

TO: JAMES L. APP, CITY MANAGER  
FROM: BOB LATA, COMMUNITY DEVELOPMENT DIRECTOR  
SUBJECT: FOLLOW-UP TO DOWNTOWN VISION WORKSHOPS  
DATE: MARCH 16, 2004

Needs: For the City Council to consider appropriate directions to staff and the Planning Commission in follow-up to the Downtown Vision Workshops of February 19, and March 4, 2004.

Facts:

1. On February 19, and March 4, 2004 the City (with the assistance of SLOCOG and Cal Poly SLO) held two public workshops to discuss topics related to reconstruction in the downtown area.
2. Each of the two workshops was attended by in excess of 100 persons, representing a wide range of interests.
3. Notes from the two workshops have been posted on the City web site at [www.prcity.com](http://www.prcity.com). In addition, copies of the flip chart pages recording public input are attached to this staff report.
4. Also attached is a packet from the March 4 workshop containing a summary from the February 19, 2004 workshop, a description of the policy parameters for Downtown Paso Robles, and Options for Downtown Paso Robles, and the current Downtown Design Guidelines.
5. At the close of the March 4 workshop it was concluded that Council direction would be sought regarding follow-up steps that would be appropriate for staff and/or the Planning Commission.

Analysis  
and  
Conclusion:

The two public workshops produced considerable thought, energy and interest in the future of Downtown Paso Robles.

As the attached summary materials and flip chart pages indicate, the range of topics discussed at the March 4, 2004 workshop was based on input received at the February 19 meeting and included:

- Future construction on the former clock tower building site
- Parking
- Downtown alleys / potential "paseo"
- Mixed-use development and height of buildings
- City Park
- Authenticity of architecture / maintaining a unique character

- Memorial options
- Streetscape amenities
- Uses for the hot sulfur springs
- “European” flavor

Input can be divided into short term versus longer term considerations:

- a. What is needed before construction can start on replacement buildings for the Blackburn / Clock Tower and Marlow / Camera Corner buildings (and any other buildings that may be demolished).
- b. Longer-term strategies for improving the downtown area.

As the attached “policy parameters” outline indicates, the City has a number of existing policies that apply to the downtown area.

With adoption of the new General Plan on December 16, 2003, the Council also approved the concept of mixed-use development being applied (subject to City approval of new development standards for mixed-use). The mixed-use standards could be ready for formal consideration by summer 2004.

As indicated in the attached list of “options”, a key policy question is whether or not the existing adopted Main Street Design Guidelines from 1992 are adequate for the purpose of addressing the review of plans for the Blackburn / Clock Tower and Marlow / Camera Corner buildings (and any other buildings that may be demolished). If the current Guidelines are adequate, there is no need to prepare new or refined Guidelines;

Based on discussion at the two public workshops, there was considerable discussion about preserving the authentic / unique / eclectic architecture of the downtown area, but there was not a call for preparation of new Guidelines or even more stringent regulations.

Another topic that is already embedded in City policies is the Downtown Parking and Circulation Action Plan (adopted October 29, 2002). There is an ad hoc Council Committee (members Finigan and Picanco) already assigned to refining the implementation plans for the Parking and Circulation Action Plan.

Most of the rest of the suggestions / input focused on broader ranging suggestions for ways to improve the downtown area. These would seem to be components of longer-term plans for downtown improvement.

In conclusion, there appeared to be support for use of the existing Guidelines for addressing reconstruction of demolished buildings, and there is an existing ad hoc Committee to address the range of parking-related suggestions / recommendations from the two public workshops.

In order to give the balance of the input adequate consideration, the City Council could direct that the notes and recommendations be referred to the Planning Commission with a request for the Commission to review, comment and prepare a report on options for implementing the public suggestions.

Policy

Reference:

General Plan, Economic Strategy, Parking & Circulation Action Plan

Fiscal

Impact:

Implementation of most of the suggestions received has fiscal implications; the extent of impact will be a function of the specific topic.

Options:

- a. That the City Council consider all applicable input and determine:
  - (1) The current (1992) adopted Main Street Design Guidelines, combined with the forthcoming design standards for mixed-use development, should be adequate tools to address design proposals for reconstruction of demolished buildings in the downtown commercial area.
  - (2) All parking and circulation related recommendations should be referred to the Council's ad hoc Committee on implementing the adopted Downtown Parking and Circulation Action Plan;
  - (3) The balance of the input / recommendations / suggestions is to be referred to the Planning Commission with a request that the Commission review, comment and prepare a report on options.
  - (4) Authorize the Mayor to send letters to Tom Martin of the Paso Robles Inn thanking him for donating the use of the ballroom for the two workshops and to also send letters of appreciation to the San Luis Obispo County Council of Governments and Cal Poly for their support and participation in the two workshops.
- b. Amend, modify, or reject the foregoing option.

*EARTHQUAKE  
RECOVERY &  
DOWNTOWN  
VISION WORKSHOP*



**Summary of Points Raised (and number of persons addressing the same topic):**  
**Downtown Vision Workshop, February 19, 2004**  
**Paso Robles Inn Ballroom, 7:00 PM**

Land Use Patterns:

- Pursue opportunities for mixed use development (4)
- Include residential development in upper floors (2)

Traffic / Circulation / Parking:

- Call for less auto orientation / more pedestrian orientation (6)
- Parking structure needed (5)
- Need downtown public transit (3)
- Provide wider sidewalks, seating, displays (3)
- Fix / improve / enhance alleys (3)
- Avoid [pedestrian only] mall (3)
- A 4-way stop sign is needed at intersection of Pine and 13<sup>th</sup> Streets (2)
- Parking is a constraint for downtown development
- Do not widen streets
- In favor of diagonal parking
- Explore one-way streets

Community Design in General:

- Avoid a specific design theme – maintain eclectic architecture (7)
- Maintain historic character / preserve essence of Paso Robles (5)
- Paso Robles needs a “real” not contrived downtown (2)
- Focus on quality / maintain the integrity of downtown (2)
- Paso Robles Inn can be used as design element / focus
- Consider theme / link to wine
- During reconstruction, provide attractive safety barriers with peep holes for all
- Preserve interior materials / design, not just façades
- Caution re multi-story structures / wall of tall buildings along the park
- Architecture is a function of safety and economics
- Focus on what creates a “sense of place” / review what we have
- Rebuild as things were / replicate

Community Design, Specific Recommendations:

- Need replacement for Clock Tower (4)
- Oak Tree in City Park as memorial for earthquake (2)
- Need to replace previous sign at City southern entrance
- Refurbish Fox Theater

### Regulatory Process / Options:

- Need Architectural Review Commission (4)
- Consider design competition for buildings, City Park Memorial (2)
- Use current Main Street Guidelines for reconstruction (2)
- Request for City to hire / contract with Historic Preservation Architect (2)
- Need replacement for Flamson auditorium (2)
- Avoid unnecessary regulation / constraints on property owners
- Need for government to provide guidelines and “teeth” for enforcement
- What is the status of Vine Street Design Guidelines?
- Limit number of building permits per year to focus City priorities

### Downtown Promotion / Attractions:

- Sulfur springs are City asset that should be capitalized (3)
- Need to keep businesses downtown; more fairs and activities would help (2)
- Provide financial incentives for downtown revitalization
- Need downtown bulletin board
- Music broadcast in downtown

### Public Safety:

- Need to retrofit balance of unreinforced masonry structures (3)
- Retrofit is worth the investment / we believe in the value of retrofit

In addition to the foregoing, there were a number of other questions posed and specific suggestions made. This summary focuses on those that have a specific policy implication for the City's role in the reconstruction process. Please see the set of 30 note sheets on the City's web site ([www.prcity.com](http://www.prcity.com)) for additional details.

## Policy Parameters for Downtown Paso Robles

### General Plan Update of December 16, 2003:

- Land Use patterns remain consistent with 1991 General Plan
  - Community Commercial is the primary land use category west of Pine Street, allowing a wide range of retail and service land uses
  - Office Professional land use designations are located west and north of the downtown core
  - Low and medium density multi-family residential uses (8 to 12 dwelling units per acre) are provided for in nearby areas.
  - Residential uses are limited in commercial areas
- A “Mixed Use” Overlay was approved as a part of the December 16, 2003 General Plan update. Subject to adoption of new development standards, the mixed use overlay could permit more residential land uses in conjunction with commercial development. The overlay applies south of 24<sup>th</sup> Street and from Spring Street eastward to Highway 101.

### Zoning Code Provisions:

- Zoning is either consistent with the General Plan or the General Plan would support Zone Changes that would result in achieving consistency.
- As an incentive for downtown investment, in 1994 the City Council adopted a special parking code for the core area south to 7<sup>th</sup> Street; these provisions will expire December 31, 2005 unless extended by the City Council.

### Economic Development Strategy (1998 update, key provision for Downtown):

- “Continue to revitalize downtown Paso Robles as a commercial/entertainment center that accommodates a Government Center (e.g. Public Safety Center, County Courts, etc.) caters to the tourists, and provides professional office space”

### Downtown Parking and Circulation Action Plan

- On October 29, 2002 the City Council adopted a Downtown Parking and Circulation Action Plan; a full copy is on the City web site: [www.prcity.com](http://www.prcity.com)
- The Plan contains a three-step process for addressing the demand for on- and off-street parking over time. Increasing the supply of spaces is a primary focus; funding for lots and parking structures will be the primary challenge.

## Options for Downtown Paso Robles

### Purpose:

To identify potential tools that could be used by the City / Redevelopment Agency to help insure appropriate reconstruction in light of the 12-22-03 earthquake.

### The Situation:

- Three significant buildings have been approved for demolition as a result of the December 22, 2003 earthquake
  - Blackburn (Clock Tower / Acorn) Building
  - Mastagni (Camera Corner / Marlow) Building
  - Paso Robles Inn annex (non-historic but prominent location)
- Applications are pending for demolition of two additional properties:
  - Monteith House and Carriage House (SE corner, 15<sup>th</sup> & Park)
  - Former Pine Street Saloon and Paso Pub
- In order to respond to public safety concerns, a number of historic building parapets were removed in the days following the earthquake
- Also related to public safety, a number of other architectural features were removed from weakened or damaged buildings that are not historic structures
- It is anticipated that there will be requests to replace demolished or damaged structures with new or expanded buildings that provide property owners with enhanced income opportunities.
- The December 16, 2003 General Plan update provides opportunities for “mixed use” development in the downtown area. Design standards need to be established to address how mixed use development can be accommodated in and around the Downtown area.

### The challenges:

- To balance private property interests with community goals;
- To consider both private and public fiscal constraints;
- To address replacement of lost awnings, parapets, and other features (including the timing for replacement and appropriate design);
- To respond to the demands of reconstruction in a timely manner.

Ways to Influence Reconstruction of Demolished / Damaged Buildings include:

1. Design Guidelines: In 1992 the City Council adopted Design Guidelines. These were intended to help regulate “infill” development. A copy is attached.

