







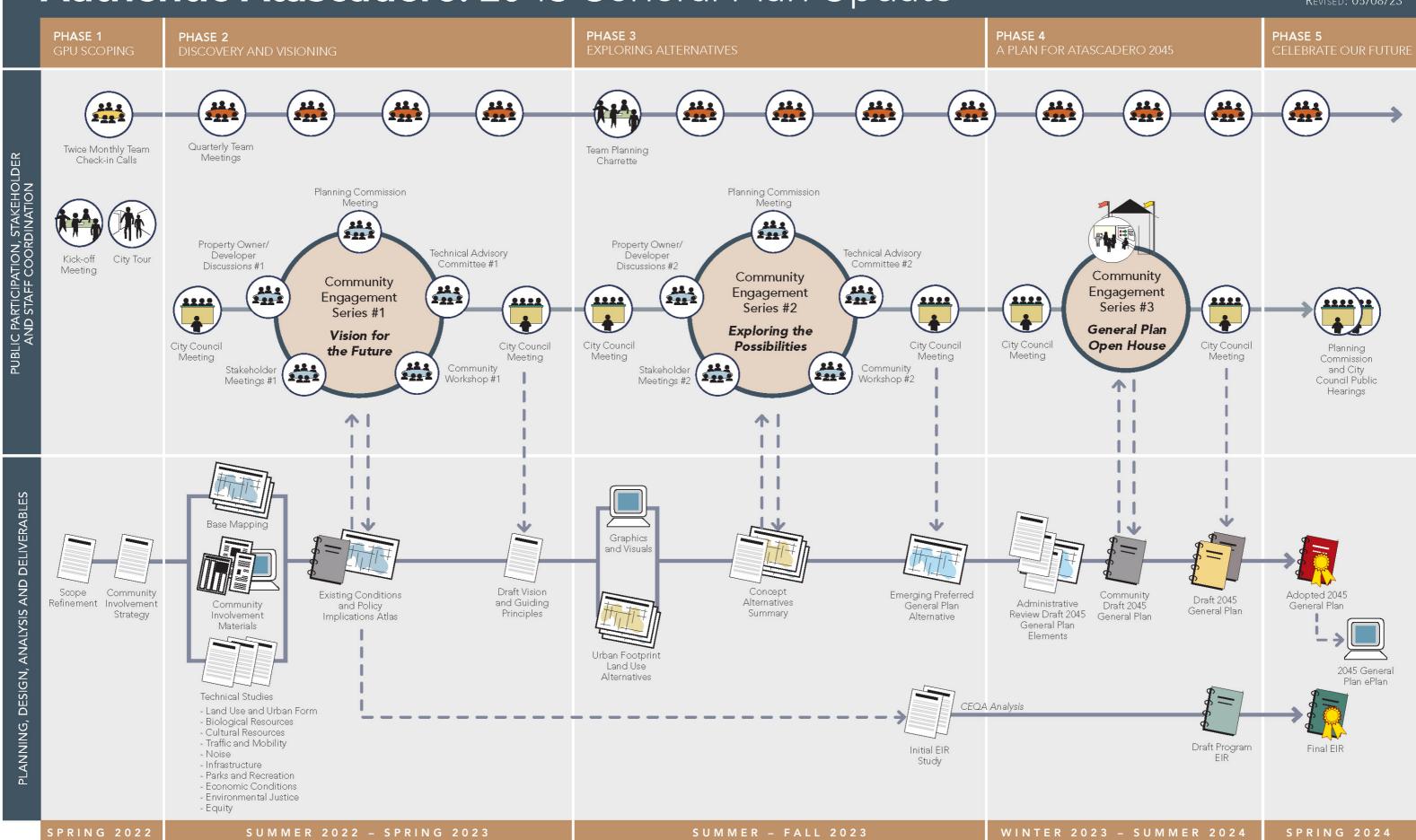




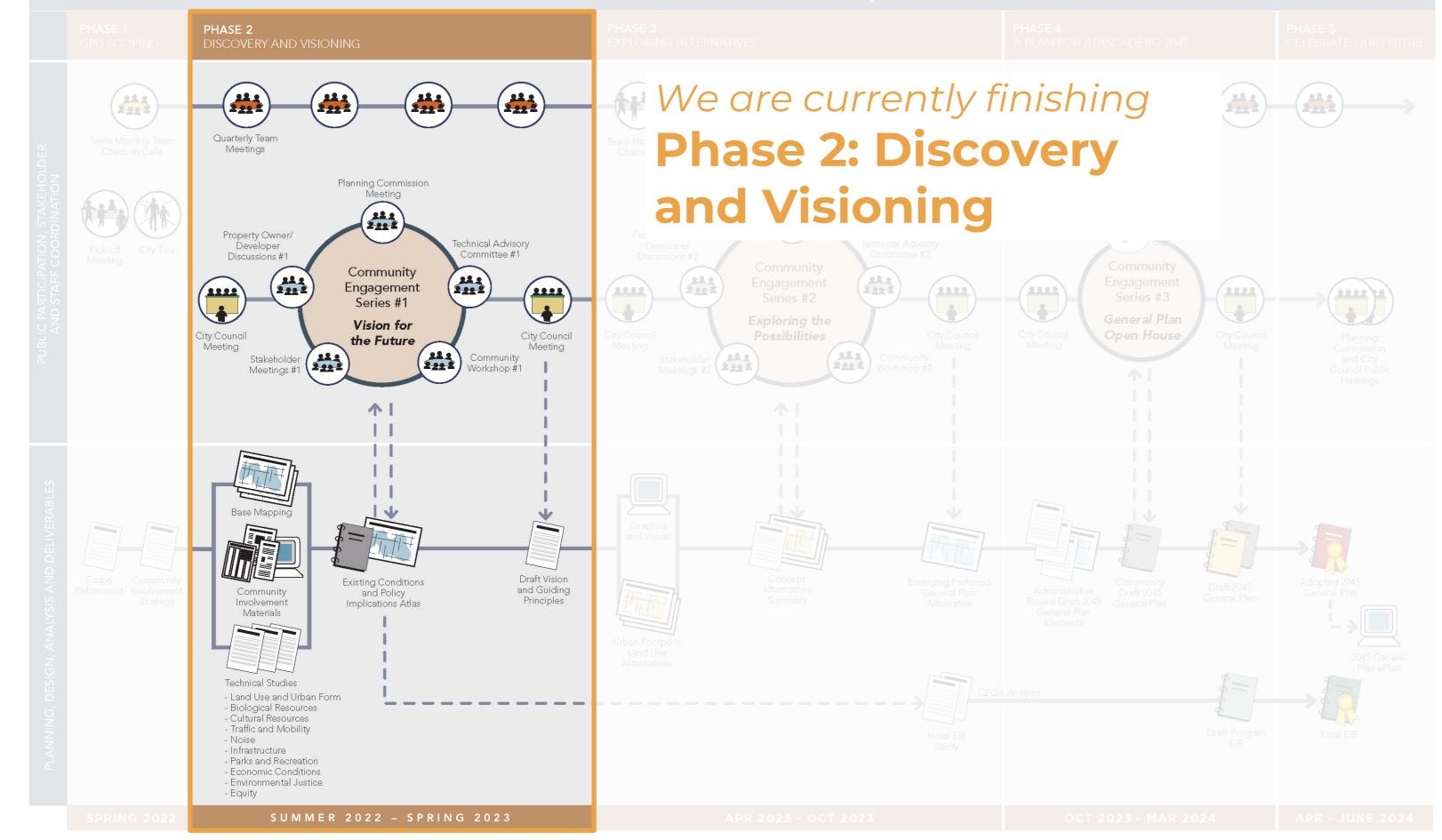


# **GENERAL PLAN VISION AND GUIDING PRINCIPLES**

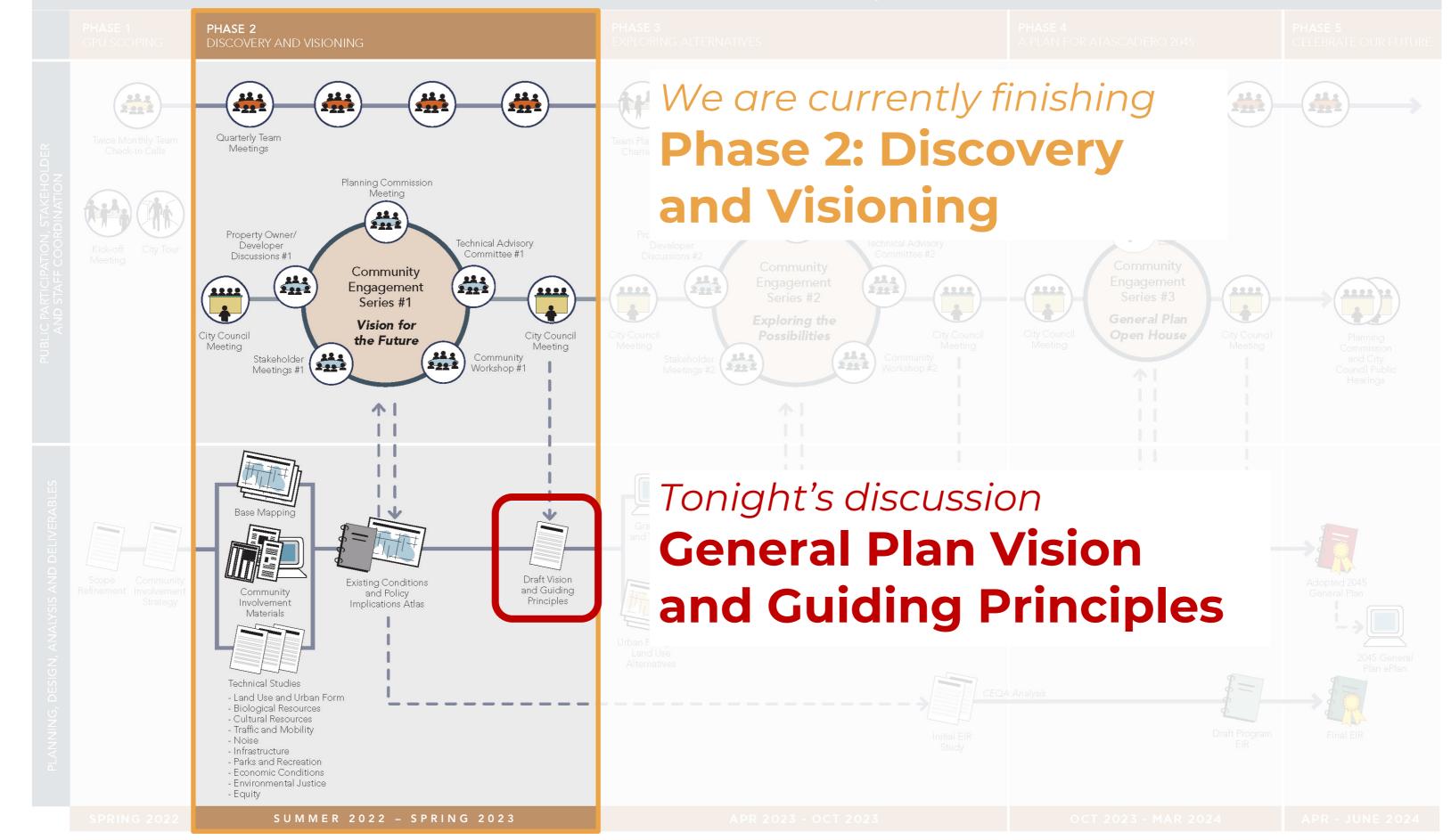
