



# The City of El Paso de Robles

- Small Town - Rural Community
- Surrounded by Farmland, Rolling Hills and Oak Trees, Salinas River
- Proud heritage, Autonomous Spirit of "the Paso Robles Way"
- Pro-Growth & Business Friendly
- Conservative, Prefers Less Regulation
- Agricultural & (new) Tourism Based Economy



# City of El Paso de Robles

## Goals:

- Keep the “Small Town” atmosphere
- Allow growth and,
  - Control the pains of growth (congestion, expensive new infrastructure/services, “Anywhere-Ville”)
  - Be good stewards of the land
  - Comply with regulations

# The “Golden Goose”

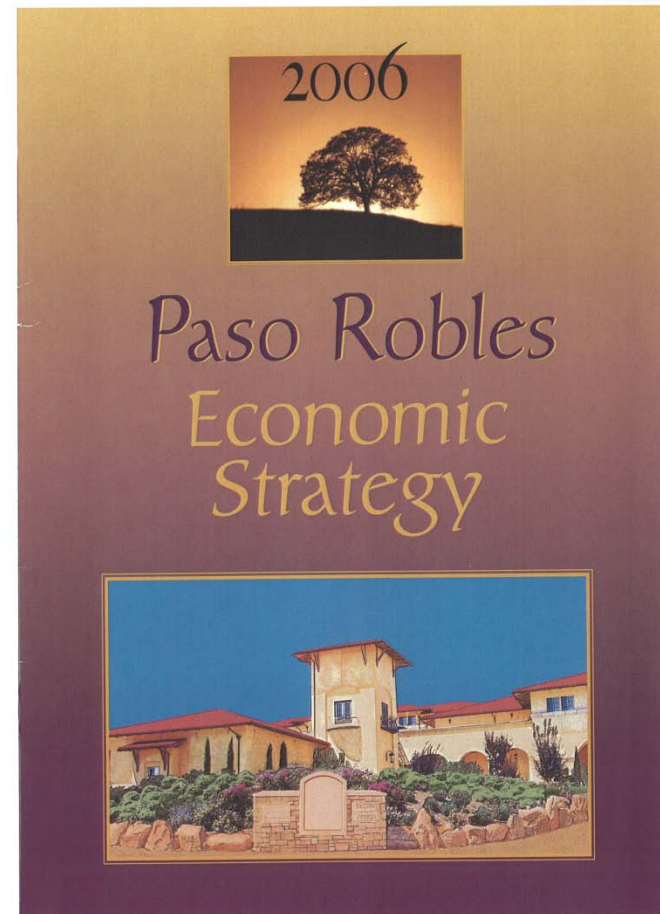
## Policies to Action

### City of El Paso de Robles General Plan 2003



submitted to:  
City of El Paso de Robles  
submitted by:  
Rincon Consultants, Inc.

*Adopted December 16, 2003*



# The "Golden Goose" Policies to Action



**FINAL**

## PASO ROBLES PURPLE BELT ACTION PLAN



Prepared for:  
City of Paso Robles

Prepared by:



**EPS**  
Economic & Planning Systems, Inc.



Sage Associates

November 2009

EPS 214151

**BERKELEY**  
2751 North Street, Suite 200  
Berkeley, CA 94712-2113  
www.eps.com

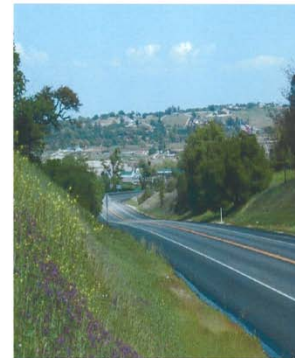
phone: 510-841-9399  
fax: 510-841-9204



**SACRAMENTO**  
phone: 916-439-0676  
fax: 916-439-0676

**DENVER**  
phone: 303-625-5557  
fax: 303-623-9048

## Paso Robles Gateway Plan: Design Standards

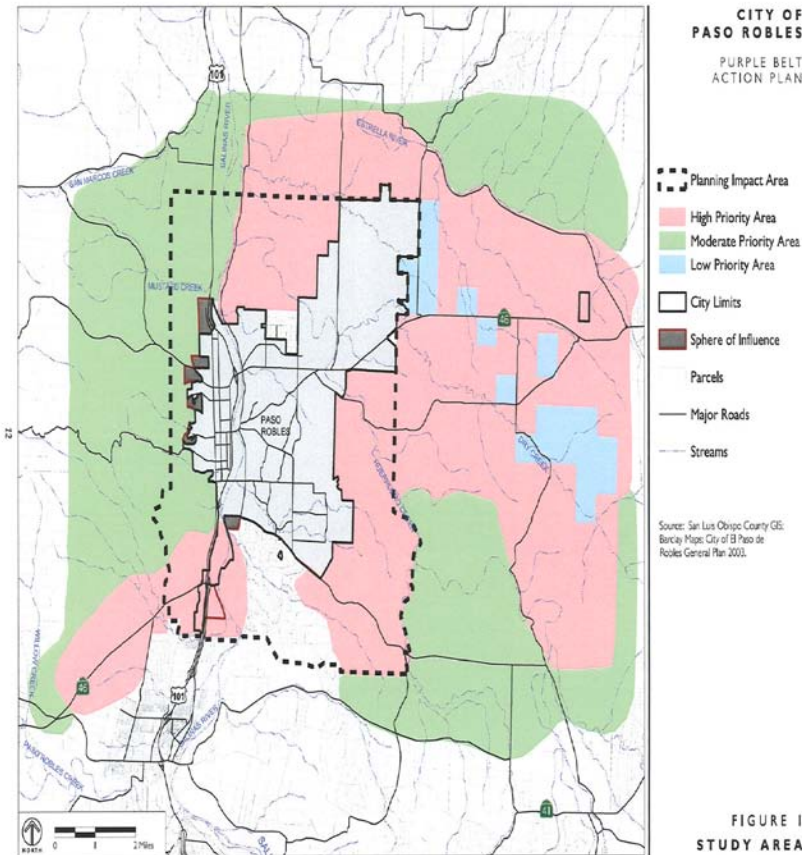


Prepared for the City of Paso Robles by: **ISRT** Town Planning

11 August 2008

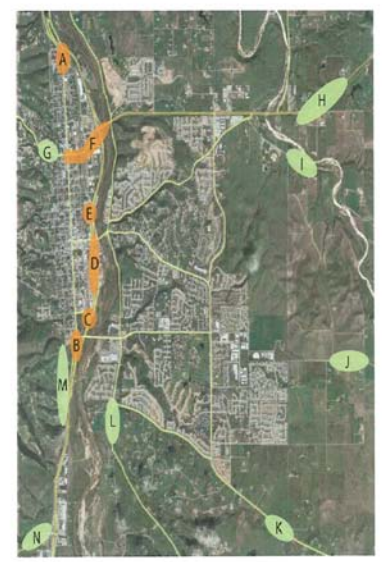
In Association with:  
**MOULE & POLYZOIDES**  
ARCHITECTS AND URBANISTS