Constraint: Guidelines are without the force of law and are advisory; the design discretion lies with the Development Review Committee (DRC) [or, on appeal, the Planning Commission / City Council].

Options:

- a. Determine that current Design Guidelines are the extent of architectural control that the City Council wishes to exert over replacement buildings and changes to damaged structures;
  - b. Consider refinements to the existing Design Guidelines. Steps could include the following:
    - o Seek design professionals to assist in suggesting options for consideration
    - o Reach a community consensus on required refinements
    - o Present refined guidelines for Council consideration
2. Architectural review by the City’s DRC and Planning Commission, pursuant to the development review process outlined in the City’s Zoning Code.

Constraint: the extent to which the DRC / Commission can be specific in their requirements with only Main Street Design Guidelines as a basis for imposing requirements on reconstruction.

3. Adopt new Design Standards for development / redevelopment in the Downtown Area.

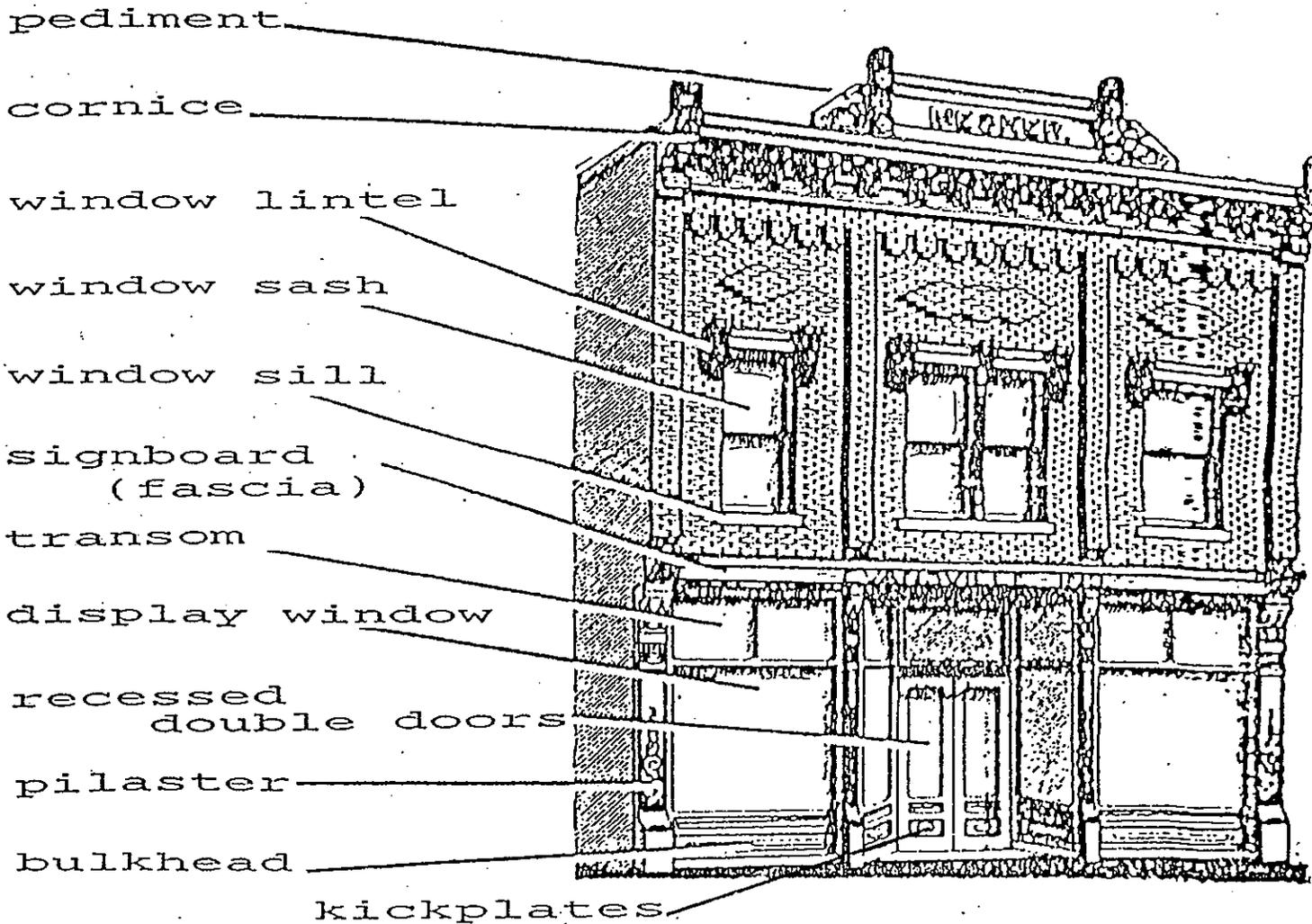
Constraint: would take time and expertise to gain consensus, prepare, and adopt standards (guidelines, by their non-binding nature, can be more “loose” and less specific of every instance where they would be applied).

4. Prepare block-level Specific Plans that establish architectural standards for reconstruction and rehabilitation (including buildings that are to be reconstructed and facades of buildings that remain).

Constraint: would take time and expertise to gain consensus and prepare.

Process: The March 4, 2004 public workshop will provide an opportunity to receive input and begin the process of addressing these challenges. Comments received would assist the City officials in their evaluation of options.

PASO ROBLES  
MAIN STREET  
PROPOSED  
DESIGN GUIDELINES



Become familiar with the architectural features typical of historic commercial buildings.

## INTRODUCTION

### PURPOSE:

These design guidelines have been developed by the Main Street Design Committee in accordance with the committee's goal which is: TO REVITALIZE AND ENHANCE THE APPEARANCE, ATMOSPHERE, AND CONVENIENCE OF DOWNTOWN PASO ROBLES.

The guidelines provide preferred design directions for new construction and restoration or remodel projects so that they respect and complement the scale, proportion and tradition of the historic downtown area. The emphasis is on pedestrian-oriented buildings close to or at the sidewalks. Building materials, ornamentation and style should create harmony with the surrounding buildings.

### APPLICATION:

The guidelines shall apply to commercial and public properties within the downtown area bounded by 16th St. on the north, 6th St. on the south, Riverside St. on the east, and Vine St. on the west.

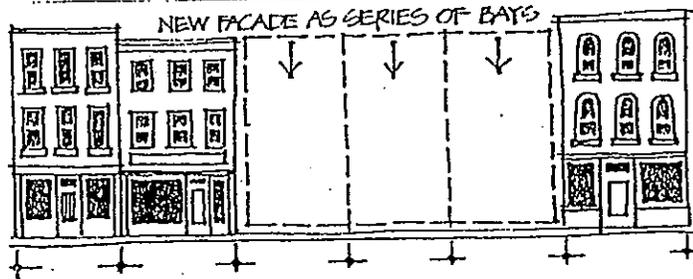
## DESIGN GUIDELINES

The following guidelines are presented to assist owners, contractors and architects in planning new or remodel projects which will enhance the image and design style of the downtown area.

### 1. HEIGHT:

The proportions of height and width of buildings on a given block within the commercial district will remain constant.

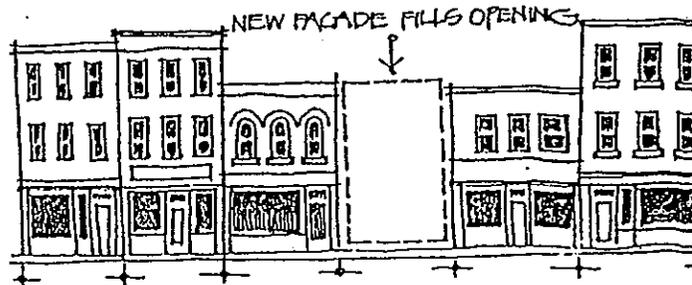
- a. Where buildings are essentially the same height, the alignment of cornices or rooflines shall be maintained.
- b. Where slight (3') variations occur, additions or new construction will fall within a 10% variation of the mean building height.
- c. Where significant variations occur, additions or new construction shall be within the range of buildings on that block.
- d. Buildings on ends of blocks will be similar in height to those on adjoining corners or within the mean height on that block. (See drawings a,b,c)



a.



b.



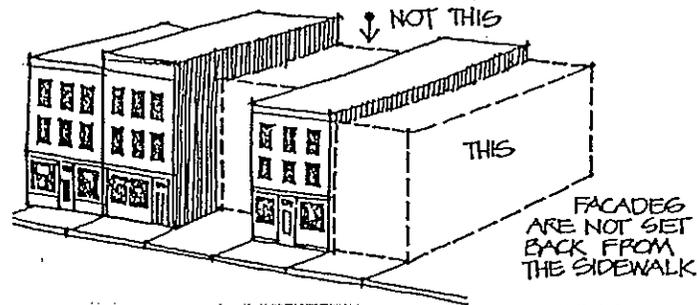
c.

### 2. WIDTH:

The proportions of width of infill construction buildings within a given block should maintain the existing building wall by building from side wall to side wall. New construction taking two or more lots should respect this width by designing a rhythmic vertical division of the facade to maintain this progression. (See drawing a & c above)

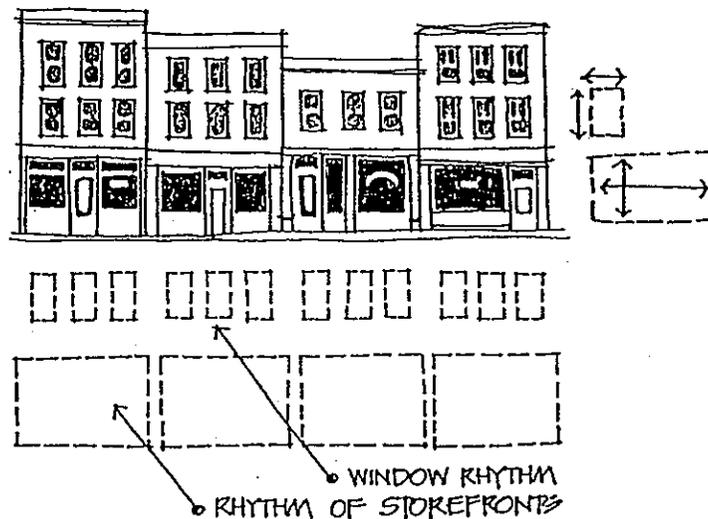
### 3. SETBACK:

Downtown buildings should maintain the alignment of facades along the sidewalk edge. Whenever possible new or additional construction will honor the existing setbacks of buildings within that block. (Spring Street has a 15' setback)



### 4. PROPORTIONS OF OPENINGS:

The size and proportion of window and door openings will be compatible with adjacent buildings to maintain continuity within the block. Upper floor window placement should also be compatible with size and harmony of neighboring buildings.



