

RESOLUTION NO. RA 99-06

A RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE
CITY OF PASO ROBLES ESTABLISHING AND ADOPTING DESIGN GUIDELINES
FOR DEVELOPMENT WITHIN A SUB-AREA OF THE PASO ROBLES REDEVELOPMENT

WHEREAS, a subcommittee of Paso Robles Main Street, including membership of the Project Area Committee (PAC), has proposed Design Guidelines for the geographic area generally bounded by Spring Street on the west, 10th Street on the north, the Union Pacific Railroad on the east, and 6th Street on the south, and this geographic area is generally referred to as "Subarea B"; and,

WHEREAS, properties in the subject area are shown in the City's General Plan as planned for "Community Commercial" or "Commercial Service" land uses. The current zoning is C-2-PD (General Commercial, Planned Development overlay) or C-3-PD (Commercial Service, PD overlay); and

WHEREAS, the subject area is within the Paso Robles Redevelopment Project Area. Design Guidelines are designed as a replacement for existing redevelopment regulations on development in the area (specifically Redevelopment Agency Resolutions RA-89-11 and RA-96-03); and

WHEREAS, noticed public discussions of the proposed Design Guidelines have occurred before both the PAC and the Planning Commission, on May 6, 1999 and July 13, 1999, and the recommendations of the PAC and Planning Commission reflect their consideration of public comments received at these two meetings; and

WHEREAS, the PAC and Planning Commission have recommended approval of the proposed Design Guidelines, to be implemented in a voluntary manner for the above described geographic area except that 7th Street would be the southerly boundary of Subarea "B".

NOW, THEREFORE, BE IT FOUND, DETERMINED AND RESOLVED by the Redevelopment Agency of the City of Paso Robles that the Agency approves the utilization of the Design Guidelines that are referenced by this Resolution, attached hereto as "Exhibit A" and incorporated herein by reference. The Design Guidelines shall be on file with the City's Community Development Department.

NOW, THEREFORE, BE IT FURTHER FOUND, DETERMINED AND RESOLVED by the Redevelopment Agency of the City of Paso Robles that Redevelopment Agency Resolutions No. RA-89-11 and RA-96-03 are hereby superseded and rescinded, based on the herein referenced Design Guidelines, in conjunction with the City's General Plan and Zoning Code, providing the necessary controls on development within the Redevelopment Project Area.

PASSED AND ADOPTED by the Redevelopment Agency of the City of El Paso de Robles, California, on the 7th day of September, 1999 by the following vote:

AYES: Board Members: Baron, Mecham, Picanco, Swanson and Macklin
NOES: None
ABSTAIN: None
ABSENT: None

Walter Macklin, Chairman

ATTEST

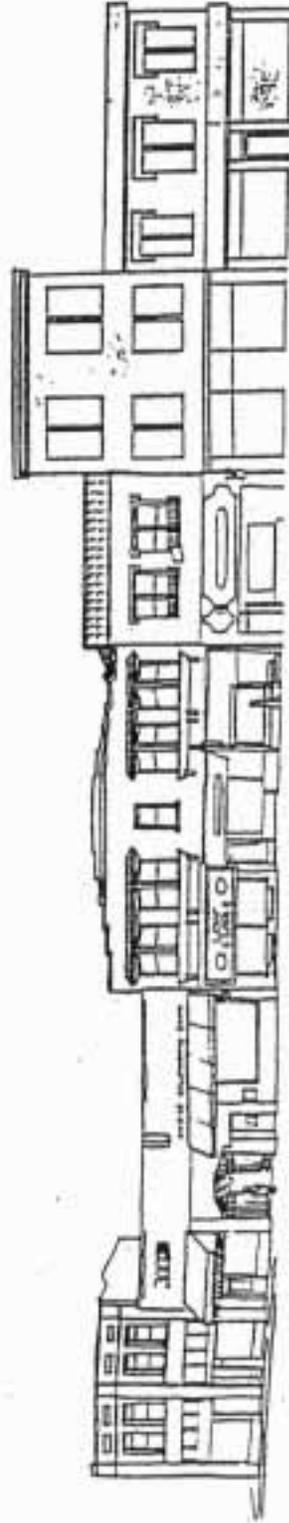
Sharilyn M. Ryan, Deputy City Clerk

“Draft” District B

Feb. 11, 1999

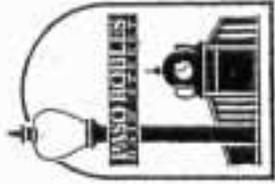
PASO ROBLES DOWNTOWN PROPOSED GUIDELINES

EXHIBIT A / ATTACHMENT TO RESOLUTION RA99-06
PAGE 1 OF 17



Created by Paso Robles Main Street Association - Design Committee

1999



Copies to:

- Planning Commission
- City Council
- City Manager
- City Engineer
- Property Owners - District "B"
- Paso Robles Police Department
- Paso Robles Department of Emergency Services
- Paso Robles Main Street Association

Exhibit "A"

Forward

Many items in the draft overlap the City's current standards. Some meshing of the two would necessarily take place. Planning standards like setbacks and densities would become features of the zoning ordinance, while architectural preferences would become more of a typical guideline providing conceptual direction and criteria for project review.

There are a wide range of topics and issues in this draft and as much as it is meant to provide specific direction for redevelopment, it also is a rough draft and meant to provide a framework for objective discourse of these issues by the community. It is the hope that a consensus can be found for a direction that leads to effective planning as well as a viable tool for the city staff and developers.



