

NOTICE OF SPECIAL MEETING

ATASCADERO CITY COUNCIL

Friday, February 10, 2023, 6:00 P.M.
Saturday, February 11, 2023, 9:00 A.M.

City Hall – Council Chambers
6500 Palma Avenue, Atascadero
(Enter on Lewis Avenue)

Goal Setting Workshop

FRIDAY, FEBRUARY 10, 2023, 6:00 P.M.

ROLL CALL:

COMMUNITY FORUM:

COUNCIL WORKSHOP – Goal Setting

1. Welcome and Introductions
2. Develop Vision Statements

Brainstorming exercise to develop “Vision Statements”

3. Mission Statement

Review and update of the City’s Mission Statement: *The City of Atascadero is committed to building community by fostering an outstanding quality of life with excellent public service, stewardship of the environment, preservation of our heritage and promotion of economic prosperity.*

****At the discretion of the Mayor, and as time permits, Public Comment will be open during the discussion of the above topics****

ADJOURNMENT: The Council will adjourn to Saturday, February 11, 2023, at 8:30 A.M. to continue the Goal Setting Workshop.

SATURDAY, FEBRUARY 11, 2023, 8:30 A.M.

ROLL CALL:

COMMUNITY FORUM:

COUNCIL WORKSHOP – Goal Setting

1. Review Mission Statement and Vision Statements

A brief review and/or revision of Mission Statement and Vision Statements developed in Friday evening's session

2. Successes

Overview and discussion of accomplishments from the past two years

3. Goals and Objectives

Review of 2021-2023 Council strategic priorities and development and discussion of Council priorities for the next two years

4. Next Steps

****At the discretion of the Mayor, and as time permits, Public Comment will be open during the discussion of the above topics****

ADJOURNMENT: The Council will adjourn to the next Regular Session on Tuesday, February 14, 2023.

Please note: The City Council will be served lunch at 12:00 p.m. Members of the public attending these sessions should plan to provide their own meals.



Atascadero City Council

Goal Setting Workshop

The City's Goal Setting Workshop is a two-day workshop focused on developing both the long-term vision for our community and the short-term goals for the City.

Friday night's session will focus on the development of long-term vision statements that invoke what the ideal state of Atascadero would be in the future and that are guiding principles for our day-to-day decisions. Because much of the General Plan Outreach to date has also focused on the long-term vision for Atascadero, and when combined with the day-to-day public input that the Council receives, can help inform the visioning exercise. Attached is a draft amalgamation of collected feedback from the General Plan Outreach efforts to date. While these documents are still in draft form, as the community outreach for this phase of the General Plan is still in progress, these nuanced, expansive summaries of resident input may help inform Council's decision-making during the Goal Setting Workshop.

Council will be reviewing and potentially updating the City Mission Statement to ensure it accurately reflects the City's current mission in a way that is meaningful to the organization and community. The City's current Mission Statement is:

The City of Atascadero is committed to building community by fostering an outstanding quality of life with excellent public service, stewardship of the environment, preservation of our heritage and promotion of economic prosperity.

Saturday morning Council and staff will go over accomplishments or "successes" over the last two years. What successful actions have we taken in the last two years to further our strategic priorities? What has gone well over the last two years? What should we continue in the coming two-year plan?

Finally, Council will establish the goals or strategic priorities for the next two years. This is a high-level discussion of what areas of focus the Council wants to concentrate on during the next two-year budget and planning cycle. In the 2021-2023 cycle, Strategic Priorities were:

- Economic and Community Vibrancy
- Fiscal and Infrastructure Efficiency & Sustainability
- Ensuring Public Safety and Providing Exceptional City Services
- Quality of Life

Each of these had areas of focus and footnotes that helped staff craft the 2021-2023 action Plan and 2021-2023 Budget. The strategic priorities developed as part of this Goal

Setting Workshop will be the basis for the 2023-2025 Action Plan and 2023-2025 Budget document.

ATTACHMENTS:

1. Atascadero General Plan Update Feedback Summary as of February 2023
2. Atascadero 2021-2023 Strategic Priorities



Cruisin' Weekend Pop-Up Community Feedback

City of Atascadero 2045 General Plan Update – February 2023 – **DRAFT**

Overview

The project team hosted two Pop-Up events on August 20, 2022, one the Mid-State Cruisers Car Show at Atascadero Lake (10:00 a.m. - 3:00 p.m.) and another at Dancin' in the Streets at City Hall (5:00 p.m. - 7:00 p.m.). The purpose of the Pop-Up events were to: 1) inform the community about the project; 2) gather community input to inform project direction through interactive, visual exercise; and 3) provide next steps and how the community can remain engaged. The Pop-Ups were designed to be interactive and provided various ways for participants to share input and learn more about the General Plan Update project.

Each Pop-Up included three posters. Two posters were informational, including an enlarged version of the Fact Sheet and a poster detailing the General Plan key topics of Land Use, Open Space, Conservation, Transportation, Housing, Safety and Noise. The third poster was an interactive *Map Your Thoughts* sticker poster that asked participants to indicate on a map of the city what they love about Atascadero and what big ideas they have for improvements and opportunities in Atascadero. A larger land use map was also displayed for participants to reference when sharing their ideas and concerns. If participant comments were not map-based, they were encouraged to write their comment on a Comment Card and the project team displayed it at the Pop-Up.

Community members who visited the Pop-Ups were provided with a copy of the Fact Sheet and promotional materials, including drink coasters and fortune cookies branded with the project website. Community members were encouraged to sign-up to receive email updates related to the General Plan Update process and future opportunities to share input.

Overall, an estimated 40+ community members visited the Pop-Ups.



Community Feedback

The following is a summary of major comments and themes from the community discussions that took place during the Pop-Up events, organized by topic.

OVERALL THEMES

- There is a divide among residents wanting to see Atascadero grow and develop using Paso Robles or San Luis Obispo as a model, versus residents wanting to preserve Atascadero's small-town community feel. Many residents expressed wanting a mix of both
 - "Atascadero is a gem waiting to be discovered"
 - Sentiment that Atascadero is always 5-10 years behind Paso Robles
- Atascadero's small retail businesses have grown. The team spoke with the owner of Gatherings Thrift on El Camino Real who shared when she first opened her business she was one of the only retailers in the area. Now there are enough retail shops for people to consider shopping in Atascadero. "You didn't used to come to Atascadero on purpose, but now we're starting to have reasons for visitors to choose our City as a destination."
- Atascadero is a retirement destination for people across the state. The team spoke with many residents who moved to Atascadero to retire or have plans to move to Atascadero to retire.
- Visitors to the car show shared that they love visiting Atascadero
- The team spoke with several residents who moved to Atascadero within the past 1-20 years. Reasons they shared for wanting to move included:
 - Small community – people feel integrated in the community
 - Acreage and housing affordability
 - Less populated, slower paced – no long lines, minimal traffic, no paid parking
 - Safety – there is community trust, people don't feel the need to lock the backdoor at night, reassurance that their children are safe
 - A good place to raise a family
 - If you want to visit bigger cities, you're only about three hours from the Bay Area and Los Angeles

“MAP YOUR THOUGHTS” AND “KEY TOPICS” POSTER COMMENTS

I love Atascadero because...

- (28) Old look to downtown – pulls tourism
- (1) I like downtown, I like more stores, more restaurants, shops variety
- (2) Widen and paved San Ramon Rd
- (8) Del Rio overpass everything, safety and widening
- (14) Love the newly improved downtown hub → keep that style throughout the city
- Atascadero is a hidden gem, not like Paso or SLO

Land Use Comments

- Transition uses around Sunken Gardens to encourage activation
 - (14) Children’s park in downtown, local shops/businesses not offices
 - (65) Food, retail, “Boardwalk”, add public restrooms
- (7) Mixed use development on vacant parcels
 - Near El Camino Real, South of El Camino Real Specific Plan
- (16) Light industrial and commercial infill opportunities
- (10) Relocate junior high school – add businesses, retail, residential, etc
- (3) Job center/new light industry park at junk yard
 - Northeast of downtown area

Economic Development Comments

- Follow Paso Robles example to attract upscale restaurants
- (verbal comments) Desire for a department store in Atascadero, right now residents must go to Paso Robles or SLO to shop
- (verbal comments) Desire for more consistent activation downtown - shops that are affordable for residents, not boutiques, and a greater variety of restaurants

Circulation and Infrastructure Comments

- (18) Repave San Marcos
- (2) Speed bumps on Portola St along Lake Park
- (33) Fix traffic at In-n-Out
- (54) Work on that trail connecting Atascadero → Templeton
- (4) Wayfinding for downtown and arch sign over El Camino Real
- (6) Sidewalks from Atascadero Ave on Curbaril to HWY 101
- (17) Clean up welcome areas/main corridor/underpasses
- Traffic calming on East/West streets (sunset and visibility issues)

Housing Comment

- (56) Well thought out design for residential at Morro / Atascadero Ave
 - Multi-family housing design requirements that prevent secluded, easily accessible spaces that can encourage loitering and undesired activities
- Jobs/housing out of wack – impossible for young people
- More mixed use with housing on El Camino (like La Plaza)
- (verbal comment) Concerns that developed multi-family housing (condos, apartments) are being purchased as investment properties and are not available to first-time home buyers

Open Space Comments

- Botanical garden and enlarge Paloma Park to Dove Creek
- (19) Open space connection to Paloma → El Camino Real
- (26) Vista point at San Marcos lookout
- (20) Develop River Parkway with walking bridge across and trails on both sides

