GENERAL PLAN GUIDANCE FOR PISMO BEACH DOWNTOWN

Principles

P-13 Natural Resource Preservation
All land use proposals shall respect, preserve and enhance the most important natural resources of Pismo Beach; those being the ocean and beaches, hills, valleys, canyons and cliffs; and the Pismo and Meadow Creek streams, marsh and estuaries. (See related principles and policies in the Conservation Element.)

P-14 Immediate Ocean Shoreline
The ocean, beach and the immediate abutting land are recognized as an irreplaceable national resource to be enjoyed by the entire city and region. This unique narrow strip of land should receive careful recognition and planning. The purpose of the beach is to make available to the people, for their benefit and enjoyment forever, the scenic, natural, cultural, and recreational resources of the ocean, beach and related up-lands. (See related principles and policies in the Conservation Element.)

P-15 Visitor/Resident Balance
The California coast is an extremely desirable place to live, work and recreate that belongs to all the people. As such, congenial and cooperative use by both residents and visitors is recognized. Such use should capture the best attributes of the city and creatively determine the acceptable place, scale, intensity, rate and methods for development consistent with resource protection and public benefit.

P-16 Historic Ambiance
Pismo Beach contains the historic ambiance of the small California beach town. This is particularly evident in downtown and Shell Beach. Although hard to define, the preservation of this ambiance is important and the city shall encourage its preservation. This ambiance provides a link with the past, creates a pleasant experience, and adds to community diversity.

Policies

LU-1 Land Use Maps

Land uses shall be regulated as shown on the Land Use Map, Figure LU-2 and the maps for individual neighborhood planning areas. In case of conflict, the maps for the individual planning areas shall take precedence. Land-use categories applicable to the Downtown area are stated in the policy section for that sub-area.

LU-2 Residential Uses

Residential land uses include the categories of Low, Medium and High density. Specific policies for residential uses are:

a. Variety of Residential Land Uses Encouraged

In order to provide a variety of housing choices for all income groups and create residential areas with distinctive identity a wide variety of densities and housing types shall be encouraged.

b. Cluster Development Encouraged

Cluster developments are encouraged where they provide increased open space, better visual qualities, and additional preservation of sensitive sites, decreased cost of municipal services or an opportunity to provide affordable housing.

c. Churches

Churches may be allowed on lands in the residential categories as set forth in the Zoning Ordinance. Normally a conditional use permit should be required.

d. Densities

Permissible housing densities are established within three broad categories shown in Table LU-3.

Table LU-3
Housing Categories and Density

Category	Density
Low Density	1 to 8 units per ac.
Medium Density	9 to 15 units per ac.
High Density	16 to 30 units per ac.

These densities are maximums. It may not be desirable or appropriate to meet these densities in any specific situation. The maximum number of dwelling units shall be determined for individual parcels as follows:

- Gross parcel area is computed in square feet or acres.
- The amount of parcel area that is unbuildable is calculated, including but not limited to acres with slopes greeter than 30%, existing roadways, waterways.
- Net buildable parcel area is calculated as a-b.
- The maximum number of units or lots is the product of the density factor and the net buildable area.

Population density is estimated as follows:

- ✓ 2.05 persons/unit within the 1981 city limits
- ✓ 2.5 person/unit in sphere of influence

See also Conservation/Open Space Element CO-I, Siting of Multi-Family Projects

e. Density Bonuses

In return for provision of housing that is affordable to lower income households, the City may permit a residential density bonus of 25% over the number of units otherwise allowed by the housing density categories shown in Table LU-3. (see Policy H-2)

For housing projects which are (1) located in the medium or high density residential use categories and (2) restricted to elderly households, the bonus may be increased to 50% above the density shown in Table LU- 3 for the applicable category, provided that 50 % of the total units in the project are affordable to very low income elderly households. (See Policy H-3)

LU-3 Public and Semipublic Land Use

The Public and Semipublic category shall designate land in public ownership that should be developed for public use and various public facilities. This category does not include public parks.

