

TO: CHAIRMAN AND MEMBERS OF THE PLANNING COMMISSION  
FROM: RONALD WHISENAND, COMMUNITY DEVELOPMENT  
DIRECTOR  
SUBJECT: COMMUNITY BUDGET GOALS RECOMMENDATION FY 2007-09  
DATE: NOVEMBER 28, 2006

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Needs: Establish a list of goals for City Council consideration in adopting the 2007-09 City budget.

- Facts:
1. Shortly after the New Year, the City Council will be holding a workshop to update its adopted work priorities and goals.
  2. In preparation for this goal-setting workshop, the City Council is seeking recommendations from its advisory commissions, boards, and committees.
  3. Biennial goal setting allows the City to focus its near-term energy and resources to meet our long term community vision. A summary of Goals adopted by the City Council for Fiscal Years 2006-2009 is attached (Attachment 1).
  4. The City's General Plan conveys a long-term purpose and mission for the community and should be the policy basis for any suggested goals. A summary of adopted General Plan Goals is attached (Attachment 2).
  5. Similarly, the 2006 Economic Strategy is a key policy and plan to frame the vision of the General Plan into tangible economic development principles and objectives. A copy of the 2006 Economic Strategy is also attached for your reference (Attachment 3).

Analysis  
and

Conclusion: The 2007 City Council Goals Workshop will provide an opportunity to establish the focus for work priorities and community efforts over the next two years.

City resources are finite. The maximum productivity can be achieved by limiting the number of Goals to the community's highest priorities. One of the City Council's challenges will be to keep their project

priority list to a manageable size so that available City resources are effectively allocated. Staff is recommending that you limit your total goals to no less than three but no more than five.

As stated above, General Plan implementation is one of the most important City priorities. Staff has attached a listing of all General Plan “Action Items” along with a brief status report on progress (Attachment 4). While the listing of action items is long, it is important to remember that the General Plan is intended to be implemented over a 20 year period. With this in mind, the following suggestions are being offered for Planning Commission consideration as some of the highest priority programs that grow out of our General Plan and Economic Strategy:

- Continue to process specific plans for the Chandler Ranch and Olsen/Beechwood areas that will facilitate the development of a range of housing types, create safe and livable neighborhoods, and maintain quality of life for our citizens.
- Continue efforts to establish a Purple Belt program that will preserve and expand the amount and quality of open space in and around the City, recognize the importance of agriculture in our local economy, and establish rural separators between us and nearby urbanized areas.
- Continue to address safe, balanced, and efficient circulation and pedestrian systems serving all segments of the community, preserving the City’s small town character and quality of life, and planning for anticipated growth.
- Continue efforts to address parking in the downtown and look for long-term strategies to fund infrastructure for an expanding downtown.
- Begin efforts to expand and improve a mixed use downtown, including incorporation of the Salinas River Corridor and Paso Robles Event Center area, by preparing and adopting a Town Center Specific Plan and implementing a “form-based” development code for the area.
- Establish clear design standards for new development including incorporation of Gateway Design Standards.
- Establish a Housing Strategy for the community that implements a key goal of the General Plan to “maintain a balanced community where the majority of residents can live, work, and shop.”
- Begin redevelopment efforts in the northern end of town by preparing and adopting an Uptown Specific Plan.
- Recognize and preserve our community’s history and character through establishment of an Historic Preservation Program.

- Establish energy conservation standards in new construction and neighborhood design following the Leadership in Energy and Environmental Design (LEED) principles.
- Expand the City's present Art in Public Places program which will contribute to what makes Paso Robles a special place to live, work, and shop.

Policy

Reference: General Plan and 2006 Economic Strategy

Fiscal

Impact: Implementing Council Goals will involve commitments of resources. Focusing on Goals that implement overall General Plan policies would seem to maximize the value of City investments.

Options:

- a. For the Planning Commission to consider recommending goals that implement the General Plan and 2006 Economic Strategy.
- b. Amend, modify or reject.

Attachments:

1. 2006-09 Council Goals
2. 2003 General Plan Goals
3. 2006 Economic Strategy
4. 2003 General Plan Action Item Summary/Status



## CITY OF PASO ROBLES

### Adopted Council Goals Fiscal Years 2006 - 2009

ITEM	GOAL DESCRIPTION
<b>MAJOR GOALS</b>	
1	Plan for a new City Hall/Civic Center (including examination of a Performing Arts/Conference Center & Superior Court)
2	Master Plan all parks beginning w/City Park
3	Continue development & growth of Public Safety Services
4	Increase supply of adequate & affordable housing
5	Develop the Airport (prepare/implement business, capital improvement & development plans)
6	Improve Senior transportation
7	Complete previous goals ( <i>see next page</i> )
<b>ADDITIONAL/PREVIOUS GOALS</b>	
8	Increase funding for downtown/west side alley repairs
9	Identify Economic Development point person (w/Chamber of Commerce)
10	Determine a balanced approach to traffic mitigation (implement Traffic Calming Program)
11	Develop downtown parking
12	Enhance the Code Enforcement Program
13	Study expansion of redevelopment area east of Highway 101 (include Ferro Lane, Paso Robles St. & the Salinas River)
14	Continue development of all water resource related projects
15	Continue developing the Salinas River Corridor Plan
16	Maintain fiscal neutrality and stability
17	Complete Specific Plans
18	Beautify City exits, entrances, & Highway 101 corridor
19	Plan for an Aquatic Center
20	Explore methods to increase citizen participation
21	Complete 4th Street Property Master Plan
22	Develop Design Guidelines – improve/complete development, metal building and zoning standards and building codes

Adopted at City Council Meeting of March 1, 2005



# CITY OF PASO ROBLES

## COUNCIL GOALS

FISCAL YEARS 2006 - 2009

Item	Goal Description	Status
	<p><b>Goal 7: Complete previous goals <i>(not included on the new/current list of goals)</i>.</b></p> <ul style="list-style-type: none"> <li><b>A. Develop plan for sufficient City staff, key staff succession, and proper compensation</b></li> <li><b>B. Upgrade the Municipal Pool</b></li> <li><b>C. Support local schools</b></li> <li><b>D. Continue clearing the Salinas River</b></li> <li><b>E. Better utilize Mid State Fair facilities</b></li> <li><b>F. Acquire alternate-fuel public transit vehicles</b></li> <li><b>G. Implement Information System Strategic Plan</b></li> <li><b>H. Develop a technology utility master plan (community-wide fiber optics)</b></li> <li><b>I. Investigate alternatives to generate electricity</b></li> </ul>	

## **General Plan Goals, Adopted 16 December 2003**

### **Overall City Goals:**

**GOAL 1:** In order to enhance Paso Robles' unique small town character and high quality of life, the City Council supports the development and maintenance of a balanced community where the great majority of the population can live, work and shop.

**GOAL 2:** Strengthen the City's economic base through business retention and recruitment, including provisions for "head-of-household" jobs and increased retail sales, transient occupancy taxes, and property tax revenues.

**GOAL 3:** Establish Paso Robles as the North County commercial retail center, based on providing neighborhood and service commercial development in proportion to population growth, downtown commercial revitalization, and regional commercial development.

**GOAL 4:** Strive to ensure that City services and facilities are maintained at current levels and/or in accordance with adopted standards.

### **Land Use Element Goals:**

**GOAL LU-1:** Land Uses. Strive to maintain a balanced community, where the majority of residents can live, work, and shop.

**GOAL LU-2:** Image/Identity. Maintain/enhance the City's image/ identity.

**Goal LU-3:** (there is no Goal with this number in the adopted document)

**GOAL LU-4:** Public Services and Facilities. Maintain/improve the quality of life enjoyed by residents.

### **Circulation Element Goal:**

**GOAL CE-1:** Establish a safe, balanced, and efficient circulation and pedestrian system serving all segments of the community, preserving the City's small town character and quality of life, and planning for anticipated growth.

### **Housing Element Goals:**

**GOAL H-1:** Facilitate the development of a range of housing types, densities, and affordability levels to meet the diverse needs of the community, maintaining a balanced supply of ownership and rental units.

**GOAL H-2:** Preserve the City's housing stock and neighborhoods in a safe and decent condition and eliminate the causes and spread of blight.

**GOAL H-3:** Mitigate or remove potential governmental constraints to housing production and affordability.

**GOAL H-4:** Ensure choice of housing types and locations to all persons regardless of race, creed, age or sex.

**GOAL H-5:** Encourage energy efficient design of housing units and residential neighborhoods.

**Conservation Element Goals:**

**GOAL C-1: Utilities and Infrastructure.** Ensure that public utilities, facilities, and services are designed to meet existing and planned land uses, and ensure that provisions are made for continued operation maintenance, and updates as necessary.

**GOAL C-2: Air Quality.** Seek to maintain air quality by taking actions to reduce traffic congestion, vehicle miles traveled, and air pollutant emissions.

**GOAL C-3: Biological Resources.** As feasible, preserve native vegetation and protected wildlife, habitat areas, and vegetation, through avoidance, impact mitigation, and habitat enhancement.