Conservation Comments

- (1) Keep our water!
- (32) Litter clean-up under new bridge/creek areas

Safety Comments

- (21) Fire mitigation strategies: defensible spaces, evacuation zoning, water infrastructure, water tanks stainless steel
- Defensible space 100ft mandatory for fire
- “Defensible space” achieved by building codes to prevent combustion from windblown embers
- (verbal comment) Need for an additional fire station as the population grows

Noise Comments

(none)

Environmental Justice Comments

(none)

Other Comments

- (5) Better promotion for zoo and other activities

“MY BIG IDEA FOR ATASCADERO” COMMENT CARDS

Land Use

- No 60’ structures
- Consolidated commercial, no strip malls
- Keep and promote Lewis’ vision
- Continue Revitalization
- Revitalize Carlton
- Revitalization of closed businesses
- Less dentists in downtown on Sunken Gardens
- No dentists in downtown

Economic Development / Community Events

- More entertainment in downtown – playground, food, shops
- More sit-down restaurants!
- More restaurant variety (2)
- Good restaurants – variety – spread out
- More shopping
- More restaurants with music – casual

- Indian restaurant
- Bowling alley and other attractions
- Costco at the north end of town
- Gas station at El Camino Real and Santa Barbara
- Full service general store
- A Bass Pro or Cabellas!
- Need more nice downtown events, Beer Festivals, Tamale Festival

Circulation and Infrastructure

- Funding to fix poor residential and outlying roads
- Better paved roads
- Fix streetlight by Sylvester's
- Keep parking meters out of Atascadero
- Side roads need work
- Turn the armory into a parking structure
- E-bike company! (let's beat SLO)
- More downtown parking
- Pave Dolores
- Bike paths on Curbaril at HWY 101 and Atascadero Ave
- Downtown traffic is OK – manageable

Housing

- More affordable housing, educate on HUD! (it's not just for poor)
- Affordable housing
- Less VRBOs
- New approaches to addressing homelessness

Open Space

- Having a cleaning group for trash on the highways
- To have it be very clean. I wish we could have cleaning crews
- Vista point at San Marcos above Los Altos

Conservation

- Corn or compostable cups at events
- Secure water versus "false" vineyards coming in from outside in order to secure our (aquifers) water

Safety

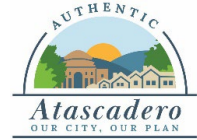
- No motorcycles on the De Anza trail!

Other

- Keep downtown family events
- More wellness or free health talks from Naturopath doctors (not pharma, not govt)
- Open the printery for events and performing arts
- More historic tours of City Hall
- Need higher wage jobs for youth of today

"I LOVE ATASCADERO BECAUSE" COMMENT CARDS

- We have a caring community with talented and passionate people
- Murals, small businesses, Lewis' ideas re: "city beautiful" and self-sufficiency
- It's safe. It has a lot of great free events. It has a farmers' market. It has two organic stores.
- Everyone comes together!
- The trees and the weather
- Improving downtown
- New restaurants
- It has a nice library
- Juiceboss!!
- Knowing you can put your chairs along El Camino Real for an event and they'll be there in the evening
- It's a small town and there are a lot of kind people
- All of the people are so nice
- The Teen Center, Car Show, the people, the Police and Fire departments
- We take care of each other
- Our downtown is really coming together!
- Of the wonderful zoo and the beautiful lake. Let's keep the ducks!!
- [picture of Volkswagen bus]
- Tamale Festival
- Small Community, New
- Small community events
- The events and festivals
- Of its authenticity and focus on local residents and businesses
- Of the renewed excitement and energy happening downtown
- The number of businesses who are engaged with the community
- Community!



Stakeholder Interview Summary

City of Atascadero 2045 General Plan Update – January 2023 – **DRAFT**

Between November 2022 and February 2023, the project team interviewed a variety of community members, business and property owners, and appointed and elected officials as an initial engagement activity for the General Plan Update. Participants were asked for their insights on current challenges facing Atascadero, a future vision for the city, and emerging opportunities and priorities that can be addressed during the update.

Interview Process

Interviews were scheduled for 45-minute slots and conducted in-person over a three-day period, November 17-19th, at Bru Coffeehouse (5760 El Camino Real) and via videoconference in early December and February for stakeholders unavailable during the in-person meetings.

The following stakeholders were interviewed:

Organization	Name
Atascadero Chamber of Commerce	Josh Cross, CEO
Atascadero Greyhound Foundation	Donn Clickard, Executive Director
Atascadero Land Preservation Society (ALPS)	Mike Orvis, President
Atascadero TBID	Amar Sohi, Owner of Holiday Inn Express
Atascadero Unified School District	Tom Butler, Superintendent Brant Lloyd, Director of Bond/Facilities
Kiwanis Club of Atascadero	E.J. Rossi, President Dan Chin, President-Elect
Rotary Club of Atascadero, District 5240	Joel Clay, Co-President Steve Hodgson, Co-President
SLO Beaver Brigade	Audrey Taub, Ecologistics
SLOCo YIMBY	Krista Jeffries, Central Coast Representative
StoryLabs	Greg Squires, Co-Founder
City of Atascadero	Heather Moreno, Mayor Heather Newsom, Mayor Pro Tem Charles Bourbeau, Council Member Victoria Carranza, Planning Commissioner Tori Keen, Planning Commissioner

Participants received an invitation to participate via email and phone call to schedule an interview. In addition to the participants listed above, additional community members were invited to participate including Atascadero Senior Citizens, ECHO Homeless Shelter, K-Man Cyclery, and all members of the City Council and Planning Commission. The project team will reach out to these groups again in the future to ensure their perspectives are heard. As a

result of these interviews, additional key stakeholder groups and individuals were identified and are detailed later in this summary.

INTERVIEW QUESTIONS

Participants were presented with a series of questions about the future of Atascadero and were encouraged to speak about the topics they felt were most important to guide the city over the next 25+ years. Key prompting questions included:

1. What are the strengths, assets, and unique qualities that make Atascadero great? What should be protected or enhanced?
2. What are the most critical challenges or opportunities related to new residential, commercial, and/or employment development in Atascadero?
3. Over the last 10 years, which development projects do you consider to be the most successful? Least successful? Why?
4. What do you feel are the biggest mobility and transportation challenges the community faces?
5. What are the most critical challenges or opportunities related to public facilities and services in Atascadero?
6. Overall, what is your vision for Atascadero? What are your two big ideas?
7. Who else should we reach out to during this process? Stakeholders, community organizations, etc. How can we best reach them?
8. What else would you like to discuss? What would you like to be sure the project team is aware of as we move forward?

Key Themes

The following key themes emerged from the interviews as shared ideas and pressing points. While presented as statements, these reflect the consolidated perspectives of the stakeholders to keep each participant's feedback anonymous. These key themes and points will be cross-checked and developed through additional outreach and technical analysis to serve as the basis for the draft vision and guiding principles of the General Plan Update. Detailed notes from the stakeholder interviews are included in the **Appendix** and summarized in aggregate by question and topic area using the notetaking tool MURAL.

FOSTERING ATASCADERO'S AUTHENTIC COMMUNITY CHARACTER

Across all interviews, participants highlighted Atascadero's community character and their desire to preserve and foster that character when exploring opportunities for growth.

- The community is what makes Atascadero special. Atascadero was described as a supportive and family-oriented city. There is a strong sense of collaboration and volunteerism among residents and businesses.
- Downtown is close-knit and comprised of local, eclectic businesses focused on a local customer base. Growth within and/or expansion of the downtown should continue to amplify Atascadero's unique character and not cater to out-of-town tourism like Paso Robles.
- The local entrepreneurial spirit downtown should be supported and opportunities for other residents to open small businesses should be encouraged.

A BALANCED AND COHESIVE VISION FOR GROWTH

Participants expressed their desire to see a clear, strategic vision and plan for balanced growth across the city. Atascadero has developed without a cohesive plan, making it appear disjointed and "hodge-podge."

- Developing nodes and clusters of higher-density development can help create a more integrated, cohesive, and vibrant city. These nodes should be considered along key intersections: El Camino Real and Highway 41, El Camino Real and Del Rio Road, along Highway 41 between El Camino Real and Portola Road, and at the southern end of El Camino Real around Paloma Creek Park.
- There is a strong desire to attract new stores for these nodes.
- Opportunities for incentivizing infill development and density in these areas should be explored.
- Most stakeholders are interested in seeing high-density mixed residential and commercial development downtown, whereas other stakeholders prefer to see residential development concentrated on the perimeter of downtown.
- Interviewees noted a mismatch of businesses and uses along El Camino Real.
- There is a desire to formalize and incentivize a medical corridor along Highway 41.

- Parking should be preserved and remain readily available downtown and at other key destinations throughout the city. If downtown becomes denser, suggestions were made about the need for a garage or lots to accommodate visitors.
- Sustainability features should be integrated into the streetscape/public right-of-way and encouraged in new development.

ADDRESSING HOUSING AND JOBS CHALLENGES

All stakeholders spoke to the imbalance of housing and jobs in Atascadero which was often described as a chicken and egg situation.

