

# AVILA BEACH SPECIFIC PLAN



MARCH 2001



# **AVILA BEACH SPECIFIC PLAN**

ADOPTED BY  
THE SAN LUIS OBISPO COUNTY  
BOARD OF SUPERVISORS  
October 17, 2000

Certified by the California Coastal Commission  
November 15, 2000

MARCH 2001

# COUNTY OF SAN LUIS OBISPO

## Board of Supervisors

Harry Ovitt, District 1  
Shirley Bianchi, District 2  
Peg Pinard, District 3, Chairman  
Khatchik Achadjian, District 4  
Mike Ryan, District 5

## Planning Commission

Cliff Smith, District 1  
Doreen Liberto-Blanck, AICP, District 2  
Cynthia Bolle, District 3  
Pat Veesart, District 3 (resigned)  
Diane Hull, District 4  
Wayne Cooper, District 5

## Prepared with assistance from:

Design, Community & Environment  
1600 Shattuck Avenue, Suite 222  
Berkeley, California 94709  
(510) 848-3815

## Subconsultants:

Earth Design, Inc.  
Bay Area Economics

## Department of Planning and Building

Victor Holanda, AICP, Director  
Bryce Tingle, AICP, Assistant Director  
Ellen Carroll, Environmental Coordinator  
John Euphrat, AICP, Principal Planner  
Warren Hoag, AICP, Principal Planner

John Hand, Senior Planner, Project Manager  
David Church, Planner III  
Kami Griffin, Supervising Planner  
Steve McMasters, Environmental Specialist  
James Caruso, Senior Planner

# Table of Contents

<b>I</b>	<b>Vision and Goals</b>	<b>I</b>
A.	The Planning Area	1
B.	The Vision for Avila Beach	4
C.	Specific Plan Goals	5
<b>2</b>	<b>Community Plan</b>	<b>11</b>
A.	Conceptual Plan	11
B.	Town Center Conceptual Plan	16
C.	Key Private Development Sites	22
D.	Historic Preservation	33
E.	Affordable Housing	35
F.	Streetscape Plan	37
G.	Front Street Park	46
H.	Open Space Preservation	49
I.	Development Summary	50
<b>3</b>	<b>Circulation, Parking and Infrastructure</b>	<b>53</b>
A.	Circulation	53
B.	Parking	59
C.	Infrastructure	63
<b>4</b>	<b>Design Guidelines and Development Standards</b>	<b>67</b>
A.	Affordable Housing	67
B.	Front Street Commercial District Area Standards	68
C.	Commercial Retail District Standards (for Areas Not on Front Street)	84
D.	Residential Multi-Family (RMF) Area Standards	93
E.	Residential Single-Family (RSF) Area Standards	97

<b>5</b>	<b>Implementation</b>	<b>101</b>
A.	Area Plan Amendment	101
B.	General Plan Consistency	103
C.	Public Improvement Costs	105
D.	Funding Sources	105
<b>6</b>	<b>Economic Recovery Strategy</b>	<b>109</b>
A.	Introduction	109
B.	Organization	109
C.	Promotions and Advertisement	111
D.	Business Assistance	113
E.	Development of Business Skills	113
F.	Financing and Funding	114
	<b>Appendix A: Planning Background</b>	<b>117</b>
A.	Reasons for Preparing the Specific Plan	117
B.	Process	117
	<b>Appendix B: Existing Conditions</b>	<b>119</b>
A.	Design and Development	119
B.	Circulation and Parking	126
C.	Policy	129
D.	Market Conditions	136
	<b>Appendix C: Regulatory Appendix</b>	<b>147</b>
A.	Land Use Map	147
B.	Avila Beach Land Use	148
C.	Avila Beach Urban Area Programs	150
D.	Avila Beach Urban Area Standards	152

# List of Figures

## I Vision and Goals

Regional Location	1
Avila Beach Area	2
Planning Area	3
Avila Beach	4
View Corridor	9

## 2 Community Plan

View of Front Street Closure Area	11
Conceptual Plan	13
Restroom Locations	15
Front Street Pedestrian Zone	16
Front Street Section - Closure Area	17
Perspective of the Mid-Block Pedestrian Passage	19
Mid-Block Pedestrian Passage (Plan View)	20
Key Development Sites	22
Parking Lot/Old Railroad Right-of-Way Area Concept Plan	25
Former Mobile Home Park Site - Residential Use Concept	26
Stacked Flats and Courtyard Entries	27
San Miguel Street Development	28
Vacant Hillside Lots Infill Development	30
Potential Tank Farm Development	31
Front Street Section	37
Typical Side Street Section	38
Street Trees	39
Seawall Lighting	40
Palm Tree Lighting	40
Concrete Street Furniture	41
Concrete Street Furniture Palette	42
Hillside Street Improvements	43
Asphalt Swales	44
Hillside Swales	44
James Keefe Bench	45
New Bench Location	45
Front Street Park Section	46
Front Street Park Plan	47
Open Space Preservation Sites	49

### **3 Circulation, Parking and Infrastructure**

Circulation Improvements in Avila Beach	53
Bicycle Path Terminus	55
Bicycle Parking Locations	55
Shell Beach Bicycle and Pedestrian Connection	56
San Miguel - Second Street Steps	57
Sidewalk and Swale Improvements	58
Proposed Parking Count	59
Stormwater and Drainage Improvements	62
Avila Beach CSD Sewage Treatment Facility	64

### **4 Design Guidelines and Development Standards**

Front Street Commercial District	68
Commercial Retail (CR) Areas	84
Residential Multi-Family Areas	93
Oak Woodland Preservation Areas	95
Residential Single-Family Areas	97

### **5 Implementation**

Land Use Category Changes	102
---------------------------	-----

### **Appendix B: Existing Conditions**

Historic Buildings	119
Urban Design Existing Conditions	120
Existing Land Use	123
Opportunity Sites	125
Existing Circulation Conditions	126
Existing Parking Supply	128
Avila Pier	130
Existing Land Use Designations	134
Census Tract 116	136
Avila Beach on an August Saturday	138
Avila Beach Market Area	139
Avila Beach Commercial District	140
Port San Luis	140
Inn at Avila Beach	143



## **Appendix C: Regulatory Appendix**

Avila Beach Land Use Map	147
Avila Beach Community Services District	154

## **List of Tables**

### **2 Community Plan**

Table 1: Conceptual Plan Development Summary	50
Table 2: Conceptual Plan Housing Units	51

### **3 Circulation, Parking and Infrastructure**

Table 3: Parking Demand	60
Table 4: Parking Count Summary	60

### **5 Implementation**

Table 5: Capital Implementation Projects	104
Table 6: Capital Funding Sources	105

## **Appendix B: Existing Conditions**

Table 7: Parking Count Summary	128
Table 8: Market Conditions Summary	136
Table 9: Existing and Proposed Hotel Rooms	144



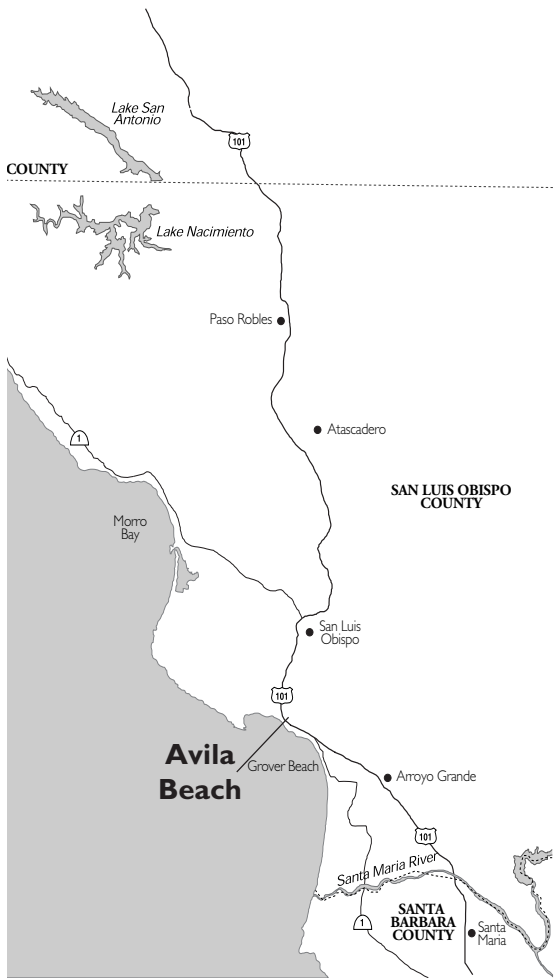
**AVILA BEACH SPECIFIC PLAN**

MARCH 2001



# I VISION AND GOALS

The Avila Beach community has come together through the Avila Beach Specific Plan process to create a vision for the rebuilding of Avila Beach as a result of the demolition of much of its commercial district due to the Unocal clean-up. This chapter defines the planning area and outlines that vision for Avila Beach and the goals of this Specific Plan.



*Regional Location*

## A. The Planning Area

### 1. *Regional Location*

Avila Beach is a small, unincorporated community located in the south-central coastal portion of San Luis Obispo County, on San Luis Bay. The town of Avila Beach backs up against the Irish Hills, which are part of the California Coast Range. From the hills, there are panoramic views of the San Luis Bay including Port San Luis and San Luis Point.

Avila Beach is west of Pismo Beach and about nine miles south of the City of San Luis Obispo. From Highway 101, one of the major north/south highway arterials that traverses California, Avila Beach is accessed from Avila Beach Drive and San Luis Bay Drive. The regional location of Avila Beach is illustrated to the left.



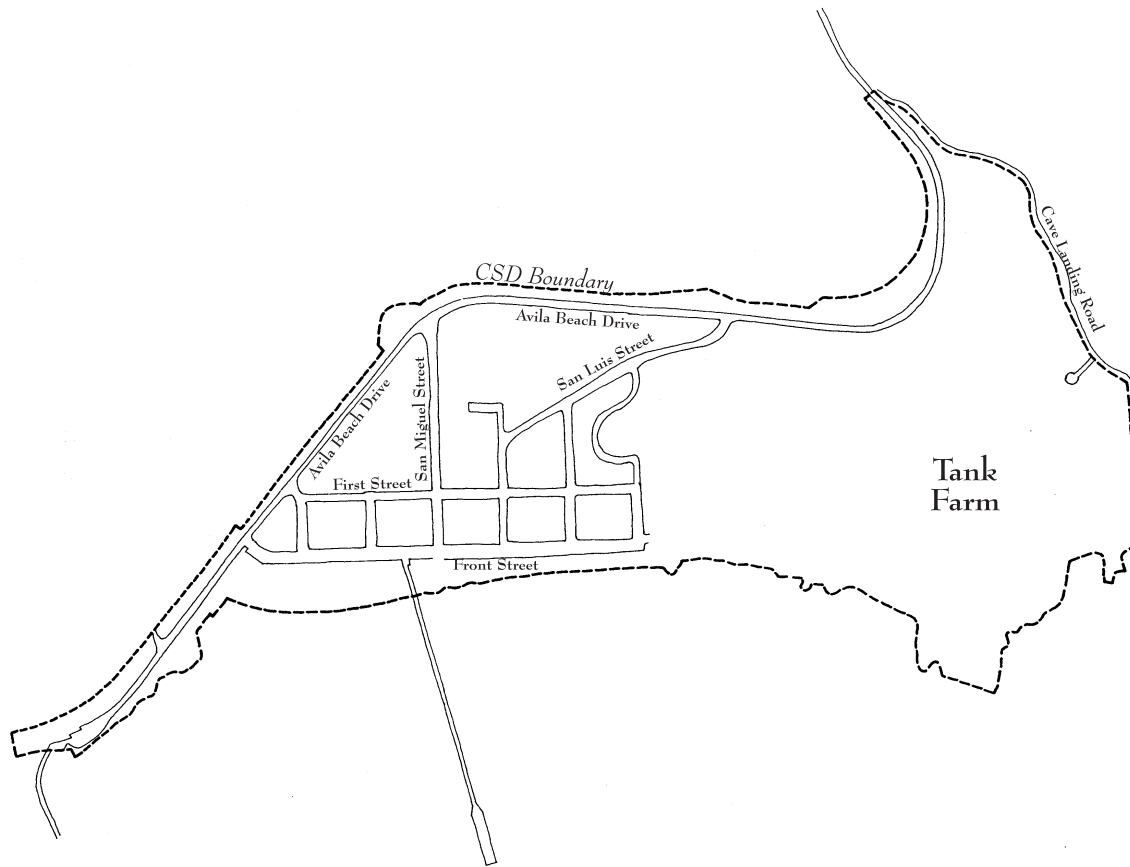
*Avila Beach Area*

**2. Area Location**

As shown above, the approach to Avila Beach is through the Avila Valley, where major housing tracts, a local school and two mineral springs resorts are located. West of Avila Beach along Avila Beach Drive is Port San Luis, operated by the local Harbor District. Avila Beach Drive also serves PG&E’s Diablo Canyon Nuclear Power Plant.

The town of Avila Beach is less than a half-mile square, bordered by Avila Beach Drive, which forms the northern and western edges of the town, the Pacific Ocean to the south, and the

former site of the Unocal Tank Farm to east. San Luis Obispo Creek, which parallels Avila Beach Drive, creates a natural division between the town and the Avila Beach golf course and the San Luis Bay Inn to the west and north. The former Unocal Tank Farm site was home to approximately 22 tank storage units for over 90 years. The tanks were removed in 1998, and the Tank Farm site is now used to support the clean-up project. Hills further to the east separate Avila Beach from Shell Beach, the next town south along the coast. The south-facing beach is one of the most spectacular on the coast, due to both the weather and the views.



*The Planning Area is the area within the Avila Beach Community Services District boundary.*

Front Street, which parallels the beach, is the main commercial street in Avila Beach, and offered locals and tourists alike beach-supporting retail, such as food service, rental equipment, a small grocery and two bars, prior to the clean-up activities. Local landmarks in Avila Beach are the historic commercial storefronts on Front Street and the Avila Beach Pier. The town has an old-fashioned beach town feel, attracting large numbers of tourists on summer weekends.

### **3. Project Area**

The project area for the Avila Beach Specific Plan is defined by the Avila Beach Community Services District (CSD) boundary, which is shown above. The CSD includes the former Tank Farm site and extends to Cave Landing Road to the east, to the northern and western edges of the Avila Beach Drive right-of-way, and to the Pacific Ocean to the south. The boundary encompasses four parcels that extend north across Avila Beach Drive to San Luis Obispo Creek.

## **B. The Vision for Avila Beach**

The Avila Beach Specific Plan envisions Avila Beach as a fun, funky and eclectic place widely known for its weather, its beautiful, south-facing beach and its mix of shops and homes. The charming and quaint town will continue to be filled with people who value its serenity and isolation. The sun and sand will continue to attract many visitors, who will spend a day savoring snow cones and corn dogs in a comfortable, casual beach town. People will come to Avila to lie on the beach, throw a frisbee and take in the coastline. The small town will welcome its visitors with small retail shops oriented to meet beach and ocean needs.

Residents and visitors to Avila Beach will take comfort in the safety of the community's public spaces, with informal surveillance provided by residents living above the ground floor shops.

Avila Beach will continue much as it is today—a town that is preserved as both a destination for tourists and as a home for local residents in housing affordable to people from a range of economic groups. Visitors will come from all over California, although most will continue to arrive from San Luis Obispo County and the Central Valley, looking to spend a day on the beach or to escape for a weekend. Avila Beach will also attract new visitors touring the California



*Avila Beach*



coastline to stay a little longer in the town, in new hotel and bed-and-breakfast rooms.

As the numbers of visitors increases, many will arrive in Avila by transit, bike or shuttle, allowing the community to prosper without becoming overwhelmed by the spatial needs of the private automobile.

Residents will bring their children to play in a new park and playground area along Front Street, and will stroll Front Street with locals and tourists alike. New buildings in the town built after the remediation will blend with the historic and recent character of Avila Beach, and will contribute to the unique and laid-back setting in which visitors will enjoy the range of opportunities created by the beach and the town.

### C. Specific Plan Goals

Following are the goals of the Specific Plan, which were defined at community meetings. Each goal is followed by a summary of how it is addressed in the Plan.

#### 1. Preserve the funky and eclectic character of Avila Beach.

The Avila Beach Specific Plan reflects the community's desire to retain the funky and eclectic character of the town through the inclusion of Design Guidelines in Chapter 4 of the Plan. The Design Guidelines are specifically focused

on guiding new development to have styles, materials, scale, articulation and signing consistent with the traditional styles used in Avila Beach. The Plan also suggests using simple paving materials and design elements for public improvements, in keeping with the existing character of the town.



#### 2. Improve Avila's image, streetscape and infrastructure.

The Specific Plan takes several steps towards the improvement of streetscape and infrastructure in Avila Beach. The Specific Plan foresees improvements to all of the streets in town, including utility undergrounding and drainage swales on hillside streets. New sidewalks with curbs, gutters, street trees and street lighting are recommended in the flat areas of town. Front Street enhancements include street trees, street lights, street furniture, widened sidewalks and special paving in pedestrian areas.

The Plan also calls for the retention of natural wooded areas along Avila Beach Drive and San Rafael Street to retain the character of the natural entry along Avila Beach Drive. A new park is also proposed on Front Street at Avila Beach Drive and San Juan Street.

These streetscape improvements and open space preservation would greatly enhance the image and visual character of Avila Beach.

### **3. Preserve the historic features of Avila Beach.**

The Plan recommends retention of many of the historic features of Avila Beach, such as the Avila Grocery. The Design Guidelines also call for the use of vernacular building materials and traditional building forms to further reflect the historic elements of the community. Although the circulation pattern in Avila Beach would be modified to enhance pedestrian movement to the beach, the traditional grid pattern of the town and its historic beach-oriented character would be retained.



### **4. Maintain the economic mix in Avila Beach to keep the town affordable.**

The Specific Plan recognizes the need for housing for all income groups, and especially for moderate and low-income households. The Plan calls for the development of new affordable housing in Avila Beach to replace the loss of such housing due to clean-up activities. It encourages replacement of affordable housing units lost through the clean-up process.

### **5. Provide a mix of uses in Avila Beach to appeal to local residents and tourists.**

The Specific Plan calls for a mix of uses oriented both towards local residents and tourists. A market study conducted for the Specific Plan indicates that Avila Beach can support 70,000 square feet of retail uses, 10,000 square feet of which would be primarily local-serving. The Plan assumes that new commercial development would evolve to this level, and that the new uses would include restaurants, bars and shops on the ground level with residential and lodging uses above.

In addition, the market study indicated that up to 70 additional hotel rooms could be supported in Avila Beach. Under the Specific Plan, visitor serving lodging uses are encouraged throughout the community. Bed and breakfast uses are al-

lowed in Residential Multi-Family (RMF) areas, and visitor lodging is allowed in Commercial Retail (CR) areas.

To encourage the development of parcels with a Commercial Retail (CR) designation that do not have the advantage of a Front Street location, the Specific Plan would allow these parcels to be developed with a limited amount of residential projects. This will help to ensure that the community can meet its full economic potential.

Additionally, to further consolidate visitor-serving retail development on Front Street, this Specific Plan recommends elimination of the potential for construction of retail space on Avila pier. The Harbor District should consider eliminating this reference from its Master Plan.

This mix of uses foreseen under the Specific Plan will create an active and safe pedestrian environment. The adjacency of residents and lodgers to public streets will encourage surveillance of the streets and public spaces, thereby increasing the level of safety in these places.



**6. Recognize the community’s desire to acquire jurisdiction over the beach, pier and parking lot, currently administered by the Port San Luis Harbor District.**

The Plan recognizes the community’s desire to acquire jurisdiction over the beach, pier and parking lot by recommending improvements to these facilities, such as reconfiguration of the parking lot.



**7. Improve bicycle, pedestrian and vehicular circulation in Avila Beach.**

Enhancements to the streetscape such as new and widened sidewalks, street trees and street lighting would greatly enhance the pedestrian experience and would improve the visual character of the community.

Pedestrian circulation would also be improved through several major enhancements. In par-

ticular, Front Street would be reconstructed to include a pedestrian-only zone between San Francisco and San Miguel Streets. The Specific Plan also proposes a mid-block passageway which would create a pedestrian connection between the pedestrian zone and the Earl's Alley parking lot. A staircase would also be constructed to create a connection from San Miguel Street to Second Street on the hillside, which would facilitate pedestrian movement to the lower parts of town from the upper residential areas.

Bicycle circulation will be improved through the extension of the bike path from San Luis Obispo and the Avila Valley into town on an alignment under the existing bridge over San Luis Obispo Creek or across Avila Beach Drive at a signalized intersection. The Specific Plan also proposes a new bicycle and pedestrian connection to Shell Beach.

Vehicular circulation in Avila Beach would be enhanced primarily through the installation of a new intersection into town. The new intersection would be located at Avila Beach Drive where San Francisco Street and Second Street would intersect it. New signing will guide beach-oriented vehicular traffic to the new intersection and parking lot, thereby reducing traffic impacts on residential streets.

## **8. Provide safe pedestrian access to the beach.**

In addition to enhancing the pedestrian environment as noted above, the Specific Plan would enhance pedestrian access to the beach through the construction of the pedestrian-only zone and mid-block passage. The construction of a new Front Street Park near Avila Beach Drive would also create a safe place for children to move to and from the beach without crossing a street.



## **9. Provide adequate parking in Avila Beach in balance with enhanced pedestrian facilities and transit services.**

The parking demand in Avila Beach is generated primarily by beach users and not by the town's shops and restaurants. For this reason, the Specific Plan eliminates the existing requirement for on-site parking for commercial uses within the Front Street commercial area, in favor of an in-lieu parking fee that will be used to provide and maintain public parking facilities and/or transit service from remote parking facilities.

The overall parking supply in Avila Beach will be maintained. The existing Earl's Alley parking lot can be enhanced through the provision of pedestrian facilities connecting it to the center of town and through tree planting to improve the lot's appearance



**10. Promote and encourage the use of alternatives to single occupant vehicles for access to Avila Beach.**

The Specific Plan encourages the uses of alternatives to single-occupant vehicles to Avila Beach through the bicycle path connections to the Avila Valley and Shell Beach, and by limiting the parking supply to be consistent with the supply that is currently available.

These approaches will reduce the impact of motor vehicles on the community and will help to reduce air pollutant emissions.

**11. Maintain and preserve unobstructed public views of the ocean.**

Views of the ocean, which are key to the character of Avila Beach, are maintained in several ways by the Specific Plan. New development along Avila Beach Drive is organized to preserve view corridors from Avila Beach Drive along the side streets out towards the ocean. In addition, height limits are maintained at 25' in commercial areas, which would result in no further loss of views from hillside areas than would occur under existing regulations. Views from the flat areas north of Front Street are already limited by the existing one story buildings and by Front Street itself, which is a sea wall. In higher elevation residential areas, height increases over the present



20' allowable height would be permitted only if it can be demonstrated that the change would not impact public views and solar access of adjacent properties. Additionally, palm trees are proposed as street trees on Front Street, which would have less impact on views than any other type of street tree.

The Specific Plan also recommends elimination of the potential for construction of retail space on the pier as a means to preserve views of the ocean. The Harbor District should consider eliminating this reference from its Master Plan.

**12. Plan for new buildings that are generally in keeping with the original character of Avila Beach, but consider modest increases in building height and density where appropriate.**

As noted above, the Design Guidelines in the Plan are intended to encourage the development of buildings that are consistent in character and style with the pre-remediation buildings of Avila Beach. In addition to meeting that goal, the Design Guidelines also establish a framework in which new buildings may be built with heights up to 25 feet, which would result in moderate

increases in both height and density over pre-remediation conditions.



**13. Recommend appropriate uses for the Unocal Tank Farm site.**

The Specific Plan recommends recreation oriented uses on the Tank Farm site, including a conference center and/or marine educational facility in a natural setting, with trails and open space that would publicly accessible.

## 2 COMMUNITY PLAN

This chapter describes and illustrates the physical design components that will implement the goals and vision proposed in this Specific Plan. The Conceptual Plan, shown in Figure 1, illustrates how Avila Beach might look if currently vacant land were to be developed under the Specific Plan.

Many of the components of the Conceptual Plan are a response on the part of the community to the existing conditions in Avila Beach. The existing design and development conditions are documented in Appendix B of this Specific Plan, which includes a discussion of land use, historic resources, urban design features, signing and development opportunities. The existing condi-

tions were documented as a part of the discussion process that led to the formulation of the vision and goals for Avila Beach.

### A. Conceptual Plan

Based on the vision and goals identified through the community process, the community reviewed and selected among several alternatives for the development of Avila Beach. The Avila Beach Specific Plan represents a synthesis of the components of the alternatives selected by the community into a preferred alternative, shown as the Conceptual Plan in Figure 1.



*This view of the Front Street closure area shows how Front Street will become a destination for residents and visitors alike.*

The Conceptual Plan illustrates the overall design direction for the town, but it is not intended to specify actual projects that will be built in the area, and does not bind either the County or any private property owners to building specific projects. However, the Conceptual Plan serves as the basis for land use projections in the Specific Plan and EIR. The County will review projects to ensure their general consistency with the Conceptual Plan.

### **1. *Specific Physical Design Elements***

The Conceptual Plan includes many specific components. Major components are described here; more detail is included in subsequent sections of this chapter.

- ◆ **Town Center.** The Specific Plan foresees the creation a new town center through the closure to vehicular traffic of the block of Front Street between San Francisco and San Miguel Streets. This pedestrian zone creates a flexible space that could be used by outdoor vendors, for cafe seating and special events, and for general pedestrian circulation between the beach and Front Street businesses. The zone could be designed to be open to vehicular circulation on an occasional or seasonal basis.
- ◆ **Front Street Development.** New development on Front Street is focused on retail development on the ground floor with residential and lodging uses on the second floor. Building heights, setbacks, windows and openings, signing and other design issues for Front Street development are guided by the proposed design guidelines discussed in Chapter 6 of this document.
- ◆ **Mid-Block Pedestrian Connection.** A new mid-block pedestrian passage is proposed to align with the pier. This would provide a pedestrian-only connection from the Earl's Alley parking lot. The passage would create additional retail opportunities along the walkway, where businesses could have outdoor retail displays and seating.
- ◆ **Improved Parking Lot.** A reconfigured, more efficient surface parking lot is proposed on the existing Earl's Alley parking lot site, and the residual land could be used to build additional housing. Details regarding this lot are included in Section C of this chapter.
- ◆ **Front Street Park.** A new park would be constructed at the corner of Front Street and Avila Beach Drive. Front Street would be closed between San Juan Street and Avila Beach Drive to permit the extension of the park to the beach. The park would include picnic areas, a basketball court, new restrooms and a new community building.
- ◆ **Open Space Preservation.** The scenic wooded area along the northern part of Avila Beach Drive could be preserved as open space, along with the vacant lot on San Rafael Street. This could be accomplished by acquisition





# AVILA BEACH SPECIFIC PLAN

FIGURE 1  
CONCEPTUAL PLAN

- EXISTING DEVELOPMENT
- PROPOSED DEVELOPMENT

This drawing is intended to represent conceptual ideas for Avila Beach based on the community input process. The individual projects represented will be further developed in detail as they are implemented.

*This page intentionally left blank.*

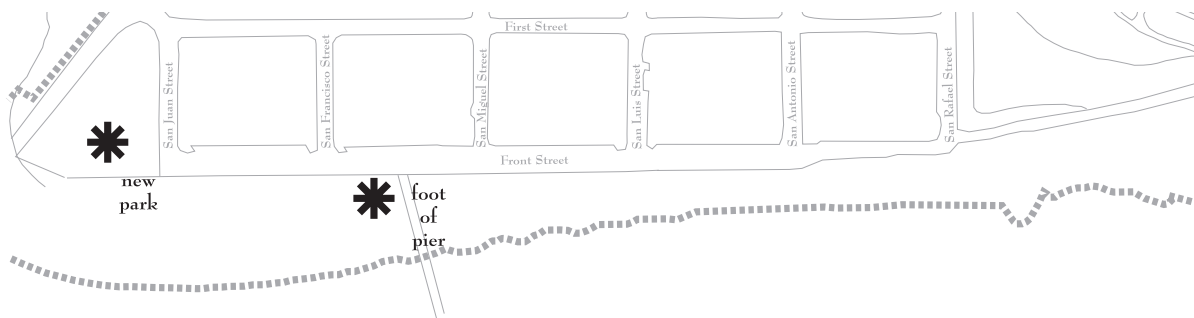
**figure I, back**

or by adoption of conditions which would allow development as long as the wooded areas were retained.

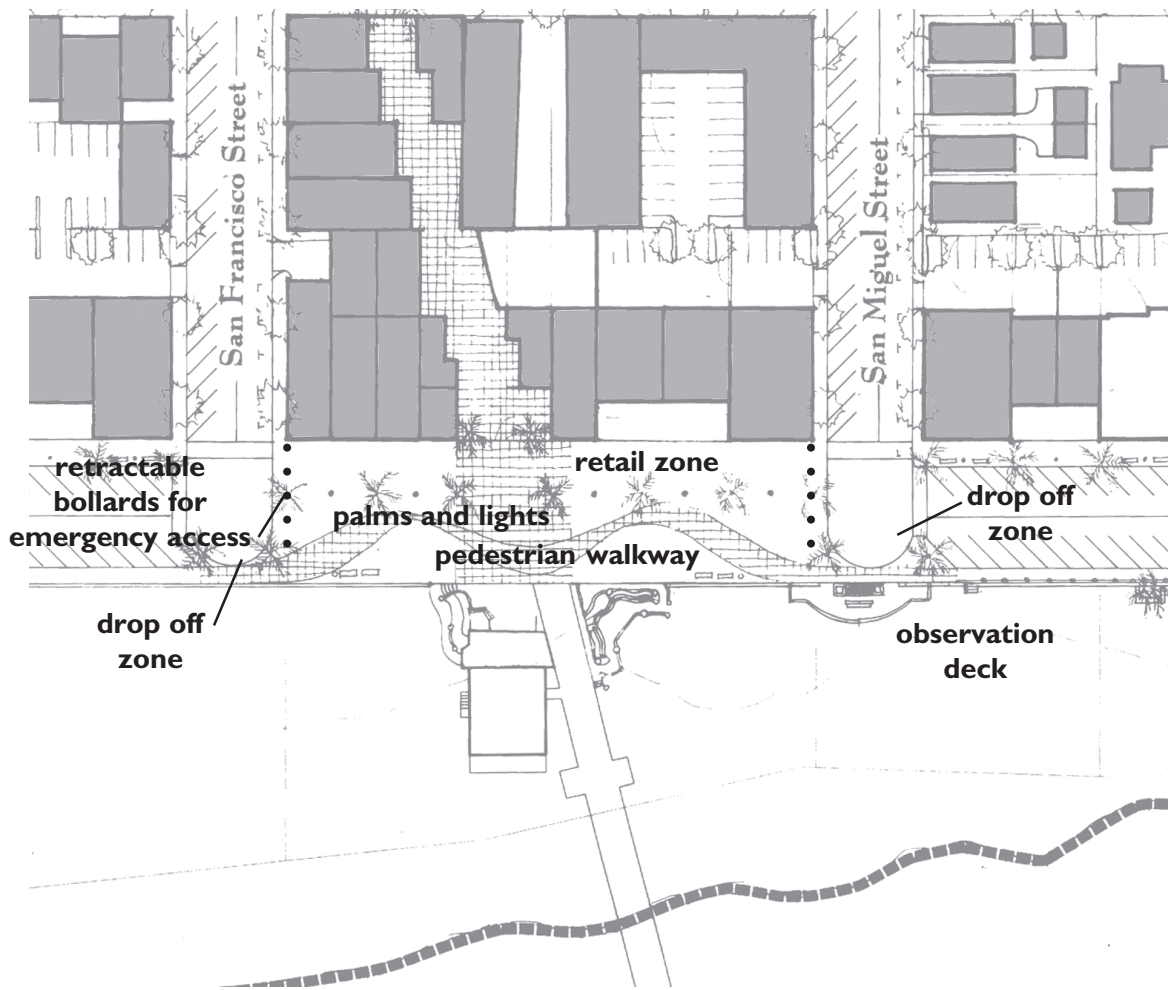
- ◆ **Former Mobile Home Park Site Plan.** New visitor serving lodging would be constructed on the former Mobile Home Park site, with retail development facing onto Front Street. Affordable residential units could be constructed at the site if necessary to comply with statutes concerning replacement of affordable housing, and no alternative sites are available.
- ◆ **San Miguel Street Area.** Multi-family infill development would occur along San Miguel Street, with the existing CSD building and adjacent playground retained in their present locations.
- ◆ **Hillside Development.** New residential infill development will occur on the vacant lots in the hillside area. The new housing would be single- or multi-family development, organized to be consistent with the existing structures in the area.

- ◆ **Affordable Housing.** The County will ensure that an appropriate supply of affordable housing is built as part of new development in Avila Beach by requiring compliance with existing policies regarding the provision of affordable housing and by adopting ordinances as needed to facilitate its construction. Potential sites for this affordable housing include a site on Laurel Street, the former Mobile Home Park site, and the perimeter of the reconfigured Earl’s Alley parking lot.
- ◆ **Restrooms.** New restrooms would be located in significant destination areas close to the beach - in the new Front Street Park and at the foot of the pier, as shown in below.
- ◆ **Accessibility.** All new public and private improvements will be built to allow full accessibility for the disabled, as required by the Americans with Disabilities Act.

Most of these improvements are discussed in greater detail in the sections that follow.



*Restroom Locations in Avila Beach*



*Front Street Pedestrian Zone*

## **B. Town Center Conceptual Plan**

The creation of a town center for Avila Beach would be accomplished through the closure of a block of Front Street between San Francisco and San Miguel Streets and construction of the proposed mid-block pedestrian passage to create a connection between the pedestrian zone and the Earl's Alley Parking Lot to Front Street and the beach beyond.

### **1. Proposed Uses**

Along Front Street, uses foreseen in the Specific Plan include ground floor beach-oriented shops,

restaurants, bars, and local-serving retail uses such as grocery stores. These uses are consistent with the projected supportable retail uses identified in the market study conducted for the Specific Plan.

Permitted second floor uses include housing, lodging and offices. The construction of two story buildings will permit property owners to take advantage of their ocean-view property and is also consistent with the market study. In addition, the upper floor uses will increase surveillance of the public streets by residents and visi-

tors, which will increase safety at the ground floor level.

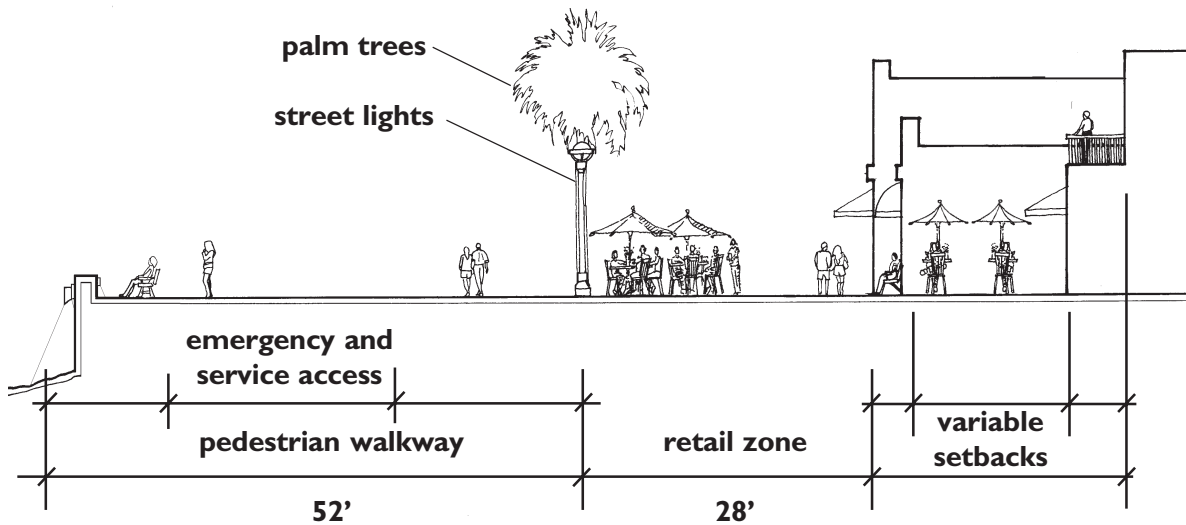
## 2. Pedestrian Zone

The closed block of Front Street between San Francisco and San Miguel Streets would be a pedestrian-only zone, accommodating a flexible space that could be used by outdoor vendors, pedestrians, and for restaurant seating and special events. Additional seasonal or temporary closure of the block of Front Street between San Miguel and San Luis Streets would be permitted. The pedestrian zone would include the following elements:

- ◆ **Street Furniture.** Public streetscape elements that would be incorporated into the closed block would include streetlights, street

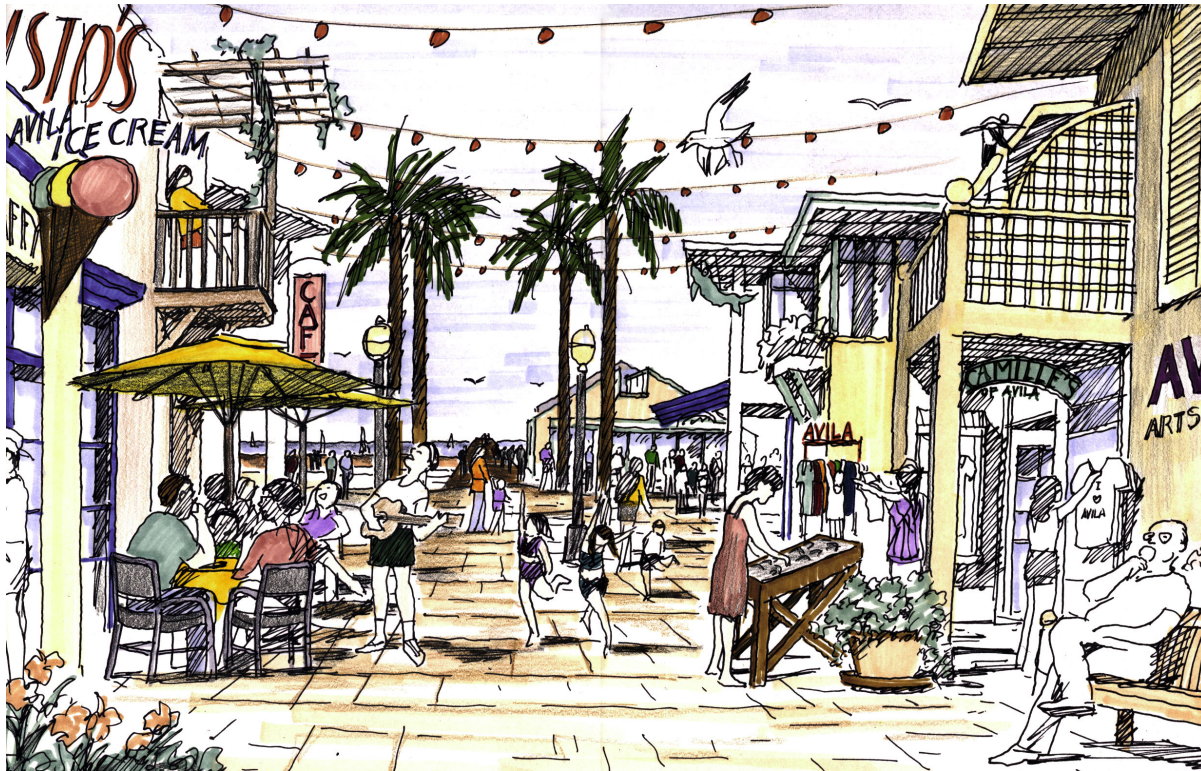
trees, special paving, benches, trash receptacles, railings, and bollards.

- ◆ **Street Trees.** Street trees would be *Washingtonia* hybrid **palm trees**, which are a cross-breed between California Fan Palms (*Washingtonia filifera*) and Mexican Fan Palms (*Washingtonia robusta*). The hybrid tree will be more disease resistant than the California Fan Palm in the humid coastal environment, but will be less tall and skinny than the Mexican Fan Palm. The trees would be located primarily on the business side of the street, with some additional trees on the south of the street to accent the terminal points of the side streets into Front Street and to frame the views of the ocean.