**GOAL C-4: Mineral Resources.** Oversee/manage mineral resources.

**GOAL C-5: Visual Resources.** Enhance/upgrade the City's appearance.

**GOAL C-6: Cultural Resources.** Strive to preserve/protect important historic and archeological resources.

**GOAL C-7: Energy Conservation.** Encourage the conservation of energy resources.

**Opens Space Element Goal:**

**GOAL OS-1:** Preserve/expand the amount and quality of open space in and around Paso Robles

**Noise Element Goal:**

**GOAL N-1:** Minimize exposure to noise and generation of noise.

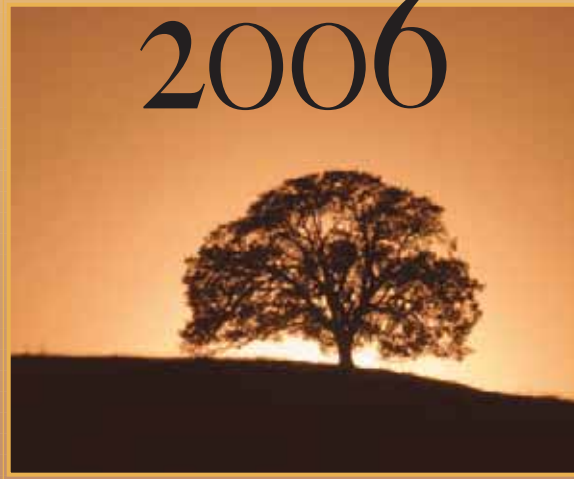
**Safety Element Goal:**

**GOAL S-1:** Minimize exposure to natural and manmade hazards.

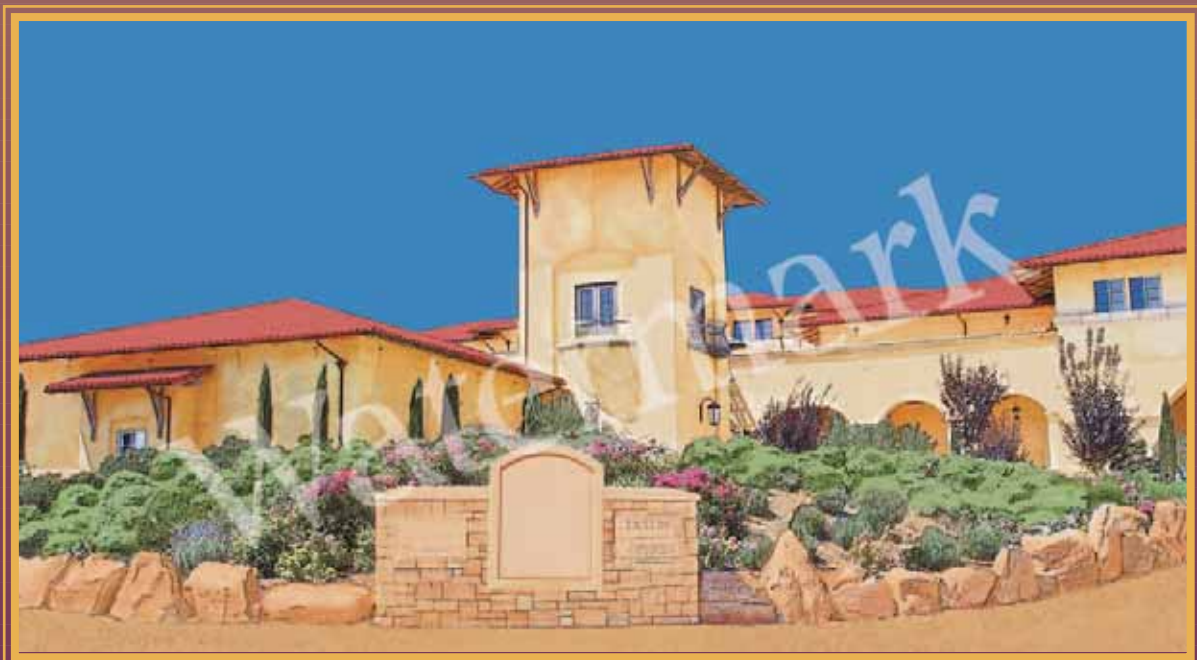
**Parks & Recreation Element Goal:**

**GOAL PR-1:** Optimize the use and development of parks and recreation facilities to serve the existing and projected population.

2006



# Paso Robles Economic Strategy





# ECONOMIC STRATEGY TASK FORCE

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## SAN LUIS OBISPO ECONOMIC VITALITY CORPORATION

President/CEO – John Dunn (Retired)

## AGRICULTURE / WINE INDUSTRY

Paso Robles Wine County Alliance Executive Director – Stacie Jacob

Viticulturist – Roberts Vineyard Services & Consulting Services Management – Neil Roberts

## MAIN STREET ASSOCIATION

Rose in the Woods/Chair of the Board – Jim Reed

## RETAIL

J. C. Penney Store Manager – Floyd Olsen

## EDUCATION

Paso Robles Public School District – Dr. Patrick Sayne

Cuesta College North County Campus Executive Dean – Sandee McLaughlin

Cal Poly Dean College of Architecture and Environmental Design – R. Thomas Jones, AIA

## DEVELOPMENT / CONSTRUCTION

North Coast Engineering, Inc. – Larry Werner

Estrella Associates, Inc. – Dick Willhoit

Developer – Rob Gilson

## BANKING

Heritage Oaks Banks Board Member – Dee Lacey

## HEALTH CARE

Twin Cities Hospital/Tenet Health Care – Sue Ellen Smith

Twin Cities Hospital/Tenet Health Care – President/CEO Rick Lyons

## MANUFACTURING

IQMS Software – Owner – Nancy Flamm

## REAL ESTATE

Peabody & Plum Realtor – Mike Ryan

## NEWSPAPER

The Tribune Publisher – Chip Visci

## TOURISM

River Oaks Golf Course & Seasons Restaurant General Manager – Pam Lyons

Paso Robles Event Center – Dee Lacey

## CHAMBER OF COMMERCE

President/CEO – Mike Gibson

## CITY OF PASO ROBLES / GOVERNMENT

Mayor – Frank Mecham

Council Member – Fred Strong

City Manager – Jim App

Assistant to the City Manager – Meg Williamson

## SPECIAL ADVISORS

UCSB Economic Forecast Project Executive Director – Dr. Bill Watkins

Economic Vitality Corporation of San Luis Obispo County – President/CEO Michael E. Manchak

# FORWARD

THERE HAS BEEN A MOUNTING SENSE OF ANTICIPATION AND APPREHENSION ABOUT THE FUTURE OF PASO ROBLES. AFTER A DECADE OF ECONOMIC AND POPULATION GROWTH, SOME WONDER WHAT IS NEXT FOR PASO ROBLES.

Is growth necessary or desired? What form might it take? Can or should there be an effort to encourage jobs and commerce, as well as accommodate housing? If so, how can small town character continue to thrive while promoting economic vitality and individual opportunity? Can a way of life distinct from suburbia and metropolis be sustained?

The effort to address these questions, to craft a wholly new economic strategy, evolved out of an interest on the part of many that care deeply about the future of Paso Robles. The City Council and the Chamber of Commerce have led the effort. They have drawn on the talents and expertise of accomplished individuals from the worlds of business, commerce, finance, agriculture, education, government, tourism, publishing, entertainment, and economics.

Their collective endeavor has produced a vision – a strategy for the future – presented here for consideration.



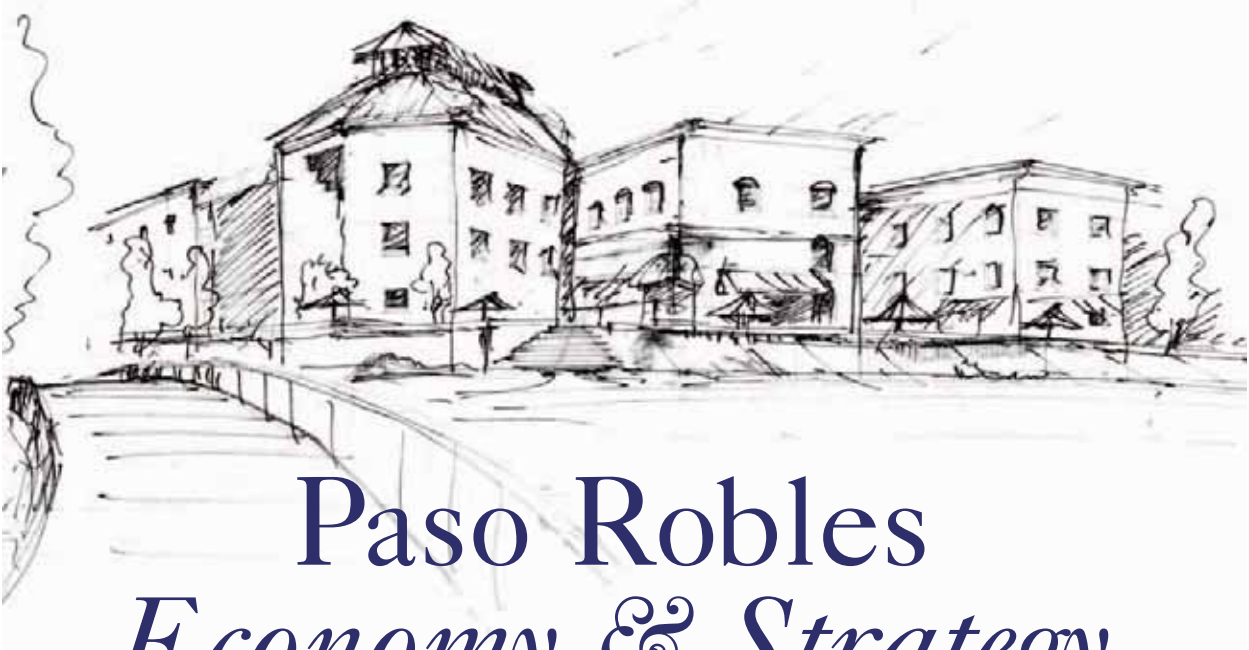
## A VISION FOR PASO ROBLES' ECONOMY

Paso Robles is at a crucial juncture. It faces significant change – in population, demographics, technological advancements, competition, and financial responsibilities – locally, regionally, and state-wide. A parallel transformation of approach to economic vitality is needed if the City is to maintain, even improve, quality of life for its residents.

When and how change is addressed will shape the economic future. A vision and strategy for economic and community development is called for – one that increases opportunity, spurs investment, encourages local enterprise, serves the needs of local residents, workers and businesses, promotes stable employment, reduces poverty, offers family and neighborhood life, and is both inclusive and sustainable.

The City Council has called for just such a reformation of the community's economic vision and strategy. This report lays out the rationale for a wholly new economic vision and strategy as it contains data and analysis that reveal community assets, challenges, and opportunity. And, most importantly, it offers a new vision, or strategy, for increasing and sustaining economic vitality.

Representatives of the City, Chamber of Commerce, and other key public and private stakeholders collaborated to develop this new strategy. Its principle goal is to improve livability and the quality of life in the City through economic growth. The strategies included in this new vision are fashioned to enhance the competitive position of individuals, local industry and commerce, the City, and the region as a whole, by building on and promoting community assets, addressing barriers to progress, and mobilizing public and private resources.



# Paso Robles *Economy & Strategy*

June 29th 2005 the community received a report concerning its economic performance and forecast for the near term. The conclusion: gross domestic product is experiencing real growth at a healthy and sustained rate. The growth is fueled by retail sales and services, construction, rising home values and sales, agriculture, and wine industry-related tourism. Industry mix is better balanced than other area communities, and a vibrant, distinctively identified community center (downtown) offers a range of commerce, dining, entertainment, and civic uses.

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**T**he forecast is a testament to the community's historical consensus and commitment to economic vitality. This result is earned – and good news.





## Challenges: Earnings Education Jobs

**In the midst of this good news, there are some challenges:**

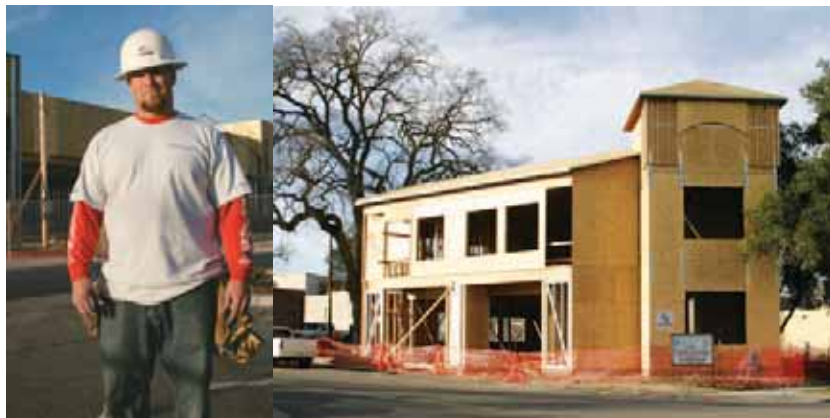
- Low average worker and household earnings,
- Low educational attainment of the community workforce,
- Projected job growth predominantly in unskilled positions in low paying industries.

