ENHANCEMENT PLAN FOR DOWNTOWN CAYUCOS, CA

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Of the Requirements for the Degree
Master of City and Regional Planning

by
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ABSTRACT

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An area can be torn by the competition between the preservation of its character and the desire for new development. Cayucos' downtown area is recognized by both residents and visitors as a special place with a strong, small, coastal town feel. However, issues such as accessibility, public amenities, parking, maintenance, and general development needs have to be dealt with. This thesis deals with the issue of how to plan for change while maintaining the character of Cayucos, and presents an enhancement plan proposal for its downtown. The development of this plan was based on a research-based design methodology, which included a literature review on sense of place, a review of five case studies, and fieldwork with surveys, interviews, and on-site observations and analysis. The research included the understanding of the needs, interests, and expectations of the stakeholders, including local business owners, residents, and visitors, in order to help define core issues and to inform the vision and a series of responsive goals for the area's enhancement. The final enhancement plan proposal followed a design approach that was responsive to site, context, and stakeholders, and will contribute to Cayucos' quest for the increase of the quality of its downtown while responding to market and development needs.

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CHAPTER 1

Introduction

This is a professional project completed in partial fulfillment of the requirements for a Master's in City and Regional Planning at California Polytechnic State University, San Luis Obispo. The objective of this project is to use community input alongside observations to guide and explore options for physical planning and urban design for the downtown of a small coastal town. The outcome will be a comprehensive analysis of the findings used to create an enhancement plan that provides a solution to the community's concerns and maintains the character of downtown Cayucos.

Figure 1.1 Location Map for Cayucos, Ca

Source: http://en.wikipedia.org/wiki/San_Luis_Obispo_County,_California

This enhancement plan is of interest to me because I feel that the character and history of small, ocean front towns is lost when they are redeveloped as well as the community's sense of place. Many visitors come to these towns to enjoy a local, small town feel, with this trait also helping the town pull in revenue. With an interest in how people connect to a place and the environment, I wanted to take on the challenge of

coming up with a way to enhance the downtown area of Cayucos to more adequately accommodate visitors and the community while maintaining the small town feel, its surrounding environment and most importantly, its sense of place. I feel that as we continue to develop and redevelop, an increasing number of people are losing the opportunity to connect to and learn about the places in which they visit or reside in. People tend to protect what they care about and so we need to make sure we maintain the ability for people to make such a connection to a place and its surrounding environment.

Figure 1.2: Aerial Photograph of Downtown Cayucos
Source: Google Earth, 2009.

An enhancement plan is “a course of action that addresses a well-defined topic or issue related to improving the quality of an area. It should complement the area’s existing planning process and be a meaningful addition to the area by engaging the community and being beneficial to the area’s stakeholders” (Self, 2004). It is a tool to be used for improvement, an opportunity for the area to make changes, and an opportunity to focus

on effective ways in which the quality of the area can be increased. It should begin with studying the area, assessing community interests and values and examining current plans for the area. For the purpose of this thesis, an enhancement plan is one that is designed to improve the value of the area's aesthetic and functional qualities according to the communities of users.

The idea for preparing an enhancement plan for downtown Cayucos was originally provoked by interests in the community to improve streets and sidewalks, pedestrian safety and access, supply additional parking and improve the overall appearance of the downtown area. In May of 1999 the Cayucos Citizens Advisory Council approved a motion to create an enhancement plan for Cayucos. They approved of a steering committee to facilitate the preparation of such a plan and to report back to the Advisory Council.

In December 1999, the San Luis Obispo County Department of Planning and Building conducted a public workshop that was intended to inform the community about the enhancement plan and produce ideas and interest in the project. The workshop helped identify concerns, ideas and any suggestions the community had about the future of their downtown. The workshop included the use of a visual survey, discussion groups and a questionnaire. After identifying opportunities and constraints through the workshops, the next step was to use the results to prepare a draft enhancement plan. Once the plan was approved by the community it would have been included in the update of the Estero Area Plan back in 2000.

Almost ten years later, I will attempt to finish what has been started. Through a literature review in Chapter 2, three things will be defined. They include what sense of

place is, experience of place means and design's role in place making. Next, an examination of acts and plans in Chapter 3 will help us understand what criteria need to be abided by in the area. A look at successful case studies in Chapter 4 will then help us understand these enhancement projects and the reasons and design factors behind their success. Field research in Chapter 5, including interviews, surveys, on-site observations and site inventory and analysis, will be used to obtain public opinion and input in regards to the project. Through this, the area the community perceives as its downtown will also be defined. Site visits will then be used to account for important features and amenities noted by the community and to gain an understanding of the site in its context.

The information gathered from the preceding methods will be analyzed and used to identify community needs and interests as well as important design components in Chapter 6. These findings will then be used to support the development of an enhancement plan and design proposal in Chapter 7. Concluding remarks in Chapter 8 provide a summary of the process and results as well as what was learned throughout the duration of the project.

CHAPTER 2

Sense of Place and Design

A literature review was conducted in order to gain an understanding as to how sense of place, experience of place and design influence can impact design decisions and goals for an enhancement plan. These factors have also been explored to find out how each can impact the users assessment of the space. In addition, it allows us to see what needs to be considered when designing, in regards to each aspect, to maintain or enhance the user's desire to inhabit a space rather than deter them. Using these findings will help guide the design and goals of the enhancement plan in a direction that maintains the downtown area's sense of place, enhances user experiences within the area and uses design elements to improve user assessment of the space.

2.1 Sense of Place

“Sense is the interaction between person and place...[and]...depends on spatial form and quality, culture, temperament, status, experience and current purpose of the observer” (Lynch, 1981, p. 131). A sense of place can be “created by the pattern of reactions that a setting stimulates for a person” (Steele, 1981, p. 12). These reactions are a product of both the setting's attributes and personal aspects that are brought in by users. The specific experience a person has in a particular setting and how that setting causes them to feel is what directs and molds an individual's sense of place. Identity is the simplest form of sense and is the extent to which a person can recognize or recall a place as being distinct from other places; that the place is unique and maintains a character of its own that makes it stand apart from other areas.

“Spaces where life occurs are places” (Norberg-Shulz, 1979, p. 5) and are the result of relationships between actions, conceptions and physical attributes. While an animal’s awareness of space is related to survival in terms of food and shelter, a person’s awareness of space includes where they have grown and spend their time (Trowbridge, 1913, p. 889). Creating a sense of place can give people the feeling of being at home or having a home that they can go back to while also providing a sense of control over their own fate.

In some instances, people merely see themselves as observers of their environment. At the same time, people also look for and “perceive themselves as being connected to or being a part of their surroundings” (Hiss, 1990, p. 22). Place then becomes a materialization of a person’s dwelling, where they can identify themselves with the environment and where the environment has meaning to them. People have and continue to identify themselves with places, such as calling them home, and use them to provide a kind of symbolic identity that distinguishes them from others.

“What a place ‘is’ cannot be fully recognized until we know what behavior is associated with it, what the physical parameters of the setting is, and what the description, or conception, which people have of that physical environment is” (Canter, 1977, p. 159-160). Observing the differences between people’s behavior and their conceptualizations of place makes it possible to understand the multiple ‘sub-place’ that coexist in any given place. Recognizing that places contain more than one use and accommodate many behaviors allows us to understand and provide for the diversity of people that could be accommodated in any given place.

We can begin to see place as “both an *object* of people’s interest, concern, influence, attention, alteration, and enjoyment and the *cause* of people’s feelings, moods, responses, constraints, achievements, survival, and pleasure” (Steele, 1981, p. 9). Whether seen as object or cause, a person will create their own sense of place through different aspects they bring to the setting and how they use the space. Place can also be broken down in terms of space and character. “Space denotes the three-dimensional organization of the elements which make up a place, and character denotes the general atmosphere which is the most comprehensive property of any place” (Norberg-Shulz, 1979, p. 11). Space is experienced as the three-dimensional extension of the world around us. It changes according to the relationships that are formed between people and their surroundings. In this sense, it can be argued that the formation of this relationship is more dependent on the spatial organization of the designed environment than the use of materials in the area that provide for the place’s character.

The various aspects of physical attributes and other elements that create a space also assist in the recognition of places. Based on which attributes are present in a given area, certain groups of people will be able to identify themselves with the space. In order for a place to be successful it “needs to be accessible to all of the senses, engaging the perceptions of its occupants because it is this perception that allows for a direct sense of continuing membership in communities and regions” (Hiss, 1990, p. xiii). Another factor that aids in a sense of belonging is if the area is in some way either “appropriate to the person and their culture, makes them aware of their community, its past, the web of life, as well as of time and space in which those are contained” (Lynch, 1981, p. 142).

Given the opportunity, it is argued that people and animals will strive to select the habitat that best matches their needs, preferences and lifestyle (Rapoport, 1977, p. 81). This selectivity is due to motivation, experience and adaptation levels as well as cognitive needs, such as connectedness, identity, scale and orientation. It is therefore important for people to understand that they are “an integral part of the environment, and if they forget that, it can only lead to human alienation and environmental disruption” (Norberg-Shulz, 1979, p. 23). For not only do we observe our environment and have individual and unique perceptions of that environment, but we ourselves are a part of it, participating with other people in creating a sense of place.

2.2 Experience of Place

A person’s experience of a place does not revolve only around the function of the area’s physical attributes. What must also be taken into account is what characteristics are picked up by a person’s five senses, their history, and their moods while they are experiencing it. “What each of us actually experiences is selected, shaped and colored by what we know, that is, by what we have already experienced” (Greenbie, 1981, p. ix). A person’s reaction, identification or perception of a place will depend on the type of exposure they had to various kinds of settings throughout their life. Personal differences that may be displayed by different individuals stem from these differences that exist between people, their concept of place and the interactions they have had and continue to have with their surroundings.

An individual’s perception of a place also varies depending on their purpose or goal for being there as well as their expectations. Their goal or purpose is what links them to the place, helping form a bond between them and the area. Their expectations

link them to a place because of what they intend to find there, for instance, people with similar interests or certain accommodations. As a person continues to experience a place over time, this bond becomes stronger. Canter looks at this relationship between person and place as the person's 'environmental role' suggesting that a person's role is what determines the frequency at which that person relates various places to themselves (Canter, 1977, p. 178).

People "experience a sense of place, given the right conditions" (Steele, 1981, p. 4). This means that a space needs to accommodate for a wide range of individuals in order to ensure their ability to experience a connection with the space. Spaces need to provide for both the 'doers' who actively use the space and the 'watchers' who use the space passively. The fact that people act and behave differently in different settings suggests that people make their behavior fit with and be appropriate to the setting. This implies that the "environment provides cues for behavior through a form of non-verbal communication" (Rapoport, 1977, p. 3). The area should therefore contain both physical and social attributes to guide behavior and emotional responses of the various users. If these attributes are made visible, the likelihood of stimulating the interest and use of users will increase.

Visual quality can affect a person's experience greatly because people respond to what appears before them, visual cues in the area and what they recall of places. "Of the traditional five senses man is more consciously dependent on sight to make his way in the world than on the other senses" (Tuan, 1974, p. 6). This allows us to understand and see the space in terms of meaning, appearance and function. "Appearance and meaning are not separate from function but central to it" (Nasar, 1998, p. 3). The disagreements

people have about the appearance of a place go beyond what they see to include the experience and the level of satisfaction they get out of a place. For instance, when a place is compatible, say it has a wide sidewalk, a person may feel comfortable in it and able to perform tasks, such as walking down the street. When a place feels disorderly, containing graffiti, litter or is under maintained, it can cause them to feel a sense of anxiety or fear. Therefore, the way in which people may perceive the environment can impact their enjoyment, behavior and feelings towards a place, which in turn, can contribute to their sense of place.

The “appearance of cities, towns, neighborhoods...affect daily activities by influencing our emotional reactions or affective responses. The aesthetics of an environment can evoke feelings such as pleasure, relaxation, excitement and fear” (Antaov, 1998, p. 239). These emotional responses in turn can affect behavioral responses, with people taking favorable or unfavorable actions in accordance to how they feel. People tend to respond to what they see in relation to a physical form. With a range of visual qualities, attributes and architecture, users can be attracted to and interested in a designed space for different reasons. Building density, scale and type are key factors to the design of a space because people are able to create a relationship between their evaluative responses and the building’s visual attributes. There has been research done on aesthetic controls showing that the environment plays a significant role in the well-being of people. On the negative side, these controls can create a “recipe for homogeneity, sensory deprivation, and lack of environmental or social identity” (George, 2000, p. 166). On the positive side, these controls can help coordinate the overall spatial design, evoking a sense of identity and belonging.

Using “a pattern or repetition of specific experiences facilitates a person’s ability to increase their sense of place more than if only a single experience was presented in the area” Steele, 1981, p. 141). Time patterns also influence the experience of a place through time-related elements such as when places are open, how long and when they can be used, which services are available at different times, the hours established for work, etc. This and “personal combinations of perceptions, expectations, assumptions, habits, social concerns, and personal fears can prevent people from using everything a setting provides” (Steele, 1981, p. 173). By having choice and variety in an area, accessibility can be increased and an assortment of needs can be met.

“Open space signifies freedom and the public realm while an enclosed space signifies a cozy, secure and private place” (Tuan, 1974, p. 27-28). When it comes to open space, there are two basic requirements that can be met in order to enhance the experience of a person in such a space. First, a person’s sense of security in a public space needs to be “spatially anchored” (Hiss, 1990, p. 87-88). Each user has to be able to find some space within that place, like a niche, where they can be without being bothered by other people and without getting in anyone’s way. This makes it important for a space to have places of enclosure, such as benches surrounded by vegetation placed to the side of a pathway. This also makes it important for a space to have designated edges. Providing known edges lets people know where one space ends and another begins, such as through pavement patterns to designate walkways from seating areas. Second, people need reasons for going to a place, and the more reasons they have, the more time they’ll spend there, the more frequently they will visit and the longer they will stay.

Places, both built and natural, have an effect on how we feel and act, impacting our sense of self, sense of safety and the ways we interact with other people. This means that the “places where we spend our time affect the people we are and can become” (Hiss, 1990, p. xi). If we are unaware and unable to check on the experiences around us, we will be incapable of recognizing their deterioration or their need for renewal. By paying attention to our experiences, we can strive to maintain places that provide for people’s needs, stimulate their senses and sustain rich experiences.

