



## **CITY OF ATASCADERO DESIGN REVIEW COMMITTEE**

### **HOW TO SUBMIT PUBLIC COMMENT:**

To provide written public comment, please email comments to:

[drc-comments@atascadero.org](mailto:drc-comments@atascadero.org) by 5:00 p.m. the day before the meeting. Email comments must identify the Agenda Item Number in the subject line of the email. Comments will be forwarded to the Design Review Committee and made a part of the administrative record. If a comment is received after the deadline for submission but before the close of the meeting, the comment will still be included as part of the record of the meeting. Please note, email comments will not be read into the record. All comments received may become part of the public record and are subject to the Public Records Act.

**INTERESTED INDIVIDUALS** are invited to participate through the [Zoom platform](#) using the link below and will be given an opportunity to speak in favor or opposition to the project or may call 669-900-6833 to listen and provide public comment via phone.

<https://us02web.zoom.us/j/81712225756>

### **AMERICAN DISABILITY ACT ACCOMMODATIONS:**

Any member of the public who needs accommodations should contact the City Clerk's Office at [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org) or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

Design Review Committee agendas and minutes may be viewed on the City's website: [www.atascadero.org/agendas](http://www.atascadero.org/agendas).

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the Community Development Department and are available for public inspection on our website, [www.atascadero.org](http://www.atascadero.org). All documents submitted by the public during Design Review Committee meetings that are either read into the record or referred to in their statement will be noted in the Minutes and available for review by contacting the Community Development Department. All documents will be available for public inspection by appointment during City Hall business hours.



# CITY OF ATASCADERO DESIGN REVIEW COMMITTEE AGENDA

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Special Committee Meeting  
Thursday, March 7, 2024  
2:00 P.M.

City Hall  
6500 Palma Avenue, Room 306  
Atascadero, California

## CALL TO ORDER

Roll Call: Chairperson Susan Funk  
Vice Chairperson Mark Dariz  
Committee Member Emily Baranek  
Committee Member Dennis Schmidt  
Committee Member Jeff van den Eikhof

## APPROVAL OF AGENDA

## PUBLIC COMMENT

## CONSENT CALENDAR

1. APPROVAL OF THE JANUARY 11, 2024 DRAFT MINUTES
2. ADOPT AMENDED 2024 MEETING SCHEDULE

## DEVELOPMENT PROJECT REVIEW

### 3. 6005 EL CAMINO REAL

The proposed project includes a request to add ground floor guest rooms resulting in modifications to the exterior of the existing Carlton Hotel building on APN 029-342-023.

*Recommendation:* Staff requests the DRC review and make design recommendations for the proposed project. (USE24-0019)



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view DRC Website



## **COMMITTEE MEMBER COMMENTS AND REPORTS**

### **DIRECTOR'S REPORT**

### **ADJOURNMENT**

*The next DRC meeting will be announced.*

***Agendas, Minutes and Staff Reports are available online at [www.atascadero.org](http://www.atascadero.org) under City Officials & Commissions, Design Review Committee.***



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**CITY OF ATASCADERO  
DESIGN REVIEW COMMITTEE**

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**DRAFT MINUTES**

**Regular Meeting – Thursday, January 11, 2024 – 2:00 P.M.  
City Hall, Room 306 (and virtual)  
6500 Palma Avenue, Atascadero, CA 93422**

**CALL TO ORDER – 2:00 p.m.**

Chairperson Funk called the meeting to order at 2:04 p.m.

**ROLL CALL**

Present: Chairperson Susan Funk  
Committee Member Emily Baranek  
Committee Member Jeff van den Eikhof  
Committee Member Dennis Schmidt

Absent: Vice Chairperson Member Mark Dariz (absent)

Others Present: Recording Secretary, Annette Manier

Staff Present: Phil Dunsmore, Community Development Director  
Kelly Gleason, Senior Planner  
Erick Gomez, Associate Planner  
Xzandrea Fowler, Senior Planner

Others Present: Max Zappas  
Joel Snyder  
Evan Keen

**APPROVAL OF AGENDA**

**MOTION: By Committee Member Schmidt and seconded by  
Committee Member Baranek to approve the  
Agenda.**

***Motion passed by unanimous consent.  
(Dariz absent)***

**PUBLIC COMMENT**

Chairperson Funk stated that the DRC received a letter regarding 7298 Santa Ysabel Ave. from a member of the public that was shared with the DRC (Exhibit A).

Chairperson Funk asked staff about the letter, and Director Dunsmore and Planning Manager Gleason addressed the DRC in regard to the issues stated in the letter.

***Chairperson Funk closed the Public Comment period.***

Director Dunsmore introduced Xzandrea Fowler, Senior Planner and Erick Gomez, Associate Planner.

**CONSENT CALENDAR**

1. **APPROVAL OF THE SEPTEMBER 14, 2023 DRAFT MINUTES**
2. **APPROVAL OF THE 2024 MEETING SCHEDULE**

**MOTION:** By Committee Member Baranek and seconded by Committee Member Schmidt to approve the Consent Calendar.

***Motion passed 4:0 by a roll call vote.  
(Dariz absent)***

**DEVELOPMENT PROJECT REVIEW**

3. **5730 EL CAMINO REAL (LA MODA MIXED-USE DEVELOPMENT)**

The proposed project includes a request to construct one (1) 3-story mixed-use building with a total of eight (8) dwelling units and ground floor commercial uses and one (1) 3-story mixed-use building with an upper story ADU and ground floor commercial use on APN 031-181-055. The project will be constructed in accordance with the California Density Bonus Law and will be eligible for a maximum of three (3) development concessions.

**Recommendation:** Staff requests the DRC review and make design recommendations for the proposed project. (PRE23-0109)

Planner Gomez presented the staff report. Planner Gomez, Planning Manager Gleason, and Director Dunsmore answered questions from the Committee.

**PUBLIC COMMENT**

The following members of the public spoke during public comment: Max Zappas and Joel Snyder.

***Chairperson Funk closed the Public Comment period.***

**MOTION:** By Committee Member Baranek and seconded by Committee Member van den Eikhof to approve the project as recommended by staff with the following modification:

- Work with staff on adding lighting in the pedestrian walkway extending from El Camino Real to the interior courtyard.

***Motion passed 4:0 by a roll call vote.  
(Dariz absent)***

Planning Manager Gleason stated that this project will move on to building permits.

### **COMMITTEE MEMBER COMMENTS AND REPORTS**

Committee Member Schmidt asked about CEQA, and Director Dunsmore answered his question.

Chairperson Funk asked about the status of the lot at the corner of El Camino Real and Traffic Way. Director Dunsmore stated that it was purchased by “Beach and Biscuits.”

### **DIRECTOR’S REPORT**

Director Dunsmore stated that the next meeting is scheduled for January 25, 2024; however, currently there are no items ready for that meeting, so it may be cancelled.

Director Dunsmore gave an update on the General Plan Update, Objective Design Standards, and CEQA, and then answered questions about tiny homes on wheels.

Planning Manager Gleason stated that the Dove Creek project is moving forward, and the County ADU stock plans will be an option for our residents to use in addition to the Atascadero ADU stock plans.

### **ADJOURNMENT– 3:10 p.m.**

The next regular meeting of the DRC is scheduled for Thursday, January 25, 2024.

### **MINUTES PREPARED BY:**

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Annette Manier, Recording Secretary  
Administrative Assistant

The following exhibit is available in the Community Development Department:  
Letter addressed to the DRC by a member of the public regarding 7298 Santa Ysabel Ave.

**7298 SANTA YSABEL**

I've enclosed photos of 7298 Santa Ysabel taken last week.

I would recommend that you drive down Santa Ysabel on trash day to better see for yourselves the problem.

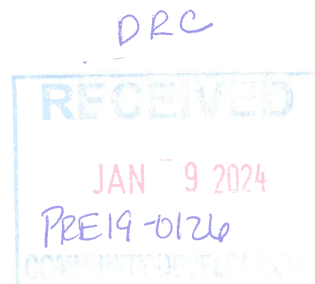
The fact that this developer was allowed to cheap out and not provide on site communal dumpsters and subject the residents to an expense that could have been factored in to their rent as opposed to individually billed is sad. Depicted are only 15 trash bins. If all 10 units had both trash and recycle bins on the street there would be 20 bins in front of the complex taking up the entirety of the street parking.

