

# The El Camino Plan

## City of Atascadero

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# EXECUTIVE SUMMARY


The El Camino Plan is the result of an 18-month study of the potential to reshape and enhance the El Camino Real corridor to better serve and support the residents and businesses of Atascadero. Unlike many corridor plans that only focus on needed changes to the right-of-way, this was a comprehensive effort to consider circulation, land use, and the role of urban design in addressing issues associated with character and identity, multi-modality, outdoor spaces, streetscape, buildings, and site design. It is also a plan that is grounded in an understanding of the local and regional market forces that can support the types of uses envisioned by the community.

The El Camino Plan was shaped by the community through outreach events, a survey, stakeholder interviews, and Planning Commission / City Council guidance. The community unanimously agrees on one thing—El Camino Real must fit many different needs. It needs to be a place for larger employers to locate that offers many restaurant and entertainment options; a place where daily and weekly shopping happens, where housing is allowed but limited, and where auto service, storage, and light industrial uses are allowed; and a place that doesn't compete with, but strengthens the downtown.


## Key Themes


Several key themes emerged during the outreach process that informed the recommendations of this plan.

 **Economy and Vitality:** Invest resources to attract new, community-serving businesses and employment opportunities.

 **Character and Place:** Create a stronger community identity along El Camino Real and focus commercial development in nodes along the corridor.

 **Mobility Options:** Enhance mobility, especially for bicyclists and pedestrians.

 **Quality Development:** Ensure quality design of future development and address blighted properties.

 **Downtown as Anchor:** The Downtown should remain the cultural and commercial heart of the city.

## FOUNDATION FOR FUTURE CITY ACTION

The El Camino Plan provides a foundation for future actions by the City, which in turn will set the stage for investment. It has policy, regulatory, and design recommendations for:

- Future updates to the General Plan involving land use designations, community design, the circulation plan, economic development strategies, and the Housing Element.
- Future updates to the Zoning Code involving new and revised designations, and modernization of development standards that integrate issues of public realm, open space, circulation, land use mix, intensities, and urban form.
- Future detailed plans to modify the El Camino Real right-of-way to improve bike lanes, pedestrian crossings, and the speed/flow of traffic.
- Future detailed plans for a new streetscape design that will provide a consistent tree pattern, street furniture, and other design features to enhance the overall quality of the corridor.
- Future architectural design guidelines for commercial uses to improve the quality of building design.
- Planning for new development, particularly for existing and future property owners and developers.

# NEW VISION FOR EL CAMINO REAL

10 Years from Now

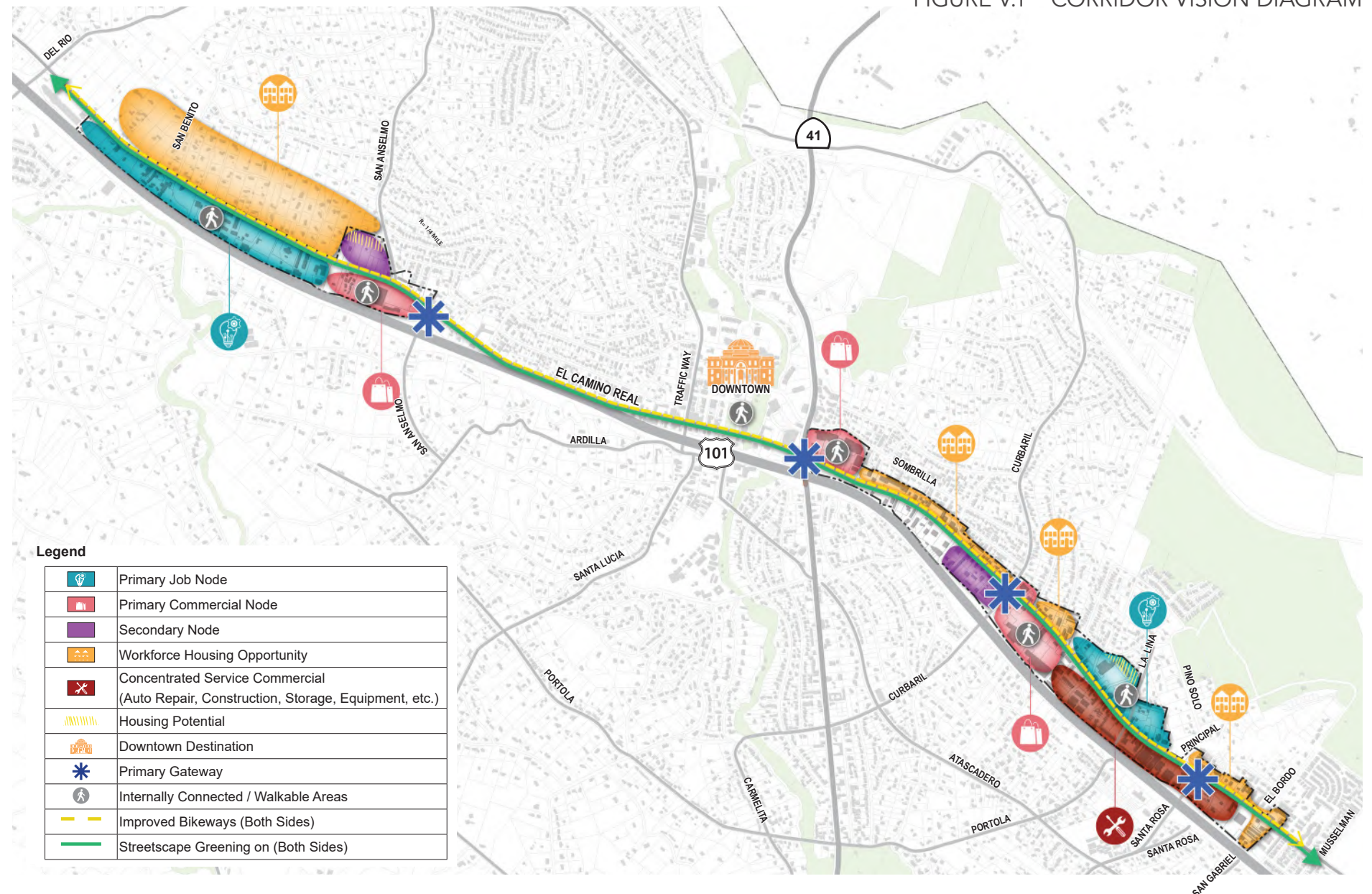
El Camino Real (and adjacent properties) is the spine of the community. It provides essential support for surrounding neighborhoods and employment areas and is the economic engine that drives city services. The corridor is safe, attractive, and thriving. It is both a destination and a gateway to the city and Downtown. The corridor has two new significant job nodes that have attracted a variety of small to large businesses, from incubators to expanding tech and R&D industries. New housing and mixed use development have followed, offering a range of homes for the growing employment base. The corridor also has a unique blend of retail, restaurants, and entertainment activities that create fun places to gather with family and friends. Big-box commercial centers have been “reimagined,” with uses clustered and amenities added in a more walkable setting.

The first time you visit, you know you have arrived someplace special. What used to be a highway dominated by cars and asphalt now has wider and safer bike lanes and crosswalks. Street trees now line the boulevard, providing a sense of rhythm, continuity, and shade. Gateways into the city are welcoming, with colorful trees and wayfinding signage. Numerous plazas, paseos, pocket parks, and outdoor eating areas have sprung up as an integral part of each new development project.

Improvements to the boulevard have created a setting for high-quality residences in several locations. This housing has replaced aging and obsolete buildings and added new life and activity to the street. The new housing also supports local businesses. There is a new sense of community along the corridor as properties have invested in upgrades or changed to new uses. Once the corridor seemed like a long series of haphazard uses, but now it functions with nodes of more compatible activities that create a variety of places and experiences.

This is summarized in Figure V.1, Corridor Vision Diagram.

FIGURE V.1 CORRIDOR VISION DIAGRAM







## Section 1

# Introduction and Background



## 1.1 PURPOSE AND FUNDING

In 2017, the City of Atascadero received a CalTrans Community Based Transportation Planning Grant to prepare a comprehensive visioning plan for key segments of the El Camino Real corridor. The goal is to create a new vision and the tools to transform the existing auto-oriented, regional corridor into a multimodal economic hub. El Camino Real is the central spine of the city and has a significant bearing on the overall image, identity, and economic health of Atascadero. It is the main north-south thoroughfare and the primary access to services, the downtown core, and surrounding neighborhoods. Approximately 7-miles in length, the former state highway still struggles to recover from its highway's past and lacks a cohesive pattern of both land uses and multi-modal transportation. Recent investment in the downtown, upcoming development and new businesses along the corridor, and future street improvements from the Downtown Traffic Calming Study will incentivize additional improvements and new development. This plan is intended to set the stage for a variety of future city actions in terms of policy, regulation, and public improvements.

## 1.2 PROJECT AREA AND RELATIONSHIP TO DOWNTOWN

The El Camino Plan focuses on two large segments of El Camino Real. Figure 1.1 shows the boundaries of the two study areas, which total 266 acres and 3.1 miles in length. The north end is 1.2 miles in length from San Benito Road to San Anselmo Road. The area farther north along El Camino was not included because it has newer development and future development under the Del Rio Specific Plan. The south study area is 1.9 miles in length from Morro Road to San Gabriel Road. San Gabriel Road marks the end of commercial and industrial uses along the corridor, and the area farther south along the corridor is used almost exclusively for residences (although Atascadero State Hospital is a major use connected to the corridor south of San Gabriel).

The El Camino Plan does not include the downtown area, primarily because the city is much further along in planning and revitalization efforts under the Downtown Revitalization Plan and other street design efforts. Indeed, the El Camino Plan is, in part, an effort by the City to provide a commensurate level of attention to the other parts of the corridor beyond the downtown. It is also worth noting that the plan does not cover the two other areas of the city that have significant nonresidential development: the commercial corridor along Morro Road southwest of the 101 freeway and the industrial area along Traffic Way north of downtown.



Pedestrian Crossing at Atascadero Downtown



Historic photo of El Caminor Real



# 1 INTRODUCTION AND BACKGROUND

FIGURE 1.1 PROJECT AREA





## 1.3 ENGAGING THE ATASCADERO COMMUNITY

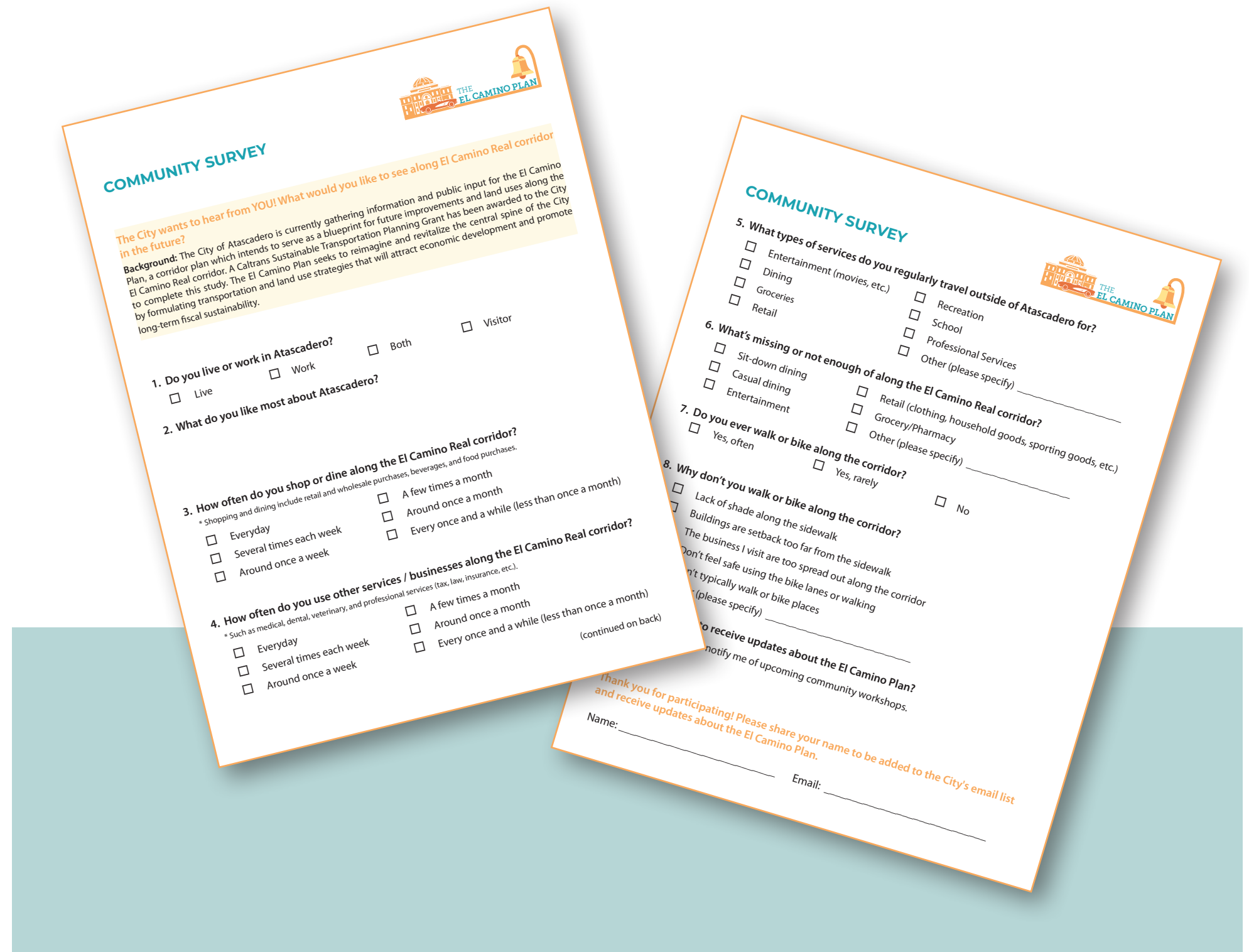
The recommendations and strategies in the El Camino Plan were informed by input from the community at key phases in the process. These included:

- A public questionnaire to get a sense of how people use the businesses along the corridor, via the City’s website, social media, and hard copies distributed by City staff.
- Two public outreach events during Colony Days in 2018 and 2019.
- Interviews with key stakeholder groups, including the Chamber of Commerce, local businesses, developers, and brokers, to gain insights on local market conditions.