2.3 Design as Place Making

Design is “to devise for a specific function or end” (Merriam-Webster, 1997). Community design is the “art of making sustainable living places that both thrive and adapt to people’s needs for shelter, livelihood, commerce, recreation, and social order...and can be interpreted as a sense of belonging and way of life” (Hall & Porterfield, 2001, p. 3). One of the goals of community design has been for designers to consider that all places are a composition of social, biological and physical aspects. In addition, design decisions that are made should be looked at in the future tense. Questions that need to be addressed include “What will happen? What is better? Better for whom? And how can better design be achieved and improved?” (Rapoport, 1990, p. 81). In order to answer these questions, design must be based on knowledge and that knowledge should be concerned with environment-behavior interaction. Design means to “visualize the *genius loci*, and the task of the designer is to create meaningful places, whereby he helps man to dwell” (Norberg-Shulz, 1979, p. 5). The design should then make human needs and expectations and environmental features congruent with one another.

“Urban design...is commonly understood with respect to context; it has to do with configuring and constructing a homogenous, coordinated, continuous environment that presents itself with the coherence of a landscape” (Rossi, 1982, p. 116). Within this cohesive landscape are a series of places different groups of people can relate to. This series of places include things such as districts, edges, corridors and nodes, common elements studied by Kevin Lynch that help with an area’s legibility. Legibility, also referred to as coherence, is important and attributes to the creation of a walkable environment that is enjoyable to pedestrians (Lynch, 1960: Cullen, 1968: Bentley, 1985: Kopec, 2006). It relates to “the way objects in a scene come together to form some sort of context” (Kopec, 2006, p. 31). This means that an area needs to be recognizable to increase its use.

Besides legibility, according to Lynch (1960), there are two other qualities to be considered in the successful design of a place. These include complexity and mystery. Complexity addresses the number and variety of elements that can be found within a space. By having a variety of elements, the area is able to relate to a wider variety of people and maintain their interest. Finally, mystery is “the degree to which a scene contains hidden information” (Kopec, 2006, p. 31). This stimulates users to continue moving through the space and explore the area.

There is a fifth component that also needs to be addressed which is time (Lynch, 1976). For a place to maintain user interest it needs to be able to be related to over time. Through the use of these elements and by changing, upgrading, and maintaining the area, user interest is more likely to remain by continuing to arouse the user with new elements each time they visit.

In today's society, the prominent pattern in development is the monotonous building replacing the rich diversity of places, leaving no variety, surprise, or traces of the area's own history and development (Steele, 1981, p. 8). In order to ensure the desired and sought after experiences in an area are still available, we need to make sure that primary components remain in their original positions, preventing the place from becoming unrecognizable. People tend to create and relate strong mental images to sense of place. If a physical form already exists, for instance a historic building, the new design should utilize and reuse it, incorporating these new features with the existing and historic ones, maintaining the visual integrity of the space in regards to a user's mental image. However, flexibility could also be built into an area to allow for any modifications that may be needed in the future. This would increase the durability and duration of a design while preventing the need for reconstruction because user needs could not be met.

What is found is that people act according to their reading of the environmental cues that surround them. If the design of the environment is seen as "a process of encoding information, then the users can be seen as decoding it. If the code is not shared, understood or inappropriate, the environment does not communicate" (Rapoport, 1977, p. 3). Spaces that are long, narrow and have high complexity levels tend to encourage more dynamic activities, including walking, shopping and recreation, because there is a built-in sense of enticement created by aspects such as hidden views and the lack of accommodation to rest. Rest spaces tend to be more static and wider, frequently containing vegetation and providing sitting accommodations. These areas provide users with places to eat, sit and watch others. Other things that can affect walking include

safety, the ambient environment, distances to amenities, topography, culture, interest, complexity and physical support structures (such as sidewalks).

According to Mehta (2007), “streets are an important part of public open space...[and]...people depend on streets for functional, social and leisure activities” (p. 165). Streets need to be incorporated into the designed space to further support public life. Areas that have been designed with the street have been seen as economically successful, physically healthy and having a greater sense of community. By providing a variety of services on the site, a range of people’s needs are met and the space is continuously used throughout the day.

People can create what is known as an evaluative image, which “arises from the person and the environment and the ongoing interaction between the two...and may also arise from the content meaning of the form” (Nasar, 1998, p. 4). Though each person has their own unique experiences with their environment, and outsiders tend to evaluate places differently than insiders who are familiar with the area, it has been found that people with similar cultures or socioeconomic backgrounds share common meanings in their evaluative images.

Lund suggests that the social aspect of the environment influences a person’s perception of their sense of community. This sense of community promotes “social cohesion by aiding the movement of information and ideas within the community and increasing access to resources and opportunities” (Lund, 2002, p. 302). A variety of spaces, including intimate, personal, social and public, are needed within the overall designed space in order to accommodate and provide areas for the different levels of interaction that people need sociologically. This includes vegetation, seating, sidewalk

and street width, goods and services, personalized storefronts and permeability between the storefronts and the street.

One can conclude that, in consonant with these authors, by providing some key features and by the meaningful combination of design elements, a designer can help both visitors and community members to interact more or less intensely with the built environment at different levels, enhancing the users' connection to a specific area, thus recognized as a specific 'place' with a specific character which, in their minds, is distinct from other places.

CHAPTER 3

Acts and Plans

Current acts and plans that affect the town of Cayucos have been examined to help understand what criteria need to be abided by in the study area and maintain that the enhancement plan will be consistent with them and the county planning department. The plans and acts that have influence on Cayucos are the Public Access Action Plan, California Coastal Act and the Estero Area Plan. All areas of concern found within them will be compared to the interview and survey results to determine which elements the community feels are most important at this time. These comparisons will be discussed later in Chapter 6: Findings.

3.1 Public Coastal Access

Public coastal access has been an important issue in coastal communities and has been defined as “the ability of the public to reach, use or view the shoreline of coastal waters or nearby inland recreation areas” (Ca Coastal Commission California Coastal Act, 2008, p. 6). Public access enhances a user’s ability to form a relationship with the area by increasing their ability to engage physically and visually with that space. Being able to engage on these more personal levels can improve their sense of the place as well as that places’ place-making ability, increasing the amount of users it attracts. The California Coastal Act requires that public access to and along the shoreline be maximized to increase the ability of the public to reach these areas. It supports that recreational opportunities in the coastal zone shall be provided consistent with public safety, and the need to protect public rights, rights of private property owners, and natural resource areas from over use. This coastal zone is defined as “the area of the state which

extends three miles seaward and generally about 1,000 yards inland” (Ca Coastal Commission California Coastal Act, 2008, p. 4).

Ways in which to facilitate the implementation and goals of protecting and maximizing public access to the sea was improved when the California Coastal Commission produced the Public Coastal Plan in 1998. The plan includes additional policies and implementation strategies that address the prevention of future development from encroaching on shoreline areas, designating existing and proposed coastal features that should be preserved, and protecting areas in which the public has rights to access or the potential to access. Means through which these goals can be obtained include “the creation of trail systems, using setbacks on properties that front the shoreline and access areas, dedicating specific areas for public access and disallowing development in specific use districts” (Ca Coastal Commission Public Access Action Plan, 1999, p. 67).

The Coastal Commission has also defined different types of access. The types that best apply to the downtown area of Cayucos include the following:

Vertical access - public access connection between the first public road, trail or public use area nearest the sea and the publicly owned tidelands or established lateral access or shoreline

Recreational access - public access to coastal recreational resources through means such as parking facilities, viewing platforms and bluff top parks (Ca Coastal Commission Public Access Action Plan, 1999, p. 71).

There are many places along California’s coast that provide the public with opportunities to access the coast and experience coastal types of recreation. The whole town of Cayucos is located within the coastal zone. Cayucos State Beach, at the northern

end of the town and adjacent to the downtown area being studied, is already designated as public beachfront. This 15-acre state beach is a major day use recreational facility. It allows tourists and local residents to engage in “passive activities such as beach walking and sunning, shoreline viewing and exploring, and hiking” (SLO County Estero Area Plan, 2002, p. 6-4). Having the beachfront designated as public space provides the public with both vertical and recreational access in the downtown area. Access includes a beachfront road, Ocean Front Avenue, and parking facilities adjacent to the beach and along Ocean and Ocean Front Avenue, There is also a parking lot located adjacent to the Veteran’s Memorial Hall building.

It has been found that key “elements that prevent the public from accessing the coast include development that encroaches on beaches, private property signs and the elimination of public parking” (Ca Coastal Commission Public Access Action Plan, 1999, p. 85). Minimizing the amount of space parking takes, while still providing adequate parking and public access, is a challenge because it is widely spread out throughout the downtown area of Cayucos.

The necessity of parking can be seen through the results of a survey that was conducted on California households. It found that the “average family made 15 trips to the coast a year. This totals out to be 481 million state residents. In addition, out-of-state tourists account for 85 million visitors a year. In total, all visitors spend approximately \$10 billion per year” (Ca Coastal Commission Public Access Action Plan, 1999, p. 2) showing the value people place on the coast and how maintaining coastal access and recreation opportunities is important to the state and local economy.

The Public Access Action Plan suggests ways in which parking areas can be

maintained as being both sufficient and condensed by providing alternative transportation options such as a local transit service that moves between compacted parking lots, adding bike trails or extending trails from other areas, all of which improve vertical access. Free or low cost parking could be provided at a remote location and then a free shuttle could take passengers to the beach. One negative aspect to making people pay for parking is it may cause them to drive and park in the nearby residential areas where it is still free.

Identifying areas that can be used for uses such as condensing parking and minimizing its need of being right next to the coast, provides the opportunity to protect coastal resources. It provides the opportunity to expand the public area and provide more accommodations than just parking, including a possible promenade where the current shops open up to the beachfront rather than having their backs facing the beach. Though it is convenient to be able to park adjacent to the beach, transferring some of this parking to another area would open up the shoreline for other uses and maximize alternative accessibility options, such as trails.

3.2 Estero Area Plan

The Estero Area Plan covers the central coast area of San Luis Obispo County including the two urban areas of Cayucos and South Bay (Figure 3.1). It is a county plan whose purpose is to help guide development in the Estero Planning Area over the next 20 years with continual involvement by the community to ensure what is developed adheres to the community's goals. It is consistent with the California Coastal Act and the San Luis Obispo County Local Coastal Program. Along with describing land uses, it also addresses areas that need to be looked at in terms of improvement possibilities.

3.2.1 Land Uses

The Estero Area Plan “describes land uses throughout the area by way of land use categories. These categories determine the types of land use that may be established on each parcel including the density and intensity” (SLO County Estero Area Plan, 2002, p. 1-1). (Figure 3.2). The Cayucos urban area is the northernmost community in the planning area with the amount of land inside its urban reserve line (URL) totaling 550 acres. “The URL encompasses existing development and allows for infilling of vacant lots” (SLO County Estero Area Plan, 2009, p. 4-11).

The study area, located primarily in the Central Business District (CBD), is in the Commercial Retail land use category and located along Ocean Avenue between B Street and 4th Street. The CBD also includes other areas in the Office and Professional and Commercial Service categories. The intent for enhancing the area would be to continue to “concentrate office and commercial development within the existing CBD boundaries and maintain the current boundaries of the CBD” (SLO County Estero Area Plan, 2009, p. 4-15).

The beachfront and Hardie Park area fall under the recreation land use category while Cayucos Drive contains mostly office professional land uses, with the exception of one parcel designated as a public facility. As you move away from the downtown area you find residential multi-family land uses and residential single-family land uses. The pattern of land use shows that businesses and offices are centered in the core while residential areas are located around it, maintaining that higher density can be found towards the core of the town and decreases as you move away from that core.

Figure 3.2 Cayucos Land Use Category Map
Source: County of San Luis Obispo Planning and Building Department

Setbacks in the CBD from creeks are set at 25 feet. Front, side and rear setbacks are set at 0 feet, unless a non-residential building is developed adjacent to a residential use, in which case side setbacks are set at 6 feet. The overall height restriction in the area is 30 feet except when otherwise required in the CBD. According to the Urban Area Standards, in the CBD, buildings with no frontage on Ocean Avenue cannot exceed two stories or 28 feet. Walls facing a public street are to be no taller than 24 feet, with pitched roofs or decorative elements being the only parts of the building allowed above the 24-foot mark (SLO County Estero Area Plan, 2009, p. 7-48). When residential is the primary use in the Office and Professional land use category, setbacks are set at 20 from the garage, where the garage faces the street, and a minimum of 10 feet from all other areas of the residence. Similar to the CBD, the height of residential units also cannot exceed 28 feet above the natural grade (SLO County Estero Area Plan, 2009, p. 7-55).

In addition, the combining designation map, included in the plan, identifies potential natural hazard areas and the location of natural resources in the region (Figure 3.3). The primary hazard is caused by flooding along Cayucos Creek, affecting Hardie Park and the majority of the area between B Street and Cayucos Drive. Other areas to note are the Archeological Sensitive Area found in the bluffs, along Cayucos Creek, and in the surrounding downtown area on out towards the Urban Reserve Line. A Geologic Study Area has been designated as being along the beachfront and creek corridors due to them being “subject to a high potential for liquefaction (SLO County Estero Area Plan, 2009, p. 6-5).

Sites that have been designated as having historical significance include the Cass House, a two-story wood structure that was the house of the founder of Cayucos, James

Cass, in 1876 (Figure 3.4). “It is an example of architecture in the transitional period between the Pioneer and American Colonial Revival styles” (SLO County Estero Area Plan, 2009, p. 6-6) and includes the house, an adjacent barn, a tank house and a cooler building. The pier is also a historical landmark that was built in 1874 by James Cass (Figure 3.4).

Also, two coastal streams can be found in the downtown area, the larger of which is Cayucos Creek. The creek areas are prone to flooding and should be maintained in their natural state to protect native vegetation and wildlife habitats. “Flood hazard areas in Cayucos should be used for recreation where feasible” (SLO County Estero Area Plan, 2009, p. 6-5). A trail should be developed along Cayucos Creek connecting Hardie Park and the beach. This kind of use would be able to absorb floodwaters without causing the environment or use any harm. It would also leave the areas with both physical and visual accessibility while helping to protect these areas of significant ecological importance.

Overall, the land use and combining designation maps help facilitate the placement and design of new and/or improved development options. It gives a clearer picture as to what the area can look like, what areas need to be preserved and where development may or may not be appropriate. It also allows

Figure 3.4 Cass House

Figure 3.5 Cayucos Pier

us to see where potential connections can be made between different parts of the town to maximize circulation, accessibility and recreational opportunities as well as other development options.

3.2.2 General Improvements

Specifically for the town of Cayucos, there are several areas that can be addressed and planned for with an enhancement plan, many of which were suggested by the community with recommendation from the Cayucos Citizen's Advisory Council. All goals created to address areas of interest are intended to “respect the area’s natural assets, maintain the community’s small-town character as a beach community, and balance and promote both the residential and visitor-serving aspects of the community” (SLO County Estero Area Plan, 2009, p. 1-7).