Front Street Section - Closure Area

- ◆ **Street Lighting.** **Street lights** would be installed at a 50' spacing in a line with the palms and benches. Palms trees would be uplit with mounted light fixtures. Foot level lighting would be installed along the inner edge of the seawall, with downward directed security lights installed on the outside of the seawall in areas where the wall becomes high enough for people to be hidden from view.
  - ◆ **Retail Zone.** A 28-foot wide area in front of the existing businesses would be defined by the planting of a row of palm trees with a regular pattern of benches and street lights integrated among them. This “**retail zone**” would be primarily used for pedestrian circulation in and out of the retail establishments, for outdoor retail displays and for outdoor seating. Restaurants would be allowed to have outdoor dining facilities in this zone.
  - ◆ **Pedestrian Walkway.** Beyond the “retail zone” would be a beach-oriented **pedestrian walkway** between the palms and the seawall. The walkway would be paved with standard scored concrete sidewalks, with a band of textured concrete paving in a wave pattern running through it, as a reference to the ocean. The band would be a darker paving material than the remainder of the walkway. Benches and trash receptacles would be located next to the seawall in this area that would allow passers-by to pause at the edge and take in ocean views.
  - ◆ **Street Drainage.** Drainage in the closure area would be accomplished through a system that permits the paved area to be designed for pedestrians, without curbs and gutters usually associated with streets. Area drains, swales or trench drains would be utilized to accomplish this purpose. Drains would be selected to be consistent with the overall street furniture palette for Avila Beach.
  - ◆ **Special Event Consideration.** Vaults or light standards with connections for special event electrical hookup would be included in the street in order to facilitate outdoor events.
  - ◆ **Emergency and Service Access.** Access for emergency vehicles and service access to the pier would be provided via a **bollard system** at either end of the block, either through automated retractable bollards, a bollard and chain with a lock system, or removable bollards. Permanent bollards would be installed along the remainder of the edges of the closure area, in the location where the closed block meets the side streets.
- The County will cooperate with the Harbor District, CDF/County Fire, the County Sheriff, the San Luis Yacht Club and the Avila Beach CSD to develop an “access management plan” which will establish procedures for providing access to the pier and associated structures for normal operations, maintenance and public recreational activities, as well as for emergencies. This plan



*Perspective of the Mid-Block Pedestrian Passage*

shall provide, among other things, details regarding the location and terms of use for all drop-off areas that maximize the usability of these areas for both beach users and boaters, consistent with public safety/emergency access needs. The Access Management Plan shall be submitted for the review and approval of the California Coastal Commission's Executive Director prior to June 31, 2001. Any change to the Access Management Plan following the Executive Director's review and approval shall be subject to subsequent review and approval by the Executive Director before taking effect.

- ◆ **Seasonal Access.** The pedestrian zone is designed to accommodate vehicular circulation on a seasonal or occasional basis. At the conclusion of the first year of the use of this area by pedestrians only, the County will evaluate whether it is desirable to allow for its seasonal or periodic use for general vehicle access. Any proposal to open the pedestrian zone for general vehicle access will be submitted for review and approval by the Executive Director of the Coastal Commission to ensure consistency with the Coastal Act and LCP policies.



*Mid-Block Pedestrian Passage (Plan View)*

- ◆ **Drop-Off Zones.** Pedestrian **drop-off zones** would be created at both ends of the closed block as well as in other locations along Front Street in order to provide improved beach access. The drop-off areas would be in the form of semi-circles located at the ends of the side streets.
- ◆ **Observation Deck.** A new **observation deck** would be constructed at the end of San Miguel Street that would extend over the beach. The deck would provide an area for people to gather and take in views of the ocean. Also, the deck provides a place for the re-location of the James Keefe Memorial.

### *3. Mid-Block Pedestrian Passage*

The Specific Plan proposes construction of a mid-block **pedestrian passage** between First and Front Streets to align with the pier, which would provide a pedestrian-only connection from the Earl's Alley parking lot. This connection would create retail opportunities for shop owners along the passage because of exposure to direct pedestrian traffic flows to and from the parking lot. Residences and visitor accommodations on the second floor above the passage would provide surveillance and reduce the likelihood that unlawful or offensive activities might occur in this public area. The passage would include the following design components:



- ◆ **Passage Orientation and Paving.** The buildings along the passage would be oriented to the existing street grid but would have paving running through it that would articulate the diagonal orientation of the pier. The paving materials would be simple, as previously discussed, such as board-imprinted concrete, actual wood planks, rail road ties, or simple concrete unit pavers, which would be aligned to the angle of the wood planks on the Avila Pier.
- ◆ **Passage Entries.** The **passage entries** would be demarcated with palm trees at either end of the passage to frame the views of the pier and ocean, and to help people identify its location from a distance.
- ◆ **Slopes.** The walkway will be sloped from its northern end up to the southern end in order to accommodate the grade change of approximately ten feet between First Street and Front Street. The walkway could be sloped at a gradual grade of less than five percent, which complies with accessibility requirements for disabled persons, or it could consist of a series of low accessible ramps with handrails connecting a sequence of level terraces, where outdoor seating for adjacent restaurants could be located.
- ◆ **Street Furniture.** Street lights and benches would be installed in the passage at appropriate locations, such as at the edges of terraces and in front of the existing building at

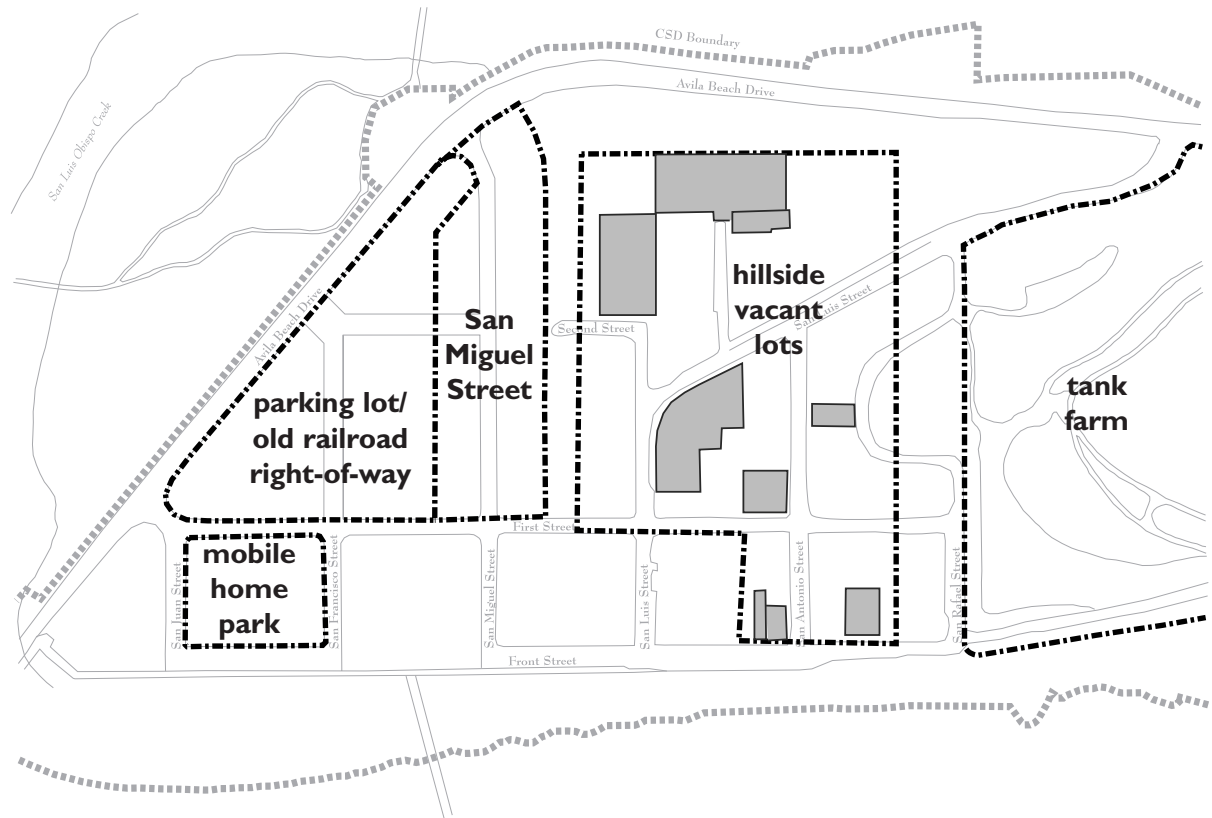
491 First Street, which would have a blank facade facing the mid-block passage. It may also be feasible to provide direct access to this building from the pedestrian passage.

- ◆ **Murals.** Hand-painted murals by local artists would be encouraged in the mid-block passage, particularly along the existing building at 491 First Street where it would face the passage.
- ◆ **Lighting.** As an additional deterrent to unwanted activities, the passage would be lighted with wall-mounted downlight fixtures that would illuminate the pedestrian surface without directing light into undesired areas, such as the windows of the second floor residential units.

The Specific Plan consultant team completed a financial cost/benefit analysis of this passage that shows that land values of the property along the passage would be approximately 27% higher than their value without the passage. Implementation of the passage will require the participation of affected land-owners.

### C. Key Private Development Sites

This section describes the proposed developments on key private sites in Avila Beach, as shown below. The suggestions in this section are not binding on the property owners. They represent development concepts that are consistent with the objectives of the Specific Plan. It is understood that there may be other development concepts that differ from those depicted that are also consistent with plan objectives.



*Key Development Sites*

1. **Parking Lot/Old Railroad Right-of-Way Site Plan**

A reconfigured, more efficient surface parking lot would be constructed on the existing Earl's Alley parking lot site and a portion of the former railroad right-of-way along Avila Beach Drive, with new housing built on the residual land that would become available. The new parking lot would contain at least 340 spaces in a large lot and 14 spaces in a smaller dedicated post office lot.

The parking lot could be reconfigured by narrowing its length to the north and south and expanding its width to the west, into the former old railroad right-of-way. This would require some excavation into the slope of the property. This project would include the following components:

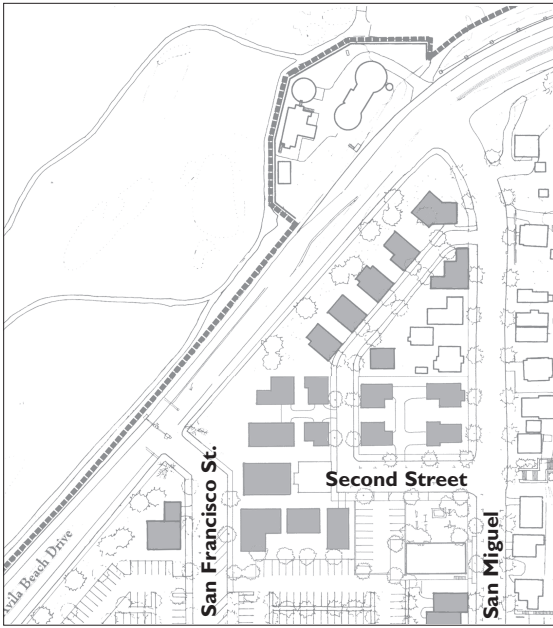
- ◆ **Landscaping.** The parking lot's visual impact on the community could be greatly improved by the introduction of shade trees. Trees would be planted in the parking lot interior and surrounding the perimeter of the lot to create a **landscape buffer** space between the lot and adjacent residential properties. Such species as the Brisbane Box (*Tristania conferta*) should be considered for this purpose. The trees would help shade the parking lot and cars on hot summer days.

In the event that the parking lot reconfiguration cannot be accomplished and new residential construction occurs along Avila Beach Drive, residential development should be clustered to prevent the construction of a long row of separate units. Screening of units from Avila Beach Drive may be accomplished by the use of landscaping and fences with a high degree of transparency, but not with solid walls or fences.

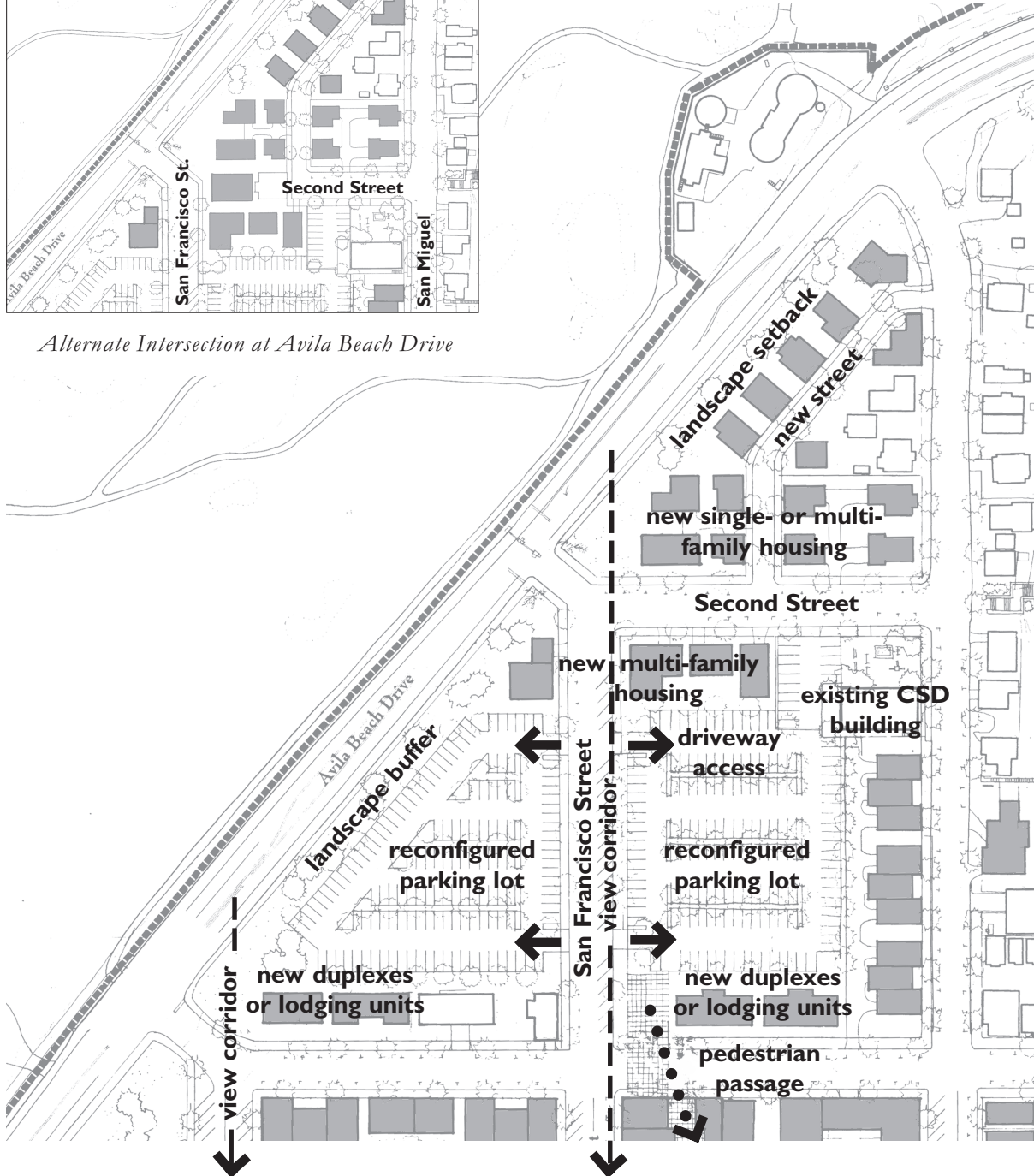
- ◆ **New Streets.** The parking lot could be divided into two functional lots by the extension of San Francisco Street to Avila Beach Drive. Second Street would be extended to intersect with San Francisco Street and Avila Beach Drive, or could end just before San Francisco Street in a cul-de-sac. The exact configuration of the intersection at Avila Beach Drive will be determined through a separate study to be conducted by the county. **San Francisco** and/or **Second Streets** would be built as standard streets, with curbs, gutters, sidewalks, street trees and street lights.
- ◆ **Parking Lot Access.** Access to the parking lots would be from San Francisco Street. The post office parking lot would be accessed from Second Street.

Parking lot fees could be collected upon arrival by an attendant at each entrance or through an honor system or ticket management system.

- ◆ **Pedestrian Circulation.** Pedestrians would come to and from the parking lot through the proposed **mid-block pedestrian passage**. The passage opens onto First Street, where a crosswalk would be located at the intersection with San Francisco Street.
- ◆ **New Multi-Family Housing.** The residual land that would become available at the north and south edges of the parking lot could be used to build **new multi-family housing**. The units could be two-story triplex and duplex units, with shared parking located in ground floor garages. The housing units should front onto Second and First Streets respectively, with parking access from the street frontage. The units should have shallow front setbacks to be consistent with the other development in the area. The development of these units and associated infrastructure shall retain the 355 parking spaces and landscaping installed at the conclusion of the cleanup project. This site could be used to provide affordable housing in Avila Beach.
- ◆ **New Single-Family or Multi-Family Housing.** **New single-family or multi-family housing** units could be located on the northern portion of the former old railroad right-of-way and served by a new local street that would connect from Second Street to San Miguel Street. The units should face onto the new street. The old railroad right-of-way could also be excavated in this area to permit the new housing units to topographically function as part of the town by being located at the same base elevation as the units located along San Miguel Street. The housing units should be set back from Avila Beach Drive significantly in order to create a visual landscape buffer between the street and the housing units. Two clusters of single-family homes located along Second Street could have shared driveway access and interior parking garages.



*Alternate Intersection at Avila Beach Drive*

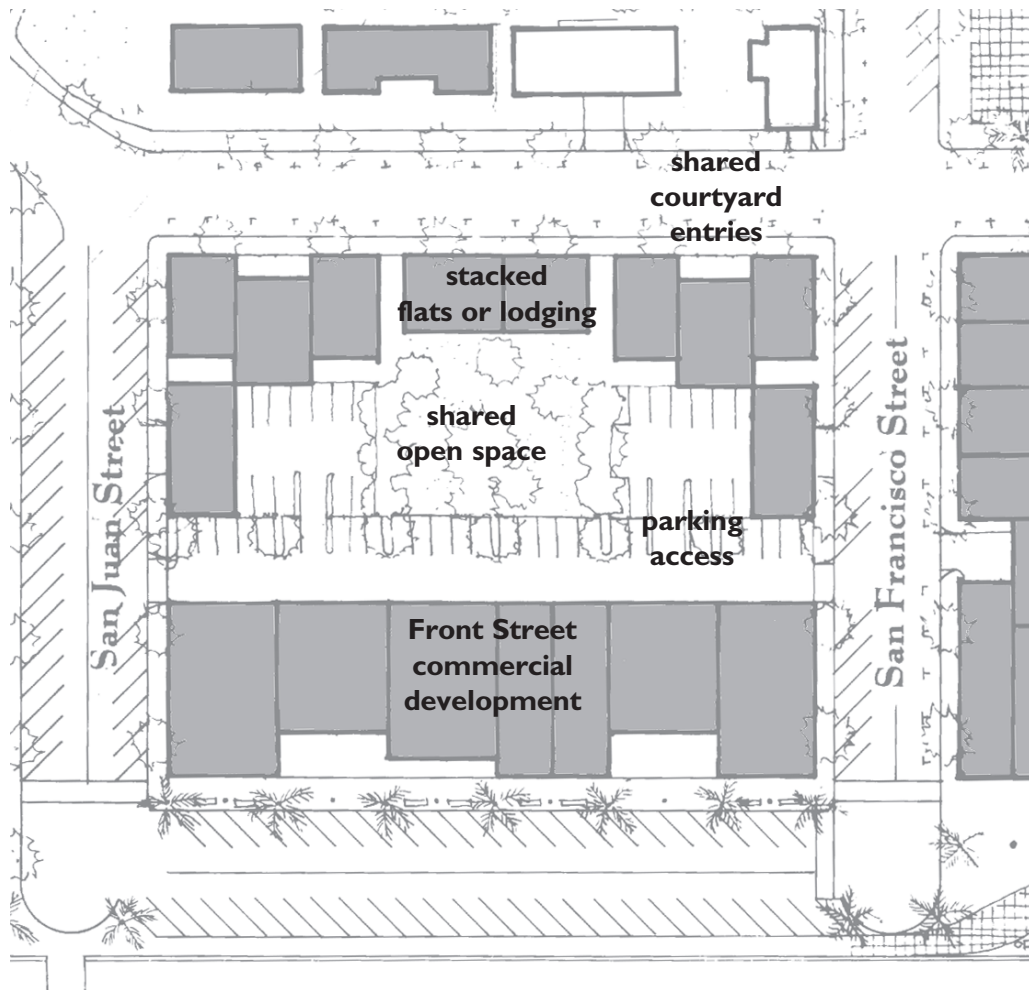


*Parking Lot/Old Railroad Right-of-Way Area Concept Plan  
(Other configurations may be considered)*

**2. Former Mobile Home Park Site**

Approximately 46 residential units located on the former Mobile Home park site and throughout the Front Street area were destroyed during the cleanup project. The community envisions that new visitor serving lodging would be constructed on the former Mobile Home Park site, with retail development facing onto Front Street.

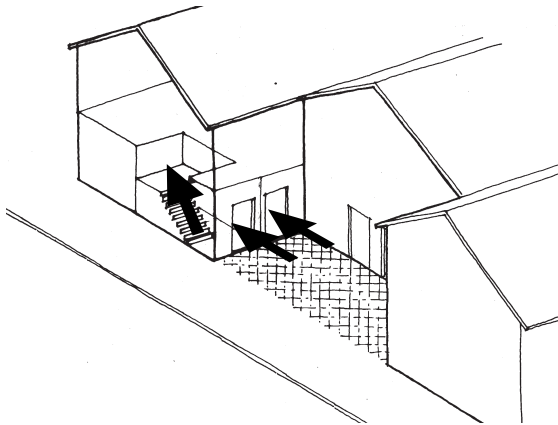
New residential units to replace the lost units would be located on the second floor above first floor commercial uses within the Front Street district. Redistribution of residential units to other locations along Front Street makes it possible for new visitor lodging units to be consolidated in a single development on the former Mobile Home Park site. This accomplishes two



*Former Mobile Home Park Site - Residential Use Concept*

goals - replacement of the lost residential units, and the provision of new lodging for visitors - a key objective of the Coastal Act.

The use of this site for visitor lodging assures that the statutory requirements for replacement of previously existing affordable housing are satisfied elsewhere in Avila Beach. However, affordable housing may be built on this site if necessary to comply with statutory requirements.



*Stacked Flats and Courtyard Entries*

◆ **New Housing or Lodging Units.** The housing could consist of two-story **stacked flats** organized around small entry courtyards with shared parking and open space in the rear of the lot. Stacked flats are individual units in a multi-story building that each have their own entry onto the street, regardless of the floor on which they are located, as shown above. Visitor lodging could be provided in the form of a hotel with underground parking.

◆ **Access driveways to the parking areas** should be accessed through the commercial area parking lots. The ten individual buildings would be built with zero side setbacks but should be massed as small scale buildings, rather than as fewer larger structures.

◆ **Entries and Setbacks.** The units should be built at the property line and should front onto the surrounding streets, with several small **shared entry courtyards**. Along First Street these courtyards could be created by alternating small setbacks with two of the building masses. Front doors to the units could be located in the courtyards, as shown below.

◆ **Shared Open Space.** The units could share a larger **courtyard open space** that could include a grass area and trees, and a small play structure or picnic area.

◆ **Visitor Lodging.** If visitor lodging were constructed on the former Mobile Home Park site, it could be constructed with a similar site plan as shown for the housing, with the following characteristics: the buildings should wrap the site to minimize the visual impact of the parking on the street; and the building massing should be highly articulated and consistent with the design guidelines described in this Specific Plan, in order to prevent the appearance of a monolithic structure.

- ◆ **Commercial Development.** Commercial development on the former Mobile Home Park site should be consistent with other **Front Street commercial development.** Second floor residential and lodging uses should have shared parking located at the rear of the lots or underground parking. The buildings should be articulated to reflect the original land platting pattern of 25' and 50' lots.

### 3. *San Miguel Street*

Along San Miguel Street, new infill development could occur along the edge of the parking lot, facing onto the street. Because of its location across from a residential district, development on the west side of San Miguel Street should incorporate features common to residential development. These features include building size and scale, articulation of facades, roof forms and landscaping. Parking access for the **new development** should occur from the rear of the units from a **shared driveway** that would be accessed from First Street. For example, the parking would be located under the first floor of the two-story units, which would be accommodated by the approximately six foot change in grade between San Miguel Street and the parking lot. The first floor could be raised approximately two feet to permit the construction of the garages, and would result in small internal staircases in the unit entries. Other infill multi-family units

could be built at the discretion of individual property owners. The Conceptual Plan shows a **new duplex** built on the east side of San Miguel Street where a partially vacant parcel is presently located.



*San Miguel Street Development*

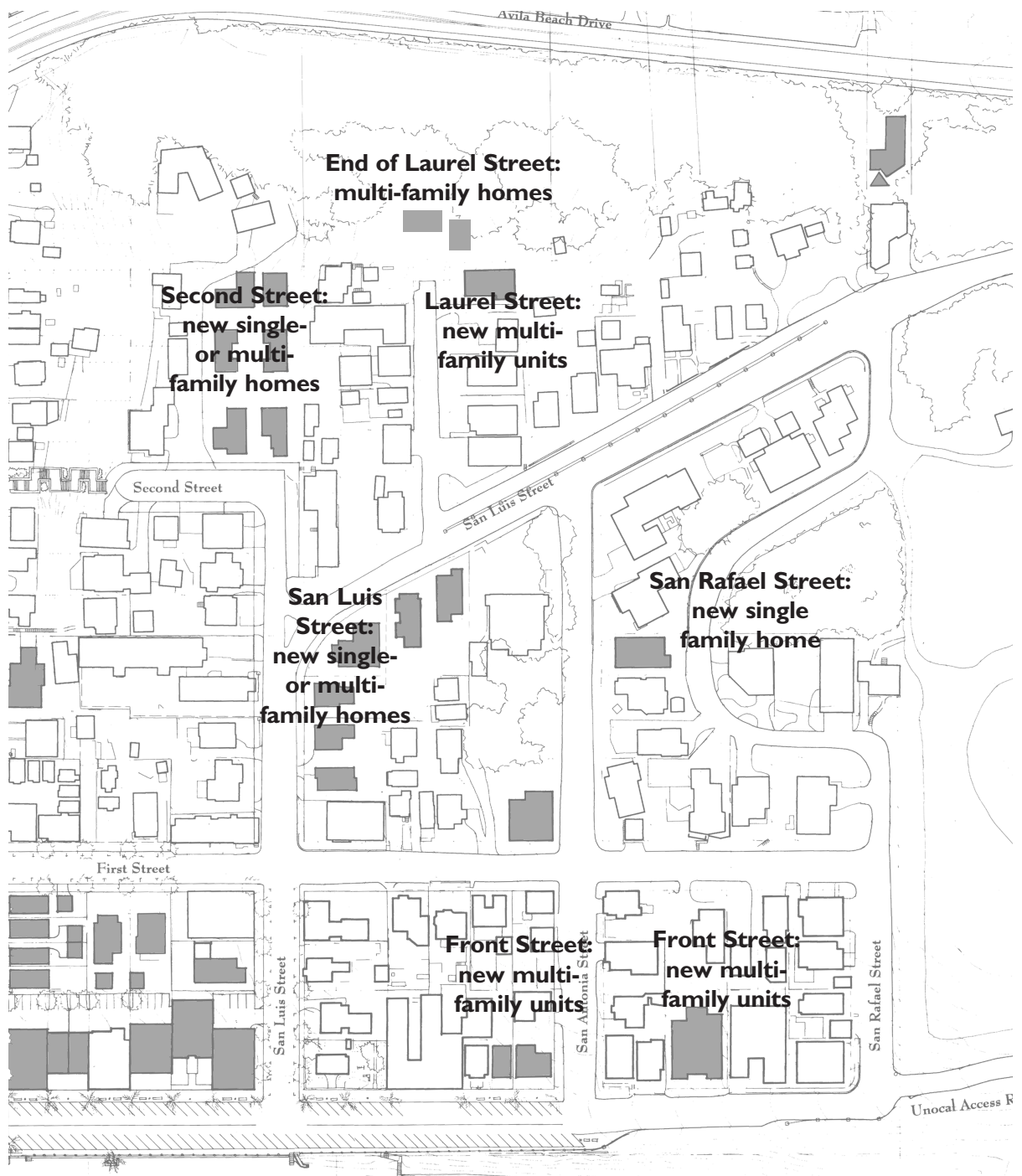


The existing **Avila Civic Association** building and adjacent **playground** would be retained in their existing locations. A dedicated **post office parking lot** would be retained next to the CSD building.

#### 4. *Vacant Lots in the Hill Area*

New residential development would occur on some of the vacant lots in the hill area.

- ◆ **San Luis Street.** The vacant San Luis Street parcels would support the construction of several housing units. These units should be oriented to the street, with small (approximately ten feet) front yard setbacks to be consistent with the surrounding neighborhood. The building located at the bend in the road should be articulated to have a significant presence at the corner, either through an L-shaped plan or an angled facade at the corner. The largest parcel next to the Calvary Church could accommodate two single-family houses. Parking for the units should be located at the rear of the lots and could have shared driveways that would run along the property lines.
- ◆ **Second Street Lots.** The two vacant parcels on Second Street are held by the same owner, and could therefore be developed with housing clustered around a common open space, with shared parking located off of the driveway shared with the adjacent property.
- ◆ **Front Street Lots.** The vacant lots located on Front Street would be infilled with small multi-family housing units. The two lots at the corner of Front at San Antonia Street could be developed with small duplexes or single-family homes with driveway access from Front and San Antonia Streets as feasible. A larger building could be located on the vacant lot mid-way between San Antonia and San Rafael Streets. This could be a larger multi-family building that should be similar in massing and detailing to the building adjacent to it.
- ◆ **San Rafael Street Lot.** A new single-family house could be constructed on the vacant lot between San Antonia and San Rafael Streets with driveway access from San Rafael Street. The house could be terraced to reflect the grade change between the two streets.
- ◆ **Laurel Street Lot.** The vacant lot on Laurel Street could be infilled with a new small four-plex that should be consistent in character with the surrounding buildings.
- ◆ **Lot at End of Laurel Street.** The vacant lot at the end of Laurel Street could be partially developed with new housing. A portion of the lot would remain undeveloped to protect the existing oak woodlands and to preserve an existing access easement across the property. This site could be used to provide affordable housing in Avila Beach.



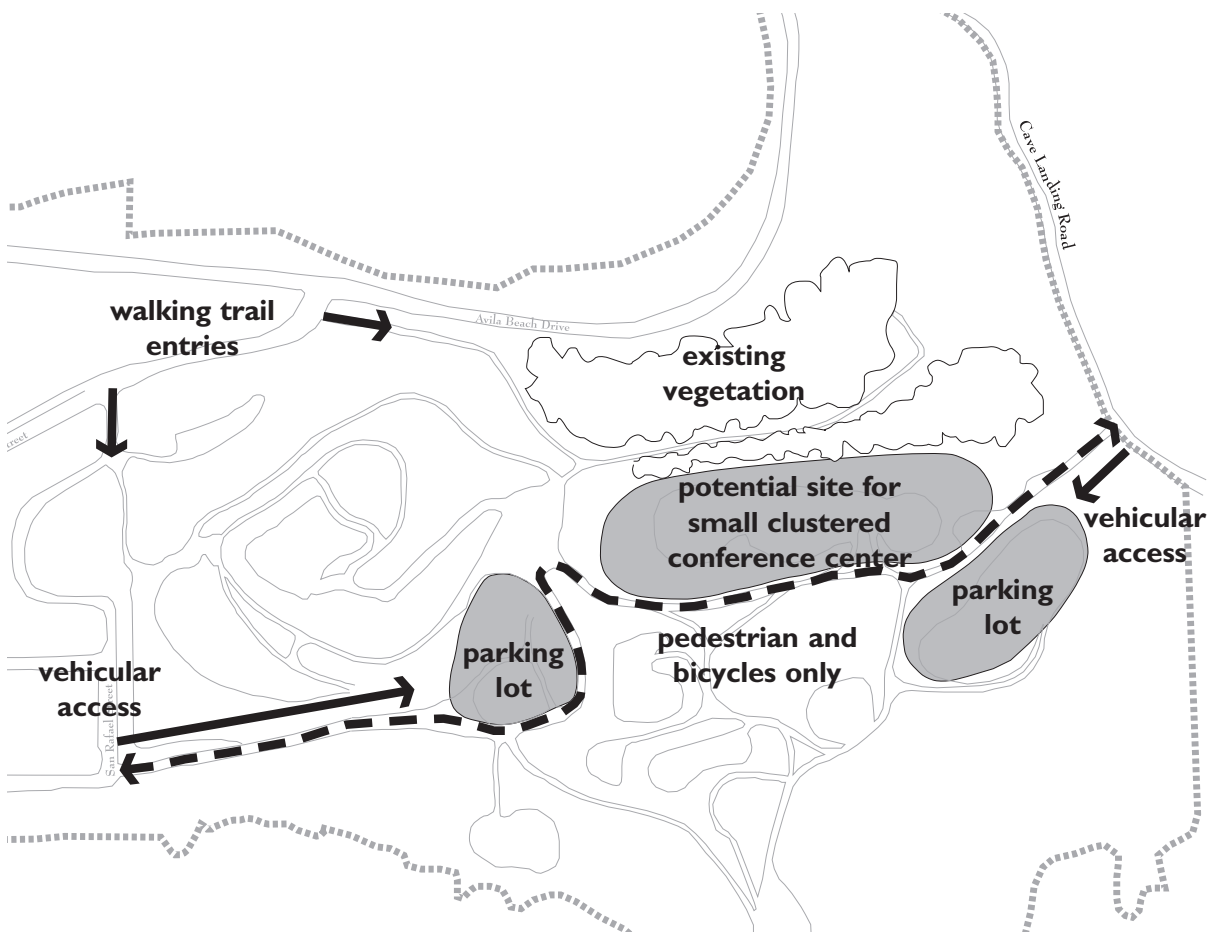
*Vacant Hillside Lots Infill Development*

**5. Tank Farm**

Although the Tank Farm site is within the area addressed in this Specific Plan, recommendations for its future use are to be considered as suggestions only. Specific uses and a change in land use category to enable those uses will be addressed as part of the remediation process and in a future amendment to the Specific Plan. The community has suggested that the development of the

Tank Farm site could be focused on the creation of a conference center in a natural setting with trails and open space, as described below:

- ◆ **Conference Center.** The major private development on the Tank Farm site could be a **conference center** providing facilities for events and meetings. The conference center could include lodging uses, a museum with a



*Potential Tank Farm Development*

maritime, historical, or Native American focus and/or the proposed Marine Research Institute.

The center could be built to have a very natural and small-scale appearance, and could be constructed in such a way as to be visually unobtrusive when viewed from the town, pier and the ocean. Low buildings could be clustered into a small complex on the hillside, tucked in under oak trees and taking advantage of ocean views. Smaller cabins or lodging units could be connected to the main center via a system of pathways.

The site area devoted to the conference center and associated uses should be as small as possible to enable a significant portion of the site to be reserved for open space uses and opportunities.

- ◆ **Trails and Open Space.** Those portions of the site not used for the conference center could be developed with publicly-accessible trails. **Walking trail entries** could occur from the existing entries at San Rafael Street and San Luis Street. The trails could be natural earth trails demarcated by stone edging. A **pedestrian and bicycle connection** from Avila Beach could traverse the Tank Farm site from Front Street to Cave Landing Road, and provide access to the Shell Beach connection described in Chapter 5. The bicycle trail should be paved with asphalt.

- ◆ **Entries and Parking Areas. Vehicular access** to the former Tank Farm site could be accomplished via the existing entries from Cave Landing Road and Front Street. Parking lots for the conference center, museum and trail system could be located along the access road, as close to the entrance points as topographically possible. The development should not provide for simple through vehicle access from Cave Landing Drive to Avila Beach which would provide short-cuts into town. It should, however, provide the **through bicycle and pedestrian and emergency access** to Cave Landing Road and Shell Beach described above. Visitors to the conference center could walk from the parking lot to the facility. Parking lots could be planted with native vegetation such as low shrubs, plants and trees.

- ◆ **Regrading and Revegetation.** Redevelopment of the Tank Farm site should involve regrading to form natural looking topography where the storage tanks were previously located. The remediated and regraded areas should be planted with native, drought-tolerant vegetation consistent with local plant materials in the immediate vicinity of the site. Any **existing native vegetation** should be retained wherever feasible.

Future development of the Tank Farm site will require an amendment to the Specific Plan that will allow uses such as those suggested in this

plan. Until then, the Tank Farm site will retain its “Industrial” land use category to facilitate continued assessment and remediation of the site.

#### **D. Historic Preservation**

There are four structures of historical significance within Avila Beach, which are the Custom House, the Sea Barn, the Yacht Club and Avila Grocery. Special design consideration and building construction procedures shall be used when renovating, remodeling or replacing these projects.

##### **1. Custom House**

In the design of any new structure on the existing Custom House site, the following design guidelines shall be met:

- a. On the former Custom House site, the front facade of any new structure shall replicate the original Custom House both in character and proportion. This includes the exterior siding, door and window size and style, and the main entry. Historic photos should be referenced during design.
- b. A new interpretive display shall be included in the new structure for public reference. This should provide history of the Custom House with historic photographs of Avila and identification of the building portions that are reproductions of the original structure. This display shall be provided by the developer or contractor of the project.
- c. A permanent bronze plaque shall also be included. It shall be mounted on the building facade and identify the location on Front Street of the original Custom House.



## 2. *The Sea Barn*

Any replacement structure on the existing Sea Barn site shall follow these guidelines:

- a. Any new construction shall maintain the character, scale and proportion of the original squared false-front facade. This includes the exterior building materials, door and window size and style, and the main entry.
- b. A permanent bronze plaque shall be included. It shall be mounted on the building facade and display the historic progression of uses of the structure, including written text and a historical photo simulation of the original structure.



## 3. *Avila Grocery*

For renovation of the Avila Grocery structure, the following precautions shall be made:

- a. Prior to demolition, the historic front portion of the structure should be removed, taken off site to a secure location during construction, to be reinstalled later. Upon completion of the site excavation and restoration, the Avila Grocery structure should be reinstalled at its original site.
- b. A permanent bronze plaque shall also be included in the renovation. It shall be mounted on the building facade and describe the historical background of the grocery store on Front Street.



#### 4. *Yacht Club*

Guidelines for possible renovation are included in the Avila Cleanup Coastal Development Permit. However, community interest in maintaining views of the ocean has led to a possible reconsideration of the Yacht Club’s permanent location. In addition to complying with the guidelines for renovation contained in the cleanup CDP, any future development activity involving the Yacht Club should include measures to enhance the general public’s ability to utilize this building and learn about its history. All uses of this building should be conducted in a manner that is sensitive to its historic value and prominent location above and adjacent to the public beach and town center.



#### E. **Affordable Housing**

Housing that is affordable to a range of economic groups would be provided to the community of Avila Beach through existing County policies related to affordable housing, and through additional policies unique to Avila Beach.

##### 1. *Affordable Housing Requirements*

Coastal Zone policy stipulates that in new housing projects of 11 or more units, at least 15% of the units must be affordable. For example, this means that for a 20 unit housing project at least three of the units would be affordable to persons or families of low or moderate income.

In Chapter 4, the Specific Plan recommends revisions to this requirement in Avila Beach, as a means to retain the town’s traditional wide range of housing types and costs. Projects of more than 4 and fewer than 11 units would be required to include at least one studio unit to maintain an inventory of smaller units that would be affordable to a larger segment of the market.

## **2. *Replacement Housing***

The Coastal Zone Land Use Ordinance requires construction of replacement housing on a one-to-one basis for demolitions or conversions of affordable units to non-residential uses or condominium, cooperative or similar form of ownership units.