City Council Discussion / May 9, 2023



ROCESS SCHEDULE



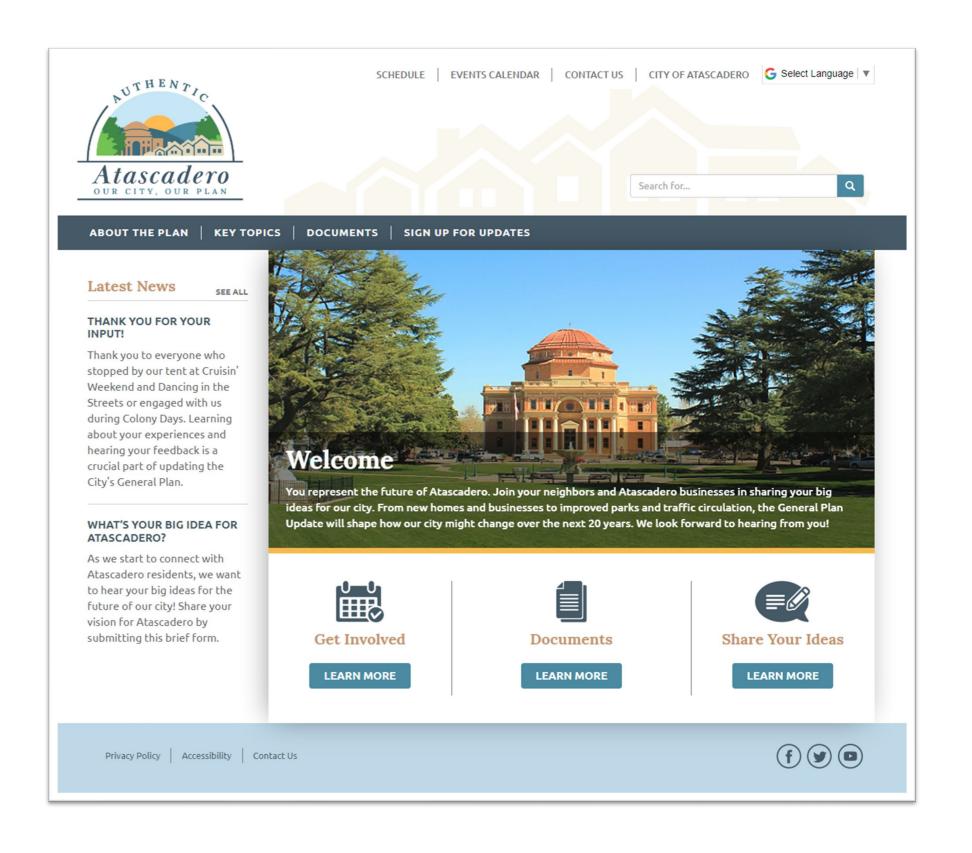
ROCESS SCHEDULE



# ENGAGEMENT ACTIVITIES / Project Website and QR