### EL CAMINO PLAN PUBLIC QUESTIONNAIRE

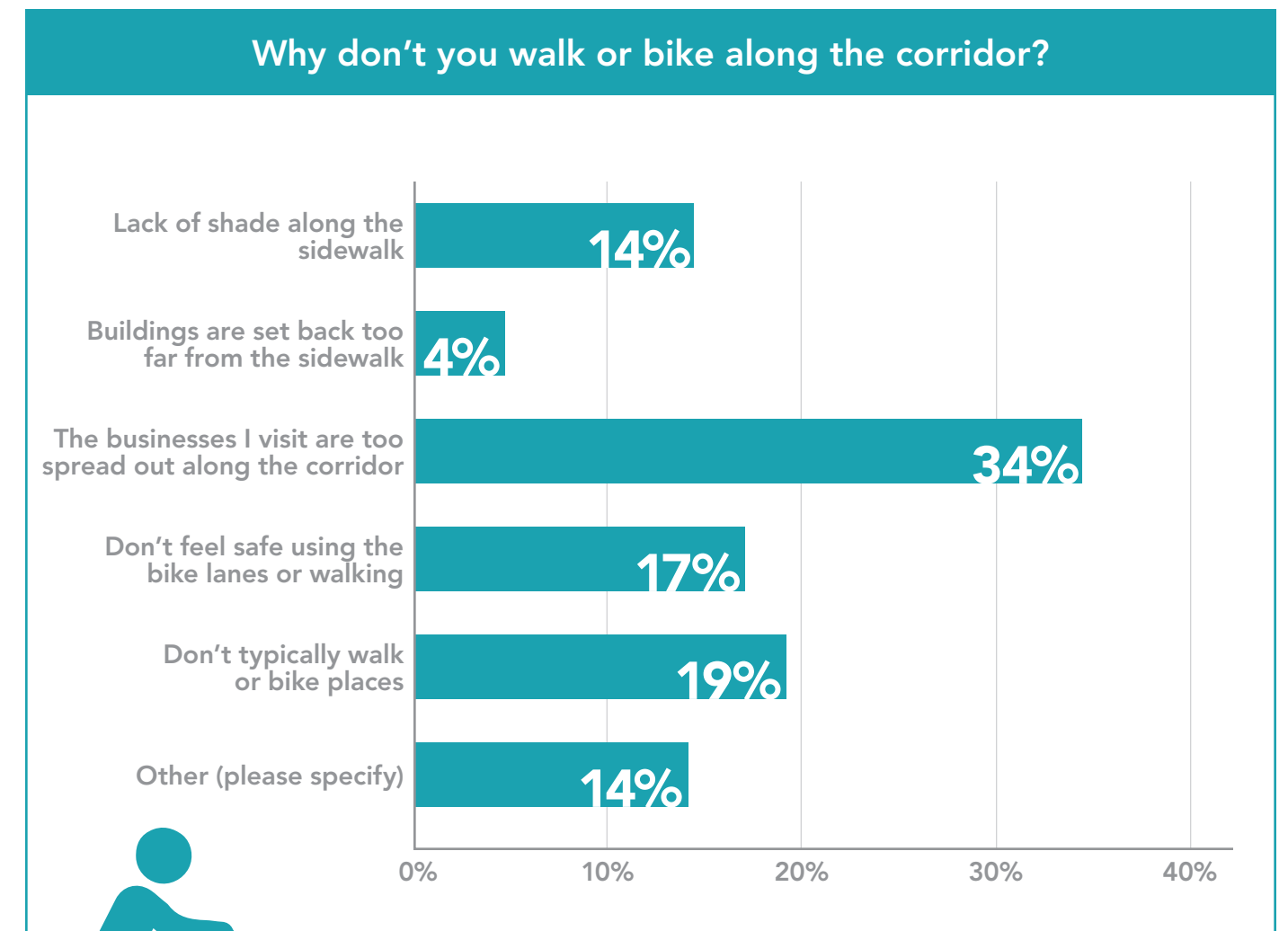
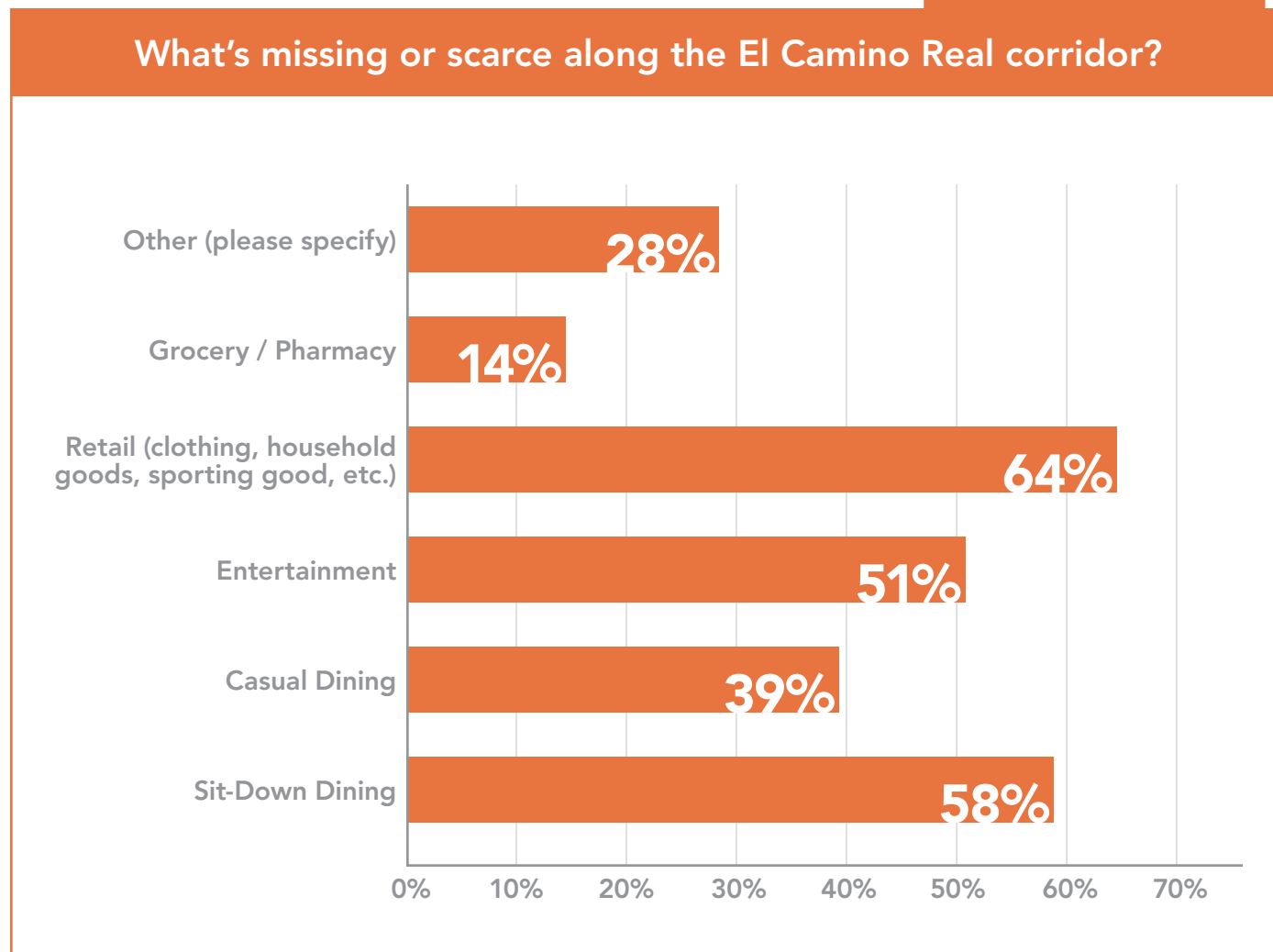
In addition to the Colony Days event, a public input questionnaire was sent out through social media, the City’s website, and paper copies at City Hall to get feedback and a list of priorities from residents and business owners. The City collected a total of 298 completed surveys, which included 231 online responses and 67 handwritten submittals. Most respondents were residents, with 58 percent living in Atascadero, and an additional 33 percent who both live and work in Atascadero.

A total of 44 percent of respondents stated that they shop or dine along El Camino Real several times a week. Frequency at other services (medical, dental, veterinary, and professional services) was lower, with 20 percent of respondents using other services several times a week, and 32 percent, using other services less than once a month.



# 1 INTRODUCTION AND BACKGROUND

Regarding services people currently travel outside Atascadero for, and what is missing or scarce along the corridor, the most frequent responses were retail, entertainment, and dining. Some 70 percent of respondents stated that they travel outside the city to shop, and 62 percent traveled outside city limits to eat. A total of 58 percent said that the city needs more sit-down dining options. Survey takers were also able to write in specific responses, which included repeated requests for big-box stores like Costco, Target, and Walmart; employment opportunities/jobs; upscale dining; higher end grocery stores (Trader Joe's, Lassen's, California Fresh); clothing stores; live music venues; and family/kid-friendly activities.



The survey also included questions about alternative transportation such as walking and biking. Only 18 percent of respondents stated that they walk or bike along the corridor often, 38 percent did so rarely, and 44 percent said they do not walk or bicycle along the corridor. The number one reason (34 percent) people don't walk or bike is that businesses are too spread out along the corridor. Lack of shade along the sidewalk and not feeling safe using bike lanes or walking were other common responses.



The online public questionnaire included an option for respondents to rank the top improvements they would like to see along the El Camino Real corridor. The City received 231 responses to this question, which ranked priorities based on their level of importance (1 Highest, 8 Lowest.)



What are the top improvements you would like to see along the El Camino Real corridor?								
RANKING:	1 Highest Priority	2	3	4	5	6	7	8 Lowest Priority
Employment Opportunities	15%	14%	12%	15%	12%	13%	12%	7%
Housing Options	6%	10%	8%	8%	13%	9%	19%	26%
Street Trees and Landscaping	5%	14%	21%	20%	14%	12%	10%	3%
More Retail, Restaurant, and Entertainment Uses	45%	15%	13%	8%	8%	4%	2%	5%
Private Property Building and Landscape Maintenance	2%	8%	11%	13%	18%	18%	13%	16%
Fix Traffic Congestion at Freeway Interchanges	13%	12%	13%	10%	13%	15%	11%	11%
Improved Pedestrian Access/Crossings	8%	15%	14%	17%	13%	16%	15%	2%
Improved Bike Facilities	6%	11%	8%	9%	8%	12%	17%	29%

45%

of respondents identified more **retail, restaurant, and entertainment** uses as their number one priority, and it made the top 3 priorities for 73% of respondents

40%

identified **street trees and landscaping** as one of their top 3 priorities

Private property building and **landscape maintenance** was ranked as a mid-to-low priority by many, with **47%** including it in their bottom 3 priorities

29%

of respondents identified **improved bike facilities** as their lowest priority, and 58% identified it in their bottom 3 priorities

41%

identified **employment opportunities** as one of their top 3 priorities

**Fixing traffic congestion at freeway interchanges and improved pedestrian access/crossings** were identified as mid-level priorities

26%

of respondents identified **housing options** as their lowest priority, with 54% categorizing housing in their bottom 3 priorities



The public survey included two open-ended questions that provided a substantial amount of feedback regarding what is most important to the community to preserve and to improve. Recurring responses to and themes from those questions are included below.

The complete responses to the public questionnaire and the complete list of open-ended responses are included in Appendix B.

**OPEN-ENDED QUESTION #1:**

What do you like most about Atascadero?

- Small-town character
- Friendly people
- Family-friendly
- Quality of life
- Feels safe
- The trees
- Wide open space, peace and quiet
- Best theater, great restaurants, good selection of small, independent businesses
- That it is improving—downtown area is growing with shops & restaurants
- Not a lot of traffic
- History, character, potential
- Central location within the Central Coast
- Rural and relaxed atmosphere
- Beautiful parks
- Sense of community, people look out for each other

**OPEN-ENDED QUESTION #2:**

Are there any other comments, thoughts, or suggestions you would like to share about El Camino Real in Atascadero?

- Concerns about run-down establishments, used car lots
- That El Camino Real is so long and spread out that it lacks a sense of place or consistency
- Unattractive appearance, feels like one long strip mall
- Break the length into districts in name and design and focus retail opportunities toward the hub of each district
- Identify areas for large employment developments outside of downtown
- More pedestrian access and bike access
- Empty buildings create blight
- Focus on downtown
- Concerns regarding homeless population
- Slowing down traffic in the downtown area, add more parking, and make the area more pedestrian friendly
- Concerns about traffic calming or removing lanes on El Camino Real
- Create a definable downtown; there's too much endless sprawl along El Camino without defined districts
- Replace professional offices surrounding the Sunken Gardens with restaurants



# 1 INTRODUCTION AND BACKGROUND

## COLONY DAYS 2018

The first public outreach event for the El Camino Plan was held on Saturday, October 6, 2018, during Colony Days. The purpose was to generate awareness of the project and solicit input on what's important to the community in terms of mobility along the corridor, land uses, architectural styles, and streetscape. The event was well attended, with several hundred people stopping by on the steps of City Hall to weigh in on what they like about El Camino Real and what needs improvement.

Several stations were set up as part of the outreach event. The goal was to obtain ideas and feedback from the public regarding potential circulation, land use, architectural styles, and streetscape along the corridor. A variety of boards and activities were set up to engage the public and get meaningful feedback. Members of the public ranked images they preferred with colored dots and added notes on the map to identify ideas and areas of improvement.





Participants were asked to review several corridor improvement ideas and identify which ideas they liked best. Each participant was given a limited number of dots for each of the street elements (i.e., bicycle zone, median, street palette), so they had to prioritize their choices. Based on the images selected and the general comments regarding street elements, the public had the following input:

- Support for medians to shorten pedestrian crossing distances. Planted media islands with staggered turn lanes received the highest ranking by the dot vote.
- Strong support for trees between the sidewalk and street, citing the need for shade in the hot weather. The image with street trees with planters along sidewalk received 89 percent of votes.
- People liked the idea of buffered bike lanes so bicyclists could have additional protection, but some expressed concern about potentially losing capacity to accommodate them.
- On-street parking with painted bike lane received highest ranking by the dot vote (65 percent), and the option with bike lane with buffer and no on-street parking came in second (35 percent of dot votes).
- Support for in-pavement crosswalk lights.
- Some people commented that any removal of on-street parking in the downtown area would be problematic, but thought it was fine for outlying areas where on-street parking use was light.
- Most people were generally very enthusiastic about enhancing conditions for bicyclists and pedestrians and indicated that it is very much needed. A few expressed concern about the cost to implement the alternative designs that were presented.

