanded to include a greater public space with more buildings in Phase 2. The public plaza area would be extended towards the railroad to create a new pedestrian-only crossing connecting the site to a new plaza located adjacent to the Paso Robles train station. This would address the site's issue of a dearth of crossings currently between Pine Street and 10th Street.



Also in Phase 2, two new housing projects are proposed to the rear of the site. The one located directly behind the plaza is a brownstone-style development with a community facility building. The other, a row of live-work units, will complement the other amenities the plaza. Both residential complexes would help establish an onsite population to promote the social interaction and use of the public plaza. Additional commercial buildings are being proposed elsewhere on the site during Phase 2 to help establish a more intensive land usage to better match the successes of the nearby downtown neighborhood.



Site of plaza in phase two of the proposal





Consistency with Current City Documents

General Plan

The proposed developments provide an opportunity for the city to conform the area along Riverside Avenue with the standards laid out in the General Plan as well as other existing city documents.

Consistent with the General Plan, our proposal responds to the Land Use and Housing Elements through infill development with a mix of land uses within walking distance from one another. The proposal reflects the Land Use and Conservation Elements by including low impact development stormwater management features to mitigate flood risks.

Reflecting the General Plan's Circulation Element our proposal increases pedestrian and bicycle accessibility to and within the area, especially with the addition of a new bike boulevard along Riverside Avenue. The proposal also supports increased use of Amtrak and RTA by better connecting the site to the transit options available at the train station.

The project is consistent with the Housing Element by increasing the supply of housing to for Paso Robles' expected population growth to 41,900 people by 2040. It would diversify the types of housing available in western Paso Robles by adding townhouses, live-work units, and affordable apartments.

The Conservation Element of the General Plan is reflected in our project in encouraging transit and providing pedestrian and bike facilities. The project preserves historic buildings and oak trees.

Uptown/Town Centre Specific Plan - Gateway Plan Design Standards - Bike Master Plan

The project proposal addresses many of the programs within the Uptown/Town Centre Specific Plan. Infrastructure improvements suggested within the project conform to these standards and include new rail crossings for both vehicles and pedestrians, pedestrian facilities improvements, and parking facility improvements. The proposal also respects Paso Robles history as outlined in the Uptown/Town Centre Specific Plan by maintaining Derby Wine Estates and the Farmers' Alliance buildings, as well as other current buildings with architecture styles that help establish context of Paso Robles' historic identity. The new 4th Street rail crossing could more formally conclude the city's grid network along Riverside Avenue and allow a more intimate interaction between the two sides of the railroad.

In accordance with the Gateway Plan Design Standards, the proposal would formalize the freeway offramp at the end of Riverside Avenue with proper landscaping and increase the building densities along Riverside Avenue to enforce the urban character of the downtown area. The added housing complexes would also conform to the Gateway Plan by helping to create a higher building density on site. The rowhouses, live-work units, and mixed-use retail apartments would establish the area as a T-4 zone, more suitable for a major entrance to the downtown area.

To address the Bike Master Plan, the proposal would add a bike boulevard along Riverside Avenue that would separate bikers from traffic by a parking lane and bulbouts placed at property entrances.



3.3. Illustrative Site Plan



1 **Flangway Rubber Filler**

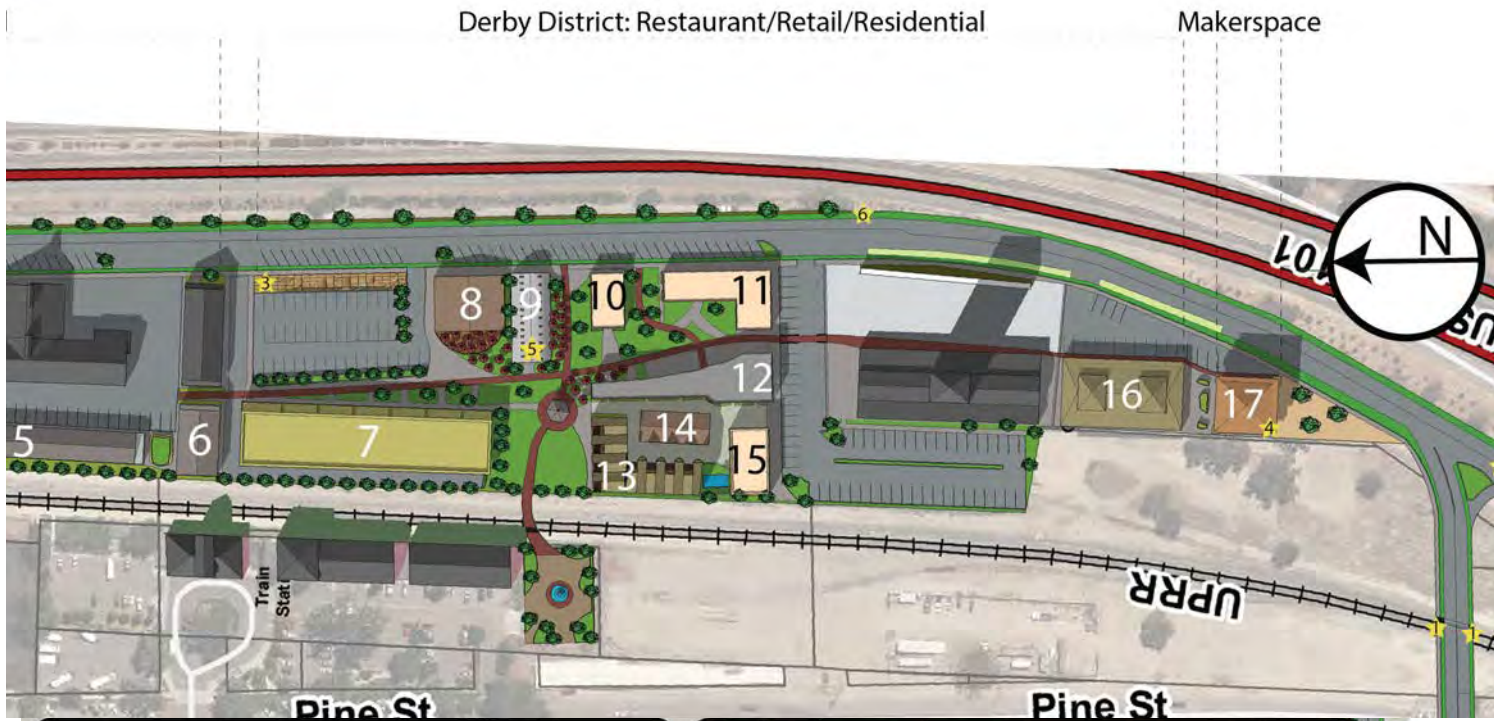
A railroad crossing surface that keeps the road surface level for a more pedestrian friendly environment

2 **Linkages**


Using streetscaping to create linkages to the historic downtown.

5 **Quonset Hut**

The quonset hut currently on the city maintenance yard is repurposed to create a food hall much like public markets in South America and Europe.



3 Bioswales



Allows rainwater to drain into the ground contributing to the groundwater supply.

4 T2 to T4 Gateway Plan



The maker space is integral to the transition from a T2 to T4 transition called for in the Gateway Plan.

6 Vegetative Shield



Creating a better atmosphere on the site by creating a natural environment to shield the site from on pleasant views of 101.

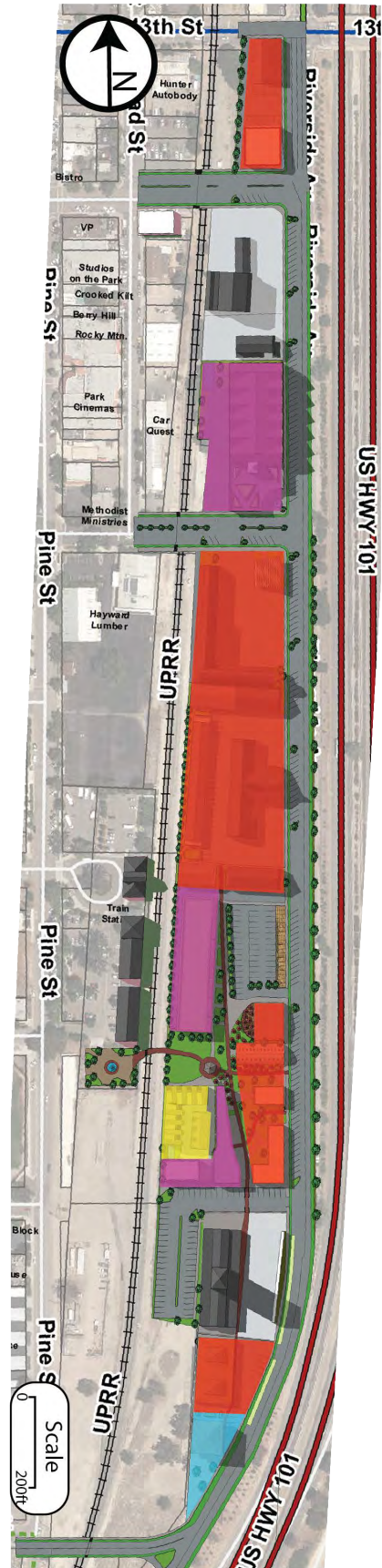


3.4. Proposed Land Use

Land use	Building number(s) and story number	Total square footage dedicated	Percentage of total square footage dedicated
Commercial	1, 2 - first story, 3, 4, 5, 6, 8, 9, 10, 11, 12 - first story, 15 first story, 16	110983	60%
Live Work Units	7	39,530	21%
Maker Space	17	8,346	5%
Residential	2 - second & third stories, 12 - second story, 13, 14, 15	26,006	14%
Total square footage:		184,865	

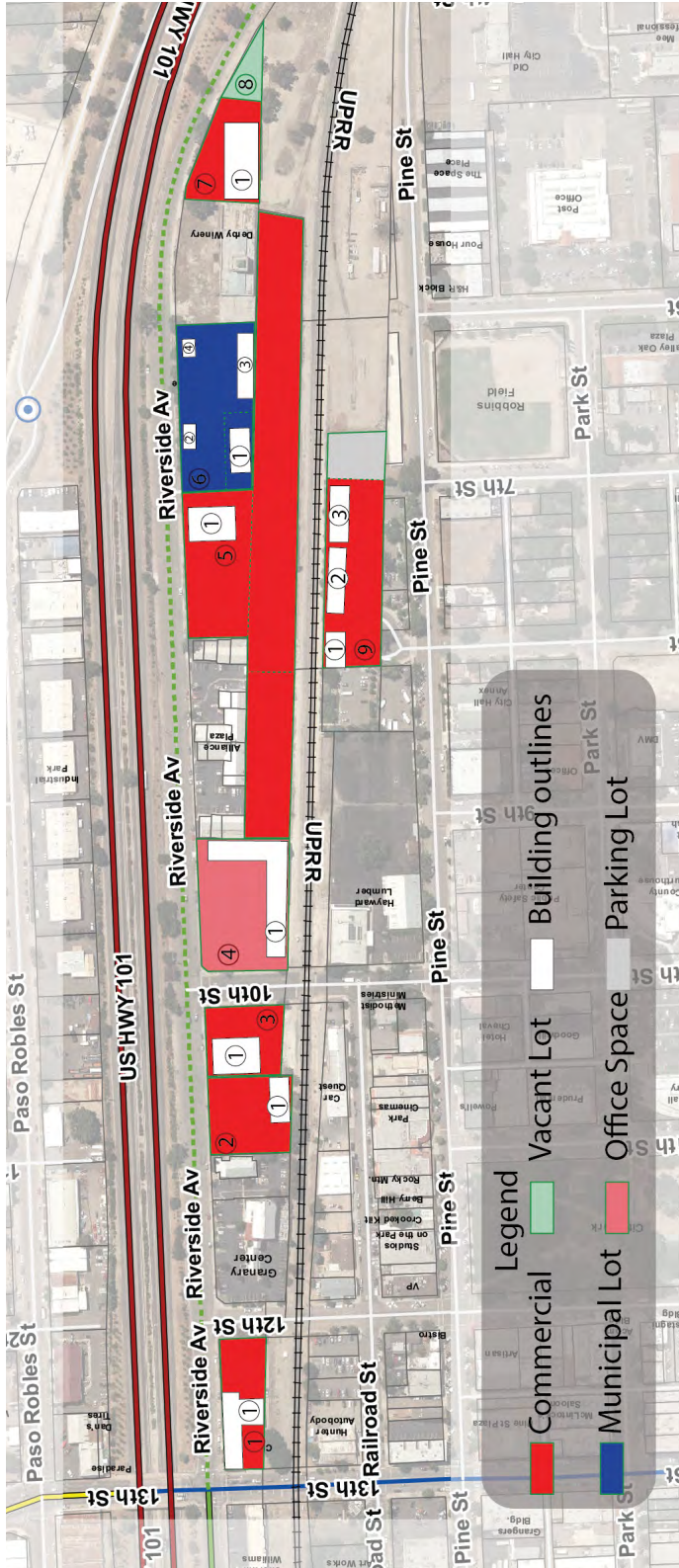
LEGEND:

- Commercial Buildings
- Mixed Use Buildings
- Residential Buildings
- Public Buildings





3.5. Projected Development



Numbers indicated on the building footprints proposed correspond to the table of projected development.

Building	Number of Stories	Use(s) ground floor	Use(s) Upper floors	Footprint Square Footage	Total Square Footage	Parking Capacity for the garage	Total development street parking	parking space provided for the building (including street parking and garage)	Percentage of total parking including pooled street parking & garage parking
1	1	Commercial	Residential	7,039	7,039	274	35	35	6%
2	3	Commercial	Residential	36,992	95,434	2,847	38	38	6%
3	1	Commercial		2,847	2,847		34	34	6%
4	1	Commercial		5,569	5,569		34	34	6%
5	1	Commercial		11,020	11,020		34	34	6%
6	1	Commercial		4,280	4,280		34	34	6%
7	2	Commercial - Live/work space	Commercial - Live/work space	21,496	39,530		40	40	7%
8	1	Commercial		5,719	5,719		40	40	7%
9	1	Commercial		5,200	5,200		40	40	7%
10	1	Commercial		2,586	2,586		38	38	6%
11	1	Commercial		6,012	6,012		40	40	7%
12	2	Commercial	Residential	7,643	15,286		40	40	7%
13	2	Residential	Residential	6,102	12,204		40	40	7%
14	1	Community Room		2,487	2,487		40	40	7%
15	2	Commercial	Residential	3,672	7,344		35	35	6%
16	1	Commercial		12,404	12,404		34	34	6%
17	3	Maker Space	Maker Space	2,782	8,346		34	34	6%
								135	

*note: building 15 added to an existing development we dedicated 12 parking spaces from existing parking



3.5. Renderings

View looking northwest





View looking southwest.



Looking south next to the live work/units. Notice the Derby tower in the background.



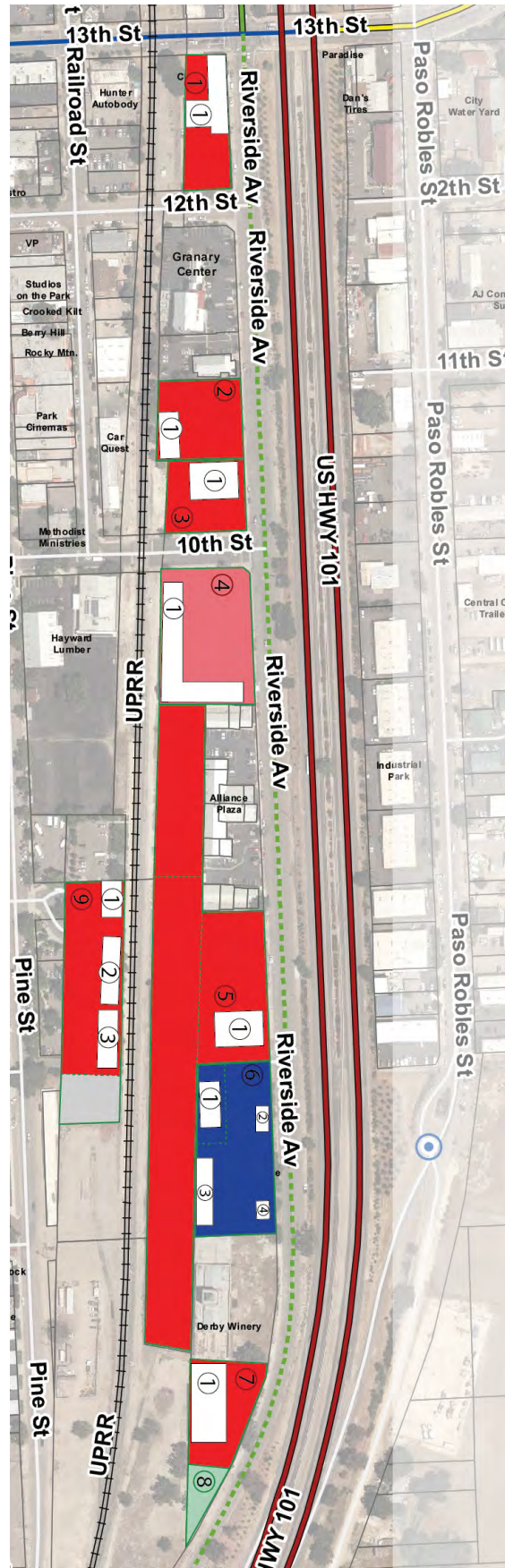
Looking north into the plaza.



Looking to the north in the main plaza area.



Appendix: Lot Surveys



Map showing the numbered lots for the survey.



LOT SURVEY

Lot number: 1 Researcher: Marco

Romagnoli

Vacant lot: No

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1				
Type of Use	1st floor	Comercial				
	2nd story	Comercial				
Prevalent façade materials		Sheet Metal, Wood				
Prevalent façade color		Brown, White				
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk		Average width: 4.5'	Trees (quantity/types/condition):
Y	N	Conditions: G / A / B	Aerial cables: along Riverside Avenue sidewalk

Elements of note: storage yard on site





LOT SURVEY

Lot number: 2 Researcher: Marco

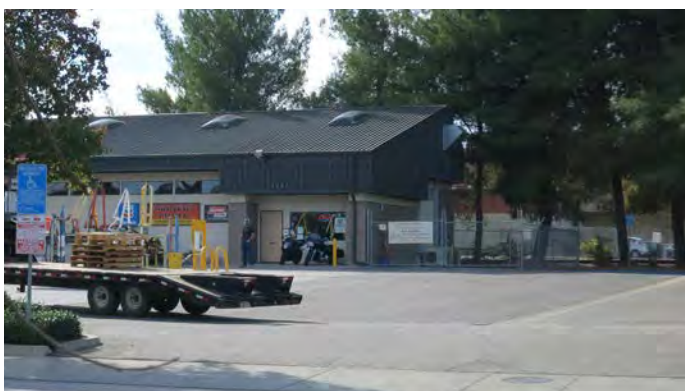
Romagnoli

Vacant lot: **No**

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	Comercial				
1st floor					
2nd story					
Prevalent façade materials	Brick				
Prevalent façade color	Beige, Gray				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 7.5'	Trees (quantity/types/condition): 3 Oaks (front), 8 Pines (in back)
Y N	Conditions: G	Aerial cables: Across the street

Elements of note: **Gas Station; building hidden because neighboring buildings are without setbacks**





LOT SURVEY

Lot number: 4 Researcher: Marco Romagnoli

Vacant lot: No

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		2				
Type of Use	1st floor	Comercial				
	2nd story	Comercial				
Prevalent façade materials		Sheet Metal,				
Prevalent façade color		Wood Brown, Tan				
General maintenance		Y A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk		Average width: 4.5'	Trees (quantity/types/condition): 2 Oaks, 3 Pines, 2 Unknown Aerial cables: along Riverside Avenue sidewalk
Y	N	Conditions: G / A / B	

Elements of note: **Historic architecture style**





LOT SURVEY

Lot number: 5 Researcher: Ian Connolly

Vacant lot: No

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	1st floor	Industrial			
	2nd story				
Prevalent façade materials	Sheet Metal, Wood Beige				
Prevalent façade color					
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4.5'	Trees (quantity/types/condition): 5 Spruce, 2 Pine
Y N	Conditions: G / A / B	Aerial cables: Yes

Elements of note: Landscape well-maintained for an industrial site.





LOT SURVEY

Lot number: **6** Researcher: **Marco Romagnoli**

Vacant lot: **No**

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1	
Type of Use	Service	Service	Service	Service	
Prevalent façade materials	Sheet Metal	Sheet Metal	Sheet Metal	Plastic	
Prevalent façade color	Gray	Gray	Gray	White	
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: N/A	Trees (quantity/types/condition): 4 Oaks, 2 Pines, 10 Unknowns
Y N	Conditions: N/A	Aerial cables: Along Derby Wine Estates property border

Elements of note: **City Maintenance Yard; Potential catalyst for local development**





LOT SURVEY

Lot number: 7 Researcher: Ian Connolly

Vacant lot: **No**

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	1st floor	Comercial			
	2nd story				
Prevalent façade materials	Sheet Metal				
Prevalent façade color	Beige				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4'	Trees (quantity/types/condition): 5 Oaks, 5 Unknown
Y N	Conditions: G / A / B	
		Aerial cables: Yes

Elements of note: **Sidewalk ends midway along the front of the property; lack of shade**





LOT SURVEY

Lot number: 8 Researcher: Marco Romagnoli

Vacant lot: **Yes**

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>					
Type of Use	1st floor				
	2nd story				
Prevalent façade materials					
Prevalent façade color					
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: _____	Trees (quantity/types/condition): 2 Oaks
Y N	Conditions: G / A / B	
		Aerial cables: No

Elements of note: **Railroad Property**





LOT SURVEY

Lot number: **9** Researcher: **Ian Connolly**

Vacant lot: **No**

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1	1	1		
Type of Use	1st floor	commercial	commercial	commercial	
	2nd story				
Prevalent façade materials					
Prevalent façade color	Yellow, Red				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4.5'	Trees (quantity/types/condition): plenty of trees, unknown
	Conditions: G / A / B	
Y N		

Elements of note: **off site- along Pine Street, intersects with 6th Street. Parking lots that has a charging station for electric cars**



Page intentionally left blank.

Riverside Urban Design Concept Plans Corridor to the Oaks

Team 4A

Hannah Chiu, Maddie Pritchard and Willow Urquidi





Corridor to the Oaks

Table of Contents

Chapter 1: Project Site Assessment

- 1.1. Introduction _ 185
- 1.2. Project Site Character Analysis _ 186
- 1.3 Opportunities and Constraints _ 188

Chapter 2: Concept

- 2.1. Vision Statement _ 190
- 2.2. Goals, Objectives and Ideas _ 190
- 2.3. Concept Diagram _ 194

Chapter 3: Project Development

- 3.1. Narrative _ 195
- 3.2. Land Use Map _ 201
- 3.4. Projected Development _ 201
- 3.3. Illustrative Site Plan _ 202
- 3.5. Renderings. _ 205

Appendix: Lot Surveys _ 208



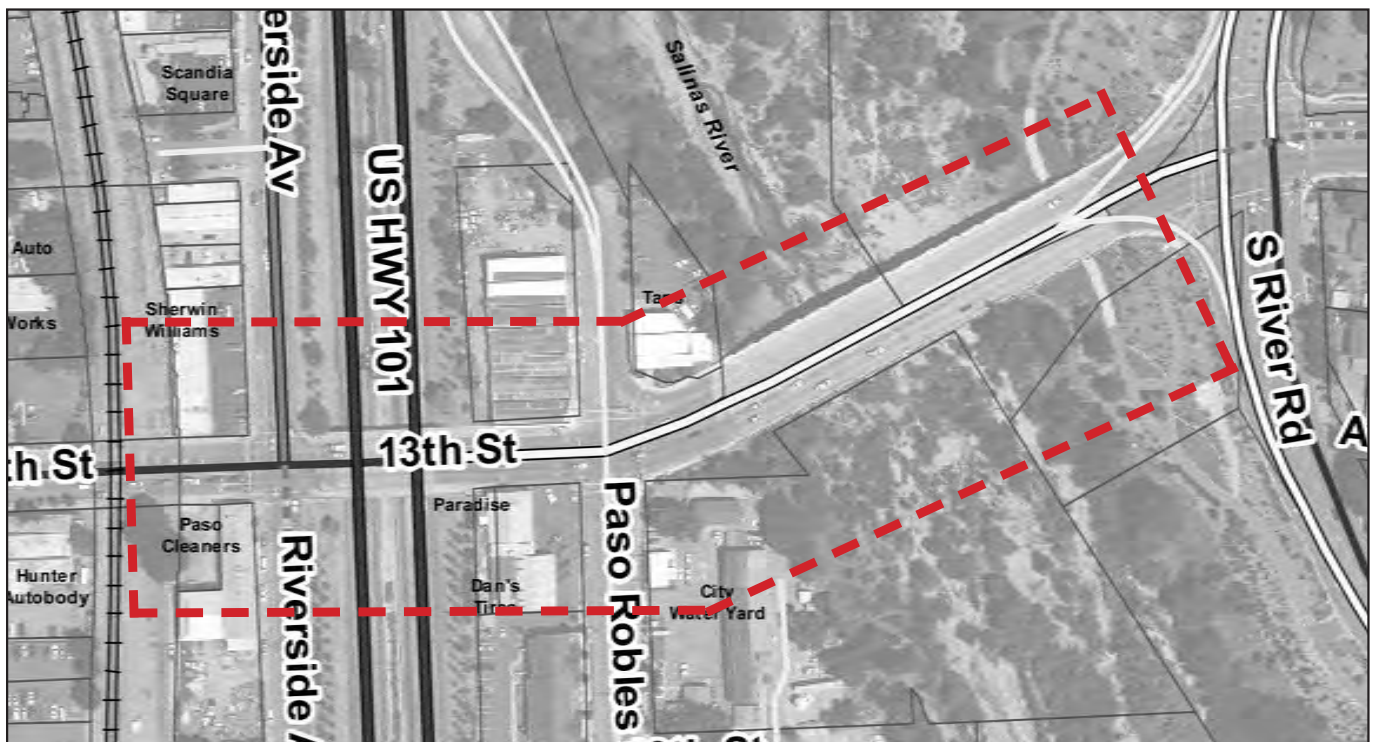
Chapter 1: Project Site Assessment

1.1 Introduction

To get a deep and developed understanding of our entire site, we made multiple site visits to Paso Robles and our exact site for proposed development. We noted changes in topography, noise generators, major and minor transportation routes, vacant buildings and buildings needing improvements, as well as non-existent or sidewalks needing major improvements. This allowed us to focus our design and project implementation on areas that would benefit the most from improvements; as well as designs and developments that would improve Paso Robles as a whole and the residents and visitors who enjoy this area. The site itself is located in a very prominent location with access to US 101, the Salinas River, and Downtown Paso Robles.

Our site reaches from 13th and Pine to 13th and Creston. We identified 7 specific lots within our site that are appropriate for catalytic transformation. The site itself has a lot of safety and noise elements to take into consideration. 13th street runs directly through our site; providing safety concerns as well as serves as an area for improvement in terms of noise generation. The same is true for US 101 and the railroad that also run directly through our site. These are visually unappealing and generate a great deal of noise to the surrounding sites and businesses. The Salinas River also runs through our site and is an area we wanted to directly highlight and preserve.

The “Corridor to the Oaks” serves as a critical gateway linking the eastern and western portions of Paso Robles. This project entails a unique and enticing design that encourages biking and pedestrian use. The design improves all modes of circulation while promoting new commercial and mixed-use developments and enhancing



Project area.



streetscapes with attractive, native, and water conserving landscaping. The main circulation element of our project is the protected central bike lane along 13th St. It will run from the intersection of Creston and N River Road, down 13th St, and turn to continue south on Railroad St.

As for the individual lots and buildings; we have proposed improvement on 7 specific lots. Overall we want to improve flow of the city, provide versatile commercial options, and implement plazas to expand the appealing feeling of Downtown Paso Robles. We also want to mirror much of the art and creative elements present in Downtown Paso Robles throughout our site. We found the lot directly against the Salinas River as a great opportunity to highlight the nature and wildlife elements present in our site. We want to protect these wildlife elements and add to them. We propose use of native and water conserving plants throughout our entire site. We also wanted to capitalize on the busy intersection along 13th St and Paso Robles St. We are proposing development of an indoor market similar to a Trader Joes. This will encourage people to access this part of our site and fully utilize this large lot. On the western part of US 101 in our site, we are proposing many commercial units, a single office building, large parking opportunities, and adequate and necessary green spaces as well as plazas.



The team surveying the site.

1.2 Project Site Character Analysis

The “Corridor to the Oaks” links the eastern and western portions of Paso Robles. Our site reaches from 13th and Pine to 13th and Creston. We identified 8 specific lots within our site that are appropriate for catalytic transformation, each containing one to two buildings (see Lot Surveys in Appendix).

Lot 1 contains one commercial building. The lot itself backs up to the Salinas river, is newly landscaped, and has no areal cables. The building itself is made of metal and has no architectural value. The lot has an average sidewalk with good upkeep and is along a very busy street, 13th street. Opportunities and constraints of lot one consist of its proximity to Salinas River, and its location along a heavy traffic road.

Lot 2 is much bigger than Lot 1, however it still contains only one commercial building. The lot/building holds a great amount of potential; its big lot size allows for a large rear parking lot and storage spaces. The building’s main exterior is large windows which allows for good transparency. However, the building as a unit is very run down and has zero visual appeal. Lot 2 contains a concrete building with no vegetation surrounding



Identification of Lot numbers for surveys. (see individual lot surveys in Appendix)



Railroad crossing on 13th Street.

it. The sidewalk along 13th street is well maintained, however the sidewalk along Paso Robles St falls off and is very unsafe. Opportunities and constraints of Lot 2 consist of the building's transparency and location along 13th street, the big lot allows for good parking opportunities, the wide sidewalk along a busy road, as well as the fact that the lot backs up to US 101.

Lot 3 currently contains two commercial buildings. Both buildings have tan facades and offer no real architectural value. The lot has no vegetation or landscaping as well as an unsafe sidewalk along Paso Robles St. The sidewalk is non-existent within the lot itself, and re-appears after the lot continuing down Paso Robles St. The entire parking lot is paved over any trace of a previous sidewalk making it unsafe for pedestrians. Opportunities and constraints of lot three consist of the location of lot against a very high traffic 13th street. Secondly, the location of the lot against US 101 poses some issues and concerns as well.

Lot 4 is on the western side of US 101 and Riverside Avenue. This lot is located between the railroad and Riverside Ave. There is only one commercial building on this lot with a concrete facade. Opportunities and constraints of this lot consist of a lack of vegetation, it's position directly adjacent to the railroad, and the large parking lot in front of the business along Riverside Ave.

Lot 5 is located on the opposite side of 13th street from lot 4. This lot contains two buildings; lot one is a commercial unit where as building two is industrial. Both of these buildings appear to have a strong lack of attention and maintenance which is prevalent in their facades and overall appearance. The sidewalk ranges quite a bit from 4-10 ft in certain areas. There are two large trees that appear to be in good condition and offer shade. Opportunities and constraints for our lot five consist of the direct railroad path to the rear of the lot, and the connection this lot offers to 12th street.



Lot 2: Large commercial space.



Commercial buildings on 13th and Pine St.



Lot 6 is located between Railroad St. and the railroad itself, and directly to the north of 13th street. This building is a commercial unit with a crème colored concrete facade. The sidewalk is very large averaging about 8 ft. The lot maintenance itself is in poor condition and is not visually appealing nor does it contain any architectural value. There are existing aerial cables through this lot and over the building. The lot itself appears to be very underutilized. Opportunities and constraints for lot six consist of overgrown foliage against the railroad, an existing slope on the lot along 13th street, as well as a large parking lot against the railroad and in the perimeter of the lot.

Lot 7 is on 13th street, directly across Lot 6. There is a single commercial building on this lot that appears to be vacant and lacks any visual appeal or architectural value. The building itself is not well maintained and has missing windows and other elements that illustrate an underutilized and cared for building. Opportunities and constraints for lot seven consist of a lack of vegetation except for wild vegetation, a rustic industrial appearance, and the missing sidewalk along the railroad.

Lot 8 lies between Pine and Railroad street directly to the north of 13th St. There are two commercial buildings on this lot that appear to have good general maintenance and add architectural value to our site. There are aerial cables over the lot and small trees as well along the perimeter that provide shade. The sidewalk around this lot is large, about 10 ft. and appears to be well maintained. We envision this lot as being a good lot/area to have bike parking due to its open feel and proximity to downtown. Opportunities and constraints for our eighth lot consist of a large parking lot, coffee kiosk located in the center, a wide sidewalk, trees and the shade provided, and the close connection this lot has to Downtown Paso Robles.

1.3. Opportunities and Constraints

We analyzed the most important aspects of our site that we thought would be important to consider during development of our project and found 4 main areas of focus.

US 101 and the railroad are the two main noise generators within our site. We noted a need to mitigate this noise production as well as make these industrial elements within our site more visually aesthetic.

13th St is the major transportation route within our site. This poses an opportunity as well as a constraint. The added traffic along a busy route is an opportunity in terms heavier foot traffic and people coming to the site. However, the added traffic of this busy routes produces a constraint in terms of a development impact in the project area.

The existing vacant buildings represent a good opportunity for redevelopment. Many of them have strong transparency and act as blank slates for development within the project site.

In our site, existing sidewalks can be seen as both an opportunity and constraints. Strong sidewalks allow for a safe and walkable environment, while connecting pedestrians from one area of the site to another. However, many of the sidewalks within our site were not walkable and were unsafe for pedestrians.



Opportunities:	Constraints:
Average sidewalk (upkeep and width-5 ft)	Lacks planned landscaping
Buildings have strong transparency	Proximity to US 101
Vacant buildings	Older buildings
Location along 13 th St/ heavy foot traffic	Sidewalk conditions
Proximity to the Salinas river	Location along 13 th St/ development impact on the area
No areal cables	Proximity to railroad
Big lot sizes	Low architectural value
Strong linkage to Downtown Paso Robles	

Site Analysis Map



Legend

- major transportation
- minor transportation
- sidewalks needing improvement
- buildings needing improvement
- vacant
- railroad
- main noise generator
- US 101



Part 2: Concept

2.1. Vision Statement

The “Corridor to the Oaks” is a pedestrian and bicycle friendly environment that improves all modes of circulation. It promotes new commercial and mixed-use developments and safer streets with attractive landscaping. It serve as a gateway between the eastern to western portion of Paso Robles and downtown.



2.2. Five Goals + Objectives + Ideas

GOAL 1 (Legibility): Create a street network that provides cyclists, pedestrians, and vehicles with a sense of direction and allows for ease of travel and overall feeling of safety for all modes of transportation.

Objective 1.1: Improve pedestrian and cyclist way finding.

Idea 1: Implement obvious signage and community guides.

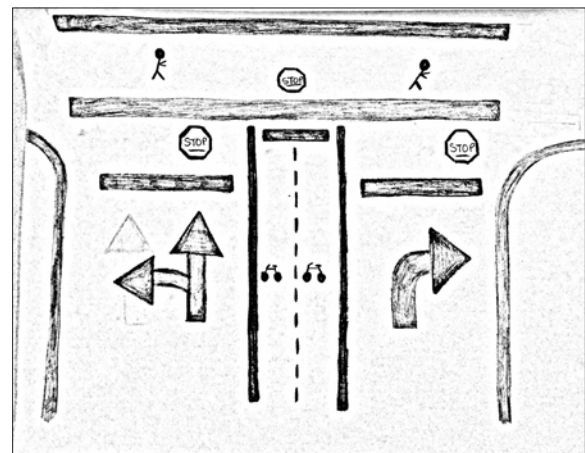
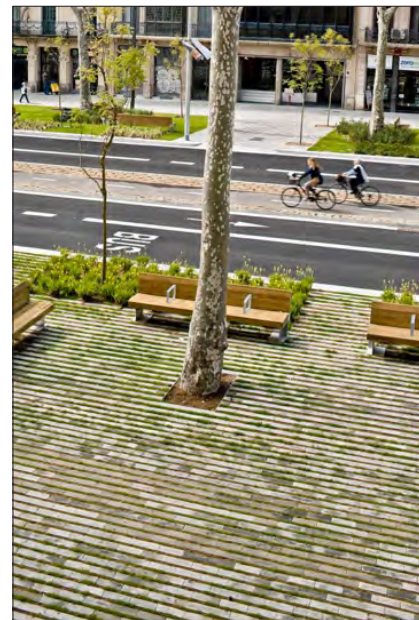
Idea 2: Increase connectivity of bike lanes throughout entire site.

Objective 1.2: Increase functionality and mobility.

Idea 1: Move the stop sign lines back to enhance pedestrian and bicyclist safety through crossings.

Idea 2: Implement a unique design element to all bike lanes to make them noticeable and stand out against all other vehicular traffic (main central bike lane).

GOAL 2 (Imageability): Foster a sense of identity through the use of landscaping and design elements in order to make the area a more inviting and attractive gateway into the Western portion of Paso Robles.





Objective 2.1: Define street edge with repetitive street plantings.

Idea 1: Add parklets to sidewalks to give pedestrians a sense of place.

Idea 2: Add recurring greenery throughout the project site to distinguish the area.

Objective 2.2: Extend the small town feeling of downtown throughout our site.

Idea 1: Add commercial and mixed-use units along 13th street on the western side of US 101 that reflect downtown historic structures.

Idea 2: Update current building facades that lack visual appeal and oppose the updated architecture and style of buildings located in downtown.



GOAL 3 (Linkages): Promote a highly connected design that adds to a sense of place and facilitates integration to the rest of the city.

Objective 3.1: Develop complete streets.

Idea 1: Implement traffic calming strategies such as speed bumps in heavy traffic areas, and raised pedestrian crosswalks that also act as speed buffers.

Idea 2: Change road texture over railroad crossings.



Objective 3.2: Creating linkages within the site through means other than transportation.

Idea 1: Placing linear planters and trees to give pedestrians a sense of direction while also serving as linkages throughout the site.

Idea 2: Design sidewalks to attract pedestrian's attention and can serve as wayfinding.





GOAL 4 (Complexity): Promote a complex building and sidewalk environment that is attractive and transitions well into the downtown area through a variety of attractions.

Objective 4.1: Encourage overall safety.

Idea 1: Flashing pedestrian crossings.

Idea 2: Insure side walks are efficient for pedestrians and contain adequate lighting.

Objective 4.2: Promote a mix of commercial and mixed-use developments.

Idea 1: Transform currently vacant lots into economically attractive opportunities.

Idea 2: Implement mixed-use buildings to encourage foot traffic and social and economical activity.



GOAL 5 (Coherence): Balance the architectural styles, building heights, landscaping, pavement materials and street furniture so that they are distinct but cohesive and promote a sense of place.

Objective 5.1: Create cohesion between the eastern and western portions of Paso Robles.

Idea 1: Incorporate a major sign to promote a sense of place in the downtown district.

Idea 2: Create a public space along 13th St to invite people to the downtown region.

Objective 5.2: Ensure consistent design throughout our site within Paso Robles.

Idea 1: Develop commercial units that reflect design features of sidewalks and landscaping in the downtown area.

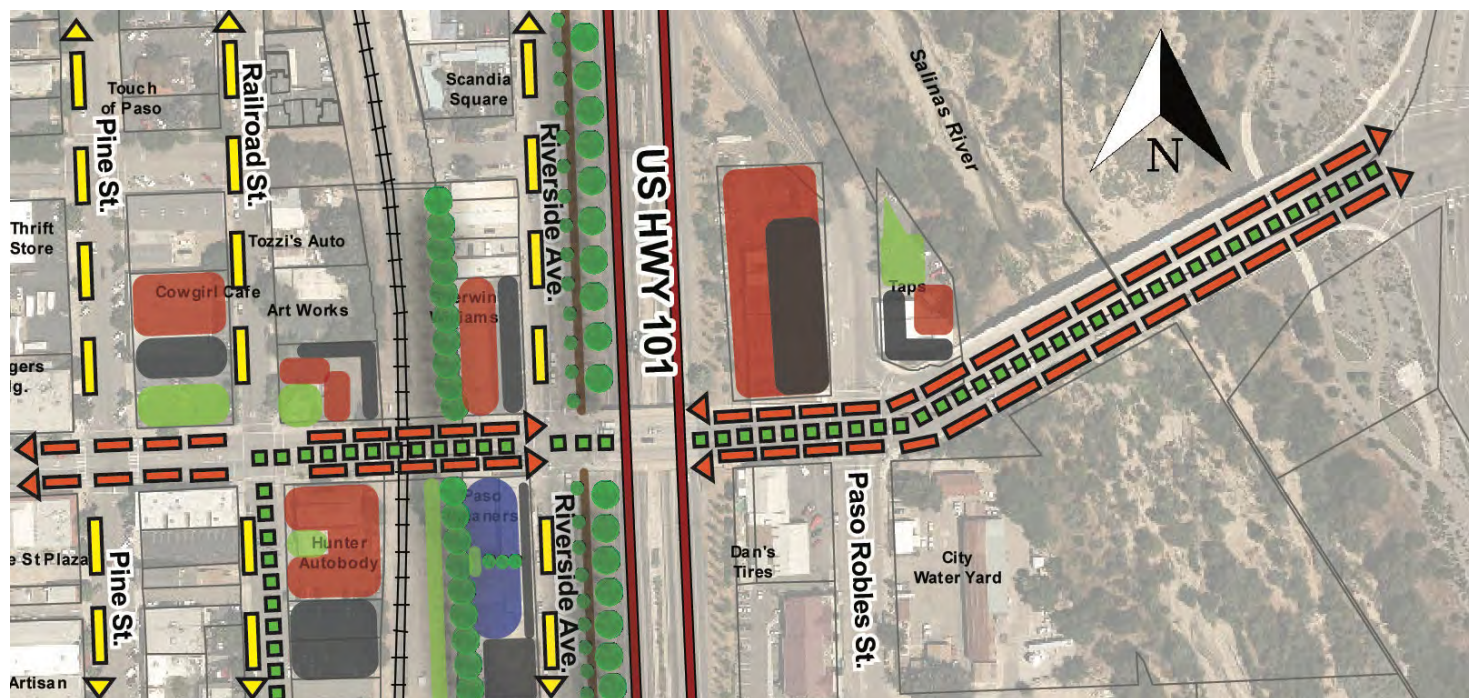
Idea 2: Extend downtown architectural styles to gradually transition and give a sense of fluidity into the site.







2.3. Concept Diagram



LEGEND

- major street traffic
- minor street traffic
- protected bike lane
- office space
- commercial
- open space/plazas
- parking
- vegetation noise barrier



Chapter 3: Project Proposal

3.1. Narrative

Major Elements of the Proposal

The “Corridor to the Oaks” serves as a gateway linking the eastern and western portions of Paso Robles. This project entails a unique and enticing design that encourages biking and pedestrian use. The design improves all modes of circulation while promoting new commercial and mixed-use developments and enhancing streetscapes with attractive, native, and water conserving landscaping.

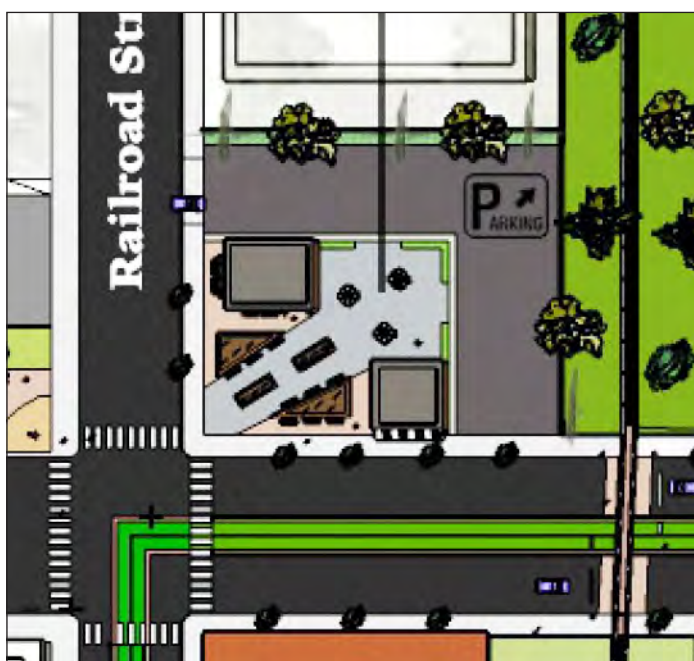
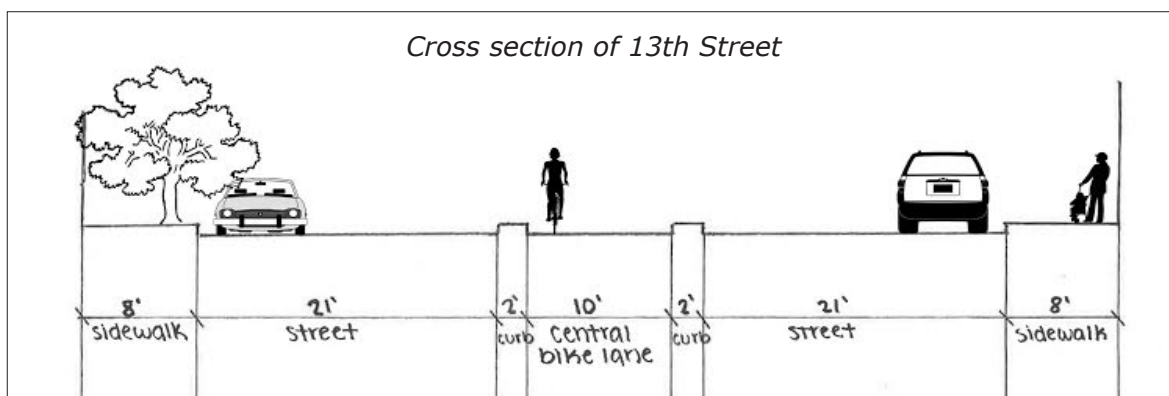
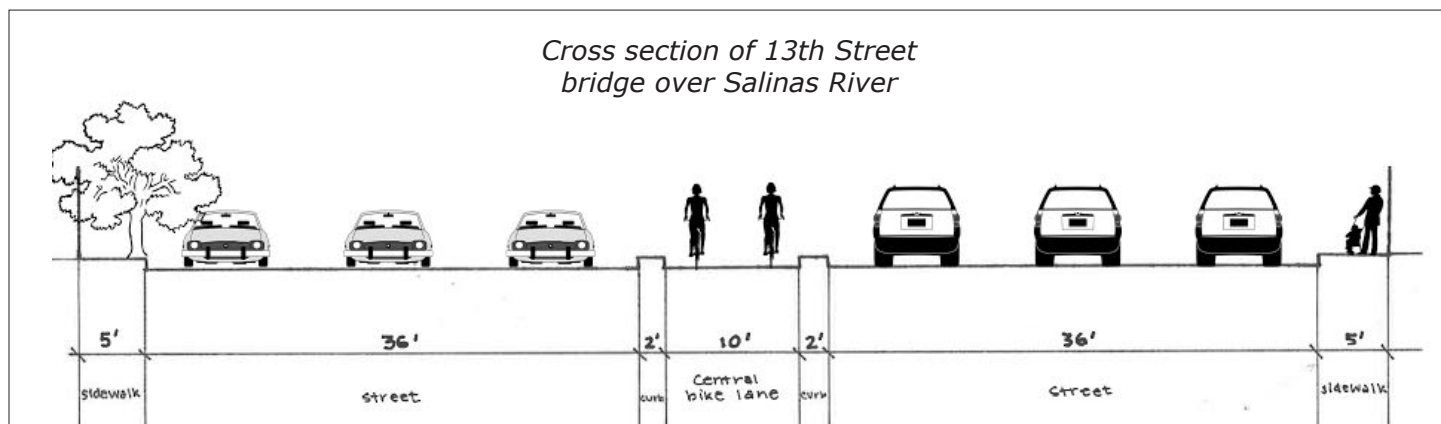
The main circulation element of our project is the protected central bike lane along 13th St. It will run from the intersection of Creston and N River Road, down 13th Street, and turn to continue south on Railroad St. We found these intersections to be crucial for two reasons:

First, the intersection at Creston and N River is where the River Walk trail starts and can be entered. Constructing a protected central bike lane at this intersection would provide a connection and continuity for the trail which will ensure biker confidence and safety down the heavily traveled 13th Street. Bikers would have very easy access to the entrance of this bike lane via the pre-existing River Walk.