Code



www.atascadero2045.org



# ENGAGEMENT ACTIVITIES / Community Open Houses





### **Open Houses**

City Staff (Jan 25, 2023, 9:00am - 11:00am)

Business Community (Jan 25, 2023, 11:00am - 1:00pm)

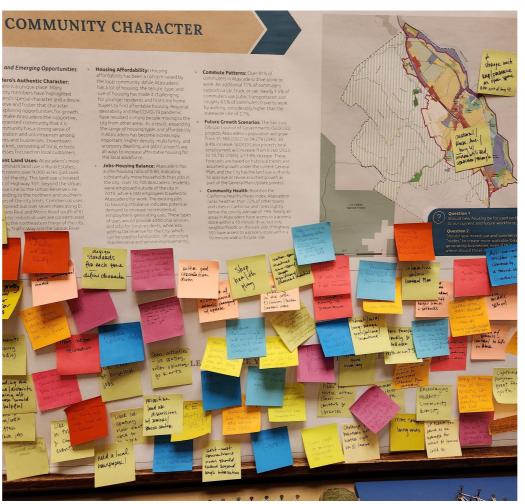
General Public (Jan 25, 2023, 3:00pm - 7:00pm)

CBO and Community Groups (Jan 24, 2023, 12:00pm - 2:00pm)

