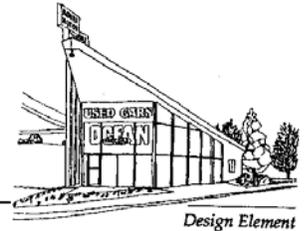
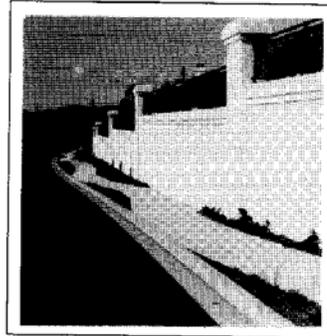
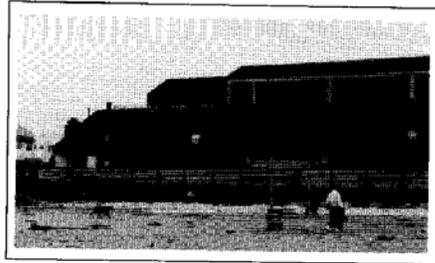


Design Element



2

Design Element

Amended:

CC Resolution 2004-052

CC Resolution 2011-072

Background

The Design Element is an optional general plan topic under the state planning law. In addition to analyzing broad community wide design features, the Element also is important for state Scenic Highways and for protection of scenic and visual qualities of the city as required by the Coastal Act of 1976.

In a recently published guide to the nation's most attractive and "livable" non urban counties, San Luis Obispo County and the quality of its small town life is rated at the top of the list.' Such a rating may not come as a surprise to longtime county residents or to the newcomers who have recently retreated to the area from the congestion of California's large cities. It is, however, an indication of the national importance placed on the scenic, small-town qualities of California's Central Coast.

For both residents and visitors, the aesthetic encounter with the landscape of the Central Coast is presented along the corridors of the principal roadways, and is complemented by the sense of scale and "fit" of the townscapes within this rural environment. In the Pismo Beach area, the two scenic corridors that interact both with the town and the natural backdrop of open space are U.S. 101 and Price Canyon Road.

U.S. 101 sweeps westward from the inland valleys of the coast range and reveals to the freeway traveler a splendid, if brief, view of the coastline a view the roadway has with-held from the traveler for many miles, the only ocean view between the Golden Gate Bridge and Gaviota, a distance of 310 miles.

This highway is commonly known as "El Camino Real". It is one of the major scenic highways in the United States; the scenic qualities are among the best in the world. The highway dominates the City of Pismo Beach, and it is precisely the spectacular qualities of the U.S. 101 corridor along the central spine of the community that gives the city a special identity and defines its sense of place. The scenic views provided are the Pacific Ocean and shoreline on one side, the Santa Lucia Range (Pismo Hills) on the other, plus the corridor view of the highway itself. It is estimated that 55,000 cars per day traveled this route in 1990.

Price Canyon Road winds through an opening in the Santa Lucia Mountains and presents the city of Pismo Beach and the ocean as its final destination. It is a scenic entrance to the city and is one of the best examples of a rural scenic road in the county.

The sensitive management of the Pismo Beach landscape is the focus of the Design Element: the preservation of the steep mountain backdrop that forms the abrupt east wall of the U.S. 101 corridor; the rural transition along Price Canyon from the more developed San Luis Obispo valley area to the town and the coast; the openness of the view lines and the framing of those views; the attention to the details of the built environment, and, of course, the ocean.

The Design Element sets policies for the city under the following topics:

Building and Site Design
Colors
Historic Buildings
Landscaping
Lighting
Scenic Highways

Signs
Special Design Studies
Streets
Utilities
View Corridors

Principles

P-7 Visual Quality is Important

The visual quality of the city's environment shall be preserved and enhanced for the aesthetic enjoyment of both residents and visitors and the economic well being of the community.

Development of neighborhoods, streets and individual properties should be pleasing to the eye, rich in variety, and harmonious with existing development. The feeling of being near the sea should be emphasized even when it is not visible. Designs reflective of a traditional California seaside community should be encouraged.

