



# **CITY OF ATASCADERO CITY COUNCIL**

---

## **AGENDA**

**Tuesday, February 11, 2020**

**City Hall Council Chambers, 4th floor  
6500 Palma Avenue, Atascadero, California  
(Entrance on Lewis Ave.)**

**City Council Regular Session:**

**6:00 P.M.**

**REGULAR SESSION – CALL TO ORDER: 6:00 P.M.**

**PLEDGE OF ALLEGIANCE:** Council Member Newsom

**ROLL CALL:**  
Mayor Moreno  
Mayor Pro Tem Bourbeau  
Council Member Fonzi  
Council Member Funk  
Council Member Newsom

**APPROVAL OF AGENDA:** Roll Call

Recommendation: Council:

1. Approve this agenda; and
2. Waive the reading in full of all ordinances appearing on this agenda, and the titles of the ordinances will be read aloud by the City Clerk at the first reading, after the motion and before the City Council votes.

### **PRESENTATIONS:**

#### **1. Wine Speak Presentation**

- A. CONSENT CALENDAR:** (All items on the consent calendar are considered to be routine and non-controversial by City staff and will be approved by one motion if no member of the Council or public wishes to comment or ask questions. If comment or discussion is desired by anyone, the item will be removed from the Consent Calendar and will be considered in the listed sequence with an opportunity for any member of the public to address the Council concerning the item before action is taken.)

1. **City Council Draft Action Minutes – January 28, 2020 & January 31, 2020 – February 1, 2020**
  - Recommendation: Council approve the January 14, 2020 Draft City Council Regular and Special Meeting Minutes and the January 31, 2020 – February 1, 2020 Draft City Council Special Meeting Minutes. [City Clerk]
2. **Title 9 Municipal Code Text Amendments (CPP19-0080)**
  - Fiscal Impact: Staff expects minimal fiscal impact to the City from the adoption of the proposed code text amendments.
  - Recommendation: Council adopt on second reading, by title only, a Draft Ordinance approving amendments to Title 9, Planning and Zoning, Chapters 2, 3, 4, and 6 of the Atascadero Municipal Code for minor text corrections. [Community Development]

**UPDATES FROM THE CITY MANAGER:** (The City Manager will give an oral report on any current issues of concern to the City Council.)

**COMMUNITY FORUM:** (This portion of the meeting is reserved for persons wanting to address the Council on any matter not on this agenda and over which the Council has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. Comments made during Community Forum will not be a subject of discussion. A maximum of 30 minutes will be allowed for Community Forum, unless changed by the Council. Any members of the public who have questions or need information may contact the City Clerk's Office, between the hours of 8:30 a.m. and 5:00 p.m. at (805) 470-3400, or [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org).)

**B. PUBLIC HEARINGS: None.**

**C. MANAGEMENT REPORTS:**

1. **City of Atascadero Marketing Update**
  - Fiscal Impact: None.
  - Recommendation: Council receive and file Marketing Update. [City Manager]

**D. COUNCIL ANNOUNCEMENTS AND COMMITTEE REPORTS:** (On their own initiative, Council Members may make a brief announcement or a brief report on their own activities. The following represent standing committees. Informative status reports will be given, as felt necessary):

Mayor Moreno

1. City Selection Committee
2. County Mayors Round Table
3. Economic Vitality Corporation, Board of Directors (EVC)
4. SLO Council of Governments (SLOCOG)
5. SLO Regional Transit Authority (RTA)

Mayor Pro Tem Bourbeau

1. City / Schools Committee
2. City of Atascadero Finance Committee
3. Integrated Waste Management Authority (IWMA)
4. SLO County Water Resources Advisory Committee (WRAC)

Council Member Fonzi

1. Air Pollution Control District
2. Atascadero Basin Ground Water Sustainability Agency (GSA)
3. City of Atascadero Design Review Committee
4. SLO Local Agency Formation Commission (LAFCo)

Council Member Funk

1. City of Atascadero Finance Committee
2. Homeless Services Oversight Council
3. League of California Cities – Council Liaison

Council Member Newsom

1. California Joint Powers Insurance Authority (CJPIA) Board
2. City / Schools Committee
3. City of Atascadero Design Review Committee
4. Visit SLO CAL Advisory Committee

- E. INDIVIDUAL DETERMINATION AND / OR ACTION:** (Council Members may ask a question for clarification, make a referral to staff or take action to have staff place a matter of business on a future agenda. The Council may take action on items listed on the Agenda.)

1. City Council
2. City Clerk
3. City Treasurer
4. City Attorney
5. City Manager

**F. ADJOURN**

**Please note:** Should anyone challenge any proposed development entitlement listed on this Agenda in court, that person may be limited to raising those issues addressed at the public hearing described in this notice, or in written correspondence delivered to the City Council at or prior to this public hearing. Correspondence submitted at this public hearing will be distributed to the Council and available for review in the City Clerk's office.

## City of Atascadero

### **WELCOME TO THE ATASCADERO CITY COUNCIL MEETING**

The City Council meets in regular session on the second and fourth Tuesday of each month at 6:00 p.m. Council meetings will be held at the City Hall Council Chambers, 6500 Palma Avenue, Atascadero. Matters are considered by the Council in the order of the printed Agenda. Regular Council meetings are televised live, audio recorded and videotaped for future playback. Charter Communication customers may view the meetings on Charter Cable Channel 20 or via the City's website at [www.atascadero.org](http://www.atascadero.org). Meetings are also broadcast on radio station KPRL AM 1230. Contact the City Clerk for more information at [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org) or (805) 470-3400.

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection during City Hall business hours at the Front Counter of City Hall, 6500 Palma Avenue, Atascadero, and on our website, [www.atascadero.org](http://www.atascadero.org). Contracts, Resolutions and Ordinances will be allocated a number once they are approved by the City Council. The minutes of this meeting will reflect these numbers. All documents submitted by the public during Council meetings that are either read into the record or referred to in their statement will be noted in the minutes and available for review in the City Clerk's office.

In compliance with the Americans with Disabilities Act, **if you need special assistance to participate in a City meeting or other services offered by this City**, please contact the City Manager's Office or the City Clerk's Office, both at (805) 470-3400. Notification at least 48 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

#### **TO SPEAK ON SUBJECTS NOT LISTED ON THE AGENDA**

Under Agenda item, "COMMUNITY FORUM", the Mayor will call for anyone from the audience having business with the Council to approach the lectern and be recognized.

1. Give your name for the record (not required)
2. State the nature of your business.
3. All comments are limited to 3 minutes.
4. All comments should be made to the Mayor and Council.
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present

This is the time items not on the Agenda may be brought to the Council's attention. A maximum of 30 minutes will be allowed for Community Forum (unless changed by the Council). If you wish to use a computer presentation to support your comments, you must notify the City Clerk's office at least 24 hours prior to the meeting. Digital presentations must be brought to the meeting on a USB drive or CD. You are required to submit to the City Clerk a printed copy of your presentation for the record. Please check in with the City Clerk before the meeting begins to announce your presence and turn in the printed copy.

#### **TO SPEAK ON AGENDA ITEMS (from Title 2, Chapter 1 of the Atascadero Municipal Code)**

Members of the audience may speak on any item on the agenda. The Mayor will identify the subject, staff will give their report, and the Council will ask questions of staff. The Mayor will announce when the public comment period is open and will request anyone interested to address the Council regarding the matter being considered to step up to the lectern. If you wish to speak for, against or comment in any way:

1. You must approach the lectern and be recognized by the Mayor
2. Give your name (not required)
3. Make your statement
4. All comments should be made to the Mayor and Council
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present
6. All comments limited to 3 minutes

The Mayor will announce when the public comment period is closed, and thereafter, no further public comments will be heard by the Council.



# **CITY OF ATASCADERO CITY COUNCIL**

## **DRAFT MINUTES**

**Tuesday, January 28, 2020**

**City Hall Council Chambers, 4th floor  
6500 Palma Avenue, Atascadero, California  
(Entrance on Lewis Ave.)**

**City Council Regular Session:**

**6:00 P.M.**

**City Council / Planning Commission  
Special Joint Meeting – Housing  
Element Update:**

**During Recess of the City  
Council Regular Meeting**

### **REGULAR SESSION – CALL TO ORDER: 6:00 P.M.**

Mayor Moreno called the meeting to order at 6:02 p.m. and led the Pledge of Allegiance.

### **ROLL CALL:**

Present: Council Members Fonzi, Funk, Newsom, Mayor Pro Tem Bourbeau and Mayor Moreno

Absent: None

Staff Present: City Manager Rachelle Rickard, Public Works Director Nick DeBar, Police Chief Jerel Haley, Community Development Director Phil Dunsmore, Fire Chief Casey Bryson, City Attorney Brian Pierik and Deputy City Manager/City Clerk Lara Christensen

### **APPROVAL OF AGENDA:**

- MOTION:** By Council member Funk and seconded by Council Member Fonzi to:
- 1. Approve this agenda as revised; and,**
  - 2. Waive the reading in full of all ordinances appearing on this agenda, and the titles of the ordinances will be read aloud by the City Clerk at the first reading, after the motion and before the City Council votes.**

***Motion passed 5:0 by a roll-call vote.***

**PRESENTATIONS:****1. Employee Recognition**

City Manager Rickard presented the following employees with Service Awards:

- **5 Years:** Nick DeBar, Public Works Director/City Engineer
- **15 Years:** Ryan Smith, WW Treatment Plant Operator II  
Tom Peterson, AFD Battalion Chief

**A. CONSENT CALENDAR:****1. City Council Draft Action Minutes – January 14, 2020**

- **Recommendation:** Council approve the January 14, 2020 Draft City Council Meeting Minutes. [City Clerk]

**2. December 2019 Accounts Payable and Payroll**

- **Fiscal Impact:** \$2,219,589.68
- **Recommendation:** Council approve certified City accounts payable, payroll and payroll vendor checks for December 2019. [Administrative Services]

Council Members Fonzi and Funk requested that Item #A-3 be pulled from the Consent Calendar for further discussion and separate vote.

**MOTION: By Mayor Pro Tem Bourbeau and seconded by Council Member Newsom to approve Consent Calendar Items A-1 and A-2.**  
***Motion passed 5:0 by a roll-call vote.***

**3. 2020 Traffic Way Sanitary Sewer Improvements Design Services Award**

- **Fiscal Impact:** \$231,840.00
- **Recommendation:** Council authorize the City Manager to execute a contract for \$231,840 with MNS Engineers, Inc. to provide design engineering services for the 2020 Traffic Way Sanitary Sewer Improvements Project (Project No. C2019W01). [Public Works]

Public Works Director DeBar answered questions from the Council.

**PUBLIC COMMENT:**

The following citizens spoke on this item: None.

***Mayor Moreno closed the Public Comment period.***

**MOTION: By Council Member Fonzi and seconded by Mayor Pro Tem Bourbeau authorize the City Manager to execute a contract for \$231,840 with MNS Engineers, Inc. to provide design engineering services for the 2020 Traffic Way Sanitary Sewer Improvements Project (Project No. C2019W01). (Contract No. 2020-001)**  
***Motion passed 5:0 by a roll-call vote.***

**UPDATES FROM THE CITY MANAGER:**

City Manager Rachelle Rickard gave an update on projects and issues within the City.

**COMMUNITY FORUM:**

The following citizens spoke during Community Forum: Jackie Kinsey (Exhibit A) and Max Zappas

***Mayor Moreno closed the COMMUNITY FORUM period.***

**RECESS:** Mayor Moreno recessed the meeting at 6:33 p.m. to the City Council / Planning Commission Joint Special Meeting on the Housing Element Update.

**RECONVENE:** Following the Joint Special Meeting, Mayor Moreno reconvened the City Council Meeting at 9:30 p.m. with all present.

**B. PUBLIC HEARINGS:****1. Title 9 Municipal Code Text Amendments (CPP19-0080)**

- **Fiscal Impact:** Staff expects minimal fiscal impact to the City from the adoption of the proposed code text amendments.
- **Recommendation:** Council introduce for first reading, by title only, a Draft Ordinance approving amendments to Title 9, Planning and Zoning, Chapters 2, 3, 4, and 6 of the Atascadero Municipal Code for minor text corrections. [Community Development]

**Ex Parte Communications**

Mayor Pro Tem Bourbeau reported speaking with several real estate agents in town as well as receiving an email from Scott Newton.

The remainder of the Council Members reported having no communications on this item.

Community Development Director Dunsmore gave the staff report and answered questions from the Council.

**PUBLIC COMMENT:**

The following citizens spoke on this item: Max Zappas, Scott Newton, and Eric Cleveland

***Mayor Moreno closed the Public Comment period.***

**MOTION:** By Council Member Funk and seconded by Council Member Newsom to introduce for first reading, by title only, a Draft Ordinance approving amendments to Title 9, Planning and Zoning, Chapters 2, 3, 4, and 6 of the Atascadero Municipal Code for minor text corrections, with the following change to Exhibit A of the Draft Ordinance:

- **Amend Table 3-3 (page 55 of the agenda packet) to remove the proposed changes to the Public Zoning District to continue to**

**allow Mini Storage within the Public Zoning District as a conditionally allowed use**

Deputy City Manager/City Clerk Christensen read the title of the Ordinance:

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ATASCADERO,  
CALIFORNIA, AMENDING TITLE 9, PLANNING AND ZONING,  
CHAPTERS 2, 3, 4, AND 6 OF THE ATASCADERO MUNICIPAL CODE**

***Motion passed 3:2 by a roll-call vote. Bourbeau and Fonzi voted "NO".***

**C. MANAGEMENT REPORTS: None.**

**D. COUNCIL ANNOUNCEMENTS AND COMMITTEE REPORTS:**

The following Council Members made brief announcements and gave brief update reports on their committees since their last Council meeting:

Council Member Fonzi

1. SLO Local Agency Formation Commission (LAFCo)

Council Member Funk

1. Homeless Services Oversight Council

**E. INDIVIDUAL DETERMINATION AND / OR ACTION: None.**

**F. ADJOURN**

Mayor Moreno adjourned the meeting at 10:41 p.m.

**MINUTES PREPARED BY:**

---

Lara K. Christensen  
Deputy City Manager / City Clerk

The following exhibit is available for review in the City Clerk's office:

- Exhibit A – Atascadero Library Events

**APPROVED:**



# **SPECIAL JOINT MEETING**

## **Atascadero City Council**

## **Atascadero Planning Commission**

**Tuesday, January 28, 2020**  
**6:00 P.M.**

***Or as soon thereafter as can be heard by the  
City Council and Planning Commission***

**Atascadero City Hall Council Chambers, 4<sup>th</sup> Floor**  
**6500 Palma Avenue, Atascadero, California**  
**(Enter from Lewis Avenue)**

# **DRAFT MINUTES**

## **ROLL CALL:**

Mayor Moreno called the meeting to order at 6:35 p.m.