Downtown Merchants (Jan 24, 2023, 2:00pm - 4:00pm)

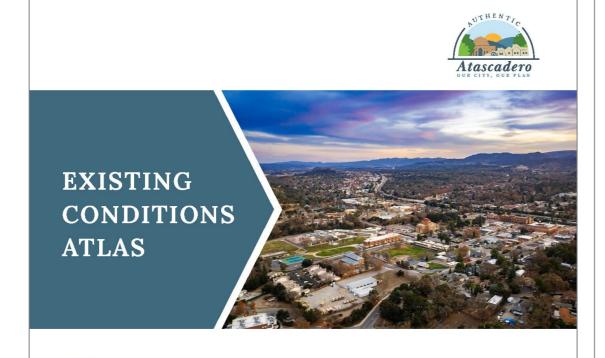
Youth Night (Jan 24, 2023, 4:00pm - 6:00pm)

Latino Community (Jan 24, 2023, 6:00pm - 8:00pm)





# ENGAGEMENT ACTIVITIES / Online Atlas Survey







# COMMUNITY DISCUSSIONS

The City will be hosting a series of community discussions on the General Plan Vision and Guiding Principles starting in January 2023. This will include online surveys, community open houses, meetings, youth engagement activities, and other interactions that offer a variety of ways for the community to be involved.

- Community Open House. The City will host an interactive open house on January 25th from 3:00 PM to 7:00 PM at City Hall. This meeting will provide a chance for you to view the Atlas materials, have discussions with the project team, and provide your thoughts on the questions asked in this document.
- Community Focus Group Meetings. The project team will be meeting with community members in a series of focus groups during January and February 2023. Please contact the team through the project website if you would like to schedule a meeting.
- Online Survey. An online survey available beginning in late January 2023 will include the same materials and questions from the open house.
- » Pop-Up Events. The project team will be present at community events throughout January and February to engage the community in planning for the future.
- City Meetings. The City will hold public meetings in February 2023 with the Planning Commission and City Council to receive input and direction on the Vision and Guiding principles.

These discussions and surveys are just the beginning of a two-year community engagement process. Please visit **www.Atascadero2045.org** for more project information, including ways you can stay involved.

XISTING CONTEXT **ATLAS** 

MIG

#### **MOBILITY**

#### Challenges and Emerging Opportunities

- Roadways: Atascadero has 145 miles of roadways, more than any other city in the county. Maintaining the extensive roadway network has been an on-going challenge for the City since funding typically comes from the General Fund. Voters approved a one-half percent sales tax in 2014 (Measure D-20) that the City has used to fund roadway maintenance, with a 12-year term that has generated nearly \$15 million.
- Roadway Congestion: Congestion is typically localized near undersized Highway 101 interchanges and schools during pick-up and drop-off times. Generally, congestion is short lived and most drivers experience low levels of delay outside of short peak periods. Traffic volumes on local streets have not increased substantially over the past 20 years.
- Impacts of Highway 101: The freeway bisects Atascadero and limits east-west access. Of the eight freeway inherchanges, most were constructed in the 1960s and are undersized or outdated, creating congestion and barriers for motorists, pedestrians, and bicyclists. Future interchange upgrades will be costly a will need to be prioritized in consultation with Caltrans.
- Transit: Atascadero is served by fixedroute bus transit service along the EI Camino Real corridor through the SLO Regional Transit Authority. The City also provides dial-a-ride services, and Amtrak provides bus services. Existing bus transit stops are largely concentrated along EI Camino Real, with limited access to western residential neighborhoods. Bus service is also infrequent, which hinders the ability for the community to fully rely on transit.
- Bicycle Mobility: Atascadero's climate, eastside topography, and development patterns in mixed-use areas are conducive to recreational and commute bicycle trips. However, the bicycle commute mode share in the city is lower than the state-wide average (1.6% versus 3.1%) due to a limited and incomplete bicycle network. With a growing interest to encourage outdoor recreation and support local and regional emissions reduction goals, the City sees opportunities to expand the bicycle network and create improved connections to schools, commercial areas, and other destinations.
- » Pedestrian Mobility: Approximately 4.5% of commute trips in the city are made by walking, which is substantially higher than the statewide average of 2.7%. The city's steep topography and low-density land uses on the west side tend to discourage

destination walking, but the higher densities and mix of uses on the east side generally support walking. Walking is hindered in more residential and rural parts of the city due to topography, physical constraints, sidewalk gaps or missing sidewalks, and limited crossings.

