

# STRATEGIC PLAN FOR WINE TOURISM 2013

TEMPLETON, CA



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## acknowledgements

Over the course of two quarters (September 2012-March 2013), the students of the City and Regional Planning Department at California Polytechnic State University developed a Community Plan. The Community Plan was developed on the basis of information collected from several site visits, focus group and community workshops, survey data, and other community input. The purpose of that document was to guide development for highlighted opportunity areas of Templeton, California, and through using that document; we will be able to create a Strategic Plan for this community regarding wine tourism.

The planning studio's purpose was to provide students with a greater understanding of the purpose, process, and scope of planning at the community level. In the beginning stage of the project, the fall quarter was used as a period to obtain background information for the designated opportunity areas of Templeton. The second stage was used to finalize the background information, create conceptual alternatives for the designated opportunity areas, and synthesize these proposals using San Luis Obispo County comments as well as community input. Finally, the third stage is where we will use all of the background information collected and focus on one distinct idea. For this Strategic Plan, it will be focusing on how wine tourism can be used as a beneficial tool for this community.

Overall, the course was structured to provide the students with a hands-on approach to planning in a professional setting. This document is a consolidation of work done by the students in collaboration with the County of San Luis Obispo and the residents of Templeton. The students would like to thank everyone who has contributed to the finalization of Envision Templeton, especially Chuck Stevenson, Mike Wulkan, Jeff Lagado, Airlin Singewald, Karen Knall, Dana Lilley, and the residents of Templeton. A special thank you goes to Kelly Main, the senior project advisor, and Zeljka Howard, the studio advisor.

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## PROJECT DESCRIPTION

Templeton, California is a town in the County of San Luis Obispo with an estimated population of 7,674 residents (Templeton Community Plan). Templeton is a community with a deep devotion to the small town feel and charming characteristics the town has to offer. Templeton prides itself in an outstanding school district, a thriving Farmers Market, and Western styled Downtown area full of historical buildings right along the original Southern Pacific railway. In order to maintain the appealing characteristics the town has to offer, all plans reflect a desire to highlight existing historical characteristics that truly add to the rich culture of Templeton.

The creation of this Strategic Plan for Wine Tourism for the community of Templeton intends to capture revenue from wine tourism in the Paso Robles wine region through various programs and incentives. The goal of the Plan is to attract wine tourists in the Paso Robles wine region to the town of Templeton, and therefore bring economic vitality to the downtown. Templeton loses a majority of wine tourists to the neighboring City of Paso Robles, and therefore misses out on the revenue and related benefits of wine tourism even though Templeton boasts a number of wineries, support facilities and tasting rooms. A strategic plan for wine tourism in Templeton would be part of an economic strategy that intends to encourage tourists and visitors to spend time and money in the downtown after wine tasting, as opposed to the current trend of leaving for the amenities available in Paso Robles or San Luis Obispo. Strategic plans can be used in long range planning as a tool that identifies potential growth areas to direct future development in a way that is consistent with the economic goals of the community.

## LOCATION & CONTEXT

Templeton is a 7.76 square mile community located in San Luis Obispo's northern county within the Central Coast region of California. Templeton is bordered by Atascadero (to the south) and Paso Robles (to the north). Twenty-two miles south of Templeton lies San Luis Obispo, the most populous city in San Luis Obispo County. All of the fore listed communities are located along Highway 101, which bisects Templeton. The town of Templeton is geographically defined by the Salinas River (east), agricultural space (west), Highway 46 West (north) and the Santa Rita Creek (south). Figure 1.1 displays San Luis Obispo County on a statewide context and in relation to neighboring Monterey, Santa Barbara and Kern County.