“Using the guideline of 6 acres of community and neighborhood park acreage per 1,000 residents, according to the National Recreation and Park Association (NRPA) recommended guidelines” (SLO County Estero Area Plan, 2009, p. 4-11), a community the size of Cayucos, population 2,943 (U.S. Census Bureau, 2000), needs about 18 acres of neighborhood and community parks. In particular, Cayucos needs more opportunities “for ‘active’ recreation, such as ball fields, children's play equipment, recreation programs, etc.” (SLO County Estero Area Plan, 2009, p. 4-11).

Currently, there is a 4-acre community park, Hardie Park, situated along Cayucos Creek and located near the end of the

Figure 3.6 Hardie Park

downtown area at the corner of Birch Avenue and B Street (Figure 3.6). This park includes picnic tables, a playground, a swimming pool and tennis courts. Used by residents and visitors, the park is too far from the southern part of Cayucos to accommodate the entire town. A new park proposed near the southern end of the community would accommodate the other half of the community and new facilities in the existing park could provide additional active recreational opportunities.

A possible connection between the two parks by means of a trail system would encourage movement between the areas and bring more people into the downtown area without having to drive there. “The county should acquire an easement and develop a pedestrian/bicycle trail linking Hardie Park with the beachfront. This would connect two important community recreation areas and help relieve parking problems” (SLO County Estero Area Plan, 2009, p. 5-16). This could also feed into a potential greenbelt area that could form “a hard edge around the community, protecting scenic qualities, agricultural resources and sensitive habitat” (SLO County Estero Area Plan, 2009, p. 1-7) and prevent development from sprawling outward.

The Cayucos Veterans Memorial Building currently serves as a meeting hall for local organizations. Located at the end of the downtown area, on the corner of North Ocean Avenue and Cayucos Drive, “its location, and its design, fail to serve multiple uses” (SLO County Estero Area Plan, 2002, p. 3-9). The town needs a new community center that contains a library in the downtown area or near Hardie Park while “the Veterans Building could be remodeled or improved, still providing for local organizations to meet” (SLO County Estero Area Plan, 2002, p. 3-9). This would provide the residents with a complete community space for gathering and socializing.

Cayucos State Beach is also an area of concern. It offers access to the beach as well as some limited facilities (Figure 3.7). “At Cayucos State Beach the county leases about 13-1/2 acres to operate and maintain the Veterans Memorial Building, parking areas,

Figure 3.7 Cayucos State Beach

restrooms, some playground equipment and access to the Cayucos pier” (SLO County Estero Area Plan, 2002, p. 6-17). If more facilities could be provided for visitors, an increase in use could be seen. Also, “consideration should be given to highlighting the pier, perhaps by extending it and installing some seating” (SLO County Estero Area Plan, 2002, p. 6-17). This would encourage the use of the pier and provide more options for users to sit, rest, and watch others and the surroundings.

An additional concern is the amount of homes in the area that are only used on weekends or on a seasonal basis. “It is projected that seasonal use will decline and many of these homes will become permanent residences. The need for commercial and public services and utility infrastructure requirements will change as this shift occurs” (SLO County Estero Area Plan, 2002, p. 6-17). The downtown will need to provide for more than just tourists in regards to amenities and should include a more equal amount of visitor-serving and residential features. This means that development could fill in empty sites in the downtown area or existing buildings could be added onto. This would prevent development from expanding while still providing for the community.

As a way to address the concern for the lack of design coherence among the

downtown area, development should be required to be consistent with a common design theme. A set of design criteria had been designated for the area in the January 2009 Estero Area Plan that required new development to have a “detailed façade, which reflects western, Victorian or nautical/seaside architecture” (SLO County Estero Area Plan, 2009, p. 77-45). This could be partially maintained but requiring it for all new development could cause the area to appear artificial and potentially lose its character. A mix of architectural styles would allow the area to maintain an eclectic feel, adding to its beach town character. In addition, existing height requirements maintain that buildings can’t be higher than 30 feet. For density, except for senior citizen housing, new residential projects shall not exceed 10 units per acre or 15 units per acre in the Residential Multi Family category. For senior citizen housing maximum density is set at 38 units per acre. The allowable height shall be 28 feet, except for along the west side of Ocean Avenue where it shall be 22 feet (SLO County Estero Area Plan, 2002, p. 8-14).

Poor pedestrian access has been another area of concern and should be improved by “a) orienting buildings to the street; b) providing safe and convenient pedestrian connections between businesses, activity centers and parking; and c) making pedestrian areas and other public spaces more attractive” (SLO County Estero Area Plan, 2009, p. 4-15) (Figure 3.8). Pedestrian routes between the commercial area and beachfront could be designated through the use of different materials while parking areas could be better designated through materials or planters.

Figure 3.8 Ocean Avenue Crossing

Other elements that can be incorporated include directional signs for access and parking, landscaping and street furniture.

A final concern in the downtown area is inadequate parking, especially during holidays, weekends and the summer months when tourists are at their peak. Some ways to include additional parking is to “encourage formation of a parking district, establish short-term parking, encourage privately-owned public parking, provide additional public parking on public streets, and encourage businesses to allow public use of their parking lots during non-business hours” (SLO County Estero Area Plan, 2009, p. 4-15). These, along with options discussed in the previous section, would help improve accessibility to the beachfront and downtown area.

CHAPTER 4

Case Studies

In order to determine the nature and elements composing enhancement plans and designs, as well as their success in place making, several case studies were examined. The case studies were assessed regarding their planning and design processes, and how well they supported the elements discussed in the literature review such as sense and experience of place and the influence of design. The case studies chosen include the Byram Neighborhood Enhancement Plan, Avila Beach, California, Venice Beach, California, Huntington Beach California and Kennebunk, Maine. Though not all in California or local, all cases are located on the waterfront and reflect similar characteristics and needs to that of Cayucos. These include preserving and enhancing the town's sense of place by staying true to the town's characteristics and encouraging and allowing users to experience their small town atmospheres through design.

4.1 Byram Neighborhood Enhancement Plan

The Byram Neighborhood Enhancement Plan was chosen because of the similarities the town and community have with Cayucos in terms of characteristics and community goals. The plan covers an area in Greenwich, Connecticut that has a population of 3,000 (BNEP, 2000, p. 2), very similar to Cayucos of population 2,943. The area contains a business district near the waterfront and is in walking distance to nearby residential areas. Also like Cayucos, the architecture in Byram reflects the neighborhood's history as a small waterfront community supported by commercial and recreational fishing, an aspect the community wants to preserve.

The planning and zoning department allowed the community to be more personally involved in the process of creating the enhancement plan. Community members separated into groups to conduct their own inventory and analysis of the area in order to come up with issues they felt the plan needed to address. These issues included overall maintenance of the area, accessibility and the “conservation of the character of the area” (BNEP, 2000, p. 7). This showed the planning and zoning department that there was a strong connection with the appearance of the area and the area’s sense of place. The design changes for the area are therefore intended to improve the area while maintaining the look and feel of the town.

Some improvements include the redesigning and upgrading of sidewalks, developing bicycle paths where appropriate, establishing new access routes to the waterfront, protecting natural resources along the waterfront, providing adequate parking, creating pocket parks and preserving the town’s historic architecture. Many of these improvements are intended to promote an experience of leisure, recreation and the environment within the town. The implementation of design guidelines will help preserve the historic context of the area and avoid creating “an artificial museum fixed at a point in the past or to prevent growth or change but to ensure that the changes that do take place are compatible with the small-town quality that Byram residents find so attractive (BNEP, 2000, p. 8). By using these guidelines the community and planning department intend to enhance the area by positively influencing the scale and design of development so as not to take away from the character of the town. This is also in hopes of continuing to attract people who enjoy a small-town atmosphere.

4.2 Avila Beach

Avila Beach was chosen as a case study, not because it represents an enhancement plan, but because it represents an area that had to be completely rebuilt with the challenge of staying true to the original, eclectic, beach town character. Once a small fishing town and main shipping port for San Luis Obispo, Avila Beach has become a small beach town community located along the central coast of California. Though they still maintain a commercial fishing pier, their main industry today is tourism. The main part of town was found contaminated by a significant underground oil spill in the 1990's. The plan to redevelop the portion of the community that was contaminated was prepared by RRM Design Group beginning in 2000.

The plan called for remediation, state, county and stakeholder consensus and was done through a community-driven process to help preserve the eclectic architectural style that was previously there. This also influenced the preservation of the kind of experience users have when visiting. To enhance the user's experience of place, accessibility was maximized for fluid movement through the area while the walkway was designed to mock the contours of the beach and ocean. This fluid design can also be seen as a means to encourage users to continue walking along the beach front.

Today the beach front consists of a new plaza, seawall, park, overlook deck, public art, beach access, streetscape, public facilities, restaurants and shops that all cater to the experience of a small beach town. These elements provide places for users to sit, eat and walk while enjoying the atmosphere. The park that was created also provides an "interface between the beach and community green space" (RRM Design Group: Avila Beach Plan, 2008) and helps create a sense of place among children and parents.

Though the architectural style showcases an eclectic feel, the homes and hotels built to replace the original buildings, that were demolished due to the contamination, are more upscale and take away from the small town feel. They seem to cater towards tourists and vacationers rather than the locals. As for the other design elements, the design has enhanced the ability for people to access the area, engage in different activities and enjoy a small town atmosphere.

Figure 4.1 Avila Beachfront Walkway
Source: RRM Design Group

Figure 4.2 Park at Avila Beach
Source: RRM Design Group

4.3 Venice Beach

Venice Beach was chosen because of its accessible beachfront and its eclectic collection of architecture, both of which are found in Cayucos. Its popularity was increasing and it was decided that they create an oceanfront walk that provided users with better accessibility and more activities. The Venice Beach Oceanfront Walk is one of the “busiest public parks in Los Angeles and the second most visited place in California” (RRM Design Group: Venice Beach Oceanfront Walk, 2001). Occupying a 1.7 mile stretch of land along the waterfront, the walk includes public facilities, recreational facilities, bike, pedestrian and skate paths, plazas, performance areas, public art and street

furniture. These components provide more room for vendors while accommodating users with areas to walk, shop, eat, recreate and be entertained.

The plan utilized public outreach measures including interactive public meetings, workshops, newsletters and written and camera surveys. This enabled the community to provide input on the project and ensure their city's eclectic and unique style was maintained. This also allowed users and stakeholders to evaluate what the area was lacking and what needed to be improved, such as a wider walkway, public restrooms and recreational facilities.

By utilizing public input, the area's design was able to adhere to the user's vision and sense of place and provide them with the activities they wanted to experience while in the area. It was also able to influence circulation throughout the area by the way the paths were laid out for walking, skating and biking as well as where the different features, such as vendors, art and performers, are to be seen and interact with. Through the design, Venice Beach was able to uphold its popularity for many different types of users by keeping its visually eclectic appeal and range of attractions the place originally was known for.

Figure 4.3 Venice Beach Oceanfront Walk
Source: RRM Design Group

Figure 4.4 Plaza Along Oceanfront Walk
Source: RRM Design Group

4.4 Huntington Beach

Huntington Beach was chosen because it has aspects that are both beneficial and detrimental when trying to maintain a place's original character. In the 1980s, the city of Huntington Beach, California used to be comprised of "tattoo parlors, funky surf shops and dive bars" (Burris, 2007). It now plans to transform the downtown area by the pier into a "living, shopping and dining destination with second-story apartments, upscale stores and decorative walkways that connect it to planned hotel and retail areas" (Burris, 2007). Rather than preserving a small town feel, it plans to provide an example as to how design elements, such as large hotels, multi-story office and retail buildings as well as upscale housing that can be unfavorable if the goal of the redevelopment is to try and maintain the area's small beach town feel.

On the other hand, the plan does provide examples of elements that can help the town attract and keep users in the area including a promenade, pedestrian walkways, a variety of transit options, and mixed uses. These elements provide users with a means to move throughout the area, expanding their experience and allowing them to get a better sense of the area. The way in which these elements were designed also influence user circulation by foot and how much time they spend in the area by providing them with different services such as restaurants, shops and living areas.

The plan also intends to utilize input from community members by holding five community meetings throughout the design process. This will help develop an environment that accommodates the community with housing, shopping and employment in one area and incorporates the area's architectural history under a unified theme for the downtown area. The plan also includes a "streetscape and plaza master plan designed to

support the community's traditional festivals” (RRM Design Group: Huntington Park Downtown Specific Plan, 2006). In providing for traditional festivals and the preservation of architecture through design guidelines, the plan will be able to uphold the area’s sense of place and the kind of experiences they would like users to have.

Figure 4.5 Huntington Streetscape
Source: RRM Design Group

4.5 Kennebunk, Maine

A Downtown Village Enhancement Plan was created for the small town of Kennebunk, Maine, located along the Mousam River in the southern part of the state. It was chosen for the way in which the design maintained the area’s character while also creating one cohesive flow of materials and elements throughout the place to unify the town. Originally founded as a fishing village, the Comprehensive Plan adopted in 1991, “strongly reflects the importance of preserving the small-town ambience of its village centers” (E. G. & G., Inc: Downtown Village Enhancement Project, 2008). Its importance is reflected in the design ideas that have been created through the enhancement plan.

The plan that has been developed gives a descriptive summary of the components that will be addressed and enhanced in the downtown area. It then goes through a series of before and after sketches to show what the design of the enhancement components will look like throughout the area. Using similar materials for paving, such as brick that can be found on many of the buildings, the design enables the area to look more cohesive. Historic looking benches, trash receptacles and planters also add to the town’s character

and make the area more pedestrian friendly. In addition, the brick paving, signs and kiosks help with wayfinding, and the designation of the downtown area.

Without overdoing the design, all of the elements proposed in the plan help provide the user with a defined sense of place. It can be found in the area's historic architecture and other design elements, adding to the user's experience. The plan has effectively managed to enhance the quality of the town while also maintaining its small town identity.

Figure 4.6 & 4.7 Before and After Kennebunk Streetscape Design
Source: Downtown Village Enhancement Project by E.G. & G., Inc

4.6 Conclusion

After looking through the different case studies I have found that there are some aspects that are common in all of them that seem to help them attain the same goal: maintaining the town's identity. Aspects in which I see being beneficial include having the community be involved in the process, balancing development with enhancement and finding out what key elements make the place what it is.

If one considers the community, the plans were able to see what stakeholders felt was needed in the area rather than just what the planning department wanted to see done.

This perspective is important because it can catch areas and issues that need attention that may not have been noticed by an outsider. Whether the issue is addressed or not, it can bring about new options and ideas for the design and enhancement of the area that could result in the production of something better than what was previously conceived without it. It may also allow the community to feel like they are a part of the decision-making that is happening and an important part of the process. Bringing them into the process can also make the adoption of a design concept easier. Instead of the community being told what is going to happen, they were asked about what could happen, helping direct the plan towards a common goal.