Second, one of our main goals for this proposed project is to link the eastern and western portions of Paso Robles, especially to the downtown corridor. By continuing this central bike lane down Railroad Street towards downtown, we are providing residents and visitors with a safe and efficient alternative to driving downtown. We have also strategically designed the corner to the north of 13th St and directly west of Railroad St to allow for a small kiosk to provide service assistance for bikes, small bike products, and multiple bike racks. We intend this corner to stand out and be heavily



Central bike lane along 13th Street.



One of these kiosks at the corner of 13th and Railroad would be dedicated to bikes.



used as a destination for pedestrians and bikers, so also proposed are a small food kiosk as well as a generous amount of seating. The goal is to make this corridor as bike friendly and safe as possible. The bike racks will also serve as artistic elements adding to the small-town creative feel downtown Paso Robles currently has. Many of the downtown buildings and streets have murals and art centerpieces that we are encouraging, emulating, and mirroring throughout our design.

Another major element of the proposed design is the lot located directly west of the railroad and east of Riverside Avenue. Currently this lot is under-utilized and has great size and potential to offer to the city of Paso Robles. We are proposing a large scale office building with a central corridor linking people from Riverside to the railroad. As we noted during our site visits in Paso, many residents and workers of Paso Robles use the abandoned open space area running parallel and next to the railroad as a linkage to 12th St. We propose using this to its full potential by offering a safe and designated linkage to 12th St. Proposed is a walkway with seating and greenery leading from 13th St to 12th St. With the heavy foot traffic this unofficial linkage currently experiences, we identified a crucial need for a safe and official linkage. This lot containing the office building, central corridor, and linkage to 12th St will also have a large area allocated for parking. This parking lot is in very close proximity to downtown and the rest of our site and we anticipate that it will get heavy use and benefit Paso Robles city as a whole.

The last major element of our project is the large lot located directly between US 101 and Paso Robles St. For this lot, given its large size, we suggest an indoor shopping center consisting of markets and multiple retail outlets. Paso Robles currently lacks any sort of major business like such, and this development would benefit the area immensely. Relating back to one of our main goals



Pedestrian walkway on 13th between Pine and Railroad Street.



View of Plaza.



of linking the eastern and western portions of Paso Robles; implementing a large indoor gathering space with many market and retail opportunities in such a heavily trafficked area would help with this overall goal.

Consistency with City Documents

Our proposals are consistent with Paso Robles General Plan and other approved city documents such as the Uptown Center Specific Plan, Paso Robles Gateway Plan, and Climate Action Plan. The land use element of the general plan stipulate protecting the Salinas River Corridor by preserving habitat while also maximizing public use and improvements. We believe our central protected bike lane achieves these goals by providing the public with a more efficient and safe biking route. This element of our project also correlates to elements of the circulation plan. This plan states a desire for safe pedestrian and bicycle paths as well as access

for children and their parents to schools and other major destinations such as downtown, retail and job centers. Both the central bike lane and the pedestrian path linking 13th St and 12th St address these issues and concerns. We also took into consideration the noise element of the General Plan noting a need for "noise barriers along arterial rights-of-way [...] such barriers should have a solid continuous surface without any holes; it should be relatively tall enough to shield, or hide, the entire roadway when viewed from the nearest side of development [and] wherever feasible, maintain open space to provide attenuation zones." In our design we specifically focused on the two main noise generators of our site; US 101 and the railroad as needing such noise buffers. We designed tall linear vegetation buffers along both of these main noise generators to help in buffering the noise and enhancing the look of these industrial thoroughfares.



Greenway next to railroad from 13th to 12th streets.



We also touched on many specific areas of the Uptown Center Specific Plan, Paso Robles Gateway Plan, and Climate Action Plan. The Uptown Center Specific Plan states a need for recognizing the opportunity for continuing growth and beneficial change while still maintaining the history and tradition that Paso Robles offers. We plan to do this by implementing art that resembles Paso throughout “Corridor to the Oaks.” We plan on using art within many of the open plazas as well as the corner we have specifically allocated for bikers and pedestrians. We also aim to create a linear transition along 13th St leading into Downtown Paso by placing artistic elements that reflect Paso’s character on street poles and flags which will also create a sense of direction.

Next, we addressed specifically “Gateway D: Paso Robles Street” of the Gateway Plan. This document states that this area should “feel like an extension of downtown with some sense of connectivity [with] new commercial developments on both sides of the street.” This goal was accomplished by turning the lot between US101 and Paso Robles Street into a marketplace consisting of market retail units. It would create a sense of connectivity by bringing people from the eastern

side of the city closer to downtown while also embodying the elements that it currently has. The last city document we highlighted in our design proposal is the Climate Action Plan. In establishing primary pedestrian and bicycle networks, we will be expanding transit opportunities while also helping in reducing greenhouse gas emissions in the City of Paso Robles. Through our design proposal, we aim at providing the City of Paso Robles with design ideas and suggestions that correlate and directly address their needs and concerns as listed in the city’s official documents.

Implementation

Our design will consist of two distinct phases. Phase one will be the short term parts and elements of our proposal to be implemented in the next 2-5 years. Phase two will be achieved in a longer term time frame of 5-10 years. Phase one consists of the central bike lane design and implementation, and the development on the corner between Railroad St and the railroad, to serve all biking needs. The second phase of our design proposal consists of the office building, commercial plaza, and indoor shopping center along 13th and Paso Robles St.

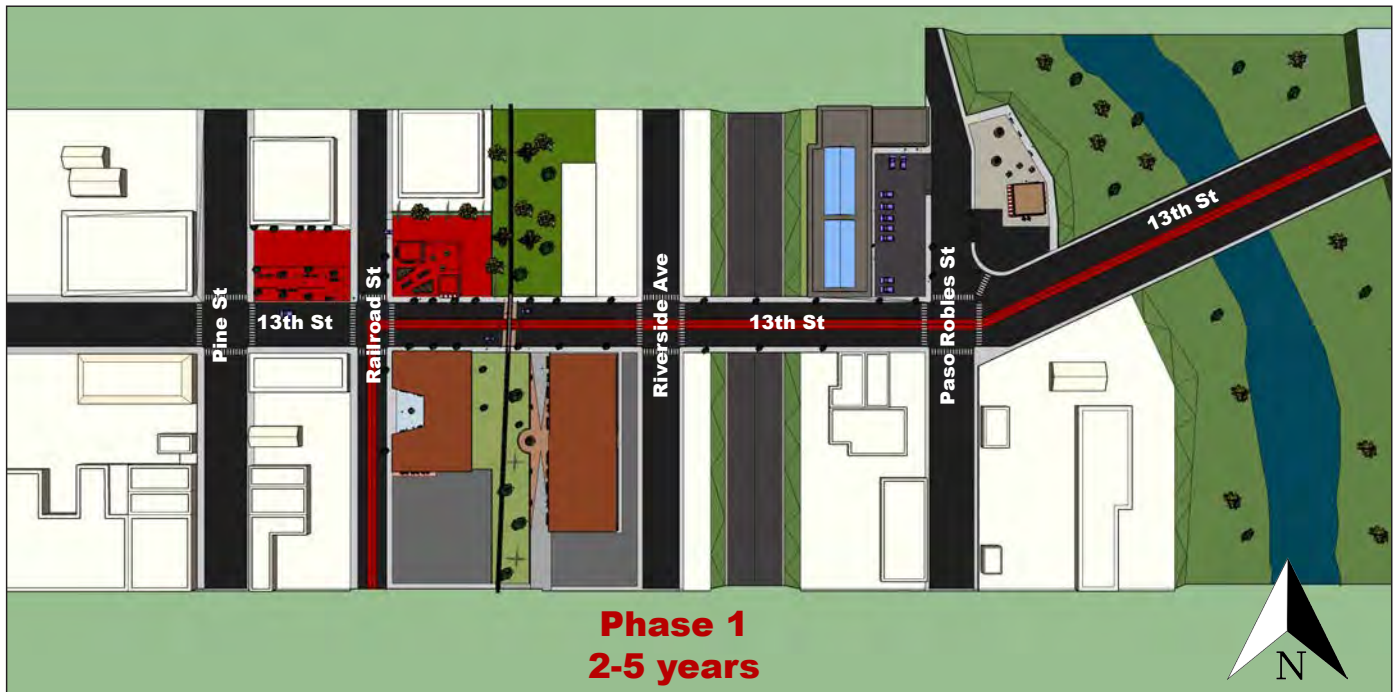


Marketplace at Paso Robles St. and 13th St. (Lot 2)



Phase 1

Central bike lane; Lot 6 with commercial, plaza development, and parking; Lot 8 with pedestrian walkway and parking.



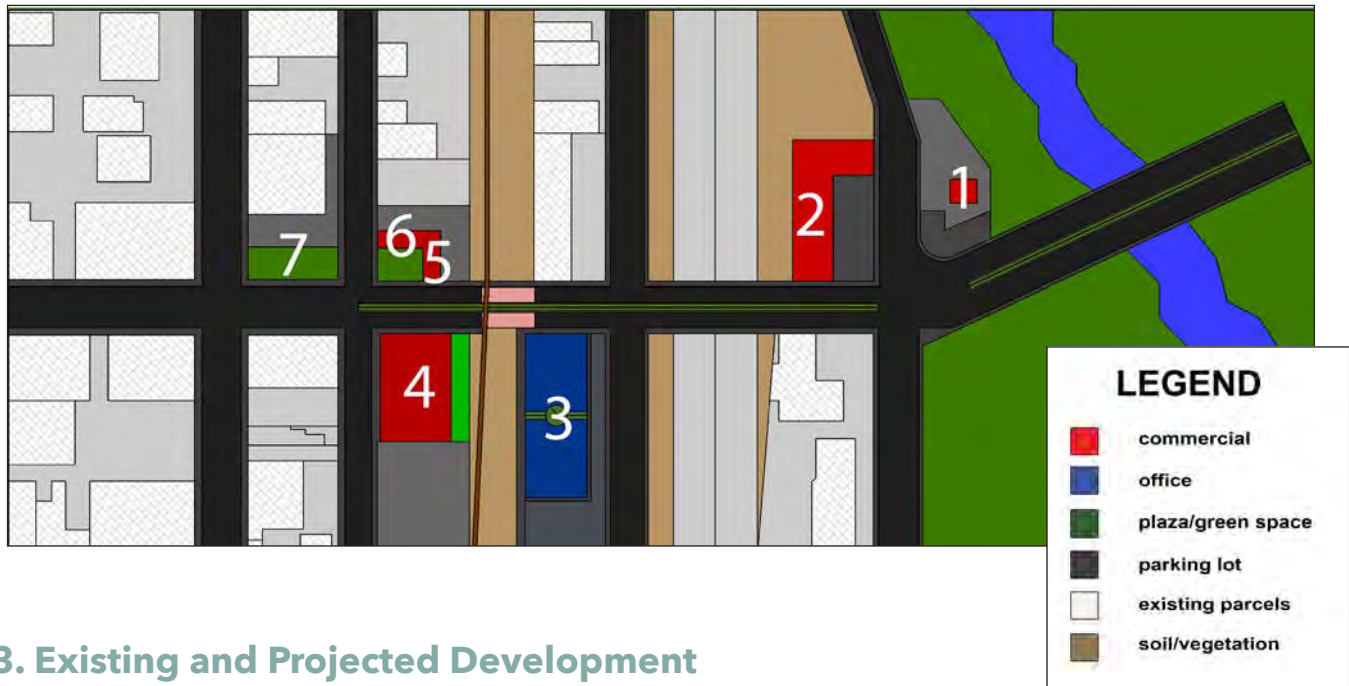
Phase 2

Lot 1 with commercial space, plaza space, and parking; Lot 5 with office building and plaza space; Lot 7 with commercial space, plaza space, and parking.





3.2. Land Use Map



3.3. Existing and Projected Development

Proposed New Development

Building/ Land Use No.	Number of Stories	Use(s), upper floors	Use(s), ground floor	Footprint square footage	Total square footage	Parking spaces
1	1	N/A	Commercial	1,677	1,677	15
2	1	N/A	Commercial	23,406	23,406	48
3	2	Office	Office	20,711	41,422	63
4	1	N/A	Commercial	13,398	13,398	N/A
5	1	N/A	Commercial	651	651	36 (shared spaces with Building 6)
6	1	N/A	Commercial	790	790	36 (shared spaces with Building 5)
7	1	N/A	Plaza	5,849	5,849	30
Total:					87,193	192

Total new commercial space proposed:

6,673 square feet

Total new office space proposed:

20,711 square feet

Total new plaza space proposed:

5,849 square feet

Total new parking spaces proposed:

147

Current Existing Uses

Building/ Land Use No.	Number of Stories	Use(s), upper floors	Use(s), ground floor	Footprint square footage	Total square footage	Parking spaces
1	1	N/A	Commercial	4,544	4,544	15
2	1	N/A	Commercial	17,848	17,848	N/A
3	1	N/A	Commercial/ Industrial	10,386	10,386	5
4	1	N/A	Vacant	7,298	7,298	8
5	1	N/A	Commercial	351	351	12
6	1	N/A	Commercial	120	120	5
Total:					40,547	45



3.4. Illustrative Site Plan

(this map continues on next page)





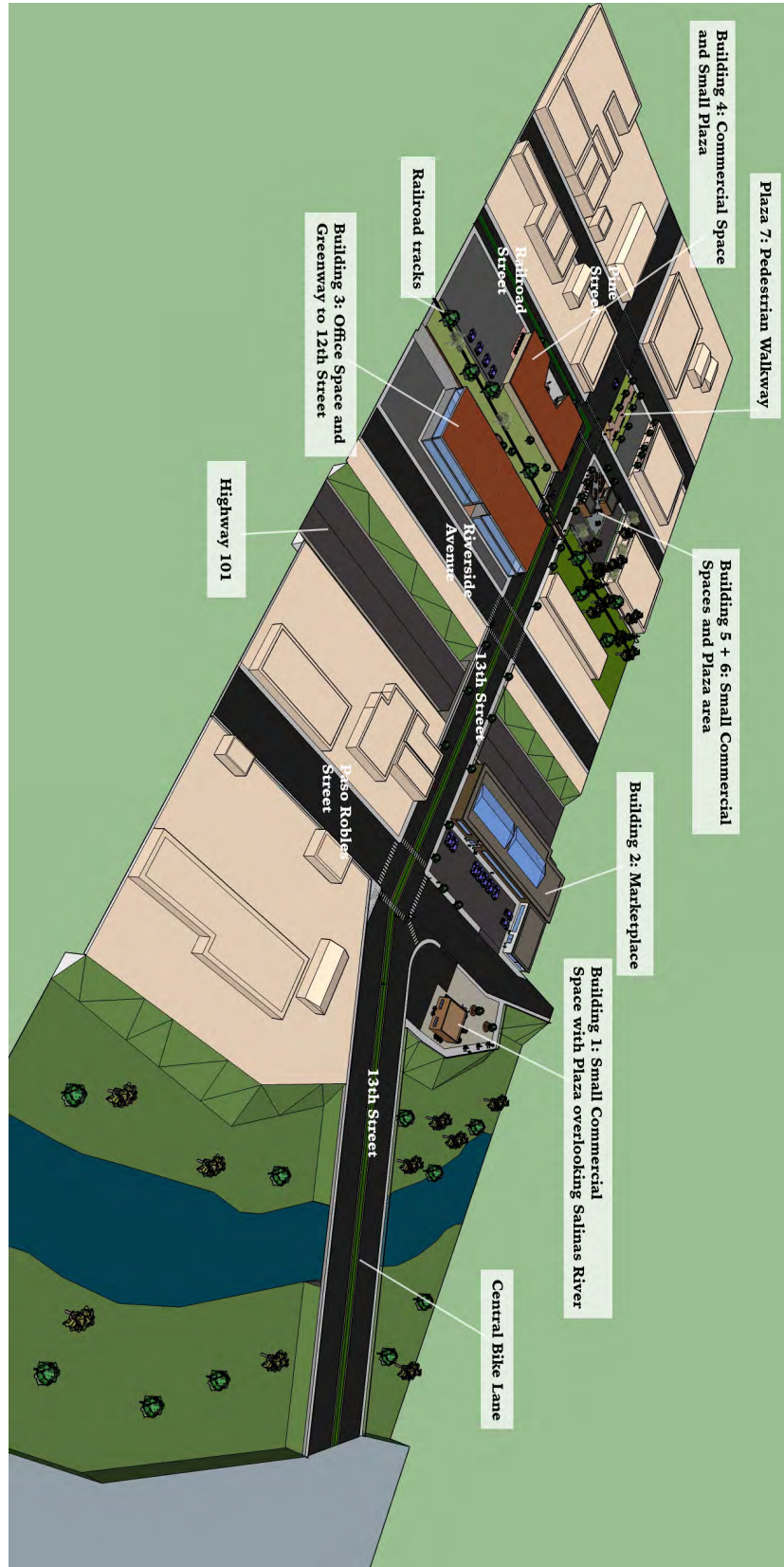
(this map continues from previous page)

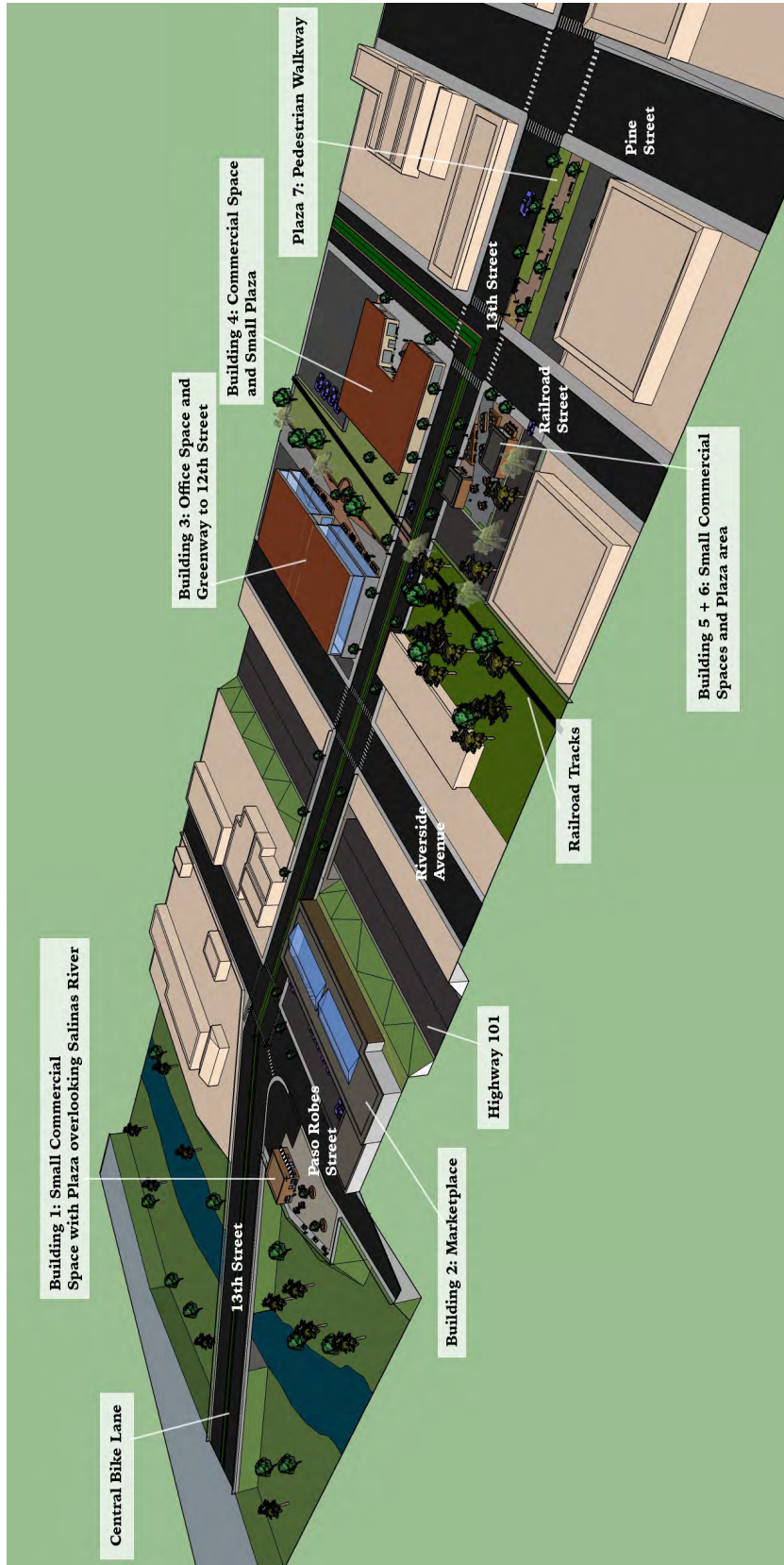




3.5. Renderings

View from the Northeast





View from the Southwest.



View of Railroad Crossing on 13th Street.

View of Commercial Plaza on 13th and Railroad Streets (Buildings 5 + 6).





Central bike lane along 13th Street.

View of Office Space Greenway on 13th leading to 12th Street (Building 3).





Appendix: Lot Surveys

LOT SURVEY 1

Vacant lot: no

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	commercial				
1st floor					
2nd story					
Prevalent façade materials	metal				
Prevalent façade color	white				
General maintenance	G <u>A</u> B	G A B	G A B	G A B	G A B
Architectural value	Y <u>N</u>	Y N	Y N	Y N	Y N



Sidewalk	Average width: 5 feet	Trees (quantity/types/condition): Bushes/trees, fair condition
<u>Y</u> N	Conditions: G / <u>A</u> / B	Aerial cables: none

Elements of note: Close to Salinas River, newly landscaped, edge of busy street (13th)





LOT SURVEY 2

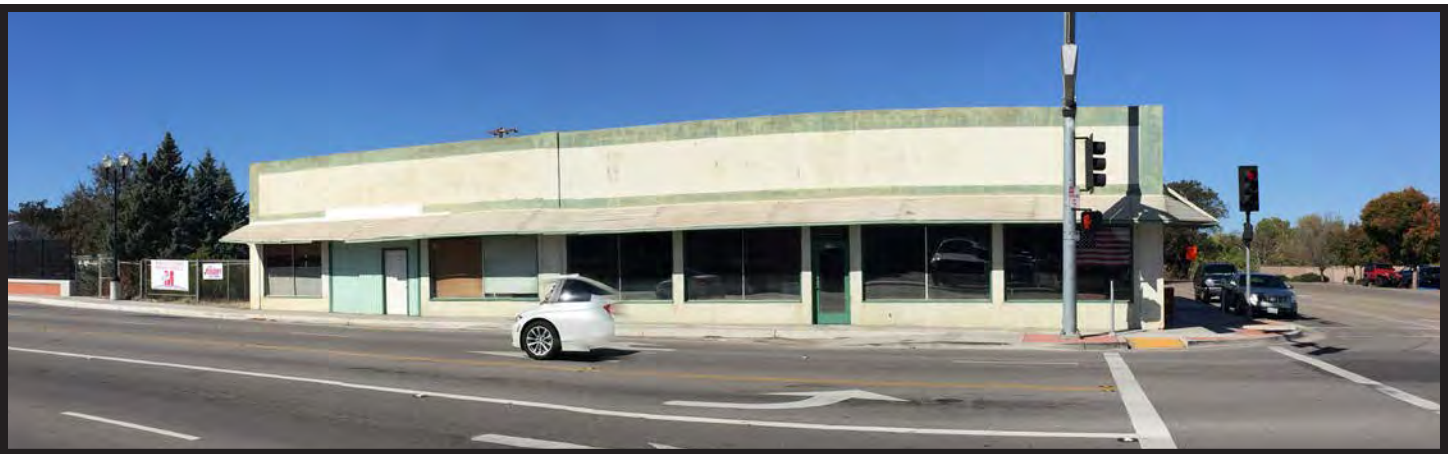
Vacant lot: no

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories (ground floor counts as one)		1				
Type of Use	1st floor	vacant				
	2nd story					
Prevalent façade materials		concrete				
Prevalent façade color		creme				
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N



Sidewalk		Average width: 6-12 ft	Trees (quantity/types/condition): none
<u>Y</u>	N	Conditions: G / <u>A</u> / B	Aerial cables: none

Elements of note: Building has existing transparency, it is vacant, not well kept, it is along a busy street (13th), and close to Highway 101





LOT SURVEY 3

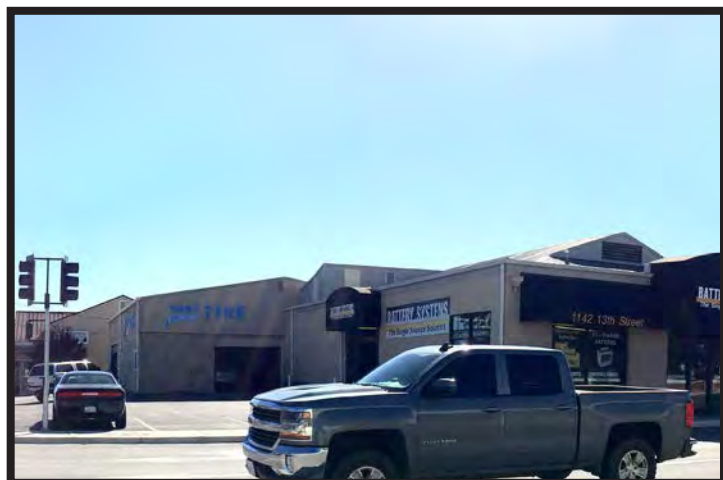
Vacant lot: no

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories (ground floor counts as one)	1	1			
Type of Use	1st floor	commercial	commercial		
	2nd story				
Prevalent façade materials	concrete	metal			
Prevalent façade color	tan	tan			
General maintenance	G <u>A</u> B	G <u>A</u> B	G A B	G A B	G A B
Architectural value	Y <u>N</u>	Y <u>N</u>	Y N	Y N	Y N



Sidewalk	Average width: 6 ft	Trees (quantity/types/condition): none
<u>Y</u> N	Conditions: G <u>A</u> B	Aerial cables: none

Elements of note: No real sidewalk along riverside, disappears and reappears





LOT SURVEY 4

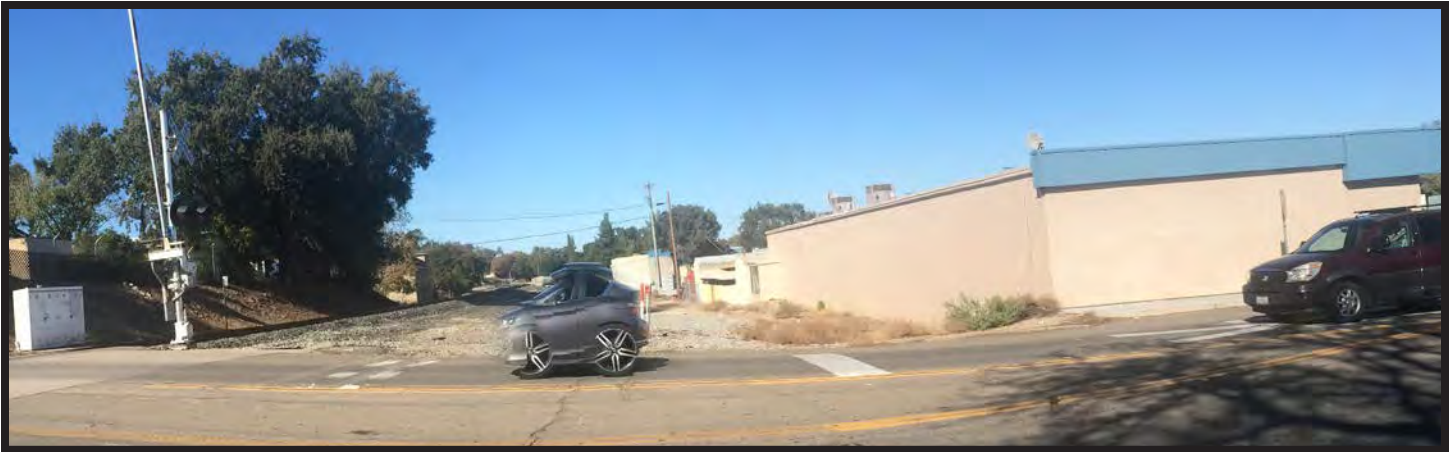
Vacant lot: no

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1				
Type of Use	1st floor	commercial				
	2nd story					
Prevalent façade materials		concrete				
Prevalent façade color		tan				
General maintenance		G <u>A</u> B	G A B	G A B	G A B	G A B
Architectural value		Y <u>N</u>	Y N	Y N	Y N	Y N



Sidewalk		Average width: 5 ft	Trees (quantity/types/condition): none
<u>Y</u>	N	Conditions: G / <u>A</u> / B	Aerial cables: none

Elements of note: Sidewalk ends, lacking vegetation, directly adjacent to railroad, parking lot in front of the business

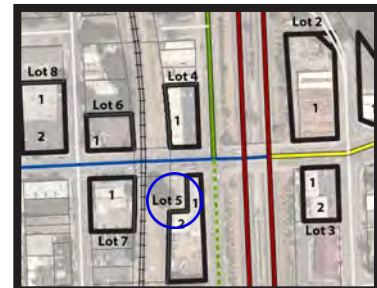




LOT SURVEY 5

Vacant lot: no

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1	2			
Type of Use	1st floor	commercial	industrial			
	2nd story		industrial			
Prevalent façade materials		concrete	metal			
Prevalent façade color		white	silver			
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N



Sidewalk		Average width: 4-10 ft	Trees (quantity/types/condition): 2 large trees, provide plenty of shade, good condition Aerial cables: none
Y	N	Conditions: <u>G</u> / A / B	

Elements of note: No planned landscaping, great connection to 12th street, pedestrians using the railroad path to walk around, could use a real sidewalk

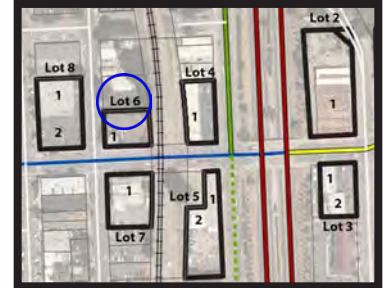




LOT SURVEY 6

Vacant lot: no

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	1st floor	commercial			
	2nd story				
Prevalent façade materials	concrete				
Prevalent façade color	creme				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N



Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): a few small trees, fair condition Aerial cables: yes
<u>Y</u> N	Conditions: G / <u>A</u> / B	

Elements of note: Overgrown foliage against railroad, slopes above, large parking lot, underutilized space

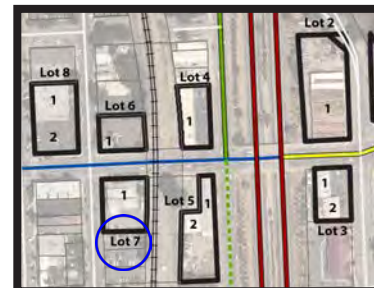




LOT SURVEY 7

Vacant lot: no

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1				
Type of Use	1st floor	commercial				
	2nd story					
Prevalent façade materials		metal				
Prevalent façade color		tan				
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N



Sidewalk		Average width: 5 ft	Trees (quantity/types/condition): a few trees and shrubs, poor condition Aerial cables: yes
<u>Y</u>	<u>N</u>	Conditions: G / A / <u>B</u>	

Elements of note: Less maintained, no sidewalk along the railroad, lack of vegetation, rustic industrial charm, some wild vegetation

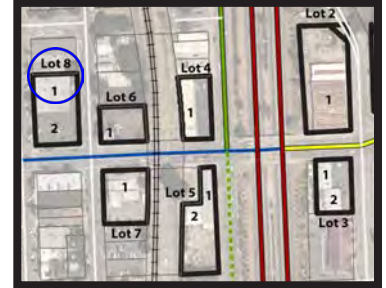




LOT SURVEY 8

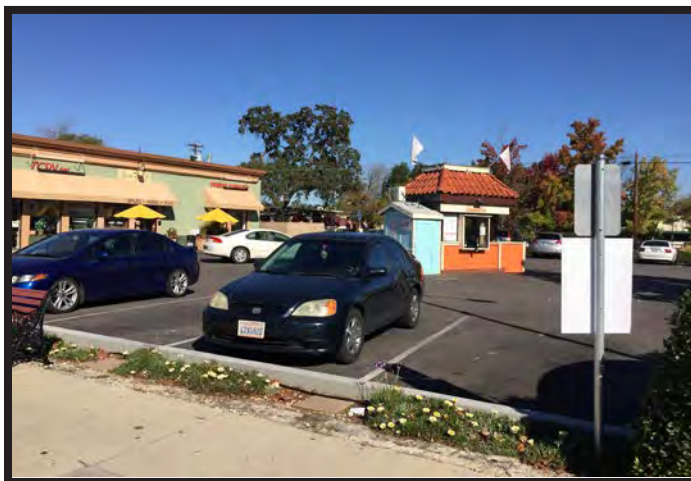
Vacant lot: no

	Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1	1			
Type of Use	1st floor	commercial	commercial		
	2nd story				
Prevalent façade materials	concrete	wood			
Prevalent façade color	green and creme	orange and blue			
General maintenance	<u>G</u> A B	G <u>A</u> B	G A B	G A B	G A B
Architectural value	<u>Y</u> N	<u>Y</u> N	Y N	Y N	Y N



Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): some small trees around the lot, good condition
<u>Y</u> N	Conditions: G / <u>A</u> / B	Aerial cables: yes

Elements of note: Large parking lot, coffee kiosk in the center, wide sidewalk, some shade from trees, very close connection to downtown, good place to park bikes

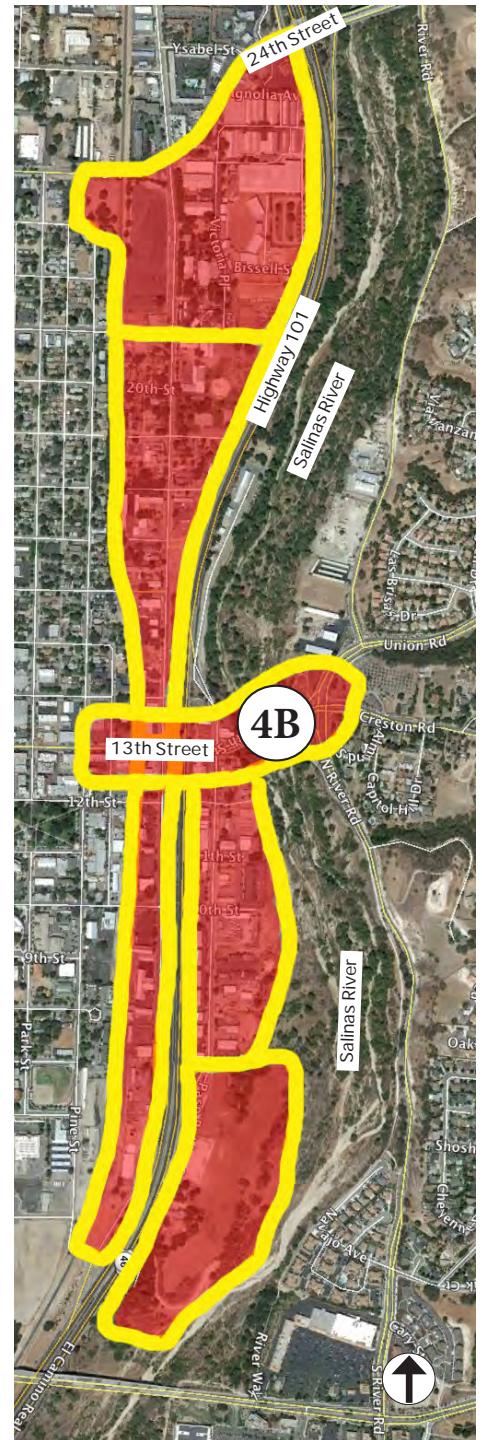
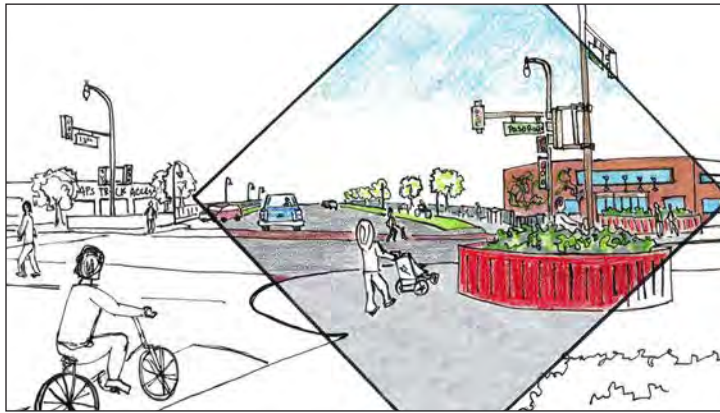


Page intentionally left blank.

Riverside Urban Design Concept Plans Paso Robles Downtown Corridor

Team 4B

Torina Wilson, Ana Padilla and Lauren Gaul





Paso Robles Downtown Corridor

Table of Contents

Chapter 1: Project Site Assessment

- 1.1. Introduction _ 219**
- 1.2. Project Area Character _ 220**
- 1.3. Opportunities & Constraints _ 224**

Chapter 2: Concept

- 2.1. Vision Statement _ 226**
- 2.2. Goals & Objectives _ 226**
- 2.3. Concept Diagram _ 229**

Chapter 3: Project Development

- 3.1. Narrative _ 231**
- 3.2. Illustrative Site Plan _ 232**
- 3.3. Land Use Map _ 233**
- 3.4. Phasing Map _ 234**
- 3.5. Projected Development _ 235**
- 3.6. Rederings _ 236**

Appendix _ 241



Chapter 1. Project Site Assessment

1.1. Introduction

Paso Robles has a small town charm that is unique in the growing culture of San Luis Obispo County. With rolling acres of vineyards, historic homes, and productive agricultural land, it is essential that the general feel of the community be preserved. As the population increases and the town adapts in the coming decades, it is important to incorporate the public interest to determine the types of changes the Paso Robles community envisions for the areas surrounding downtown.

The Paso Robles Downtown Corridor consists of a vital area east of the existing downtown. This site, identified as 4B in the Riverside Urban Design Concept Plan, which links the historic downtown in the west and modern residential in the east via the 13th street bridge crossing over the Salinas River and Highway 101. 13th Street is intersected by two other important community roadways, Riverside Avenue and Paso Robles Street. This network is essential to the connectivity serving both tourists and locals, linking them to the businesses and cultural sites such as the fairgrounds and Pioneer Park in northern Paso Robles.

This document serves to assess current conditions of the site, gauging public concerns and interests to ultimately formulate recommendations for policy makers and planners in the City of Paso Robles, to use as a guide for future implementation.



Figure 1.1: Beautiful rolling vineyards common to the Paso Robles countryside.



Figure 1.2: Downtown features lots of shading, green grass, and classic architectural design.



Map 1.1: Specific 4B project area.



1.2 Project Site Character

IMAGEABILITY

This project area currently has no running theme when it comes to architectural style. Amenities are scattered and inconsistent in design and location. The definition of imageability is “the quality in a space which gives it the high probability of becoming a strong mental image in the mind of viewers,” an idea firmly rooted in urban design that can be used in Paso Robles to enhance a more cohesive site that attracts repeat users.

The western side of Riverside Ave features more distinct architecture, and has some historic looking buildings such as the Granary. The scattered vacant buildings and underused surface lots detract from the overall aesthetic. 13th Street has several distinct historical amenities such as street lights and gating, however they become inconsistent along Paso Robles Street and southern Riverside Avenue. There is a mix of unintelligible architecture styles, with a mix of both well and poorly maintained buildings, some areas with complete, good quality sidewalks, and some with incomplete, crumbling, or obstructed sidewalks.

There are two specific areas within the site that have attractive open space areas, being the corner of 13th Street and South River Road as well as the southeastern corner of the 13th Street and Paso Robles Street intersection. These areas are quite well maintained, yet have fencing making them inaccessible to the community.

Even the slightest changes in the aesthetic quality of the site can improve overall imageability to enhance small town charm and unique feel from the downtown area.



Figure 1.3: Iconic Granary Building serves as a good architectural precedent.

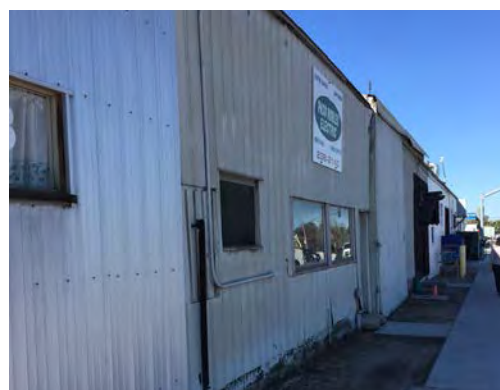


Figure 1.4: Many industrial buildings are run down and need some maintenance.



Figure 1.5: This lot has the potential to be a park due to the natural shade and central location, by the Riverside St. and 12th St. intersections.



Figure 1.6: Sidewalks along 13th St. have no shade and are falling apart.



Figure 1.7: There is a good use of trees as a barrier between lots and busy areas in between Highway 101 and the lots along Paso Robles St.



Figure 1.8: This lumber yard and building is blocking the entire view of the riverbed from the street.

LEGIBILITY

Legibility is important within an area because it helps people access and maneuver through their surroundings with ease. The definition of legibility is the “quality of being clear enough to read,” something this site is lacking. For example, the Salinas River, which serves as a large natural resource, is currently underused due to poor accessibility. On the western side of the river, the view corridor is clouded by industrial buildings, underused lots and lumberyards and is completely impossible to access.

The site is easy to navigate when using a vehicle but can be confusing when at large intersections and along Paso Robles Street where the infrastructure paint is fading. The street pattern is easy to read and includes wide lanes that could be easily improved with landscaping to help users feel more safe in navigating their way around. There is also a lack of legible signage where existing signage is either too small to read from the street, or the view of them is obstructed by overgrown trees.

Simple improvements such as fresh paint, larger signs, and the establishment of view corridors could improve the legibility of this area in a way that will attract repeat users needed within the site.



Figure 1.9: The street and sidewalk have no clear barrier and have no paint to indicate the lanes, the image above shows the 13th St and Paso Robles Street intersection.



LINKAGES

Within San Luis Obispo County there are several smaller highways that run through the towns, making regional hotspots all over the area. Paso Robles has the Highway 46 link on the northern end of town and is on either side of Highway 101. There are currently no links to either highway 101 or 46 from the specific 4b project area. The only regional links within site 4b is the railroad track, with an Amtrak station just south on the corner of 8th Street and Pine Street. Despite not having a regional Highway link directly on site, 13th Street links the two popular sides of town, serving both residents and commuters. Paso Robles Street has an onramp on its southern side and Riverside Avenue bring vehicles to 24th Street where Highway 101 and 46 meet in their largest capacity.

The intersections on the site are currently heavily used throughout the day, and are congested during peak hours. Pedestrians and bikes do not have priority and are left in unsafe corridors with heavy vehicle traffic and narrow sidewalks. Public transport is limited and stops don't have benches or shelter. The streets, although wide, have day time parking spots which slows down traffic, causing increased congestion and limits available space on the street for emergency vehicles.



Figure 1.10: Paso Robles Street has fading paint through out the road.

HUMANSCAPE

Humanscape is important for urban design because it is a scale on which spaces are defined as pedestrian oriented and focused on making infrastructure more appealing. Humanscape is meant to make areas feel more safe, accessible and attractive. There is a current mixture of commercial and industrial land uses on the site that contribute to a detached sense of place. Industrial areas are not typically well maintained, creating an unsafe and unwelcoming atmosphere at night. In addition, the industrial areas in town are highly auto-oriented, meaning pedestrians are discouraged from the area even in the daytime.

There is one vacant building on the site, and several others not being maintained as well as they should be. There are currently a very low number of pedestrians who use the sidewalk along these



Figure 1.11: No pedestrian ramps on pedestrian crossings at busy intersections.



lots, as they are sandwiched between deteriorating industrial buildings and busy streets. In addition, the limited open space areas aren't accommodating to stopping and relaxing, they do not have any urban furniture, and serve passing cars more than they do bikes and pedestrians.

There is an overall lack of identity with the site, which could likely be the main reason why public use is infrequent and navigation is difficult.

ECOSCAPE

Urban sites require ecoscape attention to improve aesthetic quality and shade along heavily used areas. Ecoscape is the natural system of an area's landscape being integrated with infrastructure to create a proportional relationship between the natural and built environment. Existing building form along the site does not

respect or preserve nature. Industrial buildings and lumber yards are directly adjacent to the Salinas Riverbed, not only causing a disconnect between the natural and built environment, but also raising an issue of runoff and pollutants. The area uses natural landscaping and local trees that help extend the feel of the natural riparian corridor, yet isn't consistent and overall could be improved immensely.

Streetscape in a few areas is adequately used, such as along the first block of western Paso Robles St. past 13th St. and along the intersection of the Granary on Riverside Avenue and 12th Street.

There are no open spaces with public amenities aside from a few drinking fountains that are consistently out of order. Open spaces lack urban furniture and therefore are not a destination, just a passing point and a buffer between modes.



Figure 1.12: Great example of how humanscape at the sidewalk can enhance ambiance along Paso Robles Street.



1.3. Opportunities and Constraints

Through extensive site evaluations, a list of opportunities and constraints was produced to assess existing conditions within and beyond the site.

Opportunities identified are considered as important factors on the site that, if kept, will enhance the overall feel and aesthetic of the existing infrastructure and natural areas.

Constraints identified will be used as a guide for potential future development and infrastructure mistakes to avoid.

