

# Land Use In Atascadero: General Plan

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# Land Use

## Issue/Topic

How can we create more entertainment for the younger generation?

## Who it impacts

Teenagers to young adults

## Benefits

- Promotes growth of city
- Attracts tourists
- Benefits small businesses
- Provides safe places for youth to go





# Public Outreach

- ☐ 1. What do we have in surrounding towns that we don't have here in Atascadero?
- ☐ 2. What entertainment would you like to see?
- ☐ 3. Out of these 4, what would you like to see?
  - ☐ Shops
  - ☐ rolling/ ice rink
  - ☐ More food options
  - ☐ Bowling alley or arcades



# Public Outreach Results

**Age  
Groups**

Middle School

High School

Young Adults

**#1**

More well known shops for  
younger kids/teens, craft  
stores, Chick-fil-A

**#1**

Mall with (Brandy Melville,  
Pacsun, ect.), queer dedicated  
spaces, amusement parks

**#1**

More well known stores

**#2**

Movie drive in, circus, more  
festivals

**#2**

Trampoline Park, movie theaters,  
bowling

**#2**

Roller Skating, event  
center for concerts

**#3**

Majority said shops

**#3**

Majority said roller skating

**#3**

Shopping

# Research

- ❑ **Why is the lack entertainment a problem?**

- ❑ We want our community to have fun and come together
- ❑ Affects the younger generation

- ❑ **Complications?**

- ❑ Need space & an area that will attract people for businesses

# Case Study

Bellefontaine, Ohio

- Small town and wanted to bring entertainment to draw in visitors
- Built a theater
- Made a small town unique



# Solutions

- Creating a universal space to accommodate all people in our community



# Recommendations

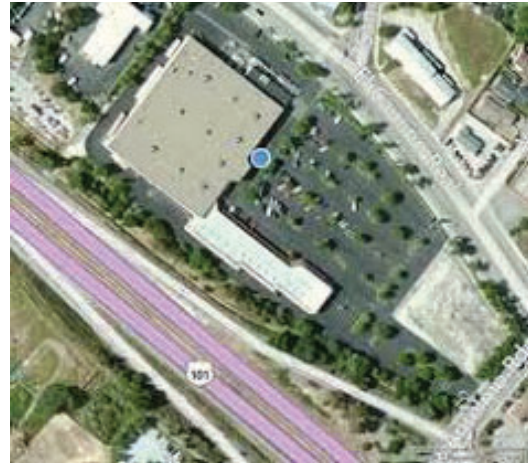
- ❑ Mini shopping center with event center/stage
  - ❑ For smaller bands
  - ❑ Shops for the youth to come together as a hangout place
  - ❑ Food places:
    - ❑ Chick-Fil-A
    - ❑ Urbane Cafe
- ❑ Encourage tourists
  - ❑ By having live events with the event center or performing stage





# Recommendations

- ❑ Kmart lot
  - ❑ Plenty of space and parking near the freeway



The background features a large, dark blue parallelogram on the left side, which tapers to a point on the right. Above and below this shape are lighter blue horizontal bands. At the bottom right, there is a bright orange horizontal bar that also tapers to a point on the left, overlapping the bottom of the dark blue shape.

**Thank You!!**