- Head of household and career jobs are limited in Atascadero which results in many residents commuting outside the city to San Luis Obispo or Paso Robles for work. It will be important to explore how to incentivize and attract career-based jobs.
- Atascadero should explore employment opportunities related to local aerospace and military activity. The potential Space Port development in Paso Robles was cited as a key project that can serve as a catalyst to attract supporting industries to Atascadero.
- Multigenerational, affordable, and additional low-income housing is needed.
 - People working in the service sector cannot afford to live in Atascadero and are forced to commute long distances to work which, in turn, causes more traffic congestion.
 - Younger generations that grew up in Atascadero are forced to move outside the city due to the limited job opportunities and the high cost of housing.
 - Aging population and seniors should be able to retire in Atascadero.
 - The city needs to be creative in how opportunities are leveraged for affordable housing development as limited land availability makes multi-family housing projects a challenge to develop within the Urban Core.
- The high cost of housing makes it difficult to attract large employers. It was noted that the largest employers within the city include the State Hospital and Atascadero Unified School District.
- Current revenue per capita is low and is not sustainable. It will be important for the City to explore more opportunities that promote commercial and sales tax revenues.
- City service limitations are a challenge for new residential and accessory dwelling unit (ADU) development outside of the Urban Service Line.

MOBILITY AND CONNECTIVITY

Stakeholders shared their vision to see a more connected and accessible Atascadero.

- Most, if not all, interviewees are in favor of the Downtown Atascadero Infrastructure Enhancement Plan, which will enhance pedestrian and bicycle safety and access along El Camino Real.

- Traffic safety improvements along El Camino have provided a valuable model for future road diets and pedestrian safety improvements in the Atascadero.
- Bicycle trail connections through and around Atascadero should be considered, including regional trail connections.
- Additional bike trail connections could support local tourism and encourage bike mobility through additional efforts such as bike rentals downtown.
- Traffic calming interventions in residential areas have been well-received, and the pending project on El Camino in downtown seems eagerly anticipated.
- While some stakeholders shared a desire for traffic calming interventions and sidewalks in rural residential areas, others shared wanting to maintain the rural nature of the neighborhoods on the west side of town.
- High vehicle speeds on residential streets outside of downtown were cited as barriers to bicycling and walking, especially for children.
- Public transportation and bus options to schools are limited.
- Several participants mentioned the idea of a free circulator shuttle bus along El Camino Real that links the key commercial areas along the corridor.
- ADA accessibility needs to be addressed.

PARKS AND RECREATION

Participants shared what opportunities they feel should be explored related to parks, trails, recreation, and open space in Atascadero.

- Green space and parks are lacking across the city and schools have become de facto parks for neighborhoods.
- The City should explore a parkland dedication ordinance requiring new developments to provide park/open space or pay an in-lieu fee dedicated to building new greenspace/funding capital improvement park projects.
- Community members are interested in seeing a public swimming pool and/or an aquatic center, climbing gym, sports complex, community gardens, and more programmed recreation opportunities.
- Several partnerships and joint-use agreements were discussed to create educational programs and additional opportunities for increased access to recreation. Organizations including but not limited to the following were mentioned as key players: Boys & Girls Club, Northern Chumash Tribal Council, the Atascadero Unified School District, the Atascadero Greyhound Foundation (AGF), and the Resource Conservation District.
- Efforts should be considered to protect sensitive habitat areas, capture runoff, and require native plants.

- The Salinas River was cited as a key natural resource for Atascadero that should be protected and bolstered as a regional attraction for tourism, recreation, and education.

SUCCESSFUL DEVELOPMENT PROJECTS

When asked to share successful development projects built in Atascadero during the last 10 years (as well as other good examples outside of the city), stakeholders mentioned:

- Atascadero Printery
- Atrium Mercantile
- California Meridian Building
- Dove Creek
- Emerald Ridge
- La Plaza
- People's Self-Help Housing
- The Nest
- Pismo Beach Medical Center, Pismo Beach, CA
- SLO Public Market, San Luis Obispo, CA
- Liberty Public Market, San Diego, CA

DRAFT

CONTINUED STAKEHOLDER OUTREACH

Stakeholders recommended that the project team engage a wide range of perspectives and consider hosting a “Talk on the Block” or “Garage Talk” series to reach community members who otherwise may not provide input on processes like a General Plan Update. Additionally, interviewees noted that pop-up event(s) at the weekly Farmers Market at City Hall, during the Art & Wine Tour(s), and/or at the ‘First Fridays’ events would be good engagement opportunities. All city events are listed on its website: www.visitatascadero.com/events/.

The following groups and individuals were specifically recommended for the project team to engage:

- Seniors
- Medical Professionals
- Youth and students
- Spanish-speaking community
- SLO Climate Coalition
- Sportsmen’s Association
- Elks Lodge Atascadero
- Charles Paddock Zoo
- Hoteliers and Air BnB managers
- Individuals:
 - Ellen Bernard
 - Eric Patterson
 - Ryan Hays
 - Jacque Fields, Wild Fields Brewhouse
 - Stacy Hunt, Ecologistics
 - Maria Kelly, Economic Vitality Corporation
 - Phillip Koziel, State Hospital
 - Ben Lingo, Oaks Apartments
 - Victor Montgomery, RRM Design Group, Eagle Ranch
 - Tom O’Malley, Portola Inn
 - Clint Pierce, Madonna Enterprises
 - Vy Pierce, AUSD School Board
 - Cuahtemoc Roa (C.R.) Lara, Latino Outreach Council
 - Mike and Max Zappos, Villages Management and Development



Stakeholder Interviews - Themes and Key Findings
 November 17, 18, and 19

Key Takeaways



Strengths, Assests, Unique Qualities

topography	natural beauty	small-scale	Business Community - longstanding relationships	Family-oriented	Events - Regional Draw	Historic assets	Entrepreneurial spirit
central location - proximity to beach and airport	lake park	cohesive nature of residents and businesses	Volunteer spirit	Collaboration between city staff and departments	Community leaders	Zoo	Supportive

Vision for Atasc.

integrate sustainability as new development occurs	- solar - more permeable	maintain existing unique character of commercial district	safe	don't want to be Paso, too bougie	multi-generational housing	social cohesion	timing is right for positive change
create a place our kids can afford to live	accommodate the aging population	more diverse housing options	more diverse incomes	build / develop ownership of youth	economic development that encourages community	higher paying jobs	nodes - park downtown and walk to 2-4 places
fiscally sustainable	residents are the priority - tourism is secondary	considered the 'living room' of the County	maintain rural nature (large lots, tree-lined, no sidewalks)	co-working community	walkable	affordable housing	

Successful Development Projects

Emerald Ridge	Dove Creek	La Plaza	appreciate the higher density	great restaurant	CA Meridian building	
Atrium Mercantile	Pismo Beach 2 James Way - Medical Plaza	People Self Help Housing	the Nest	Atascadero Printery	SLO Public Market	Liberty Public Market San Diego CA

Who else should we speak with?

Victor Montgomery - RRM Principal - RRM Design Group (Eagle Ranch)	Service Clubs: Elks Club, Rotary, Kiwanis Club of Atascadero, Quota	Jacque Fields, Wild Fields Brewhouse	Phillip Koziet, PIO, State Hospital	Mike + Max Zappas, 2 Villages Management and Development	Clint Pearce	Stacy Hunt, Eco Logistics	Eric Patterson, restaurant owner	sportsman lodge
Ryan Hays, City of Atasc.	Vy Pierce, AUSD school board	Wendy Lewis, ECHO	Ellen Bernard	Ben Lingo, Oaks Apts	Maria Kelly	Ellen Berand	spanish-speaking community	dwn art and wine walks
Tom O'Malley, possibly host a garage talk (owns Portola Inn)	talk on the block series	Cuahtemoc Ros (C.R.) Lara, Latino Outreach Council	small groups - wide range of perspectives	Keith Schmidt, bike shop owner	SLO Climate Coalition	youth engagement	Hotellers and Airbnb folks	

Housing + Commercial Development

Challenges / Needs				Assets / Opportunities					
high cost of living	trouble recruiting lower-wage jobs	aids / food service / janitorial / special ed	enrollment is dropping - 1 student per every 4 houses sold	incentivize infill	gateways	TOT has increased significantly	low land costs if recession is on the horizon	preserve historic assets, including colony homes	ADUs could provide additional / affordable housing
unaffordable for young singles and families	outdated downtown / urban core	desire to maintain min. lot sizes	establish transitions between SF and adjacent uses	small lots	revitalize areas around Sunken Gardens	mixed use / higher density uses	'after hours' development	string of pearls	development credits
lack of incentive to build small / missing middle housing	lack of service industry housing	keep retail and high density residential separate	high speeds in res areas	redevelop commercial strips along El Camino	school district large land owner	build out colony square	parking structures along El Camino	model after People Self Help Housing	
need / desire for placemaking	maintain viewsheds			need to clarify development process	workshop to walk through ADU process				

Areas of Development



Economic / Jobs

Challenges / Needs				Assets / Opportunities					
long time land owners	unwilling to sell	lacking vision	low revenue per capita	continue / push to diversify tourism industries	focus on jobs over \$55K	largest employers - state hospital and school dist.	implement a vacant parcel tax	incentivize KMART to redevelop	better connections bwn commercial centers
limited sales tax revenue	missing big box stores	missing medical services	lack of developer interest	economy that provides the services its residents need and deserve	living in Atasc is possible with remote work	increased number of hotel rooms over the last 3-5 years	Keep existing commercial character, but more of it	good and bad to have a 'parking problem'	incentivize mixed use
				boutique hotel in vacant area around chamber of commerce	Spaceport America - transform the Paso-Robles Municipal Airport	what companies would we be a fit for Atasc. to support	office - engineering - research	housing & jobs	

Public Services

Challenges / Needs				Assets / Opportunities					
location of ECHO Homeless Services	not ideal due to proximity to high school / middle school	slow police response times	people experiencing homelessness along the Salinas River & creeks	perception of safety	citywide wi fi				
perception of safety could be improved	limited assisted living facilities		not all homes are on sewer and natural gas within the urban service line	sewer system capacity needed					
declining enrollment	(move Fine Arts school) better use of current space?	School District has a lot of available land	maximize available land in relation to declining enrollment	lack of access to medical professionals and doctors					