#### Windows and Doors

a. The size and proportions of window and door openings of an infill building should be similar to those on surrounding facades. The same applies to the ratio of window area to solid wall for the facade as a whole.

b. When remodeling, existing window and door openings including window sash, glass, lintels, sills, frames, molding, shutters, doors, steps, and all hardware should be retained and repaired wherever possible. Introducing new window or door openings which alter the scale and proportion of the original building is discouraged.

c. Inappropriate new window or door features are discouraged. These include plexiglass, aluminum storm and screen windows,

and combinations that require the removal of original windows and doors. The installation of plastic, canvas, or metal strip awnings that detract from the character and appearance of the buildings is discouraged.

d. Recessed entries are encouraged and should be minimum depth of 3'.

e. The size, shape, and division of display windows within overall storefront should be compatible with adjacent buildings. Clear untinted glass is encouraged.

#### Storefront

a. Owners are encouraged to preserve original materials or details and shapes of original openings when remodeling.

b. Solid or residential type doors with small areas of glass to be avoided.

c. Openings containing double entry doors should be retained.

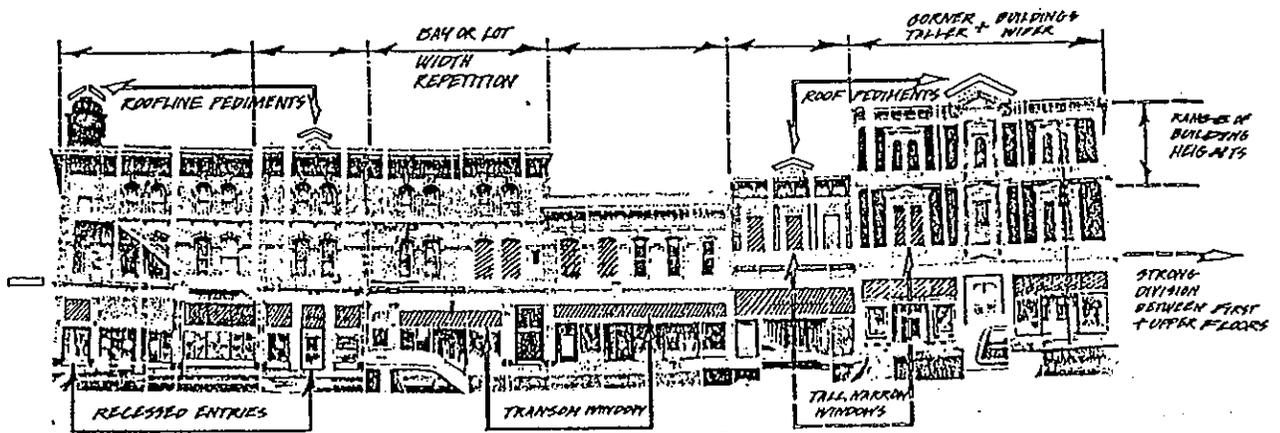
d. Strong horizontal relationship between upper story windows along the block should be maintained.

#### Kickplates and Bulkheads

a. Original material should be maintained or similar material and style encouraged where replacement or new construction is necessary.

### 5. HORIZONTAL RHYTHMS:

Maintain a clear visual division between street level and upper floors. Observance of scale, detailing, materials and embellishments of existing buildings should result in designs blending harmoniously with the downtown image. Imitations that do not incorporate appropriate construction techniques and do not blend or are not harmonious, are discouraged.



#### Second or Third Story Additions

a. Preserve significant (from street level) historic materials and features. Preserve the character of the building by keeping scale and proportions of original building. Avoid phoney historical look.

## 6. ROOFS:

The original roof shape should be preserved.

a. Sloped, mansard, or residential type roofs are discouraged. The roof plane should be hidden from view by the front facade.

b. Decoration of roofline by use of materials, forms or decorative details using examples from surrounding buildings as a guide is encouraged.

## 7. MATERIALS:

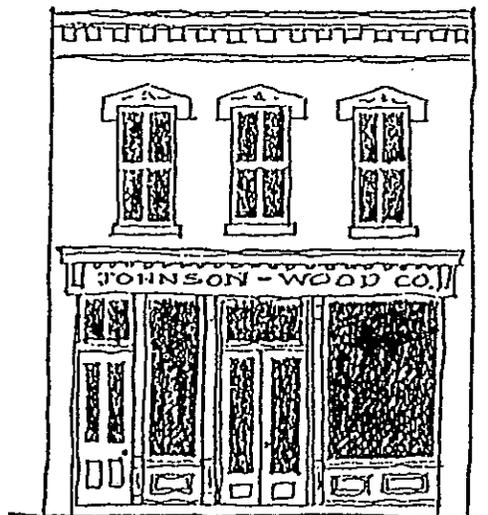
Use of high quality facing materials that are compatible to the downtown area is encouraged. Materials like Cedar Shakes, Molded Stone, Roughcut Logs, Slump Blocks and Stained Wood are discouraged. (For preservation and maintenance of materials, detailed information is available from the Main Street Office.)

## 8. COLOR:

Painting should utilize colors appropriate to period (style). The use of historical colors is preferred. Three colors are sufficient to cover the facade including highlighting major and minor trim features. (See example for description of major and minor features)

### MINOR TRIM

- WINDOW SASH
- DOORS
- STOREFRONT FRAME
- SMALL DETAILS ON CORNICES, WINDOW HOODS AND BULKHEADS



### MAJOR TRIM

- CORNICE
- WINDOW CAPS
- WINDOW FRAMES
- STOREFRONT CORNICE
- STOREFRONT COLUMNS
- BULKHEADS

### BASE COLOR

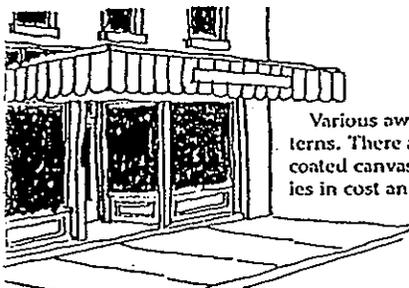
- WALL SURFACES
- STOREFRONT PIERS

## 9. SIDEWALK COVERINGS:

Traditional style canvas awnings or canopies already in place should be retained.

a. Aluminum awnings or canopies detract from the historical character of downtown and are discouraged.

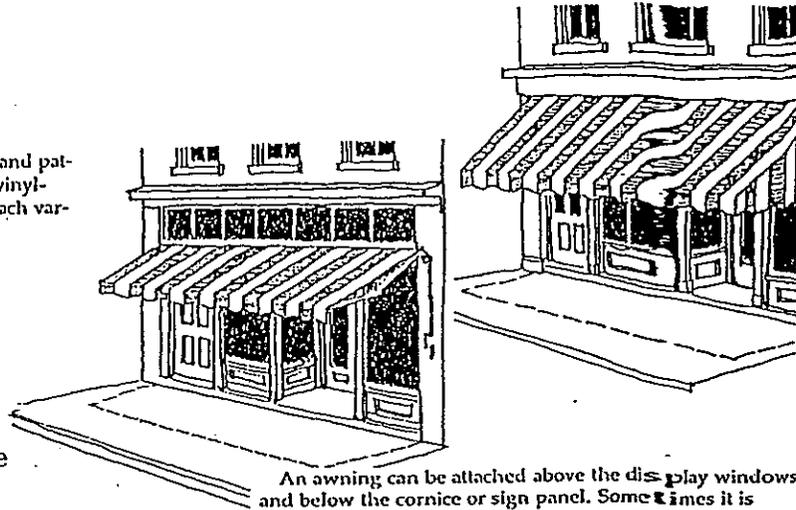
b. If awnings are added, those made of soft canvas or vinyl materials are recommended. Placement should not obstruct distinctive architectural features.



Various awning materials offer different colors and patterns. There are several to choose from: canvas, vinyl-coated canvas and acrilan, a synthetic material. Each varies in cost and relative durability.



Inappropriate



An awning can be attached above the display windows and below the cornice or sign panel. Sometimes it is mounted between the transom and the display windows allowing light into the store while shading the merchandise and pedestrians from the sun.

## 10. PARKING AREAS

This section covers public and privately owned parking areas which provide vehicle parking space for owners, employees, vendors, customers, and loading and unloading areas. Such parking areas shall satisfy the following criteria:

A. Parking shall be oriented away from major streets and pedestrian ways and shall be located behind buildings where possible.

B. Parking areas shall not interfere with the alignment of building facades (street walls). Where access through a street wall to rear or side parking is necessary, architectural or landscape screens shall be provided.

C. Parking areas visible from principle thoroughfares shall have landscaped or architectural screens to soften the presence of vehicles from view. The average height of these screens shall be at least 36 inches.

D. Parking areas shall allow safe transition to and from streets with a minimum of delay to normal traffic flow. To reduce obstruction of traffic flow, parking area access routes should not feed directly into major thoroughfares such as Spring St. or 13th St.

RESOLUTION NO. 94-122

A RESOLUTION OF THE CITY COUNCIL OF  
THE CITY OF PASO ROBLES  
ADOPTING THE PASO ROBLES MAIN STREET PROGRAM  
DESIGN GUIDELINES

WHEREAS, the City's General Plan, the Redevelopment Agency's Redevelopment Plan, and the City's Economic Development Strategy all focus on downtown revitalization; and

WHEREAS, through the four point program of the National Trust for Historic Preservation, the Paso Robles Main Street Program is dedicated to both historic preservation and economic development in downtown Paso Robles; and

WHEREAS, "design" is one of the four points in the program recommended by the Nation Trust for Historic Preservation; and

WHEREAS, the Paso Robles Main Street Program has prepared a set of Design Guidelines for use within the Main Street Project Area and in areas that would impact upon the Main Street Project Area; and

WHEREAS, the Main Street Program Design Subcommittee and Main Street Board of Directors have requested that the City consider formal adoption of the Main Street Design Guidelines; and,

WHEREAS, the Planning Commission has unanimously recommended that the City adopt the Main Street Design Guidelines.

NOW, THEREFORE, BE IT FOUND, DETERMINED AND RESOLVED by the City Council of the City of Paso Robles that the City hereby supports the purpose and intent of the Main Street Program Design Guidelines and hereby approves the use of said Guidelines in considering infill, new construction, and design details for structures with the Main Street Project Area and nearby locations that impact upon the project area.

