

# ATASCADERO GENERAL PLAN UPDATE

## Planning for Our Future

Do you have ideas to share about how Atascadero might look and feel 20 years from now? Maybe even 40 years? The City invites you to participate in shaping our future through the General Plan.



### WHAT IS THE GENERAL PLAN?

The General Plan establishes a framework for all land use and zoning decisions within a community. This framework includes the community's long-term vision for how Atascadero should grow and change over the coming years and decades regarding housing and mobility, economic development and job growth, healthy and resilient neighborhoods, resource conservation, public safety, and equity.

### WHY ARE WE UPDATING THE GENERAL PLAN?

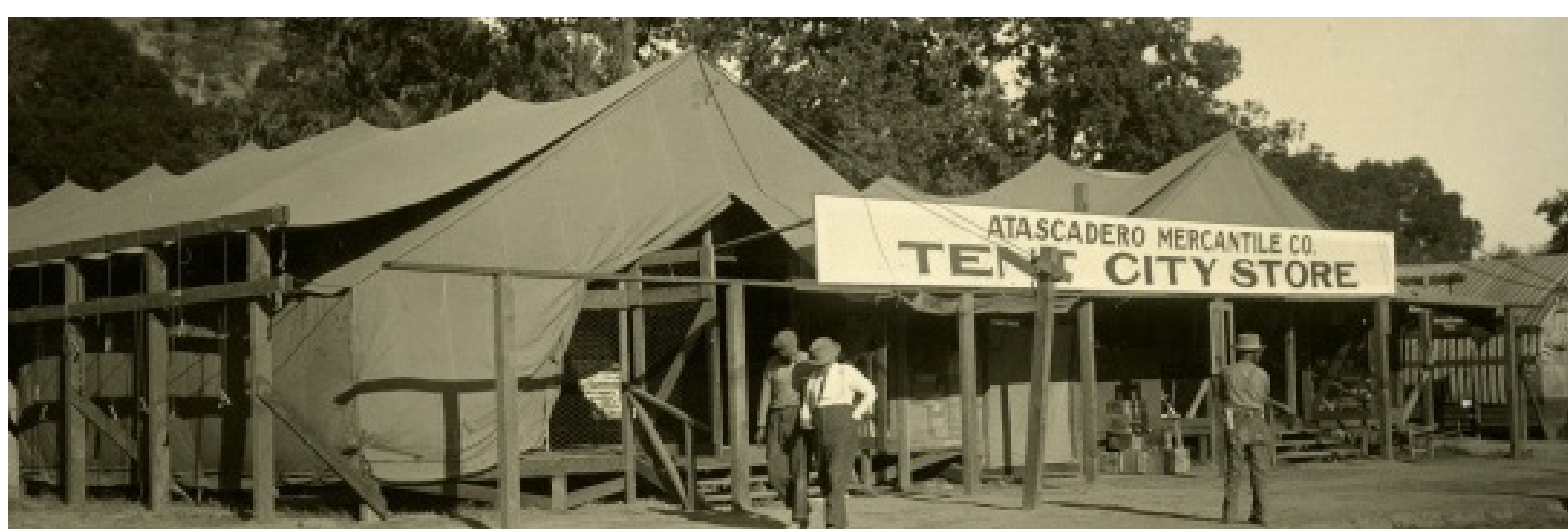
The City of Atascadero's current General Plan was last comprehensively updated in 2002. In this rapidly evolving world, an update creates the opportunity to address current challenges and emerging trends. As the City's overarching policy document, all decisions made by the City Council, Planning Commission, other commissions, and City staff need to be consistent with the vision, goals, policies, programs, and actions included in the General Plan.



## NOP and Environmental Scope Comments

The City prepared a **Notice of Preparation** for the environmental analysis on the draft General Plan Update. The NOP is being circulated for a 30-day comment period from **July 15, 2024 to August 14, 2024**. Responses to the NOP must be provided during this comment period.

Please use the **Comment Card** to record your NOP responses or any additional comments you may have related to the scope of the environmental analysis for the General Plan Update project.



## Timeline

- **PHASE 1: GENERAL PLAN SCOPING** (Spring 2022)
  - Hold City Council and Planning Commission General Plan Work Program Meeting
  - Prepare Final General Plan Work Program
  - Prepare Community Involvement Strategy (CIS)
  - Launch Project Website and Online Community Survey
- **PHASE 2: DISCOVERY AND VISIONING** (August to March 2023)
  - Prepare Background Reports
  - Identify Issues and Opportunities
  - Develop Draft Vision and Guiding Principles
  - Hold Community Engagement Series #1: Vision for the Future
- **PHASE 3: EXPLORING ALTERNATIVES** (April 2022 to March 2024)
  - Refine Population, Housing, and Jobs Forecasts
  - Study Land Use and Mobility Options
  - Develop "Big Moves" and Major Policy Options
  - Identify Focus Areas and New Placetypes
  - Hold Community Engagement Series #2: Exploring the Possibilities
- ★ **PHASE 4: A PLAN FOR ATASCADERO 2045** (April 2024 to December 2024)
  - Hold CEQA Scoping Meeting
  - Prepare Draft 2045 General Plan
  - Prepare Draft Environmental Impact Report
  - Hold Community Engagement Series #3: General Plan Open House
- **PHASE 6: CELEBRATE OUR FUTURE** (January 2025 to May 2025)
  - Hold Planning Commission Public Hearings
  - Hold City Council Public Hearings
  - Certify the Environmental Impact Report
  - Adopt the 2045 General Plan
  - Create an Interactive Online "ePlan"



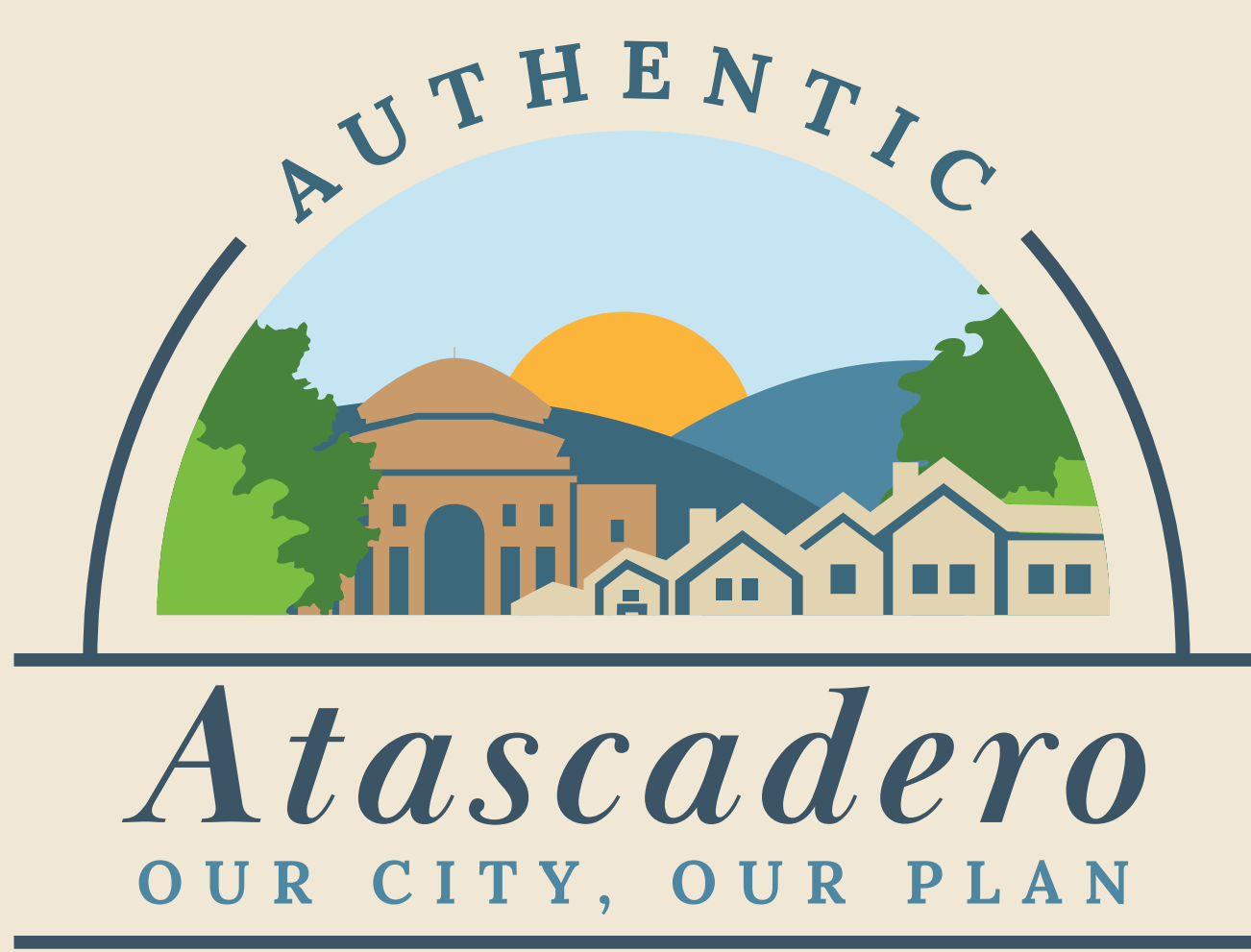
Current Project Phase  
(as of July 2024)



Visit [www.Atascadero2045.org](http://www.Atascadero2045.org) for General Plan updates and upcoming events and to share your big vision for the future of our city.