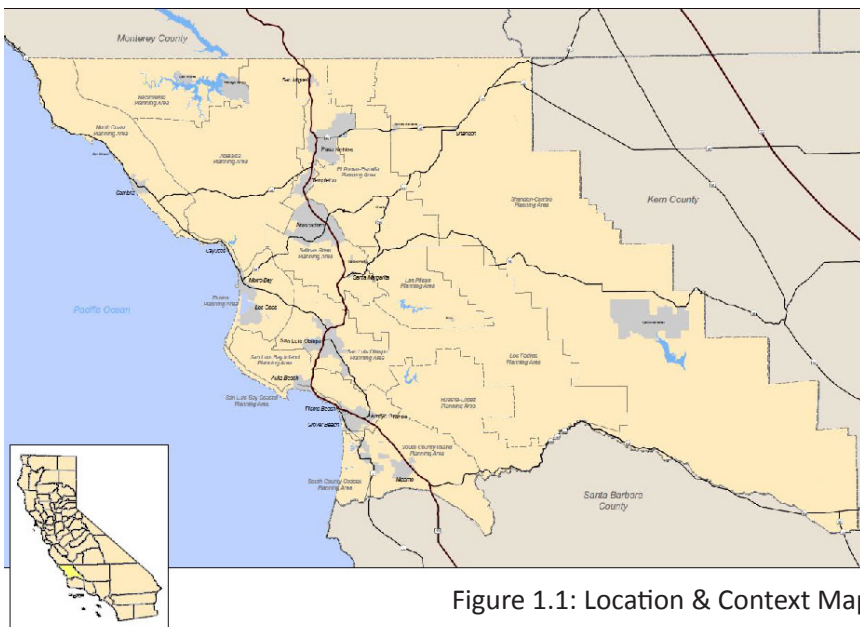


Figure 1.1: Location & Context Map

## EXISTING CONDITIONS

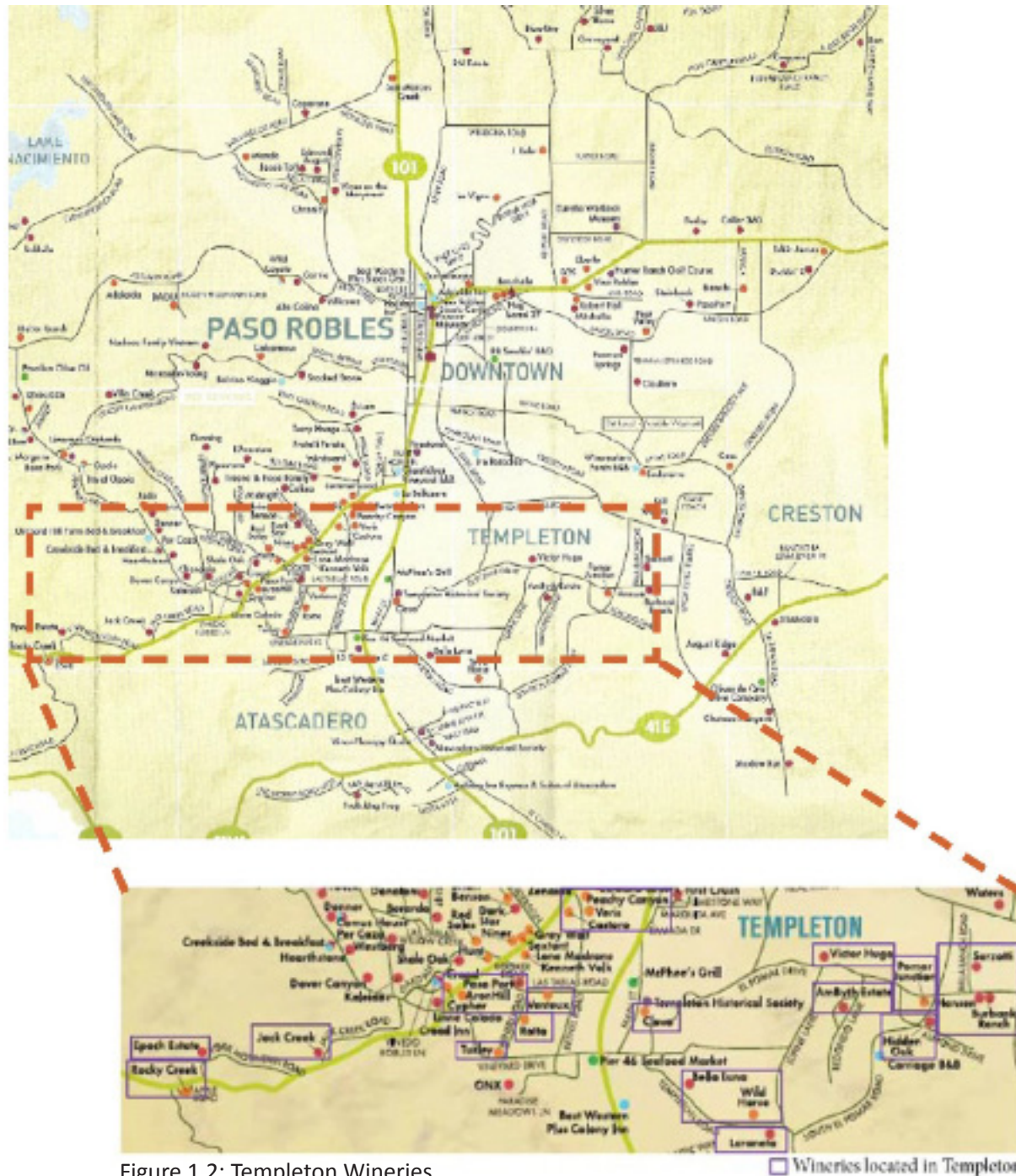


Figure 1.2: Templeton Wineries

### EXISTING WINERIES/EVENTS IN TEMPLETON

- Annual Wine & Roses Bike Ride
- Taste of Templeton
- Free outdoor concerts at wineries in Templeton
- Wine Rail Excursions
- WineFest Kick off Concert
- Wineries currently located in Templeton:
  - o AronHill Vineyards
  - o Castoro Cellars
  - o Donati Family Vineyard

- o Peachy Canyon Winery
- o Rotta Winery
- o Venteux Vineyards
- o Veris Cellars
- o Hidden Oak Winery
- o Pasoport Wine Company
- o Victor Hugo Winery
- o Epoch Estate Wines
- o Wild Horse Winery
- o Bella Luna Winery
- o Zin Alley
- o Stephen's Cellar

### HISTORY

Templeton possess a rich cultural heritage, which can be observed throughout the community. The town currently houses many of the historic buildings that were erected during the creation of Templeton. The land where Templeton sits was originally sold to the Southern Pacific Railroad, named after Charles F. Crocker's son, Templeton. In 1886, the town became part of the railroad expansion from San Francisco to the Central Coast, which was the last stop on the railroad line. The fact that the town emerged as part of the railroad expansion, gives evidence to the reason for the Western-style architecture found in the Historic Downtown.

Being located along the Salinas River, Templeton has the potential to house many Native American artifacts. Therefore, the area has potential to be highly archaeologically sensitive when it comes to future development.

### URBAN FORM

The Salinas River to the east of Downtown, and Highway 101 to the west of Downtown, has caused the expansion of Templeton to occur westward. The town is divided into nonformal districts: Ramada Drive Industrial District to the north, The School/Civic Center to the south, The Las Tablas Medical District to the east, and the Downtown Main Street District located at the town's center.

land use characteristics

Templeton is comprised of 2,792 total acres of land, located within the Urban Reserve Line. Of the 2,792 acres, 1,935 (69%) of them are designated as residential uses, with the remaining as commercial or other uses. Seventy-eight percent of the total acres in the URL are developed, while the remaining 22% are vacant. Within the study areas:

- Downtown Core: 86% acres developed, 14% acres vacant
- Ramada Drive: 71% acres developed, 29% acres vacant

### ECONOMIC DEVELOPMENT

The income variations for Templeton's population differ widely. The largest population group earns \$75,00 to \$99,000, which, in comparison to the County, is higher than the overall median income.

Because of expected growth in Templeton, there is a need for additional infrastructure, in order to provide for the current and future economic activities within the town. Through discussions in the preliminary Community Workshop held, it was expressed that community members are satisfied with driving to the neighboring communities in order to purchase goods and utilize services. The only industry Templeton has that brings people into the town from the outside is the medical district.

## SIGNIFICANT EXISTING CONDITIONS

There are a number of natural constraints that potentially inhibit development within and surrounding Templeton. The constraints include geologic factors, watershed conditions and biology.

The inactive Jolon Fault runs through the northeast corner of the community's Urban Reserve Line. The fault is inactive but future development will require studies for placement of structures near the mapped fault line. The sloping hillsides existing in the west half of the community pose development constraints due to the risk of erosion, landslide, and threatened vegetation. High fire hazard zones in the western part of Templeton are a result of these conditions as well.

The Salinas River flood zone and the Toad Creek watershed impact the majority of Templeton. The Salinas River flood zone threatens the eastern edge of the Urban Reserve Line. The Toad Creek tributaries most significantly affect the Ramada Drive and Main Street intersection with annual flooding. Due to the proximity of the Jolon Fault to vulnerable soil types and flood zones, there is a low liquefaction risk to the Templeton Community as a whole.

The natural environment is one of the most noteworthy features of the community. However, the native oak woodland habitats are intermingled throughout and must be considered upon further development. According to the Conservation and Open Space Element, open space lands are defined as areas with unique or sensitive habitat, recreational opportunities, scenic values, safety hazards, archaeological resources and site containing mineral deposits— these designated areas exist primarily outside of the Urban Reserve Line.

## COMMUNITY FACILITIES

Templeton's water capacity currently has greater supply than demand, which allows for continuing growth. Current water supply is 2298 acre/feet of water per year. This is greater than the demand of 2085 acre/feet per year. For Templeton to grow, however, a new water source will be needed. Templeton is already prepared to start buying water from the Nacimineto Water project which will deliver an additional 250 acre/feet of water per year. This additional water allocation will cover the future growth of Templeton. Wastewater facilities are currently adequate; current wastewater demand is 350,000 gallons per day. This amount is split between two plants: Meadowbrook and Paso Robles. The Meadowbrook plant has been upgraded to handle 600,000 gallons per day, which will satisfy future growth. Templeton could potentially lessen its dependence on the Paso Robles plant if it could find money to upgrade pipes to Meadowbrook.

Educational facilities for Templeton are less than adequate. Facilities have been at or over capacity since 2002 with no plan for any additional schools being added to the Templeton Unified School District in the near future.

Templeton currently has three parks with an average size of five acres. According to Park Allocation Standards in the San Luis Obispo County General Plan, an additional 69 park acres must be developed to provide sufficient park space for community members. These additional park acres will meet the current population demand and allow for future growth.

Both police and fire services are adequate for the current community of Templeton. Recent staff increases at the Templeton Fire Department have allowed for greater service coverage. An average response time of 5:51 is below the national average of 6:00. Police safety is handled by the San Luis Obispo County Sheriff which has an office in Templeton. Though average response time for police calls is roughly 13 minutes, the placement of the police station within the urban reserve time allow for quicker response. Though current service is adequate it will be necessary to watch service levels as

population rises.

Although current community facilities are suitable for the citizens presently residing in Templeton, projected population growth could exceed the current facilities capacity causing them to be inadequate. In the future it will be necessary to keep watch on facilities and ensure their adaptation and improvement in order to accommodate for future generations.