Mobility, Transportation + Infrastructure

Challenges / Needs				Assets / Opportunities			
lack of sidewalks in rural residential areas	limited public transit	lack of busing options to schools	when developed in 19XX, highway cut through city	open campus for hs - flow into downtown	resounding support for El Camino improvements	road diet lighting ped safety	
ADA access	Morro Rd - owned by CalTrans	improve connection / mobility between hs and middle school	long (8 or 9 exits) main street - 9 miles	increased number of ped crossings along El Camino	bike / trail connection between Paso Robles and Santa Margarita	bike connection(s) to John Muir trail	
				traffic calming interventions in res areas	free shuttle along El Camino	free for students / tourist attraction / fun	
				bike connection to Oceana wineries	bike connection to Oceana Dunes	opportunity to rethink / redevelop 5-point intersection at hs	

Parks, Recreation, Open Space + Conservation of Natural Resources

Challenges / Needs				Assets / Opportunities			
schools end up as de facto parks	lack of green space / parks	lack of programming	constructive use of leisure time	partnership with Boys & Girls Club / community center	joint use agreements	park district owns a significant amount of land	could be developed as workforce housing
desire for public swimming pool / aquatic center	desire for public climbing gym	desire for community garden(s)	limit light pollution	require new development to provide park / open space	natural aquifer	education and tours	potential partnership: Northern Chumash Tribal Council
tree inventory	sports complex	aquatic center	operations for recreation opportunities	ATVs disrupt sensitive habitat areas	establish designated water crossings	restoration efforts	capture runoff
				golf course is a main attraction	1 mile loop around lake - prioritize pedestrians	potential partnership: Resource Conservation District	bike rentals downtown

Salinas River

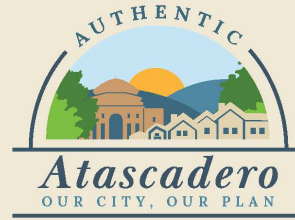
Challenges	Opportunities
limit development along Salinas River	establish a contiguous Wildlife Corridor along Salinas River
limit development within floodplains	update XX master plan
encourage river to flood	bike / walk path along river
River Center	

Trails

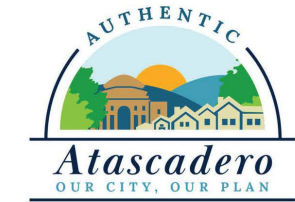
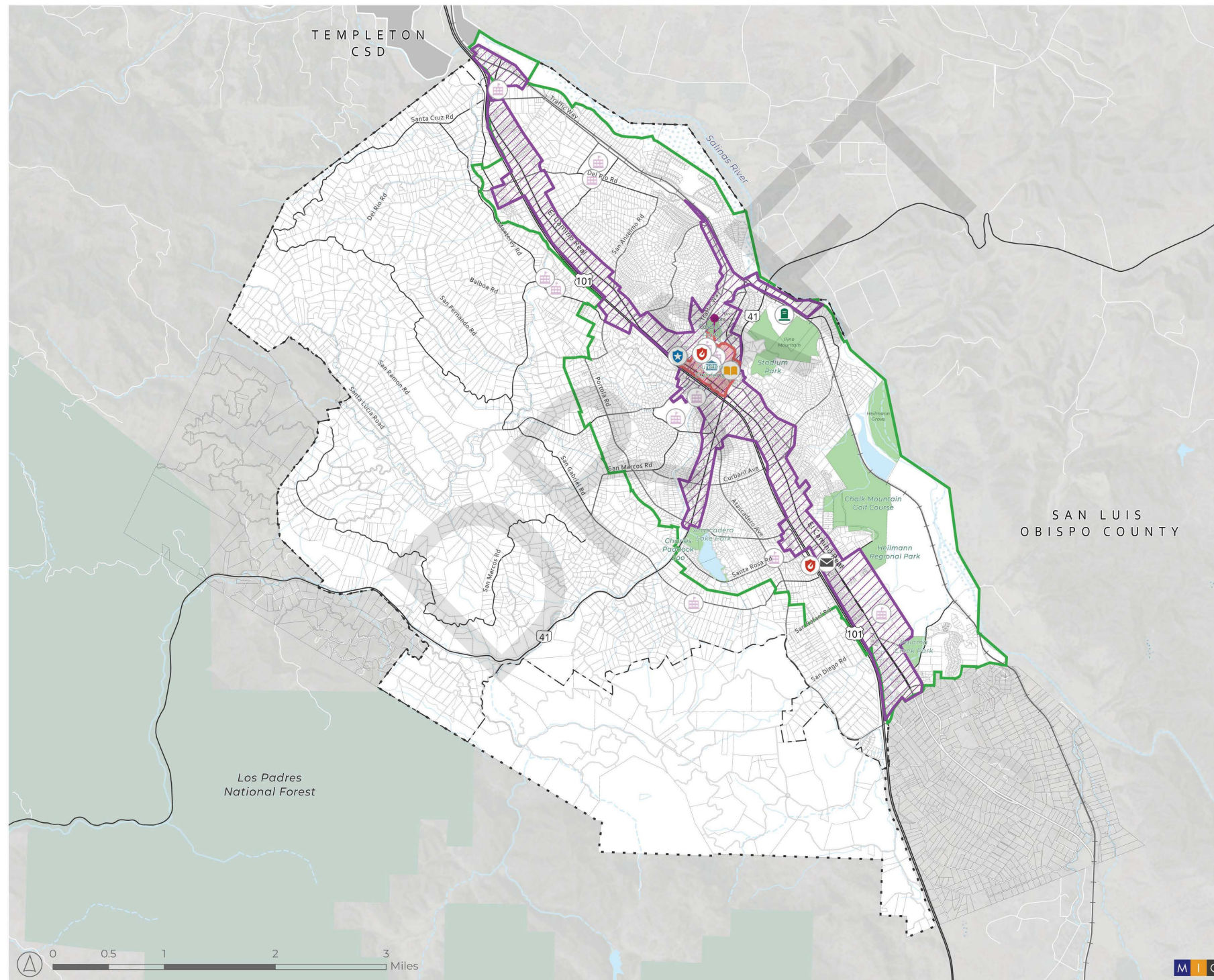
Challenges	Opportunities
funding has lapsed for SLOCOG Templeton to Atasc. trail	develop mountain bike network
Fish and Wildlife red tape	regional connections

Final thoughts to consider?

Eagle Ranch	2014 10-year vision plan			
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ATASCADERO GENERAL PLAN UPDATE



Planning Area

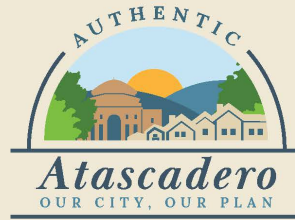
- Basemap Features**
- Atascadero City Limits
 - Urban Reserve Line
 - Major Roads + Freeways
 - Rivers + Waterbodies
 - City Parks and Open Space
 - Surrounding Cities and Community Service Districts

- Planning Area Boundaries**
- Downtown
 - Urban Core
 - Urban Service Line

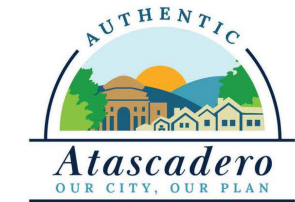
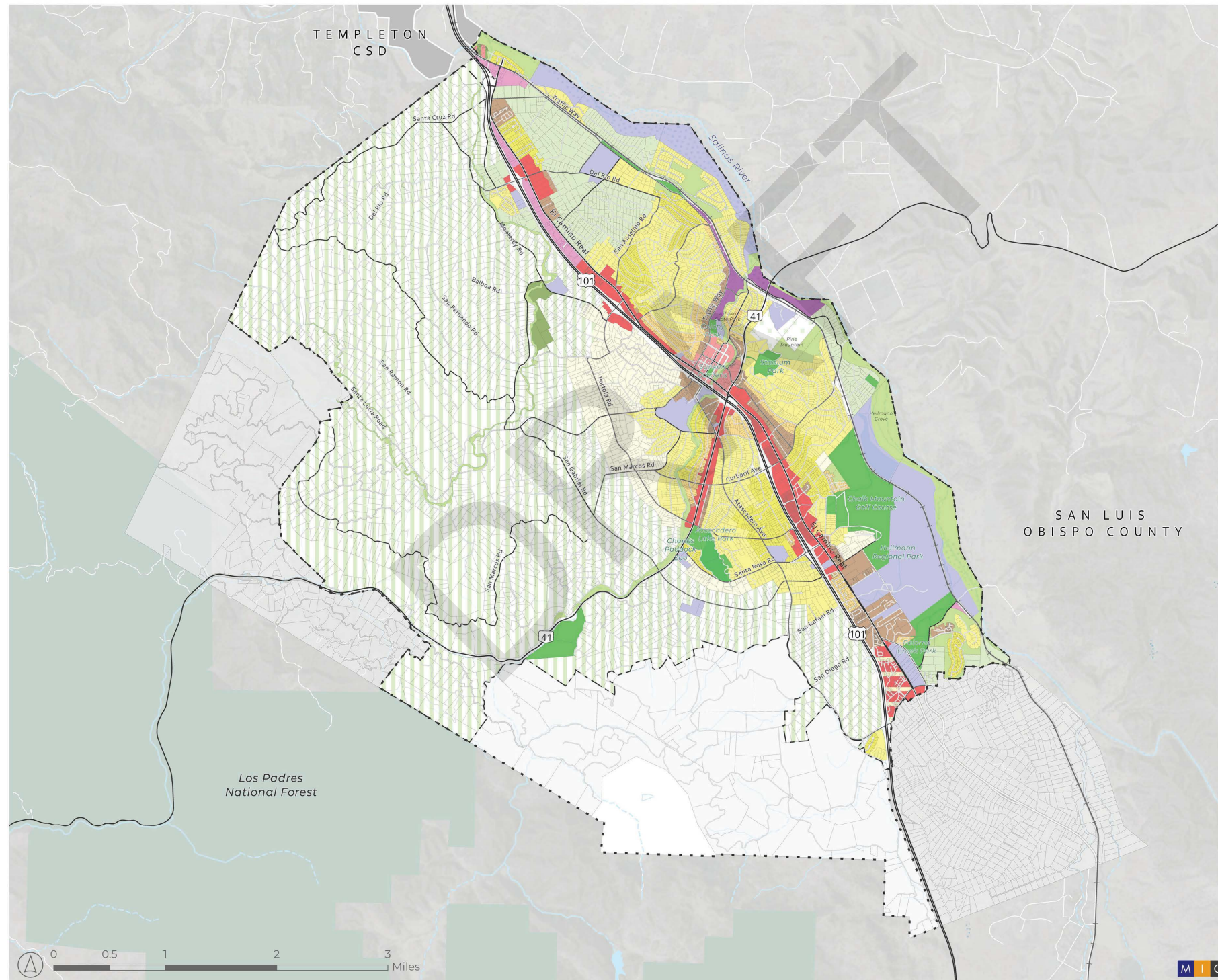
- Public Services**
- City Hall
 - Library
 - Post Office
 - Cemetery
 - Fire Station
 - Police Department
 - School
 - Community Center
 - Senior Center