# ATASCADERO GENERAL PLAN UPDATE

## Vision and Guiding Principles

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.

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.

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

### 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.



# ATASCADERO GENERAL PLAN UPDATE

## “BIG MOVES”

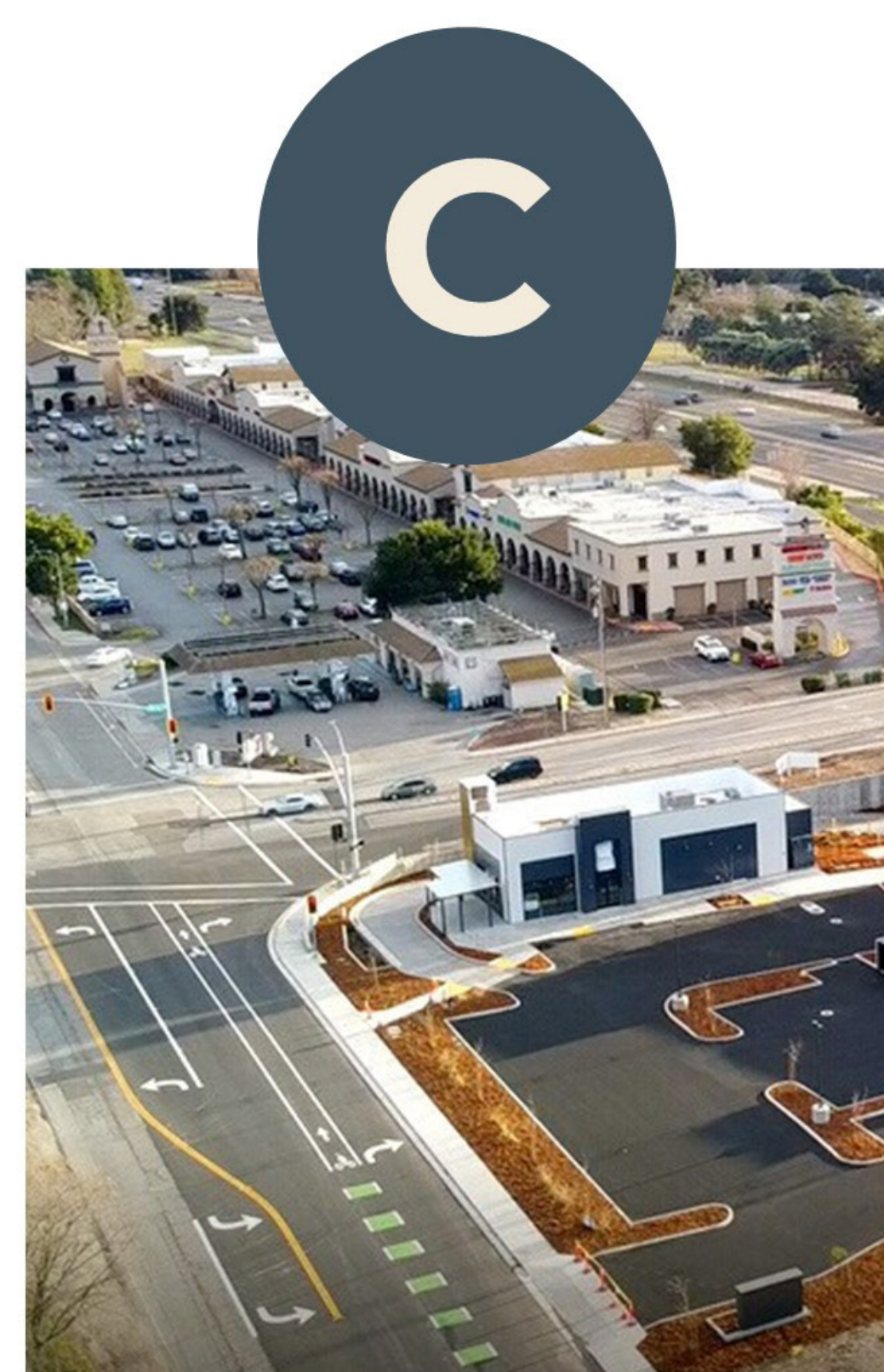
The Big Moves represent key **land use objectives and strategies** that will help advance the Council’s True North Statements, General Plan Vision and Guiding Principles, and community desires . . .