## **3. *Mobile Home Park Replacement Housing***

The former Mobile Home Park located at Front Street, San Juan Street and San Francisco Street contained a number of occupied mobile home units prior to the vacation of the property for the cleanup activities. Some of these units may be required to be replaced with new affordable units under the Coastal Zone Land Use Ordinance and related state statutes pertaining to replacement of affordable housing.

If the requirements for replacement of affordable housing are satisfied at some other sites in Avila Beach, the former Mobile Home Park site should be used to provide visitor accommodations. However, if necessary, the former Mobile Home Park site could be used to provide these affordable units if no other site in Avila Beach is available. Other potential sites include the residual land around the reconfigured parking lot or the lot at the end of Laurel Street.

## **4. *Affordable Housing Incentives***

Under State law, there are also some other incentives for the construction of affordable housing. The most important of these are density bonuses, which allow for a 35% bonus over the basic density allowed. These incentives would all be available to developers in Avila Beach, including density bonuses that can be accommodated without resulting in adverse impacts to coastal resources, scenic views, or public access and recreation opportunities, and the resulting development will conform to all other applicable LCP standards.



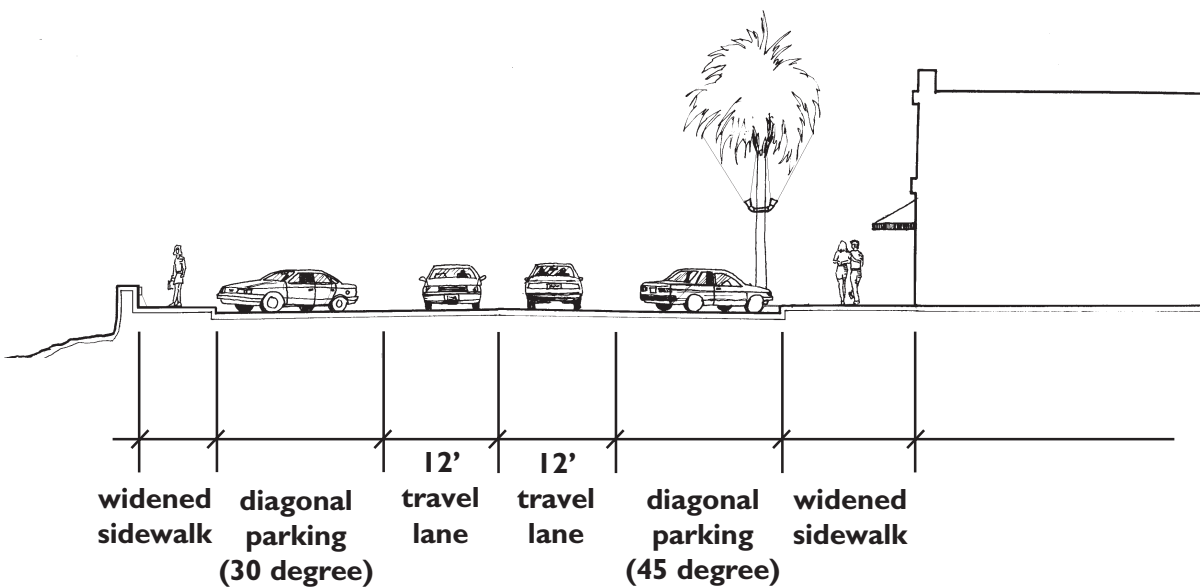
## F. Streetscape Plan

This section of the Specific Plan describes streetscape design for areas outside the Front Street closure area and the mid-block passage.

### 1. Street Design

Areas for street redesign under the Avila Beach Specific Plan include the new closed block of Front Street, the open section of Front Street and the side streets that comprise the town-side street network. The streets would be redesigned to include wider (and in some cases, new) sidewalks with streetscape elements such as street trees, street lights and special paving.

◆ **Front Street.** Sidewalks in the non-closure areas of Front Street would be widened to the greatest extent possible, as permitted by vehicular lane widths, on both sides of the street. The widening would be accomplished by a slight narrowing of the existing parking strips and traffic lanes. Parking lanes would be 17' wide for 30 degree and 45 degree diagonal parking and travel lanes would be 12' wide, as shown below. Street trees would be located in the triangular areas created by the intersection of diagonal parking spaces with the edge of the sidewalk. Streetscape elements would be carefully located to minimize im-

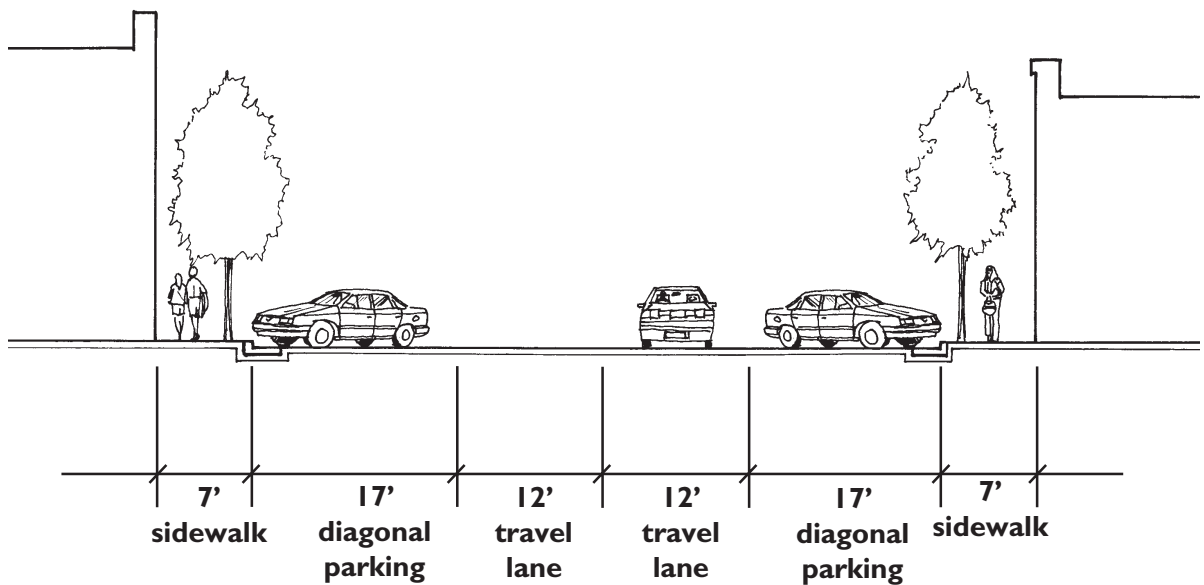


*Front Street Section*

pacts on pedestrian flow and conflicts with pedestrians exiting from parked cars.

- ◆ **Side Streets.** Side streets would be widened in some areas to permit construction of diagonal parking bays. On San Juan Street, the right-of-way would be widened on the west side to create space for diagonal parking on both sides of the street. San Francisco Street would be widened 12' to the west in order to permit diagonal parking on both sides of the street.

All side streets in the flat areas of town, as shown below, would be developed with approximately 8' wide sidewalks. This would accommodate a four-foot wide planting area. Tree pits would be mulched with decomposed granite to create a natural, simple appearance, and a one-foot wide strip of the pit would be back-filled with concrete paving at the surface to widen the pedestrian area to 5'.



*Typical Side Street Section*

**2. Street Trees**

Washingtonia palms (a *Washingtonia* hybrid) would be planted on the north side of Front Street, for the entire length of the street from San Juan to San Antonia Streets. The naturally occurring hybrid palm demonstrates better disease resistance in coastal environments than the California Fan Palm (*Washingtonia filifera*), and is shorter and slightly more stocky than the Mexican Fan Palm (*Washingtonia robusta*). The palm trees would be planted at approximately a 50' spacing, to be consistent with the locations of the existing property lines. This ensures that



*Queen Palm*



*Brisbane Box*



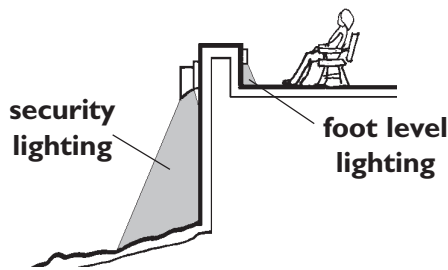
*Washingtonia hybrid*

trees will not be located directly in front of building entrances.

Street trees on other streets would include Brisbane box (*Tristania conferta*) and Queen palms (*Arecastrum romanzoffianum*), which would also be planted at approximately a 50' spacing. Both trees have been successfully planted in Avila Beach as street trees. The proposed tree spacing would maximize the feeling of openness that is characteristic of Avila today, while still providing some shade and variety along the street frontage. Tree spacing should be adjusted to avoid obstruction of views from existing buildings.

### 3. Street Furniture and Paving

Street furniture, including the new street lights, would be comprised of a concrete street furniture palette with traditional design elements. Front Street paving materials would be selected to be consistent with the funky and eclectic character of the town, and include wood planking and concrete pavers, in addition to asphalt and concrete. Paving materials in the remainder of town would be standard scored concrete sidewalks.



*Seawall Lighting*

### 4. Street Lights

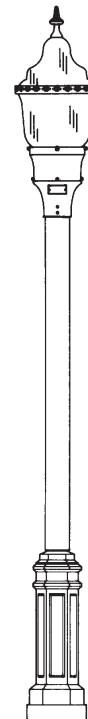
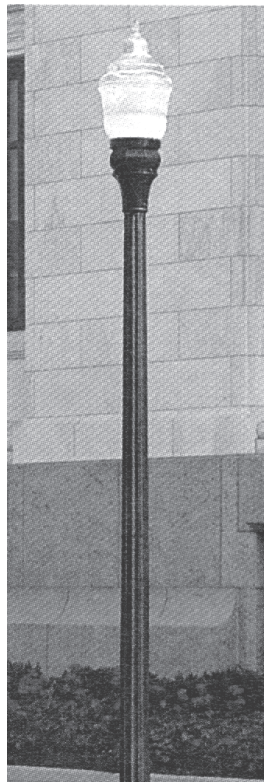
New pedestrian-scaled street lights would be installed on Front and First Street between Avila Beach Drive and San Luis Street, and on San Juan, San Francisco, San Luis (from Front to First Street), Second and San Miguel Streets. Additionally, footlights would be installed along the seawall on Front Street to light the sidewalks for pedestrians without interfering with night views of the ocean. Foot-level lighting would be installed along the inner edge of the seawall, with low-level downward directed security lights installed on the outside of the seawall in areas where the wall becomes tall enough that people on the sand and at the base of the wall could be hidden from view. The Avila Beach Community Services District (or other responsible entity) will turn off the seawall lighting when grunion spawning is anticipated. Palms trees would be uplit with mounted light fixtures.



*Palm Tree Lighting*



*Concrete Street Furniture Palette*

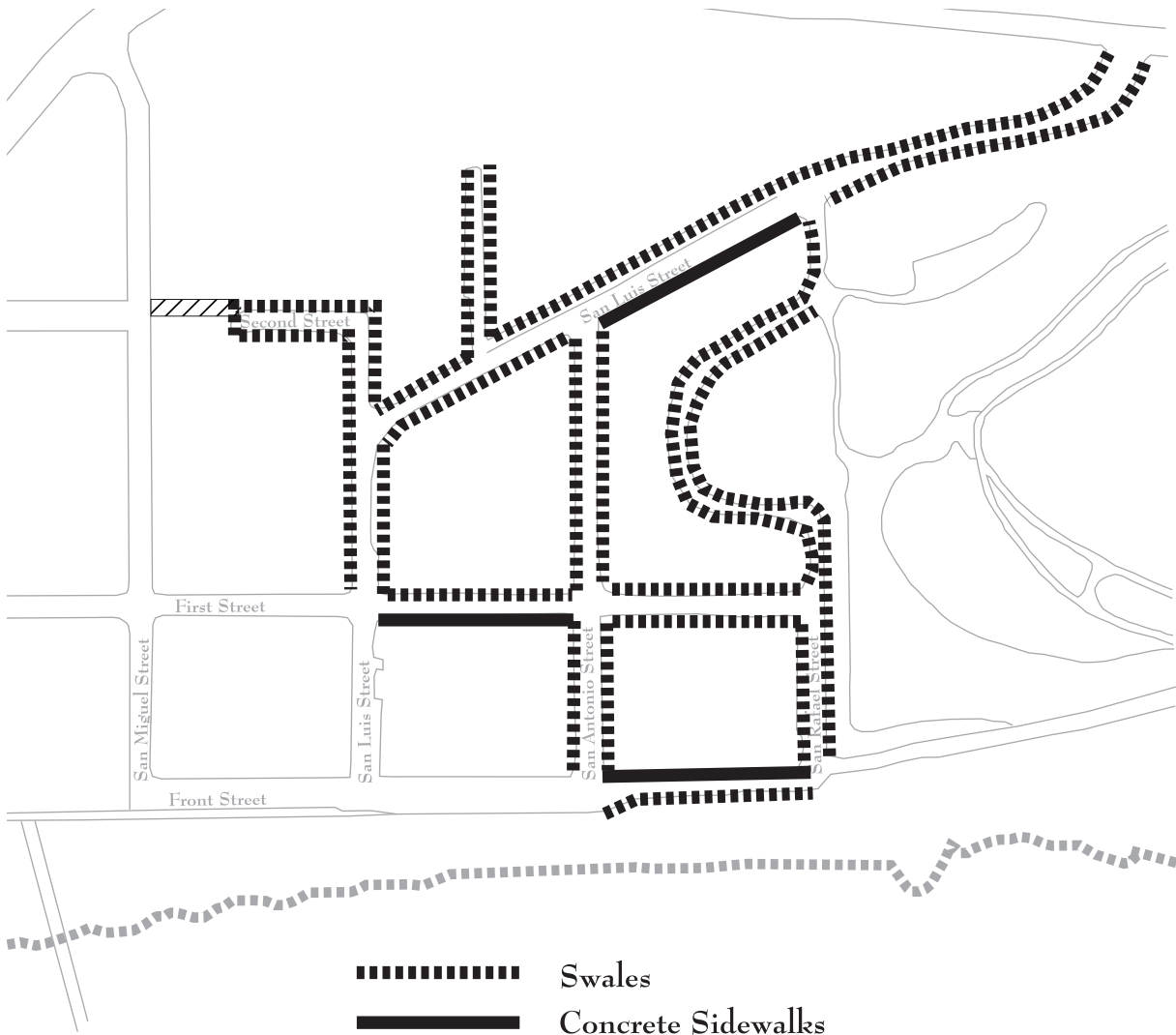


*Concrete Street Furniture Palette*  
*(All metal light standards shown are available in concrete.)*

**5. Hillside Streets**

Drainage swales that better define the street right-of-way will be constructed on all hillside streets where possible. Locations for improvements are shown below. These and other drainage

improvements throughout the planning area shall incorporate Best Management Practices to effectively manage storm water and minimize polluted runoff. Best Management Practices that shall be considered include vegetated swales (bio-

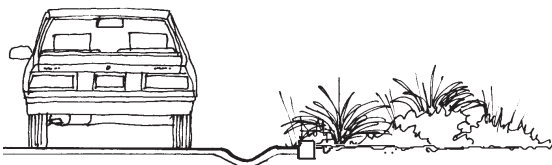


*Hillside Street Improvements*

filters) on slopes of less than 5%, and/or directing storm water to downstream collectors that have adequate capacity to effectively accommodate and remove pollution from the runoff.



*Asphalt Swales*



**swale and planting**

*Hillside Swales*



**6. James Keefe Memorial Bench**

The James Keefe bench and plaque would be incorporated into the observation deck. The palm trees adjacent to the bench would either be relocated to the new location or replaced with new palm trees.

**7. Utility Undergrounding**

Utilities will be undergrounded wherever possible in Avila Beach. Undergrounding would

occur as part of the Unocal remediation on Front and First Streets, and as funds become available in other areas.

**8. Seawall Facing**

The seawall would be reconstructed with rock facing similar to the appearance of the existing rock wall.



*James Keefe Bench*



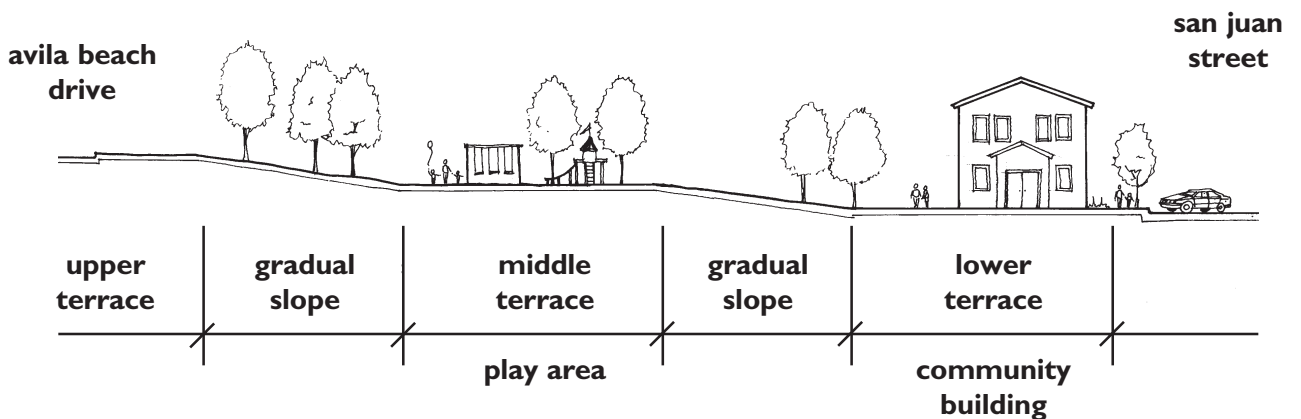
*New Jame Keefe Bench Location*

## G. Front Street Park

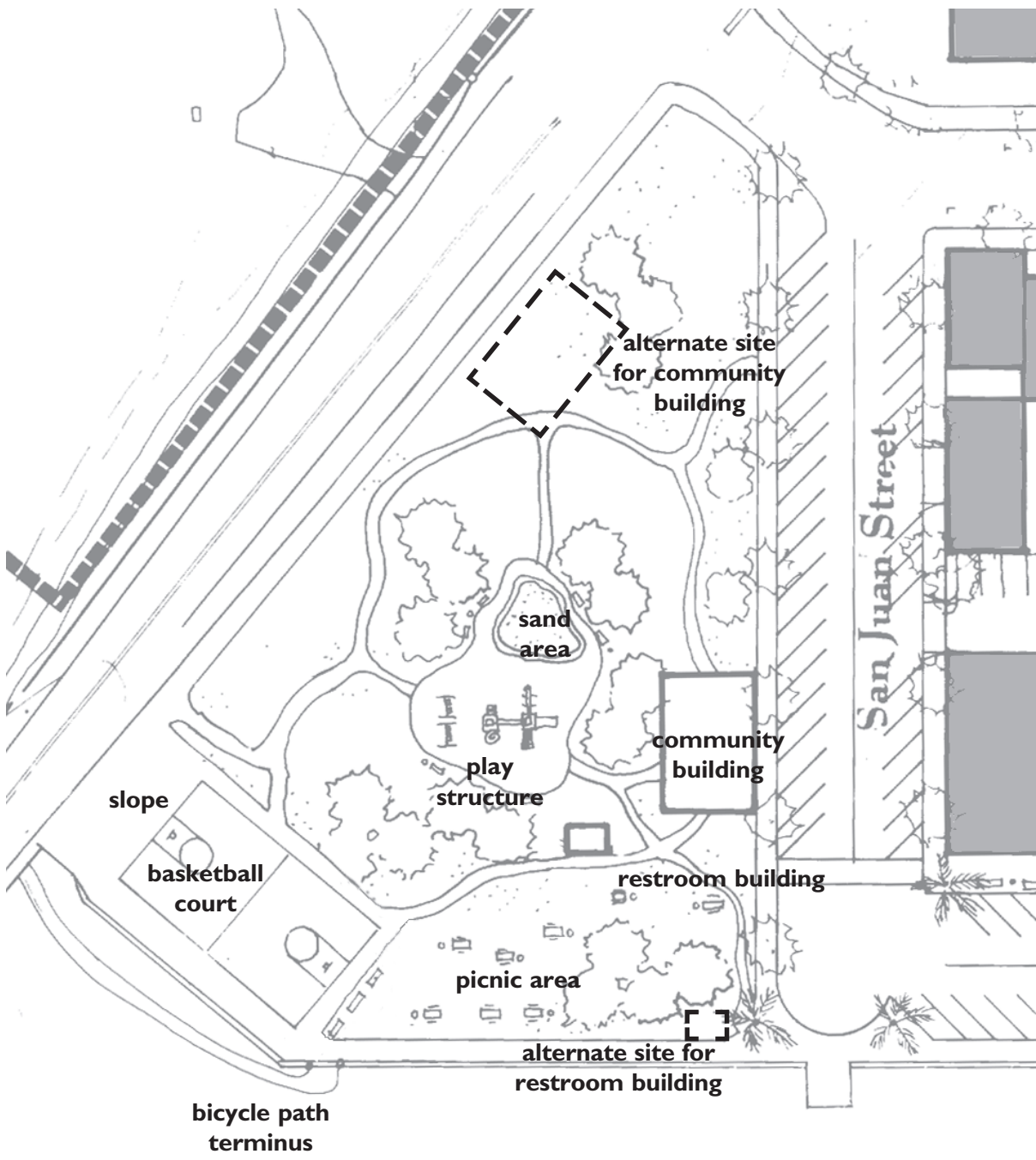
A new park would be constructed at the corner of Front Street, Avila Beach Drive, and San Juan Street. The new Front Street Park would include a picnic area and a playground area, as well as a basketball court next to the beach and Avila Beach Drive. The buildings in the park would be a community restroom and a building for a community use, which could be the proposed Marine Research Institute, a day care center, or some other use.

The elements of the park would include broad-leaf trees, picnic tables, barbecues, trash receptacles, drinking fountains, benches, play equipment, decomposed granite pathways, showers and a basketball court in addition to the restroom and community buildings. The park could also include bike racks. Specific components of the park would include:

- ◆ **Park Terraces.** The park would be terraced, as shown below, with gradual slopes between the terraces, to accommodate the grade dif-



*Front Street Park Section*



*Front Street Park Plan*

ference between Front Street/Avila Beach Drive and San Juan Street.

- ◆ **Park Buildings.** The new buildings in the park would include a **community building** and a **restroom building**. The community building would be designed to be a “generic” building that could be used to house the proposed Marine Research Institute or other community facility, as the needs of the community change. The restroom building would include restrooms and changing areas for beach users.

- ◆ **Bike Path Terminus.** The park could function as a **terminus to the bike path**, and would therefore be an ideal location for bike-related facilities such as bike racks and showers.

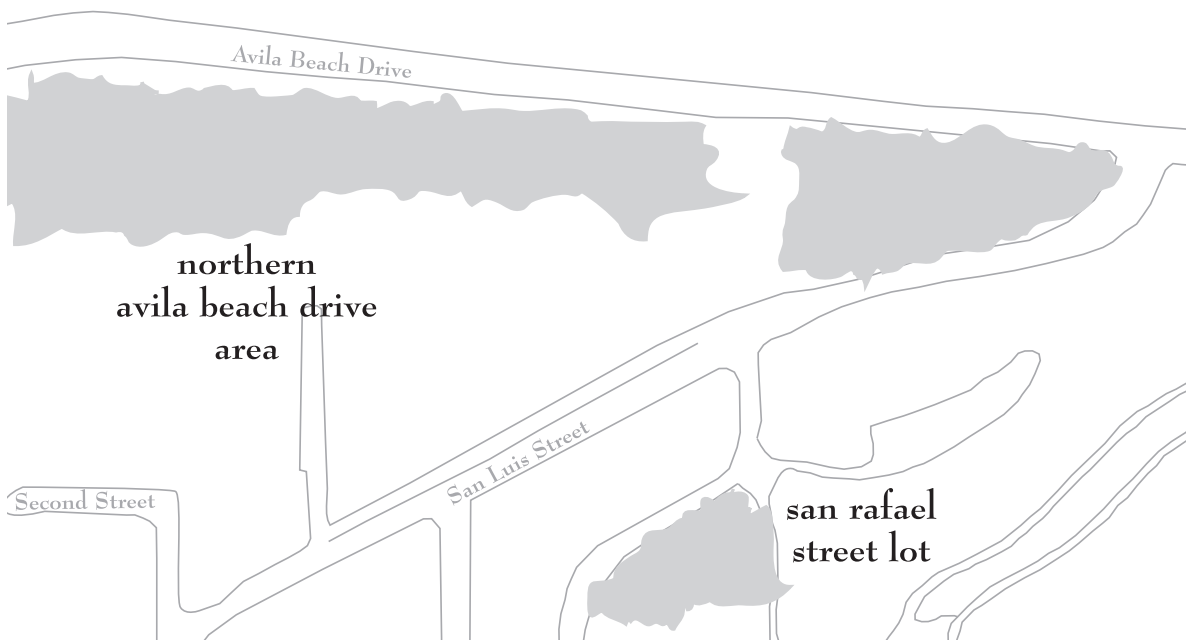
- ◆ **Playground Equipment.** The park would include a **new play structure** and **sand area** for children. Although the beach is nearby, this would provide alternative play options for children visiting Avila Beach.

## H. Open Space Preservation

Several areas with significant natural vegetation should be protected. These areas are:

- ◆ The wooded hillsides located along Avila Beach Drive west of San Luis Street, which create an oak-lined corridor along the south edge Avila Beach Drive;
- ◆ The parcel located on the curve of San Rafael Street, containing a stand of coast live oak trees.

By means of acquisition or by application of development conditions, these areas would be retained as natural open spaces to serve as visual resources for the community, particularly the area along Avila Beach Drive which serves as the entry to Avila Beach and reflects the natural setting of the area. No development, parking or other non-open space use would be permitted in these areas.



*Open Space Preservation Sites*

## I. Development Summary

This section summarizes the amount of development foreseen under the Conceptual Plan.

### 1. Commercial and Lodging Uses

As stated in Section 3.D, Market Conditions, it appears that Avila Beach can support a total of approximately 70,000 square feet of retail space (including restaurants) and 70 to 100 new lodging rooms. As shown in Table 1, 70,000 square feet of retail space and 56 lodging rooms are assumed as part of the Specific Plan.

This means that some parcels along First and San Miguel Streets that are currently designated for commercial use may not be developed as such. Since there is not enough demand to warrant commercial development in all of these areas, the Specific Plan assumes that these areas will be developed primarily with visitor lodging or housing.

TABLE 1 | CONCEPTUAL PLAN DEVELOPMENT SUMMARY

Use	Quantity
Ground Floor Retail	~70,000 square feet
Second Floor Apartments (Front Street)	62 units
Multi-Family Housing	56 units
Single-Family Housing	27 units
Total Residential Units	145 units
Second Floor Lodging Rooms (Front Street)	56 rooms
Civic Association Building	retained
Public Off-Street Parking	369 spaces (increase from existing)
Public On-Street Parking (town area)	583 spaces (decrease from existing)
<b>Total Parking Spaces</b>	<b>952 (increase of 17 over existing)</b>

**2. Conceptual Plan Housing Units and Population**

The Conceptual Plan foresees development of 145 new infill housing units in Avila Beach. They would include a mixture of single-family homes, apartments and multi-family housing units to allow for a diversity of housing to accommodate a range of income levels. Table 2 shows total housing units in Avila Beach following the remediation and including the addition of units proposed in the Conceptual Plan.

Based on the average household size in 1997, a total of 333 housing units would result in a population of approximately 546 people in Avila Beach.

As noted below, additional units could also be built under full buildout as allowed by development regulations.

**3. Potential Buildout**

According to County staff, the current *Local Coastal Plan* has an estimated build-out of 667 units, which implies an actual build-out population of 1,094.<sup>1</sup> The Specific Plan would designate several additional parcels for multi-family development but would also lower multi-family development potential in visually sensitive

areas. These changes would offset each other and result in an estimated buildout potential that is essentially identical to that of the existing LCP, with 657 units and a population of 1,077. More information on these estimates is contained in the Avila Beach Specific Plan Final EIR.

**TABLE 2 CONCEPTUAL PLAN HOUSING UNITS**

Pre-Cleanup Housing Unit Total	234
Existing Units to be Removed*	46
Specific Plan Proposed Units	145
<b>Total</b>	<b>333</b>

<sup>1</sup> Maximum build-out projections are based on construction of the highest density levels permitted under the zoning ordinance on undeveloped as well as already developed parcels. Hence, maximum build-out projections are somewhat theoretical calculations because they assume a level of development in the absence of existing development constraints and conditions. This figure adjusts the theoretical maximum downward by 25% to account for variation in ultimate actual densities.





### 3 CIRCULATION, PARKING AND INFRASTRUCTURE

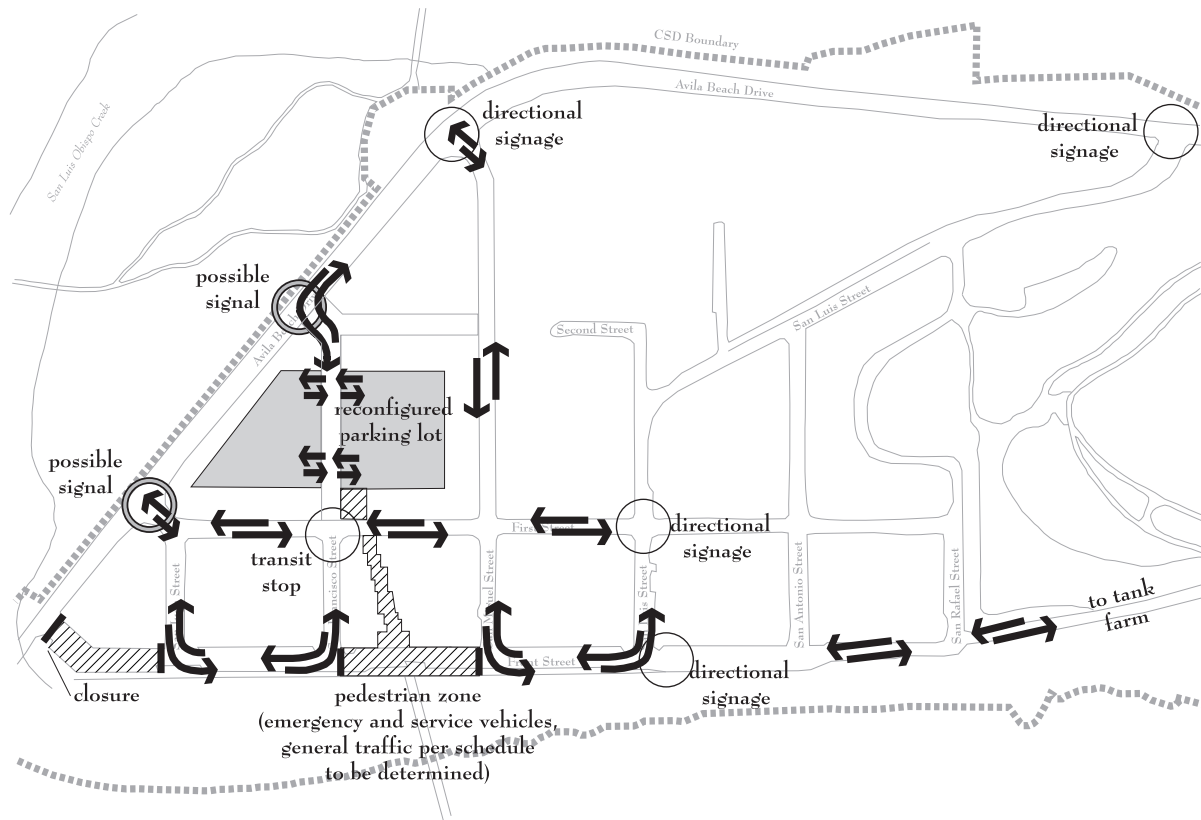
This chapter summarizes the circulation, parking and infrastructure improvements that would be implemented under the Specific Plan. These improvements were selected by the community through the planning process.

Many of the proposed circulation, parking and infrastructure improvements were selected based on a review of existing circulation and infrastruc-

ture conditions. Existing conditions are described in Appendix B of this document.

#### A. Circulation

As a part of the Avila Beach Specific Plan, the public and private transportation circulation systems would be improved to better support vehicular, pedestrian, bicycle and transit circulation.



*Circulation Improvements in Avila Beach*

**1. Street Improvements and Vehicular Circulation**

The Specific Plan proposes several improvements to road infrastructure and vehicular circulation, as shown on the previous page.

- ◆ **Front Street Circulation.** Front Street traffic flows would be changed from the existing condition by a one-block closure of Front Street between San Francisco Street and San Miguel Streets. Two-way circulation would remain along the rest of the street. Service to the buildings in the closure area would occur from the side streets to the east and west and from the parking lots at the rear of some of the buildings. Additional seasonal or temporary closure of the block of Front Street between San Miguel and San Luis Streets would be permitted. A connection from Front Street to the Tank Farm would be created for vehicles, pedestrians and bicyclists to access the future development on the Tank Farm site.
- ◆ **Closure of Front Street at Avila Beach Drive.** Front Street would be closed at Avila Beach Drive to eliminate turning movements where sight distance is limited by the proximity of the intersection and the bridge.
- ◆ **New Intersection.** San Francisco Street and/or Second Street could be extended to create a new intersection with Avila Beach Drive, if shown to be consistent with all applicable LCP standards. The new street(s) and inter-

section would facilitate traffic circulation in and out of Avila Beach, in particular to the parking lot area.

- ◆ **New Traffic Signal.** A new traffic signal would be installed at either the new intersection of San Francisco Street and/or Second Street with Avila Beach Drive, or at the intersection of San Juan and First Street with Avila Beach Drive. Determination of the signal's location will be made following a period in which to monitor traffic flows with the revised street network.
- ◆ **Directional Signing.** Directional signing would be installed at the San Luis and San Miguel Street intersections with Avila Beach Drive to direct beach-goers to the central parking lot. This would be expected to reduce visitor traffic on San Luis Street.
- ◆ **Transit Stop.** A new transit stop would be located on the south side of First Street at the intersection with San Francisco Street. The shuttle from the potential remote parking lot and other transit services would stop at this location, which would allow riders to walk directly into the mid-block passage or down San Francisco Street to Front Street and the beach.

**2. Bicycle Facilities**

The Specific Plan proposes the following improvements to bicycle facilities in Avila Beach.

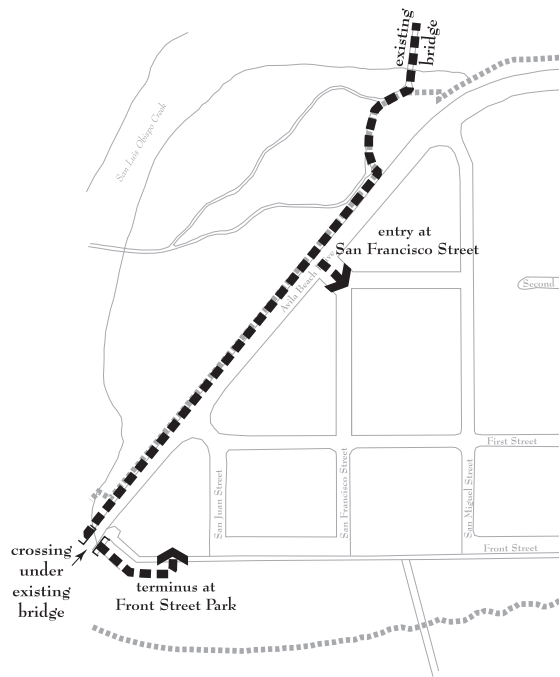
**a. Bicycle Path Terminus**

An extension of the existing bicycle path would terminate at the Front Street Park, with the path crossing under the bridge. If the crossing under the bridge is shown to be infeasible for structural, environmental or other reasons, the bike path will cross Avila Beach Drive at the signalized intersection, and terminate at the Earl's Alley parking lot or some other location where

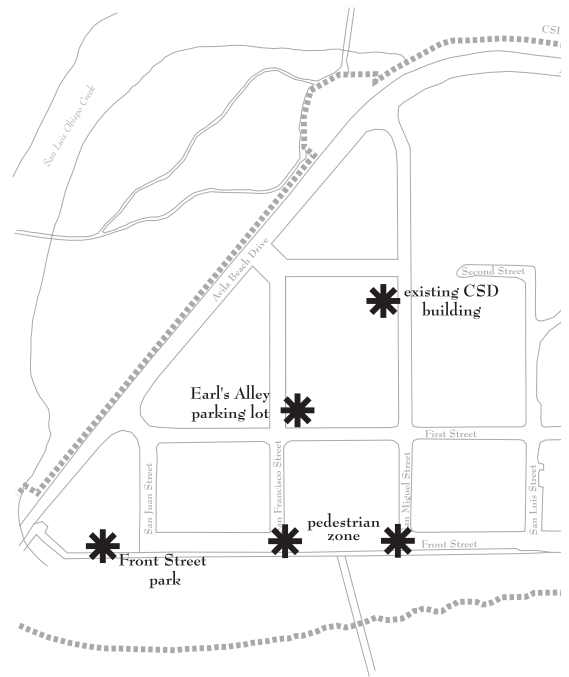
bicycle racks can be provided. These locations are shown below.

**b. Bicycle Parking**

Bicycle storage facilities would be located in the town of Avila Beach at several key locations, as shown below. There would be bicycle racks installed in the Front Street Park, at both ends of the closure area, at the Post Office and CSD building, and at the foot of the pier.



*Bicycle Path Terminus*

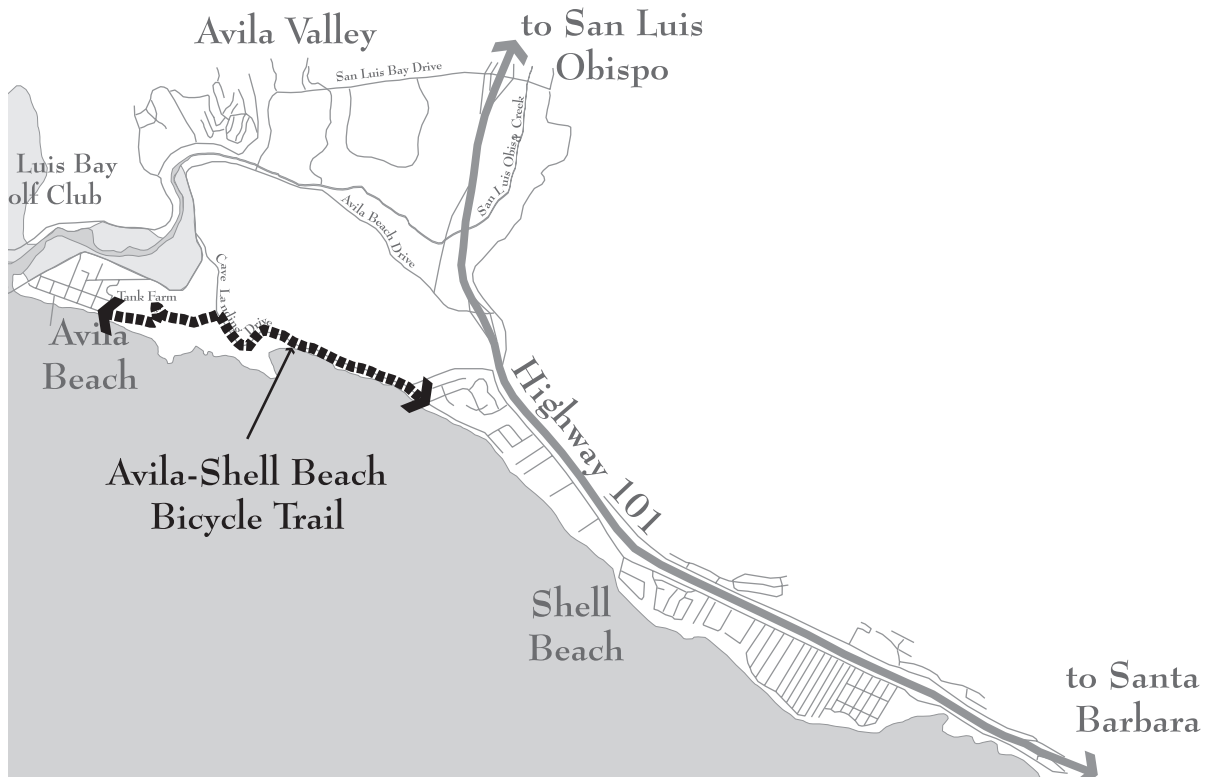


*Bicycle Parking Locations*

**c. Bicycle-Pedestrian Connection to Shell Beach**

A bicycle-pedestrian path between Avila Beach and Shell Beach via Cave Landing Road could be constructed, as shown below. When existing landslide damage in the area is repaired, the right-

of-way could be designed to emphasize the route's recreational function as a bicycle and pedestrian facility. Efforts should be made to obtain right-of-way to extend the bicycle/pedestrian route through the Tank Farm site to connect with Front Street.