The next issue is balancing development and enhancement. The cases were successful when they didn't over-do it. By adding too many uses and services in the area, such as in Huntington Beach, users can be taken away from the intended beach town experience of a mellow, slow paced place. If this is an aspect that is to be maintained, there needs to be a balance between new development and the preservation and enhancement of original buildings and areas. If new development is necessary, find a way to disperse it throughout the area to enhance the place so that it doesn't disrupt the overall feeling of the town. Also, changes don't need to be grand. They can be simple and still have an impact on the way the place is viewed, such as the simple unified paving pattern used in Kennebunk. It brought the town together visually but didn't impact the original character of the town.

It is also important to note what key aspects of each town make it what it is. In most of these cases, having a walkable town contributed to the way the place was experienced and adding to the 'small town' feel. Another key aspect was architectural

and landscape design, including typologies and use of materials, since community members were adamant about preserving the architectural character because it gave the town either an old, eclectic or small town feel that was desired. These careful designs helped portray characteristics of the town or simply made the areas legible for users through unified design elements aspects such as paving patterns and building facades.

CHAPTER 5

Research Methods

This professional project represents a research-based design process based on site inventory and analysis, interviews and surveys, and on-site observations. Participation from various members of the community was sought after in order to thoroughly assess the interests and opinions of business owners, residents, tourists and other stakeholders through surveys and interviews. Site visits were conducted to obtain an inventory of the site and how users occupy different spaces. On-site observations were also used to document user behavior and give insight as to how people feel in the space that can't otherwise be described verbally.

The results, discussed in the following chapter, of the data from the methods applied are to be used to provide professionals with a new set of findings that can be used to achieve more informed educational practice techniques. The findings are also demonstrated through the creation of this enhancement plan proposal and design for the downtown area of Cayucos.

5.1 Site Analysis

A site analysis was performed in order to get an understanding of the site and its context within the environment. Several visits were made to the site to help ensure a complete picture of the downtown area was composed. To maintain consistency between visits, a base map for recording observations and inventorying the area was produced tracing an aerial photograph of the downtown area of Cayucos, noting major streets, blocks and features for context (Appendix D).

Some of the elements in the area that were recorded include historical buildings, recreational areas, circulation routes, public facilities, parking, seating, businesses and environmental features. In addition to those elements being observed as important by users in the area, others were noted as being important by responses from those interviewed and surveyed, such as trash receptacles and landscaping. Photographs were also taken of various elements and spaces for reference during the design portion.

The importance of the various elements that comprise the downtown area, and the way in which the site fits into the broader context of the environment, was used to make an informed decision as to which goals should be proposed and make more informed design decisions. It has also helped improve the understanding of the results gained from the on-site behavior observations.

5.2 Interviews

The interview questions that were asked were used to gather personal opinions and help direct the creation of a survey in a direction that would help obtain a more detailed and accurate community view on the area (See Appendix B). The selection of interviewees was done at random, selecting every other person that crossed my path. Using this method, a total of 23 users agreed to participate and were questioned to gain stakeholder and visitor perspectives of the potential enhancement of downtown Cayucos.

Each person interviewed was told that the purpose of the interview was to find out what type of design solutions can be provided by several interest groups through the analysis of multiple perspectives given by the interviewees. They were then given the choice of whether or not they would like to participate. Each interview went through a series of 11 questions, including a matrix of nine questions regarding changes and/or

improvements. While questioned, the interviewer wrote the interviewee's answers down as they were dictated to them. Questions included in the interview were whether or not the person lived, worked or were just visiting the area, what they like and dislike about the area, what aspects are important to them, what improvements they would like to see made in the area as well as demographics.

The answers gained from the interviews were organized in a series of tables in Appendix E to see which themes were most common and what aspects of changes in the downtown area should be questioned in the survey.

5.3 Community Survey

The survey was designed using the themes pulled from the results of the interviews (See Appendix C). Each survey package contained an introduction to the project, instructions on how to participate, a one-page survey and a pre-stamped envelope for the participant to return the survey in through the mail. Surveys were passed out to 200 residences in a randomly selected section of Cayucos to ensure an unbiased poll of residences, employers/employees and vacationers was gained.

Survey questions derived from the interview asked respondents to remark on a variety of elements that are being considered or were commented on being implemented in the downtown area. The eight questions, including a matrix of nine questions regarding changes/improvements, asked for the respondents' view on parking and road width, beach access, public spaces, pedestrian access, maintenance, landscaping and additional uses as well as demographics.

Out of the 200 surveys that were distributed to the community, 65 were returned, giving a response rate of 33%. The answers provided by the community were organized in a series of tables in Appendix F to allow for the comparison of importance of each aspect found. This helped to further gauge the community's views on the various issues associated with the area.

5.4 On-Site Observations

A total of five on-site observations were done at various times of the week, both weekends and weekdays, to ensure a random and accurate sample that covered all interest groups within the area. The time spent observing and recording at each observation time was approximately one hour.

Behavior maps were created by tracing an aerial photograph of the downtown area of Cayucos, noting major streets, blocks and features for context (See Figure 5.1). These behavior maps were then used to mark user behavior in the area as well as note the time, day of week, weather conditions and temperature in order to keep track of and be consistent with all observations being done. The same route was taken at each time of observation also for consistency. Dots and arrows were used along with annotations to record the behaviors that were observed.

Themes gathered from the data were summarized in Table 6.3 to better visualize and compare to the interview and survey results. This helped to establish the overall similarities and differences between the way in which people behave and use various aspects of the downtown area and the way people feel about the same various aspects when not using them.

CHAPTER 6

Findings

The information gathered from the interviews, surveys, observations and site inventory and analysis have been analyzed separately and then compared to one another in order to create a cohesive, overall understanding of the site and how people feel towards it. This was then compared to the areas of concern from the Estero area Plan to compose a list of opportunities and constraints, pinpointing key ideas and elements that should or should not be included in the goals and proposed design for the downtown area.

6.1 Site Inventory and Analysis Results

A site analysis was conducted to determine the condition of the area and which aspects of the site design elements should focus on. The area was observed in order to understand the site's context, physical attributes and opportunities and constraints to help guide the creation of proposed goals and design options.

Location

The town of Cayucos is located at 35°26'N 120°54'W (Google Earth, 2009) along California's Central Coast between Morro Bay and Cambria (Figure 1.1). The area of this study, the downtown, is located at the northern end of the town along Ocean Avenue. The downtown is approximately 31 acres and is bounded by Cayucos Creek, the Pacific Ocean E Street and Ash Avenue. This also includes the area occupied by Hardie Park located along B Street between Ash Avenue and Birch Avenue (Figure 6.1).

Figure 6.1 Locations of Discussed Elements With Project Site Bounded by Red Line
Source: Google Earth, 2009

History

The town of Cayucos originated from the Rancho Moro y Cayucos Spanish Land Grant and was used for a shipping port after the pier was built in 1871. Once the land was subdivided in 1875 the town was born and the surrounding land was used for agriculture. Currently, Cayucos is an unincorporated town within San Luis Obispo County. This means the town utilizes a form of rule by means of a commission or council, governed by the County. The Cayucos Community Advisory Council is made up of residents from the community and is responsible for representing community interests and providing feedback and recommendations on issues to the Board of Supervisors, Planning Commission and Planning and Building Department.

Demographics

Cayucos has a population of 2,943 (U.S. Census Bureau, 2000). In Appendix A, we can see that 29 percent of the population is 60 years of age or older, 83 percent are older than 18 and 17 percent are below the age of 18. The majority of the community is white with only 6 percent of the population being of Black/ African American, Asian, American Indian or Alaska Native, or other decent (Figure 6.2). About 57 percent of the community owns their residence while 43 percent rent them. Also, 61 percent of the residences are occupied while 39 percent are vacant or used seasonally.

Figure 6.2 Population Race

Climate

Cayucos is located within Plant Zone 16 according to the Sunset Western Garden Book. “This zone contains areas of Central and Northern California that are influenced by ocean weather approximately 85 percent of the time and by inland weather approximately 15 percent of the time” (Sunset Western Garden Book, 2001, p. 48). The winters tend to be milder than others in the coastal climate zone because the area is in a thermal belt. Thermal belts are areas containing slopes from which cold air drains. During the summer there is a common afternoon wind in the area that helps maintain cooler temperatures. According to The Weather Channel (2009), typical lows in this zone occur in the 40 to lower 50-degree range throughout the year. Highs in the area are typically in the 60s with the warmest month being October. The charts below also indicate record temperatures as high as 102 degrees and as low as 22 degrees having occurred in the area.

Historic Features

There is a mix of architectural styles in the area including an old, western and Victorian theme as well as some modern styled buildings. The historic western look is concentrated on Ocean Avenue while the Victorian theme can be found in residential areas, along Ocean Avenue and in historic buildings such as the Cass House (Figure 6.3). Located at the corner of Cayucos Drive and Ocean Avenue, the Cass House is a Victorian style home that was built in 1875. It has been restored and is currently being used as a museum as well as a hotel (Figure 6.1).

Figure 6.3 Cass House

Another important historic building is the Veteran's Memorial Hall at the entrance to the pier and near the end of downtown (Figure 6.1). It houses an art club and is used to hold town meetings and events, besides having picnic tables and a barbeque area. The pier in itself is historical, built in 1871 when Cayucos was a port town and is currently still used for fishing.

Newer buildings in the area have a modern architectural style that adds to the eclectic look of the area but not to the community's desired design style.

Uses

The downtown includes retail, commercial, office and residential uses that line Ocean Avenue with building heights no taller than 2 stories. Uses include restaurants, lodging, antique shops, an ice cream parlor, convenient store, saloon, pharmacy and real estate offices to name a few. There is a newer

Figure 6.4 Mixed Use Building

mixed-use building at the corner of E Street and Ocean Avenue which houses a few of these uses and compliments the existing architectural style of the area (Figure 6.1 & 6.4).

Undeveloped parcels can be found at the corner of D Street and Ocean Avenue and at the corner of E Street and Ocean Avenue (Figure 6.1). Their edges are used for parking when other areas with designated spaces are full but otherwise remain empty and underutilized. An empty lot between Hardie Park and Ocean Avenue is also utilized for informal parking.

Views

From almost anywhere in the downtown there are viewsheds in two directions (Figure 6.7). Whenever there are street breaks you can see the ocean or the hills. The same happens when the buildings are low. Panoramic views can be seen from along the pier, showing views of the coastline as well as the hillsides that provide the backdrop to the town. Looking north along Ocean Avenue there is a view of the vacant lot that has the potential to connect the beach area to Hardie Park (Figure 6.5). Where E Street ends at the beach there is a small glimpse of the ocean

Figure 6.5 View Looking North on Ocean Avenue

Figure 6.6 View Looking Out From Where E Street Ends at Beach

Figure 6.7 Arrows Delineating Primary Views Throughout the Downtown

framed by vegetation (Figure 6.6). Looking inland from the beach on D Street there is also a small glimpse of the vacant corner lot that has the potential to be designed to draw people into the area, in addition to a view of the hills.

Vegetation & Landscaping

The weather conditions in Cayucos are able to support a growing season that begins in late February and lasts until the end of November supporting a wide range of plants. Currently there is no prescribed planting palette in the area and very little vegetation in terms of

Figure 6.8 Landscaping along sidewalk near Veteran's Memorial Hall

formal landscaping. A few palm trees have been planted at one end of Ocean Avenue and some planted pots have been set out on the sidewalk in front of other stores (Figure 6.8).

Water

The downtown area of Cayucos gradually slopes downward towards the Pacific Ocean and encompasses two creeks that connect to the larger area's drainage system. Cayucos Creek can be found bordering the northern end of the site where it drains into the Pacific Ocean.

Figure 6.9 Open Space adjacent to Hardie Park

Bordering a portion of the creek at the edge of the town is Hardie Park (Figure 6.1). The length of the creek between the park and the ocean remains bordered by an open lot currently held by a private owner. There is visual

access to the creek from the park and along the vacant lot with physical access being created by users by means of small trails (Figures 6.1 & 6.9). No formal access points have been created to accommodate all users. A second creek can be found between D Street and E Street where it drains into the Pacific Ocean

Figure 6.10 Culvert Area

(Figure 6.1). A culvert has been built under Ocean Avenue to allow for the creek to drain while both sides of the creek have been developed (Figure 6.1 & 6.10). The creek runs through a couple of residential blocks before it reaches the downtown giving it the potential to become an access way that could link users throughout more of the area.

Parking & Circulation

Ocean Avenue is the main thoroughfare through Cayucos extending from the downtown area south to Highway 1. Along the downtown, it is approximately 100 feet wide with angled parking on both sides, a middle turning lane and two traffic lanes, one in each direction. On a

Figure 6.11 Parking Along Ocean Avenue

daily basis there is a constant flow of vehicles using it to either get through or to the downtown. Circulation is fluid with streets never being congested or hard to get through.

Parking occurs on both sides of Ocean Avenue along all of the study area, providing 104 spaces (Figure 6.11 & 6.12). There is also parking available on Ocean Front Avenue (61 spaces) and along E Street (unmarked), D Street (21 marked and

Figure 6.12 Locations of Parking, Crosswalks and Public Restrooms
Source: Google Earth, 2009

unmarked spaces), Cayucos Drive (11 spaces), and in the Veteran's Memorial Hall parking lot (60 spaces). There are also 22 spaces at Hardie Park. Though there appears to be ample parking, on weekends when there are more people in the area, parking is harder to find. Also, through observation, about one third of the parking on a daily basis is consumed by employees. Currently there is no charge for parking and only 3 spaces, outside the corner store at D Street and Ocean Avenue, have a time limit.

Pedestrian Access

Five crosswalks can be found along Ocean Avenue where streets intersect and in the middle of the block between Cayucos Drive and D Street (Figure 6.12 & 6.13). The crosswalks are designated in white paint but can be hard to see by drivers. There are no

Figure 6.13 Pedestrian Crosswalk

indicators that a pedestrian walk is coming up making it dangerous for both pedestrians and drivers. For instance, the crosswalk in the middle of the block could be dangerous because it has been placed where many drivers may not be expecting it.

Bike Access

Bike lanes run from the southern end of town along Ocean Avenue but stop before entering the downtown area. Observing cyclists, many turn around when they reach downtown because there is no direction or implication as to which way they can continue. There are also no bike racks downtown for cyclists to be able to park their bikes when using the area.

Cleanliness

Trash receptacles can primarily be found along Ocean Avenue between Cayucos Drive and D Street. In some instances there are two trash receptacles next to each other but it is unclear whether or not the second one is meant for recycling. Slim, cigarette looking canisters have been attached to light poles in the area for the disposal of cigarettes. Their simple and effective design allows them to blend in and have users understand what they are meant for (Figure 6.14). There are no trash receptacles along the beach front except next to the restrooms.

