

DOWNTOWN TEMPLETON DESIGN GUIDELINES



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CAL POLY CRP
SENIOR PROJECT - SPRING 2013



CAL POLY

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Acknowledgements

This document, as with all others of this type, could not have been constructed without the help and services of many different individuals and organizations. While creating the Downtown Templeton Design Guidelines, Safty&Simao Consulting Team called upon many individuals for assistance in gathering background information, existing conditions, and community input on the town of Templeton. The Cal Poly City and Regional Planning Senior Studio classes (both CRP-410 and CRP-411) provided the consulting team with background information on Templeton's circulation, community facilities, environmental resources, existing land uses, housing types, population distributions and economic characteristics. Ryan Safty and Michael Simao (Safty&Simao Consulting) were both members of these planning studios, which consisted of roughly 20 students. Throughout the two quarters, the class worked in association with the San Luis Obispo County Planning Department. As a team, the planners and students held a series of community workshops to gather input from the residents of Templeton. Additionally, the County officials assisted by providing the Cal Poly studio class with GIS and land use data that was pertinent to the research that was conducted. Finally, Senior Project instructor Kelly Main provided guidance and feedback on this document. Special thanks go to each of the before-mentioned individuals and organizations.



*Cal Poly Senior Studio Class
(CRP-410 and CRP-411)*




Table of Contents

- Acknowledgements
- List of Figures

Chapter 1: INTRODUCTION AND BACKGROUND

- Project Description Pg. 1
- Purpose and Goals Pg. 2
- Community Assessment Pg. 3
 - o Site visits
 - o Community input
- Guidelines Pg. 5
- Existing Conditions Pg. 6
 - o Overall Templeton
 - o Opportunities and Challenges
 - o Economic Conditions
 - o Historic Sites
 - o Current Zoning
 - o County Process for Project Approval
- Relevance to Planning Pg. 14
 - o Community Involvement
 - o Sense of Place
 - o Preserve Character
- Case Study Analysis Pg. 15
 - o Boulder, CO
 - o Los Angeles, CA

Chapter 2: BUILT ENVIRONMENT DESIGN GUIDELINES

- Main Street Cross-Section Pg. 21
 - Guideline: Setbacks Pg. 23
 - Guideline: Scale/Height Pg. 24
 - Guideline: Sidewalks Pg. 25
 - Guideline: Overhangs Pg. 26
 - Guideline: Signage Pg. 27
- 

Chapter 3: BUILDING FACADE AND STREETSCAPE DESIGN GUIDELINES

• Commercial Development Elevation along Main Street	Pg. 31
• Guideline: Lighting	Pg. 33
• Guideline: Street Amenities	Pg. 34
• Guideline: Windows	Pg. 35
• Guideline: Screening	Pg. 36
• Guideline: Color and Building Material	Pg. 37
References	Pg. 41



View of the grain-mill in Downtown Templeton

List of Figures

Figure 1: Aerial Location Map	Pg. 1
Figure 2: Parcel Map of Study Area	Pg. 2
Figure 3: Templeton Location Map	Pg. 6
Figure 4: Templeton Economic Survey Table	Pg. 9
Figure 5: Templeton Historic Sites Map.....	Pg. 10
Figure 6: Templeton Land Use Map	Pg. 12
Figure 7: Cross Section of Main St.	Pg. 21
Figure 8: Elevation along Main St.	Pg. 31



Southward view down Main St.

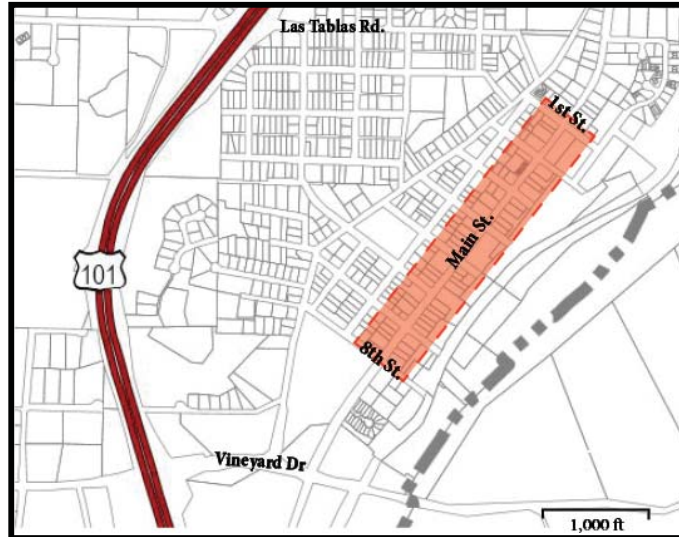
Project Description

The project consists of the development of a design guidelines document for the downtown sector (along Main St) of Templeton, CA. (see Figure 1) Through various workshops and outreach methods that have been conducted in previous Cal Poly studio classes, the consultant has found that the community places a significant importance on the character, charm, and “western” feel of their town. In order to preserve this, an update to the previous, outdated 1990 plan is required. Through case studies and site surveys, the consultants have constructed a design guidelines document that portrays, through the use of graphics, the recommended scale and architectural styles for downtown Templeton. Chapter 2 focuses on the scale and setbacks of the buildings, and Chapter 3 focuses on the preferred architectural styles for the buildings and streetscapings. This document will be a useful tool for local decision makers, assisting them in whether to approve, deny, or make recommendations on development projects proposed for the downtown commercial sector of Templeton. The rest of this chapter will explain the goals for this document and the guidelines that were constructed. The following 2 chapters will depict in detail each of the guidelines for downtown Templeton.

FIGURE 1: AERIAL LOCATION MAP OF STUDY AREA



FIGURE 2: PARCEL MAP OF STUDY AREA



Purpose and Goals

Purpose:

The purpose of the Templeton Downtown Design Guidelines are to ensure that Templeton's character is maintained, while simultaneously continuing the downtown core's pursuit in becoming an economically thriving commercial and retail hub. After conducting a series of community workshops and opinion surveys, it is apparent that the community of Templeton places strong importance on the preservation of their town's rural and "western" character. In order to maintain this desired appearance, it is vital that future growth and development of the downtown area be regulated through the use of design guidelines. These guidelines, in addition to preserving Templeton's character, will help transform downtown Templeton into a destination by giving the area a "sense of place". This "sense of place" will be achieved through the incorporation of cohesive building placement, streetscape improvements, pedestrian amenities, and a uniform architectural style. These goals are discussed in further detail below.