**And, there are other factors that will impact the local community and its economic future:**

- Influx of “wealthy” and active retirees,
- Housing affordability (as measured against earnings),
- Location midway between major metropolitan areas,
- California population growth, especially in the Central Valley.

These issues and trends are not unique to Paso Robles, but are compelling in that they reflect greater California dynamics. When and how these challenges and issues are addressed will shape the economic future. A vision and strategy for economic and community development is called for – one that encourages local enterprise, serves the needs of local residents, workers and businesses, promotes stable employment, increases opportunity – individual, corporate and societal, reduces poverty, offers family and neighborhood life, and is both inclusive and sustainable.

The scope of tomorrow’s economic development strategy must be fashioned to achieve its own self-sustaining vitality. It would target **improvement of the livability and quality of life in the City through economic growth** – economic growth that stimulates investment, high quality jobs, and wealth.



To meet this challenge, successful cities across North America have modeled their economic development strategies upon principles for building prosperous and livable communities. These principles provide a common guide to promoting economic vitality. The principles are:

## Vision and Inclusion

Communities need a vision and strategy for economic development. Visioning, planning and implementation efforts should continually involve all sectors, including the voluntary civic sector.

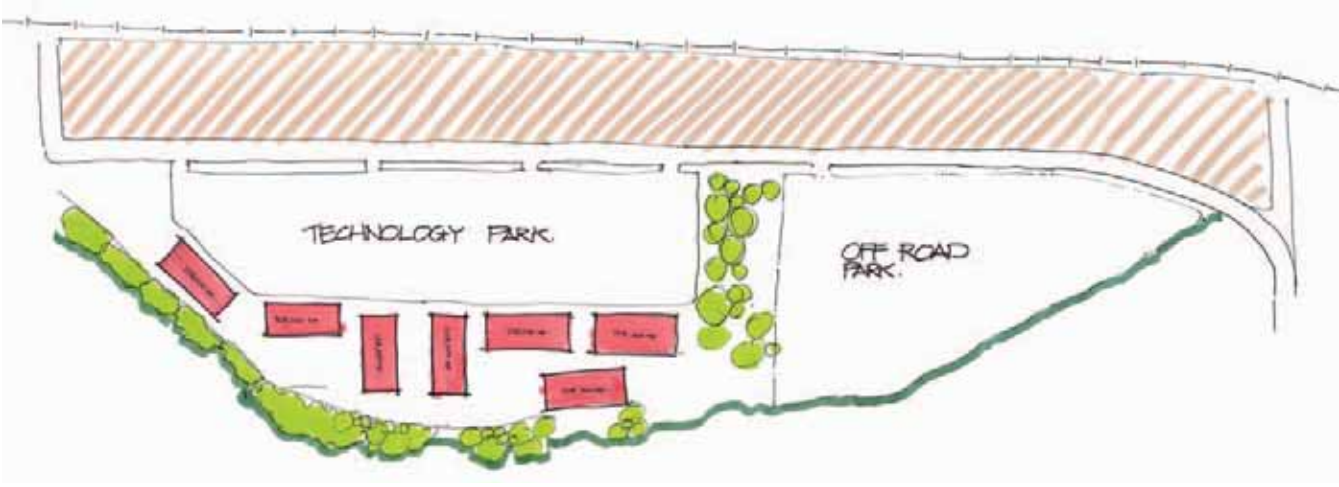
## Human Investment

Because human resources are so valuable in the information age, communities should provide life-long skills and learning opportunities by investing in excellent schools, post-secondary institutions, and opportunities for continuous education and training available to all.



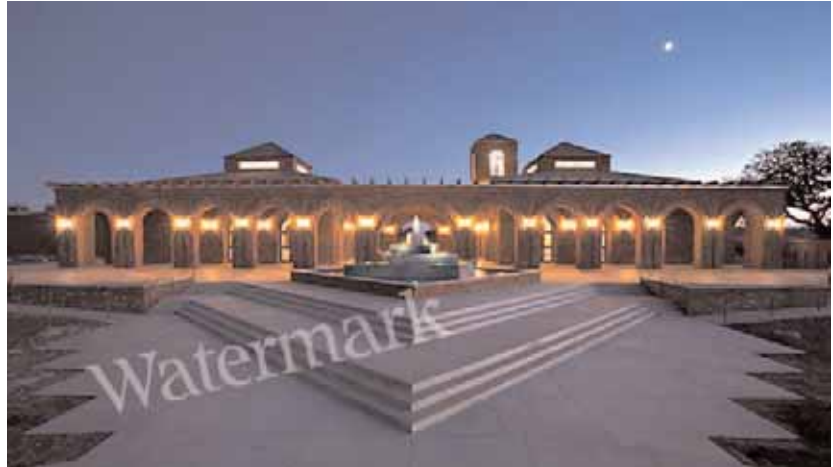
## Industry

Communities should identify specific gaps and niches their economies can fill, and promote a diversified range of specialized industry clusters, drawing on local advantages to serve local and international markets.



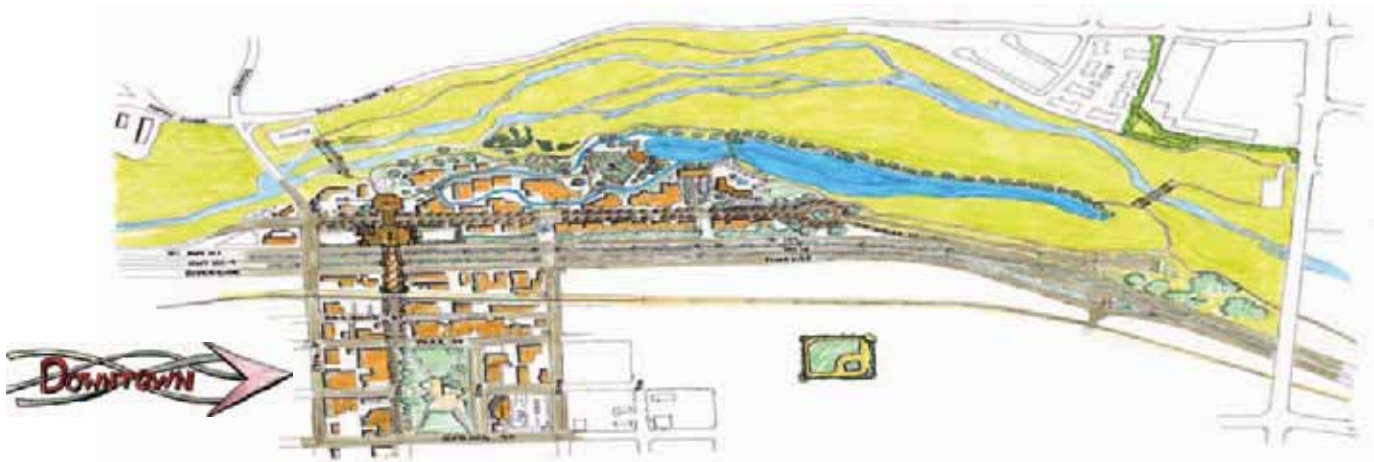
## Local Focus

Because a community's most valuable assets are the ones they already have, and existing businesses are already contributing to their home communities, economic development efforts should give first priority to supporting existing enterprises as the best source of business expansion and local job growth. Community economic development should focus on promoting local entrepreneurship to build locally based industries and businesses that can succeed among national and international competitors.



## Distinctive Communities

Having a distinctive identity will help communities create a quality of life that is attractive for business retention, future residents and private investment. Community economic development efforts should help to create and preserve each community's sense of uniqueness, attractiveness, history, cultural and social diversity, and include public gathering places and a strong local sense of place.



## Center Focus

Communities should have an appropriately scaled and economically healthy center focus. At the community level, a wide range of commercial, residential, cultural, civic, and recreational uses should be located in the town center or downtown. At the neighborhood level, neighborhood centers should contain local businesses that serve the daily needs of nearby residents.

## *Compact Development*

To minimize economic, social, and environmental costs and efficiently use resources and infrastructure, new development should take place in existing urbanized areas before using more agricultural land or open space.



## *Livable Communities*

To protect the natural environment and increase quality of life, neighborhoods and communities should have compact, multi-dimensional land use patterns that ensure a mix of uses, minimize the impact of cars, and promote walking, bicycling, and transit access to employment, education, recreation, entertainment, shopping, and services. Economic development and transportation investments should reinforce these land use patterns and the ability to move people and goods by non-automobile alternatives wherever possible.

## *Wired Communities*

Communities should use and invest in technology that supports the ability of local enterprises to succeed, improves civic life, and provides open access to information and resources.



## Poverty Reduction

Economic development efforts should be targeted to promote jobs that match the skills of existing residents, improve the skills of low-income individuals, and insure the availability of quality affordable transportation and housing.



## Environmental Responsibility

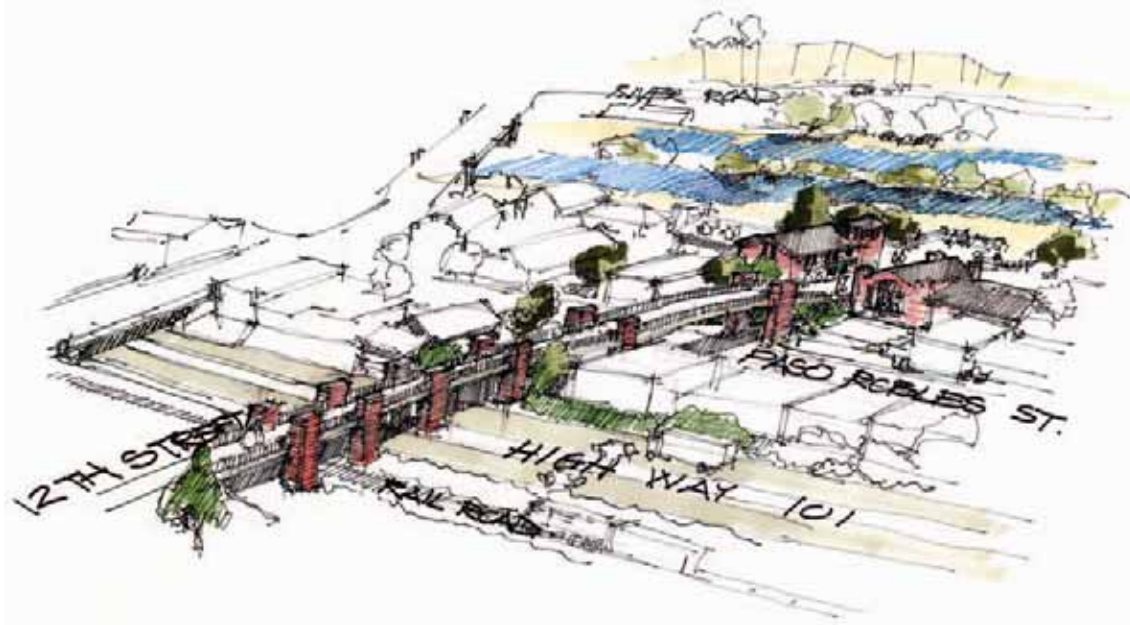
Communities should support and pursue economic development that maintains or improves, not harms, the environment and public health.