There are specific ways in which existing opportunities and future constraint aversion can help uphold the goals and objectives set for the future of the site, elaborated in part 2 of this document.

OPPORTUNITIES

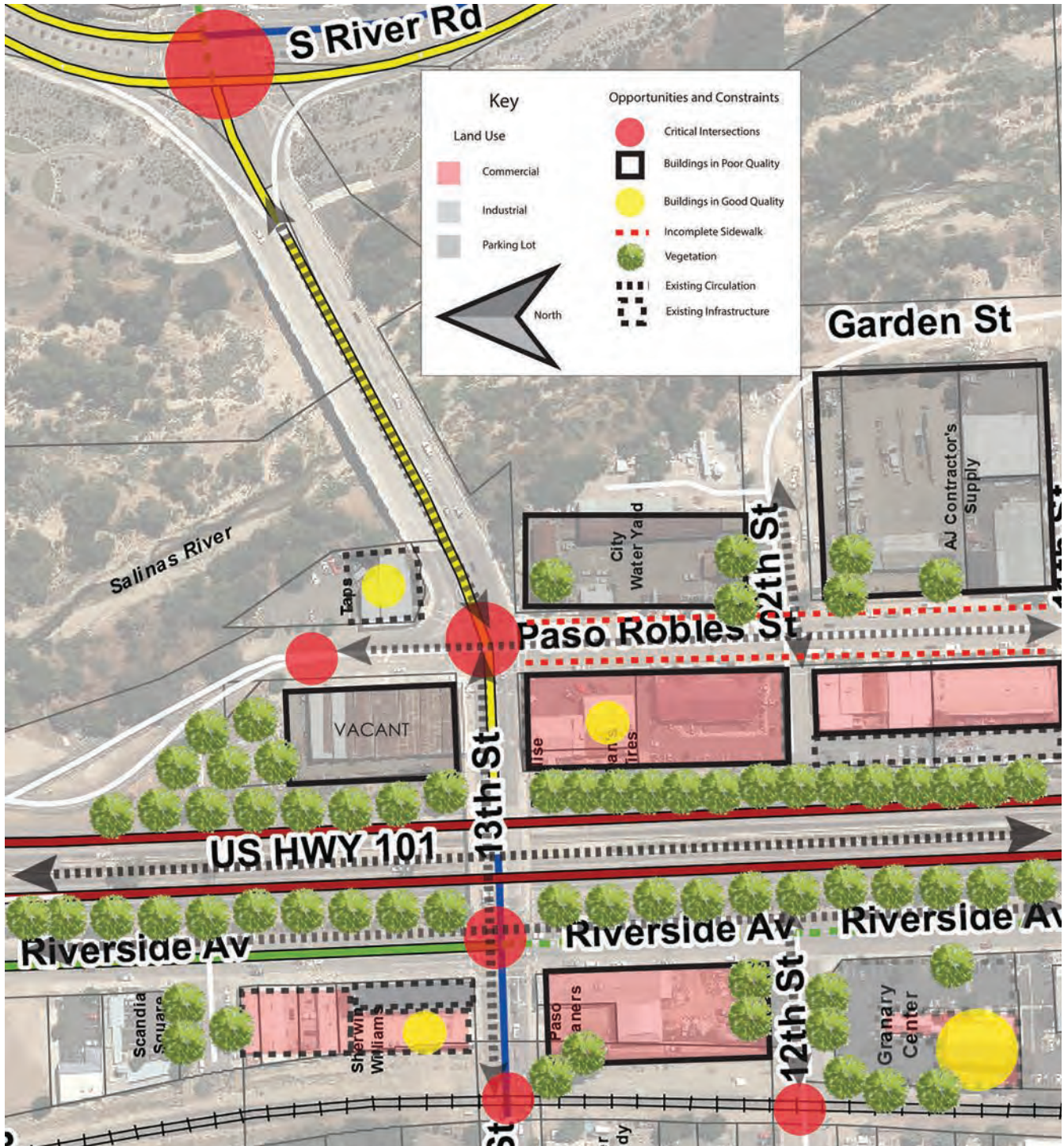
- Existing trees are local and well maintained
- Yellow- dotted infrastructure is well maintained and can be kept
- Sidewalks are generally wide and well maintained
- Views of river and mountains
- Key intersections aren't too congested
- Many linkages
- Easy to read street grid

CONSTRAINTS

- Several vacant or not well maintained buildings
- Signage small and often view- obstructed
- Sidewalks along vehicle traffic are unsafe
- Limited shade
- Narrow sidewalks, obstructed by street amenities
- Railroad has no legible safe crossing
- Vehicles move faster than posted speed limit
- Existing buildings block river view
- Limited river access and signage



A map of the existing opportunities and constraints for development.





Chapter 2. Concept

2.1. Vision Statement

The Paso Robles Downtown Corridor along 13th and Paso Robles street is a vital artery to the city that aims to serve as a legible and safe passageway that decreases the feel of urban movement, and promotes natural elements that will appease local residents as well as the growing tourist population.

2.2 Goals & Objectives

GOAL 1: Create safe and legible multimodal passageways.

Objective 1.1: Improve access and safety.

- i. Multimodal uses (bike, ped, vehicle) clearly separated from one another for safety.
- ii. Signage directing vehicle traffic to the regional links at Highway 46 and 101.
- iii. Bulbouts.
- iv. Take street parking out and implement small parking structures to reduce need for surface lots.
- v. Raised crosswalks.

Objective 1.2: Improve aesthetic between mode transitions.

- i. Create a defined barrier between pedestrian and bicycle lanes.
- ii. Use landscaping to partially block viewcorridor between uses and improve aesthetics.
- iii. Shelter and benches and overall amenity improvements at bus stops.
- iv. Paint bike lanes light green.

GOAL 2: Enhance sense of place by emulating natura landscaping seen along the riverbed and the adjacent region.

Objective 2.1: Use of local materials resources to provide shade and a sense of place.

- i. Copy local landscaping to create seamless feel of natural environment.
- ii. Use only locally sources shrubs, trees, and rocks to keep sense of place.



Figure 2.1: An Example of incorporating vegetation and grade separation between bikes and vehicles.



Figure 2.2: Example of some local California natives that may be use on the project.

Goal 3: Maintain small town feel with historically sensitive design

Objective 3.1: Match historical themed street amenities seen north of the site.

- i. Use same amenities as seen along northern Riverside Avenue.
- ii. Historical themed street lights and fencing will preserve sense of place and extend the feel of the downtown core.
- iii. Create landmarks along walking paths and adjacent to traffic signals.

Objective 3.2: Match color theme and materials used in downtown infrastructure.

- i. Use of brick, pastel colors, and ivy-lined walls.
- ii. Material and paint consistency to decrease disconnect.

Goal 4: Enhance wayfinding for residents and tourists.

Objective 4.1: Use legible signage and wayfinding that have large lettering for easy comprehension.

- i. Focus on signs to direct traffic around the city and through crucial intersections.
- ii. Ensure local businesses maintain the quality of their buildings.
- iii. Ensure paint on roadways is kept fresh and clear.



Figure 2.3: Example of how vegetation, brick and specific color tones can be used to match the style of the existing downtown.



Goal 5: Improve intersection and site linkages to reduce congestion and create destination points along major roadways.

Objective 5.1: Improve amenities along key intersections such as over railroads, on the river crossing bridge and at traffic stops.

- i) Complete, legible, easy to navigate sidewalks and bike lanes.
- ii) Street and path paint to enhance barriers.
- iii) Use of landscaping as a barrier between modes.

Objective 5.2: Implement parking structures next to large buildings.

- i) Parking structures will be placed along busier intersections to cut down on congestion caused by street parking.
- ii) Parking structures will help create a sense of place and promote walkability across the site.



Figure 2.4: Example of how clear, thick, and bright paint, clear signs and lighting can be used to increase safety and wayfinding.

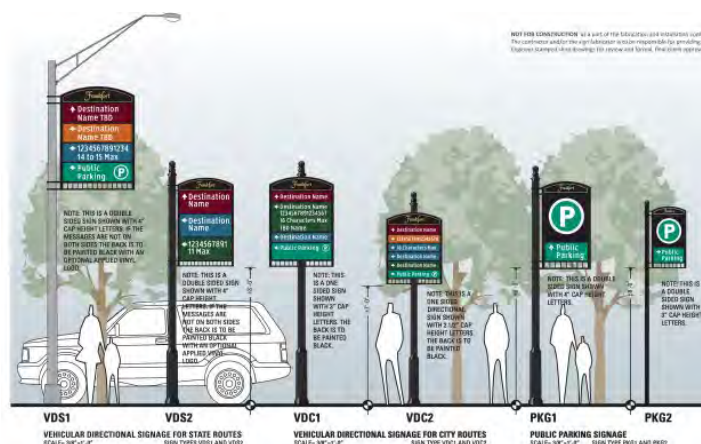


Figure 2.5: An example of a wayfinding signage family.



Figure 2.6: A raised crosswalk and gates over railroad tracks helps ensure pedestrian safety.

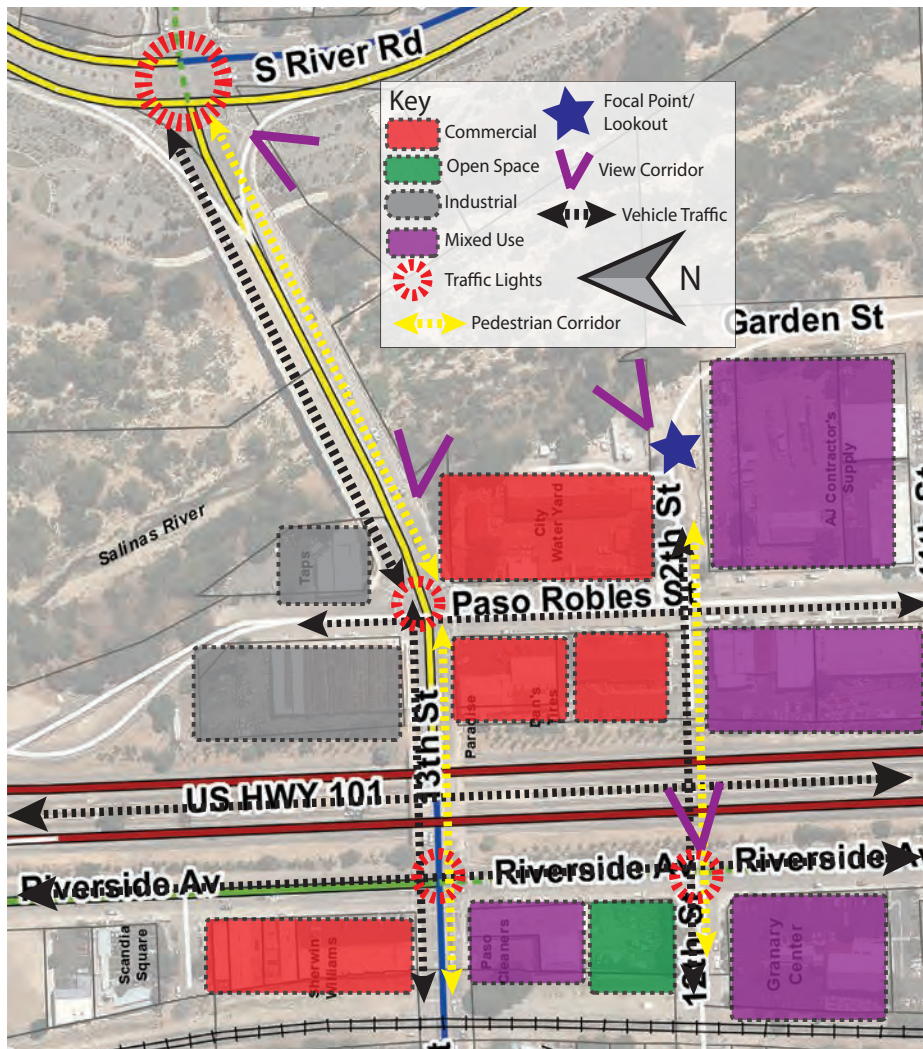


2.3. Concept Diagram

With the aforementioned goals and objectives, a comprehensive concept diagram was created to illustrate how infrastructure can help support the changes being proposed.

To improve circulation, sidewalks should be widened, fitted with traffic calming measures and barriers. Widening of the sidewalk over the 13th Street bridge will also enhance safety for pedestrians attempting to access the residential side of Paso Robles.

To improve safe pedestrian circulation, a pedestrian boulevard along 12th Street can be constructed to defuse any potential conflict seen with future development. The bridge would extend over Highway 101 to link both sides of the site for pedestrians and bikers in a safe manner. It would also decrease any safety concern that could arise with the proposed development. The end of the pedestrian boulevard will open up to an outlook over the Salinas River with access points down to the riverbed, creating a seamless transition between the natural and built environment.



Concept Diagram



Of the proposed buildings, there is a mix of industrial, commercial, residential, open space, and small parking structures. The majority of the proposed development is mixed use along the key pedestrian corridors, in effort to make the pathways more cohesive and attractive to bikes and pedestrians. The mixed use nature will also enhance walkability and daytime use throughout the year. Two open space areas can be implemented, one on either side of the pedestrian boulevard to increase foot traffic back and forth across the site. Industrial land uses are being shifted towards the northern end of the site along 13th Street in an effort to concentrate similar businesses to freeway entrances and exits where walkability is not as necessary.

The intersections labeled in red are key areas where traffic calming measures will be implemented to improve safety and decrease congestion. Parking structures are implemented to keep street parking at a minimum to ease congestion as well as capture more vehicles before entering the downtown core.

All of these suggestions represent an effort to create a more place-based corridor to help capture and maintain activity all year long. The idea is to build off of the downtown core, creating an extension that links the downtown to the natural landscape at the Salinas River.



Chapter 3. Project Development

3.1. Narrative

Site 4A includes several key roadways and corridors that serve as vital connections between the western downtown and eastern residential areas. This involves 13th street starting from the east, heading across the Salinas River, over Highway 101 and across the railroad tracks. In addition, the site includes 12th street to the west and east of Highway 101. To link the two sides of 12th Street, a consideration for an overcrossing above Highway 101 will create a distinct boulevard that extends over to the Salinas River as a pedestrian bridge. The site is also a vital artery for residents and tourists to access both Riverside Avenue and Paso Robles Street.

Phasing

The short term phase of our plan is to be executed over a five- year period, and includes basic infrastructure and intersection improvements. The long term phase, to be executed over a 10-15 year period, consists of the 12th Street bridge over Highway 101 and new mixed- use buildings along the path. This phase also includes a river lookout/plaza at the end of the pedestrian boulevard to ease the transition between the natural and built environments.

Short Term:

- Improve all intersections with bulbouts;
- Widen sidewalks along 13th Street bridge;
- Implement consistent urban furniture;
- Landscaping barriers between modes;
- Landscaping along sidewalks;

- Improve building facades;
- Open space/park on lot across from The Granary.

Long Term:

- Pedestrian bridge over Highway 101;
- Build new and add on to existing infrastructure along pedestrian boulevard.

Consistency with City Documents

Our goals, objectives and proposals are consistent to Paso Robles General Plan and Uptown/ Towne Center Specific Plan. Some of the common goals from Uptown/Town Centre Specific Plan include the following:

Goal 1: "...Pedestrian friendly, mixed-use neighborhoods, districts, and corridors" (1:3)

Goal 3: "Enhancing open space areas, reducing vehicle miles traveled and other negative environmental effects, and enhancing livability and quality of life" (1:3)

Goal 4 (also goal 1 of the General Plan): "Strive to Maintain a balanced, pedestrian-oriented community, where the majority of residents can live, work and shop" (1:3)

Overall, the proposed project builds off of the ideas generated by both the City of Paso Robles and the Paso Robles community. The site will enhance the unique small town charm the city holds so dearly, and will address the concerns felt by city officials and locals as the city continues to evolve in the coming decades.

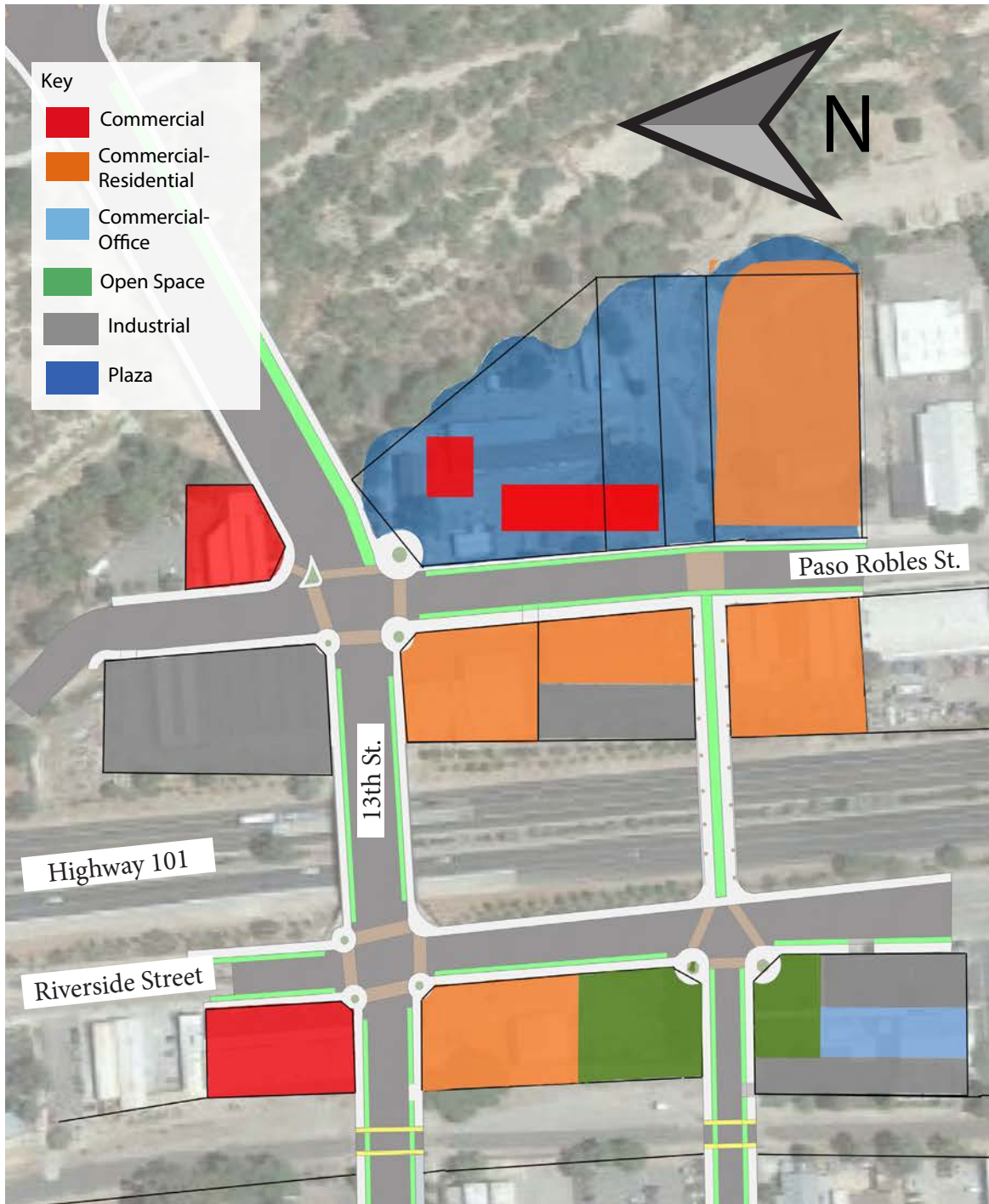


3.2 Illustrative Site Plan



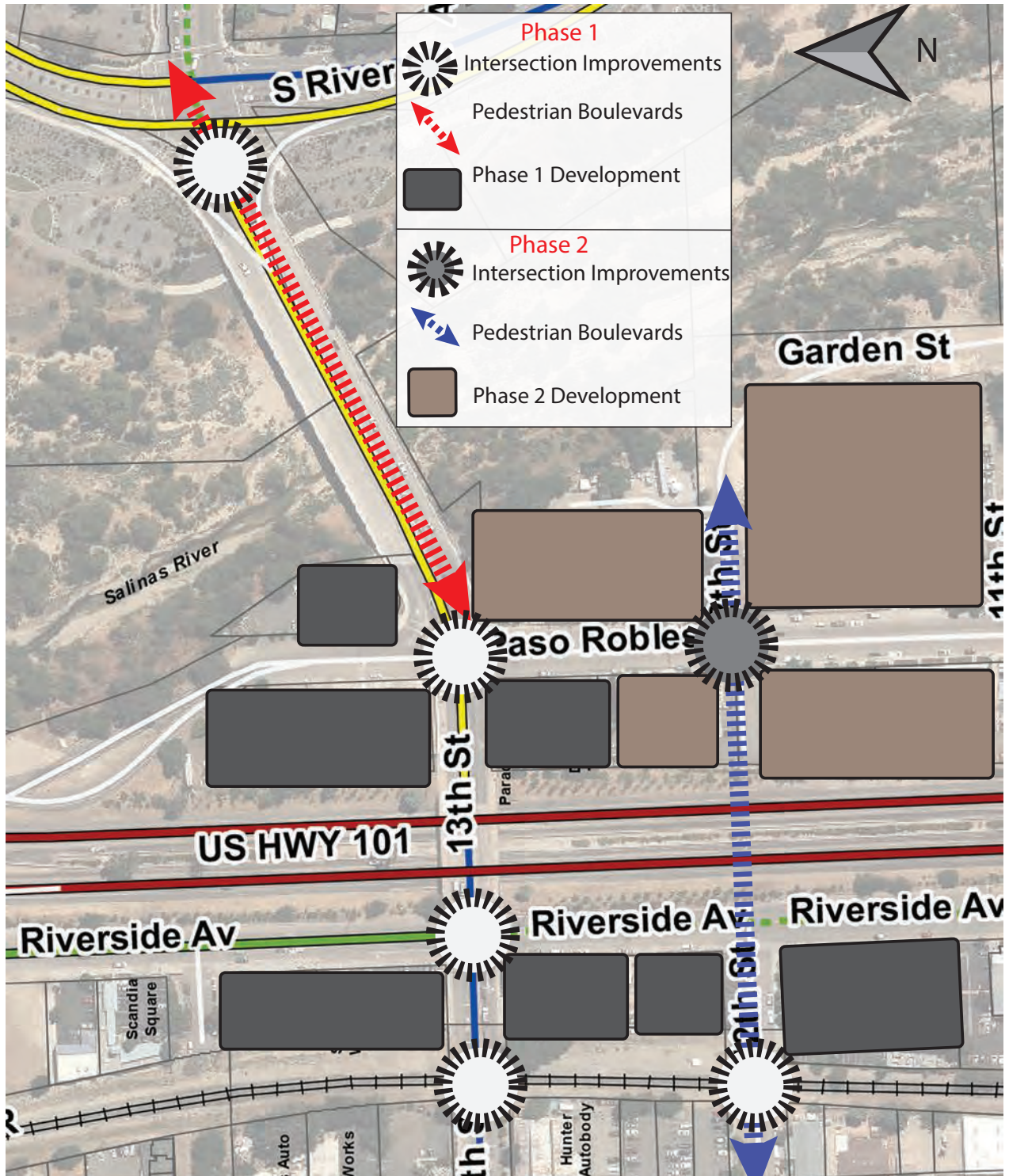


3.3. Land Use Map





3.4. Phasing Map





3.5. Projected Development

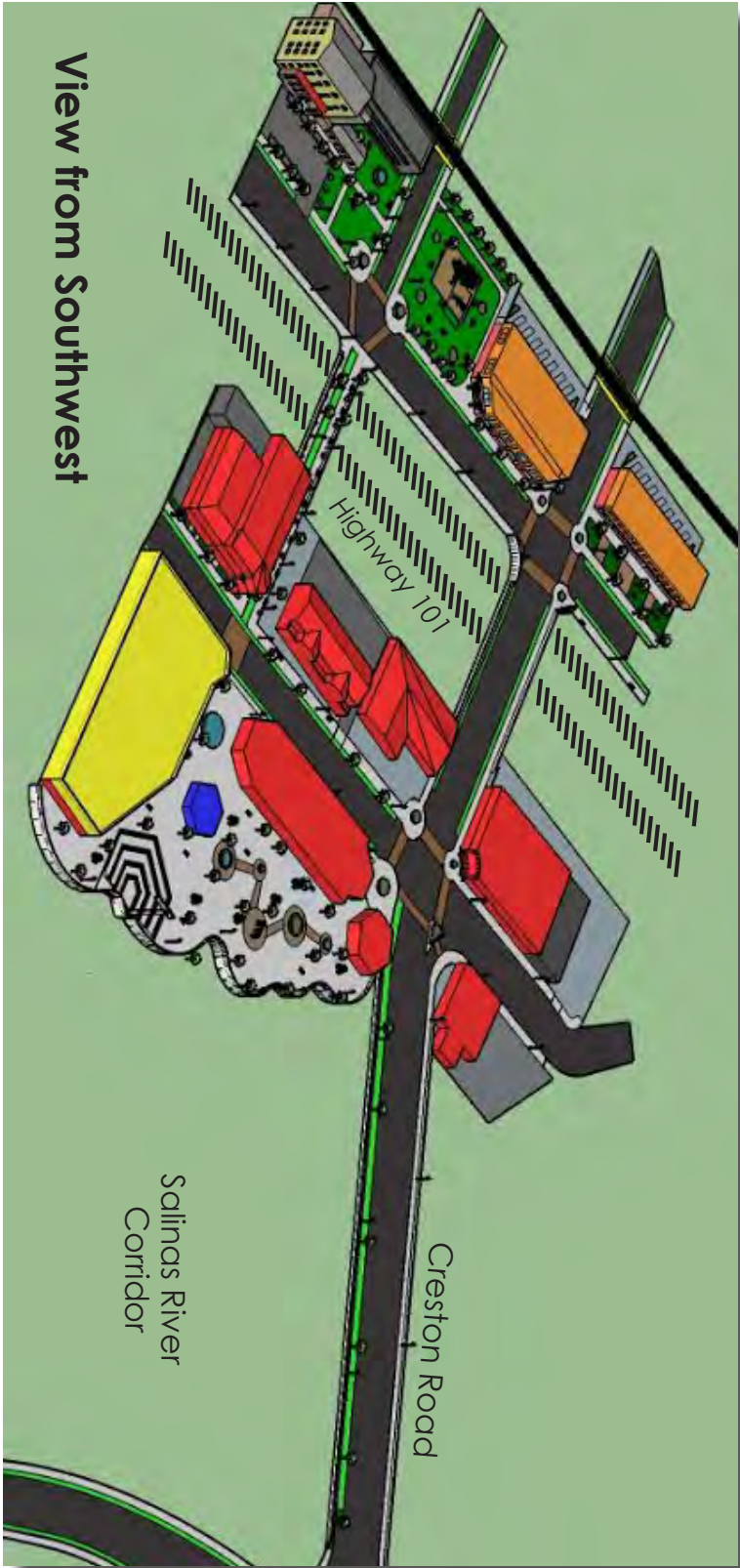
Land Use	Total Square Footage
Commercial	134,792
Residential	96,082
Industrial	33,871
Office	13,752
Open Space	47,507
Plaza	79,994

Building	Total Square Footage	# of Floors	Floor uses	Total per use
1	5,982	1	1st floor Commercial	5,982
2	2,669	1	1st floor Commercial	2,669
3	17,905	1	1st floor Commercial	17,905
4	78,194	2	1st floor Commercial	39,097
			2nd floor Residential	39,907
5	40,784	3	1st floor Commercial	15,528
			2nd floor Residential	15,528
			2nd floor Residential	9,728
6	14,850	2	1st floor Commercial	7,425
			2nd floor Residential	7,425
7	10,662	1	1st floor Commercial	10,662
8	27,812	2	1st floor Commercial	13,906
			2nd floor Residential	13,906
9	4,679	1	1st floor Industrial	4,679
10	16,302	2	1st floor Commercial	8,151
			2nd floor Residential	8,151
11	28,074	2	1st floor Commercial	1,437
			2nd floor Residential	1,437
12	25,782	5	1st floor Commercial	7,023
			2nd floor Commercial	5,007
			3rd floor Office	4,584
			4th floor Office	4,584
			5th floor Office	4,584

Parking	Total Square Footage	Total Floors	Total # of Spots
Lot	33,147	NA	approx. 166
Garage	22,827	6	approx. 115



3.6. Renderings



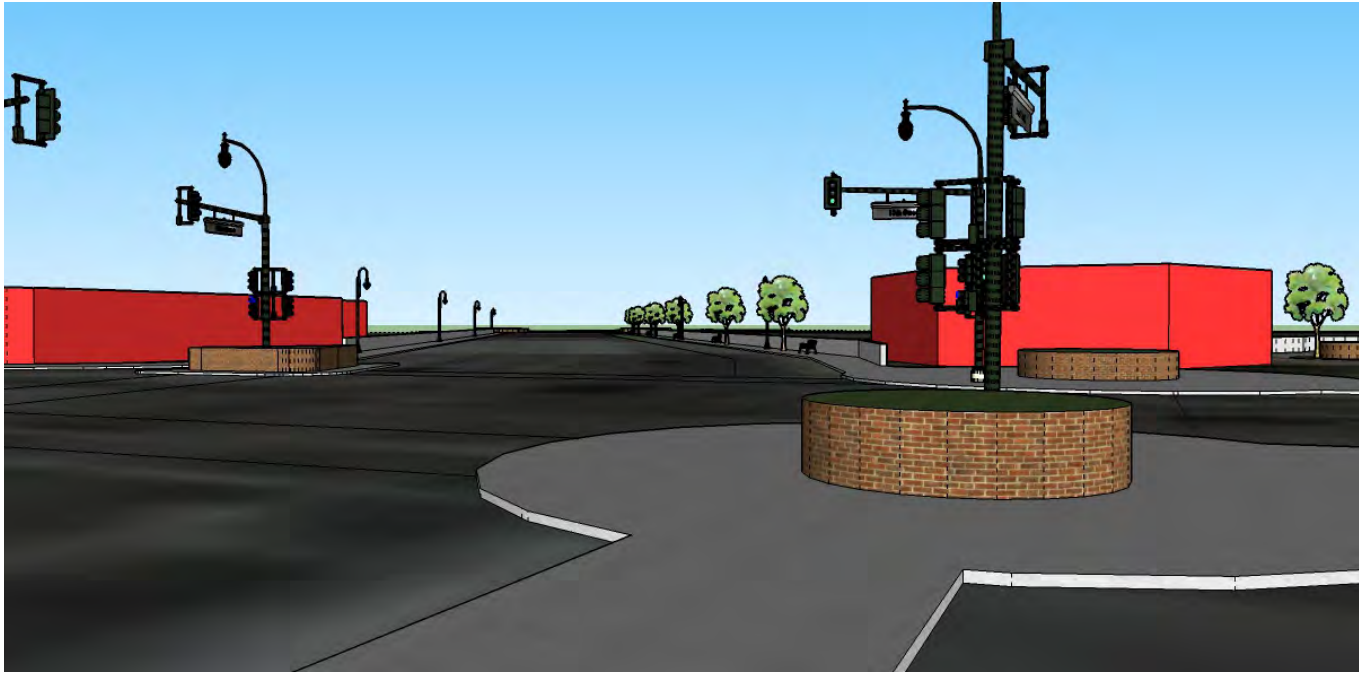


Figure 3.1: View of the 13th Street and Paso Robles Street intersection.



Figure 3.2: View from a balcony on a building along the Riverside Ave. and 12th St. intersection.



Figure 3.3: View into the plaza area where the look out is, next to the 13th Street and Paso Robles Street intersection.



Figure 3.4: View looking along the 12th street pedestrian walkway.

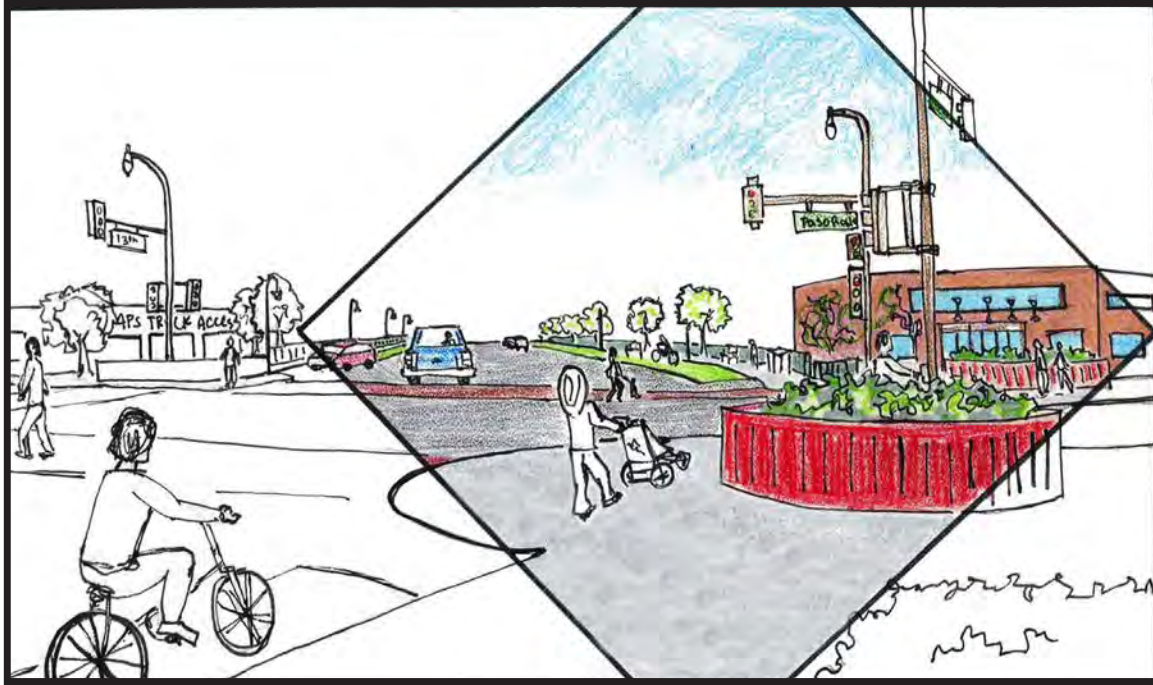


Figure 3.5: A conceptual drawing of the 13th Street and Paso Robles Street intersection.



Figure 3.6: A conceptual drawing of the view from a balcony on a building along the Riverside Ave. and 12th St. intersection.



Figure 3.7: A conceptual drawing looking into the plaza area where the look out is, next to the 13th Street and Paso Robles Street intersection.



Figure 3.8: A conceptual drawing looking along the 12th street pedestrian walkway.



Appendix to project 4B
Lot Surveys



LOT SURVEY

Lot number: 1 Researcher: Torina Vacant lot : No

		Building 1	Building 2	Building 3	Building 4
Number of stories <i>(ground floor counts as one)</i>		5			
Types of Use	1st floor	Commercial			
	2nd-5th floor	Office			
Prevalent façade materials		Brick, wood			
Prevalent façade color		Brick, yellow, white, gray, red			
General Maintenance		G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N

Sidewalk Good, should we more wide		Average Width: ~7ft	Trees (Quantity, types, conditions): About 20, good source of shade, good quality, healthy, quite small compared to other trees seen in Paso
Y	N	Conditions: G A B	



All 5 stories of the Granary Building, showcasing materials and landscaping



Adjacent sidewalk could use more landscaping to aid pedestrian traffic



LOT SURVEY

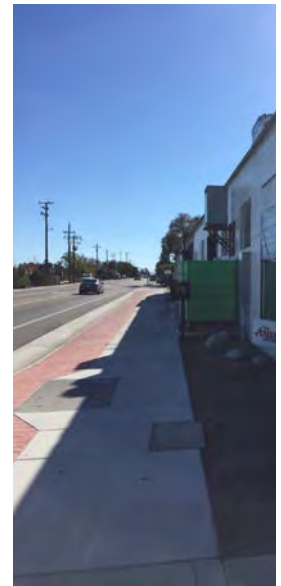
Lot number: 2 Researcher: Torina Vacant lot : No

		Building 1	Building 2	Building 3	Building 4
Number of stories <i>(ground floor counts as one)</i>		1			
Types of Use	1st floor	Industrial			
	2nd floor				
Prevalent façade materials		Sheetmetal			
Prevalent façade color		Gray			
General Maintenance		G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N

Sidewalk Half concrete, half brick		Average Width: ~9ft	Trees (Quantity, types, conditions): None
Y	N	Conditions: G A B	Aerial Cables: None



Building looks run-down, large lot looks dirty and under-utilized, construction materials on lot are unattractive, sidewalk is incomplete and lacks shade or landscaping





LOT SURVEY

Lot number: 3 Researcher: Torina Vacant lot : No

	Building 1			Building 2			Building 3			Building 4			
Number of stories <i>(ground floor counts as one)</i>	1												
Types of Use	1st floor	Commercial											
	2nd floor												
Prevalent façade materials	Stucco												
Prevalent façade color	Beige, blue												
General Maintenance	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value	Y	N		Y	N		Y	N		Y	N		

Sidewalk Cement	Average Width: ~9ft		Trees (Quantity, types, conditions): A few shrubs, no trees		
Y	N	Conditions:	Aerial Cables: None		
		G	A	B	



Sidewalk ends before train tracks, pedestrians must walk over railroad tracks in the street



Current businesses have lack-luster facades



Nothing exciting on lot to attract use



LOT SURVEY

Lot number: 4 Researcher: Torina Vacant lot : Yes

		Building 1	Building 2	Building 3	Building 4
Number of stories <i>(ground floor counts as one)</i>		1			
Types of Use	1st floor	Commercial			
	2nd floor				
Prevalent façade materials		Concrete			
Prevalent façade color		Cream			
General Maintenance		G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N

Sidewalk Good, should we more wide		Average Width: ~7ft	Trees (Quantity, types, conditions): None
Y	N	Conditions: G A B	Aerial Cables: None



Poorly maintained facade with no landscaping or distinguishing features (vacant lot)



No shade or landscaping, no barrier between modes, very concrete and gray



LOT SURVEY

Lot number: 5 Researcher: Torina Vacant lot : No

	Building 1	Building 2	Building 3	Building 4
Number of stories <i>(ground floor counts as one)</i>	1			
Types of Use	1st floor	Industrial		
	2nd floor			
Prevalent façade materials	Sheetmetal			
Prevalent façade color	Beige			
General Maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N

Sidewalk Cement, brick circles around trees	Average Width: ~9ft	Trees (Quantity, types, conditions): 5, good quality, deep red color
Y N	Conditions: G A B	Aerial Cables: Yes, cables all along sidewalk



Building looks clean, lot primarily only needs improved amenities such as trees, sidewalks



Lot lacks cohesive sidewalks, no barrier between modes, several different cement colors is confusing



LOT SURVEY

Lot number: 6 Researcher: Torina Vacant lot : No

		Building 1	Building 2	Building 3	Building 4
Number of stories <i>(ground floor counts as one)</i>		1			
Types of Use	1st floor	Commercial			
	2nd floor				
Prevalent façade materials		Wood			
Prevalent façade color		Beige, white			
General Maintenance		G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N

Sidewalk Cement, brick circles around trees		Average Width: ~9ft	Trees (Quantity, types, conditions): 3 trees along sidewalk and at corner
Y	N	Conditions: G A B	Aerial Cables: Yes, all along sidewalk



Good use of materials and colors on building, sidewalk is narrow but good quality, different shade of gray from the street, trees are a nice color and are kept nice



LOT SURVEY

Lot number: 7 Researcher: Torina Vacant lot : No

		Building 1	Building 2	Building 3	Building 4
Number of stories <i>(ground floor counts as one)</i>		1			
Types of Use	1st floor	Commercial			
	2nd floor				
Prevalent façade materials		Sheetmetal, brick			
Prevalent façade color		Brick, gray, white, teal			
General Maintenance		G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N

Sidewalk Narrow, cement		Average Width: ~5ft	Trees (Quantity, types, conditions): Landscaping between sidewalk and buildings, bad quality in a few areas, rain cause mini landslide in one area
Y	N	Conditions: G A B	Aerial Cables: Yes, all along sidewalk



Left: No barrier led to landslide during rain
 Above: Behind building is intense industrial looking materials
 Right: Good use of landscaping as barrier between sidewalk and building



LOT SURVEY

Lot number: 8 Researcher: Torina Vacant lot : No

		Building 1	Building 2	Building 3	Building 4
Number of stories <i>(ground floor counts as one)</i>		1			
Types of Use	1st floor	Commercial			
	2nd floor				
Prevalent façade materials		Sheetmetal			
Prevalent façade color		Beige			
General Maintenance		G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N

Sidewalk Narrow, sign obstruction, cement		Average Width: ~5ft	Trees (Quantity, types, conditions): Good landscaping in front of business, no trees
Y	N	Conditions: G A B	Aerial Cables: Yes, all along sidewalk



Lot could use extensive rehabilitation, create placemaking architectural style, create cohesive pedestrian and bike lane as well as separating the modes through landscaping barriers, break up cement feel with landscaping



LOT SURVEY

Lot number: 9 Researcher: Torina Vacant lot : No

		Building 1	Building 2	Building 3	Building 4
Number of stories (ground floor counts as one)		1			
Types of Use	1st floor	Commercial			
	2nd floor				
Prevalent façade materials		Sheetmetal			
Prevalent façade color		Red, grey, blue, white			
General Maintenance		G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N

Sidewalk		Average Width:	Trees (Quantity, types, conditions): Few trees on lot
Y	N	Conditions: G A B	Aerial Cables: Yes, along street and over street



Building is well maintained for a lumber yard



Good color theme that matches proposed development



LOT SURVEY

Lot number: 10 Researcher: Torina Vacant lot : No

		Building 1	Building 2	Building 3	Building 4
Number of stories <i>(ground floor counts as one)</i>		1			
Types of Use	1st floor	Industrial			
	2nd floor				
Prevalent façade materials		Stucco			
Prevalent façade color		Beige			
General Maintenance		G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N

Sidewalk Good, should we more wide		Average Width: ~7ft	Trees (Quantity, types, conditions): About 20, good source of shade, good quality, healthy, quite small compared to other trees seen in Paso Aerial Cables: None... good lighting
Y	N	Conditions: G A B	



Nothing distinguishing happening on the lot, building is small and boring, rest of lot looks quite industrial, good landscaping



LOT SURVEY

Lot number: 11 Researcher: Torina Vacant lot : No

		Building 1	Building 2	Building 3	Building 4
Number of stories (ground floor counts as one)		1	1	1	1
Types of Use	1st floor	Industrial	Industrial	Industrial	Industrial
	2nd floor				
Prevalent façade materials		Sheetmetal	Stucco	Sheetmetal	Wood, sheet-metal
Prevalent façade color		Rust, gray	Beige	Gray, beige, white	Gray, white
General Maintenance		G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N

Sidewalk Narrow, cement		Average Width: ~5ft	Trees (Quantity, types, conditions): A few on site, corner of PR st and 13th st has landscaping on corner by municipal water company
Y	N	Conditions: G A B	



None of the buildings on this lot are cohesive, many different styles, good landscaping





LOT SURVEY

Lot number: 12 Researcher: Torina Vacant lot : No

		Building 1	Building 2	Building 3	Building 4
Number of stories <i>(ground floor counts as one)</i>		1			
Types of Use	1st floor	Commercial			
	2nd floor				
Prevalent façade materials		Sheetmetal			
Prevalent façade color		Red, white			
General Maintenance		G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N

Sidewalk Cement		Average Width: ~7ft	Trees (Quantity, types, conditions): Few trees on lot
Y	N	Conditions: G A B	Aerial Cables: None



Lot has good use of trees, building is good quality and doesn't stand out too much from rest of site

This page intentionally left blank.