PASSED AND ADOPTED THIS 6th day of September, 1994, by the following roll call vote:

AYES: Heggarty, Iversen, Martin, Picanco, and Macklin

NOES: None

ABSENT: None

Walter J. Macklin  
MAYOR WALT MACKLIN

ATTEST:  
[Signature]  
CITY CLERK

**City of Paso Robles  
Working Agenda  
Earthquake Recovery Workshop March 4, 2004**

1. Call to Order – Mayor Pro-Tempore, Jim Heggarty
2. Roll Call of City Council, Planning Commission (Bob Lata)
3. Facilitator John Dunn
  - a. Introduction of Cal Poly, SLOCOG Representatives
  - b. Exercises
    - i. What's great about the downtown?
    - ii. What are the opportunities for improving the downtown?
  - c. Quick Overview of what happened on February 19
  - d. At the end of the evening the Council decides
    - i. Refer matter to Staff, Planning Commission, City Council
    - ii. Schedule another workshop
4. The Downtown in the City's General Plan; What are the City's Policy Options? – Bob Lata 7-10
5. Joe Donaldson, Pierre Rademaker
  - a. Looking at the big picture – some stimulating ideas
  - b. What is downtown? Where is downtown? Why is the downtown important?
6. Alice Mueller – Cal Poly Students Potential Role in further design exercises
7. Architect Jim Franklin – build in break
  - a. Confirm issues
  - b. Propose ideas
  - c. Why important (values)
8. Facilitator's Concluding Comments
9. Results of workshop are referred to City Council for consideration as to the next appropriate step(s).
10. Adjournment- Mayor Pro-Tempore, Jim Heggarty

# PAST

Prior to  
December 22

The Way We  
Were

December 22 to  
the Present

Disaster

Recovery  
(the beginning)

# PRESENT

February 19th  
and later Workshop

What's on our  
minds now

The Lingering  
Impact

What we are as a  
Community

What We Want to  
Become

# FUTURE

There are Many  
Futures

Months From  
Now

A Year  
from Now

5 Years  
from Now

20 Years  
from Now

# MAJOR      POINTS      RAISED

## LAND USE

Upper story residential, mixed use

## PEDESTRIANS/CARS

Pedestrian friendly

Create enticing public spaces

Tame the automobile      Parking structure needed

Explore creative traffic solutions

Avoid pedestrian only mall

## COMMUNITY DESIGN

Want authentic eclectic architecture

Maintain historical character      preserve essence

Avoid specific design theme

Obtain quality design

Create a special "Sense of Place"

Seek linkages to:

Historic Past

Existing Buildings

Wine Industry

Need Suitable Replacement for Clock Tower

Maintain Park as Community Center

## REGULATION/PUBLIC SAFETY

Retrofit Unreinforced Masonary Buildings

Form Architectural Review Commission

Use Main Street Guidelines for Reconstruction

HELLO! Please help jump-start tonight's session by using the color-coded tape dots to say if you are:

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A Downtown Property OWNER   
Use this color dot

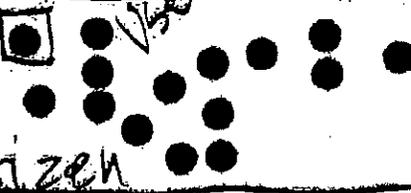
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A Downtown Tenant or WORKER 

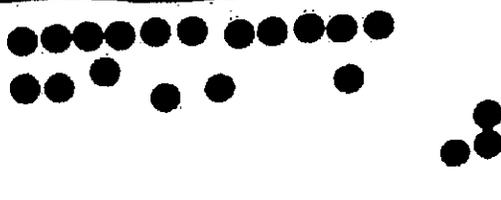
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City or County Elected Official or Staff   
color dot to

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None of the above but a Paso Robles Citizen   
Visit

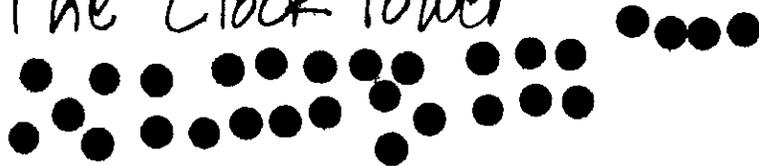
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VISITOR, Student or Faculty 

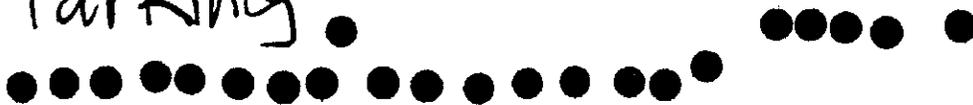
Here are issues you talked about  
last time PUT 3 (only Three)  
tape dots to say which are the  
most important for the City

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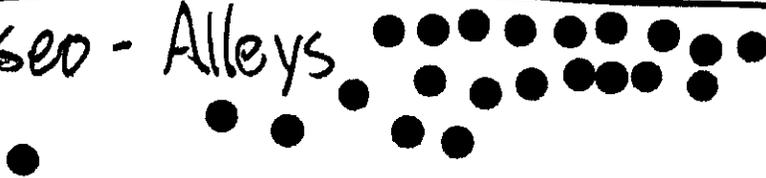
The Clock tower



Parking



Paseo - Alleys



Mixed Use and Height

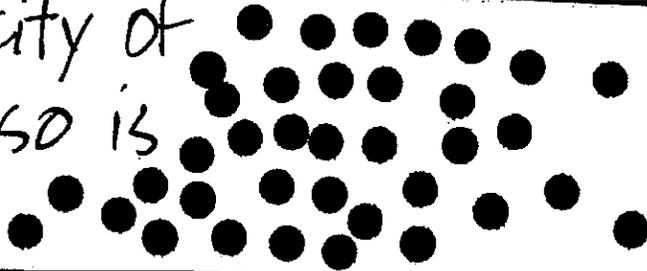


The City Park



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Authenticity of  
Style - Paso is  
unique



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Memorial(s)  
for losses  
and Heroes



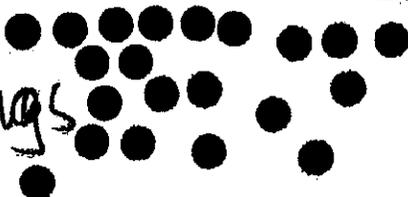
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Street scape  
amenities



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Put Hot  
Sulfer Springs  
to use



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European  
Flavor



What's great about downtown!

Norma — heart of community

- entertain, dining, sp. events.

- upstairs housing

- socialize - movie

- tourism

- won greatest downtown - State

Carol H — family friendly, park wonderful

- center park — everything goes out from that hub.

- Wayne Harris — greatest = Norma

- tremendous spirit, core, remarkable

- beautiful Carnegie Library

- Cathryn Harris — library great

- Ted — oak trees — sit under for Pioneer Day

- Mary M — can go shopping — can find everything

- Restaurants really unique

- Historic bldgs & merchants (our friends & neighbors)

- \* Love the sulfur smell - used to drink as a kid
- \* Safe-friendly
- \* Pioneer Days is very good
- \* Real feeling of Community ~~when~~ <sup>for</sup> tourist  
- events give P.R. the community feeling
- \* Acting community / arts community returning
- \* Center of City Government. Visitors sees
- \* P.R. Inn is real jewel for downtown.
- \* Downtown is Pioneer Spirit = downtown.
- \* Alley are pretty neat
- \* Transgenerational business
- \* Pedestrian friendly
- \* Train station is new but looks old
- \* No Parking meters

## Improvements

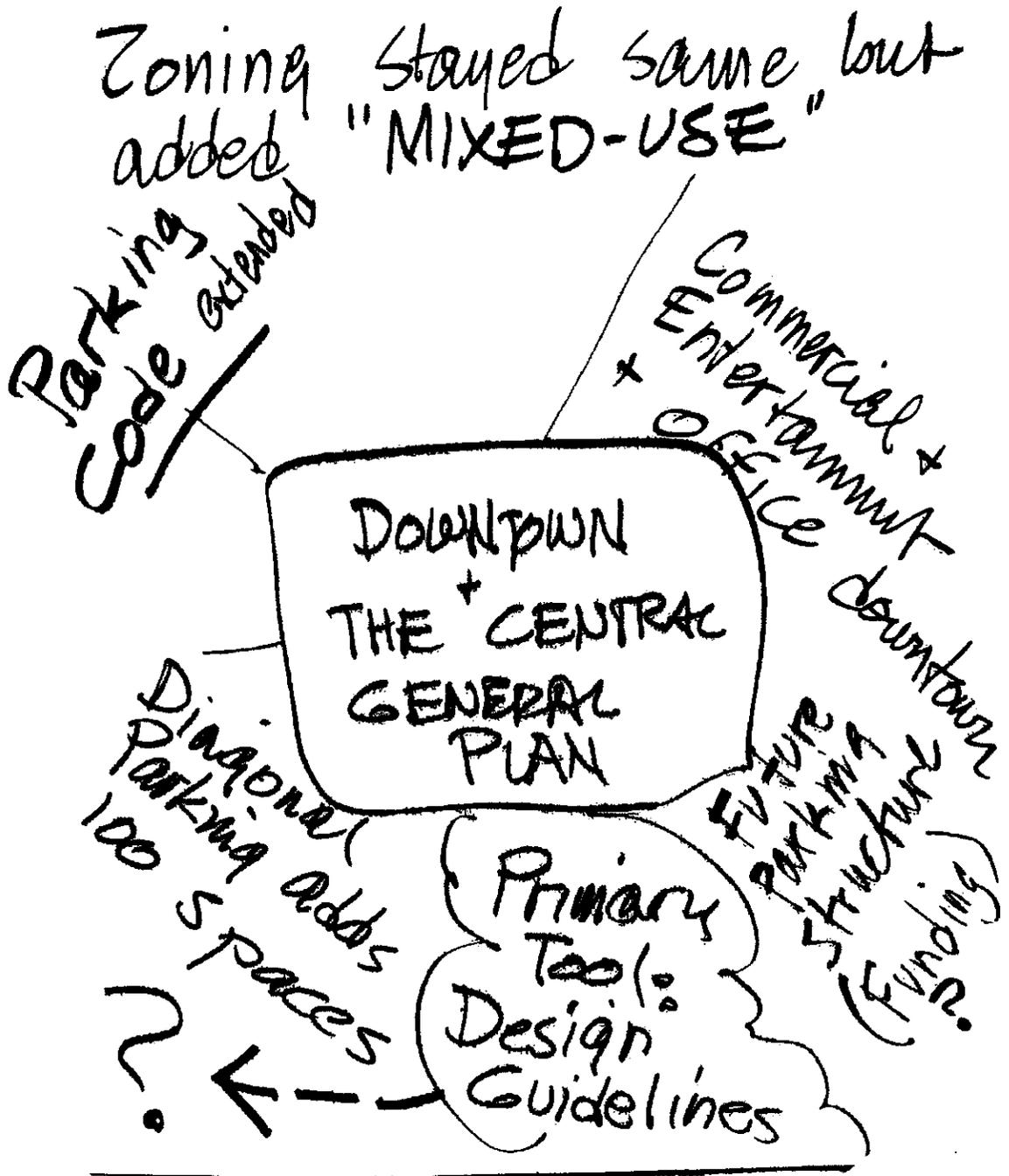
- parking structure
- alleys - beautification
- bicycle stands
- night lighting - street lamps
- trash cans
- cigarette urns
- control of newsstands
- Handicap parking!

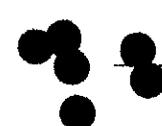
\* Garden top bldgs

\* Improve playground equipment

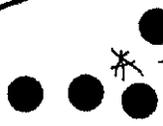
\* better utilization of park (gazebo)  
lunch

\* Sidewalk Cafés → pedestrians  
people can see activity

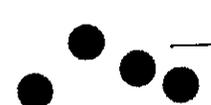


  CLOCK TOWER  
LANDMARK

LOCATION  — GATEWAY  
 • FROM PARK

 — SYMBOL FOR CITY  
(ICON)

 \* SHAPED LIKE ACORN \*

 — CLOCK WORKED  
AND RANG AT EVERY  
HOUR.