Figure 6.14 Cigarette Disposal

Public Facilities

Public restrooms can be found at the entrance to the pier near the Veteran's Hall and at Hardie Park (Figure 6.12). The restroom facility at the beach houses both male and female restrooms as well as a drinking fountain and an outdoor shower facility for rinsing off. The restrooms at the park house both male and female restrooms and drinking fountains can be found there as well.

Seating

Seating can be found scattered throughout the area. Along the beachfront there is seating along the seawall facing the ocean but not on the other side of the wall (Figure 6.15). On Cayucos

Figure 6.15 Seating Along Seawall

Drive there are a couple of benches outside a restaurant facing the buildings with additional benches outside the nearby Veteran's Hall. There are benches along Ocean Avenue that allow users to stop and rest. All of the benches are different and add to the character of the area but impede on the sidewalks, making it hard for more than one

Figure 6.16 Seating in Front of Mixed Use Building

user to pass at a time. Near the corner of E Street and Ocean Avenue there is a single bench that faces inward towards the building rather than facing out towards the ocean, appearing to be more of an afterthought than an integrated design decision (Figure 6.16).

Wayfinding Mechanisms

The sidewalks in the area are made up of various kinds of materials including wooden planks, plain and stamped concrete, asphalt and pavers (Figure 6.17). Not having a continuous kind of pavement gives the area an eclectic feel but could make it hard to determine the boundaries of the downtown and inhibit the user's ability to orient themselves. In some places, along Cayucos Drive for example, the sidewalk is missing which could also affect orientation. Not having a continuous paving material and parts missing also affects the town's compliance with ADA regulations.

Figure 6.17 Changing Sidewalks Patterns

Signs in the area are small but unified, helping with orientation. A sign for community events is too small and discrete and difficult to

perceive, but its location on the corner of D Street and Ocean Avenue (in the center of the downtown) has the potential to be a focal point to help users in the area (Figures 6.1 & 6.18). Also, store signs can be found on buildings and along the sidewalks.

Figure 6.18 Community Events Sign

Parks

The small Hardie Park is located near the school between Ash Avenue and Birch Avenue and along B Street (Figures 6.1 & 6.19). It contains tennis courts, a swimming pool and an art display on the south side of B Street and a playground area on the north

Figure 6.19 Hardie Park

side of the street. The playground has a public restroom, jungle gym, swings, a lawn area and a few picnic tables. There is street parking along B Street and a small parking lot near the playground to accommodate visitors. Located at the end of town and disconnected from the main stream due to an area of residences, there is little incentive for the eventual user of the downtown to venture that direction and no signs indicating that the park exists.

A small skate park was built in the parking lot adjacent to the Veteran's Hall

Figure 6.20 Skate Park

(Figure 6.1 & 6.20). Accommodating some jumps and a half pipe with a chain link fence surrounding it, the park is hidden from view behind a couple of shops and a restaurant. The small size of the park limits the number of users that can occupy the area at any given time. There are no benches to observe skateboarders/skaters, to rest on or for users to set down their belongings.

Beach

The beach can be accessed primarily by Ocean Front Avenue. There is also a smaller access point where E Street meets the beach. The beach adjacent to the downtown contains two swing sets for children and a pier that people use for fishing, walking and observing the surroundings (Figure 6.21). There is a public restroom located at the beginning of the pier as well as outdoor showers. Benches are provided along the beach side of the seawall, at the entrance to the pier and along the pier itself. A sidewalk runs the length of the street side of the seawall (Figure 6.22).

Figure 6.21 Swings at Beach

Figure 6.22 Ocean Front Street

Overall, the area has character but lacks cohesion. It is unclear where the downtown begins or ends due to a lack of signage or design elements, such as cohesive materials, sidewalks, and vegetation. The vacant lots make it feel empty when they could be utilized to promote more activity in the area. Parking appears to be adequate but could

be added to for users during the summer months when tourism is at its peak. Views in the area could be framed better to draw people in while seating areas could be oriented towards these views rather than the buildings. Though the area is clean, there are few recycling bins and trash receptacles can only be found at prominent corners. Finally, the width of Ocean Avenue is uninviting at the pedestrian level and should be reduced while its crosswalks are made to be more visible in the interest of safety.

6.2 Interview Results

There were 23 interviews conducted as a pilot study to help in the composition of a mail survey that would later be sent out (Appendix B). Questionnaires are not included in the appendix but may be viewed upon request. Results can be found in a series of Tables in Appendix E. The interviews resulted in the random selection of participants being composed of twice as many visitors as resident with a few also falling in the ‘other’ category. Participants were a mix of 61% male and 39% female with a wide range of ages varying from teenagers to people in their 80’s.

In determining where the boundaries of the downtown area were perceived to be by users, it was found that most consider the downtown to be comprised of the three blocks that fall along Ocean Avenue between E Street and B Street, the area being looked at for the enhancement proposal. Important features that were found in this area included the small town feel, the ocean, beach and pier and the area’s ambiance. The site is original in character, built around the different styles of architecture, restaurants and shops and enhanced by the friendly and safe atmosphere.

When it comes to the level of satisfaction participants with the downtown area of Cayucos, all said they were in some degree satisfied, with most, 91%, stating that they were either satisfied or very satisfied (Figure 6.23). In determining if participants felt the

Figure 6.23 Participant Satisfaction Level with Cayucos

Figure 6.24 Cayucos' Need for Improvement

area needed any changes or improvements, almost half, 48%, felt it didn't while the rest, 52%, felt that there were some aspects that could use some improvement (Figure 6.24).

Improvements that were suggested include keeping the small town feel, keeping the town clean, and implementing street safety elements such as adding stop signs and reducing the width of Ocean Avenue. In addition, some addressed the addition of parking, vegetation and a better skate park, restaurants and the creation of a pedestrian walk along the beachfront.

In Table 8 of Appendix E, which shows the results for suggested changes and improvements to be rated in terms of important, the results were grouped into two categories: important or not at all important. This allowed for a more direct comparison

Table 6.1 Recommended Changes and Improvements

of the results, showing if respondents either thought the area did or did not need improvements. Looking at the given possibilities for changes and improvements in the area, only two were found by respondents to hold significant importance (Table 6.1). 70% of the respondents said that it was important to have better beach access and 61% said it was important to have additional parking. A majority of the participants felt no additional seating was needed in the area. Other aspects that they felt weren't necessary included providing street maintenance, adding retail and commercial, and adding a park.

Overall, the majority of the participants, both residents and visitors, were found to be satisfied with the way the downtown area currently is but do believe there are some

areas that could use some improvement. To better gauge the importance of the elements suggested as needing improvements, mentioned above, the survey provided these elements in a table to allow participants to offer their opinion on them. See Question 4 of the survey in Appendix B.

6.3 Community Survey Results

A total of 200 surveys were hung on randomly selected residences (Appendix C). Surveys that were returned are not included in the appendix but are available upon request. Found in Appendix F are detailed results of the 65 surveys that were completed and returned. It is important to note that when referring to percentages, some may not equal 100% due to some participants leaving some question unanswered. The survey resulted in the participation of mostly residences with a few visitors and employers, with almost twice as many females having responded than males. The participants' ages ranged from being in the 20s into the 80s, with the majority falling between 40 to 60 years of age.

What respondents found to be the most important features and characteristics in the downtown area include the small town atmosphere, the architecture and ambiance the area provides, the pier and beach, the friendly community feel, having local and not chain businesses, and the safe, peaceful and clean feel of the area.

Most of the respondents, about 95%, indicated they were satisfied to some degree with the area, including 41% that were very satisfied, 35% that were satisfied and 19% that were somewhat satisfied (Figure 6.25). When determining if the area needed any improvements, those that were not 'very satisfied' were in correlation with the number of participants that supported the area needing some improvement, coming to a total of

57%. The results also show that even though 40% said they were very satisfied, only 37% said the area did not require improvements, displaying that even those who are very satisfied feel some elements could be improved upon (Figure 6.26).

Figure 6.25 Participant Satisfaction Level with Cayucos

Figure 6.26 Cayucos' Need for Improvement

Recommendations for the area that were offered by the participants include maintaining the character and ambiance of the area, improving pedestrian access and circulation, improving beach access, keeping streets clean and safe, adding landscaping, restaurants and stores, creating a small park and maintaining an animal friendly area. Those that felt the area is fine the way it is suggested leaving them alone.

For Table 4 in Appendix F, which shows the results for suggested changes and improvements to be rated in terms of importance, the results were grouped into two categories: important or not at all important. This allowed for a more direct comparison of the results, showing if respondents either thought the area did or did not need

improvements (Table 6.2). Elements over half of the participants found to be most important include cleaning up the area and providing additional trash receptacles (80%), providing additional landscaping in the area (62%), and reducing the width of traffic lanes on Ocean Avenue to allow for wider sidewalks and seating areas (51%).

Table 6.2 Recommended Changes and Improvements

Other areas that held strong interest, and whose percentage was lower than but close to those who felt the element was not important, include creating a pedestrian walk along the beachfront (40%) and providing additional parking in the area (40%). Elements that held low importance and were felt to be unnecessary include having the buildings that front the beach cater to both sides (26%), moving the majority of parking outside the

core area (23%), reconfiguring and compacting parking (31%), and adding retail and commercial uses (29%).

Overall, the results show that while respondents would like to preserve the town as much as possible, there is a desire for changes to be made in the area. This is shown through the stated need for trash receptacles, formal landscaping and reducing the width of Ocean Avenue. Changes to these elements would help maintain the cleanliness of the area, provide a more inviting atmosphere and accommodate additional space for wider sidewalks and seating areas.

6.4 On-Site Observation Results

Five on-site observations were done, each at a different time of the day and for the duration of one hour. Each observation used a base map of the area to note where people were and what type of behavior they were engaged in at the time (Appendix D). A total of 573 people were observed in the area with tallied results shown in Table 6.1 below. Descriptions of user behavior and which areas were being utilized during each observation follow. The maps for each observation are not included in the appendix but are available upon request.

Table 6.3 On-Site Observation Results

	Monday	Wednesday	Friday	Friday	Saturday	
	12:00	9:00	11:00	6:00	3:00	Total
Beach						
Walking	21	4	6	16	32	79
Playing in Sand	12	0	0	0	19	31
Surfing/Kayaking	10	0	8	0	5	23
Walking Dog	4	6	5	2	7	24
Sitting	6	0	2	2	12	22
People Watching	6	4	2	0	3	15
Swinging	0	0	3	6	9	18
Wading	1	0	0	0	6	7
Eating	0	0	0	0	7	7
Skate Park	0	0	0	0	3	3
Total	60	14	26	26	103	229
Pier						
Walking	7	1	8	9	21	46
Sitting	4	2	1	0	12	19
Fishing	5	3	3	0	5	16
Biking	0	0	2	0	0	2
Total	16	6	14	9	38	83
Ocean Avenue						
Walking	32	15	22	9	71	149
Shopping	7	3	5	2	23	40
Walking Dogs	2	2	3	1	2	10
Biking	2	1	2	1	3	9
Sitting	2	0	3	0	2	7
Waiting	3	0	0	0	2	5
Skateboarding	0	1	1	0	0	2
Running	0	0	2	0	0	2
Cleaning	0	0	1	0	0	1
Total	48	22	39	13	103	225
Hardie Park						
Jungle Gym	5	0	0	0	2	7
Swinging	0	0	3	0	3	6
Watching	1	0	1	0	2	4
Vacant Lot	0	0	5	4	0	9
Sitting	2	0	0	6	0	8
Walking Dogs	0	0	0	0	2	2
Total	8	0	9	10	9	36
Overall Total	132	42	88	58	253	573

Beach

During the late hours of the morning to the middle of the afternoon, users were found doing a variety of activities on the beach. As can be seen for Monday, Friday morning and Saturday, users were found enjoying more family oriented activities such as playing games in the sand, wading, using the swings, surfing and eating. On Saturday specifically, activity was the highest and included use of the skate park. In the morning,

users were found engaged in more solitary activities. Looking at Wednesday, we can see that they were mostly found walking along the beach, observing others from a distance and walking their dogs. As for Friday evening, most shops were closed and the majority of users were at the beach. Overall, the most popular thing to do on the beach was found to be walking along the shore, followed by playing in the sand, walking dogs and surfing.

Pier

Users were found walking along the pier with some using it for fishing. Others were found gathered on benches at the pier's entrance. While they sat most were found people watching or waiting for others to arrive. Looking at Table 6.3 above we can see that activity along the pier is highest on the weekend and around the middle of the day. Overall it was found that walking is the most popular activity on the pier followed by sitting and then fishing.

Ocean Avenue

Consistent use of this area was seen at each observation period with the highest use occurring on Saturday afternoon, doubling the amount of use that was found during other observation periods. Though during the middle of the week and evenings fewer people could be found in the area, the most favored activity by users during all observation periods was walking along the street followed by shopping.

Hardie Park

Activity in the park was consistent on all days except Wednesday, when there was no one found utilizing the park. In addition, no one was found using the swimming pool or tennis courts on any of the observation days. Users were families with small children

who occupied the jungle gym, swings with benches being occupied by parents watching their children. Other users were found walking their dog or venturing through the adjacent vacant lot that connects to Ocean Avenue.

Circulation

Throughout all of the on-site observations circulation patterns remained the same. A majority of people could be found walking along Ocean Avenue, the beach front and on the beach and pier. Though there are crosswalks provided along Ocean Avenue, more often than not people preferred to cross when convenient rather than in the crosswalks. Having wide streets with little traffic could be the partial cause of this, making it easy for cars to go around and easy for pedestrians to see any traffic that may be coming.

Gathering Areas

The most common gathering areas were the entrance to the pier, where benches and restrooms are located, at the end of the pier, and at the corner restaurant located where D Street meets the beach. The rest of the area lacks areas in which people can comfortably gather with enough space for other to still get by, or a place with ample seating for all users meeting together. When it comes to which area attracted the most people, Ocean Avenue and the beach pull in more people than Hardie Park.

Parking

Parking in the area was always found to be full along Ocean Front Avenue and between D and E Street. The order in which the lots filled up was 1. the Ocean Front Street parking area, 2. parking between D and E Street along Ocean Avenue, 3. parking on D Street and 4. the Veteran's Memorial Hall parking lot.

Looking at Table 6.3 above, we can see that activity is greatest during the middle and afternoon hours of the day and lower during the morning hours. We can also see that the closer the day is to a weekend, the greater the activity is. During high points of activity, there are a higher variety of activities being engaged in than when the amount of users is low. For instance, on Saturday there are users engaged in 29 activities listed in the table, while on Wednesday there were users engaged in only 9 different activities.

Overall, results show that there are possibilities for improvement in the area. Aspects that can be enhanced include more adequate seating areas for groups to gather, sit and use to wait for others. Currently Hardie Park lacks a connection to the rest of the town. Finding a means to connect it with other areas could enhance and encourage people to utilize it. Ocean Avenue could use some design features that are more pedestrian oriented and allow for their safer crossing of the street. Finally, providing more activities for people to do in the area could improve the amount of time users spend there.

