

# Community Engagement Series #2

## Summary: Alternatives

City of Atascadero 2045 General Plan Update | March 3, 2024

### Overview

In Fall 2023, The Project Team hosted a series of pop-up events, focus group meetings, open houses, high school student policy projects, and an online survey to solicit community ideas on a preferred land use and growth alternative for the future of Atascadero. These interactive events and activities provided community members and stakeholders with an opportunity to learn about the Authentic Atascadero process and the importance of the General Plan, and to provide specific feedback on proposed new Placetypes and changes within Focus Areas. This document summarizes the feedback the Project Team heard on the draft Alternatives, organized into three parts:

- **Part 1:** Community Open House Comments and Feedback
- **Part 2:** Interactive Online Survey Comments and Feedback
- **Part 3:** High School Student Policy Projects

The Alternatives Engagement Event Set was the second in a series of community workshops, surveys, and events for the Atascadero General Plan project. This round of engagement included a variety of options for community members to participate in and provide feedback on the draft Alternatives, including pop-up events, a community open house, student projects, and an interactive online survey. The extensive community feedback summarized in this document will be used by the Project Team to further refine the Preferred Alternative, which will eventually become the basis for the updated General Plan. The draft General Plan will be presented to the community during a subsequent round of engagement.

## Promotional Materials

The Project Team also prepared and disseminated a variety of project notifications and social media posts to attract interest in the project. This included project flyers, several social media posts, and postcards/handouts.

**ATASCADERO GENERAL PLAN UPDATE**

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

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

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

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

**Timeline**

- SUMMER-WINTER 2022: DISCOVERY AND VISIONING**
  - Prepare Background Reports
  - Identify Issues and Opportunities
  - Develop Draft Vision and Guiding Principles
  - Community Engagement Series #1
- FALL 2023-WINTER 2024 EXPLORING ALTERNATIVES**
  - Identify Areas of Potential Change
  - Study and Identify Land Use/Transportation Options
  - Conduct Initial Environmental Impact Study
  - Community Engagement Series #2
- SUMMER 2024: A PLAN FOR ATASCADERO 2045**
  - Prepare Draft General Plan
  - Prepare Draft Environmental Impact Report
  - Amendments
  - Public Review of Documents
  - Community Engagement Series #3
- FALL-WINTER 2024: CELEBRATE OUR FUTURE**
  - Adopt Final 2045 General Plan and Environmental Impact Report
  - Planning Commission and City Council Public Hearings

**BE PART OF THE CONVERSATION!**  
City leaders want to hear from you about the most important issues to address and prioritize. The City has been working closely with the community over the past year to imagine how Atascadero might evolve over the next 20 years.

**COMPLETE THE SURVEY!**  
<https://bit.ly/atascadero-survey>

Enter to win a Fall Festival Unlimited Ride Wristband! Complete the survey and enter your contact information to be automatically entered in a drawing for a Fall Festival wristband, a \$35 value!

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

**What ideas do YOU have?**

Thank you to all who participated! We appreciate your feedback! We will continue to gather input as we move forward.

Learn more at: [www.Atascadero2045.org](http://www.Atascadero2045.org)

**The future of Atascadero is about YOU!**

Join City staff at an Open House to learn more about the General Plan update and to share your ideas.

**WHEN:** Saturday, October 14, 2023 stop by anytime between 9-1 pm

**WHERE:** Pavilion on the Lake, 9315 Pismo Ave, Atascadero, CA 93422

Take the Survey! Use your voice and let us know what you think.

Learn more at: [www.Atascadero2045.org](http://www.Atascadero2045.org)

**Survey Closes Soon!**  
How would YOU like to see Atascadero grow in the next 20 years?

Survey Closes: Saturday, November 4

Complete the Survey and enter a drawing for an UNLIMITED RIDE wristband to the Fall Festival! Already started the survey? Complete it so you can get a chance, too!

Scan the QR Code:

Or visit: <https://bit.ly/atascadero-survey>

## Part 1: Community Open House Comments and Feedback

The Project Team hosted a Community Open House at the Lake Pavilion on October 14, 2023. The purpose of the Open House was to provide an opportunity for the community to learn about the General Plan project, review proposed Placetypes and land use changes within Focus Area, and provide their comments and feedback on a variety of land use and growth strategies for the future of Atascadero. Participants had the opportunity to speak to City staff and project consultants, ask questions, and provide feedback on the proposed changes. Specifically, participants were presented with five Focus Areas:

- **North Atascadero:** Ramona Road, Del Rio, San Benito, and San Anselmo
- **Industrial Area:** Traffic Way / Sycamore Road
- **Downtown:** Downtown Core
- **Morro Road**
- **South Atascadero:** Triangle Neighborhood, South Atascadero Commercial, and South Gateway

Conceptual land use policy options and proposed changes were presented on poster boards organized by Focus Area. Participants were provided Post-it notes and “Placetype Cards” that had a variety of land use options. Participants were asked to place their Placetype Cards or notes on each Focus Area board, or to provide comments on notepads located next to each board. This allowed participants the opportunity to provide comments on the policy questions as well as additional suggestions.



The following is a summary of key themes and feedback the Project Team received from the community during the Open House.

### **Commercial Development**

- Many participants commented on the need for commercial development, especially commercial recreation, in Atascadero.
- Participants stated that they wanted to have the opportunity to have local entertainment, particularly for young adults and children without having to travel outside of county lines.

### **Mixed-Use Development**

- Participants had a range of opinions on mixed-use developments, where some supported it and others preferred the land-use to remain as is in, especially in certain areas that have very low-density housing.
- A few participants assumed that mixed use meant higher density and believed that this would change the aesthetic of Atascadero from a small town to a more urban area.

### **Housing**

- There was a mix of opinions on the proposed changes in housing and residential density per focus area.
- Though many participants supported the proposed increase in density suggested in the policy questions, a few wanted to keep the low residential density that is currently zoned.

### **Transportation and Mobility**

- With the opportunity for increasing density and commercial development near main roads in Atascadero, many participants expressed their concern with a potential increase in traffic and congestion.
- Many asked what plans were in store to accommodate commuter traffic caused by higher density residential developments and mixed-use developments, especially in North Atascadero.
- Where there was conversation on increasing the density of the area, some participants brought up the need to invest in widening streets and sidewalks and providing more parking, as well as allowing for multiple modes of transportation including cycling and, at times, public transit, especially towards Downtown developments.

## Homelessness

- The topic of homelessness came up throughout the discussion, where development suggested for certain areas came with the idea that these areas needed to be cleared of houseless people.
- A few comments were in support of the houseless population, where participants suggested housing developments for the population or needed services.

## Green Spaces

- Along with the conversation on higher density, many participants not only brought up the need for parks and recreational green spaces, but pushed for the protection of recreational green spaces, such as the Salinas River.

## Small-Town Character

- Throughout the survey, participants reinforced the aspect of maintaining the aesthetic of Atascadero.
- Many suggested that the charm of Atascadero attracted new residents and tourists alike.

## North Atascadero: Ramona Road

- Transportation planning:
  - One participant commented that there are too many unused parking lots within the focus area.
- Housing:
  - One participant would like to keep rental prices low.
- Homelessness:
  - One participant would like to more development for a homeless shelter.

## North Atascadero: Del Rio

- Mixed-Use Development:
  - One participant commented that the residential areas on Monterey Road should be kept Very Low Density Residential, with no more than two units per parcel.
  - Participants would like to see mixed use development south of Del Rio.
- Housing:
  - One participant would like to see the High-density residential development east of Del Rio.
  - One participant would like to see more affordable housing.
- Transportation planning:
  - Some participants questioned if more development would create more traffic, especially like in areas near Valley Fresh Market.

- One participant suggested left-turn arrows, since they believe it is more dangerous and confusing without them.
- One participant asked if the bridge will be replaced to make way for the developments.
- Green Spaces:
  - One participant would like the K-Mart space re-used for recreational use or parks.

### **North Atascadero: San Benito**

- Mixed-Use Development:
  - One participant wants to see a two-story limit on mixed-use development along El Camino.
  - One participant pointed out the Knoph parcel and would like it to be Medium-Density-Residential with a three-story requirement.
- Housing:
  - A few participants would like to see Low-Density Residential in this area and avoid four units/ acre, especially without proper sewer and gas lines.
  - One participant would like to see High-Density Residential east of San Benito.
- Transportation planning:
  - One participant would like to see traffic control in response to growth.
  - One participant wants to ensure that there is a transition from El Camino Real to Colima.
- Other:
  - One participant would like to consider the pollution that increased development would create.

### **Industrial Area: Traffic Way/ Sycamore Road**

- Mixed-Use Development:
  - One participant would like to see mixed-use development in this area.

### **Downtown: Downtown Core**

- Commercial Development:
  - Many participants would like more restaurants and outdoor spaces and seating.
  - One participant suggested moving private, legal non-conforming businesses in the Downtown.
  - One participant would like to see commercial development, specifically near Entrada Ave.
- Mixed-Use Development:

- Many participants would like to make space for more mixed-use developments, suggesting the reuse of vacant buildings and moving current businesses.
- Many participants would like more restaurants and outdoor spaces.
- Housing:
  - Participants would like to see varied housing options and the dense downtown tapered out.
  - Participants would like to see more high-density residential developments
- Transportation planning:
  - Participants suggested walking paths and expanding sidewalks for outdoor seating options.
  - Many participants suggested more and free parking to accommodate the development of the downtown area.
  - One participant would like to move the high school out of the traffic's way.
- Green Spaces:
  - Many participants would like to see more commercial development near the Sunken Garden.
  - One participant suggested making the vacant armory a park-like setting with walking paths.
  - One participant supported cleaning up the creek.
- Small-town feel:
  - One participant suggested moving the junior high school out of the downtown.

### **Downtown: Infill Flex**

- Green Spaces:
  - One participant suggested adding walkable areas and zones and pit stops in this area.

### **Morro Road**

- Commercial Development:
  - One participant would like to see more economic growth.
  - One participant suggested allowing a dispensary for economic growth.
- Mixed-Use Development:
  - One participant suggested that this area should be high density mixed-use development.
- Housing:
  - Participants would like to see high-density residential development in this area, but no more than 40,000 people.

- Transportation planning:
  - One participant suggested a better bike lane.
  - One participant would like to see diagonal parking to accommodate for businesses.
- Green Spaces:
  - One participant suggested seating in open space, especially near the creek.
  - One participant would like to maintain the green spaces, especially the hills.

### **South Atascadero: Triangle Neighborhood**

- Mixed-Use Development:
  - One participant would like to see more mixed-use development.
- Housing:
  - One participant would like to see high-density residential development in this area.

### **South Atascadero: Commercial**

- Commercial Development:
  - One participant would like to see commercial recreation in this area.
- Mixed-Use Development:
  - One participant would like to see more mixed-use development.
  - One participant suggested to keep industrial development away from the area.
  - One participant would like to see Innovation/ Flex near Chalk Mountain Golf Course.
  - One participant suggested Innovation/ Flex for this area with mixed-use.
- Transportation planning:
  - One participant would like to address the Congestion on Santa Rosa Road.
  - One participant would like to improve crosswalk spacing.