## **HISTORICAL RESOURCES**

The town of Templeton has a rich cultural history that is represented throughout the community. The residents who live there value their historical western style architecture, small town feel, and natural environment. To preserve these historical characteristics the community has adopted a Community Design Plan, with design guidelines specifically outlining how development should be designed, adding to the town's historic characteristics. Templeton's strong historical values have preserved many historical structures throughout the community, even some of the first buildings built in the town. There are still many remaining structures that still exist from 1935, around the time when the town was built. Most historical structures are centered on Main Street because this was the central area of the town when it was first built.

Before the development of Templeton, San Luis Obispo County was occupied by Native Americans, specifically the Salinas Indians. The Salinas Indians were known to occupy space surrounding the Salinas River, which flows through Templeton. In 1760, the Spanish came to California displacing Native American populations and also creating missions throughout California. Templeton is located between Mission San Miguel Arcangel and Mission De Tolosa; missions were designed so there was a two day journey in between them. In 1822 the Mexicans came to California and started to create Ranchos. Rancho Paso Robles was awarded to Pedro Navarez in 1844, and then in 1857, Rancho Paso Robles was sold.

In 1886 Templeton became part of the railroad expansion from San Francisco to the Central Coast as the last stop on the railroad line. This established Templeton as a main destination and set forth a unique development pattern that you see today, with a unique western architectural style. After the continued development of the Railroad, Templeton was no longer a main destination and in 1897 there was a fire that burned down some historic buildings. Figure 1.3 shows a map of historical areas within Templeton.

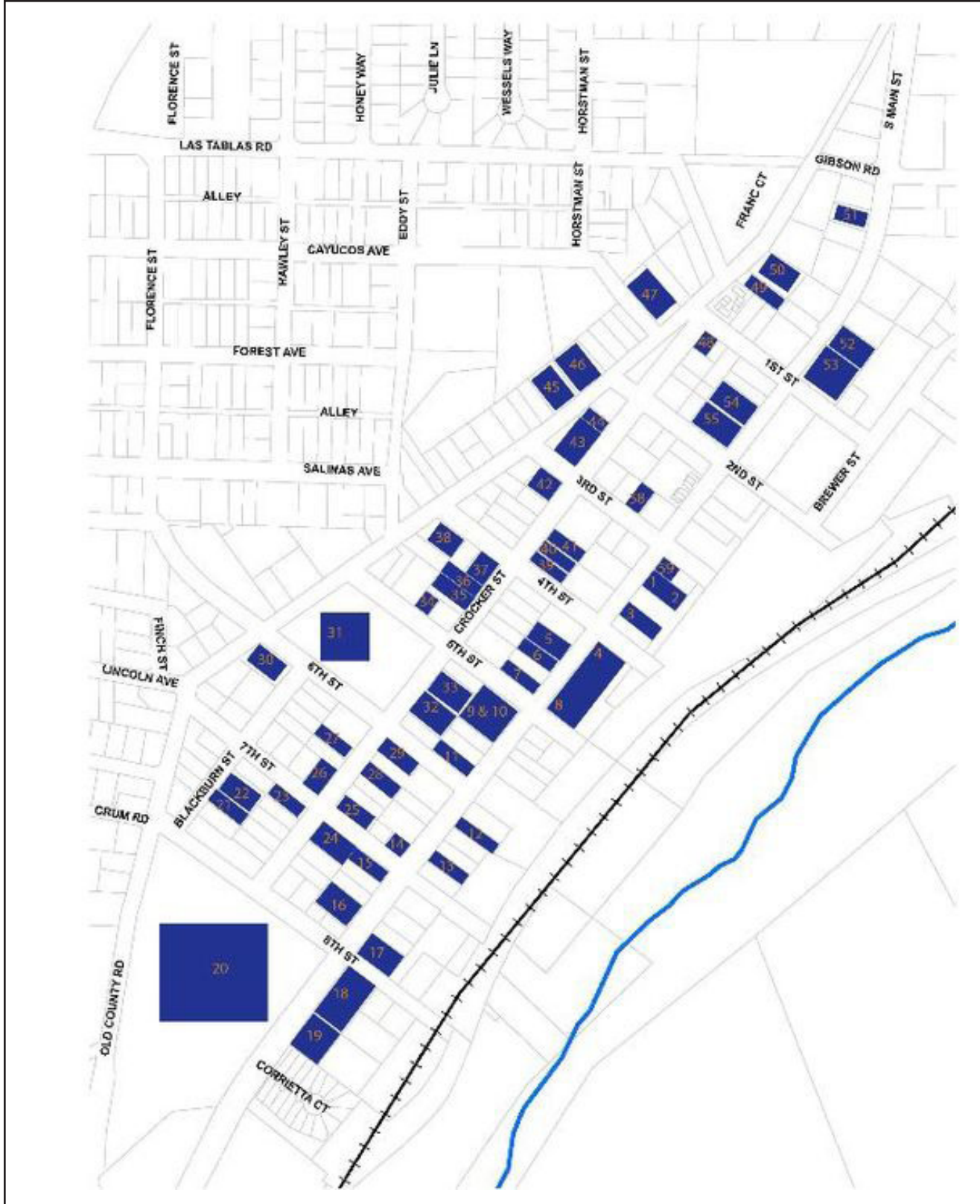


Figure 1.3: Historical Sites

## CASE STUDIES

These case-studies serve as in-depth investigations of a community/specific area. Each case study includes a description of the community/focus area, discussion of the urban design qualities the area successfully displays, and an analysis of the lessons learned (ways the case study pertains to Templeton). Table 2.1 provides a matrix for the criteria used to evaluate each case.

**TABLE 2.1: CASE STUDY MATRIX**

	Templeton	Lompoc	St. Helena	Yountville	Los Olivos
Near larger city within same wine region	x	x	x	x	x
Main Street Setting	x		x	x	x
Tourism Website		x	x	x	x
Support Industries (hotels, restaurants, artisan shops, spas, produce stands, etc.)			x	x	x
Wine Tours		x	x	x	x
Wine Related Events/Festivals			x	x	x
Wayfinding for Wineries and Shops		x	x	x	x

### LOMPOC WINE GHETTO

The Lompoc Wine Ghetto is a cluster of 19 tasting rooms located in the Sobhani Industrial Park in Lompoc, California, shown in Figures 2.1 and 2.2. Due to its proximity to Santa Barbara (40 miles), Los Olivos (26 miles) and over 100 wineries from the Santa Maria Valley to the Santa Barbara County AVA, the Wine Ghetto provides a centralized urban location for wine tasting which has generated wine tourism for the City of Lompoc. The Ghetto is made up of multiple smaller industrial garage-like buildings adapted for wine production and tasting. Parking is woven throughout the industrial park along with sporadic picnic tables and seating areas.