Policies

Building and Site Design Policies

D-1 Creative Site Planning

In order to allow for creative site planning, the city Zoning Ordinance may allow modification of all dimensional requirements except for density and size of parking spaces. Minimum access standards for emergency vehicles shall be maintained at all times. Within particular specific plan areas, all dimensional requirements may be modified. Specific criteria and findings shall be developed for when these modifications would be permitted. See related policy:

Land Use Element

LU-H-4

Residential Guidelines

D-2 Building and Site Design Criteria

a. Small Scale

New development should be designed to reflect the small-scale image of the city rather than create large monolithic buildings. Apartment, condominium and hotel buildings should preferably be contained in several smaller massed buildings rather than one large building. Building mass and building surfaces such as roofs and exterior walls shall be highly articulated to maintain a rich visual texture and an intimate building scale. Maximum height, setback, and site coverage standards to achieve the desired small-scale character will be regulated by City ordinance. Except where specified otherwise by this Plan or further limited by the implementing ordinance, the maximum height standard for new buildings shall not be more than 25 feet above existing natural grade in Neighborhood Planning Areas A through J, and Q; and not more than 35 feet above existing natural grade in the remaining portions of the Coastal Zone.

b. Entrances

To residential buildings, to individual dwelling units within the building, and to commercial structures should be readily identifiable from the street, parking area, or semipublic areas and designed to be of a pedestrian scale.

c. Views

Views to the ocean, creeks, marsh, and surrounding hills should be preserved and enhanced whenever possible. The feeling of being near the sea should be emphasized, even when it is not visible.

d. All Facades

Architectural features shall be consistent throughout a development, even when a portion of the development is hidden from public view.

e. Walls

Project perimeter walls should complement surrounding architecture and neighborhood environment and should avoid monotony by utilizing elements of horizontal and vertical articulation.

f. Driveway Widths

Driveway widths shall be kept narrow in order to retain a pedestrian street scale. Minimum and maximum driveway widths shall be as set forth in the Zoning Ordinance¹.

See also:

Circulation Element

C-14

Parking¹

g. Support Structures

The city shall establish guidelines for architectural review of the appearance of support structures allowable for homes jutting over steep slopes.

D-3 Subdivision Design Criteria

a. Pedestrian Paths

Pedestrian paths that connect to the public pedestrian systems shall be required in all developments and clearly delineated with signage compatible with surrounding development.

¹ Amendment finally approved (accepting Coastal Commission modifications) by the City Council 9/7/04: City Council Resolution R 2004-052

- b. Views Through the Site**
Projects should be designed to preserve some of the significant views enjoyed by residents of nearby properties, which could be blocked by the project. Especially on larger sites, clustering the buildings or creating new public viewpoints can preserve portions of these views.
- c. One Story/Two Story**
In subdivisions care should be exercised in how one story and two story houses are related. For example, developers should not build single story houses on every other lot to be later in-filled with two story houses.
- d. New Residential Tracts**
In new residential tracts, developers should be encouraged to sell a scattering of lots to individual builders to provide more variety in the development. The City may require such conditions as part of a Specific Plan or a tentative map approval.
- e. Hillside Subdivisions and Related Roads**
Subdivisions in hillside areas shall be designed subject to the following criteria:
 - ✓ compatibility with the natural terrain
 - ✓ minimizing highly visible road cuts
 - ✓ preservation of existing natural features, such as trees, native vegetation, ridgelines, and drainage courses
 - ✓ minimizing grading and alterations of natural landforms

See related policies:

Circulation Element	C-13	Pedestrian Circulation
Land Use Element	LU-5	Commercial Land Use
Land Use Element	LU-I-2	Hotel Site Development Conditions
Land Use Element	LU-N-1	Architectural Review
Land Use Element	LU-N-12	Commercial Site (James Way and Oak Park Boulevard)
Land Use Element	LU-P-5	Development Guidelines
Land Use Element	LU-Q	Freeway Foothills
Land Use Element	LU-R	Price Canyon Area

D-4 Multifamily Residential Design Criteria

The city shall develop specific design guidelines for multifamily residential projects. The objective of such guidelines is to ensure that the residential streetscape is animated by the presence of dwellings and pedestrian activity, and does not become a lifeless procession of blank walls, parking lots, parking garages, drive- ways and garage doors. The goal is a pedestrian friendly environment that diminishes the impact of the automobile.