People place bins on the street the night before pick up and return the bins to their units either pick up day or the day following pick up. Therefore the street parking is disrupted for 3 of 7 days. This is not the fault of the residents, it is the fault of poor planning and cheap builders not allocating space for communal dumpsters. Perhaps if there is a fourplex or greater developed a dumpster should be required.

Ten mailboxes mounted in two pots. Yikes. They probably don't even allow that in Bakersfield. Have we really fallen that far? Again the builder did that to cheap out, paying a few hundred for some hokey arrangement instead of a few thousand for one single post Neighborhood Delivery Community Box Unit (NDCBU) that locks for the residents. Perhaps if there is a four plex or greater developed an NDCBU should be required.

Ten ugly meters facing the street? Wow, what happened there? Couldn't the wall the meters are mounted to been flipped so the wall faced the street, not the meters. A perfect location for the street address that blank wall and a much cleaner look. Btw, where is the street address of the complex, you know, for safety purposes and delivery drivers? Was the wall a builder mistake and you just didn't make the builder correct it because it would cost them time and money? I mean that could not have been the actual plan, right? It might fly in Fresno but here, on the central coast, it just seems wrong.

So, 7298 Santa Ysabel 3 glaring errors of poor planning. Sad. I can not believe that this would have passed muster in either of our neighboring towns of San Luis Obispo or Paso Robles. Must Atascadero always be the red headed stepchild in the county? Please someone with authority in this manner, please do better next time.













## ***CITY OF ATASCADERO DESIGN REVIEW COMMITTEE***

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The Atascadero Municipal Code (Section 9-2.107) sets the process for meetings of the Design review Committee (DRC). This code allows the DRC to meet as needed without a set formal schedule. Staff is recommending that the Design Review Committee (DRC) amend the schedule to meet as needed.



# **Atascadero Design Review Committee**

## **Staff Report – Community Development Department**

### **The Carlton Hotel Remodel**

<b>MEETING DATE</b>	<b>PROJECT PLANNER</b>	<b>APPLICANT CONTACT</b>	<b>PLN NO.</b>	
3/7/2024	Xzandrea Fowler Senior Planner	Kamal Patel Capricorn Property Group	<b>USE24-0019</b>	
<b>RECOMMENDATION</b>				
<p><i>Staff Recommends to the DRC:</i> Review the conceptual elevations and floor plan for a remodel of The Carlton Hotel to add additional guest rooms on the ground floor, and either endorse as-is or provide recommendations for any potential design modifications.</p>				
<b>PROJECT ADDRESS</b>	<b>GENERAL PLAN DESIGNATION</b>	<b>ZONING DISTRICT</b>	<b>ASSESOR PARCEL NUMBER(S)</b>	<b>SITE AREA</b>
6005 El Camino Real	Downtown (D)	Downtown Commercial (DC)	029-342-023	0.45 Acres
<b>PROJECT DESCRIPTION</b>				
<p>The applicant is proposing a remodel of the ground floor interior spaces and to modify the exterior building façade of The Carlton Hotel. The ground-floor interior remodel consists of adding nine ground-floor guest rooms, converting the existing restaurant into a market distillery, converting the existing café into a separate bar/restaurant and a bakery, and converting the existing conference space into a speakeasy. The proposed second-floor interior remodel consists of converting a corner guest room into two guest rooms and converting the existing fitness room into a guest room. The proposed exterior modification includes replacing all the Traffic Way storefront windows with motorized bifold windows for the first four window bays, glass block or opaque privacy window treatments for the remaining window bays, and a green wall art installation.</p>				
<b>ENVIRONMENTAL DETERMINATION</b>				
<p><i>The City of Atascadero’s environmental review process incorporates the requirements in implementing the California Environmental Quality Act. Persons, agencies, or organizations interested in obtaining more information regarding the environmental should contact the Community Development Department.</i></p>				

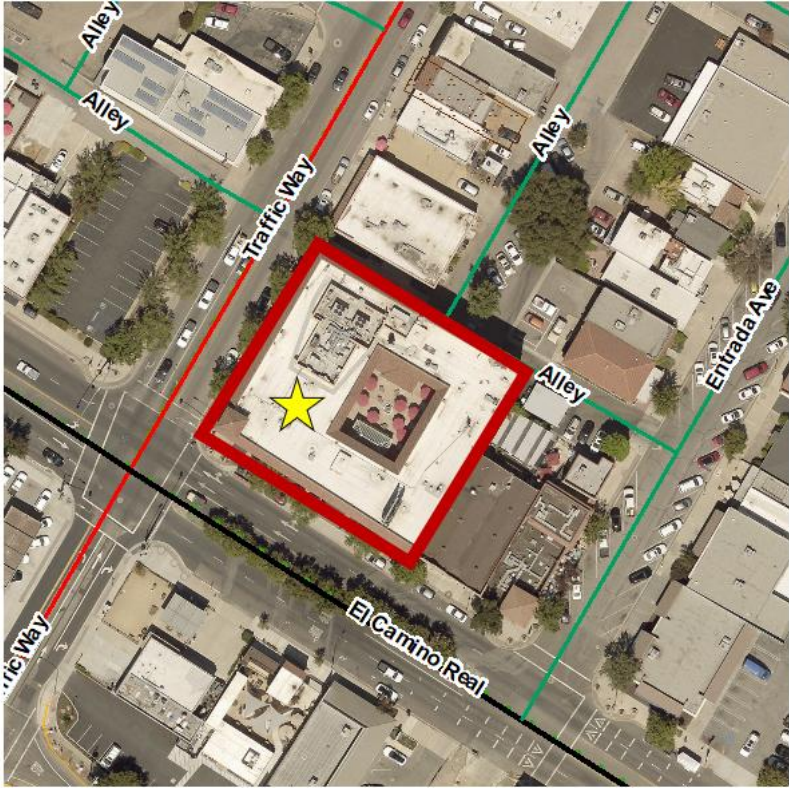
ADDITIONAL INFORMATION MAY BE OBTAINED BY CONTACTING THE ATASCADERO COMMUNITY DEVELOPMENT DEPARTMENT AT

<http://www.atascadero.org>

6500 PALMA AVENUE | ATASCADERO, CA 93422 | (805) 461-5000

<input type="checkbox"/> EIR / MND / ND / Statutory Exemption to be circulated	<input type="checkbox"/> Prior CEQA Review CEQA # _____ Certified: _____	<input checked="" type="checkbox"/> Cat. Exemption Class <u>  3  </u> CEQA Guidelines § 15303	<input type="checkbox"/> No Project - § 15268 Ministerial Project
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**Aerial Map**