Goals:

- 1) Preserve western, rural character
- 2) Encourage multiple modes of transportation
- 3) Maintain cohesiveness of the downtown's building scale and height
- 4) Guide future growth of Templeton's downtown
- 5) Create a sense of place and a strong economic sector in downtown Templeton

Community Assessment

Site Visits:

Each of the before-mentioned goals was decided upon by information gathered through site visits and community workshops, both of which were conducted by the Cal Poly CRP 410 and 411 planning studios. The planning team took part in a total of three separate site visits; the first two visits were done as a part of the studio classes, and the third was done solely by Safty&Simaio planning team. The first two of the visits were completed in order to gain an understanding on the feel and character of Templeton. Students were split up into groups of 3 or 4, each of which was assigned a separate portion of Templeton. Going parcel by parcel, students in the planning studio documented the condition, height, color, and architectural style of each building. This information was then used to conduct a visual assessment for each of these areas, which included a list of opportunities and challenges, an examination of the built and natural environment, as well as an analysis of the key elements of the town's uniqueness.

The third site visit, completed by Safty and Simao, was used to gather further information on solely the downtown section of Templeton, specifically Main Street. The planning team walked the study area twice, assessing the area's positive attributes while taking pictures of specific examples. On the visit, the most notable aspects of the downtown area were the western, rural character, and the lack of cohesiveness and a sense of place. These ideas were translated into Goals 1, 3, and 5 of this document.



Simao during the third site visit

Community Input:

In addition to the site visits and site analyses, community input was extremely vital during the goal creation process. The CRP 410 and 411 studios conducted a series of community workshops and meetings to gather the community's wishes and desires for the future growth and character of Templeton. In total, the studio held 4 meetings at the Community Center: 2 community workshops, a stakeholders meeting, and a focus group meeting. During the workshops and meetings, community members were asked to participate in a series of exercises to help the planning team better understand the aspects of Templeton that the community holds most dear; these included mapping exercises, likes and dislikes lists, and the filling out of surveys. Additionally, surveys were administered during each of the site visits, as well as during farmers markets and similar events and through an online survey database. The results from each of these workshop exercises and surveys were nearly unanimous throughout the members of the community. When asked what their favorite part about Templeton was, the most frequent responses were the rural, western character and the small-town feel; this information was then used for the construction of Goals 1, 3, and 5. Second, when asked what they would like most to change about their community, the most common response was nothing (i.e. no growth) and better pedestrian sidewalks and crossings; Goals 2 and 4 were created from these ideas. Last, when asked what they think the biggest issues facing Templeton are, the majority of community members answered growth, water, sewer, and traffic. Goals 2 and 4 were also created from these answers.



*Community Visioning workshop put on by the
Cal Poly CRP-410 studio*

Guidelines

The guidelines for this document were created through an analysis of the information received from the site visits and public workshops, the goals that were then generated from that information, and lastly by an examination of Main Street's existing conditions. Downtown Templeton, which consists of an 8 block stretch of Main Street (1st through 8th), currently contains the western and rural feel that community members cherish. In order to eliminate non-conforming design and thus maintain unity throughout this region, a set of guidelines are necessary. The 10 guidelines* for downtown Main St. are as follows:

Chapter 2:

- A) Setback
- B) Massing, Height & Scale
- C) Sidewalks
- D) Overhangs
- E) Signage

Chapter 3:

- F) Lighting
- G) Street Amenities
- H) Windows
- I) Screening
- J) Color and Building Material

Details on the guidelines, their specifics, and visual representations of each, are described in detail in the following Chapters, 2 and 3. A detailed Cross Section of Main Street is provided at the beginning of Chapter 2 to further explain each of the guidelines, as well as show where they are to be located. (see Figure 7). Similarly, Chapter 3 begins with an Elevation sketch of Main Street. (see Figure 8)