## **ROLL CALL:**

Present: Planning Commissioners Anderson, Keen, Shaw, van den Eikof, Wolff, Vice Chair Dariz, and Chair Zirk; Council Members Fonzi, Funk, Newsom, Mayor Pro Tem Bourbeau, and Mayor Moreno

Absent: Commissioner Wolff

Staff Present: City Manager Rachelle Rickard, Community Development Director Phil Dunsmore, City Attorney Brian Pierik, Deputy City Manager/City Clerk Lara Christensen

## **DISCUSSION:**

### **1. 6th Cycle Housing Element Update (CPP19-0067)**

- Fiscal Impact: None.
- Recommendation: City Council and Planning Commission provide feedback to staff and the Housing Element Consultant based on the proposed work plan and community input. [Community Development]

Mayor Moreno gave a brief overview of the meeting and Community Development Director Dunsmore presented a brief history of and introduction to the Housing Element Update.

Genevieve Sharrow, MIG, gave a presentation on the Housing Element Update.

Mayor Moreno recessed the meeting at 7:56 p.m.

Mayor Moreno reconvened the meeting at 8:07 p.m. with all present.

**PUBLIC COMMENT:**

The following citizens spoke during Public Comment: Max Zappas, Anne Wyatt, Ian Denchasy, Al Clark, Eric Cleveland, and Susan Moore

***Mayor Moreno closed the PUBLIC COMMENT period.***

**The City Council and Planning Commissioners discussed and provided feedback to staff and the Housing Element Consultant based on the proposed work plan, community input, and questions posed in the Staff Report.**

**ADJOURNMENT:**

Mayor Moreno adjourned the meeting at 9:21 p.m. to the Regular Session of the City Council Meeting currently in session and the Planning Commission to its next Regular Session on February 4, 2020.

**MINUTES PREPARED BY:**

---

Lara K. Christensen  
Deputy City Manager / City Clerk

**APPROVED:**

# NOTICE OF SPECIAL MEETING

## ATASCADERO CITY COUNCIL

Friday, January 31, 2020, 6:00 P.M.  
Saturday, February 1, 2020, 9:00 A.M.

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

\*\*\*\*\*

## Workshop - Mid-Cycle Update

### DRAFT MINUTES

FRIDAY, JANUARY 31, 2020, 6:00 P.M.

Mayor Moreno called the meeting to order at 6:00 p.m.

#### ROLL CALL:

Present: Council Members Fonzi, Funk, Newsom, Mayor Pro Tem Bourbeau and Mayor Moreno

Absent: None

Staff Present: City Manager Rachelle Rickard, Administrative Services Director Jeri Rangel, Community Development Director Phil Dunsmore, Public Works Director Nick DeBar, Police Chief Jerel Haley, Fire Chief Casey Bryson, Deputy City Manager/City Clerk Lara Christensen and Deputy City Manager Terrie Banish

#### COMMUNITY FORUM:

The following persons spoke during public comment: None.

***Mayor Moreno closed the COMMUNITY FORUM period.***

#### COUNCIL WORKSHOP – Mid-Cycle Update

##### 1. Welcome and Introductions

After brief introductions of those in the room, City Manager Rickard outlined the goals of the

workshop and noted that the agenda would be rearranged slightly to allow a conference call with Tim McLarney, True North Research, to discuss the topline results of the ballot measure feasibility survey as part of Item #3, Action Plan Review, and he was only available from 6:15 p.m. to 6:45 p.m.

## **2. 2019 Strategic Planning Process**

Overview and discussion of 2019 Strategic Planning process

Chief Haley led the Council through an exercise to remind everyone of the identity and culture of Atascadero first identified in the 10-year vision in 2014 (Exhibits A and B) and went through a brief overview of the 2019 Strategic Planning process.

## **3. Action Plan Review**

Review and discuss the 2019-2021 Action Plan

City Manager Rickard noted that one of the three Strategic Priorities identified by the City Council was to Foster Financial Sustainability. She then briefed the Council on the ballot measure feasibility survey, noting that the consultant would be presenting in-depth to the Council at the March 24 Meeting. Via conference call, Tim McLarney of True North Research reviewed the topline results of the survey (Exhibit C) and answered questions from the Council.

## **2. 2019 Strategic Planning Process (Cont.)**

Overview and discussion of 2019 Strategic Planning process

Following review of the ballot measure feasibility survey topline results, the Council, led by Chief Haley, resumed discussion on the 2019 Strategic Planning process.

## **COMMUNITY FORUM:**

The following persons spoke during public comment: Victoria Carranza, Zoe Zappas, Tori Keen and Greg Cobarr.

***Mayor Moreno closed the COMMUNITY FORUM period.***

***Mayor Moreno recessed the meeting at 8:07 p.m.***

***Mayor Moreno reconvened the meeting with all present at 8:21 p.m.***

## **3. Action Plan Review (Cont.)**

Review and discuss the 2019-2021 Action Plan

City Manager Rickard and the Department Heads presented the 2019-2021 Action Plan Update and answered questions from the City Council.

## **ADJOURNMENT:**

Mayor Moreno adjourned the meeting at 9:21 p.m. to Saturday, February 1, 2020, at 9:00 a.m. to continue the Mid-Cycle Update Workshop.

**SATURDAY, FEBRUARY 1, 2020, 9:00 A.M.**

Mayor Moreno called the meeting to order at 9:04 a.m.

**ROLL CALL:**

Present: Council Members Fonzi, Funk, Newsom, Mayor Pro Tem Bourbeau and Mayor Moreno

Absent: None

Staff Present: City Manager Rachelle Rickard, Administrative Services Director Jeri Rangel, Community Development Director Phil Dunsmore, Public Works Director Nick DeBar, Police Chief Jerel Haley, Fire Chief Casey Bryson, Deputy City Manager/City Clerk Lara Christensen and Deputy City Manager Terrie Banish

**COMMUNITY FORUM:**

The following persons spoke during public comment: None

***Mayor Moreno closed the COMMUNITY FORUM period.***

**COUNCIL WORKSHOP – Mid-Cycle Update**

**1. Decision Criteria**

Review and discussion of the decision-making criteria adopted as part of the 2019-2021 Action Plan

Chief Haley led the Council through an exercise on perspective and consensus. He then reminded City Council of the Decision Criteria and Strategic Priorities adopted as part of the 2019-2021 Action Plan.

**2. Council Topics**

Broad discussion and general Council direction to staff on the topics listed below to potentially bring forward to Council for future discussion:

- a. Chamber of Commerce contract

The City Council, along with staff and Chamber of Commerce President & CEO Emily Reneau, discussed the scope of work, term and compensation of the Chamber contract.

***Mayor Moreno recessed the meeting at 10:33 a.m.***

***Mayor Moreno reconvened the meeting with all present at 10:42 a.m.***

- b. Role/function of the Design Review Committee

The City Council discussed the role and function of the DRC, reviewing the intent and purpose of the DRC and how the Committee can be more effective.

c. Blighted Properties

The City Council discussed ways to address blighted, vacant, and non-conforming commercial properties in key development areas in the City beginning with addressing these types of properties in the downtown area.

***Mayor Moreno recessed the meeting at 12:10 p.m.***

***Mayor Moreno reconvened the meeting with all present at 12:23 p.m.***

d. Downtown Infrastructure Enhancement Plan

The City Council reviewed updated plans. Public Works Director DeBar reported that the plans would go out for additional public review and input over the next couple of months.

e. Disposition of East Mall properties

City Manager Rickard gave a brief update on the properties and received direction from Council to address potential use and/or disposition of these properties.

f. Shopping Cart Ordinance

Chief Haley briefed the City Council on a potential ordinance to bring back to the City Council at a future date.

g. Community Facilities District 2005-1

City Manager Rickard removed this item from the agenda and noted that staff would bring this back to Council for review and discussion at a later date.

h. Cannabis

City Manager Rickard provided Cannabis staff reports from 2017 (Exhibit D) gave a brief review on the City Council's 2017 decision regarding allowable commercial cannabis uses in the City and received direction from the City Council on what type of information to bring back to the City Council for further discussion at a future Council Meeting.

i. Vaping

The City Council discussed the new Federal laws impacting the use and sale of vaping/e-cigarette products by youth in the community and how those new regulations partner with the City's Smoking Ordinance.

**3. Other Council Topics**

After discussion, City Manager Rickard inquired as to whether there were other topics to be identified, related to the Strategic Priorities, and no additional topics were brought forward by the City Council.

In closing, Mayor Moreno thanked everyone for attending.

**ADJOURNMENT:**

Mayor Moreno adjourned the meeting at 2:21 p.m. to the next Regular Session on Tuesday, February 11, 2020.

**MINUTES PREPARED BY:**

---

Lara K. Christensen  
Deputy City Manager / City Clerk

The following exhibits are available for review in the City Clerk's office:

- Exhibit A – 2014 Atascadero City Council Long-Term Goals
- Exhibit B – Word Cloud sheet for Atascadero
- Exhibit C – Revenue Measure Feasibility Survey Topline Results
- Exhibit D – Cannabis staff reports from 2017

**APPROVED:**



# ***Atascadero City Council***

## ***Staff Report - Community Development Department***

---

### **Title 9 Municipal Code Text Amendments (CPP19-0080)**

#### **RECOMMENDATION:**

Council adopt on second reading, by title only, a Draft Ordinance approving amendments to Title 9, Planning and Zoning, Chapters 2, 3, 4, and 6 of the Atascadero Municipal Code for minor text corrections.

#### **DISCUSSION:**

At the January 28, 2020 City Council meeting, a Draft Ordinance was introduced to amend Title 9, Chapters 2, 3, 4, and 6 of the Atascadero Municipal Code.

The amendments to the Atascadero Municipal Code encompass text corrections to existing sections of Title 9, while ensuring General Plan and land use compatibility with the Zoning Code. The primary updates to Title 9 specify the scope of outdoor storage uses in commercial zones and the new definitions will specify the location and amount of outdoor storage uses and ensure compatibility with the General Plan and zoning definitions.

The amendments to Title 9 are intended to implement General Plan Policy and move forward Action Plan Goals that were adopted by City Council in 2019. At the January 2019 Strategic Planning Session, City Council directed staff to evaluate various options towards quality development projects and ensure that the Commercial Park Zone is developed as intended in the General Plan.

Following staff's presentation and public testimony, the City Council decided to continue to allow Mini Storage within the Public Zoning District as a conditionally allowed use and wait until a future General Plan update to consider this zoning text change. The Draft Ordinance for the second reading does not include any reference to removal of the Mini Storage use in the Public (P) zone. All other Title 9 text changes, included in the introduction of the Draft Ordinance, remain the same.

On January 28, 2020, the City Council voted 3-2 to approve the introduction of the Draft Ordinance with the following change to Exhibit A of the Draft Ordinance:

- Amend Table 3-3 (page 55 of the agenda packet) to remove the proposed changes to the Public Zoning District to continue to allow Mini Storage within the Public Zoning District as a conditionally allowed use.



**FISCAL IMPACT:**

Staff expects minimal fiscal impact to the City from the adoption of the proposed code text amendments.

**ATTACHMENT:**

Draft Ordinance

**DRAFT ORDINANCE**

**AN ORDINANCE OF THE CITY COUNCIL OF THE  
CITY OF ATASCADERO, CALIFORNIA, AMENDING TITLE 9,  
PLANNING AND ZONING, CHAPTERS 2, 3, 4, AND 6 OF THE  
ATASCADERO MUNICIPAL CODE**

**(CPP19-0080)**

**WHEREAS**, the Planning Commission has determined that it is in the best interest of the City to enact these amendments to Title 9 Planning and Zoning of the Municipal Code for consistency with the General Plan and to maintain a clear and legible set of Zoning Regulations that is easily interpreted by the public and staff; and

**WHEREAS**, the laws and regulations relating to the preparation and public notice of environmental documents, as set forth in the State and local guidelines for implementation of the California Environmental Quality Act (CEQA) have been adhered to; and

**WHEREAS**, the Planning Commission of the City of Atascadero, at a Public Hearing held on November 19, 2019, studied and considered the proposed amendments; and

**WHEREAS**, the Planning Commission of the City of Atascadero has recommended approval of the amendments; and

**WHEREAS**, a timely and properly noticed Public Hearing upon the subject Title 9 Zoning Text Change amendments was held by the City Council of the City of Atascadero at which hearing evidence, oral and documentary, was admitted on behalf of said amendments.

**NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF ATASCADERO  
HEREBY ORDAINS AS FOLLOWS:**

**SECTION 1. Recitals:** The above recitals are true and correct.

**SECTION 2. Public Hearing.** The City Council of the City of Atascadero, at a Public Hearing held on January 28, 2020 considered the proposed zoning text amendments.

**SECTION 3. Findings.** The City Council makes the following findings, determinations and approvals with respect to the Municipal Code Text Amendments:

FINDING: The Title 9 text amendments are consistent with General Plan policies and all other applicable ordinances and policies of the City.

FACT: The proposed Title 9 text amendments align the code requirements with the vision, intent, and policies of the adopted General Plan.

FINDING: These Amendments of the Zoning Ordinance will provide for the orderly and efficient use of lands where such development standards are applicable.

FACT: The proposed Title 9 text amendment provides for orderly development within accordance with the adopted General Plan for the compatible use of the property based on neighborhood characteristics.

FINDING: The Title 9 text amendment will not in itself result in significant environmental impacts.

FACT: The proposed text changes are minor and do not trigger any environmental impacts.

**SECTION 4. CEQA.** The proposed Title 9 zoning text change is exempt from the California Environmental Quality Act (CEQA), Public resources Code Section 21000 et seq., because it can be seen with certainty that there is no possibility that the enactment of this Ordinance would have a significant effect on the environment (Pub. Resources Code § 21065; CEQA Guidelines §15061(b)(3)).

**SECTION 5. Approval.** The City Council of the City of Atascadero, in a regular session assembled on January 14, 2020, resolved to introduce for second reading by title only, an Ordinance that would amend Title 9 of the City of Atascadero Municipal Code as detailed in Exhibit A attached hereto and incorporated herein by this reference.

**SECTION 6. Interpretation.** This Ordinance must be broadly construed in order to achieve the purposes stated in this Ordinance. It is the City Council's intent that the provisions of this Ordinance be interpreted or implemented by the City and others in a manner that facilitates the purposes set forth in this Ordinance.