**DISCUSSION:**

***Project Description / Summary***

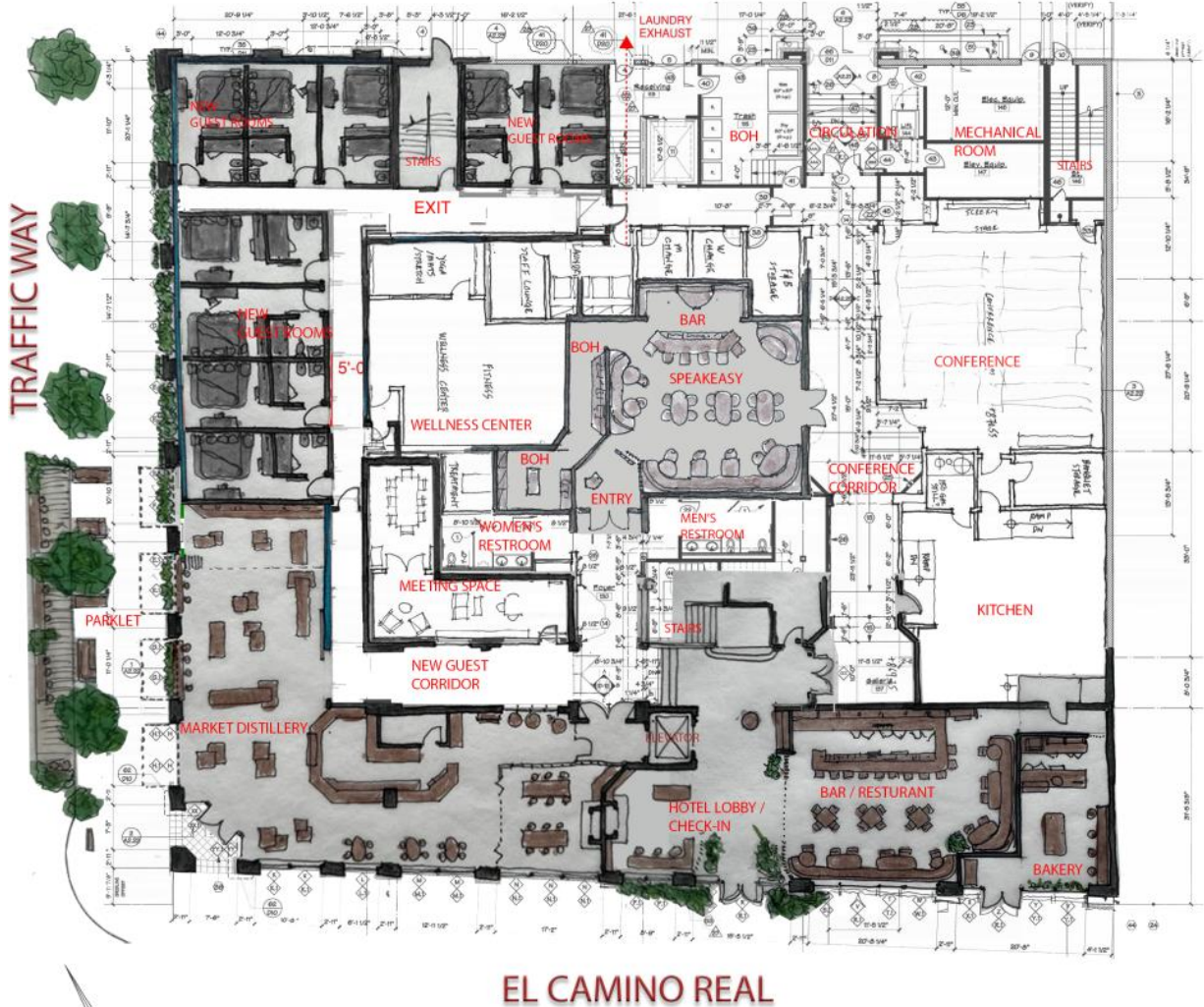
The subject site at 6005 El Camino Real is approximately 0.45 acres in size. The site is located at the southeast intersection of El Camino Real and Traffic Way and is developed with an existing three-story hotel (The Carlton Hotel). The applicant is proposing a remodel that will modify some of the exterior façade and existing uses/spaces on the first and second floors of the hotel. The proposal includes the addition of nine guest rooms on the ground floor, two guest rooms on the second floor, conversion of the existing restaurant into a market distillery, conversion of the existing café into a separate bar/restaurant and bakery, and conversion of an existing conference space into a speakeasy. The hotel and café entrances face El Camino Real, and the restaurant entrance faces the corner of the intersection. All parking for the hotel is located offsite at the northeast intersection of El Camino Real and Traffic Way.



The DC Zoning District intends to enhance the downtown economic viability and pedestrian-oriented character by encouraging a range of uses, including restaurants, entertainment facilities, lodging, and retail shops.

A Conditional Use Permit (CUP) is required for hotel uses in the DC zoning district. The Planning Commission will be considering the applicant's request to amend/modify the existing CUP to expand the existing hotel operations.

**Proposed Floorplan – First Floor**



## ***Analysis***

The applicant's proposal maintains most of the existing exterior façade finishes and color scheme, adds a glass block or opaque glass with art installations window treatments, and black metal frame motorized bi-fold storefronts along the north façade (Traffic Way). The applicant proposes to add black metal planters below the storefronts and a green wall art installation along the existing columns to enhance the pedestrian experience along the Traffic Way frontage while providing additional privacy for the ground-floor guest rooms.

The existing windows and doors along the El Camino Real façade will remain unchanged. The applicant is also evaluating the feasibility of adding a parklet along a portion of Traffic Way to support pedestrian activity by providing the public and guests with an accessible outdoor amenity to encourage further public awareness and activation of the street. The parklet design inspiration includes teak wood decking and benches with decorative black metal planters.

### Ground Floor Guest Rooms

The proposed addition of ground-floor guest rooms presents some unique design challenges because the privacy needs of the guest conflict with the high percentage of glass that would typically be encouraged for ground-floor uses downtown. The applicant proposes to balance the competing objectives by introducing art and landscape to provide guest room privacy while maintaining the architectural rhythm, proportions, and character of the existing building façade. Although the proposed ground floor use will no longer be solely retail, the applicant's proposal to retain a storefront design can encourage shopping, increase a sense of security, and generate pedestrian activity.

Staff and the applicant have met extensively to determine a path forward that respects the need for ground floor activation with the applicant's desire for additional rooms and reduced restaurant and retail space to respond to changing trends. The initial proposal included the entire Traffic Way façade converted to guest rooms however, staff believed that this was not a viable option to maintain active pedestrian engagement along Traffic Way. The applicant also highlighted challenges with the building including floor elevation differences between the sidewalk and interior of the existing restaurant space. As you move northward on Traffic Way, the finished floor elevation of the existing restaurant is approximately 2 feet above sidewalk level, making it difficult to create smaller commercial tenant spaces facing Traffic Way.

The compromise proposed by the applicant includes approximately 50% of the Traffic Way frontage converted to private guest suites. The remainder of the space is reserved for commercial use and could be attached to the retail/distillery space at the corner or could be a space utilized for the hotel gym or other more active associated uses. These spaces include the replacement of the existing non-operable storefront windows with operable bi-fold doors to allow patrons to interact directly with the space from the adjacent sidewalk and encourage spillover of seating onto the Traffic Way sidewalk and potential parklet.



To maintain a more activated storefront where guestrooms are proposed, the applicant is proposing 2 options for consideration. Both options include the addition of greenery as a layering element that will provide movement along the façade. Option “A” includes replacing the storefront windows with geometric glass blocks. Option “B” includes opaque glass with art installations. The art material is designed to filter light through the rooms while blocking visual intrusion from the exterior.

### **Elevations – Design Options**



*North Elevation (Traffic Way) - Existing*







*North Elevation (Traffic Way) Design Option "A" – Glass Block, Green Wall Art with Planters, and Bifold Storefront*



*North Elevation (Traffic Way) Design Option "B" – Opaque Glass with Art Installation, Green Wall Art with Planters, and Bifold Storefront*

The design options include storefront materials that complement the materials used on adjacent buildings. The number of different wall materials proposed is limited to clear glass, glass block (transom), exterior plaster, cut stone (cast stone and ceramic tiles (bulkhead)). The renderings and material choices represent a coordinated color scheme



that responds to the style of the structure. Painted trim colors should complement base colors. The colors of signing, awnings, planters, accent materials, and primary façade color choices should all be cohesive.

The applicant's design options incorporate original design features into the new storefront and create a harmonious background.

### Historic Context

The Carlton Hotel is considered part of the historic fabric of Atascadero. While a significant remodel and restoration effort occurred in the early 2000's, the basic form and fabric of the exterior facades maintained the historic character of the building. The proposed modifications are limited to storefront window changes and will maintain the historic rhythm and overall appearance while adding contemporary elements that provide contrast to the overall historic theme. These changes are consistent with guidelines for historic remodels.

### Awnings

A prominent feature of the existing building is the use of black awnings along the ground-floor façade. The existing awnings effectively respond to the scale, proportion, and rhythm created by existing structural bay elements and nestle into the space created by the structural bay. The existing awning shape relates to the existing window and door opening and will not have internal illumination. The applicant's design options retain the existing awnings along El Camino Real and the Traffic Way window bays where the proposed ground floor guest rooms will be.

### Parking

Parking is not required for accessory uses within the hotel, such as the existing restaurant, café, bakery, and the proposed market and distillery. Parking is required by section 9-4.114 for transient lodging at a rate of 2 spaces, plus 1 per unit, plus 1 per 10 units. The proposal includes eleven additional guest rooms (nine on the ground floor and two on the second floor), resulting in the requirement for 12 additional parking spaces. The applicant will be requesting the parking requirement be modified by the Planning Commission through the Conditional Use Permit process based on specific findings of fact that the characteristics of the use or its immediate vicinity do not necessitate the number of parking spaces and that reduced parking will be adequate to accommodate on the site all parking generated by the existing and proposed uses.