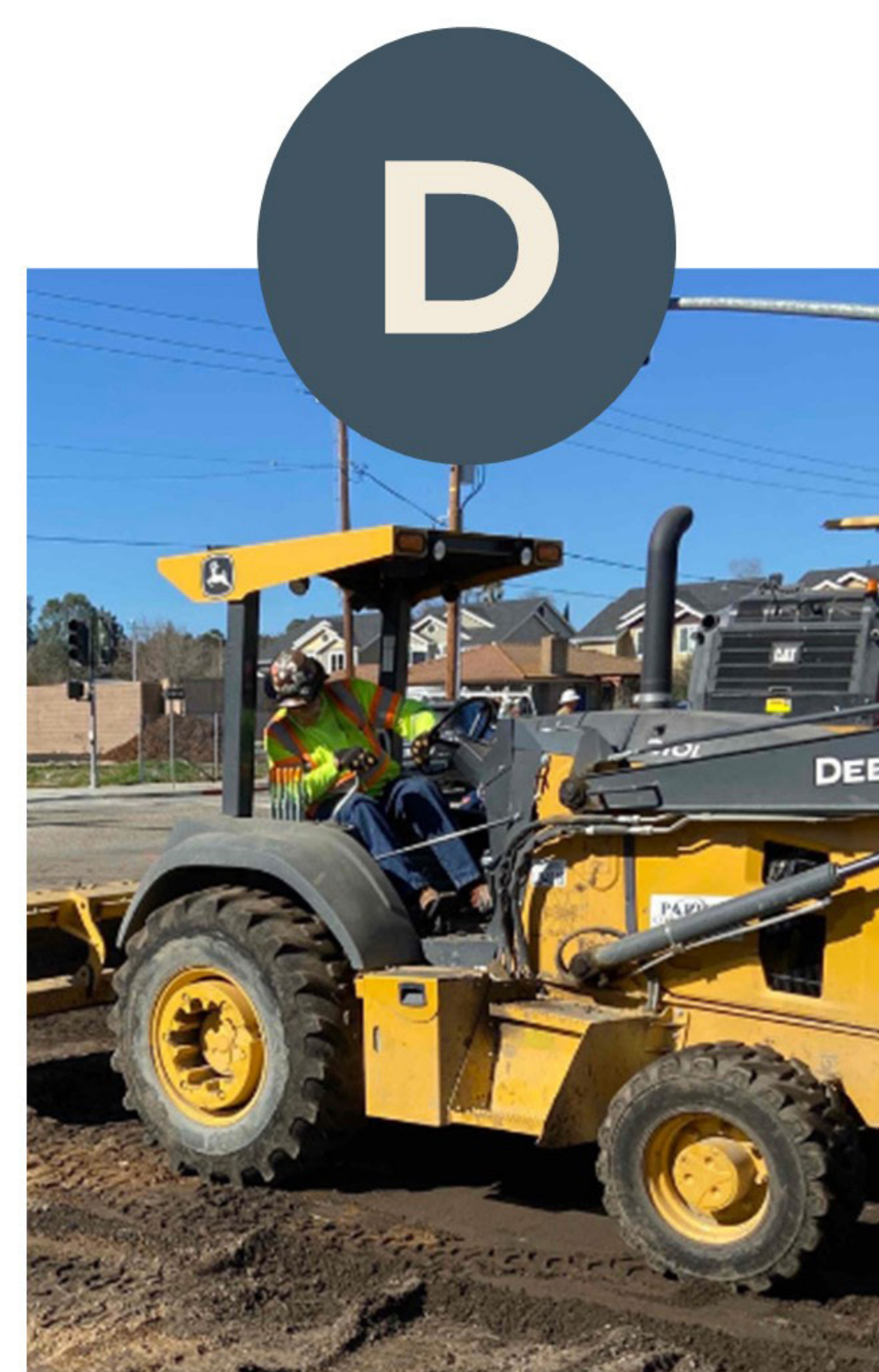
**CREATE A MIX OF HOUSING TYPES**



**ATTRACT NEW INDUSTRIES AND HIGHER WAGE JOBS**



**IMPROVE MOBILITY, ACCESS, AND SAFETY**



**ADDRESS PUBLIC INFRASTRUCTURE NEEDS**



**ENSURE FISCAL SUSTAINABILITY**

## “BIG MOVES”



**IMPROVE MOBILITY, ACCESS, AND SAFETY**

Create and maintain a citywide circulation network that provides safe, efficient, and convenient mobility choices for all people in Atascadero.

### Key Policy Considerations

1. Enhance multi-modal street design and amenities along El Camino Real and Morro Road within housing and employment Focus Areas to encourage and accommodate more walking and biking.
2. Create a network of emergency routes for wildfire-prone areas that provide both safe evacuation for residents and efficient entry for first responders.

## “BIG MOVES”



**ADDRESS PUBLIC INFRASTRUCTURE NEEDS**

Maintain adequate and efficient backbone infrastructure to support current and future community , business, and development needs in Atascadero.

### Key Policy Considerations

1. Expand telecommunications infrastructure and public utilities to and within key employment Focus Areas.
2. Implement streetscape improvements along El Camino Real and Morro Road near major planned residential and employment nodes to incentivize new development.

## “BIG MOVES”

### Key Policy Considerations

1. Allow higher-density residential and mixed-use projects within downtown and along key parts of El Camino Real that are accessible to a range of community services, amenities, and activities.
2. Consider development incentives for projects that provide needed workforce housing near areas of employment.
3. Encourage incremental infill housing in traditionally single-family areas that is in character with the neighborhood scale (second units, duplexes).



**CREATE A MIX OF HOUSING TYPES**

Support current and future community needs and choices by expanding the types, formats, and affordabilities of new housing in Atascadero.

## “BIG MOVES”



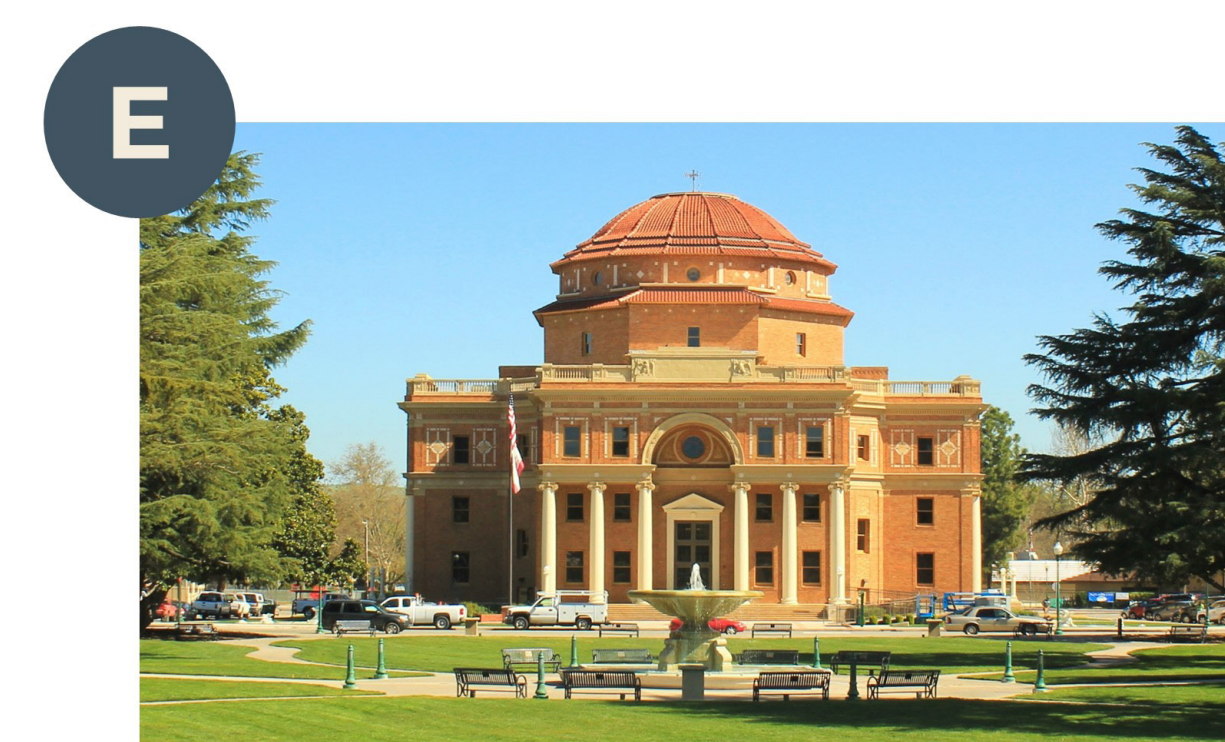
**ATTRACT NEW INDUSTRIES AND HIGHER WAGE JOBS**

Cultivate a successful, resilient, and diverse business environment that supports existing and new businesses, attracts innovative and emerging industries, and increases higher wage jobs in Atascadero.

### Key Policy Considerations

1. Encourage business investment within key Focus Areas through targeted regulatory and financial incentives (onsite parking reductions, infrastructure upgrades).
2. Actively market Atascadero as a business-friendly city, and engage technology, research and development, and similar industries to locate in the city.
3. Provide opportunities for flexible building uses and conversion of spaces within key commercial and mixed-use Focus Areas.

## “BIG MOVES”



**ENSURE FISCAL SUSTAINABILITY**

Balance new public investment and private development to maintain sustainable and resilient fiscal resources for the City of Atascadero.

### Key Policy Considerations

1. Prioritize public investments that have a positive influence on long-term economic growth, including focusing infrastructure improvements within employment-generating Focus Areas.
2. Use financing mechanisms that provide for new development that contributes to both near-term investment and long-term infrastructure maintenance.
3. Acknowledge the fiscal implications of different land use types and the necessity of maintaining a balanced land use mix to mitigate fiscal vulnerabilities during variable market cycles.