### **South Gateway**

- Commercial Development:
  - Many participants would like commercial development in this area, especially along El Camino Real, instead of high-residential development
- Mixed-Use Development:
  - Along with commercial development, participants would rather have mixed-use development than residential development.
  - One participant suggested Infill/Flex near this area.
- Housing:
  - Participants would like to keep this area low-density residential development.
- Green Spaces:





- Participants would like to preserve or develop the green spaces in this area.
- One participant suggested pickle ball courts, half gold court, and a community garden.
- One participant would like to address the flooding concerns.
- Small-town feel:
  - Many participants would like to prevent more residential development in this area.

## Part 2: Interactive Online Survey Comments and Feedback

Following the Open House, the Project Team prepared an interactive online survey that mirrored the content of the meeting. The survey, however, also included some additional and more detailed policy questions for the community to provide feedback on. The survey was designed using an online platform known as Mapita, which allows participants to answer both multiple choice questions and place pins/comments directly on a digital map. Participants had the ability to drop a pin on the map with the type of development they would like to see in that area. The map also allowed community members to comment on areas outside of the focus areas to fully understand the community vision for Atascadero's future. There was a total of 560 respondents with a partial completion of the survey and eighty-five respondents with a total completion of the survey. The survey closed on November 4, 2023.

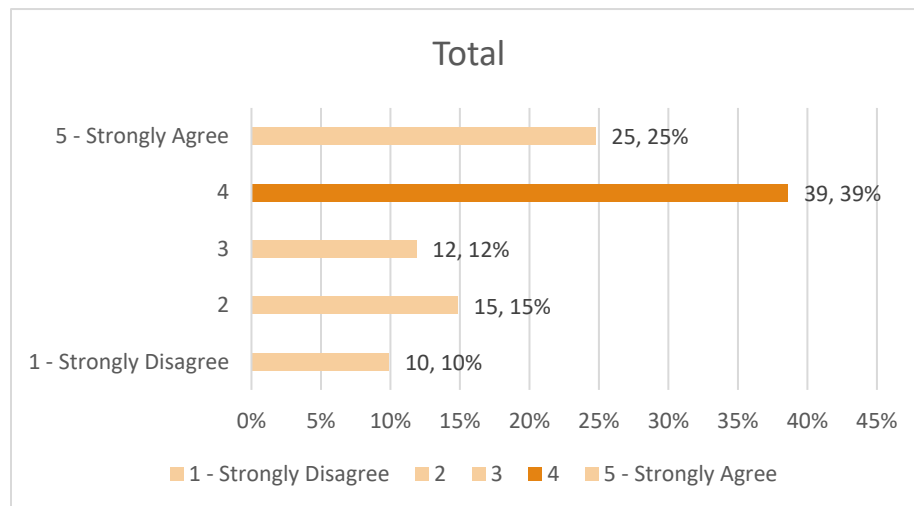
The following is a summary of the policy question responses and major ideas/concepts from the online survey.

## North Atascadero: Ramona Road

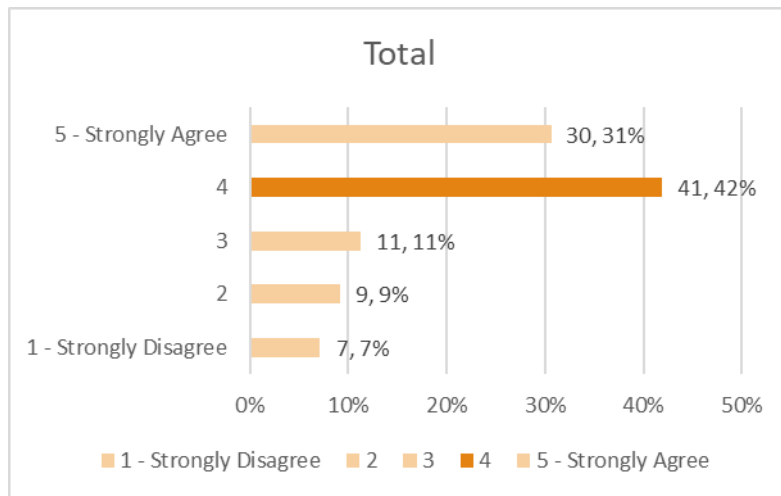


### Policy Question(s)

1. Create a light industrial and business park zone.



- Concentrate employment-generating uses at the Del Rio Road/Highway 101 intersection.



### Additional Ideas

#### **Commercial Development:**

- Instead of the proposed business parks and light industrial park zones, many participants asked for commercial development in the area.
- Some participants supported commercial development and were more in favor of commercial recreation, where they could have the opportunity of entertainment within county lines.
- A few participants commented on the proposed higher density throughout North Atascadero and supported it, but only if it came with commercial development.

#### **Mixed Use:**

- Some participants supported mixed-use development throughout North Atascadero, especially around the main roads.
- Some participants supported mixed-use developments throughout North Atascadero if it included bringing in more job opportunities for new and current residents.
- Some participants suggested that the development should be considered for passersby, so long-term higher density development would be beneficial.

#### **Housing:**

- A few participants supported higher density housing proposed throughout North Atascadero and believe that this is the area that would be the most appropriate for this type of housing.
- A couple of participants suggested single-family homes and low-density residential areas, opposite from what is suggested in the policy changes.

### **Job Opportunities:**

- Some participants stated that the job market would have to accommodate the growing population that would result from higher density changes.
- A couple of participants suggested that more commercial spaces would allow for more job creation throughout North Atascadero.

### **Transportation Planning:**

- Multiple participants expressed concern that higher density developments could drastically increase traffic.
- Some participants pointed specifically to Ramona Road, Del Rio, and El Camino Real/101 as problem areas for traffic that would only become worse.
- One participant questioned what improvements the city would implement to accommodate or minimize the effects of traffic.
- One participant emphasized that Ramona Road would require widening to accommodate pedestrians, cyclists, and higher traffic rates that came with the intensified development.

### **Small Town Feel:**

- A couple of participants suggested their indifference with the specifics of the proposed mixed-use developments throughout North Atascadero but expressed their interest in maintaining the historic aesthetic of Atascadero.

### **Other Comments:**

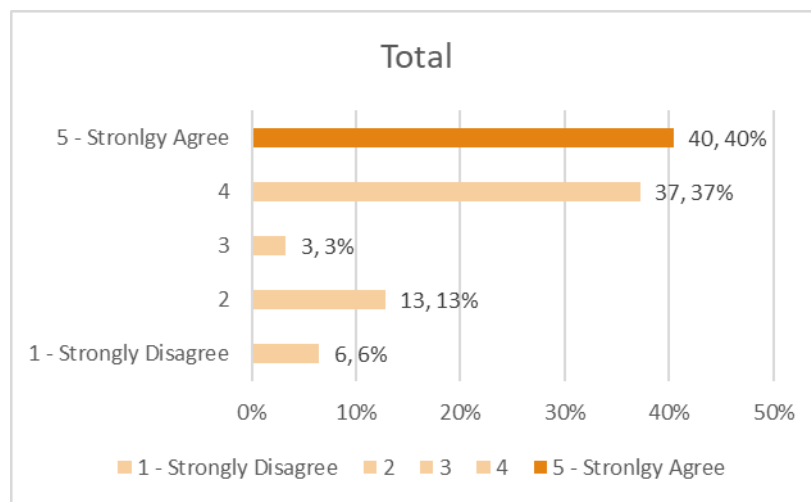
- Some emphasized the need for general stores and/or supermarkets like the once proposed Walmart where they could shop for clothing and other necessities.
- A few participants suggested that the development be family centered.

## North Atascadero: Del Rio

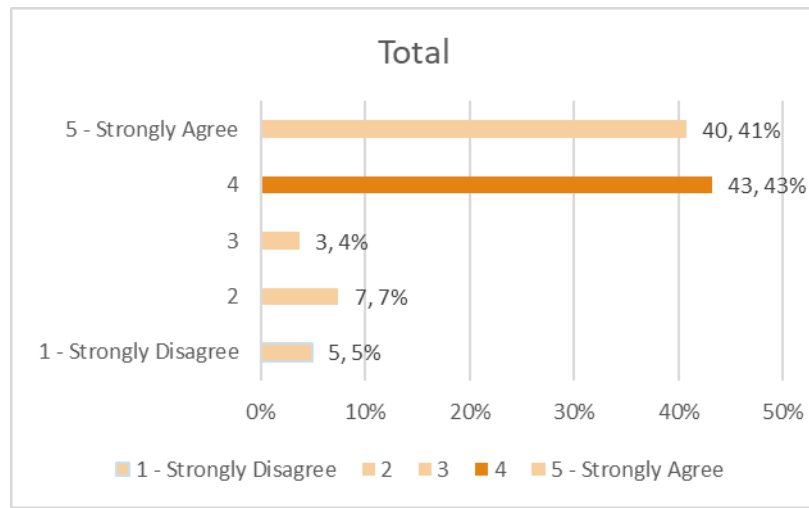


### Policy Question(s)

- Designate retail and tourist-serving uses at all four corners of the Del Rio/ El Camino Real intersection.



4. Expand clean industrial and innovation flex uses along El Camino Real on parcels that front Highway 101.



Additional Ideas

**Commercial Development:**

- Many participants expressed their desire for a big box general store (such as Walmart) in the area to go shopping for necessities.
- A couple of participants suggested commercial recreation, especially types that were different from the sources of entertainment already in town.
- A couple of participants mentioned that development should make space for small businesses.
- A couple of participants also felt that higher density around commercial spaces would be appropriate.

**Mixed-use Development:**

- Many participants supported mixed-use developments, especially in the proposed business parks/ industrial area.

**Housing:**

- A couple of participants requested more affordable housing throughout the North Atascadero area.

**Job Opportunities:**

- Many participants asked for more job opportunities in the area, which they think can come along with commercial development.

### **Transportation planning:**

- Many participants mentioned the traffic in this area, especially in Del Rio and El Camino Real.
- Many participants are concerned that the traffic will only get worse with development in the area.
- A few participants mentioned that they would like Del Rio overpass to accommodate space for pedestrians and cyclists.

### **Homelessness:**

- One comment suggested that there is a need for more support for the houseless population in the area.

### **Small Town Feel:**

- A couple of participants commented that they would like to keep the historic aesthetic in the proposed developments of the area.