### Public Spaces – Parklet

Public spaces associated with buildings in the Downtown should provide an attractive transition from the outside to the inside of buildings, be complementary to the buildings, and be supportive of pedestrian activity. These spaces should be extensions of the public space/sidewalk by providing pedestrian amenities, such as benches, and continuing the pavement treatment to indicate the space is available to all pedestrians. The applicant has provided conceptual parklet inspiration for Traffic Way as a way to further engage pedestrians and create a visual statement as well as expand the area for use by the adjacent commercial tenant spaces. The conceptual parklet includes features such as



planters and seating to provide space for patrons of the café and general store as well as the general public. The feasibility of a parklet will require additional review by the City Engineer before it can be pursued by the applicant. Any added parklet in this location will need to maintain safe traffic flow and respond to pedestrian safety needs.

### Sign Materials

The applicant is encouraged to use a combination of original and modern materials that enhance the unique quality of downtown when new or replacement signage is proposed. All sign materials should complement the character of the business identified and the buildings they are mounted on. Externally illuminated signs are encouraged.

### **DRC DISCUSSION ITEMS:**

The following are discussion items for the DRC. Staff recommends that the DRC provide direction and move the project forward to the Planning Commission.

1. ***Proposed window treatment options for the ground floor guest rooms (i.e., Is there a preferred window treatment design option?)***
2. ***Proposed bifold storefronts for the Market Distillery (i.e., Is the proposed bifold storefront compatible with the existing building exterior and prominent corner entry?)***
3. ***Proposed color and material changes – (i.e., Are the proposed colors and materials compatible with the existing building’s exterior?)***
4. ***Proposed artistic green wall and planters (i.e., Do the green wall and planters create a balance between guest room privacy and pedestrian activity on Traffic Way?)***

### ***Staff Recommendations***

The architectural features of the remodel are in keeping with the property’s surroundings, and staff have no significant aesthetic concerns. Staff recommends the following conditions:

1. Colors and materials must match those depicted in the submitted elevations.
2. New wall signs shall be individual letters designed to match or complement existing signage. All signage shall be required to comply with all applicable Atascadero Municipal Code standards at the time of building permit submittal. The “Carlton Hotel” roof-mounted historic sign and the “Carlton” projecting wall sign shall remain.
3. Existing and new storefront frames/trims shall be integral colors and shall match or complement one another.
4. Replace and/or repair any damaged awnings.
5. Any parklet shall be reviewed and approved by the City Engineer. Should a parklet be viable, an encroachment permit shall be obtained and renewed annually, subject to review and approval of the City Engineer.



6. Any plant material included in the green wall design shall be reviewed and approved by the Community Development Department. Plant material shall be maintained in perpetuity and any damaged, non-thriving, or dead plants shall be replaced within 30 days.
7. Any art shall be non-commercial and shall be required to gain approval through the City's non-commercial mural approval process.

### **Summary**

The applicant is proposing a remodel of the interior and exterior of The Carlton Hotel on El Camino Real to address changes in the hospitality industry. While most structural elements will remain unchanged, the proposal includes aesthetic changes to the building façade and the existing uses on the ground and second floors.

Remodeling downtown buildings provides an excellent means of maintaining and reinforcing the character and image desired in Atascadero. Renovation increases property values in the area and inspires other property owners and designers to make similar efforts.

When an existing structure is renovated, care and effort should be taken to complete the work in a manner that respects the original design character of the structure. The design guidelines highlighted in this staff report are to be implemented where appropriate.

### **ATTACHMENTS:**

- Attachment 1: Existing Façade Elevations
- Attachment 2: Applicant Design Package
- Attachment 3: Draft DRC Action Form



**Attachment 1: Existing Façade Elevations**  
**USE 24-0019**

**Elevated Corner View, North and West Facades, from the intersection of El Camino Real and Traffic Way.**



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<http://www.atascadero.org>  
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**Front View, North Façade, from Traffic Way**



**Attachment 2: Applicant Design Package**  
**USE 24-0019**

**See Following**

**Attachment 3: DRC Action Form**  
**USE 24-0019**



# CITY OF ATASCADERO

## Community Development Department

6500 Palma Avenue | Atascadero, CA 93422 | Phone: (805) 461-5035 | [www.atascadero.org](http://www.atascadero.org)

### DRC Action Form

**Project #: USE 24-0019**  
**Project Title: Carlton Hotel Remodel**  
**Planner/Project Manager: Xzandrea Fowler**  
**DRC Review Date(s): 3/7/2024**

**Final Action:**       DRC       PC       CC

**Conditions & Recommendations:**

**Yes    No**

<input type="checkbox"/>	<input type="checkbox"/>	Colors and materials must match those depicted in the submitted elevations.
<input type="checkbox"/>	<input type="checkbox"/>	New wall signs shall be individual letters designed to match or complement existing signage. All signage shall be required to comply with all applicable Atascadero Municipal Code standards at the time of building permit submittal. The “Carlton Hotel” roof-mounted historic sign and the “Carlton” projecting wall sign shall remain.
<input type="checkbox"/>	<input type="checkbox"/>	Existing and new storefront frames/trims shall be painted to match or complement one another.
<input type="checkbox"/>	<input type="checkbox"/>	Replace and/or repair any damaged awnings.
<input type="checkbox"/>	<input type="checkbox"/>	Any parklet shall be reviewed and approved by the City Engineer. Should a parklet be viable, an encroachment permit shall be obtained and renewed annually, subject to review and approval of the City Engineer.
<input type="checkbox"/>	<input type="checkbox"/>	Any plant material included in the green wall design shall be reviewed and approved by the Community Development Department. Plant material shall be maintained in perpetuity and any damaged, non-thriving, or dead plants shall be replaced within 30 days.
<input type="checkbox"/>	<input type="checkbox"/>	Any art shall be non-commercial and shall be required to gain approval through the city’s non-commercial mural approval process.







# THE CARLTON HOTEL ATASCADERO, CA

GROUND FLOOR DESIGN CONCEPT

FEBRUARY 1ST, 2024



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## THE CARLTON HOTEL / CONCEPT DESIGN