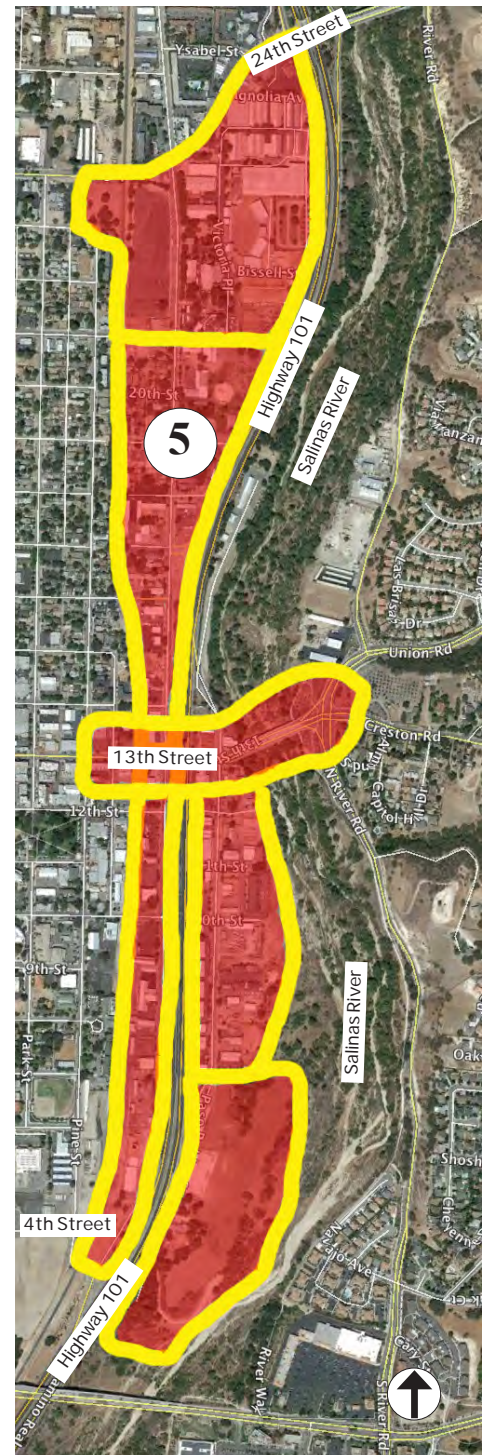
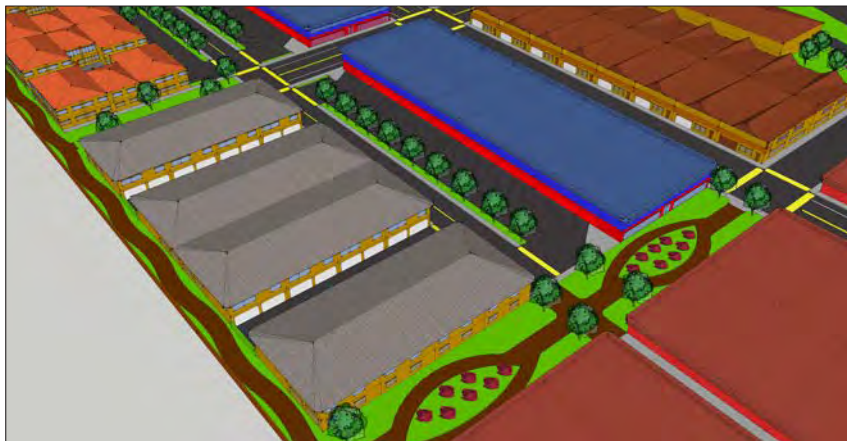
Riverside Urban Design Concept Plans North Riverside Corridor

Team 5A

Audrey Ogden, Melina Smith, Connor Lavi and Kaileigh Johnson



NORTH
Riverside
CORRIDOR





North Riverside Corridor

Table of Contents

Chapter 1: Project Site Assessment

- 1.1. Introduction _ 257
- 1.2. Project Site Character _ 259
- 1.3. Opportunities and Constraints _ 261

Chapter 2: Concept

- 2.1. Vision Statement _ 264
- 2.2. Goals, Objectives and Ideas _ 265
- 2.3. Concept Diagram _ 267

Chapter 3: Project Development

- 3.1. Narrative _ 268
- 3.2. Land Use Map _ 270
- 3.3. Illustrative Site Plan _ 271
- 3.4. Phasing _ 272
- 3.5. Projected Development _ 274
- 3.6. Renderings _ 275

Appendix: Lot Surveys _ 278



Chapter 1. Project Site Assessment

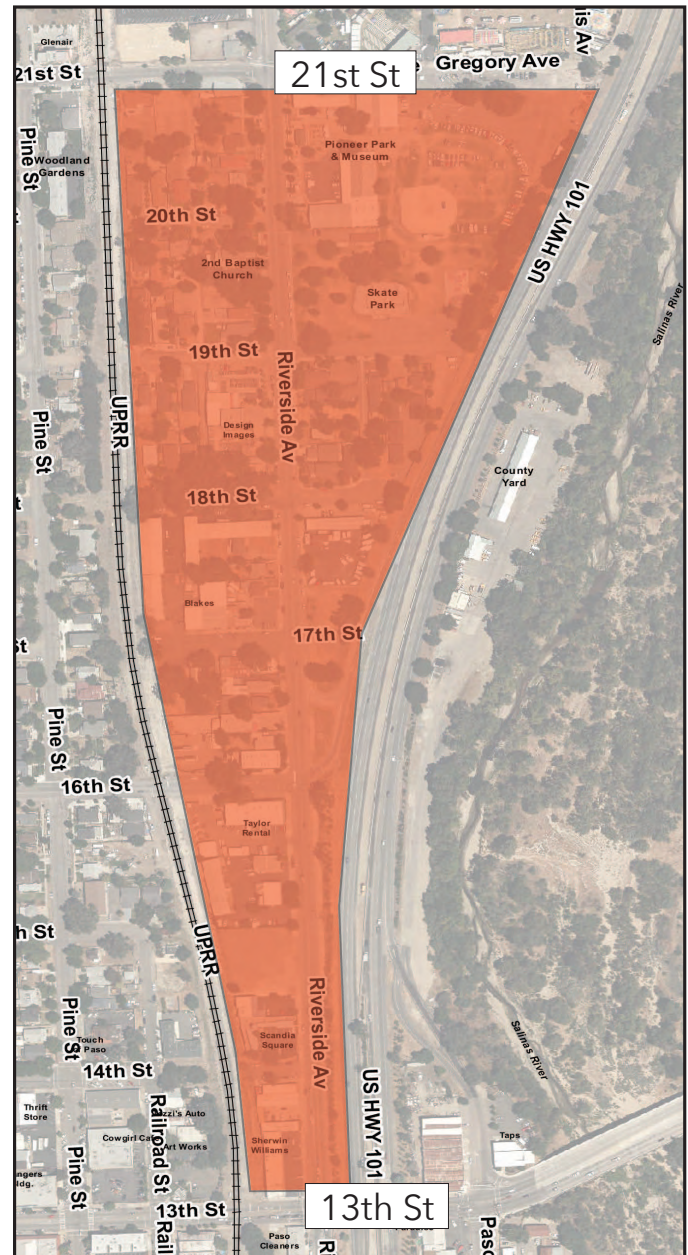
1.1 Introduction

The North Riverside Corridor is a complex site with many opportunities for development, infrastructure improvement, zoning changes, and aesthetic enhancement. This site is located in between 21st and 13th street to the North and South, and the US101 and railroad tracks to the East and West. The current zoning for the site is comprised of mostly low density residential, commercial, minimal retail, and industrial. Though within reasonable proximity to downtown Paso Robles, there is little foot or bike traffic throughout the site. It is primarily auto oriented. There exists a mix of infrastructure throughout the site. Some areas are recently landscaped with well maintained buildings, while many other areas contain discontinuous sidewalks and run down building facades.

There are two vacant lots existing on the site, which provide opportunity for development. Furthermore, there is a significant cultural presence throughout the site, containing Pioneer Park, Pioneer Museum, and an established Latino population. Due to its proximity to downtown, and the 17th h street off ramp gateway, the North Riverside Corridor is easily accessible, thus providing opportunity to transform this area into a desirable site with a strong sense of place.

Our propositions begin with infrastructural improvements. The site is currently plagued with incomplete sidewalks and inefficient intersections. Likewise, with regards to infrastructure, we are proposing to alter the current form of a few existing streets. For example, transform a vehicular street into a pedestrian street, turn alleyways into vehicular streets, and insert culdesac's into

The project site.





current through streets. Furthermore, we plan to add formal railroad crossings and green barriers between the street and railroad. In addition to infrastructural improvements, we plan to enhance and increase the amount of greenspace within the site significantly. We plan to do this by transforming Pioneer Park into an inviting, accessible, communal space with a strong sense of place comparable to the park downtown.

Furthermore, we plan add pocket parks at the end of selected street blocks, as well as along the railroad tracks. Finally, our proposals also include rezoning, lot orientation, and development suggestions. Our zoning proposals include rezoning the low-density residential area into a medium density housing and mixed used area. Furthermore, we propose to integrate live work spaces into the commercially zoned area while simultaneously increasing the density. We also propose a lot orientation change on one block in order to increase access and channel foot traffic towards downtown. The North Riverside Corridor offers an opportunity to continue the lively nature of downtown into the rest of Paso Robles.



1.2 Project Site Character



Lot 1

This lot primarily consists of single and multi story residential uses with one church located in the center of the lot on Riverside Ave. The alleyway could be expanded to accommodate for increased vehicle traffic if the building units were to be oriented towards the alley instead of 19th and 20th street. The buildings that would be shifted would be: 1,2,3,8,9,10, and 11. Between buildings 5 and 6, there is a large vacant lot that has potential for new development. Every building within this lot, besides the church, can be improved through an increase in density and potentially the incorporation of mixed use commercial/residential on Riverside. There are many trees along all sides of the streets, which are mostly Oak trees. Sidewalks, for the most part are either crumbling or nonexistent which is something that is necessary to improve with this lot.



Lot 2

This lot features single story residential use as well as industrial use along Riverside Ave. Similarly to Lot 1, the alleyways of Lot 2 can be revamped and turned into a residential street to accommodate for increased vehicle traffic. The residential units can be revamped into higher densities and reoriented to face the alleyway. The industrial building should be removed in order to make the area more appealing, it would be appropriate to add commercial/residential mixed use in this area. Again, there are many trees in this lot, mostly Oak trees with some Palm trees. The sidewalks are crumbling and sporadic which definitely needs to see improvement in order to make this lot well connected and pedestrian friendly.





Lot 3

Lot three, located along the eastern side of 18th street relative to downtown, is characterized by its light industrial commercial uses. There are several vacant parcels with minor build-out. The block along 18th street within the vision area are single family residential, light industrial and commercial in use. There is little architectural variety; very non-descript with some uses dedicated to service yards. Most facades are of stucco and brown paneling, with few facades showcasing styles that fit well with the Paso Robles vernacular. There are very minimal open spaces and parkland surrounding the lot. The area located along the train tracks, on the western side of the buildings, is non-utilized greenspace, void of any designated circulatory access. There are, however; areas where pedestrians have clearly walked along the train tracks and crossed in undesignated areas. The street network itself is relatively incomplete. On this street are 4 oak trees, with street infrastructure clearly placed over the existing trees. This places a burden on vehicles accessing the street, and likely unsafe conditions for visitors who are unaware of the unique street layout. The sidewalks are inconsistent in nature, and would benefit from significant improvements. Pedestrian crossings along the eastern edge of 18th are missing.



Lot 4

Lot 4 is located on Riverside street along the southern side of 16th street. Buildings 1, 2, 3 are located on this lot and they are comprised of service and commercial uses. There is also a large vacant lot located within Lot 4. These are mostly stucco and steel buildings, with the general maintenance being medium to poor. Likewise, there is little architectural variety. The infrastructure within this lot is of poor quality as well, namely the different sized and incomplete sidewalks. There is minimal formal landscaping on the lot, consisting of one pine, one oak, and two other native trees. Given that there is little to no foot traffic in this area, and it is mostly a commuter street, the current commercial and service uses are of little beneficiary to the site. Mixed-use, live-work spaces would be appropriate in this area. The vacant lot could be utilized as a site for mixed-use residential development. Sidewalk redevelopment and street light implementation would be beneficial to this lot as well. Furthermore, formal landscaping that coincides with the existing landscaping across the street would make for a cohesive environment for this area.





1.3. Opportunities and Constraints

Lot 1

Opportunities

- Alleyways wide enough to form new streets.
- Directly across from pioneer park.
- One vacant lot.
- Some existing higher density homes.



Proximity to Pioneer Park

Constraints:

- Sidewalks sporadic and deteriorated.
- Train tracks are very close to some of the buildings.
- Limited parking for buildings without driveways.
- The church parking lot takes up a lot of space.



Limited Parking

Lot 2

Opportunities:

- The alleyway has potential to become a new street to orient residential units and to provide them alternative access.
- The two major lots can be redeveloped in two distinct land uses: medium density residential and commercial/retail, including mixed-use.
- Reorganization of lots can facilitate development by placing frontage along the alleyway.



Residential Alleyway

Constraints:

- Lack of barriers represent a safety hazard.
- Impact of railroad noise. and create large amounts of noise that pot.
- Two industrial businesses (4 and 5) take up most of Riverside Street frontage and impact good the imageability.
- Bad accessibility to some homes.



Noise from train



Lot 3

Opportunities:

- Space for safe railroad crossings.
- Wide streets, opportunity to encourage enhanced sidewalks.
- Proximity to downtown.
- Opportunity to enhance and improve commerce access.



Space for railroad crossing

Constraints:

- Oak trees Iconflict with the street infrastructure.
- Poor sidewalks.
- Noise from train passing.
- Non-designated railroad crossings.



Poor pedestrian accessibility

Lot 4

Opportunities:

- Vacant lot.
- Proximity to Downtown.
- Large lot sizes.
- Open space.
- Proximity to freeway.



Vacant lot

Constraints:

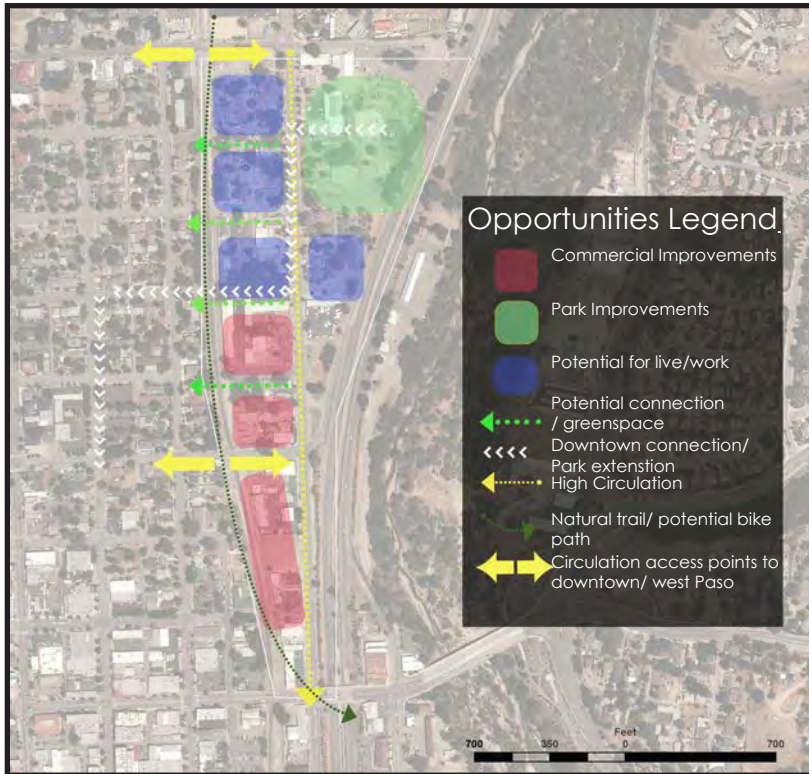
- Proximity to train tracks.
- Poor sidewalks.
- Noise from train and freeway.
- Non-designated railroad crossings.



Indistinct RR crossing



Opportunities and Constraints Map



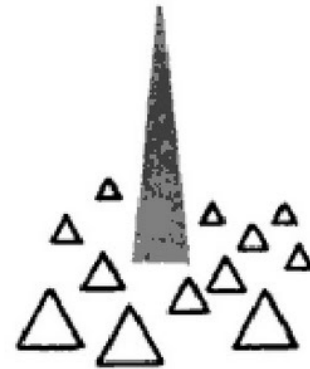


Chapter 2. Concept

2.1 Vision Statement

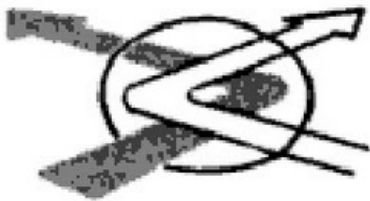
The North Riverside Corridor Plan is a conceptual vision intended to improve the quality of life for residents and visitors. Objectives for accomplishing this vision include: increasing housing options for current and future residents, encouraging infrastructure improvements, establishing pedestrian connections, and greenspace enhancement through sustainable, equitable and economically-feasible practices.

Our five guiding principles are:



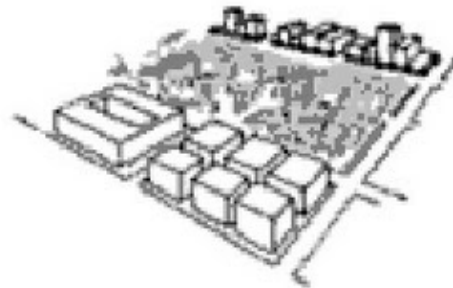
Imageability

The quality that makes a place recognizable, distinct, and memorable.



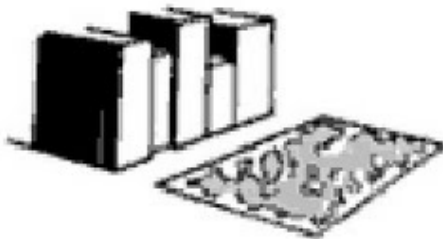
Legibility

The ease with which the spatial structure of a place can be understood and navigated as a whole.



Humanscape

The dimension that humans and their social activity add to a place.



Ecoscape

The dimension that plants, gardens, animals, habitats, prevailing wind, sun, and other natural elements add to the community.



Linkages

The physical connections within an area, between areas, and beyond and the ease that circulation occurs for all modes of transportation.

Note: all images from Kevin Lynch's "The Image of the City"



2.2. Goals, Objectives, Ideas:

Goal 1: Generate social interaction

Objective 1.1: Provide a unique community gathering place.

Idea 1: Enhance Pioneer Park .

Idea 2: Create a space of cultural significance.

Idea 3: Develop a small park on vacant lot.

Objective 1.2: Promote Walkability .

Idea 1: Enhance sidewalks.

Idea 2: Ensuring adequate street lighting.

Idea 3: Provide accessible pedestrian paths.

Goal 2: Establish clear vehicular, bicycle, and pedestrian connectors.

Objective 2.1: Establish clear vehicular routes and transects.

Idea 1: Create a median as a traffic calming measure on Riverside Avenue.

Idea 2: Define street parking in residential areas.

Idea 3: Redesign alleyways.

Objective 2.2: Clear bicycle and pedestrian paths .

Idea 1: Incorporate a class II or III bike path along Riverside Street.

Idea 2: Creating clear pedestrian crosswalks in convenient areas.

Goal 3: Maintain the historical aesthetic

Objective 3.1: Preserve the small town feel of Paso Robles.

Idea 1: Add historical amenities seen throughout the town.

Idea 2: Use similar architectural styles as found in the downtown .



Objective 1.1 Idea 1



Objective 1.2 Idea 2



Objective 3.1 Idea 2



Objective 4.1 Idea 1



Objective 5.1 Idea 1

Objective 3.2: Maintain the existing culture.

Idea 1: Encourage public art

Idea 2: Promote and create a space for a public or farmers market .

Goal 4: Improve the streetscape along Riverside Avenue and within the residential area.

Objective 4.1: Enhancing landscaping and public greenspace.

Idea 1: Ensure safe pedestrian accessibility through ample lighting, signage and transparency.

Idea 2: Eco-friendly landscaping systems

Objective 4.2: Improve infrastructure.

Idea 1: Finish and improve the sidewalks .

Idea 2: Re-surface roads and parking areas .

Goal 5: Increase housing opportunities for current and future residents .

Objective 5.1: Establish specific areas for housing opportunities.

Idea 1: Incorporate “missing middle” housing as a transect for low to high density residential.

Idea 2: Incentivize high density residential to promote future opportunities for transit-oriented areas.

Idea 3: Create pathways between residential and commercial and encourage pedestrian linkages to downtown.

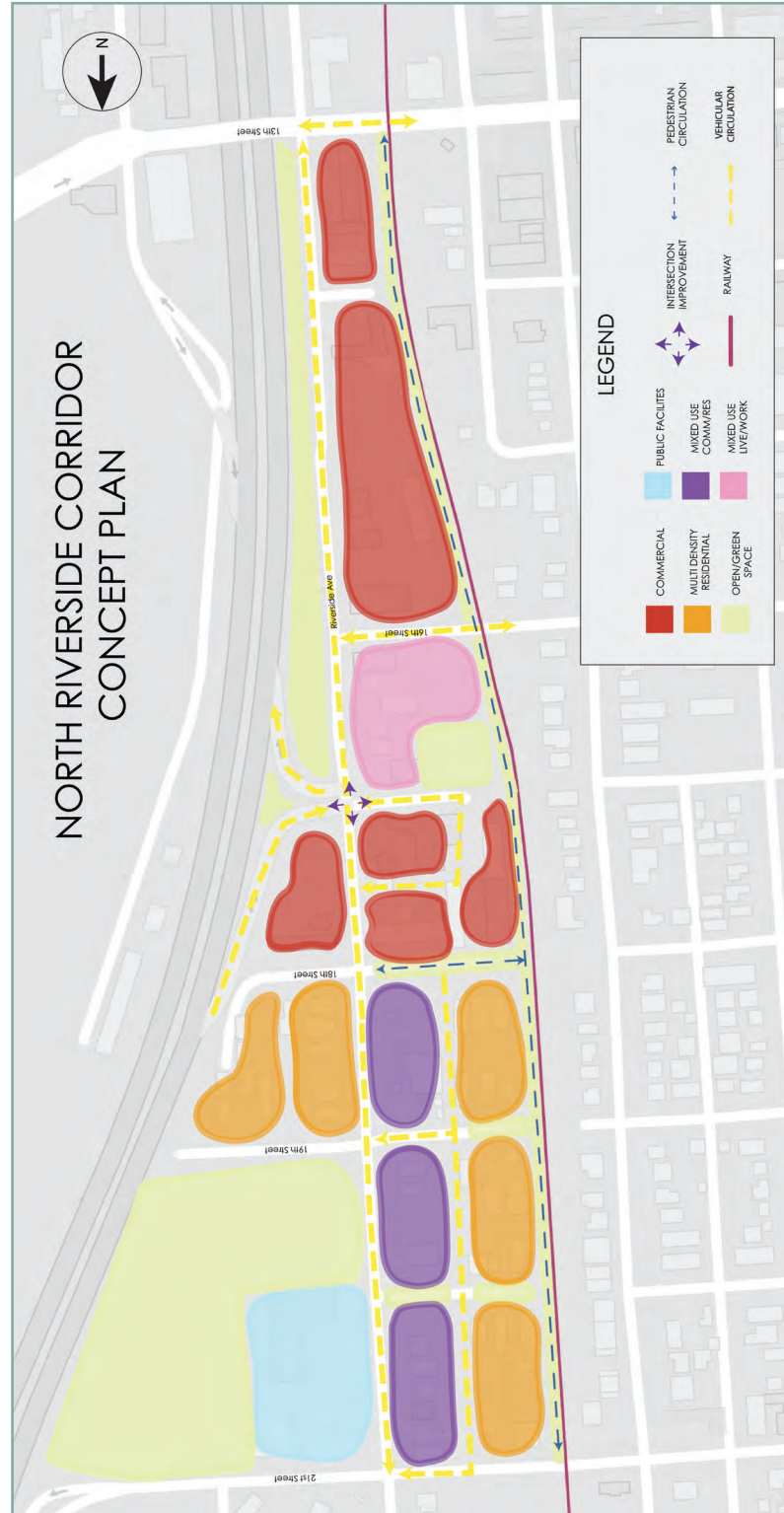
Objective 5.2: Encourage market rate-residential without causing displacement of current residents.

Idea 1: promote the idea of multi-unit or garden style housing.

Idea 2: Encourage inclusionary housing.



2.3. Concept Diagram





Chapter 3. Project Development

3.1. Narrative

The North Riverside Corridor is a unique area that offers opportunities for development, enhancement of existing cultural aspects, infrastructure improvements, zoning changes, and overall revival of an underused area of Paso Robles. This site is located in between 21st and 13th street to the North and South, and between the US 101 and railroad tracks to the East and West. The primary goal of our project is to continue the lively nature of downtown Paso Robles into the north end of town, while enhancing the existing cultural sites such as Pioneer Park and Museum. Furthermore, the project aims to increase diverse housing opportunities. We hope to achieve these goals through the following proposals.

First, in order to connect this site to downtown we are proposing to increase walkability through infrastructure improvements such as sidewalk enhancement, lighting, and safe and clear crosswalks and bike lanes. Furthermore, we propose to provide opportunity for formal railroad crossings that connect to Pine street in order to facilitate foot traffic directly to downtown. Altering the form of a various existing streets within the sites will likewise contribute to connectivity to downtown. In addition to infrastructural improvements, we plan to enhance and increase the amount of green space within the site significantly. We plan to do this by transforming Pioneer Park into an inviting, accessible, communal space with a strong sense of place comparable to the park downtown. Furthermore, we plan add pocket parks at the end of selected street blocks, as well as along the railroad tracks. Another main element of our project comes in the form of re-zoning and change in lot orientation. The proposed zoning changes aim to increase

housing opportunities, diversity of the space, and density. The increased diversity and density will provide a solid foundation for facilitating opportunities for commercial business within the site. The housing opportunities we wish to increase are those of live-work spaces, mixed use, and affordable housing. Lot orientation change is aimed to facilitate vehicular and pedestrian traffic in a manner conducive to the design and provide better access to residences and business. With these elements, we hope to prompt an inviting, communal, and lively environment for this area of Paso Robles.

The elements of this project that we see happening in the short term are the infrastructural improvements and green space improvement. These can be seen in phases one through two. The infrastructural improvements in phase one will come in the form of sidewalk rehabilitation, additional lighting, bike lanes, crosswalk and intersection improvements, and railroad safety. For example, implementing clear, continuous, wide, and infrastructurally sound sidewalks is something that can occur within the next one to two years. Furthermore, additional street lighting throughout the site for walkability safety can be seen on the same time frame. Phase two can be seen in the same time frame but will focus on Pioneer Park and landscaping throughout the site. There will be a path implemented to facilitate foot traffic throughout the park. Additionally, seating and extra lighting will be put into place to transform the park into a place where people in the community want to spend their time. Landscaping throughout the site will include pocket parks at the end of residential blocks, as well as a landscaped walkway with a transparent barrier along the railroad tracks.

The elements of this project that are forecasted for the next 5-10 years are the proposed street transformations, zoning changes, and development proposals. These can be seen within phases three



through five. Phase 3 will focus on the off ramp at 17th street, and the area around it. The main goal for this phase is to create a sense of arrival at the off ramp so drivers are aware of where they are. There will be commercial, mixed use, and live work spaces surrounding this area. Furthermore, a public park space will be implemented aimed towards providing a space for those in the office, retail and live work spaces around it. Phase four focuses on the area between 21st and 18th street. Lot orientation changes are proposed to better facilitate vehicular and pedestrian traffic.

Furthermore, we are proposing that 18th street be transformed into a walking street to further walkability. The zoning changes include zoning for mixed use and medium density residential uses. Finally, Phase five is aimed towards the southern end of the sight. Re-zoning will create mixed use spaces that accommodate office and retail spaces, as well as commercial zones. Lot orientation changes will be made in order to accommodate parking needs and vehicular circulation.

The proposals for our project are aimed to coincide with Paso Robles' general plan, specific plan, and other land use plans. The General Plan Land Use Element establishes a planned land use pattern and long-range policies to guide growth within the City. These policies are centered around two main goals. The first goal is to "strive to maintain a balanced community, where the majority of residents can live, work, and shop" (Paso de Robles, 2003, 2.0). The second goal is to "maintain and enhance the City's image and identity" (Paso de Robles, 2003, 2.0). These goals and policies are specifically intended to preserve and enhance the community through appropriate land use planning. Through proposing live-work housing and mixed used development, commercial zoning, and accessibility enhancements, our proposals meet

goal one. Furthermore, by striving to enhance Pioneer Park and museum, maintain the existing industrial aesthetic, and enhance imageability, our proposals further meet these goals.

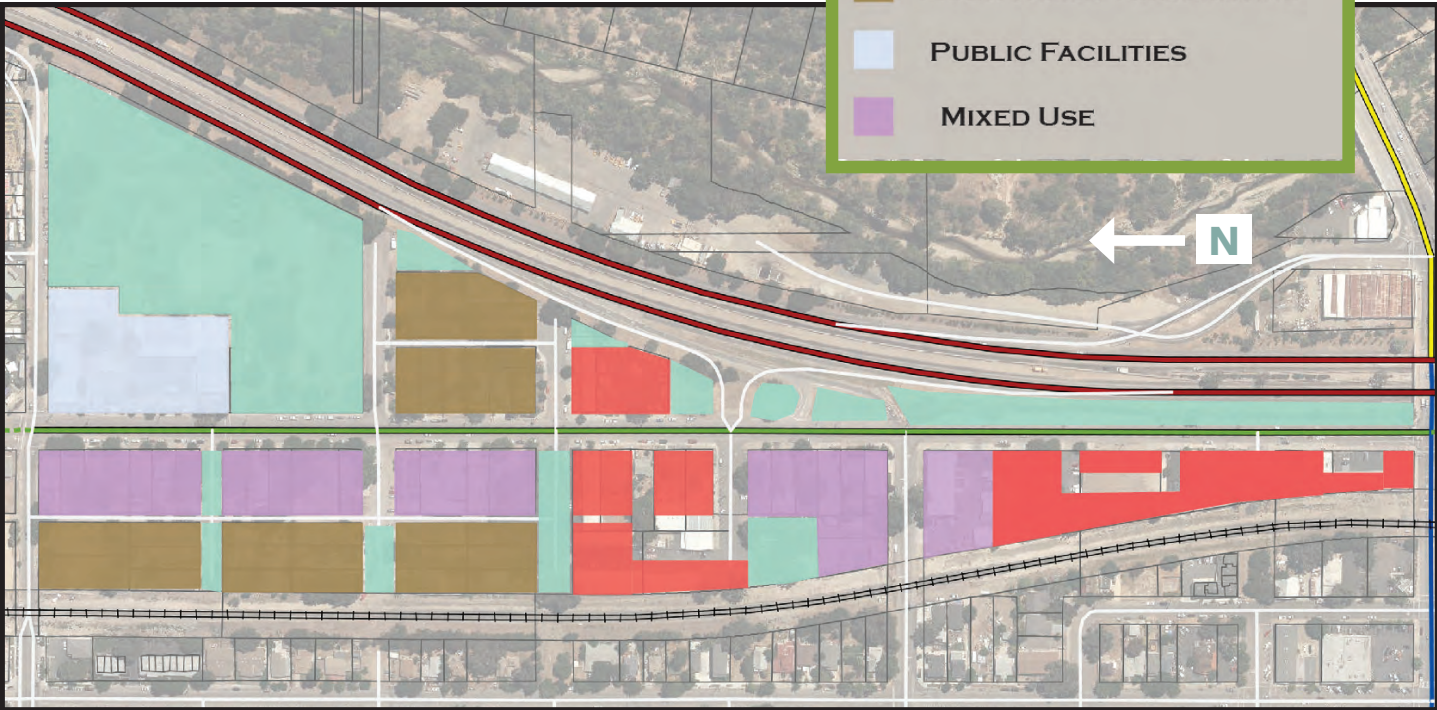
The primary goal of the circulation element is to "establish a safe, balanced, efficient, and multi modal circulation system, focusing on the mobility of people, and preserving the city's small town character and quality of life" (Paso de Robles, 2003). We plan to achieve this goal through increased walkability, bikeability, and efficient facilitation and mitigation of vehicular traffic. Further meeting the general plan's open space and conservation goals, our project focuses on conservation through preservation of existing oak trees, enhancement of existing green space, and implementation of pocket parks. Likewise, preservation of scenic qualities, and mitigation of vehicular impact through enhanced walkability and bikeability meet conservation goals. The Specific Plan calls for the Riverside Corridor to be developed into a pedestrian oriented, mixed use commercial district that borders a pedestrian friendly re-designed Salinas River Preserve. Furthermore, the plan places emphasis on the establishment of pedestrian corridors linking the downtown to the area.

The main elements of our project are centered around these exact objectives. For example, a primary proposal in our site is a vehicular street transformed into a walk street that crosses the railroad tracks and connects to Pine street in order to provide a direct pedestrian linkage to downtown. Likewise, our zoning proposals are centered around mixed-use commercial development with an emphasis on walkable routes. Our North Riverside corridor plan aims to meet the goals that Paso Robles already has in place, as well as offers ideas and solutions believed to coincide with these goals.



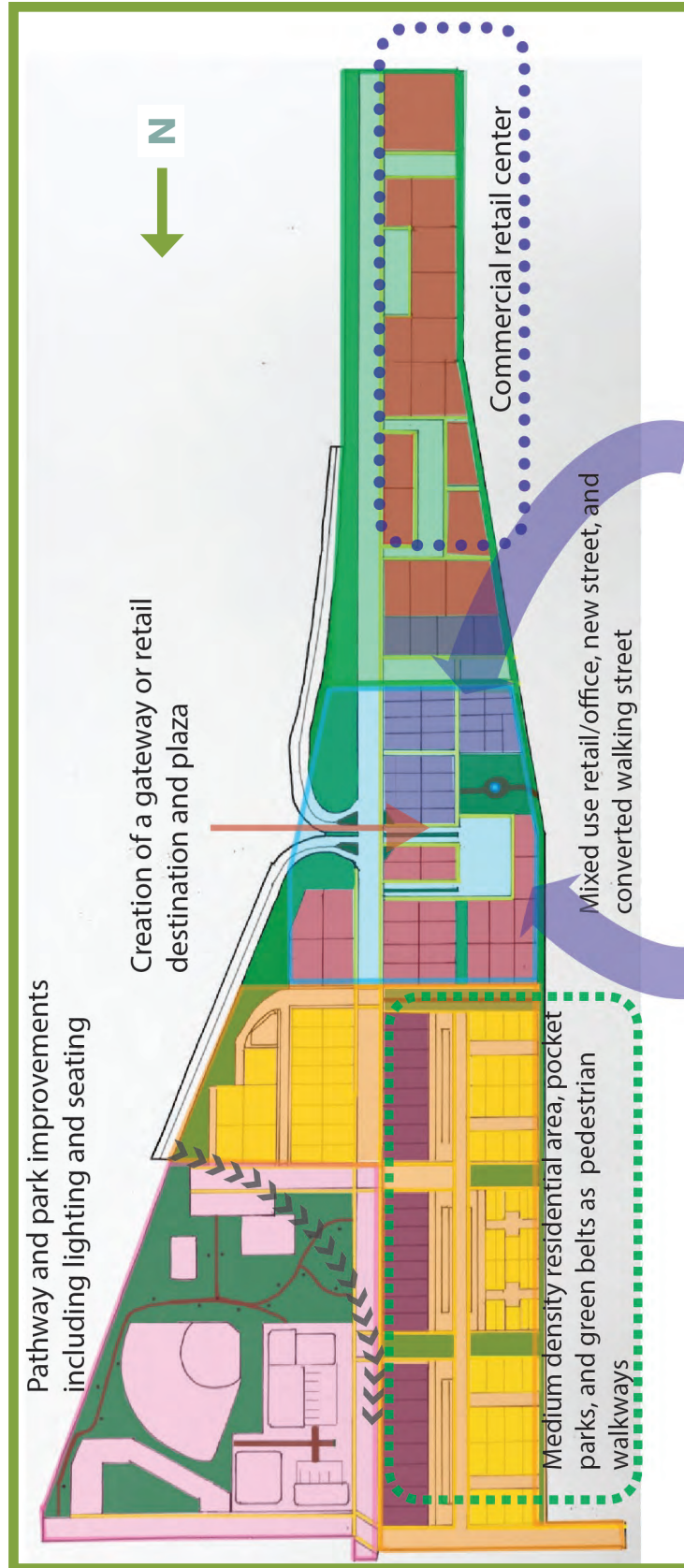
3.2. Land Use Plan

	COMMERCIAL
	OPEN SPACE/PARKS
	MULTI FAMILY RESIDENTIAL
	PUBLIC FACILITIES
	MIXED USE





3.3. Illustrative Site Plan





3.3. Phasing



Phase 1: Improvements to all sidewalks and intersections.

Phase 1:

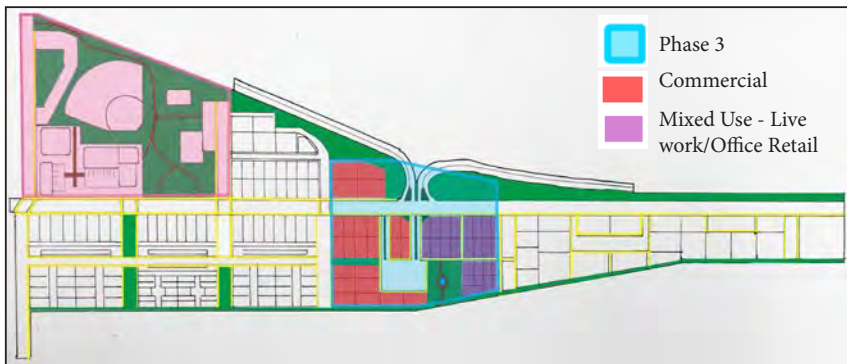
Focus on connectivity throughout the site. All sidewalks will be paved, connected, widened where needed, and upgraded. This will be done to ensure walkability throughout the site and a clear connection to downtown. Furthermore, crosswalks will be made more clear and visible to further the walkable nature. Intersection upgrades will provide safety for cyclists, pedestrians and vehicles.



Phase 2: Pioneer Park upgrades with path implementation & landscaping upgrades throughout site.

Phase 2:

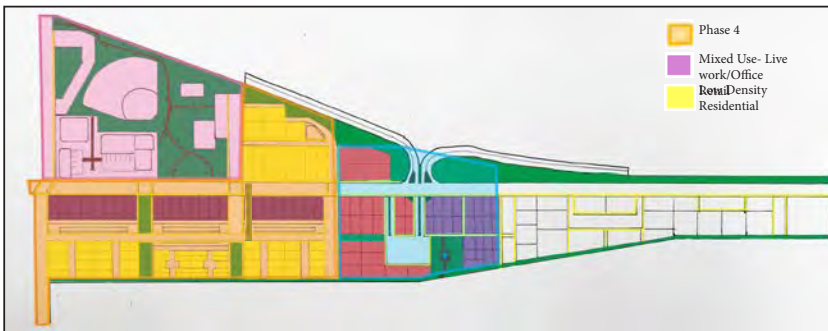
Focus on Pioneer Park and landscaping throughout the site. There will be a path implemented to facilitate foot traffic throughout the park and pioneer museum. An emphasis on lighting will also be put into place through the park for safety. Furthermore, to create a sense of place, seating areas will be provided around the park. A walkway along the railroad tracks will be provided, and landscaping throughout the site will be upgraded.



Phase 3: Upgrading off-ramp; implementation of park; re-orientation of lots; zoning changes.

Phase 3:

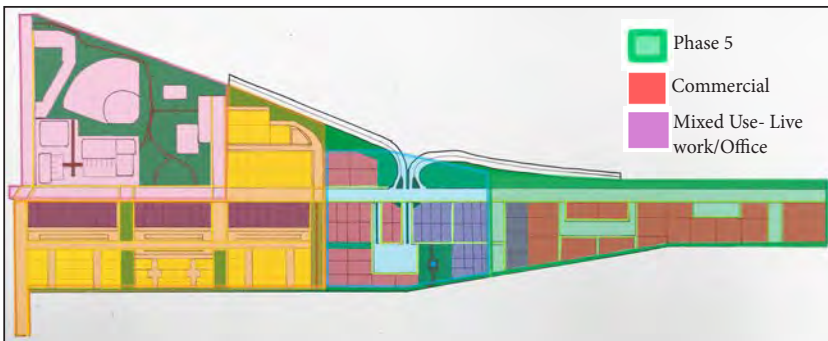
Focus on the off ramp at 17th street, and the area around it. The main goal for this phase is to create a sense of arrival at the off ramp so drivers are aware of where they are. Landscaping, seating areas, and signage will be provided to accomplish this. Zoning changes will provide commercial, mixed use, and live work spaces. Furthermore, a public park space will be implemented aimed towards providing a space for those in the office, retail and live work spaces around it.



Phase 4: Lot Orientation changes, Re-zoning, 18th street upgrade.

Phase 4:

Focus on the areas between 21st and 18th street. Pocket parks will be implemented at the end of certain lots for aesthetic, noise, and quality of life purposes. Lot orientation changes will be put into place to better facilitate vehicular and pedestrian traffic. 18th street will be transformed into a walking street to further walkability, and provide a clear connection to downtown. Additionally, mixed use developments accommodating office and retail space will be added, as will medium density residential developments to create a lively and diverse area.



Phase 5: Lot orientation changes, Re-zoning, Parking implementation.

Phase 5:

Aimed towards the southern end of the sight. Re-zoning will create mixed use spaces that accommodate office and retail spaces, as well as commercial zones. Lot orientation changes will be made in order to accommodate parking needs and vehicular circulation.

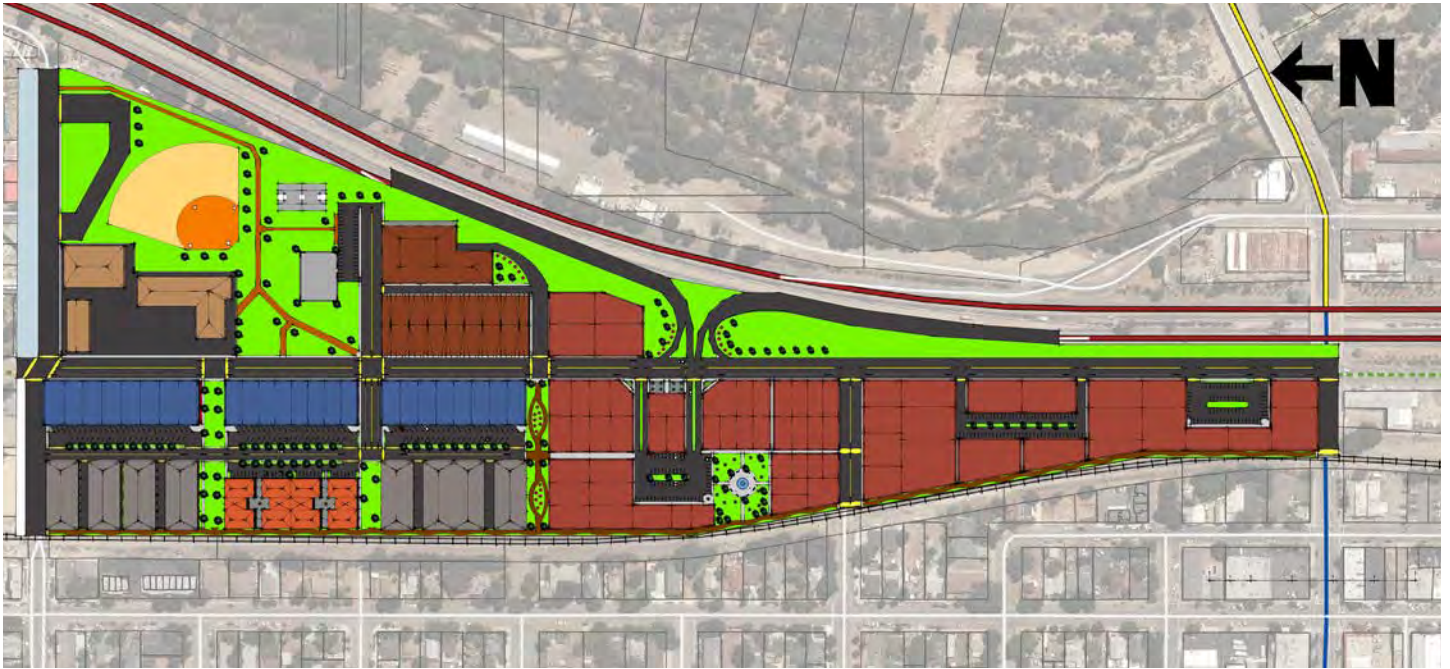


3.4. Projected Development

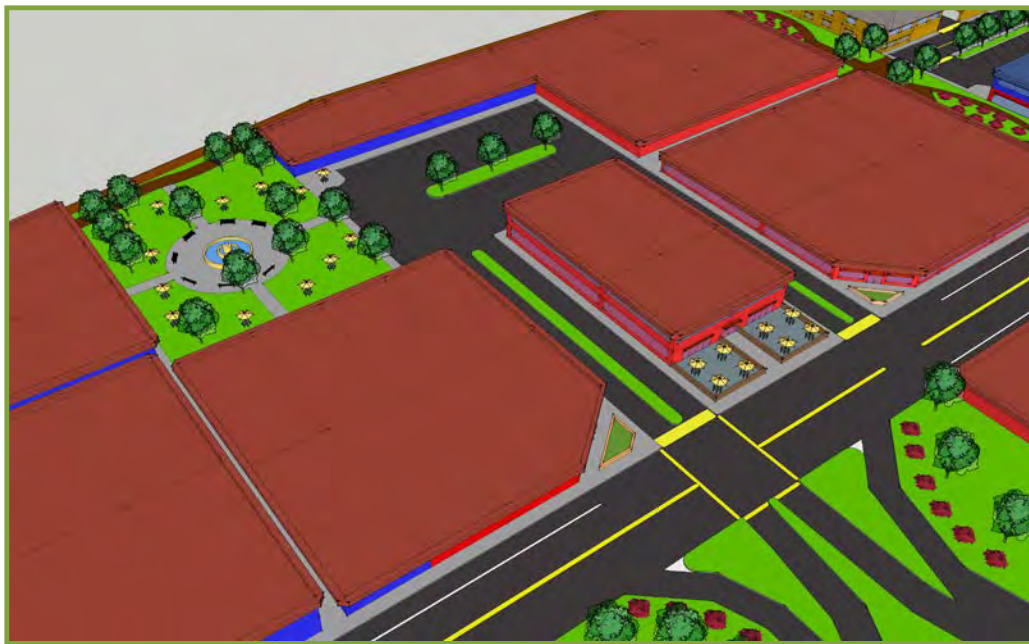
Building Number	Number of Stories	Number of Units	Unit size (sq. ft.)	Total Developable Area
1	2	16	4,500	72,000
2	2	16	4,500	72,000
3	2	16	4,500	72,000
4	2	32	2,800	89,600
5	2	40	1,500	60,000
6	2	32	2,800	89,600
7	2	10	6,700	67,000
8	2	32	3,100	99,200
9	1	4	8,000	32,000
10	1	8	4,300	34,400
11	1	8	5,300	42,400
12	2	6	3,600	21,600
13	1	8	3,300	26,400
14	2	16	3,100	49,600
15	2	10	4,200	42,000
16	1	14	8,200	114,800
17	1	6	7,600	45,600



3.5. Renderings



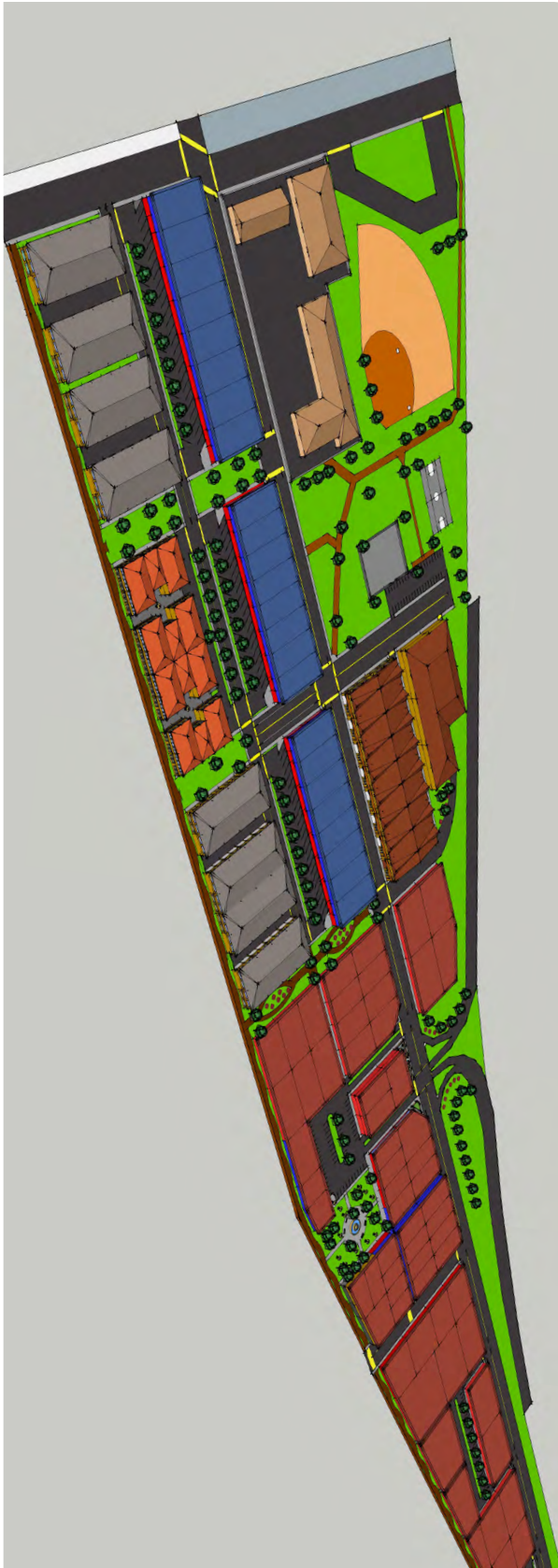
New park values existing grove trees and connects to path along railroad.