### **Other comments:**

- One participant suggested that the City should tax developers and use the funds to support public infrastructure.
- One participant suggested a fire station within the higher density development.
- One participant suggested a public market like the one in San Luis Obispo

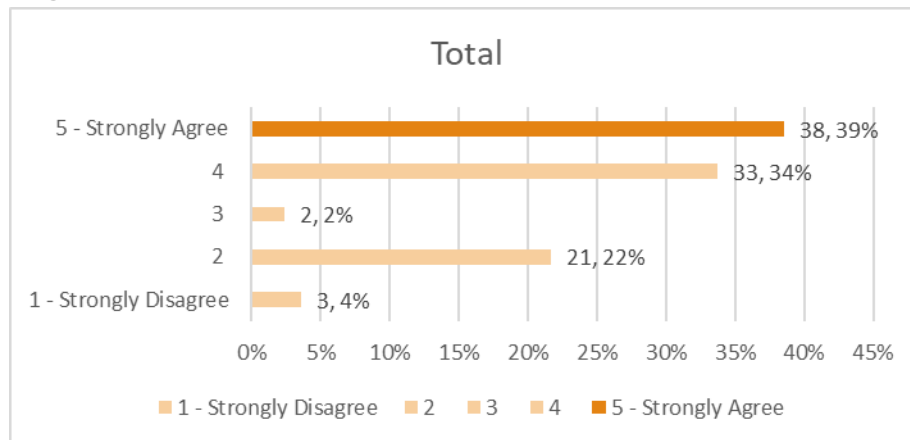


## North Atascadero- San Benito

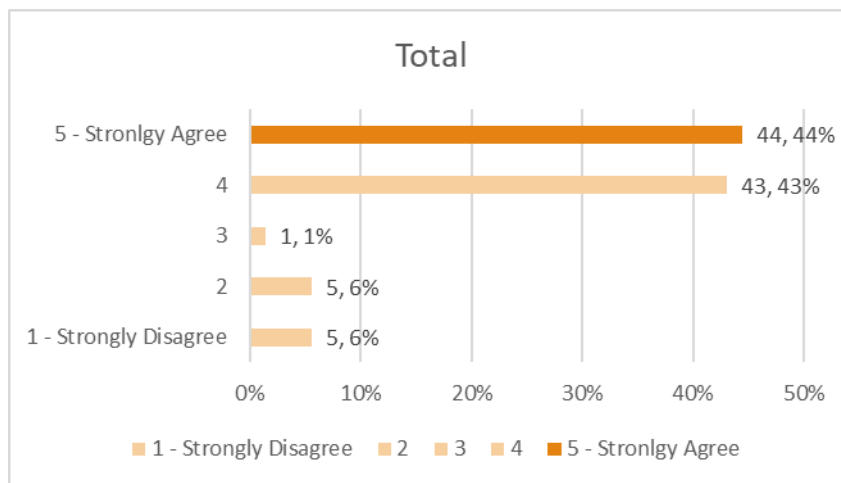


### Policy Question(s)

5. Allow for additional residential density in the area to create more opportunities for infill housing.



6. Ensure there are adequate transition zones between more intense uses fronting El Camino Real and surrounding residential neighborhoods.



### Additional Ideas

#### **Commercial Development:**

- Some participants supported commercial developments and increased residential density but preferred it closer to El Camino Real.
- Some believe that higher density could affect emergency response times.
- One participant suggested that developers should be funding local law enforcement and public services.

#### **Mixed Use:**

- One participant stated that the zoning in the area should include more neighborhood services.
- One participant specified that they would like zoning to taper from high density in the center, out to medium density, and finally low density in the outskirts of town.
- A few participants would like to maintain lower density in the area or keep it as it is now.

#### **Housing:**

- Many participants endorsed the concept of increased housing density.
- A couple of participants want to keep the housing at very-low density.
- One participant suggested multi-family housing units in the area.
- One participant would like homeowners to oversee their home design.

### **Job Opportunities:**

- A few participants commented on the need for job opportunities in the area, especially as it relates to an increase in density.

### **Transportation Planning:**

- High density opportunities concern some participants on the effects on traffic, especially near the Atascadero High School.
- Some participants want to ensure that there are traffic safety measures implemented near the school and for students and other pedestrians.
- Multiple participants were concerned with student and pedestrian safety and expressed the need for expanding and redoing the sidewalks and streets they use.
- A few residents would like the street shared with cyclists.

### **Other Comments:**

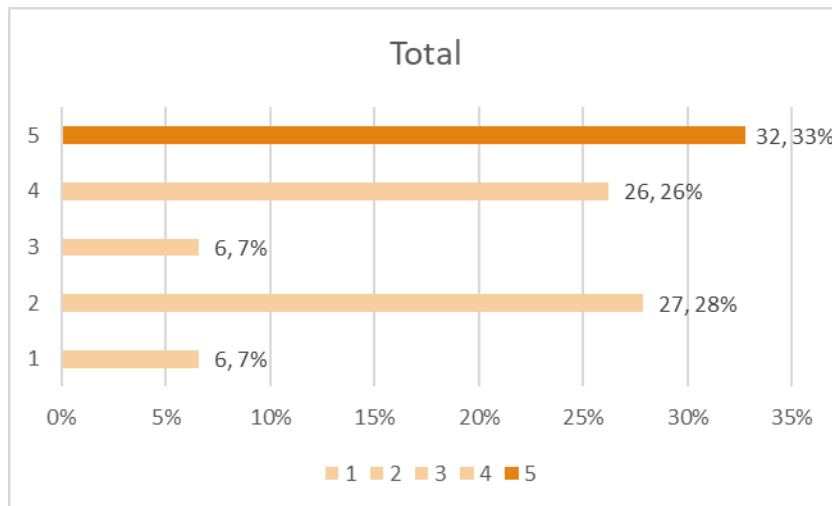
- A couple of participants suggested developing the school district land into sports fields.
- One participant suggested the use of topography and natural barriers as zoning methods.

## North Atascadero – San Anselmo

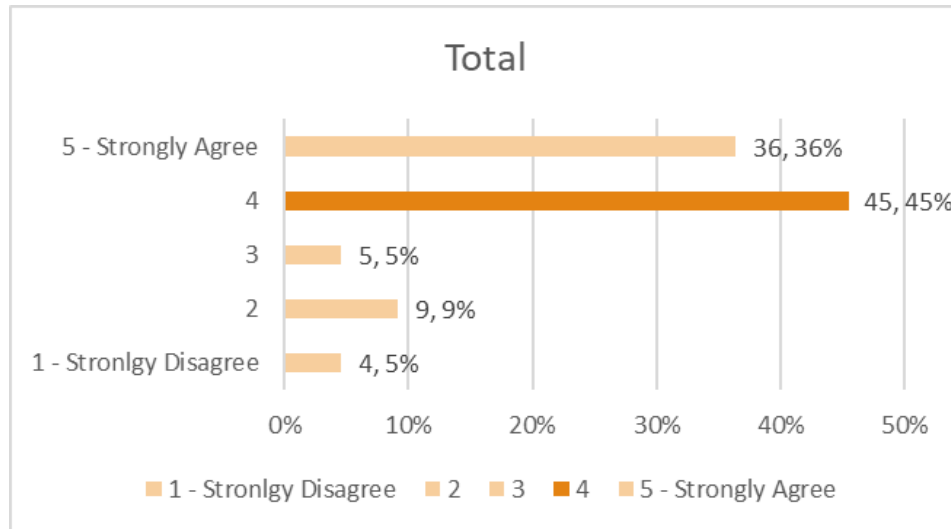


### Policy Question(s)

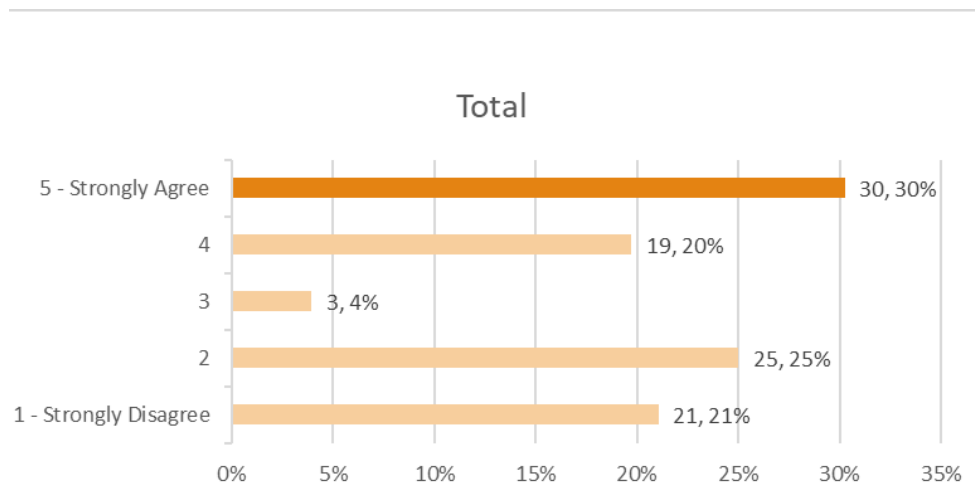
7. Create a research/development focused area between El Camino Real and Highway 101, north of San Anselmo Road.



8. Explore opportunities for horizontal mixed use on deeper lots on the East Side of El Camino Real (e.g., commercial and office uses fronting El Camino Real with residential in the back).



9. Preserve the retail space on the former K-Mart site instead of transitioning to research/development.



Additional Ideas

**Commercial Development:**

- Most participants would like to see commercial development in this area, especially for things such as a general store for shopping for necessities.
- Many participants would like to see commercial recreation in this area, including some for families with young children and entertainment for young adults.

- Many participants agree that the K-Mart site would work great for commercial development.
- A couple of participants believe there is little need for commercial development, or that it would be better suited in the Downtown or Del Rio area.

**Mixed-use Development:**

- Some participants believe that mixed-use development in the area should be more flexible, and not restricted by zoning.
- One participant suggests that the market should dictate land use.

**Job Opportunities:**

- A couple of participants would like the new development to provide job opportunities.

**Transportation Planning:**

- One participant suggested that San Anselmo near the 101 on/off ramp needs traffic lights and stop signs.
- A few participants requested bike path and sidewalk improvements.

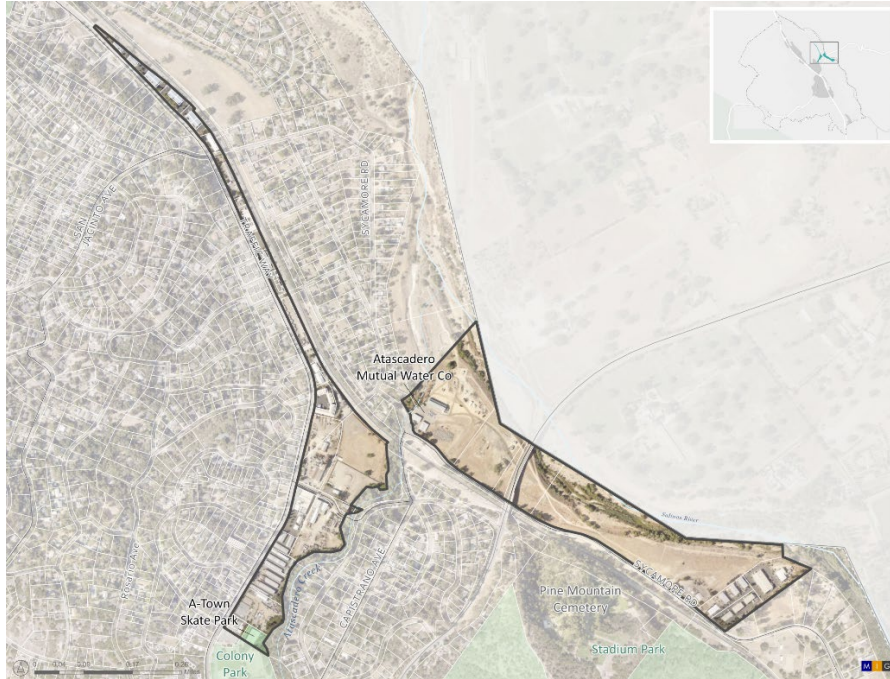
**Green spaces:**

- A few participants suggested more parks in the area, or even in part of the K-Mart site.

