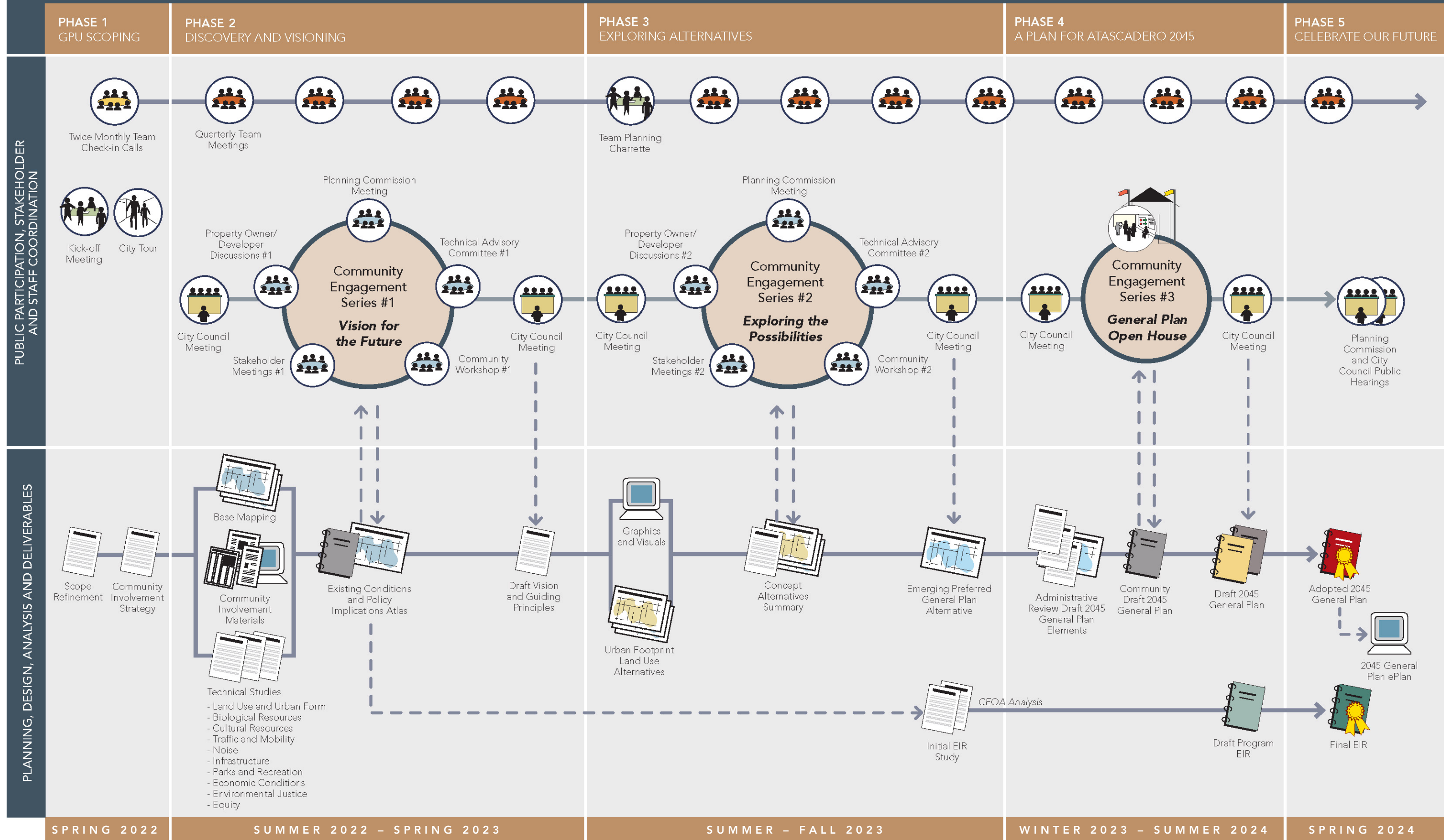


GENERAL PLAN VISION AND GUIDING PRINCIPLES

City Council Discussion / May 9, 2023

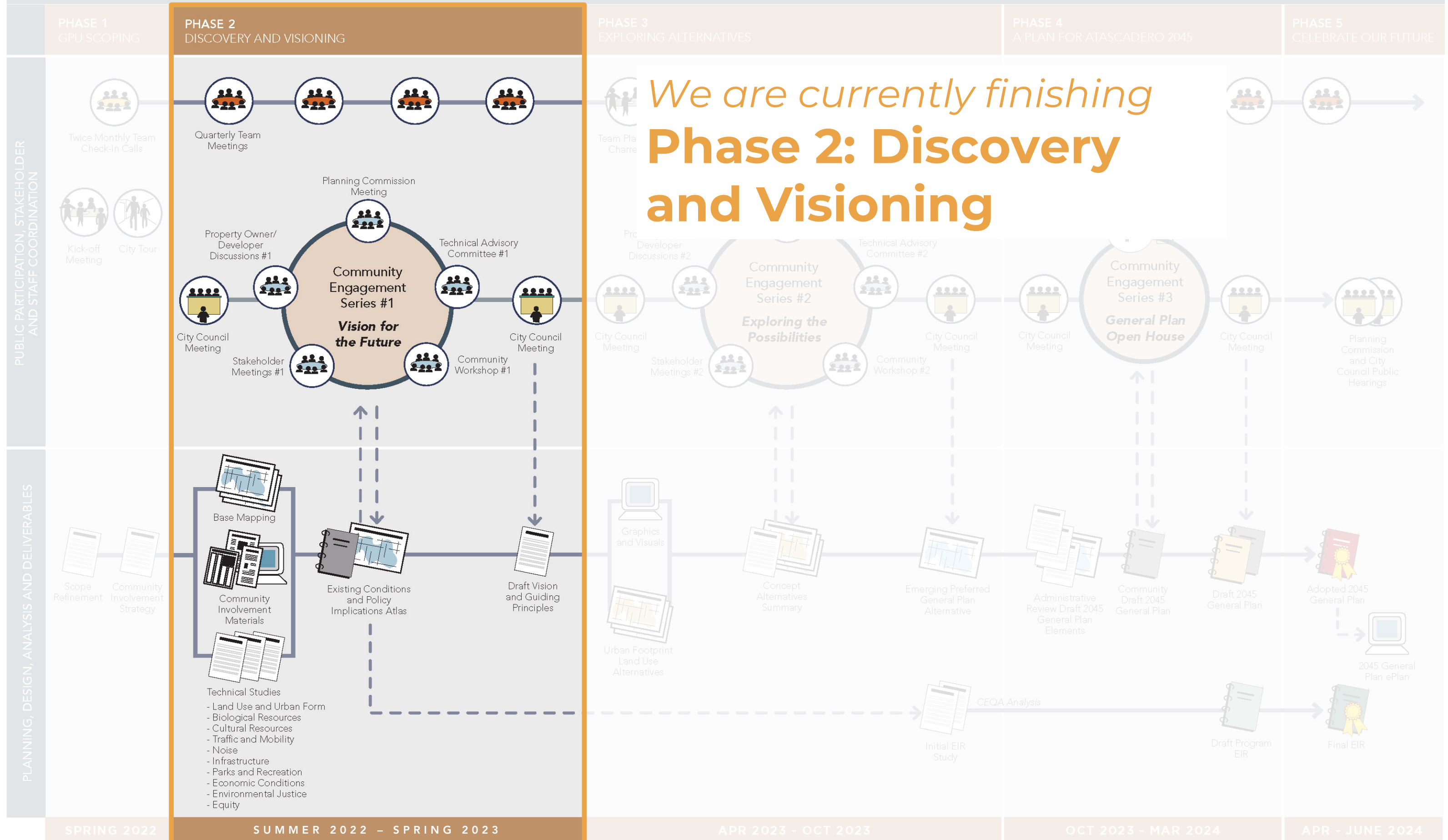
Authentic Atascadero: 2045 General Plan Update