EXHIBIT A ATTACHMENT TO RESOLUTION RA 99-06
MAY 2, 1999

A. PURPOSE

1. Implementation of the city's economic strategies of enhancing the Paso Robles downtown as a regional, commercial, social, cultural and political center for this city and the North County.
2. Stimulate the economic health and quality of the community and stabilize and enhance the value of property. This is to ensure that individuals and businesses that invest in appropriate rehabilitation and new construction are not damaged by insensitive or incompatible construction that would detract from the image and positive character of downtown.
3. Promote the conservation, preservation and protection, and encourage the development tailored to the needs, character and significance of the downtown.

B. WHAT IS A GUIDELINE?

1. A Design Guideline is a preferred design. It projects a model of the area to be accomplished over a long time span. With the model in hand, potential developments should be compared for compatibility with the overall vision of the downtown area. Design Guidelines are not as rigid as ordinances. The Guidelines state the community's basic desires, provide criteria for project evaluation, and minimize the chance of surprises. There are a number of variations which could be acceptable on a case-by-case basis as long as the overall vision is intact. In most cases, a review of a

proposed new development at the Conceptual Design Level for compatibility with the Design Guidelines will serve to confirm the compatibility.

C. CONCLUSIONS

1. High-quality design in buildings, parks and plazas helps to bring people downtown.
2. Park and Pine Streets should be pedestrian oriented.
3. Additional parking lots will be needed for future growth. Some of these will need an area large enough to be expanded vertically.
4. Some historic buildings of merit or having rehabilitation potential should be preserved.
5. A variety of architectural designs can be used as long as they are of quality design and materials and they compliment the character of the district.

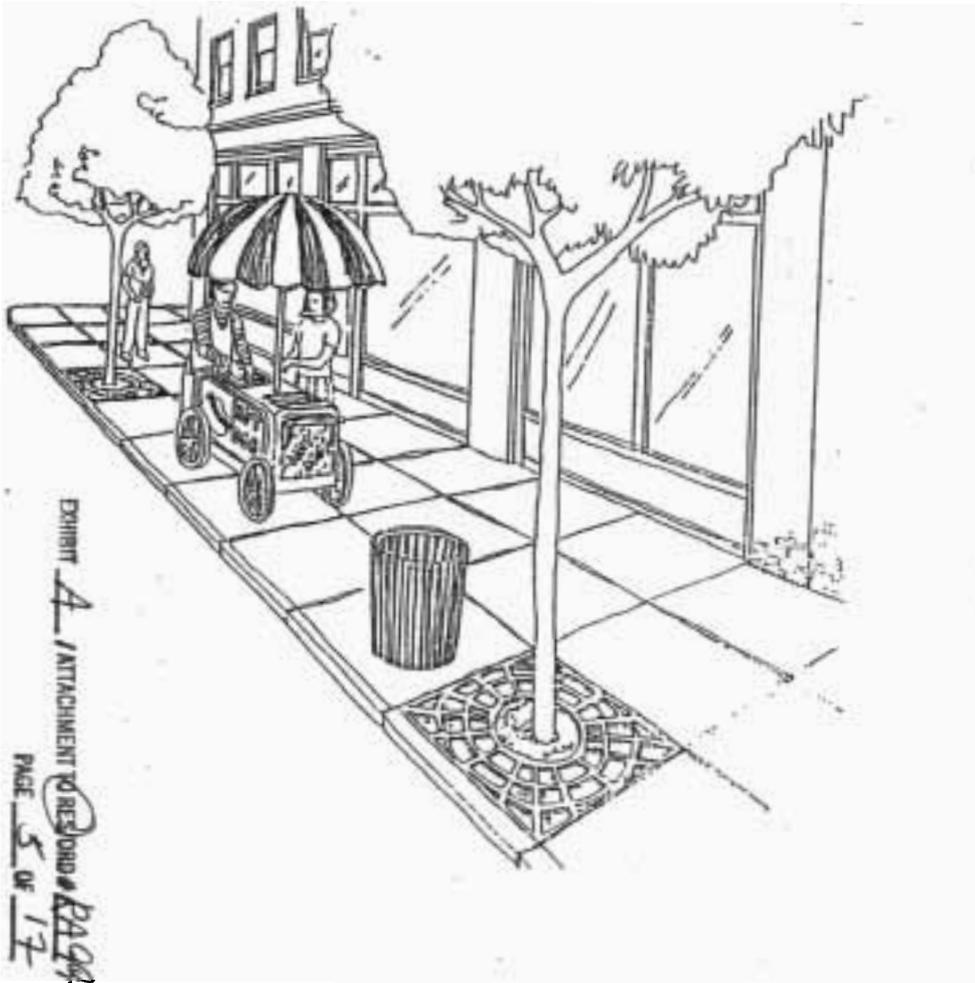
2. HISTORIC DISTRICT "B"

INTRODUCTION

The downtown park is the heart of Paso Robles. It is not, however, in the middle of the business district. The commercial old town (Historic District "A") is mostly to the north. The area to the south is presently under-utilized, vacant, or blighted. This is not what our city founders had in mind nor is it good planning.