Source(s): Esri, County of San Luis Obispo Open Data, City of Atascadero 2022.



ATASCADERO GENERAL PLAN UPDATE



Current Land Use

Basemap Features

- Atascadero City Limits
- Urban Reserve Line
- Major Roads + Freeways
- Rivers + Waterbodies
- City Parks and Open Space
- Surrounding Cities and Community Service Districts

Zoning Districts

- RR: Rural Residential
- RE: Rural Estates (2.5 - 10 acre lot min)
- SE: Suburban Estates (2.5 - 10 acre lot min)
- SFR-Z: Single Family Residential (1.5 - 2.5 acre lot min)
- SFR-Y: Single Family Residential (1.0 acre lot min)
- SFR-X: Single Family Residential (0.5 acre lot min)
- MDR: Medium Density Residential (10 units / ac)
- HDR: High Density Residential (20 units / ac)
- GC: General Commercial
- SC: Service Commercial
- D: Downtown
- MU-PD: Mixed Use
- CPK: Commercial Park
- I: Industrial
- CREC: Commercial Recreation
- REC: Public Recreation
- OS: Open Space
- A: Agriculture
- P: Public Facilities
- Unincorporated
- Right-of-Way

Source(s): Esri, County of San Luis Obispo Open Data, City of Atascadero 2022.



Open House Community Feedback

City of Atascadero 2045 General Plan Update – February 2023 – **DRAFT**

Introduction

The project team hosted a series of targeted group discussions and a Community Open House session to solicit ideas on a vision for the future of Atascadero and feedback on challenges and emerging opportunities that will help inform the next phase of the General Plan Update process, Alternatives. These in-person and interactive events provided community members the opportunity to:

- Learn about the importance of the General Plan;
- Learn about the major findings from the existing conditions analysis;
- Discuss a future vision for Atascadero;
- Discuss what they like about Atascadero and what they would improve or change in the future;
- Review and provide feedback on existing challenges and emerging opportunities; and
- Identify ways they can stay actively involved in the project.

Overview

During a two-day period on January 24 and January 25, 2023, several Open House sessions were hosted in the City Hall downstairs lobby. The Open Houses provided the community an opportunity to learn about the project and provide feedback on a vision, existing challenges, and future opportunities. The Open House had six stations organized by topic that matched the content of the Existing Conditions Atlas. These stations included:

- Station 1: Community Character
- Station 2: Economic and Fiscal Health
- Station 3: Transportation and Mobility
- Station 4: Infrastructure
- Station 5: Safety and Resiliency
- Station 6: Recreation and Natural Spaces

Additionally, there were poster stations encouraging community members to share their vision for the future of Atascadero and to indicate on a map where they live, work, and play.

PROMOTION

The Open House sessions were scheduled at two-hour increments and targeted outreach was conducted by the project team for the various groups. Tailored invites were designed for

each Open House session and were shared directly via email. Invites for the Community Open House session were promoted via City email lists and social media platforms.

The future of Atascadero is about YOU!
 Join City staff at an Open House to learn more about the General Plan update and to share your ideas.

Atascadero
 OUR CITY, OUR PLAN

The future of Atascadero is about YOU!
 Join City staff at an Open House to learn more about the General Plan update and to share your ideas.

WHEN: Wednesday, January 25, 2023
 stop by anytime between 3-7 pm

WHERE: City Hall Lobby,
 6500 Palma Avenue

For more information, visit www.atascadero2045.org

Atascadero
 OUR CITY, OUR PLAN

WHEN: Wednesday, January 25, 2023
 stop by anytime between 3-7 pm

WHERE: City Hall Lobby,
 6500 Palma Avenue

For more information, visit www.atascadero2045.org

In addition to community members who were informed of the Open House ahead of time, signage was placed in front of City Hall to encourage passerby to join the Open House discussion. This included community members taking an afternoon or evening walk or visitors of the Wednesday Farmers' Market.

AUDIENCES

The Open House schedule and audiences are included in the table below.

Focus Audience	Date	Time	Key Contacts
CBOs and Community Groups	Tues. Jan. 24, 2023	12:00 PM to 2:00 PM	CBOs, Nonprofits, Churches
Downtown Merchants	Tues. Jan. 24, 2023	2:00 PM to 4:00 PM	Chamber of Commerce contacts
Youth Night	Tues. Jan. 24, 2023	4:00 to 6:00 PM	High School Teachers
Latino/a community	Tues. Jan. 24, 2023	6:00 PM to 8:00 PM	Spanish Speaking Contacts, Latino Business Owners
City Staff	Wed. Jan. 25, 2023	9:00 AM to 11:00 AM	Staff Email
Business Community	Wed. Jan. 25, 2023	11:00 AM to 1:00 PM	Chamber of Commerce contacts, City mailing list
Flexible Time	Wed. Jan. 25, 2023	1:00 PM to 3:00 PM	General Public

Open House	Wed. Jan. 25, 2023	3:00 PM to 7:00 PM	General Public
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OPEN HOUSE STRUCTURE

Upon arrival, community members were welcomed to the Open House by members of the project team, provided an overview of the General Plan Update and flow of the Open House, and provided sticky notes and a Comment Card that they could use to write comments and feedback. Participants were encouraged to review the content of each station at their own pace and to ask the project team questions. Project team members were spread throughout the Open House to facilitate one-on-one discussions, answer questions, and welcome visitors to the Open House. During each of the sessions, participants were also encouraged to join a larger group discussion facilitated by a member of the project team. This provided an opportunity for participants to ask questions and hear from each other. The project team was diligent in documenting verbal comments from one-on-one discussions and large group discussions.

Across all Open House sessions, an estimated 80+ community members attended and shared their comments.

Summary of Major Themes

In process – a summary will be completed once all activities, including the online survey, are completed in late February.

DRAFT



All Community Feedback

Open House comments that were shared with sticky notes, in comment cards, or during verbal discussions with Project Team members are organized below by element type. The following is a transcription of all participants comments and ideas, organized by major topic.

VISION FOR ATASCADERO

My vision for Atascadero is...

- A shining piece of the Central Coast with simple yet innovative lifestyle
- Regenerating oaks and habitat, non-drivers have full access to community, resident options to match needs of all income levels
- Tiny home park(s) – legalize tiny homes on wheels
- Economic development, “head-of-household” jobs
- More local business
- More diverse shopping, i.e., Kohls, more affordable for working families (one “agree”)
- Grocery store in south Atascadero
- Food
- More restaurants and shops downtown rather than companies/doctor offices
- A vibrant downtown (one “agree”)
- Vibrant downtown, develop “nodes,” maintain green space
- Municipal wireless network
- Solar farm with battery backup
- Public transportation that’s Atascadero-centered and spread out
- Public parking structure with restrooms
- Crosswalks better downtown
- Make / keep it safer to walk / bike / hang out near schools and parks
- Make Atascadero more attractive – continue median from downtown to Dove Creek

- Vision of a bicycle / hike path, urban center / corridor. Incorporate Atascadero Creek into open space.
- Biking path through town
- Bike path along Salinas River
- More walking paths
- A trail that extends to adjoining cities
- Maintain and save more open space. Protect our oak woodlands and native habitat. (Two “agrees”)
- More “open” space
- Salinas River Center where people can come and learn about our river, watershed health, groundwater recharge, Monterey Bay Marine Sanctuary, beavers, etc. A place Cal Play and Cuesta students and professors could use , also. A tourist attraction, too!
 - The Zoo could be this and much more with marketing / investing
- Public pool
- Re-open lake wading pool
- City swimming pool
- Bowling alley (one “agree”)
- Priorities: childcare and early education
- A family-focused community that embraces family activities like zoo, putt putt, new arcade, etc. – include active seniors
- More public youth activities
- More youth centered events / service events (one “yes”)
- Lazer tag, festivals, ice skating (notes: “ we want,” “[heart symbol] we like”)
- Summer festival / activities
- Roller skating rink (x2)
- Inclusive and diverse land intentionally attracting diversity to Atascadero
- More mixed use and ADUs
- Affordable housing for everyone! (note: “+ 100”)

COMMUNITY CHARACTER

Question 1: Should new housing be focused on the sizes and price points that are affordable to our current and future workforce, even if that could mean higher densities?