**Other Comments:**

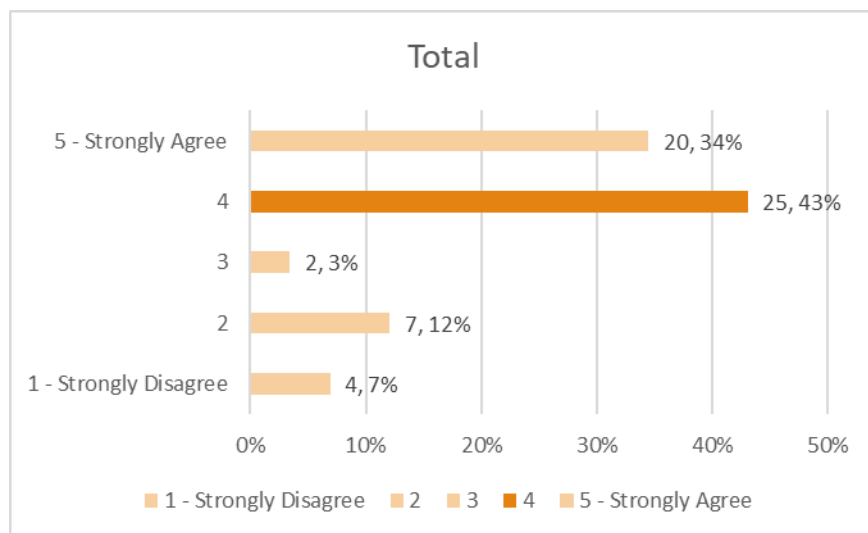
- One participant suggested that the K-Mart site should be used for the RV storage facility instead of the floodplain.

## Industrial Area – Traffic Way and Sycamore Road

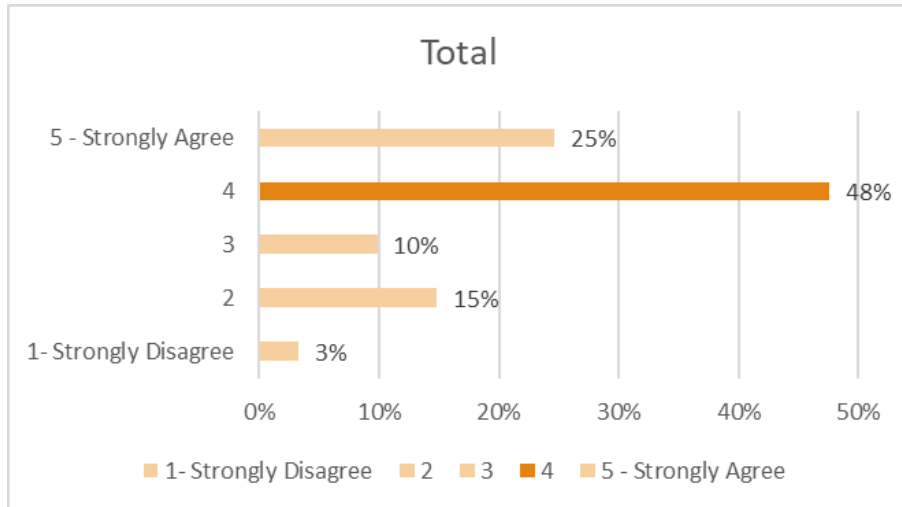


### Policy Question(s)

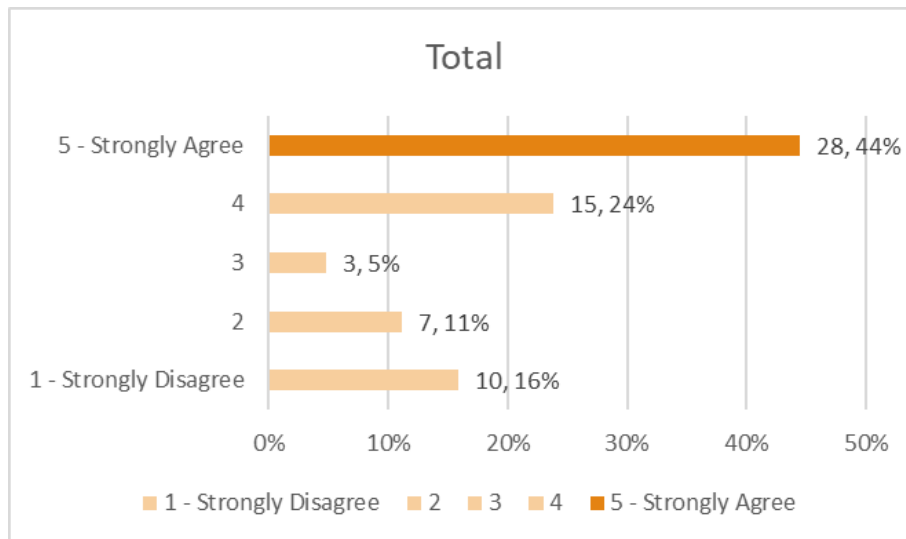
10. Transition to light industrial and research/development uses and away from heavier industrial and outdoor storage uses.



11. Create a business park zone east of Traffic Way that is less impactful on adjacent residential neighborhoods, maintaining indoor uses.

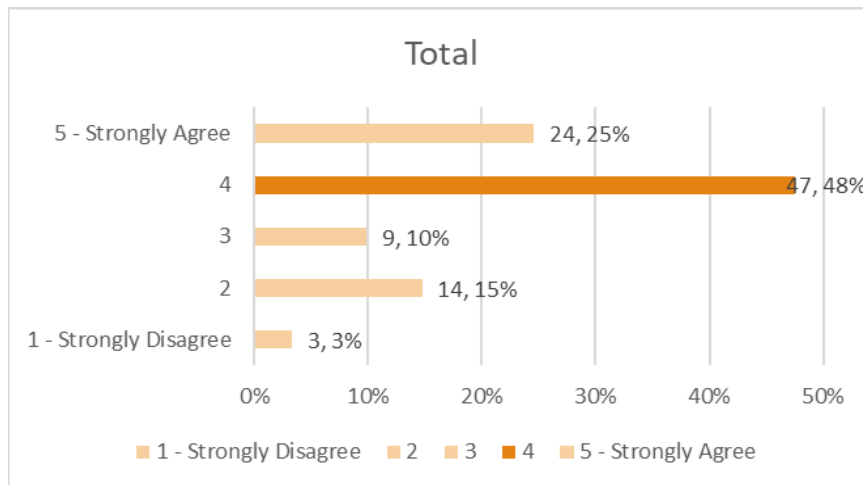


12. Limit new industrial uses near the Salinas River.





13. Create greater access and recreational opportunities to the Salinas River.



Additional Ideas

**Mixed-Use Development:**

- A couple of participants supported a land-use change near Salinas River to light industrial.
- Thirteen participants dropped pins for “innovation/flex” near Traffic Way
- Five participants dropped pins for “Industrial” use on Traffic Way.
- Some participants did not support industrial development near the Salinas River.
- Four participants dropped pins for “Industrial” use on Sycamore Rd.
- One participant suggested that the Sycamore area would be better than Traffic Way for industrial development.
- Some participants supported some private development in the area, but not industrial.

**Transportation Planning:**

- One participant suggested the maintenance of the sidewalks near Rosaria and Traffic Way, along with small scale commercial development.
- One participant mentioned the need for updated traffic signage on Traffic Way near San Jacinto especially with new development.
- Another participant suggested safety improvements to Capistrano and Sycamore since there is no view of oncoming traffic.

**Homelessness:**

- Many participants mentioned that houseless people live and use the river.

- Some participants suggested that having houseless people in the area could keep development from taking place.

### **Green Spaces:**

- Most participants would like to keep the area near Salinas River as a recreational space.
- Thirty participants dropped pins “Parks and Open Space” use near Sycamore Rd.
- Many participants would like more access to the Salinas River and believe it should be an open space.
- Many participants stated that they would like to protect the Salinas River and surrounding area as much as possible.
- One participant requested maintenance of the San Jaun Bautista trail.

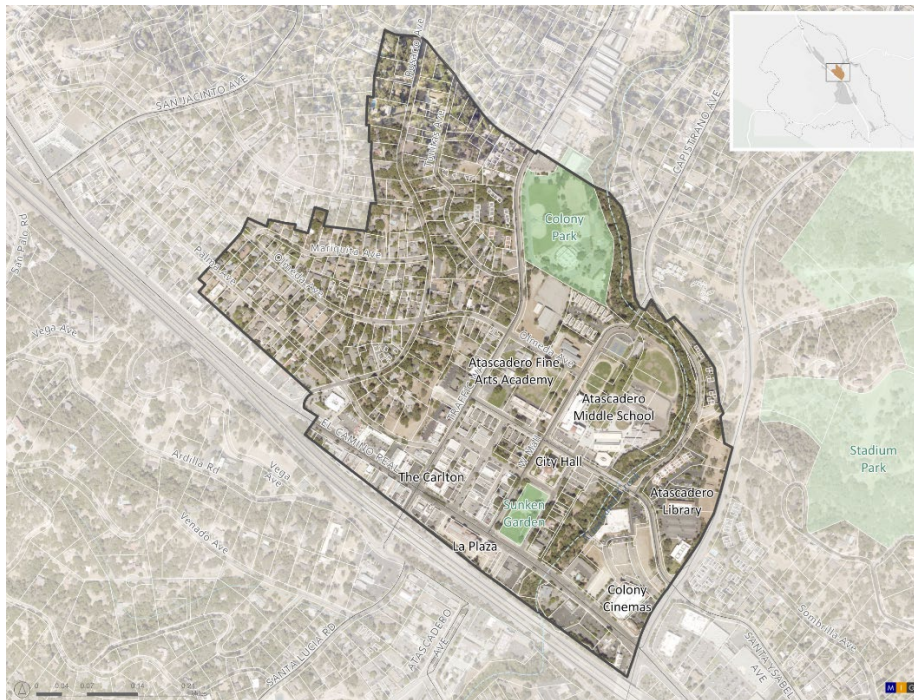
### **Commercial Development:**

- One participant suggested that the city should be investing more in commercial development and tourist attractions than business parks/industrial development.