Well-maintained websites are essential to keeping up with the quickly growing wine industry. Communities with successful programs for wine tourism are almost always linked to a website with information aimed for the wine tourist, such as:

- Wine appellations nearby and what varietals are produced in the wine region
- Maps and contact information for different tour companies
- Hours of operation for wineries and amenities (such as special events or picnic areas)
- Nearby restaurants, delis, artisan shops or markets
- Hotels or Bed & Breakfasts in the area
- A calendar of events related to food and wine



Figure 2.1: Wayfinding Sign

There are many ways to stumble across the Lompoc Wine Ghetto when surfing the internet and researching wine tasting in Santa Barbara County. Information on the Wine Ghetto can be found on websites for the Santa Barbara Vintners' Association, the City of Lompoc, the Santa Rita Hills Wine Trail, as well as The Wine Ghetto's own website, [www.lompocghetto.com](http://www.lompocghetto.com), that provides information for tourists traveling to this area including: maps, winery information, news on special events,

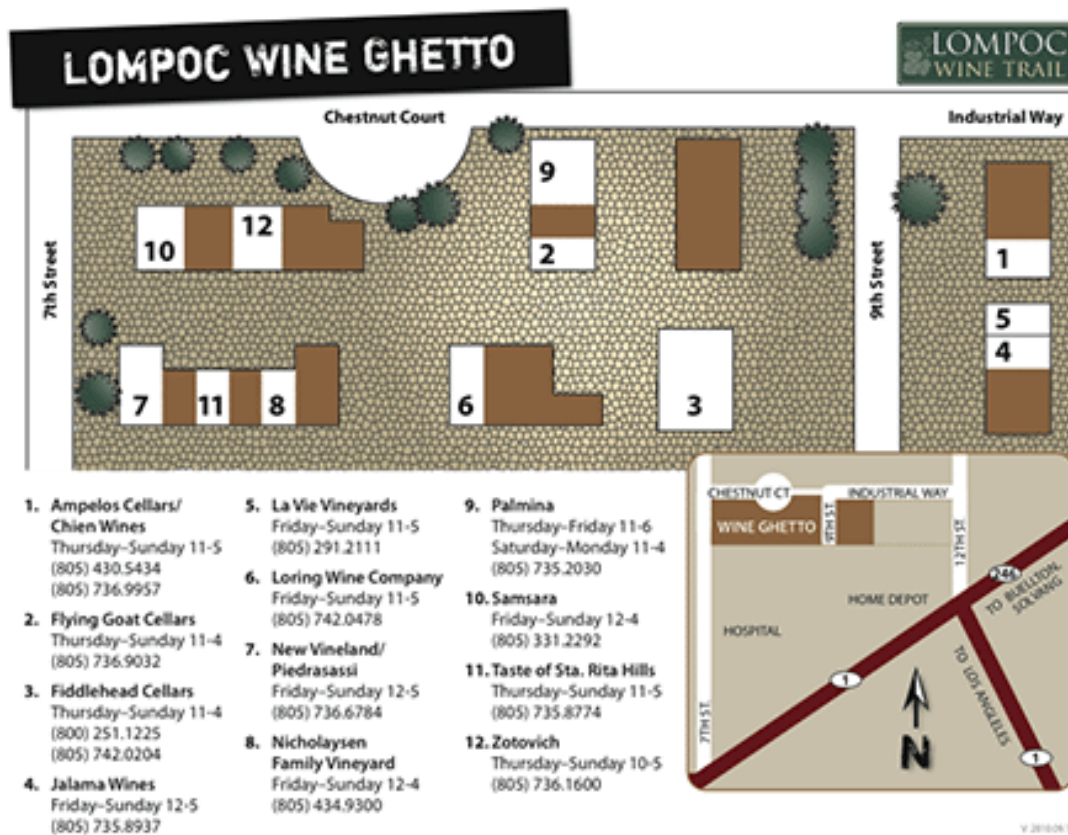


Figure 2.2: Lompoc Wine Ghetto Map

weather, as well as connections to wine tasting all over Santa Barbara County. The City of Lompoc also provides information on the wine industry and wine tasting as part of their Economic and Community Development website. The Santa Barbara County Vintners' Association website provides a more inclusive survey of all wineries in the County and amenities directed to the wine tourist.

The community of Templeton sits in a similar position as Lompoc in relation to a larger wine trail and region, and like Lompoc, has to compete with its larger neighbors for revenue from tourism. When looking online for Templeton wineries and things to do in Templeton, one is directed to the Paso Robles Wine County Alliance webpage that has information on the wineries in the entire region, including Templeton. However, Templeton wineries with Templeton addresses are found listed as being in Paso Robles. Without an identity to separate Templeton from Paso Robles, wine tourists will continue to taste at the wineries in Templeton and stay, eat and play in Paso Robles, simply because they don't know the difference.

The Lompoc Wine Ghetto provides an example of how proper marketing can increase tourist traffic and revenue. While the Wine Ghetto fails to provide many of the amenities the average wine tourist seeks—hotels, restaurants, artisan shops—it does create a draw by providing a unique tasting experience in which the wine tourist is able to meander, on foot, through various tasting rooms for different wineries and are able to often meet the winemakers in person. The opportunity to meet winemakers as one tastes their wines is an extremely alluring amenity to the wine tourist. It is an attraction that is almost impossible in larger wineries with large tasting rooms.

Templeton has acres of industrial sites that would be ideal locations for a "Wine Ghetto" style build out. Smaller wineries in Templeton, and even wine makers in other nearby communities such as Creston and Santa Margarita, could locate to one of these industrial parks where warehouse spaces are conducive to wine production. In order to create this type of destination, the Templeton CSD would have to zone

or make zoning changes that will encourage wine makers to locate to a centralized site through permit incentives and fee incentives.

## ST. HELENA

In order to find a city that would be a beneficial and justifiable case study for Templeton, there is a criterion that must be met. Both St. Helena and Templeton are cities located in California, and are adjacent to a flourishing wine community in a larger city. For Templeton, the larger wine industry is located in the City of Paso Robles, and in St. Helena, the larger wine industry is located in Napa. These communities have a small population (under 10,000), where Templeton has 7,674 residents and St. Helena has 5,814 residents (2010 Census). According to the United States Census Bureau, the total area of St. Helena is 5.03 square miles which is similar to Templeton which has a total of 7.8 square miles. Both of these communities have the similarity of having numerous wineries within their boundaries, and a quaint downtown that has a small town character. St. Helena has taken advantage of the surrounding wine industry which has helped boost their economy and flourish on the existing qualities that their County has to offer, Templeton can use this city as an example for effective use of wine tourism.

St. Helena is located in Napa County which is in Northern California. It is located approximately 18 miles north of the City of Napa and 66 miles north of San Francisco. Similar to Templeton, this City is also bisected by a highway. Highway 101 runs directly through Templeton the same as CA-29 N/St. Helena Highway divides the City of St. Helena.

St. Helena is a vital and engaging community that celebrates their small town character while engaging in surrounding wine country. There are a myriad of things to do in this City including fine dining, shopping downtown, visiting wineries, pedestrian trails, along with multiple other recreational activities. Although St. Helena is not a large town, there is a multitude of things to do for all types of people. It truly embraces its local environment downtown with small boutiques and family owned stores.

## URBAN DESIGN QUALITIES

### Imageability:

St. Helena is a recognizable community with its surrounding landscape of vineyards and rolling hills. It is a unique Napa Valley destination due to its small town feel, and charming downtown. Although it is not far from major urban areas, it continues to keep its character, and embraces the beautiful countryside it is located in.

### Legibility:

Legibility refers to “the ease with which the spatial structure of a place can be understood and navigated as a whole” (Ewing). St. Helena has great wayfinding signs that are not only helpful for the residents, but for the multitude of visitors that come to this City each year, see Figure 2.3. These signs are also concurrent with the rest of Napa County and continue in the downtown of surrounding cities such as Sonoma



Figure 2.3: Wayfinding: Napa County Signage

## SECTION II

Complexity refers to the richness of a place, linkages to the natural environment, an attractive design, and overall complex feel to the area. St. Helena truly embodies these traits with a direct connection to the natural environment. This City certainly takes advantage of the surrounding landscape of rolling hills and vineyards by allowing both residents and visitors a place to sit and enjoy downtown. St. Helena creates a sense of place through the human scale of the buildings which produces an inviting street environment, while keeping the small town feel. Similar to Templeton, St. Helena has a strong sense of community with its multi-generational family businesses that are still thriving.