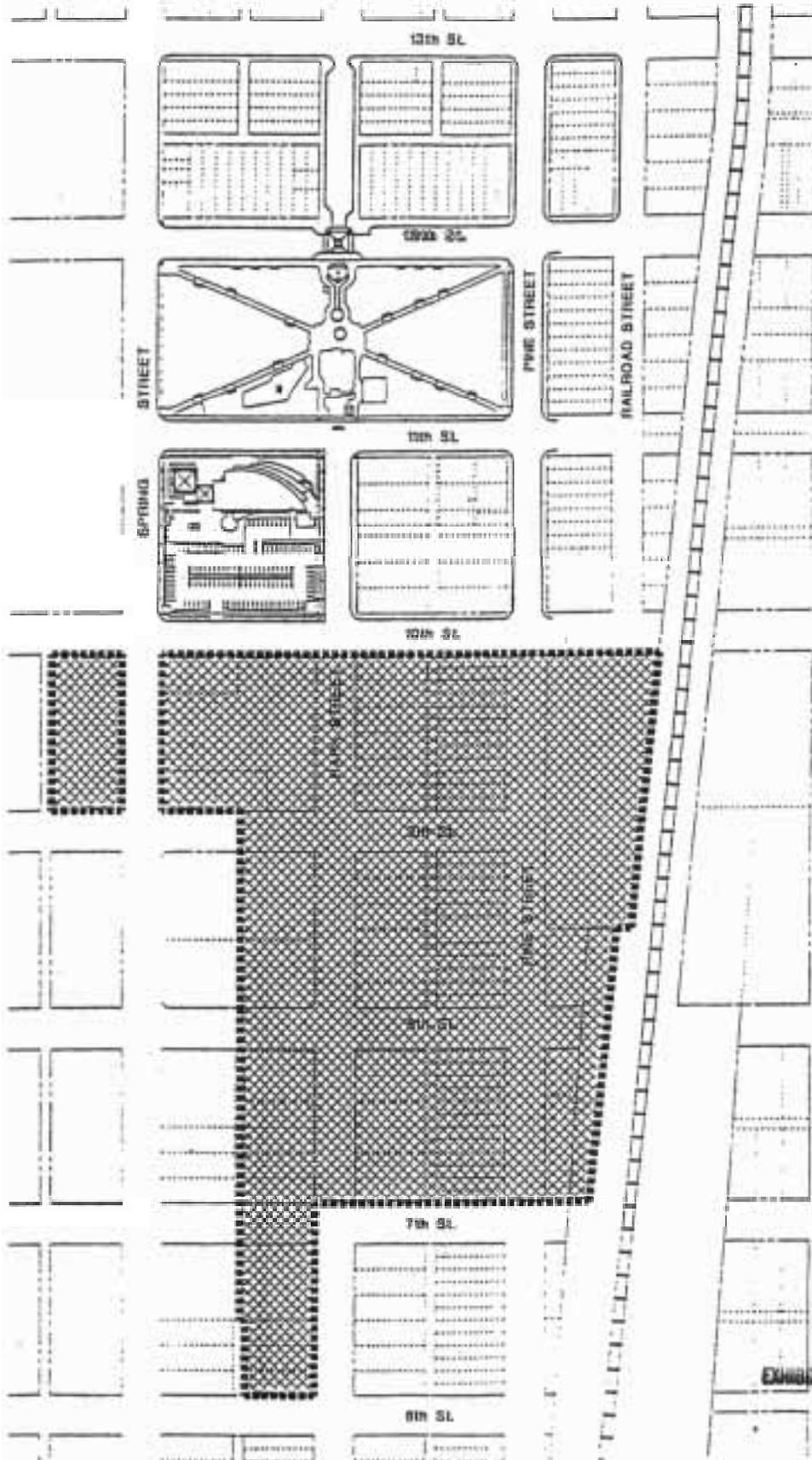
The purpose of Historic District "B" is to rebalance the town plan, south of the park, by establishing an urban fabric similar to that of the historic downtown area. Park and Pine Streets are to be pedestrian oriented spines linking downtown to the post office and multi-modal station. Park Street is a natural for pedestrians because the City Park limits the flow of North-South traffic:

Fundamental to this district is that buildings should connect together along the sidewalk to compose a street wall. The coherence of the street wall, based on buildings sharing some general characteristics, makes and defines an urban space. The ultimate goal is to have quality urban spaces. Building facades should feel like traditional buildings but not be forced to adhere to traditional styles or ornamentation.



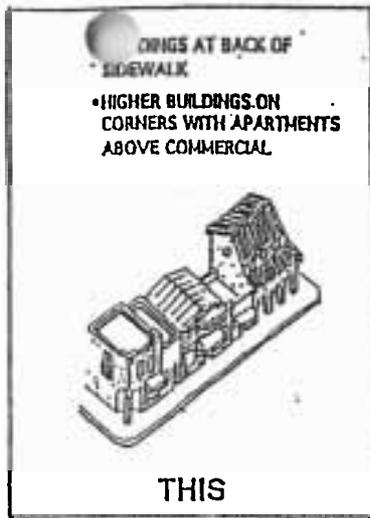
HISTORIC DISTRICT "B": South of the Park

This area is similar to the old District "A" and meets the same requirements except that buildings need not be strictly historical. Park Street should be a major pedestrian thoroughfare; parking lots accessing off of East-West side streets or alleys and not off of Park Street.