*Shell Beach Bicycle and Pedestrian Connection*

**3. Pedestrian Circulation**

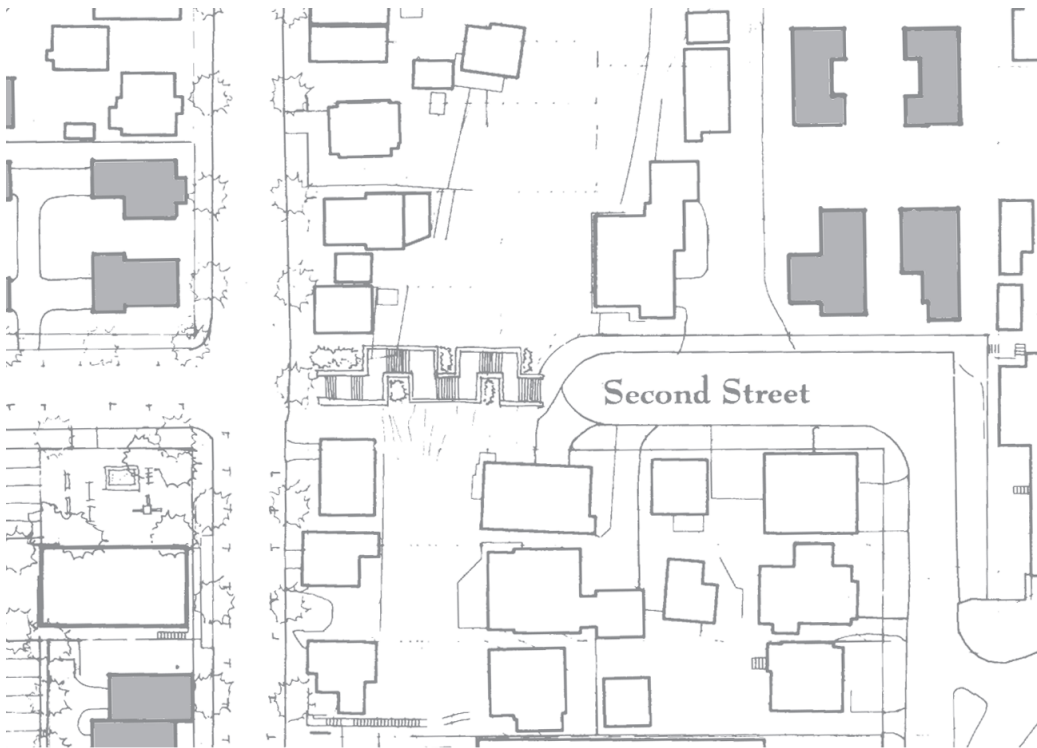
Pedestrian circulation would be improved throughout the town. Two new pedestrian connections would be constructed; a mid-block passage connecting First Street to Front Street, and a hillside stairway linking San Miguel Street to Second Street. New sidewalks would be constructed where feasible.

**a. Mid-Block Passage**

Pedestrian circulation would be improved by a proposed connection between the Earl’s Alley Parking lot and Front Street via a new mid-block passage. The passage would permit access from the parking lot to the beach that would require only one street crossing.

**b. Hillside Pedestrian Connection**

As shown below, a pedestrian connection would be constructed on the former Second Street right-of-way to connect from San Miguel Street and

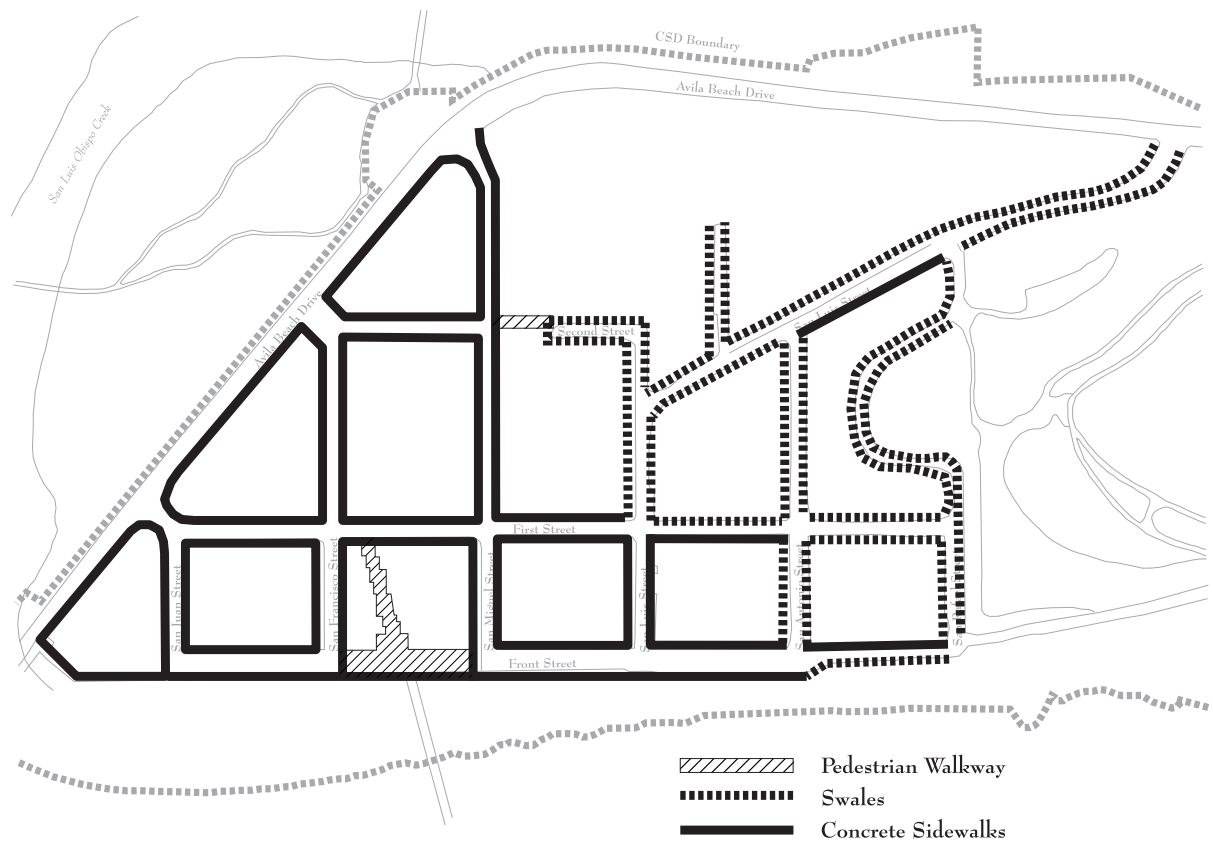


*San Miguel - Second Street Steps*

the CSD building below to the hillside above. The hillside connection would be a concrete stairway with landscaping in the areas where the stairs would turn to create landings between sets of stairs. There would be about 50 steps, grouped into sets of 10 risers with intervening platforms where people could pause to take in the view or catch their breath. This connection would make it easier for people to walk to the post office from the hilltop residential area.

**c. Sidewalks**

As noted in Chapter 2, concrete sidewalks with concrete curbs and gutters would be installed on Front Street between San Juan and San Rafael Streets, First Street, San Juan Street, San Francisco Street, San Miguel Street, and San Luis Street between Front and First Streets. In the hillside area of town, drainage swales would be installed on the south side of Front Street between San Antonia and San Rafael Streets, on San Luis Street



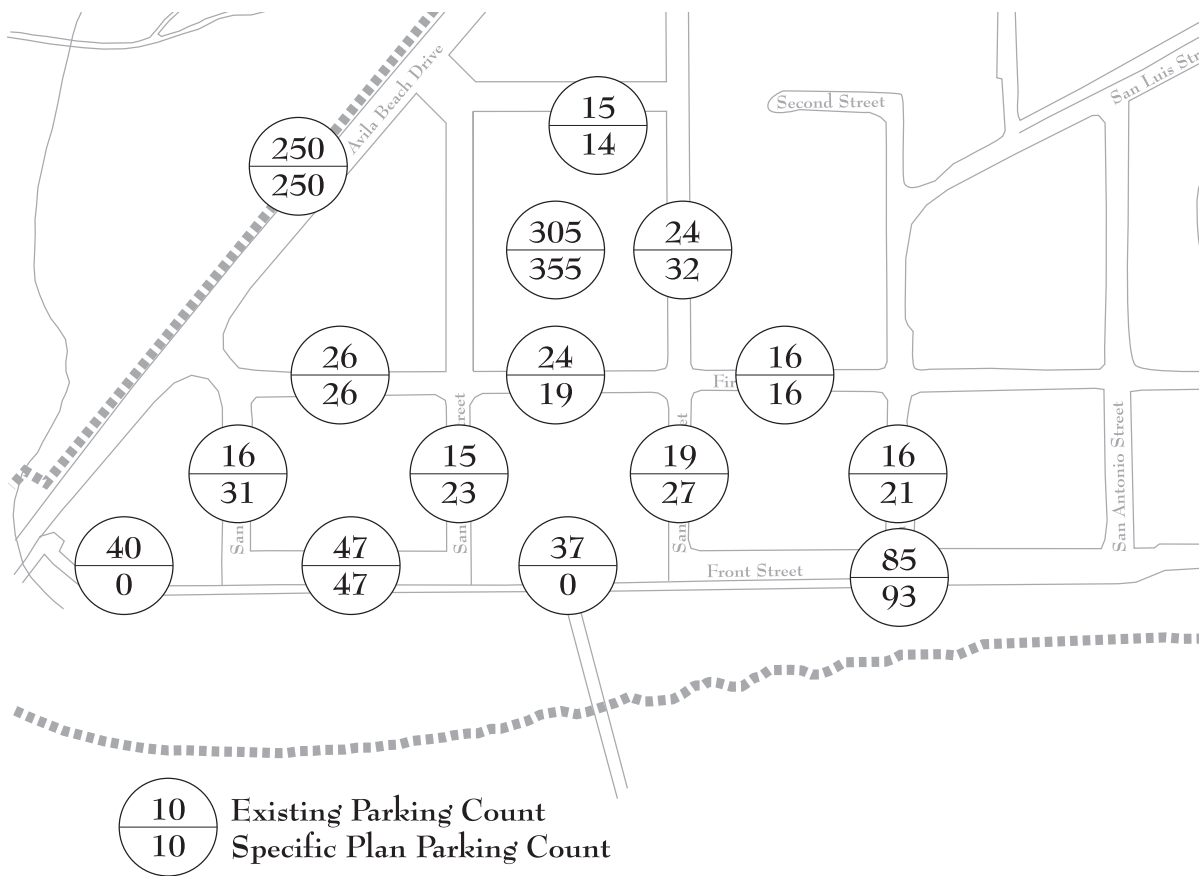
*Sidewalk and Swale Improvements*

between First Street and San Antonia Street, and on Second Street, as shown on page 58. The asphalt swales would improve the deteriorating edges of the existing streets and could provide a safer place for people to walk at times when on-street parking spaces are not occupied.

### B. Parking

As shown in Table 3, parking demand in Avila Beach is generated primarily by beach users. When the beach is full, beach goers create a demand for approximately 998 parking spaces.

Theoretically, commercial uses in Avila Beach also create a demand for parking. On busy sum-



*Proposed Parking Count*

TABLE 3 **PARKING DEMAND**

<b>Retail Parking Demand</b>	
@ 3 spaces per 1000 square feet	
Proposed Retail (70,000 square feet)	210
<b>Total Potential Retail Demand</b>	<b>210</b>
<b>Beach Demand*</b>	
Usable Beach Area 6.4 acres	
Total Number of Possible Beach Users 3,485	
Parking Spaces Required	998
<b>Total</b>	<b>998</b>

\* Assumptions: 1 person per 80 square feet of beach; 3.35 persons per car; 95.9% auto use

TABLE 4 **PARKING COUNT SUMMARY**

<b>Location</b>	<b>Existing Parking Supply</b>	<b>Proposed Parking Supply</b>
Front Street	209	140
Side Streets	90	132
First Street	66	61
Earl's Alley Parking Lot	305	355
Post Office Parking Lot	15	14
Avila Beach Drive Curbside Parking	250	250
<b>Total</b>	<b>935</b>	<b>952</b>



mer days, however, it appears that people visit local businesses almost exclusively as a part of a trip to the beach, so parking demand for the commercial uses is subsumed within the beach parking demand. At less busy times, when people make trips specifically to visit Avila Beach businesses, the beach-serving parking supply is more than adequate to serve the commercial uses.

While the Plan proposes an increase in visitor-serving commercial development along Front Street, the new development would serve the existing number of visitors to Avila Beach, not new visitors. This means that the existing parking supply will be adequate to serve new commercial development, and this supply will be maintained at its current level under the Specific Plan. New residential and lodging uses will be required to supply their own on-site parking.

Overall, the public parking supply in Avila Beach under the Specific Plan would increase slightly when compared to the previously existing supply. While there would be a decrease in on-street parking, this would be offset by an increase in parking at the Earl's Alley lot.

### **1. Public Parking**

Public parking is currently supplied by the Earl's Alley parking lot, on-street parking in the commercial area of town and parking along Avila Beach Drive. This current parking supply, which totals approximately 920 spaces, is sufficient to meet the demand in Avila Beach, which is primarily a function of beach capacity.

In the Avila Beach Specific Plan, the parking supply would increase slightly overall to 952 spaces, although the balance among the specific locations shift somewhat, as shown below and in Table 4. Front Street would have less parking in order to accommodate the park and the street closure area. There would be additional parking on the side streets and in the Earl's Alley lot. To the extent possible, Front Street parking spaces eliminated by the street closure would be replaced by increasing the number of spaces on the side streets, immediately north of Front Street. The capacity of the public lot can be increased by a more efficient layout of parking spaces. Some of this parking could be made available for long term fishing users.

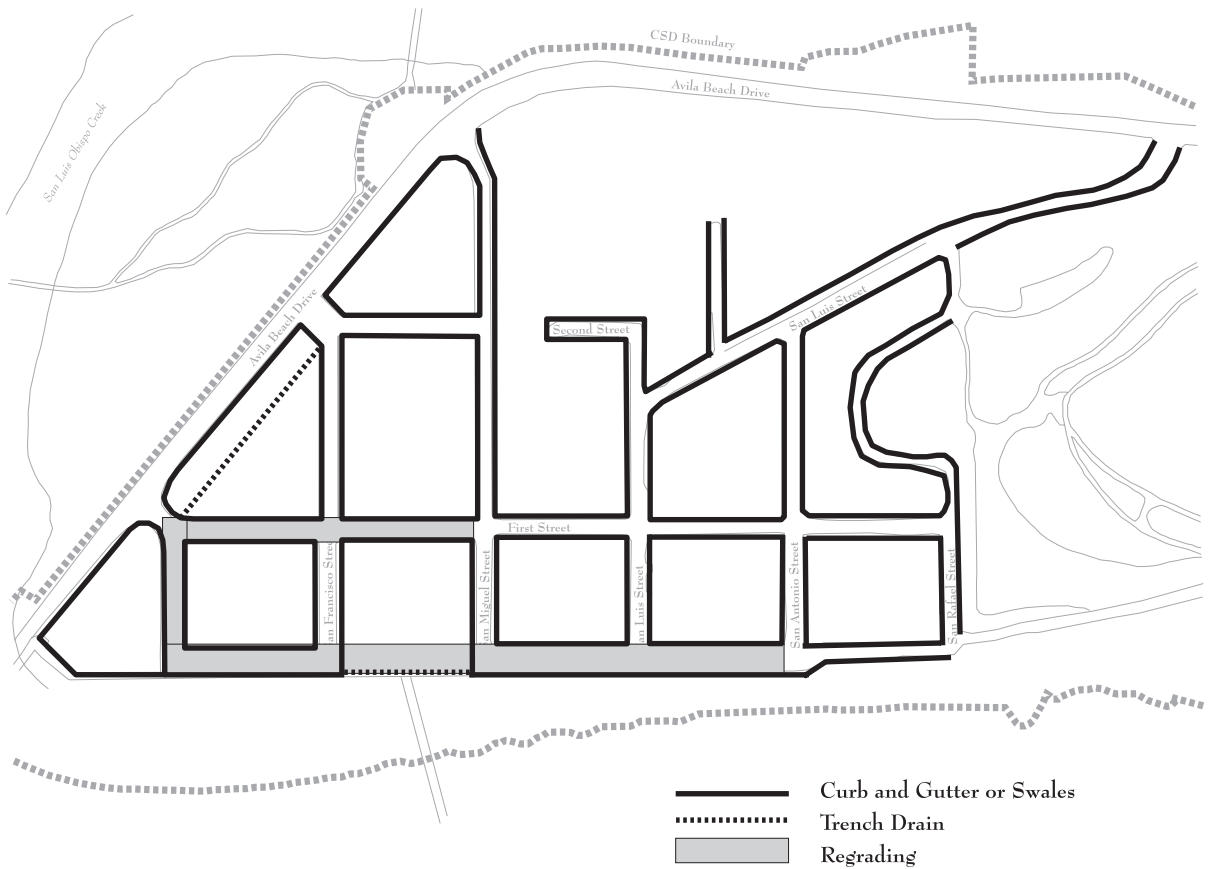
Additional key points about the public parking supply are as follows:

- ◆ **Front Street Diagonal Parking.** Parking along Front Street has historically been in a diagonal parking arrangement. The Specific Plan would maintain the historic parking pattern along Front Street. Spaces would be laid out at 45 degrees and 30 degrees on the two sides of the street, in order to make it possible to provide wider sidewalks.
- ◆ **Side Street Parking.** Parking on some side streets would be changed from parallel parking in some locations to diagonal parking. These locations include both sides of San Juan Street and San Francisco Streets.

◆ **Residential Neighborhood Parking.** Residential neighborhood on-street parking would continue to be uncontrolled, which would mean that beach-goers and tourists could still park on residential streets. In conjunction with installation of informal sidewalks and drainage swales, on-street parking spaces could be designated with pavement markings to create a more orderly arrangement of spaces.

## 2. *Private Parking*

Currently, all new development in Avila Beach must supply its own on-site parking, to meet County standards. This requirement has been identified as an unnecessary burden on restaurant and retail development. In most cases, commercial development in Avila relies on the beach itself to generate its customers; visitors park for the beach and then walk to retail and restaurant locations. Parking for dinner restaurants is



*Stormwater and Drainage Improvements*

readily available since many beach-goers have vacated their spaces by late afternoon.

Therefore, this Specific Plan includes changes to the Avila Beach Area Standards that will not require that new retail or restaurant development in the Front Street Commercial District supply its own parking on-site. Instead, these commercial uses have the option to pay an in-lieu parking fee to help provide and manage the shared parking supply.

Other uses, such as residences and lodging, would supply parking on-site. This means that buildings on Front Street would generally need to supply on-site parking for second floor uses. Between San Francisco and San Luis Streets, such parking could probably be provided on the ground floor, below the level of Front Street, in either surface lots, individual garages or shared parking garages. On-site parking would be provided by the individual property owner to meet parking requirements. No parking access would occur from Front Street.

### **C. Infrastructure**

As required by California State Law, a Specific Plan must identify the distribution, location, extent and intensity of major infrastructure ele-

---

<sup>1</sup> 1998 Annual Resource Summary Report, County of San Luis Obispo.

ments to be located within the planning area and as needed to support the land uses described in the plan. This section identifies the infrastructure needed to support the level of development proposed in the Specific Plan, including sewage, water service, stormwater runoff, solid waste disposal and energy.

#### **1. Water Service**

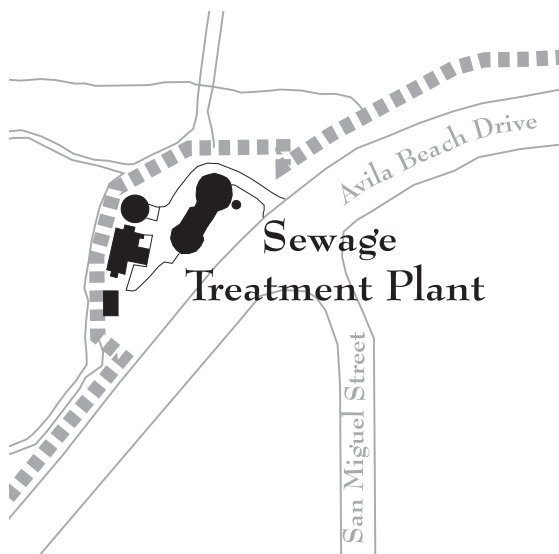
Water services are provided to the community of Avila Beach by the Avila Beach Community Services District. The water supply is comprised of 65 acre feet of water from Lopez Lake and 100 acre feet of water from the State Water Project. Historically, the Lopez Reservoir was the only source of water for Avila Beach. In recent years, the district contracted for another 100-acre feet from the State Water Project. With the addition of the state water, water capacity is expected to be sufficient for the foreseeable future.<sup>1</sup> Unocal has agreed to purchase five years of state water for the district in acknowledgment that groundwater and soil contamination issues have resulted in lost growth and revenues for the community. This agreement terminates in 2002.

Although Avila Beach has historically had a restricted supply of water, the acquisition of the additional water from the State enables Avila Beach to accommodate significant growth. In 1998, 55 acre feet of water were utilized by the existing population. Use over the last 5 years has ranged between 55 acre feet to 62 acre feet per year. The existing water supply is sufficient

to serve a community of 820 dwelling units, a number greater than that which would result from the build-out of Avila Beach under the revised regulations of the Specific Plan.

## 2. Stormwater Runoff and Drainage

A reconfigured parking lot would require modifications to the drainage system in order to ensure that surface runoff is adequately managed. The implementation chapter and its cost projections in this Specific Plan assume that a new drainage system would be constructed in the Earl's Alley parking lot to collect parking lot runoff, and that new drainage swales would be installed on the hillside residential streets to direct runoff



*Avila Beach CSD Sewage Treatment Facility*

in those locations. These improvements would enhance the drainage of the town and would better support the development proposed under the Specific Plan.

Drainage for Front Street (over its length from Avila Beach Drive to San Luis Street) would have a cross-slope down toward the beach, in order to enhance the visual relationship from the street to the ocean and beach, which is limited by the existing condition in which the street slopes up toward the beach. The storm water system will be adjusted to ensure that no additional water would impact the beach. Additionally, Best Management Practices (BMP) and pollution control devices such as oil and water separators will be utilized where feasible to minimize pollution impacts to the natural water systems.

Concurrent with the adoption of the Specific Plan, new drainage control standards for residential and commercial development have been incorporated into the San Luis Bay Area Plan (Coastal). These standards call for new private development to incorporate Best Management Practices for the control of polluted runoff.

## 3. Sewage Disposal

The Avila Beach Community Services District provides sewer service to the developed portions of Avila Beach. Sewage treatment is provided to Avila Beach by the District at an existing plant

2 *ibid.*

3 Personal communication, Kathy Richardson, Avila Beach County Water District, as cited in the *Unocal Avila Beach Cleanup Final EIR/EIS*.

4 Personal communication, Sandy Wolfe, South County Sanitary Services, as cited in the *Unocal Avila Beach Cleanup Final EIR/EIS*.

located on Avila Beach Drive near its intersection with San Miguel Street. The capacity of the plant is 200,000 gallons of effluent per day, which is estimated to support 1,436 people.<sup>2</sup> The present estimated wastewater flow is 50,000 gallons per day, and supports the existing population of 395 people. Given these flows, the plant is expected to be adequate until about the year 2010.<sup>3</sup> Thus the plant is operating at 25% of its capacity and would support the increase in population that would result due to the implementation of the Specific Plan.

#### **4. *Solid Waste Disposal***

Municipal solid waste in the Avila area is collected by a private company, South County Sanitary Services, and hauled to the Cold Canyon Landfill. The company collects solid waste from homeowners and commercial clients.<sup>4</sup>

Solid waste disposal facilities in the region include the privately-owned Cold Canyon Landfill and Chicago Grade Landfill. The Cold Canyon Landfill is the closest to the project site and is undergoing expansion. Its expected closure date is 2025. Given increased efficiency using an alternative daily cover and a state-mandated reduction in solid waste streams, the likely closure date will be further in the future. The annual amount of waste received in 1995 and 1994 was 122,000 and 130,000 tons, respectively.

No additional solid waste disposal capacity for Avila Beach is required to support the additional population resulting from the Specific Plan.

#### **5. *Energy***

Electricity and gas are provided to Avila Beach by Pacific Gas & Electric and the Southern California Gas Company, respectively. PG&E has stated that the growth proposed in the Specific Plan is well within their planning horizons for service provision to Avila Beach. Circuit feeds will be strengthened when they are relocated during remediation. Southern California Gas has also stated that there would be no impact to gas service as a result of the growth foreseen in the Specific Plan.



## 4 DESIGN GUIDELINES AND DEVELOPMENT STANDARDS

This chapter is focused on the design details of future construction in Avila Beach. It sets design guidelines and siting criteria that will create a built environment that supports the community vision. The vision calls for the rebuilding of Avila Beach in a manner consistent with the pre-remediation design of the buildings in the town, with some changes to development standards and design guidelines to permit and encourage variety in building form. The standards and guidelines are divided into five sections, Affordable Housing and sections representing each of four land use districts - Front Street Commercial Retail (FCR), Commercial Retail (CR), Residential Multi-Family (RMF) and Residential Single-Family (RSF).

Standards are mandatory requirements that must be satisfied to enable a permit for a new use to be approved and for a newly-constructed project to be used. In this plan, standards are indicated by the use of words such as “shall” or “must.” Guidelines comprise a set of non-mandatory but strongly recommended criteria which will be used to evaluate whether proposed development projects achieve the community vision described in the Specific Plan. In the plan, guidelines are identified by the use of such words and phrases as “should,” “may” and “are encouraged.”

Some of the guidelines are repetitious between sections but are included for ease of reference.

This chapter sets forth the standards for development within the Avila Beach Specific Plan Area. Unless otherwise specified in the Specific Plan, permit requirements are as specified in the Coastal Zone Land Use Ordinance, Title 23 of the County Code.

### A. Affordable Housing

This section describes regulatory changes to affordable housing requirements in Avila Beach.

#### A.1. *New Housing*

County policy stipulates that new housing projects over 11 units must include at least 15% affordable units. In Avila Beach, this requirement should be augmented by a requirement that **all** new housing projects of more than 4 and fewer than 11 units must include at least one studio unit.

#### A.2. *Mobile Home Park Replacement Housing*

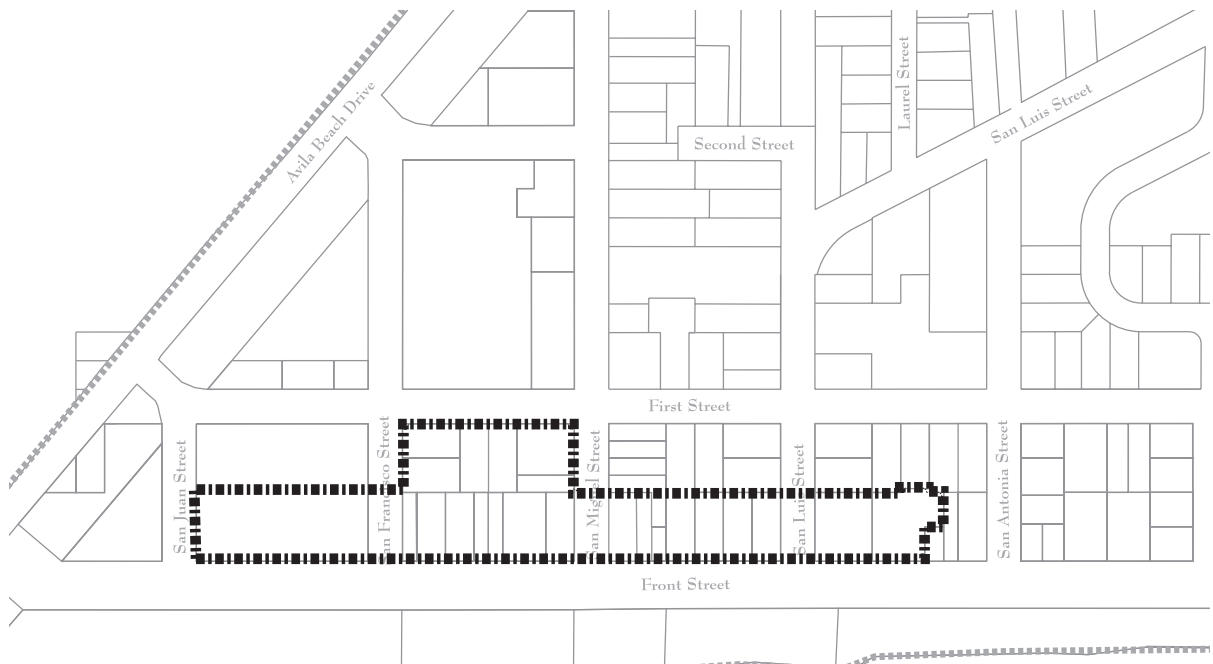
The former Mobile Home Park located at Front Street, San Juan Street and San Francisco Street contained a number of occupied mobile home units prior to the vacation of the property for the cleanup activities. Some of these units may be required to be replaced with new affordable units under the Coastal Zone Land Use Ordinance and related state statutes pertaining to replacement of affordable housing.

If the requirements for replacement of affordable housing are satisfied at some other sites in Avila Beach, the former Mobile Home Park site should be used to provide visitor accommodations. However, if necessary, the former Mobile Home Park site could be used to provide these affordable units if no other site in Avila Beach is available. Other potential sites include the residual land around the reconfigured parking lot or the lot at the end of Laurel Street and land adjacent to the parking lot.

## B. Front Street Commercial District Area Standards

This section contains design guidelines for new development in Avila Beach in the commercial area defined by Front, San Juan, First and San Antonio Streets, as shown below. This includes all parcels with a Front Street Commercial District (FCR) designation.

The standards and guidelines contained in this section are targeted at the creation of a commercial district that will be visually interesting, with great variety along the street edge created through variable building heights and setbacks in combination with elements such as balconies, awnings



*Front Street Commercial District*



and overhangs. These elements will create opportunities for human interaction by incorporating places for people to gather. Mixed use development with residential units on the second floor above first floor businesses will provide a “neighborhood watch” over public areas such as public streets and pedestrian areas. The district will also be reminiscent of Avila Beach prior to the clean-up activities in that the signs, building materials and building styles will reflect those of historic and pre-remediation Avila.

#### ***B.1. Allowable Uses***

All uses allowed in the Commercial Retail land use category by the Coastal Framework for Planning (Table “O”) are allowed in the Front Street Commercial District except: communication uses; schools - business and vocational; concrete, gypsum and plaster products; food and kindred products; printing and publishing; single family dwellings (except on the second floor); auto, mobile home and vehicle dealers and supplies.

Consistent with Avila Beach Standard 1 for Commercial Retail areas, developments in the Front Street Commercial District shall give priority to visitor-serving uses. However, development on the second floor is encouraged to include conditional residential uses as well as visitor-lodging uses, to replace housing units removed as a result of the cleanup, and to provide surveillance of streets and other public spaces, increasing the level of safety in these places. The intent is to achieve two objectives for second-floor uses -

residential units to provide surveillance and lodging units to assure an adequate supply of visitor accommodations.

To accomplish these objectives, prior to the approval of any residential development on the second story within the Front Street Commercial District a finding shall be made which demonstrates that there remains adequate undeveloped space throughout the Front Street Commercial District (including the area of the former mobile home park) and Commercial Retail Areas combined to accommodate the numbers of potential new visitor lodging units contemplated by the Market Overview (as summarized in Appendix B, Section D.b. of this Plan), less any new visitor-units constructed following the effective date of this Plan. Such a finding is not required for a single caretaker unit accessory to a proposed commercial use, the replacement of a residential use that was demolished during the clean-up, or a year-round residential unit which would be the only such unit on each street frontage facing Front Street, First Street and the connecting side streets.

Any Front Street development that includes a conditional residential use on the second floor may be processed as a Minor Use Permit, but shall be appealable to the Coastal Commission. In the event that existing lodging units are converted to a different type of use, the number of units converted shall be added to the number of new units to be provided. For purposes of this

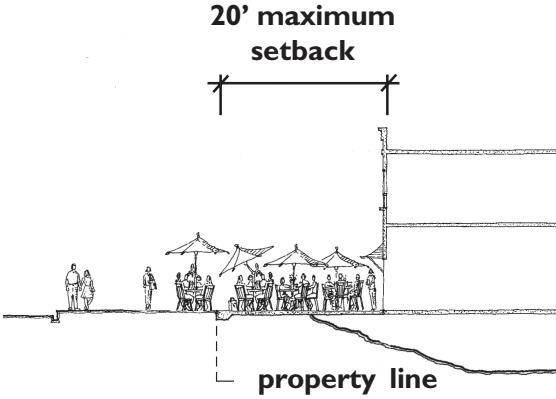
analysis, a lodging unit shall be assumed to be 400 square feet, and must be available for transient occupancy by the general public for a maximum stay of 84 days in a year (total) and 14 days between Memorial Day and Labor Day. Low-cost visitor-serving facilities shall be protected, encouraged, and where feasible, provided.

**B.2. Front Setbacks**

**B.2.a. Front Street Setbacks**

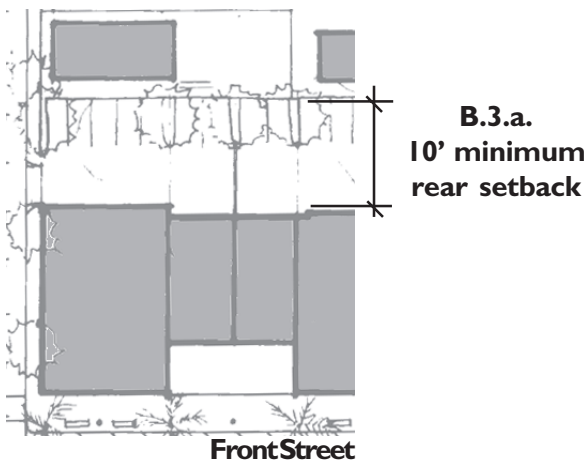
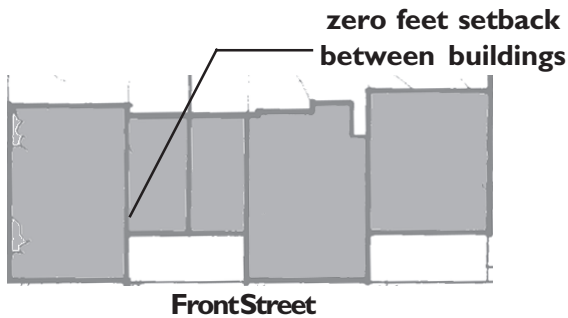
Variable setbacks along Front Street will create a variety of spaces in which people can gather to purchase food and beverages, shop for local goods, sit on benches to talk or take in views of the ocean, and enjoy outdoor greenery. These spaces will enrich the pedestrian experience, provide visual variety within each block face, and will function as an extension of adjacent shops and restaurants where outdoor sales can occur.

Buildings facing Front Street may have variable setbacks up to twenty feet in the interior of a block. In order to define the corners of the blocks and to create a framework in which the variable setbacks will have an impact on the streetscape, corner buildings may not have front setbacks. This requirement will help to preserve the pre-cleanup street and block pattern of Avila Beach and is implemented through the allowable building height criteria (see paragraph B.6).





*Outdoor Seating*



**B.2.b. Allowable Front Setback Uses**

To enrich the pedestrian experience, allowable uses in the front setbacks are landscaping, retail display areas, and cafe or outdoor seating areas. Parking, elevated platforms, ramps and/or staircases are not permitted in front setbacks. Setbacks may contain rails, low screen walls (not to exceed 3-1/2 feet in height) or planters at their edges. These edge details may be set back three to five feet from the property line to create a space for bench seating along the edge of the walkway.

**B.3. Side Setbacks**

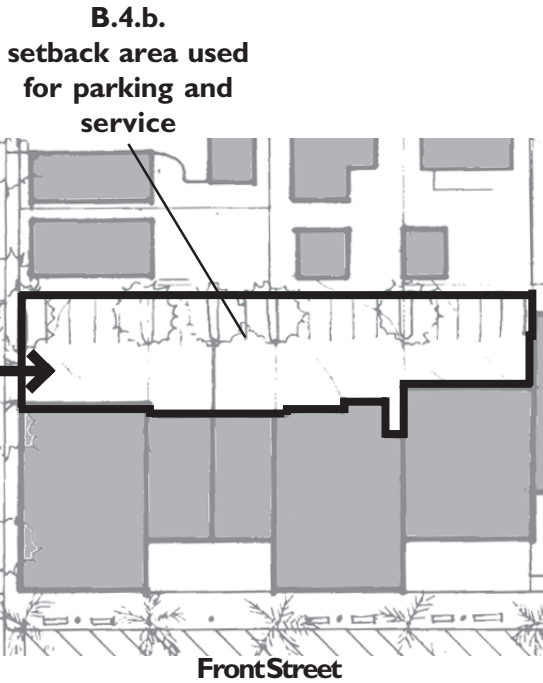
Side setbacks in all commercial areas shall be zero feet from the property line at the street frontage, in order to create a continuous built edge along the streetscape edge and to further define the front setback outdoor areas.

**B.4. Rear Setbacks**

Rear setbacks create a transition between uses at the rear of a lot, by allowing some open space and landscaping between buildings. Rear setbacks also create a place for service and parking access, which minimizes pedestrian conflicts with vehicles crossing sidewalks on main commercial streets, and reduces the visual impact of parking areas on the main streetscape.

**B.4.a. Minimum Rear Setback**

In order to minimize visual and noise impacts of commercial uses on adjacent residential properties, rear setbacks in the commercial retail area



shall be a minimum 10' setback from the property line. Rear setbacks are not required on parcels adjacent to the mid-block passage.

**B.4.b. Allowable Rear Setback Uses**

Allowable uses in rear setbacks are landscaping, service access and parking.

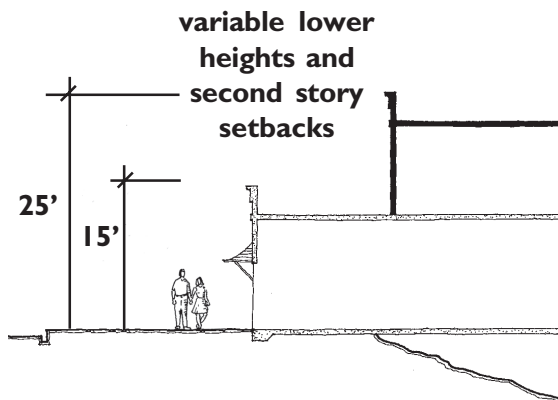
**B.5. Mid-Block Pedestrian Passage Setbacks**

Parcels underlying the proposed mid-block passage are subject to setbacks which will enable implementation of this pedestrian facility, and are required to provide public access to the mid-block passage through offers-to-dedicate such access, through public acquisition or by some other acceptable means.

**B.6. Allowable Building Heights**

To prevent the development of a uniform wall of two story buildings, to help recreate the scale of single-story buildings which characterized old Avila, and to encourage variety in building heights, allowable building heights shall be a maximum of 25' above the sidewalk of the “main street frontage” (measured from the back of sidewalk), provided that one or more of the conditions below are met.

“Main street frontage” means the frontage on Front Street, First Street or a side street between Front and First. If the building is located on a corner parcel, the main street frontage shall be considered to be the frontage on Front or First Street.