Similar to Templeton, Yountville is a small town nestled into a larger, more well-known wine region. With only 1.5 square miles of land, Yountville is an interesting case to examine as it has established itself as a destination for wine tourists travelling in the Napa Valley. In 1999, Yountville was approved as a unique American Viticulture Area (AVA) allowing the town to be a recognized region amongst many other AVAs in the Napa Valley. Templeton is in the process of establishing their own AVA, which should help bring more wine tourist recognition to the town.

## LOS OLIVOS

# Things to do in town & LOBO Members' Locations

### Shopping

- 1 Any Old Door
- 2 Challenge USA & Knugge
- 3 Thrift
- 4 Hot Date Jubilee
- 5 City of Carlin's T-Shirt
- 6 300000000
- 7 T-shirt
- 8 Jaded's Gallery
- 9 Hot Hot Hot
- 10 The Top Gun Shop
- 11 Nothing But

### Tasting Rooms, Wineries & Vineyards

- 12 Diamond Valley
- 13 Jackson's Vineyard
- 14 Autumn Hill Vineyard
- 15 General Winery and Winery
- 16 Los Olivos Estate Vineyard
- 17 Oak Tree
- 18 Kettle
- 19 Caliente Winery
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- 77 Art Gallery
- 78 Art Gallery
- 79 Art Gallery

Figure 2.4: Los Olivo Visitors' Map

money in this small town north of Santa Barbara.

## OPPORTUNITIES & CONSTRAINTS ANALYSIS

There are many opportunities and constraints that are involved with the promotion of wine tourism in Templeton; however, with a growing wine industry surrounding this town, it would be very beneficial for Templeton to become involved. There are social, environmental, and economic benefits that go hand-in-hand with wine tourism, but there are also constraints that must be overcome in order to profit from these opportunities.

The economic benefits of wine tourism for Templeton would both diversify and stabilize the local economy. With the introduction of wine tourism in Templeton and the rise of visitors to this town, it will also boost the activity at local restaurants and businesses. This will then turn into a need for an increase of local jobs which will create more business opportunities. These business opportunities will be directly related to tourism with the increase of jobs focused around vacation rentals, bed and breakfasts, and other wine tour services. But there will also be an increase of jobs that indirectly support wine tourism such as restaurants and local businesses in town. This, in effect, causes the “Tourist Multiplier Effect” shown in Figure 2.5 because new jobs are created in not only the primary sector of the industry, but in the secondary sector as well (<http://www.geographyfieldwork.com>).

When speaking with the City Planner for the City of Paso Robles, Susan De Carli, she noted that there are no regulations from the City put on vacation rentals; the impact is treated the same as single family dwelling units. This creates a huge opportunity for Templeton to follow the success that Paso Robles has had from these vacation rentals. Templeton currently uses vacation rentals; however, it is only a fraction of the amount that Paso Robles currently utilizes. One of the challenges that could come with vacation rentals is how the current residents will react to an increase of these properties in their community. Over the past few years, Susan De Carli has seen a significant increase in vacation rentals in Paso Robles, but with this increase there has only been a total of two complaints from current residents about vacation rentals. With this information we can see that over the years there have been hundreds of rentals, and the only challenge that has come from these properties is addressing the concerns of current residents.

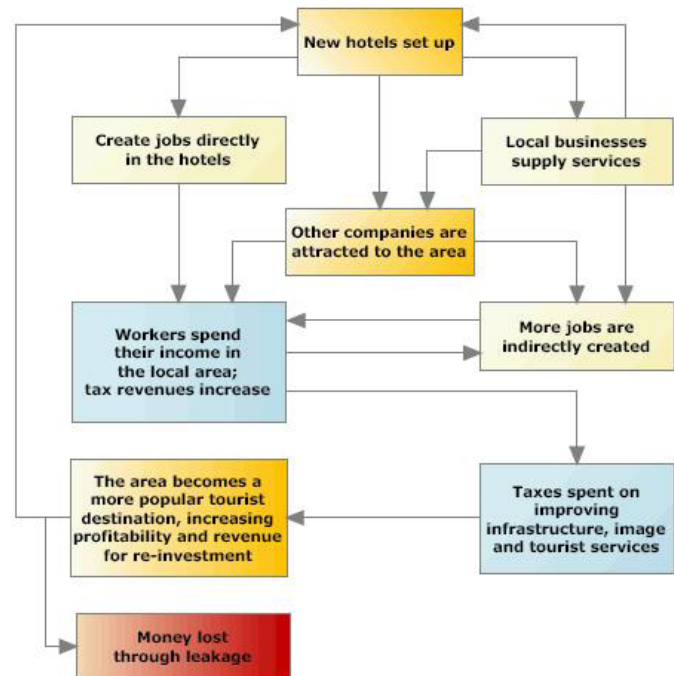


Figure 2.5: The Tourist Multiplier Effect

Currently, one of the largest constraints that concerns Templeton is that it does not have its own American Viticulture Area (AVA). An AVA is used when a “United States winery wants to tell you the geographic pedigree of its wine” (<http://www.wineinstitute.org>). Each winery uses a tag to put on its label called an “Appellation of Origin.” Since Paso Robles has an AVA and Templeton does not, all of the wineries that are located in Templeton have an Appellation of Origin from Paso Robles. Therefore, Templeton goes almost unnoticed by the tourists in which Paso Robles receives all of the credit and marketability that Templeton could be profiting from.

Creating an AVA for Templeton could be an important opportunity for this town. Having an AVA will create a well-known name for Templeton and bring more visitors each year, which boosts the use of vacation rentals and bed and breakfasts, and would indirectly help the local businesses. This opportunity could revitalize the downtown by marketing a name for Templeton and also encourage the preservation and celebration of local festivals and community events.

The additional tourists visiting Templeton each year could pose as both a challenge and opportunity in the sense that the current infrastructure in Templeton must be updated. However, if the current facilities and infrastructure are in need of repair, having an additional amount of visitors may cause the necessity of an upgrade of infrastructure and facilities which would also benefit the current residents of Templeton. Making Templeton a destination for wine tourism could boost not only civic involvement and community pride as a whole, but encourage community beautification and revitalization of the town. The residents of Templeton could be proud of the place they live and invite tourists to enjoy the historical background of this beautiful town. This will then foster the preservation and conservation of Templeton's natural, cultural, and historical resources.

Business owners in Templeton are already aware of how much potential exists in its picturesque downtown corridor, yet the community is reluctant to change in fear of losing the historic character of the town. New development is embraced when it is aesthetically consistent with the western-style buildings, however, as proved by the new commercial complex on Main Street as one enters the downtown corridor. 15C Wine Shop & Bar was the first business to move to this location and has become the local hang out for residents in Templeton. Templeton's downtown has the framework to be a great Main Street wine country destination, similar to Yountville's Washington Street and Los Olivos' Grand Avenue. Templeton, however, lacks the support businesses to encourage the tourist to stay. Besides a handful of restaurants, Clavo Cellars, and now 15C Wine Shop, there is not much else to do once the tourist finds their way downtown. Examples of support businesses necessary to capture tourist revenue include:

- Retail
- Boutique Hotel or B&B
- Day Spa

Another opportunity that Templeton will have in the near future is the renaming of its downtown to "The Granary District." Susan De Carli, City Planner for Paso Robles, noted that they are currently going through the process to have the downtown renamed. This will create a sense of place for downtown Templeton in which visitors will know where to visit after touring the wineries. The granary is a landmark for Templeton, and the tallest building in downtown, which could also serve as a great wayfinding strategy for visitors. Susan De Carli also mentioned that a bank will be opening in downtown Templeton which is an important amenity for tourists. With future plans of renaming the downtown, along with the addition of amenities that are necessary in supporting tourism, Templeton has a great potential for benefiting from wine tourism.

