



*Shell Beach... it's about where you live, work, and play*

**Shell Beach Improvement Group - [sbig.org](http://sbig.org)**

Date: August 20, 2009

To: **Residents & Businesses**  
Shell Beach Community

From: **Paul M. Schiro**  
SBIG President  
**Laurie D. Cummings**  
SBR Master Plan Committee Chair

Subject: **Pismo Beach City Council Meeting – September 1, 2009**  
**Shell Beach Road Streetscape Master Plan – Phase I**

The Shell Beach Improvement Group (SBIG) is pleased to support and endorse a final Shell Beach Road Master Plan alternative. The consensus of SBIG is to recommend that the City Council approve **Shell Beach Road Streetscape Master Plan - Alternative B-modified**. This plan best reflects the goals and objectives established by the Shell Beach community and agency stakeholders during the collaborative master planning process (see Attachment A – Project Alternatives Overview). The decision for the selected alternative is as follows:

- **Alternative A**
  - Multi-use path (MUP) (eliminates class II bike lanes, adds MUP to highway side of road)
  - Rejected due to lack of feasibility and various constraints (see Attachment B - Multi-use Path Constraints)
- **Alternative B**
  - Medians (maintains current class II bike lanes, adds full block length medians)
  - Rejected due to lack of support by the Traffic Safety Committee (TSC) because of full length median conflicts with emergency vehicle maneuverability.
- **Alternative B-modified**
  - Modified medians (maintains current class II bike lanes, adds shorter, strategically located medians)
  - Selected and endorsed because this is the most viable plan and best meets the project goals and objectives.

Our mutual goal is to create a master plan for the Shell Beach road corridor designed to enable safe, attractive, and comfortable access and travel for all users. Provide a "complete street" plan where pedestrians, bicyclists, motorists and public transport users of all ages and abilities are able to safely and comfortably move along and across the street. Create a sense of place and improve social interaction by providing a "context sensitive", aesthetically pleasing, cost effective, and sustainable corridor that captures the character of the Shell Beach Community. We are confident that the **Shell Beach Road Streetscape Master Plan - Alternative B-modified** will accomplish that goal.

Thank you for your consideration.