Criteria and direction for these guidelines shall be as follows:

- a. Unit's Relation to Street**
Generally the street frontage should consist of residential units with windows, doors, balconies and porches facing and in reasonably dose proximity to the street, both in terms of height (i.e., units at street level, rather than raised) and in distance from the street (minimum set back). This type of orientation reinforces the traditional beach, active street environment and also increases street safety with "eyes" on the street. Whenever possible street level frontage should consist of residential units rather than parking lots or parking structures.
- b. Architectural Elements**

Architectural elements such as porches, bay windows, balconies, entrances and windows all signal human habitation and are essential ingredients in creating street-level interest and human scale and shall be required in new developments on all stories.

c. Building Articulation

Building surfaces shall be articulated by creating changes in plane or height or shape to break down the bulk and scale of larger building masses and create a respectful transition between the existing neighborhood context and the new structure. Offsets should be meaningful in relation to the size of the building and shall normally not be less than 2 feet. Street facades limited to two stories shall be required where such a limit reinforces the existing neighborhood character. Upper stories, when allowed, should be set back from the front facade of the lower story.

d. Utilities

Utilities such as gas meters, electrical meters and panels, fire control panels, telephone, CATV panels, and similar devices shall normally be screened from conspicuous public view in a manner, which does not conflict with city and safety regulations. Mechanical equipment, tanks, ducts, elevator enclosures, cooling towers, or mechanical ventilators shall be contained within an enclosed pent- house or other portion of a building having walls and roofs with construction and appearance similar to the main building.

e. Trash Areas

Trash areas shall normally be screened from public view on all sides by a six-foot solid wall or fence and shall normally not be located in the front yard. A chain link fence with slats does not qualify as a solid fence. Trash areas shall be surrounded by complementary landscaping. See related policies:

Land Use Element	LU-H-4	Residential Guidelines
Land Use Element	LU-N-1	Architectural Review

Colors Policies

D-5 Utilities and Fences

Utility structures such as water tanks and poles and safety fences such as chain link shall be painted dark earth tone colors with a light reflective value of less than 40% in order to blend into the landscape. White, blue, green and similar colors often chosen shall not be used. The City shall request the oil company in Avila to paint the large oil storage tanks a more appropriate color. Related policies:

Land Use Element	LU-G-6	School Landscape and Fence
Land Use Element	LU-M-7	Water Treatment Plant
Land Use Element	LU-P-7	Water Tanks

D-6 Hillside Development

Development on the hillsides should be visually subordinated to the hills. Colors used on buildings and structures shall be dark natural colors with a light reflective value of less than 40%, except where lighter colors are determined to be appropriate by the review authority. Light colors such as white, cream and blue shall not normally be allowed nor shall the lighter or more brilliant colors of red fired clay tile, brightly colored glazed tile or reflective metal be used for roofs. Development shall also be screened to the extent possible from freeway views through the use of trees and landscaping. See related policy:¹

Land Use Element	LU-Q-3	Minimize Impact on Foothills
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Historic Buildings Policies

D-7 Buildings of Historic, Architectural or Cultural Interest

Buildings of historic, architectural or cultural interest add to the ambiance of the city and should be honored, restored, preserved and emphasized. Such structures are generally found in downtown and Shell Beach and include commercial buildings, older motels and cottages and residential structures. (See related Principle and policy:

Land Use Element Park and Recreation	Principle-16 PR-21	Historic Ambiance John Michael Price
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D-8 Survey of Buildings

The City shall undertake a survey of buildings of historic, architectural or cultural interest and adopt appropriate programs for recognition and preservation of such structures as local landmarks.

Landscaping Policies

D-9 Street Trees

The City shall review and amend, as appropriate, its comprehensive street tree-planting program. Whenever feasible, street trees shall be located adjacent to the curb with the sidewalk between the trees and the buildings. This provides a pedestrian scale to the street and creates a psychologically safe and pleasant walking area. Specific areas in the city that need street trees include:

Land Use Element	LU-L-5	Trees
Land Use Element	LU-N-11	Pacific Coast Plaza Shopping Center
Land Use Element	LU-N-16	Trees

Street trees shall generally be required every 35-50 ft. per street side. Trees shall be relatively mature, 24-inch box minimum. See policies:

Circulation Element	C-13	Pedestrian Circulation
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D-10 Parking Lots and Large Asphalt Areas

Parking lots and large asphalt areas such as gas stations shall be extensively landscaped with trees in order to remove the harsh visual impact and create a more friendly pedestrian oriented scale. The City shall develop incentives to encourage the owners of large pre-existing parking lots and asphalt areas to install extensive landscaping. Such incentives could include design advice or assistance, certificate or awards, public recognition, or assistance from various nonprofit organizations. Examples include:

Circulation Element	C-14	Parking
Land Use Element	LU-G-6	School Landscape and Fences
Land Use Element	LU-L-5	Trees
Land Use Element	LU-M-2	Route 101 Frontage
Land Use Element	LU-N-11	Pacific Coast Plaza Shopping Center
Land Use Element	LU-O-4	PG&E Lands

D-11 Large Buildings

Large public and private buildings and structures shall be heavily landscaped with trees and shrubs to break up the massive scale and create a more friendly pedestrian-oriented environment. Examples include:

Land Use Element	LU-G-6	School Landscape and Fences
Land Use Element	LU-M-7	City Water Treatment Plant
Land Use Element	LU-P-7	Water Tanks

D-12 Special Tree Preservation

A number of special and important trees or tree groupings exist within Pismo Beach and these trees should be preserved. Examples include:

a. Oak Trees

Land Use Element	LU-N-5	Oak Trees
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b. Monterey Pines and Monterey Cypress

Land Use Element	LU-F-7	Tree Preservation
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c. Eucalyptus Trees

Conservation Element	CO-7	Butterfly Habitat
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d. Monkey Trees

Land Use Element		275 San Luis Street
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e. Sycamores

Conservation Element	CO-22	Price Canyon
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D-13 Freeway Landscaping

The 101 Freeway cut and fill banks and median strips should be landscaped. The city shall develop jointly with CALTRANS a landscaping design and implementation program for these areas. Problem areas include:

Land Use Element	LU-A	Sunset Palisades
Land Use Element	LU-C	North Spyglass
Land Use Element	LU-F	Terrace Avenue

See also:

Circulation Element	C-2	Freeway U.S. 101
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D-14 Public Facilities

Public facilities and utilities should be attractively landscaped. Specific examples include:

Land Use Element	LU-M-7	City Water Treatment Plant
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D-15 Front Yards and Street Rights of Way

Street rights-of-way outside the curb line and front yards shall not be paved except for driveways or parking spaces officially approved by the City. The City shall not approve parallel parking that is outside the normal area needed for travel ways and related street parking. Examples include:

Circulation Element	C-14	Parking
Land Use Element	LU-H-7	Street and Front Yard Paving
Land Use Element	LU-J-8	Street and Front Yard Paving

D-16 Tree Maintenance

A Landscaping Program for each new subdivision and commercial development shall be required. The program shall include the maintenance of mature trees and conditions for their removal. The City shall require adherence to good landscaping practice; that is, consider compatibility with soils, climatic conditions, topography, existing developments, appearance and maintenance as well as resistance to disease, shape, life span, availability and height in relation to scenic obstruction.

D-17 Native and Drought Tolerant Landscaping

Native and drought tolerant landscaping with drip irrigation shall be required within all new and rehabilitated development requiring discretionary approval in conformance to city water conservation policies.

D-18 View Corridor Protection

Trees should be planted in locations that frame but do not block important view corridors, such as views to the ocean. Trees shall be shown on landscaping plans and for new developments subject to city review and approval. In view corridors and on bluff-top lots, tree species should be limited to low-growing canopies that will not impair views from nearby properties. (See related Policy D-39, 40 & 41 under View Corridors.)

D-19 Special Landscape Areas

A number of areas in the city lend themselves to special street tree treatment or themes. These include:

- a. **Oak Park Boulevard**
Oak Park Boulevard is the dividing line between Pismo Beach and Arroyo Grande and also serves as the southern entry to the city. A distinctive row of trees should be planted on the Pismo Beach side of the boulevard to announce the start of Pismo Beach and serve as a ceremonial entry point. Trees should be tall, and 35 ft. on center. For the most dramatic effects the trees should be tall and narrow. Possible species to be studied include Monterey cypress and Canary Island pine.
- b. **Shell Beach Road** Shell Beach Road connects many of the city's neighborhoods and is an important visual spine. The heavy use of Monterey cypress trees has already created a distinctive corridor. Care should be taken in the street tree program to not block views of the ocean.
- c. **Downtown**
Streets within downtown should have a carefully planned street tree program. Particular attention should be given to Price Street, Dolliver Street and Pomeroy Street.