6.5 Opportunities and Constraints

Answers from the community obtained from the interviews and surveys included some of the issues the Estero Area Plan had proposed as seen in the findings. They included traffic, sidewalk conditions, pedestrian safety, the waterfront, parking, parks and the preservation and enhancement of architecture and natural areas. Using site analysis and on-site observations in addition to the interviews and surveys have allowed for a more complete picture of the area to form. The results from all the methods have been used to comprise the following list of opportunities and constraints to be used to guide the goals, objectives and proposed design for downtown Cayucos (Figure 6.27).

Figure 6.27 Opportunities and Constraints Map

1. Opportunity: Provide link between beachfront and Hardie park
Constraints: Habitat preservation, maintenance, flood hazard
2. Opportunity: Utilize town characteristics to provide new signage in area to help users find beach access, parking and other services
Constraints: Preservation of views
3. Opportunity: Increase parking along Cayucos Drive, D and E Street
Constraints: Could affect bike lanes and pedestrian circulation and visibility
4. Opportunity: Use traffic calming techniques along Ocean Avenue such as designing a median and widening sidewalks to provide seating and landscaping
Constraints: Availability and preservation of parking and landscape maintenance
5. Opportunity: Create entry features at the east and west end of downtown along Ocean Avenue and coming in from Cayucos Drive
Constraints: Could block views
6. Opportunity: Provide more visible pedestrian crossings along Ocean Avenue
Constraints: Pedestrian safety
7. Opportunity: Preserve/restore habitat areas around the beach, culvert and Hardie Park
Constraints: Flood hazard, maintenance

8. Opportunity: Reconfigure Ocean Front Street with a new promenade, seawall, seating, outdoor amenities and reconfigure parking

Constraints: Pedestrian safety, parking availability, visitor vs. community interest

9. Opportunity: Reconfigure Veterans Hall parking to accommodate more spaces

Constraints: Possible increase in traffic, impact skate park

10. Opportunity: Provide more uses in open space at east end of town such as trails to link the beach with Hardie Park and a creek walk for educational purposes

Constraints: Habitat preservation, flood hazard, maintenance

CHAPTER 7

Proposal

The opportunities and constraints comprised from input from the community through interviews and surveys, along with a site analysis and on-site observations, have helped in understanding the commonalities between community members. The main issues found were then combined with the results of the literature review, case studies, and local acts and plans to comprise a comprehensive design proposal for the enhancement of the downtown area of Cayucos that attempts to satisfy the interests of the parties involved.

7.1 Vision

The design for downtown Cayucos will unify the downtown's identity in order to visually set it apart from the rest of the town while maintaining and enhancing the original character of the area. It will provide users with a means to safely move throughout the area by means of a boardwalk, provide users with a continued sense of place through material choice, increase the kinds of experiences users have through the addition of recreational and gathering spaces, provide a means to maintain the cleanliness of the area, and provide users with a means to access the downtown with convenient parking locations. The design will not redo the downtown but preserve and utilize what already exists, to help guide the enhancement of the area and add to its eclectic feel.

7.2 Goals and Objectives

Goal 1: To maintain the area's sense of place.

- Utilize aspects of legibility through elements of design
- Create a distinct downtown district
- Provide nodes to accommodate certain experiences and activities

Goal 2: To make the boundaries of downtown distinct.

- Designate through use of materials
- Make sidewalks uniform
- Have a formal landscape plan

Goal 3: To maintain the town's ambiance and character.

- Preserve historic buildings and architecture
- Use similar materials to historic elements in new design features
- Improve the town event sign

Goal 4: To improve the safe and friendly atmosphere.

- Reduce width of Ocean Avenue
- Make crosswalks visible and of a different material
- Provide gathering areas with additional seating

Goal 5: To improve the cleanliness of downtown area.

- Add trash receptacles
- Add recycling bins
- Add pet waste stations

Goal 6: To provide additional recreational opportunities.

- Improve and expand the skate park
- Design a trail that links Hardie Park to the beach
- Extend a bike way through the downtown

Goal 7: To improve parking and circulation.

- Improve seawall and pedestrian walk along beachfront
- Design trail that links Hardie Park to the beach
- Provide wider sidewalks along Ocean Avenue
- Provide additional parking

Goal 8: To utilize the currently undeveloped parcels.

- Add a small park at corner of D Street and Ocean Avenue
- Add a dog park on corner of E Street and Ocean Avenue
- Provide trail area along lot adjacent to Hardie Park and leading to the beach

7.3 Design

The design proposal for downtown Cayucos showcases elements that the community took interest in that will help attract more users to the area while preserving the character of the town (Figure 7.1 & Appendix G). Descriptions of the design elements that were incorporated are found below explaining what each element contains as well as how they relate back to the literature review in regards to sense of place, experience of place and design as place making.

Trail System

The trail system links users from Hardie Park to the E Street beach entrance. It runs through the undeveloped parcel adjacent to Hardie park, around the Veteran's Hall parking lot and new Ocean Front Promenade and along the beach where it coincides with a new seawall. There was a high level of users observed walking through the downtown area and this system enables users to more easily circulate through the area. This lends to enhancing user experiences by connecting them to a wider range of activities. It also is intended to bring users to spaces they were not aware of, such as Hardie Park, due to the lack of signage. Doing this increases their sense of place by increasing the ability for users to make a connection to the area by finding places that provide for their individual needs.

The trail system is made of wooden planks to create a boardwalk feel. The choice to make it look like a boardwalk stems from existing segments of sidewalk in the downtown that have the same look. Using a boardwalk attributes to both the beach town feel and user sense of place while unifying the downtown area. Having the boardwalk

Figure 7.1 Design Site Plan

only in the downtown makes the area recognizable, providing visual cues as to where it begins and ends.

The trail system also includes an educational walk to teach visitors and residents about the environment and history of the town, enhancing both their sense and experience of place through the implementation of design. Seating areas can be found throughout along with trash, recycle and pet waste bins to help maintain the areas cleanliness. Because the undeveloped parcel is in a flood hazard area, designing it as a recreation space with minimal hardscape enables the site to continue to accommodate excess water during the rainy season. Shade trees can be found lining portions of the trails to provide shade for users and frame views. Also, an amphitheater can be found near Hardie Park to serve as an outdoor space for gatherings, picnics, outdoor classes and more.

Parks

A dog park has been designed at the corner of Ocean Avenue and E Street to address the community's request to keep the area pet friendly. Three entrances lead into the park, one on E Street, one on Ocean Avenue and one at the corner that leads towards the E Street entrance of the trail system. The park is fenced in to allow dogs the freedom of running around without a leash. A pathway wraps around the outside of the park for owners to utilize while watching their dogs. A bathroom and dog shower facility can be found along in one corner of the park while trash, recycle and pet waste bins can be found near seating areas found along the pathway. Shade trees and benches provide users with smaller niches in which they can passively sit and watch others and their dogs while the center of the park provides a larger space for users who are looking for a more open space to enjoy.

The undeveloped parcel located at the corner of D Street and Ocean Avenue is to be turned into a pocket park. It contains a gazebo, a children's playground and a larger community events sign. Benches look onto the playground for parents to watch their children while picnic tables can also be found in the front half of the park. Both create smaller, private spaces for users to attain a more cozy and secure experience. The new community event sign will be larger and placed at the corner of Ocean Avenue and D Street for better visibility and recognition (Figure 7.2). It will also have a Victorian theme to tie it into the character of the town.

The existing skate park's size will be increased in order to accommodate a larger half pipe and additional ramps as well as the number of users that can occupy it at one time. A seating area/ picnic area has been created outside the entrance to the skate park for users to set down their belongings and for viewers to use to watch the users.

Figure 7.2 Community Event Sign

Promenade

The new promenade is lined on one side by a part of the boardwalk and on the other by a wide pedestrian walk making the area primarily pedestrian (Figure 7.3). Reducing the Ocean Front Street parking here increases pedestrian safety by slowing traffic down and overall reducing the amount of traffic that flows through. The street is still wide enough to accommodate garbage and delivery trucks. The widened walkway allows for there to be vendor space, seating areas, planters and vegetation and the ability

for businesses to open up and cater to the beach side of their buildings. This space has the ability to accommodate a multitude of users and facilitate in each connecting to and creating experiences and memories with the area.

Figure 7.3 Ocean Front Promenade Perspective

Bringing the new seawall out towards the ocean allows for the widening of the walk and for the boardwalk to come through. The new seawall itself is intended to be a display for a mural designed by the community. Along the boardwalk and promenade will be trash, recycle and pet waste bins, stairways to access the beach and seating. The seating areas throughout the boardwalk and promenade area have been designed to create nodes for different users to gather in. Extending the boardwalk into the area helps users define the edge of the space and ties them into the downtown area. The pattern used

along the promenade are also repeated in the crosswalks along Ocean Avenue which visually help guide and orient users to know they are still within the downtown area.

Ocean Avenue

Located at both ends of the downtown along Ocean Avenue and coming in from Cayucos Drive will be welcome signs or features to welcome users to the area

Figure 7.4 Entry Sign

(Figure 7.4). This gives a direct visual clue as to where the downtown is. The signs/features will showcase town characteristics through murals done by the community. Along Ocean Avenue the sidewalks were widened and designed to match the trail system boardwalk, tying into the overall trail system (Figure 7.5). As previously mentioned, having the boardwalk design only in the downtown area helps designate the boundaries of the downtown and unify it. The widened sidewalks have been designed to encourage pedestrian circulation by accommodating more users, more seating and more trash, recycle and waste bins while enabling users to experience more personalized storefronts. Through this design the walkway can now accommodate for a variety of spaces and users to enhance their experiences.

Crosswalks have been designed to be slightly raised and paved using pavers for traffic calming. The mid-block crosswalks have been paved with pavers to create an ocean design that is between 15-20 feet wide for visibility and ease of access by pedestrians. Planter boxes are repeated along Ocean Avenue to separate parked cars from

Figure 7.5 Ocean Avenue Perspective

pedestrians along the sidewalks. In addition, planters run the length of each block to separate the two-way traffic, helping slow drivers down and increase pedestrian safety. The repetition of both planters help users visually see where they are and tie the downtown together through a cohesive design pattern.

Parking

Currently there are 257 spaces available in the downtown area. With the new design there are 245 spaces available, a reduction of only 12 spaces. The Veteran's Hall parking lot now contains 66 spaces, compared to the 60 that currently exist, even with the expansion of the skate park. Parking on Ocean Avenue remains at 104 spaces even with the removal of some for crosswalks and planters. Ocean Front Avenue parking has been reduced to 11 spaces along the beach front with additional spaces made available along Cayucos Drive (6 spaces), D Street (29 spaces), E Street (9 spaces) and the end lot on Ocean Front Avenue (20 spaces).

Maintaining parking in the area ensures that users will be able to access the downtown and beach areas. A majority of the parking is angled to maximize the number of spaces that can be put in the area and is primarily located on Ocean Avenue to emphasize it as the main corridor. While maximizing the number of spaces, the area has still been able to be designed as being more pedestrian friendly by narrowing street widths and emphasizing pedestrian circulation through paving patterns and the heightening of crosswalks, as previously mentioned.

CHAPTER 8

Conclusion

The following summarizes how the design attributes to the needs of the community and how it reflects the research that was done on sense of place, experience of place and design as place making. There is also a reflection on how the methods and results worked and ways in which they can be improved as well as what research and projects in the future should be geared towards.

Design

There are important aspects to take into consideration when enhancing an area. Some were discovered through research done both through reviewing literature, case studies and surveying the area's stakeholders. Through this research I was able to determine how to enhance the downtown area of Cayucos without taking away its unique character and the connection users have with the town. In order to maintain an area's sense of place, it needs to remain a place that people recognize as being unique and distinct from other places. This was seen with the responses from those surveyed who requested the preservation of historic features and their fondness for the small, eclectic feel the town has. In the design this is reflected by maintaining all the architecture and architectural styles and materials of the area. Also, a simple plan was designed so as not to take away from the small town atmosphere but simply enhance it.

The area needs to be legible and be comprised of components that will enable users to make a connection to the environment. By having a variety of spaces for both the 'doers' and the 'watchers' the area is able to accommodate all types of users and give them the opportunity to make that connection. Some of these places currently exist, such as the

pier, beach front and skate park, but are increased in the design through the creation and addition of pocket parks, seating areas, and recreational areas. These spaces allow users to create memories and experiences, increasing the user's sense of place.

Through the case studies it was clear that stakeholders should be involved in the enhancement process. With memories and experiences of their own, not including their input can result in a town they no longer recognize or value as unique, such as Huntington Beach whose town was modernized with no preservation of its original character. By considering and following stakeholder input, the town can be updated and preserved by keeping key components in the area. In Kennebunk they used characteristic materials, already existing in buildings in the town, to unify and enhance the area's streetscape, which in turn enhanced rather than diminished its sense of place. The same was done for the downtown Cayucos design. This enables the town to have a more distinct character without losing its original quality.

Overall, it came down to finding the balance between new and old. In finding that balance, I believe that the design proposal for downtown Cayucos will enhance the area, increase user experiences in the area and stay true to the town's sense of place.

Methods & Results

Looking back on the methods used and how the results were evaluated I have found that there are a few areas I could improve upon to enhance the conclusions I came to. These areas include availability, time, and those who were interviewed and surveyed.

When doing my site analysis it would have been beneficial to view the downtown area when events were taking place. Due to personal availability and the time period in which I conducted my observations, I was unable to see the areas that are utilized and

impacted by town events such as farmers market and the craft show. Seeing events such as these would have helped me gauge where open spaces and parking were needed and/or affected. This would have given me a better sense of what the downtown needed when fully occupied.

As for interviews, I would have liked to obtain more to direct the creation of the community survey. Again, due to availability and time, it was hard to find a time of day, or day in general, in which to visit Cayucos when more people were in the area. I would have also liked to have an additional person to help lead interviews to see if more people would have talked based on who was asking the questions.

When distributing the community surveys to residences it would have been beneficial to know which homes were occupied at the time and which ones were merely vacation homes or summer rentals. I think many of the surveys were not returned simply because no one was home. I would have liked to distribute surveys in three different parts of the town, versus just the one I had, to cover a wider sample of residents and possibly vacationers. In addition, I would have liked to survey business owners specifically to see how they view changes to the downtown and how it affects them. For instance, if parking was moved, do they think less people would stop by their business? Or if more businesses were added, would it impact their sales?

Doing on site observations was the most helpful. It was easier to see what people liked and disliked because they were showing me rather than describing it to me through interviews, in which people may hold back, or through written surveys, in which case people may list everything or nothing at all. Like in site analysis, I would have liked to

observe the downtown area during a town event to see which areas were being utilized and which areas could use improvement to help facilitate the event and downtown area.