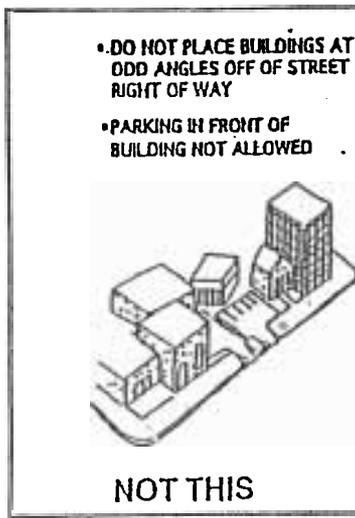


HISTORIC DISTRICT B "SOUTH OF THE PARK"





BUILD TO BACK OF SIDEWALK



SITE DESIGN

1.1 SETTING & USE

(a) This district is meant to be an expanded commercial district. Similar to District "A" with an allowance for existing uses and buildings until they transition due to market forces.

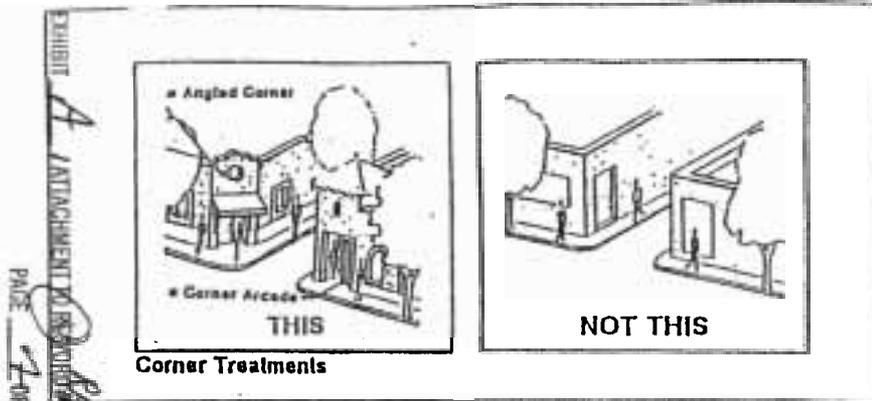
1.2 In siting government buildings, they should reinforce the urban fabric as prescribed for other buildings in this district with special emphasis on maintaining a "street wall" on Park and Pine Streets.

1.3 Density is important to overall viability of a downtown district like this one. Two-story, mixed use buildings are strongly encouraged. Street parking should be head-in angled parking as north of the park. Access to parking should be from numbered cross streets or from a mid-block pass through.

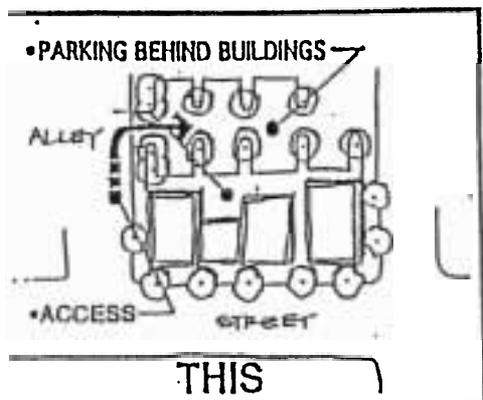
2. BUILDING LAYOUT & PARKING

2.1 Parking standards should be modified from 2,000 to 1,750 square feet/car space so that a two-story building can fit comfortably on a typical lot, with the building up front on the sidewalk and one row of single-loaded parking spaces, 90-degrees behind the building off the alley.

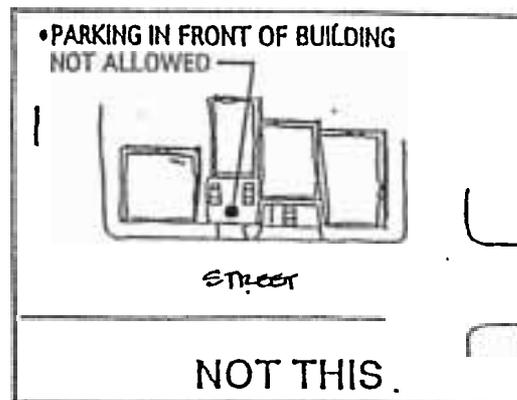
Note: Many of the illustrations are from Paso Robles Ordinance No. 709 on "neo-traditional development" which was approved by the City Council on April 2, 1996.