Participants at the public outreach event were also asked to provide general comments about places, uses, activities, circulation, and

**01 BICYCLE ZONE**

CURRENT: ON-STREET PARKING WITH BIKE LANE  
 OPTION 1: ON-STREET PARKING WITH PAINTED BIKE LANE  
 OPTION 2: BIKE LANE WITH BUFFER AND NO ON-STREET PARKING

**02 MEDIAN**

CURRENT: CENTER TURN LANE, NO MEDIAN  
 OPTION 1: PLANTED MEDIA ISLANDS WITH STAGGERED TURN LANE

**03 PEDESTRIAN ZONE**

CURRENT: MINIMAL STREET TREE LANDSCAPE  
 OPTION 1: STREET TREES BEHIND SIDEWALK  
 OPTION 2: STREET TREES WITH PLANTERS ALONG SIDEWALK

**04 CROSSING**

CURRENT: CROSSWALKS WITH TRAFFIC SIGNALS  
 OPTION 2: [Image of crossing with traffic signals]

**STREET TREE PALETTE**

Italian Stone Pine  
 London Plane Tree  
 Golden Rain Tree

**Handwritten Survey Card:**

**If I could CHANGE one thing along El Camino Real, What would it be?**

LESS CARS MORE PEOPLE  
 \* Pedestrian Skywalk over ECR  
 \* Have a better DOWNTOWN for DAVAG!!  
 \* more Trees please!  
 \* MORE ART Galleries, Swim Center  
 Use more orange (+grey)  
 PROMENADE TYPE AREA AROUND/AT ENTRADA  
 \* Roundabouts  
 Tax Break to builders to incentivize new development downtown.  
 (limited term priority, etc.)

Remove medical offices from crowded park  
 If you build restaurants, put apartments above

Second floor restaurant looking at...  
 More trees please!  
 More trees please!  
 More trees please!  
 More trees please!

By the way...  
 I like the idea of having a...  
 I like the idea of having a...

"EVERYTHING BEGINS WITH AN IDEA."







COLONY DAYS 2019

The second public outreach event for the El Camino Plan was held on Saturday, October 5, 2019, during Colony Days. Once again, a variety of boards and activities were set up to engage the public and get meaningful feedback. In particular, the purpose of this event was to obtain ideas and feedback from the community on: 1) land use concepts for the corridor; 2) potential changes to vehicular, bicycle, and pedestrian mobility; and 3) examples of potential residential, retail, technology/office, and public realm improvements.





# 1 INTRODUCTION AND BACKGROUND

Participants were asked to review concept plans that illustrated how new development/expansion of existing development could occur over time within four opportunity areas along the corridor. The following ideas were “liked” by the community:

- The idea of creating new tech/R&D hubs in key locations along the corridor and reserving sites for larger-scale businesses.
- Incorporating an internal road and/or trail system linking uses between properties and maximizing development potential of deep lots.
- The inclusion of outdoor “green rooms” to support the uses (including office/R&D uses) and preserve clusters of mature trees
- The inclusion of small-lot single-family, townhomes, and other residential product types as a transition between large-lot residential and future office areas.
- Allowing for residential as an incentive to redevelop blighted properties or consolidate lots.
- The creation of an internal main street concept adjacent to El Camino Real within large, underused commercial parking lots.

Comments from the community influenced final land use and economic development recommendations for the El Camino Plan.

Participants also commented on the draft Land Use Strategy exhibit that recommended refinement of existing zoning on properties and the inclusion of new zoning classifications. In general, people agreed that the list of permitted/conditional uses should be refined to ensure more compatibility between uses and to focus retail and entertainment uses into nodes along the corridor. In addition, there was support for updating existing codes to improve site, building, and landscape design for projects. Their comments informed recommendations in this document related to the Zoning Map and Municipal Code.

Participants were given an opportunity to identify the types of development that they would like to see along the corridor. Image boards showing a variety of quality examples of residential, retail, outdoor areas, and technology/office developments were available to review and comment on. Their comments informed recommendations related to the development code and future architectural design guidelines.

The outreach event also included multiple boards on circulation improvement recommendations along the corridor. Participants commented on ideas for incorporating buffered bike lanes within the right-of-way, improving crosswalks, and narrowing traffic lanes where feasible. The public’s comments influenced recommendations related to changes/enhancements in the right-of-way design for El Camino Real.







**Section 2**  
**Existing**  
**Conditions**



## 2.1 EXISTING LAND USE

The study area context consists of what is on the ground today or soon to be constructed (existing/planned land uses), the underlying parcel sizes, and variations in the pattern of development. These conditions and the market assessment provide the bases for strategic recommendations for change.

The study area consists of a diverse mix of land uses, including retail, restaurant, lodging, auto-related, building-related, office, residential, and vacant properties. Table 2.1 identifies the distribution of land uses in the study area by acres. The pattern of land uses within the project area is shown in Figure 2.1, *Existing Land Use*.

**TABLE 2.1 EXISTING LAND USE WITHIN EL CAMINO REAL STUDY AREA**

EXISTING LAND USE	AREA (AC)	PERCENTAGE
Commercial Mix with Retail/Restaurant	33.3	15%
Lodging	5.8	3%
No Use	16.0	7%
Other Commercial*	72.3	33%
Other**	9.5	4%
Residential	21.4	10%
Restaurant	12.5	6%
Retail	48.8	22%
<b>TOTAL</b>	<b>219.6</b>	<b>100%</b>

\*Other Commercial does not include retail, restaurants or lodging businesses. Could be office, auto-related, construction, etc.  
 \*\*Other is a mix of uses that are not retail, restaurant, or lodging.





# 2 INTRODUCTION AND BACKGROUND

FIGURE 2.1 EXISTING LAND USE



**Legend**

Project Boundary

**Vacant Properties**

- Vacant Lot
- Vacant Building
- Building with Some Vacancies

**Existing Land Use**

- Residential
- Retail
- Restaurant
- Lodging
- Other Commercial
- Commercial Mixed-Use with Retail/Restaurant
- Other Mixed-Use
- No Use/Vacant



## 2.2 PARCELIZATION

There is a wide range of parcel sizes and configurations within the two study areas, as shown in Figure 2.2, *Parcel Size Distribution*. Parcel sizes are an important consideration in evaluating the potential for future land use and site capacity. Many parcels tend to be narrow and deep, which creates further challenges in efficiently using the land.

On the north end, most of the parcels (61.5 percent) are 10,000 square feet or less and generally contain small industrial or commercial service uses. Twenty parcels are 60,000 square feet (1.4 acres) to 120,000 square feet (2.75 acres), which are better suited for larger industrial, technology, and office uses. Incentives for parcel consolidation should be considered to create more efficient use of the sites by allowing for internal connectivity between parcels and better use of the back half of the properties.

On the south end, a couple of areas have a consistent pattern of parcel size and configuration. But for the most part, parcels vary significantly. Most of the parcels range from 10,000 to 30,000 square feet (0.2 acre to 0.7 acre), which is suitable for smaller commercial, retail, and restaurant uses. Larger parcels tend to be clustered, which can provide opportunities for creating larger, mixed-use projects with outdoor public spaces and amenities. New development and infill would also greatly benefit from lot consolidation to enable connectivity between parcels and more efficient use of deeper parcels.

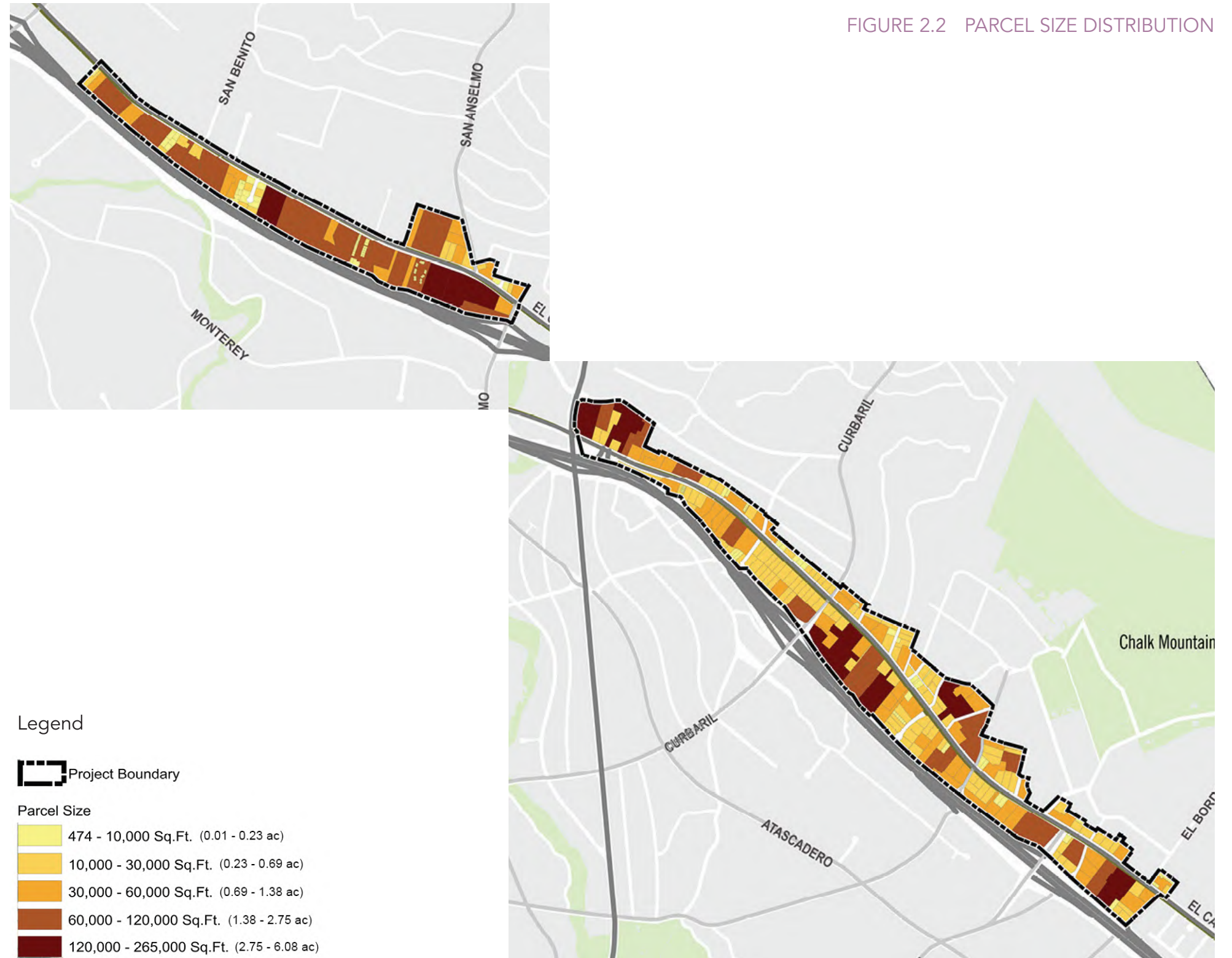


FIGURE 2.2 PARCEL SIZE DISTRIBUTION

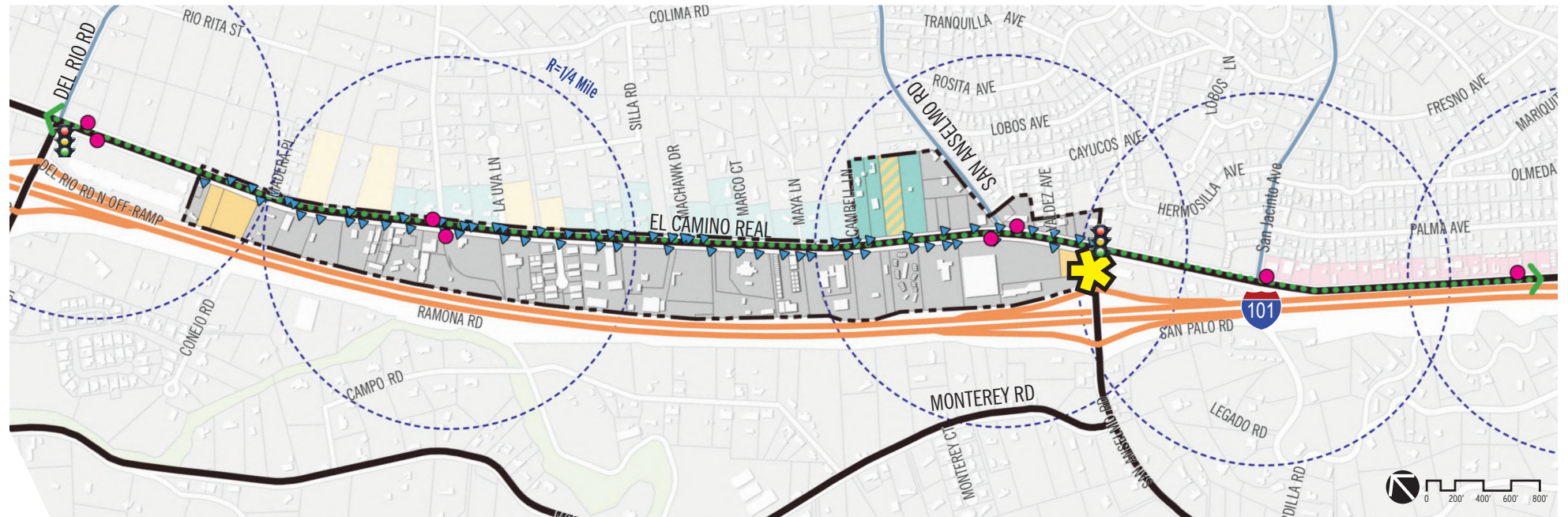


## 2.3 DEVELOPMENT PATTERN

The development pattern is illustrated in Figures 2.3, *Development Pattern (North End)* and Figure 2.4, *Development Pattern (South End)*. These figures are intended to summarize the key features of the built environment that present opportunities and constraints for future investment and change. These features include:

- The relationship between built and unbuilt space, the overall pattern of development, how parcels are utilized, and the relationship of the uses to El Camino Real.
- Vacant parcels that can be developed.
- Types of roadways serving the areas, with gateways into the City highlighted.
- Transit stops serving the uses.
- Five-minute (or 1/4 mile) walk-sheds along the corridor to illustrate the potential for pedestrian activity.
- Existing curb cuts for driveways on both sides of El Camino Real that can disrupt traffic flow and create conflict points between pedestrians/bicyclists and cars.
- On-street bike paths along El Camino Real. Note: Striping for the bike path on the North End has recently been completed.
- Parcels that are elevated above El Camino Real and therefore limit the interface between buildings and the street.
- Parcels that are oriented toward Highway 101 and are served by a local frontage road.