A lot has been learned through the process of this project. All pieces will help me in future research projects where I will be able to take these steps into better consideration in order to enhance the results and the success of future endeavors.

Future Research & Projects

Going through this process has shown there is a true connection between people and places. Those who participated in my research demonstrated the importance of this connection, consistently emphasizing the town's unique characteristics and charm. This shows the need for tools that planners and designers can use that will help places like Cayucos maintain their sense of place while still enabling the area to progress.

For the future, it would be advantageous to continue to research what connects people to places, and to use it on a project-by-project basis. For planners and designers, it would be helpful to learn about and understand what the area has been built upon in order to guide their design towards what the community needs and not just what they want to design. This would deter places from being completely redeveloped into a cookie-cutter design and encourage designers and planners to work with the community to design something meaningful and fitting for the area. This is to say that not all designs should be individual but should come together to create unity in the bigger picture.

DISCLAIMER

This professional project has been evaluated and accepted as an academic exercise, for fulfillment of one of the MCRP degree requirements. The data collected for, and the findings of this study, do not represent all possible stakeholders that may wish to express their opinions, positions and interests about the site selected. The information presented in this professional project document do not necessarily reflect the views of California Polytechnic State University at San Luis Obispo, their City and Regional Planning Department, their faculty or members of the professional project committee. Acceptance does not mean endorsement of any position for or against the development of the site assumed for this academic-only exercise. Acceptance does not imply accuracy or reliability of findings for decision-making.

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Appendix A: Cayucos Demographics

Subject	Number	Percent
Total population	2,943	100
SEX AND AGE		
Male	1,408	47.8
Female	1,535	52.2
Under 5 years	104	3.5
5 to 9 years	130	4.4
10 to 14 years	169	5.7
15 to 19 years	158	5.4
20 to 24 years	125	4.2
25 to 34 years	286	9.7
35 to 44 years	432	14.7
45 to 54 years	561	19.1
55 to 59 years	141	4.8
60 to 64 years	144	4.9
65 to 74 years	330	11.2
75 to 84 years	289	9.8
85 years and over	74	2.5
Median age (years)	46	(X)
18 years and over	2,448	83.2
Male	1,167	39.7
Female	1,281	43.5
21 years and over	2,355	80
62 years and over	792	26.9
65 years and over	693	23.5
Male	301	10.2
Female	392	13.3
RACE		
One race	2,879	97.8
White	2,761	93.8
Black or African American	7	0.2
American Indian and Alaska Native	11	0.4
Asian	37	1.3
Asian Indian	2	0.1
Chinese	2	0.1
Filipino	12	0.4
Japanese	13	0.4
Korean	1	0
Vietnamese	2	0.1
Other Asian 1	5	0.2
Native Hawaiian and Other Pacific Islander	1	0
Native Hawaiian	1	0
Guamanian or Chamorro	0	0
Samoan	0	0
Other Pacific Islander 2	0	0
Some other race	62	2.1
Two or more races	64	2.2
Race alone or in combination with one or more other races 3		
White	2,822	95.9
Black or African American	10	0.3
American Indian and Alaska Native	41	1.4
Asian	57	1.9
Native Hawaiian and Other Pacific Islander	8	0.3
Some other race	73	2.5
HISPANIC OR LATINO AND RACE		
Total population	2,943	100
Hispanic or Latino (of any race)	200	6.8
Mexican	151	5.1
Puerto Rican	3	0.1
Cuban	6	0.2
Other Hispanic or Latino	40	1.4
Not Hispanic or Latino	2,743	93.2
White alone	2,645	89.9
HOUSING OCCUPANCY		
Total housing units	2,284	100
Occupied housing units	1,405	61.5
Vacant housing units	879	38.5
For seasonal, recreational, or occasional use	759	33.2

Appendix B: Interview Questionnaire

1. Are you at:
_ Resident _ Visitor _ Work Here _ Other _____

If resident, how long? _____

2. What are the boundaries of downtown Cayucos for you? Can you draw it on a map?

3. What are the most important characteristics and features of downtown Cayucos?

4. How satisfied are you with downtown Cayucos?
_ Not at all satisfied _ Somewhat satisfied _ Satisfied _ Very satisfied

5. What do you like about downtown Cayucos?

6. Do you think the downtown area needs changes or improvements?
_ Not at all _ Somewhat _ Yes

7. What changes and/or improvements would you like to see made in the downtown area?

8. Here is a list of possible changes and/or improvements. Please indicate how important it is for these changes/improvements to be made in downtown Cayucos.

Changes/Improvements	Not at all important	Somewhat important	Important	Very important
Better access to the beach.				
Additional parking.				
Improved pedestrian access and safety.				
Slow down traffic speed on Ocean Avenue.				
Addition of a new park.				
Additional seating throughout area.				
Landscaping throughout area.				
Bigger variety of retail/commercial uses.				
Sidewalk and street maintenance.				

9. Do you have any other suggestions or recommendations?

10. Gender: _ Male _ Female

11. Age: _____

Appendix C: Community Survey

1. What are the most important characteristics and features of downtown Cayucos?

2. How satisfied are you with downtown Cayucos?

☐ Not at all satisfied ☐ Somewhat satisfied ☐ Satisfied ☐ Very satisfied

3. Do you think the downtown area needs changes or improvements?

☐ Not at all ☐ Somewhat ☐ Yes

4. Here is a list of possible changes and/or improvements. Please indicate how important it is for these changes/improvements to be made in downtown Cayucos.

Changes/Improvements	Not at all important	Somewhat important	Important	Very important
Make the current buildings on the beachfront cater to both sides of the block.				
Move a majority of the parking out of the downtown core area.				
Clean up area and provide additional trash receptacles.				
Create a pedestrian walk and add additional points of access along beach.				
Reduce the width of traffic lanes on Ocean Avenue to allow for wider sidewalks and seating areas.				
Reconfigure the parking to make it more compact.				
Provide additional parking in the area.				
Add retail and commercial uses.				
Provide additional landscaping in the area.				

5. Do you have any other suggestions or recommendations?

6. Are you a:

☐ Resident ☐ Vacationer ☐ Employer ☐ Other _____

If resident or employer, how long have you been in Cayucos? _____

7. Gender: ☐ Male ☐ Female

8. Age: _____

Appendix D: Site Analysis & On-Site Observation Map

Appendix E: Interview Data

Survey #	1. Resident, visitor, work here, other?	Resident: How long	2. Boundaries of downtown	3. Important characteristics/ features of downtown Cayucos
3	Resident	13	3 blocks	small town, pier
4	Resident	15	3 blocks	pier, food
7	Resident	20+	2 blocks	few people
8	Resident	20+	2 blocks	authentic, small
19	Resident	15	3 blocks	pier, food
21	Resident	30+	4 blocks	old architecture, friendly people
22	Resident	30+	4 blocks	kept originality, small
1	Other	-----	4 blocks	keep people out
2	Other	-----	4 blocks	friendly, small feel
5	Visitor	-----	4 blocks	ocean, food, ambiance, small feel
6	Visitor	-----	4 blocks	ocean, ambiance, small feel
9	Visitor	-----	2 blocks	beach
10	Visitor	-----	2 blocks	small town
11	Visitor	-----	2 blocks	small, old style, beach, shops, restaurants
12	Visitor	-----	2 blocks	small, beach access
13	Visitor	-----	3 blocks	old buildings
14	Visitor	-----	3 blocks	old style buildings
15	Visitor	-----	3 blocks	seaside hotel, beach
16	Visitor	-----	3 blocks	candy store, antique store
17	Visitor	-----	3 blocks	pier, beach for kids
18	Visitor	-----	3 blocks	beach, pier
20	Visitor	-----	3 blocks	old buildings
23	Visitor	-----	3 blocks	store fronts along water, pier

4. Satisfaction w/ downtown	5. What you like about downtown?	6. Does downtown area need changes/improvements?	7. Wanted changes/improvements
somewhat satisfied	beach access	yes	none
satisfied	small town	not at all	none
very satisfied	skate park	somewhat	more trash cans
very satisfied	skate park	somewhat	more trash cans
satisfied	small town, pier	not at all	none
very satisfied	old, small town	not at all	none
very satisfied	friendly atmosphere	not at all	no more building
very satisfied	small	not at all	quit building, no drugs
verysatisfied	ambiance	not at all	no more building
very satisfied	friendly	not at all	keep small
very satisfied	friendly people	not at all	prevent big retail/commercial
very satisfied	beach access, small town	not at all	none
satisfied	beach	yes	none
very satisfied	friendly, quaint	somewhat	none
very satisfied	friendly people	somewhat	increase parking
satisfied	old town feel	not at all	none
satisfied	no fast food, one owner shops	not at all	none
very satisfied	walkable, safe, family friendly	somewhat	stop signs for pedestrian safety
very satisfied	family friendly, small, safe	somewhat	more restaurants
very satisfied	small, no huge developments	somewhat	make hotels seasonal (close Sept-May)
very satisfied	not many shops, not Morro Bay	somewhat	run tourists out, clean up, add stoplights
satisfied	small town	somewhat	none
somewhat satisfied	quiet, slow paced, calm, small	yes	reduce width of Ocean Ave, add vegetation, create more inviting pedestrian walk along beach

8. (below)	9. Other recommendations	10. Gender	11. Age
	none	male	20's
	none	male	30's
	keep skate park	female	50's
	more trash cans	male	50's
	none	male	20's
	none	female	70's
	none	male	70's
	no taxes	male	70's
	none	female	70's
	protect original character	female	80's
	keep being cayucos	female	80's
	none	male	40's
	none	male	20's
	none	female	30's
	none	male	30's
	none	male	40's
	none	female	40's
	none	male	30's
	none	female	30's
	none	female	40's
	none	male	40's
	none	male	teenager
	add pedestrian oriented walkway by ocean, dual facing buildings	male	20's

1	Total	Percent
Resident	7	30%
Visitor	14	61%
Work Here	0	0%
Other	2	9%

2	Total	Percent
2 blocks	6	26%
3 blocks	11	48%
4 blocks	6	26%

3	Total	Percent
Small town/feel	11	48%
Ocean/beach access	8	35%
Pier	6	26%
Ambiance/originality	5	22%
Restaurants	4	17%
Stores	4	17%
Architecture/buildings	4	17%
Friendly	2	9%
Store fronts along water	1	4%

4	Total	Percent
Not at all satisfied	0	0%
Somewhat satisfied	2	9%
Satisfied	7	30%
Very satisfied	14	61%

5	Total	Percent
Small town/feel	11	48%
Friendly	7	30%
Ocean/beach access	3	13%
Ambiance	3	13%
Shops (few, no chains)	3	13%
Safe	2	9%
Skate Park	2	9%
Walkable	1	4%
Pier	1	4%

6	Total	Percent
Not at all	11	48%
Somewhat	9	39%
Yes	3	13%

7	Total	Percent
None	10	43%
Keep small	5	22%
Keep clean/ trash cans	3	13%
Stop signs/stop lights	2	9%
Reduce tourists/ season	2	9%
No drugs	1	4%
Increase parking	1	4%
Add vegetation	1	4%
Pedestrian walk	1	4%
Reduce Ocean Ave width	1	4%
More restaurants	1	4%

8. Changes/Improvements		Not at all	Somewhat important	Important	Very Important		
Better access to the beach		13, 14, 15, 16, 17, 18, 20	3, 4, 5, 6, 9, 10, 11, 12, 19	1, 2, 21, 22	7, 8, 23		
Additional parking		1, 2, 7, 8, 17, 18, 21, 22, 23	3, 4, 9, 10, 13, 14, 19, 20	5, 6, 11, 12, 15, 16			
Improved pedestrian access and safety		1, 2, 3, 4, 7, 8, 9, 10, 13, 14, 17, 18, 19, 20, 21, 22	5, 6, 11, 12	23	15, 16		
Reduced traffic speed on Ocean Ave		1, 2, 3, 4, 7, 8, 9, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21, 22	5, 6	23	15, 16		
Addition of new park		1, 2, 3, 4, 7, 8, 9, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21, 22	5, 23	6, 15, 16			
Additional seating throughout area		1, 2, 3, 4, 7, 8, 9, 10, 13, 14, 17, 18, 19, 20, 21, 22	11, 12, 23	5, 6	15, 16		
Landscape improvements throughout area		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21, 22		15, 16, 23			
Bigger variety of retail/commercial uses		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 13, 14, 17, 18, 19, 20, 21, 22	11, 12		15, 16, 23		
Sidewalk and street maintenance		1, 2, 3, 4, 7, 8, 9, 10, 11, 12, 17, 18, 19, 21, 22	13, 14, 20	5, 6, 23	15, 16		
						Clumped Results	
8. Changes/Improvements		Not at all	Somewhat important	Important	Very Important	Not at all	Important
Better access to the beach		30%	39%	17%	13%	30%	70%
Additional parking		39%	35%	26%	0%	39%	61%
Improved pedestrian access and safety		70%	17%	4%	9%	70%	30%
Reduced traffic speed on Ocean Ave		78%	9%	4%	9%	78%	22%
Addition of new park		78%	9%	13%	0%	78%	22%
Additional seating throughout area		70%	13%	9%	9%	70%	30%
Landscape improvements throughout area		87%	0%	13%		87%	13%
Bigger variety of retail/commercial uses		78%	9%	0%	13%	78%	22%
Sidewalk and street maintenance		65%	13%	13%	9%	65%	35%