All buildings may be 15' tall. A building may be up to 25' tall if at least one of the following criteria are met:

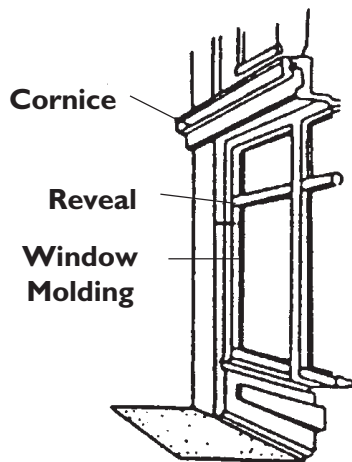
- a. Front setback = minimum of 7 feet.
- b. Unenclosed second story setback = minimum 10% of parcel depth or 8 feet, which ever is greater.
- c. Project is located on a corner lot.
- d. Project is located on the mid-block passage.

Projects located on corner lots or the mid-block passage and built to the Front Street property line may be 25' tall in an area extending no more than 50 linear feet from the corner. If the building extends more than 50' from the corner, the remaining portions of the building may only exceed 15' in height if they comply with items a or b above.

### ***B.7. Building Style and Materials***

#### **B.7.a. Building Articulation**

All facades shall emphasize three dimensional detailing such as cornices, window moldings, and reveals to cast shadows and create visual interest on the facade. Architectural elements used to provide relief can include awnings and projections, trellises, detailed parapets, and arcades.





*Painted Wood Siding*



*Stucco*



*Corrugated Metal (Not Allowed)*



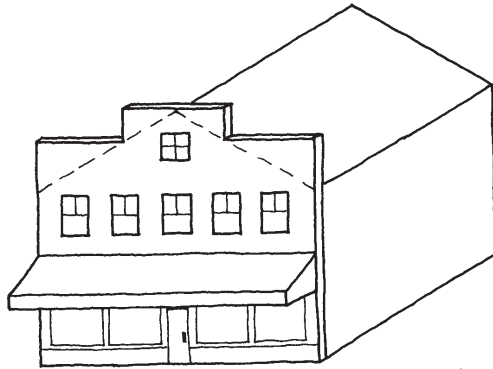
*Tile*



*Unfinished Wood (Not Allowed)*

**B.7.b. Building Materials**

Building materials can reflect an historic period in time and celebrate the traditional style of a community. In order to meet this goal, building materials shall be consistent with the materials of pre-clean-up and historic Avila Beach, with emphasis on stucco, painted wood, lap-siding and tile. Building materials may not include unfinished wood or metal. The use of different building materials can also be used to enhance variety along the streetscape and to enliven a district vi-



*Diagram of Parapet Roof*



*This*



*Not This*

sually. Property owners should seek to create variety in building materials throughout the commercial district. Materials used for accents that differ from the dominant building materials are encouraged.

**B.7.c. Roof Types**

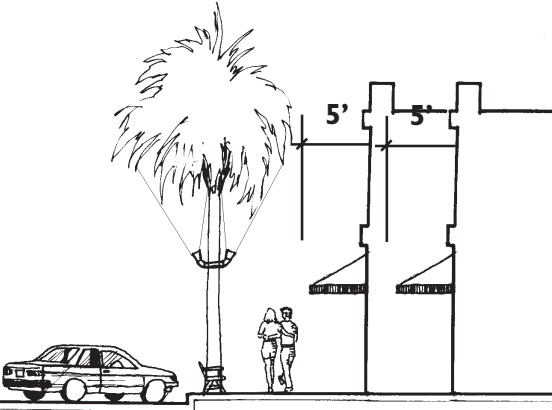
Roof types can help to define the overall style of a commercial district. Historically, Avila Beach was characterized by facades that created the visual effect of “flat roofs” behind a variety of parapet shapes. Therefore, new buildings in Avila Beach shall have parapets with varied shapes in front of their roofs. Small areas such as balconies, overhangs and rooftop enclosures may have sloped roofs or parapets as well.

**B.7.d. Roof Detailing**

Continuous identical roof lines can be monotonous, just as jutting and large-scaled roofs can be overwhelming along the street. Roof parapets should be simply articulated and adorned for visual interest. Roofline cornices, reveals and detailed eaves should be developed to create interest on the building facade and an interesting skyline.

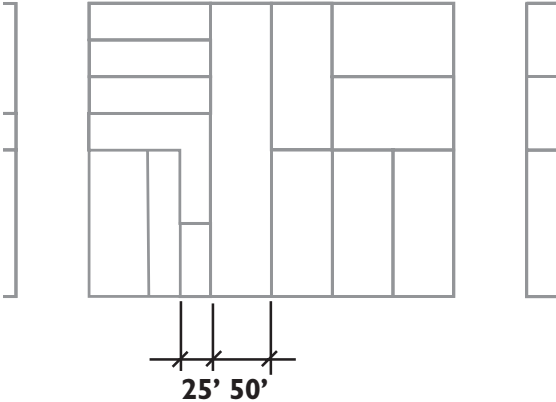
**B.7.e. Roof Materials**

Roof materials shall be non-reflective.



**B.7.f. Overhangs**

Overhangs and awnings are encouraged on each building to provide shade and a sense of enclosure for pedestrians. Balconies are also encouraged, and may project up to 5 feet over the sidewalk.

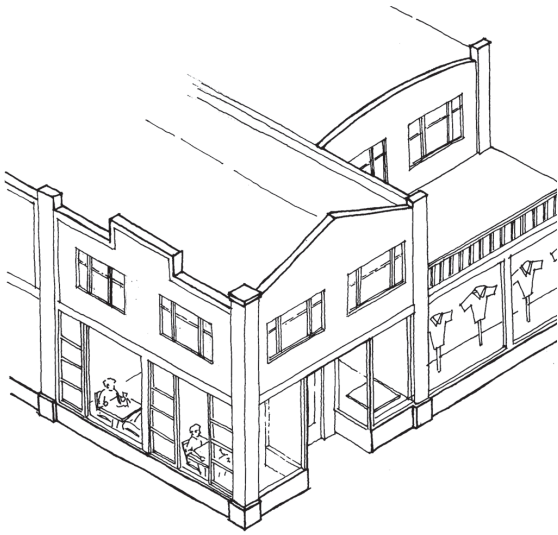


**Reflect Land Division**

**B.8. Building Scale**

To help maintain the historical scale of Avila Beach, new development should give the appearance of being separate buildings on 25' or 50' wide lots. A single project may encompass two or more adjacent parcels, but the buildings must be articulated to reflect the historic parcelization pattern.





**B.9. Windows and Openings**

**B.9.a. Ground Floor Windows**

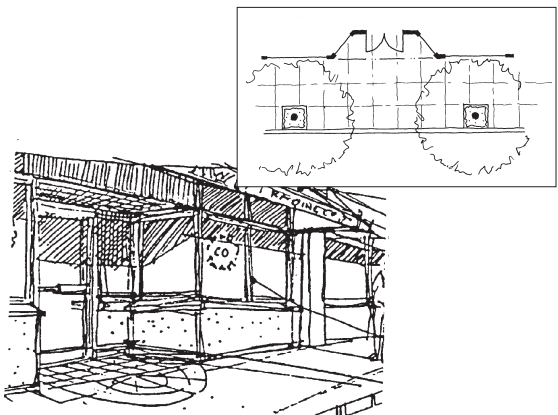
To promote a sense of connection between people inside shops and restaurants and those outside on the sidewalk, ground floors of buildings along Front Street in the commercial district should include large amounts of glass and other openings to promote visual permeability. Storefront windows should be broken into vertical segments with molding, columns, pilasters, or other three dimensional detailing. Sills shall be no higher than 36” in order to enhance the indoor-outdoor visual connection.

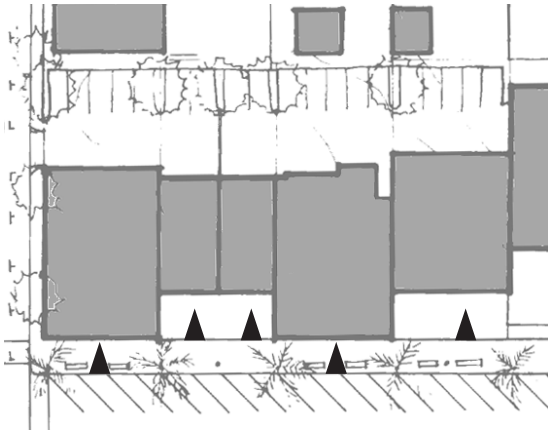
**B.9.b. Second Story Windows**

To reinforce the human scale of two-story facades, window openings in upper floors should have vertical elements in their designs, and should appear to be “punched” into solid walls.

**B.9.c. Entries**

Building entries shall occur off main streets, and shall be accentuated by molding, lighting, overhangs, or awnings. Building entries should be recessed into entry bays, to create transitional spaces between the street and buildings.





**B.9.d. Individual Business Entries**

To promote a sense of connection between people inside shops and restaurants and those outside on the sidewalk, each individual commercial retail establishment should have direct frontage onto a street or the mid-block pedestrian passage.



**B.10. Landscaping**

Landscaping is encouraged to create comfortable outdoor spaces for pedestrians with visual “breaks” from paving and building materials. Permanent landscaping in front setbacks should be of coastal, drought-tolerant, climate-appropriate plant materials. Landscaping in planters may be of any species that adds color and visual interest to the streetscape.

**B.11. Signs**

A great deal of Avila’s character has traditionally been defined by the signs on the businesses. The signs were colorful and creative, and were generally hand-painted. Many included neon. The re-creation of a significant portion of Avila’s character will be through the creation of new signs that reflect the signing characteristics of traditional Avila Beach. In order to implement this goal, the following standards and guidelines for signs will apply:

**B.11.a. Sign Materials**

Signs shall be made of hand-painted wood or wood-appearing materials, or painted directly onto the building surface, or may be metal with neon. Signs shall not be constructed of prefabricated letters or of plastic.

**B.11.b. Sign Detailing and Style**

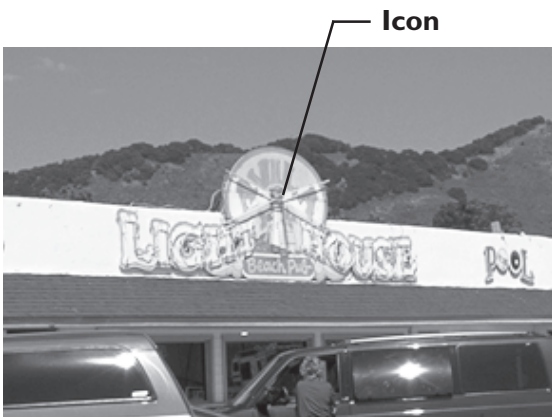
Artistic expression in signing shall be encouraged. Signs should be “funky” and related to the commercial use occupying the building through either form, thematic material, color, icon or motif.

**B.11.c. Icons**

At least part of the signing should be an “icon” representative of the service, product, activity or name of the business establishment. Some “icon” signs found on pre-remediation buildings included a cocktail glass at Mr. Ricks and a lighthouse sign at the Lighthouse.



*Wood Sign*



*Icon Sign*



**Irregular Shapes**

**B.11.d. Irregular Shapes**

In addition to icons, sign parts are encouraged to have irregular shapes, such as the irregularly shaped signs at Beachcomber Bills and the Jet Ski Rental store formerly located on Front Street.



*“Informal” Fonts*

**B.11.e. Sign Lettering**

To help achieve the traditional spirit of Avila Beach, “informal” fonts, with mildly distorted, iconic or exaggerated letters are encouraged for beach-related establishments. “Formal” fonts, with serifs, are encouraged for more formal dining and beverage-oriented establishments.



*“Formal” Fonts*

**B.11.f. Sign Colors**

Mounted signs should be colorful, to be consistent with the signs of old Avila.





**B.11.g. Sign Illumination**

Two methods of sign illumination are permitted: building mounted light fixtures with subtle direct illumination of the sign or neon accents highlighting lettering and icons. Signs shall not be internally lighted.



**B.11.h. Sign Location**

Signs shall be attached flush to the building facade or hung perpendicular from the facade. Signs attached flush to the building shall be permitted to extend to a maximum of two feet above the roof line, but must be within the overall building height requirement as specified in Section B.6. Signs shall not be located above the second story.



**B.12. Building Lighting**

Building lighting shall be mounted perpendicularly to building facades and shall be comprised of simple fixtures.

**B.13. Off-Street Parking**

**B.13.a. Off-Street Parking Locations**

Off-street parking shall be located at the rear of the lot, with primary access from side streets or access easements. Parking may be located under buildings as grades permit or on surface parking lots.

**B.13.b. Parking Access**

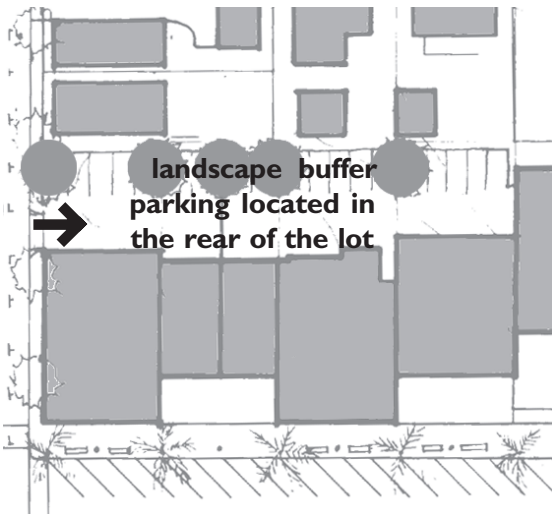
To avoid conflicts between vehicles and pedestrians in the commercial area of Front Street, driveways crossing the Front Street sidewalk are not permitted. Access easements across adjacent lots to the rear or side of a property would be arranged on a voluntary basis between individual property owners.

**B.13.c. Residential Buffer**

Parking areas shall be buffered from residential lots with fences, trellises and/or landscaping.

**B.13.d. Landscaping**

Parking areas shall be shaded with tree cover.



**B.13.e. Parking Requirements**

Uses other than residences or lodging (e.g., retail and restaurant uses) are not required to provide on-site parking, but have the option to pay in-lieu parking fees, in an amount to be determined by the County, for any unbuilt required parking spaces.

The County shall prepare an ordinance to create a parking district and enable the collection of fees, and shall submit this ordinance to the Coastal Commission for incorporation into the LCP no later than June 30, 2001. In the event that no such ordinance is submitted by this date, or the ordinance does not become certified by December 31, 2001, all commercial uses shall be required to provide on-site parking consistent with CZLUO requirements. The ordinance shall specify, among other things, that in-lieu fees will be used to fund construction of community parking facilities, to establish a remote shuttle and parking lot, to provide transit subsidies or to provide other parking-related facilities and services for Avila Beach, consistent with state statutes.

The County may also accept considerations other than fees in lieu of required parking spaces. For example, the County may accept an offer to dedicate additional public right-of-way for the purpose of providing on-street parking available to the general public. The County will determine the value of the dedication, expressed as an equivalent number of parking spaces, and will credit the parcels from which the dedication is

made as having contributed toward satisfaction of the in-lieu fee requirement.

**B.13.f. Parking Credit, Block 214**

Pursuant to paragraph B.13.e., above, the south one-half of Block 214 is credited with having made in-lieu contributions, in the form of right-of-way dedication and construction of off-site parking spaces, equivalent to 19 parking spaces. This in-lieu credit will be used in the calculation of the parking obligation for the south one-half of Block 214 when plans are submitted for approval.

***B.14. Mechanical Equipment***

**B.14.a. Building Mounted Utilities**

To minimize visual clutter, building mounted or adjacent utilities shall be hidden from view by enclosures and/or building materials.

**B.14.b. Roof Top Mechanical Equipment**

Rooftop mechanical equipment shall be screened by integral architectural elements such as pitched roofs or ornamental parapets. Rooftop equipment shall not exceed the 25 foot maximum allowable building height unless it complies with paragraph 23.04.124.b(3) of the Coastal Zone Land Use Ordinance.

***B.15. Drainage Requirements***

All new development within the Front Street Commercial Retail District shall conform to the Drainage Standards described in the Avila Beach Urban Area Standards in the San Luis Bay Area Plan (Coastal).

**C. Commercial Retail District Standards  
(for Areas Not on Front Street)**

This section contains design guidelines and standards that provide policy direction for new development in commercial areas in Avila Beach that are not on or related to Front Street. This includes all parcels with a Commercial Retail (CR) designation, as distinct from the FCR designation.

The standards and guidelines contained in this section are intended to guide development in the commercial areas of town in a manner that is consistent with pre-remediation Avila, and creates a pleasant pedestrian environment.

The guidelines recognize that most commercial retail use will prefer a Front Street location, and the market may not support commercial development apart from the Front Street District. Therefore, the guidelines are intended to encourage the development of visitor lodging and residential uses, as an alternative to commercial retail in this area. Because these CR districts are adjacent to residential areas, bars will not be allowed and business establishments must not be open for business after 10:00 p.m. In addition, new development should incorporate features common to residential development, including building size and scale, articulation of facades, roof forms and landscaping.



*Commercial Retail (CR) Areas*

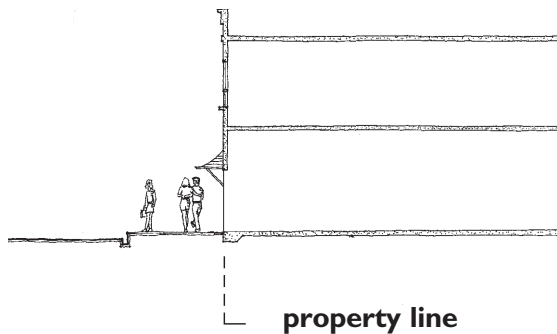


***C.1. Allowable Uses***

All uses allowed in the CR category per Coastal Framework for Planning (Table “O”) are allowed in the CR category in Avila Beach, except: bars; communication uses; schools - business and vocational; concrete, gypsum and plaster products; food and kindred products; printing and publishing; auto, mobile home and vehicle dealers and supplies. Allowable uses within the CR area shall be subject to the following provisions:

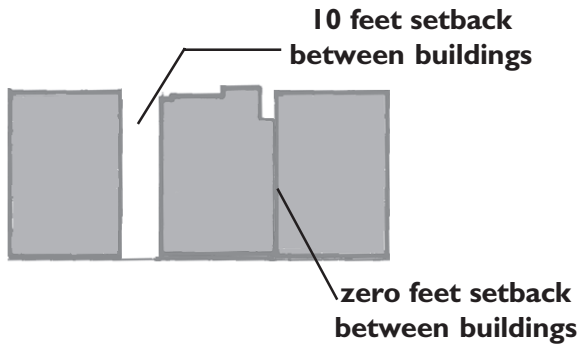
- ◆ Business establishments may not be open for business after 10:00 p.m., any night of the week.
- ◆ Establishments whose principal business is the consumption of alcoholic beverages on site are not permitted.
- ◆ Residential uses shall be Conditionally Permitted uses in the CR district of Avila Beach and, as such, shall be appealable to the Coastal Commission. Residential uses on the second floor and the replacement of any residential unit demolished during the clean-up may, however, be processed as a Minor use Permit, while all other residential uses on the ground floor shall require Development Plan Review. Prior to the approval of a residential use on either the first or second floor, other than a single caretaker unit accessory to a proposed commercial use, the replacement of a residential use that was demolished during the clean-up, a year-round residential unit which would be the only such unit on

each street frontage facing Front Street, First Street and the connecting side streets, a finding shall be made that there remains an adequate supply of land available for visitor serving commercial uses. “Adequate supply” means that there remains undeveloped space to accommodate the numbers of potential new visitor lodging units contemplated by the Market Overview (as summarized in Appendix B, Section D.b. of this Plan), less any new visitor units constructed following the effective date of this Plan. In the event that existing lodging units are converted to a different type of use, the number of units converted shall be added to the number of new units to be provided. For purposes of this analysis, a lodging unit shall be assumed to be 400 square feet, and must be available for transient occupancy by the general public for a maximum stay of 84 days in a year (total) and 14 days between Memorial and Labor Day. Residential use in the CR district shall comply with all guidelines and standards applicable to residential use contained in this Specific Plan. Projects of more than 4 and fewer than 11 units must include at least one studio unit.



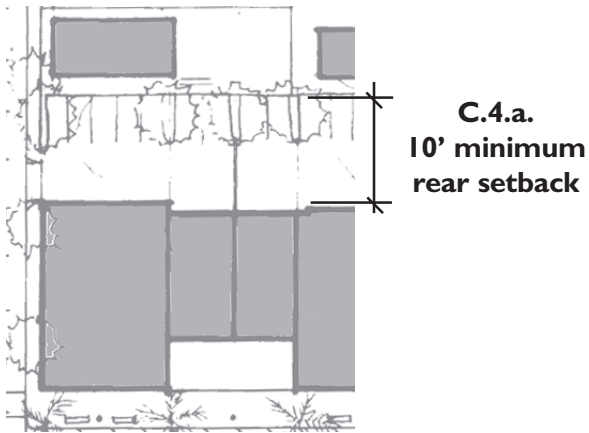
**C.2. Front Setbacks**

All parcels in CR commercial areas shall have zero foot front setbacks or shall have front setbacks that are consistent with setbacks on nearby parcels.



**C.3. Side Setbacks**

Side setbacks in all commercial areas shall be zero to 10 feet from the property line.



**C.4. Rear Setbacks**

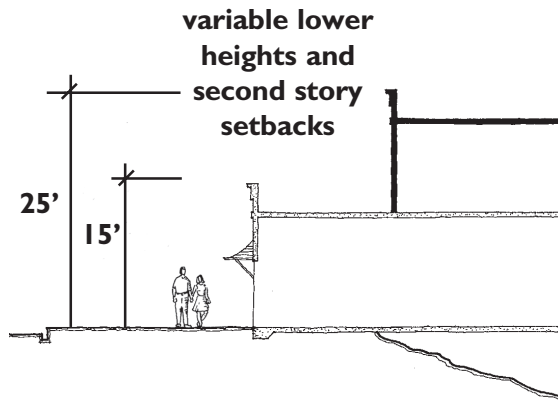
Rear setbacks create a transition between uses at the rear of a lot, by allowing some open space and landscaping between buildings. Rear setbacks also create a place for service and parking access, which minimizes pedestrian conflicts with vehicles crossing sidewalks on main commercial streets, and reduces the visual impact of parking areas on the main streetscape.

**C.4.a. Minimum Rear Setback**

In order to minimize visual and noise impacts of commercial uses on adjacent residential property, rear setbacks in the commercial retail area shall be a minimum 10' setback from the property line.

**C.4.b. Allowable Rear Setback Uses**

Allowable rear setback uses are the same as in the FCR category. See Standard B.4.b.



### C.5. Allowable Building Heights

To prevent the development of a uniform wall of two story buildings, to help recreate the scale of single-story buildings which characterized old Avila, and to encourage variety in building heights, allowable building heights in the CR category shall be a maximum of 25' above the sidewalk of the main street frontage\* (measured from the back of sidewalk), provided that one or more of the conditions below are met.

All buildings may be 15' tall. A building may be up to 25' tall if at least one of the following criteria are met:

- a. Unenclosed second story setback = 10 percent of parcel depth or 8 feet, which ever is greater.
- b. Project is located on a corner lot.
- c. Side setbacks = minimum of 10 feet total.

\* Main street frontage means First Street or a side street between Front and First. If the building is located on a corner parcel, the main street shall be considered to be First Street.



*Diagram of Roof Types*

## ***C.6. Building Style and Materials***

### **C.6.a. Building Articulation**

Allowable building articulations are the same as in the FCR category. See Standard B.7.a.

### **C.6.b. Building Materials**

Allowable building materials are the same as in the FCR category. See Standard B.7.b.

### **C.6.c. Roof Types**

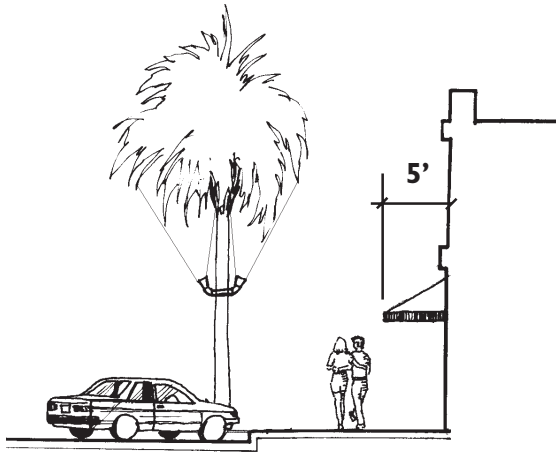
Beyond Front Street, buildings have had varied roof shapes that included both exposed slope roofs and parapets. Therefore, new buildings in this district shall have parapets with varied shapes in front of their roofs or shall have articulated roofs such as peaked or hipped roofs.

### **C.6.d. Roof Detailing**

Allowable roof detailing uses are the same as in the FCR category. See Standard B.7.d.

### **C.6.e. Roof Materials**

Allowable roof materials are the same as in the FCR category. See Standard B.7.e.

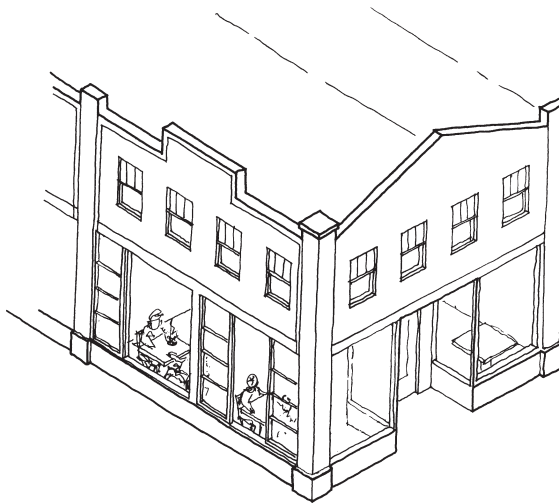


#### **C.6.f. Overhangs**

Overhangs and awnings are encouraged on each building to provide shade and a sense of enclosure for pedestrians. Balconies are also encouraged, and may project up to 5 feet over the sidewalk.

#### **C.7. Building Scale**

Allowable building scales are the same as in the FCR category. See Standard B.8.



## ***C.8. Windows and Openings***

### **C.8.a. Ground Floor Windows**

Any ground floor commercial establishments should include large amounts of glass and other openings to promote visual permeability. Store-front windows should be broken into vertical segments with molding, columns, pilasters, or other three dimensional detailing. Sill heights shall be no higher than 36” in order to enhance the indoor-outdoor visual connection.

### **C.8.b. Second Story Windows**

To reinforce the human scale of two-story facades, window openings in upper floors should have a vertical orientation, and should appear to be “punched” into solid walls.

### **C.8.c. Entries**

Allowable entries are the same as in the FCR category. See Standard B.9.c.

### **C.8.d. Individual Business Entries**

Allowable individual business entries are the same as in the FCR category. See Standard B.9.d.

## ***C.9. Landscaping***

Allowable landscaping uses are the same as in the FCR category. See Standard B.10.

***C.10. Signs***

Allowable sign uses are the same as in the FCR category. See Standards B.11.a. to B.11.h.

***C.11. Building Lighting***

Allowable building lighting uses are the same as in the FCR category. See Standard B.12.

***C.12. Off-Street Parking***

**C.12.a. Off-Street Parking Locations**

Allowable off-street parking locations are the same as in the FCR category. See Standard B.13.a.

**C.12.b. Residential Buffer**

Allowable residential buffers are the same as in the FCR category. See Standard B.13.c.

**C.12.c. Landscaping**

Allowable landscaping is the same as in the FCR category. See Standard B.13.d.

**C.12.d. Parking Requirements**

All uses in the CR land use category must provide on-site parking in accordance with the provisions of the Coastal Zone Land Use Ordinance (CZLUO), section 23.04.162, et seq.

***C.13. Mechanical Equipment***

**C.13.a. Building Mounted Utilities**

Allowable building mounted utilities are the same as in the FCR category. See Standard B.14.a.

**C.13.b. Roof Top Mechanical Equipment**

Allowable roof top mechanical equipment are the same as in the FCR category. See Standard B.14.b.

***C.14. Drainage Requirements***

All new development within the Commercial Retail District shall conform to the Drainage Standards described in the Avila Beach Urban Area Standards in the San Luis Bay Area Plan (Coastal).



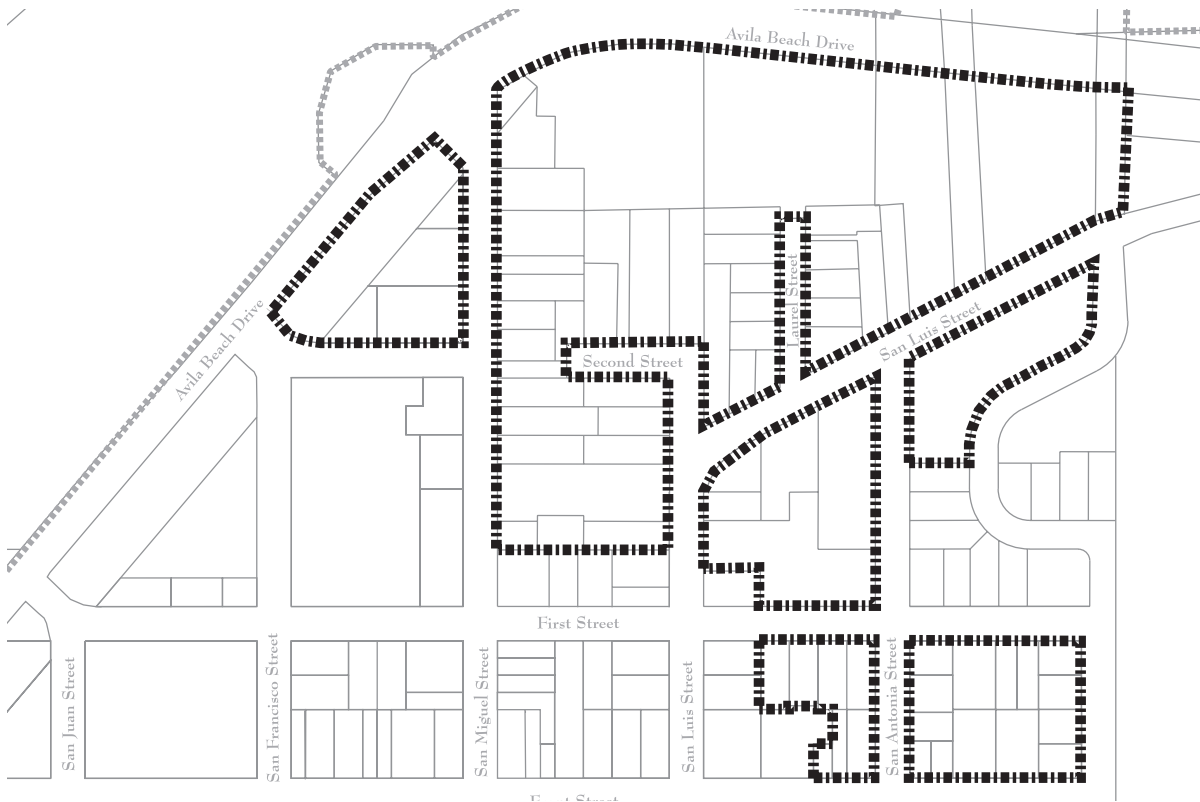
## D. Residential Multi-Family (RMF) Area Standards

This section contains design guidelines that provide policy direction for new development in Avila Beach in the residential areas of Avila Beach for those parcels with a Residential Multi-Family (RMF) land use designation. The purpose of these guidelines and standards is to guide new residential development to be consistent with the existing fabric of residential development in Avila Beach.

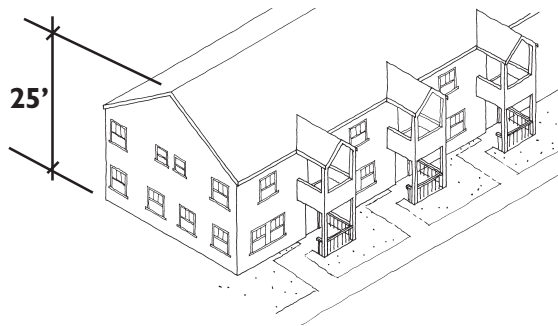
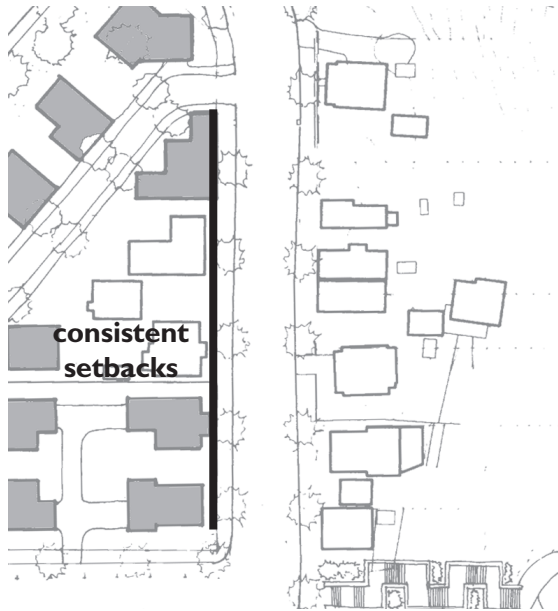
### D.1. Density

In order to preserve the community's character while providing increased residential opportunities in Avila Beach, such as in apartments and multi-family dwellings, allowable density shall be low density (up to 15 units to the acre). Increased densities of up to 38 units to the acre will be permitted if the following conditions are met:

- a. there would be no greater obstruction of public views and no greater limitation of



*Residential Multi-Family Areas*



- b. the bulk, massing and design character of the project would be consistent with that of the surrounding adjacent parcels, and
- c. all other design guidelines and standard applicable to RMF development are met.

These determinations will be made by the Planning Commission through the Development Plan review process.

**D.2. Setbacks**

To achieve conformance with existing development patterns, front setback requirements should be consistent with adjacent parcels.

**D.3. Allowable Building Heights**

In order to provide for roof variety, allowable building height shall be up to a maximum of 25', provided that one or more of the conditions below are met. All buildings may be 20' in height. A building may be up to 25' tall provided that:

- a. it would result in no greater obstruction of public views and no greater limitation of solar access to adjacent properties than a 20 foot building.
- b. the building has a pitched roof with a slope greater than 2.5 in 12, and the additional height above 20 feet is used to achieve this pitched roof. Height shall be measured as specified in the *Coastal Zone Land Use Ordinance*.

**D.4. Off-Street Parking**

**D.4.a. Parking Requirements**

Except as modified by this section, off-street parking requirements are as specified in the Coastal Zone Land Use Ordinance.

**D.4.b. Parking Location**

To reduce visual impacts, required parking spaces shall not be located in the front setback, except as provided in paragraph 23.04.108.a(2) of the Coastal Zone Land Use Ordinance.

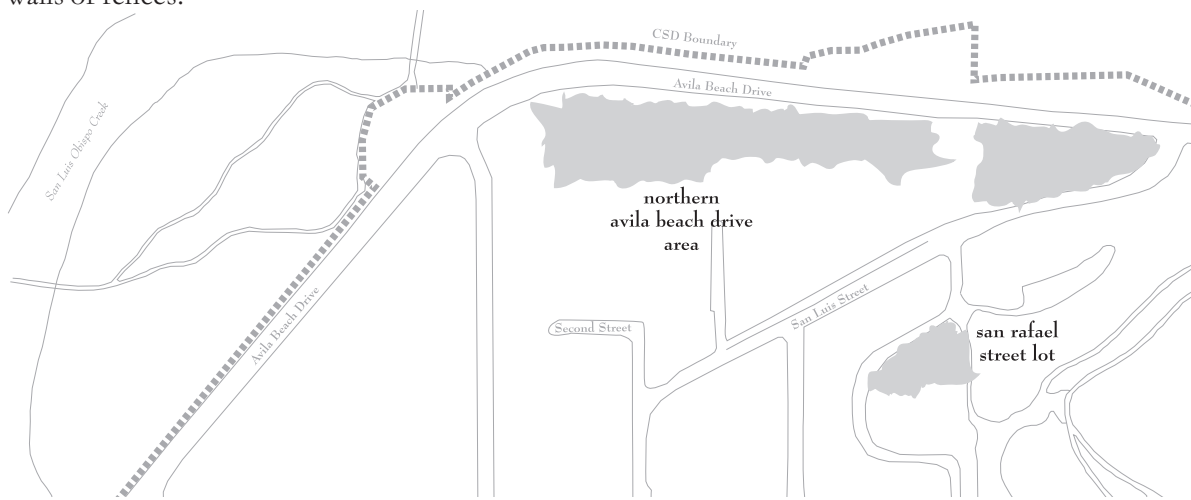
**D.5. Landscaping Along Avila Beach Drive**

Residential development shall be clustered to prevent the construction of a long row of separate units along Avila Beach Drive. Screening of units from Avila Beach Drive may be accomplished by the use of landscaping and fences with a high degree of transparency, but not with solid walls or fences.

**D.6. Development Standards for Oak Woodland Preservation Areas**

In the oak woodland areas on the south side of Avila Beach Drive between San Miguel and San Luis Streets and on the vacant lot on San Rafael Street (as shown below), the following development standards shall be met to preserve the natural setting and entry into Avila Beach:

- a. new construction in this area shall not result in the removal of any native tree with a diameter at breast height (DBH) greater than six inches, that is one of a group of trees that forms a continuous, uninterrupted canopy, except in such circumstances as described in D.6.d., below,
- b. new construction must be setback by a minimum of five feet from the dripline of any native tree to be preserved, and



*Oak Woodland Preservation Areas*

- c. no grading or construction activities may occur within the area defined by the dripline of any native tree to be preserved.
- d. if retention of trees in accordance with D.6.a. would result in a significant reduction in the development potential of a parcel, removal of a limited number of native trees may be permitted if it would not reduce the area of the canopy by more than 15% or significantly reduce the effectiveness of the canopy in screening development from public view. All such trees removed shall be replaced at the rate of four trees for every tree removed, and shall be located so they will become, at maturity, part of the continuous, uninterrupted tree canopy.

***D.7. Inclusion of Studio Units***

In order to maintain an inventory of smaller units that would be affordable to a larger segment of the housing market, projects of more than 4 and fewer than 11 units must include at least one studio unit.

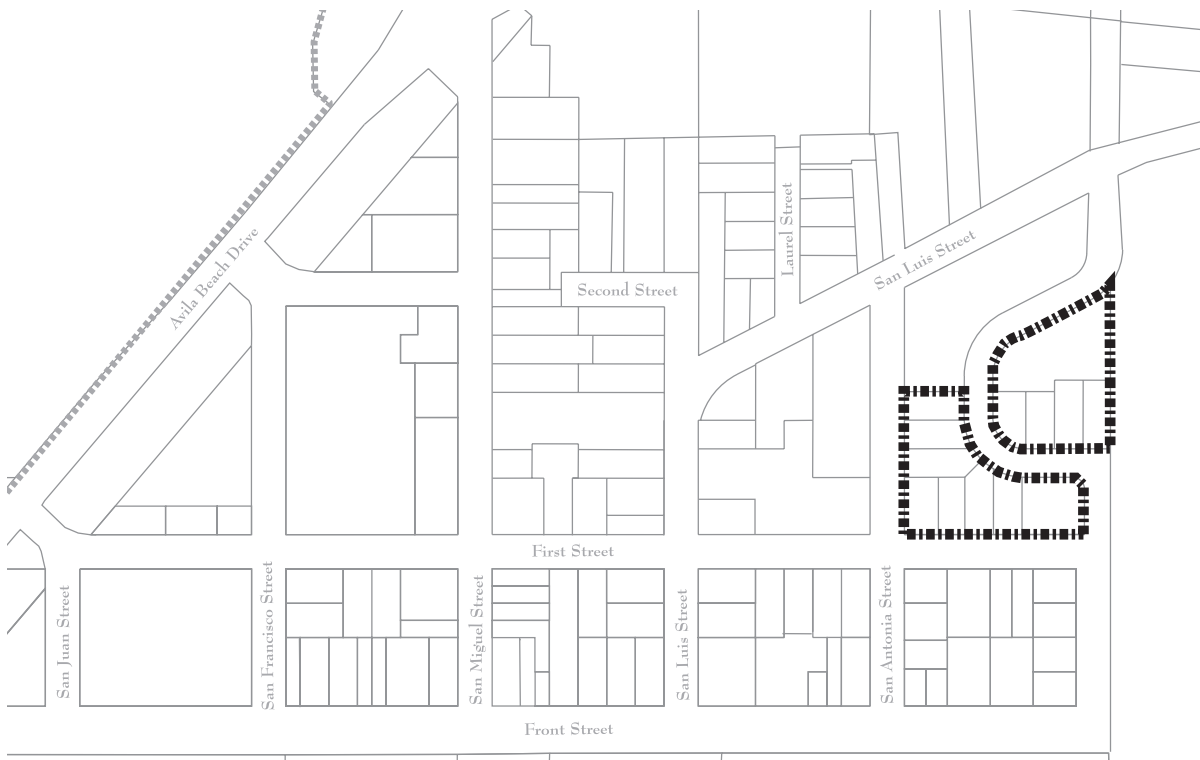
***D.8. Drainage Requirements***

All new development within the Residential Multi-Family area shall conform to the Drainage Standards described in the Avila Beach Urban Area Standards in the San Luis Bay Area Plan (Coastal).