 • • • WANT CLOCK BACK

ADD 3<sup>rd</sup> story  
TO BUILDING??

STORE FRONTS FACE  
PARK STREET??

HOW IT WORKS?

• MERCHANTS VS CUSTOMERS

• FUNDING FOR STRUCTURE?  
- METERS

• MIXED USE PARKING LOTS. COUNTY REC.

1<sup>ST</sup> FLOOR RETAIL  
2<sup>ND</sup> FLOOR & UP PARKING

MIXED USE

• STANDARDIZING DELIVERY TIME

Parking VALET

SPACE  
TIME LIMITS

STRUCTURE  
NEEDED  
AT ALL?

LOCATION

SHUTTLE  
TO MIDSTATE  
FAIR GROUNDS

PROXIMITY  
TO DOWNTOWN

- PED & TRAFFIC CIRCULATION
- ACCESS - SPRING / HWY 101
- SIGNAGE

FOOT TRAFFIC

●● \$ SOURCE

FACADE MATERIALS FEES

**PARKING STRUCTURE**

HEIGHT MASS

- SCALE
- LOCATION?

- HIGHER DENSITY ~~WILL~~ IDENTIFY NEED FOR PARKING ASSIGNMENT
- BIKE ACCESSIBILITY
- PARK & RIDE / DIAL A RIDE > IDENTIFY USER BASE

RURAL / URBAN CONFLICT: IS PASO DENSE ENOUGH TO WARRANT PARKING ON A DAY TO DAY BASIS? >> WILL DEVELOPMENT WARRANT CHANGES IN PARKING POLICY

- VALIDATION TOKENS?
- STREET SUBDIVISION
  - ↳ Parking Buried in smaller blocks.



- DESIGN QUALITY ISSUES:
- PEDESTRIAN SAFETY - MEDIANS?
  - DISABILITY ACCESS
  - MIXED USE CAPABILITY
    - ↳ HOW MANY SPACES?
    - ↳ HOW MANY SPACES? PARKING SHARE
    - ↳ HOW MANY SPACES? PARKING SHARE
    - ↳ HOW MANY SPACES? PARKING SHARE
  - PARKING SPARKING:
    - ↳ SHOPPING / CONCERNS VS. DEDICATED PARKING FOR RESIDENCES -
    - ↳ CITY TRANSIT SYSTEM

~ THERE'S NO REVENUE  
↳ TOKENS?

PASO = TRUCK COUNTRY  
↳ FORD & GMC  
↳ ENCOURAGING ALTERNATE TRANS POSITION?

LIGHT RAIL: POLICY SYSTEMS TO CONNECT ENDS OF TOWN... IMPROVE ACCESSIBILITY

↳ ENCOURAGE  
ACCESSIBILITY  
FROM  
EAST SIDE  
OF BRIDGE  
① CUT TIME TO  
CROSS 13<sup>th</sup> ST.  
BRIDGE VIA  
ALTERNATE PARKING  
CONNECTIONS?

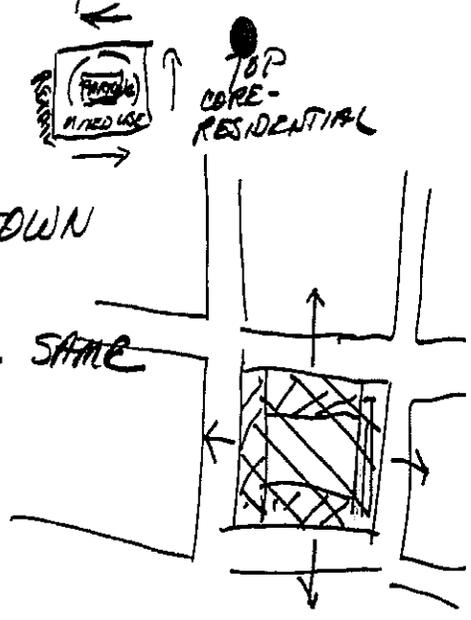


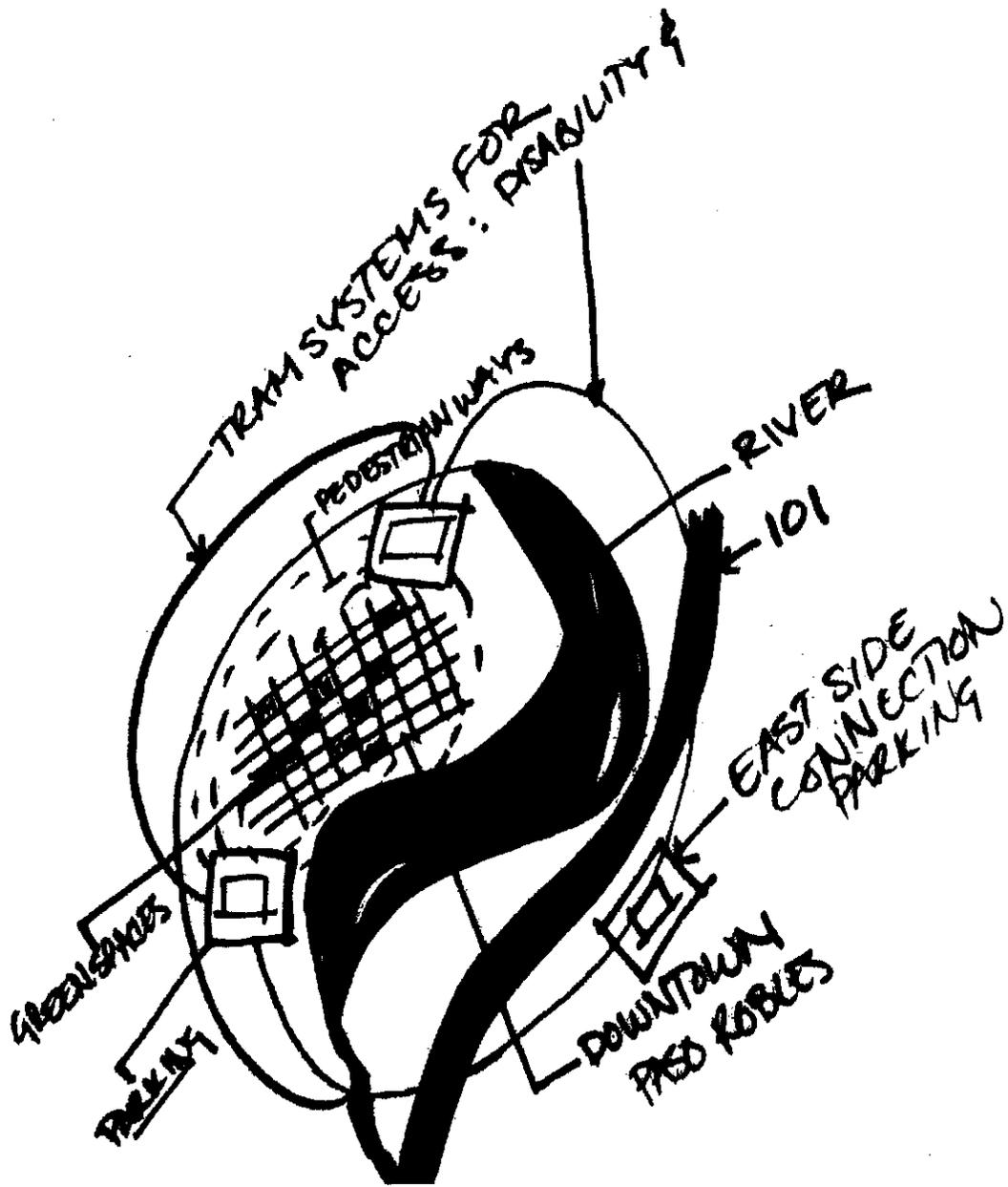
• DOWNTOWN  
BOUTIQUE /  
HOTEL  
ie IL  
FORUM  
in PALO  
ALTO  
w/ PARKING

PERCEIVED  
CONVENIENCE  
OF PARKING:  
• WALK A MILE & HAVE IT  
FEEL LIKE 10' OR  
WALK 10' & HAVE IT  
FEEL LIKE 10'

• SEPARATE  
MERCHANT/  
EMPLOYEE  
PARKING FROM  
CUSTOMER  
ACCESS  
↳ DESIGNATE  
SPACES??

- MANY ONE CITY BLOCK AREAS
- ~~TURNED INTO~~ W/ "DONUT HOLE"
- PARKING STRUCTURES,  
STRATEGICALLY PLACED TO DRAW  
PEOPLE IN
- USE ALLEYS TO CONNECT TOWN  
TO DRAW PEOPLE IN
- CHARACTER SHOULD STAY THE SAME
- MORE TREES
- REBUILD CLOCK TOWER

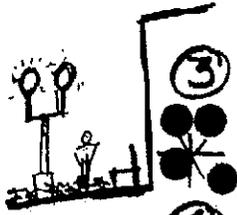




# PARKING

- SPATIALLY ADEQUATE ●●●●●●
- TRAFFIC SLOW
- MODEL TRAFFIC FLOW FROM 16<sup>TH</sup> ST.
- ONE WAY STREETS
- ~~PA~~ UNDERGROUND PARKING ●●●●●●
  - W/RESTAURANT AT TOP
  - STREET LEVEL RETAIL SHOPS