Question 2: Should new mixed-use and commercial development be focused at key “nodes” to create more walkable/bikeable areas and attract new employment-generating businesses, even if that could mean greater building heights? If so, where should those nodes be located?

- Totally agree!
- Yes (unspecified) x 2
- Increase in homeless / unhoused population since Prop 47 / Prop 57
- Housing for homeless
- I think providing spaces for our unhoused community will help residents feel safer
- Safety of employees and client interacting with homeless
- Homeless issues limit livability
- Disperse services and amenities to address homeless concentration downtown
- Get rid of the street people!

- Address homelessness. Look at tiny homes on city-managed property.
- Legalize tiny homes on wheels. Build parks with hookups to rent space for them
- Financial assistance programs for homeless folks
- Create opportunities to employ homeless
- Adequate services for people experiencing homelessness
- HMLSS taking up a lot of A.F.D.
- Consider transitional housing and more housing options
- Encouraging resident / community diversity
- Yes to both questions. We need affordable housing here; people that live here are invested in improvements, etc. Definitely anything to make the core more user-friendly – walkable, bikeable, etc.
- Multi-generational, resident-centric community, not a tourist show (= authenticity)
- Need to house the next generation – more fun, smaller places, not so costly – in order to attract businesses & jobs
- Yes, a mix of housing is required. Starter homes to mansions. Apartments, smaller lots, we need to stop excluding younger families and people from housing.
- Housing for young people
- Housing with sidewalk for kids, neighborhood walking trails.
- Increase density for people – high-rise and small lots
- Want to see re-development of older properties replaced with higher density
- Housing and jobs geared toward Atascadero residents – help jobs/housing balance
- Housing affordability key
- Smaller lots = more affordability
- More affordable housing
- More affordable housing. High density / mixed use all along El Camino.
- Apartments (not luxury or studio)
- More smaller living units
- A development similar to River Oaks in Paso would be ideal. You have homes for first time buyers, family homes and a senior housing component.
- Prioritize land use discussions with seniors / senior center
- Prioritize discussions with seniors / senior center
- Need affordable senior housing!
- Fastest growing group of people in the USA is the senior adult population – addressing space / housing for this population group is essential to a growing city (3 people noted “agree”)
- Senior housing opportunities – ADUs
- Affordable senior housing, want to age in place – “Full Life City”
- Additional incentives for child care programs to support children and families
- More opportunities for youth – businesses with fun youth opportunities
- Move middle school.
- Location of schools – central to life in Atascadero.
- Move or rid of Fine Arts Academy
- Keep us authentic and family-friendly.
- Keep Atascadero authentic
- Draw people to nodes throughout the city
- Like how downtown has evolved over the years.
- Better connect Sunken Gardens’ events to downtown
- Need a local newspaper!

- Honor the history and continue Mediterranean architecture.
- Lot sizes are way too big. The hub and spoke design is outdated. If the roads can handle the traffic, increase the density of the land. IAC mix lot size needs to be changed.
- Every lot that has sewer should be a 1/4 – 1/2 acre max.
- Nodes should be located in the downtown area
- Mixed use commercial would be ideal on the north end of El Camino where Walmart was going to go.
- Branding the Zones / districts during alt. phase would be helpful.
- Design standards for each zone. Define character
- Like multi-family housing above and business on first floor like La Plaza.
- La Plaza can serve as an example for what El Camino could be.
- East-west connectional nodes should extend beyond single intersection.
- Concentrate commercial at freeway exits with mixed use in between.
- Piazzas in underutilized space between commercial buildings
- City needs more mixed use and medium/high density residential to address housing affordability crisis.
- The “nodes” idea is VERY good!
- Identifying nodes could help define neighborhoods
- Chapters for each node’s vision
- Timing / phasing of zoning changes
- Opportunity zone overlap
- Mix of uses on opportunity sites
- La Plaza is a good example of mixed-use
- Activity “nodes” along ECR, Morro Road / 41
- Create areas of energy
- Incentivize and make ADU’s easier to build. (Maybe tax breaks)
- Program to incentivize offices around Sunken Gardens to relocate to bring other types of businesses to downtown
- Incentive needed to redevelop downtown / area around Sunken Gardens
- Surround Sunken Gardens with rock attractions
- Community center / resources at corner of Sunken Gardens at El Camino
- Exhibit space in Sunken Garden – activate / use space differently
- Increased height can lead to shadows – consider different height limits and setbacks
- Residential between commercial nodes.
- Residential development off main streets – keep main arterials for commercial
- Allow lot splits in west Atascadero area!
- Maintain vacant lots at Del Rio – fire hazards (*not clear if this was intended as one comment or two separate comments*)
- Location-specific incentives for time-specific / length regulations / financial incentive
- Lower impact fees based on square footage
- Business support for signage / promotion
- Businesses along creek / rivers with walking paths (enhance natural assets)
- Filling in gaps on El Camino – wanting to know where development is possible
- Revitalize / re-use along El Camino
- Mixed use needed – El Camino / Hwy 41
- Challenge for businesses not located right on El Camino
- Higher density ok downtown but parking is critical

- Form a downtown core / block pattern – move school?
- Civic activities
- Economic incentives for redevelopment of downtown and nodes
- Height could cause more shadows
- Downtown redevelopment incentives
- Create “neighborhood centers / nodes” – mixed uses, walkable, shade, gathering spaces, fewer cars ... less impact and wear on streets
- Re-classify parts of ECR as housing / other uses than just commercial (to support “nodes”)
- How do we stand out from neighboring cities?
- Brand Atascadero as their own
- Brand zones – downtown, medical cluster, etc.
- Balance eclectic vs. traditional design
- Focus on community architectural / design themes – less contemporary focus
- Create community identity – as draw, to maintain character, to define areas
- New construction should have consistent design themes / elements
- Creating community identity downtown that complements historic buildings – design standards for each node
- Balance in design standards – don’t want to limit development
- Update current businesses with same theme as new “La Plaza” – redo business fronts for updating a fresh look
- When there is new business structures on North Atascadero please make it consistent – Grocery Outlet Center has a uniform Mission theme – nice – then the corner with the new Taco Bell is ugly matching the Home 2 Hotel – please don’t make the new El Camino / Del Rio businesses ugly structures
- Encourage more public art.
- Sign when you leave Santa Maria South (King City) - signage
- More emphasis on the importance of the river and creeks and watershed health. A river center, to allow Cal Poly and Cuesta students space to research our watershed and allow for tourist activities, educational tours and a place for visitors to visit.
- Enforcement of concerns about number of allowed hooved animals changing with update.
- Stop kow-towing to San Luis County Planning

ECONOMIC AND FISCAL HEALTH

Question 3: Given Atascadero's jobs-housing imbalance, do you feel there should be a focus on adding more revenue- and employment-generating businesses?

Question 4: Is nearby access, including walking and wheeling, to shopping important, or is it okay for housing to be separated from commercial uses?

- Economic strategy vs. population growth as growth focus
- Provide data to help inform the market
- Incentives for youth-oriented businesses, such as The Pad climbing gym or other businesses that support the health of our youth
- Walking and wheeling is important
- Defined neighborhood commerce areas and neighborhoods
- Height of buildings along Hwy 101 actually improves walkability of downtown A-town La Plata has blocked out noise of freeway successfully

- Yes
- Shop health play
- Encourage restaurants with outdoor eating
- Encourage restaurants with outdoor eating arrangements
- More outdoor restaurant / dining / seating
- More diverse restaurant options
- Bring back A&W restaurant
- Love places having evening hours, but would be great to expand to places that are not wine/beer focused, so youth can see fun isn't all about alcohol.
- More family-friendly and affordable restaurants
- Restaurants that offer healthy options / fresh fast food. i.e., Wahoos vs. Taco Bell. Urbane café. Family friendly, midpoint – not hamburgers.
- There are enough great restaurants to keep people in town for dinner
- More trendy/hip restaurants
- More family-friendly events / businesses. More community activities that don't revolve around alcohol sales.
- Marketing to attract people to authentic Atascadero
- Encourage businesses that attract people
- Good reason to stay in Atascadero for date night!
- Looking at Atascadero's identity – why should people stop here? - Revenue
- More shops downtown, more retail
- Get a zone that attracts "TM City" at Kmart
- Redevelop Kmart block
- Kmart land is not for sale
- Need chain store to cover basic needs so we don't have to spend all our money in Pas at Target / Wal or on Amazon
- Bring in businesses that sell basic necessities like socks, toiletries, everyday clothes, pet food ... Walmart, Target
- Need more options for shopping like Tractor Supply, Costco, somewhere that isn't drug store, specialty, or boutique
- Travel approximately 20-minute range outside city limit for goods / services
- Commercial / retail
- Wayfinding for businesses / directory
- Economic incentives for business relocation to enable vision (Prop 13 challenge)
- Relocation incentives
- Great incentive to buy out / relocate at City ASH medical offices downtown
- Financial community / investing is hesitant to invest in City
- Challenge of getting anchor tenants to commit
- Electrical / water hook-ups for farmers market
- Regional economy linked to Morro, Paso wineries
- Salaries to compete with housing market
- Jobs are important. It is very hard to attract high paying employers to the area.
- Tech head of household jobs
- Jobs vs. careers – creating head of household jobs – top priority
- Tech / computer science jobs
- Want kids to be able to return / settle in Atascadero – tech jobs
- Use judgement, some areas should be combined, some will never be combined
- If you allow housing in commercial areas, require commercial development
- Housing and commercial should ideally always be accessible by public transit or by walking. "Houses are where jobs go to sleep at night"