FIGURE 2.3 DEVELOPMENT PATTERN (NORTH END)



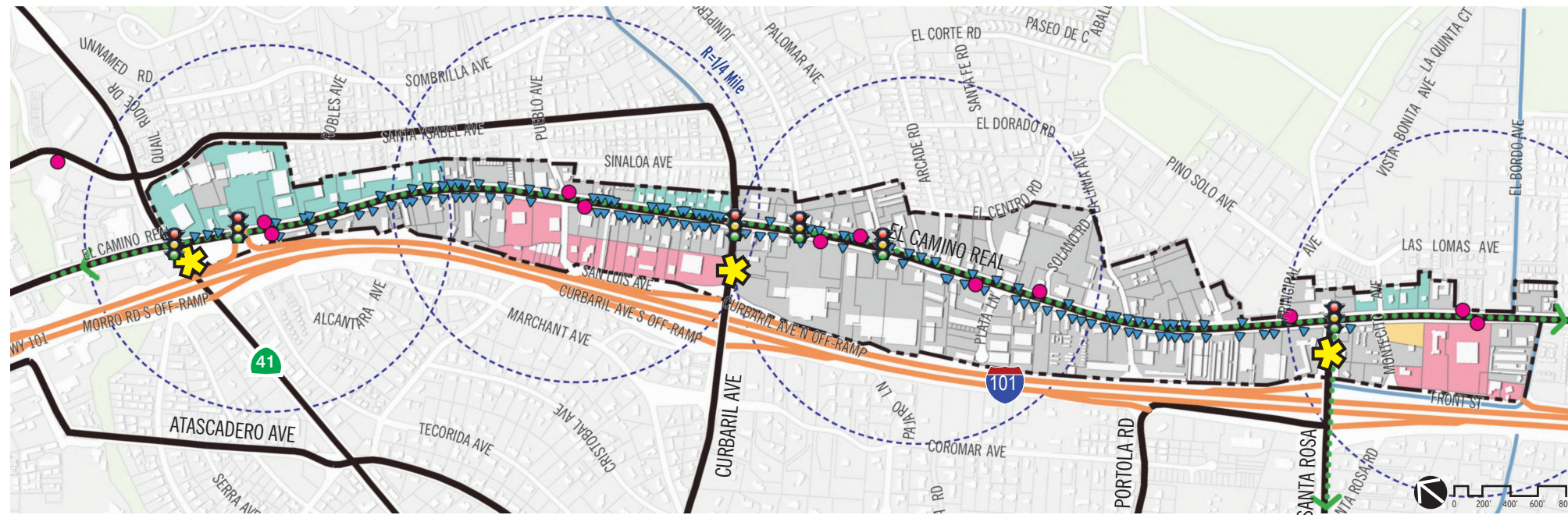
Legend

	Project Boundary		Highway		RTA Route 9 Stops		Parcels Elevated Above Street
	Building		Arterial		On Street Bicycle Path		Property Fronts Freeway
	Parking / Open Space		Collector		Curb Cuts		Vacant Parcels
	Signalized Intersections		Gateway		1/4 Mile Walk from Bus Stops		





FIGURE 2.4 DEVELOPMENT PATTERN (SOUTH END)



Legend

	Project Boundary		Highway		RTA Route 9 Stops		Parcels Elevated Above Street
	Building		Arterial		On Street Bicycle Path		Property Fronts Freeway
	Parking / Open Space		Collector		Curb Cuts		Vacant Parcels
			Signalized Intersections		Gateway		1/4 Mile Walk from Bus Stops





## 2.4 NEW AND PLANNED DEVELOPMENT

Atascadero is seeing a surge of new planned and proposed development, including retail, restaurant, hotel, and residential uses, as shown in Figure 2.5, *Projects Coming to the Boulevard*. Some of these projects are under construction, while others are still in the entitlement phase at the City. It's notable that these investments are spread out along the multi-mile corridor, which speaks to a consistent strength in the underlying market. These projects, along with other potential projects, will inform the market analysis, the opportunity area concepts, and the final plan recommendations.

FIGURE 2.5 PROJECTS COMING TO THE BOULEVARD



Example of new commercial project with landscaped water-quality-treatment swale in front.



## 2.5 URBAN FORM / COMMUNITY CHARACTER

### ► DOWNTOWN AS ANCHOR

Downtown Atascadero is the social, cultural, and historic hub of the City. Master planned by E. G. Lewis in the early 1900s, Atascadero was to be a model of sustainable agrarian living coupled with urban amenities.<sup>1</sup> The iconic City Hall with its Italian Renaissance architecture fronts onto historic Sunken Garden and is surrounded by shops, restaurants, offices, the junior high school, and residential neighborhoods in a compact, walkable setting. The Downtown is the primary anchor or node of activity along El Camino Real. Smaller nodes have emerged along the corridor but are in the form of traditional suburban shopping centers.

The Downtown is a draw for new residents and businesses looking to locate in the city. Proximity to a walkable, active, downtown environment continues to be a top priority for creative office and tech industries as well residents of all generations. The success of the Downtown is linked to the investment and renewal of the corridor.



### ► CHARACTER / IDENTITY

The north end of the study area is more rural in character than the south end, primarily due to large-lot residential uses (on the east side of El Camino Real), some vacant properties, clusters of mature oaks, and road segments that lack sidewalks. Small-scale industrial and commercial uses dot the corridor. In contrast, the south end is mostly built out with a mix of big-box centers, smaller commercial centers, and stand-alone service commercial and restaurant uses. The uses span many decades and a variety of architectural styles. Unscreened storage or auto repair can give a “messy” or negative impression of the overall quality of businesses along the corridor. Vacant businesses are also a detraction.

Both study areas should be welcoming gateways into the City that draw people in to explore the corridor and Downtown. The design of future development, especially at corners, along with way-finding, should be a priority at the freeway interchanges. Establishment of architectural design standards should also be considered to improve the look of new or renovated buildings.



### ► OUTDOOR SPACES

Outdoor spaces are people places—spaces that extend the indoor environment to the outdoors. Plazas, patios, courtyards, green spaces, and pedestrian paths are important place-making elements for creating more “experiential” retail and commercial hubs along the corridor. These amenities add value when designed as an integral part of the project. Within the two study areas, aside from some restaurant/brewery patios, there are no outdoor places to attract people and “extend the stay.”

For a busy arterial such as El Camino Real, the location and design of these outdoor spaces requires special attention. Consider tightening open space requirements for future nonresidential development to require the dedication of a usable open space on-site and provide programming options and site design requirements.



<sup>1</sup> S.W. Martin & Associates, “Unique City Hall Re-opens After a Decade of Restoration,” December 2013, [https://www.atascadero.org/files/CM/Atascadero\\_City\\_Hall\\_History\\_and\\_re-construction\\_3.pdf](https://www.atascadero.org/files/CM/Atascadero_City_Hall_History_and_re-construction_3.pdf).



## 2 INTRODUCTION AND BACKGROUND

### ► STREETScape

A well-designed streetscape along El Camino Real could bring cohesiveness and a new aesthetic quality to the corridor. Streetscape is an important element to creating a memorable experience in shopping and dining areas. The existing landscaping along El Camino Real is primarily located behind the sidewalk on private property. Utility poles, utility boxes, and street lighting are located on sidewalks, which will pose challenges to integrating street trees and planters.

A detailed streetscape plan should be prepared for El Camino Real that can be implemented as new development occurs or as other funding becomes available.



### ► STREET ACTIVATION

Street activation is a key ingredient to a successful retail/commercial environment. Building placement and orientation have an impact on the way people experience a place from on foot or from a car. Visually interesting buildings that are oriented to the street activate a corridor and contribute to the vibrancy of the area. Locating parking behind or on the side of buildings, placing buildings closer to the street with landscape setbacks for trees, and integrating outdoor spaces that are safe and welcoming are key design elements that should be woven into the development standards for the corridor. In addition, the design of a building's ground-floor entrance or façade, plus the landscape and hardscape setback areas, determine if it is pedestrian friendly, offers privacy and security where needed, and sets a quality image for the corridor.

There is no consistent placement of buildings along the corridor—some buildings are close to the sidewalk with a convenient entrance from the street, and others are set back with a large parking lot in front, which deters walking. Some businesses enliven their frontages with transparent windows, well-maintained landscaping/planter boxes, and outdoor seating. Other businesses do not open or front onto El Camino Real. Some properties on the north side of El Camino Real are elevated above the street, which makes access to commercial uses challenging to design.

It is not reasonable to expect consistent street activation up and down El Camino Real, especially given the mix of service commercial and industrial uses. However, it is possible to focus on commercial nodes and set higher standards for site design, landscape / streetscape design, building orientation, pedestrian connectivity, and façade treatment.





► BUILDING CONDITION

As discussed in the Market Study (Appendix A), much of the commercial building space, retail and offices, is undifferentiated, with some interspersed among residential and industrial uses. In addition, there are many stand-alone commercial buildings with an individual curb cut and an isolated parking lot. In an earlier time, a good location was one with visibility to traffic, a noticeable sign, and an easy turn-in for the parking lot. However, as retail continues to change, these properties will become less and less functional for retail businesses. The challenges posed by the quality of some of the city's commercial building stock are evident in asking lease rates. The vast majority of listed retail vacancies had asking lease rates under \$16/sq. ft./year. It is estimated that lease rates would need to be higher (in the mid- to upper twenties to support new development or significant reinvestment in retail properties). As long as there are abundant vacancies with low lease rates, developers will have a hard time attracting investment and financing for new retail development, and property owners will have a hard time repaying debt to substantially reinvest in their retail properties.

Some low-cost retail building space is healthy for a local economy, but too much tends to drag down all lease rates and hinder new development and property improvement, all of which can eventually lead to a downward spiral and eventual disinvestment. To address this through the El Camino Plan, the City can identify ways that owners who are interested in transitioning their property to another use can do so easily.





## 2.6 MOBILITY

### 2.6.1. STUDY AREA

The study area consists of two non-contiguous segments of El Camino Real on either side of downtown Atascadero. The northern segment is 1.2 miles long and extends from San Anselmo Road access ramps to just south of the intersection of El Camino Real and Madera Place. The southern segment is 1.9 miles long, extending from San Gabriel Road to State Route (SR) 41.

The two segments of El Camino Real have a cross-section largely consisting of five lanes (two through-lanes in each direction with a two-way left turn lane) within a 100-foot right-of-way. The 1,800-foot segment at the northernmost end of the project area is three lanes (one lane of through traffic in each direction and a center two-way left turn lane), although there is approximately 80 feet of right-of-way available. There is on-street parking along most of corridor; however, given the available off-street parking, use is relatively light. El Camino Real is parallel to and in close proximity to US 101. The ramps associated with the San Anselmo, Curbaril, and Santa Rosa interchanges are all within 400 feet of the intersections of those streets with El Camino Real. Each roadway consists of only two travel lanes, contributing to congestion in the corridor.



Sidewalks are 10 feet wide throughout most of the corridor, although there are some narrower sections, approximately 5 feet wide, in several locations. Sidewalks are continuous in the southern portion of the project area, but the northern portion has several significant gaps. Along the west side of El Camino Real, there are existing sidewalks along approximately 90 percent of the roadway, but along only about 30 percent of the eastern side of the roadway. There is also a segment near the intersection with Machawk Drive with no sidewalks on either side.

There are mostly continuous bike lanes throughout the project area, but adjacent traffic has a posted speed ranging from 35 to 45 mph, which makes bicycling uncomfortable for most people. There is a gap in the bike lanes in the vicinity of the 101 access ramps south of the intersection of El Camino Real and SR-41.

There are frequent driveways throughout the project area. This large number of potential conflict points pose a safety concern, especially for pedestrians and bicyclists. Figure 2.6 shows the location of approximately 188 curb cuts along El Camino Real within the study area.

Crossing El Camino Real is especially challenging for pedestrians at many locations throughout the project area due to the wide crossing distances and small number of crosswalks with traffic signal protection. The southern study area includes 16 intersections. 7 of these intersections have marked crosswalks, and 6 of those have traffic signals. From Santa Rosa to Palomar, a distance of three-quarters of a mile, there are no traffic signals. Crossing distances are approximately 85 to 100 feet. The northern portion of the study area has 9 intersections, 2 of which have marked crosswalks, one with a traffic signal. The crossing distance at most intersections is approximately 80 feet.