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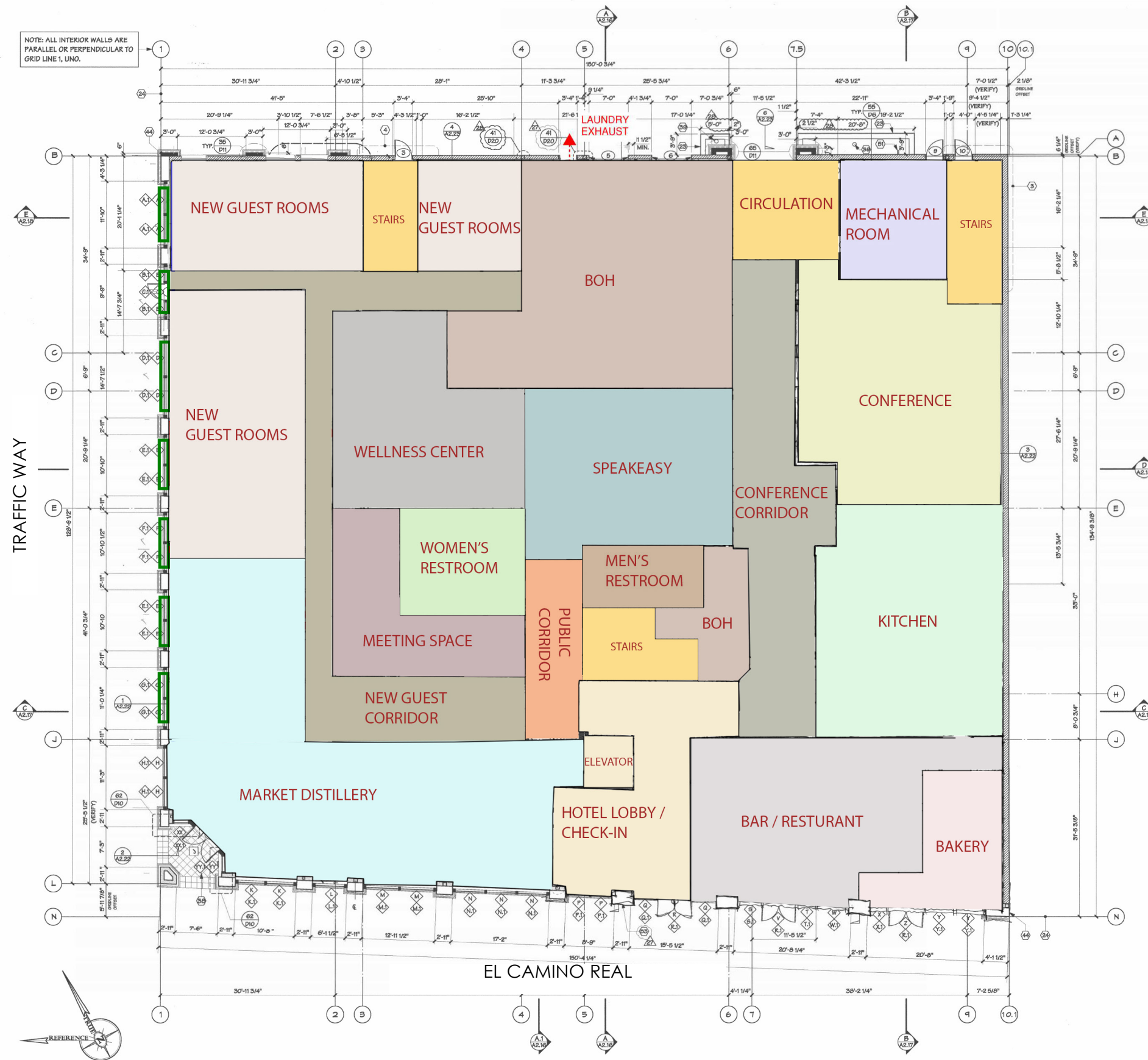
# EXTERIOR EXISTING CONDITIONS



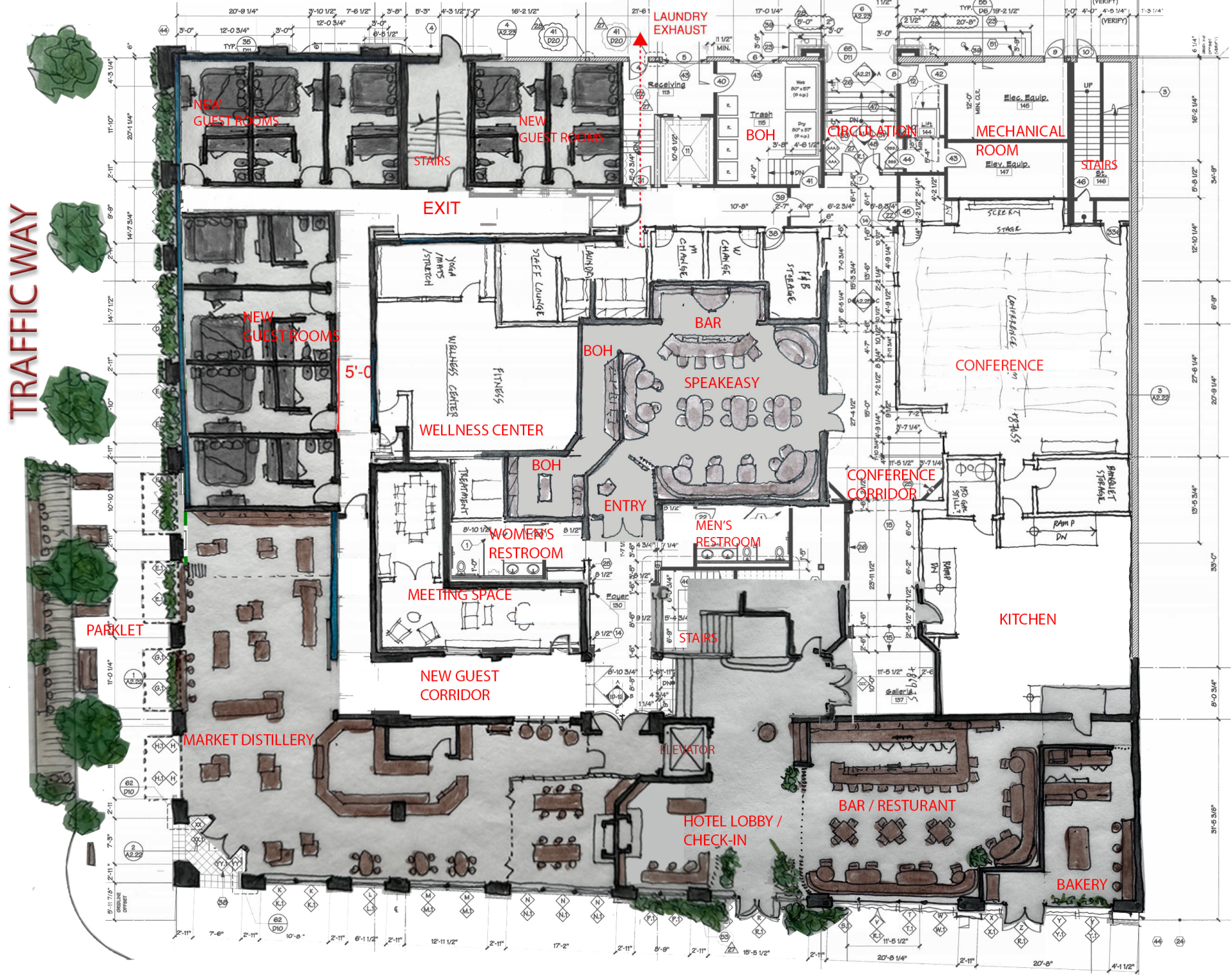
EXTERIOR EXISTING CONDITIONS



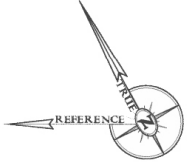
# GROUND FLOOR KEY PLAN



# GROUND FLOOR OVERALL FLOOR PLAN



## EL CAMINO REAL



# GROUND FLOOR F&B FLOOR PLAN



# EL CAMINO REAL

ATASCADERO MARKET  
CRAFT YOUR OWN EXPERIENCE

Traditional food shopping outlets such as **farmer’s markets, corner stores, supermarkets, and local delis** have laid the foundation for the next generation of food halls, third spaces, and gathering places, which have modernized the way we buy, interact with, and enjoy food and beverage. Based on our experience and study of both old and new market concepts, the core values of fresh, local, convenient, and familiar define a successful operation. Not only are guests constantly seeking convenient and fresh experiences, nourishment that is good for them (and sometimes indulgent), but also spaces that have ties to the local community and satisfy a craving for familiar service.

The Market concept is inspired by the personal relationship and emotional connection that people have with food. It is an agile concept that can constantly evolve to meet the ever-changing needs of guests, yet rooted in personal service and the ability to craft one’s own experience which today’s guests are craving. This market concept is a hybrid between food shopping and a full-service dining experience. It acts as the kitchen in your home away from home with the added luxury of a personal chef selecting the ingredients and preparing your meal.