# Policies to Action



## Gateway Location Key

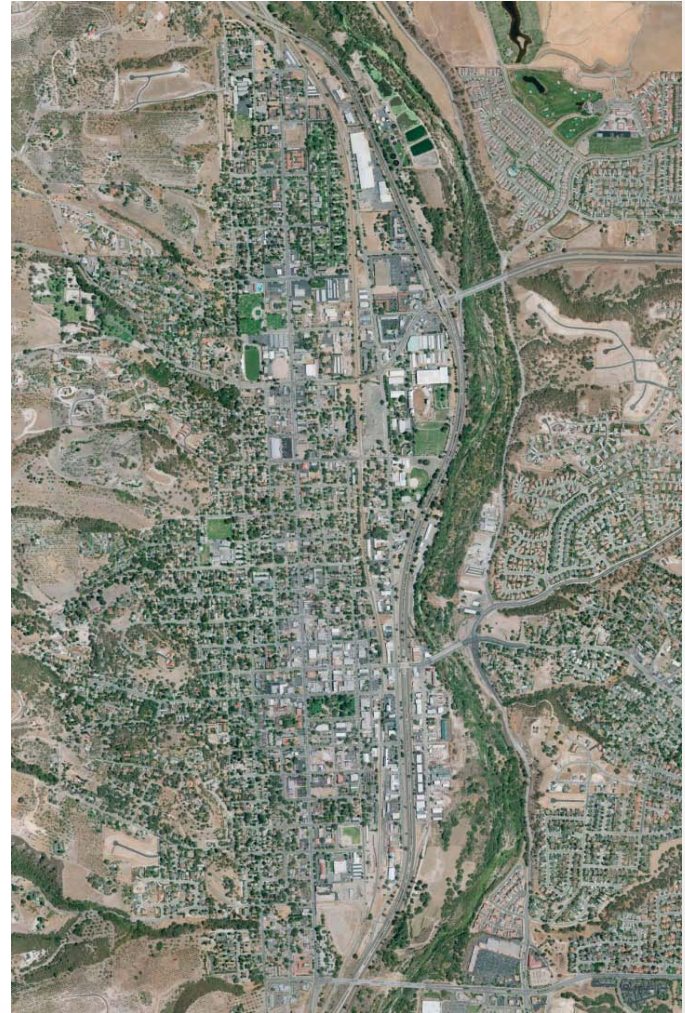
- A. N. Spring Street @ Highway 101
  - B. S. Spring Street @ Highway 101
  - C. 4th Street @ Highway 101 South
  - D. Paso Robles Street @ 101 Access
  - E. 16th Street @ Highway 101 South
  - F. 24th Street @ Highway 101
  - G. 24th Street @ Lake Nacimiento Drive
  - H. Highway 46 East
  - L. Union Road @ Airport
  - J. Linne Road
  - K. Creston Road
  - L. S. River Road
  - M. S. Vine Street
  - N. Highway 46 West
- Central Gateway
  - Town & Country Gateway



# Uptown/Town Centre Specific Plan

# Plan Details

- Cover's 1,100 acres
- City's Historic Westside
- Vine Street to the Salinas
- 1<sup>st</sup> St. to the northern City limits
- Prepared with assistance of Moule and Polyzoides; Pasadena, CA
- 3 years in process



# Specific Plan Goals

- Improve Public Spaces
- Make Great Streets
- Provide for Mixed Use Opportunities
- Encourage Architectural Quality
- Create a Variety of Housing Choices
- Expand Retail Opportunities
- Treat the Salinas River as an Amenity & Destination
- Link Commercial Expansion to Downtown Parking



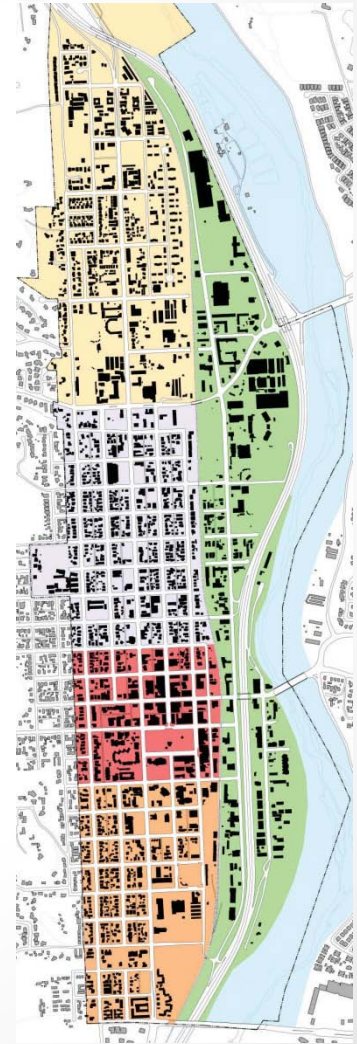
# The Process

- Weeklong Design Charrette
- Stakeholder Focus Groups
- Multi-Lingual Neighborhood Meetings
- Post-Charrette Study Sessions
- Joint Planning Commission & City Council Workshops



# Neighborhoods

- Create Unique and Distinct Neighborhoods
- Neighborhoods to be Walkable
- Each to Contain a Variety of Neighborhood Amenities
- Establish a Unique Set of Improvement Goals by Neighborhood