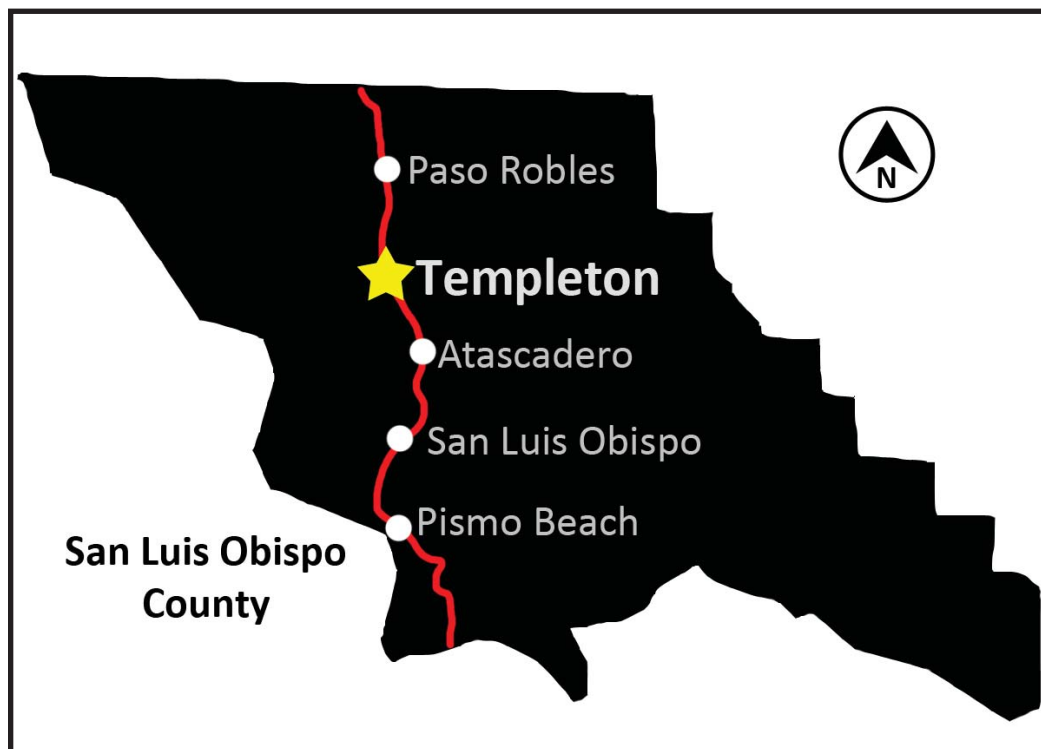
Existing Conditions

Overall Templeton

Templeton was founded in 1866 due to the expansion of the Southern Pacific Railroad. The land was part of the Rancho Paso de Robles Mexican Land Grant. The town was originally named “Crocker” after Charles Crocker, a railroad executive for the Southern Pacific Railroad. The name was later changed to “Templeton” after Crocker’s son. Templeton was the end of the line for the railroad for passengers heading south from San Francisco. In 1891 the railroad was continued south. Templeton is now bypassed by the railroad. In 1897, there was a fire in the business district of Templeton. The town was rebuilt much smaller because the town was no longer a main destination.

Templeton is now an unincorporated town in San Luis Obispo County. The town is located between Paso Robles, to the north, and Atascadero, to the south. The town is separated in half by US Highway 101. (see Figure 3) Based on the 2010 US Census report, the population of Templeton is 7,674 residents.

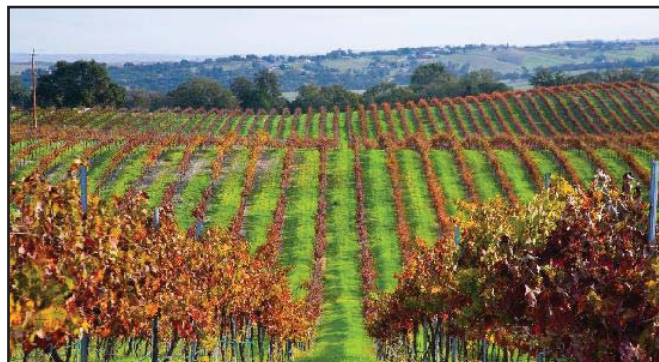
FIGURE 3: TEMPLETON LOCATION MAP



Opportunities

- Existing architectural style
- Proximity to key locations (central)
- Vacant / underutilized lots
- Improve streetscaping
- Public facilities surrounding downtown
- Fiber optics access
- Space for business growth downtown
- 60 ft. wide streets
- Eateries, wine boutiques
- Unique western and rural character
- Granary building

Templeton has many opportunities it can capitalize on such as its proximity to Paso Robles, Atascadero, San Luis Obispo and many wineries. Templeton's history also provides the town with rich culture and a unique historic architectural style. Main Street also provides the opportunity for development because of some underutilized and vacant parcels. Downtown Templeton is also the center of community events because the skate park, community center, elementary school and high school are all located on Main Street. Templeton Park is also a block from the heart of Downtown Templeton. Downtown Templeton's is the center for retail trade in the town, and the granary building is a landmark in the downtown.



View of vineyards surrounding Templeton.

Challenges

- Granary traffic hinders street-scaping improvements
- Lack of pedestrian infrastructure
- Parking spaces are un-paved
- Vacant lots create gaps in building cohesiveness
- Lack of biking infrastructure
- Intersection Los Tablas Dr. at Main St. is congested
- Pedestrian linkage west of Hwy 101 to east of Hwy 101
- Lack of gateway

There are also challenges in Templeton. The landmark granary building brings diesel truck traffic through downtown, creating a risk to pedestrians. The granary building also has an in-ground truck scale that interrupts pedestrian access across the site. The sidewalk is non-continuous throughout Downtown Templeton. The exits from Highway 101 at Vineyard and Las Tablas are highly impacted and the overpass acts as the only connection between the west and east parts of town.



Downtown Templeton does not have a consistent paved sidewalk for pedestrians

Economic Conidtions

Templeton has many specialized sectors of job employment when compared to the County. These sectors are manufacturing, retail trade, construction, educational services, healthcare and social assistance. Downtown Templeton should focus on retail trade. The location quotient compares the Templeton jobs in each sector to the County. If the location quotient is over 1 then the industry is specialized in Templeton. The table (Figure 4) also shows the change in the percentage of jobs from 2000 to 2010 based on Census data. This illustrates the job growth or decline in each of the job sectors.

FIGURE 4: TEMPLETON ECONOMIC SECTOR

COMPUTATION: Location Quotient								
Sector	City		County		City Location Quotient		Specialized or Under-represented	Gains strength or loses strength from 2000-2010
	% of 2000	% of 2010	% of 2000	% of 2010	2000	2010		
Manufacturing	9%	8%	8%	7%	1.09	1.17	Specialized	Loses
Retail trade	15%	15%	14%	14%	1.07	1.09	Specialized	Same
Information	1%	1%	3%	2%	0.26	0.59	Under-represented	Same
Construction	6%	15%	9%	9%	0.71	1.80	Specialized	Gains
Professional, scientific, & technical services								
Administrative & support & waste management & remediation service	7%	8%	11%	13%	0.66	0.61	Under-represented	Gains
Educational services								
Health care & social assistance	32%	31%	25%	25%	1.29	1.24	Specialized	Loses
Arts, entertainment, & recreation								
Accommodation & food services	5%	10%	13%	13%	0.37	0.79	Under-represented	Gains
Other services (except public administration)	7%	4%	6%	6%	1.16	0.68	Under-represented	Loses
Agriculture	1%	1%	4%	4%	0.31	0.23	Under-represented	Same
Public Administration	17%	6%	7%	8%	2.35	0.74	Under-represented	Loses

Downtown Templeton has a few industrial uses in addition to the retail. The historic granary building is still in use today and attracts heavy truck traffic. There is also a mix of retail trade, business offices, and restaurants. The downtown is the heart of Templeton's economic districts. The downtown provides many services and entertainment opportunities for its residents and visitors.