PROCESS SCHEDULE
REVISED: 05/08/23



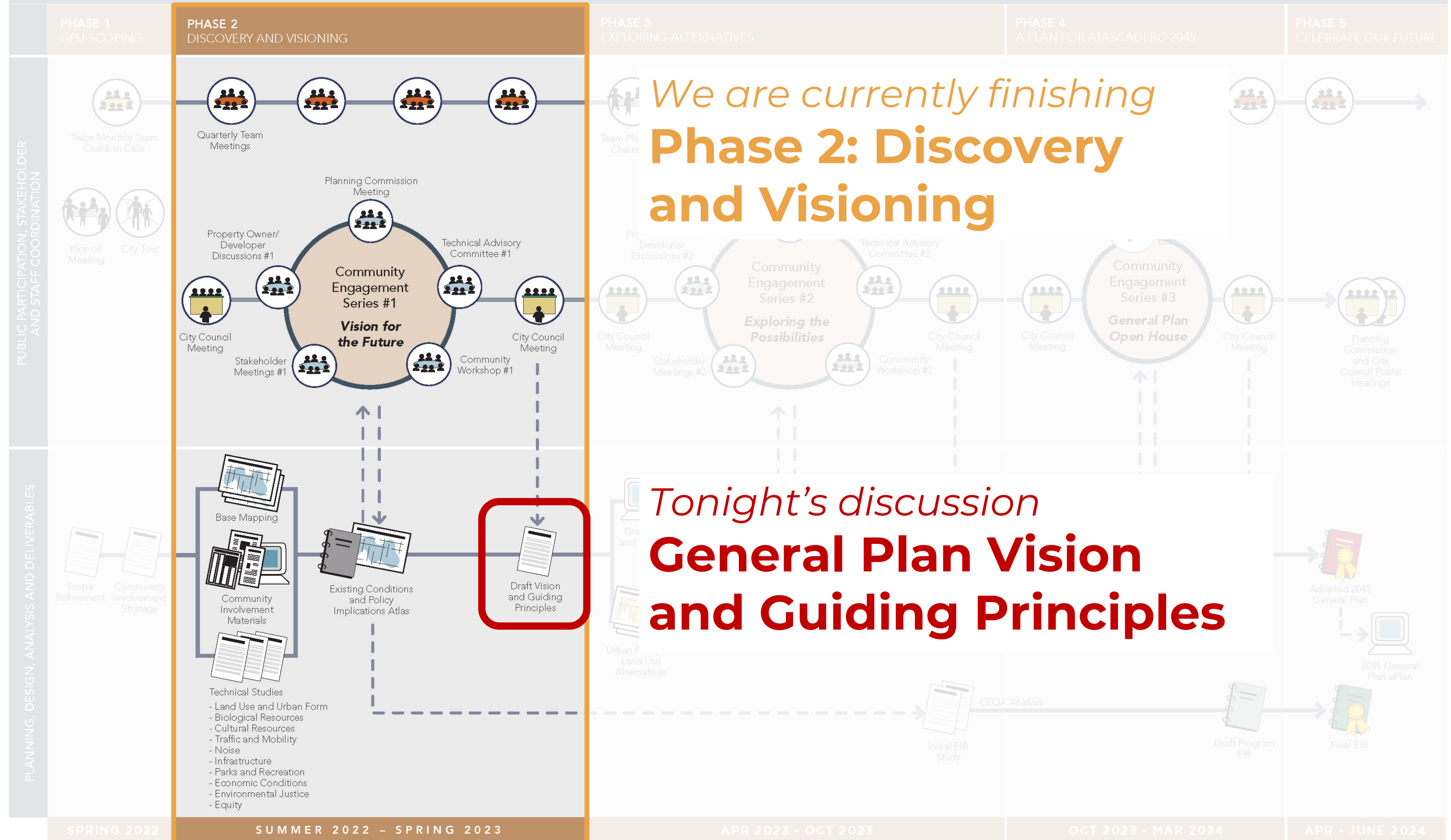
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Revised: 05/08/23



ENGAGEMENT ACTIVITIES / Project Website and QR Code



www.atascadero2045.org



SCHEDULE | EVENTS CALENDAR | CONTACT US | CITY OF ATASCADERO  Select Language | ▼

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THANK YOU FOR YOUR INPUT!