**OPPORTUNITY AREA:****THE WINE PARK**

The northern part of Templeton, shown in Figure 2.6, is predominantly zoned industrial and commercial with many vacant parcels available for development and ideal for a Lompoc Wine Ghetto style industrial “wine park.” There are currently tourist-driven businesses already operating in this industrial zone on Marquita Avenue and Limestone Way, including BarrelHouse Brewing Company, First Crush Winery & Tasting Room and We Olive. With many vacancies in this area, as shown in Figure 2.8, incentives for wine or other tourist-related businesses should be invited to locate this area to create an identifiable wine tourist destination, such as the Lompoc Wine Ghetto. With the continuous growth of the wine industry, new wine-related developments are inevitable. If future growth of wine-related businesses in Templeton is encouraged to locate here, the symbiosis of like business will create a destination. Unlike the Lompoc Wine Ghetto, however, this industrial park works in harmony with the natural setting with unobstructed views of the surrounding hills and oak trees. Also unlike the Wine Ghetto, BarrelHouse Brewing offers live music, a tourist attraction in itself for this part of town, shown in Figure 2.6. The major constraint to development in this area is the fees associated with road improvements to Ramada Drive.

Figure 2.6: Wine Park Opportunity Area

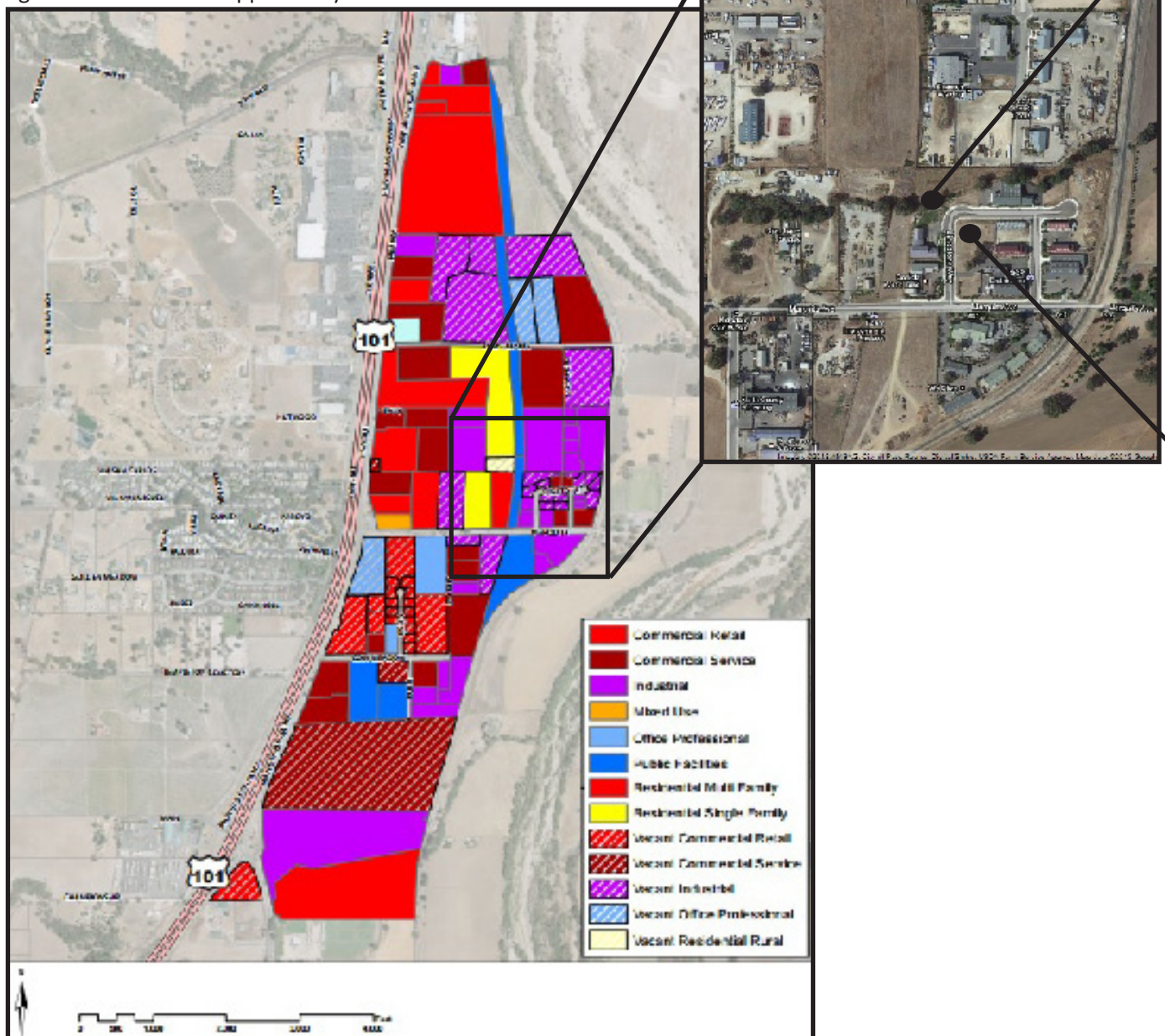




Figure 2.7: BarrelHouse Brewing Company

SECTION II



Figure 2.8: Vacant parcels on Marquita Avenue

## RECOMMENDATION SUMMARY

Table 3.1 shows the recommendations summarized that would be beneficial for Templeton to explore. Lompoc, St. Helena, Yountville, and Los Olivos are all great examples of how a city or town's website should look like including information for tourists and local residents as well. All four of these cities give a great amount of detail on local hotels, restaurants, wineries, shopping, and events. Some are more in depth than others in certain aspects, but they all go above and beyond the basics of what is needed. Templeton could use these cities as great examples in order to improve their current website and grow off of what they currently have. We have evaluated the websites based on the following criteria for each jurisdiction studied, and listed the elements that make each helpful for wine tourists:

### ***TOURISM WEBSITE***

The existence of a tourism website is essential for increasing tourism traffic and generating revenue from tourism. Most jurisdictions have links from their main website based on wine-related information, as well as general visitor information. The crucial information for the wine tourist that was consistent among each case study include: contact information for wineries as well as their hours. The more informative sites gave information on varietals produced and included options to purchase wine from through the website.

### ***SUPPORT INDUSTRIES FOR TOURISM***

In order to attract tourists to stay for extended periods of time, there needs to be "things to do" around town to keep the tourist from leaving to spend their money elsewhere. Support industries include the presence of bed and breakfasts or hotels so tourists can stay in town, restaurants varying in price and type of food served, and artisan shops selling locally made goods or gourmet foods. The best websites we evaluated included links and information on these other industries directly on both their wine page as well as their tourism page..

### ***WINE TOURS***

Most wine tasting regions have tour services providing rides around wine country. Links to these companies and the option to book tours from the website make it easy for tourists to plan a trip.

### ***WINE RELATED EVENTS/FESTIVALS***

Scheduled events are a great way to attract tourists if properly marketed. Having a current calendar of events that lets visitors know what is going on will help attract them and influence where they may go. It is also important to have an organization, such as Los Olivos' LOBO, to host and organize such events.

### ***IDENTITY & WAYFINDING***

Signage is important for helping visitors find their way around. Most cities and towns in wine country have signs pointing visitors to and from wineries to the downtown where support industries are located.

*[Page reserved for Table 3.1]*  
*Recommendation Summary Table*

Figure 3.1: St. Helena home page screen shot

Image retrieved from: <http://www.sthelenas.com/>

Figure 3.2: Yountville Dining Listings

## Yountville Dining Listings


Yountville is the culinary epicenter of Napa Valley. The town boasts the most Michelin star rated restaurants in one place than anywhere else. And of course, they are home to renown chef Thomas Keller of French Laundry. Browse the restaurant listings below to find your slice of heaven for lunch or dinner tonight!