View of the southern side of the granary building

Historic Sites

Buildings 1-17, 54, 55 and 59 are historic sites on Main Street Templeton within the boundaries for the design guidelines. The historic site map shows 19 buildings on Main Street Templeton within the boundaries for the design guidelines. (see Figure 5) Historical site number 4 is the site of the Templeton Feed and Grain building, which is still in use today. This building is a landmark in the town. Next to the granary building is the original stop for the stagecoach in 1886. This is where train passengers could take the stage coach to San Luis Obispo. Another historically significant site is the first building in Templeton (#6 on the map). The building was the only surviving building in the 1897 fire. The building was originally on 6th street and South Main but was moved to its current location 1903.

FIGURE 5: TEMPLETON HISTORIC SITES MAP



Current Zoning

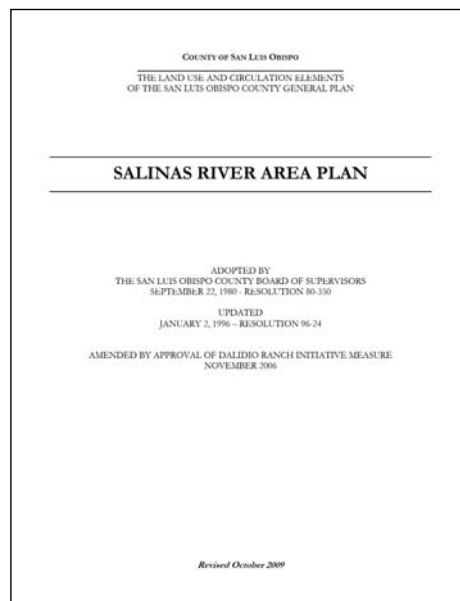
As can be seen in the Templeton Land Use Map (see Figure 6), Templeton has an array of different land uses spread throughout the town. The site of interest is located in the Central Business District, and is zoned solely for Commercial Retail and Commercial Service land uses.

The Salinas River Area plan contains descriptions on each of these two land uses and how they relate specifically to downtown Templeton and the surrounding area.

Commercial Retail:

“The Commercial Retail category encourages different types of retail shopping areas depending on their location in the community. The traditional community shopping area has been downtown on Main Street. The central business district can be expected to provide the neighborhood and visitor shopping as the town and surrounding population grow. It should develop with commercial uses appropriate to the small-scale lot pattern in downtown. Main Street should be enhanced as an attractive two-lane business street.

The Templeton Community Design Plan encourages retaining existing oak trees and utilizing architectural harmony, signing and landscaping to create a desired community theme of historic design. These concepts should be reinforced with tree-lined sidewalks and parallel parking with possibly a landscaped median strip. [...]” (Chapter 4, pg. 4-32, 4-33)



The Salinas River Area Plan document

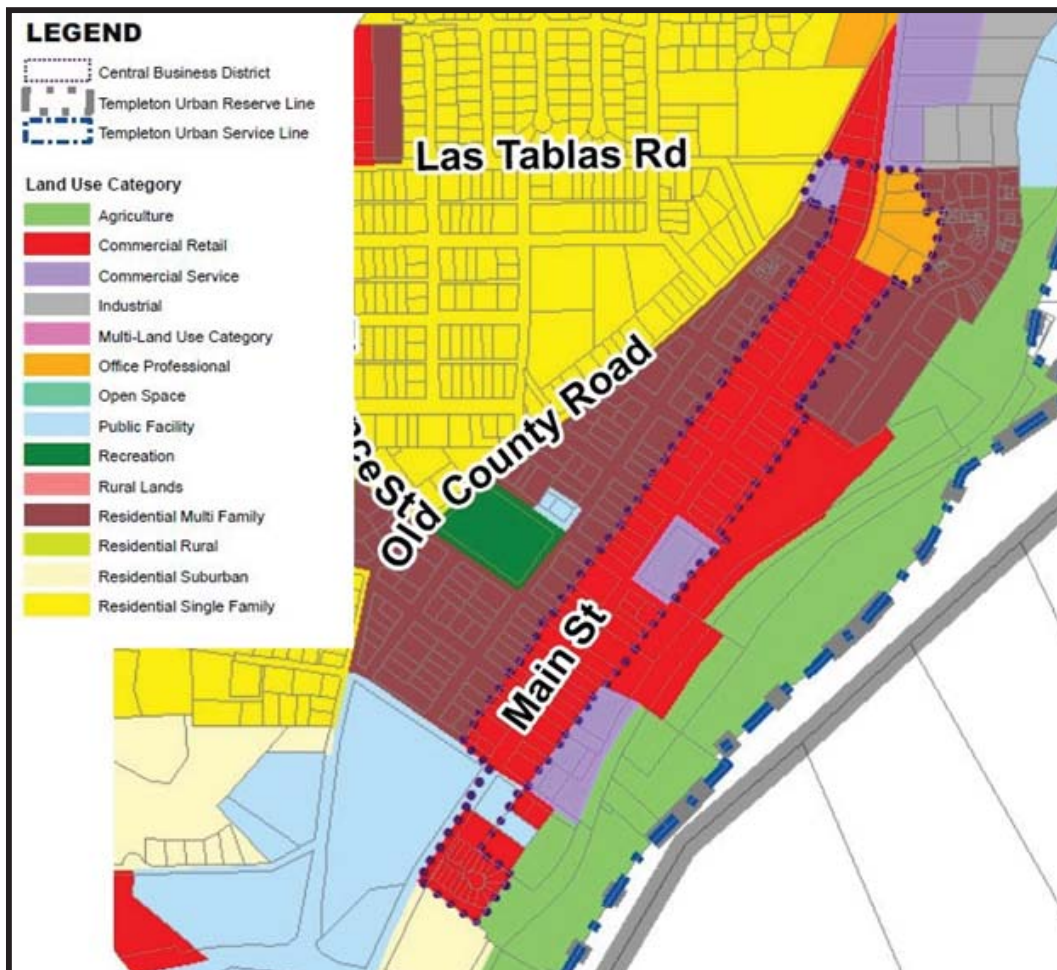
Commercial Service:

“Service or heavy commercial activities are appropriately located along the railroad tracks, the east side of Main Street on Ramada Drive. Traditional downtown uses include the very prominent Templeton Feed and Grain building. [....]