### **Other comments:**

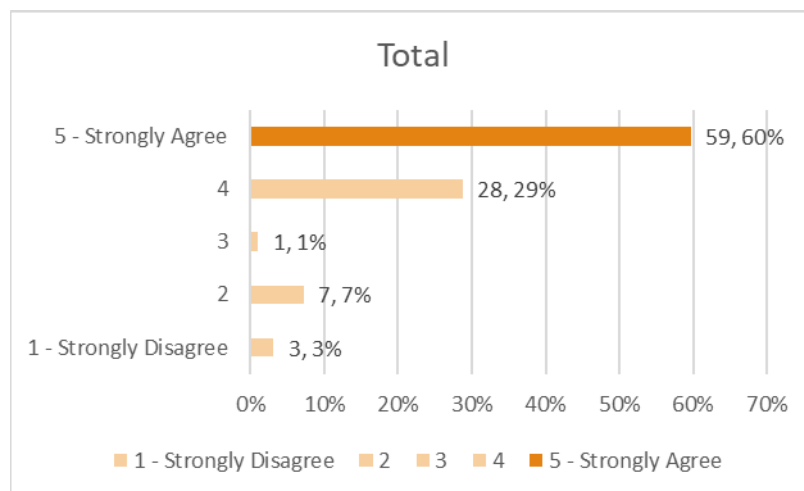
- One participant suggested that the already existing industrial area near Bajada and Orillas needed maintenance.
- One participant suggested working with AMWC for development around Salinas River.

## Downtown – Downtown Core

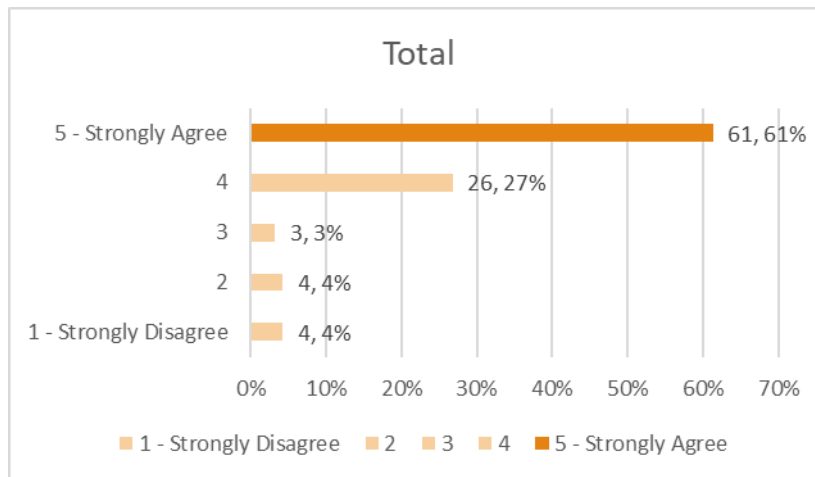


### Policy Question(s)

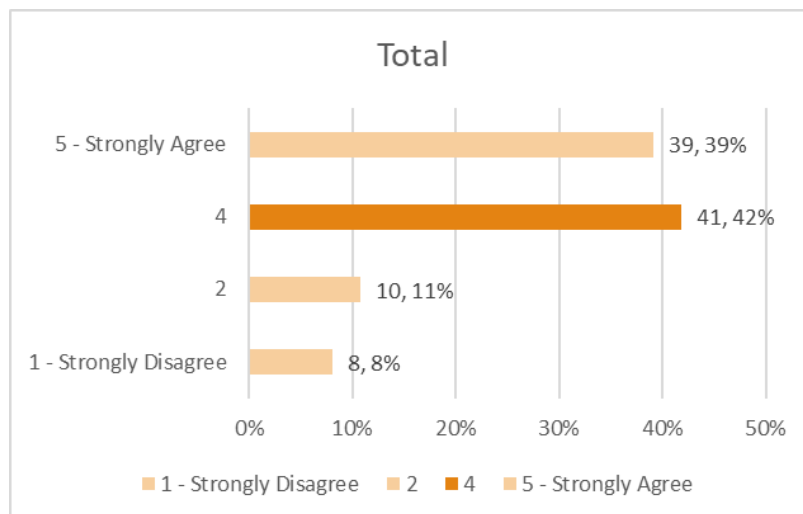
14. Continue to develop restaurant, retail, and larger mixed-use (commercial with housing above) projects in the area to intensify the Downtown core.



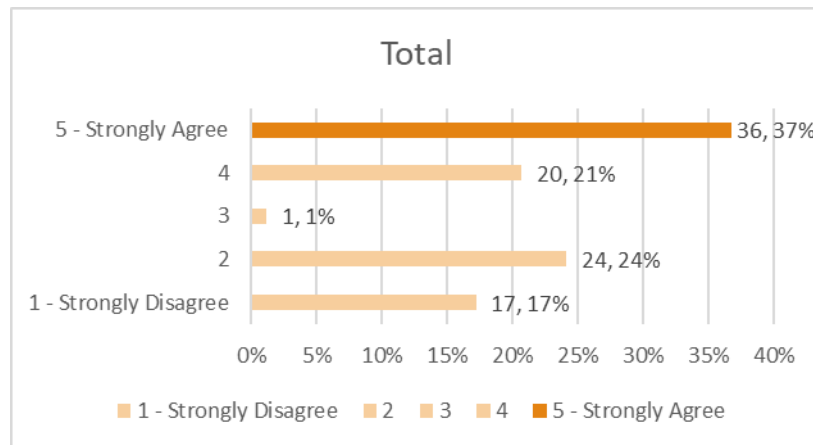
15. Incentivize the relocation of medical offices to the Highway 41 (Morro Road) corridor.



16. Support infill multi-family and missing middle development in surrounding neighborhoods where sewer is available.



17. Allow mixed-use buildings up to four/five stories high in the Downtown core to create more local housing and employment uses.



Additional Ideas

**Commercial Development:**

- Most participants supported the suggested commercial development in the Downtown core.
- Some participants support incentivizing the relocation of medical offices in favor of commercial development.
- A couple of participants were okay with keeping the existing medical offices in the Downtown core.
- A couple of participants suggested revamping the commercial spaces already in place on Traffic, Entrada and W. Mall.
- Many participants requested commercial recreation, especially for families, and more diverse dining opportunities.
- Some participants suggested more commercial development, specifically near Sunken Gardens.
- Some participants identified three-story building developments as an appropriate scale near Sunken Gardens.

**Mixed-use Development:**

- Most participants support medium density with three-story buildings at most, and only if they are mixed use developments.
- No participants identified placetypes with to 4-5 story buildings.
- One participant stated that 4-5 story developments would be more appropriate between Highway 101 and El Camino Real.

**Parking:**

- Many participants expressed concerns about the need for parking with higher density in the Downtown area.
- A couple of participants believed that parking should be determined even before suggested development.

**Homelessness:**

- One participant mentioned the issue of homelessness in the Downtown.

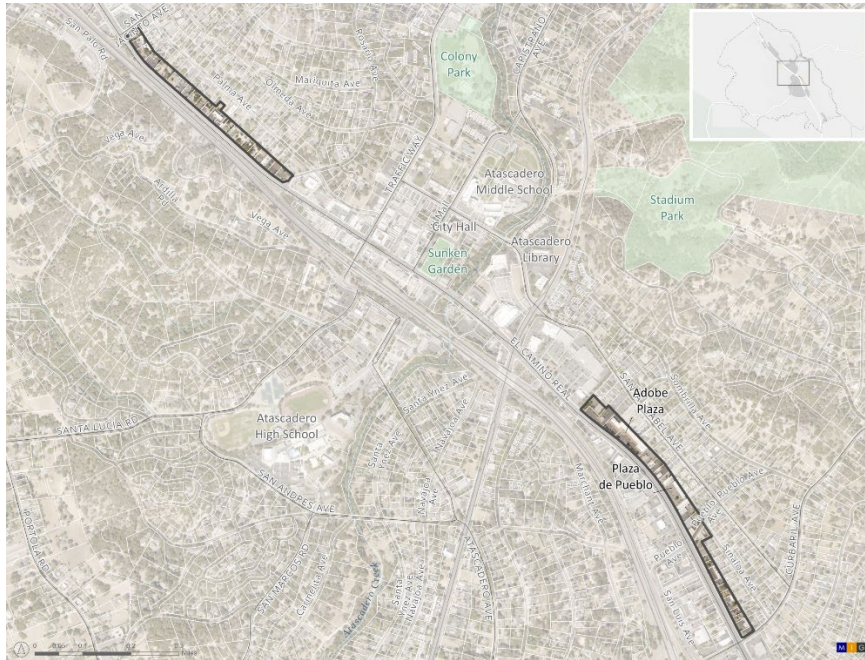
**Green Spaces:**

- One participant suggested a need for better lighting near Sunken Gardens.
- Many participants requested more pickleball courts, especially in Colony Park.

**Small Town Feel:**

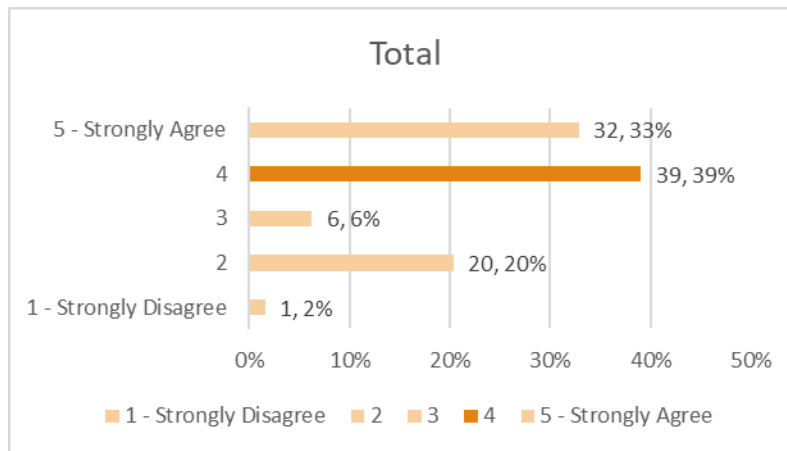
- Many would like three-story buildings at most with mixed-use development to preserve the historic aesthetic of Atascadero.