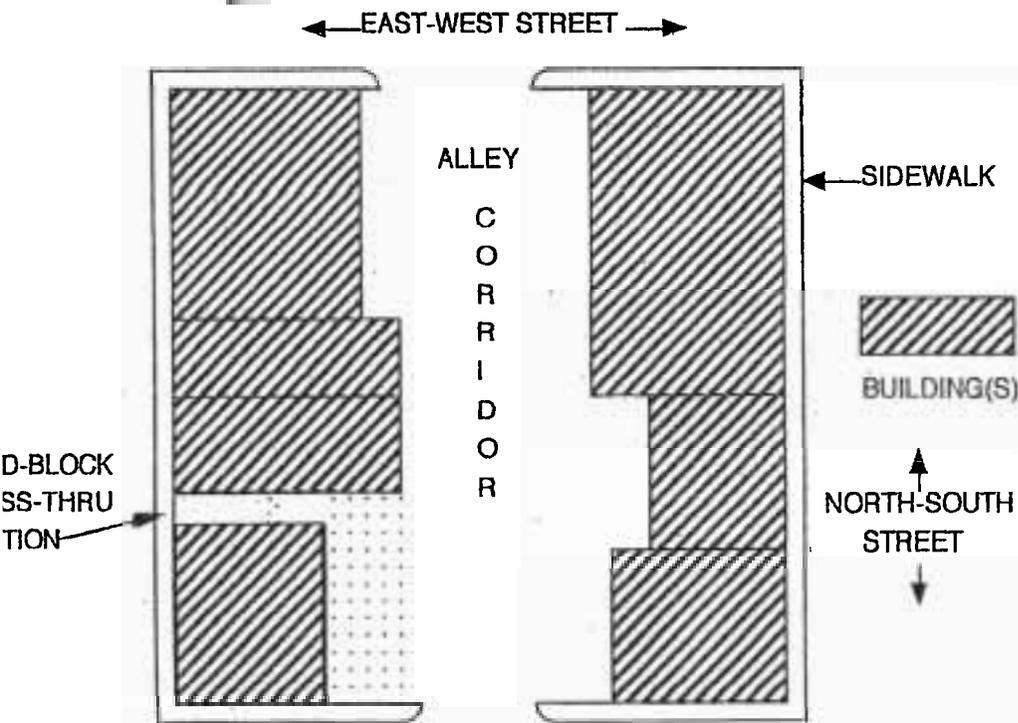


To provide convenient pedestrian circulation and architectural interest, corner buildings should incorporate features such as angled corners, walk-through arcades, and tower



PARKING LOT LOCATIONS





PASO ROBLES DOWNTOWN-BASIC SITE PLAN

- * SQUARE STREET BLOCKS APPROX 300 FT PER SIDE
- * ALLEY CORRIDORS TO PROVIDE:
 - OFF STREET PARKING
 - TRASH CONTAINMENT & PICKUP
 - LOADING & UNLOADING
 - FIRE DEPARTMENT ACCESS
- * SIDEWALKS FACING ALL FOUR STREETS
- * BUILDINGS FACE STREET & UP TO SIDEWALK—ZERO SET BACK
- * BUILDING FRONT WALLS CONNECTED TOGETHER IN SAME PLANE (street wall)
- * ON STREET DIAGONAL PARKING ALLOWED

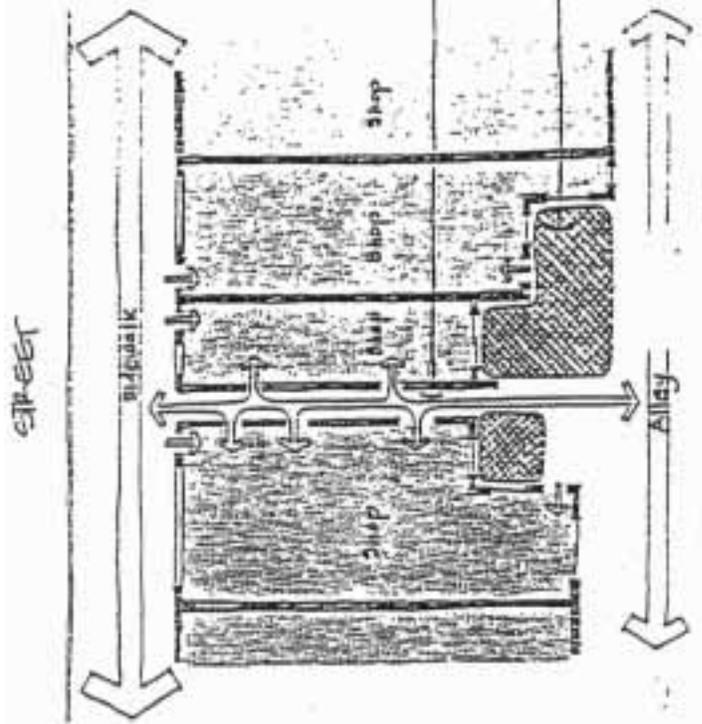
2.2 Setbacks

- (a) **Front:** Zero setback required. Store fronts and building entries may be slightly recessed (10 feet maximum) as long as the building façade and structural elements are placed at the property line.
- (b) **Side Yard:** There should be no side yards unless it is mid-block breaks.
- (c) **Corner Lots** at intersections can have buildings that angle back or have recesses at corners.
- (d) Variations of the above allows for siting buildings around existing Oak trees.