As service commercial uses are established or restored, attention should be given to their visual impact from Main Street, Highway 101 and nearby residential and retail areas. The Templeton Design Plan and the Land Use Ordinance should be fully utilized for high quality screening, siting, architecture and unobtrusive signing.” (Chapter 4, pg. 4-33)

The guidelines in this document were designed to reflect the Salinas River Area plan’s description of the two allowable land uses for the project’s area.

FIGURE 6: TEMPLETON LAND USE MAP



County Process for Project Approval

1. Application Submittal
2. 30 days for project review
3. Provide additional information if an “information hold” is placed on application
4. Environmental Review
5. Public Hearing
6. Approval or Denial

The County process for project approval is a 6-step process. The first step is the application submittal. Pre-application meetings are available to discuss the planning process, the project and the requirements, but are not mandatory. After you submit your application and pay the application fees the planning staff will have 30 days to review your project to determine if it is complete for processing. If there is additional information needed the applicant will receive an information hold letter that must be addressed before the project is accepted for processing. After the project is accepted for processing, an environmental determination must be completed in accordance to the California Environmental Quality Act (CEQA). After the environmental review is completed the project will go to public hearing and the applicant will receive a final staff report at least 7 days before the hearing date. After the public hearing, the project will be approved, approved with conditions, or denied. All decisions can be appealed to the Board of Supervisors within 14 days of the decision.

Approval of a project is based on General Plan consistency, area plan and land use ordinance standards, relationship to community goals, environmental impacts, land capability and service availability. The design guidelines are used in the discretionary review process to approve a project and also should be used in the beginning of the design process to ease the process of project approval. The design guidelines must be consistent with other General Plan documents.

Relevance to Planning

Community Involvement

The information obtained in CRP 410/411 was collected and used with aspects of the Rational Planning Method and Communicative Planning Method (Brooks, 2002). The planning process followed the steps of the Rational Planning Method by collecting information and creating goals, alternatives, consequences, choice and implementation. Throughout this process we involved the community, practicing the Rational Planning Method. In Brooks' book, he explains that Communicative Planning "can produce decisions that approximate the public interest (Brooks, P. 125). The purpose of community involvement is to "move toward consensus building and away from compromise", "help reach planning decisions collaboratively", and make decisions that are desired by the community (Toker, Pg.5).

Sense of Place

"Alhbrant and Cunningham (1979) viewed sense of community as an integral contributor to one's commitment to a neighborhood and satisfaction with it" (McMillan, P. 7). This document aims to create a sense of place and community by strengthening the design of Downtown Templeton. The guidelines will aim to preserve and enhance the form, scale and visual characteristics that make downtown unique. The sense of place will help the long term economic vitality of the community since the downtown is the heart of the city.

Preserve Character

Along with creating a sense of place, the guidelines will also help preserve the historic character and architectural themes that the residents value. The document will also guide future development and make sure that the design is consistent to the values of the community. The character is not only something to preserve but also to enhance building value in the community.



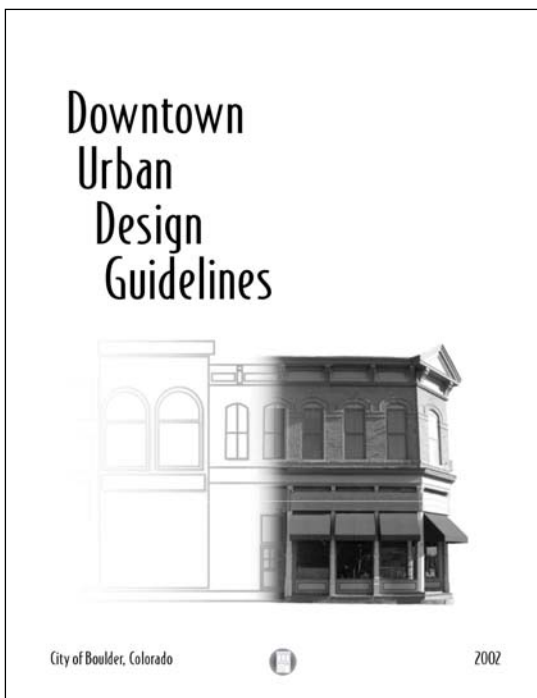
View of the Templeton "T" from Vineyard Dr.

CASE STUDY ANALYSIS

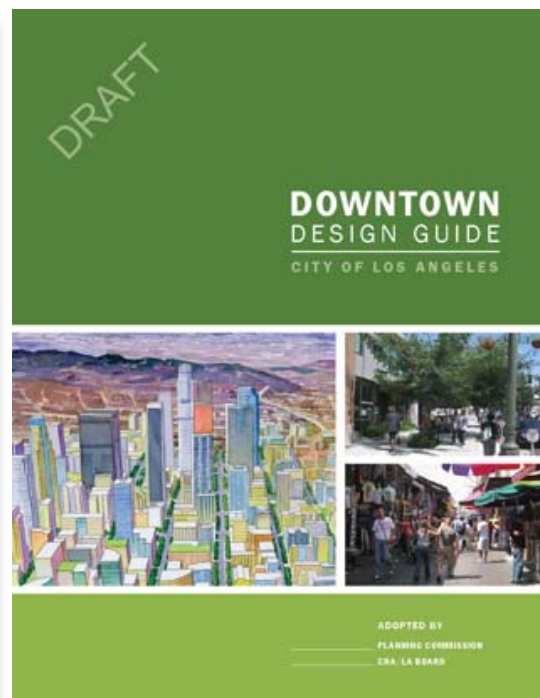
The two case studies chosen were the Downtown Urban Design Guidelines of Boulder, Colorado and the Downtown Design Guide for the City of Los Angeles. The case studies provided good examples of well written and user-friendly design guidelines. Both guidelines were used for inspiration in creating the guidelines for Templeton, California.

The Boulder, Colorado Guidelines were chosen because of their relative size and character is similar to that of Templeton. Downtown Boulder is a successful retail center for the city and encompasses the historic charm of the town. The content of the Boulder guidelines were useful in finding ways to maintain the small town feel of Templeton.