D-20 Special Landscape Features

Special landscape features shall be preserved including but not limited to:

- a. The large rock in the 101 Freeway center divide.
Circulation Element C-2 U.S. 101 Freeway
- b. Rock formations in the Judkins School and Boosinger Park areas.
- c. Dinosaur Caves.
Parks, Rec & Access PR-20 Boosinger Park

D-21 City Entryways

A landscape plan shall be developed for all city entryways as shown in figure D-I, Entrance Sign Locations.

Lighting Policies

D-22 Pedestrian Scale Street Lights

Pedestrian-scaled streetlights shall be used throughout the community in new developments except for safety lighting used for intersection lighting. The City shall also consider a program of

assessment districts to retrofit existing neighborhoods with pedestrian scaled streetlights.

Examples include:

Land Use Element	LU-H-6	Street Lights (Shell Beach)
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Scenic Highways Policies

D-23 U.S. 101 Freeway

The U.S. 101 Freeway, also known as E1 Camino Real, is hereby designated as a Pismo Beach scenic highway. The portion of this highway within Pismo Beach provides travelers with the only ocean view between the Golden Gate Bridge (San Francisco) and Gaviota, a distance of over 300 miles. The scenic views include the City and ocean on one side and the Pismo Foothills on the other. To implement this policy the City shall:

- a. Request CALTRANS to designate the U.S. 101 Freeway as a state Scenic Highway.
- b. Request San Luis Obispo County to designate the U.S. 101 Freeway as a County Scenic Highway.
- c. Require design review of all projects within 200 feet of the edge of the CALTRANS right-of-way for their visual qualities as seen from the road.
- d. Require that new commercial signs, sound walls and other new developments be modified in height, size, location or design so that existing "blue water" ocean views from U.S. Highway 101 will not be blocked, reduced or degraded; the same policy shall also apply with respect to existing open views from U.S. Highway 101 to the scenic upper slopes, generally above the 200 ft. contour, which provide the visual backdrop for the City. Exceptions will be allowed only for 1) residential or visitor serving commercial structures where no other use of the property is feasible, and 2) signs, utility structures and public buildings where there is no feasible alternative and all appropriate mitigation measure are applied to minimize adverse visual impacts.
- e. Review proposals for new landscaping within or along the highway right-of-way to insure that these ocean and hillside views will not be blocked by the proposed plantings.
- f. Require that new structures shall not be placed on ridgelines or slope breaks where they would profile against the sky, as seen from U.S. Highway 101; and that cut slopes, fill slopes, paving and structural development on hillsides in excess of 30% slope will not be allowed in public views from the highway.

Other General Plan policies intended to help implement the scenic highway designation include:

Circulation Element	C-2	U.S. 101 Freeway
Conservation Element	CO-8	Regional Open Space/Park
Conservation Element	CO-9	Land Above 200 ft. Contour
Land Use Element	LU-A-2	Upper Slopes and Hillsides
Land Use Element	LU-A-4	Hillside Development Regulation
Land Use Element	LU-A-7	Height of Structures
Land Use Element	LU-A-8	Open Space
Land Use Element	LU-B-2	Open Space
Land Use Element	LU-B-5	Visual Access
Land Use Element	LU-C-3	Views
Land Use Element	LU-C-5	Public Parking
Land Use Element	LU-D-4	Design Guidelines
Land Use Element	LU-I-3	Sidewalks
Land Use Element	LU-J-4	Development Conditions
Land Use Element	LU-M-2	Route 101 Frontage

D-24 Price Canyon Road

Price Canyon Road for a distance of 4.7 miles from the intersections with Highway 227 to U.S. 101 is hereby designated as a Pismo Beach scenic highway. Price Canyon Road is a scenic entryway to Pismo Beach from the interior of San Luis Obispo County. Scenic views consist of steeply sloped hillsides with oak woodland and streamside riparian vegetation. Its character is derived from the undeveloped rural nature of the canyon that it traverses. To implement this policy the City shall:

- a. Request San Luis Obispo County to designate Price Canyon Road as a County Scenic Highway.
- b. Conduct a special design study of this corridor (see Conservation Element CO-22, Price Canyon Open Space & Study Area)
- c. Require design review for development on all properties abutting the road right-of-way. See related policies:

Circulation Element	C-3	Price Canyon Road
Conservation Element	CO-22	Price Canyon Open Space
Land Use Element	LU-O-2	Pismo Creek Linear Park
Land Use Element	LU-O-4	PG&E Lands
Land Use Element	LU-P-3	County Property
Land Use Element	LU-P-5	Development Guidelines
Land Use Element	LU-P-8	Price Canyon Road
Land Use Element	LU-P-9	Private Open Space
Land Use Element	LU-R-9	Access

D-25 State Highway 1/Dolliver Street

State Highway 1/Dolliver is hereby designated as a Pismo Beach Scenic Highway. State Highway 1 is a scenic entryway to Pismo Beach from the south accessing the butterfly habitat, the State North Beach Campground and numerous private campgrounds and RV Parks. Its character is derived from the large eucalyptus trees and recreation environment. The street becomes urban as it enters downtown but retains a visitor’s destination and recreation impression. To implement this policy the City shall:

- a. Request CALTRANS to designate State Highway 1/Dolliver Street as a State Scenic Highway.
- b. Request San Luis Obispo County to designate State Highway 1/Dolliver Street as a County Scenic Highway.
- c. Conduct a special design study of this corridor.
- d. Require design review for development on all properties abutting the road right-of-way.

D-26 Shell Beach Road

Shell Beach Road is hereby designated as a Pismo Beach Scenic Highway. Shell Beach Road is the scenic road that ties together much of Pismo Beach. Its character is derived from the views of the ocean on one side and the foothills on the other. To implement this policy the City shall:

- a. Conduct a special design study of this corridor.
- b. Require design review for development on all properties abutting the road right-of-way.

D-27 Ocean Boulevard

Ocean Boulevard is hereby designated as a Pismo Beach Scenic Highway. Ocean Boulevard is one of the few streets along the coast that closely parallels the top of the ocean bluffs. Its character is derived from the dramatic views and close proximity of the street to the ocean and coastal bluffs. To implement this policy the City shall:

- a. Conduct a special design study of this corridor.
- b. Require design review for development on all properties abutting the road right-of-way.

D-28 Visual Quality

Any new development along city-designated scenic highways should meet the following criteria:

- a. Development should not significantly obscure, detract from nor diminish the scenic quality of the highway. In those areas where design review is required, or the protection of public views as seen from U.S. Highway 101 is an issue or concern, the City shall require by ordinance a site specific visual analysis. Such analysis shall utilize story poles, photo montages, or other techniques as deemed appropriate in order to determine expected visual impacts, prior to approval of new development; documentation shall be retained for evaluation of permit conformance.
- b. Development in the foothills area shall seek to maximize scenic values, paying special attention to minimizing erosion hazards. Holding of designated buildable areas in open space shall be encouraged through bonuses and transfer densities.
- c. The City shall adopt a comprehensive grading ordinance to reflect the scenic highway necessities.
- d. The existing city setback and height regulations are necessary for the protection and enhancement of scenic vistas. Planned residential zones should be utilized to encourage view sensitive site planning.
- e. The City shall encourage the County to retain the Ontario Hills and freeway hillsides as open space or grazing land.
- f. Industrial facilities should be screened from view of scenic highways.
- g. The view of the bluffs over the Dinosaur Caves area shall be carefully protected.
- h. Existing ordinances shall be updated to reflect scenic highway policies. Special attention shall be given to the following:
 - * limiting of cut and fill
 - * tree preservation and planting
 - * bank seeding and planting
 - * low density or open space use of steep land
 - * cluster development and/or planned development
 - * setback from water or bluff edges
 - * landscaping of objectionable views
 - * easement dedication
 - * screening
 - * road design
 - * right-of-way requirement

- * underground utilities
- * reservation of sites for park, schools, open space, or other appropriate public uses consistent with the policies of the general plan
- * height and bulk of proposed development

Signs Policies

D-29 Pole Signs

Pole signs shall only be permitted for businesses directly catering to freeway traffic. Signs shall be no higher than necessary for visibility. Monument signs shall be encouraged. A visual impact analysis of any proposed pole sign shall be required to determine appropriate height for freeway visibility.

D-30 Historic Signs

Signs that have a tie to Pismo Beach's Classic California ambiance, or those that are designed to reflect this ambiance shall be allowed as exceptions to other standards in the sign code. These signs include:

- a. Palmist
- b. El Pismo Inn
- c. Chele's
- d. Goose
- e. Brad's (fish)
- f. Clam Digger
- g. Pismo Seaport Village
- h. Shell Beach Inn
- i. Spyglass Center

D-31 Off-Premise Signs/Billboards

Billboards shall be prohibited within the city limits. The City shall recommend to the County Board of Supervisors that billboards in the San Luis Bay Planning area adjacent to the City of Pismo Beach be amortized and removed. The City shall specifically request that the County take action to remove the Howard Johnson's billboard on Highway 101 at the north end of city.