- It is okay to separate housing from commercial
- I believe there will be commercial areas separate from residential. The elderly and young families with many children can't easily walk or bike to shopping
- Child care is essential for economic vitality
- Events help promote businesses – Art in the Park, Pub Crawl
- Performing arts attendees spend more than \$28 in the City – opportunities to bring business
- Stadium Park into concert hall / music festival
- Kmart into multipurpose venue – concerts, shows – like “The Grad” in SLO
- Renovate Printery into historical building or destroy for new opportunities
- Preservation and adaptive reuse of the Printery
- Rehabilitate the Printery for community events, activities for kids and seniors, and performing arts
- Preservation and adaptive reuse of the Printery
- Get a regional family entertainment center, i.e., “Great Wolf Lodge” type
- Invest in ways to increase TOT. Possible Visitors Bureau or Economic Development Task Force
- Get RV parks that are nice for TOT
- Attracting people to stop and spend \$\$ who are passing through

MOBILITY

Question 5: Currently, what are your biggest challenges to moving around Atascadero efficiently and safely?

Question 6: What specific improvements could be made to make it easier and more enjoyable to get around (e.g., intersection improvements, better transit connections, additional bicycle lanes, new sidewalk connections, etc.)?

- Encourage / support a range of travel modes
- Make e-bike friendly
- Encourage e-bikes and install charging along routes
- Safe bike lanes and shade trees are essential in our climate
- More bike lanes
- Bike lanes, curbs or walking paths are needed, especially on the west side
- Bike paths
- More bike paths
- Protected bike lanes
- Class I and II bike lanes
- Use Class IV where appropriate
- More walkable areas, sidewalks and bike lanes
- Bike/Ped improvements
- Need walkable / bikeable clusters around commercial nodes and schools
- Link south end of town with north via bike path along Salinas River from Paloma Creek to Del Rio
- Bike path along Salinas River
- Connecting downtown to lake park area
- Walking path down Santa Rosa to lake
- Trail connecting Santa Margarita – Templeton

- Now that plans for the Templeton-Atascadero non-motorized connection have hit a snag with UP, we should negotiate a route that returns to the original planned alignment east of the UP tracks.
- One lane road around Atascadero Lake – cater to pedestrians / bikes
- The existing sidewalks need to be accessible.
- Improving wheelchair accessibility, need for sidewalks
- Enforce handicap parking violations
- Enforce parking regulations on Entrada
- Parking critical for downtown. Enforce two-hour limits.
- Unpaid parking in the core El Camino / Sunken Gardens area
- Let's build a parking structure with public bathrooms near Sunken Garden
- Parking enforcement
- Need to enforce parking time limits to help business
- More sidewalks along busy roads (like Curbaril and other yellow-lined roads). Even a minimal sidewalk – mulched instead of paved.
- More east-west accessibility
- Circular nodes that go north/south and east/west with residential in between
- Bike / ped safety downtown
- Better pedestrian circulation downtown
- Creating pods of walkability to promote window shopping.
- More city sidewalks
- More sidewalks and crosswalks
- More crosswalks – increased lighting
- Controlled crosswalks are key – stoplights – only during school exit hours
- Comprehensive ped & bike plan with attention to school needs
- Need additional under- and overpasses, pedestrian and bike infrastructure
- East/west pedestrian access under Hwy 101
- More east/west mobility access (across Hwy 101)
- Redirect traffic from El Camino to encourage slower traffic, pedestrian shopping
- More quiet sidewalks. We need ways to move around city without walking down El Camino
- Integrating pedestrian crossings along El Camino
- Bike lane along El Camino
- Bikeway that goes safely on all of El Camino north to Home Depot, able to do trikes for adults
- Downtown bike rentals!
- Entrada as promenade / pedestrian walkway
- Shady trees along El Camino
- Trolley that runs non-stop up and down El Camino
- Self-driving electric trolley along ECR – hop-on, hop-off – to connect city
- Add bus routes to less populated areas
- Mirrors on blind corners on west hills roads
- ECR is too wide; traffic calming
- ECR too wide
- Traffic calming, wider shoulders
- Slow down traffic on Portola
- School drop-off and pick-up times are the most challenging on ECR
- Idling cars in front of middle school – improve vehicular / pedestrian circulation

- Traffic issues when school lets out – designated zones, improved traffic control
- Improve corridor between High School and Middle School / pedestrian safety
- Better / safer bike and ped – ECR, connect with schools
- Better bike safety / lanes around schools and sidewalks
- Sidewalk needed on Monterey Road from San Anselmo to Monterey Road School
- Reduce speed on Monterey Road (extend 25 mph) from school to San Anselmo. It is too short as it ends at Ramona.
- Sense of lacking safety – no bike lanes, especially downtown
- Jay walking across El Camino
- Timing of lights at the ends of Santa Rosa bridge over 101
- Pinch-points at freeway entrances for evacuation
- Easier one and off ramp for freeway. Light to turn off traffic way.
- El Camino divider strips with minimal care planting (i.e., native plants)
- Get serious downtown – slow traffic, put in planted dividers
- Develop road districts similar to landscape and lighting districts. That way the roads can be fixed in a timely manner
- Roads built to low standards
- If more density, need better roads
- Roads – Santa Lucia, El Monte
- Many roads are in bad condition – pooling of water, uneven deterioration of roadways along sides
- Road maintenance – new business and revenue sources
- Possible to incorporate streets? Old roads are public safety concern
- Improving neighborhood roads
- Fix Del Rio bridge road!
- How do we make sure we can maintain improvements to re-invest in more nice neighborhoods without City-maintained roads
- Unmaintained roads
- Pave non-City maintained roads once and good for another 20 years
- Need a solution for the non-City-maintained roads.
- Utilize F14 funds to incorporate un-incorporated roads within the city limits. These property owners also pay taxes
- Revisit which roads are city-maintained – the population has more than doubled since this was done in 1975
- Please clarify when you describe 145 miles of roadway whether these are public or private roads or both
- City – non-maintained roads – notify on deeds of homebuyers
- We need to start with an inventory that includes not only households with no or one car, but also households in which the car or cars are unreliable and unaffordable to replace – a growing demographic!
- SLOCOG Draft RTP for public review and comment

INFRASTRUCTURE

Question 7: What are Atascadero's biggest infrastructure challenges?

Question 8: What, if any, infrastructure improvements would you like to see in your neighborhood? (please identify your neighborhood)

- Allow our creeks and rivers to spread across the floodplains. Allow large flows to be held in ponds, allowed to slowly infiltrate into groundwater basins.
- Rainwater runoff management
- Capture rain runoff
- Ways to capture stormwater
- Opportunities to use reclaimed water for City landscape
- Clogged storm drains
- Beavers can benefit the Mutual Water Company wells by increasing the width and duration of active percolation that feeds the Salinas River underflow and underlying aquifer
- No curbs on streets cause flooding issues on private properties – improve stormwater issues
- Expand sewer
- Sewer expansion
- Sewer lines to serve Portola Road
- Keeping the waste up to capacity and treating at reclaimed water standards
- Air quality / grid
- Underground electric power
- Underground power to lower fire risk; allow off-grid units
- Alternate electrical source beyond PG&E
- Solar at all City facilities
- Build solar farm in the battery storage
- Solar panel farm to power Atascadero
- Build solar farms with battery backup (two people added “agree” to post-it)
- Health concerns related to 56 and rising “electronic smog” must be investigated, not ignored to protect the health of humans and existence of pollinators
 - High speed internet and Wi-Fi (public and private) with multiple providers
 - Tech infrastructure
 - Broadband plan
- At Lake remove old unsightly structures and cement – re-do Atascadero Creek water inlet – get rid of chain link fence
- Prioritize connection to sewer within USL
- Diagram showing “Fiber” at crossroads of Hwy 41 and ECR
- Funding
- maintain current infrastructure – roads, culverts, drainage
- Require developers and City projects to install street trees
- Remove old structures / tables, seating, at Atascadero Lake – it just looks old and bad

SAFETY AND RESILIENCY

Question 9: Which hazards or safety issues concern you the most?

Question 10: What actions should the City prioritize when planning for community safety and resilience?

- Volunteer cops
- Increase public safety staffing
- Public safety training center
- Public safety center at Printery

- Improve living conditions at fire station / while the city waits an unknown time for a public safety center
- Liability (*with two arrows pointing downward; was this indicating something on the board or map?*)
- Address climate change and how this affects safety
- Building in former wetlands should be discouraged due to seismic danger (increased shaking of saturated alluvium) and to allow valuable habitat to recover
- Citizens cleaning gutters during floods
- After storms – litter pick-ups
- Flooding at dips in road
- The recent floods show the need for capacious creek setbacks not only for aesthetics but for public safety and property protection
- Fire zones, insurance is hard to get for fire
- Many homeowners are at risk of losing their homeowners insurance
- Fire exits. There are a lot of one way in and one way out roads
- I worry about FIRE and being able to evacuate in a timely manner
- Ensure backyard fires require a permit – particularly in WUI areas – or ban completely
- Require permits for backyard burning
- Fire Department Strategic Plan
- Appreciate idea of 101//Del Rio fire station
- Utilize scientific data and studies for the accurate locations for future fire stations
- Decrease fire department response times
- Fire call volume up 30% with population increased only 4.9% from 2010 – 2021
- 4.9% growth in population, 30% increase in service calls in last 10 years
- Volunteer fire fighters
- Fuel reduction, drainage fixes

RECREATION AND OPEN SPACES

Question 11: Where do you see opportunities to increase access to parks, open space areas, and trails?