LU-4 Resort Commercial Land Uses

The Resort Commercial land use shall allow various visitor services including motels, hotels and R.V. Parks. Floor area ratios shall not exceed 1.25. Specific policies for these uses are:

a. All Income Levels
Resort commercial activities shall be promoted catering to visitors of all income levels.

b. Conversion Prohibited
Conversion of visitor-serving lodging to other non-visitor-serving types of uses shall be prohibited unless the cost of rehabilitation is greater than 50 percent of the market value of the structure or the city finds, based upon supporting data, that the existing use can no longer be made economically viable. Where conversion is allowed, the city may require on or off site replacement of the lost visitor serving lodging. (See related Housing Element H- 13, Older Motels and Cottages.)

c. R.V. Parks Restricted
R.V. parks shall be restricted to the Pismo Creek Planning Area "L".

d. Non-visitor-serving Uses

The Resort Commercial category is specifically intended to be set aside for visitor-serving uses. Residential and/or non-visitor-serving commercial uses may be permitted on lands designated within this category only if one of the following findings is made:

1. The size, shape or location of the parcel make it inappropriate for a visitor-serving use; or

2. The use is low-or moderate-income housing that is clearly subordinate and accessory to an on-site hotel or motel use and is established for, and limited to occupancy by, employees of the hotel, motel or other nearby visitor-serving establishments. Uses, which shall be specifically prohibited, include office space for general or medical businesses, and non-retail commercial services.

e. Condominium Hotels Permitted
The subdivision of hotels into airspace condominium units may be permitted with the approval of the City Council, provided that such units are clearly designed as hotel rooms or suites rather than dwelling units and are restricted to occupancy on a transient basis. Approvals of any such subdivision shall be subject to conditions that will assure the development functions primarily as visitor accommodations. Such conditions shall require recordation of enforceable deed restrictions limiting occupancy by any individual to a maximum of 30 calendar days per year, cumulative; compel participation in a rental program open to the general public on the same basis as non-condominium hotels; and discourage design features, which would be characteristic of long-term occupancy

LU-5 Commercial Land Uses

The Commercial land use designations shall allow visitor- serving, neighborhood and regional commercial uses. Floor area ratios shall not exceed 2.0. Specific policies for these uses are:

a. **Attractive and Stimulating Surroundings**
Commercial areas should be enjoyable places in which to shop and work. This means providing pedestrian scaled design, landscaping of building and parking lots, street trees, screening unsightly storage areas and banning out of scale advertising.

b. **Secondary Residential Uses Encouraged**
Residential uses are encouraged on upper floors in all commercial areas. Secondary residential use may be required in selected areas. See also:

c. **Drive-Thrus Prohibited**
In order to maintain and promote a more pedestrian-oriented beach community character, as well as to reduce the high volume of vehicle trips attracted by drive-thru establishments, the City shall prohibit any new development of drive-thru services in restaurants, banks, dry cleaners and other business establishments in all planning areas located within the Coastal Zone.

LU-6 **Industrial Land Use**
The Industrial land use designations shall permit nonpolluting, warehousing, distribution, assembly and light manufacturing uses. Floor area ratios shall not exceed 1.5. Specific polities for these uses are:

a. Pismo Creek & Pismo Marsh Impacts
Industrial development shall not adversely impact the sensitive habitats of Pismo Creek or Pismo Marsh.

b. Industrial Standards
Industrial uses shall comply with industrial regulations and standards, including: air pollution, noise, waste disposal, access for delivery vehicles and light and glare. These uses should be designed to present a pleasant appearance and shall include appropriate landscaping.

c. Open Storage Yards
Open storage yards of material and equipment are discouraged and subject to design review, may be prohibited.

LU-7 Child Care Facilities
The City may grant a density bonus or provide other incentives for developers of commercial or industrial projects to include a childcare facility within their project.

LU-8 Open Space
Open space land use designations include public parks and private lands intended to remain in open space or private parks. Open space lands shall not be developed intensively with buildings or other structures.