## Mid-block El Camino Real - Infill Flex

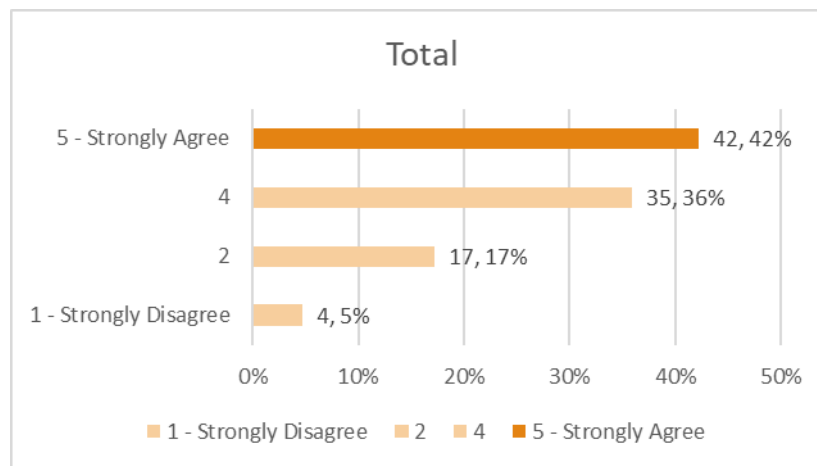


### Policy Question(s)

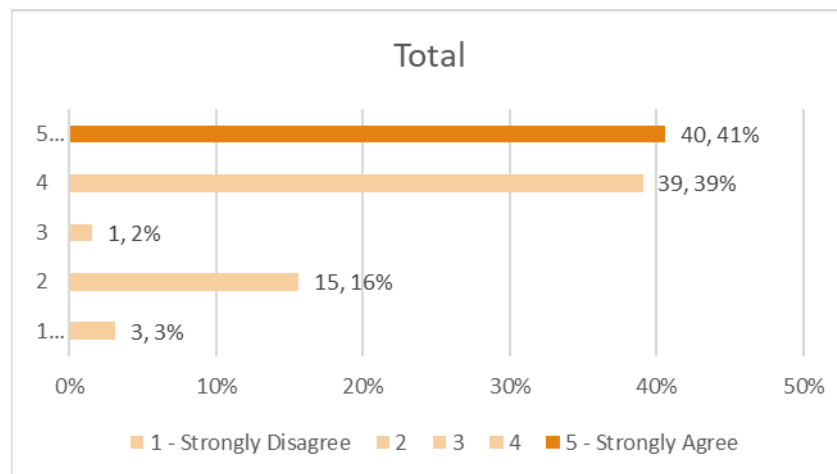
18. Encourage infill residential development.



19. Create flexibility by allowing horizontal (commercial in front of residential) and vertical (residential above commercial) mixed use.



20. Concentrate and intensify commercial use at key intersections.



### Additional Ideas

#### **Mixed-Use Development:**

- A few participants would rather not have new development in this area.
- One participant proposed lower-density mixed use in the area.
- One participant supported vertical development since it could increase density while still preserving open space.

#### **Housing:**

- A few participants preferred to have businesses and other job opportunities rather than housing infill in the area.



- Forty-seven participants dropped pins in support of Medium Density Residential development.

**Transportation Planning:**

- A few participants suggested parking and traffic control in the area, especially with the increase in traffic.
- One participant mentioned the need for bike lanes and street signage.

**Homelessness:**

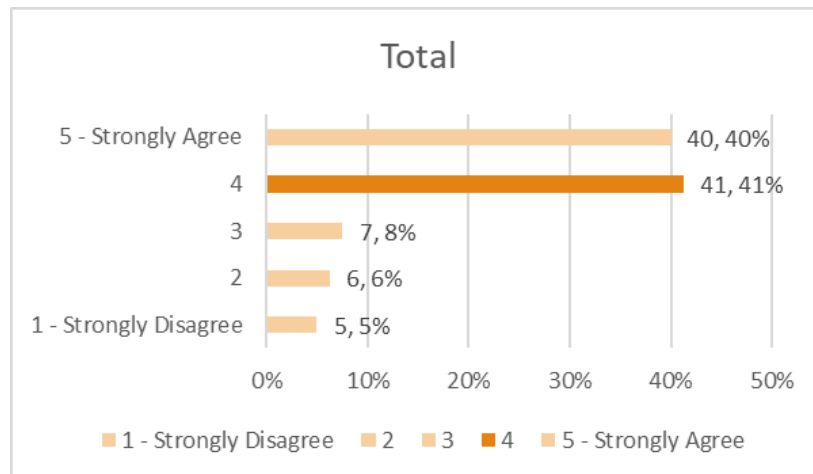
- One participant suggested more public restrooms with showers and trash cans in the Downtown area to serve the houseless population.

## Morro Road

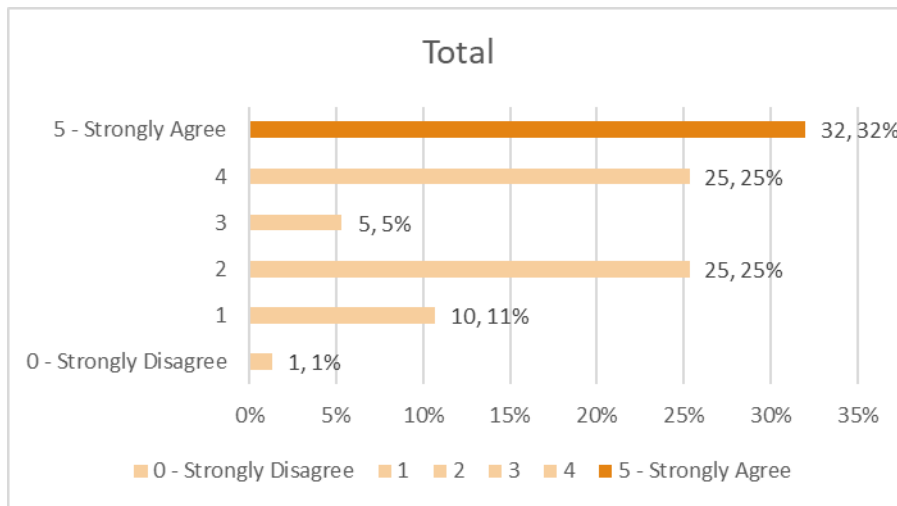


### Policy Question(s)

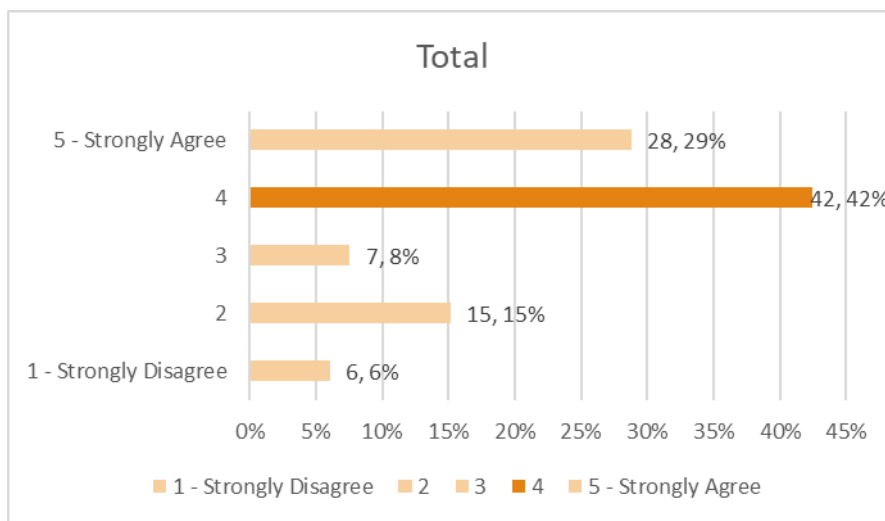
21. Create a new professional office, retail, and employment area that is focused on (but not limited to) the medical industry, including research/ development type uses.



22. Support higher density multi-family and missing middle infill in the neighborhood to the north of Highway 41 to Atascadero Creek.



23. Explore opportunities for horizontal (commercial in the front and residential in the back) mixed-use deeper lots.



Additional Ideas

**Commercial Development:**

- One participant stated that more commercial development was necessary while another suggested that the city should stay away from big box developers.
- One participant showed their support for focusing medical and similar professional office uses along the corridor and stated that professional businesses were necessary in county lines.

### **Mixed-Use Developments:**

- One participant suggested reusing offices spaces for mixed-use developments.
- One participant suggested focusing the higher density housing in areas with available sewer lines.
- One participant supported higher density four-story mixed-use placetypes.
- A few participants did not support the highest density placetype, suggesting the highest story building be three stories with mixed-use developments.
- One participant would not like to see development in the floodplain due to recent flooding history.

### **Transportation Planning:**

- Participants continue to have concern over traffic with increases in density.
- A few participants would like the area to be more pedestrian-friendly by implementing bike paths, crosswalks, and lighting.
- One participant suggested a defined path from the River to Downtown.
- One participant suggested better access to transit.

### **Homelessness:**

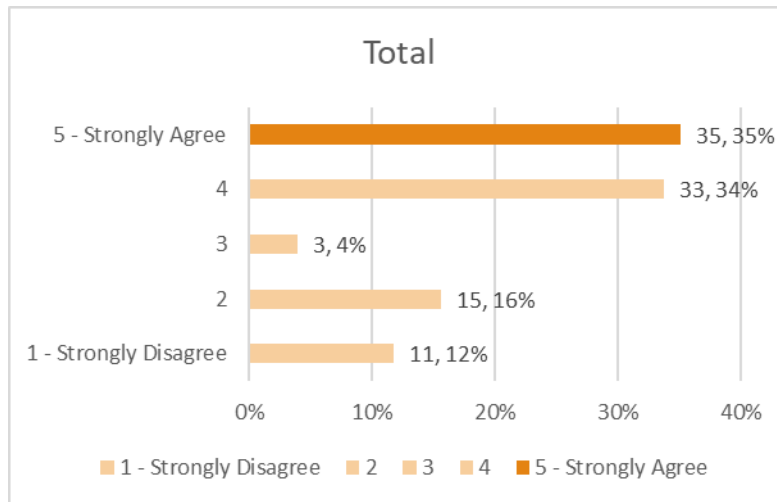
- A few participants were concerned about homelessness and wondered what could be done to improve the situation.
- One participant suggested the development of tiny home communities near the corridor.

## South Atascadero – Triangle Neighborhood



### Policy Question(s)

24. Support multi-family infill, including missing middle and small-lot subdivisions, in the neighborhood bordered by Highway 41, Portola Road, and Highway 101.



### **Housing:**

- Some participants commented on their support for higher density housing and infill in the neighborhood, however, an equal number expressed a desire to maintain the single-family zoning.
- Most participants opposed higher density in the already existing neighborhoods.
- A few participants commented that higher density housing was better adjacent to busier streets such as in Downtown or near schools or near Highway 41 and Curbaril.

### **Transportation Planning:**

- Some participants commented that the sidewalks and street access need to be improved in this area.
- One participant commented that the bike bath from San Gabriel to Portola needed maintenance.

### **Green Spaces:**

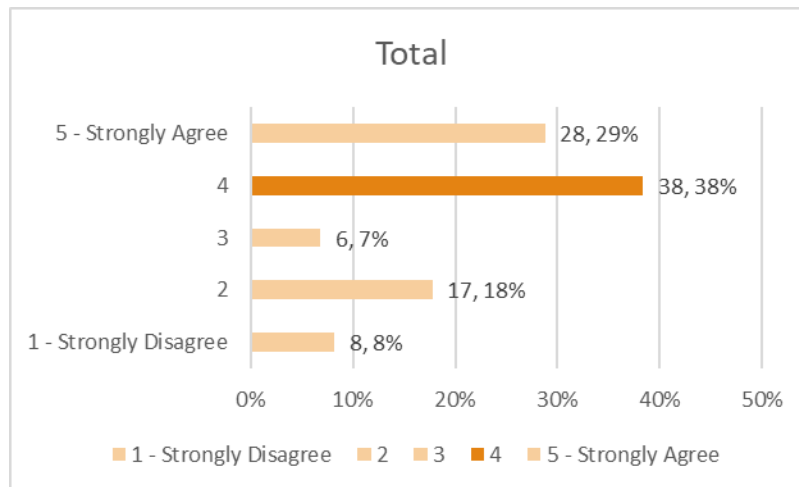
- One participant commented that the river needed maintenance and flood prevention needed further research.
- A few participants commented that this area needed more parks.