Revised Administrative Draft | January 24, 2023

- Parking: Community members have identified parking as an important issue. Parking surveys show that the overall peak parking demand in Atascadero is less than half the available parking supply. However, many parking spaces are privately controlled, inefficiently allocated, or located away from key destinations. Parking within or near larger multifamily areas are also impacted. Parking management techniques, such as limited hour or permits, could be used to make parking areas more efficient.
- Traffic Collisions: Between 2015 and 2019, more than one-third of the collisions in Atascadero resulted from vehicles traveling at unsafe speeds. Over the past 10 years, 145 reported collisions involving cyclists or pedestrians have occurred, the majority along El Camino Real and Morro Road/State Route 41. Residents have highlighted roadway and traffic safety as a major concern.

Question 5

Currently, what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around Atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around atascadero efficiently what are your biggest challenges to moving around at

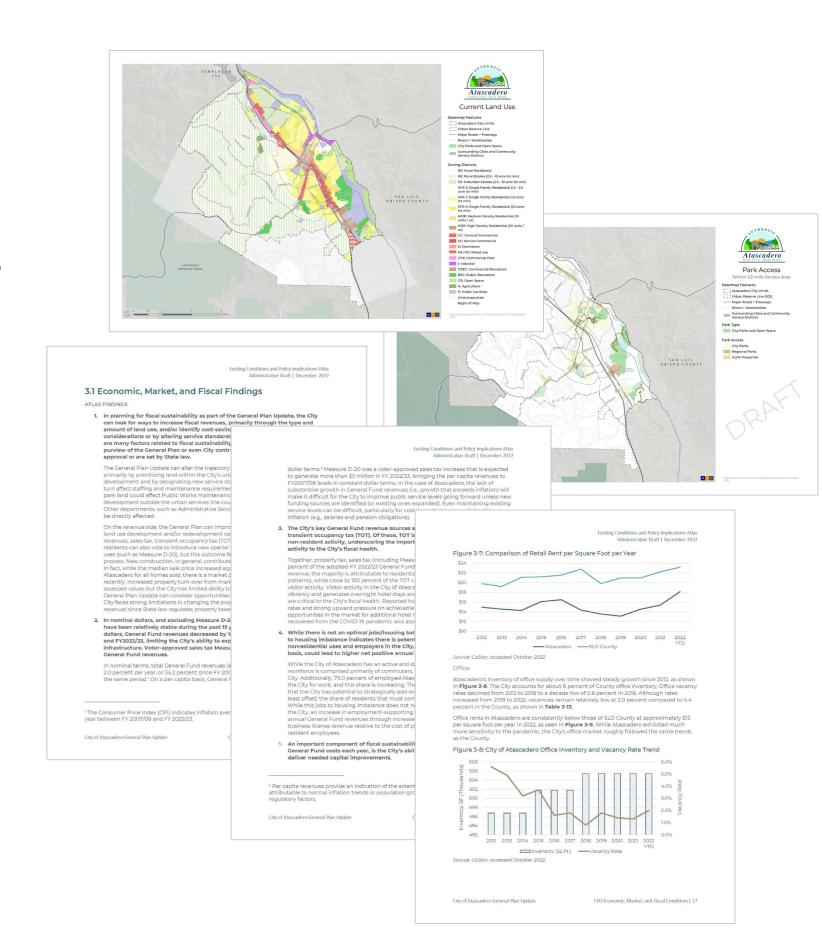
EXISTING CONTEXT ATL

# PROJECT UPDATES / Existing Conditions Report

The Project Team is currently refining the existing conditions analysis:

- Land Use and Community Form
- Economic, Market, and Fiscal Conditions
- Circulation and Mobility
- Biological Resources
- Cultural Resources
- Parks and Recreation
- Infrastructure
- Safety and Resiliency
- Noise

The Technical Studies provide a dual purpose of identifying planning and economic development opportunities and establishing the environmental baseline for the EIR



### CITY COUNCIL STRATEGIC PLANNING SESSION

#### Atascadero Mission Statement

Working together to serve, build community, and enhance quality of life.