There are 25 public street intersections throughout the study area, of which 7 are controlled by a traffic signal:

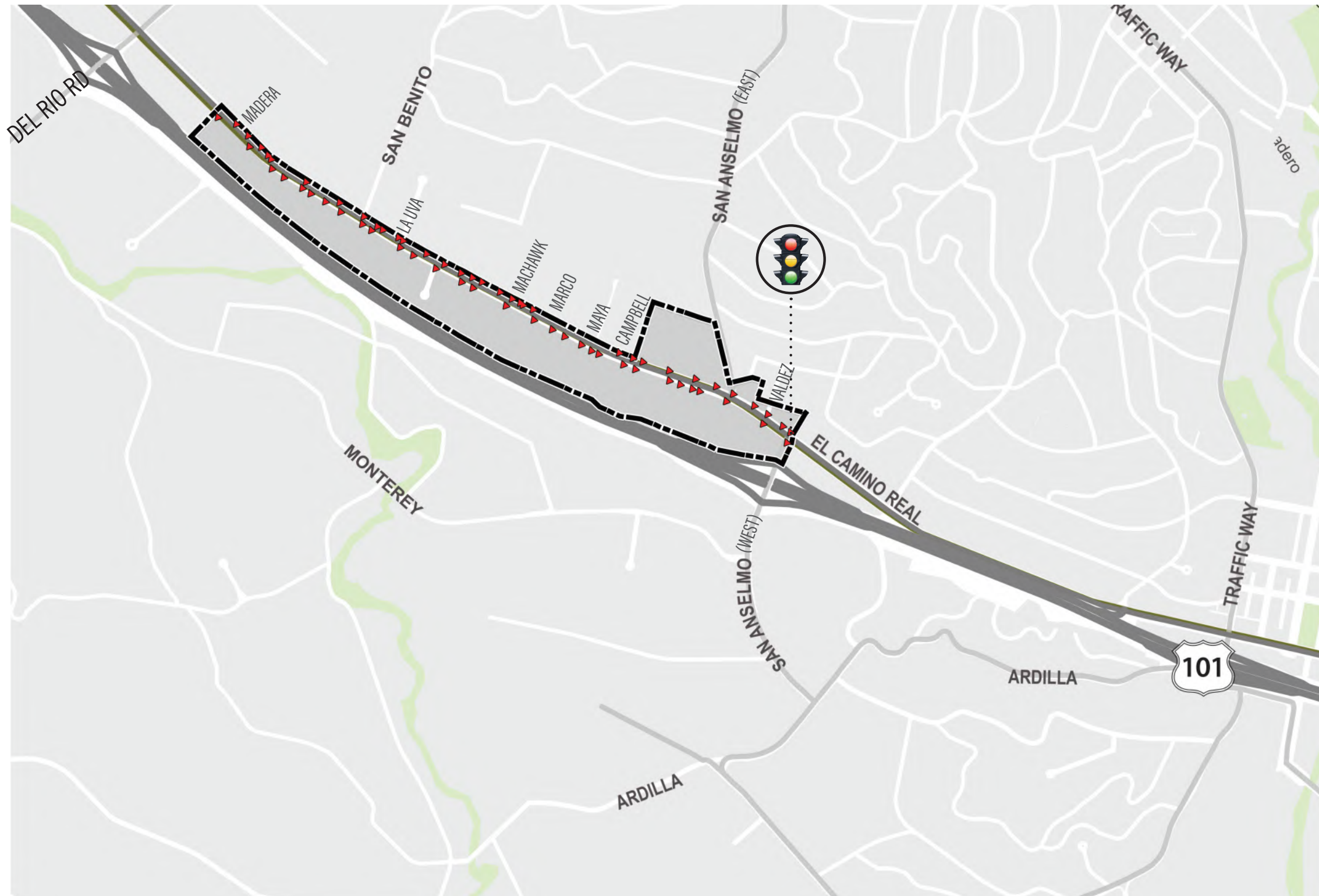
- San Gabriel Road
- El Bordo Avenue
- Montecito Avenue

- Santa Rosa Road (signalized)
- Principal Avenue
- Gusta Road
- La Lina Avenue
- Solano Road
- Plata Ln/Cascada Road
- Arcade Road
- Palomar Avenue (signalized)
- Junipero Avenue (signalized)
- Curbaril Avenue (signalized)
- Pueblo Avenue
- Plaza del Camino (Vons) shopping center (signalized)
- SR 41 (signalized)
- San Anselmo Road (West)(signalized)
- Valdez Avenue
- San Anselmo Road (East)
- Campbell Lane
- Maya Lane
- Marco Lane
- La Uva Lane
- San Benito Road
- Madera Place (south)

### 2.6.2. RELEVANT STUDIES AND PLANNED IMPROVEMENTS

**State Route 41 Corridor Study.** A study was completed in 2018 to develop plans for designing SR-41 to enhance bicycle and pedestrian access and safety between downtown Atascadero and Atascadero Lake Park/Charles Paddock Zoo. The current

FIGURE 2.6 CURB CUTS AND SIGNALIZED INTERSECTIONS (NORTH END)

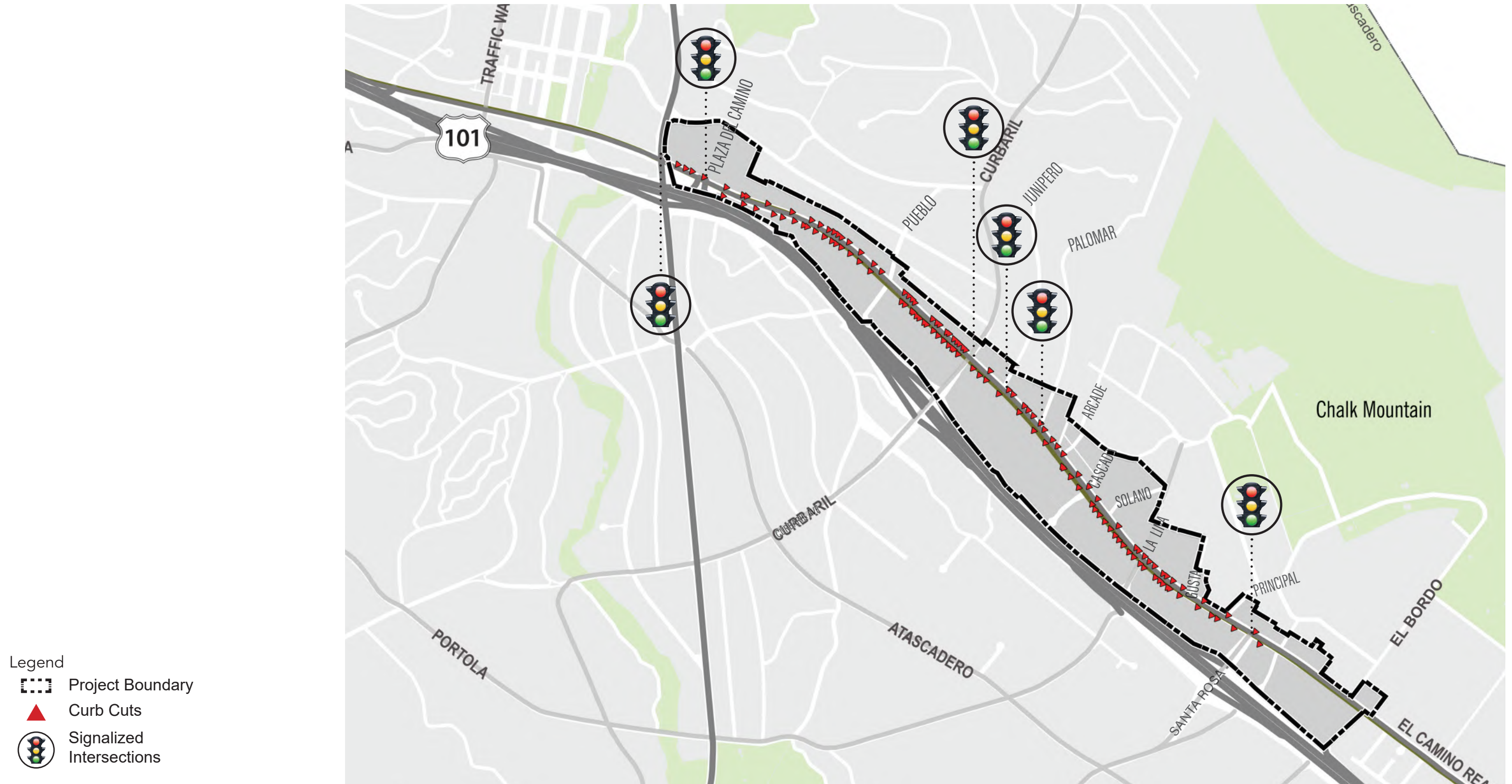


- Legend
- Project Boundary
  - Curb Cuts
  - Signalized Intersections



## 2 INTRODUCTION AND BACKGROUND

FIGURE 2.7 CURB CUTS AND SIGNALIZED INTERSECTIONS (SOUTH END)



development pattern is very much a patchwork, as there is 100 feet of public right-of-way available, but the roadway is only three lanes wide in most of the project area. Due to the challenges of navigating the El Camino Real/SR-41 intersection, a plan for bike lanes and sidewalk improvements as an alternative along Atascadero Avenue was included in the plan. Caltrans plans to implement buffered bike lanes along SR-41 in 2020. The City has applied for funding from the Active Transportation Program for the Atascadero Avenue portion of the project. This application is pending.

**US 101 Interchange Study.** Completed in 2007, a study and conceptual designs were prepared for roundabouts at five interchanges in Atascadero—Santa Barbara Road/San Antonio Road, Santa Rosa Road, Curbaril Avenue, Traffic Way/Ardilla Road, and San Anselmo Road. The project was initiated as a result of concerns about queuing between the US 101 off-ramps and El Camino Real, because the two routes are close to one another. A roundabout was subsequently designed for the Del Rio/US 101 interchange as a traffic mitigation for the proposed Del Rio Specific Plan near the El Camino Real/Del Rio intersection. However, a change in development plans may eliminate the need for this roundabout.

**City of Atascadero Bicycle Transportation Plan.** The City's bicycle plan was adopted in 2010 and includes recommended bikeway projects, including bike lanes along El Camino Real and several intersecting streets. Because there are significant challenges to walking and biking throughout the City of Atascadero, ped and bike trips will continue to be difficult even with enhanced facilities on El Camino Real, since users will have to traverse local routes to gain access to El Camino Real.

**El Camino Real Downtown Traffic Calming and Corridor Plan.** This study is underway or recently completed and is expected to be adopted in the summer of 2020. The study explores alternative design concepts for new bicycle and parking improvements along El Camino Real between SR-41 and Rosario Avenue.

Figure 2.7, *Planned Circulation Improvements*, identifies the location and extent of current projects underway within or connecting to the study area. These include:

- Implementation of improvements identified in the State Route 41 Corridor Study from El Camino Real to Portola.
- Striping improvements along El Camino Real from San Anselmo Road east to San Benito Road for travel lanes, two-way turn lane, and Class II bike lane.
- Alternative concepts being evaluated as part of the El Camino Real Downtown Traffic Calming and Corridor Plan.

### 2.6.3. EXISTING SEGMENT CONDITIONS

#### NORTHERN SEGMENT

The northern segment of the project is 1.2 miles long and extends from San Anselmo Road to North of Madera Place. For the purposes of providing an overview of the corridor, the segment was divided into two smaller segments based on their respective characteristics.

#### SAN ANSELMO ROAD TO NORTH OF MARCO PLACE

This segment is 2,700 feet long, with two travel lanes in each direction and a two-way left turn lane. Curb and gutter are present along portions of this segment. The roadway narrows to one lane in each direction at the northern end of the segment. There is a posted speed of 45 mph.

- Pedestrian Facilities

There are continuous sidewalks on the west side of the street throughout this segment. Along the east side, there are no sidewalks along the northern 850 feet of the segment. The only locations with marked crosswalks across El Camino Real are the intersections at the eastern and western sections of San Anselmo Road.

- Bicycle Facilities

While bike lanes are clearly marked at some places, in other places the pavement markings are either not there or not clearly visible. Shoulders are various widths. Bike lanes are proposed along both the eastern and western portions of San Anselmo Road, which intersects El Camino Real. There is no designated bike parking within the public right-of-way. Bicyclists park their bikes at bike racks

on private property or locked to various street furniture such as sign poles.

- On-Street Parking

On-street parking is generally available throughout the segment; the major exceptions are a red-curbed section in the southbound direction north of San Anselmo Road and a section in the northbound direction where the shoulder is narrow and parking is prohibited. Land uses are typically set back from the roadway and have off-street parking, so on-street parking use is relatively light.



Camino Real near San Anselmo Road facing northbound.

#### NORTH OF MARCO PLACE TO NORTH OF MADERA PLACE

This segment is 3,500 feet long with one travel lane in each direction. The pavement is approximately 50 feet in width, and the parking lane/shoulder on the west side of the road is as wide as 25 feet. Curb and gutter are present along portions of this segment. The posted speed is 45 mph.

- Pedestrian Facilities

Sidewalks are inconsistent along this segment. Approximately 70 percent of the segment has sidewalks along one side, and 30 percent has no sidewalks at all. Shoulders of various widths can be used by pedestrians where sidewalks are not available. There are no controlled crossings or marked crosswalks in this section.



FIGURE 2.8 PLANNED CIRCULATION IMPROVEMENTS



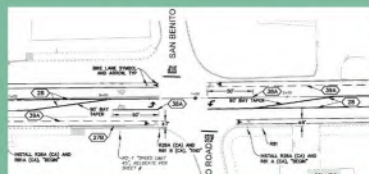
**HWY 41 PROJECT**

Includes a combination of buffered bike lanes, cycle tracks, continuous sidewalks, and intersection crossing improvements.



**STRIPING**

El Camino Real striping improvement from San Anselmo East to San Benito Road.



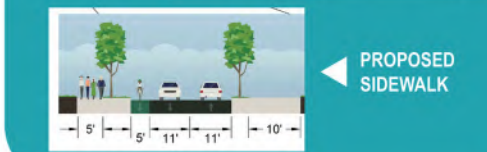
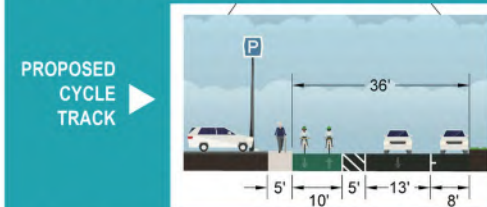
**DOWNTOWN STREET ENHANCEMENTS**

Alternative designs have been developed for new pedestrian, bicycle, and parking improvements between Highway 41 and Rosario Avenue.



**ATASCADERO AVE**

Project will enhance bicycle and pedestrian safety, and improve access to Atascadero High School and the downtown area.





- Bicycle Facilities

Similar to the adjacent segment, there are paved shoulders of inconsistent width, and the bike lane pavement markings are faded or not present at some locations. Bicyclists park their bikes at bike racks on private property or locked to various street furniture such as sign poles.

- On-Street Parking

On-street parking is generally permitted throughout the segment. Where there are shoulders without curb and gutter, the edge of the shoulder is often not clearly delineated, so vehicles parking on the shoulders may interfere with bicyclists and pedestrians. Most of the land uses are set back significantly from the roadway, and off-street parking is generally available, so on-street parking is lightly used in majority of the corridor



El Camino Real north of San Benito Road facing northbound



El Camino Real near Marco Lane facing northbound

### SOUTHERN SEGMENT

The southern segment of the project is 1.8 miles long and extends from San Gabriel Road to SR-41. It is divided into two smaller segments based on their respective characteristics.

#### SAN GABRIEL ROAD TO CURBARIL ROAD

El Camino Real from San Gabriel Road to Curbaril Avenue is the southernmost portion of the study corridor. Santa Rosa Road and Curbaril Avenue are the only cross-streets in this segment that cross US 101, and both have interchanges that provide access routes into and out of Atascadero. The curb-to-curb width is 80 feet and there are four travel lanes (two northbound and two southbound) and a two-way left turn lane. The posted speed is 40 mph. There are sidewalks on both sides of the roadway. There is on-street parking throughout the segment, but it is lightly used because most land uses have adequate off-street parking available.