**E. Residential Single-Family (RSF) Area Standards**

This section contains new design guidelines to provide policy direction for new development in Avila Beach for those parcels with a Residential Single-Family (RSF) land use designation. The purpose of these guidelines and standards is to

encourage new residential development to be consistent with the existing fabric of residential development in Avila Beach.



*Residential Single Family Areas*



***E.1. Allowable Building Heights***

In order to provide for roof variety, allowable building height shall be up to a maximum of 25', provided that one or more of the conditions below are met.

All buildings may be 20' in height. A building may be up to 25' tall provided that:

- a. it would result in no greater obstruction of public views and no greater limitation of solar access for adjacent parcels than a 20 foot building.
- b. the building has a pitched roof with a slope greater than 2.5 in 12, and the additional height above 20 feet is used to achieve this pitched roof. Height shall be measured as specified in the *Coastal Zone Land Use Ordinance*. Buildings shall not be taller than two stories.

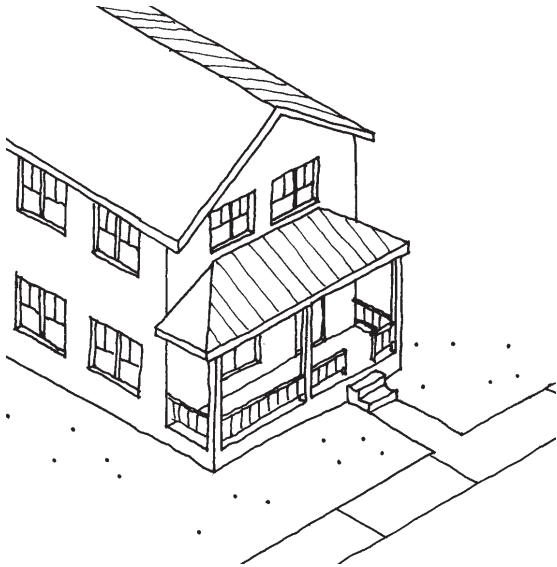


## ***E.2. Windows and Openings***

Windows and openings onto main streets create opportunities for interaction among residents, provide internal solar access and enhance neighborhood safety due to the potential resulting increase in surveillance of the street by occupants.

### **E.2.a. Entries**

The main entry to a dwelling should be located on the street side of the building at or above street level to create a presence for the building on the street.



### **E.2.b. Doors and Windows**

Doors and window openings on the front facade are encouraged because they convey a sense of human habitation, as well as the idea that building occupants can observe what goes on outside on the street.



### **E.2.c. Transitional Areas**

Covered front porches and sitting areas at the fronts of houses are encouraged because they define transitional areas between the public realm and the house. Front porches are encouraged in front setbacks.

### ***E.3. Drainage Requirements***

All new development within the Residential Single Family area shall conform to the Drainage Standards described in the Avila Beach Urban Area Standards in the San Luis Bay Area Plan (Coastal).



## 5 IMPLEMENTATION

This chapter outlines the specific administrative, financing and regulatory approaches that should be followed to effectively implement the Avila Beach Specific Plan.

### A. Area Plan Amendment

In order to implement the land use recommendations of the Specific Plan, the County will amend the *San Luis Bay Local Coastal Plan* and adopt the regulatory appendix in this Specific Plan as the regulatory document for Avila Beach. This will include the following specific steps:

#### 1. Area Plan Amendment

The *San Luis Bay Local Coastal Plan* will be amended to remove the existing Avila Beach Urban Area Standards, as detailed on pages 147-157 of this Specific Plan. These standards are replaced by Chapter 4 of the Specific Plan.

#### 2. Adoption of the Regulatory Appendix

The County will adopt the Regulatory Appendix of this Specific Plan as the detailed regulatory document for Avila Beach. The Regulatory Appendix includes all standards currently found in the Avila Beach Urban Area Standards, which have been modified to include all design guidelines and development regulations in Chapter 6 of this Specific Plan.

### 3. Land Use Category Changes

Several changes to land use categories currently mapped for Avila Beach in the *San Luis Bay Local Coastal Plan* should be made in order to achieve the implementation of the Specific Plan. These changes are illustrated on the next page. The recommended changes are summarized below, referenced by street or area:

- ◆ **Front Street.** A new Front Street Commercial Retail (FCR) land use category would be created to cover the commercial parcels on Front Street and along the mid-block pedestrian passage. Differences between the new FCR category and the existing CR category are described in Chapter 4.
- ◆ **Front Street.** The three parcels at the corner of Front Street and San Antonia Street would be designated as Residential Multi-Family (RMF) in order to concentrate Front Street commercial retail to best serve visitors. These parcels are located along Front Street in a place where the steepness of the hillside and change in character to other residential uses occur, and are therefore more appropriate as multi-family residential (RMF).
- ◆ **Parking Lot Area.** The parking lot itself and the newly available land resulting from the parking lot reconfiguration located on First and Second Streets would be designated as Recreation (REC). Since both residential developments and parking lots are allowable uses in the REC category, this would al-

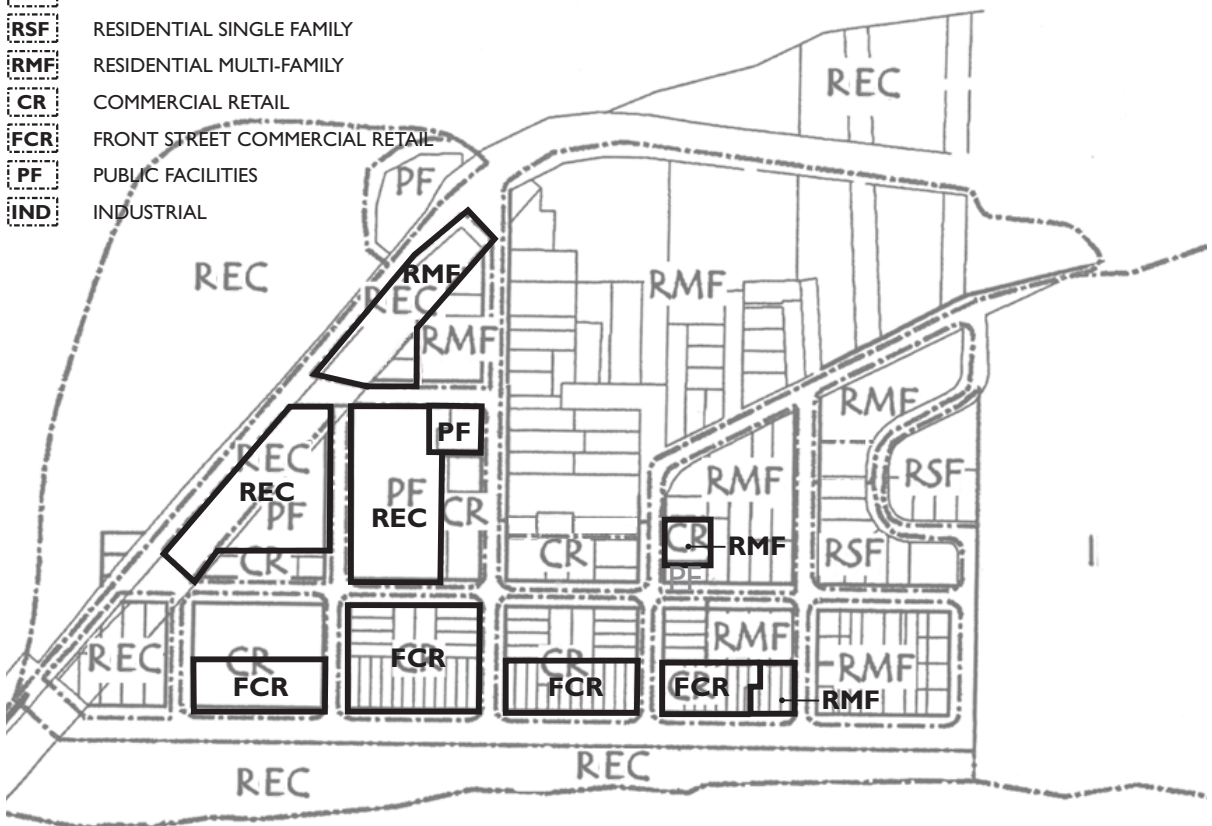
low the greatest amount of flexibility in achieving re-configuration.

- ◆ **Hillside Lots.** The vacant land adjacent to the fire station would be designated as Residential Multi-Family (RMF), to be consistent with the property adjacent to the east.

- ◆ **Old Railroad Right-of-Way.** The southern portion of the former old railroad right-of-way would remain Recreation (REC) to permit the expansion of the parking lot or allow for a residential use, and the northern portion would be redesignated as Residential Multi-Family (RMF).

**LEGEND: LAND USE CATEGORIES**

REC	RECREATION
RSF	RESIDENTIAL SINGLE FAMILY
RMF	RESIDENTIAL MULTI-FAMILY
CR	COMMERCIAL RETAIL
FCR	FRONT STREET COMMERCIAL RETAIL
PF	PUBLIC FACILITIES
IND	INDUSTRIAL



*Land Use Category Changes*

#### **4. *Parking In-Lieu Fee***

Implementation of the Specific Plan would also require the adoption of a new ordinance by the County of San Luis Obispo and the California Coastal Commission.

The County shall submit an in-lieu parking fee ordinance to the California Coastal Commission for incorporation into the LCP, which would allow commercial developers within the Front Street Commercial District to pay into a fund that would augment the parking supply in Avila Beach. Property owners would be permitted to pay the fees instead of supplying parking in on-site locations for the businesses on their property. Preliminary in-lieu fee estimates are \$5 per square foot of building area. In-lieu fees would be used to construct parking improvements, to maintain the existing parking supply and/or to provide remote parking lot and shuttle or other transit subsidy that would improve public transportation to Avila Beach. This ordinance will be submitted for Coastal Commission review and approval as an amendment to the San Luis Obispo County LCP no later than June 31, 2001. In the event that no such ordinance is submitted by that date, or the amendment is not certified by December 31, 2001, all commercial development must provide on-site parking consistent with CZLUO requirements.

#### **5. *Port of San Luis Harbor District Master Plan***

Overall, this Specific Plan is consistent with the *Port San Luis Harbor District Master Plan*, which, like this Specific Plan, seeks to preserve the unique character of the waterfront and beach resources. However, the Master Plan permits the construction of up to 12,000 square feet of commercial space on the pier. This is in conflict with two of the principles of the Specific Plan, which are to “maintain and preserve unobstructed public views of the ocean” and to encourage the concentration of retail development on Front Street. Therefore, to eliminate this conflict, the Specific Plan recommends that the Harbor District should consider amending its Master Plan to eliminate the potential for retail facilities on the pier.

#### **B. *General Plan Consistency***

California State law requires that a Specific Plan be consistent with the General Plan of the adopting locality. Once the Area Plan amendment described above is made and the ordinances are adopted, the County can find that this Specific Plan is consistent with the General Plan. The General Plan calls for Avila Beach to be maintained as a visitor-serving beach town, which the Specific Plan will ensure.

TABLE 5 CAPITAL IMPLEMENTATION PROJECTS

Proposed Projects	Project Description	Estimated Cost	Funding Source
Front Street Enhancements	pedestrian plaza, streetscape improvements, James Keefe bench, observation deck, beach access improvements, public restrooms	n/a	Unocal, 100%
Front Street Park	landscaping, playground, basketball court, picnic tables, public restrooms	n/a	Unocal, 100%
Front Street Park	community building	n/a	Marine Institute, 100%
Parking Lot, Earl's Alley	paving and restriping within current area	n/a	Unocal, 100%
Parking Lot	landscaping and reconfiguration/expansion	\$513,300	In-lieu and daily parking fees
Pedestrian Passage	mid-block connection from First Street to Front Street	\$719,000	portion of settlement funds
Open Space Acquisition	open space preservation along Avila Beach Drive and San Rafael Street	\$879,000	portion of settlement funds
Bicycle Path	bicycle path extension from San Miguel Street to the Front Street Park	\$176,000	portion of settlement funds
Second Street Steps	pedestrian stairway from San Miguel Street to Second Street	\$124,000	portion of settlement funds
San Francisco/Second Street Signal & Improvements	new street construction, new traffic signal installation	\$810,000	portion of settlement funds
Undergrounding of Utilities	utility undergrounding throughout town	\$601,000	portion of settlement funds
Shell Beach Bicycle Connection	new asphalt bicycle and pedestrian trail from Avila Beach to Shell Beach	\$379,000	portion of settlement funds
<b>Total</b>		<b>\$4,201,300</b>	
Street Trees on Side Streets	San Juan, San Francisco, and San Luis (up to First Street), San Miguel Street, First Street (to San Luis Street), Avila Beach Drive	\$1,200/tree	property owners*
Sidewalks on Side Streets	same as above	\$45,000/25'	property owners*
Hillside Swales	swales on hillside streets, including San Luis, San Antonia, San Rafael, First Street (east of San Miguel), and Second Street	\$20,000/25'	property owners*

The new residential street proposed between Second Street and San Miguel Street is not included in this list of projects because it is assumed that it will be a privately developed street that would occur as a part of the construction of the housing units on the old railroad right-of-way.

\*Property owners would be responsible for costs as new development takes place.

### C. Public Improvement Costs

A number of public improvements, including land acquisition and the construction of public amenities such as streetscape improvements and the new park construction will be needed in order to attain the vision for Avila Beach identified in the Specific Plan. Table 5 shows the proposed public improvements and their preliminary estimated costs.

### D. Funding Sources

There are many funding sources available with which to finance public improvements in Avila Beach, primarily as a result of the Unocal clean-up activities. A total of approximately \$9.2 million dollars are available for improvements within Avila Beach, not including direct funding available from Unocal and the Marine Research Institute as indicated in Table 5. It there-

fore appears that the funding sources exceed the costs of all the proposed capital projects. The funding sources are shown in Table 6.

This section does not include a discussion of direct funding from Unocal, which agreed to fund Front Street improvements, the Front Street Park, and new restroom facilities in Avila Beach, as shown in Table 5. This funding would come directly from Unocal.

Additionally, the Marine Research Institute has proposed to pay for and construct the community building in the Front Street Park if it were allowed to locate in the building. The Institute has also offered to maintain the park during its tenure in Avila Beach. The Institute funding is not included in Table 6 or in this section since the amount of funds available from the Institute is unknown.

TABLE 6 CAPITAL FUNDING SOURCES

Potential Funding Sources	Estimated Funds Available	Purpose
California Department of Fish & Game	\$3,500,000	Natural Resources/Public Facilities Improvements
Avila Beach Community Foundation	\$3,000,000	General Enhancements
Air Pollution Control District	\$900,000	Air Quality Improvements
Regional Water Quality Control Board	\$1,000,000	Water Quality Improvements
In-Lieu Parking Fees	\$350,000	Parking Lot Improvements
Daily Parking Fees	\$486,000*	Parking Lot Improvements
<b>Total</b>	<b>\$9,236,000</b>	

\*The net present value of funds that would be generated by daily parking fees has been reduced by \$10,000 per year to account for operations and maintenance costs.

This discussion does not create a commitment on the part of the County or the agencies listed as overseeing these funds to spend funds in any particular way. It is merely intended to show the relationship between potential costs and funding sources.

**1. California Department of Fish & Game**

The Office of Spill Prevention and Response (OSPR) of the Department of Fish and Game (CDFG) has received funding from the Settlement Agreement that will be used to offset some of the damage caused by contamination and clean-up activities. The OSPR will administer the implementation of the funds for projects that will mitigate the loss of the use and enjoyment of natural resources and public facilities, including the public beach. The OSPR plans to allocate the funds through a community participation process. CDFG funds could be used to fund open space acquisition in Avila Beach.

CDFG has other funding available for biological impact studies and biological restoration projects which would not be applicable to the public improvements proposed in the Avila Beach Specific Plan. These funds are not included in Table 6.

**2. Avila Beach Community Foundation**

The Avila Beach Community Foundation (ABCF) has also received settlement agreement funds from Unocal to fund “projects for the enhancement and betterment of the Avila Beach community.” The funds from the ABCF could

be used for a variety of purposes, including capital improvements and operations and maintenance. Improvements such as the mid-block pedestrian passage, utility undergrounding and street improvements to town side streets and hillside streets could be funded with this source of money.

**3. Air Pollution Control District**

The Air Pollution Control District (APCD) has received settlement agreement funds to pay for projects that would reduce air pollution in Avila Beach. This funding could be used to pay for pedestrian and bicycle facilities, such as the bicycle path extension and terminus, the Shell Beach pedestrian and bicycle connection in the Avila Beach CSD, and the Second Street pedestrian connection.

**4. Regional Water Quality Control Board**

The Regional Water Quality Control Board (RWQCB) has funding available to pay for projects and improvements that would improve water quality in Avila Beach. The funds would not be applicable to the public improvements in the Avila Beach Specific Plan.

**5. In-Lieu Parking Fees**

In-lieu parking fees would be collected from retail business owners instead of requiring them to provide parking for their retail establishments on-site. The resulting funds could be used to pay a portion of the cost to reconfigure and improve the parking lot. The consultant team and County staff estimate that retail owners would

pay a one-time fee of approximately \$5 per square foot of retail space into the in-lieu fund. The exact amount of this fee would be determined when the County develops the parking in-lieu fee ordinances.

**6. *Daily Parking Fees***

Parking fees would be charged on summer weekend days and holidays from Memorial Day weekend to Labor Day weekend. These fees could be used to pay for a portion of the costs of reconfiguration and improvements to the parking lot, and the San Francisco/Second Street improvements. The consultant team and County staff estimate that people would be willing to pay approximately \$5 per day on weekends and holidays to park in the parking lot, based on fees that have been charged in the past in Avila Beach.





## 6 ECONOMIC RECOVERY STRATEGY

This chapter describes economic strategies to assist the community of Avila Beach to recover completely following the completion of the Unocal cleanup.

### A. Introduction

For the vision of the Specific Plan to be successful, the economics of Front Street must be restored and enhanced. Beach-related tourism and Front Street commercial activity provide the revenue stream that allows Avila Beach to thrive. The following strategies provide a framework for implementing the Specific Plan.

These strategies are largely based on the nationwide and California Main Street programs. The Main Street approach to revitalization is a comprehensive management strategy which builds on the idea that the total image of an area must be addressed for revitalization efforts to be successful. The approach is a self-help methodology which develops the necessary market niche for the retail and professional services sectors; creates a high-quality visual identity unique to a community; and nurtures a cultural ambiance associated with a community's location, appearance and way of life. Four major elements contribute to a downtown's total image - organization, promotion, economic restructuring and design. The Specific Plan has begun the process of organizing the Avila community and laying out a design framework. This economic recovery strategy addresses further elements of orga-

nization, economic restructuring and promotion that are relevant to the post-cleanup rebuilding of Avila Beach.

### B. Organization

Identification and creation of an organization to lead the commercial and economic rebuilding of Avila Beach is an important first step. Though an Avila Valley-wide business association has existed in the past, it is recommended an Avila Beach or Front Street District business association or chamber of commerce should be formed to implement the strategies and recommendations below.

#### 1. *Downtown Coordinator*

The business association should select a Downtown Coordinator. This person would be full or part-time staff devoted to economic recovery. The coordinator could be paid through the business association or with mitigation funds. The coordinator would be responsible for facilitating the process of revitalization including working with merchants to set goals, develop an advertising campaign, business attraction strategies and developing other programs. Once goals have been set, the coordinator would be responsible for implementing the programs and goals.

## **2. *Vision and Annual Goals Statement***

The business association should further refine the vision for the Front Street District from a retail and commerce perspective. This vision should be refined from the vision laid out in this Specific Plan and should assist the business association in developing a program for revitalization. The vision should be updated and clear goals and programs should be developed on an annual (or more frequent) basis. A retreat or some gathering with all interests represented should meet to develop a series of actions to be completed throughout the year, with a timetable and assigned responsibility for ensuring that these actions are completed. The Specific Plan and this Economic Recovery Strategy can serve as the first set of goals and actions but this should become an ongoing participatory process.

## **3. *Increase Off-Peak Activity***

Avila Beach commerce is heavily dependent on tourism and the attraction of the beach. The business association should work to develop strategies to become less dependent on revenues in peak times, and summer weather. As noted in the Economic Overview, the off-peak period (October through March) represents almost 40 percent of taxable revenue in Avila Beach. Compared to other tourism driven economies this suggests the potential for a year-round (rather than seasonal) economy.

Further diversification would result in less direct competition, less dependence on the weather and beach-related tourism and more off-season sale potential. Specific diversification opportunities are discussed below.

- ◆ **Overnight Accommodations.** The Specific Plan recommends the construction of additional overnight accommodations in Avila Beach, potentially as second story uses above Front Street retail. Overnight accommodations allow Avila Beach to attract more tourists that stay in Avila longer. More revenue will be generated from tourism due to additional expenditures on accommodations, food, rentals and other recreational activities.
- ◆ **Bicycle rentals.** Bicycles could potentially be rented at the beach and perhaps at a remote (1/2 to one-mile distance) parking site. This would allow visitors to park their vehicles and rent a bicycle to travel to Avila Beach.
- ◆ **Art Establishments.** Art galleries, studios and craft shops could be a target for attraction to Front Street. Given the events and programming in the Avila Valley, the restaurants on Front Street, and new public space for public art and arts related special events, art establishments could build on regional assets and develop presence on Front

Street. This would represent a new source of income which that is less seasonal and weather based.

#### **4. *Coordinate Store Hours***

Coordinated store hours can increase the convenience and competitive position of Avila Beach for local shoppers. Many small towns have effectively organized their merchants so that all agree on the same store hours, including adequate hours on week nights, weekends and during promotional and special events.

#### **5. *Storefront Displays, Signing and Merchandising***

In coordination with the overall physical improvements in the Specific Plan, individual store owners should be encouraged to develop their businesses with attention to character and appearance. This could be accomplished by the business association by offering a workshop on signs, merchandise and displays including the history of Avila Beach signing and store decoration.

#### **6. *Coordinate Parking***

Though ground floor retail on Front Street does not require off-street parking, second story uses do require off-street parking. Lots in the middle of blocks may have trouble acquiring necessary access to provide parking behind their establishments. These issues could potentially inhibit the development of commercial uses in these areas. The business association should play a role in coordinating parking requirements and needed

easements and access, or development of pooled parking in order to more swiftly resolved these issues.

#### **7. *Front Street Business Improvement District***

A Business Improvement District is a mechanism to collect funds from local businesses to improve and maintain common assets that will improve the appearance and business climate of the commercial district. The Front Street Commercial District should begin the process of forming a Business Improvement District, to fund one or more of the recommended activities:

### **C. Promotions and Advertisement**

Promoting the new Avila Beach is a critical step for economic recovery. Local and tourist commercial activities will not be fully restored until visitors and tourists are made aware that Avila Beach is rebuilding. This promotion should focus on the rebuilding process while it is underway, and on the “new” Avila Beach both before and after it is created. The vision set forth in this Specific Plan is a key ingredient of the promotion process.

#### **1. *Promotional Campaign***

A tourism promotional campaign will be needed to re-attract visitors to Avila Beach once the cleanup is done. The advertising campaign should begin by targeting the statewide and regional tourists that have traditionally come to

Avila Beach (specifically those living in the Central Valley) in the off-season before the Beach is re-opened. This will allow for people who historically return to Avila Beach to plan their vacations. Concurrently, ad placement in statewide and national tourism magazines/advertisers should begin in order to raise awareness again of Avila Beach as a destination. The business association should coordinate with the Visitor's and Conference Bureau for their opinion regarding the most effective tourist ad placements.

Once the cleanup is completed, a local campaign that includes local media ads, billboards and brochures should be implemented to bring local visitors and attract tourists already in the vicinity to Avila Beach.

**2. *Coordination with the San Luis Obispo County Visitor & Conference Bureau (VCB)***

Avila Beach should work with the VCB to ensure inclusion of Avila Beach in their marketing materials and campaigns.

**3. *Cooperative Advertising Activities***

Cooperative advertising that includes all business in Avila Beach would help to increase overall sales. Ads could be run weekly to bi-monthly in local media such as the San Luis Obispo Tribune. The ads should feature special sales or promotions as well as mentioning all of the stores in the Front Street district and presenting the image of Avila Beach as outlined in the Specific Plan. The ads should be developed by a graphic

designer and paid for by the business association or individual businesses. The ads should emphasize Avila as a local destination (including live music events, restaurants, the selection and variety of swim and surfware etc.) and should be targeted in the off-peak season. This will increase attraction during historically off-peak times, and reinforce the idea of Avila Beach as a year round destination.

**4. *Entertainment and Special Events***

Avila Beach could hold special events either in the dedicated outdoor public space created on Front Street, or in indoor venues such as expanded bars/restaurants with live music and dancing. Other beach communities in the County have added these types of facilities, and seen a significant attraction of tourist and County-resident expenditures. In addition, Avila should focus on expanding existing local events and traditions; this is one of the most effective ways to promote an identity which will continue in visitors' minds long after the actual visit. Avila events should be planned to avoid conflicts with other regional events, and should not interfere with the general public's ability to access and recreate on the beach. Processing requirements for the conduct of temporary events may be found in the San Luis Bay Coastal Area Plan.

**5. *Develop Attractions***

The addition of the Front Street improvements, including the closure between San Miguel and San Francisco and the proposed pedestrian mall/pass through from the parking area to Front

Street, will help lengthen the average stay of visitors, and could bring a more coherent theme to the beachfront. These attractions would increase spending by the additional people attracted and the longer stays in Avila (allowing for more food and beverage sales). In addition, there may be opportunities for other attractions celebrating the unique history or natural features of the area, such as a visitor's center, museum, or cultural center focusing on the history of Avila Beach dating to 1542 or Chumash Native American culture.

#### **D. Business Assistance**

San Luis Obispo County has established a team of County professionals to assist in the cleanup and rebuilding of Avila Beach. This team is an important resource to expedite the rebuilding process and creating a business climate where new (or rebuilt) business can thrive. The team consists of representatives from community planning, the energy section, an environmental specialist, and a liaison. This group can help Avila Beach with the regulatory concerns necessary for starting up and running a business.

#### **E. Development of Business Skills**

There are numerous resources to help new business owners. The U.S. Small Business Administration (SBA) and organizations it sponsors are the single biggest provider on business resources.

Local chapters of some of these programs are discussed below:

##### **1. *The SCORE Association***

Service Corps of Retired Executives is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. SCORE is a resource partner with the Small Business Administration (SBA). SCORE Association volunteers serve as "Counselors to America's Small Business." Working and retired executives and business owners donate their time and expertise as volunteer business counselors and provide confidential counseling and mentoring free of charge. There is a SCORE chapter located in San Luis Obispo.

##### **2. *Small Business Development Center***

Cuesta College in San Luis Obispo has a Small Business Development Center sponsored by the Small Business Administration. Consulting sessions are offered at no charge to businesses currently located in or planning to locate within San Luis Obispo County. Workshops/seminars are held throughout the county. Services include: Business Planning, Marketing and Sales, Sources of Capital, Business Record Keeping, Management, Financial Analysis, Business Start-up & Purchase, Inventory Control, Personnel, and Business Liquidation.

## **F. Financing and Funding**

### **1. *Public Information and Coordination Program***

As a part of the Unocal settlement, a Public Information and Coordination Program (PICP) has been established. The purpose of the PICP is to assist residents and commercial stakeholders in overcoming difficulties resulting from the remediation activities.

Specifically, the program can:

- ◆ Fund commercial and financial loss claims related to the remediation efforts.
- ◆ Process claims of commercial stakeholders, including employees, for losses including loss of business revenue, business shut-down, employee termination costs, relocation, moving costs, employees lost wages and benefits.
- ◆ Provide for relocation of residents significantly affected by the cleanup project.

Currently these services are being provided out of the Unocal Project Avila office.

### **2. *Unocal Loan Guarantee***

Often, serious environmental contamination will stop all businesses and real estate loan activity in the impacted area. Unocal has established an agreement with Mid-State Bank to allow business and real estate loans to continue in areas of

Avila Beach affected by environmental contamination. Unocal has established a loan guarantee fund that allows Mid-State Bank to make market rate loans to any business or real estate venture within Avila Beach or the tank farm area. Port San Luis and other surrounding areas are not included. Additionally, the fund will cover up to 2 points (2 percent of the loan amount) of up front loan fees.

### **3. *Other Unocal Assistance***

Unocal has made numerous claims settlements with residents and businesses in Avila Beach. These settlements are generally confidential, but it appears that some of the business settlements include provisions for ongoing payment for business interruption. Additionally, Unocal helped fund the Avila Beach Business Association. This association received \$100,000 from Unocal. Unocal is not involved with the association on an ongoing basis.

### **4. *Economic Vitality Corporation San Luis Obispo County***

The County, its cities and private business have established the non-profit Economic Vitality Corporation (EVC) to promote economic development in the County. The EVC has a loan guarantee program using Community Development Block Grant funds. A business that has been refused a commercial loan can apply for a cash loan guarantee from the EVC. The business must be a for profit business that creates new full time jobs for low to moderate income county resi-

dents. The program can guarantee up to \$25,000 per full time job created. The EVC is in the process of establishing a micro-loan program for small businesses. Loans of up to \$10,000 would be awarded to small businesses.

#### 5. *State Trade & Commerce*

- ◆ **California Small Business Loan Guarantee Program.** The California Trade and Commerce Agency provides loan guarantee financing up to \$350,000. It is especially designed for small businesses that cannot qualify for bank loans.
- ◆ **California Capital Access Program (CalCAP)** The California Pollution Control Financing Authority provides a form of loan portfolio insurance which provides up to 100% coverage on certain loan defaults, encouraging banks and other financial institutions to make loans to small businesses that fall just outside of most banks' conventional underwriting standards. CalCAP insures bank loans made to small businesses to assist them in growing their business. Loans can be used to finance the acquisition of land, construction or renovation of buildings, the purchase of equipment, other capital projects and working capital. There are limitations on real estate loans and loan refinancing.

#### 6. *Federal Programs: Small Business Administration*

- ◆ **SBA's 7(a) Loan Guaranty Program** The Small Business Administration provides loans to small businesses unable to secure financing on reasonable terms through normal lending channels.
- ◆ **SBA's 7(A) Short Term and Revolving Lines of Credit CAPLines.** Program CAPLines is the umbrella program under which the SBA helps small businesses meet their short-term and cyclical working-capital needs. A CAPLines loan can be for any dollar amount.
- ◆ **SBA's Micro Loan Program** Small Business Administration provides funds to nonprofit intermediaries, who in turn make loans to eligible borrowers in amounts that range from under \$100 to a maximum of \$25,000.





# APPENDIX A: PLANNING BACKGROUND

## A. Reasons for Preparing the Specific Plan

The need for the Avila Beach Specific Plan has been largely created by the remediation of toxic contamination in the downtown area. The remediation requires the demolition of most of the town's commercial area. The rebuilding that will ensue is a significant opportunity to ensure that the town develops in a way that meets community desires. The Avila Beach Specific Plan will guide this new development.

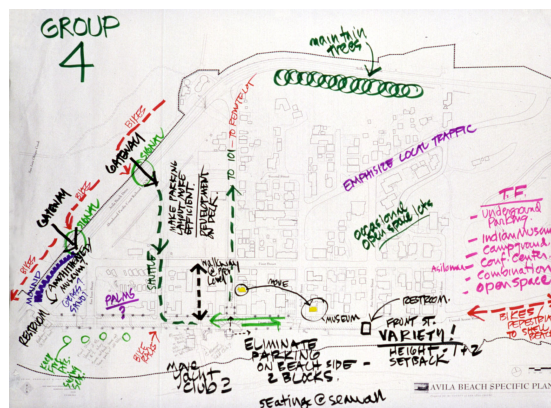
## B. Process

The Avila Beach Specific Plan was developed through a community process that began in September of 1998. The process consisted of eight community meetings:

- ◆ **Introductory Meeting.** The process was initiated with an introductory meeting explaining the Specific Plan process to the community.
- ◆ **Existing Conditions.** At a second meeting, held in October 1998, the community reviewed existing conditions and generated preliminary goals for the Specific Plan. Small groups of participants worked together to brainstorm about their goals for the community. Their ideas were summarized by the consultant team into the goals for the Specific Plan.
- ◆ **Alternatives Ideas.** The third meeting, held in November 1998, was focused on the development of alternative planning concepts, which would become candidates for inclusion in the Specific Plan. Community mem-



*Workshop in Avila Beach*



*Group Diagram from the Alternatives Ideas Meeting*

bers worked in small groups to mark up base maps with their ideas for new development in Avila Beach, which the consultant team used as the basis of an Alternatives Workbook, reviewed at the fifth and sixth community meetings.

- ◆ **Design Preferences.** At the fourth meeting held in December, the consultant team presented a slide show illustrating different building types and styles. The community indicated their “design preferences” by selecting among the slides presented. Their preferences were used by the consultant team to develop design guidelines for the Specific Plan.
- ◆ **Alternatives Workbook.** At the fifth and sixth meetings, held in January 1999, the community reviewed an Alternatives Workbook that contained a set of alternatives for each of the primary development issues in Avila Beach, which were based on ideas generated at the third workshop. At these meetings, the community selected the preferred components. The consultant team synthesized them into a “Preferred Alternative” which later became the basis for the Specific Plan.
- ◆ **Preferred Alternative.** The Preferred Alternative was presented at a seventh meeting held in March 1999. At that meeting, the list of goals for the Specific Plan were revised and participants commented on the Preferred Alternative.

Several additional workshops were held exclusively for Avila Beach residents to ensure that the Specific Plan would reflect resident desires, including a meeting held in April to review preliminary design guidelines for incorporation into the Specific Plan.

A mandatory 45-day review period followed the publication of the Draft Specific Plan and EIR, during which time members of the community, public, and interested agencies commented on both documents. Subsequently, the Specific Plan consultant revised the Specific Plan and EIR and responded to the comments on them. The County is now publishing a Public Hearing Draft Plan and Final EIR. Adoption hearings before the Planning Commission, the County Board of Supervisors and the California Coastal Commission will commence subsequently. Members of the public will be invited to comment on the Plan and EIR at the adoption hearings as well.

# APPENDIX B: EXISTING CONDITIONS

This chapter describes the conditions that existed in Avila Beach prior to the Unocal clean-up. It includes discussions of the design, policy, circulation and parking, and market conditions that create the environment in which development in the town may presently occur.

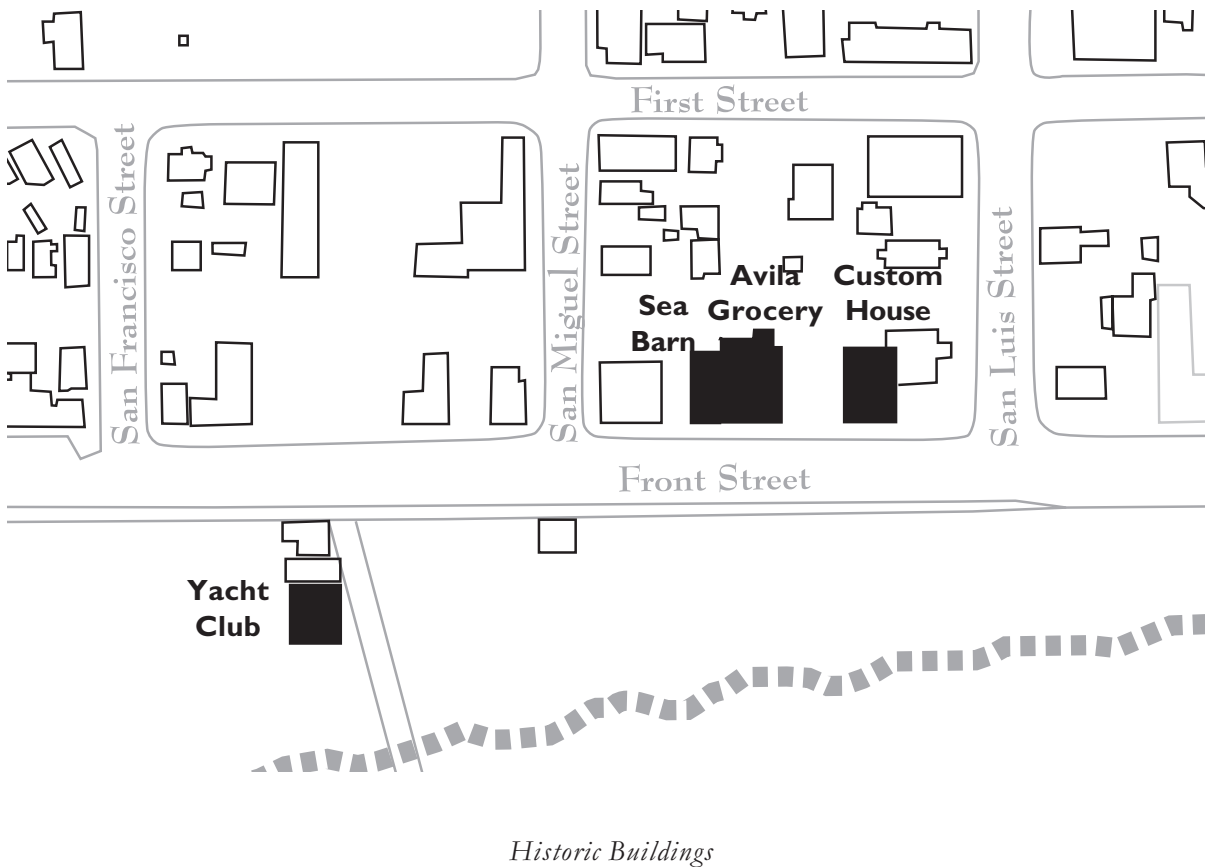
## A. Design and Development Conditions

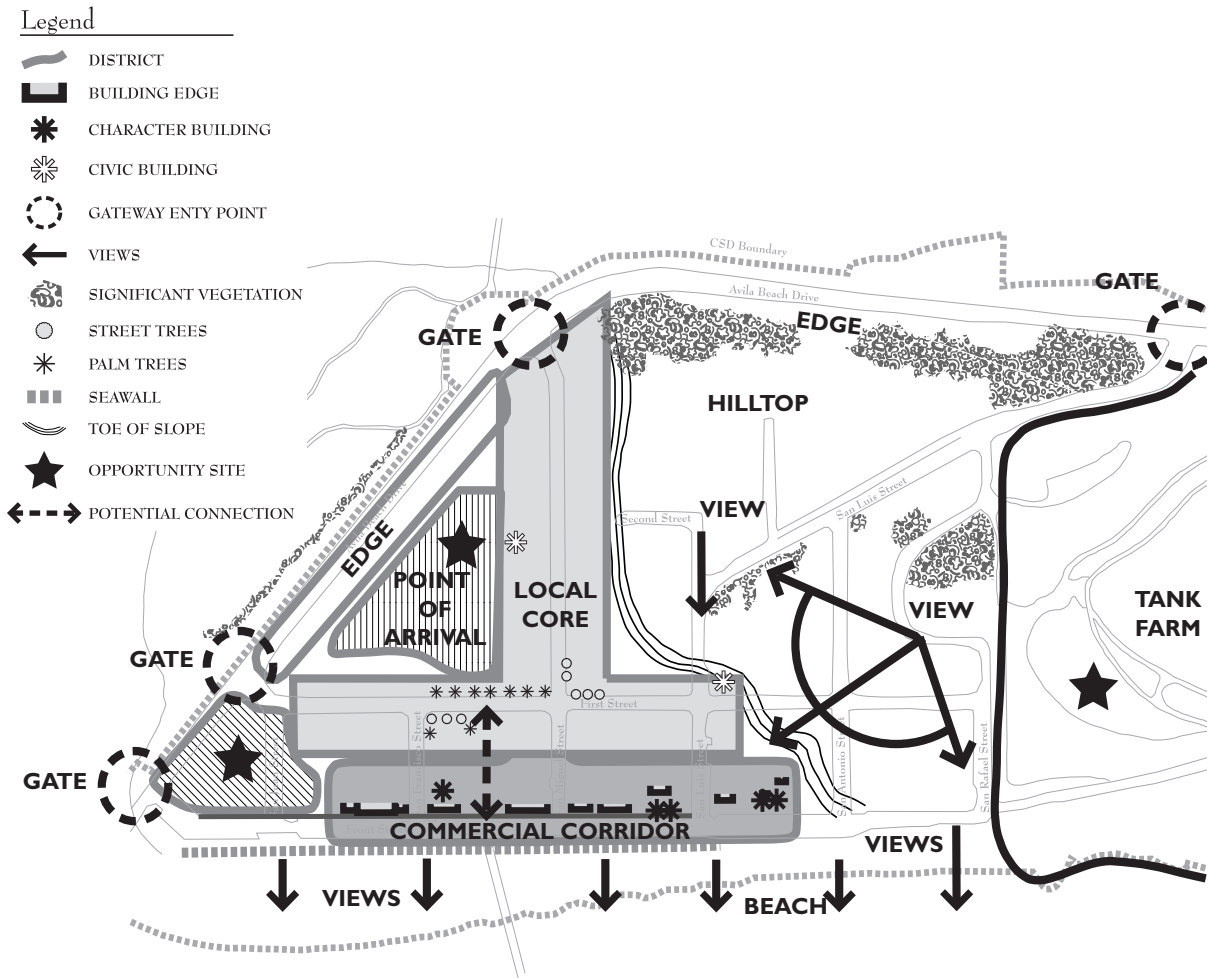
The design and development conditions in Avila Beach include historic resources, urban design

opportunities, characteristic signing, public policy, circulation, parking, and opportunity sites that are described in the following sections.