## Corporate Responsibility

Enterprises should work as civic partners, contributing to the communities where they operate, protecting the natural environment, and providing workers with good pay, benefits, opportunities for upward mobility, and a healthful work environment.





## Long-Term Investment

Publicly supported economic development programs and investments should be evaluated on their long-term benefits and impacts on the whole community, not on short-term job or revenue increases. Public investments should be equitable and targeted, support environmental and social goals, and prioritize infrastructure and supportive services that promote the vitality of all local enterprises instead of individual firms.



## Regional Collaboration

Since industries, transportation, land uses, natural resources, and other key elements of a healthy economy are regional in scope, communities and the private sector should cooperate to create regional structures that promote and respect local character and identity.

## Integrated Approach

Government, business, education, and the community should work together to create a vibrant local economy, through a long-term investment strategy that:

- encourages local enterprise,
- serves the needs of local residents, workers, and businesses,
- promotes stable employment and revenues by building on local competitive advantages,
- protects the natural environment,
- increases social equity,
- is capable of succeeding in the global marketplace.



Applying these principles to Paso Robles' challenges and opportunities, the economy needs to stimulate investment in high-value added activities – **high order, innovation based, high productivity activities** – often referred to as **the knowledge economy**. An economy based not so much on raw materials and cost containment, but on intellectual capital, technical know-how, innovation, flexibility, and entrepreneurship.

The source of these knowledge economy attributes is people. The generation of new ideas, and the translation of ideas into innovative products and services is the primary way to add value.

Education, training, and opportunities for continuous learning must be created to feed the demand

for innovation, the demand to add value.

The new economy would, therefore, consist of not only a means of producing goods and services, but a way of life and civic culture that **embraces and fosters continuous learning**.



And this continuous learning must be promoted and pursued not only in established educational institutions, but other informal hubs of social interaction, expression and creativity. Places as diverse as restaurants, cafes, theaters, museums – art and culture, coupled with public and private places of exceptional design, and open spaces that inspire and

connect with the natural environment, are features that can spark creativity (the very features sought by knowledge workers). It follows therefore, that **quality of place attracts people, and what attracts people can attract investment**.



The quality of neighborhoods, parks, rivers, schools, theaters, museums, galleries, and urban design as well as industrial centers, roads, sidewalks, trails, telecommunications, utilities, and public transit also have a direct impact on this quality of place, as do the resources and programs that provide education, health, social and recreational services. These features are strategic assets that can be leveraged to support economic growth, or competitiveness – competitiveness to develop, attract and retain knowledge workers and high-value added activity investment.

One of the keys to making these desirable, attractive and needed quality infrastructure investments is to make them more efficient and cost-effective. Efficiency can be achieved by attracting and “housing” sufficient labor force and employment in a more compact urban form. Compact form can result in efficiencies in major infrastructure investments and enhance opportunities to house the labor force – **who will be needed to power the knowledge economy.**

Transition to a knowledge economy is a significant commitment, and to be realized, it must be communicated. More specifically, a community needs to actively **promote local industry, products, services and destinations to the world** – let them know what is here; let them know there is opportunity.

Such is the opportunity here and now. Economists suggest a move towards high-value added, specialty activities. High-value added specialty commerce is typically driven by knowledge and know-how, creativity and flexibility, entrepreneurship and strategic alliances. Producing, attracting and retaining knowledge investment, industry, commerce, and workers requires a strategy that promotes:

### **Quality of life Quality of place**

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- Create opportunities for personal and professional growth;
- Maintain safe, healthy and attractive physical environment;
- Encourage and enrich urban culture and center (downtown) focus;
- Establish cohesive, compact and livable community for individuals and families.



### **Human intellectual capital, creativity, and technical capabilities**

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- Focus on knowledge and skill development;
- Support for high-quality basic, advanced, and technical education.



### **Local institutions of innovation, learning, and networking**

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- Establish strategic alliances with institutions of higher learning and business associations;
- Encourage diverse informal centers of creativity, learning and interaction (theatres, galleries, museums, performing arts centers, restaurants, community centers, etc.).

## Built, natural, and social environment

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- Improve overall quality of built form (design/architecture);
- Preserve, enhance, and provide access to key natural features/places;
- Provide quality education, health, arts, culture, and recreation programs and services;
- Expand and maintain high quality transportation systems and facilities, public places and buildings, telecommunication systems, and utilities.

## Regional presence and profile

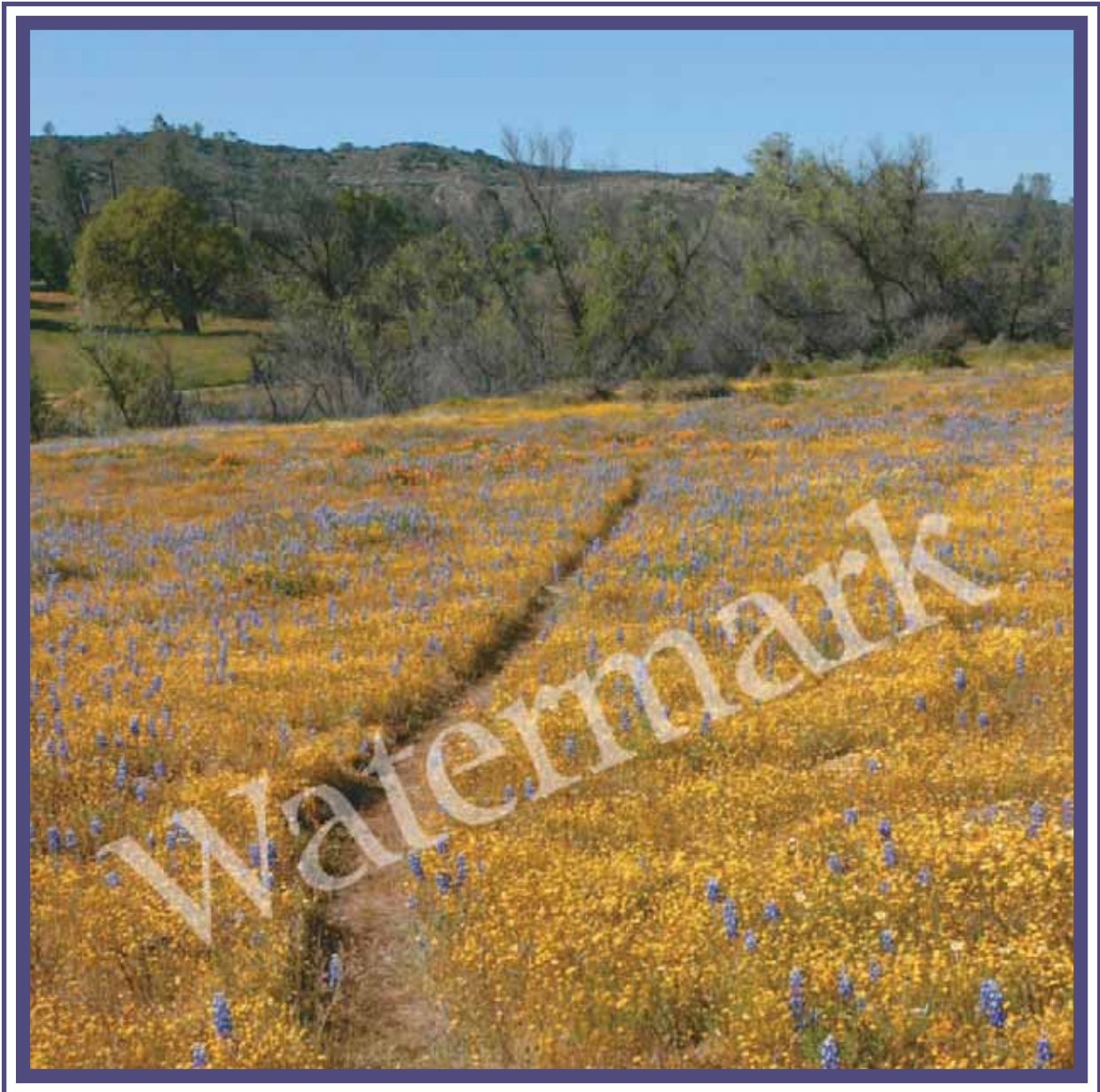
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- Brand Paso Robles locally and regionally;
- Promote local industry, products, services, and destinations regionally.

## Unity of vision

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- Establish a common vision and broad base of public and private support;
- Mobilize public and private stakeholder resources toward improving competitive position.



*A  
strategy  
that promotes  
and charts  
a course  
to realize  
these ideals  
is offered.*

*People  
Place  
Positioning  
Partnership*





# PEOPLE

Develop people to power the knowledge economy. Increase educational attainment and skills of, opportunities, and demand for local labor force.

## Promote and support a full continuum of education opportunities.

- Encourage bilingualism and honor cultural diversity;
- Support delivery of basic literacy and numeracy programs;
- Promote quality, relevant education and training programs;
- Recognize academic achievement (of individuals and institutions);
- Establish information clearinghouse of available education and training programs;
- Recognize and promote programs providing youth with relevant work experience.



Recognize and increase community and business investment in, and commitment to, education.



# *ACTIONS*



- Support long-term education facility and program funding alternatives.
- Support development of specialized education/vocational training, baccalaureate, and graduate degree programs and facilities.
- Develop, implement, and promote bilingual learning programs for residents and businesses.
- Expand and promote basic literacy and numeracy programs to residents and businesses.
- Business and education jointly expand and develop work experience/ apprentice programs.
- Establish joint City/business/labor endowment fund and scholarship program for all education levels.

Improve quality of place to attract investment and knowledge workers stimulate investment by establishing distinctive, quality, stable, safe and sustainable physical improvements and attractions that welcome industry, commerce, tourism, employment, and wealth necessary to maintain and enhance quality of life.

**Implement development policies to achieve more efficient use of infrastructure.**

- Encourage community development in live/work, mixed use, and compact, pedestrian oriented forms to accommodate all income levels and lifestyles;
- Prepare road, utility, and communications infrastructure to facilitate private investment;
- Establish stable, long-term funding for infrastructure;
- Increase labor force residents in the City.