Thank you to everyone who stopped by our tent at Cruisin' Weekend and Dancing in the Streets or engaged with us during Colony Days. Learning about your experiences and hearing your feedback is a crucial part of updating the City's General Plan.

WHAT'S YOUR BIG IDEA FOR ATASCADERO?

As we start to connect with Atascadero residents, we want to hear your big ideas for the future of our city! Share your vision for Atascadero by submitting this brief form.



Welcome

You represent the future of Atascadero. Join your neighbors and Atascadero businesses in sharing your big ideas for our city. From new homes and businesses to improved parks and traffic circulation, the General Plan Update will shape how our city might change over the next 20 years. We look forward to hearing from you!




Get Involved

LEARN MORE



Documents

LEARN MORE



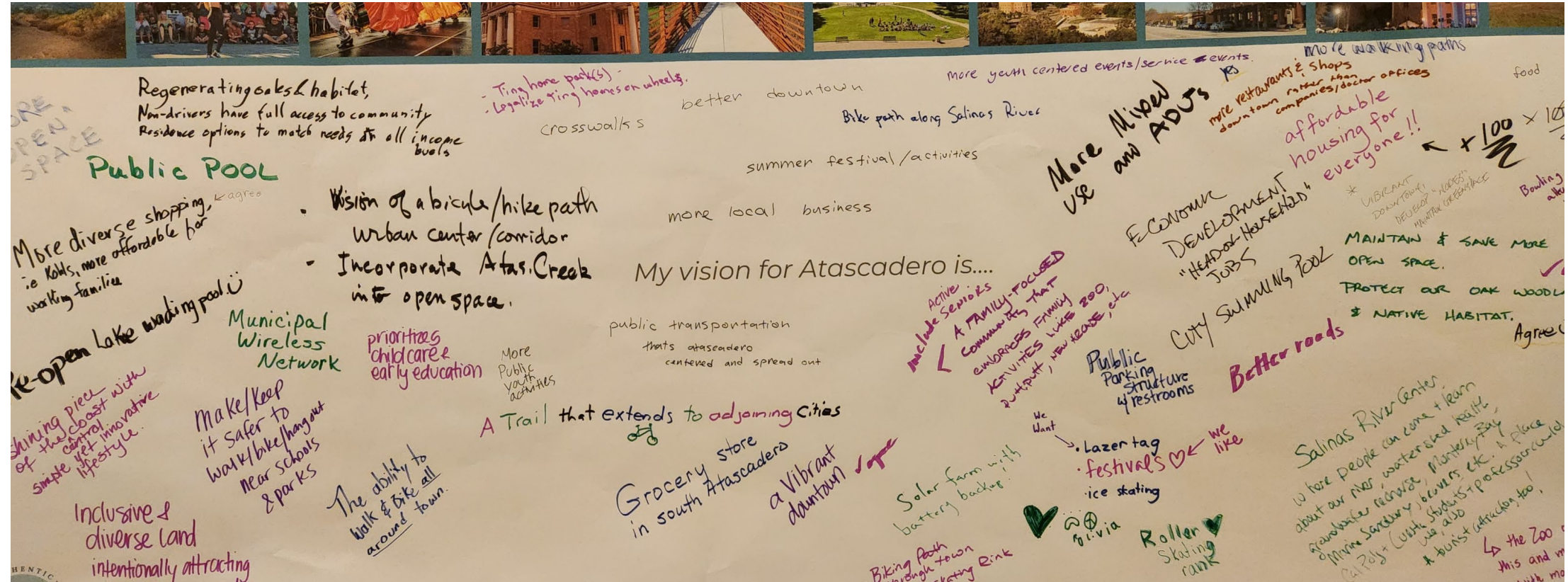
Share Your Ideas

LEARN MORE

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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)