**SECTION 7. Preservation.** Repeal of any provision of the AMC or of any previous Code Sections, does not affect any penalty, forfeiture, or liability incurred before, or preclude prosecution and imposition of penalties for any violation occurring before this Ordinance's effective date. Any such repealed part will remain in full force and effect for sustaining action or prosecuting violations occurring before the effective date of this Ordinance.

**SECTION 8. Effect of Invalidation.** If this entire Ordinance or its application is deemed invalid by a court of competent jurisdiction, any repeal or amendment of the AMC or other City Ordinance by this Ordinance will be rendered void and cause such previous AMC provision or other City Ordinance to remain in full force and effect for all purposes.

**SECTION 9. Severability.** If any part of this Ordinance or its application is deemed invalid by a court of competent jurisdiction, the City Council intends that such invalidity will not affect the effectiveness of the remaining provisions or applications and, to this end, the provisions of this Ordinance are severable.

**SECTION 10. Notice.** The City Clerk is directed to certify the passage and adoption of this Ordinance; cause it to be entered into the City of Atascadero's book of original ordinances; make a note of the passage and adoption in the records of this meeting; and, within fifteen (15)

days after the passage and adoption of this Ordinance, cause it to be published or posted in accordance with California law.

**SECTION 11. Effective Date.** This Ordinance will take effect on the 30th day following its final passage and adoption.

**INTRODUCED** at a regular meeting of the City Council held on January 28, 2020, and **PASSED, APPROVED** and **ADOPTED** by the City Council of the City of Atascadero, State of California, on February 11, 2020.

CITY OF ATASCADERO

---

Heather Moreno, Mayor

ATTEST:

---

Lara K. Christensen, City Clerk

APPROVED AS TO FORM:

---

Brian A. Pierik, City Attorney

## Exhibit A

### AMC 9-4.110

#### 9-4.110 Projections into required setbacks.

Uncovered Decks. When constructed with a height more than thirty (30) inches above the surrounding finish grade, a wood deck may extend into required setbacks as follows (decks less than thirty (30) inches high are exempt from these requirements).—See Section 9-4.104(a):

- (1) Front Setback. A deck is not to be located therein.
  - (2) Side Setback. As determined by the Uniform Building Code.
  - (3) Rear Setback. A deck may occupy up to thirty percent (30%) of a required rear setback, but is to extend no closer than three (3) feet to the rear property line.
- (b) Fire Escapes. A ladder or stairs designed to be used exclusively as an upper floor fire escape may project into a required setback only as provided by the Uniform Building Code.
- (c) Roof and Wall Features. Cantilevered and projecting architectural features including chimneys, bay windows, balconies, cornices, eaves, rain gutter, signs (where allowed), display windows, and solar collectors may project into a required setback only as allowed by the Uniform Building Code.
- (d) Porches.
- (1) Front Porch. A covered front porch may project up to six (6) feet into a required front setback, provided that the floor level of the porch is to be no higher than the ground level of the building. An unenclosed front porch is not limited on its projection, provided it is one hundred (100) square feet or less in area.
  - (2) Side Porch. A porch and/or outside stairway may be located in a required side setback provided the porch is not roofed or enclosed below the steps and does not extend into the side setback more than allowed by the Uniform Building Code.
  - (3) Rear Porch. A porch in the required rear setback is subject to the same limitations as a deck, pursuant to subsection (a)(3) of this section.
- (e) Flag Lots. Six (6) foot fences shall be allowed within the front yard setback area, but in no case shall a six (6) foot fence be allowed within an area connecting the required front yard setback areas for any adjoining lots. Trash enclosures may encroach into the front yard setback area but shall maintain a five (5) foot setback from adjoining property lines and shall not be located within the access strip.

### AMC 9-9.102 General Definitions

**Driveway.** A road providing access to a site or land use from a street. A driveway serves no more than five (5) separately owned parcels (see also “Road, private”).

**Road, private.** A road providing vehicular access to five (5) or more lots of record that is not in the City-maintained road system.

## **AMC 9-2.107**

### **9-2.107 Design Review Committee.**

(a) **Purpose.** The Design Review Committee is established to implement the goals and policies of the General Plan. The intent is to ensure that the physical design of new development meets the following objectives:

- (1) Maintaining the rural character and identity of Atascadero;
- (2) Enhancing the appearance and character of the City, by reviewing the architecture and site plans for commercial, office, industrial, single-family residential subject to CEQA and multifamily residential projects;
- (3) Ensuring that development is compatible with surrounding uses and improvements by requiring building designs that provide appropriate visual appearance and site plans to mitigate neighborhood impacts.

(b) **Design Review Committee—Composition.** The City Council shall appoint the Design Review Committee. The Design Review Committee shall consist of the following:

- (1) Two (2) members of the City Council;
- (2) Two (2) members of the Planning Commission;
- (3) One (1) at large member resident of the City. This at large member shall be a resident of the City. The Council shall choose an at large member that best fits the intent of the Design Review Committee.

(c) **Terms of Service.** The Design Review Committee members from the City Council and Planning Commission shall serve a two (2) year term. This service term shall commence at the date of appointment. The at large member resident shall have a service term of two (2) years. This term shall begin at the date of appointment by the City Council.

(d) **Authority.** The Design Review Committee has the authority to approve and make recommendation in regards to the architectural appearance, signage, site plan and landscape plan of the following projects:

- (1) All multifamily residential projects;
- (2) All nonresidential projects, including commercial, office, mixed-use, and industrial developments;
- (3) All public facility projects and buildings;
- (4) Development in an open space zoning district;
- (5) Any residential single-family residential development requesting a planned development permit;
- (6) Development projects requiring a conditional use permit, zone change or general plan amendment.

(e) **Meeting.** The Design Review Committee shall convene once a week, as needed. This meeting shall consist of the Committee, the Community Development Director, pertinent City staff members and the applicant.

(f) Appearance Review Approval. The Design Review Committee shall take into consideration the following criteria in either approving the design of a project or making recommendations for projects that require Planning Commission approval. The Design Review Committee may require or recommend additional conditions of approval. The following is a list of criteria that the Design Review Committee shall take into consideration:

(1) The goals and policies established by the General Plan;  
(2) Guidelines and standards for development set forth by the Appearance Review Manual;

(3) The proposed development plan is compatible with, and is not detrimental to, surrounding land uses and improvements provide appropriate visual appearance.

(g) Determination.

(1) The Community Development Director shall provide the applicant with correspondence regarding the outcome of the meeting, including any additional conditions of approvals that is required or recommended by the Committee.

(h) Compliance. All requirements imposed by the Design Review Committee shall be incorporated into a building permit and completed prior to permit final. Failure to comply with the requirements of the Design Review Committee constitutes a violation of this code.

(i) Appeals. Appeals of decisions from the Design Review Committee shall be made to the Planning Commission and filed within fourteen days (14) days of the Design Review Committee's decision. Any additional appeals shall be consistent with Section 9-1.111 of this chapter. If the Design Review Committee cannot reach a decision on a design review issue, the Committee may refer this issue to the Planning Commission.

## **AMC 9-12.105**

### **9-12.105 Special application requirements for condominium projects and condominium conversions.**

A conditional use permit application for a condominium project shall be completed and submitted along with an environmental assessment form completed to the satisfaction of the Community Development Director and all other information as described on the checklist attached to the application.

An application for a tentative map or tentative parcel map shall be submitted concurrently with the conditional use permit application. The tentative map or tentative parcel map shall be accompanied by all information described in the checklist attached to the application.

Where the information requirements for a conditional use permit and tentative map conflict, the requirements for the greatest amount of information shall apply.

## **AMC 9-3.341 through 9-3.347**

### **9-3.341 CN Zone**

The following are property development standards for the CN in addition to those found in Chapters 9-4, 9-6, and other special use regulations found in this title:

(a) Lot Size. The minimum lot size in the Commercial Neighborhood Zone shall be one half (1/2) acres. Smaller lot sizes may be allowed for planned commercial and industrial developments, including condominiums, where the Planning Commission determines that such

smaller lot sizes will not be detrimental to the purpose and intent of the Commercial Neighborhood Zone.

(b) Multifamily Dwellings. Multifamily dwellings are permitted with a minor conditional use permit when located on the second floor or above.

(c) Fire backflow devices. Fire backflow devices are required to be integrated into the site or building design, are prohibited in any public right-of-way, and must also be accessible to Fire Department and Water Company personnel at all times.

(d) Fire connection devices. Fire department connections shall be installed in accordance with the NFPA standard applicable to the system design and shall comply with Sections 912.2 through 912.7 of the California Fire Code.

### **9-3.342 CP Zone**

The following are property development standards for the CP in addition to those found in Chapters 9-4, 9-6, and other special use regulations found in this title

(a) Lot Size. The minimum lot size in the Commercial Professional Zone shall be one half (1/2) acre. Smaller lot sizes may be allowed for planned commercial and industrial developments, including condominiums, where the Planning Commission determines that such smaller lot sizes will not be detrimental to the purpose and intent of the Commercial Professional Zone.

(b) Fire backflow devices. Fire backflow devices are required to be integrated into the site or building design, are prohibited in any public right-of-way, and must also be accessible to Fire Department and Water Company personnel at all times.

(c) Fire connection devices. Fire department connections shall be installed in accordance with the NFPA standard applicable to the system design and shall comply with Sections 912.2 through 912.7 of the California Fire Code.

### **AMC 9-3.343 CR Zone**

The following are property development standards for the CR in addition to those found in Chapters 9-4, 9-6, and other special use regulations found in this title:

(a) Lot Size. The minimum lot size in the Commercial Retail Zone shall be one half (1/2) acre. Smaller lot sizes may be allowed for planned commercial and industrial developments, including condominiums, where the Planning Commission determines that such smaller lot sizes will not be detrimental to the purpose and intent of the Commercial Retail Zone.

(b) Parking. Parking areas designated to have vehicles facing El Camino Real or the freeway shall be screened with a landscaped berm a minimum of thirty (30) inches in height.

(c) Setback. A minimum freeway setback of ten (10) feet shall be provided. Said setback area shall be landscaped.

(d) Utilities. All new and existing utilities shall be installed underground.

(e) Fire backflow devices. Fire backflow devices are required to be integrated into the site or building design, are prohibited in any public right-of-way, and must also be accessible to Fire Department and Water Company personnel at all times.

(f) Fire connection devices. Fire department connections shall be installed in accordance with the NFPA standard applicable to the system design and shall comply with Sections 912.2 through 912.7 of the California Fire Code.

### **AMC 9-3.344 CS Zone**

The following are property development standards for the CS in addition to those found in Chapters 9-4, 9-6, and other special use regulations found in this title:



- (a) Lot Size. The minimum lot size in the Commercial Service Zone shall be one (1) acre. Smaller lot sizes may be allowed for planned commercial and industrial developments, including condominiums, where the Planning Commission determines that such smaller lot sizes will not be detrimental to the purpose and intent of the Commercial Service Zone.
- (b) Fire backflow devices. Fire backflow devices are required to be integrated into the site or building design, are prohibited in any public right-of-way, and must also be accessible to Fire Department and Water Company personnel at all times.
- (c) Fire connection devices. Fire department connections shall be installed in accordance with the NFPA standard applicable to the system design and shall comply with Sections 912.2 through 912.7 of the California Fire Code.

#### **AMC 9-3.345 CT Zone**

The following are property development standards for the CT in addition to those found in Chapters 9-4, 9-6, and other special use regulations found in this title:

- (a) Lot Size. The minimum lot size in the Commercial Tourist Zone shall be one (1) acre. Smaller lot sizes may be allowed for planned commercial and industrial developments, including condominiums, where the Planning Commission determines that such smaller lot sizes will not be detrimental to the purpose and intent of the Commercial Tourist Zone.
- (b) Fire backflow devices. Fire backflow devices are required to be integrated into the site or building design, are prohibited in any public right-of-way, and must also be accessible to Fire Department and Water Company personnel at all times.
- (c) Fire connection devices. Fire department connections shall be installed in accordance with the NFPA standard applicable to the system design and shall comply with Sections 912.2 through 912.7 of the California Fire Code.

#### **AMC 9-3.346 CPK Zone**

The following are property development standards for the CPK in addition to those found in Chapters 9-4, 9-6, and other special use regulations found in this title:

- (a) Lot Size. The minimum lot size in the Commercial Park Zone shall be two (2) acres. Smaller lot sizes may be allowed for planned commercial and industrial developments, including condominiums, where the Planning Commission determines that such smaller lot sizes will not be detrimental to the purpose and intent of the Commercial Park Zone.
- (b) Parking. Customer and employee parking areas designed to have vehicles facing El Camino Real or the freeway shall be screened with a landscaped berm a minimum of thirty (30) inches in height. This may be modified through the conditional use permit process.
- (c) Setback. A minimum freeway setback shall be provided. Said setback shall be landscaped. This may be modified through the conditional use permit process.
- (d) Utilities. All new and existing utilities shall be installed underground.
- (e) Fire backflow devices. Fire backflow devices are required to be integrated into the site or building design, are prohibited in any public right-of-way, and must also be accessible to Fire Department and Water Company personnel at all times.
- (f) Fire connection devices. Fire department connections shall be installed in accordance with the NFPA standard applicable to the system design and shall comply with Sections 912.2 through 912.7 of the California Fire Code.

### AMC 9-3.347 DC/DO Zone

The following are property development standards for both the DC and DO zoning districts, in addition to those found in Chapters 9-4, 9-6, and other special use regulations found in this title.

Development Feature	Requirement by Zoning District	
	DC	DO
	Downtown Commercial	Downtown Office
Minimum lot size	No minimum	
Setbacks	<i>Minimum and maximum setbacks required. See Section 9-4.103 for setback requirement, allowed projections into setbacks, and exceptions to setbacks.</i>	
Front	None allowed, except for building insets designed to accommodate outdoor eating and seating areas, and except for East Mall between El Camino Real and Palma Avenue, where a minimum of 20 feet is required.	As required by Section 9-4.106 when adjacent to a residential zone, none required otherwise.
Sides (each)	None required	
Rear	None required	
Creek	To be determined through Design Review	
Height limit	45 feet not to exceed 3 stories; 18 feet on the west side of El Camino Real between Atascadero Creek and the lot line common to Lots 19 and 20, Block H-B, Atascadero Colony Map.	35 feet
Landscaping	As required by Section 9-4.124 et seq. (Landscaping, screening and fencing)	
Off-street parking	None required, except as required by Section 9-4.114 for hotels, motels, residential uses, offices, government offices and facilities, and health care services, and for all development east of Atascadero Creek.	As required by Section 9-4.114 et seq.
Signs	See Chapter 9-15	
Density	20 dwelling units/acre maximum	20 dwelling units/acre maximum
Fire Backflow Devices	(a) Fire backflow devices. Fire backflow devices are required to be integrated into the site or building design, are prohibited in any public right-of-way, and must also be accessible to Fire Department and Water Company personnel at all times. (b) Fire connection devices. Fire department connections shall be installed in accordance with the NFPA standard applicable to the system	

Development Feature	Requirement by Zoning District	
	DC	DO
	Downtown Commercial	Downtown Office
Minimum lot size	No minimum	
	design and shall comply with Sections 912.2 through 912.7 of the California Fire Code.	