**Develop distinctive design standards and invest in design excellence to:**

- Create inspiring and memorable places;
- Emphasize the appearance and qualities of the public realm;
- Create streetscapes, pathways, and public spaces of beauty, interest, and functional benefit to pedestrians;
- Encourage adaptive reuse of historic buildings;
- Preserve energy and natural resources.

**Stimulate investment in strategic areas and under-utilized sites.**

- Develop the Salinas River as a signature landscape and attraction;
- Enhance and expand the downtown to a mixed use dining, entertainment, culture and shopping destination featuring a new river front;
- Allocate public resources to support and promote arts, culture, and conferencing;
  - Develop a downtown center for the arts, culture and conferences,
  - Encourage and recognize business investment and involvement in the arts, culture and major events.
- Prepare the Airport for high quality business, transportation, and visitor investment and activity.

**Support agriculture as a viable industry and visitor attraction by featuring it as the distinguishing community environment.**

**Increase intensification, supply, and range of housing to attract and accommodate a skilled labor force.**

# *ACTIONS*



- Develop and implement form based code and architectural design, “green” building, and historic preservation/reuse standards.

- Prepare and implement target area vision/plans including Downtown Center – Salinas River Corridor Plan, Downtown Expansion Plan, Civic Center Plan, City Park Master Plan; and, Airport – Master Plan.

- Develop a Culture Plan to establish and support facilities for the arts and culture.

- Develop, fund and implement the “purple belt” plan.

- Identify and evaluate alternatives to increase the labor force resident in the City.

- Develop design for, and invest in, transportation and utility infrastructure for targeted areas – downtown/civic center/river front and Airport – to create development ready sites and attract private investment.

- Identify, evaluate and seek out long-term infrastructure funding alternatives.

# POSITIONING

Develop and market the unique character, heritage and special attributes of the community as the region's destination to visit, shop, invest, work and live.

## Promote the City as a center of high value agriculture and industry.

- Showcase the Paso Robles wine appellation and industry as the emerging center of world class wines;
- Promote viticulture investment/business opportunities in winery production, tasting, equipment research/design/production/sales/service, marketing and sales, and end-destination attractions;
- Develop and promote year-round and special events that highlight viticulture, olive oil, and equestrian attractions.

## Market Paso Robles as an ideal setting for the emergence and convergence of value-added medical, health and wellness services.

- Encourage public/private partnerships to develop integrated medical research/business/destination facilities – to host medical research and promote technology transfer/commercialization to specialized medical interventions, rehabilitation clinics, and health and wellness spas;
- Promote health and wellness service/facility investment/business opportunities in end destination medical and visitor attractions;
- Entice investment in, and showcase, natural hot springs as a unique Paso Robles asset and cornerstone to health and wellness visitor destination attractions.

## Promote local industry, products, services and destinations.

- Identify and feature the interests of industry clusters;
- Develop web-based links to local industry and commerce;
- Implement high visibility business recognition and appreciation programs;
- Attract major events and conferences that focus attention on Paso Robles' assets;
- Expand and diversify hotel products, including end destination full-service resorts;
- Encourage and expand tourism attractions that highlight Paso Robles' unique identity and heritage (agricultural/equestrian education and entertainment – Paso Robles Event Center, historical and cultural sites, collections, and events).



# *ACTIONS*



- Develop and advance cluster group common interests and action plans to address human resource needs, technical and professional development necessities, infrastructure requirements, supply chain gaps, research and development challenges, and business incubation opportunities.

- Develop and implement web-based industry cluster and business information system and linkages to attract investment, expand markets, and sell local goods.

- Develop trade shows to showcase industry clusters, investment opportunities, and expand their markets.

- Implement business retention program to showcase businesses and identify/link common industry needs.

- Develop high visibility business recognition program.



# PARTNERSHIP

Create an alignment of strategic intent to collectively foster economic growth and improve the quality of life.

**Establish a common economic vision with a broad base of support.**

**Mobilize public, private, and community resources to improve competitive position through partnership.**

- Continually forge closer working relations with Cal Poly, Cuesta College, and local schools for:
  - increased/improved educational opportunities,
  - innovations in technology, design, programs and services,
  - joint beneficial development and application of services and resources.
- Intensify public/private collaboration to expand and enhance the unique flavor of downtown.
- Support regional marketing efforts that recognize and promote Paso Robles':
  - unique assets, heritage and distinctive character,
  - as a great place to visit, shop, invest, work and live,
  - as a year round dining, entertainment, event and conference destination,
  - as an emerging center of entrepreneurial, commercial, and business opportunity.



## ❧ ACTIONS ❧



- Establish community economic development roundtable to facilitate on-going public/private involvement in policy and program development, business outreach and recognition, and investment and market development.

- Improve linkages between industry clusters and education to address specialized labor requirements.

- Identify and encourage school and college joint development/use of education facilities and programs.

- Encourage synergy amongst and between, and reinvest in, attractions that showcase Paso Robles' unique identity and heritage including the Paso Robles Event Center, Pioneer and Historical Museums, historic buildings, agriculture, local artisans and culture, historic downtown, and the river front.

- Attract conventions that promote Paso Robles industry clusters and assets (to generate mid-week visitor demand, lure investment, and expand markets).

- Support regional cooperative marketing efforts and initiate joint marketing programs.

- Provide adequate, stable funding for tourism marketing and economic development.





# ACKNOWLEDGEMENTS

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University of California Santa Barbara – Economic Forecast Project –  
2005 Paso Robles Forecast

California State Employment Department/Development Department –  
Job Growth Projections for San Luis Obispo County

The Tribune – A Graphic of US Census Bureau Data –  
“How Education Levels Affect Income”

Public Policy Institute of California – “What Kind of California Do You Want?”

Regents of the University of California – Demographics

The Tribune – 11/28/05 – California Budget Project Report – “Population Expected to Grow  
Older, More Diverse”

The San Jose Mercury News – 11/25/05 – “Construction Trades Woo Younger Workers –  
Competing with College Cachet Not Easy for Industry”

Local Government Commission – Ahwahnee Principles for Economic Development for the  
21st Century

Local Government Commission – Ahwahnee Principles for Resource-Efficient Communities

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Drawings and Architectural Renderings are from:

Olsen/Beechwood Specific Plan – Moule & Polyzoides  
Architects and Urbanists 180 East California Boulevard at Pitcher Alley  
Pasadena, California 91105

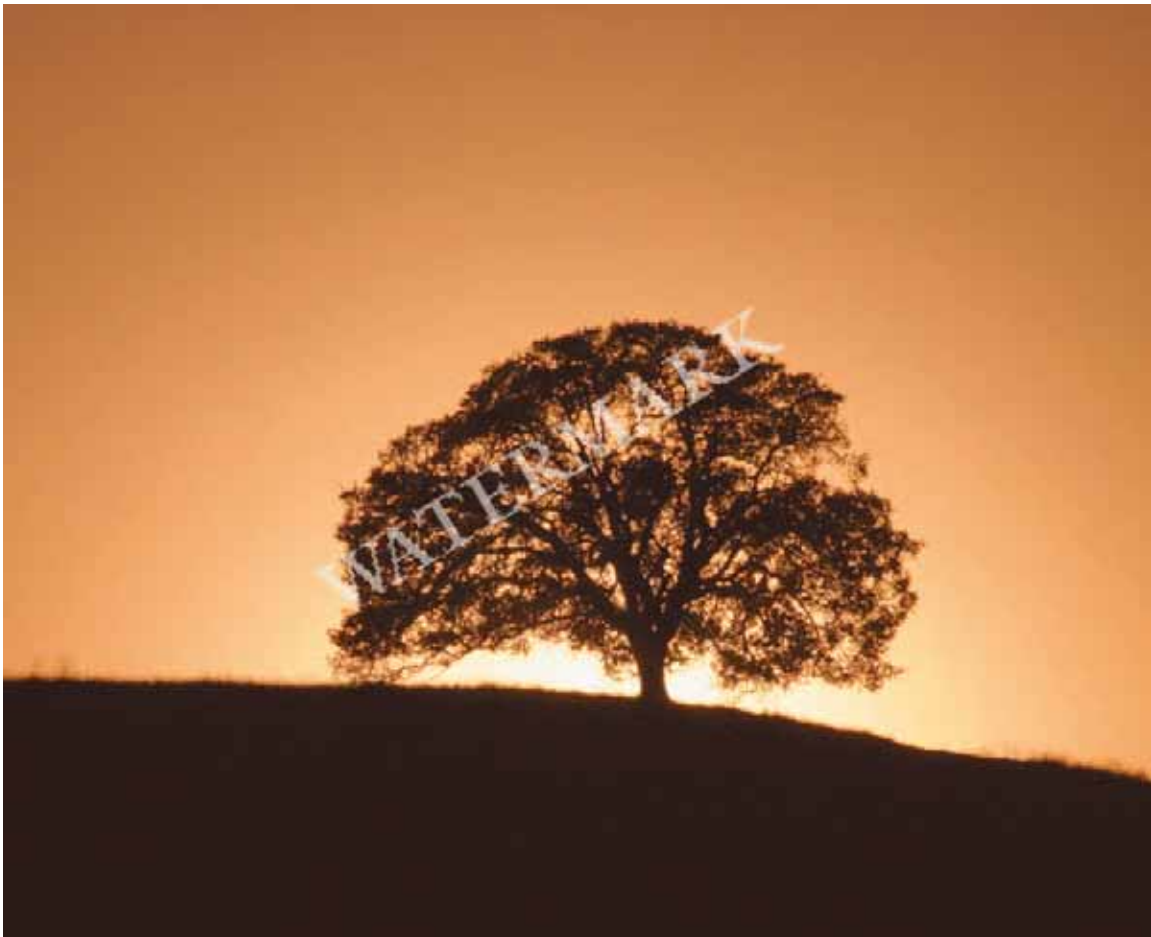
The Salinas River Design Workshop (2005)

Robert Hall Winery Photograph – Courtesy of Steve E. Miller  
Cuesta College Photographs – Courtesy of Cuesta College

Graphic Design and Stock Photography – Faye Baker [www.photogenics.biz](http://www.photogenics.biz)  
– Richard Baker [www.richardbaker.com](http://www.richardbaker.com)

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*Paso Robles*  
chamber of commerce

## Exhibit A: Status of General Plan Action Items as of June 30, 2006

**Note:** The Action Items in the table below are but brief descriptions intended to identify the subject matter of the action items and not to serve as a legal substitute for the full text of the Action Items. Please refer to the General Plan text for the full text of the action items.