FARMER’S MARKET  
FOOD HALL



CORNER STORE  
LOCAL COFFEE SHOP



SUPERMARKET  
FRESH SUPERMARKET



LOCAL DELI  
CHARTCUTERIE BAR



# PUBLIC MARKET + MARKET SPACES INSPIRATION

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## PUBLIC MARKET

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<https://slopublicmarket.com/>  
<https://www.pasomarketwalk.com/>

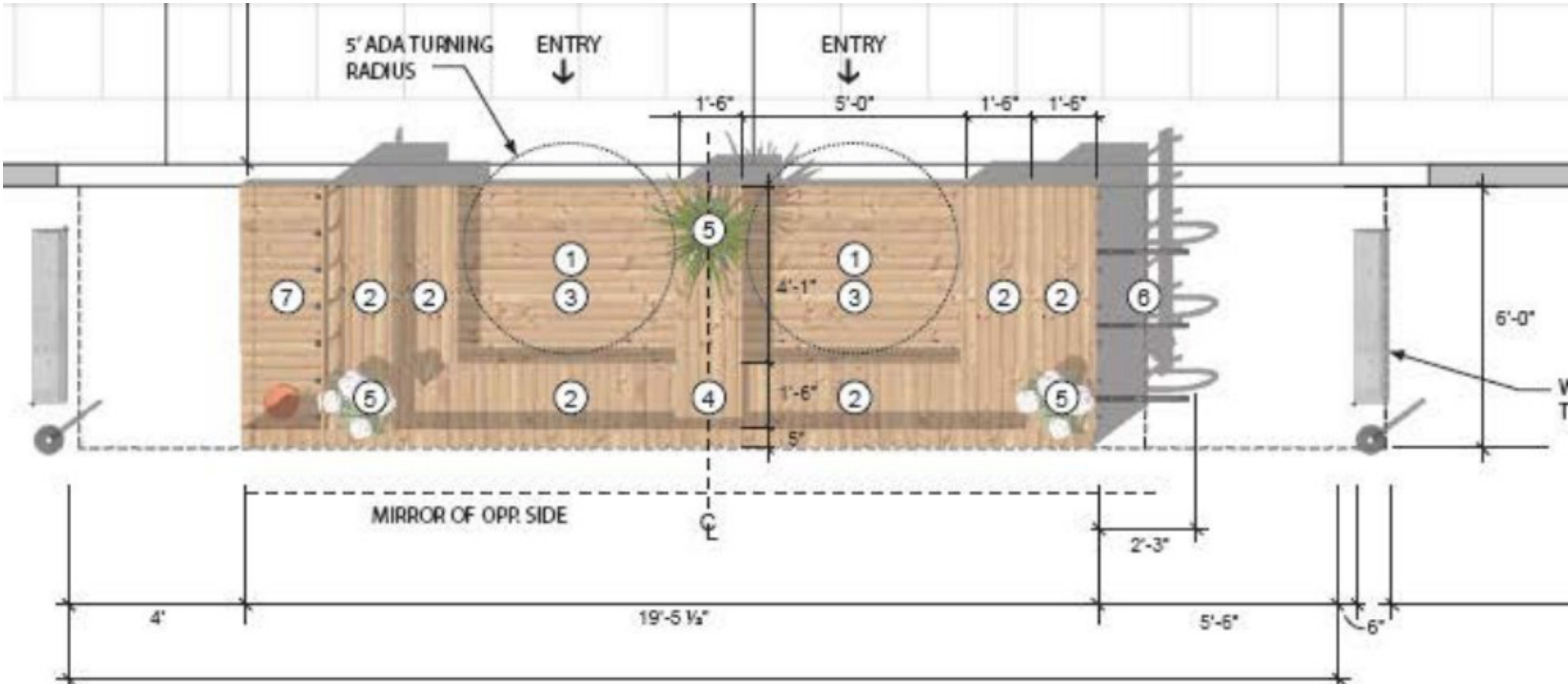


## MAKERS SPACES

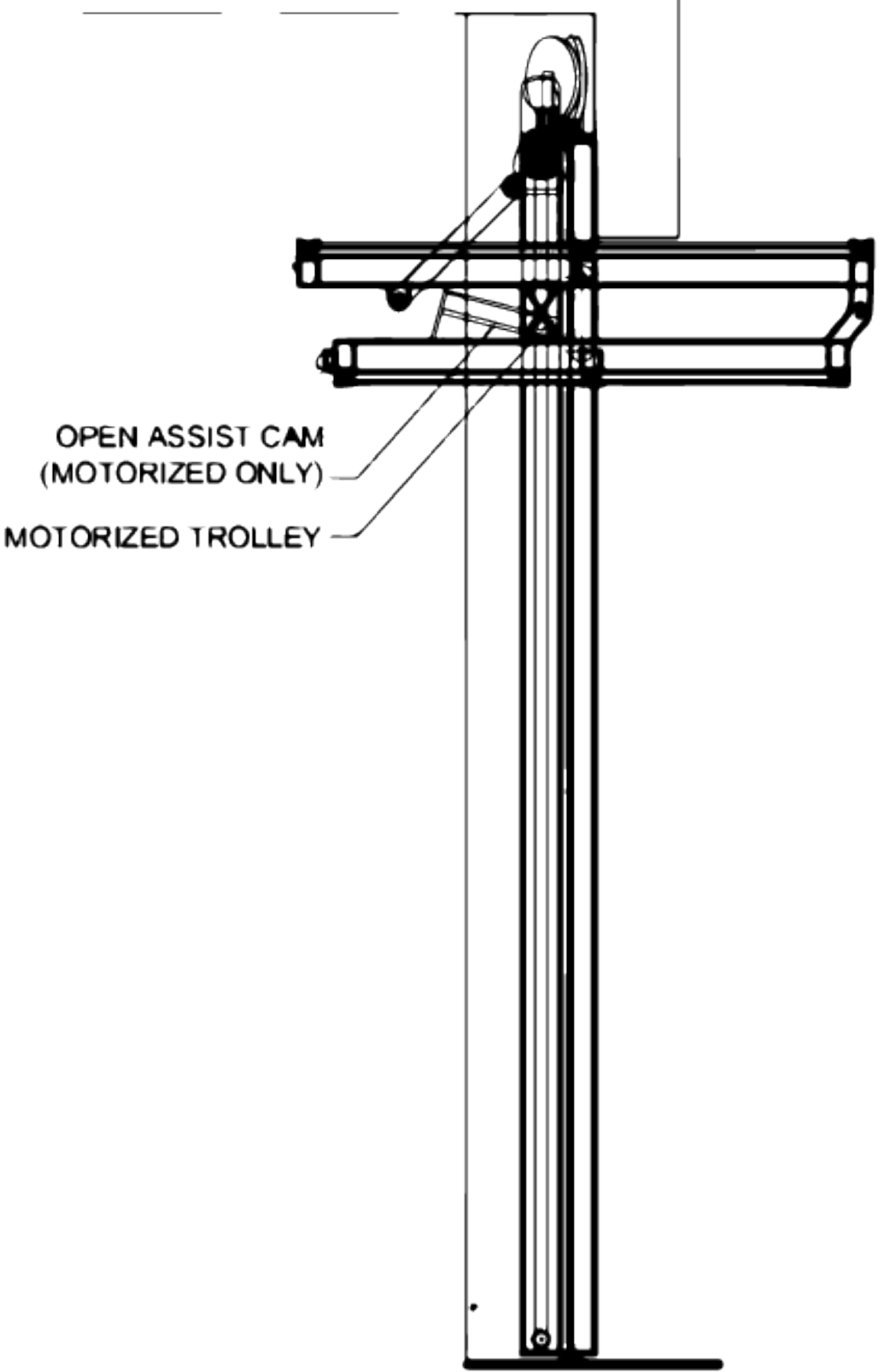
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SLOcally Made: <https://slocally-made.com/>  
Morro Made: [https://www.instagram.com/morro\\_made/](https://www.instagram.com/morro_made/)  
Paso Robles General Store: <https://www.generalstorepr.com/>  
Makeshift Muse: <https://www.themakeshiftmuse.com/>  
SLO Makers Space <https://www.slomakerspace.com/>





# FAÇADE DESIGN PROPOSAL \_ MARKET SPACE



EXTERIOR EXISTING CONDITIONS









**Abelia**  
**'Pink' Suntastic™**  
*Abelia Hybrid 'Pink' PPAF*  
 New and improved Abelia! These super easy shrubs stay nice and compact, requiring much less work to keep in shape than others. Bright foliage colors add color to low-water gardens.

**Sunset Zones**  
 4-24, 28-35  
[Find Your Sunset Zone →](#)

**USDA Zones**  
 -10°F to 0°F USDA zones 6-10  
 This plant is suitable for your USDA Zone 9a  
 Not Your USDA Zone? [Click here to change.](#)



**Butterfly Bush**  
**Magenta Butterfly Towers™**  
*Buddleia davidii 'Tobud1305'*  
 This unique new Buddleia is a vertical growing butterfly magnet. A tower of eye-catching magenta or crisp white blooms in summer, Butterfly Towers is ideal for hedges or screens or as an easy-care garden accent. Both varieties thrive in USDA Zones 5a-9b, full sun to part shade. Maturing 4-5' high by 2-3' wide, Butterfly Towers produces copious blooms year after year that can be enjoyed outdoors in spring through summer, or taken indoors in stunning cut flower arrangements.