# ATASCADERO GENERAL PLAN UPDATE

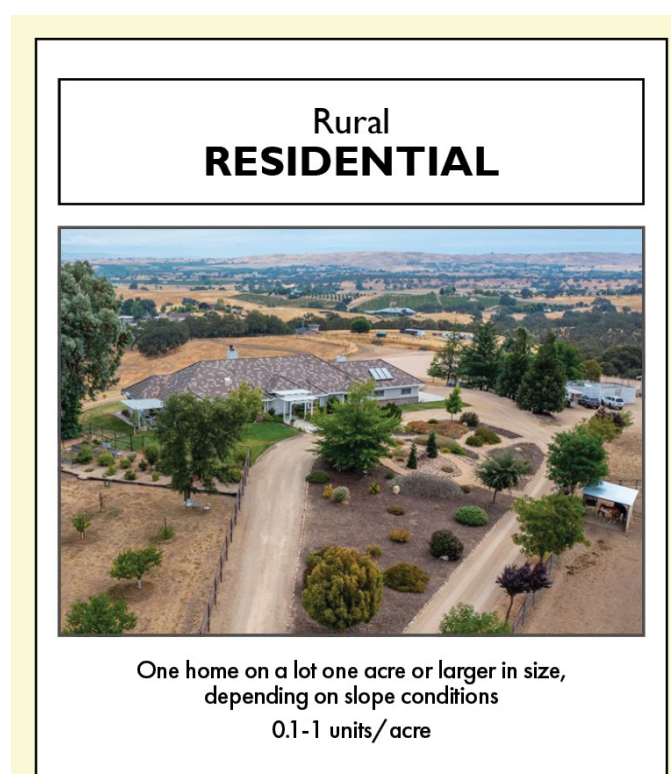
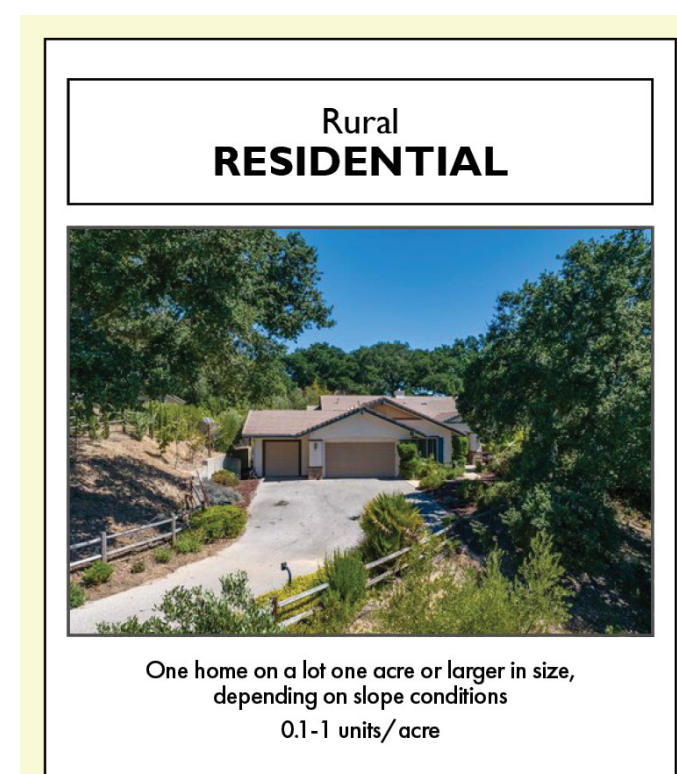
## Placetypes

### TYPE, LOOK AND CHARACTER OF NEW DEVELOPMENT

An initial set of future “Placetypes” for Atascadero have been developed. These Placetypes are similar to land use designations or zoning, but also invoke detail on the character of the various types of uses, such as the scale, design quality, and relationship to the street.

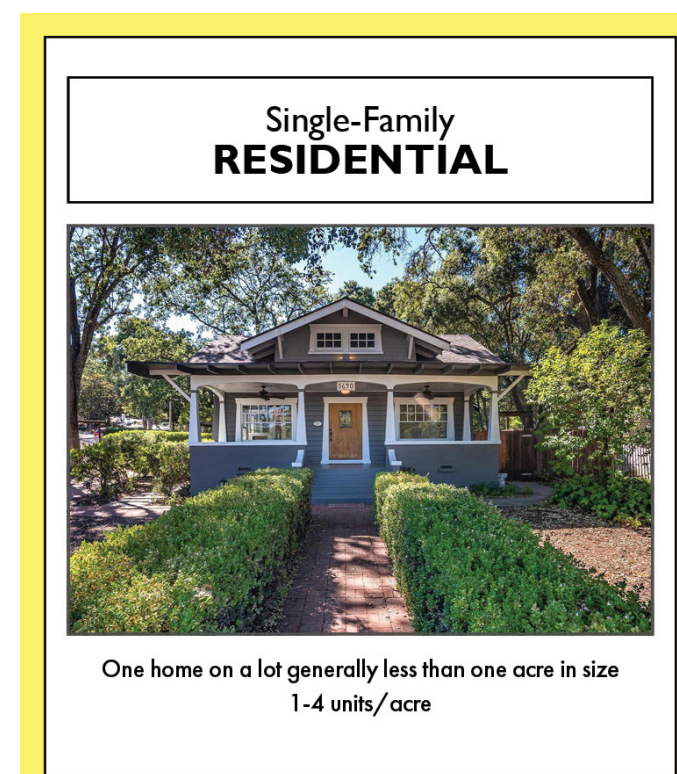
### RURAL RESIDENTIAL

Characterized by one home on a large lot greater than one acre in size with no public sewer service. This Placetype can be found in the rural hillside areas of Atascadero. Properties may include limited hobby agricultural uses and animal keeping. Accessory dwelling units may not be allowed in some areas due to septic suitability and access constraints.



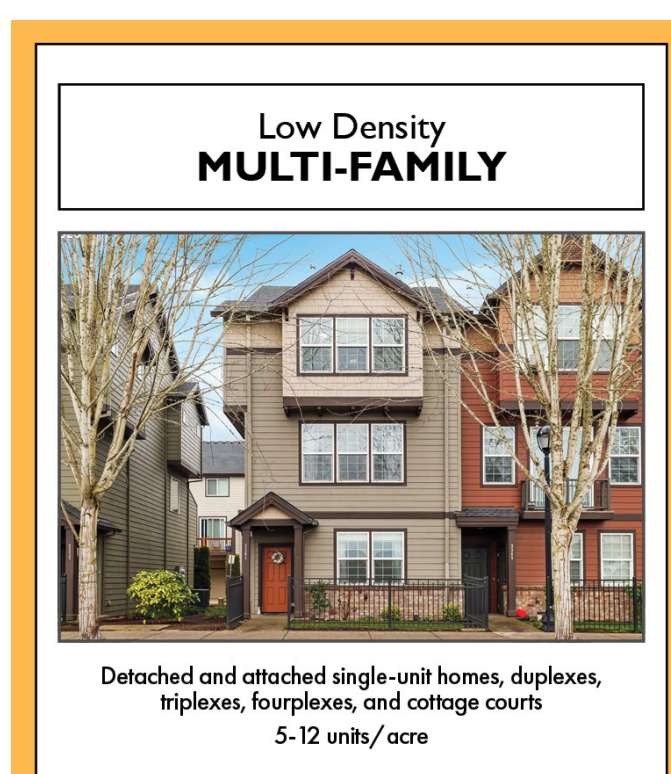
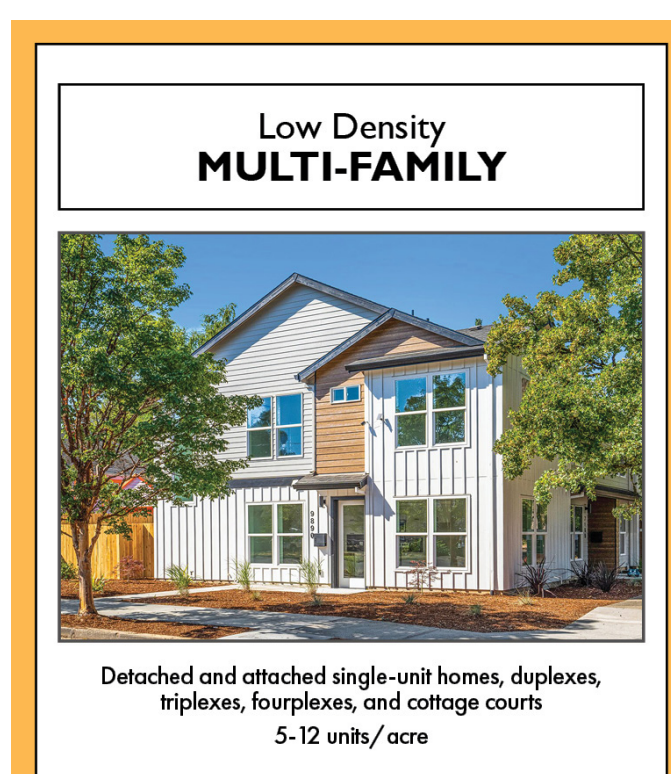
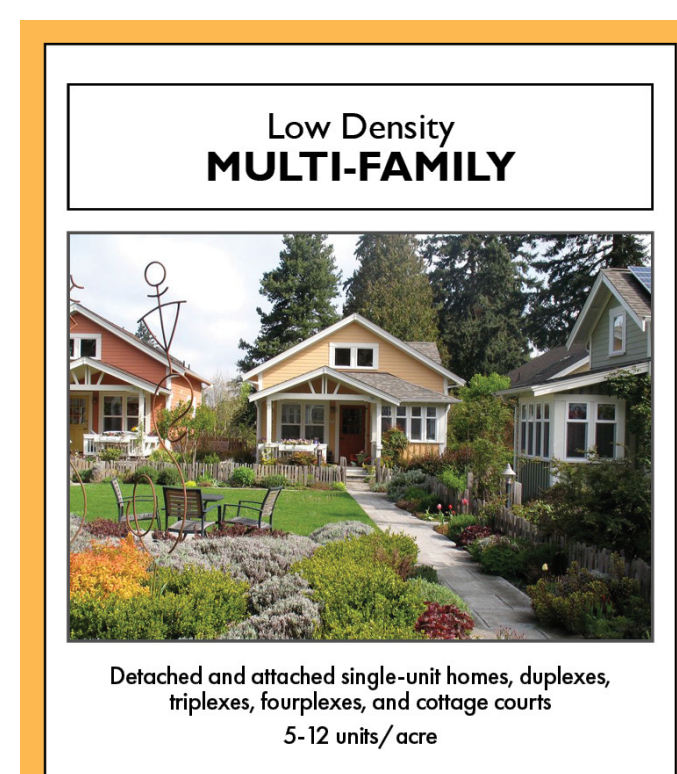
### SINGLE-FAMILY RESIDENTIAL

Consists of single-family residential detached units on lots less than one acre in size which may or may not have access to City sewer. The development density ranges from 1 to 4 units per acre of land. The designation would allow for a traditional suburban neighborhood and may accommodate Accessory Dwelling Units or Urban Dwelling Units.