# The Alleys (PASEO)



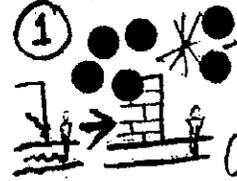
③ \* Adequate Lighting



④ \* Access to buildings along the alley



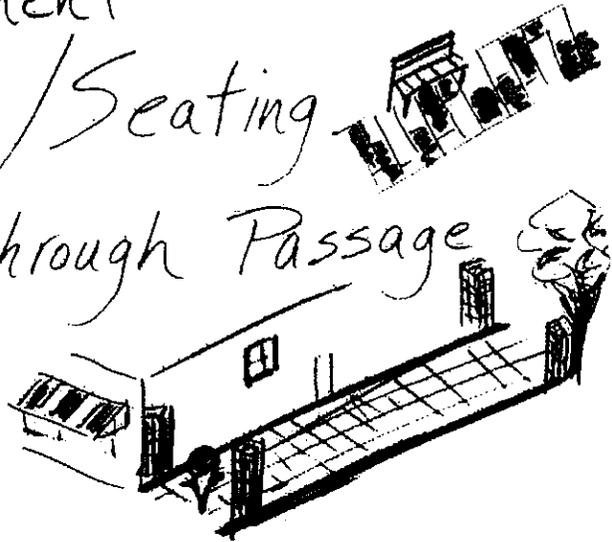
② \* Landscaping/Planting



① \* Beautification of buildings and Pavement

⑥ \* Benches/Seating

⑤ \* Provide through Passage

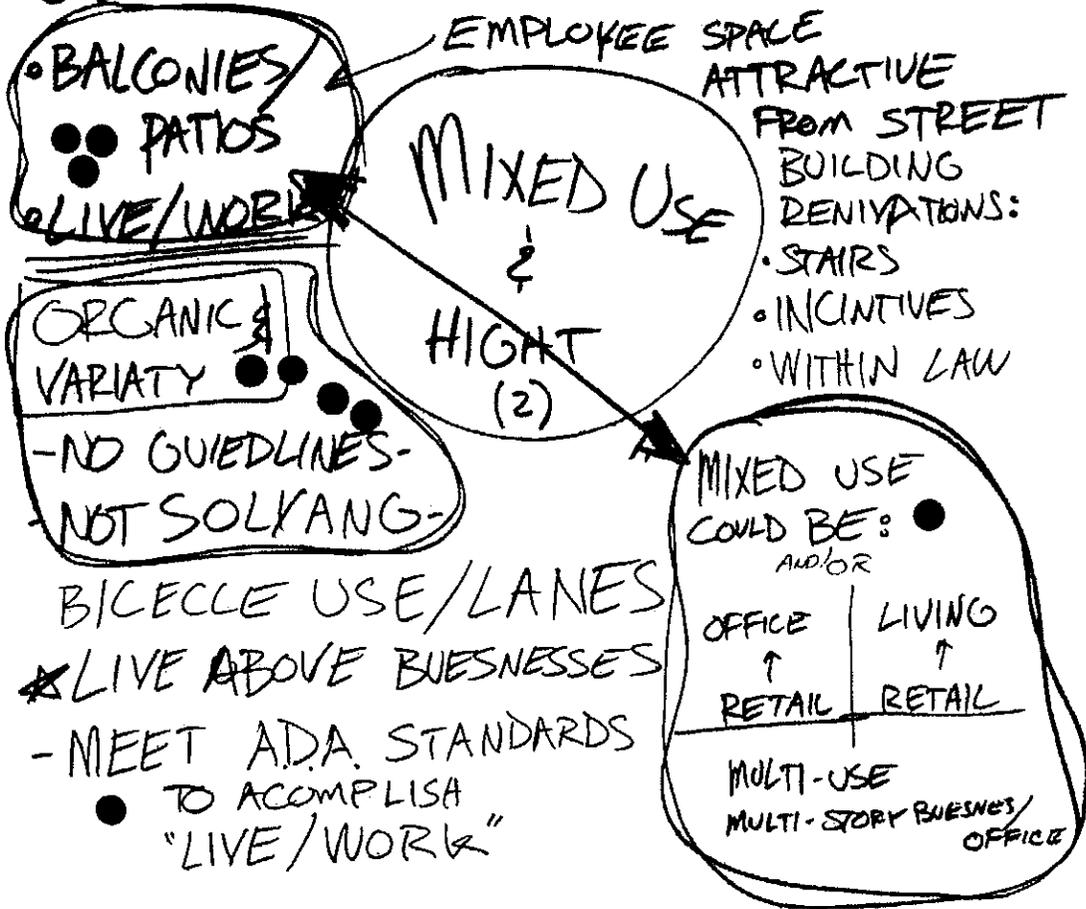


<sup>NEED</sup> PHILOSOPHY TO GUIDED FOR  
LONG TERM...

- DIFFERENT HEIGHTS IN DIFF. LOCATIONS

"MISSION STATEMENT" DIRECTIONS & "GUIDELINES"

OPEN CORNERS ON BUILDINGS



- OPENC. LIBRARY - REMOVE FENCE
- SCULPTURES - TIE IN WITH LIB. A.S.A.P.
- BETTER SIGNS FOR C. LIB.
- LUNCHEON CONCERTS IN PARK - FRIDAYS @ NOON
- ART SHOWS
- BRING THEATRE INTO PARK
- ONE NIGHT A MONTH - IN SUMMER
- PUPPET SHOWS IN THE PARK
- NO DOGS IN THE PARK - OR CLEAN UP
- NO LOITERING @ C. LIB.
- KEEP SKATEBOARDS & BIKES OUT OF PARK
- MORE TREES, SEATING, & TABLES

**The City Park**

- DON'T REMOVE
- MERRY GO-ROUND
- HISTORIC
- KEEP FOUNTAIN FLOWING
- CLEAN BRICKS

# AUTHENTICITY

- USE OLD PIC. AS GUIDELINES
- ORGANIC + NOT MANIPULATED
- GROW - AVOIDING OVERPLANNING
- DEAL W/ SCALE + MASS, BUT ALLOW CREATIVITY IN ASSEMBLING THE PIECES.
- AUTHENTICITY SHOULD NOT OVERRIDE SAFETY.
- CONTEXT MUST BE CONSIDERED
- REFER TO PAST-OLD STREETS, BUILDINGS, ETC.

- DO REFER TO DESIGN ●●
- GUIDELINES - W/ MANY PICS. TO ILLUSTRATE (PHOTO LIBRARY?)
- CORNICES, WINDOWS THAT FIT THE CONTEXT.
- NO CONCRETE TILT-UPS ●●●

1. COMBINE PARKING LOT &  
SULPHUR SPRINGS  
(CITY PARKING LOT SHOULD  
BE BEHIND CITY HALL/LIBRARY)

2. PUT RUPTURED PARKING  
LOT BACK TO ORIGINAL  
CONDITION

HOT  
SULFUR  
SPRINGS

3. CONTAIN AND VENT  
INTO AERATION TANK.  
REMOVE MERCAPTAINS  
(ORGANIC SULFIDES)  
USING AERATION.

8. TECHNOLOGY & COST  
OF CONTROLLING ODOR

9. POTENTIAL COMPETITION  
BETWEEN CITY &  
P.R. INN OR OTHER  
PRIVATE ENTERPRISE  
EFFORTS.

**Summary of Points Raised (and number of persons addressing the same topic):**  
**Downtown Vision Workshop, February 19, 2004**  
**Paso Robles Inn Ballroom, 7:00 PM**

Land Use Patterns:

- Pursue opportunities for mixed use development (4)
- Include residential development in upper floors (2)

Traffic / Circulation / Parking:

- Call for less auto orientation / more pedestrian orientation (6)
- Parking structure needed (5)
- Need downtown public transit (3)
- Provide wider sidewalks, seating, displays (3)
- Fix / improve / enhance alleys (3)
- Avoid [pedestrian only] mall (3)
- A 4-way stop sign is needed at intersection of Pine and 13<sup>th</sup> Streets (2)
- Parking is a constraint for downtown development
- Do not widen streets
- In favor of diagonal parking
- Explore one-way streets

Community Design in General:

- Avoid a specific design theme – maintain eclectic architecture (7)
- Maintain historic character / preserve essence of Paso Robles (5)
- Paso Robles needs a “real” not contrived downtown (2)
- Focus on quality / maintain the integrity of downtown (2)
- Paso Robles Inn can be used as design element / focus
- Consider theme / link to wine
- During reconstruction, provide attractive safety barriers with peep holes for all
- Preserve interior materials / design, not just façades
- Caution re multi-story structures / wall of tall buildings along the park
- Architecture is a function of safety and economics
- Focus on what creates a “sense of place” / review what we have
- Rebuild as things were / replicate

Community Design, Specific Recommendations:

- Need replacement for Clock Tower (4)
- Oak Tree in City Park as memorial for earthquake (2)
- Need to replace previous sign at City southern entrance
- Refurbish Fox Theater

### Regulatory Process / Options:

- Need Architectural Review Commission (4)
- Consider design competition for buildings, City Park Memorial (2)
- Use current Main Street Guidelines for reconstruction (2)
- Request for City to hire / contract with Historic Preservation Architect (2)
- Need replacement for Flamson auditorium (2)
- Avoid unnecessary regulation / constraints on property owners
- Need for government to provide guidelines and “teeth” for enforcement
- What is the status of Vine Street Design Guidelines?
- Limit number of building permits per year to focus City priorities

### Downtown Promotion / Attractions:

- Sulfur springs are City asset that should be capitalized (3)
- Need to keep businesses downtown; more fairs and activities would help (2)
- Provide financial incentives for downtown revitalization
- Need downtown bulletin board
- Music broadcast in downtown

### Public Safety:

- Need to retrofit balance of unreinforced masonry structures (3)
- Retrofit is worth the investment / we believe in the value of retrofit

In addition to the foregoing, there were a number of other questions posed and specific suggestions made. This summary focuses on those that have a specific policy implication for the City’s role in the reconstruction process. Please see the set of 30 note sheets on the City’s web site ([www.prcity.com](http://www.prcity.com)) for additional details.

## **Visioning Workshop – February 19, 2004**

### ***My thoughts are:***

- This was an excellent visionary meeting.
- Take this opportunity to expand and plan an appropriate vision for the City.
- Glad to have this meeting. Good format. Suggestion for next time – establish a time limit on people's comments; a couple of people just talked too long.
- Building Codes work to protect people. Another major quake is likely in the future, in SLO County. Thank you for this forum.
- I love the quaint country atmosphere of the downtown area. The park is a wow! What a park. Few towns have a park as great as ours.
- I love the quaint small town (Mayberry) atmosphere. The park is so important and I hope that we can restore the downtown as it was.
- Expand the idea of "downtown". Expand its edges to link to neighborhoods, draw people into the downtown, connect better to the river which is a wonderful resource for this community.

### ***My best idea for the downtown is:***

- Pedestrian friendly downtown. Maintain architectural integrity, i.e. review com. Local merchants. Mixed use buildings. Parking Structure. Use the hot springs.
- Make parking solutions #1 priority only after bringing diversity and vibrancy to our downtown through mixed use development. Housing is a necessary element to enhancing the downtown.
- Restore buildings destroyed with architecture that is the same design as what was lost. To the extent possible, recreate what was lost and improve on buildings as is possible for use and function.
- Upgrade the older URM's as soon as possible in conjunction with a long-term (10-year) development strategy for downtown. Seek FEMA and other money to implement the program.
- I have wonderful memories of walking downtown on Higuera in San Luis at dusk and seeing the cars slow down to the twinkling lights built into the speed bumps. Very considerate to pedestrians. I would love to see them in our town.

- To use (recycle) the material used in the original buildings. Rebuild the Clock Tower PLEEEEZ!!!! Please consult historical architects. Do not turn our downtown into Disneyland! I love Paso Robles.
- Make more “pedestrian-friendly” while maintaining traffic flow in, through, and around the downtown. Enhance the downtown with mixed use – retail ground floors, offices & residences above, with parking structures built-in and connected. Create pedestrian corridor/connections to river and along river and to neighborhoods.

# PASO WORKSHOP 2/19/04

[Date Continues]

\* @ 1st City Council, amazed at community support -  
esp. Bob Adams -

circulation was a problem - earthquake = extreme  
people on 13th had problems

\* 4 way stop @ 13th to become permanent

---

people who would like to keep look of downtown  
but city can look like it did, but new  
function inside (vis a vis  
downtown more of a piazza  
feeling of European town, walking,  
greeting places, little buses/better transport  
Fork in Road!