2.3

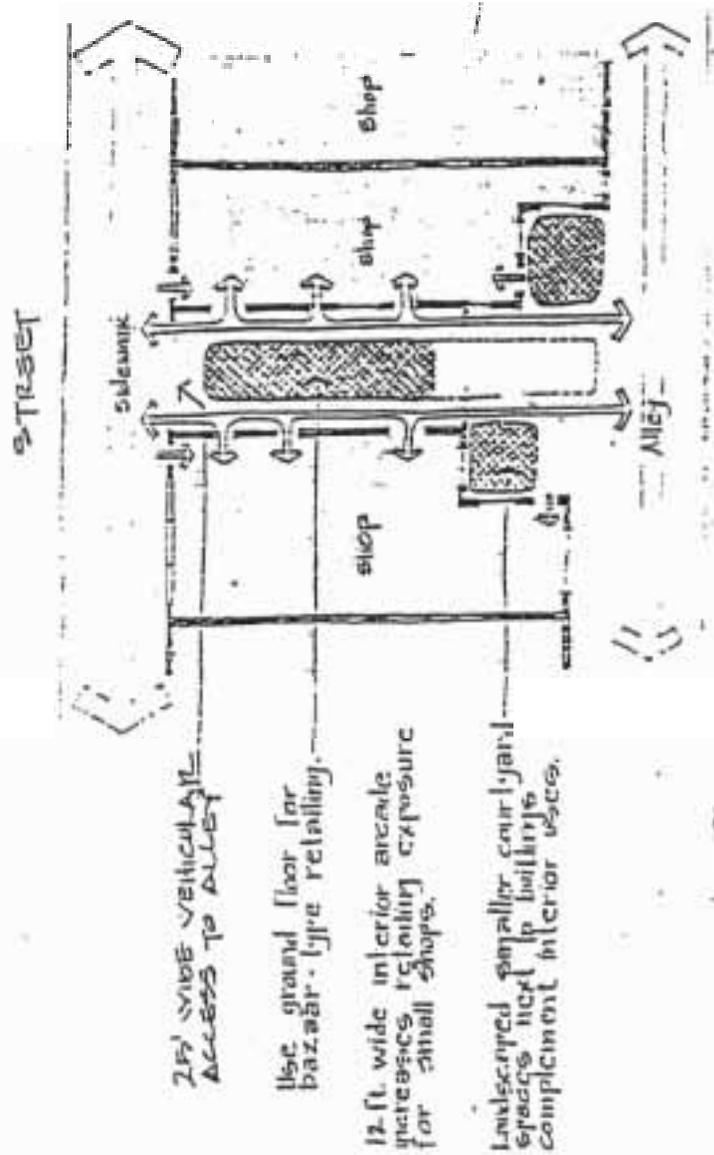
- (a) Parking is required to be in the rear of buildings off the alleys with access from east/west numbered streets. Where alleys have been abandoned, driveway easements, dedications, or reciprocal parking and access agreements should be required. Ideally, parking lots behind buildings should link together to form a continuous corridor of double loaded parking serving lots on either side with typical landscaping and lighting requirements.

EXHIBIT A ATTACHMENT 1 REVIEWED BY PAGE 8 OF 17



Option 1
Mid-Block Pass-Through

The arcades will encourage better use of parking areas and increase business exposure for merchants who facilitate parking area access. There are significant design and merchandising opportunities inherent in this concept. Private owners will benefit from adding this important element to the area's design framework.



24' wide vehicular access to alley

Use ground floor for bazaar-type retailing.

12' ft. wide interior arcade increases retailing exposure for small shops.

Landscaped smaller courtyard spaces next to buildings complement interior uses.

The integrity of the "Street Wall" should be adhered to on Park and Pine Streets. There should only be one east/west break per block, and this should be near mid-block. This break can have one-way vehicular access to the parking behind buildings, or it can be access for pedestrians, or it can be a combination of both. It is encouraged that pedestrian access be treated as shopping or office arcades with store fronts on either side; or where there is vehicular access, walks and landscaping should be provided.

3. CIRCULATION

3.1 The building's main entries should be on Park or Pine Streets. However, since the parking is in the "rear", the backs of the buildings should be designed with a secondary entry. Pedestrian circulation from alley parking lots should be defined with walks, changes of paving or grade, landscaping, or overhead structures defining the path of travel.



1. GENERAL

1.1 The public realm of sidewalk and street is intended to be an urban space like a long, high outdoor room. It should be understood clearly that building facades are the walls of this outdoor room. The design of building facades should reinforce the street wall.

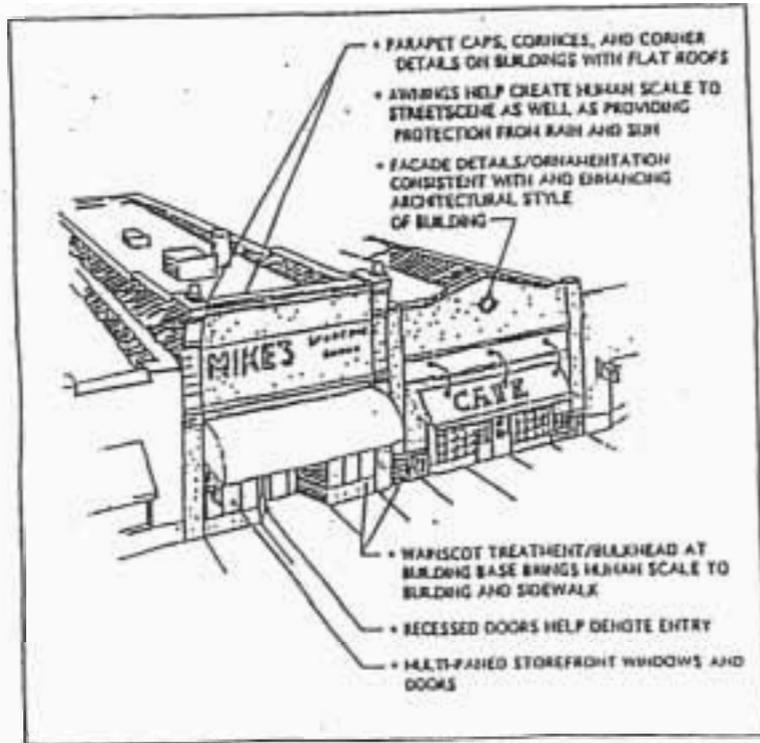
1.2 In the modern architectural period, 1920 to 1980 (Post WWII in Paso Robles), building facades were to be an expression of internal needs as they interfaced with outside requirements (form follows function.) Other historical, social, and contextual factors were often ignored leading to buildings that do not fit in. In Historic District "B", there is basically nothing left of the historic fabric to draw upon. Nonetheless, new buildings should have some association with a greater local and regional context.