### 1. Historic Resources

There are several existing historic buildings in Avila Beach, which are being removed and replaced or fully documented prior to demolition. Historic buildings and potentially historic buildings in the demolition area are identified in the diagram below. The historic character of the town is evident primarily on Front Street, where several buildings have false-front facades and are





*Urban Design Existing Conditions*

over 70 years old. The buildings in Avila Beach that have been identified as significant buildings include the Yacht Club, Avila Grocery, the Custom House and the Sea Barn. All four of these buildings will be removed by the clean-up process. Only the Yacht Club and the Avila Grocery will be removed and replaced. Replacement of the Custom House and the Sea Barn or new construction on these sites will reflect the original design for those buildings.

## 2. *Urban Design*

The urban design characteristics of Avila Beach are illustrated graphically above. The following

characteristics establish the urban design framework for the town.

- ◆ **Entries.** The town has several gateways, or distinct points of entry, created by the intersections along Avila Beach Drive where vehicles may enter the town. At the San Miguel Street intersection, a sign reading “Welcome to Avila Beach” marks a main entry point into town.
- ◆ **Edges and Views.** The vacant former Pacific Coast Railroad right-of-way creates an open space edge along Avila Beach Drive. Be-

cause the “shelf” of the former right-of-way is higher than the remainder of the town, motorists are afforded excellent views into and through the town out towards the ocean. In addition, there are significant ocean views from the hillside residential areas. In the town itself, the Front Street seawall creates a visual barrier that limits views of the ocean from several side streets; views of the ocean from San Juan, San Francisco and San Miguel Streets are not visible until one is approximately a half block from Front Street itself.

- ◆ **Point of Arrival.** On the busiest beach days, the Earl’s Alley parking lot serves as a point of arrival from which pedestrians circulate into the town. Most tourists and beach-goers prefer to look for parking in on-street locations before heading to the parking lot, but the lot fills quickly on many summer weekends.
- ◆ **Districts.** The town is topographically separated into three districts. The Front Street “Commercial Corridor” is defined by the commercial buildings, the seawall and beach. It is visually separated from the “Local Core” by the grade change between the lower level parts of town and Front Street. The “Local Core” consists primarily of residential uses along with the Avila Civic Association building and Avila Post Office. Together these two areas comprise a “town-side” area. The major residential area is separated from “town-side” by the steep topography of the

hills in the eastern half of town. This residential neighborhood also includes a telephone switching facility, fire station and church. Because of its higher elevation, this part of town enjoys relatively unobstructed views of the ocean.

- ◆ **Streetscape.** Street trees and street lights are not consistent elements of the existing streetscape character of Avila Beach. Those that do exist in Avila include a row of Mexican Fan Palms (*Washingtonia robusta*) along the edge of the Earl’s Alley parking lot on the north side of First Street and a few Brisbane Box trees (*Tristania conferta*) at the corner of San Francisco and First Streets. There are also a few Queen Palms (*Arecastrum romanoffianum*) planted as street trees at the corner of San Miguel and First Streets. Street lights are cobra head fixtures located at an infrequent and irregular spacing. The low level of light creates an informal atmosphere in town, and also helps to preserve night views of the sky.
- ◆ **Natural Vegetation.** Several areas of significant natural vegetation exist in Avila Beach. These areas are primarily along northern Avila Beach Drive, and on a vacant lot on San Rafael Street adjacent to the former Tank Farm site, and are densely forested with oaks and other woodland species. These areas create a natural setting for the town, because they visually emphasize the relationship of the town to the surrounding natural



hillsides. The dense foliage along Avila Beach Drive creates a strong visual impression for motorists arriving in Avila Beach, which in turn opens into the views of the ocean described previously, as one rounds the bend at San Miguel Street or approaches over the hill on San Luis Street.

- ◆ **Building Character.** Front Street is characterized by a strong building edge, despite the number of vacant lots scattered along the street. This is due to the fact that the buildings come to the street edge and that the largest vacant lots along the street are disguised by a brightly painted construction fence. Several buildings along Front Street define the character of the commercial area. These buildings are also the major historic buildings in the town, and include Old Martin’s Pavilion, the Custom House, the Avila Grocery, the Sea Barn, and Mr. Ricks.



*The Sea Barn Signing*

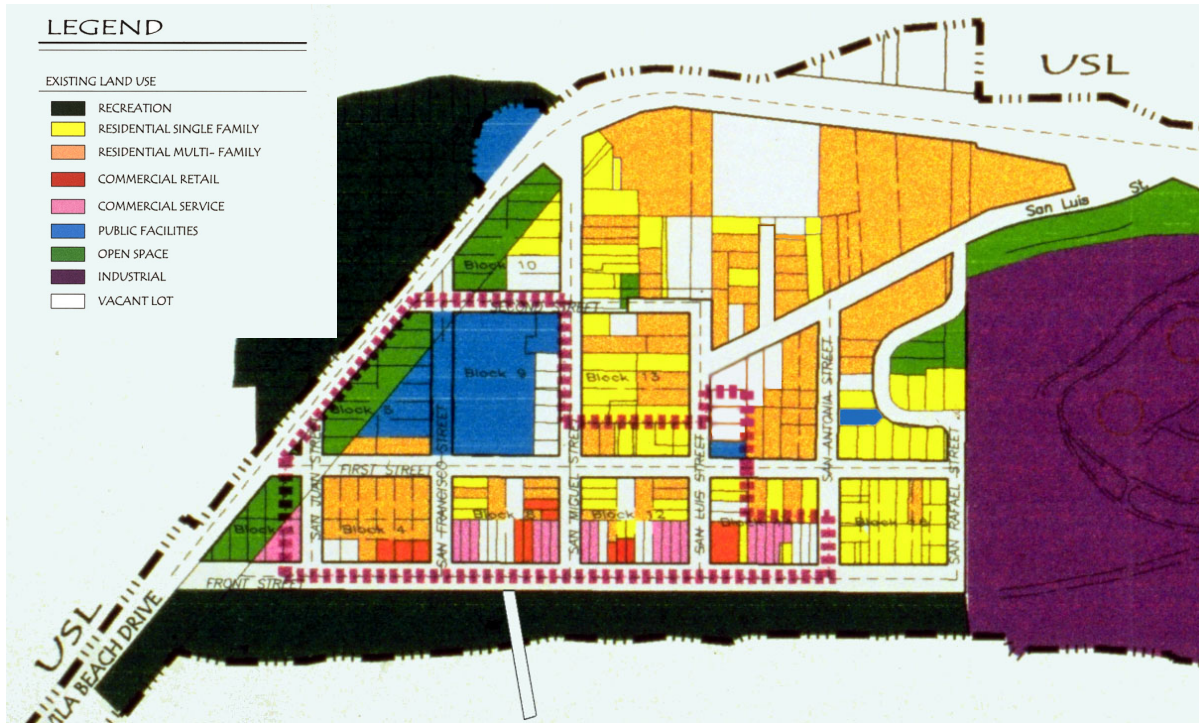
In the flatter areas of town, most of the other buildings are cottages with some larger homes interspersed among them. On the hillsides, the buildings tend to be a mix of apartments and large single family homes. The buildings are generally 15 to 50 years old, and have a variety of architectural styles. They are primarily wood-sided structures.

### 3. *Signs*

The commercial buildings of Avila Beach are characterized by their distinct signing. The



*Lighthouse Signs*



*Existing Land Use*

unique hand-made signs and distinctive decoration styles of the buildings lend much to the “funky and eclectic” character of the town. The colorful signs greatly enhance the commercial district, particularly because the buildings themselves tend to be of simple design.

#### 4. Land Use

Land uses in Avila Beach prior to the clean-up generally consisted of retail buildings along Front Street and residential buildings throughout the remainder of town. Existing land use is shown above.

- ◆ **Residential.** Residential land uses consist of single- and multi-family residences, many built as vacation homes and subsequently occupied by permanent residents. Residential uses are located primarily in the northeast portion of the community in neighborhoods consisting of one- and two-story structures developed at densities ranging from about six to twelve units per acre. Avila Beach continues to offer relatively affordable housing compared to other beach locations within the County. Construction is typically wood-frame with wood siding or stucco exterior.

- ◆ **Commercial.** The blocks between First Street and Front Street west of San Antonia Street are occupied by commercial and residential uses. Commercial parcels are generally small, and consist of retail, food-service and motel establishments that cater to the needs of beach-goers.
- ◆ **Recreation and Open Space.** The beach and pier are considered recreational land uses.
- ◆ **Public Facilities.** Public facilities include a post office and civic center, offices for the local community services district, a fire station, and public parking lots located at the intersection of San Francisco and First Streets. The sewage treatment plant, operated by the Community Services District, is located across Avila Beach Drive at San Miguel Street.
- ◆ **Industrial.** The Unocal Tank Farm and Pump Station provide support for the clean-up activities. At the conclusion of the clean-

up process, these industrial uses will be discontinued. As part of the remediation process for the Tank Farm site, proposals will be considered to establish other land uses at this location.




### **5. *Opportunities***

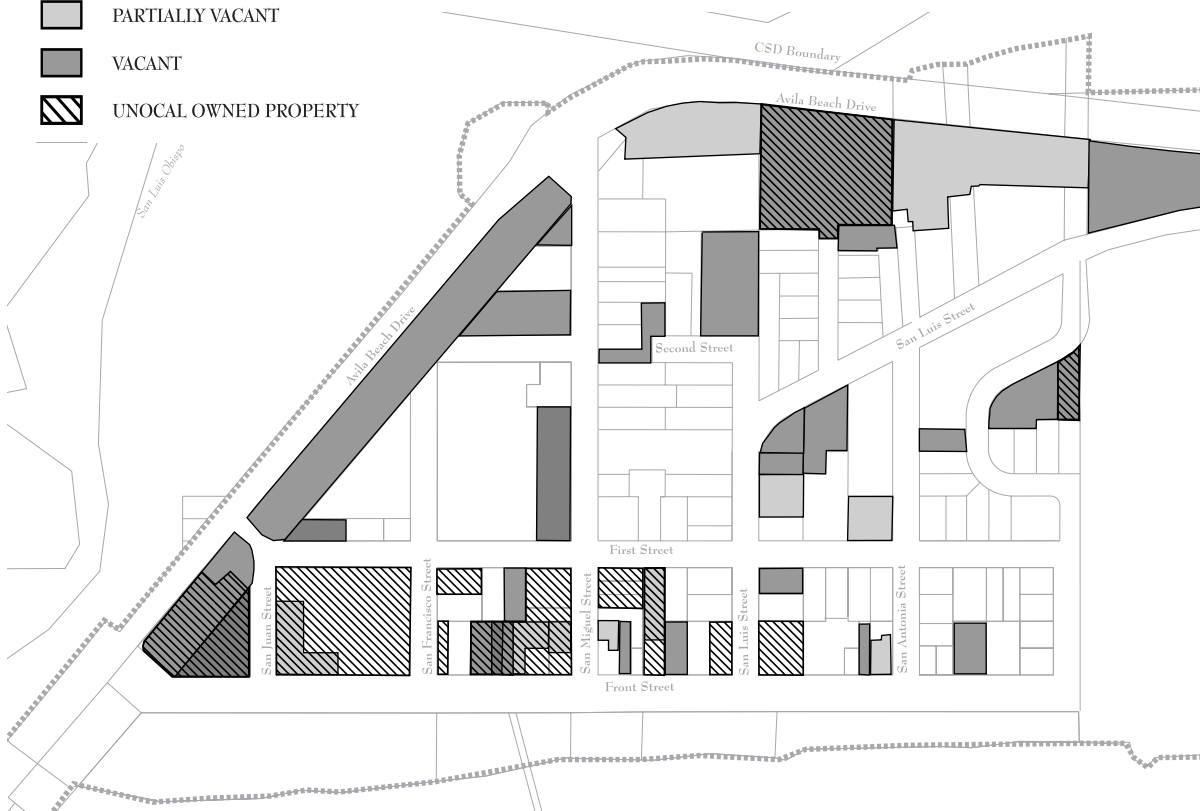
As shown to the right, there are many sites in the town of Avila Beach that present opportunities for new development.

- ◆ **Development Sites.** In addition to the many vacant and partially vacant parcels, the clean-up underway by Unocal to remediate groundwater and soil contamination has resulted in the need to rebuild a substantial portion of the town. Remediation will require the demolition of much of Front Street and the blocks adjacent to it. Additionally, Unocal owns a number of parcels throughout the town which it has acquired in order to facilitate clean-up activities and to compensate property owners.



## Legend

-  PARTIALLY VACANT
-  VACANT
-  UNOCAL OWNED PROPERTY



### *Opportunity Sites*

◆ **Pedestrian Connections.** There are several potential pedestrian connections which could be developed. In the town-side area, a pedestrian connection could be constructed from the Earl's Alley parking lot and First Street to Front Street due to the existence of sev-

eral vacant parcels between San Francisco and San Miguel Streets. On the hillside, potential connections exist between San Miguel and Second Streets, and between San Antonio and San Rafael Streets.

## B. Circulation and Parking

This section describes the existing circulation and parking conditions in Avila Beach prior to the clean-up activities.

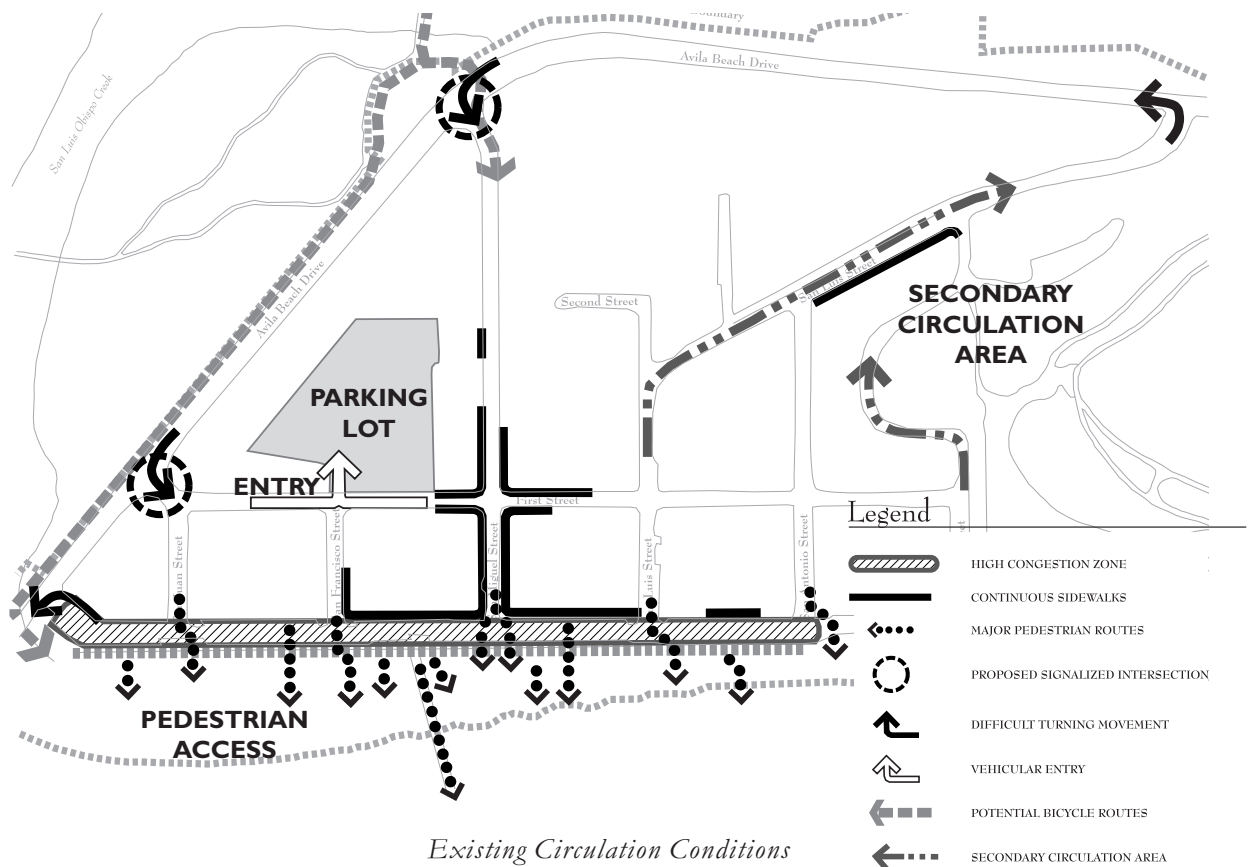
### 1. Circulation

The circulation system in Avila Beach is shown below.

◆ **Street System.** Topographically, Avila Beach is defined by its lower level town-side area and upper hillside area, which is adjacent to the former Tank Farm site. The street network in Avila Beach reflects this grade change, and consists of a basic grid pattern in the town-side area with some variation in the residential streets on the hill.

cent to the former Tank Farm site. The street network in Avila Beach reflects this grade change, and consists of a basic grid pattern in the town-side area with some variation in the residential streets on the hill.

◆ **Pedestrian Circulation.** During the summer, particularly on the weekends, Front Street is a high congestion zone for both pedestrians and vehicles. The sidewalks on Front Street are heavily used for access to the beach and to businesses along the north



side of the street. Sidewalks are generally narrower than they should be to accommodate the large numbers of pedestrians present during these periods of peak use. Sidewalks along the route connecting from the Earl's Alley parking lot to Front Street and the beach are very narrow or non-existent, which forces many pedestrians into the street. The absence of sidewalks in the hillside residential area means that many local residents also use the streets for walks to and from the beach. The steep hillside east of San Miguel Street prevents the development of an east-west street north of First Street. Therefore, pedestrians have no convenient way to walk between the hilltop area and the post office.

- ◆ **Bicycle Circulation.** Bicyclists currently enter the town from the bridge next to the sewage treatment plant. Alternative routes are under consideration by the County, and include a possible connection to First Street at a signalized intersection or via an underpass at the San Luis Obispo Creek Estuary.
- ◆ **Signalized Intersection.** A signalized intersection was under consideration by the County at the intersection of First Street or San Miguel Street and Avila Beach Drive. As the only thoroughfare connecting Avila Beach, Port San Luis and Diablo Canyon to the Avila Valley and to Highway 101, Avila Beach Drive is a significant collector of vehicular traffic.

◆ **Vehicular Circulation.** Vehicular circulation in Avila Beach is concentrated on Front Street, where beach-going traffic collects to look for parking and to enjoy the views of the beach and ocean. Entrance routes into Avila Beach contribute to the concentration of traffic on Front Street. Most of the vehicles entering Avila Beach from the east make left turns from Avila Beach Drive on to San Luis Street, with the percentage of cars making left turns on San Miguel Street, First Street and Front Street decreasing as cars travel west along Avila Beach Drive. This results in a disproportionate number of cars entering Front Street at San Luis Street. Conversely, one-third of traffic from the west on Avila Beach Drive turns right onto Front Street, also contributing to the concentration of vehicle traffic on Front Street.

◆ **Hillside Circulation.** On the hillside streets, where the street system shifts off the town-side grid, the relationship between the town and Avila Beach Drive is unclear. To a first-time visitor approaching from the east on Avila Beach Drive, it is unclear if San Luis Street connects through to the beach or only to the hillside residential areas.

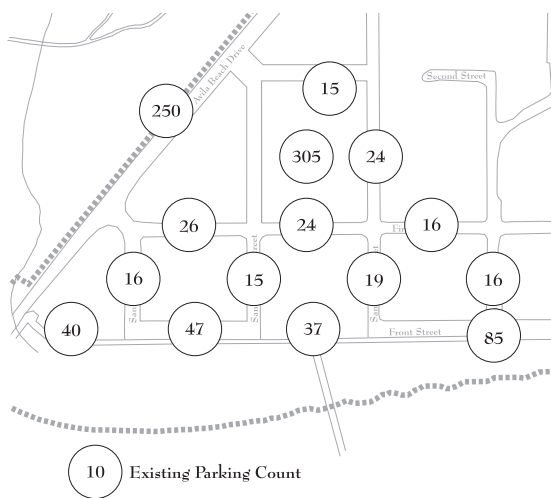
## 2. *Parking*

The existing parking supply is generally consistent with the potential demand generated by the beach. The current supply, including designated on-street parking spaces and the parking lot, is approximately 935 spaces, and the maximum demand, which is a function of beach capacity, is estimated at 998 spaces. The Earl's Alley parking lot is heavily used on summer weekends but is often empty at other times of the year. As shown below and in Table 7, Avila Beach Drive is included in the parking supply and provides approximately 250 spaces. Front Street also provides a significant amount of parking through diagonal on-street parking on both sides of the street. Although some overflow parking occurs in the residential neighborhoods on peak summer weekends, the number of on-street spaces

in the hillside residential area was not included in the parking supply count because it is assumed that parking in this area generally serves the residents.

TABLE 7 **PARKING COUNT SUMMARY**

<b>Location</b>	<b>Existing Parking Supply</b>
Front Street	209
Side Streets	90
First Street	66
Earl's Alley Parking Lot	305
Post Office Parking Lot	15
Avila Beach Drive Curbside Parking	250
<b>Total</b>	<b>935</b>



*Existing Parking Supply*

## C. Policy

This section describes the policy and planning context in San Luis Obispo County. The Specific Plan is related to several County planning documents, including the County General Plan, the San Luis Bay Local Coastal Plan and the County-wide Design Guidelines Manual.

### 1. County General Plan

The *San Luis Obispo County General Plan* is comprised of a set of documents that meet the requirements of State General Plan law and the California Coastal Act (Division 20 of the Public Resources Code, Section 30000, et seq) and provides a comprehensive framework for the regulation, protection and management of coastal resources. To comply with the requirements of the Coastal Act, the General Plan includes a set of documents that are used to implement the Local Coastal Program.

One of the elements of the General Plan is the *Land Use Element and Local Coastal Program*. This is not a single document, but a set of documents divided into two major groups, which are the “Land Use Plan” and the “Ordinances.” Since the Specific Plan is a policy-level document, this discussion focuses on the documents that make up the Land Use Plan, which is also a policy-level document. The more specific Ordinances include the *Coastal Zone Land Use Ordinance*, Title 23 of the San Luis Obispo County Code, and other related ordinances governing Water

Wells, Building and Construction, and Real Property Division.

In coastal areas, the Land Use Plan is comprised of four types of documents, which include *Coastal Plan Policies*, the *Coastal Framework for Planning*, the *Area Plans* (of which there are four), and land use category maps. The Avila Beach area is within the jurisdiction of the *San Luis Bay Local Coastal Plan*.

Following are brief descriptions of land use policies contained in the *Coastal Plan Policies*, the *Coastal Framework for Planning* and the *San Luis Bay Local Coastal Plan*.

#### a. Coastal Plan Policies

The *Coastal Plan Policies* of the Local Coastal Plan provide overall policy direction for the management of land use within the coastal zone. The *Coastal Plan Policies* document is divided into chapters that cover shoreline access, recreation and visitor serving facilities, energy and industrial development, commercial fishing and recreational boating, environmental and sensitive habitat, agriculture, public works, coastal watersheds, visual and scenic resources, hazards, archaeology and air quality.

◆ **Shoreline Access.** The policies within the Coastal Plan encourage the protection of existing coastal access and the provision of new access, and require that new coastal access be provided with new development.



*Avila Pier*

- ◆ **Recreation and Visitor Serving Facilities.** Coastal Plan policies encourage the preservation of existing recreational opportunities and the expansion of such opportunities where feasible. Visitor-serving recreational facilities are given a priority over non-coastal dependent uses.
- ◆ **Energy and Industrial Development.** The Coastal Plan recognizes the need to accommodate coastal-dependent industrial and energy development. However, policies in the Plan encourage decision-makers to weigh the environmental consequences of allowing continued or expanded industrial and energy land uses.
- ◆ **Commercial Fishing and Recreational Boating.** Policies in the Coastal Plan encourage the protection of commercial and recreational boating facilities, and give priority, where feasible, to the expansion of such facilities.
- ◆ **Environmentally Sensitive Habitats.** Policies within the Plan protect and preserve coastal resources such as wetlands and riparian corridors from development, and where feasible, restore and enhance such resources.
- ◆ **Coastal Watersheds.** The Coastal Plan contains policies to help maintain the long-term viability of coastal watersheds and to manage new development so that their long-term viability is maintained.
- ◆ **Visual and Scenic Resources.** The Coastal Plan provides guidance for new development relative to the protection of scenic resources, and encourages the preservation of existing resources. Avila Beach is identified as a Special Community that provides needed commercial and recreational facilities for beach users. According to the Coastal Commission, the protection of visual and scenic resources concerns *“the protection of ocean and coastal views from public areas such as highways, roads, beaches, parks, coastal trails and accessways, vista points, coastal streams and waters used for recreational purposes and other public preserves rather than coastal views from private residences where no public vistas are involved.”*
- ◆ **Hazards.** These policies provide guidance for the protection of lives and property from natural and human-made hazards within the coastal zone, including floods, unstable geology, erosion, fire, and sea-cliff retreat.

- ◆ **Archeology.** The Coastal Plan contains policies relating to the identification and preservation of archaeological resources.
- ◆ **Air Quality.** The Coastal Plan encourages the preservation and enhancement of air quality through implementation of the policies and programs of the Air Quality Management Plan.

**b. Coastal Framework for Planning**

The *Coastal Framework for Planning* portion of the Land Use Plan defines the policies and procedures that apply to the unincorporated area of the Coastal Zone, and describes how it is used in relationship to the *Coastal Zone Land Use Ordinance*. The primary components of the *Coastal Framework for Planning* are:

- ◆ **Land Use Categories.** The document contains descriptions of land use categories, and the population density and building intensity criteria used to evaluate individual development projects. These land use categories are mapped in the Official Maps and are further refined in the Local Coastal Plans.
- ◆ **Land Division Review.** The *Coastal Framework for Planning* specifies parcel sizes, population density and building intensity criteria for consistency of land division proposals with the General Plan and Local Coastal Program.

- ◆ **Allowable Uses.** Coastal Table O of the *Coastal Framework for Planning* defines the land uses that are allowed within a land use category in which a proposed development site is located. Coastal Table O identifies uses that are allowed within a category as either “allowed,” “principally permitted” or “special standards required.” For those uses identified in the latter category, references are cited to the appropriate sections of the *Coastal Zone Land Use Ordinance* which define such special standards.

- ◆ **Combining Designations.** The document also explains the criteria for application of the land use categories and combining designations to planning areas. Combining designations generally apply to those areas in which there are unique resources or potential hazards.

**c. San Luis Bay Local Coastal Plan**

The *San Luis Bay Local Coastal Plan* describes the county land use policies for the Coastal Zone portion of the San Luis Bay Planning Area, and reviews public facilities and services, circulation, resource management, land use, combining designations and planning area standards for each of the identified areas within the San Luis Bay area. The *Local Coastal Plan* recommends a number of programs for land management in Avila Beach. It also contains detailed Avila Beach Urban Area Standards with which development in Avila Beach must comply.

i. Area Standards

“Area standards” are mandatory requirements for new development designed to address special concerns in a particular community or sub-area of a community. Planning area standards can range from establishing special setbacks in one neighborhood, to limiting the kinds of land uses normally allowed by the General Plan because of specific community conditions.

The Avila Beach Urban Area Standards are organized under several headings describing locations in the planning area where they apply. The first group is the Community-Wide Standards, which are the following:

- ◆ **Water Authorization.** Proof of water authorization must be submitted prior to issuance of a building permit.
- ◆ **Level of Service.** Level of Service (LOS) calculations on Avila Beach Drive will be based on traffic counts conducted the second week in May during weekday peak hours.
- ◆ **Front Street Enhancement Plan.** All development applications for Front Street shall include portions of the improvements identified in the Front Street Enhancement Plan. The Front Street Enhancement Plan was created through a community process, and calls for the installation of palm trees, tree grates, pedestrian crosswalks, handicapped facilities,

parking improvements, drainage improvements, and street lighting along Front Street between Avila Beach Drive and San Luis Street, and a new restroom, observation deck, performance area and handicapped ramp to the beach at the foot of San Miguel Street.

Additionally, there are area standards that implement the land use designations contained in the *Coastal Framework for Planning*. The area standards result in the following land use designations in Avila Beach:

- ◆ **Commercial Retail.** The commercial retail (CR) designation is intended to provide appropriately-located areas for stores, offices and service establishments offering a wide range of commodities and services scaled to meet neighborhood and community needs. The Area Standards for Commercial Retail uses specify allowed business types, development plan approval requirements, building heights, and sign guidelines.
- ◆ **Public Facilities.** Public facilities in Avila Beach include the beach, pier and parking lot, all of which are owned and operated by the Harbor District, as well as the fire station, post office/community building and the wastewater treatment plant. The Area Standards permit the construction of visitor-serving retail uses on the pier in addition to other recreational uses, and specify the types of ac-



tivities and uses permissible on the beach. The parking lot may be used for public parking and landscaping.

- ◆ **Residential Multi-Family (RMF).** The RMF designation generally allows for the development of apartments and other types of multi-family residences. In Avila Beach, the Area Standards require Development Plan approval for RMF development, particularly to assess building bulk and the preservation of view corridors.
- ◆ **Residential Single Family (RSF).** This designation is applied to areas intended for single-family residential neighborhoods (with one residence per lot) at densities ranging from one to seven units per acre. In Avila Beach, the Area Standards limit RSF development to single family dwellings, home occupations, animal raising and keeping, and residential accessory uses. Building heights are also limited.
- ◆ **Recreation.** The Recreation designation is applied to visitor-serving recreation and resort-oriented development and to priority areas within the coastal zone, such as ocean-front land. Within the townsite, the Recreation designation is applied to the beach and the land along the south side of Avila Beach Drive, which was previously a Pacific Coast Railroad right-of-way. The Area Standards

limit the uses of some of the specific sites in Avila with a Recreation designation.

- ◆ **Industrial.** The Industrial land use designation applies to the Unocal tank farm site which adjoins the townsite to the east.

Combining designations surrounding Avila Beach fall into two primary categories, geologic study area and sensitive resource area. The combining designation relevant to Avila Beach is the San Luis Creek Estuary. This small estuary is located immediately west of the town and is an important feeding ground and resting area for migratory water fowl.

ii. Other Area Plan Programs

“Programs” are non-mandatory actions or policies recommended to achieve community or area-wide objectives identified in an area plan or LCP. There are a number of other programs outlined in the *Local Coastal Plan*, two of which are particularly relevant to Avila Beach:

- ◆ **Transportation Demand Management Program (TDM).** The *Local Coastal Plan* calls for the use of alternative transportation methods to increase capacity and reduce traffic volumes on Avila Beach Drive.
- ◆ **Central Business District Design Plan.** The Plan calls for the creation of a CBD Plan which would address desired improvement and development standards for the CBD and its adjacent public facilities.


**d. Official Maps**

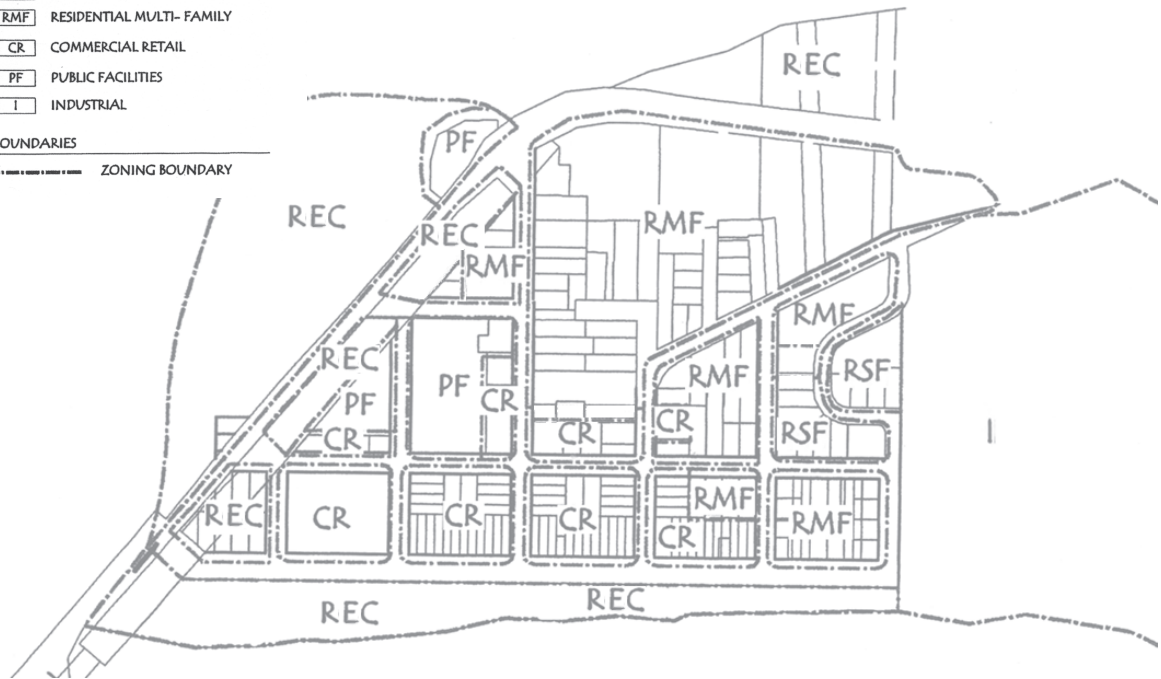
The Land Use Plan also consists of Official Maps that show the locations of the Land Use Categories and the Combining Designations that apply in Avila Beach and throughout the County. The basic land use categories and combining designations are described in the *Coastal Framework for Planning*, and modifications to them for individual communities are included in the Area Plans. A map of land use categories in Avila Beach is shown below.

**LEGEND**

LAND USE CATEGORIES	
REC	RECREATION
RSF	RESIDENTIAL SINGLE FAMILY
RMF	RESIDENTIAL MULTI- FAMILY
CR	COMMERCIAL RETAIL
PF	PUBLIC FACILITIES
I	INDUSTRIAL

BOUNDARIES	
	ZONING BOUNDARY



*Existing Land Use Designations*

**2. *Clean Air Plan (CAP)***

The San Luis Obispo County Air Pollution Control District (APCD) has prepared a Clean Air Plan in accordance with relevant sections of State and federal air quality laws. The purpose of the Plan is to achieve and maintain healthful air quality for county residents. The Plan contains control strategies for stationary and mobile sources that are intended to reduce the emission of air pollutants and their precursors.

**3. *County Design Guidelines***

The *San Luis Obispo County Design Guidelines* are intended to provide a set of design guidelines and standards to help guide the future development of the unincorporated areas of San Luis Obispo County. Specific design guidelines contained in Area Plans supersede guidelines identified in the Design Guidelines Manual.

**4. *Port San Luis Harbor District Master Plan and Local Coastal Program***

In accordance with the Coastal Act, the Port San Luis Harbor District adopted a port Master Plan and Local Coastal Program in March, 1984. The Plan was updated in 1994. The purpose of the Master Plan is to provide an overall management framework for the port and related facilities and to help resolve certain issues relating to the use of port facilities; for the capacity of port services and the expected demand for new services; and the preservation of the unique character of the District's waterfront and beach resources. The Plan contains policies intended to achieve these broad objectives, including goals and policies for the Port's Avila Beach facilities which include the pier, beach area and parking lot.

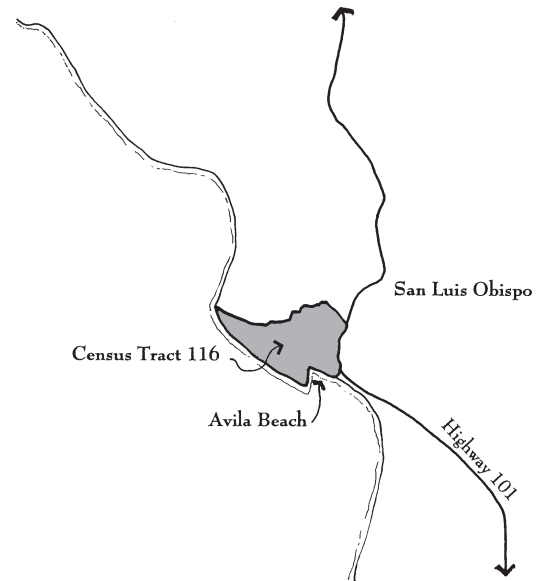
## D. Market Conditions

This section provides a demographic overview of the market area, describes the local- and visitor-serving retail market in Avila Beach, and provides recommendations for rebuilding the commercial district. The market conditions overview was conducted by Bay Area Economics, part of the Specific Plan consultant team.

Table 8 summarizes the existing market conditions in Avila Beach and indicates what Avila Beach could support in terms of additional sales, retail square footage and hotel rooms.

### 1. Demographic Overview

This section examines key demographic attributes and trends affecting retail and tourist de-



Census Tract 116

TABLE 8 MARKET CONDITIONS SUMMARY

Existing Tourist Serving Retail	28,400 square feet
1997 Front Street Taxable Sales	\$3,957,400
Taxable Sales per Square Foot	\$139.35
Estimated Annual Visitors to Avila Beach	800,000 to 1 million
Potential Sales in Avila ( <i>based on \$12 per visitor average</i> )	\$12 million
Potential Retail Square Footage	approx. 60,000
Potential Local Serving Retail Square Footage ( <i>50% eating and drinking establishments</i> )	approx. 10,000
Existing Hotel Rooms in Avila	87 rooms
Planned Hotel Rooms in Avila Valley	237 rooms
Potential Additional Rooms in Avila	50 to 100 rooms

mand in Avila Beach, the surrounding Avila Valley, and the County of San Luis Obispo. Only limited data is available for Avila Beach, primarily because it is part of a large census tract which includes Avila Valley, as shown on page 30. Avila Valley is the smallest unit that reliable data was available for and it represents the area for which Avila Beach is the closest shopping district. This section summarizes key findings about the local demographics.