---

Nick Fenwick -

agree - pedestrian friendly  
problem - Right Now - City elevate \$  
my problem is \$, maintaining customer base  
At least 1.5 yr to get back business.

parking structures, immediate — maintain what we have. Nobody downtown can afford \$3-5/sq. ft Rent

---

\* think abt foot traffic in downtown. SLO. echo — walking around in downtown. Not cars going around. WALKING! Changing — making it Better.

---

\* <sup>(Bank)</sup> Critical to address parking downtown. Hard to grow customer base w/ parking as it is. Fantastic Opportunity. Expand businesses of all types. Wants to be apart

---

In Europe — garages — (Cambridge,) parking garages → pedestrian friendly —

---

W. Harris — served a lemon that smells like sulfur. Like to see capitalize on "the lemonade".

---

Pininella Sap. | Fortunate — "Vision for our town" Sulfur Spring had created a problem. Cities built around spas. People go to Relax. Pass gone from rural carbon town to European flavor — enjoy a different

way of life. Turn sulfur into draw instead of  
draw back. Friends in Tuscany. Use thermal  
springs. Look at positive

---

Pierre Rattayr — sketch of new spa! 3rd times a  
charm → bricks → going back up! This hotel  
has recovered from several disasters.

---

Mic Gillman: Counterpt! Architect for 30 yrs. If any  
of us would have guessed an event of this magnitude  
we would have predicted much more disaster. If Tom  
Martin had not ~~been~~ retrofitted this room — we  
would not be here. (example U.S. D.L.)  
~~There~~ Are guide lines in existence.

Agree w/ Dale Gustin — traffic easier — w/ stop  
signs — 2nd & way stop.

---

Frank. M. Main St. was recognized. Paso in  
2 yrs. — contention for NATIONAL AWARD. Lot of sweat  
& thought into Guidelines. 2 things in A =  
Earthquake & straight,

---

Grace Pucci — improvement / property owners vs towns people  
Someone contracted to City — structural/arch w/  
historical preservation vis a vis decision w/ few  
historic resources we have left.

- \* City consider residences above bldgs downtown —
  - \* Add European charm
- ## A Good GREEK TAVERNA
- 

- \* suggestions: ~~the~~
    - \* wider sidewalks — (Santa Barbara)
    - \* outdoor cafes / pedest. friendly
    - \* residential upstairs.
    - \* view of Roofs — design demand gardens.
    - \* step back bldgs.
    - \* profiles looking down.
  - \* looking @ circulation — one way streets if widened sidewalks so businesses could use. Pedestrian friendly.
  - \* Multi storied / multi used.
- 

Norma Koye — Lewiston my alley — greenery NOT POT HOLES! Afraid of making a wall — ~~the~~ DISABILITY friendly. Fresno took down their wall. Lot of people want to see/hear that clock back. Great downtown. Commend Alley Preserved that building / and the lun. We want to

See the Carnegie open again. Don't want to  
widen the streets. Be in hands of landlords.

Wayne Harris — clock tower — needed

Bruce Barrett — Templeton —

improvement: building codes work. Reassess  
hazardous bldgs. Timing of upgrade. 2 deaths  
result of non reinforced ~~the~~ building.

Frank A —

— we should make pedestrian friendly — vehicles  
for transport — stop to pick up folks —

— 3rd St. Santa Monica  
→ Tokyo — close down Ginza — stalls in streets —  
→ #10m — clock tower backup.

John Gaston — only here since '79. City had sign — slogan  
"Paso Robles — home of the friendly people"  
wants sign st

Jim Sanders — building owner — believes in retrofit bldg.  
Not easily done. Great ideas. Downtown = excessively  
ped. friendly — maintain friendly town town.  
15 yrs could not give space away. City = facade  
improvement / bricks on sidewalks / funding issue 15  
yrs ago. Burden of progress falls on

Shoulders of building owners & City. We need  
\$ help. Funding mechanisms.

Funding = big PROBLEM

---

Need for more information.

1. Council members & City Mgrs need to write articles
2. Pull iten board in downtown. as to info in City.
3. Slow down Growth.
4. Shared info about Library. Palo Alto likes what's going on in Library
5. We're a CAN-DO Community
6. We ARE a WILL DO Community.
7. Dispell Rumors. Attended FEMA buildings but did not demolish bldgs.
8. Like to know ~~why~~ if business owners got
9. Alternate sites for business
10. Total costs listed anywhere - what is our liability
11. How many residential bldgs. damaged. Seismic damage?

12. Engineers cited lack of <sup>proper</sup> inspection.  
wants better in future
13. Isolated events but questions enough  
inspectors - quality → residential
14. Taxpayers paying more
15. Limit bldg. Permits.
16. Not as Brave @ as I thought I was
17. I Don't Feel SAFE!
18. How did they get out alive. (Bread House)
19. I want to know how to feel safe downtown.
20. ~~Edg~~ What bldgs need retrofitting?
21. Not MALL / more European - less cars  
more walking.
22. Parking - structure vs. transport,  
Farmers market / Park.
23. Local ownership - no chains downtown.
24. Interior Earthquake strategies
25. Chamber downtown
26. More Parties - Celebration Downtown.

- Contact w/ Santa Cruz who have done rebuild.
- Take photos of downfalls of other successful Downtowns.
  - Oak tree in park as a memorial to Everett.

Walt Macklin — 3 pts.

- \* - Parking structure near crevice near Norma's bldgs — over top of Tire store — 3 layers bottom = businesses —

Matif — concrete w/ brick veneer.

Take a lot of \$ / redev. agency proj. for Pass.

- where Cigar Store blowdown — put back & make part of Merchandise

- most info from Nick Gillman —

- wife Claire — big asset — B. G. M. (sound system) (background music)

Quita Robertson — eternally grateful to Sanders for retrofit. Mission C. Bank has resources for Community Dev. Call us for resource for funding

Bill Neilsen —

- open country — golden hills = Tractor of the Gods!
- best wine producing area
- multi-use = good idea

Santa Cruz - has done what we are talking about.  
We want to be who we are - not like anyone else.

---

Big proponent of Progressive  
Not Contrived Design - History → long  
time residence. Not a theme town.  
Heldsbang, Mill Valley work - h  
Paso is Real! Not fantasy.

---

<sup>Grace</sup> Not one theme - Opportunity to take  
the very best → Many architectural  
styles embrace history & future.

---

Paso is independently unique. Got to somehow  
formulate — that.

public parking - employees = Parking Structure.  
\*to block off traffic is a mistake. Need drive-by  
Need architectural Review Committee.  
where are Vine St. Guidelines.

---

- Make alleys interesting. mural on Paulino.
- Lets look @ Communities that tried Plazas
- Sulfur spring opened up where it was originally. We need to pay attention to Mother Nature.

- entrance to city @ Southern end. likes signage. Digitized. No billboards — heavy set.
- City Park is wonderful asset. Oak tree is good idea.
  - Don't disrupt the Park space too much.
- 

- Cambridge, Eng. — required to park on periphery. Wait for 4 min. bus. Don't know what's downtown. So you explore. Let Fresno tell us ~~us~~ how NOT to do it. Chance for infill & avoid sprawl.
- 

- Flanigan Theatre: no longer
  - Let's look @ Fox Theatre — going to waste.
  - Don't give up street parking.
  - Cal Poly student ideas.
- 

Flanigan —

Spring on city property — could make money —

Spa, wine, bread, cheese.

Do our damndest to keep historical properties if they need retrofit — let's retrofit.

---

Sidewalks in front of Bldgs that came down. — names of bricks — so we all can be a part of it.

---

Arch/Masonry

not just facade — ~~part of it~~ building system is part of it.

Clock tower — needs job.

construction fence — needs to be interesting  
peep holes

---

\* Unique Paso — not European — very California.

Norma & People made Paso what it is. Not European —  
it should be Paso Robles

---

Donate time to roads |

---

D.M. Governor says Community really pulls together

---

Most of Paso is still there. Success relies on  
a lot of different things. Social, business, shopping,  
Residential — Real town — NOT A theme park!

All share affection for this community.

Build for Future & generations to come.

11/15

So many years ago. Lovely park - empty bldgs.  
People who have revitalized - deserve applause.

Caution - multi stories. Don't want high rise wall  
like canyon wall. Should look for vernacular that  
does not stand out in sharp contrast.

- Charm from progressive history. Visible growth  
Signs of living town
  - likes alleyways - if have design sense - some alleys  
in San Francisco.
  - caution about mural idea - if open up to too many  
murals could be hodge-podge.
  - idea of wider sidewalks = good idea.
  - likes pedestrian friendly but cautious against solely  
pedestrian (We are wedded to auto.)
- Study traffic flow / balance w/ pedestrian.

---

Alleys in Santa Cruz - murals, sitting.

---

ARCH. Review Process important. Rebuild to make rents affordable  
to locals

---

Search for Icons! Whole downtown is Icon. Park is  
amazing. Downtown is excellent. Stronger connection  
to Park. Parking garage. Park itself is ped. friendly.  
European statement - o.k. Poso is Unique.

Follow thru is important.  
Design Competition for Memorial

San Luis → has beaches w/ plaques. We have those — could do more

---

George Swiny —

Vision = concern

• Architecture is going to be function of safety & \$\$.

• bldgs.

• architecture doesn't look like tilt up bldg.

• we are not a facade / a theme. We have built it & we are proud of it.

• Several bldgs that I am proud.

• We use our city. Vision needs to be part of that.

---

- town has elegance / we need not to be Blough!

---

Let's remember that Paso was made up of Mennonites, Italians. Cal Poly students studying old plans. We have bldgs that is what our families

---

When people bring people from out of state. We had good people here. Form ~~est~~ committees w/ those people to continue to use EXPERTS

---

Marilyn Curry —

Design Competition — for rebuilding of those particular bldgs. Our landlord G. Smith is great landlord that took care of us

---

Vernacular arch.

Downtown is not designed for tourists. To rebuild something that ~~what~~ was like what was ~~at~~ there. Be careful of getting architects dream & ~~not~~ what sits.

No arch. monuments

Reinstate hedge along w. st.

Hot Springs -  
• glass wall / fountain / individual tubs /

---

New residence → Lisa Lee in Landscape Arch.

• live close to downtown. Enjoy →

• Arch Review Committee is important

• to maintain the character & uniqueness that is Paso

---

Ed Steinbeck:

- property owners are sensitive. A lot of committees are in place already.

---

- people here are qualified to judge themselves

- M.S. 2002 put forth guidelines

---

- learning from others. Fema Experts. Arch. Experte.

- if Private Prop. owner has carte blanche - then do not need Committee. <sup>City</sup> Has to have input. Community has to have some form of input. Not saying ~~the~~ Gov. has control.

- ~~the~~ Community Somebody has to have a say.

---

Don't have enough expertise w/in City. Should be Arch. Review. Are wonderful people here. to help make decisions.

---

Council appreciates input.

---

More involvement from everyone & not just same people.

---

\*What brought you here & why have you stayed?