**Sunset Zones**  
 4-24, 28-35  
[Find Your Sunset Zone →](#)

**USDA Zones**  
 -20°F to -10°F USDA zones 5-10



**Lagerstroemia**  
**Delta Flame™**  
*Lagerstroemia indica 'Delec'*  
 Delta Flame has the perfect combination of dark burgundy foliage and reblooming red blooms. This small tree or hedge (8-12') is an excellent low-water choice. Foliage color does not fade in the hot summer sun. Deciduous.

**Sunset Zones**  
 7-10, 12-14, 18-21  
[Find Your Sunset Zone →](#)

**USDA Zones**  
 0°F to 10°F USDA zones 7-10  
 This plant is suitable for your USDA Zone 8a  
 Not Your USDA Zone? [Click here to change.](#)



**Abelia**  
**'Radiance' Suntastic™**  
*Abelia Hybrid 'Radiance' PP21929*  
 This beautiful variegated abelia holds its green with creamy white foliage year round. White flowers attract pollinators. Deer resistant.

**Sunset Zones**  
 3 (with protection) 4-24, 28-35  
[Find Your Sunset Zone →](#)

**USDA Zones**  
 -10°F to 0°F USDA zones 6-10



**Mahonia**  
**'Marvel'**  
*Mahonia x media 'Marvel' PP27425*  
 Mahonia media are fabulously tough landscape plants, but most get too large for smaller spaces. 'Marvel' keeps its flower power, but on a more compact, and less prickly plant. Large flower clusters in fall and winter are followed by dark blue berries. Winter foliage color when temperatures fall below 28°F.

**Sunset Zones**  
 4-9, 14-24  
[Find Your Sunset Zone →](#)

**USDA Zones**  
 -5°F to 0°F USDA zones 6B-9



**Camellia**  
**White Shi-Shi™ October Magic®**  
*Camellia sasanqua 'Green 02-004' PP27553*  
 Similar to Shi-Shi Gashira, White Shi-Shi has a low growing spreading habit, perfect for foundation plantings and tighter spaces. Porcelain white, fully double flowers from fall through January.

**Sunset Zones**  
 4-9, 12, 14-24  
[Find Your Sunset Zone →](#)

**USDA Zones**  
 0°F to 10°F USDA zones 7-10



**Berberis**  
**'Orange Rocket'**  
*Berberis thunbergii 'Orange Rocket' PP18411*  
 This award-winning barberry sports a unique color combination for an easy-care shrub. New spring foliage starts out a vibrant coral and ages to ruby red last into fall. Useful as a vertical element in borders, landscapes, or containers.

**Sunset Zones**  
 2B, 3-24  
[Find Your Sunset Zone →](#)

**USDA Zones**  
 -20°F to -10°F USDA zones 5-10  
 This plant is suitable for your USDA Zone 7b  
 Not Your USDA Zone? [Click here to change.](#)



**Podocarpus**  
**Roman Candle®**  
*Podocarpus macrophyllus 'Miu' PP28582*  
 Roman Candle is a unique, slower-growing Podocarpus, with a pale green to white new growth. This upright grower has a narrow footprint and makes a fabulous container plant.

**Sunset Zones**  
 4-9, 12-24  
[Find Your Sunset Zone →](#)

**USDA Zones**  
 0°F to 10°F USDA zones 7-11



**Buxus**  
**Lucky Charm®**  
*Buxus microphylla 'BHGC01' PP30890*  
 Find luck in your garden with easy-care versatile plants like this one! Lucky Charm has a compact, rounded habit with small, dark green, elongated foliage. It grows slowly and stays small; plus, it performs well in shade.

**Sunset Zones**  
 3B, 4-26  
[Find Your Sunset Zone →](#)

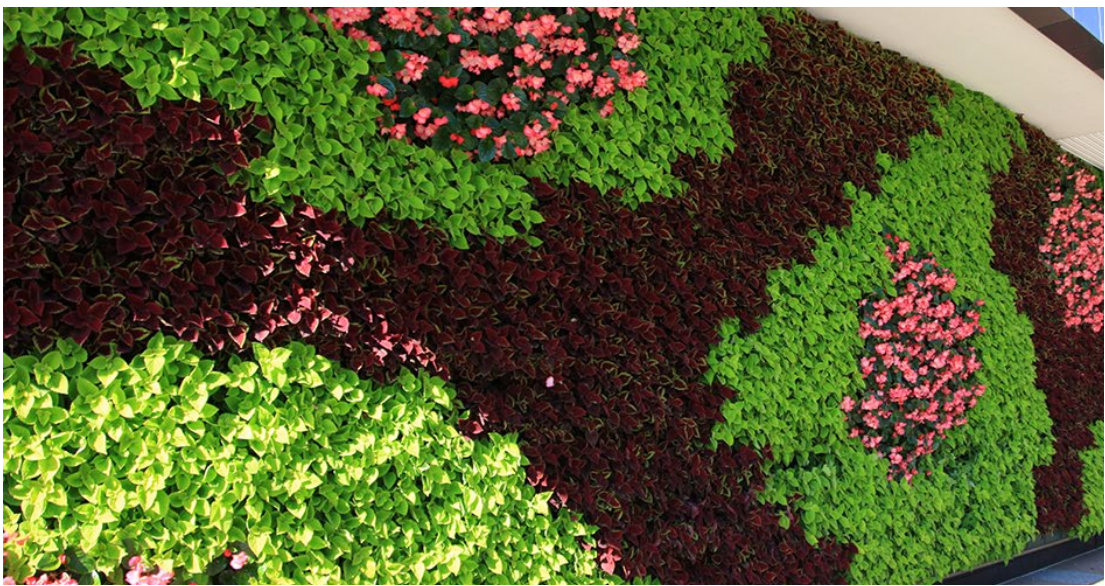
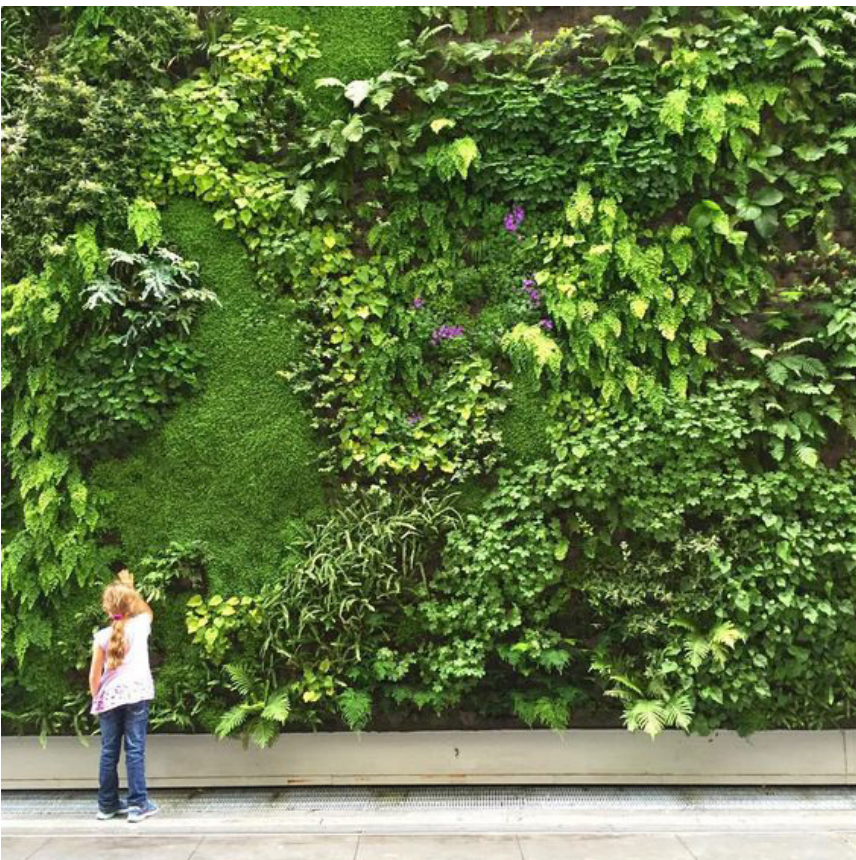
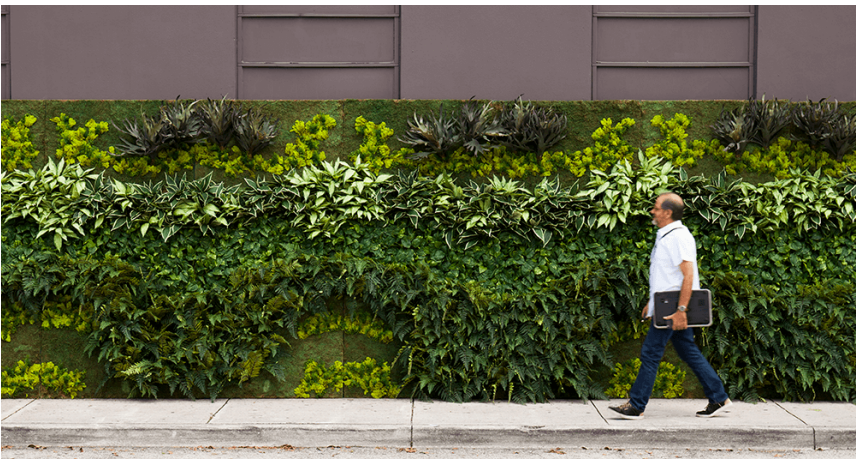
**USDA Zones**  
 -20°F to -10°F USDA zones 5-9