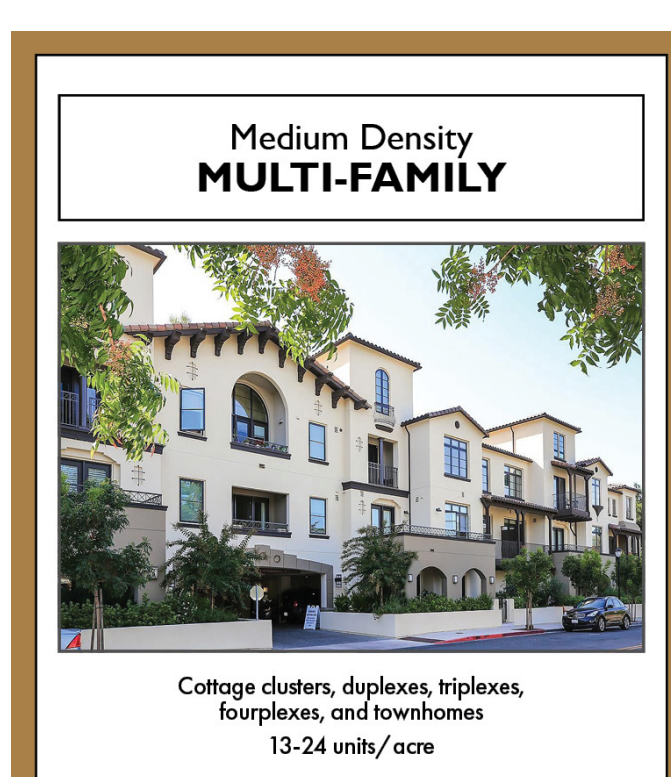
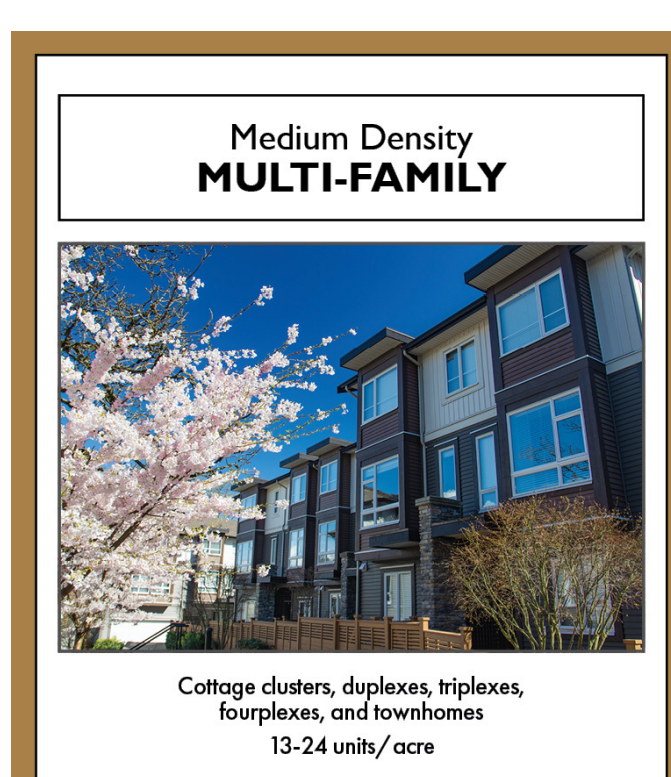
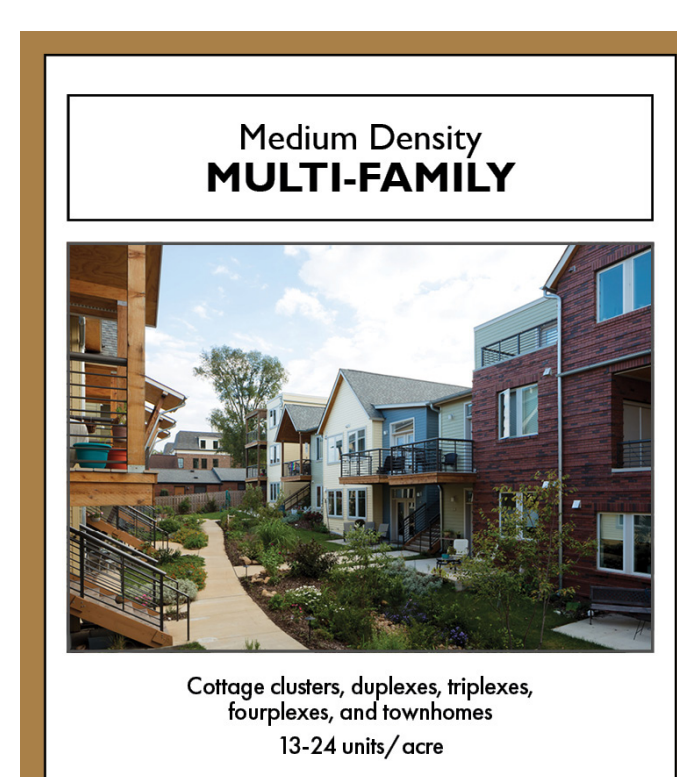
### LOW DENSITY MULTI-FAMILY

Consists of various housing types characterized by one- to two-story detached homes on individual lots or attached units with shared common spaces. The development density ranges from 5 to 12 units per acre of land. The designation would allow for a traditional small lot neighborhood or could incorporate duplexes, triplexes, fourplexes, townhomes, or detached cottages with shared spaces.