Policy	Action Item Number & Brief Description	Status
<b>LAND USE ELEMENT</b>		
LU-1A Land Use Categories	1. Amend/update the Zoning Ordinance to ensure that there is a Zoning District for each General Plan Land Use Category on Table LU-2.	<ul style="list-style-type: none"> <li>• Completed: R-5 (RMF-20), Mixed Use and Senior Housing Overlay Zones.</li> <li>• Yet to be completed: PF, MH, and Vine Street Overlay Zones</li> </ul>
	2. Allow projects in the Mixed Use land use category and/or in Specific Plan areas to be developed with more than one land use.	Completed: Mixed Use Overlay regulations. In progress: Chandler Ranch Area, Olsen Ranch, and Beechwood Area Specific Plans.
LU-1B Airport Land Use Compatibility	1. Prohibit further subdivision of land within the Airport Land Use Review Area, or changes to land use or zoning, that would accommodate additional dwelling units.	Completed: Airport Land Use Plan Update
LU-2B Visual Identity	1. Amend/Update the Zoning Ordinance to define standards. Encourage property-owners to upgrade existing buildings and sites to conform to these standards.	Zoning Code Amendment to be scheduled. Design guidelines have been completed for commercial, industrial, and multi-family development. Converting and consolidating our guidelines into design standards needed
	2. a. Adopt design standards to clearly articulate how important public views, gateways and landmarks are to be maintained/enhanced. b. Ensure that residential building lots are of sufficient size to preserve the topographic and aesthetic features of the landscape.	<ul style="list-style-type: none"> <li>• In Progress FY 06/07:</li> <li>• As needed/ongoing action</li> <li>• Additional work needed</li> </ul>
	3. Require utilities to be placed underground in new development projects.	Ongoing action and Design Standards needed
	4. Continue to enhance the downtown as a priority.	Ongoing action
	5. Require new development to mitigate its share of the impacts to the natural and built environment as feasible and appropriate.	<ul style="list-style-type: none"> <li>• Completed: Community Facilities District</li> <li>• Completed: updating of AB 1600 fees to offset impacts to City infrastructure.</li> <li>• As needed/ongoing action: mitigation via conditions on new development.</li> </ul>
LU-2C Local Heritage	1. Establish a Vine Street Historic Overlay District and adopt design guidelines.	<ul style="list-style-type: none"> <li>• Completed: design guidelines</li> <li>• To be scheduled.: Vine Street Overlay District</li> </ul>
	2. Review new development projects for consistency with the Downtown design guidelines and the Vine Street neighborhood guidelines.	<ul style="list-style-type: none"> <li>• As needed/ongoing action (downtown)</li> <li>• To be scheduled. (Vine Street).</li> </ul>
LU-2D Neighborhoods	1. Review/revise the Zoning Ordinance to address the size, use and appearance of accessory structures to ensure neighborhood compatibility.	To be scheduled.
	2. Preserve health and safety, and strengthen the integrity of neighborhoods and districts by implementing traffic calming measures.	Completed: Traffic calming plan

**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

Policy	Action Item Number & Brief Description	Status
	3. Develop safety and traffic calming measures for the design of streets.	Completed: Traffic calming plan
	4. Review and update, as necessary, the City's Building Security & Construction Standards for exterior lighting, security, and safety measures.	To be scheduled.
	5. Require all new lighting to be shielded and directed downward in such a manner as to not create off-site glare or adversely impact adjacent properties.	Ongoing action. Design Standards needed.
	6. Continue to enforce the glare provisions of the Zoning Ordinance.	Ongoing action
LU-2E Purple Belt	1. Coordinate with the County and private organizations to identify boundaries of and obtain support for a "purple-belt" that buffers the eventual edge of the City.	In progress FY 06/07: Purple Belt Plan
	2. Acquire development rights/easements within the designated purple belt area.	To be scheduled after adoption of a Purple Belt Plan.
	3. Ensure that the County retains surrounding lands in very low-density rural residential, open space, and agricultural uses.	As needed/ongoing action
	4. Implement strategies that help preserve or protect agriculture beyond the City limits.	To be scheduled after adoption of a Purple Belt Plan.
	5. Require disclosure agreements for new non-agricultural development within 500 feet of an existing agricultural use.	Ongoing action
LU- 2F Planning Impact Area	1. Evaluate annexation requests for conformance with adopted General Plan goals, policies and action items, as well as public infrastructure and service plans.	Completed: Olsen Ranch, Beechwood Area, and Linne Road (Our Town) Annexations.
	2. Continue to review and comment on planning efforts and development projects being considered by the County within the City's Planning Impact Area.	As needed/ongoing action
LU- 2G Specific Plans	1. Encourage establishment of Specific Plans for other areas.	In Progress FY 06/07: Chandler Ranch Area, Olsen Ranch, and Beechwood Area Specific Plans.
	2. With environmental review of new Specific Plans, prepare fire station analysis identifying staffing requirements, station location, and response times.	In Progress: Chandler Ranch Area, Olsen Ranch, and Beechwood Area Specific Plans.
LU- 2H Downtown	1. Continue requiring new projects to implement the adopted Downtown Design Guidelines and to adhere to the development standards of the Zoning Ordinance.	As needed/ongoing action. Design Standards needed
	2. Promote a vibrant Downtown using several specified methods.	Ongoing action
LU- 2I Infill	1. Amend the Zoning Ordinance to allow mixed-use projects in the Downtown and other suitable locations.	Completed: Mixed Use Overlay regulations.
	2. Prior to or concurrent with consideration of any mixed use projects, stringent design and construction standards shall be established.	Completed: Mixed Use Overlay regulations.
LU-2J Public Art	1. Public and private development projects shall be required to contribute toward the establishment and maintenance of art in public places.	Completed: Public Art Policy for public projects
LU-4A Service Levels	1. Direct City revenues towards continuing to fund the public services and on-going maintenance/operation of public facilities and utilities provided by the City.	See response to Action Item #5 under Policy LU-2B.
	2. Require new development in annexation areas and/or specific plan areas to establish funding mechanisms to pay for the construction, maintenance, and operation of required City services and facilities on an on-going basis.	See response to Action Item #5 under Policy LU-2B.
	3. Require a fiscal impact analysis for new development in annexation areas and/or specific plan areas and condition projects accordingly so as to ensure that they will be fiscally neutral and not result in a net loss for the City.	In Progress FY 06/07: Chandler Ranch Area, Olsen Ranch, and Beechwood Area Specific Plans.
	4. As part of implementation of the General Plan Update:	

**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

Policy	Action Item Number & Brief Description	Status
	<ul style="list-style-type: none"> <li>- Review/refine the existing Growth Management Plan to address Emergency service needs on a periodic basis.</li> <li>- Revise/update the City's Master Plans of Water, Sewer, Storm Drainage, and Solid Waste and City standards and specifications for public facilities.</li> <li>- Update the Capital Improvement Program so that it is in conformance with the revised Master Plans.</li> <li>- Investigate expansion of branch libraries to serve outlying areas and adding new outreach programs, including a book mobile.</li> <li>- Implement planned City library expansion into the 2nd floor of the existing library and develop City hall relocation plans, as feasible.</li> <li>- Maintain the Youth Arts Center satellite library.</li> </ul>	<ul style="list-style-type: none"> <li>• Growth Management Plan Update to be scheduled for FY 06/07</li> <li>• In Progress FY 06/07: Updates of Storm Drain, Water, and Sewer Master Plans</li> <li>• Solid Waste Master Plan Update to be completed in December 2006.</li> <li>• To Be Scheduled: Library expansion and branches</li> <li>• Scheduled for FY 06/07: Civic Center Master Plan</li> <li>• Ongoing action. To be scheduled: move to now facility in partnership with First 5 School Readiness Family Resource Center</li> </ul>
LU-4B Public Schools	1. Enable collection of impact fees for development of capital facilities for public schools permitted by State Law to be collected with issuance of building permits.	Ongoing action
	2. Investigate and implement means to eliminate shortfalls that may result from the insufficiency of those impact fees to fund the acquisition of sites and construction of public schools. Such means may include the following: <ul style="list-style-type: none"> <li>1. Conditioning legislative actions upon payment of supplemental fees, or making dedications of land in lieu of fees.</li> <li>2. Formation of Community Facilities Districts or equivalent tools which include funding for acquisition of sites for and construction of public schools.</li> </ul>	Community Facilities District provisions have been established; there do not appear to be further steps that can be taken at this time.
	3. Support the school districts' request that public school sites be located in accordance with specified standards:	As needed/ongoing action
	4. Refer development applications to Paso Robles and Templeton School Districts. Seek to minimize traffic and circulation problems in the vicinity of school sites.	Ongoing action
	5. Facilitate the provision of schools by continuing to work closely with the school districts during the site selection and development process.	As needed/ongoing action
	<b>CIRCULATION ELEMENT</b>	
CE-1A Circulation Master Plan	1. Pursue funding and implementation of the circulation improvements shown in Table CE-1 (following this table).	See comments on Table CE-1.
	2. Use Municipal Code and CEQA for setting conditions of approval of development applications to provide adequate access to all parcels and to make appropriate improvements to the transportation systems serving subject sites.	Ongoing action
	3. Preserve right-of-way and require construction in-lieu fees and developer fees and/or region-wide supplemental funding to construct bridges and interchanges.	As needed/ongoing action
	4. Encourage the County to require development surrounding the City to dedicate and improve streets to City Standards to provide other transportation improvements, and to pay the City's transportation development impact fees.	As needed/ongoing action

**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

<b>Policy</b>	<b>Action Item Number &amp; Brief Description</b>	<b>Status</b>
	5. Update the Zoning, Subdivision, Streets and Sidewalk chapters of the Municipal Code, as well as the Standard Conditions of Approval and Standard Specifications and Details as needed.	As needed/ongoing action.
	6. Develop a traffic calming program, and implement traffic calming measures to minimize the impacts on the use of local streets by vehicular traffic and to maintain/enhance health, safety and livability of the neighborhoods.	Completed: Traffic calming plan
	7. Use the Capital Improvement Program and the City's Budget process to prioritize and fund major improvements.	As needed/ongoing action
	8. Continue to actively seek federal, state, and regional grants and/or funding.	Ongoing action
	9. Use development impact fees to fund any needed improvements as may be required to serve new development. Update these fees as necessary.	Ongoing action
	10. Install handicapped ramps on street corners.	Ongoing action
	11. Explore the feasibility of all traffic signals with centralized control systems.	Ongoing action
	12. Consider establishing limitations on unnecessary truck traffic in residential areas, including signed truck routes.	In Progress in FY 06/07 as part of Pavement Management Program.
CE-1C Airport	1. Establish policy and actions items as part of the Airport Master Plan and Airport Land Use Plan Updates.	Completed: Airport Master Plan and Land Use Plan Updates
	2. Pursue federal and state grants for airport improvement projects.	As needed/ongoing action
CE-1D Transit	1. Continue operation of local bus service and inter-connection with regional transit.	As needed/ongoing action
	2. Make information available on traffic and circulation, as well as transit.	As needed/ongoing action
	3. Require new development to provide bus stops, shelters, and turn outs.	As needed/ongoing action
CE-1E Rail	1. Maintain adequate freight rail service to commercial and industrial properties located along the railroad right-of-way.	As needed/ongoing action
	2. Coordinate with the San Luis Obispo Council of Governments regarding the potential for commuter rail service.	Ongoing action
	3. Investigate expanding Amtrak rail service to the City.	SLOCOG is working on this action.
	4. Promote the Amtrak bus feeder link, which provides connections to trains north and south of the City.	SLOCOG and SLORTA are working on this action.
CE-1F Pedestrian Access & General Coordination	1. Implement an ongoing program to identify and eliminate hazardous conditions to pedestrians.	In Progress FY 06/07: ADA study
	2. Provide safe and convenient pedestrian, bicycle and vehicle access to the Cuesta College North County Campus, through specified means.	To be scheduled
	3. Work with San Luis Obispo County and SLOCOG to create/integrate local traffic models as tools to evaluate impacts/formulate appropriate mitigation measures.	Ongoing action
	<b>HOUSING ELEMENT</b>	
	<i>The Housing Element is analyzed in a separate table.</i>	
	<b>CONSERVATION ELEMENT</b>	
C-1A Water Source,	1. Investigate and implement if feasible, development of supplementary water supplies to provide diversified resources and receive aquifer demand.	Ongoing action; Nacimiento Project is in design; agreement reached with PRIOR Group regarding