D-32 Sign Lighting

The use of neon for downtown and Shell Beach commercial signs shall be encouraged. Internally illuminated, "pan-type" signs shall be discouraged. When pan-type signs are used the lettering should be illuminated rather than the background to the lettering.

Land Use Element

LU-J4

Street and Front Yard Paving

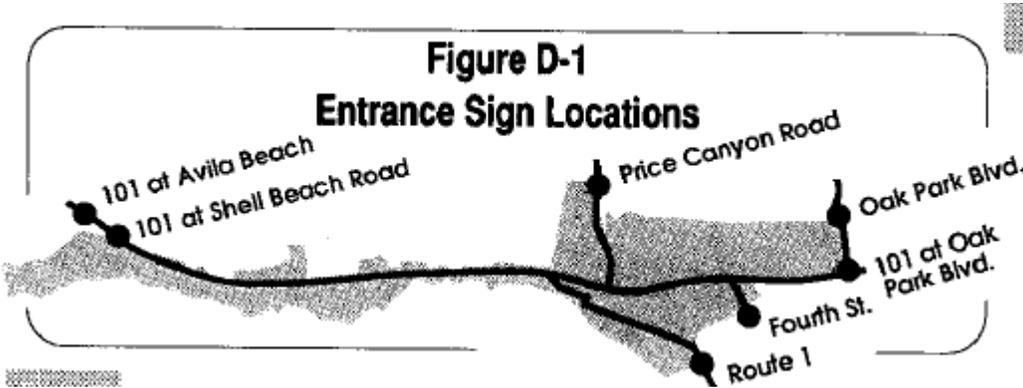
D-33 City Entrance Signs

Attractive uniform "Welcome to Pismo Beach" signs should be placed at all major entrances to the city as shown on Figure D-1. See also:

Land Use Element

LU-M-5

City Entrance



D-34 CALTRANS Freeway Signs

Since CALTRANS freeway signs set the travelers image of Pismo Beach, they should reflect the actual community. The City should request CALTRANS to change the three signs described in Table D-2. See also:

Circulation Element C-2 U.S. 101 Freeway

**Table D-2
CALTRANS U.S. 101 Freeway Signs**

<u>Location</u>	<u>Existing Sign</u>	<u>Proposed Sign</u>
Southbound at Avila Road	Pismo Beach 5 Miles	Pismo Beach Next Exits
Northbound at Oak Park Blvd.	Grover City- Oak Park Road	Oak Park Blvd.
North Bound at Oak Park Blvd.	Pismo Beach 3 Miles	Pismo Beach Next Exits

Streets Policy

C-35 Curb Radius

Curb radius shall be established by city street standards and specific local conditions. The goal shall be to reduce curb radius as much as possible to shorten the pedestrian route across the street and lessen the auto- mobile dimensions of the intersection. See also Land Use Policy:

Circulation Element C-1 Street Classification Plan
 Land Use Element LU-H-7 Street and Front Yard Paving

Utilities Policies

D-36 Undergrounding Required

The long-term goal shall be to place all overhead utilities underground. Under-grounding of utilities shall be required in all new subdivisions as well as for individual lot development when possible.

D-37 Underground Priorities

Priorities for under-grounding utilities shall be:

- 1st: Price Street (LU-J-7)
- 2nd: Shell Beach Road (LU-D-4)
- 3rd: Downtown

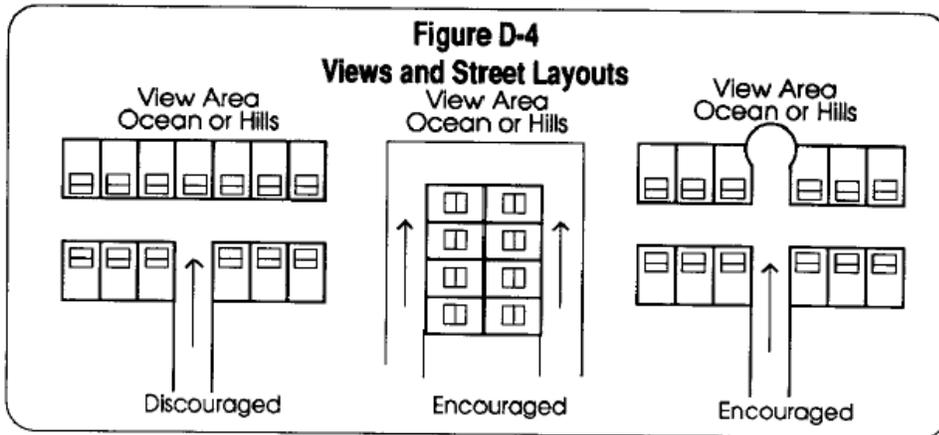
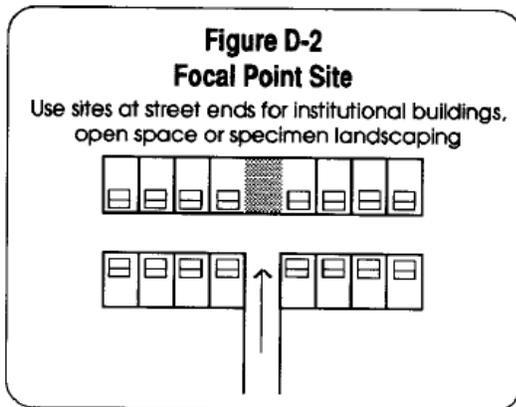
- 4th: Other street-side overhead utilities.
Examples include:
Land Use Element LU-J-7 Wilmar, Harbor View and Franklin Street
- 5th: Back property line overhead utilities

View Corridors Policies

D-38 Side Yard View Corridors

Where side yards provide a view from the street to the ocean or a view to attractive hills and valleys, the side yards should be maintained as open visual access corridors the width of the required side yard setback. These areas shall be open to the sky and free from all visual obstructions including trees and shrubs (except for a see through gate or fence) from the front property line to the rear property line. Design review shall be required to implement this recommendation. Existing structures are exempted from this policy. Examples include:

Design Element	D-18	View Corridor Protection
Land Use Element	LU-A-9	Side Yard Views
Land Use Element	LU-D-3	Side Yard Views
Land Use Element	LU-E-5	Side Yard Views
Land Use Element	LU-G-4	Side Yard Views



D-39 Focal Point Sites

Properties at the end of streets, "T" intersections and street bends often present unusual design opportunities and visual impacts on the communities due to their unique locations (see Figure D-

2). Design review shall be required for all such parcels, many of which are mapped on Figure D-3.

Specific sites amongst others to be considered include:

Land Use Element	LU-D-4	Design Guidelines
Land Use Element	LU-N-17	3.4 Acre Parcel, Site "2"
Land Use Element	LU-N-18	Commercial Site-James Way and Fourth St.

See also:

Land Use Element	LU-B-5	Visual Access
Land Use Element	LU-C-3	Views
Design Element	D-18	View Corridor Protection

D-40 Street Layouts

New streets shall be laid out so as to emphasize views. In many cases this means streets should be perpendicular to the view as shown in Figure D-4. For example, streets perpendicular to the ocean should be open at the end toward the ocean and not blocked with landscaping or buildings.

Examples include:

Design Element	D-18	View Corridor Protection
Land Use Element	LU-B-4	Road System
Land Use Element	LU-K-2	Specific Plan

D-41 Special Design Concerns

Figure D-3 maps areas of the city where special concern for urban design is necessary. These sites and features shall be included in the Zoning Ordinance, Architectural Review Overlay Zone. Categories of concern include:

- a. Focal Point Sites (See Policy D-39)
These sites are generally at ends of streets or where Streets curve.
- b. Special Design Considerations
These sites are similar to focal point sites but tend to be linear in nature.
- c. Street Ends
New buildings or structures on parcels at these street ends shall be sited so as to not block views, or to minimize view impairment when no feasible siting alternative exists.

D-42 Scenic Views Adjacent to the City

The City shall encourage the County to retain the Ontario Hill and the hillsides adjacent to Highway 101 and Price Canyon Road as open space or grazing land and prohibit development on slopes over 30%.

Special Design Concerns Figure D-3

PISMO BEACH GENERAL PLAN

KEY

- Focal Point Sites
- ▨ Special Design Consideration
- ↓ End of street to be kept open for views