## South Atascadero – Commercial

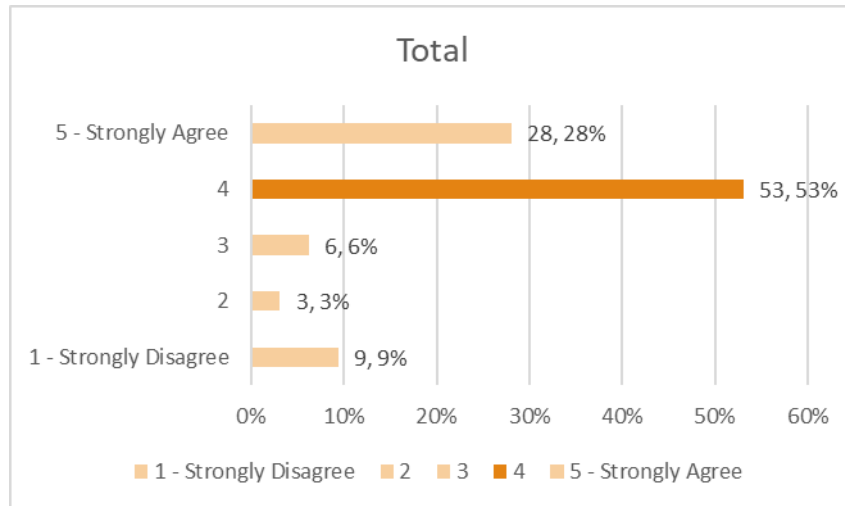


### Policy Question(s)

25. Create a service-oriented industrial and business park zone south of the commercial node at Curbaril Avenue and El Camino Real.



26. Concentrate and intensify neighborhood-serving commercial uses at key intersections.



Additional Ideas

**Commercial Development:**

- Most participants support commercial development in the area.
- Multiple participants were interested in protecting already existing businesses.
- A couple of participants expressed concern about the Motel 6.

**Mixed-Use Development:**

- Many participants supported mixed-use developments that had commercial spaces like grocery stores.
- One participant was opposed to mixed-use development and preferred commercial and low-density residential spaces in different areas.

**Transportation planning:**

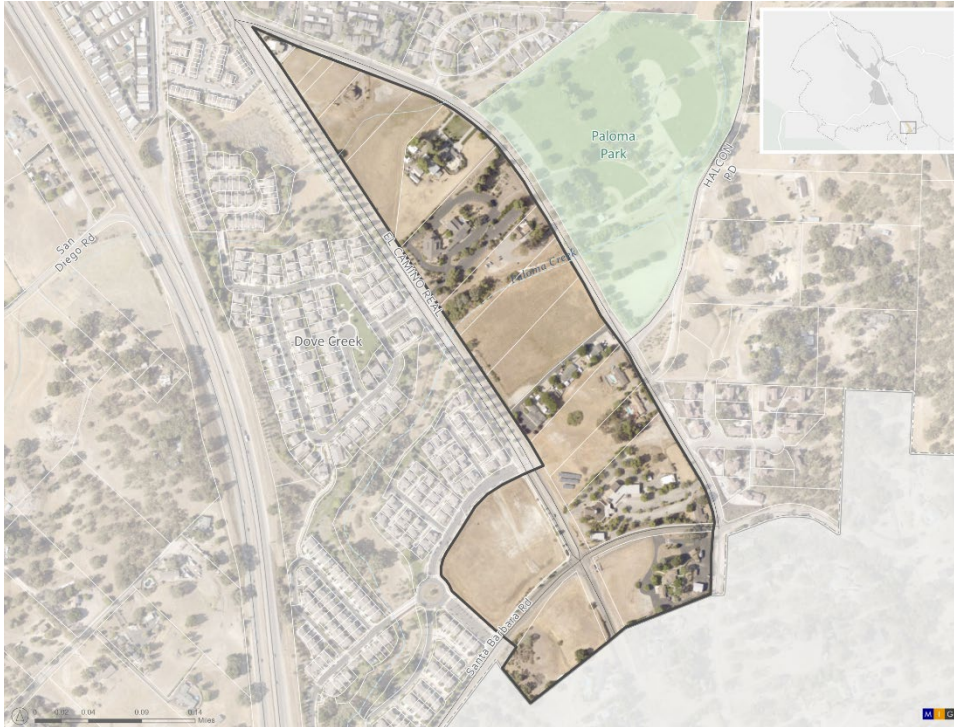
- Some participants expressed concerns with traffic in the area, especially with higher density.

**Other Comments:**

- One participant proposed that the area become more pedestrian friendly with maintained sidewalks and wider streets.

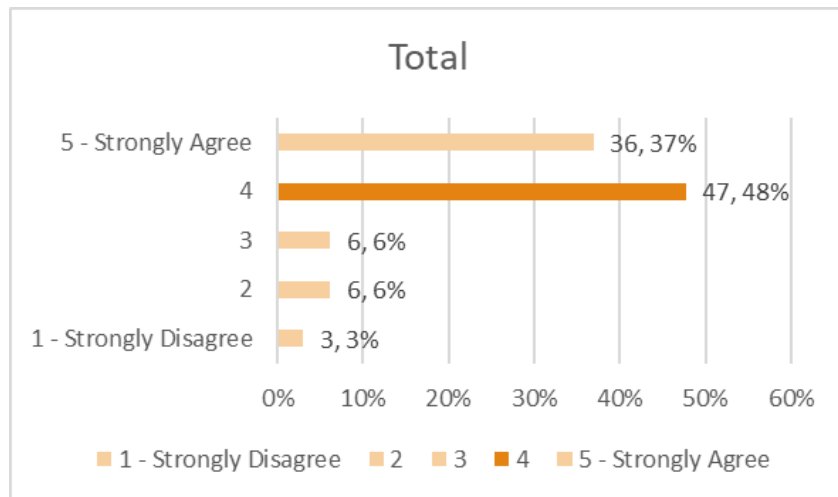


## South Atascadero – South Gateway

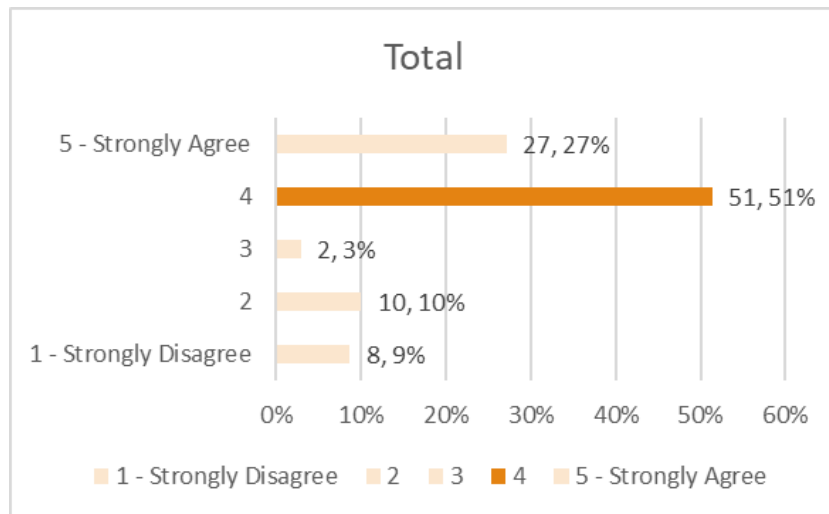


### Policy Question(s)

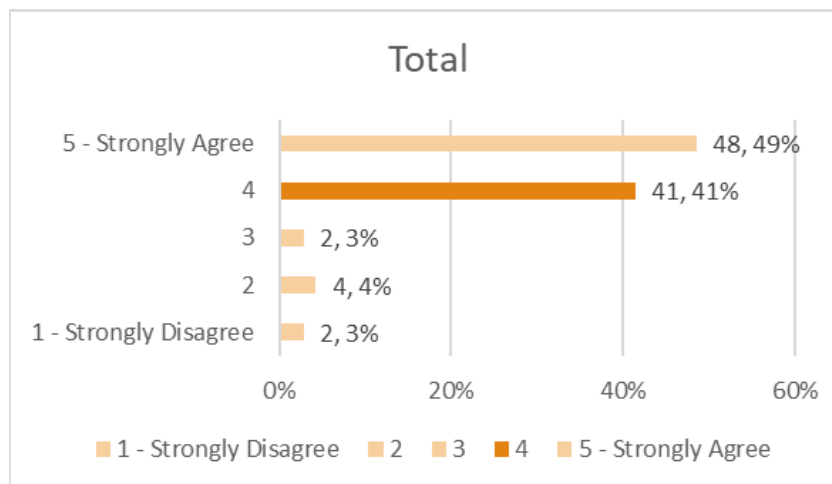
27. Allow clustering of residential units and the reassignment of allowed development potential to avoid developing in flood-prone areas.



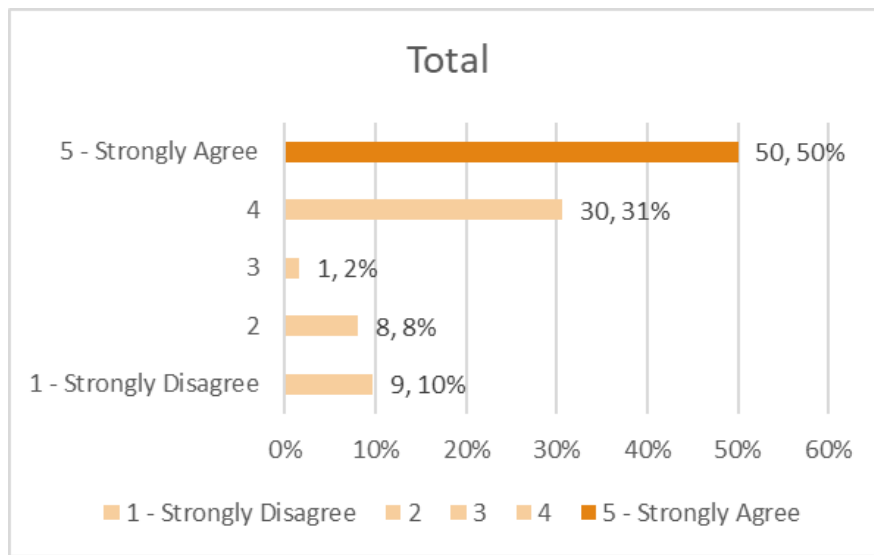
28. Allow for a mix of commercial and office uses along the El Camino Real frontage, with residential uses on the rear portions of lots.