#### AMC 9-4.118

- (4) **Mixed Function Buildings.** Where a building occupied by a single use contains several functions, such as sales, office and storage areas, parking shall be as required for the principal use for the gross floor area (total area of all internal functions); except that when storage areas are larger than two thousand (2000) square feet, the parking requirement is to be determined separately for those areas, as specified for warehousing.
- (5) **Assigned parking.** For projects where a parking reduction is granted, assigned parking spaces are prohibited.
- (6) **Terms Used in Charts.**

#### AMC 9-3.500 Definitions

**Contract Construction Services (Indoor).** Office uses with or without indoor storage facilities operated by, or on behalf of, a building contractor, exterminator, janitorial service or similar. Can include the indoor storage of materials used for repair and maintenance of contractor's own equipment and for use by the contractor. All uses must be located within an approved, permitted building. Outdoor storage of construction related vehicles, fleet, or accessory storage (other than an approved parking lot for employees or fleet vehicles) is limited to 10 percent of the floor area of the fully enclosed building utilized for the business.

**Contract Construction Services (Outdoor).** Office uses with outdoor facilities operated by, or on behalf of, a building contractor, exterminator, janitorial service, or similar. Outdoor uses may include storage of large equipment, vehicles, and/or other materials commonly used in the individual contractor's type of business and can include the storage of materials used for repair and maintenance of contractor's own equipment. May also include accessory buildings or structures for uses by the contractor. An on-site office building is required. All applicable development standards listed in the code as well as standards for outdoor storage uses must be met.

**Vehicle and Equipment Storage (Indoor).** Service establishments primarily engaged in the business of storing cars, buses and other motor vehicles; recreational vehicles (such as campers, motor homes, boats); construction equipment; and farm equipment. Does not include wrecking yards, which are classified in "recycling and scrap." All uses of the site must be located within an approved, permitted building and outdoor storage shall be limited to 10 percent of the floor area of the building utilized for the business.

**Vehicle and Equipment Storage (Outdoor).** Service establishments primarily engaged in the business of storing cars, buses and other motor vehicles; recreational vehicles (such as campers, motor homes, boats); construction equipment; and farm equipment. Does not include wrecking yards, which are classified in “recycling and scrap.” Storage of oversized commercial vehicles is also subject to section 9-6.103.

**Accessory Storage.** The indoor or outdoor storage of various materials on the same site as a principal building or land use which is other than storage, which supports the activities or conduct of the principal use. Outdoor accessory storage is limited to 10 percent of the floor area of the principal building in accordance 9-6.103.

### **9-6.103 Accessory storage.**

Where the principal building or use on a site is some use other than storage, and storage accessory to that use is also located on the site, the accessory storage is subject to the following standards (see also Section 9-6.140). A zoning approval is not required to establish accessory storage except when subsections (b) and (g) of this section requires such approval for a specific type of storage.

Where the principal building or use on a site is some use other than storage, and storage accessory to that use is also located on the site, the accessory storage is subject to the following standards (see also Section 9-6.140). A zoning approval is not required to establish accessory storage except when subsections (b) and (g) of this section requires such approval for a specific type of storage.

(a) Outdoor accessory storage is limited to 10 percent of the floor area of the principal building.

(1) Any size modification for outdoor accessory storage over 10 percent of principal floor area will require a conditional use permit.

(b) **Building Materials and Equipment.** Building materials and equipment being used in a construction project on the same or adjacent site may be stored on or adjacent to the construction site as long as a valid building permit is in effect for construction on the premises. Building materials and equipment include stockpiles of construction materials, tools, equipment, and building component assembly operations. When storage is proposed on a lot adjacent to the construction site, the application for the project is to also describe the storage site. Temporary storage of construction materials on a site not adjacent to the construction is subject to Section 9-6.175.

(c) **Commercial Vehicles.** This subsection applies to the accessory storage of vehicles used for shipping and/or the delivery of freight and products in support of a business or used for other commercial activity, when such vehicles are larger than a standard passenger car, pickup truck or van. Storage means parking a commercial vehicle longer than for a single weeknight, weekend or holiday. The storage of vehicles as a principal use is subject to the standards of Section 9-6.183.

(1) Commercial vehicles are to be stored in an enclosed building unless otherwise allowed by the provisions of this code.

(2) The storage of agricultural vehicles in the A Zone is unrestricted.

(3) Commercial vehicles may be allowed in residential zones where the resident of the premises can show that:

- (i) The site is of sufficient size to allow parking of the vehicle in the buildable area of the site; and
- (ii) The number of such vehicles is limited to a maximum of one (1); and
- (iii) The vehicle can be maintained on the site in a manner which will not be disturbing to nearby residents as a result of unsightly appearance, excessive noise, or operation between 9:00 p.m. and 7:00 a.m.; and
- (iv) The vehicle due to its size, length or weight will not damage streets leading to the site beyond normal levels and will not create traffic safety problems due to maneuvering necessary to enter and exit the site; and

(v) There are no other suitable locations available to store the vehicle.

(c) Inoperative Vehicles. The storage or keeping of inoperative vehicles is subject to the following. Nothing in this title shall be construed as preventing the abatement of an inoperative vehicle which is found to be a nuisance:

(1) Vehicles Under Commercial Repair. The repair of vehicles is allowed only in commercial or industrial zones as provided by Chapter 9-3, except for repair of a personal vehicle by the vehicle owner on a site owned or rented by the vehicle owner. The storage of inoperative vehicles in a commercial or industrial zone for the purposes of repair, alteration, painting, impoundment or temporary storage by a towing service is subject to Section 9-6.168.

(2) Wrecked and Abandoned Vehicle Dismantling or Storage. Any area used for the dismantling of inoperative vehicles or for the storage of wrecked or abandoned vehicles not being dismantled or repaired is subject to Section 9-6.131.

(3) Automobiles Stored in Residential Areas. The storage of inoperative vehicles in a residential zone is limited to one vehicle when stored outdoors. Such storage may be located only where it is within the buildable area of the site. Inoperative vehicles may be abated as set forth in Chapter 9-8. Storage of such vehicles within an approved accessory building (Section 9-6.106) is not subject to limitation on the number of vehicles.

(d) Accessory Storage of Flammable and Combustible Liquids. The accessory storage of flammable and combustible liquids is subject to the following standards:

(1) Limitations on Quantity. The quantity of flammable or combustible liquids stored on a site shall be limited as follows:

(i) Residential Zones. Ten (10) gallons, unless authorized through precise plan approval. Excluded from this requirement is the storage of flammable liquids in the fuel tanks of self-propelled vehicles, mobile power or heat generators or similar equipment and the storage of paints, oils, varnishes or combustible mixtures when such liquids are stored for maintenance, painting or similar purposes. The storage of propane or other fuels which provide energy to heat a residence is also excluded from this limitation, when such storage is in tanks directly connected to the residence for consumption or when the quantity is limited to a reasonable reserve for personal use which is stored in an approved manner.

(ii) Agricultural, Commercial and Industrial Zones. Storage shall be limited to the following quantities on any single building site, unless greater quantities are authorized through conditional use permit approval:

<b>Type of Storage</b>		
<b>Type of Liquid</b>	<b>Above Ground</b>	<b>Underground</b>
Combustible	1,000 gallons	Unlimited
Flammable	1,000 gallons	20,000 gallons

(2) Setbacks. Aboveground storage facilities for flammable or combustible liquids shall be set back a minimum of fifty (50) feet from any property line and from any residential use on the same property.

(3) Additional Standards.

(i) All storage of bulk flammable liquids shall be underground; except as specified by subsection (d)(1)(i) of this section; except where a refining or similar industrial use has been allowed in the CPK, IP or I Zone; and except, where an automobile service station or other approved vendor of flammable liquids stores such liquids for sale in approved quantities and containers.

(ii) All aboveground storage of flammable and combustible liquids shall be within types of containers approved by the Fire Department.

(iii) Access, circulation and emergency fire equipment requirements of the Fire Department shall be provided or installed within thirty (30) days where such need has been identified and posted by the Fire Department.

(e) Recreational Vehicles in Residential Zones. The storage of recreational vehicles or dependent trailers or RV equipment (camper shells, etc.), airplanes, and boats is permitted as an accessory use in the RSF, LSF, RMF, RS, or A Zones as follows (the storage of recreational vehicles in other zones is subject to Section 9-6.183; the storage of mobile homes is subject to Section 9-6.142(c)):

(1) Location of Storage. Recreational vehicles are not to be stored in the required front setback area.

(2) Use. Recreational vehicles are not to be used for living, sleeping or housekeeping purposes except as provided by Section 9-6.176.

(f) Scrap and Junk. The outdoor storage of scrap, junk and miscellaneous articles and materials accessory to another use is limited to a maximum area of two hundred (200) square feet, with a maximum height of five (5) feet unless such storage is entirely within a six (6) foot high solid wood or masonry fence or within a building. Such storage shall be located only where it is within the buildable area of the lot. The storage of scrap and junk as a principal use is subject to the standards of Section 9-6.131.

(g) Cargo Containers. Cargo containers (also referred to as "Seatrains" or shipping containers) are defined as a prefabricated metal structure designed for use as an enclosed truck trailer in accordance with Department of Transportation (DOT) standards. This does not include architecturally modified cargo containers used as a building material. The use of cargo containers for accessory storage purposes is permitted based on the following standards:

(1) Use of Cargo Containers.

(i) Cargo containers shall be utilized for accessory storage only. Occupancy shall be limited to a "U" occupancy consistent with the California Building Code (CBC) or its successor title.

(ii) Cargo containers shall not be used for permanent or temporary human occupancies, including, but not limited to, living, sleeping or other residential uses.

(2) Number of Cargo Containers Permitted.

(i) One (1) cargo container may be permitted on a commercial, industrial or single-family residential lot over one (1) gross acre in size, subject to Design Review Committee (DRC) review for neighborhood compatibility and approval of a building permit.

(ii) Two (2) or more cargo containers may be permitted with a minor conditional use permit (CUP) on a commercial, industrial, or single-family residential lot over one (1) gross acre in size, subject to Planning Commission review for neighborhood compatibility and approval of a building permit.

(3) Standards for Cargo Containers.

(i) Building Permit. A building permit is required for cargo containers over one hundred twenty (120) square feet in size. A cargo container which is one hundred twenty (120) square feet or less, is exempt from building permit requirements provided it meets property line and structure setbacks required by this title and does not have any utility connections.

(ii) Setbacks. Cargo containers shall be located in the rear half of the property in commercial, industrial and residential zones. Cargo containers shall not be permitted within the front or street facing side yard setback of a residential property. Setbacks shall be consistent with underlying zone setback requirements and is consistent with the preceding subsections (1) and (2).

(iii) Foundation. Cargo containers shall be anchored on a foundation system capable of withstanding all imposed vertical and horizontal loads and consistent with all applicable codes. Any alterations to the container shall be designed and detailed by a licensed design professional. All foundations and alterations shall be approved by the Chief Building Official.

(iv) The cargo container may not occupy any required parking areas or obstruct any Fire Department access ways.

(4) Exemptions.

(i) Use of cargo containers for temporary on-site storage associated with a construction project is exempt from this section (refer to subsection (b)).

(ii) Use of cargo containers for temporary commercial storage may be allowed with the approval of an administrative use permit for a period not to exceed four (4) months.

**9-4.109 Interior setbacks and open areas.**

Detached buildings located on the same site are to be separated as follows:

(a) Non-Habitable Structures Minimum (5) foot setback required for enclosed structures. No minimum setback for open-sided structures.

(b) Habitable Structures Minimum (5) foot setback required.

(c) Exemptions. The following structures are exempt from the provisions outlined in this section:

(1) Decks;

(2) Patio covers and landscape structures;

(3) Structures under one hundred twenty (120) square feet when exempt from a building permit based on the adopted Building Code and consistent with the standards set forth in Section 9-6.106(b)(3);

(4) Similar accessory structures as determined by the Community Development Director.

**9-6.106 Residential accessory uses.**

The standards of this section apply to the specific types of residential accessory structures listed. Agricultural accessory structures for the keeping of animals are subject to Section 9-6.109.

(a) Swimming Pools. Swimming pools, including hot tubs, spas, and related equipment, may be located within any required side or rear setback, provided that they are no closer than eighteen (18) inches to a property line (additional setbacks may be required by the adopted building code), and provided that they are fenced as required by Section 9-4.128.

(b) Detached Accessory Structures. Any detached accessory structure intended for residential accessory uses and accessory storage.

(1) Limits on Use. An accessory structure may be constructed or used solely for noncommercial hobbies or amusements; for maintenance of the principal structure or yards; for

artistic endeavors such as painting, photography or sculpture; for maintenance or mechanical work on vehicles owned or operated by the occupants; for an approved home occupation; or for other similar purposes.

(2) Floor Area. The gross floor area of a detached accessory structure is not to exceed fifty percent (50%) of the gross floor area of the principal structure.

(3) Residential accessory structures one hundred twenty (120) square feet or less are exempt from requiring a permit if the structure is incidental to the primary use and meets the following requirements:

- (i) The structure does not create a nuisance;
- (ii) The use of the structure is permitted under its zoning;
- (iii) The structure meets the property's rear and side yard minimum setback requirement of three (3) feet if the structure is less than twelve (12) feet in height;
- (iv) If the structure is more than twelve (12) feet in height, standard setback shall be required regardless of exemption;
- (v) The accessory structure is located outside of the required front yard setback;
- (vi) A minimum (5) foot setback is required. If structures are abutting, the aggregate area of the buildings shall be considered one (1) building and shall require a building permit.

(4) Number of Structures. The number of non-exempt accessory structures requiring a building permit shall be limited to two (2) structures.