On the other hand, the award winning Downtown Design Guide for the City of Los Angeles was chosen as a visual and graphical inspiration for Templeton's Guidelines. This state-of-the-art document has a user-friendly design that contains very detailed visuals and graphics to further explain how each guideline should be implemented.



*Boulder, Colorado Design Guidelines
document*

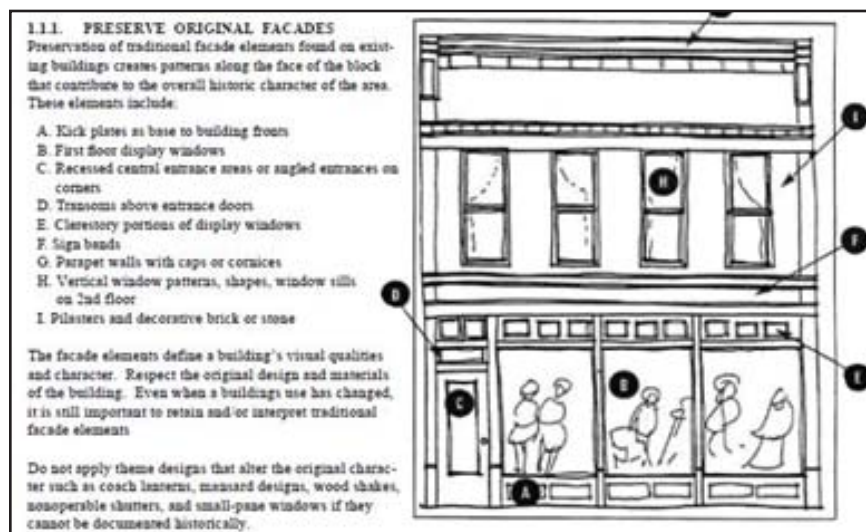


*Los Angeles Downtown Design
Guidelines document*

Case Study #1: Boulder, Colorado Downtown Urban Design Guidelines

The City of Boulder's goals were very similar to the goals of Main Street Templeton. They include guiding future development consistent with the overall feel of the downtown, protect the historic character associated with its image and quality of life and maintain the quality of life of the surrounding neighborhoods (Boulder, P.5)

- The preservation of original facades is important in preserving the feel and character of downtown. Boulder uses guidelines for windows, setbacks, signs, façade material
- The Downtown Urban Design Guidelines cover many areas that can easily be translated to Templeton
 - o Signs, overhangs, streetscape including street furniture and furnishings, sidewalks, lighting and vegetation
- The Downtown Urban Design Guidelines divide the area into three sections based on geography: Downtown Historic District, the Non-historic Area and the Neighborhood Interface Area. The Downtown Urban Design Guidelines are also divided into three sections by specific design topic: Parking Facilities, Downtown Signs, and The Streetscape.
- The Downtown Urban Design Guidelines also have a very helpful Design Review Checklist in the Appendix that breaks down the guidelines that must be met in each area. Also included in the Appendix is a list of illustrations and photographs. These help give the user a visual representation of the guidelines.

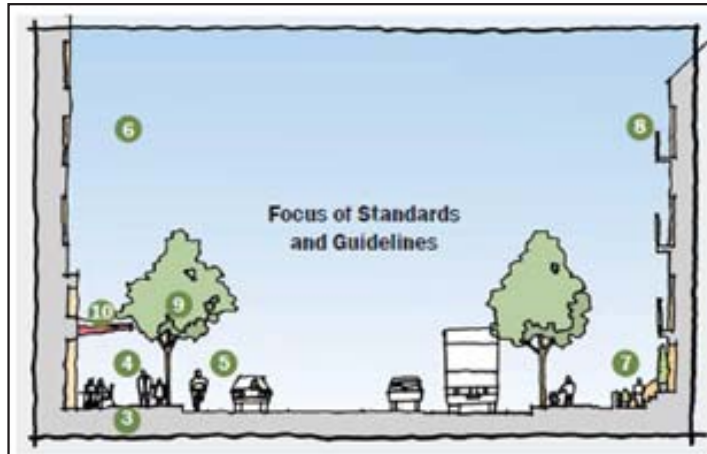


Example method of character preservation in the Boulder document.

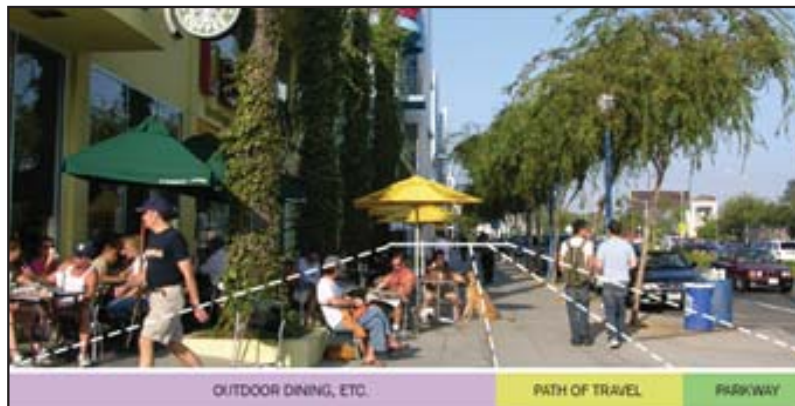
Case Study #2: Downtown Design Guide City of Los Angeles

In order to gain a better understanding on the construction of downtown design guidelines, a few studies were done by researching and analyzing both state-of-the-art documents and documents from cities of similar size as Templeton. The Downtown Design Guide for Los Angeles was used as an example on how one of these documents should be laid out, and how the content should be illustrated. The following aspects of Los Angeles' Design Guide document were used to help guide the construction of Templeton's Downtown Guidelines:

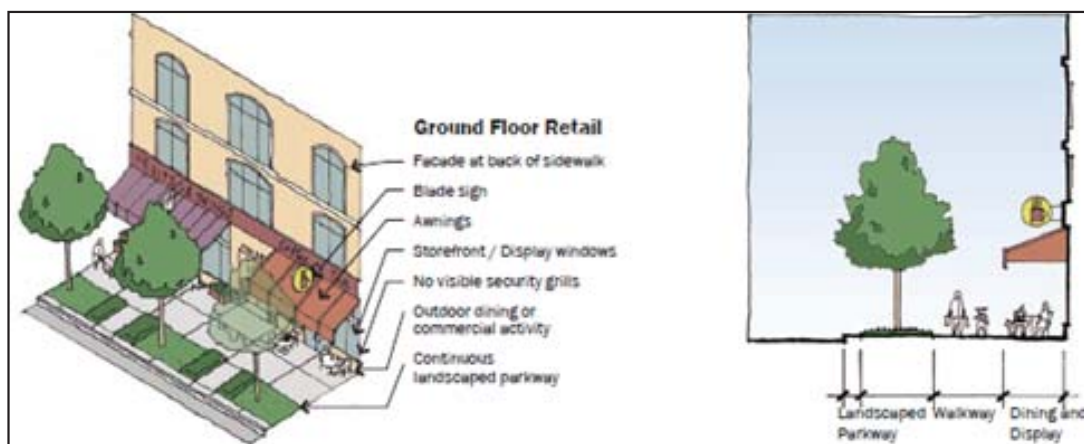
- Elevation sketch to show location of design guidelines
 - o Each number represents a specific guideline, each of which is discussed further in detail
- The use of detailed pictures off to one side of the document to provide an example of what the design should look like
 - o These picture examples contain both a “good” example and a “poor” example to eliminate any possible confusion
- Illustration of storefronts and sidewalk
 - o The location of specific design areas are superimposed on to a photograph of the city
- A parcel map of the specific area, with certain significant sites highlighted
- A list of planning terms used throughout the document with each of their definition next to them
- A sketch of sidewalk, parking, and landscaping areas with design details next to them



Example elevation depicting the location of guidelines in the LA document



Example illustrations from the LA Downtown Design Guidelines



Example section illustration showing storefronts and sidewalks in the LA document

CHAPTER

2

TEMPLETON DOWNTOWN DESIGN GUIDELINES



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A. Guideline: Setback

Relevance to Goals: The guidelines for setbacks aims to address Goals 2,3, and 5. The setback guidelines create a pedestrian friendly environment by placing the buildings along the front property line. It also creates a uniform street that creates a sense of place on Main Street.

1. There is no required setback for the ground floor. The building should be along the front property line and side property line if adjacent to a public right-of-way.

2. First floor building setbacks are allowed from the front property line. The setback can be a maximum of 8 feet from the front property line. The setback from the front property line to the first floor building must be usable public space or patio dining area. The second story of the building may be built along the front property line.

3. Buildings on corner lots may be setback 45 degrees from the corner of the front property line and side property line adjacent to a public right-of-way.



ex) corner lots may be setback 45 degrees



ex) first floor setbacks are allowed



ex) buildings are encouraged to be built along the front property line

Goal 2:

"Encourage multiple modes of transportation"

Goal 3:

"Maintain cohesiveness of the downtown's building scale and height"

Goal 5:

"Create a sense of place and a strong economic sector in downtown Templeton"

Goal 3:

"Maintain cohesiveness of the downtown's building scale and height"

Goal 4:

"Guide future growth of Templeton's downtown"

Goal 5:

"Create a sense of place and a strong economic sector in downtown Templeton"

B. Guideline: Massing, Height & Scale

Relevance to Goals: The following guidelines aim to meet Goals 3,4, and 5. The sense of place is created by keeping the human scale and architectural features that Templeton residents enjoy.

1. The maximum height for new buildings is 25 feet. The height of the building should be compatible with the adjacent buildings by creating rooflines that increase in height to its maximum height.

2. The scale of the building should be relative to the adjacent buildings and character of Templeton. Buildings should also use overhangs, windows, streetscaping, color and façade materials along the first floor to create human scale.

3. Building facades should use massing techniques to minimize the appearance of large buildings.

- Buildings should create non-continuous rooflines by varying the building height
- Use landscaping to lessen the size of the building
- Avoid blank walls on the front façade and side facades adjacent to public right-of-ways.
- Vertical and horizontal articulation should be used



ex) building scale should be similar with compatible rooflines



ex) landscaping should lessen the size of the building

Goal 2:

"Encourage multiple modes of transportation"

C. Guideline: Sidewalks

Relevance to Goal: This guideline is relevant to Goal number 2. The minimum sidewalk width ensures that there is enough room for pedestrian travel and encourages pedestrians to walk around Main Street Templeton.

1. Minimum sidewalk width should be 5 feet from the front property line. Sidewalks will have a buffer from street parking discussed in the Street Amenities Guideline.



ex) sidewalks must be at least 5 feet wide



ex) there are many parcels that lack sidewalks



ex) whenever possible, sidewalks should be shaded

Goal 2:

*"Encourage multiple
modes of transportation"*

Goal 5:

*"Create a sense of place
and a strong economic
sector in downtown
Templeton"*

D. Guideline: Overhangs

Relevance to Goal: This guideline aims to meet Goal 2 and 5. The overhangs are pedestrian amenities that encourage pedestrian travel.

1. Overhangs are highly encouraged. The minimum width of the overhang is 5 feet. The maximum width is 7 feet wide. The overhang should cover the entire sidewalk. The minimum height for the overhang is 8 feet. The maximum height of the overhang is 12 feet. The overhang should have one vertical pillar opposite of the building at least every 10 feet.



ex) overhangs should cover the entire sidewalk



ex) restaurant overhang

E. Guideline: Signage

Relevance to Goal: This guideline aims to meet Goal 3 and 5. The sign guidelines try to maintain cohesiveness to Main Street by creating a sense of place without large imposing signs.

1. First floor signs (signs hung under 10 feet high) perpendicular to the front of the building can be no larger than 18 inches tall by 36 inches wide. The bottom of the sign must be at least 7 feet off the sidewalk. The center of the sign may not be more than 3 feet from the front property line. The sign may be hung from a building's overhang. The sign must be centered under the overhang.

2. Second floor signs (signs hung above 10 feet high) perpendicular to the front of the building can have an area no larger than 24 square feet and must not be wider than 4 feet. The center of the sign may not be more than 3 feet from the front property line.