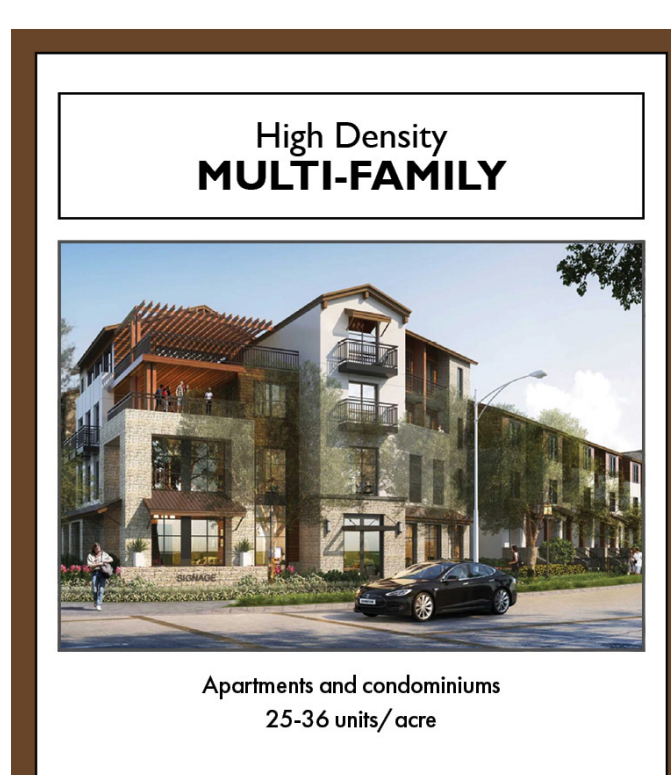
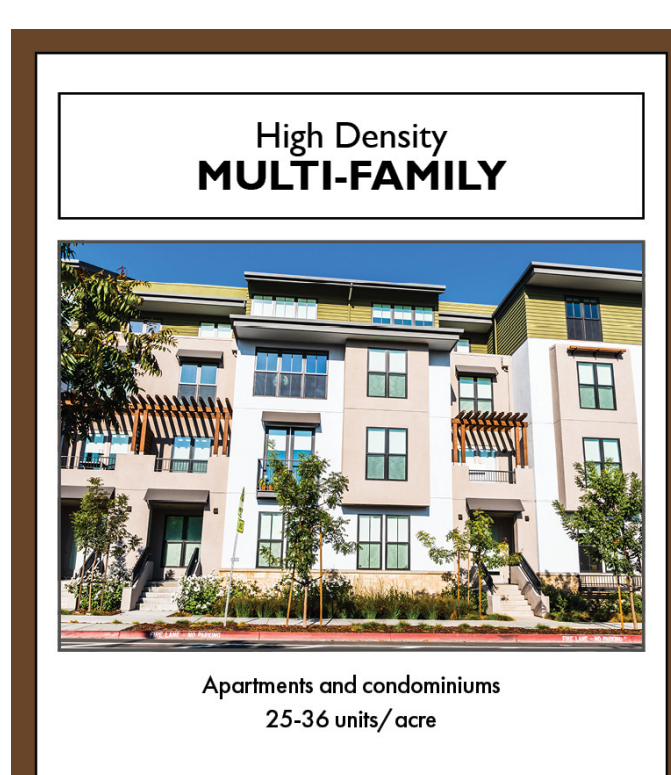
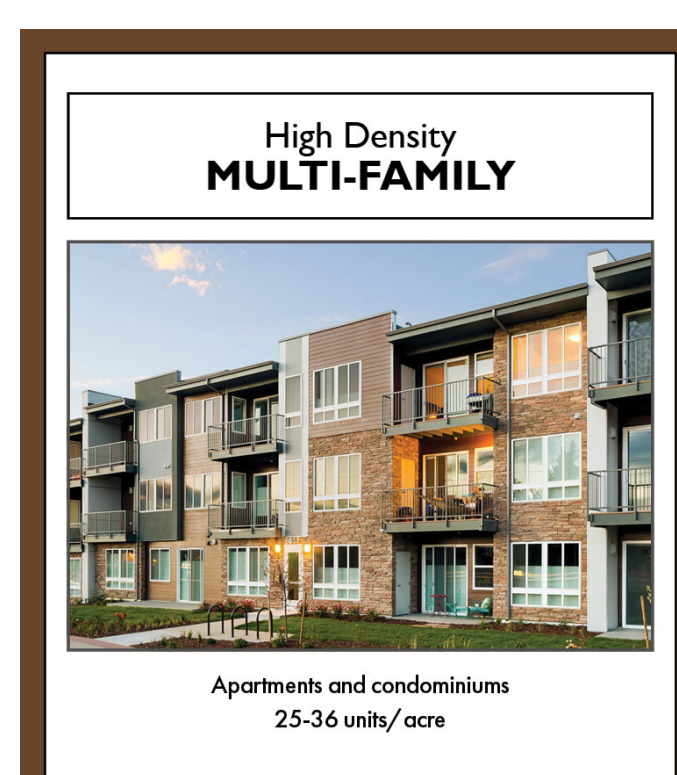
### MEDIUM DENSITY MULTI-FAMILY

Similar to Low Density Multi-Family in terms of the housing types allowed but within a density range of 13 to 24 units per acre. This Placetype includes detached homes on individual lots, duplexes/triplexes/fourplexes, and townhomes clustered around a common courtyard or open space.



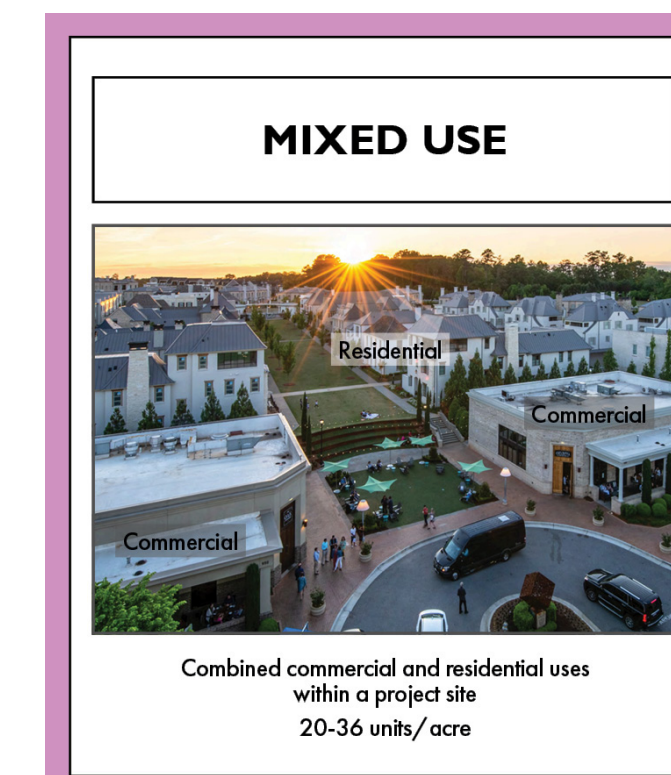
### HIGH DENSITY MULTI-FAMILY

Characterized by multi-unit residential developments in the form of apartments and condominiums. The development density ranges from 25 to 36 units per acre. Buildings may include common shared amenities.



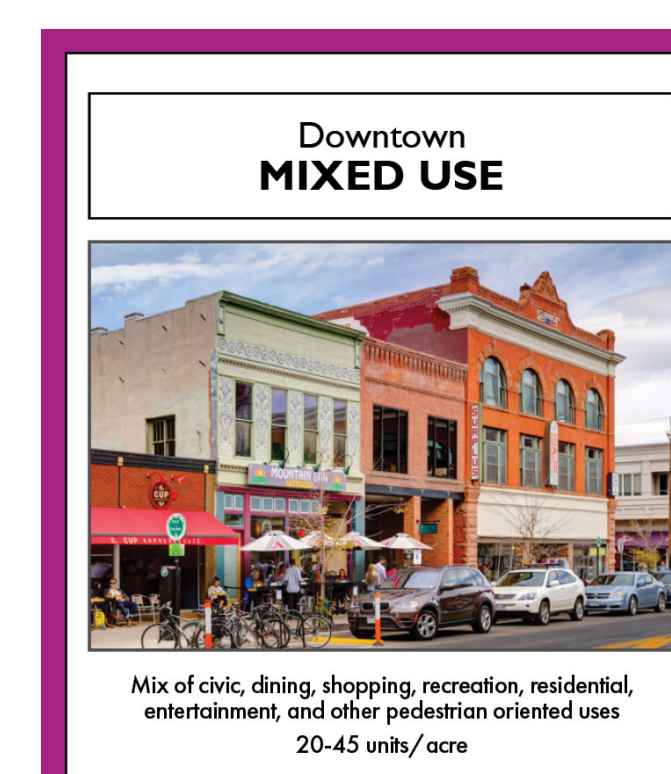
### MIXED USE

Would apply to portions of El Camino Real, where a mix of commercial and residential uses could be combined to create new complete neighborhoods, and aging commercial properties might find a new life as sites for moderate-density housing. Older housing stock could be replaced with newer housing and neighborhood-serving commercial uses. Commercial uses generally would front El Camino Real, with residences behind or above. Some ground-floor residential uses may be allowed in appropriate locations.



### DOWNTOWN MIXED USE

Downtown works well today with its mix of civic, recreation, shopping, dining, and office uses. The goal is to enhance Downtown’s vibrancy with new residential uses above the ground floor, increased dining and entertainment options, and businesses that operate seven days a week and are open after 5 PM. This Placetype includes multi-unit developments in mixed-use buildings, providing options for a new type of living in Atascadero. Any use abutting current lower-scale residential homes would transition in intensity to ensure compatibility.



## NOP and Environmental Scope Comments

The City prepared a **Notice of Preparation** for the environmental analysis on the draft General Plan Update. The NOP is being circulated for a 30-day comment period from **July 15, 2024 to August 14, 2024**. Responses to the NOP must be provided during this comment period.

Please use the **Comment Card** to record your NOP responses or any additional comments you may have related to the scope of the environmental analysis for the General Plan Update project.