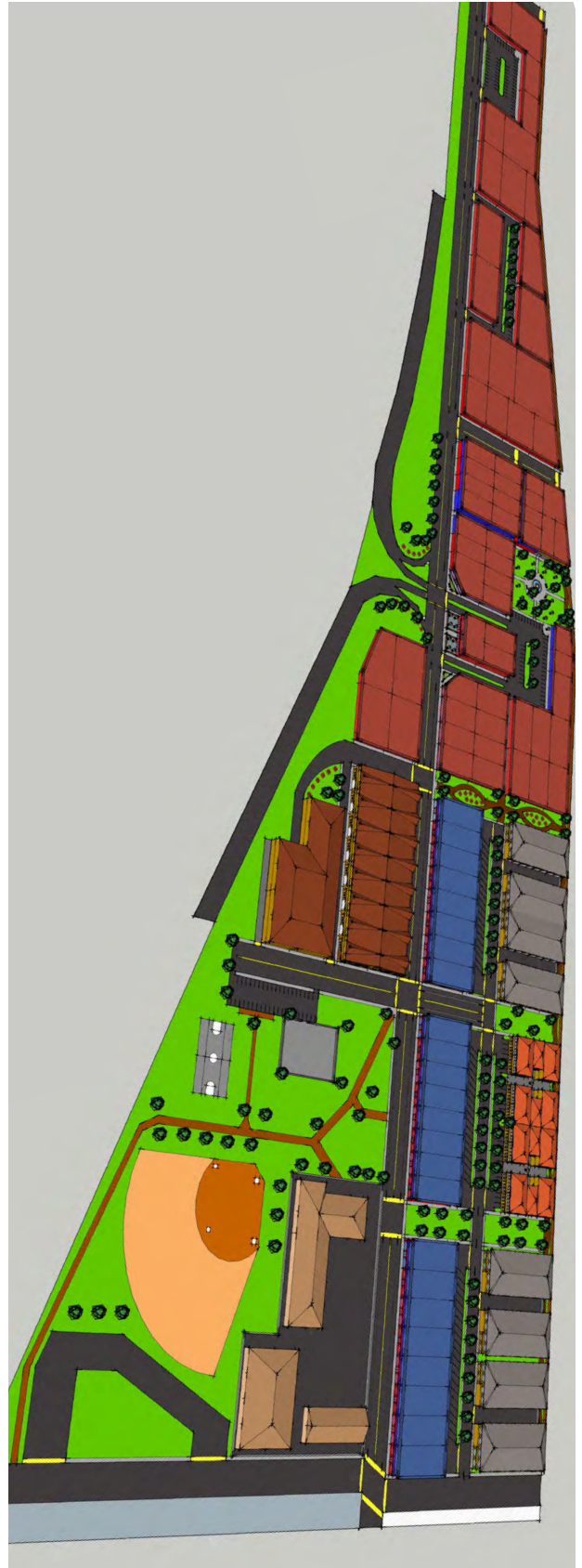
Intensify commercial uses and place pocket-parks and seating areas in corners.

Redesign of highway off-on ramps.

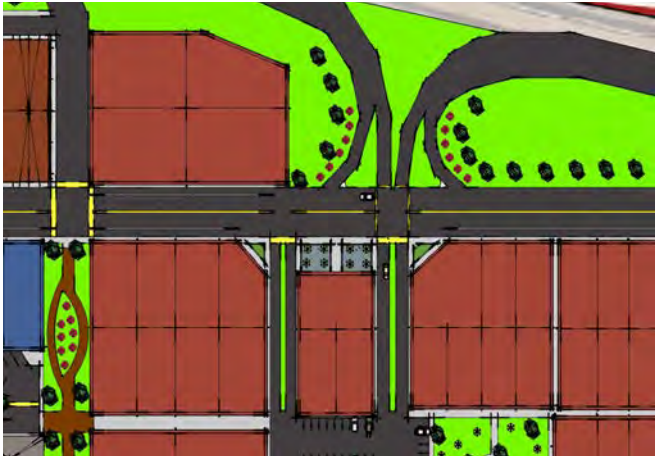
Partial view from the South-East



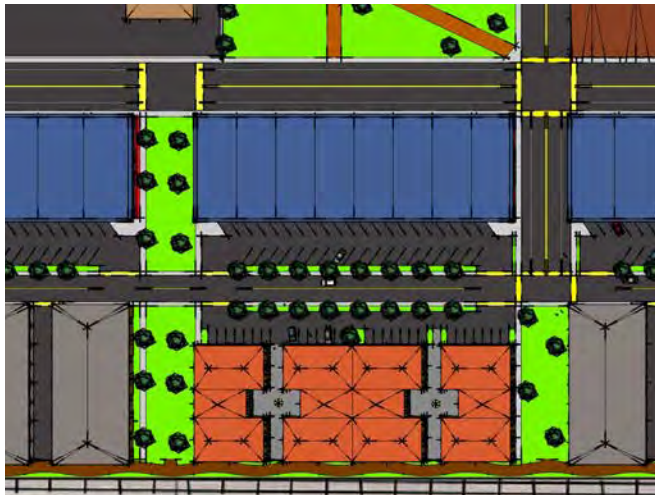
View from the West



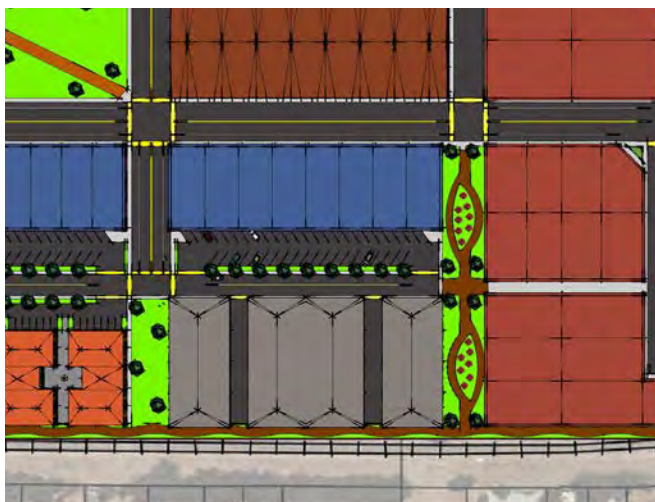
View from the East



Site plan of area at off-ramp and view of Northwest corner.



Site plan and view of Riverside Avenue with redesign of blocks and lots for mixed use.



Site plan and view of Riverside Avenue showing parklets with existing oak trees.



Appendix: Lot Surveys

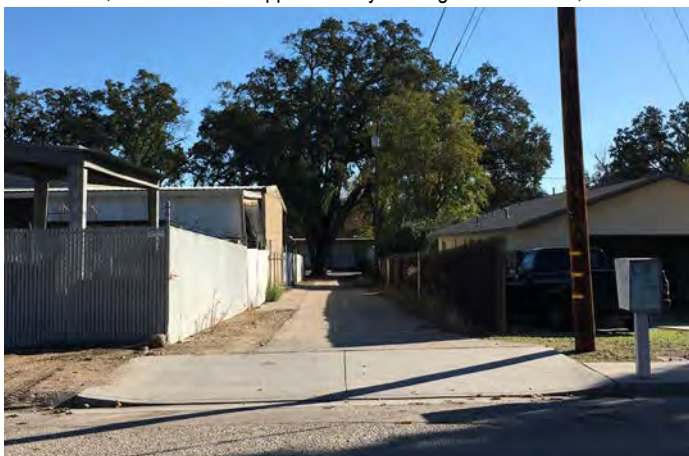
LOT SURVEY Lot number: 2 Researcher: Connor Lavi

Vacant lot: n/a

	Building 1	Building 2	Building 3	Building 4	Building 5	Building 6	Building 7	Building 8
Number of stories <i>(ground floor counts as one)</i>	1	1	1	2	1	1	1	1
Type of Use	1st floor	Res.	Res.	Res.	Com.	Com.	Res.	Res.
	2nd story				Com.			
Prevalent façade materials	Stucco & Slate	Stucco & Slate	Stucco & Slate	Cylinder Block & Tile	Stucco & Slate	Siding & Wood	Stucco & Slate	Stucco & Slate
Prevalent façade color	Tan & White	Tan	White	Tan Brown & Grey	Tan	White & Brown	White & Red	Blue & Grey
General maintenance	A	A	A	G	A	A	A	A
Architectural value	No	No	No	No	No	No	No	No

Sidewalk	Average width: 3 to 4 ft.	Trees (quantity/types/condition): diverse types including Oak trees; in good condition, looks healthy and mostly near sidewalks Aerial cables: Yes, near Riverside Ave. and 19 th and 18 th street.
Yes	Conditions: Average to Bad; none existent in some areas	

Elements of note: Buildings 4 and 5 are large lots/ major commercial construction supply companies; sidewalks are generally lacking and non-existent; train tracks are approximately 12ft higher than street; Riverside is loud due to high traffic; Some houses are in poor shape





LOT SURVEY Lot number: 1 Researcher: Audrey Ogden

Vacant lot: n/a

		Building 1	Building 2	Building 3	Building 4	Building 5	Building 6	Building 7	Building 8	Building 9	Building 10	Building 11
Number of stories <i>(ground floor counts as one)</i>		1	1	1	1	1	1	1	2	1	2	2
Type of Use	1st floor	Res.	Res.	Res.	Res.	Religious	Res.	Res.	Res.	Res.	Res.	Res.
	2nd story								Res.		Res.	Res.
Prevalent façade materials		Stucco	Stucco & Ceramic	Stone & Stucco	Paneling	Stone & Stucco	Stucco	Stucco	Stucco	Stucco & Brick	Stucco & Slate	Stucco & Slate
Prevalent façade color		White & Blue	Tan & Beige	Tan & Beige	White & Brown	White & Tan	Yellow & White	Blue & White	Brown	Brown & Beige	White	Brown
General maintenance		A	A	A	B	G	A	A	G	G	G	G
Architectural value		No	No	No	No	Yes	No	No	No	No	No	No

Sidewalk	Average width: 3 to 4 ft.	Trees (quantity/types/condition): Numerous Oak trees and others along Riverside Ave; in well maintained condition Aerial cables: Some, not many noticeable to passersby
Yes	Conditions: Average; not existent in some cases	

Elements of note: Buildings 8 to 11 are in well maintained condition but near the train tracks; side-walks are lacking or non-existent; alley ways are rundown and have trash or homeless living there.





LOT SURVEY Lot number: 3 Researcher: Melina Smith

Vacant lot: n/a

		Building 1	Building 2	Building 3
Number of stories <i>(ground floor counts as one)</i>		1	1	1
Type of Use	1st floor	Industrial	Industrial	Industrial
	2nd story			
Prevalent façade materials		Wood & Steel	Wood & Steel	Wood & Steel
Prevalent façade color		Brown & Tan	Brown & Tan	Brown & Tan
General maintenance		G	G	G
Architectural value		No	No	No



Sidewalk	Average width: 3 to 4 ft.	Trees (quantity/types/condition): 11 Oak Trees, in good condition Aerial cables: yes, left side of street near industrial buildings
Yes	Conditions: Bad	

Elements of note:





LOT SURVEY Lot number: 4 Researcher: Kaileigh Johnson

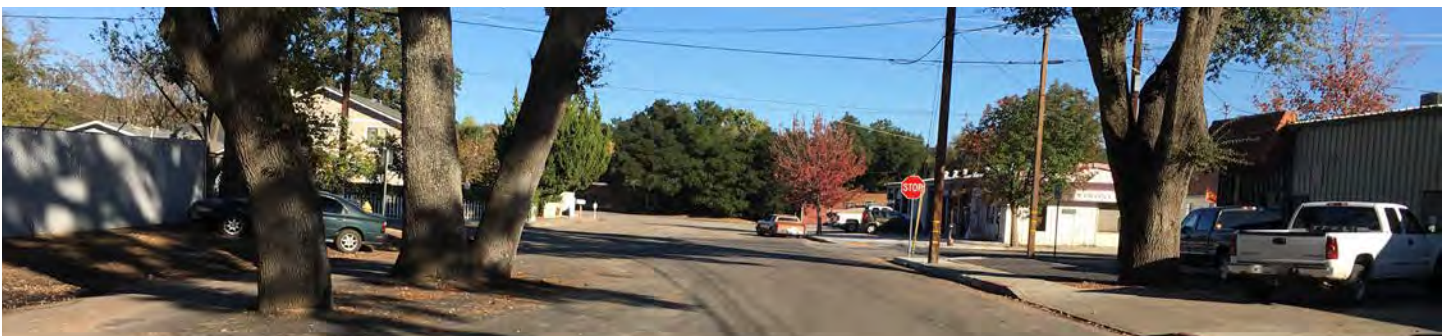
Vacant lot: n/a

		Building 1	Building 2	Building 3
Number of stories <i>(ground floor counts as one)</i>		1	1	1
Type of Use	1st floor	Commercial	Commercial	Medical
	2nd story			
Prevalent façade materials		Metal	Metal	Stucco
Prevalent façade color		Tan	Beige	Tan & Blue
General maintenance			B	B G
Architectural value		No	No	No



Sidewalk	Average width: 3 to 4 ft.	Trees (quantity/types/condition): 1 Pine, 1 Oak, numerous others near the vacant lot Aerial cables: none
Yes	Conditions: Bad; not existent in some cases	

Elements of note: Sidewalk ends in between building 2 and 3, becomes large vacant lot with gravel sidewalk

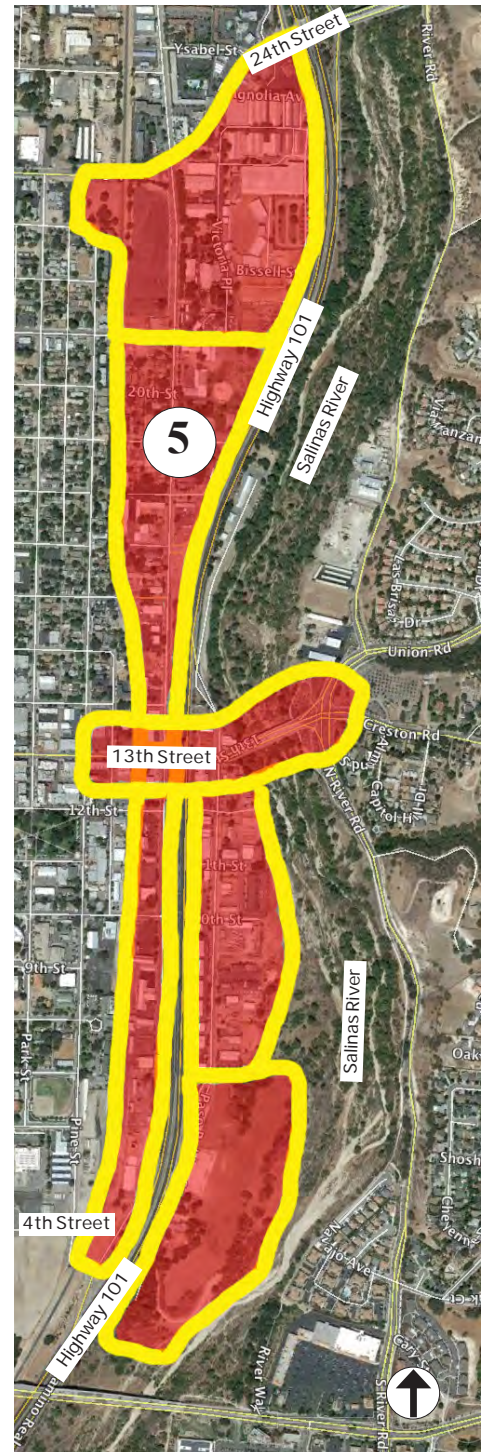


Page intentionally left blank.

Riverside Urban Design Concept Plans Pioneer Greenway

Team 5B

Eric Martinez, Megan Miller, Jorge Nozot and Gabriel Ward





Pioneer Greenway

Table of Contents

Project Overview _ 2285

Chapter 1: Project Site Assessment

1.1. Introduction _ 285

1.2. Project Area Character _ 286

1.3. Opportunities and Constraints _ 288

Chapter 2: Concept

2.1. Vision Statement_ 290

2.2. Goals, Objectives and Ideas _ 290

2.3. Concept Diagram _ 292

Chapter 3: Project Development

3.1. Narrative _ 293

3.2. Land Uses and Phasing _ 295

3.3. Illustrative Site Plan _ 296

3.4. Projected Development _ 298

3.5. Renderings _ 299

Appendix: Lot Surveys _ 303



Project Overview

Pioneer Greenway develops a commercial node at the intersection of Riverside Avenue and 17th Street. It makes a significant exit off Highway 101, and initiates further development in two nodes. The residential environment is strengthened through new housing, community gardens, and pocket parks along Riverside Avenue. Landscape medians along Riverside Avenue and traffic calming elements soften the transition between the street and developed areas. This strengthens the connection between Downtown and the Fairgrounds.

Chapter 1: Project Area Assessment

1.1. Introduction

Pioneer Greenway will consider property lines, existing buildings and vegetation, and other key elements for each proposed lot. The project site is located along Riverside Avenue near Highway 101, in between 13th street and 21st street. The site covers about 1,800,000 square feet of potential development, in a grid type topography. The proposed uses for each lot will include: mid-high density residential, mixed-use commercial, public facilities, and open park space. The proposed commercial buildings will be aesthetically pleasing and compatible to the Downtown. Each vacant lot is planned to be developed into either a community garden or pocket park, which will consist of public amenities and seating. Additional Oak trees and vegetation will be found throughout the site, including along the Riverside median. The wide sidewalks that are found along Riverside Avenue has potential to create a complete street that will accommodate all modes of transportation by foot, bike, car, and transit. Finally, enhancing

the street design will both respond to and influence the desired character of the public realm.

A Base Map (an aerial photo with property lines) was prepared for the projectsite. The Base Map identifies key lots in our “Focus Area”, where each key lot is numbered. There are a total of ten (10) key lots that are proposed for a design solution. Each key lot receives a “Lot Survey Form” that indicates the number of buildings, uses, and conditions existing on the lot (see Appendix section). A “Character Analysis Form” was used that provide a general assessment for each key lot and wrote an overview assessing the site and lots with proposed interventions, including a list of opportunities and constraints specific to the lots. Lastly, a Site Analysis Map was developed, along with a preliminary Concept Map for future development.

Project Site.





1.2. Project Area Character

Lot 1: Primarily low to medium residential units with the exclusion of a church. There is a private parking lot that is used for the excess parking needs of the fairgrounds, meaning it is only used a few weeks out of the year, so it would be ideal to find a better use for this lot. There are two narrow, residential sized, private vacant lots with a lot of oak trees. These underutilized lots are due for development.

Opportunities	Constraints
<ul style="list-style-type: none"> · Undeveloped lots · Oak trees in vacant lots · Close to Pioneer Park 	<ul style="list-style-type: none"> · Lots are privately owned

Lot 2 includes the Pioneer Park and Museum. The main goal for this lot is to treat it as the site's landmark and make it attractive. Currently the park does not attract a lot of visitors and could use a lift. The Pioneer Museum is something to capitalize on and the goal is to draw the most visitors.

Opportunities	Constraints
<ul style="list-style-type: none"> · Large area · Current landmark · Publicly owned land 	<ul style="list-style-type: none"> · A lot of asphalt in certain areas.

Lot 3 includes many different types of uses. One of the uses is a granite business that takes up the whole block. There are residential areas behind and around this business. There is also a narrow, residential sized, private vacant lot in front of the granite business and could potentially be used as an extension.

Opportunities	Constraints
<ul style="list-style-type: none"> · One undeveloped parcel · Create a connection 	<ul style="list-style-type: none"> · Displacing businesses & residents · Potential brownfield



Empty parcel in Lot 1.



Pioneer Park.



The Granite Business on Riverside.



View towards 17th Street On-ramp

Lot 5 is a single vacant lot that is located between Scandia Square and a home appliance store running along Riverside Ave. The lot size is roughly 25,000 ft² making it a parcel with a great deal of potential.

Opportunities	Constraints
<ul style="list-style-type: none"> · Undeveloped · Large size · Closest lot to the downtown 	<ul style="list-style-type: none"> · Close to the railroad · Creates a juxtaposition of commercial uses



Vacant Lot on Riverside Avenue.

Lot 4 includes the on and off highway ramp, several residential units, and several commercial businesses. This area is primarily light industrial and commercial uses. The typical destination for vehicle traffic is away from this area towards the downtown or fairgrounds. This issue is something that could potentially be addressed.

Opportunities	Constraints
<ul style="list-style-type: none"> · Economic opportunity 	<ul style="list-style-type: none"> · Displacing several businesses · Displacing several residents · Potential brownfields



1.3. Opportunities and Constraints

Opportunities:

- Landmark of Pioneer Museum;
- Park provides large open space;
- Clear distinction between districts;
- Wide streets;
- Affordable housing;
- Small lot sizes good for mid-density development;
- Community events;
- Proximity to Highway 101, 17th Street off-ramp;
- Connectivity; 21st Street and 13th Street;
- Proximity to Downtown;
- Promote outdoor and urban lifestyle ;
- Promoting biodiversity.

Constraints:

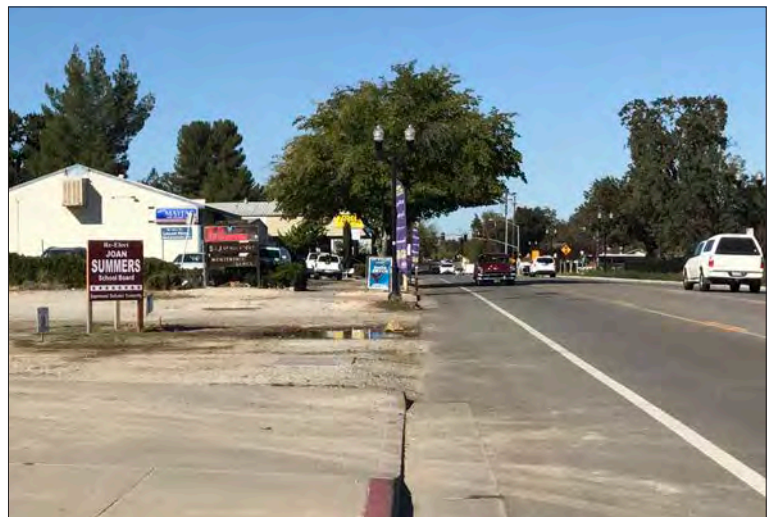
- Predominantly a residential area;
- Poor condition buildings;
- Non-updated Infrastructure;
- Lack of signage and wayfinding;
- Inconsistent sidewalks;
- New development may increase property values and cause displacement;
- Lack of funding for community engagement;
- Hazards such as drought, extreme heat waves, heavy rain, and other climate change hazards;
- Exposure to dust and debris.





Pioneer Park is under-utilized.

Sidewalks are inconsistent and interrupted.



The Pioneer Museum needs to be valued and enhanced for community use.



Chapter 2: Concept

2.1. Vision Statement

Pioneer Greenway will aesthetically embody the small town character by creating a sense of place and community. The streetscaping will provide a safe, accessible, and sustainable environment. Its public spaces will cultivate the community's interactions through amenities, events and activities. **Pioneer Greenway** will be an inviting and walkable corridor that will enhance overall quality of life.



2.2. Goals, Objectives and Ideas

Imageability

Goal 1: Preserve the city's unique small town character and quality of life.

Objective 1.1: Provide consistency of aesthetics throughout the site.

Idea: Continue the landscape characteristics found on 17th Street on and off ramp.

Idea: Create developments that enhance the identity of the site.

Objective 1.2: Strengthen the site's landmarks and community spaces.

Idea: Use Pioneer Park and Museum as main landmarks to strengthen place identity.

Idea: Landmarks and public art acting as focal points in and out of the site.



Public art in focal points for added imageability

Legibility

Goal 2: Improve wayfinding and signage

Objective 2.1: Enhance the landmarks that strengthen the city's legibility

Idea: Create strong edges, nodes, and landmarks that help people create an accessible mental map of the site.

Idea: Create a system of green zones to be a guide to major corridors and landmarks.

Objective 2.2: Increase street signage and wayfinding from major corridors for all modes of transportation.

Idea: Add signage for major landmarks (located at 17th Street).

Idea: Add an efficient wayfinding system for pedestrians.



Example of wayfinding kiosk



Linkages

Goal 3: Provide safe and efficient connections between modes of transportation.

Objective 3.1: A pedestrian network that maximizes accessibility and safety.

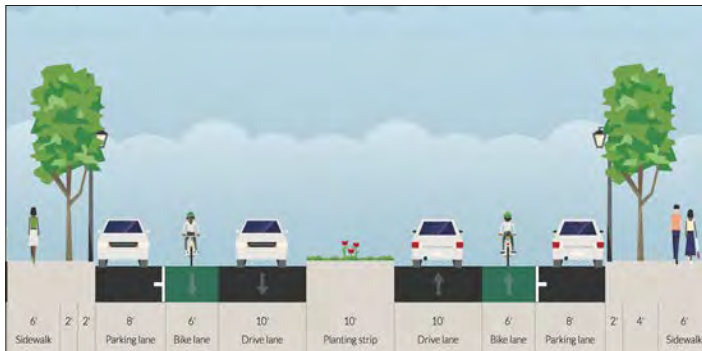
Idea: Consistent sidewalks and distinct crosswalks.

Idea: Use pathways and landscape (oak trees) to create an inviting place.

Objective 3.2: Create pedestrian and automobile promenades into the site and promote street calming over all functionality.

Idea: Creation of planted medians and wide-streets with bulb outs for pedestrians.

Idea: Implement complete-street program.



Complete Street

Ecoscope

Goal 4: Improve urban ecology and the aesthetic quality of the public realm.

Objective 4.1: Promote continuity of landscape solutions and planting throughout area.

Idea: Vegetated bioswales

Idea: Vegetated sidewalks

Objective 4.2: Focus on flood prevention.

Idea: Create medians that act as both bioswale and traffic barrier.

Idea: Pervious surfaces for water filtration.



Good example of a bioswale median in Paso.

Humanscape

Goal 5: Enhance the pedestrian activity and create green zone infrastructure.

Objective 5.1: Provide more opportunities to participate in community activities.

Idea: Transform Pioneer Park into a multi-use community hub.

Idea: Utilize Pioneer Museum as an event and activity center.

Objective 5.2: Design a green zone infrastructure.

Idea: Redevelop vacant lots into interactive zones.

Idea: Implement a trail / workout stations.



An interactive outdoor area.



2.3. Concept Diagram





Chapter 3: Project Development

3.1. Narrative

Pioneer Greenway is the result of the redevelopment of the Riverside Avenue corridor along Highway 101. The project strives to preserve the city's unique small town character by strengthening the site's landmarks and community spaces.

Using Pioneer Park and Museum as the site's major landmarks will allow citizens to come together and create a sense of community and a place. Increasing street signage will allow for stronger imageability and identity, guiding visitors and tourists.

In order to maximize accessibility and safety for the public, the project will emphasize on creating consistent sidewalks, crosswalks, and pathways to provide an inviting place. To enhance the pedestrian activity, specifically at Pioneer Park, redeveloping the museum into a community and event center, as well as redeveloping the vacant

lots into interactive zones will create an overall community gathering center.

Pioneer Greenway will aim to improve the aesthetic quality of the site by creating landscape continuity throughout Riverside Avenue and most importantly create medians that act as both a barrier and bioswale.

With all of these proposals, the project vision is to create a positive atmosphere along the whole Riverside Avenue corridor with a focus on redesigning the off-ramp area.

Phase 1: Entering the Site from the 17th Street Highway Exit.

The first phase will focus on improving the area off of Highway 101, 17th Street exit. Entering the site off of the 17th Street exit is an intersection that has a lot of potential for development. It will create clear wayfinding features that will navigate the public to nearby landmarks in an effective and safe manner.

Rather than guiding travelers away from this area the vision is to create an attractive node for



Looking South along a redesigned Riverside Avenue, with the Pioneer Park on the left.



those travelers arriving off of Highway 101 to stay. The proposed buildings will emphasize strong edges by opening up the corners of the blocks for pedestrian engagement.

The development of the buildings on the intersection of Riverside Street and 17th Street will be two-story buildings. The first level will be used for retail and commercial, while the second level will be used for apartment buildings. With the anticipated traffic generated by the new development, a parking area will be developed behind these two buildings for public use.

Phase 2: Vacant Lots, Streets, Residential, and Pioneer Park and Museum.

The second phase will focus on all of the vacant lots, the streets, the few commercial buildings close to the residential areas, and Pioneer Park and Museum. There are four vacant lots near residential housing and one on the southern end off the site that will be developed.

One of the vacant lots in the residential area will become a community garden to serve and enhance the residential environment. The other three vacant lots near there will become small pocket parks along Riverside Street where it will enhance the pedestrian activity along the street and create interactive zones. The vacant lot on the southern end has potential to be redeveloped because of its size. This area will be developed into a complex with commercial buildings that will create a connection from the Highway 101 exit to that area.

The streetscape throughout the site will be improved by adding medians along Riverside Street that will serve as both a barrier and a bioswale that will address vehicle traffic and floods prominent in that area. The sidewalks will be widened in order to create larger bulb-outs for safer pedestrian activity and landscape features. The commercial area will be redeveloped to

low and medium density residential housing addressing the high demand of housing. Pioneer Park will improve by creating a place where the public wants to be at. A walking and biking path will be created behind the park to allow the entire park to be used and lower crime rates in the area. The existing building for Pioneer Museum will be redeveloped into a community center.

Consistency with Existing City Documents

Pioneer Greenway will provide a sense of consistency with multiple existing City documents that will be our main focus. The first document is the Uptown/Downtown Specific Plan, that discusses aesthetics to create an area similar to downtown off of gateways and exits.

Pioneer Greenway we will generate a highly visible activity node along Riverside Avenue and off the 17th Street exit. The goal is to attract drivers as it will be the first thing they see driving off the exit. This document also discusses future developments in the site such as; create a larger event center in Pioneer Park and add more commercial developments along Riverside Avenue which are both addressed in the Pioneer Greenway's plan.

Our proposal is also consistent with the Gateway Plan. This focuses on wayfinding and signage to better direct people into certain destinations. One of the objectives is to create clear wayfinding to places like Pioneer Park and Museum, the pocket parks, and our node that is off of the 17th Street exit.



3.2. Land Uses and Phasing





3.2. Illustrative Site Plan







3.3. Projected Development

Existing Zoning	M&P Proposal	Group 5's Proposal	Acres	Parcel #	Block #	Lot #	Land Use	Ex_DU	PotDU	Why Ed's Proposal
R1		OPS	0.3	Parking	1	1	Parking Lot	0		Community Garden
R1		OPS	0.2	Vacant	1	2	Vacant Lot	0		Pocket Park
R1		OPS	0.3	1,915	1	3	SFD	1		Pocket Park
PF	PF	PF	2.2	Museum	2	1		3		Museum
OPS	OPS	OPS	7.1	Park	2	2		1		Park
C3		R30/MU	0.2	Storage	3	1		0		Mid Density Resid
C3		R30/MU	0.3	1,825.1837	3	2	Design Images	2		Mid Density Resid
C3		R30/MU	0.1	Storage	3	3		0		Mid Density Resid
C3		R30/MU	0.3	1,809	3	4		1		Mid Density Resid
R1		OPS	0.2	Vacant	3	5	Vacant Lot	0		Pocket Park
C3		C1/MU	0.5	1008	4	1		1		Commerical
C3		C1/MU	0.6	1017	4	2		1		Parking
C3		C1/MU	0.3	1745	4	3		1		Commerical
C3		C1/MU	0.2	1733	4	4		1		Commerical
C3		C1/MU	0.2	1721	4	5		1		Commerical
C3		C1/MU	0.3	1705	4	6		1		Commerical
C3		C1/MU	0.3	1701	4	7		1		Commerical
C3		C1/MU	0.2	1742	4	8		1		Commerical
C3		C1/MU	0.2	1736	4	9		1		Commerical
C3		C1/MU	0.3	Vacant	4	10	Vacant Lot	0		Commerical
C3		C1/MU	0.7	1020	4	11		1		Parking
C3		C1/MU	0.3	Vacant	4	12	Vacant Lot	0		Parking
C3		C1/MU	0.2	1011	4	13		1		Commerical
C3		C1/MU	0.2	1034	4	14		1		Commerical
C3		C1/MU	0.2	1635	4	15		1		Commerical
C3		C1/MU	0.2	1615	4	16		1		Commerical
C3		C1/MU	0.2	1611	4	17		1		Commerical
C3		C1/MU	0.2	1607	4	18		1		Commerical
C3		C1/MU	0.3	1605	4	19		1		Commerical
C3		C3/OP	0.8	1545	5	1		1		Live/Work
C3		C3/OP	0.5	1511.1519	5	2		2		Live/Work
C3		C3/OP	0.4	1501	5	3		1		Live/Work
C3		C3/OP	0.7	Vacant	5	4	Vacant Lot	0		Live/Work
C3		C3/OP	0.2	1421	5	5		1		Live/Work
C3		C3/OP	0.3	1413	5	6		1		Live/Work



3.4. Renderings



Intersection off of 17th Street Exit and Riverside Street.



View from corner of Riverside Street and 17th Street showing the proposed Trader Joe's.



Riverside Urban Design Concept Plans: Pioneer Greenway



The redesigned Pioneer Park, featuring new bike lanes and pedestrian walks. View from the South.



The redesigned Pioneer Museum features rooms for Community Center. A new enhanced pedestrian crossing over Riverside leads into Pioneer Park at the entrance of the new facility.



View from Corner of Riverside Street and 20th Street.



View from Corner of Riverside Street and 17th Street.



View facing East along Riverside showing Mid-Density Housing.



View from Pocket Park along Riverside looking into the higher density residential units.



Proposed Community Garden on 21st Street, showing the walk / bike trail.



Appendices: Lot Surveys

LOT SURVEY Lot number: 1 Researcher: Group 5B

Vacant lot: 1

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		0				
Type of Use	1st floor	N/A				
	2nd story	N/A				
Prevalent façade materials		Sand				
Prevalent façade color		Varies				
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk		Average width: <u>None</u>	Trees (quantity/types/condition): <u>7 Moderate/Oak/Poor</u>
Y	N	Conditions: G / A / B	Aerial cables: <u>Yes, located east of the lot.</u>

Elements of note: Dirt sidewalk and moderate quality scattered around the lot.

LOT SURVEY Lot number: 2 Researcher: Group 5B

Vacant lot: 1

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1				
Type of Use	1st floor	Museum				
	2nd story	N/A				
Prevalent façade materials		Aluminum Warehouse				
Prevalent façade color		Gray				
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk		Average width: <u>4 feet</u>	Trees (quantity/types/condition): <u>Several Moderate to Good/Oak/Good</u>
Y	N	Conditions: G / A / B	Aerial cables: <u>Yes, located west of the lot along Riverside Ave and south of the lot along 19th street.</u>

Elements of note: Baseball field, basketball court, skate park, playground, and plenty of open space.



Riverside Urban Design Concept Plans: Pioneer Greenway

LOT SURVEY Lot number: 3 Researcher: Group 5B

Vacant lot: 1

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		2				
Type of Use	1st floor	Commercial				
	2nd story	Office				
Prevalent façade materials		Brick				
Prevalent façade color		Grey/Brown				
General maintenance		G <input checked="" type="checkbox"/> A <input type="checkbox"/> B	G <input type="checkbox"/> A <input type="checkbox"/> B	G <input type="checkbox"/> A <input type="checkbox"/> B	G <input type="checkbox"/> A <input type="checkbox"/> B	G <input type="checkbox"/> A <input type="checkbox"/> B
Architectural value		Y <input type="checkbox"/> <input checked="" type="checkbox"/> N	Y <input type="checkbox"/> <input type="checkbox"/> N	Y <input type="checkbox"/> <input type="checkbox"/> N	Y <input type="checkbox"/> <input type="checkbox"/> N	Y <input type="checkbox"/> <input type="checkbox"/> N

Sidewalk		Average width: <u>6 feet</u>	Trees (quantity/types/condition): <u>Palm trees and other trees</u>
<input checked="" type="checkbox"/> Y	<input type="checkbox"/> N	Conditions: G / A / <input checked="" type="checkbox"/> B	Aerial cables: <u>Electric</u>

Elements of note: The vacant lot is across the street from Design Images. There are trees along the sidewalk.

LOT SURVEY Lot number: 4 Researcher: Group 5B

Vacant lot: 0

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1	1	1		
Type of Use	1st floor	Warehouse	Blakes Hardware	Wood Panels		
	2nd story					
Prevalent façade materials		Aluminum	Aluminum	Wood Panels		
Prevalent façade color		Many	Green	Grey		
General maintenance		<input checked="" type="checkbox"/> G <input type="checkbox"/> A <input type="checkbox"/> B	<input checked="" type="checkbox"/> G <input type="checkbox"/> A <input type="checkbox"/> B	G <input checked="" type="checkbox"/> A <input type="checkbox"/> B	G <input type="checkbox"/> A <input type="checkbox"/> B	G <input type="checkbox"/> A <input type="checkbox"/> B
Architectural value		Y <input type="checkbox"/> <input checked="" type="checkbox"/> N	Y <input type="checkbox"/> <input checked="" type="checkbox"/> N	Y <input type="checkbox"/> <input checked="" type="checkbox"/> N	Y <input type="checkbox"/> <input type="checkbox"/> N	Y <input type="checkbox"/> <input type="checkbox"/> N

Sidewalk		Average width: <u>6 feet</u>	Trees (quantity/types/condition): <u>Oaks</u>
<input checked="" type="checkbox"/> Y	<input type="checkbox"/> N	Conditions: G / A / <input checked="" type="checkbox"/> B	Aerial cables: <u>Yes, along the building edges.</u>

Elements of note: North of 17th Street.



LOT SURVEY

Lot number: 4

Researcher: Group 5B

Vacant lot: 0

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1	1	1	1	1
Type of Use	1st floor	Chiro	Jb Tackle	Residential (3)	Auto Shop	Hardware
	2nd story					
Prevalent façade materials		Wood	Concrete	Wood	Brick	Aluminum
Prevalent façade color		Brown	Gray	Brown	Brown	Gray
General maintenance		G <input checked="" type="checkbox"/> A <input type="checkbox"/> B	G <input checked="" type="checkbox"/> A <input type="checkbox"/> B	G <input checked="" type="checkbox"/> A <input type="checkbox"/> B	G <input checked="" type="checkbox"/> A <input type="checkbox"/> B	G <input checked="" type="checkbox"/> A <input type="checkbox"/> B
Architectural value		Y <input checked="" type="checkbox"/> N	Y <input checked="" type="checkbox"/> N	Y <input checked="" type="checkbox"/> N	Y <input checked="" type="checkbox"/> N	Y <input checked="" type="checkbox"/> N

Sidewalk		Average width: <u>6 feet</u>	Trees (quantity/types/condition): <u>Oaks</u>
<input checked="" type="checkbox"/> Y	<input type="checkbox"/> N	Conditions: G / <input checked="" type="checkbox"/> A / B	Aerial cables: <u>Yes, located along the building edges.</u>

Elements of note: South of 17th Street.

LOT SURVEY

Lot number: 5

Researcher: Group 5B

Vacant lot: 1

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		N/A				
Type of Use	1st floor	N/A				
	2nd story					
Prevalent façade materials		N/A				
Prevalent façade color		N/A				
General maintenance		G <input type="checkbox"/> A <input checked="" type="checkbox"/> B	G <input type="checkbox"/> A <input type="checkbox"/> B	G <input type="checkbox"/> A <input type="checkbox"/> B	G <input type="checkbox"/> A <input type="checkbox"/> B	G <input type="checkbox"/> A <input type="checkbox"/> B
Architectural value		Y <input checked="" type="checkbox"/> N	Y <input type="checkbox"/> N	Y <input type="checkbox"/> N	Y <input type="checkbox"/> N	Y <input type="checkbox"/> N

Sidewalk		Average width: _____	Trees (quantity/types/condition): <u>Few poor quality located west of the lot.</u>
<input type="checkbox"/> Y	<input checked="" type="checkbox"/> N	Conditions: G / A / <input checked="" type="checkbox"/> B	Aerial cables: <u>None</u>

Elements of note: Biggest vacant lot in our site.

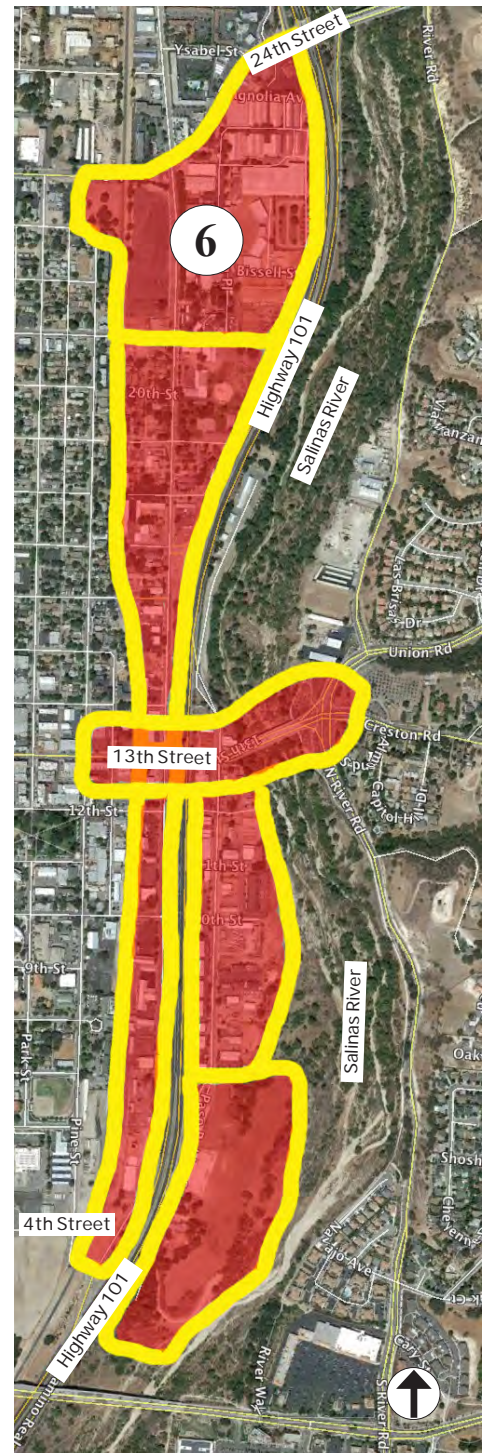
Page intentionally left blank.

Riverside Urban Design Concept Plans

24th Street Gateway Improvement

Team 6

Michelle Huang, Ashley Wong, Matthew Fluhmann and Samuel Love





24th Street Gateway Improvement

Table of Contents

Chapter 1: Project Site Assessment

- 1.1. Introduction _ 309
- 1.2. Project Site Character _ 309
- 1.3. Opportunities and Constraints _ 313

Chapter 2: Concept

- 2.1. Vision Statement _ 314
- 2.2. Goals, Objectives and Ideas _ 314
- 2.3. Concept Diagram _ 318

Chapter 3: Project Development

- 3.1. Narrative _ 319
- 3.2. Illustrative Site Plan _ 320
- 3.3. Projected Development _ 322
- 3.4. Phasing _ 323
- 3.5. Consistency with the General Plan _ 326
- 3.6. Renderings _ 327

Appendix: Lot Surveys _ 329



Chapter 1: Project Area Assessment

1.1. Introduction

The 24th Street Gateway Improvement Project is located in northern Paso Robles between 24th Street and 21st Street, and includes activities that attract residents and visitors all year round.

Our site area includes the state fairgrounds, two gas stations, and a spread of commercial and civic uses. When our group was first assigned this area, we conducted several field observations, spoke with locals and visitors, and got a feeling for the character and charm of Paso Robles. This was a pivotal part in the design process for deciding what would be appropriate to include in our site, as well as how to achieve the objectives that would best improve the surrounding area.



The area is currently underutilized and lacks the character that the downtown core provides. Our proposed interventions throughout the site aim to create unity between the downtown and our site along with developing a functional, appealing, and usable design for residents and visitors.

1.2. Project Area Character

Lot 1:

Comprised of 3 structures on a small triangular parcel bordering the fairgrounds and Denny's. These structures are made of a mixture of metal and wood colored red tan and white. All buildings are less than 10 feet height. There is also a fuel tank with other industrial piping in the immediate area. The entire lot is surrounded by barbed wire metal fencing with no vegetation.

The lot has several opportunities that our group found to be important to the development potential of the site. The first opportunity of this lot is infill development. Due to the location next to a major thoroughfare, this site has the potential to draw pedestrian and vehicle traffic. The second opportunity is that it offers an access point to the fairgrounds. This represents a special draw for the city that can be used to create a cohesive connection between new development and the fairgrounds. The last opportunity is that this lot offers a potential barrier and visual distraction from Highway 101.

The first constraint of this lot is its limited size. The second is its proximity to Highway 101 due to the visual, noise, and traffic impacts. The last constraint that we observed for lot 1 is the limited access to this site that is offered by an alley that runs on the northern end of the fairgrounds.



Lot 2:

Lot 2 is comprised of one structure on a mid size parcel on the corner of 24th Street and the Highway 101 southbound on-ramp. The lot also borders the fairgrounds to the south. The lot use is commercial with the single building occupied by Denny's. The building is primarily concrete colored beige, dark red, and grey. There are 16 trees on the parcel with other shrubs in the front and sides of the Denny's building. Sidewalk conditions in the surrounding area are average with a 7-foot wide sidewalk surrounding the restaurant. Further examination of the site also found insufficient lighting for pedestrians.

The site has several opportunities that our group found to be important to the development potential of the site. The first opportunity that we found immediately on this lot is the existing infrastructure. This is a critical point for this site that enables it to have existing electrical, water, sewer, and gas lines which may make any development efforts less costly. This lot also has good accessibility in relation to the main artery in the area, 24th Street which will enhance future development and provide improved pedestrian, bicycle, and vehicular access. The final opportunity that we noted for

this lot was the terrain layout. We believe that this lot offers potential to include several items that we have outlined in our concept plan including a major gateway into the site.

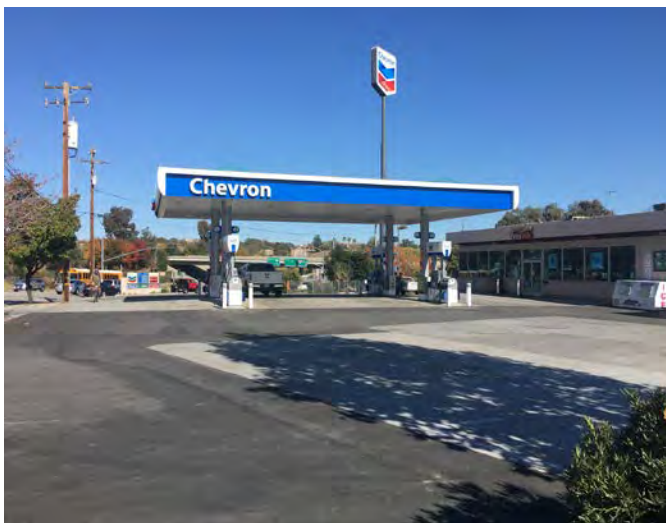
The site has several potential development constraints that our group found to be important. The first constraint is that this lot is currently very vehicle oriented. There are limited pedestrian connections going in and out of this site. The lack of sidewalks, limited green space, and existing businesses detracts from this major entrance into Paso Robles. Noise is another constraint that impacts this site due to its proximity to Highway 101.

