
AHS GENERAL PLAN PROJECT

TOPIC: Land Use

PERIOD: 2

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TOPIC: How do we create an environment that is fun for kids but also benefits the economy?

In atascadero our main destination for shopping is downtown on Entrada. While entrada is a great shopping destination it is small and only has certain shops and boutiques that attract certain audiences.

We want to create a new shopping plaza on the northern side of town.

- Environmental friendly property
- Artistic and creative
- Multiple shops
- Outside
- Kid friendly



We asked the public.....

AGE:

Under 18- 93.5%

18-29 - 6.5%

GENDERS WE ASKED::

GIRLS-83.9%

BOYS- 16.1%

CITY YOU LIVE IN:

Atascadero

San Luis Obispo

Templeton

Creston

WE HAVE ANSWER.....

What city would you go to shopping???

San Luis Obispo- 30 people

Paso Robles- 21 people

Santa Barbara- 8 people

Santa Maria- 6 people

Thousand Oaks- 4 people

Fresno- 1 people

What city would you travel to for entertainment reasons?

San Luis Obispo- 27 people

Morro Bay- 16 people

Pismo Beach- 16 people

Arroyo Grande- 9 people

Templeton- 7 people

What would draw more people to Atascadero?

Entertainment- 23 people

Shopping- 24 people

Affordable housing- 11 people

Restaurants- 11 people

Small businesses- 10 people

Large businesses- 5 people

RESEARCH

WHAT DID WE LEARN ABOUT THIS ISSUE?

→ Why is it a problem

Land that is put to waste in which could turn into attraction

→ Who does it affect?

Visitors and people of the town

→ Is it complicated?

Yes, many people don't want more attractions added to Atascadero

→ What else should the City know?

None



CASE STUDY:

Spanish Village Balboa Park -San Diego, CA

What did others do to address this issue?

- An early 20th-century depiction of an old village in Spain
- Thriving local community where artists can express their creativity and make a name for themselves
- Facility continues to grow and thrive with many visitors



SOLUTIONS

WHAT ARE SOME SOLUTIONS TO THE ISSUE?

- **1.**
Add more public spaces (gardens or murals)
- **2.**
Use the land that's unoccupied
- **3.**
Add some more popular stores so people don't have to travel far for designer clothing



RECOMMENDATION(S)

- ❑ Convert the KMart lot into a more green and localized area. My team believes that a more positive environment will benefit Atascadero economically as well as aesthetically
- ❑ Convert the lot across from Grocery Outlet into a similar idea, our goal is to bring more people to that side of town