## Submit Your Comments:

Electronically to:  
[planning@atascadero.org](mailto:planning@atascadero.org)

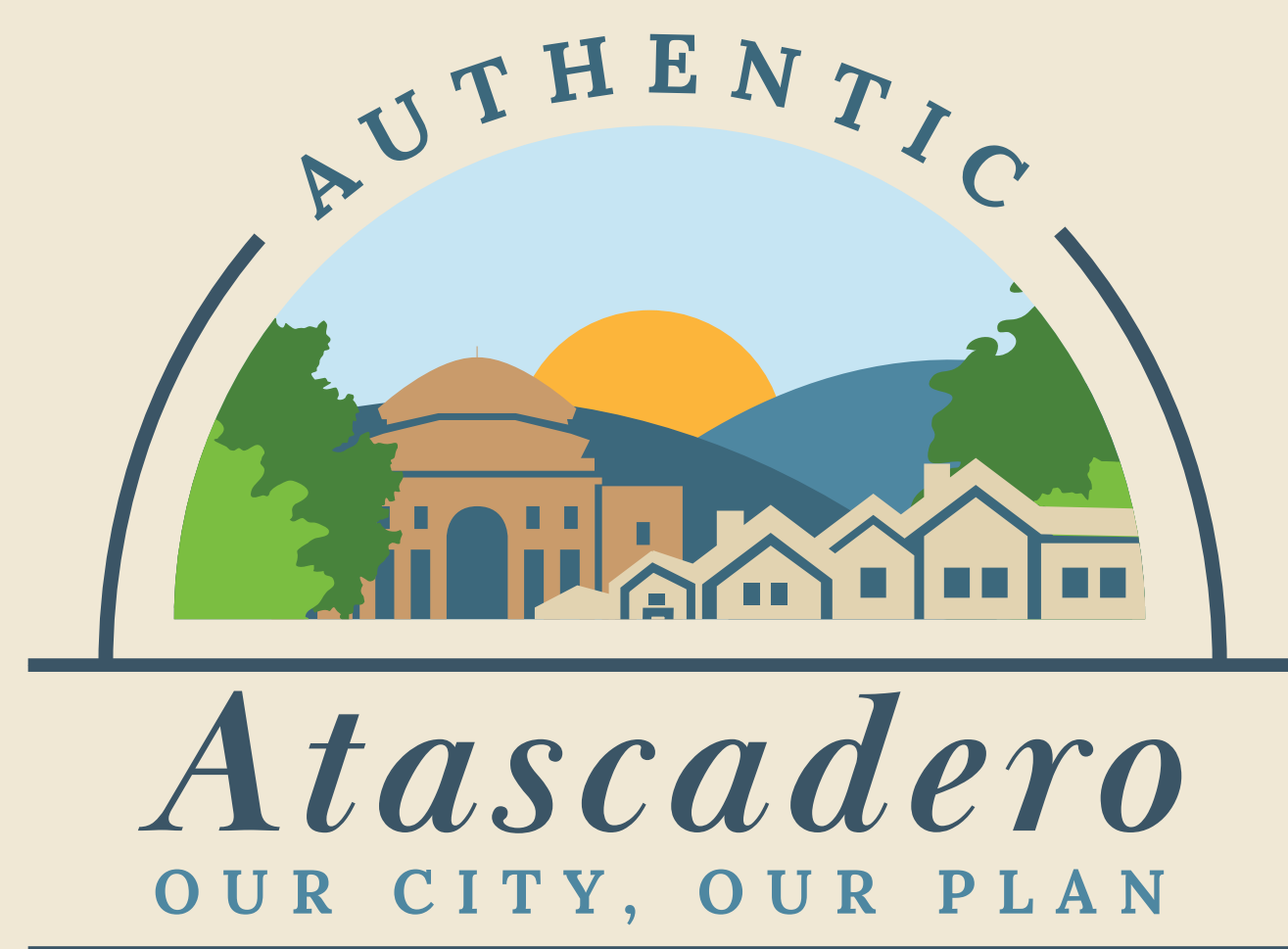
OR to the following physical address:  
**City of Atascadero**  
**Community Development Department**  
**Attn: Kelly Gleason, Planning Manager**  
**6500 Palma Avenue**  
**Atascadero, CA 93422**



Visit [www.Atascadero2045.org](http://www.Atascadero2045.org)  
for General Plan updates and  
upcoming events.







# ATASCADERO GENERAL PLAN UPDATE

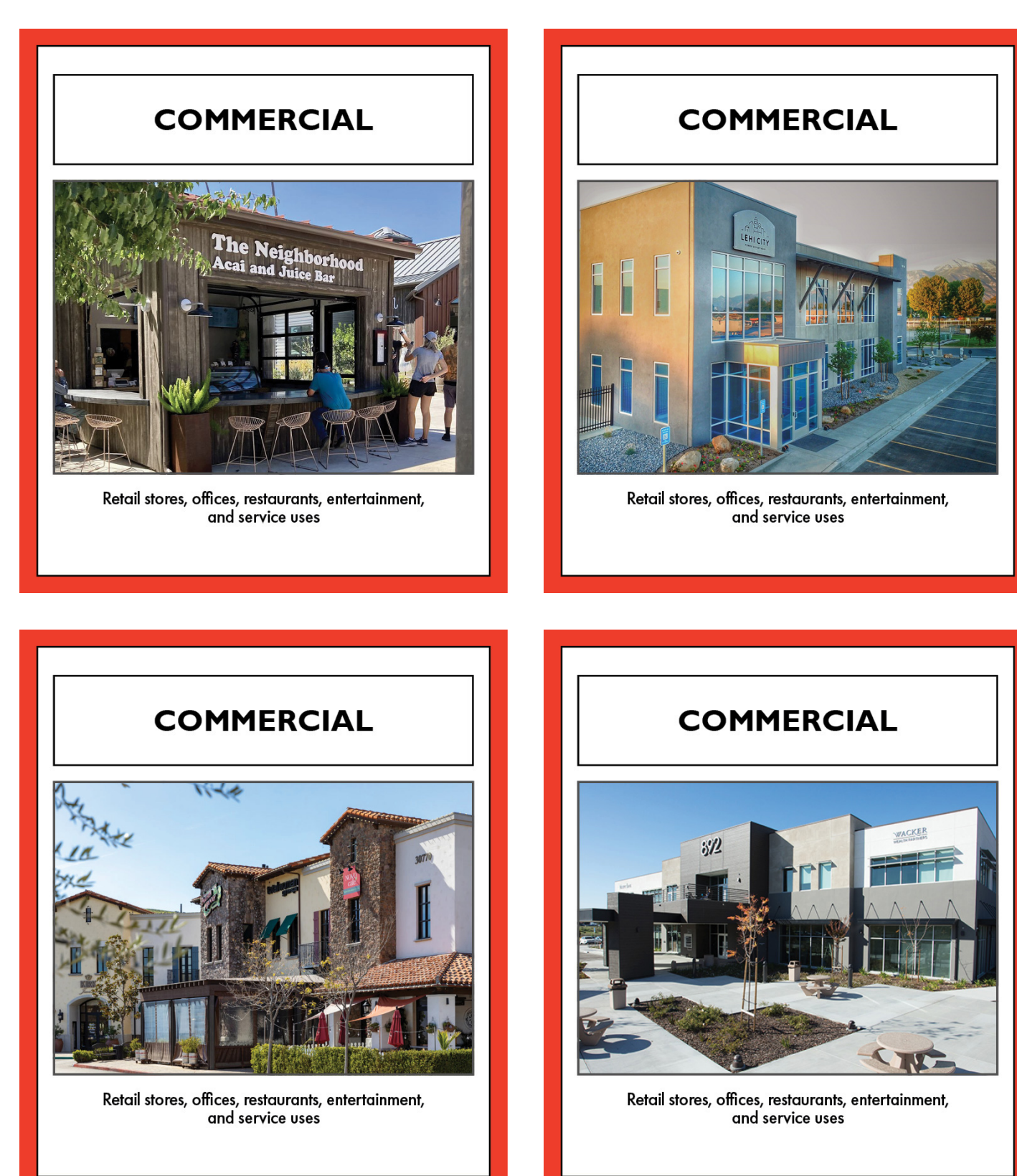
## Placetypes

### TYPE, LOOK AND CHARACTER OF NEW DEVELOPMENT

An initial set of future “Placetypes” for Atascadero have been developed. These Placetypes are similar to land use designations or zoning, but also invoke detail on the character of the various types of uses, such as the scale, design quality, and relationship to the street.