# EXTERIOR FAÇADE PLANTING INSPIRATION





# EXTERIOR FAÇADE GREEN WALL ART INSPIRATION



# PARKLET DESIGN INSPIRATION

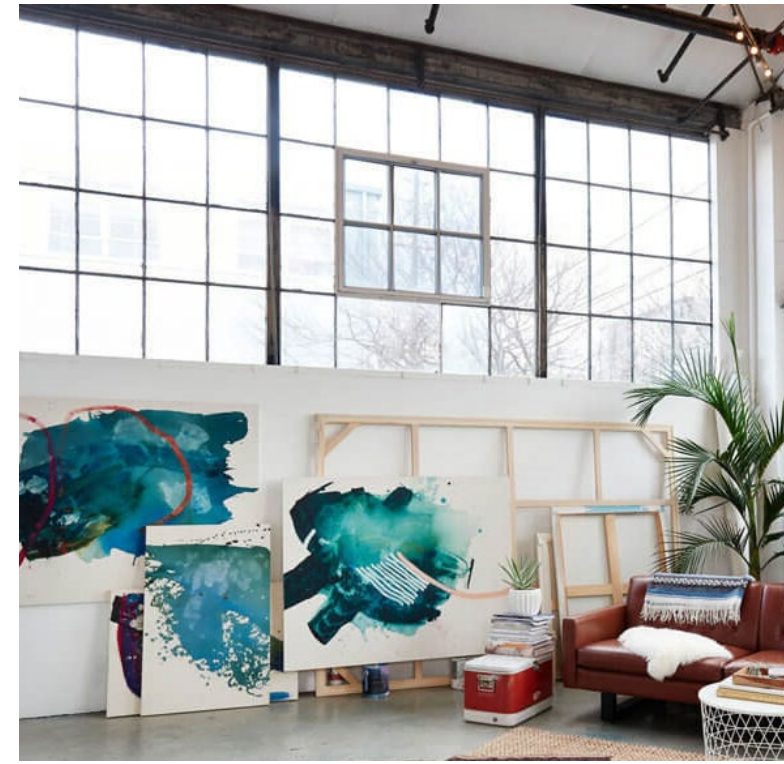


# GUEST ROOM OVERALL FLOOR PLAN

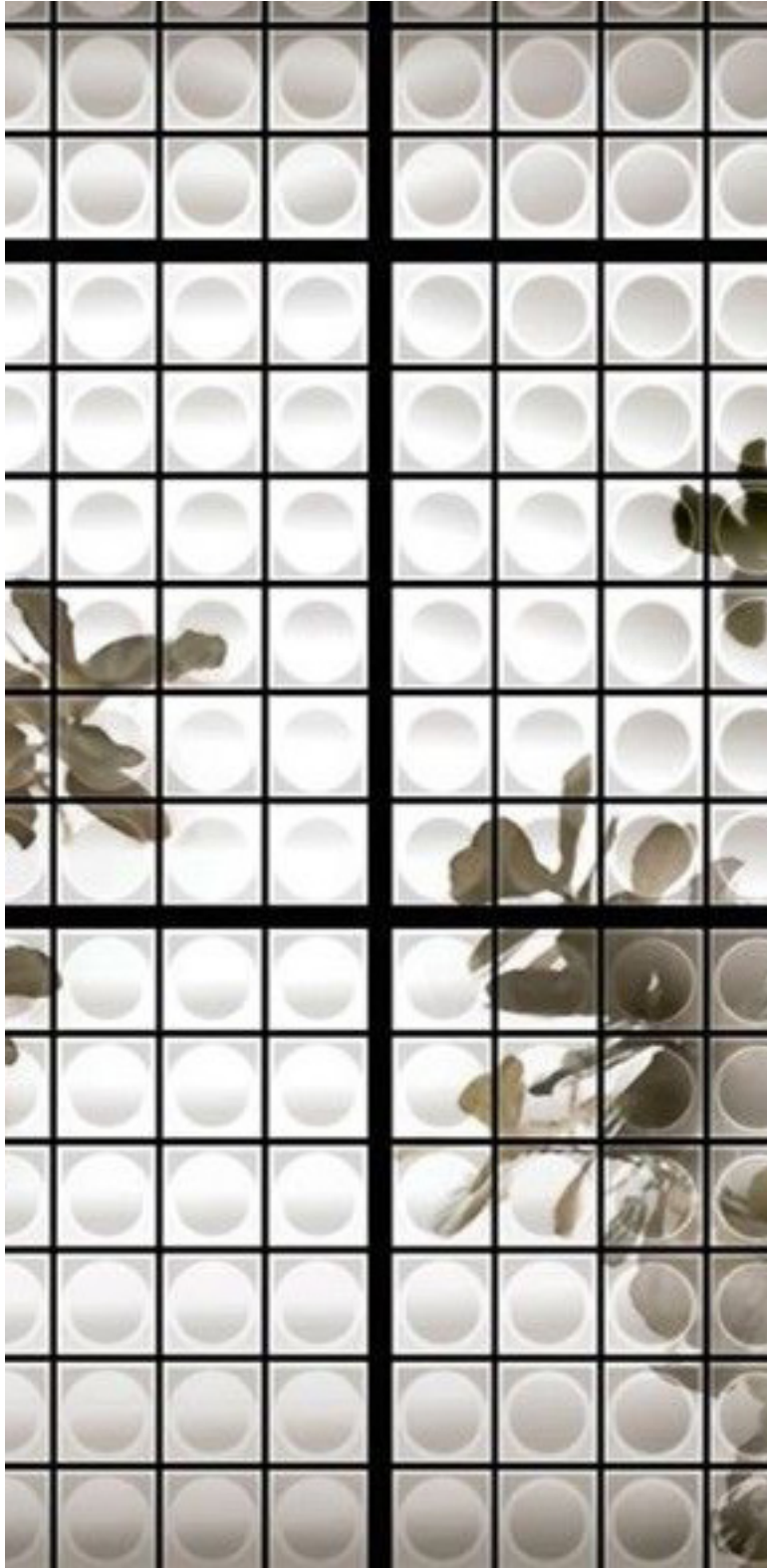




# GUEST ROOMS SPATIAL DIRECTION



# INTERIOR FAÇADE INSPIRATION





Pierre Chareau Maison de Verre 1928



# GROUND FLOOR GUEST ROOMS MARKET RESEARCH



HOTEL VIRGINIA TAPESTRY BY HILTON,  
SANTA BARBARA



MARRIOTT FISHERMANS WHARF, SAN FRANCISCO, CA



VINLAND HOTEL & LOUNGE, SOLVANG, CA





THANK YOU!