- Pedestrian Facilities

Throughout the segment, there are continuous sidewalks, which are approximately 10 feet wide. Sidewalks narrow to approximately 5 feet wide along two segments on the east side of El Camino Real, a 300-foot segment in front of the Taco Roco restaurant extending north from Junipero Avenue, and a 230-foot segment extending north from Principal Avenue. Despite the continuous sidewalks, pedestrian access can be challenging due to the cross-traffic from numerous driveways throughout this segment.

There are marked crosswalks at the signalized intersections of El Camino with Santa Rosa Road, Palomar Avenue, Junipero Avenue, and Curbaril Avenue. The uncontrolled crossing at El Bordo Avenue includes a striped pedestrian refuge, yield to pedestrian signs, pedestrian beacons, and advanced yield pavement markings to encourage motorists to yield to pedestrians in advance of the crosswalk.

- Bicycle Facilities

There are bike lanes along El Camino Real throughout this segment. There are proposed bike lanes along Santa Rosa Road, El Bordo Avenue, and Curbaril Avenue, all of which intersect with El Camino

Real (see Atascadero Bicycle Transportation Plan (2010), Chapter 2). There is no designated bike parking within the public right-of-way. Bicyclists park their bikes at bike racks on private property or locked to various street furniture such as sign poles.

- On-Street Parking

On-street parking is available throughout the segment, although reduced by the number of driveways as well as red-curbed sections, particularly in the vicinity of the Palomar Avenue intersection. On-street parking is lightly used because most businesses are well equipped with off-street parking lots.



Uncontrolled crossing on El Camino Real near El Bordo Avenue facing southbound.

#### CURBARIL AVENUE TO SR 41

The segment from Curbaril Avenue to SR 41 is 0.8-mile long, with two travel lanes in each direction and a two-way left turn lane. The segment has a curb-to-curb width of 80 feet and a posted speed limit of 35 mph. On-street parking is generally available along El Camino Real between San Gabriel Road and SR 41. Because the parking is unstripped and there are a significant number of driveways throughout the corridor, it is not possible to accurately count the parking supply.

- Pedestrian Facilities

Sidewalks are continuous throughout this segment. There are marked crosswalks at the intersections of El Camino Real with



## 2 INTRODUCTION AND BACKGROUND

Curbaril Avenue, the Plaza del Camino Shopping Center/US 101 northbound ramps, and SR-41.

- Bicycle Facilities

There are bike lanes along El Camino Real throughout this segment. As noted above, there are proposed bike lanes along Curbaril Avenue (see Atascadero Bicycle Transportation Plan (2010), Chapter 2). There is no designated bike parking within the public right-of-way. Bicyclists park their bikes at bike racks on private property or locked to various street furniture such as sign poles.

- On-Street Parking

On-street parking is available throughout the segment, although reduced by the number of driveways as well as red-curbed sections. On-street parking use is relatively light, as most businesses are well equipped with off-street parking lots.

### 2.6.4. TRANSIT FACILITIES

El Camino Real is served by Regional Transit Authority (RTA) Route 9, which provides fixed route service through Atascadero as part of its route between Paso Robles and San Luis Obispo. This service operates from 6:30 am to 8:00 pm on weekdays with approximately one-hour headways. There are only five buses on Saturday and three buses on Sunday. The route is on El Camino Real except in the Downtown, where it includes a stop at the Atascadero Transit Center at 6000 Capistrano Ave. The transit center is also the location for the Amtrak bus stop, which provides a bus connection to the train in San Luis Obispo, where there is one southbound and one northbound train per day.

There are six bus stops in the northern segment and ten bus stops in the southern segment, as shown on Figure 2.8, *RTA Transit Map*. In the northern segment, bus stops are at the intersection with San Anselmo Road (northbound and southbound), Kennedy Club (north of Maya Lane, northbound and southbound), and San Benito Road (northbound and southbound). In the southern segment, bus stops are at El Bordo Avenue (northbound and southbound), Solano Avenue (northbound), Plata Lane (southbound), Principal Avenue (northbound), Palomar Avenue (northbound), Pueblo

Avenue (northbound and southbound), the El Camino car wash (southbound, near SR 41), and the Vons Center (northbound).

Atascadero Transit is a door-to-door “dial-a-ride” service that operates Monday through Friday from 7:30 a.m. to 3:30 pm. It offers transportation for individuals with physical and mental disabilities.



*El Camino Real near Pueblo Avenue facing southbound.*

### 2.6.5. EXISTING INTERSECTION LEVELS OF SERVICE

The Existing Conditions scenario provides an evaluation of current operation based on existing traffic volumes during the AM and PM peak periods. Volume data were collected on November 8, 2018, while local schools were still in session.

Under existing conditions, all intersections are operating at a LOS D which is generally acceptable in most California jurisdictions, however, Atascadero uses a LOS C standard. A summary of the intersection level of service calculations is in Table 2.2.

**TABLE 2.2 EXISTING PEAK HOUR INTERSECTION LEVELS OF SERVICE**

STUDY INTERSECTION APPROACH	AM PEAK		PM PEAK	
	DELAY	LOS	DELAY	LOS
1. El Camino Real/San Anselmo Road	44.2	D	40.9	D
2. El Camino Real/SR 41	39.5	D	37.3	D
3. El Camino Real/Pueblo Avenue	1.6	A	2.3	A
EB (Pueblo Avenue) Approach	EB (Pueblo Avenue) Approach	B	18.3	C
WB (Pueblo Avenue) Approach	WB (Pueblo Avenue) Approach	B	17.1	C
4. El Camino Real/Curbaril Avenue	37.7	D	40.7	D
5. El Camino Real/Santa Rosa Road	43.2	D	33.1	C

Notes: Delay is measured in average seconds per vehicle. Results for minor approaches to two-way stop-controlled intersections are indicated in italics.  
LOS = Level of Service

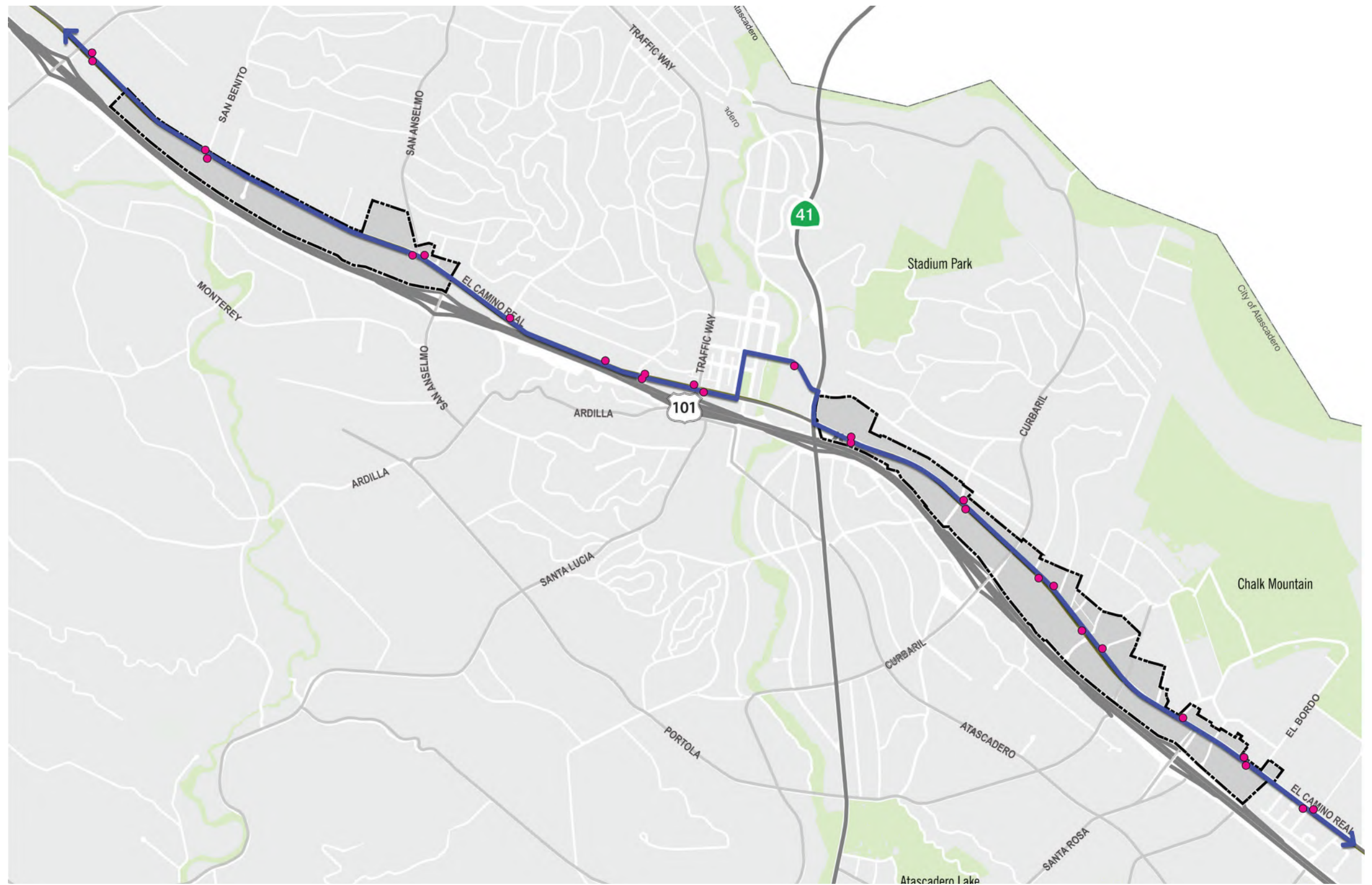
### 2.6.6. FUTURE INTERSECTION LEVELS OF SERVICE

Segment volumes for the horizon year of 2035 were obtained from the City’s gravity demand model and translated to turning movement volumes at each of the study intersections using the “Furness method.” The Furness method is an iterative process that employs existing turn movement data, existing link volumes, and future link volumes to project likely future turning movement volumes at intersections.

Under the anticipated future volumes, the study intersections are expected to continue operating acceptably at LOS D or better during both peak periods except for the intersection of El Camino Real/San Anselmo Road, which would deteriorate to LOS E in the



FIGURE 2.9 RTA TRANSIT MAP



- Legend
- Project Boundary
  - RTA Bus Route 9
  - Bus Stops



## 2 INTRODUCTION AND BACKGROUND

AM peak hour and LOS F in the PM peak hour. Future operating conditions are summarized in Table 2.3.

**TABLE 2.3 FUTURE PEAK HOUR INTERSECTION LEVELS OF SERVICE**

STUDY INTERSECTION APPROACH	AM PEAK		PM PEAK	
	DELAY	LOS	DELAY	LOS
1. El Camino Real/San Anselmo Road	<b>66.3</b>	<b>E</b>	<b>**</b>	<b>F</b>
2. El Camino Real/SR 41	43.0	D	39.7	D
3. El Camino Real/Pueblo Avenue	1.8	A	3.3	A
EB (Pueblo Avenue) Approach	14.0	B	32.9	D
WB (Pueblo Avenue) Approach	14.6	B	22.7	C
4. El Camino Real/Curbaril Avenue	39.5	D	46.7	D
5. El Camino Real/Santa Rosa Road	48.3	D	36.7	D

Notes: Delay is measured in average seconds per vehicle. Results for minor approaches to two-way stop-controlled intersections are indicated in italics.  
LOS = Level of Service; \*\* = delay greater than 120 seconds; **Bold** text = deficient operation

### 2.6.7. COLLISION HISTORY AND SAFETY CONDITIONS

The collision history for the study area was reviewed to determine any trends or patterns that may indicate a safety issue. Collision records for the study intersection were obtained from the California Highway Patrol as published in its Statewide Integrated Traffic Records System reports. The most current five-year period available for the study intersections is February 2013 through January 2018.

As presented in Table 2.4, the calculated collision rates for the study intersections were compared to average collision rates for similar facilities statewide, as indicated in 2010 Collision Data on California State Highways, Caltrans.

The calculated collision rates are higher than the statewide average for similar facilities for all five study intersections; however, the calculated injury rates are lower than the statewide averages.

Collision data for the most recent 10-year period were obtained for the segments of El Camino Real between Madera Place and San Anselmo Road and between SR 41 and San Gabriel Road from the Transportation Injury Mapping System. These records only include collisions that involved injuries or fatalities. Figure 2.9, *Collision Density Along El Camino Real*, shows the locations of these collisions.

The northern segment of El Camino Real experienced 18 collisions over the 10-year period—7 were near the intersection with northern San Anselmo Road, and 8 were along the northern half of the segment. The entire length of El Camino Real between SR-41 and San Gabriel Road experienced 84 collisions. The locations with the highest number of crashes include El Camino Real near Curbaril Avenue and near El Bordo Avenue (Chalk Mountain Deli area).