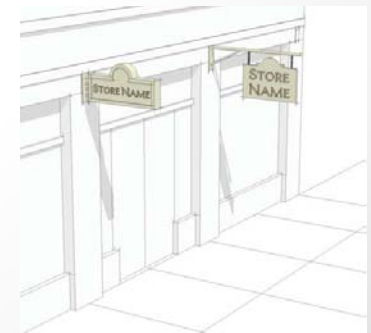
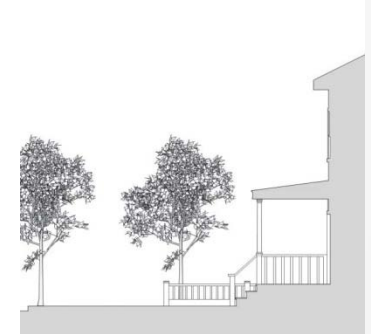
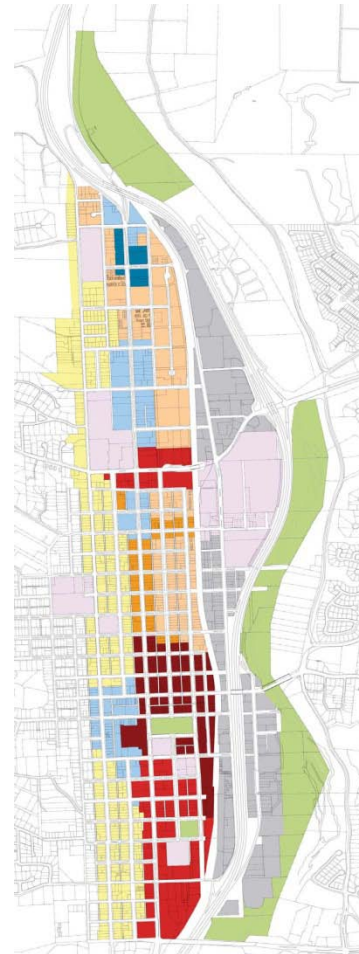
# New Concepts

- Mixed Use Uptown Retail Center
- Oak Park Housing Project
- Re-Master Plan City Park
- Re-Master Plan Paso Robles Event Center
- Improve Pedestrian Access/Safety
- Careful Expansion of Downtown Retail Core
- Uptown/Town Centre Specific Plan



# Form Based Code

- Early Goal of Plan was use of Form Based Coding
- Provides more Flexibility
- Provides Design Direction (i.e. “get it right the first time”)
- Logical Road Map for Applicants, Staff, and Decision Makers
- Useful Architectural Guidelines



# Access Concepts

- Link Salinas River Trail Network to Downtown
- Bike Boulevards on Vine and Riverside
- Improved Transit
- Grid Street Network to Provide Choices
- Park Street Pedestrian Boulevard



# Circulation Element 2011

- New Standard for planning future transportation systems
- Eliminate LOS as the threshold for roadway capacity
- Look to roadway efficiency and safety as the new measure
- Shift from 4-lane to 3-lane arterials with significant cost savings and maintaining efficient traffic flow
- Encourage alternative routes and roundabouts to keep traffic moving at safe speeds
- Gives transit, bike, and pedestrians equal standing with the automobile
- Link with land use plan to reduce Vehicle Miles Traveled (VMT) - connectivity

# Transportation Goals

- South Vine Street/46W Improvements
- Union/46W Intersection/Interchange
- Vine and Riverside Bike Boulevards
- Salinas River Trails and River Road Bike Paths
- Downtown Disabled Access Improvements
- Uptown Sidewalks/Safe Routes to School
- Golden Hill Road Roundabout
- New Transit Routes with Residential Buildout
- Downtown Parking Management & Park Once Strategies
- New Pedestrian Railroad Overcrossings



# The City of El Paso de Robles

- Consistent with SLO County's "Strategic Growth Principles"
- Consistent with SLOCOG "Sustainable Community Strategy" and "Blueprint Plan"
- Consistent with **Infill and Smart Growth** policies
- Make **Economic Sense** to use resources wisely to sustain the Paso Roblen way of life and economy
- Didn't do it because "the government made them"
- **Preserve the "Golden Goose"**



For further information contact:

Susan DeCarli, AICP  
[sdecarli@prcity.com](mailto:sdecarli@prcity.com)

805-237-3970

or visit our website at: [www.prcity.com](http://www.prcity.com)