9	Total	Percent
None	18	78%
Keep Cayucos the same	2	9%
More trash cans	1	4%
Keep skate park	1	4%
No taxes	1	4%

10	Total	Percent
Male	14	61%
Female	9	39%

11	Total	Percent
teenager	1	4%
20's	4	17%
30's	5	22%
40's	5	22%
50's	2	9%
60's	0	0%
70's	4	17%
80's	2	9%

Appendix F: Community Survey Data

	Questions								
Survey #	1. Most important characteristics/ features of downtown	2. Satisfaction w/ downtown	3. Does downtown need changes/ improvements	4. Possible changes (See below)	5. Other recommendations	6. Resident, Vacationer, Employer, Other	Resident, How long	7. Gender	8. Age
1	none	somewhat satisfied	somewhat		too many vacation rentals, large buildings, keep town family oriented, small and quaint	resident	50 yrs	male	50
2	small, folksy	satisfied	yes		none	resident	36 yrs	female	59
3	none	satisfied	somewhat		keep it funky, eclectic, and not too different, don't make it Avila	resident	3 yrs	male	42
4	it's mostly original	very satisfied	not at all		none	resident	57 yrs	male	57
5	quaint, small	somewhat satisfied	yes		more outside eating restaurants	resident	n/a	female	51
6	none	somewhat satisfied	somewhat		none	resident	48 yrs	female	n/a
7	none	very satisfied	not at all		how much will it cost me, plant trees in middle of street, parking time limit	resident	32 yrs	male	81
8	small town	satisfied	somewhat		park area w/ gazebo in open lot near saloon building	resident	1.5 yrs	male	59
9	none	satisfied	n/a		none	resident	11 yrs	male	75
10	small town look	satisfied	somewhat		continue small town look, don't want big stores and tourist stores like Morro Bay	resident	3 yrs	female	67
11	local coffee shop, businesses, local owners, small town environment, no big retail	satisfied	somewhat		keep streets safe, safe walkways for kids coming to and from school, recycle bins	resident	8 yrs	female	41
12	compact business area	satisfied	somewhat		no more huge buildings, historical walking self-guided tour	resident	26 yrs	female	76
13	pier and beach	somewhat satisfied	yes		keep storefront and sidewalk area clear, remove gum from walkways, generally improve store appearance	resident	25 yrs	male	68
14	none	very satisfied	somewhat		none	resident	12 yrs	male	47
15	none	very satisfied	not at all		leave us alone, no Avila Beach please	resident	10 yrs	female	ageless
16	small, quiet, strong sense of community	very satisfied	not at all		don't build on sandy beach side, most parking taken by employees, use drought tolerant plants	resident	26 yrs	female	80 yrs
17	none	very satisfied	somewhat		none	resident	20 yrs	female	81 yrs
18	open areas	very satisfied	not at all		none	resident	n/a	female	old
19	none	very satisfied	not at all		none	resident	n/a	n/a	n/a
20	none	somewhat satisfied	somewhat		none	other: part time resident	31 yrs	male	78 yrs
21	small, beach time feel	satisfied	not at all		none	other: part time resident	36 yrs	female	old enough
22	historic buildings, not modern, simple, no signals, no traffic circle	very satisfied	not at all		trash receptacles placed at beach walk throughout town, remain animal friendly	resident	24 yrs	female	53 yrs
23	none	very satisfied	not at all		leave town alone, don't make it something it's not	resident	60 yrs	female	60 yrs
24	none	very satisfied	somewhat		keep it simple, quiet and pleasant, don't turn into SLO, MB	resident	n/a	male	56 yrs
25	quaint town	not at all satisfied	yes		beauty with hanging flower baskets	resident	20+ yrs	female	senior citizen
26	small, quaint, friendly	very satisfied	somewhat		keep it clean	vacationer	n/a	female	60 yrs
27	funky beach town ambience with a western twist	satisfied	somewhat		full service grocery store	resident	5 yrs	female	50+ yrs
28	small town, quaint, friendly, quiet	very satisfied	not at all		make the 4th of July celebration where kids can have small fireworks	resident	50 yrs	female	58 yrs
29	quiet, no traffic, easy to get around	satisfied	not at all		more parking downtown without losing what is there, no skateboarding on sidewalks, older people need to be able to park near businesses	resident & employer	50 yrs	female	62 yrs
30	none	very satisfied	not at all		don't change our lovely town	resident	29 yrs	female	45 yrs
31	peaceful, neighbors, dogs & kids	very satisfied	not at all		slow traffic on Pacific & Cass, leave downtown in tact	resident	10 yrs	male	35 yrs
32	none	very satisfied	not at all		none	resident	n/a	male	41 yrs

33	none	very satisfied	not at all		none	resident	n/a	female	43 yrs
34	restaurants, small, quaint, cute, grocery store, post office	somewhat satisfied	yes		make empty lot by pharmacy a city park, landscaped, maintained and with seating	resident	3 yrs	female	56 yrs
35	none	satisfied	yes		none	resident	n/a	female	53 yrs
36	last of the untouched beachtowns on the Ca coast	very satisfied	not at all		dont turn town into a tourist area, get lost, leave us alone	resident	30 yrs	male	n/a
37	local businesses, quaint, small buildings, historic feel, safe, clean	satisfied	yes		add sidewalks down Ocean Ave, new building stay within size of old buildings, longer boardwalk/ walkway along ocean front, bring back hardware store, ocean front ice cream/snowcone/hot dog stand or store	resident	n/a	female	27 yrs
38	small town atmosphere, clean, well kept buildings, pier, beach	very satisfied	somewhat		none	resident	n/a	female	23 yrs
39	no fast food, no stop signals, charming old west architecture, pier	satisfied	somewhat		keep buildings in scale and architecturally compatible with old downtown, no tile roofs, 3 or 4 stories high	resident	29 yrs	female	63 yrs
40	historic buildings, appearance of small western town	satisfied	somewhat		maintain historic buildings	resident	17 yrs	female	35 yrs
41	none	satisfied	somewhat		economic viability & no growth seems to work	resident	5 months	male	46 yrs
42	building style, pier, cleanliness	somewhat satisfied	somewhat		flower baskets	resident	11 yrs	female	60 yrs
43	none	very satisfied	not at all		none	resident	10 yrs	female	50 yrs
44	none	somewhat satisfied	yes		plants & a more welcoming, inviting area, need parking downtown for seniors, need wide street for 4th of July parade	resident	39 yrs	female	61 yrs
45	simplicity	very satisfied	not at all		none	resident & employer	25 yrs	male	56 yrs
46	none	n/a	n/a		none	vacationer	n/a	male	59 yrs
47	none	n/a	n/a		none	vacationer	n/a	female	59 yrs
48	historic buildings, beachfront, safe, friendly	very satisfied	not at all		slow traffic	resident	22 yrs	male	47 yrs
49	historic buildings, beachfront, safe, friendly	very satisfied	not at all		slow traffic	resident	23 yrs	female	45 yrs
50	none	very satisfied	not at all		no Avila beach, keep old and friendly	vacationer	n/a	male	55 yrs
51	beautiful, small town, beachy, funky, blast from the past, no big box stores or drive thru	very satisfied	somewhat		preserve small town flavor	resident	5 yrs	female	67 yrs
52	none	satisfied	somewhat		more food/drinks on ocean facing side	resident	10 yrs	female	40 yrs
53	uniqueness, location, well established businesses the locals use, supermarket, tavern, pharmacy, bank	satisfied	not at all		dont encourage growth, limit size & number of new buildings, dont make shopping the main focus of the town	resident	13 yrs	male	43 yrs
54	none	very satisfied	not at all		none	resident	11 yrs	male	60 yrs
55	local charm instead of corporate chains, unique restaurants, bars, murals	satisfied	somewhat		boulevard down center of Ocean Ave to break it up b/c its too wide, plantings, reduce size of signs (Cayucos Gas)	resident	7 yrs	female	n/a
56	quaint, relaxed atmosphere, artistically varied	satisfied	not at all		none	resident	4 yrs	male	52 yrs
57	none	somewhat satisfied	somewhat		none	resident	30 yrs	female	n/a
58	small town charm, beach	somewhat satisfied	somewhat		trees downtown, no palms, native landscaping	resident	10 yrs	female	56 yrs
59	wide street, old looking western buildings	satisfied	somewhat		none	resident	n/a	female	55 yrs
60	none	somewhat satisfied	yes		bakery, gift shop w/ no souvenirs, clothing store w/out Cayucos written on everything	resident	14 yrs	female	78 yrs
61	low profile, slow growth, not tourist attraction	somewhat satisfied	n/a		keep vacant lots for parking	resident	25 yrs	female	n/a
62	small town atmosphere, no fast food franchises	satisfied	somewhat		none	resident	n/a	female	55 yrs
63	none	satisfied	yes		none	vacationer	18 yrs	female	83 yrs

1	Total	Percent
Small/quaint	19	30%
Cleanliness	3	5%
Pier/beach	9	14%
Ambiance/originality	11	17%
Local businesses	7	11%
Safe/peaceful	6	10%
Architecture/buildings	12	19%
Community/Friendly	7	11%
n/a	25	40%

2	Total	Percent
Not at all satisfied	1	2%
Somewhat satisfied	12	19%
Satisfied	22	35%
Very satisfied	26	41%
n/a	2	3%

3	Total	Percent
Not at all	24	38%
Somewhat	25	40%
Yes	10	16%
n/a	4	6%

4. Changes/Improvements	Not at all	Somewhat important	Important	Very Important	Did Not Respond
Make the current buildings on the beachfront cater to both sides of the block	2, 4, 7, 8, 12, 13, 14, 15, 16, 17, 18, 20, 21, 22, 23, 26, 29, 31, 36, 37, 39, 41, 42, 43, 45, 47, 48, 49, 50, 51, 53, 54, 56, 57, 61,	9, 11, 24, 38, 40, 59, 60, 63	1, 3, 46, 55, 58, 62,	5, 25, 52,	6, 9, 19, 27, 28, 30, 32, 33, 34, 35, 44,
Move majority of parking out of the downtown core	1, 3, 4, 5, 7, 9, 12, 13, 14, 16, 18, 21, 22, 23, 24, 25, 26, 27, 28, 29, 31, 32, 33, 36, 37, 38, 39, 40, 41, 43, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57,	8, 11, 15, 17, 20, 34, 35, 42, 45, 58, 60, 62,	6,	2,	9, 15, 19, 30, 44, 59, 61, 63
Clean up area and provide additional trash receptacles	4, 7, 15, 17, 30, 36, 50, 54,	3, 8, 16, 20, 23, 28, 29, 42, 43, 45, 51, 55, 56, 57,	1, 5, 6, 9, 18, 22, 27, 37, 39, 40, 44, 48, 49, 52, 53, 58, 61,	2, 11, 12, 13, 14, 24, 25, 26, 31, 32, 33, 35, 38, 41, 46, 47, 59, 62, 63	9, 15, 19, 34, 60,
Create a pedestrian walk and add additional points of access along beach	1, 2, 4, 7, 13, 14, 15, 16, 18, 21, 22, 23, 26, 28, 29, 34, 36, 37, 39, 40, 43, 45, 46, 47, 54, 56, 57, 59, 60, 61, 62,	9, 12, 32, 33, 42, 50, 51, 52, 53, 58,	6, 8, 11, 17, 20, 24, 38, 41, 48, 49, 55,	5, 25, 27, 35,	9, 30, 31, 44, 63
Reduce width of traffic lanes on Ocean Ave to allow for wider sidewalks and seating areas	1, 4, 7, 12, 13, 14, 15, 16, 17, 18, 22, 23, 26, 28, 29, 32, 33, 34, 36, 39, 40, 43, 46, 47, 48, 49, 50, 59,	5, 21, 31, 38, 42, 45, 51, 52, 54, 57, 60, 61,	2, 3, 6, 9, 24, 27, 35, 37, 41, 53, 56, 58,	8, 11, 20, 25, 55, 62, 63	9, 19, 30, 44,
Reconfigure parking to make it more compact	1, 3, 4, 7, 13, 14, 15, 17, 18, 22, 23, 24, 25, 26, 27, 28, 29, 31, 34, 36, 37, 39, 41, 43, 46, 47, 48, 49, 50, 53, 54, 55, 59, 61,	8, 11, 12, 16, 20, 21, 40, 42, 51, 52, 56, 57, 62,	9, 35, 38, 45, 58, 60,		2, 5, 6, 9, 19, 30, 44, 63
Provide additional parking in the area	1, 3, 4, 7, 13, 15, 16, 18, 22, 23, 24, 25, 26, 27, 31, 32, 33, 34, 36, 37, 40, 41, 43, 46, 47, 48, 49, 50, 52, 54, 55, 61,	12, 14, 20, 21, 28, 29, 39, 51, 56, 57, 62,	6, 8, 9, 11, 17, 35, 38, 42, 45, 53, 59,	44, 60, 63	2, 5, 9, 19, 30, 58,
Add retail and commercial uses	1, 2, 3, 4, 7, 11, 12, 13, 14, 15, 16, 18, 22, 23, 24, 25, 27, 29, 31, 32, 33, 36, 39, 40, 43, 46, 47, 48, 49, 50, 51, 53, 54, 55, 56, 57,	8, 9, 17, 20, 21, 37, 38, 42, 45, 52, 62,	5, 28, 34, 58, 59,	35, 60,	6, 9, 19, 26, 30, 41, 44, 61,
Provide additional landscaping in the area	1, 4, 7, 15, 16, 21, 22, 23, 24, 28, 29, 31, 32, 33, 36, 38, 43, 48, 49,	12, 14, 17, 20, 26, 40, 41, 45, 50, 51, 54, 56, 57, 61,	3, 5, 8, 11, 18, 37, 39, 52, 53, 59, 63	9, 13, 25, 27, 34, 35, 42, 44, 46, 47, 55, 60, 62,	6, 9, 19, 30, 58,

						Clumped Results		
4. Changes/Improvements	Not at all	Somewhat important	Important	Very Important	Did Not Respond	Not at all	Important	Did Not Respond
Make the current buildings on	56%	13%	10%	5%	17%	56%	28%	17%
Move majority of parking out of	67%	19%	2%	2%	13%	67%	23%	13%
Clean up area and provide	13%	22%	27%	30%	8%	13%	79%	8%
Create a pedestrian walk and	49%	16%	17%	6%	8%	49%	39%	8%
Reduce width of traffic lanes	44%	19%	19%	11%	6%	44%	49%	6%
Reconfigure parking to make it	54%	21%	10%	0%	13%	54%	31%	13%
Provide additional parking in	51%	17%	17%	5%	10%	51%	39%	10%
Add retail and commercial	57%	17%	8%	3%	13%	57%	28%	13%
Provide additional landscaping	30%	22%	17%	21%	8%	30%	60%	8%

5	Total	Percent
None	24	38%
Maintain ambiance/character	11	17%
Add landscaping	5	8%
Create small park	2	3%
Safe/clean streets	6	10%
More restaurants/stores	6	10%
Access	8	13%
Animal friendly	1	2%
Leave alone	4	6%

6	Total	Percent
Resident	54	86%
Vacationer	5	8%
Employer	2	3%
Other	2	3%

7	Total	Percent
Male	21	33%
Female	41	65%
n/a	1	2%

8	Total	Percent
teenager	0	0%
20's	2	3%
30's	2	3%
40's	11	17%
50's	20	32%
60's	10	16%
70's	4	6%
80's	4	6%
n/a	10	16%

Appendix G: Design Site Plan

Legend

- Recycle and Trash Bins
- Kiosks
- Seating
- Planter Boxes
- Shrubs
- Palm Trees
- Ornamental Tree
- Shade Trees
- Entry Signs
- Wood Boardwalk/Walkways
- Pavers/ Median
- Raised Crosswalks

Hardie Park

B Street

Amphitheater

Cayucos Creek

Trail System

Ash Avenue

Cayucos Drive

Cass House

Skate Park

Vet Hall

Pier

D Street

Park

Event Sign

Ocean Avenue

Promenade

Ocean Front Avenue

E Street

Dog Park

50 100