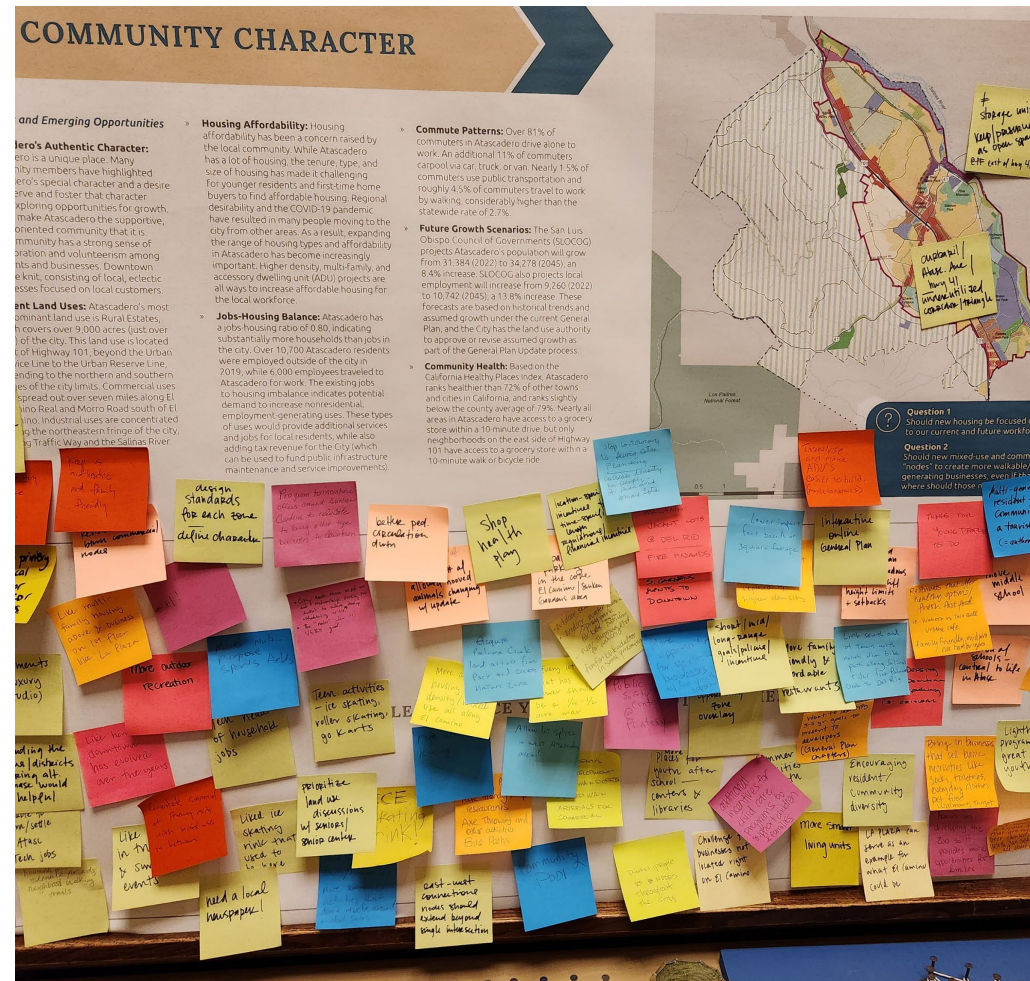
General Public (Jan 25, 2023, 3:00pm - 7:00pm)

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)