(c) Mini-bike, motorcycle, dirt bike or similar two (2) or more wheel motor vehicle riding is allowed subject to the following limitations:

- (1) No more than two (2) such vehicles shall be operating at the same time.
- (2) Operation is limited to a maximum of two (2) hours in a day—Limit applies even if only one (1) such vehicle is being operated.
- (3) Operation is limited to a maximum of eight (8) hours in a week.
  - (i) This limit applies even if only one (1) such vehicle is operated;
  - (ii) A week shall be measured from Monday through Sunday.
- (4) Notwithstanding the above, no such use shall be allowed prior to noon on Sundays.
- (5) Any violations to the above-mentioned limitations are subject to cost recovery for responses to disturbances, as listed in Section 9-14.14.

(d) Exceptions to Accessory Structure Standards.

(1) Detached accessory structures that deviate from requirements are subject to the approval of a minor conditional use permit.

(2) Any detached accessory structure in excess of the two (2) structures permitted or when multiple exempt accessory structures (less than one hundred twenty (120) square feet) are constructed on the premises that are no longer accessory uses to the primary unit as determined by the Community Development Director is subject to the approval of a minor conditional use permit.

### **9-3.330 Nonresidential district allowable land uses.**

Table 3-2 identifies the uses of land allowed by this Zoning Code in each nonresidential district, and the planning permit required to establish each use, in compliance with Chapters 9-1 and 9-2 of this code. Where the last column in the tables ("Specific Use Regulations") includes a section number, the regulations in the referenced section apply to the use. Provisions in other sections of this article may also apply.



**Table 3-2 – Nonresidential Use Table**

**Allowed Land Uses and Permit Requirements**

Amended:

**Table 3-2 – Nonresidential Use Table**  
**Allowed Land Uses and Permit Requirements**

Nonresidential Zones	A Allowed Use, Zoning Clearance Required CUP Conditional Use Permit Required AUP Administrative Use Permit Required □ Not Permitted										
	Permitted Uses By Zones										Special Regulation(s)
	CN	CP	CR	CS	CT	CPK	DC	DO	IP	I	
Accessory Storage		A <sup>4</sup>	CUP <sup>4</sup>	A <sup>4</sup>	CUP <sup>4</sup>	CUP <sup>4</sup>			A <sup>4</sup>	A <sup>4</sup>	9-6.103
Adult Day Care Facility	A	A	A					CUP			
Adult Oriented Business			A	A					A	A	9-16
Age Restricted Housing							CUP				
Agricultural Produce Stands	A	A			A	A					9-6.117
Amusement Services		A	A	A		A	A			A	
Animal Hospitals		CUP <sup>7</sup>	CUP	A		CUP					9-6.110
Artisan Foods and Products			A	A		A	A <sup>5</sup>		A	A	
ATM	A	A	A	A	A	A	A	A	A	A	
Auto Dealers (New and Used) and Supplies			CUP	CUP	CUP	CUP	CUP				9-6.163
Auto Repair and Services			CUP	A	A	CUP			A	A	9-6.168
Bar/Tavern			CUP		CUP	CUP	A				
Bed and Breakfast			CUP	CUP	CUP	CUP					

Brewery – Production				CUP		CUP			A	A	
Broadcast Studios			A	A							
Building Materials and Hardware w/ outdoor sales or storage area 10,000 sf or greater		CUP	CUP	CUP		CUP			CUP	CUP	9-6.165
Building Materials and Hardware w/ outdoor sales or storage area less than 10,000 sf		A	A	A		A			A	A	9-6.165
Business Support Services		A	A	A		A	A	A	A	A	
Caretaker's Residence/Employee Unit		CUP	CUP	CUP							
Childcare Center	A	A	A					CUP			9-6.125
Churches and Related Activities		CUP	CUP								9-6.121
Collection Stations	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>			A <sup>4</sup>	A <sup>4</sup>	9-6.130
Contract Construction Services (Indoor)				A		A			A	A	

Contract Construction Services (Outdoor)				CUP					CUP	CUP	
Data and Computer Services Center		AUP		AUP		CUP			A	A	
Day Care											
Drive-Through Sales or Services	CUP	CUP	CUP	CUP	CUP	CUP					9-4.122
Eating and Drinking Places	A	A	A	A	A	A	A	A	A	A	
Farm Equipment and Supplies w/ outdoor storage or sales area 10,000 sf or greater			CUP	CUP		CUP			CUP	CUP	
Farm Equipment and Supplies w/ outdoor storage or sales area less than 10,000 sf			A	A		A			A	A	
Farmers' Market	CUP	CUP	CUP		CUP	CUP	A	A			
Financial Services and Banks	A	A	A	A	A	A	CUP	A			
Fuel Dealer				A <sup>4</sup>		CUP			A <sup>4</sup>	A <sup>4</sup>	9-6.129
General Retail	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>				
General Retail Greater than 50,000 sf	CUP	CUP	CUP	CUP	CUP	CUP	CUP				

Government Offices and Facilities	A	A	A	A	A	A	CUP <sup>9</sup>	A	A	A	
Health Care Services		A	A	A	CUP	A	CUP <sup>9</sup>	A			
Horticultural Specialties w/ outdoor storage or sales area 10,000 sf or greater		CUP	CUP	CUP	CUP	CUP			CUP	CUP	9-6.116
Horticultural Specialties w/ outdoor sales or storage area less than 10,000 sf		A	A	A	A	A					9-6.116
Hotels, Motels		CUP	A	A	A		CUP				
Indoor Recreation Services		CUP	CUP	CUP	A	A	CUP		CUP	CUP	
Kennels			CUP	A							9-6.111
Large Family Day Care		CUP <sup>8</sup>	CUP <sup>8</sup>								9-6.125
Large Scale Ag Manufacturing				CUP					CUP	A	9-6.103
Laundries and Dry Cleaning Plants				A		A			A	A	
Laundromat/Coin-Operated Laundry	CUP	CUP	CUP	CUP	CUP	CUP			A	A	
Libraries, Museums		A	A	A	A		A	A			
Live/Work Unit							A <sup>1</sup>				
Manufacturing and Processing – High Intensity <sup>4</sup>				CUP		CUP			AUP	AUP	

Manufacturing and Processing - Low Intensity		CUP	CUP	A		A			A	A	
Medical Extended Care Services: 6 Residents or Less	CUP	CUP	CUP	CUP	CUP	CUP					9-6.134
Medical Extended Care Services: 7 Residents or More			CUP								9-6.134
Medical Research		CUP		A		A		CUP	A	A	
Membership Organizations			A	A		CUP	CUP				
Microbrewery – Brewpub	A	CUP	A	A	A	A	A	A	A	A	
Mini-Storage				CUP		CUP			A	A	
Mobile Eating and Drinking Vendors <sup>6</sup>	A	A	A	A		A	A		A	A	
Mortuary Services			A	A							
Multifamily Dwelling	CUP <sup>2</sup>	CUP <sup>2</sup>	CUP <sup>2</sup>	CUP <sup>2</sup>			A <sup>1</sup>	A <sup>1</sup>			
Occupancy Units											
Offices	A	A	A	A	A	A	CUP <sup>9</sup>	A			
Outdoor Recreation Services			CUP	CUP	A						9-6.123
Parking Lots	AUP	AUP	AUP	AUP	AUP	AUP	AUP	AUP	AUP	AUP	
Parks and Playgrounds							A	A			
Personal Service Restricted				A	CUP	CUP					
Personal Services	A	A	A	A	A	CUP	A				

Printing and Publishing		CUP	CUP			A <sup>4</sup>			A <sup>4</sup>	A <sup>4</sup>	
Public Assembly and Entertainment			CUP	CUP	A	CUP	CUP				
RCFE – Assisted Living			CUP								9-6.135
RCFE – Independent Living/Senior Apartments	CUP		CUP	CUP							9-6.135
RCFE – Retirement Hotel	CUP		CUP	CUP							9-6.135
Recreational Vehicle Parks					A						9-6.180
Recycling and Scrap									CUP	CUP	9-6.131
Recycling Centers									CUP	CUP	9-6.132
Research and Development		CUP		A		A	CUP	A	A	A	
Residential Care: 6 Residents or Less							A <sup>2</sup>	A <sup>2</sup>			9-6.135
Retail Sales—Restricted				A	CUP	CUP					
Sales Lots					CUP	CUP			CUP	CUP	9-6.139
Schools		A	A	A			CUP	CUP			9-6.125
Schools – Business and Vocational		A	A	A		A	CUP	CUP	CUP	CUP	9-6.125
Service Stations	CUP		CUP	CUP	CUP						9-6.164
Single-Family Dwelling							A <sup>1</sup>	A <sup>1</sup>			
Single-Room			CUP								9-6.184

Small Family Day Care		A <sup>8</sup>	A <sup>8</sup>	A <sup>8</sup>		A <sup>8</sup>	A <sup>8</sup>				
Social and Service Organizations		A	A	A							
Sports Assembly			CUP	CUP	A						
Storage, Recycling and Dismantling of Vehicles and Material				CUP					A	A	9-6.131
Tasting Room	A	CUP	A	A	A	A	A	A	A	A	
Telecommunication Facility	CUP	CUP	CUP	CUP	CUP	CUP	CUP	CUP	CUP	CUP	
Temporary Events	A/ CUP <sup>3</sup>	CUP	A/ CUP <sup>3</sup>	A/ CUP <sup>3</sup>	A/ CUP <sup>3</sup>	A/ CUP <sup>3</sup>	A/ CUP <sup>3</sup>	A/ CUP <sup>3</sup>	A	A	9-6.177
Temporary Offices		A	A	A							9-6.176
Temporary or Seasonal Sales	A	A	A	A	A	A	A		A	A	9-6.174
Transit Stations			CUP	CUP	A	CUP	CUP	CUP	CUP	CUP	
Utility Facilities		CUP		CUP	CUP	CUP	CUP	CUP	CUP	CUP	
Utility Infrastructure	A	A	CUP	A	A	A	CUP	CUP	A	A	
Vehicle and Equipment Storage (Indoor) <sup>4</sup>				A		CUP			A <sup>4</sup>	A <sup>4</sup>	9-6.183
Vehicle and Equipment Storage (Outdoor) <sup>4</sup>				CUP <sup>4</sup>					CUP <sup>4</sup>	CUP <sup>4</sup>	9-6.183
Vehicle and Freight Terminals				CUP					CUP	CUP	
Warehousing				CUP		CUP			A	A	

Wholesaling and Distribution Center <sup>4</sup>		AUP	AUP	A <sup>4</sup>		A <sup>4</sup>			A <sup>4</sup>	A <sup>4</sup>	
Winery – Boutique			A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>	A <sup>4</sup>		A <sup>4</sup>	A <sup>4</sup>	
Winery – Production				CUP		CUP			A <sup>4</sup>	A <sup>4</sup>	

**Notes:** (These notes apply only to Table 3-2).

- 1 Residential uses allowed only on second and third floors. If a project is required to provide a unit in compliance with the Americans with Disabilities Act, the handicapped accessible unit may be located on a first floor. A first floor unit shall be located in a non-storefront location within a tenant space.
- 2 Multifamily dwellings permitted when located on the second floor or above, or within an existing residential structure of historical significance.
- 3 Temporary events requiring more than 3 days for onsite setup and teardown require the approval of a conditional use permit (Section 9-2.110).
- 4 Outdoor commercial and industrial sales and storage developments (as defined by Section 9-9.102) of 10,000 square feet or more require the approval of a conditional use permit (Section 9-2.110), even if such a development is listed as an allowable use in a particular zoning district.
- 5 Handcrafted and artisan food production shall be ancillary to the retail component.
- 6 Mobile food vending permitted on private property with owner's permission and City review of parking and access on-site. Mobile food trucks used as part of an event may be permitted in the right-of-way with the issuance of an Event Permit.
- 7 When no overnight stays of animals are included.
- 8 Permitted when in association with conforming and legal nonconforming residences.
- 9 Allowed above ground floor. Conditional use permit required on ground floor on Palma, East Mall, West Mall Entrada, Traffic Way and on El Camino Real north of Atascadero Creek as designated in Figure 3-1, subject to all of the following findings:
  - a. The location and setting of the existing building is not ideal for pedestrian uses such as restaurants, retail or related uses.
  - b. The existing building and site improvements are designed exclusively for office uses and could not accommodate other uses.
  - c. The proposed new office use will be a significant contribution to economic development by providing new jobs, pedestrian traffic, and active uses in the downtown.
  - d. The proposed new office will meet parking, accessibility, and property development standards and will not result in new parking along Atascadero Creek, East Mall or West Mall.
  - e. The proposed new office building will provide a storefront and other architectural features that complement the pedestrian scale and retail environment desired within the downtown.

#### **Zoning District Abbreviations**

- CN** – Commercial Neighborhood
- CP** – Commercial Professional
- CR** – Commercial Retail
- CS** – Commercial Service
- CT** – Commercial Tourist
- CPK** – Commercial Park
- DC** – Downtown Commercial
- DO** – Downtown Office
- IP** – Industrial Park
- I** – Industrial



Figure 3-1



**Table 3-3 Public Zone Uses  
Allowed Land Uses and Permit Requirements**

Public Zones	A Allowed Use, Zoning Clearance Required CUP Conditional Use Permit Required AUP Administrative Use Permit Required □ Not Permitted				
	Permitted Uses By Zones				Special Use Regulation(s)
	L	LS	P	OS	
Accessory Storage	A	A			9-6.103
Adult Day Care Facility			CUP		
Agricultural Accessory Uses		A			
Amusement Services	A	CUP			
Animal Hospitals			CUP		
ATM			A		
Bed and Breakfast	A	A			
Broadcast Studios			A		
Caretaker's Residence/Employee Unit	CUP				9-6.184
Cemeteries	CUP	CUP	CUP		
Childcare Center			CUP		9-6.125

Churches and Related Activities			CUP		9-6.121
Collection Stations	A	A	A		9-6.130
Day Care					
Eating and Drinking Places	CUP	CUP			
Farmers' Market	A	A	A		
Government Offices and Facilities			A		
Health Care Services			CUP		
Home Occupation		A			
Horticultural Specialties		CUP			
Hotels, Motels		CUP			
Indoor Recreation Services	CUP	CUP	A		
Libraries, Museums	A	A	A		
Medical Extended Care Services: 6 Residents or Less			CUP		9-6.134
Medical Extended Care Services: 7 Residents or More			CUP		9-6.134
Membership Organizations	A		CUP		
Mini-Storage			CUP		
Mortuary Services			CUP		
Outdoor Recreation Services	A	CUP	A		9-6.123
Parking Lots			A		
Parks and Playgrounds	A	A	A	A	
Recreational Vehicle Parks	CUP	CUP	CUP		9-6.180
Residential Accessory Uses		A			9-6.106
Residential Care: 6 Residents or Less			CUP		9-6.125
Residential Care: 7 Residents or More			CUP		9-6.125
Schools			A		9-6.125
Schools—Business and Vocational	A		CUP		9-6.125
Single-Family Dwelling		A	CUP		
Sports Assembly	CUP				
Telecommunication Facilities	CUP	CUP	CUP		
Temporary Dwelling		A			9-6.176
Temporary Events	A	A	A		9-6.177
Temporary Offices			A		
Transit Stations	CUP		CUP		
Utility Facilities	A	A	A	CUP	
Utility Infrastructure	CUP	CUP	CUP	CUP	

### **Zoning Districts Abbreviations**

- L – Recreation
- LS – Special Recreation
- P – Public
- OS – Open Space

### **9-6.140 Storage yards.**

Outdoor storage yards, excluding the storage of vehicles in a day use parking lot or garage, are subject to the provisions of this section. The storage of vehicles in a public or commercial parking lot or garage is subject to Section 9-4.114; the storage of wrecked, abandoned or vehicles being dismantled, is subject to Section 9-6.131, in addition to this section.