**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

<b>Policy</b>	<b>Action Item Number &amp; Brief Description</b>	<b>Status</b>
Supply & Distribution		Paso Robles Groundwater Basin.
	2. Investigate and implement, if feasible, basin recharge programs through non-traditional methods	Integrated Water Resource Plan to be completed by December 2006. Options include direct and indirect recycled water use
	3. Maintain/update the Urban Water Management Plan and implement Best Management Practices as feasible.	In progress; to be completed by December 2006 in conjunction with the Integrated Water Resource Plan.
	4. Maintain an updated Water Master Plan and develop needed water production, treatment, storage and distribution facilities as part of the Capital Improvement Plan/Budget.	Ongoing action; Water and Sewer Master Plan updates to be completed by December 2006; Capital Improvement Plan to be updated by June 2007.
	5. Maintain potable water quality via the following measures a. Continue to monitor City water supplies wells for water quality requirements. b. Encourage minimization of applications of agricultural chemical fertilizers and pesticides and enforce conservative application of agricultural waters. c. Provide treatment and distribution systems needed to assure conveyance of potable water that meets all water regulations.	Ongoing action In progress: updated private well policy and ordinance scheduled for Council consideration in FY 06/07.
	6. New water service shall not be extended to areas outside the City boundaries.	As needed/ongoing action
	7. Maintaining private water well use shall be allowed only for existing agriculture uses and then only when approved by City Council.	In progress: updated private well policy
C-1B Sewer Service	1. Maintain an updated Sewer Master Plan and develop needed sewer conveyance and treatment facilities as part of the Capital Improvement Plan/Budget.	Ongoing action; see Status of Action Item #4 under C-1A, above.
	2. Require sewer connection for all new buildings.	Ongoing action
	3. Require the abandonment of all septic systems at such time that a sewer becomes reasonably available to a parcel.	Ongoing action
	4. The City shall not provide nor permit delivery of City sewer services to areas outside the existing City limits until such areas are annexed.	Ongoing action
	5. Develop wastewater effluent discharge alternatives including land percolation/ evaporation and/or recycling.	In progress: see Status of Action Item #2 under C-1A, above.
C-1C Storm Drainage	1. Maintain and update the Storm Water Master Plan. Implement, as feasible, recommended actions and Best Management Practices described in the Plan.	In progress: Storm Drain Master Plan Update
	2. Establish a variety of revised development standards as may be appropriate.	To be scheduled
C-1D Solid Waste	1. Support and participate in an update to the County Solid Waste Management Plan.	To be scheduled
	2. Reduce the amount of solid waste to be taken to the landfill by implementing the City's Source Reduction and Recycling Element.	Ongoing action. City is participating with the SLO Integrated Waste Management Authority (IWMA). IWMA has met 50% reduction goals
	3. Develop a City-specific solid waste master plan.	To be scheduled
C-2B Air Quality/ Vehicle Miles Traveled	1. Provide bikeways, pedestrian paths, and transit turn-outs/stops as requirements of development applications.	Ongoing action
	2. Encourage the development of transit facilities.	Ongoing action



**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

Policy	Action Item Number & Brief Description	Status
	3. Strive to recruit new industry as part of on-going efforts to create a balanced community where the majority of residents can live, work, shop and play, thereby reducing the commute lengths for some City residents.	Ongoing action
	4. Encourage infill development.	Ongoing action
C-2C Air Quality/ Emissions Reduction	1. Continue to prohibit agricultural burning.	Ongoing action
	2. Encourage private sector efforts to provide composting and creation of mulch in locations that avoid incompatibility of land uses.	As needed/ongoing action
	3. Require builders to use appropriate techniques to minimize pollution from construction activities.	Ongoing action
C-3A Oak Trees	1. Implement the Oak Tree Preservation Ordinance.	Ongoing action
	2. Plant oaks in parks and on other City-owned properties.	
C-3B Sensitive Habitat	1. With CEQA review of new development, prepare biological studies, explore alternatives to habitat removal, and seek input from other public agencies with expertise in biological resources.	Ongoing action
	2. With CEQA review of new development, require mitigation of potential impacts to the San Joaquin Kit Fox and its habitat be provided.	Ongoing action
	3. Encourage use of native plants.	Ongoing action
C-4A Mineral Resources	1. Continue to permit surface mining of sand and gravel as a conditional use within the Salinas River and Huerhuero Creek.	Ongoing action
	2. Ensure that measures are adopted to protect the capability for future extraction of sand and gravel.	As needed/ongoing action
C-5A Visual Resources	1. Investigate and implement, as feasible, a variety of alternative funding sources to enhance important visual resources.	To be scheduled
	2. Establish/implement site design, landscaping, architecture, and sign design standards to define gateways, corridors, major arterials, and natural areas.	Gateway Design Standards are in process. Additional City-wide Guidelines to be scheduled
C-6A Historic Resources	1. Continue to implement the Council adopted Downtown Design Guidelines	Ongoing action
	2. Establish a Vine Street Historic and Architectural Preservation Overlay District. Prepare and implement design guidelines for future development and renovations.	To be scheduled
C-6B Archaeo- logical Resources	1. For projects subject to CQA, prepare archaeological studies. Incorporate mitigation measures identified by such studies into the development.	As needed/ongoing action
	<b>OPEN SPACE ELEMENT</b>	
OS-1A Open Space/ Purple Belt	1. This plan/program is to address: (a) open space acquisition; (b) acquisition priorities; and (c) maintenance and monitoring of City-owned open space areas	No action indicated. (this action item is informational in nature.)
	2. Reserve easements for public access, preferably trail access, to large units.	As needed/ongoing action
	3. Develop strategies for pursuing federal, state, and private funding for the Open Space/Purple Belt plan/program.	To be scheduled after adoption of a Purple Belt Plan.

**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

Policy	Action Item Number & Brief Description	Status
	4. Review development projects to ensure they complement the natural environment and agricultural lands, as applicable, in their location and design.	As needed/ongoing action
	5. Investigate and implement the transfer of development rights from open space lands to other lands and dedication of conservation easements where appropriate.	To be scheduled after adoption of a Purple Belt Plan.
	6. Strive to establish an agricultural buffer between publicly-accessible open spaces and bordering agricultural lands.	As needed/ongoing action
	7. Coordinate the City's Open Space/Purple Belt plan/program with neighboring communities, the County of San Luis Obispo, and non-profit agencies.	In Progress: Purple Belt Plan
	8. Investigate with San Luis Obispo County, establishment of permanent agricultural and open space areas that buffer communities from continuous urbanization and promote efficient growth patterns.	To be scheduled after adoption of a Purple Belt Plan.
	9. Ensure that the County retains surrounding lands in very low-density rural residential, open space (including natural resource), and agricultural uses.	See response to Action Item #3 under Policy LU-2E
	10. Implement strategies that help preserve or protect agriculture, including: - Establish agricultural buffer easements, berms and/or vegetative screening, on property proposed for urban development. - Implement the City's adopted "right-to-farm" ordinance. - Participate in the Williamson Act and other farmland preservation programs.	To be scheduled after adoption of a Purple Belt Plan.
	11. Require disclosure agreements for new non-agricultural development within 500 feet of an existing agricultural use.	As needed/ongoing action
	<b>NOISE ELEMENT</b>	
N-1A Noise Minimization	1. Revise/update the noise performance standards as needed to be consistent with the Noise Element's Goals, policies, and standards.	As needed/ongoing action
	2. Periodically review and update the Noise Element to ensure that noise exposure info. and policies are consistent with changing conditions within the City and with any new noise control regulations or policies.	As needed/ongoing action
	3. Make the Acoustical Design Manual available to the public so that they can incorporate noise reduction measures into private projects.	Ongoing action
	4. Provide appropriate noise attenuation features in the design of new arterial streets.	Ongoing action
	5. Where feasible, require installation of noise barriers along arterial rights-of-way.	As needed/ongoing action
	6. Develop procedures to finance and facilitate construction of sound walls and other noise mitigation measures where the City Council determines they are needed.	As needed/ongoing action
	7. When mitigation must be applied to satisfy City noise standards, specified priorities for mitigation shall be observed.	As needed/ongoing action
	8. Mitigation for new residential development shall proceed as described in Table N-6 of the Noise Element Technical Appendix.	As needed/ongoing action
	9. For new residential development where outdoor activity areas are impacted with noise exceeding 65 dbA, the DRC may require installation of noise barriers.	As needed/ongoing action
	10. Use measures listed in the Acoustic Design Manual where necessary to reduce interior noise	Ongoing action

