



2045 General Plan Update

Vision and Guiding Principles

Final Draft | October 6, 2023

The foundations for the General Plan are the Vision Statement and Guiding Principles. All goals, policies, strategies, and actions contained in the General Plan must be consistent with the Vision Statement and Guiding Principles.

Vision Statement

This Vision Statement reflects input from residents, local business and property owners, and elected and appointed officials. The statement expresses the vision for Atascadero, both as an end goal and the lens through which long-term planning decisions will be made.

2045 General Plan Vision Statement

Atascadero provides opportunities for all residents and business owners to thrive. Our community-focused culture pursues investments and land use strategies that create a diversity of housing types, support local businesses, improve all mobility modes, and respect our natural environment. Collective community actions improve conditions for current and future generations.

Guiding Principles

The Guiding Principles are rooted in community voices. They will both guide crafting the 2045 General Plan and be used by City staff and decision-makers when implementing the Plan.

Guiding Principles - Our Places

- Respect Atascadero's semi-rural character as the community evolves.
- Facilitate vibrant public spaces that encourage community connections. Support City parks, trails, and facilities that provide access to a variety of recreation experiences.
- Promote investments in downtown that support the needs of local businesses and residents and provide a quality experience for visitors.
- Encourage synergistic commercial and residential uses along the El Camino Real and Morro Road corridors to support long-term viability of commercial spaces.

Guiding Principles - Our People

- Support a culture that is welcoming, inclusive, and based on mutual respect.
- Create and maintain opportunities for people of all income levels and ages to live, work, raise families, and retire in Atascadero.
- Target growth to serve community needs and enhance the quality of life.

Guiding Principles - Our Economy

- Incentivize a mix of business and revenue streams that support a resilient economy.
- Diversify Atascadero's employment opportunities to address the needs of an evolving workforce and attract jobs for all skill levels and income ranges.

Guiding Principles - Our Infrastructure

- Facilitate safe, convenient, and comfortable connections for people of all abilities and in different stages of life.
- Support and maintain efficient and sustainable infrastructure systems.
- Organize public service systems so that all neighborhoods and business districts have access to public services and emergency response.
- Plan and prepare for community safety and resiliency from evolving climate threats, natural, and human-caused hazards.

Guiding Principles - Our Natural Environment

- Consider Atascadero's natural, historic, and cultural landscape and resources when planning for the future.