(a) Site Design Standards.

(1) Access. There shall be only one (1) access point to a storage yard for each three hundred (300) feet of street frontage. Such access point is to be a maximum width of twenty (20) feet and shall be provided with a solid gate or door.

(2) Screening. A storage yard, except a temporary offsite construction yard, is to be screened from public view on all sides by solid wood, painted metal or masonry fencing, with a minimum height of six (6) feet. All required screening shall be continuously maintained in good condition to assure that its intended purpose is accomplished. This requirement may be waived through administrative use permit approval (Section 9-1.112), when:

- (i) The side of a storage yard abuts a railroad right-of-way; or
- (ii) The surrounding terrain, existing vegetation intended to remain or other conditions would make fencing ineffective or unnecessary for the purpose of screening the storage yard from the view of public roads.

(3) Parking Requirement. None, provided that sufficient usable area is available to accommodate all employee and user parking needs entirely on-site.

(4) Site Surfacing. A storage yard shall be surfaced with concrete, asphalt paving, crushed rock, or other all weather surfaces as approved by the City and be maintained in a dust-free condition.

(b) Operation. Except for vehicles or freestanding equipment, materials within a storage yard are not to be stacked or stored higher than six (6) feet, unless screening requirements have been waived or modified pursuant to subsection (a)(2)(ii) of this section, or unless a higher wall or fence is constructed at the required setback line under an approved building permit.



# ***Atascadero City Council***

---

## ***Staff Report – City Manager’s Office***

### **City of Atascadero Marketing Update**

#### **RECOMMENDATION:**

Council receive and file Marketing Update.

#### **DISCUSSION:**

The City of Atascadero’s Marketing plan supports a vision and brand defined as Classic Americana, simply genuine, hometown feel and a “California as it used to be” experience. The goal of the City’s Marketing plan is to promote both private and public assets, our overall City and Downtown area and events that appeal to local and county residents as well as encourage visitors who are already here, to “stay, spend and enjoy” our City. The plan implements these goals by keeping the City’s businesses and assets top-of-mind through an ongoing advertising campaign, driving traffic into our Downtown area, growing existing events, and establishing new events that appeal to our target audience.

This marketing update will capture what we have accomplished in a year-over-year review for the 2019 timeframe for the City of Atascadero.

There will be an oral review of ATBID’s marketing efforts showcasing results along with new creative that is in place including the new Brews & Burgers Trail on VisitAtascadero.com.

The City’s marketing update will review the ongoing promotions and event portfolio. Our on-going advertising campaign will be reviewed, highlighting what was accomplished in 2019 and how we are performing when you compare 2019 to 2018. The events portion will feature event highlights along with performance results and what lies ahead for 2020. Performance metrics and budget updates will also be presented.

The last marketing update presentation was given to Council on June 26, 2018. The new Marketing Plan in place for the fiscal year 2018-19 was reviewed as well as performance results to date. The current update will cover the progress that we have experienced since then in events, website traffic, and social media engagement.

## **Promotions Recap:**

### ➤ **Broadcast Commercials (TV, Visitor TV, Movie Theatre, Radio):**

- Local Television Commercials on KSBY to support our major events from Brew at the Zoo to Cruisin' Weekend to our City's holiday events.
- Visitor TV's City Infomercial airs continuously at the SLO County Airport and across SLO County Hotels.
- Galaxy Theater Ads on the Wall commercials run prior to movies all year long from informational commercials on where to park to Atascadero Fire Department's Defend Atascadero series to promoting Winter Wonderland and Tamale Festival. We also run, from time to time, commercials at movie theatres in San Luis Obispo, Merced and Tulare for the larger events like Cruisin' Weekend and Tamale Festival.
- Radio Advertising via American General Media SLO and Santa Maria radio station; ads aired to promote events from Tamale Festival to Brew at the Zoo to Saturday in the Park Summer Concert Series to Cruisin' Weekend and the Holiday events. Stations include KJUG, KZOZ, COAST104.5, 92.5 THEkrush, KVEC, KRQK (Spanish) & KPAT. Radio station advertising also includes KPRL to market to the North County area.

### ➤ **Digital Marketing Tactics**

- Artificial Intelligence (AI) Digital banner ads that reach people across all devices targeting consumers who are engaging in our ad in SLO County. In addition, we layer in behavior and keyword targeting, along with mobile conquesting to target mobile devices in a geo-fenced area.
- Ongoing Creative Digital Ads highlight the Downtown and the Charles Paddock Zoo. The ads are targeted to keyword searches, such as Zoo, travel, restaurants, craft beers, and a variety of other keywords based on user's search habits on our website with the same geographic target.
- Event Creative Digital Ads like Cruisin Weekend are targeted to other events like the Mid State Fair; Saturday in the Park Summer Concert Series targeted other Concerts in the park events; Farmers Market ads targeted other markets in the area; Tamale Festival ad targeted Indio's Tamale Fest, and so on.
- Run-of-site ads on SLOCAL's website.

### ➤ **Social Media/ Websites**

- Posts are made 2-3 times per week across the Visit Atascadero Facebook & Instagram pages, City of Atascadero Facebook & Instagram pages and the Charles Paddock Zoo Facebook and Instagram pages. Events are kept current on all social media platforms and posted a month at a time.
- Websites are kept current with events and latest news information on VisitAtascadero.com. Community calendars on other major websites and media websites are kept current including SLOCAL, KSBY, Tribune, SLO County Visitors Guide and New Times.
- News releases are continually distributed for City and Zoo events and newsworthy happenings, and posted on the City's website & social media pages.

➤ **Billboards & Bus Signs**

- City Billboard panels located off Hwy 101 continue to be in place and rotated every time we are notified of a change to the current billboard.
- Exterior signage in place on the back of four of the Dial-a-Ride busses.

➤ **Print Advertising**

- Event ads focused to a variety of magazines in the area like Paso Robles Magazine, Colony Magazine, Journal Plus magazine, Mid State Fair Guide and our Atascadero Rec Guide. We work with Atascadero News in printing and distributing the Cruisin Weekend Guide and advertise in the Calendar section.
- New Times newspaper sponsorship program with matches for events like the Zoo's Brew at the Zoo, Ice Cream Zoofari, Zoo Boo and Holiday Magic as well as Cruisin Weekend, Winter Wonderland and Tamale Festival.
- Ongoing flyer distribution throughout businesses in the City and via the school district promoting events.
- Ongoing brochure distribution for Charles Paddock Zoo in the Certified Rack Displays located in visitor racks throughout SLO hotels and the Welcome Center in Pismo Beach. Visit Atascadero brochures are ongoing and are a part of the ATBID budget in the new fiscal year.

➤ **Other Advertising**

- Mid State Fair Sponsorship – New in 2019! Program was shared with ATBID and added two Fair Shuttle locations to the City, a sponsorship program around the Local Craft Beer Scene and the opportunity to engage in social media with concert ticket hotel packages for ATBID.
- ProSound Voicemail System at the City promotes Atascadero and our upcoming events.

**Event Review:**

- **Tamale Festival:** In 2019, the 4<sup>th</sup> Annual event included over 80 total vendors with 30 of them being Tamale Vendors with over 27,000 tamales being sold (23,000 sold in 2018). In 2020, we expanded to two days encouraging more hotel stays and a focus to tourism. Attendance grew to nearly 20,000 and 45,000 tamales sold. The event was also highlighted in the January/ February issue of Westways Magazine, by Automobile Club of Southern California as the "Top 5 Worth the Drive" of events, ranking Tamale Fest as #3.
- **Brew at the Zoo** – The 2019 Brew at the Zoo experienced its highest attendance yet with over 600 in attendance and continues to grow each year.
- **Summer Siesta Series @ Farmers Market** – An abbreviated version of Chef Summer Sizzle but this new series focuses on one special market per month from June through September. Event Calendar for Farmers Market is in place with other dates where something additional is taking place. The Market is expected to grow onto Palma Ave. in 2020.
- **Cruisin' Weekend** – Event continues to grow each year in both Hot EL Camino Cruise Nite registrations and attendance at Dancing in the Streets. Attendance for Dancing in the Streets has grown from 7,000 in 2018 to 10,000 in 2019 based on beverage sales. This event weekend continues to be the largest attended.

- **Showdown Cornhole Tournament** – Event continues to grow and each year and in 2019, added Friday to the tournament. The event has been stable at 64 teams. The City continues to collaborate with Knights of Columbus and Kiwanis to bring the largest Cornhole Tournament to the Central Coast. Event date is September 18 & 19, 2020.
- **Holiday Event Series** – The holiday event series kicked off with another successful “Light up the Downtown” Holiday Celebration that is combined with the Art, Wine & Brew Tour with the Atascadero Chamber of Commerce. Walk Around the Lake showed an increase in attendance despite the rain and Winter Wonderland has continued to be an all-time favorite. Holiday Magic was also a hit and showed a stable increase in attendance.
- **Other City Events:** Father/Daughter Dance, Saturday in the Park Summer Concert Series, Movies in the Gardens, Holiday Boutique and our popular Zoo events like Party for the Planet, Ice Cream Zoofari, Wild About Art (new in 2019), Zoo Boo and Holiday Magic continue to grow and be successful.
- **City Sponsored Events:** ATBID & City shared sponsorship events like Wine Speak, Central Coast Craft Beer Festival, and Central Coast Cider Festival continue to be growing events. City sponsored events like Lake Fest & Children’s Day in the Park, 4<sup>th</sup> of July Bluegrass Festival, Central Coast Reserve’s Atascadero Lakeside Wine Festival, Colony Days, Trick or Treat on Entrada and Taco Day on Traffic Way also continue to grow and be successful!

#### **New Events:**

- **First Friday’s** – The City is teaming up with the Atascadero Downtown Business Improvement Committee and the Chamber to focus advertising efforts to build on the First Friday’s idea with businesses staying open from 5-8 pm the first Friday of the month. There will be special promotions, bands and community entertainment. The Chambers Art, Wine & Brew Tours have aligned these events to the first Friday dates to help drive traffic and awareness for the Downtown (i.e., 2020 Tour Dates are 2/7, 5/1, 8/7 & 12/4).

There will be an oral presentation to review the above information and a report on how the marketing efforts have performed. This oral report will also include the latest from the ATBID’s Tourism Marketing efforts.

#### **FISCAL IMPACT:**

None.

#### **ALTERNATIVE:**

The City Council may provide staff direction on feedback on the current Marketing Plan along with any desired adjustments to the advertising or the event schedule.

#### **ATTACHMENTS:**

1. 2019-20 Marketing Plan
2. 2020 Events Calendar



## ***City of Atascadero 2019-20 Marketing Plan***

### ***Executive Summary***

The City of Atascadero Marketing Plan is designed to promote the City's assets and events that appeal to local and County residents as well as encourage visitors who are already here to stay, spend and enjoy. The Plan is designed with a focus on local businesses to attract and promote shopping local. Growth in retail and restaurant sales will help attract more business to the area, which would then foster economic growth. This Marketing Plan integrates and complements the information from the Atascadero Tourism & Promotion Game Plan by the Coraggio Group and the Atascadero Tourism (ATBID) Marketing Plan by Verdin Marketing.

The City's assets, both private and public, are defined as the Downtown core with Historic City Hall, Galaxy Theater, Charles Paddock Zoo, Faces of Freedom Veterans Memorial, Atascadero Lake Park, Pavilion on the Lake, A-Town Park and Chalk Mountain Golf Course. These assets complement our key selling points: being a value destination, easy access to beaches, zip lining and near the Paso Robles Wine Country as well as having the only Zoo on the Central Coast.

### ***Target Audience***

*Visitors, Local residents, SLO County residents*

#### ***Geographic Market specific to City's Marketing Plan***

- Local & County Residents
- Tourists visiting our area
- Outer Market defined in the ATBID Marketing Plan, which focuses on "Come, Sleep, Spend," and allows the City to focus on its goal, "Stay, Spend, Enjoy."

#### ***Behavioral Target***

- Market to Local and County residents across all ages, families, active retirees and children.
- Follows Atascadero ATBID Marketing Plan defined as the 3 personas Visit SLOCAL County TMD has identified as Mom to the Max, Cultured Class & Active Adventurer.

### ***Unique Selling Proposition***

*Atascadero is a beautiful and authentic city of outdoor recreation, culinary adventures, and welcoming hospitality. It's a safe place where the arts and history thrive, and the diversity of experience, generosity of spirit, and small-town ambiance are here to be enjoyed by visitors and residents alike.*  
– by City Council at 8/31/14 Strategic Planning Session with Coraggio Group

*Atascadero is California as it used to be. With classic roots, Atascadero is a traditional American town that offers authentic experiences with a blend of affordability and access to family friendly activities.*  
– by Verdin Marketing



In Summary, Atascadero's Unique Selling Proposition (USP):

Atascadero is a classic American, family friendly town offering something for the whole family to enjoy from community events to historic attractions, a Veteran's memorial, A-Town Skate Park and the Charles Paddock Zoo. Atascadero is known for warm summer evenings where locals can enjoy coming together for picnicking, playing horseshoes or a game of cornhole, putong, bocce ball, walking around the Lake, hiking, golfing, biking and horseback riding.

Downtown Atascadero offers a growing craft brewery, cider, wine and specialty spirits scene, along with fabulous food from surrounding restaurants. Take a stroll through the beautiful Sunken Gardens, home to Historic City Hall surrounded by angel fountains that complement the architectural era of the structure. Enjoy a walk around our Downtown with a unique collection of boutique shops from Traffic Way across the Centennial pedestrian bridge that takes you to Colony Square for an experience at our state-of-the-art movie theater, Galaxy Theatre.