Lot 3:

Lot 3 is comprised of a structure on a small parcel on the corner of 24th Street. The lot use is service and is currently occupied with a Chevron gas station. The facade of the building is primarily beige colored brick. There are three trees located on the site in the surrounding sidewalk. The sidewalk in this area of the site continues the width of about 7 feet from lot 2. There is also a 6 foot elevation change to the southwest. The building has limited curb appeal, and has very few inviting characteristics.

The lot presents several opportunities for development. The first is the existing sidewalk and other infrastructure. This is a key focus in our site that allows for the creation of a pedestrian friendly environment. Another opportunity is the vehicular circulation that occurs in this area. Access to new development is a primary goal of our project, and the layout and access points of 24th Street provide the necessary access.

The first constraint of this lot is poor pedestrian circulation. There are no pedestrian thoroughfares in this area from the gas station to areas in the rear of the lot. Vegetation is also lacking on this site





with minimal amounts of trees and other plants. Since this site is currently being used as a gas station, the lot is almost all impervious surfaces.

Lot 4:

Lot 4 is comprised of a structure on a small parcel facing 24th Street. The land use is service and is currently a Shell gas station. The façade of the building is white stucco and metal. The site conditions were average with a sidewalk about seven feet away from lot 3. There is a fire hydrant located at the edge of the lot on the sidewalk. Trees and shrubbery were light with a total of four trees. Several group members saw evidence of potential homeless activity behind and around the structure.

This site has several opportunities for development, including infrastructure improvement projects. This includes the redevelopment of sidewalks due to the limited crossings across 24th Street.

The site has several constraints as well. This includes the current level of homeless activity in the area behind buildings and large groups of shrubbery.

This is also a turn off for many people including families that are walking children and can detract from public safety. The poor pedestrian circulation within the site is another constraint. There are few access points for pedestrians to venture further into the lots further east toward the highway.

Lot 5:

Lot 5 is comprised of the mid-state fairgrounds and has frontage on 24th Street, Riverside Avenue, and 21st Street. The façade of the fairgrounds follow “pioneer” and “western” themes with brown and tan as its primary colors. The site does not have a sidewalk on its 24th Street frontage, but a sidewalk begins on Riverside Avenue. Access to the parcel is available from all sides with locking gates and small streets. The lot has existing vegetation consisting of oak trees, pine trees, shrubs, and a variety of plants.

With the Fairgrounds, this lot represents a great opportunity as it is a huge regional draw several times a year. Thousands of people come to this venue, and visit local businesses, bringing in large tax revenue spikes. The existing vegetation is another opportunity as it adds to the attractiveness. Around the Fairgrounds most buildings seem to be themed, around the concept of pioneers with attractive aesthetics.

The first constraint is vehicular traffic and its impacts: safety, noise, and aesthetics. These impacts are worsened seasonally during events which cause serious congestion, difficulties for drivers, parking impacts, and pedestrian safety issues.

Lot 6/7/8:

Lots 6, 7, and 8 make up the area in which the fairgrounds parking is located. The parking lot has frontage on Riverside Avenue with a sidewalk and a 4-foot fence. There are 22 trees on the frontage of Riverside Avenue with limited vegetation throughout the rest of the site. The group observed homeless activity on the site during the lot visit with some scattered trash. The property has several utility poles located on Riverside Avenue.



and 24th Street. The group noticed that the utility lines did not impact the development potential for the lot.

The first opportunity offered by these lots is its facility for development since it is practically flat with no impediments, easy access, and is serviced by city services. The existing infrastructure such as roads and sidewalks are in good condition. Another evident opportunity is due to its location across the street from the Fairgrounds and its main entrance, and from the Pioneer Museum.

The major constraint to development affecting these lots is that they are bounded by the railroad tracks. A noise and safety issue that needs to be addressed and mitigated within the proposed development. The noise from the fairground also poses a potential problem for any residential development on this parcel.

Lot 9/10:

Lots 9 and 10 are mostly vacant parcels that house the railroad tracks that run behind the fairgrounds parking and in front of lot 11. There are oak trees scattered throughout the parcels with some other small vegetation. There is a slight gradient on parcels nine and ten beginning by the railroad tracks which levels off on lot number eleven.

Our group noticed several opportunities on this site. The first opportunity that we noticed was the potential for development. This site offers mostly open terrain, access to the street, and a wide shoulder adjacent to the railroad track to allow for full lot development.

The site has several constraints that were observed during the site visit. The first of these constraints is noise from the railroad and street traffic. This could be a challenge for any residential development on the site, and could impact values of land in this area. There is also no existing infrastructure to accommodate vehicle or pedestrian traffic, which requires addition to city services.

Lot 11:

Lot 11 is comprised of two commercial structures along 24th and Park Streets. The façade of the first structure is stucco and wood painted blue with a fence surrounding miscellaneous vehicles and other equipment. The second structure houses several commercial uses with a one sided parking lot facing park street. The façade of the second structure is stucco painted brown with several windows facing the parking lot. Upon further examination of the site, it appeared that nearly 50% of the parcel was not occupied by a structure. Vegetation on the site was limited except for 12 oak trees that were spread out across the parcel with a high concentration on the eastern side. There is a sidewalk that was unused during the time of examination and insufficient amounts of lighting.

During our group's visit to this lot, we noticed several opportunities for development. The first opportunity is the amount of lot that was built on. The existing buildings are also very small so redevelopment efforts would be more effective. Another opportunity is the existing vegetation. This vegetation consisted mainly of mature oak trees, which is a staple for the city of Paso Robles.



This lot also has frontage to 24th Street, which allows the site access to the pedestrian traffic and vehicles traffic this street employs throughout the day.

Among the constraints is the poor quality of the sidewalks and roads. The heavy vehicular circulation the spills from the Fairgrounds also impacts this lot and streets will have to be redesigned to accommodate increased development in this area.



1.3. Opportunities and Constraints

Opportunities:

- Proximity to highway
- Fairgrounds
- Pioneer Museum
- Ideal terrain for development
- Proximity to downtown
- Underutilized parking lot
- Existing infrastructure

Constraints:

- Noise from highway
- Traffic congestion
- Seasonal and special use of Fairgrounds
- Proximity to railroad tracks
- Limited vegetation
- Homeless activity



Concept 2: Concept

2.1. Vision Statement

The 24th Street Gateway Improvement Project focuses on developing a significant entryway, promoting a distinguishable introduction to Paso Robles from the North. The project generates a pleasant and engaging environment through local vegetation, well-constructed connections to the surrounding areas, and harnessing a distinct identity. Enhanced streetscaping encourages safe and coherent travel to all modes of transportation while enhancing the existing landmarks. The 24th Street Gateway Improvement Project bring in the sociability of street life in addition to a welcoming and memorable image of Paso Robles.



2.2. Goals, Objectives, and Ideas

As part of the design process, we developed goals and objectives that follow 5 general design principles and are consistent with our vision and the City of Paso Robles General Plan.

Goal 1: Imageability

Objective 1.1: Create a memorable gateway.

Idea: Add effective signage to emphasize the fairgrounds as a landmark.

Objective 1.2: Add inviting public space

Idea: Use welcoming streetscaping and pocket parks.

Goal 2: Legibility

Objective 2.1: Improve wayfinding.

Idea 1: Improve and unify signage throughout the project area.





Idea 2: Besides more streetlights, transparency through buildings provide nighttime visibility on sidewalks and streets.

Objective 2.2: Add unique characteristics.

Idea 1: Incorporate styles of architecture that contribute to the character of Paso Robles.

Goal 3: Linkages

Objective 3.1: Implement complete streets

Idea 1: Incorporate medians, street parking, and pedestrian safety on riverside avenue.

Idea 2: Pedestrian and bicycle crossings over the railroad tracks to increase connectivity between the site, downtown, and surrounding neighborhoods.

Objective 2: Improve walkability and promote public transportation and connectivity.

Idea 1: Barrier separations with signage aid in comfort and safety bicyclists and pedestrians.





Goal 4: Econoscape

Objective 4.1: Add appealing building uses.

Idea 1: Mixed-use buildings gives people options of different activities they can be doing in the same area.

Idea 2: Affordable housing opportunities will bring together an eclectic community of families and individuals

Objective 4.2: Improve tourism.

Idea 1: Introduce a setting for public markets

Idea 2: Bring small local businesses into the picture and make it easier for tourists to find them and shop.



Goal 5: Ecoscape

Objective 5.1: Use of local vegetation

Idea 1: Plenty of street trees with abundant canopies to ameliorate local climate and provide shading for seating areas.

Idea 2: A trail connecting to the Salinas River is a community and tourist attraction.

Objective 5.2: Improve Sustainability.

Idea 1: Community gardens enhance the interaction of residents and contribute to the natural environment.

Idea 2: Green roofs on new construction or parking lots can become important amenities.







2.3. Concept Diagram



Focus areas





Chapter 3. Project Development

3.1. Narrative

The 24th Street Gateway Improvement Project is located in the most northern area of the site (Section 6). It connects to the rest of the site by Highway 101, 24th Street and Riverside Avenue. The design features multi-modal connections, visually appealing and functional streetscapes, and identifies commercial development opportunities. Our design features a walkable, functional, and appealing connective corridor to create unity between the historic and charming downtown and the area around the state fairgrounds.

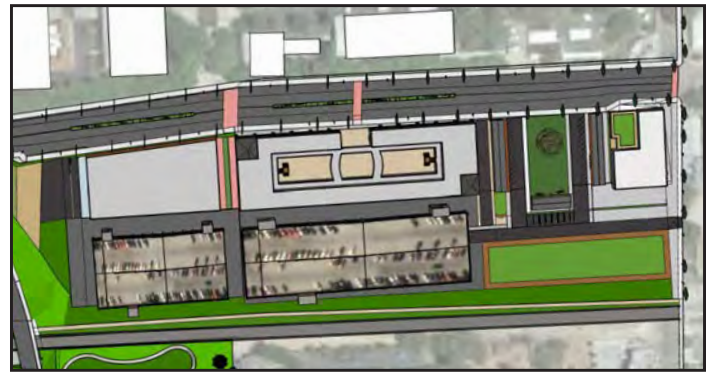
The site is comprised of three focus areas. The first being located on the small corner of 24th Street and Highway 101. This focal point bordering 24th Street sits on a major artery for traffic and an entrance into the city of Paso Robles while also being connected to the fairgrounds by an access road.

The second focus area is in the center of the site. This includes the fairgrounds, fairground parking lot, and Riverside Avenue. This area spans the entire length of the state fairgrounds along Riverside to 21st Street along with the rear frontage of this area ending on the railroad tracks.

The third focus area is in the western area of the site that is located at the intersection of 24th Street and Park Street which also has rear access to the railroad tracks. Keeping these three areas in mind, we have designed an implementation process involving phases to enhance the site for the near and far future.



Focus Area 1



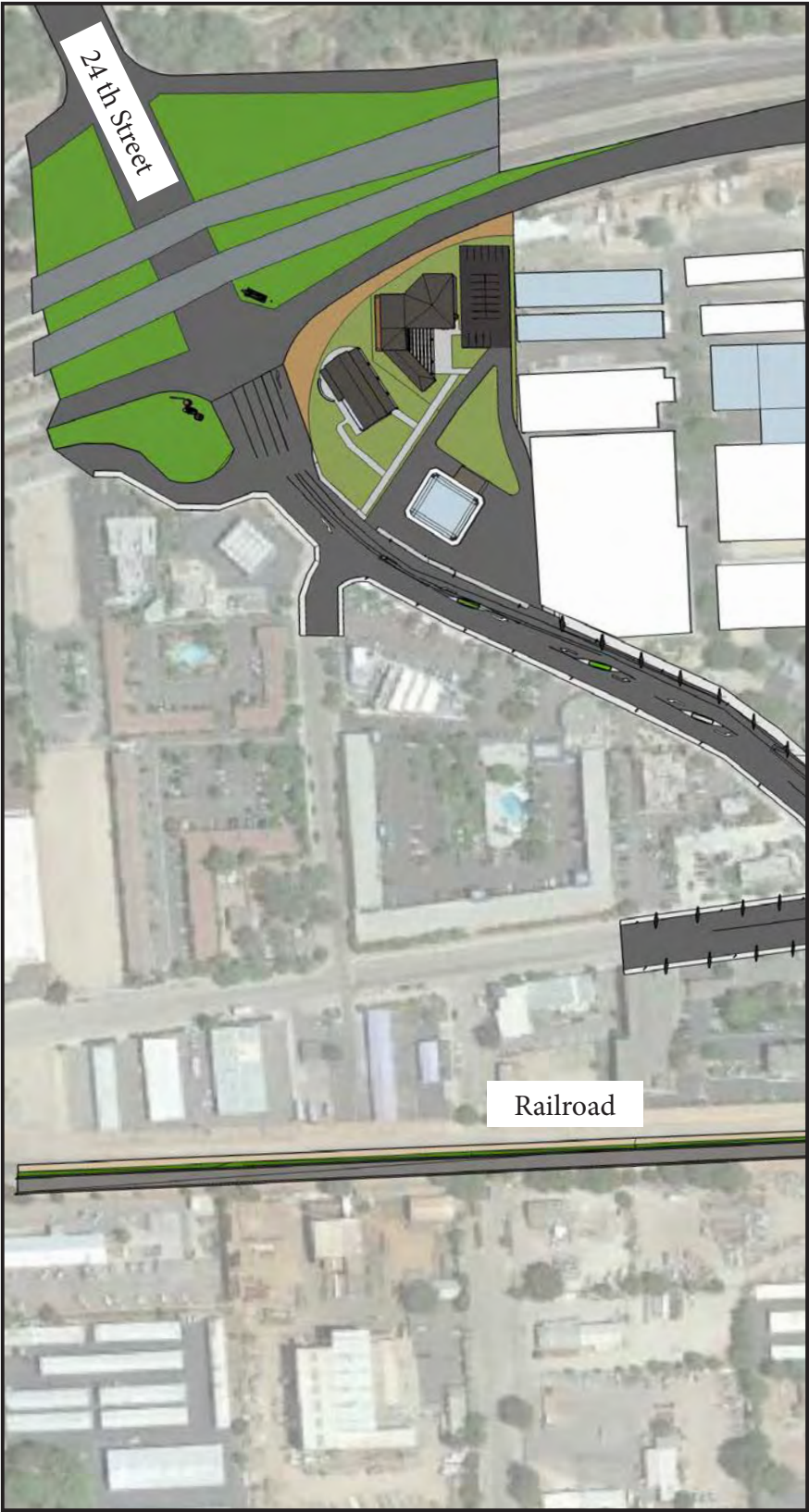
Focus Area 2



Focus Area 3



3.2. Illustrative Site Plan







3.3. Projected Development

Lot Number	Building Number	Land Use	Square Footage	Parking
1	N/A	Parking	N/A	7
2	1,2	Commercial/ Civic	23458	16
3,4	3	Commercial Service	7763	5
5	4 - All fairground buildings	Civil		446
6	5	Commercial	25356	223
6	6	Commercial	67226	223
6	7	Parking	25593	285
6	8	Parking	47908	162
6	9	Commercial	2489	13
6	10	Commercial	1335	6
6	11	Commercial	2489	12
6	12	Open Space	8937	25
7	13	Mixed-use	20016	0
10	14	Open Space	84746	0
10	15, 16	Mixed-use	20925	28



3.4. Phasing

Project implementation is split into two phases. The first phase being visions and goals for the 5-10 year period, while the second phase encompasses a vision for 10-20 years.

Phase 1: 24th and Riverside Corridor Pedestrian Improvements, Signage and Wayfinding

The first phase focuses on improving the streetscape and way-finding on Riverside and 24th. The overall project area is in need of pedestrian and bike friendly access ways in addition to an improvement to areas only used seasonally, such as the fairgrounds parking lot. The design provides wider sidewalks with trees along 24th Street and Riverside Avenue for pedestrian protection, providing a more liveable and walkable streetscape. Widening of the sidewalks along 24th Street will allow for more comfortable pedestrian traffic .

This phase includes new streetlights, crosswalks with medians on Riverside Avenue, traffic signals at crosswalks with flashing yellow lights

Another important improvement in this phase is a new park in the western part of the site where there is currently an empty lot off to the side of the 24th Street bridge. Its location between residential land uses, commercial development, and the railroad tracks, will provide for community engagement. The park will feature public art that pertains specifically to Paso Robles' pioneer theme (such as wagon wooden wheels), a playground, and perhaps a small community garden.

Phase 2: Visitor's Center, Commercial Development on Fairground Parking, and the Iron Horse Park

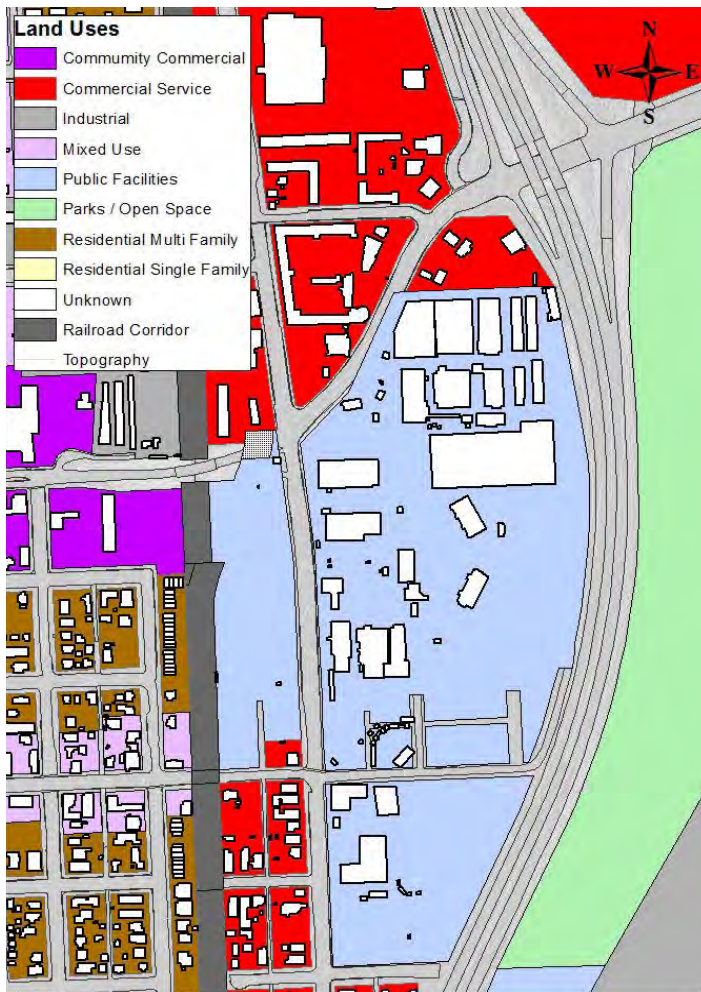
The second phase of the design includes a new visitors center, development of the fairgrounds parking site, and added commercial development to the western area of the site. We propose the northern area parcels on the site are located near the freeway on and off ramps for US 101 will house a new visitors center, a redesigned gas station, and commercial space for local businesses. The visitors center will include a mid-size meeting room for community events and other functions.

In Phase 2, the fairgrounds parking area will be redeveloped along the Riverside Street frontage with commercial uses featuring one and two story buildings with large windows and cutouts to provide ample amount of transparency for pedestrians. In the back of the commercial buildings there will be two parking structures to make up for and add additional parking spots to the amount of parking that is existing. At the corner of 21st Street and Riverside Avenue, we propose a plaza and mixed-use buildings. The plaza will feature three surrounding developments including retail and restaurants. For the mixed-use development, office space will occupy the first floor and living spaces the second.

The western portion of the project area at the intersection of Park at 24th Street will receive two mixed use buildings facing a small plaza with trees, public seating, and access to a new park. The park will have pathways linking to 24th Street, the new development on 24th and Park Street, and the fairgrounds parking area. The park will protect the existing local oak trees.



Phase 1: Short Term (2-5 Years)



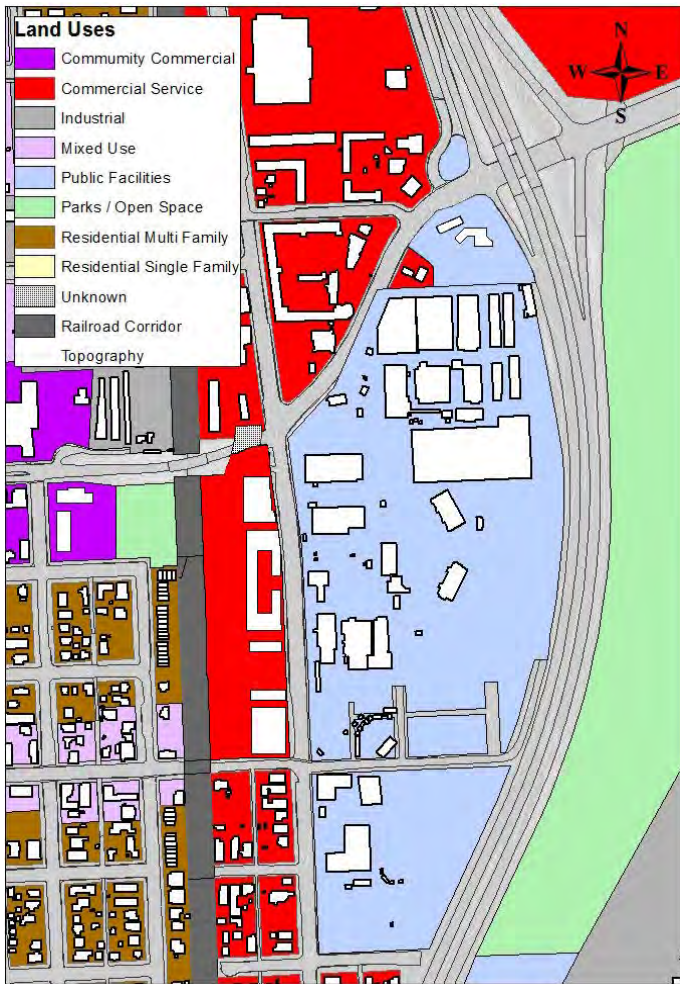
Land Uses



Illustrative Site Plan



Phase 2 : Long Term (5-10 Years)



Land Uses



Illustrative Site Plan



3.4. Consistency with the General Plan

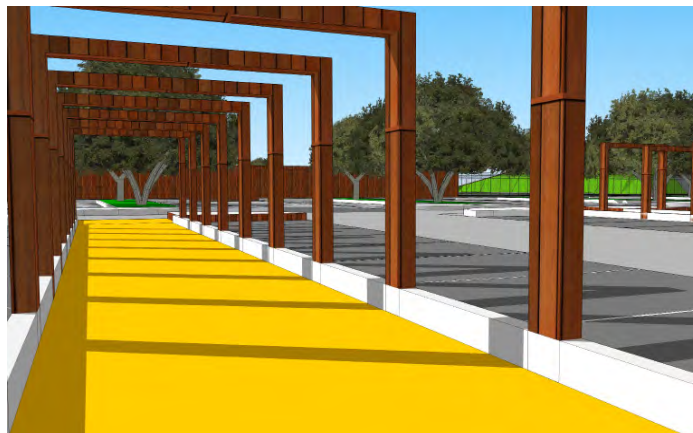
Our project is consistent with the General Plan, and more specifically, the Uptown/Town Centre Specific Plan. Reflecting the specific plan's vision it promotes "a compact, multi-modal, pedestrian oriented urbanism that is respectful of Paso Robles' history."

The City of Paso Robles goals for its Downtown are well reflected in our proposal. The first of those goals is make great public spaces, a major focus of our project. We aimed to create an improvement for Paso Robles, not an promote development with inviting public spaces, such as the visitor center, parks, and several other public outdoor spaces.

Another city goals is to make great streets. Our project's first phase deals primarily with streetscape improvements that provide for pedestrian and bike friendly opportunities, while preserving street functionality as vehicular thoroughfares.

The City of Paso Robles also expects a variety of building types in the new development. We include a mixture of uses, styles, and types that help improve place character. The visitor center and surrounding buildings will feature a heritage theme, such as the fairgrounds and downtown square style architecture. For the mixed-use and commercial buildings replacing the current parking lot, we suggest a more contemporary while with a traditional and warm façade. Lastly, the western area of the site is proposed to include a simple California style of buildings with low pitched roofs and ample amounts of light to blend it's integration with the surrounding existing buildings smoothly.

3.5. Renderings



(Short Term) Fairgrounds parking



(Long Term) View looking from fairgrounds toward new development/plaza



(Long Term) Visitor's center near on/off ramp at the gateway



(Short Term) Iron Horse Park



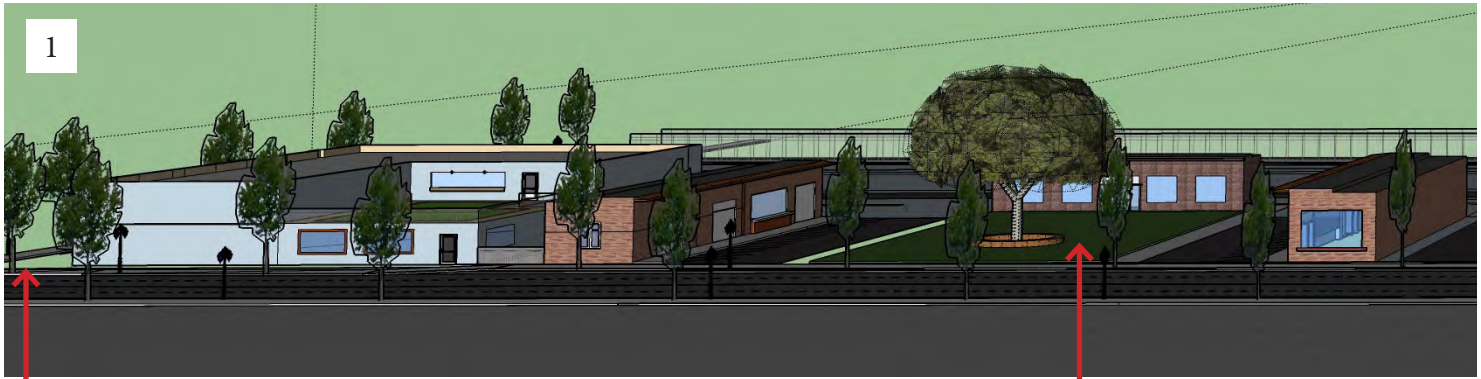
(Long Term) Riverside Avenue along new mixed-use development on parking lot.





(Long Term) Riverside Avenue (from 21st to 24th streets)
View from fairgrounds toward Mixed-Use Development on the existing parking lot.

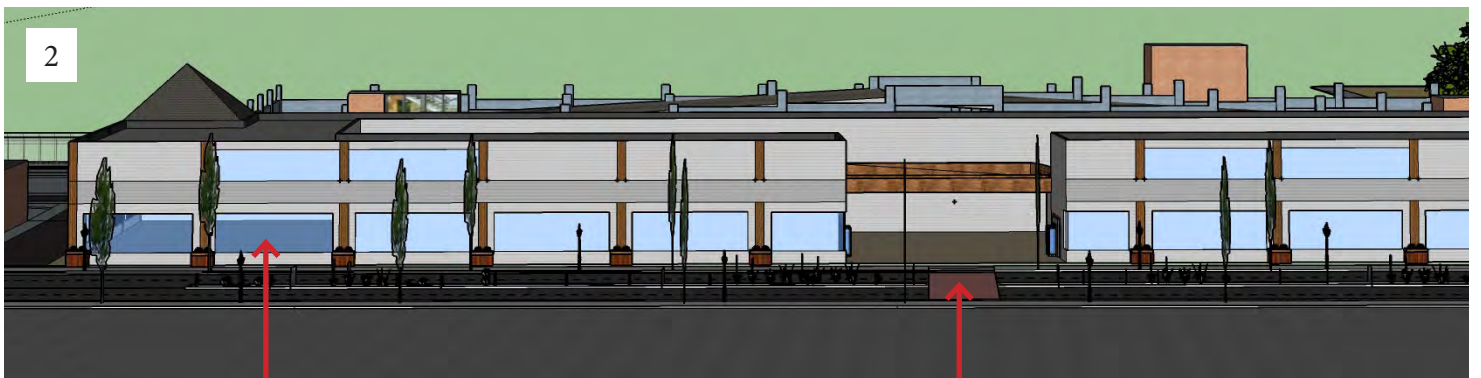
View 1	View 2	View 3
--------	--------	--------



1

Pocket plaza at corner of 21st Street

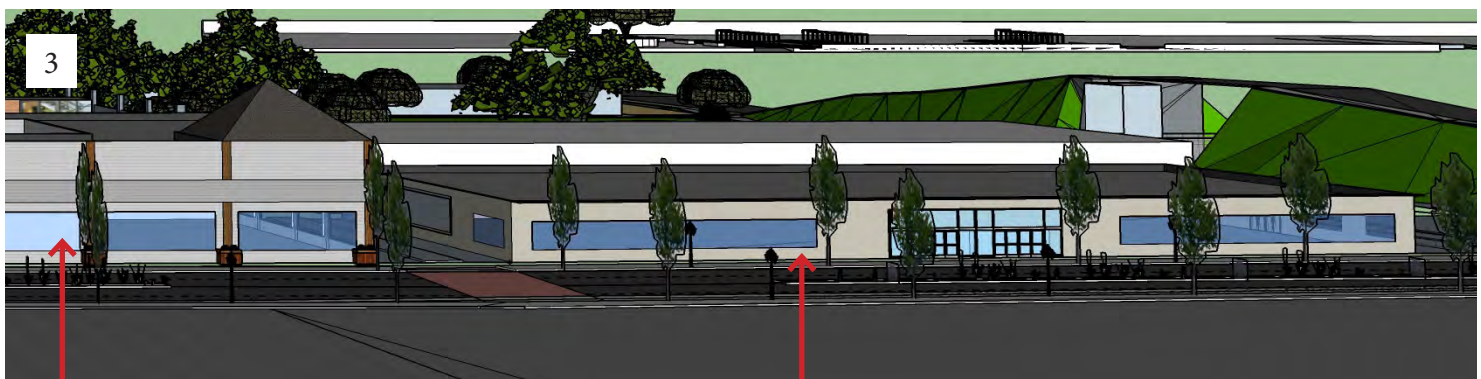
Restaurants and cafes around plaza with oak tree.



2

Apartments over commercial/offices.

Entrance to parking structure in the back.



3

Apartments over commercial/offices.

Commercial use next to 24th Street bridge.



Appendix: Lot Surveys

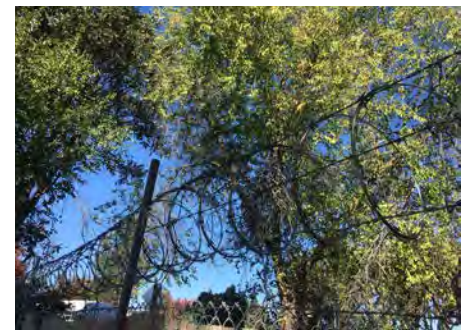
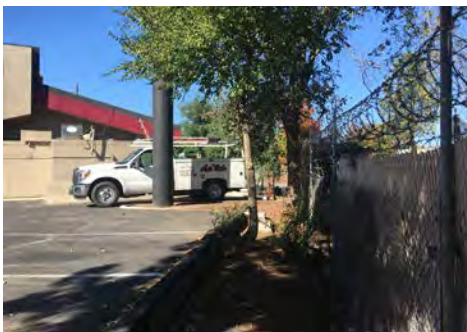
LOT SURVEY Lot number: 1 Researcher: Group 6

Vacant lot ____

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1	1	1		
Type of Use	1st floor	C3	C3	C3		
	2nd story					
Prevalent façade materials		wood	Metal	Wood <i>(6'x8' shed)</i>		
Prevalent façade color		white brown	Red tan	brown		
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: _____	Trees (quantity/types/condition): no trees
	Conditions: G / A / B	Aerial cables: 1
Y N		

Elements of note: fuel and diesel tank, flammables, shed, storage for materials, metal pipes, metal fencing with barbed wire on top, golf carts





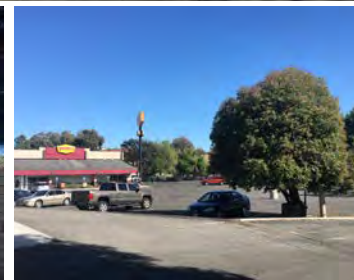
LOT SURVEY Lot number: 2 Researcher: Group 6

Vacant lot ____

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1				
Type of Use	1st floor	C3				
	2nd story					
Prevalent façade materials		concrete				
Prevalent façade color		Beige, red, dark grey				
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 7 ft (on Denny's perimeter)		Trees (quantity/types/condition): 16 trees, one tree in lot with rest of trees along edges of parking lot, pine and oak trees Aerial cables: 0
	Y	N	

Elements of note: 3 light poles, 1 ft decline to trees along edge, shrubs in front of Denny's, 7 ½ ft from lot to the wall (wall is approx.. 7 ft of brick and then metal fencing with barb wire on top), 104 parking spots for Denny's, 6 ft incline from lot to Shell, 2 ft incline from lot to Chevron





LOT SURVEY Lot number: 3 Researcher: Group 6

Vacant lot ____

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1				
Type of Use	1st floor	C3				
	2nd story					
Prevalent façade materials		Brick, concrete				
Prevalent façade color		Beige				
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk		Average width: 7'	Trees (quantity/types/condition): 2 on sidewalk, 1 on edge
Y	N	Conditions: G / A / B	Aerial cables: 2

Elements of note: shrubbery, slight elevation change





Riverside Urban Design Concept Plans: 24th Street Gateway Improvement

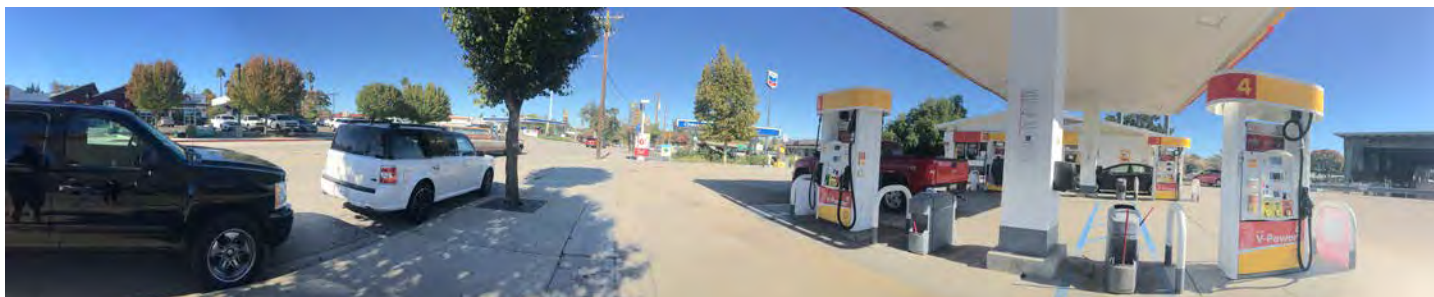
LOT SURVEY Lot number: 4 Researcher: Group 6

Vacant lot ____

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>		1				
Type of Use	1st floor	C3				
	2nd story					
Prevalent façade materials		Stucco, metal				
Prevalent façade color		White				
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 7 ft (on Denny's perimeter)	Trees (quantity/types/condition): 4 trees, 2 in sidewalk, 1 in back (oak and palm trees) Aerial cables: 2
Y	G / A / B	

Elements of note: Shell gas station, fire hydrant at corner of site, square planters around trees, homelessness possibly an issue





LOT SURVEY Lot number: 5 Researcher: Group 6

Vacant lot ____

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories						
Type of Use	1st floor					
	2nd story					
Prevalent façade materials						
Prevalent façade color						
General maintenance		G	A B	G A B	G A B	G A B
Architectural value		Y	N	Y N	Y N	Y N

Sidewalk		Average width: 7 ft	Trees (quantity/types/condition): several within site, approx. 13 facing Riverside Ave. Aerial cables: surround site perimeter
Y	N	Conditions: G / A / B	

Elements of note: On 21st street border of the fairgrounds there is a drainage ditch and bioswale





Riverside Urban Design Concept Plans: 24th Street Gateway Improvement

LOT SURVEY Lot number: 6 Researcher: Group 6

Vacant lot ____

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories		1				
Type of Use	1st floor	Parking, shed				
	2nd story					
Prevalent façade materials		Asphalt, metal siding				
Prevalent façade color		Beige				
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 7 ft		Trees (quantity/types/condition): 22 trees facing Riverside Ave, 25 trees surrounding other sides of lot Aerial cables: 2 along Riverside Ave.
	Y	N	

Elements of note: Parking lot, fence along Riverside Ave, no fencing along railroad tracks, 2 light poles within parking lot, giant oak tree in parking lot, 4 entrances to lot, fire hydrant on northeastern side of lot, electrical boxes on northeastern and southern sides of lot, drainage tunnel under railroad tracks





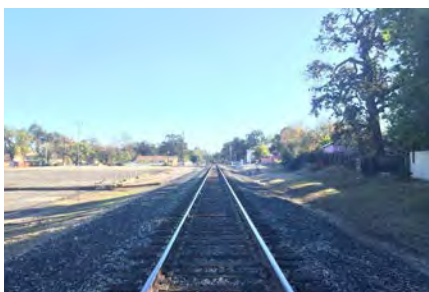
LOT SURVEY Lot number: 7 Researcher: Group 6

Vacant lot ____

		Building 1	Building 2	Building 3	Building 4	Building 5										
Number of stories		1														
Type of Use	1st floor	Residential														
	2nd story															
Prevalent façade materials		Stucco, wood														
Prevalent façade color		Off-white														
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B
Architectural value		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N			

Sidewalk		Average width: 4 ft	Trees (quantity/types/condition): 6 trees Aerial cables: 2 along 21 st St, 1 along Riverside Ave.
Y	N	Conditions: G / A / B	

Elements of note: Good sidewalk on 21st St, sidewalk on Riverside Ave. needs improvement, benches on 21st St. halfway to railroad tracks, bioswale on 21st to railroad, bike lane on 21st St, poor separation btw parking lot (lot 6) and lot 7





Riverside Urban Design Concept Plans: 24th Street Gateway Improvement

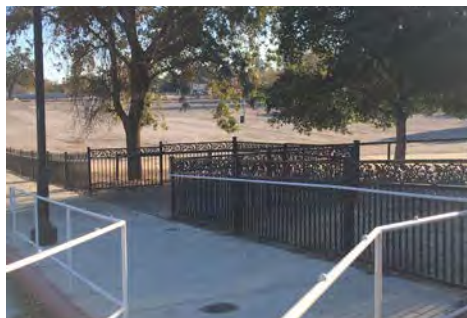
LOT SURVEY Lot number: 8 Researcher: Group 6

Vacant lot ____

		Building 1	Building 2	Building 3	Building 4	Building 5
Number of stories		1				
Type of Use	1st floor	Service				
	2nd story					
Prevalent façade materials		Wood, concrete				
Prevalent façade color		Green, white				
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk		Average width: 7 ft	Trees (quantity/types/condition): 6 (3 each on Riverside Ave. and 24 th St.)
Y	N	Conditions: G / A / B	Aerial cables: 0

Elements of note: utility shed, flammable material storage, electric generator, 2 entrances (technically) on Riverside Ave, steep 24th St. incline, short ramp w/ railings on Riverside Ave. close to 24th St.





LOT SURVEY Lot numbers: 9 and 10 Researcher: Group 6

Vacant lot ____

		Building 1	Building 2	Building 3	Building 4	Building 5							
Number of stories		<i>n/a</i>											
Type of Use	<i>1st floor</i>	<i>Service</i>											
	<i>2nd story</i>												
Prevalent façade materials		<i>Wood, steel</i>											
Prevalent façade color		<i>Brown, grey</i>											
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B
Architectural value		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N

Sidewalk		Average width: <i>n/a</i>	Trees (quantity/types/condition): none
Y	N	Conditions: G / A / B	Aerial cables: 0

Elements of note: no fencing along the railroad, goes through underpass, 7 1/2 ft incline to the vacant lot, 5' to the top of the railroad, 15 ft drop to the parking lot, homeless tend to be under the bridge, walkable on one side of the train tracks with approx. 12 ft path, back of homes and industrial uses facing railroad



Page intentionally left blank.



Appendices

- 1. Survey Instrument _ 341**
- 2. Release in Paso Robles Daily News _ 346**
- 3. Face-to-Face Interview Results _ 347**
- 4. On-Line Survey Results _ 360**
- 5. Posters from First Public Presentation: Concepts _ 373**
- 6. Posters from Second Public Presentation: Final Visions _ 379**
- 7. Fliers for Public Presentations _ 384**

Page intentionally left blank.



Appendix 1. Survey Instrument



CalPoly Paso Robles Community Survey

1. Thank you for taking this survey. We appreciate hearing from you.

Visions for Paso Robles

Students from Cal Poly's planning program, with the support of the City of Paso Robles, would like your help in developing a vision for the area between the Union Pacific Railroad tracks and the Salinas River and encompassing from 1st Street to 24th Street (Project Area indicated in brown in map below). The goal is to present alternatives on how the area can become more attractive, efficient, walkable, and better serve residents, businesses, and visitors alike. The students will present their final concept visions at City Hall/Library on December 13, 2016 at 6:30 pm.

We want your thoughts and ideas! There are only 11 questions in this survey, and there are no “right” or “wrong” answers. The survey should not take more than 10 minutes to complete. Your input is greatly appreciated and your responses will be kept anonymous.

Project Area





1. Do you live in Paso Robles? If so where is your residence?

- West of the 101 Freeway
- East of the 101 (Uptown)
- Downtown
- Other (please specify)

2. What is your age group?

- 15 and younger.
- 16 to 25
- 26 to 45
- 46 to 65
- 66 and older

3. What is your connection with the project area? Check all that apply.

- I work here.
- I live here.
- I shop here.
- I eat at establishments here.
- I use services that are provided here.
- Other

Please specify

4. If you don't live in the project area, how often do you go there?

- Every day.
- Every weekday.
- Ocasionnally.
- Often.
- Never.



5. How do you normally get to this project area?

- Walk
- Bus
- Car
- Car pool
- Somebody drops me off
- Other (please specify how)

6. How easy or difficult is it to get to the project area and why?

- Easy
- Very easy
- Difficult
- Very difficult
- Other please specify

7. What first comes to your mind when you think of the project area?

8. What buildings, streets, and places in the project area are most memorable?



9. How satisfied are you with the project area with respect to the following:

	Not Satisfied	Neutral	Satisfied
Safety from crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety from vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalk conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places to shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places to stop, relax, socialize	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vehicular circulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)



* 10. What do you think would enhance the project area? (choose only 3)

- Restaurants and eateries
- Local-serving markets
- Shops
- General Services
- Professional offices
- Market-rate residential
- Work-force residential
- Places to stop, relax, socialize
- More parking
- Wider sidewalks
- More street lights
- Trees along sidewalks
- Bike lanes
- Better connection to downtown
- Better accessibility
- Better wayfinding
- More/better river crossings

Other (please specify)

11. Is there anything else you would like to let us know about the project area?



Appendix 2. Release in Paso Robles Daily News

Cal Poly students seeking ...

pasoroblesdailynews.com/cal-poly-students-seeking-community-feedback-urban-design-project/62456/

Amazon ATP BB CP Cal Poly - CRP My Cal Poly CreateSpace O Globo Google Mail Google Drive Gmail Facebook RUDI Streetfilms

Subscribe | Classifieds | Advertise | Ads | Submit News | Business Directory | Contact Paso Robles News | Wednesday, October 5, 2016

Paso Robles Daily News

Search...

Home Paso Robles Crime Entertainment Politics Wine Sports Region Events Special

You are here: Home > Community > Cal Poly students seeking community feedback for urban design project Follow Us!

Cal Poly students seeking community feedback for urban design project

Posted: 2:12 am, October 4, 2016 by News Staff

Class is developing urban design vision for area of Paso Robles

—A class of thirty-five city planning students from Cal Poly San Luis Obispo is developing an urban design vision for the area between the Union Pacific Railroad tracks and the Salinas River from 1st Street to 24th Street in Paso Robles, and they are seeking feedback from the community.

Led by professors Hemalata Dandekar and Vicente del Rio, with the approval of the City of Paso Robles's Community Development Department, the students will develop an integrated concept plan for this area which, although in a prime location with various important businesses, still needs to realize its full potential. Currently the area is poorly integrated to the rest of the city, lacks in accessibility and walkability, contains several underutilized parcels, and presents a strong barrier to the river. Recognizing that existing land uses are important to the city's economy, the students will study ways to exploit the area's full potential in relation to the city's overall vision and projected growth. The class will come up with design ideas on how to invest in that area, complement the downtown activities, serve the adjacent neighborhoods, and connect to the river corridor and open spaces.

This week, the students are performing surveys on the project site, including brief interviews with people who reside and work in the area. Through these interviews the students want to gather people's perceptions and ideas that will inform their concepts. This brief interview is also available as an on line survey so that the class hears from as many respondents as possible. The survey is available on line at: <https://www.surveymonkey.com/fr/VisionforPaso>

The students are also inviting the community to come see the results of their work and the presentation of their concept plan and ideas in the City Hall on Dec. 13, 2016.

Join our Team in October 2016!
Enjoy Special Offers & Big Savings
Ready to Join? Have Questions? **CLICK HERE**

Get Fresh!
Saturdays 9am-1pm - Paso Robles City Park
Country Farm & Craft Market
CERTIFIED FARMERS MARKET

Free Delivery
CLEAN CLOTHES DELIVERED
PRESSED4TIME
Plaza Cleaners
Paso Robles & Atascadero

James Wiest, DVM
Deborah Wiest, DVM
"The best vets for your pets!" 238-4622

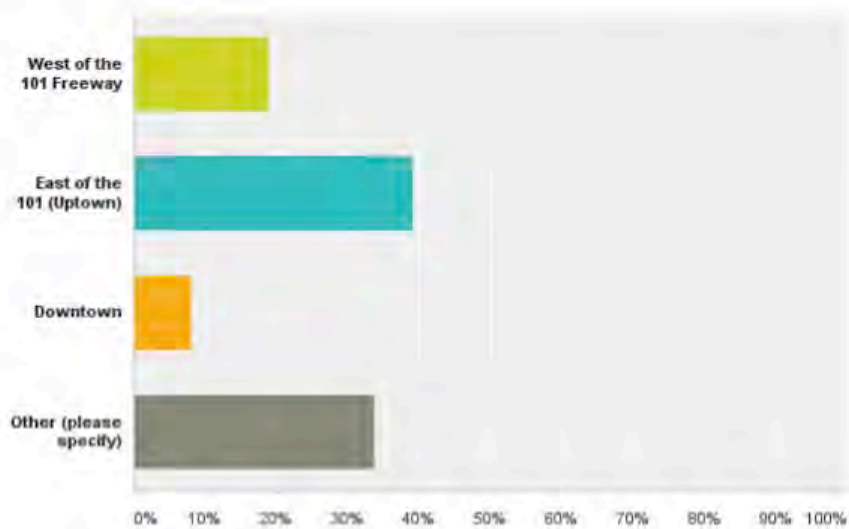


Appendix 3. Face to Face Interviews

(total respondents 74)

Q1: Do you live in Paso Robles? If so where is your residence?