1.3 Various styles reflecting the eclectic architectural heritage are encouraged. The Southern California-style, Mediterranean architecture does not reflect most of the existing buildings in Downtown Paso Robles, therefore, this type of design would not compliment the downtown. Imitating historic buildings is not practical and often leads to cheap results. The area should not seem artificially regulated or look like a historical theme park. Instead, buildings should be based on interpreting form, massing, and



Commercial Design Features

- Awnings
 - Wainscot/bulkhead treatment
- Recessed entry
- Angled corners/Walk-through arcades
- Tower elements on corner buildings at street intersections
- Roof forms consistent with architectural style
- Parapet walls with cap/cornice detail on flat roofs
- Corner details on flat roofs
- Exposed roof beams/rafter tails - when consistent with architectural style
- Awnings, balconies and porch features
- Multi-paned storefront windows/doors
- Vertical orientation of windows
- Window boxes
- Recessed arched window(s) when consistent with architectural style
- Consistency of materials and colors with style of architecture
- Ornamentation - tile accents, relief bands, grill work over windows, etc.



Historic Old Town Design Features (Neo-Traditional)

ornamentation of local and regional building types in fresh ways; or by a contemporary and invigorating application of design principles that furthers a particular design scheme while supporting the greater street wall composition.

2. BUILDING FORM

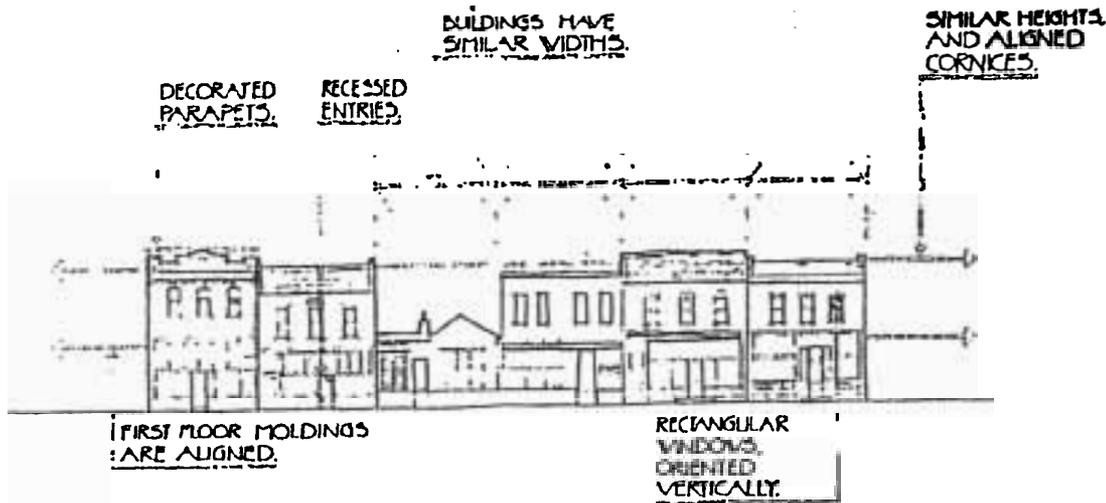
2.1 MASSING

(a) Commercial buildings typically should have a block-like form and raised parapet. Variations can be allowed if the design has merit and is deemed compatible with this district.

(b) The original subdivision was based on 25-foot and 50-foot wide lots. Traditional building widths in Paso Robles' downtown are a function of this increment. New buildings on larger sites should reflect this tradition by breaking large building masses into smaller ones. The mass of a building can be broken up by slight changes of planes, projections, or recessed balconies, arcades, or variations of parapet height and form in a subtle process of articulating relatively flat surface elements and solid and void relationships.

2.2 RHYTHM

(a) Building facades or portions, should be broken up into smaller bays in which store fronts or glazing packages are plugged in. This is one of



the fundamental building blocks allowing for pedestrian orientation; a "window shopping" street.

(b) The overall effect of breaking buildings into smaller masses and masses into bays should give the façade (whether one story or two) a vertical emphasis. The repetition of these vertical bays creates a rhythm for the building which compliments similar rhythms on the block. This is one of the key characteristics of "Main Street".

(c) In similar fashion, horizontal accents should act as counterpoint to verticality and tie into horizontal rhythms across the block. For example, building bases, bulk heads, store front heights, and cornices can mesh with similar details on adjacent buildings.

2.3 TOP OF BUILDING AND ROOF FORM

(a) Buildings having predominately residential type pitch roofs are not encouraged.

(b) Raised parapets, parapet cap and cornices that conceal actual roof are encouraged. Parapets may be flat or have some form.

(c) Roof elements may be used as accents on tower, turrets, balconies, recesses and similar arch features. Such elements are encouraged at corners of buildings at the end of the block at intersections.

(d) Mansard Roofs will not be allowed.



3. FAÇADE ELEMENTS AND DETAILS

3.1 STORE FRONTS

(a) Store front windows and doors should plug into the void section between façade structural elements such as piers or pilasters. The store front is to be relatively transparent encouraging pedestrian activity by providing views into shops, offices, and businesses.