- Adopted by the Atascadero City Council on March 14, 2023

#### **Atascadero True North Statements**

- Atascadero maintains its true sense of community.
- Atascadero preserves its small town feel while it continues to grow.
- Atascadero continues to be a safe, family-friendly place to be.
- Atascadero developments are high quality endeavors that are attractive and create a sense of place.
- Atascadero's downtown is vibrant with shopping, dining and things to do for the entire family.
- Atascadero provides a balance of rural, traditional, and more urban neighborhoods – something for everyone.
- Atascadero has friendly, effective, fiscally responsible municipal services and infrastructure.
- Atascadero has an abundance of open space, trees, creeks, parks & recreational activities.
- Atascadero is a place where residents have the opportunity and ability to work.
- Atascadero is resident-centric, not tourist oriented.
- Atascadero is a place where everyone can live, work, learn, spend and play.
- Atascadero is welcoming to all.

#### **Atascadero Strategic Priorities**

#### Economic and Community Vibrancy

- Downtown Vitality
- Activation of Underutilized Sites and Nodes
- Business Support and Jobs/Housing Balance
- Neighborhood Compatibility and Wellness

#### Fiscal and Infrastructure Efficiency and Sustainability

- Asset Management/Replacement/Modernization
- Financial Strategies
- Transparency and Accountability

#### Ensuring Public Safety and Providing Exceptional City Services

- Staff
- Unhoused Population
- Flourishing Community

- Adopted by the Atascadero City Council on March 14, 2023

- Adopted by the Atascadero City Council on March 14, 2023

### **GENERAL PLAN VISION STATEMENT**

Builds on the Atascadero Mission Statement, True North Statements, and Strategic Priorities.

Reflects ideas, thoughts, and desires from residents, local business and property owners, stakeholders, elected and appointed officials, and other members of the Atascadero community.

The statement expresses the community's desires for Atascadero's future and describes the community's overall philosophy regarding the character of existing and new neighborhoods.

Ultimately, all goals, policies, strategies, and actions contained in the new General Plan must be consistent with the Vision Statement.

### **GENERAL PLAN GUIDING PRINCIPLES**

The Guiding Principles will be used to craft new policies, programs, and actions in the updated General Plan. They will also provide a decision-making lens for City officials, staff, and decision-makers to use once the General Plan is adopted.

They are organized around broad General Plan topics that will be chapters (or elements) in the new document.

- Community Character and Form
- Economic Development and Fiscal Health
- Mobility and Circulation
- Public Services and Infrastructure
- Safety and Resiliency
- Parks and Recreation
- Community Health and Engagement