## Marketing Strategy

### Goals

1. *Keep the City's businesses and assets top-of-mind through an ongoing advertising plan that spans the year to local and County residents and visitors to our area.*
2. *Establish new events and grow existing events that appeal to local and county residents as well as attract visitors.*
3. *Continually measure the success of advertising efforts through growth in event attendance, website traffic, social media followers and other indicators such as Sales Tax, TOT revenues and Zoo attendance*

## Objectives

**Objective #1: Create new advertising campaigns for the 2019-20 fiscal year focused around the Downtown area and the Charles Paddock Zoo. Campaigns are designed to promote the downtown, our local businesses, assets and events.**

### Promotion Tactics

- **Broadcast Opportunities** ~ tailored messaging of commercials highlighting our City and tagging key events
  - **TV Commercials; Visitor TV; Galaxy Theater On-screen promotion**
- **Outdoor Advertising** ~ Exposure as people are traveling through our county.
  - Continue to seek out prime Billboard opportunities in key locations.
  - In-market City Panels – Implement new creative for directional signage to visit our town and as a reminder of things to do.
  - Transit billboards
    - Current graphics have been expanded to four Dial-a-Ride transit busses
- **Digital Media**

Focus on growing website traffic to VisitAtascadero.com reaching consumers living in San Luis Obispo (SLO) County as well as things to do if visiting our area. Integrates with the Atascadero ATBID Marketing Plan that includes digital and social media.

  - **Display Ads**
    - Geographic targeting around local hotels, Zoo, Downtown and Tesla station. Targeting local residents to for major events, like Brew at the Zoo, Dancing in the Streets, Winter Wonderland and Tamale Festival.
    - Promote across behaviors using Artificial Intelligence targeting with geo-fencing and keywords.

➤ **Social Media**

- Continue to grow Instagram, Facebook and Twitter. Continue to grow and promote new Instagram page for the Charles Paddock Zoo.
- Event information to continue to be listed on our Facebook pages for City & Visit Atascadero, Charles Paddock Zoo. Boost posts where appropriate for events.

➤ **Print**

- Event advertising with focus on local residents with Paso Magazine, Colony Magazine and Atascadero Recreation Guide and to the county residents with Journal Plus and the Mid State Fair Guide.

➤ **Giveaways** – Media sponsorship specific promotions designed to assist with increased advertising exposure (i.e., Radio giveaway for “Brew at the Zoo” tickets for listeners who call in, media tickets to help with gaining more advertising)

➤ **Certified Brochure Distribution**

- Continued distribution of Charles Paddock Zoo brochure to be placed in local SLO County hotels with a coupon offer that is trackable. Visit Atascadero brochure distributed in the ATBID Marketing Plan.

**Objective #2: Special Event Sponsorship to attract events to Atascadero.**

- Continue to seek out event opportunities to attract shows to our market and expand our event portfolio.
- Continue to research and add new & unique events.
- Continue to refine Special Event Sponsorship Program and implement special event criteria.

**Objective #3: Continue to grow and expand Event portfolio and establish new events based on market trends and interest.**

Follow Event Tier Classification Guide – most emphasis on Tier 1:

- Tier 1: Large Signature Events (encourages overnight stay)
- Tier 2: Signature Event (minimal overnight stay)
- Tier 3: Single Day Event

**Event Plan**

**Tier 1 Events: Large Signature Events (1-2 Night Hotel Stay)** – Refine and continue to grow existing trademark events that encourage a longer weekend stay for visitors and that encourage local and County residents to participate. Continue to work with ATBID on Event ideas.

- **Tamale Festival** – Continue to build on this event with the newly added Friday evening.
- **Atascadero Lakeside Wine Festival** – Continue to work with the Wine Festival Committee and Chamber of Commerce on ideas to continue to expand the weekend for extended stay.
- **Cruisin’ Weekend** – Continue to grow the overall “Cruisin Weekend” to increase attendance and hotel stays across all of the events from Hot El Camino Cruise Nite to the Mid-State Cruizers Car Show to Dancing in the Streets.

**Tier 2 Events: Signature Events** -Expand existing events and introduce new events to offer more activities that increase interest and participation both locally and across the County.

- **Colony Days** – continue to work with the Colony Days Committee on refining and growing this event and its success with added events within the celebration to expand over 2-3 days.

- **Light Up the Downtown Holiday Celebration** – Continue to build on this event each year to pull in the merchant component with the newly added First Fridays. An evening not to miss that boasts a kick off to the holidays with the Lighting, the Art, Wine & Brew Tour hosted by the Atascadero Chamber of Commerce, along with community entertainment from horse-drawn hay rides and complimentary hot chocolate to a visit with Santa & Mrs. Claus, and rides on the Model-A Firetruck. A hospitality night with downtown merchants participating and attracting early holiday shopping in a fun and enjoyable setting.
- **Winter Wonderland** – Continue to refine the event enjoyed by families both locally and across the County with over 10,000 in attendance.
- **City Sponsored Signature Events:** Wine Speak, Cider Festival, and Central Coast Craft Beer Festival.

**Tier 3 Events: Single Day Events** - consider events that have an established trend in other markets and make sense to introduce to our market. Idea is to encourage growth to an overnight stay.

- **Showdown Cornhole Tournament – Build on the two-day event with** Knights of Columbus and Kiwanis.
- **Brew at the Zoo Event** – work to implement new things to enjoy and maintain the number of breweries, food and entertainment the event is known for.

**Community “Locals Favorite” Events** – Typically promoted through PR Tactics with press releases, mailings, flyer distribution and targeted print, radio and online advertising. Defined as follows:

- **Seasonal Events**
  - Farmer’s Market Promotions: Siesta Summer Sizzle;
  - Movies in the Gardens;
  - Saturday in the Park Summer Concert series.
- **One-time Events** (i.e., Exhibit openings, Monumental Anniversary Celebrations, etc.)

## Event Tactics

- Ongoing Public Relations and social media posts per event.
- Secure sponsorship revenue with support from local businesses and with the media on sponsored matching programs.
- Traditional media mix (broadcast/ print) and digital campaigns to promote each event.

**Objective #4: Outreach to merchants, Atascadero Chamber of Commerce, ATBID, and Atascadero Business Improvement District Committee to work together on promotions that focus on shopping local.**

- **Restaurant Promotions**
  - Themed promotions - Restaurant Month, Farmer’s Market, etc.
- **Local Retail ~ Shop Local Focus**
- **Downtown Focused Events** – Designed to drive traffic to Atascadero
  - Examples include First Fridays, Farmers Market, and Taco Day. Future ideas: Farm to Table Culinary Event – Taste of Atascadero; Food Truck Event and adding to expand existing events that include downtown restaurants and tasting rooms.

**Objective #5: Measurement of promotions, events and a combination of the two that gauge the success of our promotions.**

- **Websites** - Utilize information from our current website traffic on [www.visitatascadero.com](http://www.visitatascadero.com), and [www.charlespaddockzoo.org](http://www.charlespaddockzoo.org) as a benchmark to gauge success with our Marketing Plans (City & ATBID) to see growth patterns in page views, unique visitors and geography.
- **Zoo** - Utilize the Zoo's zip code information and attendance figures to gauge success with consistent marketing efforts to grow Zoo attendance and traffic into our City.
- **Transient Occupancy Tax (TOT)** to gauge increase in hotel stays year over year.
- **Sales Tax** to gauge increase across different business categories. Specific categories to watch: Restaurants & Retail.
- **Colony Park Community Center** - Increase in participation of sign ups for a variety of activities
- **Pavilion on the Lake** – growth in weddings and events and website traffic.
- **Community feedback** through partnering with the Chamber of Commerce as well as various groups like Atascadero Business Improvement District Committee, local non-profit organizations and our local businesses.
- **Chamber of Commerce** through increase in visitor walk-ins and website traffic.

## City of Atascadero Marketing Plan 2019-20

### Event Budget Details

Includes advertising based on the scope of the event. Budget does not include sponsors that offset expenses.\*

<b>Farmers Market</b> – Event Promotions/ Summer Event	\$ 5,000
<b>Dancing in the Streets – Cruisin’ Weekend</b> – August 16 & 17, 2019	\$30,000
<b>The Showdown Cornhole Tournament</b> – September 21-22, 2019	\$1,500
<b>Light up the Downtown (Adding Lights)</b> – December 6, 2019	\$4,000
<b>Winter Wonderland Event</b> - December 13, 2019	\$25,000
<b>Tamale Festival</b> – January 17 & 18, 2020	\$25,000
<b>Charles Paddock Zoo: Brew at the Zoo</b> – April 25, 2020	\$15,000
<b>Miscellaneous Events</b> (Art & Wine Tour, Walk Around the Lake, Taco Day on Traffic Way, Trick or Treat, CDIP/ Earth Day, MSF Showcase of Cities, etc.)	\$2,500
<b>Event Staff, Graphics &amp; Misc. Contractor Costs</b>	\$14,000
<b>Reactive Opportunities</b>	\$14,950

<b><i>Total Event Costs</i></b>	<b><i>\$136,950</i></b>
---------------------------------	-------------------------

### Promotion Budget Details

➤ <b>Broadcast TV/ Radio</b> (Promotes Shop Local/ City assets/ events/ seasonal - 6 months)	\$7,500
➤ <b>Digital Media - Mobile Conquesting, Geo-fencing, Social media</b>	\$30,000
➤ <b>Outdoor Advertising</b> (Includes misc. signage, Fair & Ride Share Buses)	\$15,750
➤ <b>Print/ Newspapers &amp; Magazines</b> (Vintages, Visitor Guides, brochures)	\$7,500
➤ <b>Misc. (supplies, etc.)</b>	\$2,300

<b><i>Total Promotions Costs</i></b>	<b><i>\$63,050</i></b>
--------------------------------------	------------------------

<b>TOTAL Event &amp; Promotions Estimate:</b>	<b>\$200,000*</b>
---	-------------------



Event Calendar: [www.VisitAtascadero.com](http://www.VisitAtascadero.com)



## Farmers Market ~ Every Wednesday

Sunken Gardens, Downtown Atascadero

Daylight Savings Hours 3-6 pm Mid March – October;

Fall Hours 3-5 pm November – Mid March

## NEW First Fridays Downtown Atascadero!

Mark your calendar for the First Friday of each month, 5-8 pm!

A celebration of Downtown Restaurants, boutique shops, tasting rooms & breweries. Participating shops and restaurants will stay open later, sponsor live music, offer refreshments and offer special promotions.

*Presented by the Atascadero Business Improvement District*

### January 2020

- **First Fridays, Downtown Atascadero** – Friday, January 3<sup>rd</sup>, 5-8 pm. New Year, New Vision! 2020 Is bringing a new downtown event series, First Fridays! Shops will be open later (5-8 pm), enjoy Bands, entertainment, discounts and more!
- **5<sup>th</sup> Annual Tamale Festival** - Saturday, January 18<sup>th</sup> from 11-5 pm, Downtown Atascadero and Sunken Gardens! Over 80 food, drink and merchants with 30 of them specializing in Tamales! This event will feature homemade tamales from a variety of tamale vendors, "Best Tamale" contest, Tamale Eating Contest, Folkloric Dance Group from Paso Robles, Famous Dancing Horses, Mariachi Mexicanisimo Band, a variety of musical entertainment plus bounce houses, Zorb balls, Bungee jump, Chihuahua Costume Contest, face painting, balloon animals and plenty of activities for the kids. Rain or shine!

### February 2020

- **First Fridays & Sweetheart Stroll** – Friday, February 7<sup>th</sup>, 5-8 pm. First Fridays teams up with Sweetheart Stroll. The Stroll tickets include a wine glass, over 15 different tasting spots at merchant locations downtown. More info: [atascaderochamber.org](http://atascaderochamber.org). Complementary tours of Historic City Hall! Enjoy Bands, entertainment, in-store promotions and more! Presented by the Atascadero Business Improvement District, Atascadero Chamber of Commerce & Atascadero Historical Society!
- **Father Daughter Dance!** Pavilion on the Lake; Feb 7<sup>th</sup>, 6:30-9:30 pm (Ages 11 and under) & Feb 8<sup>th</sup>, 7-10 pm (12 & up), Show her how special she really is...Fathers, uncles, grandfathers, or anyone with a special girl is invited to spend a semiformal evening full of music, dancing, refreshments, desserts & more! A professional photographer will be on-site with affordable picture packages.

### March 2020

- **First Fridays Downtown Atascadero** – Friday, March 6<sup>th</sup>, 5-8 pm Celebrate Spring! Shops open late plus enjoy Bands, entertainment, discounts and more!
- **11<sup>th</sup> Annual Dancing with Our Stars!** Pavilion on the Lake – March 26, 27 & 28<sup>th</sup>, 5 – 10 pm! Presented by Friends of the Atascadero Library

- **3<sup>rd</sup> Annual Central Coast Craft Beer Festival, Saturday, March 28<sup>th</sup>, 12-4 pm**, Sunken Gardens. Celebrate Beer Week with over 40 breweries plus cider, distilled spirits and wine!  
[www.centralcoastcraftbeerfest.com](http://www.centralcoastcraftbeerfest.com)

#### April 2020

- **Farmers Market 3-Year Anniversary in Sunken Gardens!** April 1<sup>st</sup>, 3-6 pm!
- **First Fridays Downtown Atascadero** – Friday, April 3<sup>rd</sup>, 5-8 pm Celebrate Spring! Shops will be open, enjoy Bands, entertainment, discounts and more!
- **Party for the Planet at the Charles Paddock Zoo** – April 18<sup>th</sup> 10-3 pm
- **Spring Festival @ the Charles Paddock Zoo: Sunday, April 5<sup>th</sup> – Sunday, April 19<sup>th</sup>!** Come enjoy fur and feathers for a limited time! The Spring Festival is included with General Admission to the Zoo.
- **6<sup>th</sup> Annual BREW AT THE ZOO at the Charles Paddock Zoo**, Saturday, April 25<sup>th</sup> from 5:30-9:00 pm, tickets include a commemorative beer glass, craft beer, distilleries, wine, cider tasting & live music – Presale \$38/ticket; \$43/ ticket at the door. Must be 21 years and over. Tickets go on sale Sunday, March 1<sup>st</sup>!