Answered: 74 Skipped: 0



Q1: Do you live in Paso Robles? If so where is your residence?

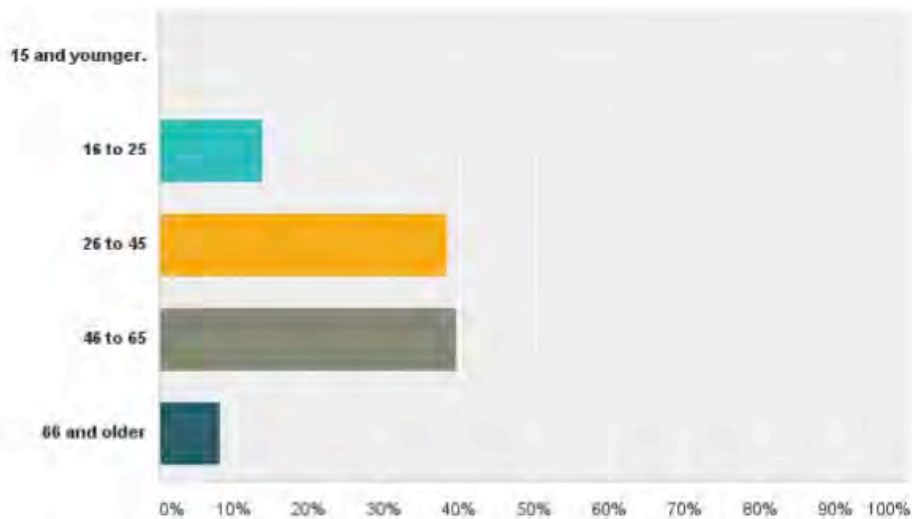
Answered: 74 Skipped: 0

Answer Choices	Responses
West of the 101 Freeway	18.92% 14
East of the 101 (Uptown)	39.19% 29
Downtown	8.11% 8
Other (please specify)	33.78% 25
Total	74



Q2: What is your age group?

Answered: 73 Skipped: 1



Q2: What is your age group?

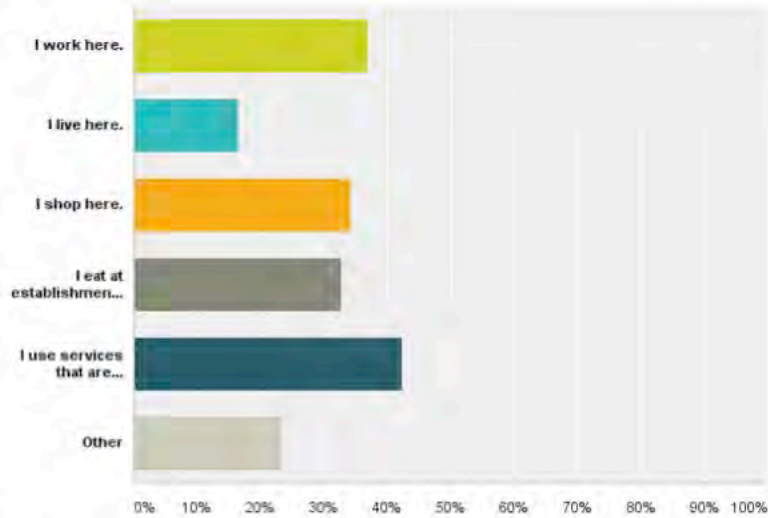
Answered: 73 Skipped: 1

Answer Choices	Responses	
15 and younger.	0.00%	0
16 to 25	13.70%	10
26 to 45	38.36%	28
46 to 65	39.73%	29
66 and older	8.22%	6
Total		73



Q3: What is your connection with the project area? Check all that apply.

Answered: 73 Skipped: 1



Powered by S

Q3: What is your connection with the project area? Check all that apply.

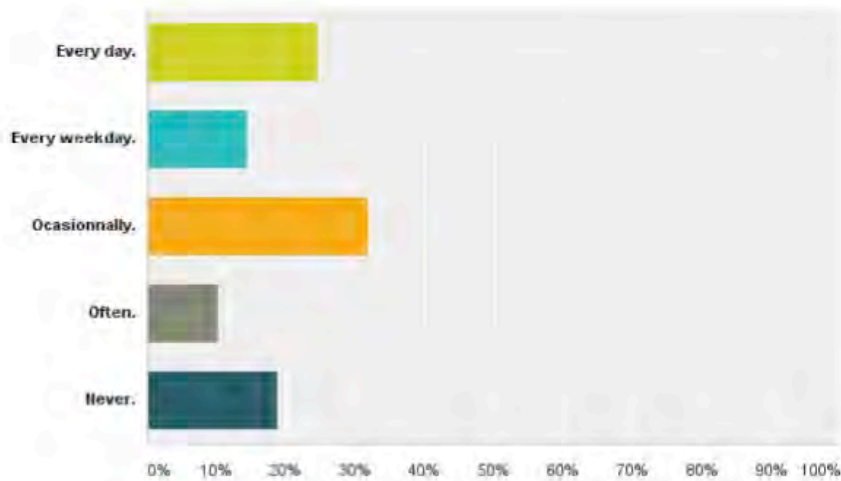
Answered: 73 Skipped: 1

Answer Choices	Responses
I work here.	36.99% 27
I live here.	16.44% 12
I shop here.	34.25% 25
I eat at establishments here.	32.88% 24
I use services that are provided here.	42.47% 31
Other	23.29% 17
Total Respondents: 73	



Q4: If you don't live in the project area, how often do you go there?

Answered: 69 Skipped: 5



Q4: If you don't live in the project area, how often do you go there?

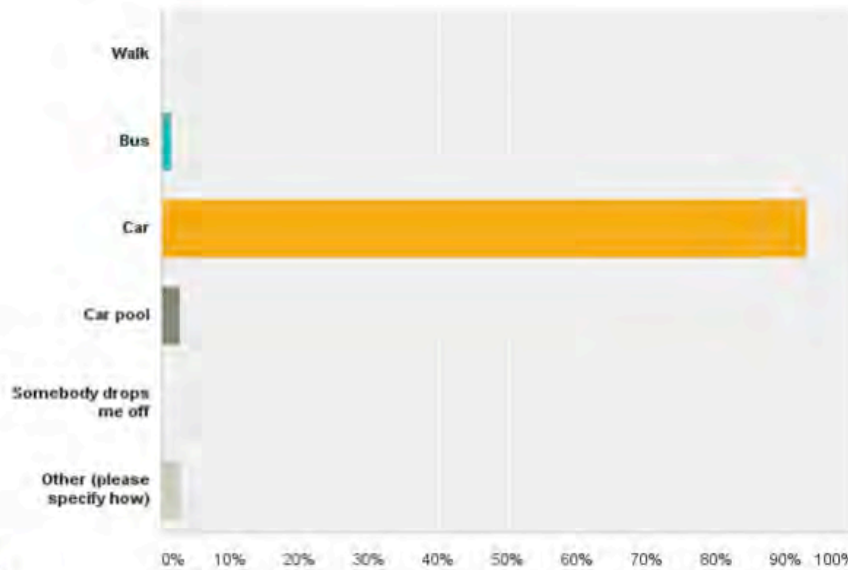
Answered: 69 Skipped: 5

Answer Choices	Responses
Every day.	24.64% 17
Every weekday.	14.49% 10
Ocasionnally.	31.88% 22
Often.	10.14% 7
Never.	18.84% 13
Total	69



Q5: How do you normally get to this project area?

Answered: 73 Skipped: 1



Powered by S

Q5: How do you normally get to this project area?

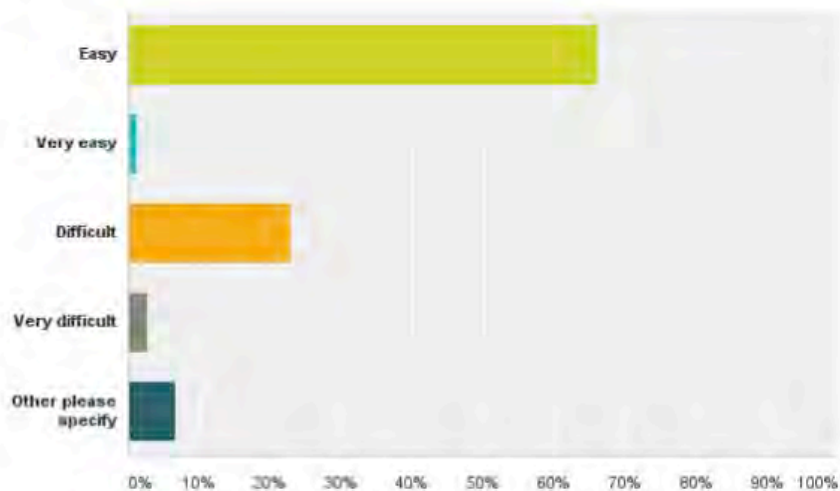
Answered: 73 Skipped: 1

Answer Choices	Responses
Walk	0.00% 0
Bus	1.37% 1
Car	93.15% 68
Car pool	2.74% 2
Somebody drops me off	0.00% 0
Other (please specify how)	2.74% 2
Total	73



Q6: How easy or difficult is it to get to the project area and why?

Answered: 74 Skipped: 0



Q6: How easy or difficult is it to get to the project area and why?

Answered: 74 Skipped: 0

Answer Choices	Responses
Easy	66.22% 49
Very easy	1.35% 1
Difficult	22.97% 17
Very difficult	2.70% 2
Other please specify	6.76% 5
Total	74



Q7 What first comes to your mind when you think of the project area?

Answered: 68 Skipped: 6

#	Responses	Date
1	Trailer lot	11/17/2016 12:56 PM
2	Needs to be cleaned up. There is a problem with homeless people living in and around our property	10/24/2016 3:28 PM
3	plants, trees, gardens, community has less money but more people	10/19/2016 1:08 AM
4	shopping	10/19/2016 1:06 AM
5	it is nice but parking is terrible	10/19/2016 1:04 AM
6	Non existent but chaotic during fair events	10/19/2016 1:01 AM
7	underdeveloped	10/19/2016 12:59 AM
8	Not much, run down	10/19/2016 12:57 AM
9	Lots of empty space and bad roads	10/19/2016 12:56 AM
10	Not much to do here	10/19/2016 12:54 AM
11	Lots of nothing	10/19/2016 12:53 AM
12	State fair, downtown, freeway noise	10/19/2016 12:52 AM
13	State fair and lots of potential overall	10/19/2016 12:51 AM
14	Not much here	10/19/2016 12:50 AM
15	Lots of service related industries and not many desirable destinations	10/19/2016 12:48 AM
16	Lots of potential next to 101	10/19/2016 12:46 AM
17	I would like to avoid the area but cannot	10/19/2016 12:45 AM
18	Nothing to note beyond the granary	10/19/2016 12:43 AM
19	Wine, getaway	10/19/2016 12:41 AM
20	Impacted	10/19/2016 12:39 AM
21	The project area should look more like downtown to draw people in. Landscaping and views aren't very nice, trees along sidewalks would help	10/19/2016 12:36 AM
22	Wine	10/19/2016 12:32 AM
23	Houses, fairgrounds, parks, empty spaces	10/19/2016 12:30 AM
24	Fast food restaurants	10/19/2016 12:29 AM
25	Highway 101	10/19/2016 12:26 AM
26	Grapes, vineyards, hotels	10/19/2016 12:25 AM
27	I think it would be a great idea to fix problems	10/19/2016 12:23 AM
28	Not much here, spread out	10/19/2016 12:21 AM
29	Has grown and evolved a lot... great welcoming community	10/19/2016 12:19 AM



(cont'd)

30	Winery, likes to cycle here	10/19/2016 12:17 AM
31	Auto oriented, little shopping, nothing really	10/19/2016 12:13 AM
32	Industrial, dirty	10/19/2016 12:11 AM
33	The freeway	10/18/2016 12:21 PM
34	Potential for activities and small businesses.	10/14/2016 7:25 PM

Q8 What buildings, streets, and places in the project area are most memorable?

Answered: 52 Skipped: 22

#	Responses	Date
1	Trailer lot and Premier	11/17/2016 12:56 PM
2	downtown square	10/19/2016 1:04 AM
3	Derby Winery	10/19/2016 1:01 AM
4	Fair and Derby Winery	10/19/2016 12:59 AM
5	Winery tower	10/19/2016 12:57 AM
6	Steakhouse on riverside	10/19/2016 12:53 AM
7	State fair	10/19/2016 12:51 AM
8	bridge at 13th and the paso robles freeway exit	10/19/2016 12:45 AM
9	Downtown and the country	10/19/2016 12:41 AM
10	City park	10/19/2016 12:39 AM
11	Train station, wineries, the granary cafe	10/19/2016 12:36 AM
12	KFC and Taco Bell	10/19/2016 12:29 AM
13	Boat stores along 46	10/19/2016 12:26 AM
14	Downtown and Spring st	10/19/2016 12:25 AM
15	Fair Grounds	10/19/2016 12:23 AM
16	Derby Winery	10/19/2016 12:19 AM
17	The train tracks	10/19/2016 12:13 AM
18	The park and fairgrounds	10/19/2016 12:11 AM



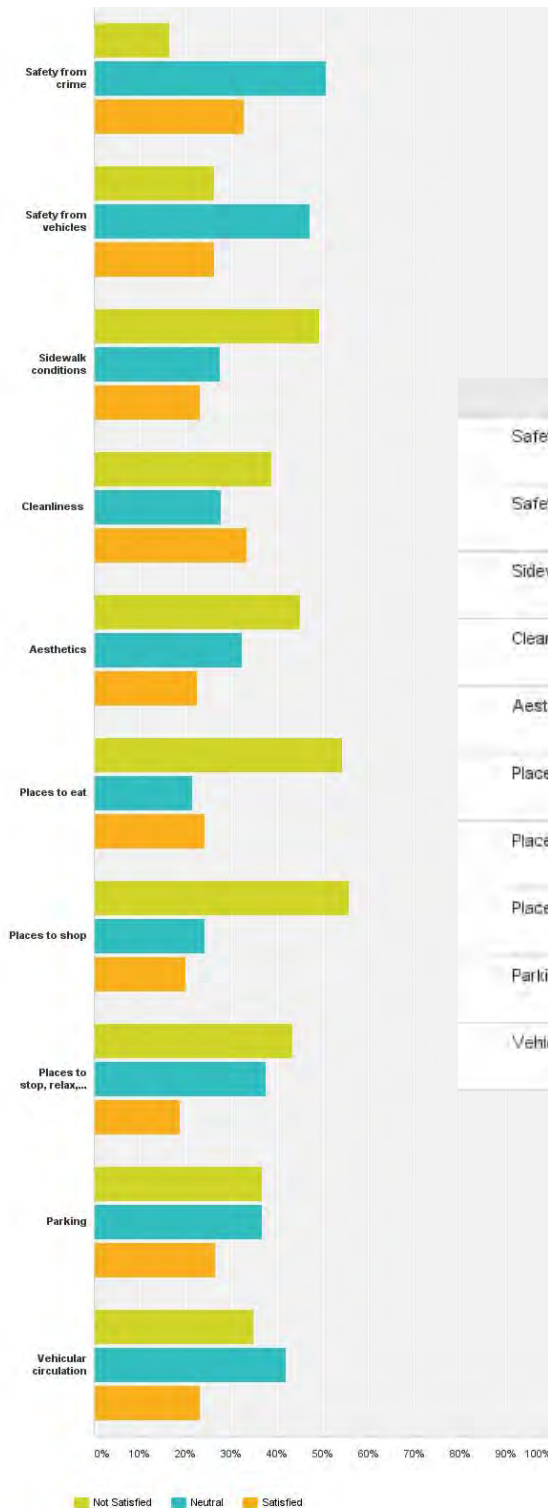
(cont'd)

19	The Event Center	10/18/2016 12:21 PM
20	Pine/Spring st... Downtown Park	10/14/2016 7:25 PM
21	Downtown	10/14/2016 7:21 PM
22	Peaceful/safety	10/14/2016 7:17 PM
23	Fair and busy street during that time	10/14/2016 7:13 PM
24	Fairgrounds, Pioneer park	10/14/2016 7:11 PM
25	Fairgrounds	10/14/2016 7:09 PM
26	Restaurants, fair	10/14/2016 7:05 PM
27	None	10/14/2016 7:02 PM
28	Main, North County Diesel, Micheal Madden	10/14/2016 6:59 PM
29	Cool hand Luke's, Derby Winery, offramp.	10/14/2016 6:56 PM
30	Salinas River, Derby Winery, Freeway, Mid-State Fairgrounds.	10/14/2016 6:53 PM
31	Railroads, Highway	10/14/2016 6:50 PM
32	Mainly just the shops and the park.	10/14/2016 6:47 PM
33	Town Hall	10/14/2016 6:45 PM
34	I don't know	10/14/2016 6:43 PM



Q9: How satisfied are you with the project area with respect to the following:

Answered: 73 Skipped: 1

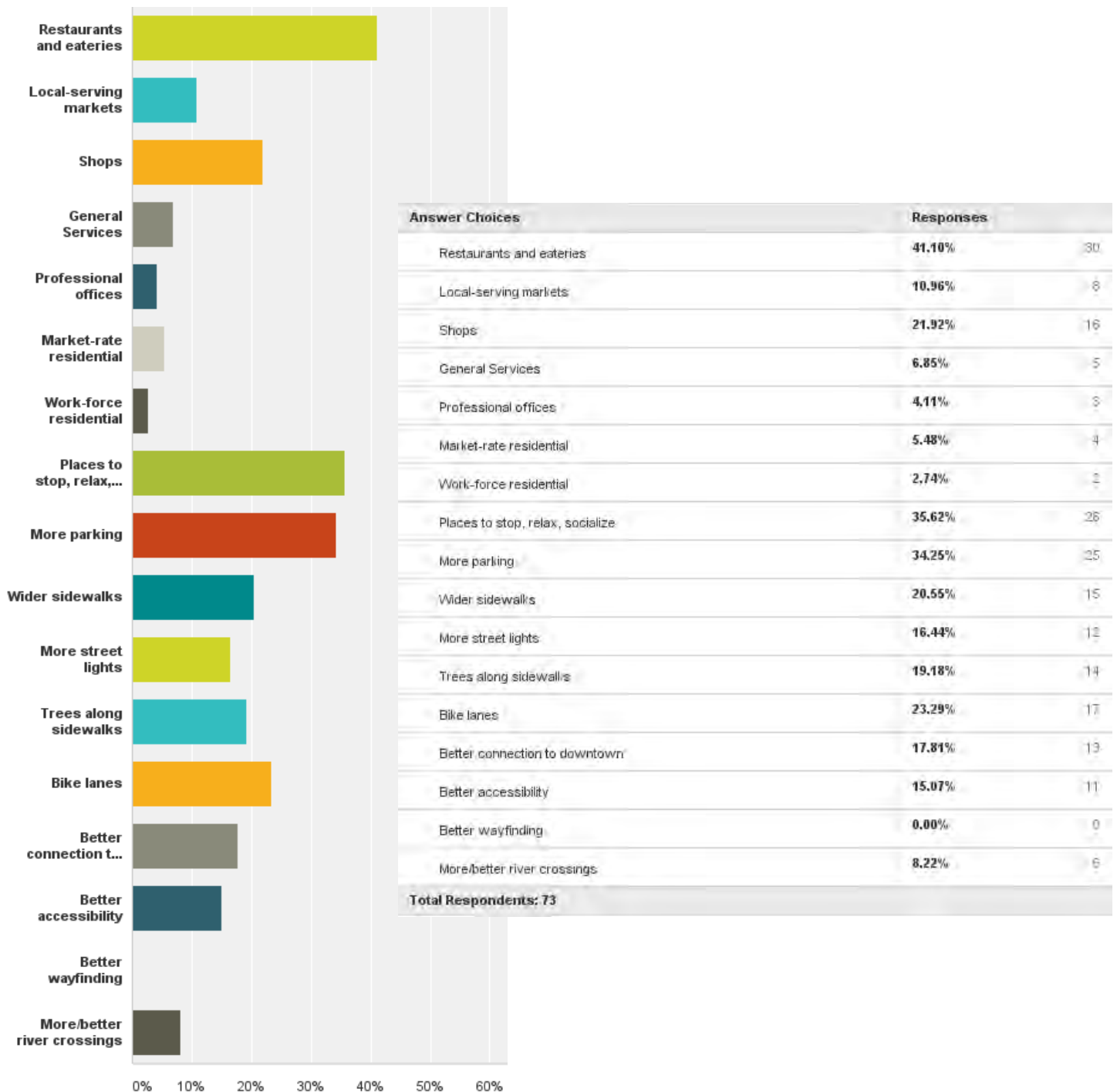


	Not Satisfied	Neutral	Satisfied	Total
Safety from crime	16.44% 12	50.68% 37	32.88% 24	73
Safety from vehicles	26.39% 19	47.22% 34	26.39% 19	72
Sidewalk conditions	49.28% 34	27.54% 19	23.19% 16	69
Cleanliness	38.89% 28	27.78% 20	33.33% 24	72
Aesthetics	45.07% 32	32.39% 23	22.54% 16	71
Places to eat	54.29% 36	21.43% 15	24.29% 17	70
Places to shop	55.71% 39	24.29% 17	20.00% 14	70
Places to stop, relax, socialize	43.48% 30	37.68% 26	18.84% 13	69
Parking	36.76% 25	36.76% 25	26.47% 18	68
Vehicular circulation	34.78% 24	42.03% 29	23.19% 16	69



Q10: What do you think would enhance the project area? (choose only 3)

Answered: 73 Skipped: 1





Q11 Is there anything else you would like to let us know about the project area?

Answered: 33 Skipped: 41

#	Responses	Date
1	Would like more tea houses, vegan restaurants, tea house on property... different types of tourism, open fields.	10/19/2016 1:08 AM
2	PARKING	10/19/2016 1:05 AM
3	PARKING	10/19/2016 1:04 AM
4	no development, no congestion, no building	10/19/2016 1:02 AM
5	chaotic traffic and signal lights don't work well	10/19/2016 1:01 AM
6	Improve and increase parks	10/19/2016 12:52 AM
7	More residential appeal to young adults such as a more vibrant night life	10/19/2016 12:48 AM
8	Not a lot of room to expand	10/19/2016 12:39 AM
9	Would like a play area for children thats family friendly, not many places to chill and hang out	10/19/2016 12:29 AM
10	Confusing streets where non one knows where they are going	10/19/2016 12:26 AM
11	No more hotels because of water crisis	10/19/2016 12:25 AM
12	Reevaluate stoplights	10/19/2016 12:19 AM
13	Strange people hang out around river, eating establishments have been getting a lot better. There are great roads to cycle here because of nice scenery people from a over come here to cycle. unsafe roads on 46, almost no likeliness city wide, would love separated bike lanes, not enough space on streets for bikes.	10/19/2016 12:17 AM
14	Need to develop a riverwalk, Need more/better bike trails.	10/14/2016 7:25 PM
15	Difficult to get here by public transit... More transportation options (came on the greyhound bus)	10/14/2016 7:17 PM
16	Traffic is not too bad except for during the fair.	10/14/2016 7:11 PM
17	Need a reason to come here	10/14/2016 7:09 PM
18	Needs more crosswalks, needs a parking structure, and I don't go to the site unless someone else was.	10/14/2016 7:05 PM
19	I do not think so	10/14/2016 7:02 PM
20	Difficult to get to due to traffic. People will be upset if we remove some of the local business, better pedestrian access & more lights.	10/14/2016 6:56 PM
21	Confusing intersections + lack of signage	10/14/2016 6:53 PM
22	Preforming arts would be great in the area. Development welcomed, homeless issue, how will this be affected by development plans downtown.	10/14/2016 6:34 PM
23	Don't forget the history	10/14/2016 6:31 PM
24	Likes the small town charm.	10/14/2016 6:29 PM
25	NO	10/14/2016 6:24 PM
26	The site needs better river crossings	10/14/2016 6:21 PM



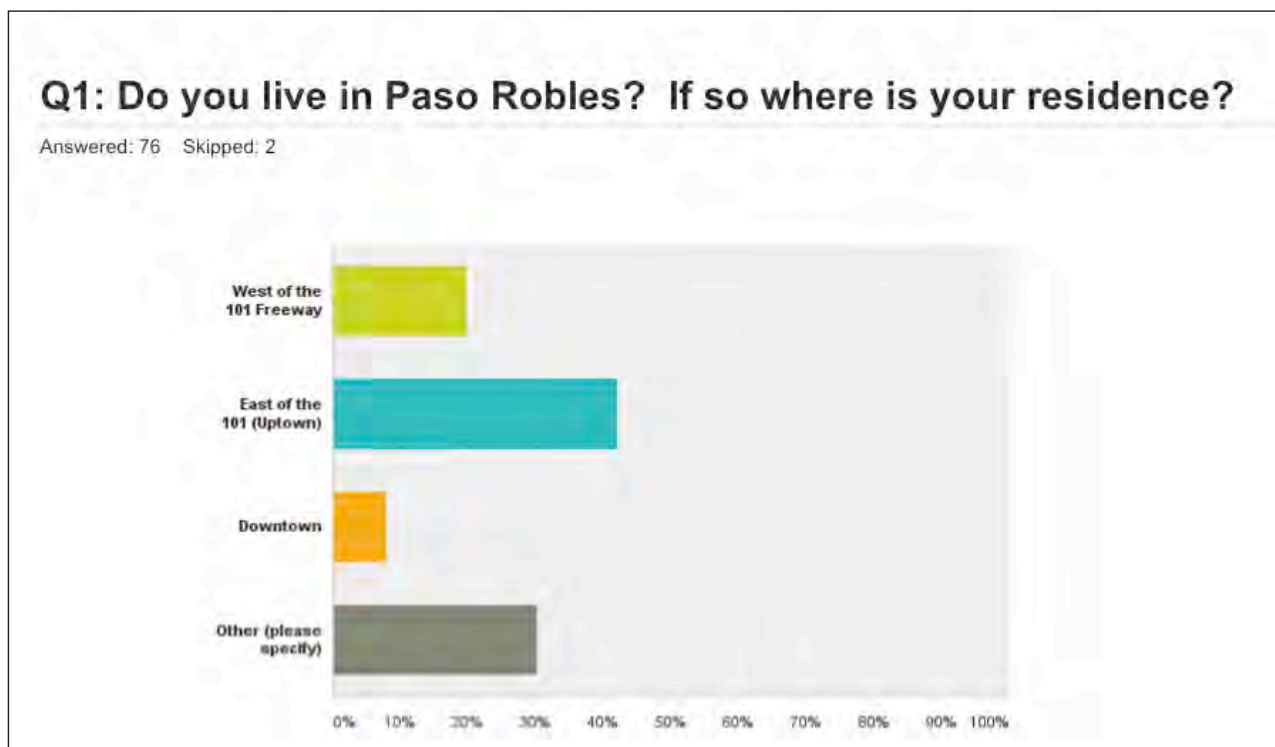
(cont'd)

27	It could be a very nice area and would be worth the effort to fix it up.	10/14/2016 6:18 PM
28	It could be a very nice area and would be worth the effort to fix it up.	10/14/2016 6:17 PM
29	More/better river crossings would be nice. Lack of parking structures and lack of public transportation. It would be amazing to establish commuter trains from Paso to SLO. Beneficial to all in both North and South County.	10/14/2016 6:15 PM
30	The area needs a better connection to downtown	10/14/2016 6:09 PM
31	Most of what I think of is in downtown.	10/14/2016 5:19 PM



Appendix 4. On-Line Survey Results

(total respondents 78)



Q1: Do you live in Paso Robles? If so where is your residence?

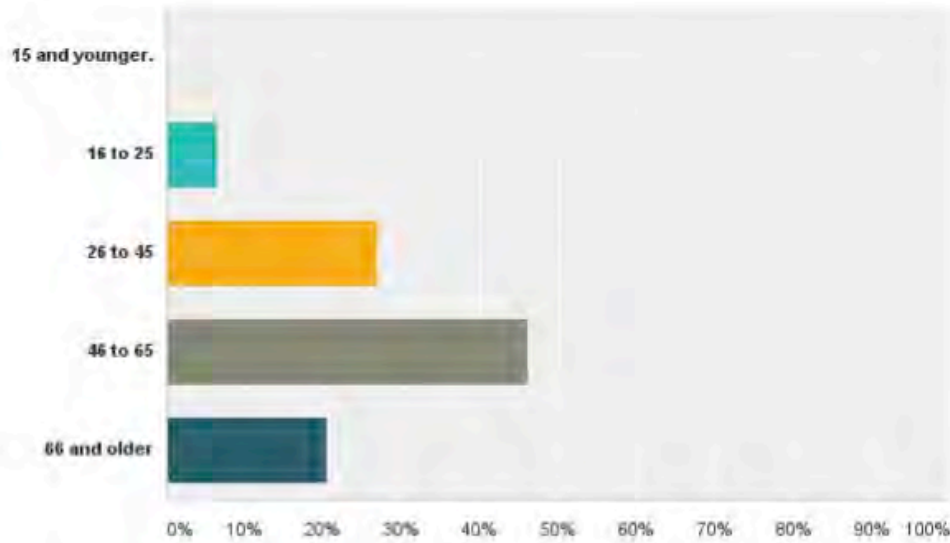
Answered: 76 Skipped: 2

Answer Choices	Responses
West of the 101 Freeway	19.74% 15
East of the 101 (Uptown)	42.11% 32
Downtown	7.89% 8
Other (please specify)	30.26% 23
Total	76



Q2: What is your age group?

Answered: 78 Skipped: 0



Q2: What is your age group?

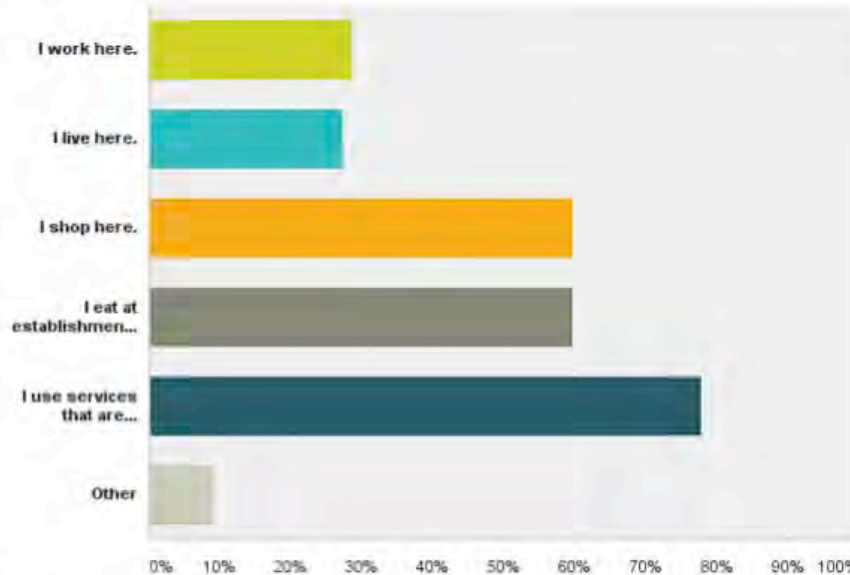
Answered: 78 Skipped: 0

Answer Choices	Responses
15 and younger.	0.00% 0
16 to 25	6.41% 5
26 to 45	26.92% 31
46 to 65	46.15% 36
66 and older	20.51% 16
Total	78



Q3: What is your connection with the project area? Check all that apply.

Answered: 77 Skipped: 1



Powered by S

Q3: What is your connection with the project area? Check all that apply.

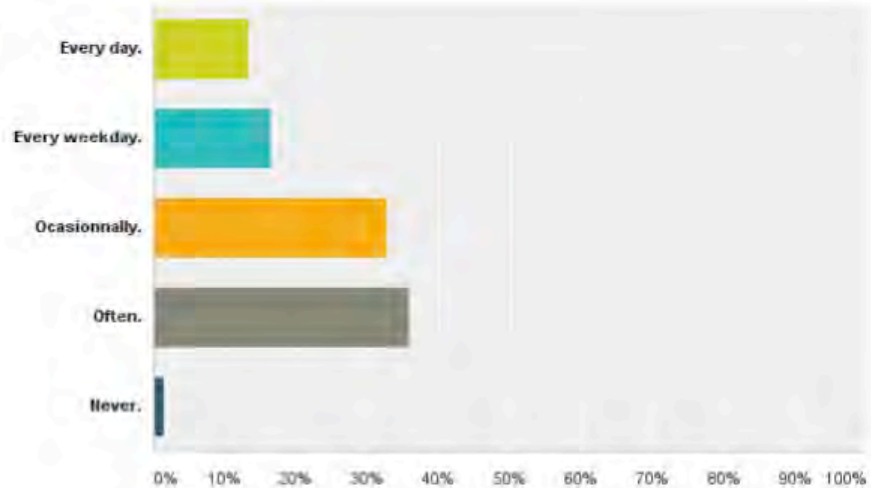
Answered: 77 Skipped: 1

Answer Choices	Responses
I work here.	28.57% 22
I live here.	27.27% 21
I shop here.	59.74% 46
I eat at establishments here.	59.74% 46
I use services that are provided here.	77.92% 60
Other	9.09% 7
Total Respondents: 77	



Q4: If you don't live in the project area, how often do you go there?

Answered: 67 Skipped: 11



Q4: If you don't live in the project area, how often do you go there?

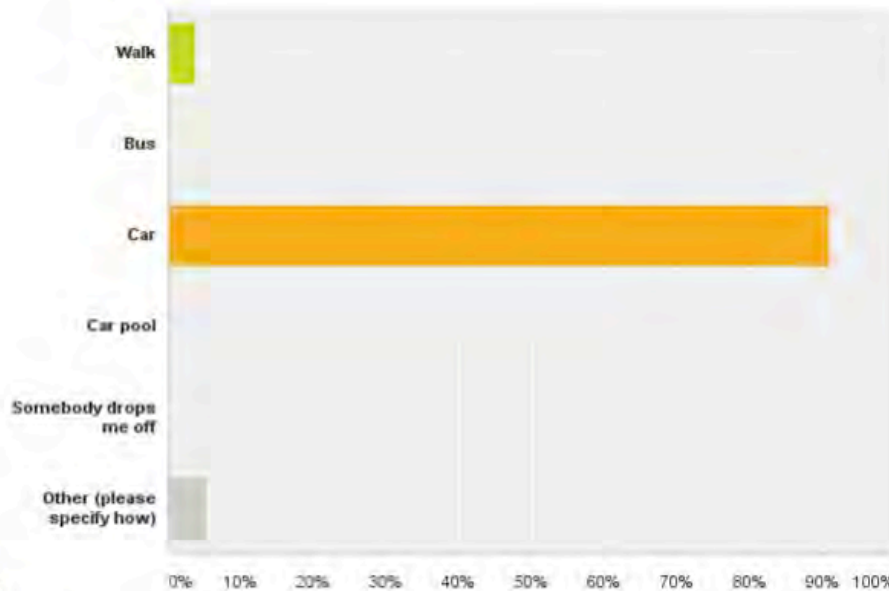
Answered: 67 Skipped: 11

Answer Choices	Responses
Every day.	13.43% 9
Every weekday.	16.42% 11
Occasionally.	32.84% 22
Often.	35.82% 24
Never.	1.49% 1
Total	67



Q5: How do you normally get to this project area?

Answered: 78 Skipped: 0



Q5: How do you normally get to this project area?

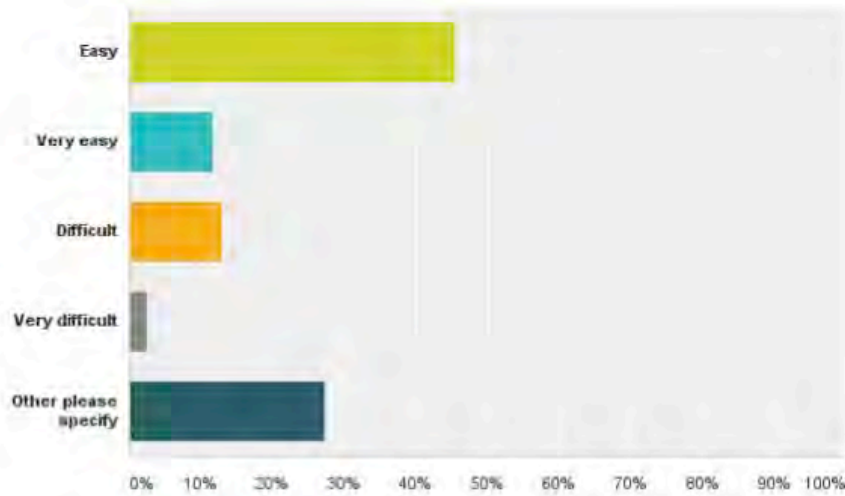
Answered: 78 Skipped: 0

Answer Choices	Responses
Walk	3.85% 3
Bus	0.00% 0
Car	91.03% 71
Car pool	0.00% 0
Somebody drops me off	0.00% 0
Other (please specify how)	5.13% 4
Total	78



Q6: How easy or difficult is it to get to the project area and why?

Answered: 77 Skipped: 1



Q6: How easy or difficult is it to get to the project area and why?

Answered: 77 Skipped: 1

Answer Choices	Responses
Easy	45.45% 35
Very easy	11.69% 9
Difficult	12.99% 10
Very difficult	2.60% 2
Other please specify	27.27% 21
Total	77



Q7 What first comes to your mind when you think of the project area?

Answered: 73 Skipped: 5

#	Responses	Date
1	Trailers	11/17/2016 12:40 PM
2	Commercial and industrial businesses.	11/8/2016 2:36 PM
3	Older area and industrial	11/3/2016 12:24 PM
4	Congested during rush hour times	11/3/2016 10:55 AM
5	Industrial	11/3/2016 9:52 AM
6	Seems underdeveloped, crime tends to happen in these areas.	10/30/2016 4:56 PM
7	In desperate need of redevelopment	10/28/2016 10:32 AM
8	cruddy area	10/28/2016 9:57 AM
9	industry, commercial, not pretty, not appealing	10/28/2016 7:42 AM
10	No connection to the river bed. Or the east side. Should be walkable and connect to other side by foot bridge.	10/27/2016 6:06 AM
11	old and rundown, lack of sidewalks, poor lighting	10/25/2016 9:30 PM
12	industrial unattractive	10/25/2016 8:33 AM
13	We want bike paths that aren't directly on roads. Think Portland! How cool would it be to get to restaurants and city park with your family...on bikes or walking?	10/25/2016 5:54 AM
14	industrial	10/25/2016 3:04 AM
15	Oh please don't let the students do to this area what other students decided was a good idea at 101 and 46 West!	10/24/2016 6:11 PM
16	Homeless people	10/24/2016 5:27 PM
17	Automotive shops and agriculture services	10/24/2016 5:01 PM
18	Needs help	10/24/2016 4:05 PM
19	Anyone who has never driven a large SUV (I need one to take my Real Estate Clients as well as haul my horse trailer and move equipment on our ranch) should not have any input into designing streets anywhere. You also should have had training in driving tractor trailers who deliver to the downtown business's, haul a large horse/cattle trailer full of living breathing livestock to the fair grounds, haul a trailer full of grapes through town, haul any of the normal farming equipment used in this FARMING TOWN anywhere in Paso Robles. The new huge curbs take up parking spaces and are impossible to negotiate unless you are driving an L.A. tiny car!	10/24/2016 3:58 PM
20	Make it attractive from Hwy 101. Park, recreation, walking and biking trails with nearby retail shops, entertainment and restaurants. Take advantage of the open space along the river.	10/24/2016 2:34 PM
21	Thinking about what time of day your going. 5 o'clock is awful getting the freeway at 1st street. School drop off and pick up times at the Niblick bridge. The fair schedule.	10/24/2016 1:52 PM
22	How much it has needed a face lift, and how I have always thought that more walk areas are needed.	10/24/2016 1:37 PM
23	A southbound freeway exit between 13th street and Niblick.	10/24/2016 12:46 PM
24	Dirty looking.	10/24/2016 12:23 PM



(cont'd)

25	Wonderful potential for walking and bike paths, as well as a clean flowing river with access to picnic and day use areas at various locations with some parking	10/24/2016 11:46 AM
26	Run down - dilapidated - hodge podge of buildings, services, businesses - no vision	10/24/2016 11:24 AM
27	It is very disjointed - some nice areas and others are run down.	10/24/2016 11:15 AM
28	Currently appears run down and dated	10/24/2016 10:49 AM
29	run down, not very accessible, nor visible to promote what businesses are there	10/24/2016 10:47 AM

Q8 What buildings, streets, and places in the project area are most memorable?

Answered: 62 Skipped: 16

#	Responses	Date
1	Trailer lot and Premier	11/17/2016 12:40 PM
2	Derby Wines, the train station, and the fair grounds.	11/8/2016 2:36 PM
3	Derby winery building	11/3/2016 12:24 PM
4	the fair grounds	11/3/2016 10:55 AM
5	Paso Robles event center	11/3/2016 9:52 AM
6	Other than Downtown, nothing really.	10/30/2016 4:56 PM
7	Riverside Ave. south of tenth St. and Paso Robles St.	10/28/2016 10:32 AM
8	the Event Center	10/28/2016 9:57 AM
9	the renovated historical building at the south end of Riverside	10/28/2016 7:42 AM
10	Warehouses	10/27/2016 6:06 AM
11	fairgrounds, Cool Hand Lukes, Derby Winery	10/25/2016 9:30 PM
12	none that I can recall	10/25/2016 8:33 AM
13	Not much is memorable.	10/25/2016 5:54 AM
14	none	10/25/2016 3:04 AM
15	Both my mechanics.	10/24/2016 6:11 PM
16	Railroad st. Derby bldg. 101.	10/24/2016 5:27 PM
17	21st street to 24th street Businesses on Paso Robles street	10/24/2016 5:01 PM
18	All yum down.	10/24/2016 2:34 PM
19	The old Almond building (Derby Wines) which is horrible to try and get to. You have to go all the way around town to get there. The little street that runs under the tracks (one car at a time) is a nightmare.	10/24/2016 1:52 PM



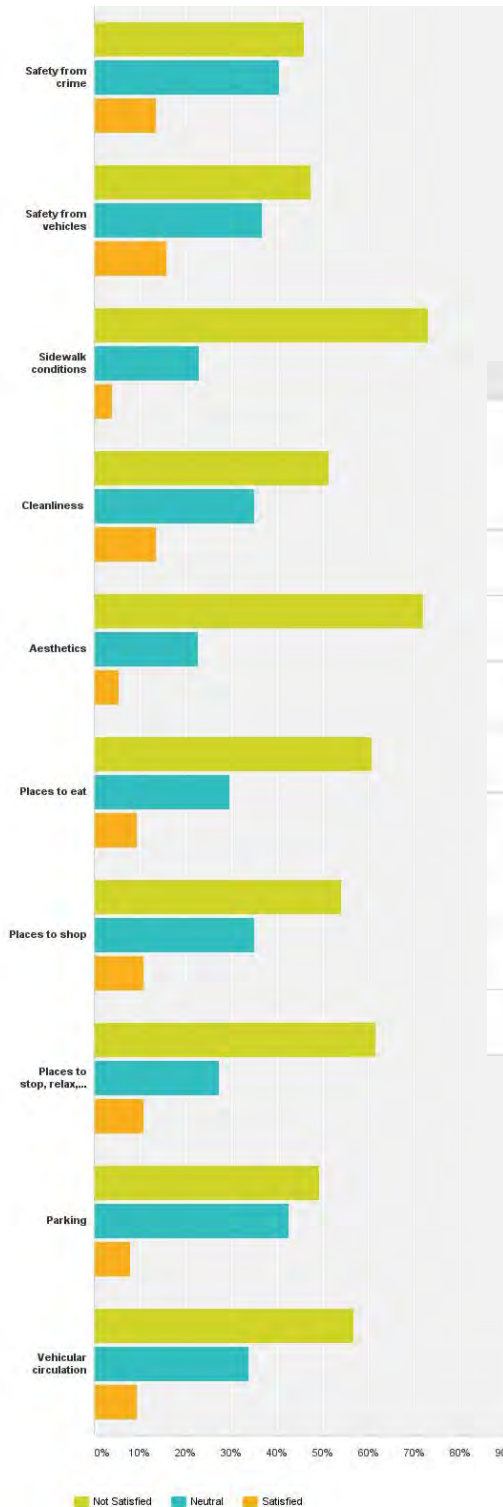
(cont'd)

20	The train station and the center with the checkerboard.	10/24/2016 12:46 PM
21	Fair, pioneer park	10/24/2016 12:23 PM
22	Train station, 13th street bridge, granary/winery tower	10/24/2016 11:46 AM
23	None	10/24/2016 11:24 AM
24	Like Derby winery bldg, and bldg with steakhouse.	10/24/2016 11:15 AM
25	none	10/24/2016 10:49 AM
26	train station, Pine Street and shops all along it	10/24/2016 10:32 AM
27	Derby Winery	10/24/2016 10:26 AM
28	Derby Winery, train station	10/24/2016 10:26 AM
29	Farm supply when it was there	10/24/2016 10:25 AM
30	Not sure	10/24/2016 10:22 AM
31	RR station area, downtown "Mall" (park and surroundings). That's about it!	10/24/2016 10:18 AM
32	I think of the Event Center, Pioneer Park, and the bike lanes along the river. But, my concerns are safety and pollution. 13th street is terrible for walking across the railroad traffic. Vehicle traffic always piles up and is not pedestrian friendly.	10/24/2016 8:57 AM
33	Downtown Park and surrounds is one of the nicest in the State. Pioneer Park and Mid State Fairgrounds could use some sprucing up.	10/7/2016 9:45 PM



Q9: How satisfied are you with the project area with respect to the following:

Answered: 76 Skipped: 2

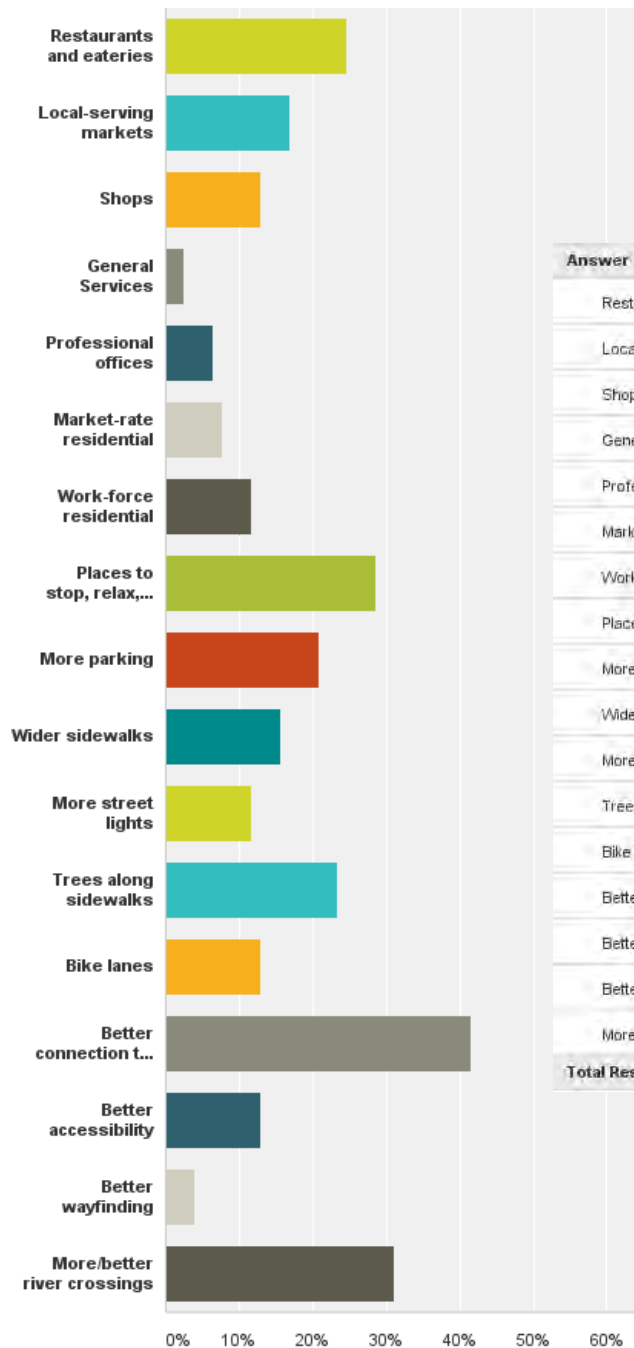


	Not Satisfied	Neutral	Satisfied	Total
Safety from crime	45.95% 34	40.54% 30	13.51% 10	74
Safety from vehicles	47.37% 36	36.84% 28	15.79% 12	76
Sidewalk conditions	72.97% 54	22.97% 17	4.05% 3	74
Cleanliness	51.35% 38	35.14% 26	13.51% 10	74
Aesthetics	72.00% 54	22.67% 17	5.33% 4	75
Places to eat	60.81% 45	29.73% 22	9.46% 7	74
Places to shop	54.05% 40	35.14% 26	10.81% 8	74
Places to stop, relax, socialize	61.64% 45	27.40% 20	10.96% 8	73
Parking	49.33% 37	42.67% 32	8.00% 6	75
Vehicular circulation	56.76% 42	33.78% 25	9.46% 7	74



Q10: What do you think would enhance the project area? (choose only 3)

Answered: 77 Skipped: 1



Answer Choices	Responses
Restaurants and eateries	24.68% 19
Local-serving markets	16.88% 13
Shops	12.99% 10
General Services	2.60% 2
Professional offices	6.49% 5
Market-rate residential	7.79% 6
Work-force residential	11.69% 9
Places to stop, relax, socialize	28.57% 23
More parking	20.78% 16
Wider sidewalks	15.58% 12
More street lights	11.69% 9
Trees along sidewalks	23.38% 18
Bike lanes	12.99% 10
Better connection to downtown	41.56% 32
Better accessibility	12.99% 10
Better wayfinding	3.90% 3
More/better river crossings	31.17% 24
Total Respondents: 77	



Q11 Is there anything else you would like to let us know about the project area?