29. Incentivize commercial recreation (e.g., sports fields and courts) and community-serving uses (e.g., religious institutions and childcare facilities) in this area.



30. Allow residential on sites currently designated for commercial uses south of Santa Barbara Road.



Additional Ideas

**Commercial Development:**

- Many participants would like to see commercial recreation in the area.
- One participant suggested that Santa Barbara Road be mostly commercial space.
- A few participants suggested more dining and shopping in the area.
- A few participants stated that there are better uses for the land such as for technology and industry or for services such as childcare.
- One participant stated that commercial spaces are better in areas like Downtown.

**Mixed-Use Development:**

- One participant supported a mix of uses, especially buildings for commercial use.

**Housing:**

- Many comments suggested that participants did not want high-density housing in this area or near county lines.
- Some participants suggested that Downtown was more suitable for higher-density housing.

- One participant suggested that higher-density housing would be suitable near the sewer plant where sewage lines already existed.

**Transportation Planning:**

- One participant brought up that there needs to be better street signage on Santa Barbara.

**Parking:**

- A few participants were concerned with the limited parking in the area due to increased development intensity.

**Green Spaces:**

- Many participants asked for more sports fields in the area.
- Some participants asked for the redevelopment of the Paloma Creek playground and fields.

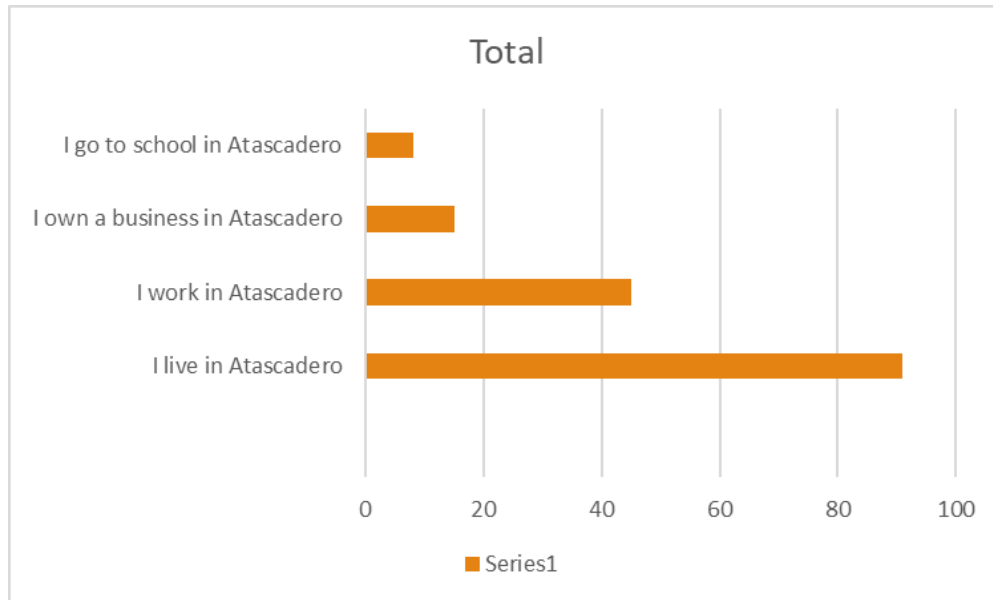
**Other Comments:**

- Some participants would like to see childcare facilities in South Gateway.
- Some participants opposed the authorization of more churches.
- Some participants want small shops and businesses.
- One participant would like to see a South Gateway sign with small-town aesthetics.

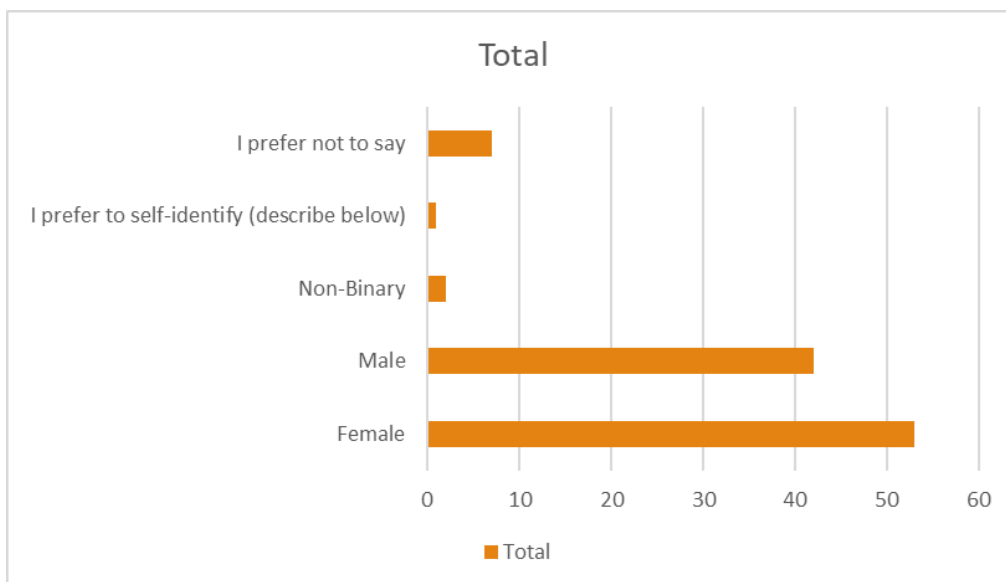
## Demographic Questions

These following demographic questions were asked in the survey to better understand who was receiving the information of the survey and to see who participated in the engagement process. Responses to these questions were optional.

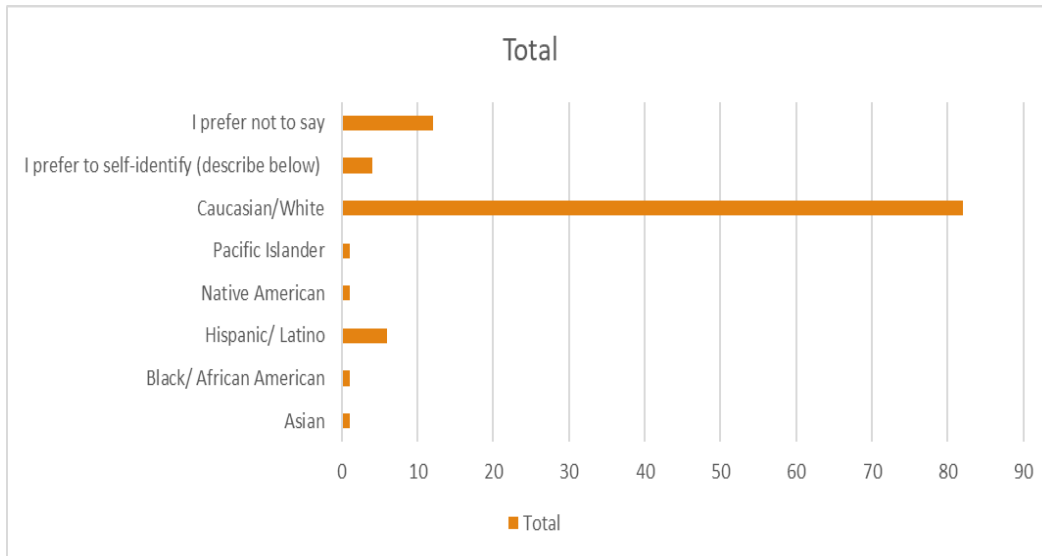
31. Which of the following describes you best? [Choose all that apply]



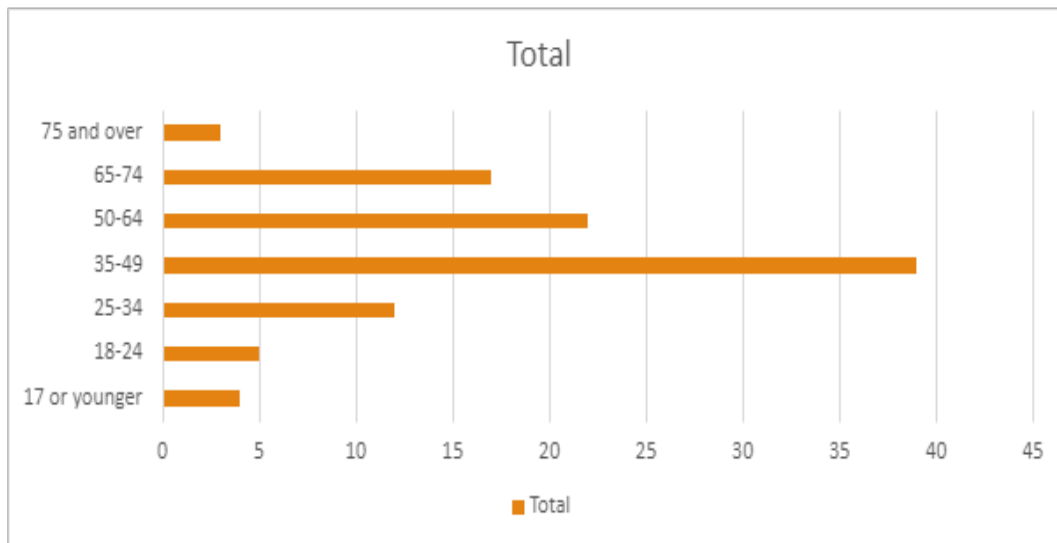
32. What is your gender?



33. What is your race/ethnicity? [Choose all that apply]



34. What is your age?



## Part 3: High School Student Policy Projects

In Fall 2023, the Project Team partnered with a Social Sciences teacher at Atascadero High School to develop a class assignment related to the planning of Atascadero's future. The semester-long assignment provided an opportunity for students to form groups, identify key policy topics they were interested in, conduct research and engagement around the policy topic, and present final ideas and/or solutions for consideration in the General Plan Update. The assignment included five key steps:

- **Step 1:** Select your project topic, define the issue, and plan a public input strategy
- **Step 2:** Conduct, record, and summarize community input
- **Step 3:** Research solutions, good examples, and/or case studies from other cities
- **Step 4:** Develop and recommend a specific solution or set of solutions
- **Step 5:** Give a final presentation

The students gave their final presentations on December 8, 2023, to Mayor Moreno, City Council members, City staff, and members of the Project Team. Topics ranged widely and touched on many key policy choices that came up through the engagement activities, including recreation, land use, fire safety, mobility, jobs and economics, housing, green space, and homelessness. The following are links to the final student presentations organized by class.

### Period 1

- Fire Safety
- Recreation
- Housing 1
- Housing 2

### Period 2

- Land Use
- Housing
- Recreation and Environment
- Mobility
- Jobs and Economics
- Safety

### Period 5

- Transportation
- Green Areas and Recreation
- Housing and Homelessness
- Jobs and Economic Development
- Land Use 1
- Land Use 2

## Period 6

- Safety and Transportation
- Green Areas
- Homelessness
- Jobs
- Safety
- We Want Chicken

The final student presentations are available to view and download on the project website at: [www.atascadero2045.org/Engagement](http://www.atascadero2045.org/Engagement).