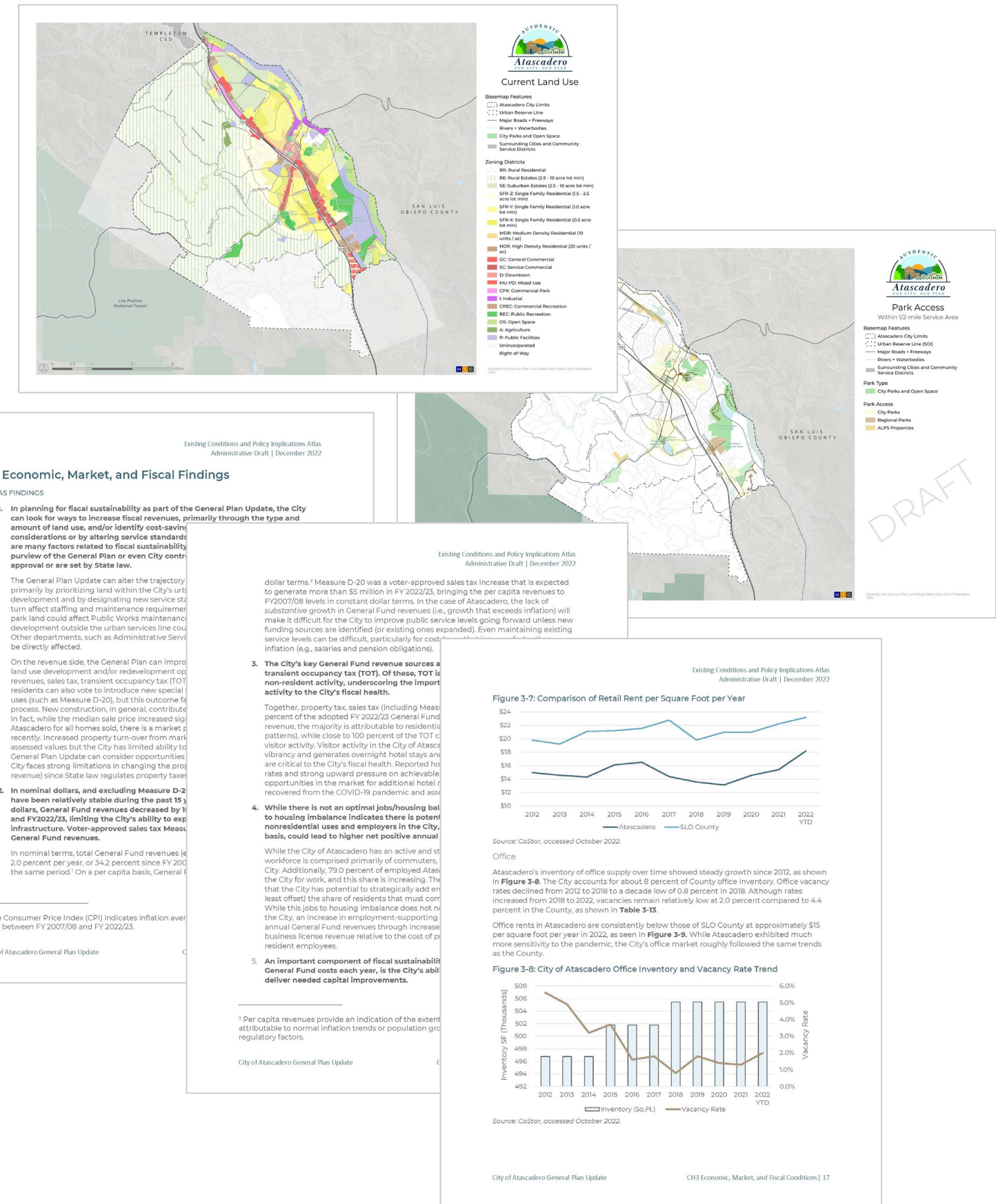


PROJECT UPDATES / Existing Conditions Report

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.