**TABLE 2.4 COLLISION RATES AT THE STUDY INTERSECTIONS COMPARED TO STATEWIDE AVERAGES, 2009–2013**

STUDY INTERSECTION	NUMBER OF COLLISIONS	COLLISION RATE IN C/ MVE*	INJURY RATE*	FATALITY RATE*
1. San Anselmo Rd	12	0.45 (0.27)	25.0% (41.9%)	0% (0.4%)
2. SR 41	28	0.61 (0.27)	17.9% (41.9%)	0% (0.4%)
3. Pueblo Ave	7	0.36 (0.15)	28.6% (41.9%)	0% (1.0%)
4. Curbaril Ave	17	0.43 (0.27)	41.2% (41.9%)	0% (0.4%)
5. Santa Rosa Rd	10	0.29 (0.27)	0.0% (41.9%)	0% (0.4%)

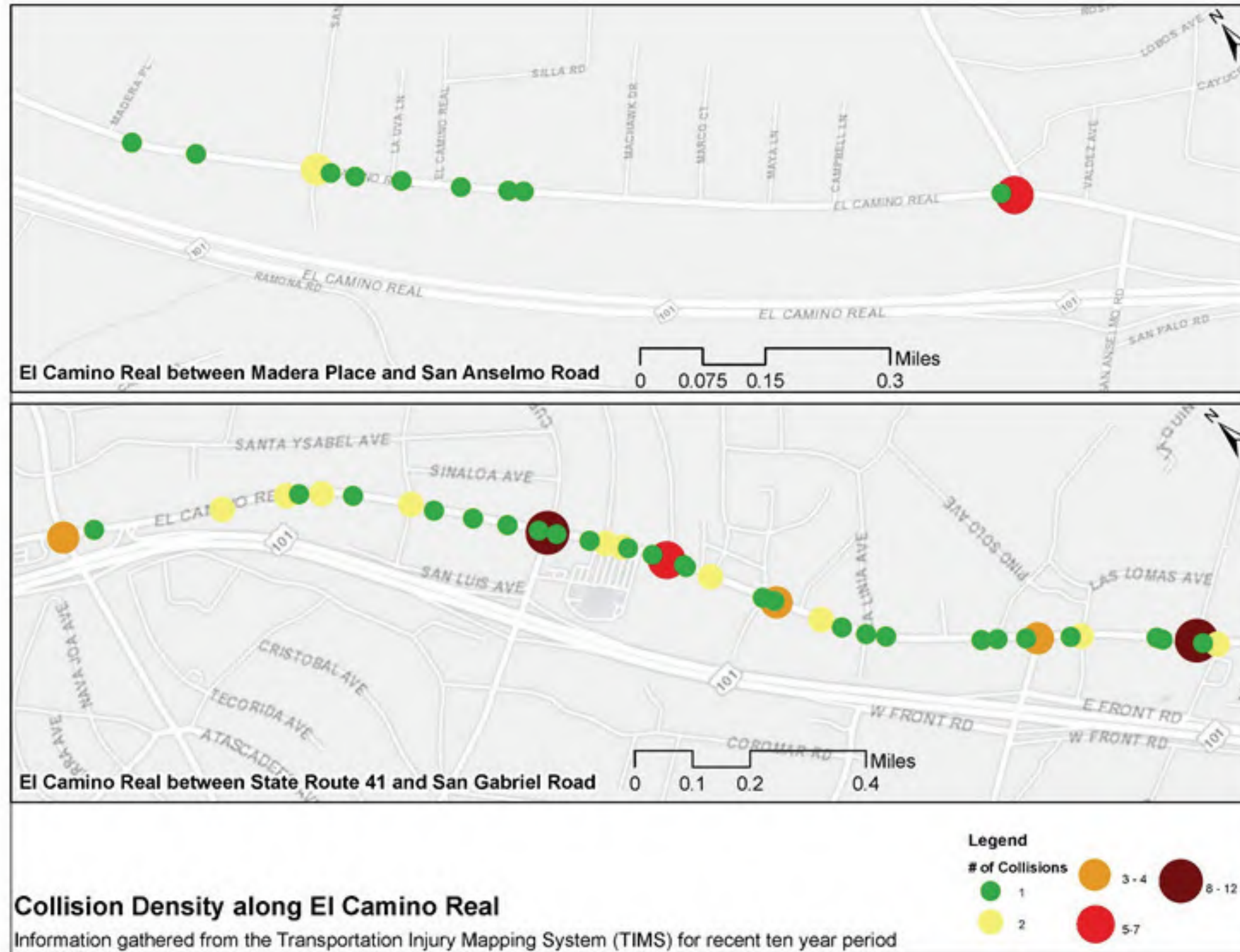
Notes: c/mve = collisions per million vehicles entering; Bold text = greater than the statewide average  
\* Statewide average rates are in parentheses.

### 2.6.8. POTENTIAL STREET MODIFICATIONS

With approximately 100 feet of available public right-of-way, there is significant potential to re-envision the El Camino Real corridor. Consideration should be given to reallocating the available space in a way that better accommodates bicyclists and pedestrians. There are a variety of options available that should be considered during this project.



FIGURE 2.10 COLLISION DENSITY ALONG EL CAMINO REAL





## 2.7 DEMOGRAPHICS AND MARKET ASSESSMENT

### 2.7.1. DEMOGRAPHICS

The following demographic data is from the 2017 American Community Survey by the U.S. Census Bureau. This data provides a snapshot of how Atascadero compares to San Luis Obispo, Paso Robles, and the County of San Luis Obispo.

### 2.7.2. MARKET ASSESSMENT

The Market Study quantifies the degree to which market forces may support the desired uses and types of development envisioned under the El Camino Plan. While the plan focuses on certain portions of the El Camino Real corridor, the market study considers market demand citywide. This chapter is from the executive summary of the Market Study and summarizes the study's findings. The full report is in Appendix A.

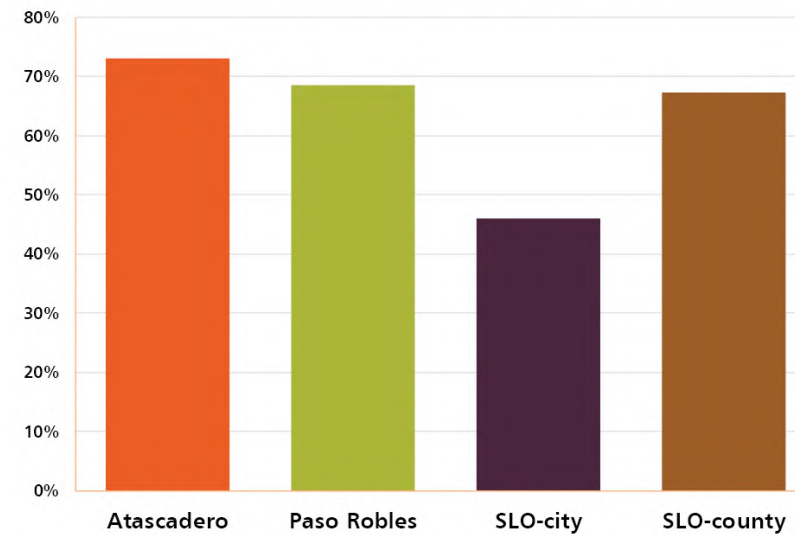
### 2.7.3. RETAIL MARKET DEMAND

#### TRENDS IN RETAIL

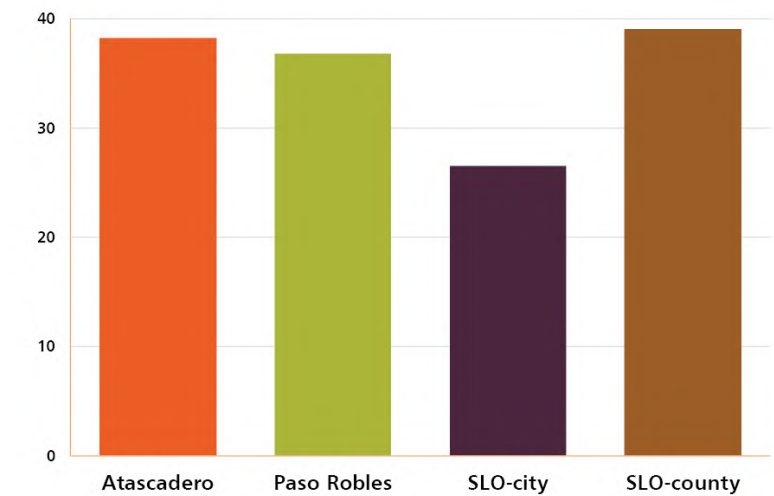
When adjusted for inflation and the number of households, in-store retail sales nationally (excluding auto sales) recovered somewhat from the recession but have not returned to pre-recession levels. Indeed, over the past five years, in-store sales of convenience goods have declined 1.5 percent per year, and in-store sales of comparison goods have declined 0.3 percent per year. At the same time, online retail sales have increased 5.0 percent per year, consumer spending at restaurants and bars has increased 2.6 percent per year, and spending on entertainment and recreation has increased 2.4 percent per year.

The shift of consumer spending to ecommerce has been growing for a long time. However, since the recession, Americans have begun to make a fundamental change, in which the typical family is spending no more at bricks-and-mortar retail stores. Increased consumer spending is taking place online, at restaurants, and for entertainment and recreation.