- ◆ **Population and Household Growth.** Avila Beach contains a 1998 estimated population of 395 residents living in 176 households. Avila Valley has an estimated 3,230 residents in 1,314 households. Avila Valley has experienced relatively moderate increases in population since 1990, with a 0.3 percent average annual growth rate. In contrast to Avila Beach and Avila Valley, the County has experienced relatively more rapid growth since 1990, with an annual average change of 0.9 percent. The County had a 1998 population of 238,974 persons.
- ◆ **Household Size and Composition.** Avila Beach has small average household sizes, with an average of 1.64 persons per household in 1997. This is a slight decrease from the 1990 level of 1.70 persons, and is very small compared to Avila Valley, with 2.41 persons per household, and the County, with 2.54 persons per household (Census 1990).

- ◆ **Tenure.** Only 24 percent of Avila Beach households owned their dwelling unit in 1996 (Avila Beach Cleanup Final EIR/S). This compares to a much higher owner-occupancy rate in Avila Valley (71 percent) and the County, where 60 percent of households owned their dwelling unit.
- ◆ **Age Distribution.** A relatively low proportion of Avila Beach's population (11 percent) is under the age of 18, compared with approximately 18 percent of total population under age 18 in Avila Valley and 22.5 percent in the County. The median age is lower in Avila Beach (39.6 years) compared to Avila Valley (45 years), but slightly higher than the County as a whole (36.6 years). These facts suggest that Avila Beach has a relatively high percentage of young adults compared to Avila Valley or the County.
- ◆ **Household Income.** Household income is an important indication of the amount and type of retail uses that are supportable in an area. Avila Beach had a 1996 median household income of \$39,166; Avila Valley, which includes Avila Beach, had an estimated median household income of \$65,761 in 1998, compared to a County median of \$38,512. Approximately 62 percent of Avila Valley households had incomes above \$50,000 in 1998, and 43.5 percent had household income above \$75,000. This compares to 36 percent

of households with income above \$50,000 in the County. This data indicates Avila Valley households are generally more affluent than Avila Beach and the County and will tend to have more disposable income.

- ◆ **Reported Home Values and Rents.** In 1990, the median reported value for owner-occupied homes in Avila Valley was \$336,000, compared to \$215,300 in the County. Data for home values specifically in Avila Beach was not available. The median monthly rent was \$475 in Avila Valley and \$510 in the County. Avila Beach average rent was estimated as \$551 in 1996 (Avila Beach Cleanup Final EIR/S).

In summary, Avila Beach residents can be characterized as having similar incomes but living in smaller households than the County as a whole. Avila Beach households have significantly lower home-ownership rates than Avila Valley or the County overall. The population of Avila Beach appears to consist of a mix of long time aging residents, young people attracted by the beach, and households employed nearby including the Avila Beach Commercial district, Port San Luis, and Diablo Canyon.

With respect to retail market support, the population base of Avila Beach and Avila Valley, totaling slightly more than 3,200 residents in 1,300 households, represents a very limited source of

local demand. Typical neighborhood serving retail uses generally require at least 5,000 households to support small grocery and restaurant facilities, with larger numbers of households needed to support chain grocery and drug stores.

## 2. *Tourism Trends and Conditions*

Tourism on the Central Coast is largely based in the coastal resort communities of southern San Luis Obispo County and Hearst Castle near Cambria. Tourists come for the beaches and related beach and ocean activities. The average overnight visitor to the County spends \$75 per day, stays 3.3 nights, and is in a party of 2.3 people (UCSB Economic Forecast Project, 1998). Besides lodging, tourist expenditures go to food, shopping items, and recreation activities in that order. Overnight visitors typically spend 20 percent more than day visitors (UCSB Economic Forecast Project, 1998).



*Avila Beach on an August Saturday*

◆ **Avila Beach Recreational Opportunities.**

Set on the scenic Central Coast, Avila Beach offers an attractive beach, a pleasant year-round climate (it is said that if it is sunny anywhere on the coast it will be sunny in Avila Beach), and the charming atmosphere of an old-time beach town. These features make Avila Beach a popular tourist destination.

- ◆ **Visitors to Avila Beach.** Tourism in the Avila Beach/Port San Luis area is reportedly high; estimates range from 800,000 to over one million visitors per year (Port San Luis staff, Avila Beach Cleanup Final EIR/S). The peak capacity of Avila Beach given the current parking inventory and typical turnover rates has been estimated to be just under 5,000 visitors per day or a total of 1.8 million per year (Avila Beach Cleanup Final EIR/S). Of the Avila Beach visitors seeking overnight accommodations, only 10 to 15 percent lodge in Avila Beach, suggesting potential support for additional lodging facilities.

In summary, in contrast to the limited potential retail demand from local residents, Avila Beach attracts a strong tourist population, upwards of 800,000 persons per year. These visitors, coming primarily from nearby communities, but with a significant minority coming from the Central Valley and other places, could easily spend from \$11 million to more than \$20 mil-

lion in Avila Beach/Port San Luis, if appropriate lodging, shopping and dining facilities were available.

**3. Existing Retail and Visitor-Serving Facilities**

There are two commercial centers in the local market area, which is the area that provides commercial opportunities within the project vicinity. The two commercial centers are the Avila Beach commercial district located on Front Street and the Port San Luis area. The two centers are home to a wide variety of businesses including tourist serving establishments, business and personal services (such as architects and real estate brokers), fishing, and manufacturing. Front Street in Avila Beach is oriented toward the beach



*Avila Beach Market Area*



*Avila Beach Commercial District*



*Port San Luis*

visitor, with restaurants, shops, and services while Port San Luis is oriented more towards fishing and marine industries. The Harford Pier in Port San Luis, oriented more towards fishing and marine industries and activities, contains two sit-down restaurants, several other fast food stands, several wholesale/retail seafood outlets, a marine supply shop, and other marine-related establishments. Market area businesses also include enterprises located along Avila Beach Drive and San Luis Bay Drive.

Historically, Avila Beach’s commercial district has been composed of approximately 20 businesses arrayed along Front Street, from San Juan Street to San Antonia Street, and on San Miguel Street between Front and First Streets. The businesses have been primarily tourist-serving. These businesses are all housed in one-story structures,

typically in spaces of 300 to 5,000 square feet. There is a total of 28,400 gross square feet of commercial/retail space (excluding the Inn at Avila Beach) in the Front Street District.<sup>1</sup> Several of the businesses reside in buildings owned by the business proprietors, while others are tenants in buildings owned by other parties. Businesses that lease space pay monthly rents ranging from \$0.75 to \$1.60 per square foot.

Overnight accommodations in and around Avila Beach include 32 rooms in the Avila Beach Inn (remodeled in 1996), 140 units in the San Luis Bay Inn (of which the majority are time-share units, with 6 rooms available for transient occupancy), and 55 rooms in the Sycamore Mineral Springs, located approximately two miles east on Avila Beach Drive. Based on interviews with local lodging operators, year-round occupancy

<sup>1</sup> Square footage of space is based on calculations taken off of existing aerial photography of Avila Beach.



rates at these facilities appear to be strong, and seasonal occupancy is very strong, although exact data are not available. Other facilities in the town of Avila Beach that once were transient hotel facilities appear to have been converted to apartments when the Diablo Canyon power plant opened in the late 1970's.

#### **4. Recent Sales Activity**

In Avila Beach, total taxable sales have varied from a low of \$3.3 million in 1996 to a high of almost \$4.0 million in 1997. Avila Valley total taxable sales have varied during the two year period, from a low of \$5.6 million in 1996 to a high of almost \$6.2 million in 1997.<sup>2</sup> While these sales levels are encouraging, they are significantly below the possible tourism expenditures identified in the previous section (\$11 million to \$32 million). Restaurant sales predominated in both years reported, ranging from 76 percent of total sales in 1996 to 68 percent in 1997.

The peak tourism period of April through September (i.e., the 2<sup>nd</sup> and 3<sup>rd</sup> quarters) accounted for over 60 percent of the taxable sales. However, it should be noted that weekend visits in the winter season (starting in January) and other off-season visitation account for a significant 40 percent of taxable sales reported by Avila Beach establishments.

#### **5. Planned and Proposed Competitive Supply**

This section details proposed projects in Avila Valley that would compete with Avila Beach for local-serving and tourism retail expenditures.

◆ **San Luis Bay Estates Master Plan.** The adopted San Luis Bay Estates Master Plan includes 50,000 square feet of office and retail space and 12,000 square feet of club uses (including banquet and recreational facilities). As of October 1998 only 2,500 square feet of these allowed commercial uses had been built; the space is used as an office facility. A small, upscale general retail store is planned for development in the near future. This facility, which will be less than 3,000 square feet, will offer convenience items, wine, prepared food, and golf and tourist items.

◆ **Avila Valley Proposed Hotel Facilities.** There is also one hotel project currently in the planning/approvals stage and one hotel expansion in Avila Valley. A 30-room medium to high-end inn is included in the San Luis Bay Estates Master Plan. This phase of the project has been approved subject to final environmental analysis, which is in the process of being completed. Sycamore Min-

---

2 Sources of taxable sales in the Avila Valley include businesses in Port San Luis and other retail establishments, such as the Avila Hot Springs.

eral Springs Resort has zoning approval to build 40 additional rooms across Avila Beach Drive from the current facility. Another facility has recently been discussed which would be located across Avila Beach Drive from the Avila Hot Springs. The project would be comprised of 135 rooms. No plans have been submitted to the County for the project at this time.

- ◆ **Port San Luis.** The Harbor Terrace Inn, a 147-room medium to high-end hotel to be built in approximately 30 cottages has been proposed within the jurisdiction of the Port San Luis Harbor District. Additionally, as part of Harbor Terrace Inn planning, a second phase has been proposed that would result in re-aligning Avila Drive and adding up to 95,000 square feet of commercial and retail space. The LCP amendment submitted to the Coastal Commission by the County to allow for this development did not include this second phase. The Commission denied the amendment associated with the first phase in February 2000.

## 6. *Potential Sales and Supportable Square Feet*

The following section discusses the potential retail sales, retail square footage and potential hotel rooms that would be supportable in Avila Beach.

### a. **Retail Space**

This section reviews the potential for retail sales and thereby the amount of supportable square footage of retail space in Avila Beach. The estimated potential is based on a combination of factors including potential sales from local residents, from Diablo Canyon employees, and sales from tourists.

- ◆ **Sales from Local Residents.** There are few local-serving retail categories that could be supported by the Avila Beach population, even assuming capture of a large percentage of resident retail sales. There is potential for a rebuilt Avila Beach to retain enough of the local sales to support one small local-focused specialty retail store. There is also support for a local restaurant, but eating establishments are more likely to focus on a combination of tourist and local markets. There may also be the potential for a re-built Avila Beach to capture enough local sales from Avila Valley to support two small locally targeted specialty retail stores and two eating establishments.

- ◆ **Sales from Diablo Canyon Employees.** Diablo Canyon employees are another source of potential local retail sales. Approximately 2,000 workers are employed at Diablo Canyon, along with periodic maintenance efforts that add over 1,000 workers approximately about once a year for a six week period. If 10 percent of the workforce were

to eat lunch or shop in Avila Beach on any given work day and spend an average of \$10, this source of demand could account for almost \$600,000 annually in sales for Avila Beach businesses. This demand would be accounted for primarily in the eating and drinking establishment category, along with some convenience items, and would be met in local-serving facilities.

- ◆ **Sales from Tourists.** The 1995-96 County Visitor and Conference Bureau Visitor Survey found that visitors to Avila Beach spent an average \$40 per capita a day, though the survey did not specify where the money was spent. The 1983 MDW Associates beach survey found that over half of Avila Beach goers surveyed on the beach spent less than five dollars per day. Given these disparate statistics, it can be assumed that there are two types of visitors to Avila Beach: 1) tourists who come from some distance to vacation and recreate in the San Luis Obispo County area, and whose spending will be in line with the County Visitor and Conference Bureau survey, and 2) beach-goers, who come from surrounding communities to enjoy the beach, but spend very little. Based on the MDW Associates survey, it appears likely that spending by beach-goers might continue to be approximately \$8 per day and that tourist spending in Avila Beach will approximate 75 percent of \$40 per day, with the balance of spending occurring at Port San Luis, Avila

Valley and other destinations. Assuming an annual visitor total of 800,000 and that 40 percent of visitors are tourists and 60 percent beach-goers, total tourist-serving potential sales are estimated at \$12 million per year.

This level of tourism-serving sales would translate, at the current sales per square foot of Avila Beach establishments, to approximately 60,000 supportable square feet of tourism-serving retail space, which would represent an approximate tripling of existing retail space. Approximately



*Inn at Avila Beach*

30,000 square feet of this space would be in eating and drinking establishments, and the balance would be in retail and recreational establishments.

In summary, the above analysis explores potential sales and supportable square feet of retail space from three sources of demand – residents of the immediate market area, Diablo Canyon employees, and tourists (both vacationers and beachgoers). While the independent analyses each result in supportable space, the actual result in small commercial districts such as Avila Beach’s Front Street typically cater to a blended market of local residents, workers, and visitors. The amount of space that would be supported by local residents alone would not be enough to create a commercial district. In fact local demand would only support a few small stores. However, the addition of a large visitor/tourist population means that Avila Beach could support a viable commercial district catering primarily to visitors.

The estimate of space supportable by tourists and locals, 70,000 square feet, should be considered the upper bound of the potential support from all sources of demand. The District presently contains approximately 28,400 square feet of commercial space; this upper bound estimate means that up to an additional 31,600 square feet of space could potentially be supported.

**b. Support for Overnight Accommodations**

Currently the Avila Valley area has 93 hotel rooms, as well as 140 time share units that reportedly are available for occasional occupancy by non-time share participants. However, only one hotel, the Inn at Avila Beach with 32 rooms, has a beach orientation.

In addition to existing supply, a total of 217 hotel rooms are proposed (including an approved expansion and two projects pending final approvals) bringing the potential total for available ac-

TABLE 9 EXISTING AND PROPOSED HOTEL ROOMS

<b>Ocean-Oriented</b>		<b>Inland-Oriented*</b>	
Facility	Rooms	Facility	Rooms
Inn at Avila Beach	32	Sycamore Mineral Springs	95
Harbor Terrace **	147	San Luis Bay Estates	30
San Luis Bay Inn	6		
Sub-Total	185		125
<b>Total</b>			<b>310 Rooms</b>

\* the 135 rooms to be located across from the Avila Hot Springs are not included in Table 3 because there is no formal proposal for their completion at this time.

\*\* the LCP Amendment required to allow for the development of hotel units at the Harbor Terrace was denied by the Coastal Commission in February 2000.

tual rooms at that time up to 310 in the Avila Valley, as shown in Table 9. Neither of the new hotels will be beach-oriented. Currently Avila Beach has 32 hotel rooms. Six rooms are available for transient occupancy at the San Luis Bay Inn.

The potential for additional hotel room market support is based on tourism data from the range of sources described previously in this report and comments from local business owners. Assuming an annual Avila Beach visitor total of 800,000 and that 40 percent of visitors are tourists with the potential to stay overnight, approximately 140,000 annual hotel-nights are supportable in Avila Beach by existing tourism. This assumes an average of 2.3 tourists per room. Based on an assumption that a 50 percent capture rate is possible, and that hotel operators need at least a 70 percent occupancy rate to support a hotel room, 272 rooms would be supportable in Avila Beach. Thus, it appears that a rebuilt Avila Beach could support at least an additional 80 to 90 hotel rooms. This number may increase depending on what is allowed at the Port San Luis Harbor Terrace site. However, the ultimate demand for lodging units will depend on the type of hotel under consideration as well as the perceived attractiveness of the reconstructed Avila Beach.

Hotel rooms in Avila Beach could be built in the form of a traditional hotel/motel complex. However, in this Specific Plan construction of visitor lodging incorporated as second story accommodations above Front Street retail establishments is encouraged. The construction of second story lodging units would also increase safety in public areas due to the increased level of surveillance lodgers would have of the street level.



# APPENDIX C: REGULATORY APPENDIX

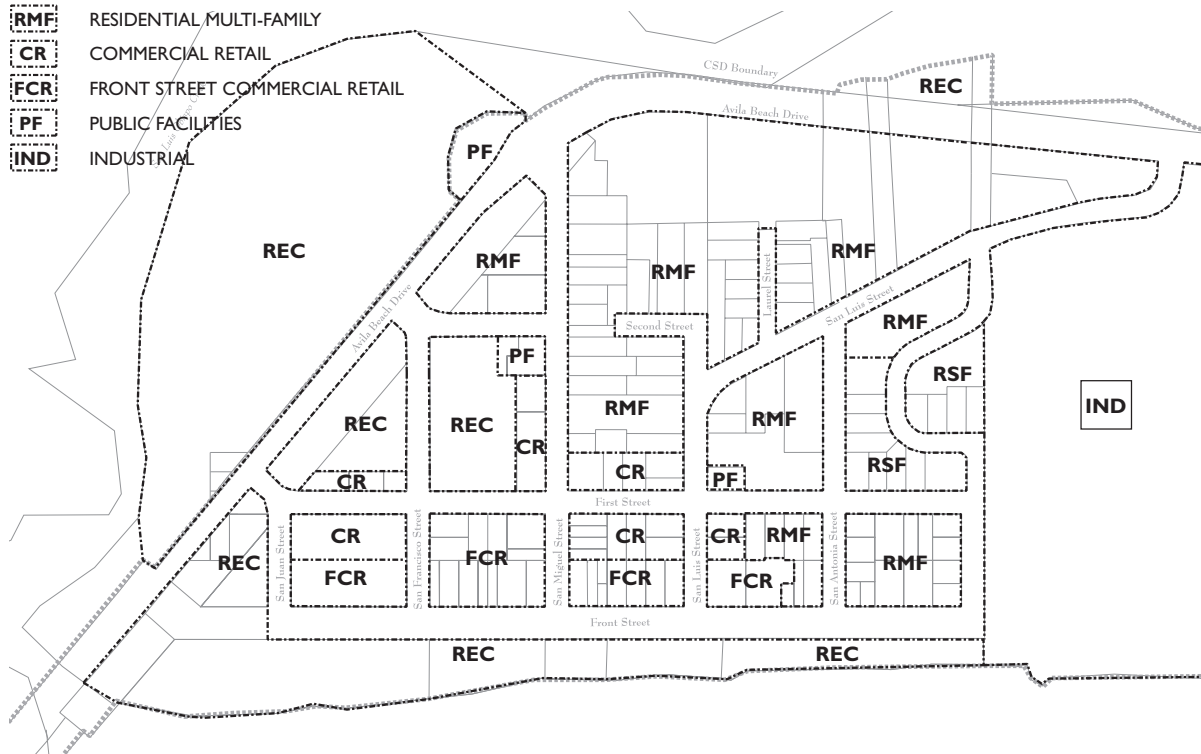
This appendix to the Avila Beach Specific Plan will serve as a stand alone document that will be used by County staff to implement the design guidelines and development standards contained in the Specific Plan. This document will replace the Avila Beach Urban Area Standards previously contained in the *San Luis Bay Local Coastal Plan*. The two major components of this document are a Land Use Map and the revised Area Standards for Avila Beach.

## A. Land Use Map

The land use map shown below identifies proposed new land use designations for parcels within the Avila Beach Community Services District. The Official Land Use Category Map for Avila Beach shall be updated accordingly, with the Urban Services Line as currently shown on the Official Map remaining in effect. Land use designations are described in the *Coastal Zone Framework for Planning*. Limitations on the uses described in the *Framework for Planning* are described in the Area Standards section, following.

### LEGEND: LAND USE CATEGORIES

<b>REC</b>	RECREATION
<b>RSF</b>	RESIDENTIAL SINGLE FAMILY
<b>RMF</b>	RESIDENTIAL MULTI-FAMILY
<b>CR</b>	COMMERCIAL RETAIL
<b>FCR</b>	FRONT STREET COMMERCIAL RETAIL
<b>PF</b>	PUBLIC FACILITIES
<b>IND</b>	INDUSTRIAL



*Avila Beach Land Use Map*

## **B. AVILA BEACH LAND USE**

This section of text supercedes text from the San Luis Bay Local Coastal Plan, Chapter 6, pages 6-4 to 6-7.

### **AVILA BEACH**

This area includes the townsite of Avila Beach, the Union Oil Company property and the Port San Luis Harbor District lands. This total area is contained within the Urban Services Line.

#### **Residential Multi-Family**

Existing development is primarily residential, with the majority of structures being single-family residences or duplexes. There are also a few motel units that are rented as apartments fall through spring. Some of the older residences are run-down and detract from the visual quality of the community.

The character of Avila Beach will continue to be that of a recreation community. It is also expected that the residential type will continue to be single-family and duplexes on small lots, with the net resultant density being that of multiple residential. New development proposals for multiple family dwellings must be consistent with the total community character and also be responsive to the varied terrain and viewsheds of existing development.

The Avila Beach Specific Plan adopted for the Avila townsite specifies the type and density of new Residential Multi-Family projects. Mixed use projects, where appropriate, are encouraged, including the combination of visitor lodging and traditional multi-family dwellings. [Amended 2000, Ord 2919]

#### **Residential Single Family**

The only area designated as Residential Single Family is bordered on the north by San Luis Street, on the west by San Antonio Street, on the south by First Street, and on the east by the Union Oil Company industrial lands.

#### **Commercial Retail**

The Central Business District (CBD) is concentrated within the blocks between Front and First Streets, extending from San Juan Street to a point east of San Antonia Street. In 1999, a majority of this area was demolished as part of a clean-up operation by the Unocal Corporation. The uses prior to the demolition were varied and included bars, restaurants, a mobilehome park, motels, auto repair, grocery and several residences.

The commercial establishments provide for residents daily needs, but are most heavily dependent on the recreation/tourist trade for their continued economic survival. Residents must travel to other communities for major retail purchases.



Future commercial development should continue to emphasize visitor-serving commercial uses. The Specific Plan sets forth standards that allow the proper delineation of roadway, parking and pedestrian areas to lessen some of the past adverse conditions. The Specific Plan also recommends a redistribution of public parking adjacent to the commercial areas, coupled with a pedestrian plaza and pedestrian walkways to the beachfront, to benefit the commercial establishments. Traffic congestion might even be further lessened if, in the future, the proposed Pacific Coast Light Railway (a tourist concession) or some other system could be extended from Avila Valley to the Avila townsite and provide a shuttle-type service that would permit parking of cars in the outlying areas rather than in town. [Amended 2000, Ord. 2919]

## **Recreation**

Avila Beach, considered one of the best swimming beaches in the county, extends the full length of Front Street. The beach has restrooms, picnic facilities and some playground equipment, and the Avila Pier is a public pier used for fishing. Both the beach and pier are operated and maintained by the Port San Luis Harbor District.

In the future, better pedestrian access should be provided between the beach and parking facilities located on the perimeter of the CBD. The old Pacific Coast Railroad right-of-way could be utilized by the proposed Pacific Coast Light Railway to connect Avila Valley to Avila Beach recreation resources. The railway is also proposed for ultimate extension out to Port San Luis and could serve not only as a tourist attraction, but could become an important aspect of the area's circulation system. [Amended 2000, Ord. 2919]

## **Public Facilities**

This land use category is applied to lands along Harford Drive owned by the Port San Luis Harbor District. The lands owned by the harbor district are proposed for a wide variety of recreational uses, to be constructed in phases over a period of several years.

Uses contemplated are berthing for commercial and pleasure craft, boat repair, auto and boat trailer parking, and a restaurant, all of which would be compatible with the harbor character.

Due to the unknown nature of crew base requirements at this time, any such improvements will require amendment to the harbor plan and county development plan approval based upon the criteria identified in the Avila Beach Urban Area Programs and Standards.

The district has also acquired additional property at the northeast corner of Harford Drive and the PG&E access road, which they intend to develop as a supplemental boat storage and parking area to serve future harbor development. A little further east of this site is an existing 41 space trailer park. This use of these properties is being phased out.

The Public Facilities category also applies to the parking lot north of First Street. This should be up-graded and integrated into the uses adjoining the parking lot. [Amended 2000, Ord. 2919]

## **Industrial**

This land use designation is applied to the Union Oil Company property adjacent to the easterly edge of the townsite, and to the company pier west of San Luis Obispo Creek. The site of approximately 120 acres is located on a large hill overlooking the town and has been used for many years as a site for Union Oil's tank farm for petroleum storage. The tank farm site is a major visual feature as it overlooks and can be seen from all points of the community.

The storage site is relatively flat, with slopes of 0-15%, but this turns to rather steep cliffs on all sides of the site with over 30% slopes. At one time, there were approximately 12 major storage tanks on the flat section of the site with small tanks and accessory buildings (i.e., water tanks, truck loading facilities) scattered throughout. In conjunction with the clean-up of petroleum contamination in the community, Union Oil Company has removed the tanks and other facilities, except for small water tanks. The property is fenced and access is restricted to Union Oil Company officials. Future utilization of the site should not infringe on the steep wooded slopes along the northern perimeter above Avila Road or damage the bluffs along the waterfront. Union Oil maintains their own sewage disposal system and fire protection facilities, but receives water from the Avila Beach Community Services District. [Amended 2000, Ord. 2919]

### **C. Avila Beach Urban Area Programs**

This section of text supercedes text from the San Luis Bay Local Coastal Plan, Chapter 6, pages 6-21 to 6-23.

## **AVILA BEACH URBAN AREA PROGRAMS**

The following programs apply within the Avila Beach urban reserve line to locations in the land use categories listed.

### **Communitywide**

- 1. Priority Coastal-Dependent and Coastal-Related Uses.** Priorities and policies of the California Coastal Act and the San Luis Obispo County Local Coastal Plan shall be considered in reference to any development proposal in the Avila Beach Urban Area, which could impact traffic levels on Avila Beach Drive. [Added 1995, Ord. 2702]

### **Commercial Retail**

- 1. Parking.** The county should work with property owners toward development of adequate parking facilities needed to serve the downtown and beach areas.

2. **Facility Management.** The county should cooperate with the town of Avila, the Avila Beach Community Services District, the Avila Beach Community Foundation, the Port San Luis Harbor District, and Front Street property owners to facilitate management of facilities in the downtown area of Avila Beach, including the beach and pier, the park, and the parking lot. [Added 1996, Ord. 2776]

**Industrial.** The following programs apply to the Union Oil marine terminal and tank farm.

3. **On-Shore Pipeline Alternative.** The county should encourage expansion or construction of onshore petroleum pipelines when and where feasible in lieu of any expansion of marine terminal facilities or operations.
4. **Abandonment of Pier.** At such time as the Union Oil Pier is no longer needed for petroleum operations, the county, the State Department of Parks and Recreation or other public agency should be offered the right of first refusal if the pier is determined appropriate for recreational use.
5. **Onshore Pipeline.** The county should encourage the State to study extending the onshore pipeline being proposed to service offshore oil development in the Santa Barbara Channel and northern Santa Barbara County, northward to intercept oil presently being exported through Port San Luis.

**Public Facilities.** The following program applies only to the Port San Luis Harbor District.

6. Future revisions to the harbor master plan should be based upon the following priorities:

**Priority I: Coastal-Dependent Uses**

- a. Commercial fishing and related mariculture/aquaculture
- b. Sport fishing
- c. Recreational boating and other oceanfront recreational uses
- d. Energy-related facilities

**Priority II: Coastal-Related Uses**

- a. Other visitor-serving retail commercial uses and other coastal-related uses

**Priority III: Other Uses**

- a. Other uses which are neither coastal dependent or related.

Priorities and policies of the California Coastal Act shall be considered in all harbor development. Prior to approval of any use which is not coastal-dependent the harbor district shall make a finding that adequate resources and services have been reserved for all coastal dependent uses proposed in the master plan. (PSL Policy C-3)

7. **Facility Management.** The county should pursue coordinated review of any harbor improvement plans with the California Coastal Commission, the U. S. Army Corps of Engineers, the California Department of Water Quality Control Board and the Port San Luis Harbor District to ensure a timely response to the proposed project and incorporation of the concerns of each of these agencies into the approval of the development plan.

## **Recreation**

8. **Avila Beach.** Future recreation uses at Avila Beach should be compatible with the Avila Beach Specific Plan. [Amended 2000, Ord. 2919]
9. **Floodplains.** The county Engineering Department should work with owners of developing properties to acquire protective easements over floodplain areas.
10. **Pacific Coast Light Railway.** The county should assist the railroad operator in acquiring right-of-way to extend the proposed Pacific Coast Light Railway from Avila Valley through Avila Beach. The old Santa Fe School building east of Ontario Road should be incorporated into the proposed railroad facilities development.
11. **Screening.** The county should work with property owners and the State Department of Transportation to initiate a program to landscape and screen existing and proposed recreational uses from view of U.S. 101 and to remove unsightly fill from San Luis Obispo Creek.
12. **Avila Pier.** The county shall encourage discussions between the Port San Luis Harbor District and the Avila Beach Community Services District regarding management of the pier, beach and parking lot. [Amended 2000, Ord. 2919]

## **D. Avila Beach Urban Area Standards**

The Avila Beach Urban Area Standards section of the San Luis Bay Local Coastal Plan has been modified as follows:

The following standards apply only to lands within the town of Avila Beach, to the land use categories or specific areas listed.

**COMMUNITYWIDE:** The following standards apply within the Avila Beach urban reserve line and are not limited to a single land use category.

- 1. Water Authorization Required.** Submittal of a "will-serve" letter from the Avila Water District is required prior to issuance of any building permits for construction proposed to have water service.
- 2. Avila Beach Drive and San Luis Bay Drive Level of Service.** The Level of Service (LOS) for Avila Beach Drive and San Luis Bay Drive shall be based on the average hourly weekday two-way 3:00 p.m. to 6:00 p.m. traffic counts to be conducted during the second week in May of each year. [Added 1995, Ord. 2702]
- 3. Avila Beach Specific Plan Included by Reference.** The Avila Beach Specific Plan, and any amendments made thereto, is hereby incorporated into this Land Use Element as though it were fully set forth here. All development within the Avila Beach Specific Plan planning area (as shown above) is to be in conformity with the adopted Specific Plan, as well as all other applicable LCP standards. In the event of any conflict between the provisions of the San Luis Bay Area Plan and the Specific Plan, the Specific Plan shall control. [Added 2000, Ord. 2919]

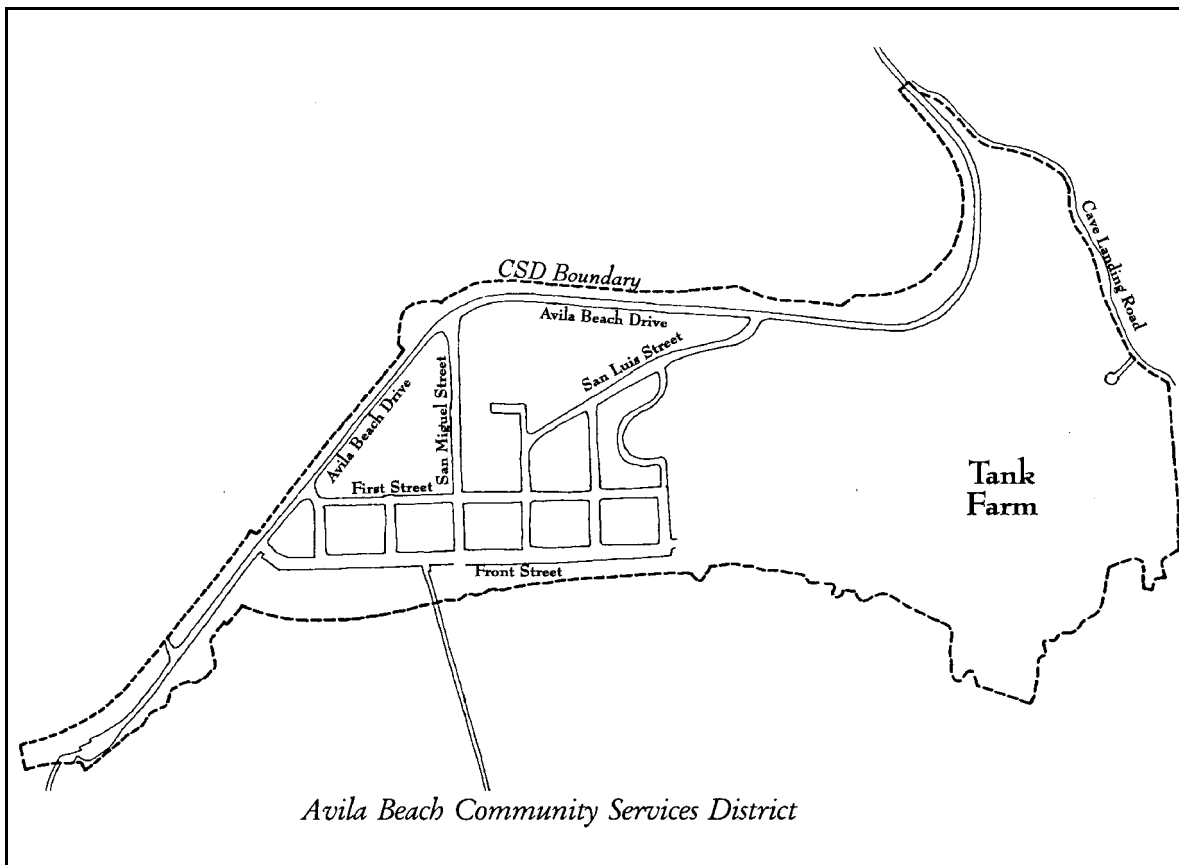


Figure 1-1: The planning area for the Avila Beach Specific Plan coincides with the boundary of the Avila Beach Community Services District.

**4. Permit Requirement.** Unless otherwise specified in the Avila Beach Specific Plan, Minor Use Plan approval is required for all proposed new uses. All development activities on the Tank Farm shall require Development Plan review and approval. [Added 2000, Ord. 2919]

**5. Temporary Events:** Where allowed as S-17 uses by the Land Use Element, temporary events in the town of Avila Beach are subject to the following standards:

**a. Permit Requirements:** Minor Use Permit approval, except as follows:

**Public Events.** Except as otherwise provided in this section, no land use permit is required for:

Events occurring in approved theaters, convention centers, meeting halls or other approved public assembly facilities; or

Admission free events held at a public park or other land in public ownership when conducted with the approval of the public agency having jurisdiction, provided that the event is conducted in accordance with all applicable provisions of this title; or

Other free admission events which are eight hours or less in duration and are operated by non-profit organizations.

In accordance with the Coastal Commission Guidelines for Temporary Events adopted on January 12, 1993, a Coastal Development Permit shall be required for any temporary events that meet all of the following criteria:

- are held between Memorial Day weekend and Labor Day; and,
- occupy all or a portion of sandy beach area; and,
- involve a charge for general public admission or seating where no fee is currently charged for use of the same area (not including booth or entry fees).

However, temporary events may be excluded from coastal development permit requirements when:

- the fee is for preferred seating only and more than 75% of the provided seating capacity is available free of charge for general public use; or,
- the event is less than one day in duration or,

- the event has previously received a coastal development permit and will be held in the same location, at a similar season, and for the same duration, with operating and environmental conditions substantially the same as those associated with the previously approved event.

Notwithstanding the above provisions, a temporary event may be subject to coastal development permit review if unique or changing circumstances exist that have the potential for the temporary event to have a significant adverse impact on coastal resources. Such circumstances may include:

- the event, either individually or together with other temporary events scheduled before or after the particular event, precludes the general public from use of a public recreational area for a significant period of time;
- the event and its associated activities or access requirements will either directly or indirectly impact environmentally sensitive habitat areas, rare or endangered species, significant scenic resources, or other coastal resources such as public access opportunities, visitor and recreational facilities, water-oriented activities, marine resources, biological resources, agricultural lands, and archaeological or paleontological resources;
- the event is scheduled between Memorial Day weekend and Labor Day and would restrict public use of roadways or parking areas or otherwise significantly impact public use or access to coastal waters;
- the event has historically required a coastal development permit to address and monitor associated impacts to coastal resources.

In the event of any conflict regarding a determination by San Luis Obispo County as to whether a temporary event requires a coastal development permit, the matter shall be referred to the Executive Director of the Coastal Commission for resolution. [Added 2000, Ord. 2919]

**COMMERCIAL RETAIL:** The following standards apply only to lands within the Commercial Retail land use category (including the Front Street Commercial Retail district).

- 1. Priority and Protection of Visitor-Serving Uses.** Priority shall be given to visitor-serving uses throughout the Front Street Commercial District and the Commercial Retail area. Low-cost visitor serving facilities shall be protected, encouraged and, where feasible, provided.
- 2. Storm Drainage.** Commercial development shall use best management practices (BMPs) to control and prevent pollutants from entering the storm drain system. BMPs shall be chosen and sized to meet the guidance of the California Storm Water Best Management Practices Handbook (Industrial/Commercial). Such measures shall include both source control and treatment control practices that insure contaminants

do not leave the site. Stormwater runoff from commercial sites shall be filtered through BMPs that treat storm water runoff up to and including the 85<sup>th</sup> percentile storm event. Restaurant and other commercial cleaning practices that can impact water quality (such as floor mat rinsing and vehicle cleaning) by introducing chemicals to storm drain systems (detergents, oils and grease and corrosive chemicals) shall provide designated areas that collect and dispose of this runoff through the sanitary septic system. Street sweeping and cleaning shall use best management practices outlined in the above referenced handbook or the Model Urban Runoff Program to keep contaminants and cleaning products from entering the storm drain system. [Added 2000, Ord. 2919]

**INDUSTRIAL:** The following standards apply only to lands within the Industrial land use category.

- 1. Limitation on Use - Tank Farm.** Uses are limited to power transmission; coastal accessways and water wells and impoundment. Future use of the site will be considered during the remediation review process and a subsequent amendment to the Avila Beach Specific Plan. The amendment will include a request to amend the Specific Plan to change the land use designation from Industrial (IND) to a new category which would enable development similar in physical scale and functional characteristics to that described in the Specific Plan. [Amended 2000, Ord. 2919]



- 2. Limitation on Use - Pier.** Facilities at the existing pier are limited to those needed to make the transfer of petroleum products and are not to include storage facilities.

**RESIDENTIAL:** The following standards apply only to lands within the Residential Multi-Family and Residential Single-Family land use categories.

- 1. View Protection.** All new residential development shall be designed to protect public view corridors to the beach and ocean. [Added 2000, Ord. 2919]
- 2. Storm Drainage.** All new residential development shall provide Best Management Practices (BMPs) to address polluted runoff. BMPs shall be sized and developed to meet the requirements of the California Storm Water Best Management Practices Handbook (Municipal). Such measures shall include, but not be limited to: minimizing the use of impervious surfaces (e.g., install pervious driveways and walkways); directing runoff from roofs and drives to vegetative strips before it leaves the site; and/or managing runoff on site (e.g., percolation basin). The installation of vegetated roadside drainage swales shall be encouraged and, if used, calculated into

BMP requirements. The combined set of BMPs shall be designed to treat and infiltrate storm water runoff up to and including the 85<sup>th</sup> percentile storm event. [Added 2000, Ord. 2919]

**OPEN SPACE:** The following standards apply only to lands within the Open Space land use category.

- 1. Riparian Vegetation.** Riparian vegetation is to be retained along creekways.

**RECREATION:** The following standards apply only to lands within the Recreation land use category.

- 1. Pacific Coast Railroad Right-of-Way.** Allowable uses are limited to the proposed railroad line, bicycle and hiking trails. Construction of the proposed railroad shall require Development Plan approval.

2. **RV Park Expansion.** The existing camper park south of San Luis Obispo Creek is not to be expanded into the creek floodplain.
3. **Sycamore Hot Springs - Development Standards.** Expansion of existing facilities is to occur in accordance with the approved Development Plan, with no development north of Avila Road.