### Filter Dining Listings

☐ Special Offer Available?

Sort by Name: Ascending

Filter
Reset




#### Ad Hoc

+ Add To Trip
Visit Website

Info

6476 Washington St. Yountville CA 94599



#### Bardessono

+ Add To Trip
Email Us
Visit Website

Info

6526 Yount Street Yountville CA 94599

## Dining Content

Sort by:
Today
Last Week
Last Month
Author
Date

### Pacific Blues – Family Friendly Restaurant

06/16/2010 02:12 PM WineCountry.com Staff  
0 Comments

Pacific Blues Cafe is probably the most affordable place for food in all of Yountville on Washington Street. They have a very relaxed atmosphere that is great for families with kids or a group of friends and a great outdoor dining area just right for sitting back on a sunny summer day. The restaurant serves a medley of standard American fare like burgers and fries, ribs, chicken and a variety of appetizers. They certainly won't mind if you get a little messy or throw down a beer. Many folks rave about their ribs in addition to their fun dessert "Snappin' Cracklin Rice Krispies Trash Treats with Carmel & hot Fudge Dipping Sauce". Order it for your kids or reminisce back to the good ol days and indulge yourself!

Read More

### Ad Hoc – Temporary Relief From Hunger

Image retrieved from: <http://yountville.org/dining/>

Figure 3.3: Things to do in St. Helena



Image retrieved from: <http://www.sthelenahelena.com/Things-To-Do/>

Figure 3.4: Los Olivos Town Map



Image retrieved from: <http://www.losolivosca.com/town-map/>

## CONCLUSION

When a visitor wants to learn more about a specific town and what they have to offer, one of the first things they will do is go on the internet and look at that city's website. A city's website can hold an enormous amount of information that would make it easy for visitors and locals to figure out what is going on in the surrounding areas and within the city's boundaries along with information about local dining, places to stay, local activities, and much more. Updating Templeton's website would be very beneficial for this community and would allow visitors to be able to have a better grasp of what this town has to offer. A few great examples of city websites are detailed in Table 3.1.

After researching Lompoc, St. Helena, Yountville, and Los Olivos, due to the similarity to Templeton, we found that their websites had a lot of information that was very helpful not only the visitors of these cities but for current residents as well. Our research consisted of reviewing these cities in our case studies (see Section 2 for details), along with interviews of local business owners and marketing managers. We created a summary of the best attributes of these websites and what we would recommend Templeton should include. The following are our recommendations:

- Local recommendations on shopping and dining, with short descriptions of the restaurants and boutiques located downtown Templeton
- Event calendar outlining each event and a description including the hours, and details on what each event entails
- Videos online explaining what Templeton has to offer to make a quick way for tourists to see information on dining, wine tours, etc.
- Create a map of downtown Templeton with the locations of the restaurants, shopping, B&B's, and wineries, with extremely detailed information to allow tourists an easy route to where they want to go if walking, driving, or biking
- Create a regional map including all of the wineries outside of downtown with a few wine route examples in which visitors can follow to visit all of the best wineries in Templeton
- Include information for limos or wine tour services to make it easy for visitors to call and make appointments
- Include all of the wineries in Templeton on the website along with the hours they are open and a brief description of what they have to offer
- Include special offers on local restaurants and wineries in order to encourage more people to visit Templeton

These recommendations are a few of the possible items that have been very helpful for each of the cities we have researched. If Templeton added this information to their website, it would be very beneficial overall for this community and would allow visitors to easily access information that they may want to know about Templeton.

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## APPENDIX A: BACKGROUND INFORMATION

This studio was divided into three phases. Phase One spanned from late September to the beginning of December 2012. Phase Two ran from January to Mid-March 2013, and phase three began in March 2013 and was completed in June 2013.

The first phase of this project was utilized to gather background information regarding environmental resources and hazards, population and housing, land use and urban form, circulation and noise, and public services and utilities. The information was compiled and presented to San Luis Obispo County Staff. Additionally, a Community Workshop was held to allow the residents of Templeton to contribute their input. Other efforts such as a high school focus group, stakeholder meeting, and online surveys, were utilized to gather public opinions regarding a community plan for opportunity areas in Templeton.

The second phase of this project contains conceptual plans and further developed ideas reflecting the background material, information collected from the first community workshop, and other input gathering efforts. A second community workshop was held in which the students presented conceptual plans for the Downtown and Ramada Drive Opportunity Areas. The plans align with the community vision statement and goals to guide development. This report contains plans for the Expansion Area of Templeton (this plan was not presented in the second community workshop). The Expansion Area reflects a need for expanded services, infrastructure, and housing in Templeton. Similar to the design for the other opportunity areas, the expansion area is congruent with the desires of the residents, community vision statement, and goals.

The third phase goes into much more detail on a particular area that is being focused on. For this Strategic Plan, we will be focusing on Wine Tourism in Templeton and how it can benefit this community in many different aspects. This Strategic Plan will capture revenue from wine tourism in the Paso Robles wine region through various programs and incentives. The goal of the Plan is to attract wine tourists in the Paso Robles wine region to the town of Templeton, and therefore bring economic vitality to the downtown.

### GUIDING PRINCIPLES

While proposing this Strategic Plan, we must take into account the San Luis Obispo County Goals, Healthy Community and Smart Growth Principles. In order to create a Healthy Community, we should begin with what already exists and grow on the current strengths of the community. We should also find out what the shared goals of the community are and incorporate those goals into the future proposed plans. Another key factor in creating a healthy community is youth involvement. These are long-range plans that we are working on and in order to create an effective plan for the future, we must incorporate the needs and wants of future generations.

To accommodate Smart Growth our team is encouraging mixed-land uses along with creating a variety of housing types that allow for a range of income types. Preserving open space, and the natural esthetics that are currently in San Luis Obispo County along with the conservation of agricultural resources and protecting that land. To achieve better circulation overall, we are proposing a variety of transportation choices, which is a Smart Growth Principle along with a County Goal. With multi-modal trails that run throughout the County, our goal is to create a regional connection that can also promote more walkable communities.

The overall County Goals encourage future growth within existing expanded cities, while creating conditions for more economic and civic vitality within the current communities. In order to create a more sustainable community, new employment areas should be created by a variety of housing types to encourage a more walkable community. But most importantly, we must sustain the County's most

precious recourses including open space and agricultural land.

#### **REGULATORY FRAMEWORK**

Templeton is an unincorporated town in San Luis Obispo County, thus falling under the jurisdiction of the County's Board of Supervisors. "The Board of Supervisors serves as the Legislative body of San Luis Obispo County for the planning and provision of services related to public needs and the requirements of state and federal laws. California law provides for five Supervisors to be elected by district. Each Supervisor is elected for a four-year term. The San Luis Obispo Board of Supervisors, the legislative arm of the County government, is committed to the implementation of such policies and the provision of such services that will enhance the economic, environmental and social quality of life in San Luis Obispo County." (Slocounty.ca.gov)

The County's General Plan is the guiding document for future development within the unincorporated areas of San Luis Obispo County. Since Templeton is under the jurisdiction of the County, the County is responsible for the town's services including police, infrastructure, permitting, and inspection.

#### ***Templeton Area Advisory Group***

Templeton Area Advisory Group (TAAG) is a council recognized by the County of San Luis Obispo's Board of Supervisors to represent the community views and provide community input associated with planning matters in Templeton (defined by the boundaries of the Templeton Unified School District). TAAG's purpose is to seek and review community input regarding proposed development in Templeton, as well as to provide input regarding the County's land use plans and zoning ordinances.