#### May 2020

- **First Fridays Downtown Atascadero** – Friday, May 1<sup>st</sup>, 5-8 pm. First Fridays teams up with Art Wine & Brew (AWB). AWB Tickets include a wine glass, over 15 wineries pouring at the different merchant locations downtown – for ticket information go to [atascaderochamber.org](http://atascaderochamber.org)! Includes complementary tours of Historic City Hall! Shops will be open, enjoy Bands, entertainment, discounts and more! Presented by the Atascadero Business Improvement District, Atascadero Chamber of Commerce & Atascadero Historical Society!
- **Cookie Adventure at the Charles Paddock Zoo** - May 10<sup>th</sup> from 11 am to 2 pm. Enjoy a variety of cookies this Mother's Day at the Zoo!
- **5<sup>th</sup> Annual Lake Fest AND Children's Day in the Park** – Saturday, May 16<sup>th</sup> from 10-5 pm at Atascadero Lake Park. Activities for all ages starting with cardboard & duct tape boat races, paddleboard races and more! All proceeds benefit special projects for the Lake. Tons of vendors & something for everyone! Presented by Friends of Atascadero Lake & Children's Day in the Park.

#### June 2020

- **First Fridays Downtown Atascadero** – Friday, June 5<sup>th</sup>, 5-8 pm Dog Days of Summer! Shops will be open, enjoy Bands, entertainment, discounts & more!
- **Tuesday in the Park BBQ– Kick off** Tuesday, June 16<sup>th</sup> from 5-7 pm at Atascadero Lake Park! Enjoy a tri tip and chicken BBQ dinner complete with all the fixins' and then sit back and enjoy the Atascadero Community Band from 7-8 pm.  
 For more information on the Tuesday in the Park schedule of dates: [AtascaderoChamber.org](http://AtascaderoChamber.org)
- **Saturday in the Park ~ Summer Concert Series Kicks Off Mid June through Sept 12<sup>th</sup>!** – June 13<sup>th</sup> & June 20<sup>th</sup> at the Atascadero Lake Park Bandstand from 6:30 – 8:30 pm! Concerts are FREE to the Public! Food is available for purchase! Stay tuned for the band line-up. Concerts will be Saturdays through September 19<sup>th</sup>! Mark these dates on your calendar: June 13<sup>th</sup>,



June 20<sup>th</sup>, July 11<sup>th</sup>, July 25<sup>th</sup>, August 1<sup>st</sup>, August 22<sup>nd</sup>, August 29<sup>th</sup>, September 5<sup>th</sup>, 12<sup>th</sup>. For more information call (805) 470-3360

- **Farmers Market ~ Kick off to Summer SIESTA SERIES begins!** June 24<sup>th</sup> from 3-6 pm in Sunken Gardens – Chef Cook off & Tap Takeover plus Music!
- **Central Coast RESERVE Weekend! June 26<sup>th</sup> – June 28<sup>th</sup>:**
  - **Kiwanis Mayor's Winemaker Dinner – Pavilion on the Lake** ~ June 26<sup>th</sup> at 5 pm proceeds benefit a local non-profits.
  - **Wine'd-UP Yoga with Kennedy Fitness at Sunken Gardens** – June 27<sup>th</sup> from 9-11 am enjoy getting your day started with some Yoga!
  - **Wine Festival Morning Golf Tournament** – June 27<sup>th</sup> at 8 am presented by Atascadero Optimist Club & Chalk Mountain Golf Course
  - **25<sup>th</sup> Annual Atascadero Lakeside Wine Festival** – June 27<sup>th</sup> at Atascadero Lake Park from 4-8 pm. Early VIP Check-in from 3-4 pm is available! Includes wine tasting featuring Central Coast Wineries, Art and culinary vendors and Charles Paddock Zoo admission. Presented by the Atascadero Chamber of Commerce.
  - **Sunday Fun Day at the Wineries!** June 28<sup>th</sup> at participating wineries.

For more information: <https://www.centralcoastreserve.com>

## July 2020

- **First Fridays Downtown Atascadero** – Friday, July 3<sup>rd</sup>, 5-8 pm Dog Days of Summer! Shops will be open, enjoy Bands, entertainment, discounts & more!
- **4<sup>th</sup> Annual 4<sup>th</sup> of July Bluegrass Freedom Festival at Atascadero Lake Park** – 2-8 pm. Presented by Colony Days & Colony Media, the 4<sup>th</sup> of July Bluegrass Freedom Festival is an exciting new addition to the City of Atascadero! This year plan your 4<sup>th</sup> of July Celebration at Atascadero Lake Park where you can enjoy music, boating, bounce houses and games! Admission is free and there will be food, beer and wine available for purchase. If you have plans for Fireworks, you can enjoy this event on your way out to the Coast! For more information visit [www.atascaderofourthofjuly.com](http://www.atascaderofourthofjuly.com)
- **Saturday in the Park ~ Summer Concert Series July dates!** July 11<sup>th</sup>, & July 25<sup>th</sup> from 6:30 – 8:30 pm, Atascadero Lake Park Bandstand! Concerts are FREE to the Public! Go to VisitAtascadero.com for the band line-up.
- **Farmers Market ~ Summer Siesta Tap Takeover!** July 15<sup>th</sup> from 3-6 pm in Sunken Gardens – Enjoy music while shopping at the Market and sampling local favorites of wine & cider!
- **Ice Cream Zoofari at the Charles Paddock Zoo!** July 18<sup>th</sup> 5:30 pm – 8:30 pm, Come enjoy lots of Ice Cream along with the animals! \$13/ person 12+; \$9/ person 3-11 years old; Free – 2 years and under, Members \$2 discount on each ticket. Visit [www.charlespaddockzoo.org](http://www.charlespaddockzoo.org) or call (805) 461-5080.
- **Mid State Fair:** July 22<sup>nd</sup> – August 2<sup>nd</sup> Paso Robles – [www.midstatefair.com](http://www.midstatefair.com)

## August 2020

- **Saturday in the Park ~ Summer Concert Series August Dates:** August 1<sup>st</sup>, August 22<sup>nd</sup>, August 29<sup>th</sup> from 6:30-8:30 at Atascadero Lake Park Bandstand! Concerts are FREE to the Public! Go to VisitAtascadero.com for the band line-up.



- **Movies in the Gardens at Sunken Gardens:** August 1, 8, 22, & 29<sup>th</sup> from 8 pm – 11 pm – Come see your favorite movie with the family under the stars! Movies are Free to the Public! Food is available.
- **Farmers Market ~ Summer Siesta Tap Takeover!** August 5<sup>th</sup> from 3-6 pm in Sunken Gardens – Enjoy listening to music while shopping at the market! A Cider Tap Takeover is in the works to kick off the Central Coast Cider Festival!
- **First Fridays in Downtown AND Art, Wine & Brew Tour, August 7<sup>th</sup>, 5-8 pm** Downtown Atascadero! Ticket includes wine glass, tastings among downtown merchants, tours of Historic City Hall, live music & more! More information: [www.atascaderochamber.org](http://www.atascaderochamber.org).
- **5<sup>th</sup> Annual Central Coast Cider Festival** – August 8<sup>th</sup> 5-8pm at the Pavilion on the Lake & Park! Tune into [www.centralcoastciderfestival.com](http://www.centralcoastciderfestival.com) for tickets and more information!
- **Wild About Art! Saturday, August 8<sup>th</sup>, 10-3 pm**, Enjoy a day of arts & crafts at the Zoo ~ Animal Artists, face painting, workshops, local art for purchase & more! Included with general admission \$10/ person (Adults 13 & over); Children ages 5-12 \$8.00; Children ages 3-4 \$5.00; Children 2 and Under Free.
- **Cruisin' Weekend in Atascadero: August 14<sup>th</sup> – August 15<sup>th</sup>**
  - **28<sup>th</sup> Annual Hot El Camino Cruise Night** Kicks off the weekend on Friday, August 14<sup>th</sup> starting at 6:30 – 9:00 pm throughout Atascadero down El Camino Real. For pre-registration visit [www.VisitAtascadero.com/Cruise](http://www.VisitAtascadero.com/Cruise).
  - **31<sup>st</sup> Annual Atascadero Lake Car Show** – Saturday, August 15<sup>th</sup> 10:00 a.m. – 3:00 p.m. - Mid-State Cruizers presents a fabulous Car Show! For information on participating contact: Roy Barba @ (805) 238-3177 or Larry Wilson @ (805) 423-5218 or [www.midstatecruizers.org](http://www.midstatecruizers.org) (*participation is first come, first served*)
  - **5<sup>th</sup> Annual Dancing in the Streets**, Saturday, August 15<sup>th</sup> 5-10 pm Downtown Atascadero. Enjoy an evening with performances and bands! Be prepared to dance the night away plus enjoy the sounds of great music and plenty of vendors! Bring your lawn chair to enjoy the event! More info: (805) 470-3360.

#### September 2020

- **Farmers Market ~ Summer Siesta Tap Takeover!** September 2<sup>nd</sup> from 3-6 pm! Last Summer Siesta Day! Be ready to practice playing Cornhole in time for the annual Showdown Cornhole Tournament plus enjoy music and sample local wine & cider!
- **First Fridays Downtown Atascadero** – Friday, September 4<sup>th</sup>, 5-8 pm, Labor Day! Shops will be open, enjoy Bands, entertainment, discounts & more!
- **Saturday in the Park ~ Summer Concert Series September Dates:** September 5<sup>th</sup> & 12<sup>th</sup> from 6:30-8:30 at Atascadero Lake Park Bandstand! Concerts are FREE to the Public! Go to [VisitAtascadero.com](http://VisitAtascadero.com) for the band line-up.
- **5<sup>th</sup> Annual Showdown Cornhole Tournament** – Friday & Saturday, September 18<sup>th</sup> & 19<sup>th</sup>, Sunken Gardens. More information: [VisitAtascadero.com/events](http://VisitAtascadero.com/events)

#### October 2020

- **First Fridays Downtown Atascadero** – Friday, October 2<sup>nd</sup>, 5-8 pm Celebrate kick off to Tent City After Dark & Colony Days! Shops will be open, enjoy Bands, entertainment, discounts & more!
- **Colony Days – October 2<sup>nd</sup> & 3<sup>rd</sup> Downtown Atascadero ~ Join us for a day and evening of activities!** [www.colonydays.org](http://www.colonydays.org)
  - **Tent City After Dark – October 2<sup>nd</sup>**

- **Colony Days Parade & Festivities October 3<sup>rd</sup>**, 10 am-3 pm, Free to the public, special parade down El Camino Real followed by a variety of activities throughout Tent City and Sunken Gardens, tours of City Hall, the Colony House and more! Experience life the way it used to be during the early days of the Colony of Atascadero!
- **Zoo Boo at the Charles Paddock Zoo, October 24<sup>th</sup>** from 5-8:30 pm, Regular Admission \$13 per person; Members \$12 per person; Ages 2 and Under Free. Visit [www.VisitAtascadero.com](http://www.VisitAtascadero.com) or call (805) 461-5080.
- **Farmers Market ~ Halloween Fun! October 28<sup>th</sup>!** from 3-6 pm in Sunken Gardens – Come dressed in costume for a special treat from the market!
- **Trick or Treat Downtown ~ October 31<sup>st</sup>**, 4-6 pm! Get ready to bring your favorite costume downtown to a variety of fun & games! Presented by the Atascadero Business Improvement District Committee.

#### November 2020

- **Farmers Market ~ Fall/ Winter Hours begin!** November 4<sup>th</sup> from 3-5 pm in Sunken Gardens!
- **First Fridays Downtown Atascadero** – Friday, November 6<sup>th</sup>, 5-8 pm, Celebrate Fall! Shops will be open, enjoy Bands, entertainment, discounts & more!
- **Military Day at the Charles Paddock Zoo!** November 7<sup>th</sup>, 10-4 pm - All Active Duty Armed Forces men, women and their immediate families (spouses and children) receive free admission to the Zoo. Bring your valid military ID to enjoy a visit to the **only** Zoo on the central coast. We are grateful for this opportunity to say 'THANK YOU' to the men and women serving here and abroad!
- **Veteran's Day at the Faces of Freedom Veterans Memorial, Atascadero Lake Park** November 11<sup>th</sup> 11 am! Visit [www.facesoffreedom.com](http://www.facesoffreedom.com).
- **Holiday Boutique** at the Pavilion on the Lake, November 14<sup>th</sup>, 10-3 pm. Over 50 vendors await you for this one-day craft show where all items are handmade!
- **6<sup>th</sup> Annual Taco Day on Traffic Way** – November 14<sup>th</sup> 1-4 pm, Downtown – shop, eat and enjoy the shops along the way! Vote for your favorite taco! Family Friendly! Presented by the Atascadero Business Improvement District.

#### December 2020

- **Farmers Market ~ Holiday Market!** December 2<sup>nd</sup> from 3-5 pm in Sunken Gardens – Special treat in store if you have been good this year!
- **Annual Light Up the Downtown Holiday Celebration!** - December 4<sup>th</sup>, 5 – 8 pm, Sunken Gardens. First Fridays will be in full swing with the holiday celebration! Shops open late, bands, and entertainment! Purchase tickets to the Art, Wine & Brew portion for a commemorative wine glass & tastings to participating downtown merchants! At 5:30 pm, get ready for the countdown to light up our Historic City Hall, Santa arrives & the holiday festivities begin. Complementary tours of Historic City Hall, community entertainment, horse drawn hayrides, Model-A Fire Truck rides, and hot chocolate! Free to attend!
- **Holiday Musical Walk Around the Lake** – December 5<sup>th</sup>, 5:30 – 9:30 pm at Atascadero Lake Park. Enjoy a special evening walk around the lake with musical groups, carolers, Santa visits at the Charles Paddock Zoo, community singing, holiday decorations and more! Presented by the Atascadero Lake Neighborhood Association.

- **Winter Wonderland ~ One of Central Coasts Largest Holiday Events!** December 11<sup>th</sup>, from 5-9 pm, **OVER 65 TONS OF SNOW! One of Central Coasts Largest Holiday Events!** Atascadero's Sunken Gardens and the entire downtown will be transformed into a magical snowy paradise! Snow slides, snow pile areas, Joe's Little Train, bungee jumps, obstacle courses, gladiator joust, bounce houses, face painting, caricature artist, Community Entertainment, and over 50 craft and food vendors, and of course, Santa and Mrs. Claus! Free to come and enjoy, but don't forget to bring along your wallet for Downtown merchants and over 50 craft & food vendors! Plus get your holiday shopping done! Invite your family and friends to enjoy an evening of holiday fun! Call (805) 470-3360 for more info.
- **Holiday Magic at the Charles Paddock Zoo** - December 19<sup>th</sup> from 10-1 pm. Experience the magic of the holiday season as the zookeepers step in as Santa's Elves to prepare gifts for the animals. Santa will be there too! Included with general admission \$10/ person (Adults 13 & over); Children ages 5-12 \$8.00; Children ages 3-4 \$5.00; Children 2 and Under Free.