- Connections between rec and tourism – national / regional attraction
- Unconscious value of rivers / creeks. Asset: Salinas River
- Rivers are a huge asset! Make more rivers?
- Stream / creek clean ups!!!
- Location-specific: **Salinas River:** Open space all along the river, allowing people to walk the entire length within the city limits.
- Make access points to the creeks and rivers so we have sites feel safe, more enjoyable and environmentally healthy
- All creeks and rivers should have visible access points, maybe tables/benches, places to recreate along our waterways
- How to draw people? Lake area? Develop.
- Community events that promote use of open spaces
- More MTB trails
- Class I path system connecting downtown to Three Bridges
- Connect Jim Green + Atascadero Lake + Three Bridges.
- Revitalize Atascadero Creek and add walking and bike paths.
- Finish Atascadero Creek Trail to Salinas River

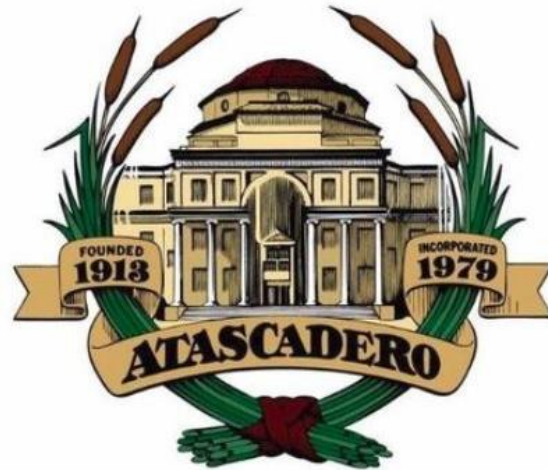
- Playgrounds that are connected to areas that have trails – easy hikes, nature walks with educational signs about plants
- Take better care of Joy Playground
- Connection to Santa Margarita through Eagle Ranch
- Trails in Eagle Ranch area
- TRU trail Salinas River to Cerro Alto
- Connect Paloma and Heilmann Trail
- Build community / infrastructure along river
- Work with County, Paso, to build River trail.
- River Center
- Community amenities around River
- Paths – rec
- Connect Three Bridges with downtown / ECR (trails)
- More hiking trails (especially northwest area of city)
- We need more trails
- One way multi-modal road around Atascadero Lake
- 1 mile loop road around Lake Park – make one-way to prioritize walk/bike over cars
- A “surfaced” walkway around our lake
- One-way road around Atascadero Lake
- Better accessibility around Atascadero Lake
- ADA accessibility at/around Atascadero Lake – particularly between parking and concert venue
- Work to make a majority at Eagle Ranch an open space/park.
- North side needs park spaces
- Three Bridges Oak Preserve extends
- Acquire Paloma Creek land across from Park and create nature zone.
- State property near Paloma? (put to use)
- City: 75 ar; ALPS: 5 ar (missing). Supportalps.org
- Curbaril / Atascadero Avenue / Hwy 41: underutilized corridor / triangle – no storage units – keep / preserve as open space @PF east of Hwy 41
- Partner with Cal Poly for wildlife opportunities
- Plant oaks to replace the aging generation.
- Plant white/valley oaks and native plants
- Plant more trees in City
- More trees planted in city
- More trees
- More lighting at parks
- At least one Honey Hut per park. Sunken Gardens, Apple Valley, other side of Atascadero Lake.
- I think Atascadero is doing pretty well in this area!
- Multi-use park for different activities
- Inclusive options at ALL city parks – inclusive of all ages and abilities
- RV Camping at Lake park – high end
- Open Space has potential of creating jobs – ecotourism
- Fun for kids and adults in same proximity.
- Summer activities for youth.
- Lighthouse Afterschool can provide facilities for youth. SLO Beaver Brigade can provide programming

- More places for youth after school – centers and libraries.
- Things for young people to do
- Lighthouse program is great for youth!
- Liked ice skating rink that used to be here.
- Ice skating rink!
- Teen activities – ice skating, roller skating, Go Karts.
- Roller skating rink
- Outdoor skate park
- Roller rink, Lazer tag
- More multi-purpose sports fields
- More sport fields (multi-use)
- Adult softball leagues
- Public basketball hoops/courts (pickleball uses too)
- More outdoor recreation
- Zipline by golf course.
- Jim Green trail
- Rebrand Heilmann, love water feature, love Frisbee course. Hate alien theme and view of ASH. So much opportunity there.
- Bigger fountain / water play
- Add more city pools
- New community swimming pool
- Swimming pool!
- Community pool
- Swimming pool – public for community
- Public community pool
- Swim pool community
- Municipal swimming pool
- Pool
- Need 2 public pools
- Standard community pool with rec teams
- Bowling alley
- Axe throwing and other activities
- Events in Stadium Park
- Like movies in the park and summer events.
- Outdoor water fountain / spring park for kids. Saw this a lot on east coast. Near shopping / food for adults.
- BBQ or chili cookoff competition in Sunken Gardens
- The zoo is a REGIONAL attraction!
- Invest in developing / modernizing the Zoo
- You already have one of only 240 accredited zoos in North America – why not promote it? just think how many people go to Monterey Aquarium
- Strategic promotion of zoo through Visit Atascadero. Highway billboards, rebranding as “Central Coast Zoo”, encouraging visitors to stop at zoo rather than in SLO, encourage business at restaurants, etc. People/residents don't know where Charles Paddock is.
- Focus on developing the Zoo so it provides more opportunities for families

OTHER COMMENTS

- Thank you, nice job!
- Want to identify 3-5 year goals to present to developers (General Plan chapters)
- Short / mid / long-range goals / policies / incentives
- Interactive online General Plan
- City staff are supportive and accessible – unlike other cities

DRAFT



CITY OF ATASCADERO

Strategic Plan Draft

Modified: 4/8/2021

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This Plan

This plan was developed by the City of Atascadero in conjunction with Nicole Lance and Eric M. Bailey, Managing Partners of Extraordinary Balance, a consulting firm based in Phoenix, AZ. Research has shown that by developing this plan, City of Atascadero leadership has a much higher sense of ownership over the direction of the work and will exhibit significantly higher energy and passion toward achieving the outcomes. This ownership leads to more efficient use of time, more creative work output, and increased job satisfaction.

Extraordinary Balance is a learning organization. Our methods are rooted in years of research on organizational psychology, team dynamics, and neuroscience that weave together a unique experience unlike any other. With a focus on science and real-world application, our method appeals to people on both sides of the analytical / emotional continuum and delivers unmatched business results.

The Process

The strategic planning process is as important as the plan itself. The Extraordinary Balance team process is designed to teach participants how to understand themselves so that they can clearly communicate their purpose. It is designed to teach participants how to understand each other so that they can honestly listen to new ideas. It is designed to teach participants how to understand the process, so that they can be fully engaged in creating, sharing, and executing the strategic plan.

The Steps of Creating the Strategic Plan

1. Learn the Principles of Human Understanding™
2. Identify the Strategic Priorities
3. Define the Strategic Priorities for optimal external and internal communication
4. Create Key Focus Areas for each Strategic Priority
5. Identify high-impact action items grouped into, “years one and two” and “beyond year two” in a separate action planning document

Strategic Priorities

Through a process of discovery and collaboration between council members and staff along with community input, the City of Atascadero identified four strategic priorities for the upcoming strategic plan:

- **Economic and Community Vibrancy**
- **Fiscal and Infrastructure Efficiency & Sustainability**
- **Ensuring Public Safety and Providing Exceptional City Services**
- **Quality of Life**

ECONOMIC AND COMMUNITY VIBRANCY

Definition

Creating the environment and services to nurture quality and diverse economic, recreational, and community connections that create prosperity and enrich our genuine, authentic community.

Key Focus Areas

1. Recreation & Events
2. Downtown Atascadero
3. Safe & Hospitable Business/Work Environment
4. Business Infrastructure, Technology & Support

FISCAL AND INFRASTRUCTURE EFFICIENCY & SUSTAINABILITY

Definition

Continuing to be responsible and accountable stewards of our resources now and into the future by efficiently and effectively investing in modern and reliable infrastructure and equipment and maintaining financial stability regardless of economic conditions.

Staff has the tools, technology and resources they need to do their jobs.

Key Focus Areas

1. Asset Management/Replacement/Modernization
2. Financial Strategies
3. Transparency & Accountability

ENSURING PUBLIC SAFETY AND PROVIDING EXCEPTIONAL CITY

Definition

That we have the tools, resources, and professional staffing necessary to create and maintain an environment where our community (residents, businesses, visitors, and staff) feels safe, served, and mutually respected.

Key Focus Areas

1. Staffing
2. Unhoused Population
3. Community Engagement

QUALITY OF LIFE

Definition

We are embracing our warm, friendly atmosphere and building on our sense of community by providing attractions, open spaces, outdoor interactions, and a variety of things to do for all. Atascadero: Where everybody knows your name and is willing to lend a hand.

Key Focus Areas

1. Things to do
2. Welcoming and Inclusive
3. Supporting families