### COMMERCIAL

Encompasses a broad range of commercial businesses, including retail, office, dining, and limited vehicle services. This Placetype provides opportunities to maintain existing and establish new local-serving and regional-oriented businesses clustered along the El Camino Real and Morro Road corridors. In addition, the idea is to focus commercial development at easy-to-access locations. Need to buy socks? This is where you’d find them.



### CONSERVATION, PARKS AND OPEN SPACE

Lands in Atascadero set aside for public parks, open spaces, and public plazas ranging from naturalized accessible areas to sports fields and community gathering spaces.



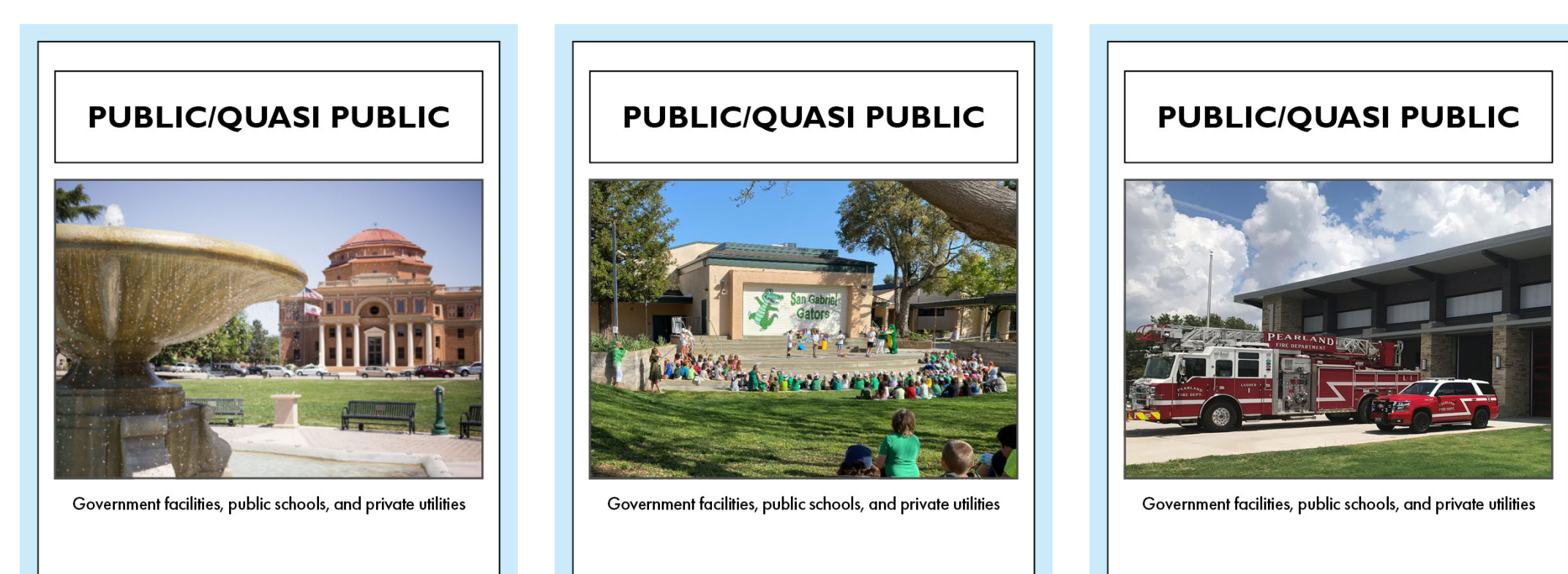
### COMMUNITY RECREATION

Would apply to privately owned properties that face development constraints due to flooding or other environmental factors. Property owners could establish private recreation or community-serving uses, such as day care facilities, religious institutions, or private outdoor sports facilities, with the potential to generate income and attract visitors to Atascadero.



### PUBLIC/QUASI PUBLIC

Properties that support government-owned public facilities such as City Hall, public schools, fire stations, and the Atascadero State Hospital, as well as major utilities infrastructure.



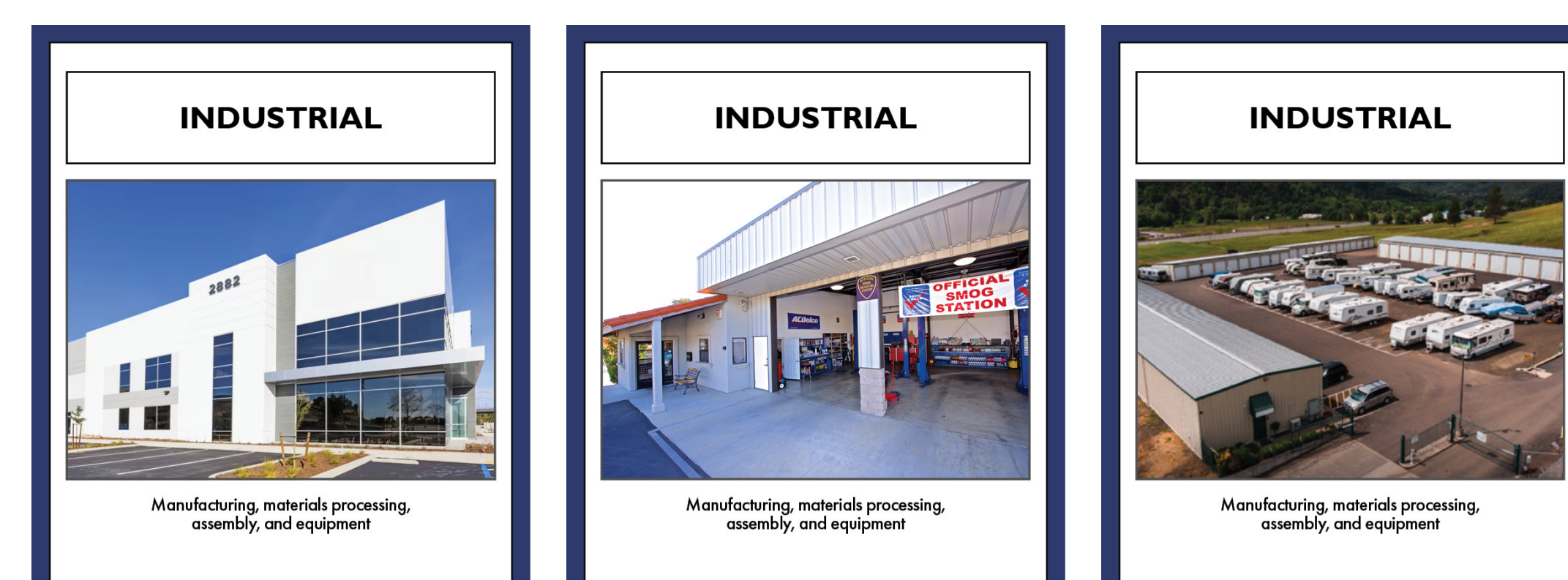
### INNOVATION/FLEX

A place for businesses engaged in clean, indoor manufacturing, research and development operations, and “maker” spaces for innovators and entrepreneurs. Dining and live/work uses are allowed to create synergies and compact districts of interesting uses. Envision small business parks and developments with roll-up doors. If you’ve visited “Tin City” near Paso Robles or the “Funk Zone” in Santa Barbara, you’ll have experienced this Placetype.



### INDUSTRIAL

Characterized by businesses involved in the manufacturing and processing of materials. Other uses could include automotive and contractor services. While such uses in Atascadero today may include outdoor operations, restrictions may be placed on outdoor uses in the future for aesthetic and public health reasons. Very limited areas are available today for Industrial uses to locate in the City. Therefore, careful planning about the types of land uses considered to be Industrial - and where such uses can locate - can help increase local commerce, create new head-of-household jobs, and provide better compatibility with nearby residential land uses.



## NOP and Environmental Scope Comments

The City prepared a **Notice of Preparation** for the environmental analysis on the draft General Plan Update. The NOP is being circulated for a 30-day comment period from **July 15, 2024 to August 14, 2024**. Responses to the NOP must be provided during this comment period.

Please use the **Comment Card** to record your NOP responses or any additional comments you may have related to the scope of the environmental analysis for the General Plan Update project.

## Submit Your Comments:

Electronically to:  
[planning@atascadero.org](mailto:planning@atascadero.org)

OR to the following physical address:  
**City of Atascadero**  
**Community Development Department**  
**Attn: Kelly Gleason, Planning Manager**  
**6500 Palma Avenue**  
**Atascadero, CA 93422**



Visit [www.Atascadero2045.org](http://www.Atascadero2045.org)  
for General Plan updates and  
upcoming events.