**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

<b>Policy</b>	<b>Action Item Number &amp; Brief Description</b>	<b>Status</b>
	levels for new residential development to 45 dBA.	
	11. For non-residential noise-sensitive uses, mitigation may proceed in a manner similar to that described in Table N-6 of the Noise Element Technical Appendix.	As needed/ongoing action
	12. Require acoustical analyses where a proposed new noise-sensitive land use may be exposed to noise levels that exceed City noise standards.	As needed/ongoing action
	13. Permit new development only where the noise level from existing stationary noise sources will not exceed specified standards or where mitigation measures have been incorporated into the design of the development.	As needed/ongoing action
	14. Where a new stationary, non-agricultural noise source is proposed to be developed or an existing stationary noise source is proposed to be expanded, mitigation of noise levels that exceed those listed in Table N-5 shall be required.	As needed/ongoing action
	15. Develop and employ procedures to ensure that noise mitigation measures required pursuant to an acoustical analysis or as specified in the Noise Element are implemented in the development review and building permit processes.	As needed/ongoing action
	16. Maintain open space to provide noise attenuation zones.	As needed/ongoing action
	17. Incorporate specified construction noise mitigation measures into contract specs.	As needed/ongoing action
N-1B Airport Noise	1. Implement the provisions of the Airport Land Use Plan.	As needed/ongoing action
	2. Require aviation easements in areas impacted by noise from aircraft operations.	As needed/ongoing action
	<b>SAFETY ELEMENT</b>	
S-1A Hazard Education	1. Distribute informational handouts.	Ongoing action
	2. Support volunteer training aimed at assisting police, fire, and civil defense personnel during and after a major earthquake, fire, or flood.	To be scheduled for FY 06/07.
	3. Support/sponsor exhibits and presentations in secondary schools.	As needed/ongoing action
S-1B Disaster Response	1. Maintain Mutual and Automatic Aid Agreements with regional fire prevention and law enforcement agencies.	As needed/ongoing action
	2. Periodically review/update the Emergency Services Growth Management Plan.	Growth Management Plan Update to be scheduled for FY 06/07
	3. Incorporate fire and crime prevention measures in the design and construction of new development via specified actions.	As needed/ongoing action
S-1C Hazardous Exposure Minimization	1. <i>Police Service Standards.</i> Maintain a ratio of 0.5 non-sworn personnel per 1,000 population and a ratio of 1.4 to 1.6 sworn personnel per 1,000 population.	The FY 06/07 Budget provides for a ratio of 1.4.
	2. <i>Emergency Services Standards.</i> Maintain a ratio of 0.8 to 1.3 Firefighters per 1,000 pop.	The FY 06/07 Budget provides for a ratio of 0.75.
	3. With environmental review of new Specific Plans, prepare fire station analysis identifying staffing requirements, station location, and response times.	See response to Action Item #2 under Policy LU-1A
S-1D Structural Safety	1. Review and update, as necessary, the City's Building Security & Construction Standards for new development projects.	See response to Action Item #4 under Policy LU-2D
	2. Maintain a current survey of URM buildings and other hazardous structures.	As needed/ongoing action
	3. Require structures identified as being located in hazardous areas to be brought into	Completed: Seismic Safety Code Update

**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

<b>Policy</b>	<b>Action Item Number &amp; Brief Description</b>	<b>Status</b>
	conformance with acceptable levels of risk.	
	4. Discourage the locating of critical facilities within identified hazard areas.	As needed/ongoing action
	5. New development in high/medium wildland fire hazard areas to: investigate vulnerability, potential as an ignition source, and implement mitigation measures.	As needed/ongoing action
	6. Prohibit construction within seismic and geologic hazards areas.	As needed/ongoing action
	7. In reviewing proposals for future water impoundments, require an evaluation of potential inundation areas and design of the dam to withstand earthquakes.	As needed/ongoing action
S-1E Hazardous Materials	1. Continue to require applicant declarations pursuant to Gov't Code §65820.2.	As needed/ongoing action
	2. Provide required notices to the County Environmental Health Department.	As needed/ongoing action
	3. Continue implementation of existing programs; add new ones as required.	As needed/ongoing action
S-1F EMF Exposure	1. No residential structures or yards, schools, active parks, or recreational facilities are to be built within the utility corridor right-of-way.	As needed/ongoing action
<b>PARKS &amp; RECREATION ELEMENT</b>		
PR-1A Park & Recreation Facilities	1. Periodically assess usage of park facilities, and identify physical changes needed to accommodate anticipated land use patterns.	Complete: Master Plan for Sherwood Park To be scheduled: Master Plan for City Park, Robbins Field, and Pioneer Park
	2. Implement improvements at existing parks, including completion of recreation facilities.	In progress: Sherwood and Centennial Parks
	3. Allow compatible activities and land uses near parks.	As needed/ongoing action
	4. Cooperate with the County, Paso Robles Unified School District and Cuesta College, in park funding and joint use of park	Completed: Montebello (7 ac) park; scheduled for FY 06/07: purchase of 3 more acres (next to 7 ac)
	5. Require specific plans to include parks as appropriate.	In Progress with Chandler Ranch, Olsen Ranch, and Beechwood Area Specific Plans
PR-1B Master Plan	1. Prepare needs assessment for Park & Recreation improvements. Consider the improvements listed in Table PR-1 (attached at the end of this table).	Complete: Public Art in Parks In progress: Salinas River trail
	2. Seek State, Federal and local grants, and individual, private and corporate support, to improve City parks and recreation services.	As needed/ongoing action
	3. Investigate/implement acquisition of land or easement, in the Salinas River and Huerhuero Creek for a park, equestrian paths or other public recreational uses.	To be scheduled after completion of Salinas River Plan
	4. Create and adopt a Salinas River Corridor Plan; cooperate with neighboring public agencies to establish the DeAnza Trail as a link in a regional trail system.	In Progress

**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

**Table CE-1. Potential Circulation Improvements**

Type of Improvement	Improvement	Status
Downtown	Access Improvements, including improved on/offramps to Highway 101 where appropriate, at 16 <sup>th</sup> and 24 <sup>th</sup> streets	In progress FY 06/07: design
	Improvements to traffic flow within the downtown area	To be scheduled
Improvements to Existing Arterials	24th Street—Lake Nacimiento Road widening and improvement	To be scheduled
	Creston Road corridor widening and improvements	In Progress FY 06/07: Plan Line Study
	Spring Street consistent paved width, but retain as two lanes	Ongoing action
	Niblick Road corridor 4-lane configuration	Completed
	Union Road widening to improved 2-lane configuration	Riverglen-Kleck: in construction in FY 06/07; Kleck-Prospect: plan line adopted
	River Road safety improvements and bikepath through city limits	To be scheduled
Roadway extensions or realignments	Airport Road extension and intersection/interchange with Highway 46 East	In Progress FY 06/07: Study
	Airport Road full extension between Dry Creek & Charolais Road	To be scheduled
	Realignment of Sherwood/Linne via the Chandler Ranch Area Specific Plan	Plan line a part of Chandler Ranch Area Spec. Plan
	Union Road realignment to eliminate access to SR 46E	Plan line a part of Chandler Ranch Area Spec. Plan
	4th Street connection to Riverside with underpass connection to U.S. 101	Project Study Report completed
New bridges and interchanges	SR 46E/Golden Hill Interchange improvements	Corridor study in progress
	SR 46E/Airport Road Interchange improvements	Corridor study in progress
	Charolais Road Bridge over Salinas River	To be scheduled
	Southbound onramp to U.S. 101 at/near 16th Street	Project Study Report completed; in design in FY 06/07; construction to commence in FY 08/09.
	24th Street overpass over the railroad	Project Study Report completed
	Airport Road bridge over Huerhuero Creek	Plan line a part of Chandler Ranch Area Spec. Plan
	Dry Creek Road bridge over Salinas River and extension to Highway 101	To be scheduled
	Dry Creek Road bridge over Huerhuero Creek	To be scheduled
	Wellsona Road bridge over Salinas River	To be scheduled
	U.S. 101/SR 46E interchange improvements	To be scheduled
	U.S. 101/SR 46W interchange improvements	Project Study Report completed
	S. Vine Street improvements from 1st Street to SR 46W	To be scheduled
	Ramada improvements from SR 46W to Volpi Ysabel Road	To be scheduled
Traffic Signals	at 4th/Spring	To be scheduled
	at 16th/Spring	In progress FY 06/07: design
	at Charolais/South River	In progress FY 0607: Roundabout feasibility study
	at Sherwood/Airport Road	Plan line a part of Chandler Ranch Area Spec. Plan
	at Airport Road/Highway 46 East (Interim Improvement)	In progress FY 06/07: Project Study Report
	at 24th/Vine	Completed
	at Creston/Lana	In Progress: Creston Road Plan Line Study

**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

**Table CE-1. Potential Circulation Improvements**

Type of Improvement	Improvement	Status
	at Niblick/Country Club	Completed
	at Niblick/Nicklaus	Completed
	at Niblick/High School	Completed
	Install camera-operated traffic signals	To be scheduled
Pedestrian/Bikeway Facilities	Bikeways as indicated in the City's Bikeway Plan, with intent to extend bikeway between City Limit lines	To be scheduled
	LED lighted crosswalks, especially near schools	Completed: 24 <sup>th</sup> & Oak and 34 <sup>th</sup> & Spring
	De Anza Trail along Salinas River corridor	In progress: Salinas River Plan
	Chandler Ranch Area Specific Plan trail system	In progress: Chandler Ranch Specific Plan
	Interconnecting pedestrian paths between Salinas River corridor and other facilities within the City	In progress: Salinas River Plan
	Traffic Calming Measures where appropriate	In Progress: Traffic Calming Plan

**Exhibit A: Status of General Plan Action Items as of June 30, 2006**

**Table PR-1. Park & Recreation Facility Improvements**

Type of Improvement	Improvement	Status
<b>EXISTING IDENTIFIED PARK AND FACILITY NEEDS</b>	10-acre park north of 24th Street	To be scheduled
	Aquatic center, preferably covered, probably a joint venture between the City, school district, and Cuesta College. Most likely to be located at Cuesta College.	To be scheduled
	10-acre park near the Borkey area	To be scheduled
	Chandler Ranch Area Specific Plan: park in conjunction with any new school site	In Progress: Chandler Ranch Specific Plan
	7-10 acre park in Union/46 Specific Plan area	Completed: purchase of 7 ac in Montebello; scheduled for FY 06/07: purchase of additional 3 acres
<b>OTHER NEEDED IMPROVEMENTS</b>		
<i>Recreation Facilities</i>	Youth Center	To be scheduled
	Neighborhood Center (on east side)	To be scheduled
	Nature Center, with large contiguous open space area	To be scheduled
	Enhance crossing of Riverside to allow for connectivity between fairgrounds and parking lot east of Riverside	To be scheduled
	Public Equestrian staging area	In progress: Salinas River Plan
	General Recreation Services	To be scheduled
<i>Parks</i>	No Pocket Parks needed, only larger facilities	Ongoing action
	Oak Park needs rehabilitation, possibly with park or recreational amenities	To be scheduled
<i>Bikeways and Trails</i>	Bikeways as indicated in the City's Bikeway Plan	To be scheduled
	Trail near railroad within 4th Street Specific Plan	To be scheduled
	Make trail connections between parks facilities citywide	To be scheduled
	Pursue De Anza Trail along Salinas River	In progress: Salinas River Plan
	Salinas River trail on either side of the river between 13th Street and Veteran's Memorial bridges	In progress: Salinas River Plan and River Parkway Enhancement Grant
	Chandler Ranch Area Specific Plan trail system	In progress: Chandler Ranch Specific Plan
	Complete the Class I pathway from Creston Road along South River Road	In progress: portion through Tract 2422
<i>Plans/Programs</i>	Pursue Public Art in Parks Program (development should fund public art in parks)	Completed: Public Art Policy
	Implement Master Plan of Bikeways	Ongoing action
	Develop Multi-Purpose Trail Plan	In progress: Salinas River Plan
	Expand Bikeway trails map to include pedestrian trails	To be scheduled