Answered: 24 Skipped: 54

#	Responses	Date
1	This area forms a barrier between the west & east sides of Paso. In fact the west side is laid out on a grid and the east side has meandering streets.	11/8/2016 2:36 PM
2	great need for better west-east access across railroad tracks, great need for sidewalk improvements and general beautification	10/28/2016 10:32 AM
3	please fix it	10/28/2016 9:57 AM
4	I was at the presentation on 10/27. Here are some items I noted: With regards to Area 6: I would recommend that the team take a look at RETAINING the parking lot for the Mid-State Fair but just renovate it to be more pleasing. There are several Grants available that can be used to convert "blacktop" parking lots into something more aesthetic and provide storm water control. Also, recommend concentrating on making the existing 24th Street Bridge with pedestrian and bike access rather than building a new bridge. Again, there are grants available to convert existing bridges to provide bike/ped access. why not tap into that? With regards to Areas 4 and 2: The idea of providing circulation along the east side of the existing buildings along Paso Robles Street is a good one. The buildings have "blocked" access to the Salinas River so if access could be provided there that would make the area much nicer. However, need to review the viability of this access road because it might be in the flood plain. Sorry I didn't make it to all the posters, was there an idea of a ped/bike bridge at 10th Street or somewhere south of 13th Street that could connect Downtown to Paso Robles Street? Anyway, thanks for the presentation. Great job!	10/28/2016 7:42 AM
5	Would love to see more infill with parks, multi floor condos, apartments and sculpture. Wide meandering sidewalks and a bike path.	10/27/2016 6:06 AM
6	removal of old Palla Building, corner of 13th and Paso Robles St and replaced with something suitable for area.	10/25/2016 9:30 PM
7	Think parks, open space and shade. Avoid displacement of existing businesses.	10/25/2016 8:33 AM
8	No	10/24/2016 5:27 PM
9	Tell me how many of these students who are designing our downtown have ever driven any of the large vehiles, tractor trailers who deliver to the business's, are large SUV's and trucks that are necessary on most of the ranches who are what makes Paso Robles Go!	10/24/2016 3:58 PM
10	I believe this project is long over due and can enhance the downtown corridor just as the surrounding park area has done	10/24/2016 11:46 AM
11	Be careful about considering the river as a flowing water filled river. It is a unique type of seasonal river that has it's own scenic attributes, but not a waterfront environment as found in other cities.	10/24/2016 10:26 AM
12	Do not cater to businesses who like to impose their will ("You can't do that! It will be bad for business." I worked with the City of Boulder (CO) when they started working on the Pearl Street Mall - to the same complaints. Now Pearl Street is the jewel of downtown Boulder with much greater revenues than ever anticipated. Don't ignore this advice!	10/24/2016 10:18 AM
13	No I'm excited to see what comes out of this study. I think there's a great opportunity for the city if this area can be improved.	10/24/2016 8:57 AM
14	Nope	10/6/2016 11:53 AM
15	The homeless people are dangerous and drag the community down	10/5/2016 10:01 AM
16	It isn't the best part of town. I don't want to see an extension of downtown or an extension of the fair grounds. We need walkable markets, better safety, and just more of a reason to utilize this area.	10/4/2016 5:59 PM



(cont'd)

17	I'm a little confused. Are you planning in both sides of the 101? If so, perhaps the survey could address each side separately because in my mind there is a bit of difference between the two.	10/4/2016 3:27 PM
18	Why do you go as far north as 24th St. It seems like the Event Center and Highway 101 has north of 21st locked up. Thanks for your efforts!	10/4/2016 1:49 PM
19	I see from studying the map that to the south is a large undeveloped plot of land between Paso Robles Street and the river. That might be a good location for a riverfront park, possibly with an amphitheater for summer picnic concerts. I also noted that the NE quadrant of the 24th St and Railroad Blvd is included. I suggest it be eliminated from the project area (to avoid criticism and legal problems for spot planning/zoning) or the project area be expanded to its logical northern boundary where the RR crosses under 101. I think at the moment you are undertaking half of a study. It might also be important to identify large land holdings, such as what the RR owns, the County and City, and any others within the project study area. Assuming there are no redevelopment funds available to implement any plan, and recognizing it is illegal to down-zone property without just compensation to the current and successor property owner(s), it would also be wise to develop an implementation plan based upon financial considerations, inducements, and/or other incentives to attract investment and assist in realizing the vision. Robert McCoy Retired Architect	10/4/2016 1:16 PM
20	Looking forward to seeing what you come up with.	10/4/2016 12:47 PM
21	In recent years, I have watched the homeless population grow and this is the area where I believe they "reside". Lots of miscellaneous objects and trash continually appear. One aspect that should be considered, while it is desirable to keep the area as native as possible, is to "landscape" in a way to prevent hiding areas to discourage this population from finding Paso Robles to be such a desirable place to "hang out".	10/4/2016 11:12 AM
22	It would be a great place for a theatre, night life, a plaza for outdoor events.	10/4/2016 9:47 AM
23	Thank you for your visions.	10/4/2016 9:38 AM
24	I especially like the subway at 4th street that runs in both directions. I hope it remains a two-way subway.	10/4/2016 8:32 AM



Appendix 5. Posters from First Public Presentation: Concepts

Riverside Urban Design Concept Plans Paso Robles

Vision and Design Concepts



Design Theme	Strengths <i>Positive factors within the project area</i>	Weaknesses <i>Negative factors within the project area</i>	Opportunities <i>Positive factors outside the project area</i>	Threats <i>Negative factors outside the project area</i>
Imageability What makes a place recognizable, distinct, and memorable.	<ul style="list-style-type: none"> + oak trees + open space + views of landscape + Salinas River + Pioneer Park + Pioneer Museum/Day + Delany Brewery is a local point + fairgrounds are appealing + railroad 	<ul style="list-style-type: none"> + distinct small town vibe + site is well maintained + vacant buildings/lots + major city + diversity of uses + diverse arch styles + industrial/commercial aesthetic + road conditions are fine + street fence and signs on 13th 	<ul style="list-style-type: none"> + historic small town atmosphere + community involvement + wine industry "purple belt" + bike tour (P) connecting wineries + tourism image promotes it + Salinas River + view of rolling hills + proximity to downtown 	<ul style="list-style-type: none"> + industrial runoff + industrial defers visitors + current industrial not likely to change + conflicts w/ property owners + community backlash + potential loss of local identity + homelessness + downtown in destination point + limited signage directing traffic to site + riverside corridor + oak tree regulations
Legibility How easy to understand a place's spatial structure as a whole and to orient oneself.	<ul style="list-style-type: none"> + grid street pattern + flat topography + linear site w/ one corridor + distinction between districts + navigation by car is easy + street are straight, wide + short blocks + streets are numbered 	<ul style="list-style-type: none"> + street signs are easy to read + landmarks, e.g. museum, fairgrounds, delany winery + visibility of hills + river is natural landmark + 101 makes it easy to know where you are located 	<ul style="list-style-type: none"> + established street network + everything is at the pedestrian scale + proximity to downtown + city park + multi-use trail on east of river + wayfinding maps downtown + signage provided outside of area 	<ul style="list-style-type: none"> + lack of continuity in grid system + town may become cluttered + feels like pass-thru town
Linkages The physical connections within the area and beyond it, and the ease of circulation for all modes of transport.	<ul style="list-style-type: none"> + 3 major freeway entrances + 3 major roads crossing the river + service roads on Paso Robles St + bus route passes through site + Riverside has crosswalk and bike lane + wide street easy to drive + parking on street and in lots + not a lot of traffic 	<ul style="list-style-type: none"> + unsale intersections + unaligned railroad crossings + unsafe off-ramps / fast traffic + 4th St underpass + not many access points to river + limited linkages to E. Paso Robles + not pedestrian friendly + lack of diagonal crosswalks + lack of complete bike paths + bus line is underutilized + underused parking 	<ul style="list-style-type: none"> + regional connections + railroad station + 101 and 45 + bus route + local and greyhound + multi-use trail on east of river + downtown city blocks are walkable + close to neighborhoods + Spring Street is common intersection 	<ul style="list-style-type: none"> + limited extension of bike network + limited bus routes + railroad noise + through traffic
Humanscape The dimension that human, social, and economic aspects interact with an area.	<ul style="list-style-type: none"> + lots of local businesses + mostly developed lots + no informal businesses + draws workers into area + not a lot of homeless people at site + safe environment + oak trees define identity + fairgrounds have a positive association + Paso community is involved 	<ul style="list-style-type: none"> + public events held on site + pioneer park is a public space + historical amenities + concentrated industrial services + use based zoning + residential area 	<ul style="list-style-type: none"> + empty lots + potential displacement of business/residents + homelessness + mostly private buildings + no informal businesses + not pedestrian friendly + poor lighting makes site unsafe + streets are not well-maintained + buildings not visually appealing 	<ul style="list-style-type: none"> + wine/tourist culture + rising housing prices + walkability + poor existing infrastructure + Salinas River Corridor + downtown + downtown park promotes social interaction + farmer's market downtown
Ecoscape Natural aspects that influence the area and their relations with residents and visitors.	<ul style="list-style-type: none"> + river + Mediterranean climate + topography + riparian landscape + views of hills + pioneer park + oak trees + tree lined streets evoke river + buffers in certain locations + Riverside, 21st St + landscaped in-fill + some lots have access to river 	<ul style="list-style-type: none"> + exposed microclimate + lack of shelter + pioneer park + oak trees + river is not always above ground + lack of additional green spaces + maintenance/compression of landscape + no streetscaping 	<ul style="list-style-type: none"> + parking for fairgrounds + no community gardens + no recycling bins + noise and air pollution + river is currently grassed + not enough separation from freeway 	<ul style="list-style-type: none"> + Paso has extreme seasonal changes + drought + flooding + earthquakes + climate change + maintenance of landscape + air pollution/O3 emitters + environmental impacts of river walk + natural areas could attract homeless



City of Paso Robles

CRP 341 Urban Design Studio III fall 2016

City and Regional Planning Department
California Polytechnic State University

CAL POLY
SAN LUIS OBISPO



Riverside Urban Design Concept Plans

Riverside Urban Design Concept Plans

Design Team 1A: Austin Forde, Mariah Gansch, Daniela Koller, and Yitana Ortega

Vision and Design Concepts



South River Gateway



Our Vision
 Paso Robles Street Gateway is an attractive public space, providing a link to the Salinas River, and diverse opportunities for the community and visitors alike. The implementation of the city's rural and vineyard aesthetics gives the site a distinct character and adherence to the city's Central Gateway Plan more effectively draws residents and tourists to the area, and onward to downtown Paso Robles.

Goal 3: Linkages
 Strengthen and enhance linkages for all modal types

Objective 1: Improve connectivity between the site and CA 101

Objective 2: Improve connectivity between the site and the Salinas River

Goal 1: Imagedibility
 Enhance visual aesthetics to attract diverse populations

Objective 1: Enhance visual interest that adds significance to the site

Objective 2: Integrate a variety of agricultural aesthetics

Goal 2: Legibility
 Identify key project components

Objective 1: Integrate well-defined landmark features

Objective 2: Set a high standard for design quality

Goal 4: Humancapex
 Provide a sense of place for residents and visitors

Objective 1: Create opportunities for community programs

Objective 2: Integrate a variety of agricultural aesthetics

Goal 5: Ecotscapex
 Integrate site aesthetics to attract diverse populations

Objective 1: Integrate a variety of agricultural aesthetics

Objective 2: Integrate a variety of agricultural aesthetics



City of Paso Robles

CP# 341 Urban Design Studio II, Fall 2016
 City and Regional Planning Department
 California Polytechnic State University

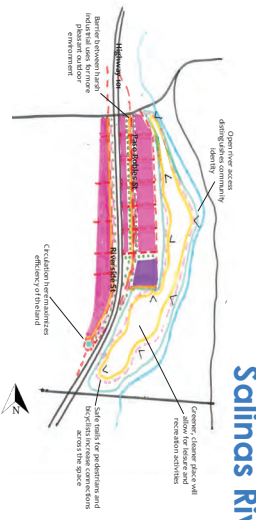


CAL POLY

Riverside Urban Design Concept Plans

Design Team 1B: Sabrina Meles, Amy Gunn, Lindsey Klein, and Kenzie Wrage

Vision and Design Concepts



Salinas Riverwalk



Vision Statement:
 Paso Robles Street and the Salinas River Corridor will become a revitalized and enriched region complete with lush landscape, pedestrian friendly design and pathways, and connectors that integrate the river and site area. It is a distinct and unique area in which the existing riparian habitat will be preserved and enhanced through landscaping and development.

Goal 3: Human Scale

Objective A: Create a space that is inviting for pedestrians and encourages them to interact with their surroundings of the river walk.

Objective B: Create aesthetically pleasing landmarks throughout.

Goal 1: Imagedibility

Objective A: Implement a landscape that is consistent and memorable to establish a unique sense of place.

Objective B: Develop along the site in a way that preserves character and promotes aesthetic appeal.

Goal 4: Complexity

Objective A: Create variety in urban furniture along the Riverwalk.

Objective B: Vary in landscaping to create visual complexity for the pedestrian to enjoy.

Goal 2: Enclosure

Objective A: Produce a barrier between the historic industrial uses and highway that are situated near the project site establish a more pleasant outdoor environment.

Objective B: Create separation of spaces along the Riverwalk to create various senses of place.

Goal 5: Linkage

Objective A: Create safe trails for pedestrians and bicyclists to increase connectivity across the space and maximize efficiency on the land.

Objective B: Circulation on the site will be clear and will be designed effectively to push the region to its fullest potential.



City of Paso Robles

CP# 341 Urban Design Studio II, Fall 2016
 City and Regional Planning Department
 California Polytechnic State University



CAL POLY

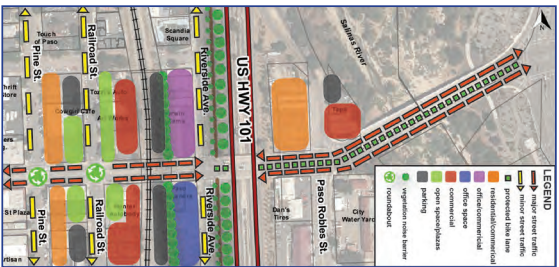


Riverside Urban Design Concept Plans

Corridor to the Oaks

Vision Statement

The 'Corridor to the Oaks' is a pedestrian and bicycle friendly environment that improves all modes of circulation. The design promotes new commercial and mixed-use developments and softer streets with attractive landscaping. It will serve as a critical gateway between the eastern to western portion of Paso Robles and downtown.



Concept Map

Design Principle: Linkages

Facilitate a network of linkages from and into the park and transit station. Provide a network of linkages that connects the park and transit station to the surrounding community.

Objective 1: Create a network of linkages that connects the park and transit station to the surrounding community.

Objective 2: Create a network of linkages that connects the park and transit station to the surrounding community.

Goal 1: Create a network of linkages that connects the park and transit station to the surrounding community.

Goal 2: Create a network of linkages that connects the park and transit station to the surrounding community.

Design Principle: Legibility

Ensure that the project is easily identifiable and that it is clearly defined from the surrounding area. Provide a network of linkages that connects the park and transit station to the surrounding community.

Objective 1: Create a network of linkages that connects the park and transit station to the surrounding community.

Objective 2: Create a network of linkages that connects the park and transit station to the surrounding community.

Goal 1: Create a network of linkages that connects the park and transit station to the surrounding community.

Goal 2: Create a network of linkages that connects the park and transit station to the surrounding community.

Design Principle: Inaccessibility

Ensure that the project is easily accessible and that it is clearly defined from the surrounding area. Provide a network of linkages that connects the park and transit station to the surrounding community.

Objective 1: Create a network of linkages that connects the park and transit station to the surrounding community.

Objective 2: Create a network of linkages that connects the park and transit station to the surrounding community.

Goal 1: Create a network of linkages that connects the park and transit station to the surrounding community.

Goal 2: Create a network of linkages that connects the park and transit station to the surrounding community.

Oak Flats



Vision Statement

Oak Flats is a vibrant place of destination as well as a complementary district to the adjoining downtown area. Oak Flats is a pedestrian friendly district with a mix of housing, retail, restaurant, office, and outdoor public spaces. This project reinforces the strong sense of urban character from the downtown district and creates robust business and community connections thus defining a memorable district within Paso Robles.

Design Goal 1: Imageability

DEFINE THE IMAGEABILITY OF OUR DISTRICT THROUGH DISTINCT LANDMARKS.

Objective 1: Improve the perception of Oak Flats as a vibrant place of destination.

Objective 2: Design to the human scale.

Design Goal 2: Humanscape

DESIGN STREET SPACE TO PROMOTE HUMAN ACTIVITY.

Objective 1: Make foot traffic a priority over car traffic.

Objective 2: Modify land uses on site to create vibrant human activity.

Design Goal 3: Linkages

ENHANCE LOCAL TRANSPORTATION.

Objective 1: Improve walkability.

Objective 2: Improve bicyclability.

Design Goal 4: Legibility

DEFINE THE SITE AS A DISTINCT DISTRICT.

Objective 1: Provide the area as a distinct district.

Objective 2: Ease site accessibility.

Design Goal 5: Ecoscape

CONSIDER THE CENTRAL CONDITIONS OF THE SITE.

Objective 1: Improve storm drainage on site.

Objective 2: Retain the green range of the site.



Riverside Urban Design Concept Plans Vision and Design Concepts
 Paso Robles

Design Team 4b: Lauren Gaul, Ana Padilla, Toinna Wilson



The Paso Robles Downtown Gateway



Vision Statement: The Paso Robles Downtown Gateway is vital in providing a comprehensive link between the downtown and residential areas. As a vital resource, this gateway will provide a connection for residents and tourists alike, through native vegetation, commercial growth and high visibility. This site will continue to serve as a primary gateway to Paso Robles for the years to come.

Goal 1:
 Create safe and legible multimodal passageways
Objective: Improve ease of access and improve safety

More efficiency enhanced through banners
 Shared signage for various modes to help safe navigation

Goal 2:
 Enhance sense of place by emulating natural landscaping seen along the river and riparian corridor
Objective: Use of local materials and resources to provide shade and a sense of place

Use of landscaping to provide a block view
 Use of local materials and resources to provide shade and a sense of place

Goal 3:
 Maintain small town feel with historically sensitive design
Objective: Match historical themed street amenities seen north of site

Use of historical architecture and materials will be used to enhance the site
 Removal of small town feel through matching the style of the downtown

Goal 5:
 Improve intersections and site linkages to reduce congestion and create destination points along major roadways

Objective: Improve intersections such as the new gateway bridge and at Main Street
 Using colored pavements, different modes, will enhance safety and legibility for every mode

Goal 2:
 Enhance sense of place by emulating natural landscaping seen along the river and riparian corridor
Objective: Use of local materials and resources to provide shade and a sense of place

Use of landscaping to provide a block view
 Use of local materials and resources to provide shade and a sense of place

Goal 4:
 Enhance wayfinding for residents and tourists
Objective: Use legible signage comprehension

Enhanced signage to improve the quality of the building
 Use of legible signage to improve the quality of the building

City of Paso Robles
 City and Regional Planning Department
 California Polytechnic State University
 CP 341 Urban Design Studio III Fall 2016
 CAL POLY
 SAN LUIS OBISPO

Riverside Urban Design Concept Plans Vision and Design Concepts
 Paso Robles

Design Team 5A: Audrey Ogden, Connor Lov, Kaleigh Johnson, Melina Smith



Vision Statement
 The North Riverside Corridor Plan is a conceptual vision intended to improve the quality of life for residents and visitors. Objectives for accomplishing this vision include: increasing housing options for current and future residents, encouraging infrastructure improvements, establishing pedestrian connections and encouraging greenspace enhancement through sustainable, equitable and economically-feasible practices.

Goal 1: Generate Social Interaction
Objective 1: Provide a unique community gathering place.
Objective 2: Enhance power park.
Objective 3: Promote walkability.
Objective 4: Enhance sidewalks.

Community gathering place
 Power park
 Walkability
 Sidewalks

Goal 2: Maintain historical aesthetics
Objective 1: Preserve the small town feel of Paso Robles.
Objective 2: Encourage public art.
Objective 3: Encourage public art.

Small town feel
 Public art
 Public art

Goal 3: Increase housing opportunities for current and future residents
Objective 1: Provide a range of housing opportunities.
Objective 2: Encourage market-rate residential land displacement.

Housing opportunities
 Market-rate residential land displacement

Goal 4: Improve the escape along Riverside Ave and residential areas
Objective 1: Increase landscaping and public greenspace.
Objective 2: Improve infrastructure.
Objective 3: Improve sidewalks.

Landscaping and public greenspace
 Infrastructure
 Sidewalks

City of Paso Robles
 City and Regional Planning Department
 California Polytechnic State University
 CP 341 Urban Design Studio III Fall 2016
 CAL POLY
 SAN LUIS OBISPO



Riverside Urban Design Concept Plans

Riverside Urban Design Concept Plan Paso Robles

Team: Eric Martinez, Jorge E. Nozal, Megan Miller, Gabe Ward

Vision and Design Concepts



Project Location

Vision Statement

"Pioneer Greenway will aesthetically embody the small town character of Paso Robles. The streetcar will provide a safe, accessible, and sustainable environment. Its public spaces will cultivate the community's interactions through amenities, events and activities. Pioneer Greenway will be an inviting and walkable corridor that will enhance the quality of life."

Imageability

Objective: Preserve the city's unique small town character and quality of life.



Legibility

Objective: Enhance the landmarks that strengthen the city's legibility.



Linkages

Objective: Provide interconnectedness for all modes of transportation, safe and efficiently.



Humanscape

Objective: Enhance the pedestrian activity and create a green zone infrastructure.



Ecoscope

Objective: Improve urban ecology and the aesthetic quality of the public realm.



City of Paso Robles

CRP 241 Urban Design Studio II - Fall 2015
City and Regional Planning Department
California Polytechnic State University

CAL POLY
CALIFORNIA POLYTECHNIC STATE UNIVERSITY

Riverside Urban Design Concept Plans Paso Robles

Design Team: Ashley Wong, Michelle Huang, Matthew Ruhmann, and Samuel Love

Vision and Design Concepts

24th Street Gateway Improvement Project



Project Location

Vision Statement

The 24th Street Gateway Improvement Project focuses on developing a significant gateway that promotes a distinguishable introduction to Paso Robles from the North. It works to generate a pedestrian and engaging environment, with thoughtful connections to the surrounding areas, and harnessing a distinct identity. Enhanced street designs throughout operate to encourage safe and convenient travel to the different nearby land uses while bringing more awareness to the landmarks. The 24th Street Gateway Improvement Project will provide the introduction of street life in addition to a welcoming and memorable image of Paso Robles.

Goal 1: Imageability

Objective 1: Add a memorable entrance to the site area.
Idea 1: Integrate the use of art and design to create a unique and memorable entrance to the site area.
Idea 2: Use the gateway to enhance the gateway as a landmark.

Goal 2: Legibility

Objective 1: Enhance the gateway to improve the gateway's legibility to the surrounding area.
Idea 1: Integrate the use of art and design to create a unique and memorable entrance to the site area.
Idea 2: Use the gateway to enhance the gateway as a landmark.

Goal 3: Linkages

Objective: Provide interconnectedness for all modes of transportation, safe and efficiently.
Idea 1: Integrate the use of art and design to create a unique and memorable entrance to the site area.
Idea 2: Use the gateway to enhance the gateway as a landmark.

Goal 4: Ecoscope

Objective: Improve urban ecology and the aesthetic quality of the public realm.
Idea 1: Integrate the use of art and design to create a unique and memorable entrance to the site area.
Idea 2: Use the gateway to enhance the gateway as a landmark.

Goal 5: Humanscape

Objective: Enhance the pedestrian activity and create a green zone infrastructure.
Idea 1: Integrate the use of art and design to create a unique and memorable entrance to the site area.
Idea 2: Use the gateway to enhance the gateway as a landmark.

City of Paso Robles

CRP 241 Urban Design Studio III - Fall 2016
City and Regional Planning Department
California Polytechnic State University

CAL POLY
CALIFORNIA POLYTECHNIC STATE UNIVERSITY



Appendix 6. Posters from Second Public Presentation: Final Visions

Riverside Urban Design Concept Plans
Paso Robles

Final Proposals
Team 1b: Amy Guim, Sabina Meleo, Kenzie Wraga, Lindsey Klein

Sailinas Equestrian Commons

The **Sailinas Equestrian Commons** will revitalize the Sailinas River Corridor and Paso Robles Street through equestrian-oriented development attractions, a lush design, and landscaped, pedestrian-friendly pathways linking the community to the refurbished natural environment. The riparian habitat will be restored and enhanced. Select commercial and service uses help create a sense of place and strengthen the economy of the area.

Estimated Land Uses Proposed

Use	Area (sq ft)
Commercial	1,800,000 sq ft
Office	2,000,000 sq ft
Multi-Family	2,000,000 sq ft
Single-Family	2,000,000 sq ft
Public	2,000,000 sq ft
Open Space	2,000,000 sq ft
Green Space	2,000,000 sq ft
Water	2,000,000 sq ft
Other	2,000,000 sq ft

Our project's vision for this area is to create a vibrant, multi-use community as an anchor for redevelopment of the inter-pace between Downtown Paso and the River Corridor. The project will include commercial uses catering to a western, equestrian-style industry, office space, multi-family housing, and community centers, youth soccer, and community trails. The project also includes the Sailinas River Corridor Master Plan.

These components will work symbiotically to create a lively, outdoor space that can attract residents and tourists. Since the project is located in a prime location, the project considers a resilient of facilities to minimize impacts and recovery costs.

Riverside Urban Design Concept Plans
Paso Robles

Final Proposals
Team 1c: Austin Forde, Maliah Cash, Daniela Kaler, Ylana Ortega

South River Gateway

South River Gateway is an attractive area that can be developed to link the city to the Sailinas River and creating diverse opportunities for living and recreation. The project's vision is to create a vibrant, multi-use community that will give the city's character while preserving its historic character and tourists to the area and to downtown Paso Robles.

Proposed Development

Phase	Area (sq ft)	Uses
Phase 1	1,000,000	Commercial, Office, Multi-Family
Phase 2	1,000,000	Commercial, Office, Multi-Family
Phase 3	1,000,000	Commercial, Office, Multi-Family
Phase 4	1,000,000	Commercial, Office, Multi-Family

Riverside Urban Design Concept Plans
Paso Robles

Final Proposals
Team 1d: Amy Guim, Sabina Meleo, Kenzie Wraga, Lindsey Klein

CRP 341 Urban Design Studio III Fall 2016

City and Regional Planning Department
California Polytechnic State University

Riverside Urban Design Concept Plans
Paso Robles

Final Proposals
Team 1c: Austin Forde, Maliah Cash, Daniela Kaler, Ylana Ortega

South River Gateway

South River Gateway is an attractive area that can be developed to link the city to the Sailinas River and creating diverse opportunities for living and recreation. The project's vision is to create a vibrant, multi-use community that will give the city's character while preserving its historic character and tourists to the area and to downtown Paso Robles.

Proposed Development

Phase	Area (sq ft)	Uses
Phase 1	1,000,000	Commercial, Office, Multi-Family
Phase 2	1,000,000	Commercial, Office, Multi-Family
Phase 3	1,000,000	Commercial, Office, Multi-Family
Phase 4	1,000,000	Commercial, Office, Multi-Family

Riverside Urban Design Concept Plans
Paso Robles

Final Proposals
Team 1d: Amy Guim, Sabina Meleo, Kenzie Wraga, Lindsey Klein

CRP 341 Urban Design Studio III Fall 2016

City and Regional Planning Department
California Polytechnic State University



Riverside Urban Design Concept Plans



Riverside Urban Design Concept Plans Paso Robles

Final Proposals
Team 2a - Ciro Pardo, Hunter Kelly, Sam Hughes

The Paso Robles Riverfront District
will embrace new economic activity and mixed use development, offering landmark structures and destination.



Project Location



Illustrative Site Plan



Project Location



Phase 1 (15,000)

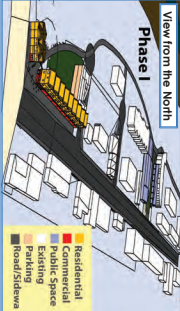


Phase 2 (15,000)



Phase 3 (5-year ramp up to 100,000)

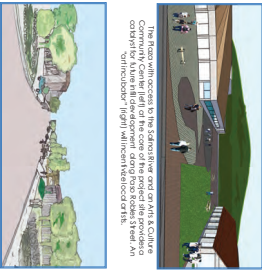
Phase	5-year ramp up to 100,000	Phase 1	Phase 2
Use work building at Downtown Entrance	X	X	X
Rebuild Highway Motel	X	X	X
Central Community Facility	X	X	X
Walking enhancement at Brewery Cellar	X	X	X
Street Redesign	X	X	X
Hilltop Commercial Development	X	X	X
Rebuild and expand development	X	X	X



View from the North Phase 1

- Project Goals**
- Enjoyable, User Friendly
 - Circulation & Landscapes
 - Legible, Iconic Entrances
 - Sufficient Parking
 - Connects City with Nature

Category	Phase 1	Phase 2	Phase 3
Commercial	15,000	15,000	44,000
Residential	0	0	15,000
Public Space	0	0	15,000
Green Space	0	0	15,000
Other	0	0	15,000
Total	15,000	15,000	109,000



View from Paso Robles Street showing building elevation and landscaping.

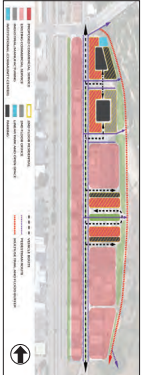
City of Paso Robles
City and Regional Planning Department
California Polytechnic State University
CRP 341 Urban Design Studio III Fall 2016



Riverside Urban Design Concept Plans Paso Robles

Final Proposals
Team 2B: Sam Carnacho, Alyssa Chung and Rob Ether

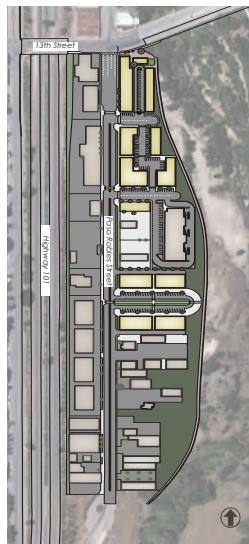
West River Village
located at the critical junction of Highway 101 and the Salton River Corridor. West River Village is a destination for residents and visitors alike. The Village supports a thriving community of local businesses and residents, while remaining sensitive to the character, scale, and environmental conditions of Paso Robles. The Village provides connections to key locations throughout the City, as well as a mix of residential, commercial, and recreational land uses in close proximity of one another.



Concept Diagram



Project Location

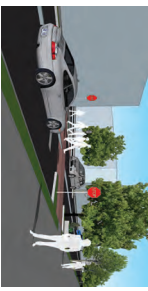


Elevation Drawing

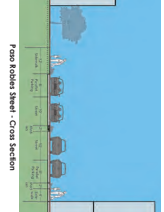
West River Village reimagines the current industrial and commercial building on the site, including the area better connected through the redesign of sidewalks, crosswalks. The area is more flexible with the addition of mixed-use developments, retail outlets and retail uses. The West River Village opens up the streets and a lot which will include a long, outdoor dining area.



View of the proposed building facade and landscaping.



View of the proposed building facade and landscaping.



Cross Section



View of the open space of the end of the central boulevard leading to the Salton River.

City of Paso Robles
City and Regional Planning Department
California Polytechnic State University
CRP 341 Urban Design Studio III Fall 2016



Riverside Urban Design Concept Plans
Paso Robles

Final Proposals
Team 4A: Hannah Chiu, Maddie Pritchard, Willow Urquidí

Corridor to the Oaks

The 'Corridor to the Oaks' is a pedestrian and bicycle friendly environment that improves all modes of circulation. The design promotes new commercial and mixed-use developments and safer streets with attractive landscaping. It will serve as a critical gateway between the eastern to western portion of Paso Robles and downtown.

Riverside Urban Design Concept Plans
Paso Robles

Final Proposals
Team 3: Ian Connolly, Heather McCoy, Marco Romagnolo

THE CROSSINGS

The Crossings is a vibrant place of destination as well as a complementary district to the adjoining downtown area. The Crossings is a pedestrian friendly district with an infectious atmosphere created by a mix of housing, retail, restaurant, office, and outdoor public spaces. This project reinforces the strong sense of urban character from the downtown district and creates robust business and community connections thus offering a memorable district within Paso Robles.



Riverside Urban Design Concept Plans



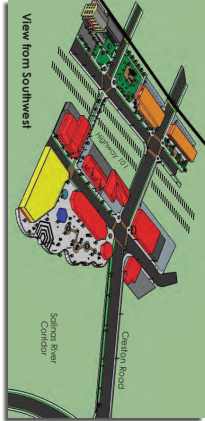
Riverside Urban Design Concept Plans Paso Robles

Final Proposals
Team 48: Lauren Gaul, Ana Padilla, Torina Wilson

Paso Robles Downtown Corridor

Vision Statement

The catalytic intervention along 13th and Paso Robles street is a vital artery to the city that aims to serve as a legible and safe passageway that promotes local residents and visitors and promotes vibrant elements that will appease local residents as well as the growing tourist population.



Zoning Goals

- 1) Create safe and legible multimodal passageways;
- 2) Enhance a sense of place by emulating natural landscaping along the riverbed and the adjacent region;
- 3) Enhance street level life with industry sensitive design;
- 4) Enhance working 10' residential lots;
- 5) Enhance the pedestrian experience through design competition and create destination points along major roadways.

The project area includes several low-rise, modern and contemporary style residential units. The units are located in a central downtown area, and are designed to be walkable to the transit station. In addition, the site includes 2nd and 3rd floor units. The project area is located on the east side of the Paso Robles downtown area, and is bounded by Highway 101 to the north, Garden Street to the south, and Riverside Avenue to the west.

Phasing Map

Land Use	Total Square Footage
Commercial	134,792
Residential	96,082
Industrial	33,872
Office	13,752
Open Space	79,384
Total	267,982

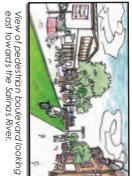
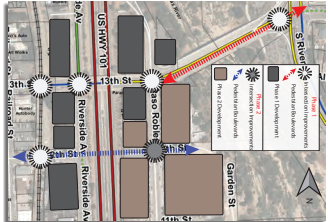


Phase 1 (5 years)

- Improve all intersections with boulevards;
- Widen sidewalks along 13th Street bridge;
- Landscaping boulevards between nodes;
- Landscaping along sidewalks;
- Open space park on lot across from the Canyon;

Phase 2 (10-15 years)

- Build new road and on to existing infrastructure along pedestrian boulevard;
- Add new road and on to existing infrastructure along pedestrian boulevard;



City of Paso Robles | City and Regional Planning Department | California Polytechnic State University | CRP 341 Urban Design Studio III, Fall 2016



Riverside Urban Design Concept Plans Paso Robles

Final Proposals
Team 50: Kaleigh Johnson, Connor Levi, Audrey Ogden, Melina Smith

Paso Robles Downtown Corridor

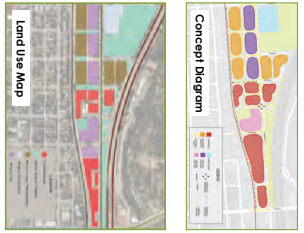
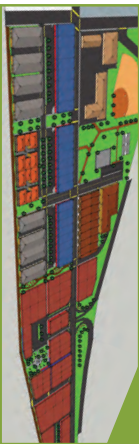
Vision Statement

The North Riverside Corridor Plans is intended to improve the quality of life for residents and visitors, increasing housing options for current and future residents, encouraging infrastructure improvements, establishing pedestrian connections, and green space economically-viable practices.

NORTH
Riverside
CORRIDOR

Project Goals

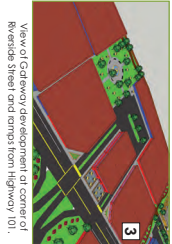
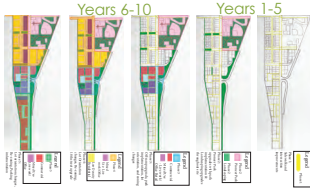
- 1) Generate Social Interaction;
- 2) Diversify Housing;
- 3) Promote Walkability.



Total Development Proposed

Phase	Year	Commercial	Residential	Industrial	Office	Open Space
Phase 1	Year 1	100,000	50,000	0	0	0
Phase 1	Year 2	100,000	50,000	0	0	0
Phase 1	Year 3	100,000	50,000	0	0	0
Phase 1	Year 4	100,000	50,000	0	0	0
Phase 1	Year 5	100,000	50,000	0	0	0
Phase 2	Year 6	100,000	50,000	0	0	0
Phase 2	Year 7	100,000	50,000	0	0	0
Phase 2	Year 8	100,000	50,000	0	0	0
Phase 2	Year 9	100,000	50,000	0	0	0
Phase 2	Year 10	100,000	50,000	0	0	0
Phase 2	Year 11	100,000	50,000	0	0	0
Phase 2	Year 12	100,000	50,000	0	0	0
Phase 2	Year 13	100,000	50,000	0	0	0
Phase 2	Year 14	100,000	50,000	0	0	0
Phase 2	Year 15	100,000	50,000	0	0	0
Phase 2	Year 16	100,000	50,000	0	0	0
Phase 2	Year 17	100,000	50,000	0	0	0
Phase 2	Year 18	100,000	50,000	0	0	0
Phase 2	Year 19	100,000	50,000	0	0	0
Phase 2	Year 20	100,000	50,000	0	0	0

Phasing



City of Paso Robles | City and Regional Planning Department | California Polytechnic State University | CRP 341 Urban Design Studio III, Fall 2016



Riverside Urban Design Concept Plans
Paso Robles

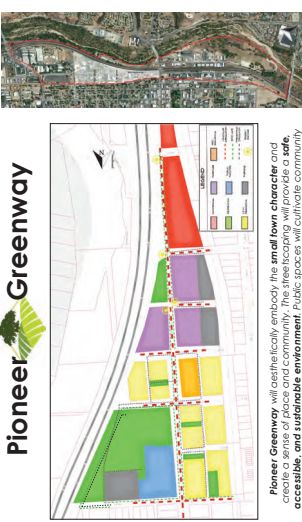


Riverside Urban Design Concept Plans
Paso Robles

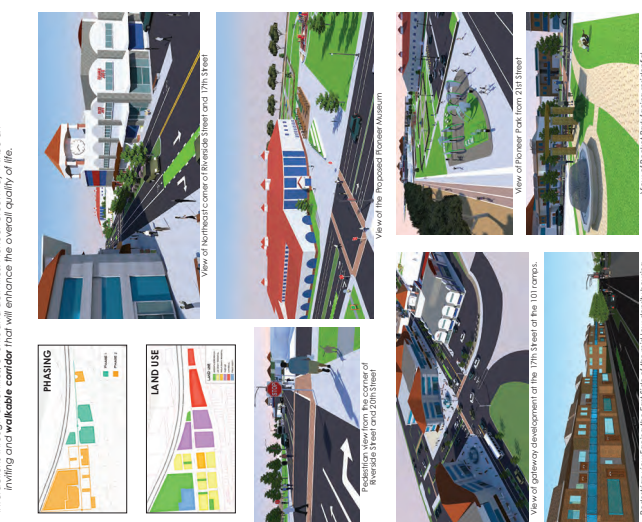


Pioneer Greenway

Pioneer Greenway develops a commercial node at the intersection of Riverside Avenue and 17th Street. It makes a significant exit off Highway 101, and initiates further development in two nodes. The residential environment is strengthened through new housing, community gardens, and pocket parks along Riverside Avenue. Landscape medians along Riverside Avenue and traffic calming elements soften the transition between the street and developed areas. This strengthens the connection between Downtown and the Footgrouds.



Pioneer Greenway will aesthetically embody the small town character and character of Paso Robles. It will provide accessible, and sustainable environment. Public spaces will facilitate community interactions through amenities, events and activities. Pioneer Greenway will be an inviting and walkable corridor that will enhance the overall quality of life.



24th Street Gateway Improvement Project

The 24th Street Gateway Improvement Project focuses on developing a significant gateway that promotes a distinctive introduction to Paso Robles from the north. It works to generate a pleasant and engaging arrival experience, and to create a sense of place and well-constructed connections to the surrounding areas, and harnessing a distinct identity. Enhanced street design throughout, operate to encourage safe and coherent travel to the different nearby land uses while bringing more awareness to the landmarks. The 24th Street Gateway improvement project will bring about the same sense of place, identity, and a welcoming and memorable image of Paso Robles.



Illustrative Site Plan:


University	College	Location	Area	Priority
1	NAU	PAVE	NAU	7
2	LA	Central	24th	14
3	LA	Central	24th	14
4	LA	Central	24th	14
5	LA	Central	24th	14
6	LA	Central	24th	14
7	LA	Central	24th	14
8	LA	Central	24th	14
9	LA	Central	24th	14
10	LA	Central	24th	14
11	LA	Central	24th	14
12	LA	Central	24th	14
13	LA	Central	24th	14
14	LA	Central	24th	14
15	LA	Central	24th	14
16	LA	Central	24th	14
17	LA	Central	24th	14
18	LA	Central	24th	14
19	LA	Central	24th	14
20	LA	Central	24th	14



Appendix 7. Fliers for Public Presentations

Urban Design Ideas
for the area between the
Railroad Avenue and the Salinas River

Paso Robles




A city planning class from Cal Poly working with the City of Paso Robles will be presenting their first round of ideas on

Thursday October 27, 6:00PM
at the City Council Chambers
City Hall, 1000 Spring Street, Paso Robles

Come make your suggestions!!!!!!!

Ideas de Diseño Urbano
para el area entre
Avenida Railroad y el Rio Salinas

Paso Robles



Estudiantes de urbanismo de Cal Poly trabajando con la Ciudad de Paso Robles iran presentar sus primeras propuestas y ideas el

Jueves 27 de Octubre, 6 de la noche
en el City Council Chambers
City Hall, 1000 Spring Street, Paso Robles

Venga darnos sus sugerencias!!!!!!!



Planos Conceptuales de Urbanismo para Riverside Paso Robles



Estudiantes de urbanismo de Cal Poly, en colaboración con la Ciudad de El Paso de Robles, irán presentar sus conceptos de proyectos urbanos para el área de Riverside el día

MARTES, 13 de Diciembre, 5:00PM

City Council Chambers

City Hall, 1000 Spring Street, Paso Robles

Ven a comentar sobre esos posibles futuros!



Community Development Department
City of El Paso de Robles

CAL POLY
City & Regional Planning
Cal Poly San Luis Obispo

Riverside Urban Design Concept Plans Paso Robles



City Planning students from Cal Poly working with the City of Paso Robles will present design concepts for the Riverside Area on

TUESDAY December 13, 5:00PM

City Council Chambers

City Hall, 1000 Spring Street, Paso Robles

Come comment on these possible futures!



Community Development Department
City of El Paso de Robles

CAL POLY
City & Regional Planning
Cal Poly San Luis Obispo

Page intentionally left blank.