Goal 3:

"Maintain cohesiveness of the downtown's building scale and height"

Goal 5:

"Create a sense of place and a strong economic sector in downtown Templeton"



ex) second floor signs are to be hung at least 10 feet high



ex) encouraged sign material

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CHAPTER

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TEMPLETON DOWNTOWN DESIGN GUIDELINES



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F. Guideline: Lighting

Relevance to Goals: This guideline is relevant to Goal 1, 3, and 5. The guideline aims to preserve the consistent western character by creating lighting fixture design are consistent with the visual character of Templeton helping protect its unique identity.

1. Lighting fixtures can be hung from overhangs at least 7 feet off the ground. Lighting fixtures may also be attached to the front building façade at least 7 feet off the ground. The design of the lighting fixture design should be consistent with the character of Templeton.

2. Street light post (not attached to the building façade) must be at least 8 feet tall and cannot taller than 12 feet. The street light design must be consistent with the character of Templeton.

Goal 1:

"Preserve western, rural character"

Goal 3:

"Maintain cohesiveness of the downtown's building scale and height"

Goal 5:

"Create a sense of place and a strong economic sector in downtown Templeton"



ex) lights must be at least 7 feet high



ex) light fixture design



ex) lights should be consistent with Templeton's character

Goal 1:

"Preserve western, rural character"

Goal 2:

"Encourage multiple modes of transportation"

Goal 3:

"Maintain cohesiveness of the downtown's building scale and height"

Goal 5:

"Create a sense of place and a strong economic sector in downtown Templeton"

G. Guideline: Street Amenities

Relevance to Goals: The guideline meets Goal 1,2,3,5. The pedestrian amenities promote pedestrian use of Main Street by providing them with useful, beautiful, and comfortable amenities.

1. Street amenities are highly encouraged. Pedestrian benches, trashcans and other pedestrian amenities should be placed on the sidewalk opposite of the front property line in lieu of the 2 foot vegetation buffer. The design of the pedestrian amenities should be consistent with the character of Templeton.



ex) street furniture design



ex) street amenity



ex) street amenity placement

H. Guideline: Windows

Relevance to Goals: This guideline meets Goal 3 and 4. The windows create a uniform design for the first story as well as promoting the retail businesses on Main Street. The transparency of the first floor help create human scale and allows pedestrians to view inside the commercial retail buildings.

1. Ground floor windows should provide transparency. The windows should provide 60% to 75% coverage. The windows must be at least 2 feet from the ground and 2 feet from the ceiling of the first floor.
2. The second floor windows have a max coverage of 50% coverage.
3. The design of the windows and window frames must be consistent with the design and character of Templeton.



ex) first and second floor window coverages



ex) window frame design must be consistent with the character of Templeton



ex) ground floor windows provide visibility for pedestrians

Goal 3:

"Maintain cohesiveness of the downtown's building scale and height"

Goal 4:

"Guide future growth of Templeton's downtown"

Goal 1:

"Preserve western, rural character"

Goal 2:

"Encourage multiple modes of transportation"

Goal 3:

"Maintain cohesiveness of the downtown's building scale and height"

I. Guideline: Screening

Relevance to Goals: The guideline helps to meet Goals 1, 2 and 3. The screening aims to hide unappealing utility boxes and parking. This helps promote multiple modes of transportation while preserving the character of Main Street.

1. Fencing for buildings that are setback from the front property line must be 3 to 4 feet high maximum. Wood fences are preferred. Fence design must be consistent with the character of Templeton.

2. Any utilities on the side of the building visible from a public right-of-way must be screened or painted with colors/materials consistent with the character of Templeton.

3. Parking lots not behind located behind buildings must be screened from a public right-of-way. Parking lots must be screened with trees, vegetation and/or a fence 3-4 feet high maximum. The screening must also provide pedestrian access to the public right-of-way at least 5 feet wide.



ex) parking lots must be screened

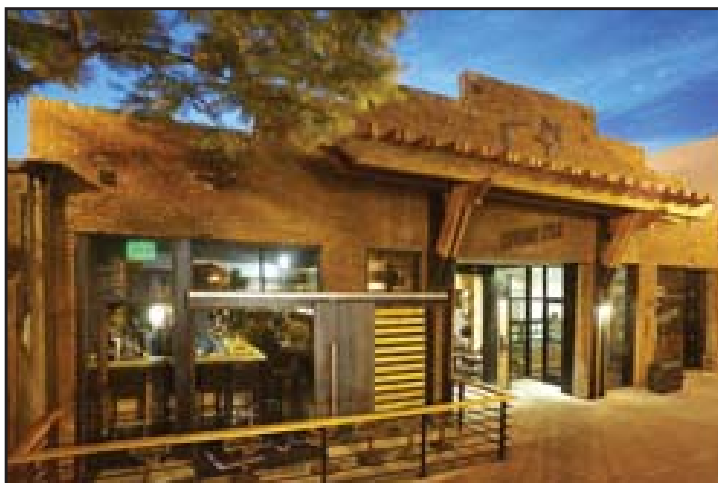


ex) fences must not exceed 4 feet

J. Guideline: Color and Building Material

Relevance to Goals: This guideline aims to meet Goals 1, 3, 4, and 5. The color and building materials help to create a cohesive and unique downtown which can grow with the town.

1. The color of the buildings should be earth tone or neutral colors that match the existing character and building materials. The preferred building materials are stucco, wood, old brick, river rock, unglazed tile, composition shingle and treated wood shake. Non earth tone and neutral colors are allowed to compliment the main color or materials of the building. Discouraged building materials include entirely metal buildings, aluminum siding, reflective glossy tiles, painted or white brick.



ex) building colors should be earth tone



ex) encouraged building materials

Goal 1:

"Preserve western, rural character"

Goal 3:

"Maintain cohesiveness of the downtown's building scale and height"

Goal 4:

"Guide future growth of Templeton's downtown"

Goal 5:

"Create a sense of place and a strong economic sector in downtown Templeton"

Further Design Examples of Guidelines:

Overhangs



Signage



Lighting



Street
Amenities



Further Design Examples of Guidelines:

Windows



Screening



Building
Color &
Materials



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