# DISCUSSION

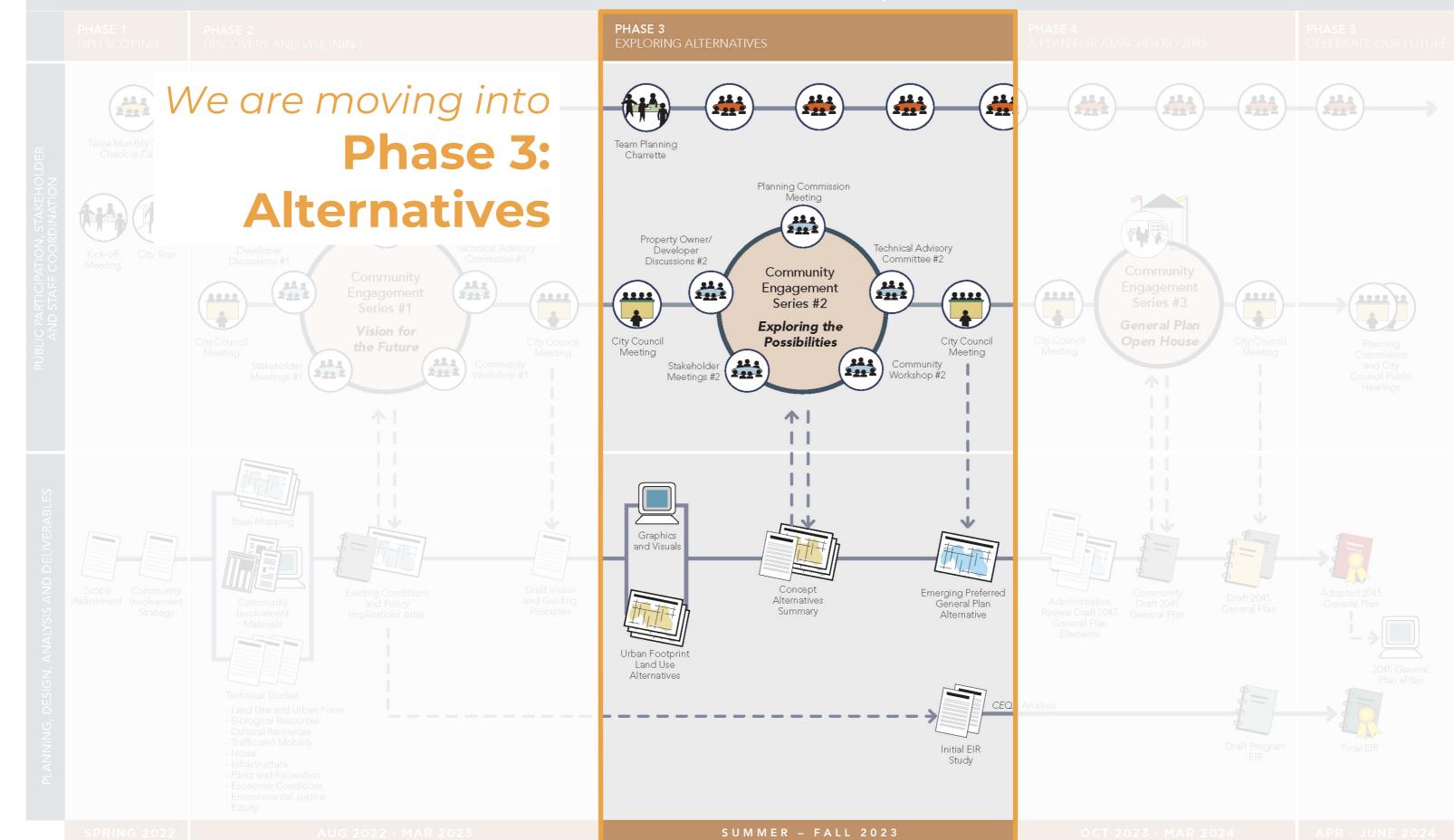
# GENERAL PLAN VISION AND GUIDING PRINCIPLES



The project team is seeking input and direction from the Council on the draft Vision and Guiding Principles to ensure it fully meets the long-term vision, needs, opportunities, and desires of Atascadero.

The input gathered tonight will be used to finalize the Vision and Guiding Principles and refine the alternatives process.

ROCESS SCHEDULE Revised: 05/08/23



# NEXT STEPS | Anticipated Phase 3 Schedule (Summer – Fall 2023)

- Project Team and STAC meetings to discuss alternatives approach
- City Council meeting to refine land use policy direction and proposed alternatives approach
- Concept Alternatives Summary
- Community Engagement Series #2
  - > Staff Technical Advisory Committee (STAC) Meeting
  - Focus Group Meetings/Interviews
  - Property Owner/Developer Discussions
  - Community Workshop
  - Planning Commission Meeting
- City Council Study Session on the Preferred Alternative