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

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

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

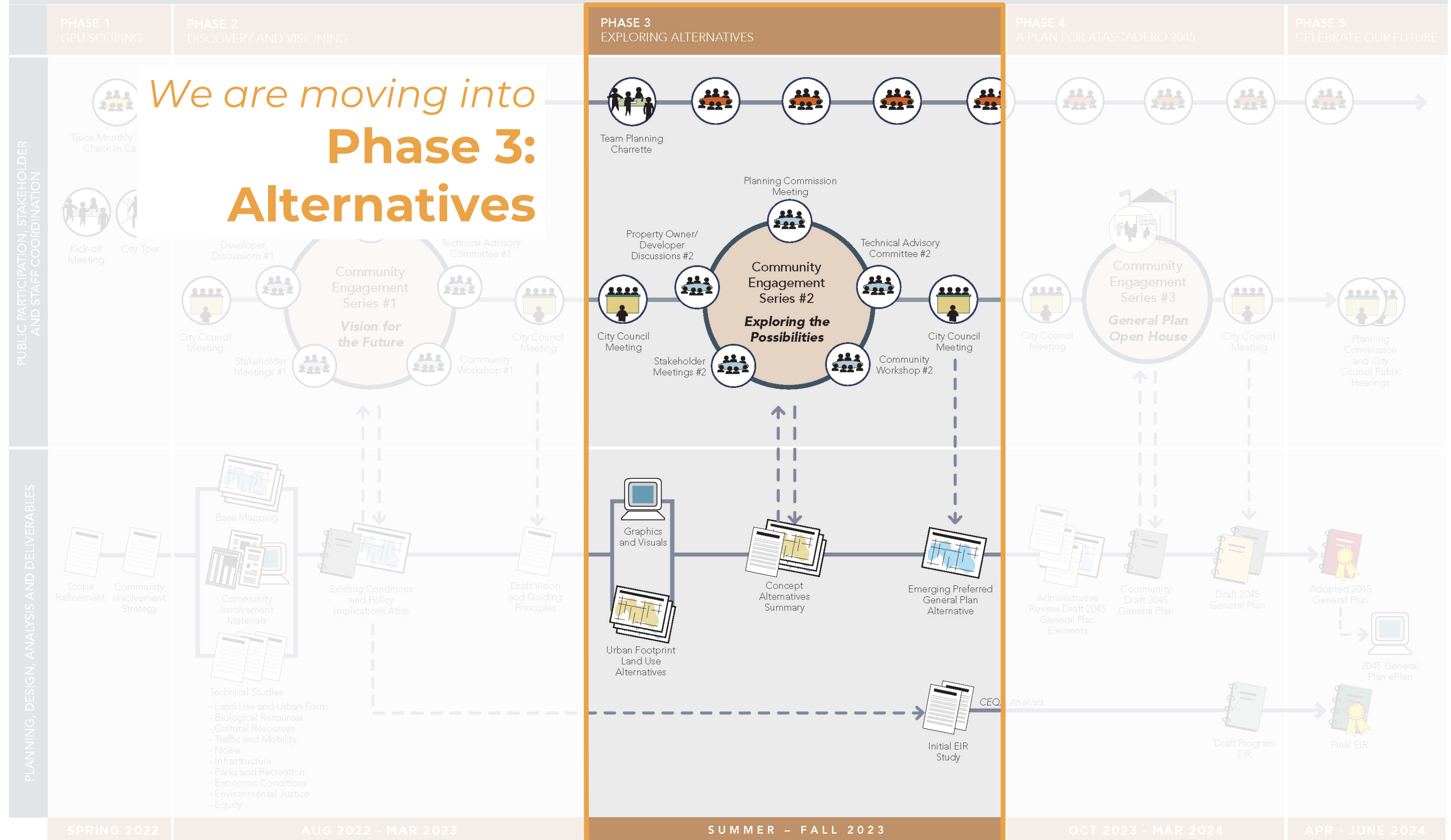


The project team is seeking input and direction from the Council on the draft Vision and Guiding Principles to ensure it fully meets the long-term vision, needs, opportunities, and desires of Atascadero.

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

Authentic Atascadero: 2045 General Plan Update

PROCESS 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