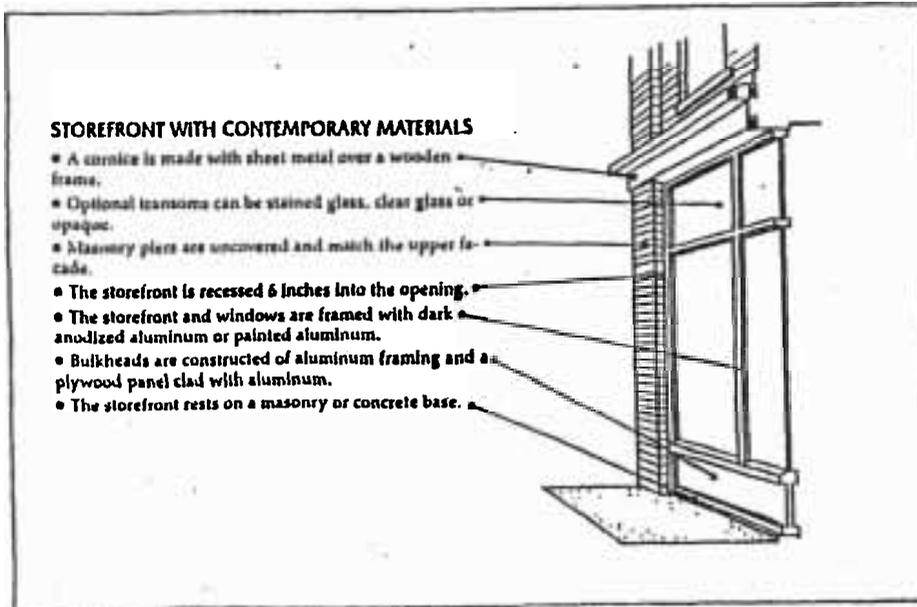
(c) Entries should be recessed to provide weather protection, more display area, and a transition from interior to exterior spaces.

(d) Features of store fronts are a transom area above display windows and doors, and a bulk head or wainscot treatment at base.

(e) Buildings with establishments where goods and services are not offered, should contain some windows and other passive elements focused on the pedestrian. These may include landscape niches, alcoves, display areas, benches or similar.

3.2 At upper floors, windows should be smaller. They should be vertical in proportion and may be individual or grouped. They should have double-hung or casement configurations unless the design warrants otherwise.

3.3 Architectural embellishments and projections are desirable such as awnings and



window treatments. They may be based on traditional elements and ornamentation such as cornices, brackets, caps, piers, etc., or they may be contemporary relief bands, material accents, or other devices. In either case, elements should have edges and not be flat. They should be based on design principles of proportion and scale, and support the overall design concept.

3.4 Effort should be made to coordinate heights of various building elements to adjacent buildings. Linking of store fronts, cornices, belt courses, bulk heads, and parapets will reinforce the horizontal rhythm of the street.

(END OF SECTION)

NOTE: See section "Common Guidelines, ALL Districts" for additional applicable guidelines.

Design Guidelines.pdf

**MAIN STREET DESIGN STANDARDS--- /sed Jan 1999
(JOINT PAC/MAIN STREET DESIGN COMMITTEES)**

"SIGNIFICANT CONCLUSIONS"

1. HIGH QUALITY ARCHITECTURE IN BUILDINGS, PARKS, PLAZAS, TRANSPORTATION AND PARKING HELPS TO BRING CUSTOMERS DOWNTOWN.
2. TECHNIQUES TO IMPROVE TRAFFIC FLOW ARE NEEDED ON THE MAIN BOUVELARDS OF SPRING & 13TH STREETS, ALSO VINE AND RIVERSIDE STREETS.
3. IMPROVEMENTS FOR PEDESTRIAN TRAFFIC ARE NEEDED ON PARK AND PINE STREETS.
4. ADDITIONAL PARKING LOTS WILL BE NEEDED FOR FUTURE GROWTH.
SOME THESE WILL NEED AN AREA LARGE ENOUGH TO BE EXPANDED VERTICALLY.
5. THE WHOLE DOWNTOWN AREA SHOULD NOT HAVE TO MEET THE SAME DESIGN REQUIREMENTS. THE AREA IS DIVIDED INTO DISTRICTS TO SEPARATE THE REQUIREMENTS.
6. ALLEYS PROVIDE THE IMPORTANT FUNCTIONS OF OFF-STREET PARKING, FIREFIGHTER ACCESS, TRASH REMOVAL AND LOADING & UNLOADING. ALLEYS SHOULD BE IMPROVED AND RESTORED.
7. THOSE HISTORIC BUILDINGS WHICH ARE IN REASONABLE SHAPE SHOULD BE PRESERVED.
8. ^{EXHIBIT} A VARIETY OF ARCHITECTURAL TECHNIQUES CAN BE USED ON NEW OR IN-FILL BUILDINGS; AS LONG AS THEY REFLECT A QUALITY DESIGN AND THEY DON'T CLASH WITH EXISTING BUILDINGS IN THE AREA

Amendments to Text of Design Guidelines for Subarea B

(Dated June 1, 1999)

2. HISTORIC DISTRICT "B"

INTRODUCTION

1st paragraph, 4th line. Change text to read: "The area to the south contains a number of properties that could be considered under-utilized, vacant or blighted."

SITE DESIGN

2. BUILDING LAYOUT & PARKING

2.1: Current parking standard ~~is~~ 1,750.

2.2 (d): Change text to read: Oak trees may not be removed. Siting of new buildings will be in accordance with current city standards for set backs showing drip lines.

2.4: New Section to read: Oak trees may not be removed and siting of new buildings will be in accordance with the current City standard for set backs around drip lines.

BUILDING DESIGN

1. GENERAL

1.3 Sentence #2 amended to read as follows: Paso Robles has a wide range of styles. Collectively this gives the area a character different than other regions. Buildings should compliment this character (see picture provided).

2. BUILDING FORM

2.3 (d) Change text to read: Mansard Roofs should not be allowed.