---

Arch/w/ churches

- success comes when people focus on what they've agreed on.
  - w/ respect to historic bldgs
    - integrities - built by honest hands & sweat.
    - town needs to support that process
      - integrity, identity
      - w/ craftsmen in the town.
- 

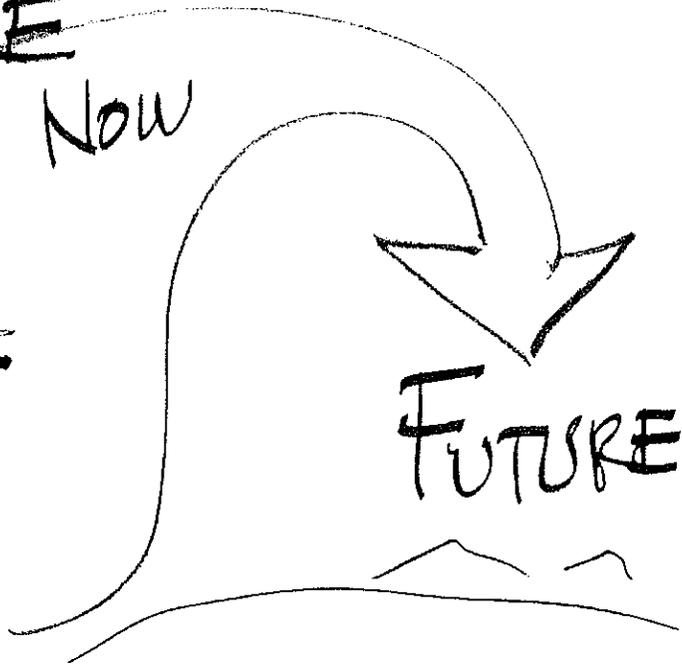
European vs. Amer. Not talking abt. Europ. - we are talking about humanistic aspect. Incredible place where people care about others.  
Own american version of that lifestyle.

---

Loe Esposito: Philadelphia spent a fortune. Rebuild the buildings to replicate. If its not broke, dont fix it.  
Merchants need to park elsewhere. Dont loose your history.  
Dont make it L.A. North. Dont reinvent this town.  
You got something special.

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WAY WE'RE  
HERE ..... Now



FUTURE

LOSS

The community rallied quickly  
Circulation proved to be  
Problematic

Some  
want  
it Back  
like it  
was,

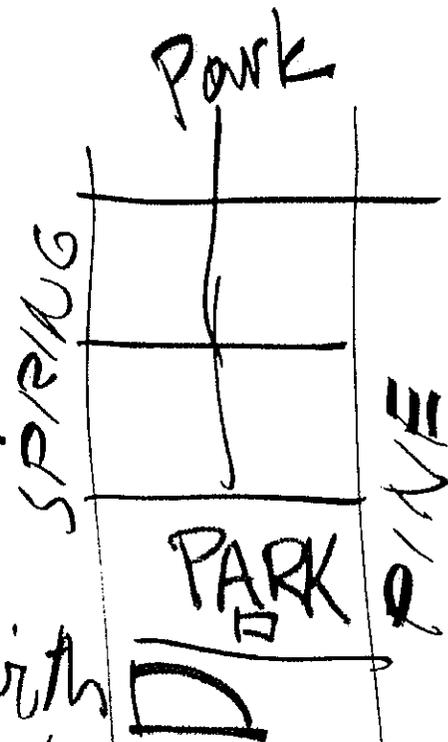
But with  
help it

might be better!

Greater Density -

Feeling of European downtown

Fun to walk, shop, dine, etc.



13th + Pine  
needs to  
be 4-Way  
STOP

Real Problem

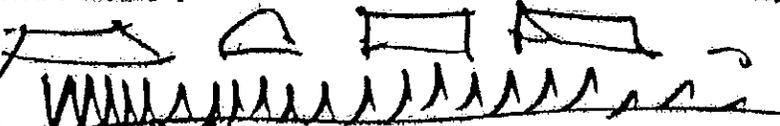
\$ vs: Value vs ROI

Rents here won't support  
Our Retail base

Make this a walking downtown

 Parking is |||  
Big Problem  
Now is a real opportunity ↓

  
||| ||| ||| m ||| Housing

  
Retail

MIXED USE

Let's be a destination spot of Spa's - European Style  
 Use the heat !!!  
 Filter out the smell

Capitalize on Hot Springs  
 III

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We've been Blessed to have no greater loss

We have adopted Main Street Association Guidelines—  
 Let's follow them

Kudos to Main Street Association !!

Grace - Property Owners Historians Can work it out

Need architect/engineer type on call to the city

Need Good Greek taverna

Wider Sidewalks used for eating + display + pedestrian-Friendly 



Need plantings in Old  
Norma's Way / Old  
Disabled

Parking is essential — Quick in  
and out  
Streets being made pedestrian  
malls are being changed  
back because they don't work

Keep the traffic slow

Evaluate hazardous building  
Vision of a safer city

Make area around park all  
pedestrian with little carts  
to handle elderly and infirm



Paso Robles: Home of the  
Friendly People

Need a Sign! ↗

Downtown should be pedestrian  
friendly

Need help to continue the  
progress of the past 15 years

\$\$

Need help + judgment of  
Design prof. but loans or  
grants are essential

Need our city leaders write articles  
for the paper -

Post info at park on a bulletin Board

We Will Go Forward

but need more information

Why did city not take action  
& get money from FEMA

What's our total loss?

Estimate number of residential  
buildings damaged and why?

Improper or lack of inspectors?

Do we have enough inspectors?

Should we slow growth to be  
sure we are getting quality construction

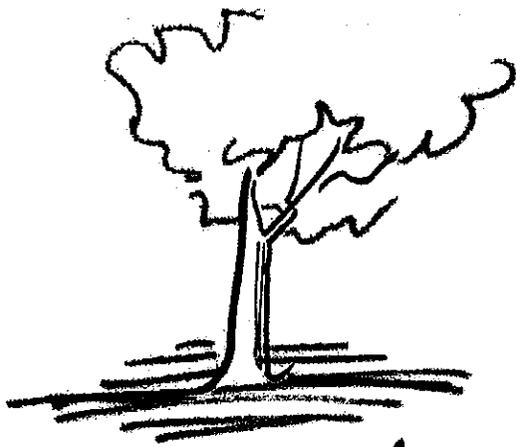
Which downtown buildings are safe

Want SRO's + mixed use

Can we get shuttle service

from Parking

Local Ownership downtown

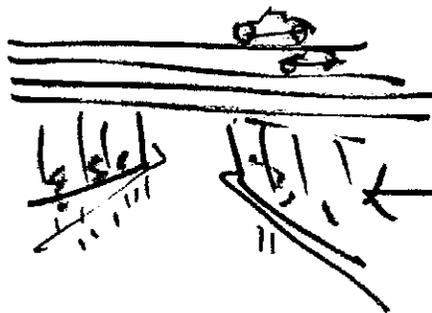


Want a  
memorial Oak  
tree in the  
Park to

memorialize this event

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Need Parking Structure as  
upper levels of mixed use  
with street level retail



Parking

Pedestrian-Friendly  
Street level

Good sound system and music  
in the streets

What kind of Theme is appropriate for Downtown?



"Golden Hills and nectar of the Gods"

We're here to find out who we want to be

Keep it authentic - not themed or contrived III

Paso is a real Place

Don't Disneyfy us - embrace our history and who we are

We are unique and independent  
let's stay that way

Keep street parking so  
the retail can "breathe"

Need residential design  
guidelines

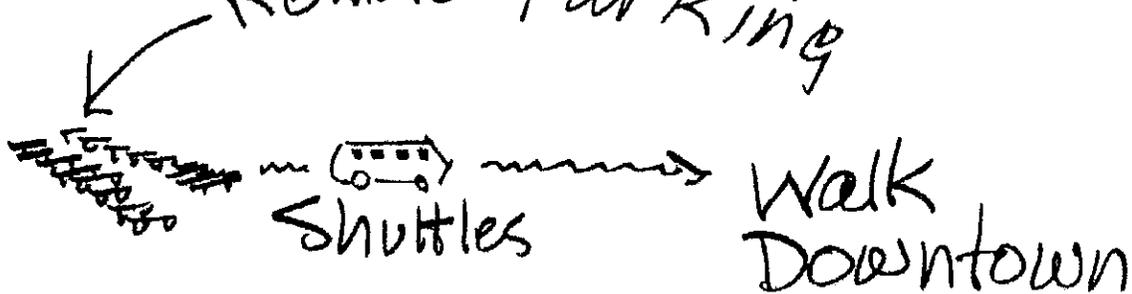
Need downtown  
Murals

Keep us a town set up for its own  
business and social activities --  
not a tourist attraction

Don't try to lure outsiders  
let them discover us

III Keep the Park as it is

Remote Parking

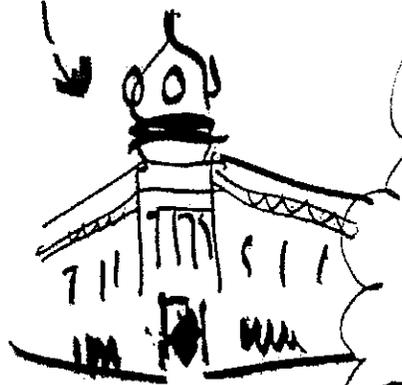


Reuse Fox Theater

Commemorative Sidewalks  
with special bricks for  
donors

Preserve whole buildings not  
just facades

Want Commemorative Wall



Not European,  
It's Paso Robles

Bring back the  
essence, not the

Buildings

[This is real + depends on our  
diverse people - Build for the future

Caution: Don't rebuild around  
Square in too extreme a fashion

Fix up and use alleys -

Caution against too many murals,  
too trendy

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Need Architectural Review Process II

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Downtown needs amenities  
and landscape design

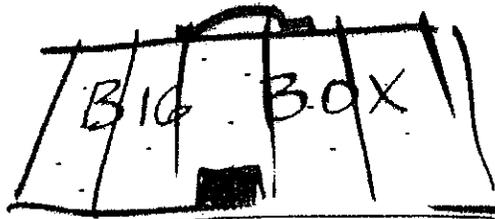
Maybe design competition for a  
memorial

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Benches as memorials  
throughout the town

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Architecture will have to yield  
to cost and safety concern  
for design that is authentic  
that we can take pride in -



No tilt-up  
BLAH

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Make use of experts in disaster mitigation

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We're not in a position to rebuild exactly what was there - maybe design competitions to help?

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One of charms of Paso - it's vernacular - it just grew over time  
We don't need monuments - just things that fit in

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Replace hedge along Spring Street  
Envision gardens with hot tubs

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Need Architectural Review Board

vs:  
We have enough regulatory now

Learn from what others did  
in similar situation

If private property rights means  
doing only what owner wants

Regulatory and Community  
needs to have some balanced  
input —

We do have development review  
by two councilmen — need more

III Need Architectural Review Cmtee  
& more involvement by different  
people at different levels  
Must create sense of Place  
sense of integrity

Vine Street personifies what we are  
Philly rebuilds — Paso can (Only two  
Don't reinvent this town!! buildings)