#### ***Templeton Community Service District***

Templeton Community Service District (CSD) is a multi-service district that serves the residents and property owners of Templeton within a distinct 3.5 square mile service area. CSD provides residents with fire protection, water and sewer services, refuse collection and disposal services, street lighting, parks and recreation and regional storm water drainage facilities. The mission of the CSD is to administer these services to the community at the most cost effective level and efficient manner. Figure 4.1 shows the various boundaries of Templeton, including the Urban Reserve Line, the Community Service District, the Salinas River, and the Paso Robles Sphere of Influence.

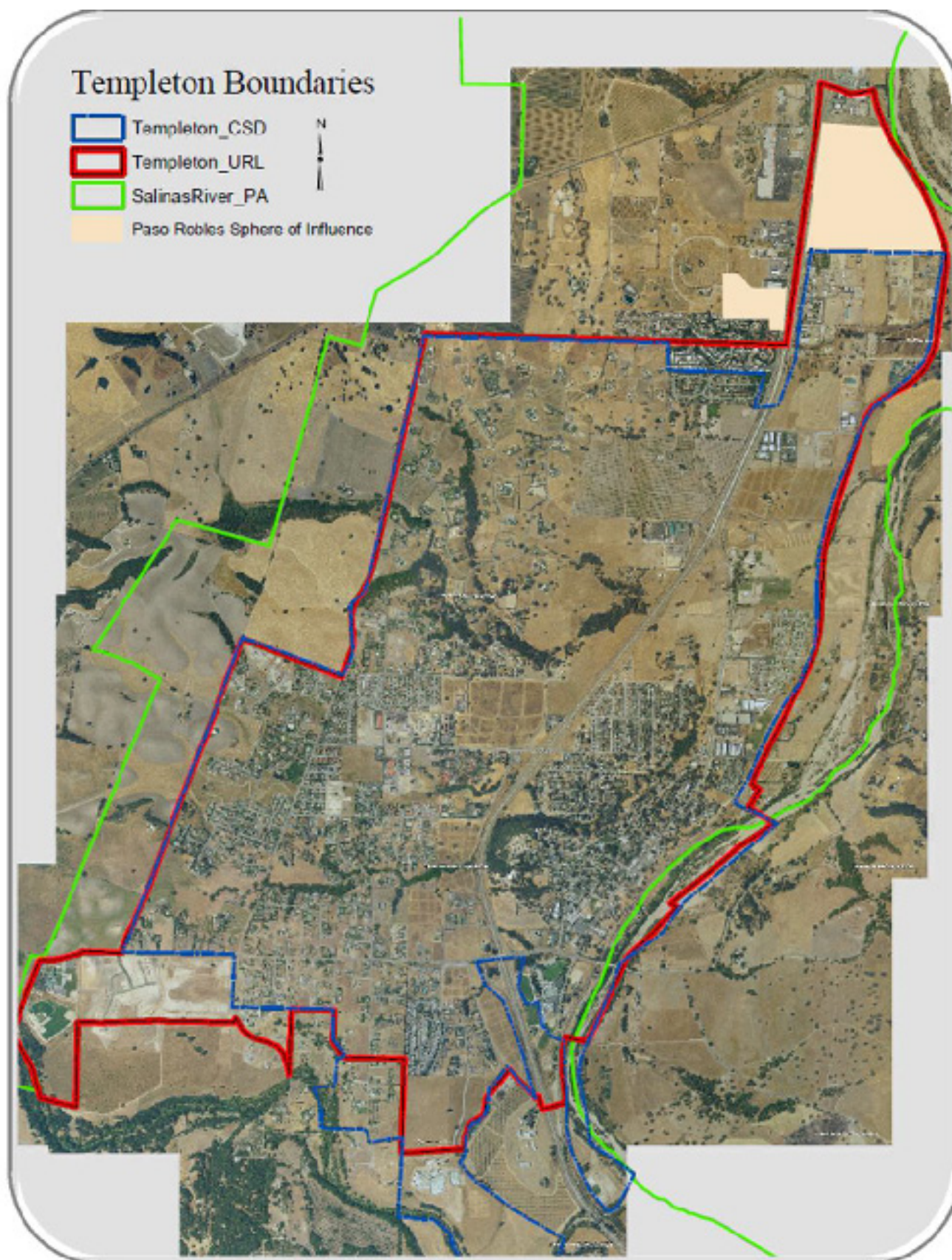


Figure 4.1: Templeton Boundaries

## APPENDIX B: EVENTS IN ST. HELENA, JUNE 2, 2013-JULY 19, 2013

The events below show all that the City of St. Helena has to offer in a short period of only a month and a half. On the City's website, each of these events has a link in which you can receive more information on what these events entail including the location of the event, what other activities may be offered that day, and the hours in which it takes place. Additional information on these events can be found at <http://www.sthelena.com/events/communityevents.aspx>

6/2/2013	PUC Orchestra Spring Concert
6/2/2013	Jazzland Evening with the Artist Edmund Ian Grant
6/4/2013	Focus on Film: A Woman in Berlin
6/6/2013	Exhibit Reception & Slideshow
6/7/2013	Puppet Show at the St. Helena Farmers' Market
6/7/2013	Book-Signing at the St. Helena Farmers' Market
6/7/2013	Journey Revisited
6/7/2013	Book-Signing at the St. Helena Farmers' Market
6/7/2013	Miles Davis: The Art of Cool VIP Opening Reception
6/7/2013	CHEERS! St. Helena
6/7/2013	St. Helena Farmers' Market
6/7/2013	Vintner's Lunch Tom Eddy Wines
6/8/2013	Free Family Fun Day: Indoor Herb Containers
6/8/2013	Miles Davis: The Art Of Cool
6/11/2013	Focus on Film: Julia
6/13/2013	Musical Picnics in Lyman Park
6/13/2013	Murder Mystery Dinner Theater
6/14/2013	Chef's Demonstration at the St. Helena Farmers' Market
6/15/2013	Grill The Chef
6/15/2013	Guided Tours
6/16/2013	Charles Krug Winery Father's Day Barbecue
6/16/2013	Fathers Day
6/18/2013	Focus on Film: Swing Shift
6/18/2013	2nd Annual June Harman GOLF TOURNAMENT
6/20/2013	Moonlight Escape Strawberry Moon
6/20/2013	Circle of Life
6/21/2013	Vintner's Lunch Judd's Hill
6/21/2013	St. Helena Farmers' Market
6/22/2013	Summer Solstice
6/22/2013	Jazz Day for Kids at Napa Valley Museum
6/25/2013	Focus on Film: Courage Under Fire
6/25/2013	Circle of Life
6/27/2013	Circle of Life
6/27/2013	Musical Picnics in Lyman Park
6/28/2013	Chef's Demonstration at the St. Helena Farmers' Market
6/28/2013	St. Helena Farmers' Market
6/28/2013	Celebrity Winemaker Dinner Fred Schweiger
7/2/2013	Circle of Life
7/3/2013	Celebrate! Napa Valley (Napa County Fair & Fireworks)
7/4/2013	4th of July
7/5/2013	Vintner's Lunch The Count at Buena Vista
7/5/2013	St. Helena Farmers' Market
7/9/2013	Circle of Life
7/11/2013	Circle of Life

7/12/2013	St. Helena Farmers' Market
7/12/2013	Murder Mystery Dinner Theater
7/13/2013	Learning Through Art and Free Family Fun Day: Stargazing at Napa Valley Museum
7/13/2013	Grill The Chef
7/16/2013	Circle of Life
7/18/2013	Circle of Life
7/18/2013	RockNapa 2013
7/19/2013	RockNapa 2013
7/19/2013	St. Helena Farmers' Market
7/19/2013	Vintner's Lunch The Count at Buena Vista