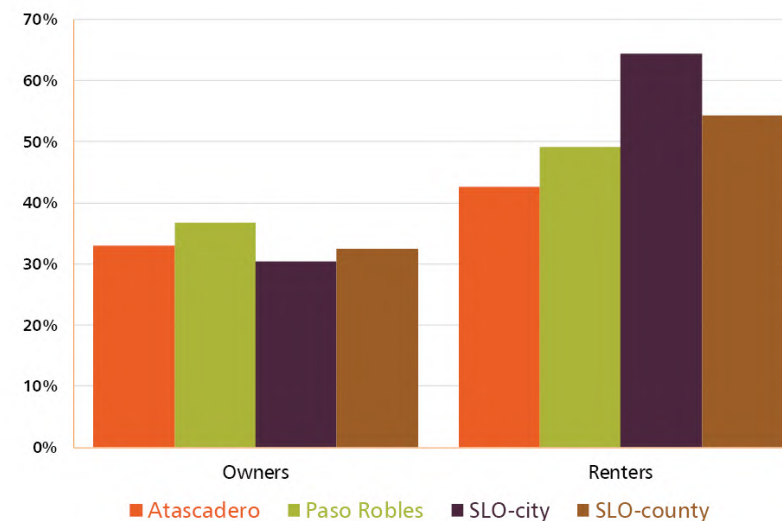
HOUSING STOCK DIVERSITY



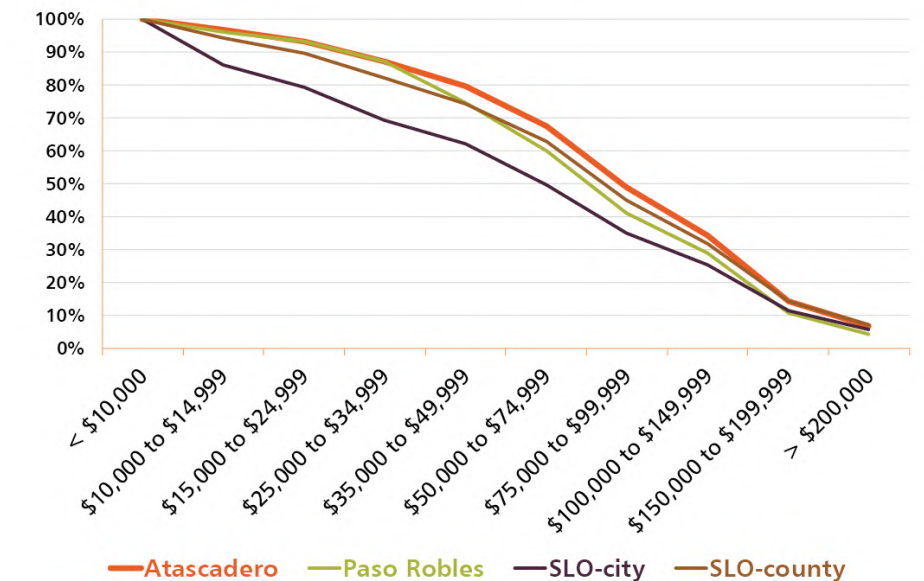
MEDIAN AGE



HOUSING OVERPAYMENT

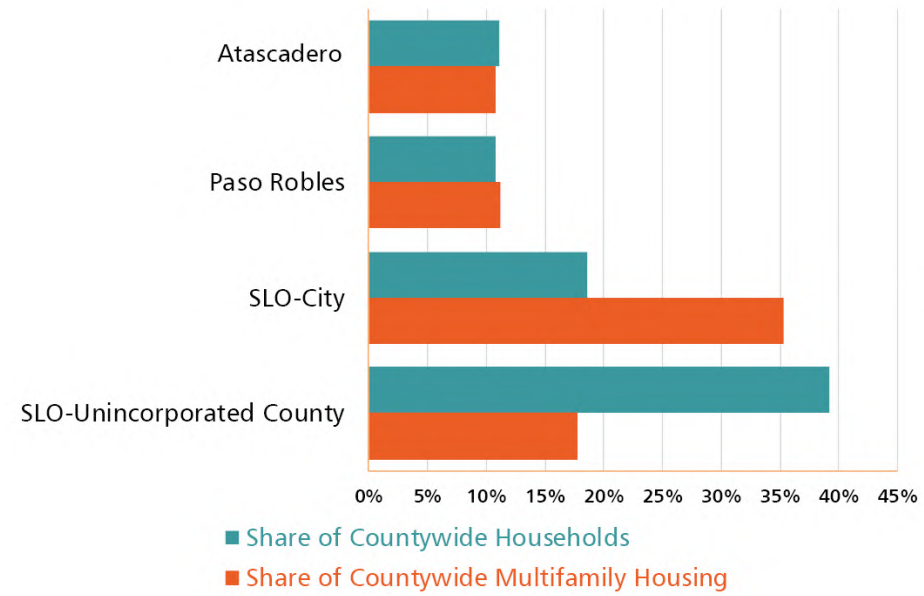


HOUSEHOLD INCOME

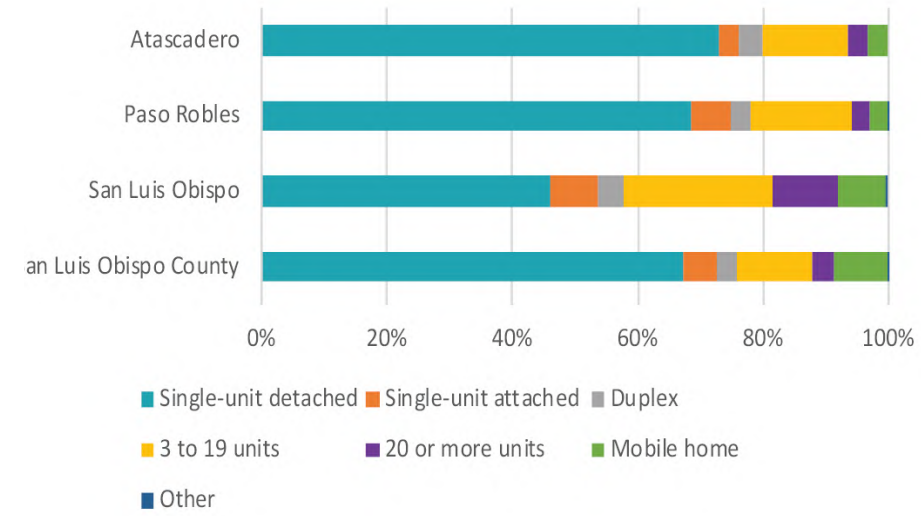




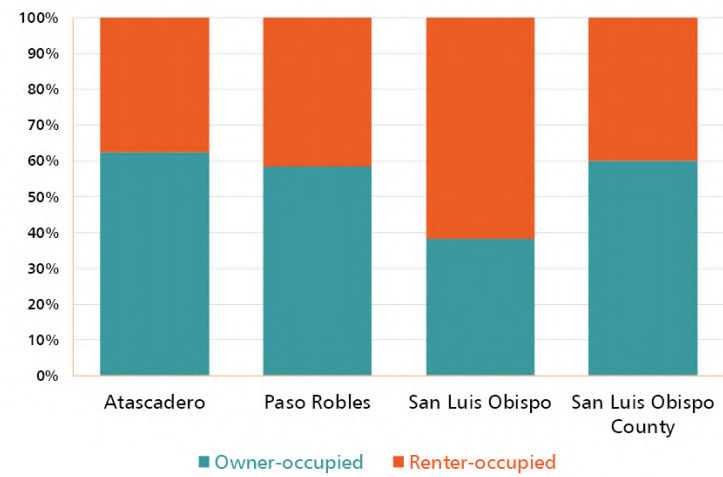
### MULTIFAMILY HOUSING



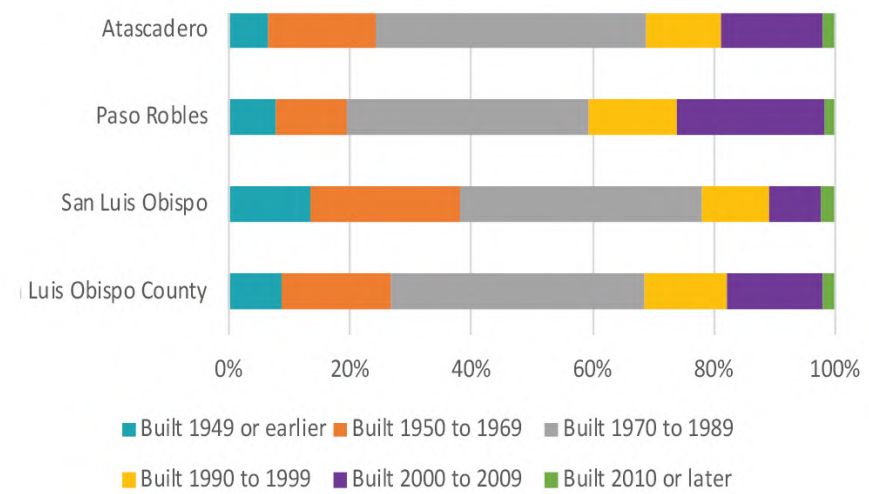
### HOUSING TYPE



### HOUSING TENURE



### HOUSING AGE





## 2 INTRODUCTION AND BACKGROUND

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Although the nature of retail is changing, bricks-and-mortar stores still account for the vast majority of sales (83 percent, down from 88 percent five years ago). As this trend continues, retail stores are experimenting with various approaches to online retail, including online ordering with in-store pick-up or delivery. Grocery stores are experimenting with online ordering with home delivery, and if they are successful, it is likely that most chains will close some stores. The supermarket-anchored shopping center, long a staple of suburban America, may become obsolete.

Current thinking is that weaker, and even some moderately strong, shopping centers and districts will face increasing vacancies, and stronger centers and districts will continue to thrive, and perhaps grow with reduced competition. New retail development is expected to be limited mainly to areas with significant housing growth and areas that are substantially underserved.

### TAXABLE RETAIL SALES IN ATASCADERO

Prior to the 2008–09 recession, the amount of taxable retail sales per household was higher in Atascadero than the county-wide average, although still lower than in Paso Robles and San Luis Obispo.

Since the recession, the amount of inflation-adjusted taxable retail sales per household has increased slightly in Atascadero but is still substantially below the pre-recession level. In contrast, the level is at or near the pre-recession level county-wide and in Paso Robles, and sales have exceeded the pre-recession level in San Luis Obispo County. The retail sector in Atascadero has not yet fully recovered from the recession.

### RETAIL MARKET POTENTIAL IN ATASCADERO

The market study analyzed the potential market demand for retail businesses in Atascadero. The analysis defined a trade area that is truncated to the northwest and southeast, reflecting competition from Paso Robles and San Luis Obispo. The trade area is extended to the northeast and southwest, reflecting the lack of retail businesses in these more sparsely populated areas.

Overall, the market analysis finds that there is a substantial amount

of retail spending by trade area households that occurs in other cities rather than in Atascadero. The report describes several factors that may limit the City's ability to capture the leaked retail spending.

The analysis notes that there are two types of stores that do not currently leak retail spending—food and beverage stores (which includes grocery stores) and building materials, garden equipment, and supply stores.

There are four grocery stores operating in Atascadero: Vons (supermarket, owned by Albertsons Companies), Grocery Outlet Bargain Market (extreme value retailer), Food 4 Less (no-frills grocery store, owned by the Kroger Co.), Smart and Final Extra (a grocery warehouse store). There have been concerns raised by some residents that they would like another full-service supermarket in Atascadero.

The market analysis indicates that these existing stores sales satisfy the market demand for grocery store spending in the expected trade area. The analysis further indicates that enlarging the trade area (up to but not including Templeton and taking in Santa Margarita) would support up to an additional 13,500 square feet of building space for a grocery store. This is not enough for a new conventional supermarket, which typically are 55,000 square feet and larger. For a new supermarket to be successful in Atascadero, it must either attract a majority of its customers from outside the trade area (i.e. Templeton and beyond and beyond Santa Margarita) or divert customers from the existing stores. Simply put, the opening and operation of a new supermarket would most likely lead to the closure of an existing grocery store, leaving a large vacancy. Thus, attracting a new supermarket is theoretically possible. However, margins in the grocery business are very thin, and it is unlikely that the City would be able to convince a grocery business to open a store in Atascadero with that store's success contingent on outcompeting an existing grocery store.

For convenience goods (items that people buy on a regular basis), the analysis finds that current market demand could support an additional pharmacy and a variety of small retailers in cosmetics,

beauty supplies, food and health supplements, office supplies, pet supplies, and other miscellaneous store types. Across all these convenience goods stores, if the City captured all the leaked spending, the market could support up to 29,000 square feet of additional retail building space.

For restaurants and drinking places, the analysis finds that there is a substantial amount of leaked spending, which could support 38,700 to 67,600 square feet of new restaurants and bars. Restaurants and bars are key components of the emerging emphasis on experience-oriented shopping to compete against online retail. This level of market demand could be spread throughout downtown and along El Camino Real.

For comparison goods (items that people tend to purchase infrequently or rarely), the analysis finds that the City leaks spending for furniture and home furnishings, electronics and appliances, sporting goods, and book and music stores. Capturing this leaked spending in Atascadero could support new stores in each of these categories. However, many of the national chains in these retail categories are experiencing difficult times, facing challenges from the shift to online retail and high debt. Many national chains are in the process of shrinking their footprint rather than expanding. It may take longer to attract new businesses in these retail categories, and the City may not be able to capture all the leaked spending. However, there are opportunities for existing stores to capture some of this leaked spending and opportunities for new independent businesses.

Communities that do not have a regional mall and the bevy of chain stores that locate near malls almost always leak retail spending for clothing and clothing accessory stores. In Atascadero, that leaked spending could support up to 181,400 square feet of retail building space. Without a regional mall, it is unlikely that the City could attract enough businesses to capture all the leaked spending. Nevertheless, this is a sizeable amount of spending, suggesting that the City should be able to attract small-scale or boutique clothing and accessory stores.



The analysis indicates that there is potential market demand for general merchandise stores. One subcategory in this type of retail is department stores, which would include stores like Target and Walmart. The market support in this subcategory is for about 135,000 square feet. This should cover an average Target or Walmart, and so it is no surprise that Walmart had proposed a new store in Atascadero. The market analysis suggests that attracting such a store may be realistic. At the same time, the changing nature of retail suggests that even this level of leaked spending may not be sufficient to attract a new department store/general merchandise store.

#### RETAIL ENVIRONMENT

One of the challenges facing retail growth in Atascadero is the outdated nature of some of the existing retail building space. Along some parts of the corridor, stand-alone, single-use retail buildings stand on their individual parcel with their own curb cut and parking lot. In other areas, retail businesses are interspersed among light industrial, self-storage, and other uses, lacking visibility and easy accessibility.

Many of these poorer locations have tenant turnover and vacancy issues, and these result in lower asking lease rates. Low lease rates limit the ability of property owners to maintain and invest in their properties. Low lease rates also make it harder for better-situated retail properties to command lease rates high enough to support new development and reinvestment in existing properties.

To capitalize on the market potential, the El Camino Plan should focus on creating and enhancing experience-oriented shopping districts and centers, which can compete with the continuing shift to online retail. Encourage retail, restaurants, and entertainment uses to move from underperforming centers to future designated commercial hubs. The plan should also identify strategies to allow the transition of some outdated retail buildings to other uses in order to reduce vacancies and to increase lease rates to levels that will support new retail development and reinvestment in existing retail properties.

#### OFFICE MARKET DEMAND

Office market demand is typically driven by growth in employment in knowledge-based sectors that primarily operate in office buildings. These sectors include: Information; professional, scientific, and technical services; and Management of companies and enterprises. These sectors account for 4.8 percent of the jobs in the city and 6.8 percent of the jobs county-wide. More importantly, these sectors added 1,300 jobs county-wide over the last five years, growing 1.8 percent per year. Total five-year job growth in these sectors in Atascadero was a single digit. At the current local trend, job growth in these sectors would not support new office development in Atascadero.

Office-based businesses and office developers increasingly view Atascadero favorably. In part, this is because there is room to grow and develop in the City and the City is perceived as business friendly. In addition, San Luis Obispo, which has captured most of the office-based employment growth in the past, has low vacancies, higher lease rates, and is perceived as challenging to entitle new office development. These factors suggest that the City could account for a larger share of future growth in office-based employment. The analysis finds that if the City gets one-third of new office-based businesses and 11 percent of the remaining expansions in office jobs (the City's current share of county-wide office workers), the market could generate up to 195,000 square feet of new office development.

The quality of place is becoming increasingly important in the location decisions of firms in these sectors. They are competing with each other for skilled and educated workers, and these workers increasingly place a value on working in districts with a mix of restaurants and services within walking distance. Places in proximity to downtown or to walkable nodes along the corridor would make attractive locations for office development.

Medical office is often considered a subset of the general office market. Atascadero accounts for a large part of county-wide employment in the health care and social services sector, due in large part to Atascadero State Hospital. However, the city's share

of medical office businesses is closer to its share of total county-wide jobs, nearly 8 percent. If the county adds a similar number of medical office jobs over the next five years and if the share of those new jobs locating in Atascadero is similar to the city's share of medical office employment, then the city would need an additional 42,000 square feet of medical office building space.

#### INDUSTRIAL MARKET DEMAND

Industrial market demand is driven primarily by growth in the Manufacturing, Wholesale trade, and Transportation and warehousing sectors. However, the market study focuses on industrial demand generated by the manufacturing sector, because these uses are more suited to locations along El Camino Real than are warehousing and distribution facilities.

Atascadero accounts for less than 3 percent of county-wide manufacturing employment. Although there was a small increase in manufacturing employment over the last five years in the city, the sector has still not returned to pre-recession employment levels. In contrast, the manufacturing sector added 1,100 jobs county-wide over the past five years, growing at a rate of 3.2 percent per year.

As with office development, manufacturing businesses and industrial developers increasingly view Atascadero as a favorable location. With available land and facilities and a robust business attraction effort, the analysis finds that the City could attract up to 25 percent of future manufacturing employment growth. This could result in the development of up to 237,700 square feet of new industrial building space.

Some of this new industrial development would need to be separated from potential conflicts with non-industrial land uses. However, some of the new industrial business would be smaller scale and could be integrated in mixed business districts that would be suitable for the El Camino Real corridor.

#### LODGING

Atascadero accounts for a small percentage of the lodging establishments county-wide and an even smaller percentage of



## 2 INTRODUCTION AND BACKGROUND

employment in the accommodations sector. However, this is not unexpected because Atascadero is inland, and the county has several beach communities and wine country with an active tourism base. Nevertheless, even based on the number of employees in the accommodations sector per 1,000 population statewide, the city has about half the amount of lodging as could be expected.

Many cities seek to attract new investment in hotels in order to collect additional revenue from transient occupancy tax. Furthermore, overnight visitors often provide spending support for nearby restaurants, entertainment businesses, and retail stores. Connection with and access to activity centers is a key element in the success of the hotel market. While the Market Study does not quantify demand for a particular number of additional hotel rooms, the El Camino Plan should consider ways to encourage hotel development in order to capitalize on the benefits that hotel and visitors generate for nearby businesses. Development of new destination entertainment and recreation opportunities and economic growth that supports additional business travel will help attract new hotel investment.

### PLANNING IMPLICATIONS

Based on the Market Study analysis, the El Camino Plan should consider the following.

#### ▶ PLAN FOR EXPERIENCE-ORIENTED RETAIL

The Market Study finds that there is a substantial amount of leaked retail spending that could support additional retail businesses. However, with the changing nature of retail, the walkability, entertainment and recreation opportunities, and experience of a place will become increasingly important for sustainable and lucrative retail districts and centers.

#### ▶ BIG BOX IS A MAYBE

The Market Study finds that there is enough consumer spending to support big-box retail, but with the changing nature of retail, it may be difficult to attract investment from national chains. The plan need not do away with development standards that accommodate large format retailers, but the plan also should not rely on the attraction of such a business.

#### ▶ PARTNER WITH SMALL BUSINESS DEVELOPMENT CENTERS

The City can partner with small business development centers and other nonprofit business support organizations to provide training to existing local businesses and budding entrepreneurs interested in starting a new business in Atascadero.

#### ▶ ACTIVELY MARKET ATASCADERO TO OFFICE AND INDUSTRIAL BUSINESSES

City staff currently engages with potential businesses about the opportunities in Atascadero. The city also has other partners than can help with business attraction, including real estate brokers and dealers and the San Luis Obispo Economic Vitality Corporation.

#### ▶ CONSIDER ADOPTING A SPECIFIC PLAN

A specific plan can provide a level of environmental clearance and certainty in the development process, both of which can ease and quicken the development process. It is not uncommon, especially with industrial businesses, that businesses looking to expand seek opportunities that can become productive assets quickly.

#### ▶ PLAN FOR NEW INDUSTRIAL DEVELOPMENT

The plan should identify ways of accommodating new industrial development, both large-scale traditional manufacturing and smaller-scale business integrated into mixed business districts. As with the office demand, new industrial development may be accommodated in other areas of the city, not just along the corridor.

#### ▶ PLAN FOR NEW OFFICE DEVELOPMENT

The plan should identify ways of accommodating new office space in proximity to walkable retail districts or centers. Considering the long-term potential, the plan could accommodate multistory office buildings and additional acreage. Areas outside of the El Camino Plan could also accommodate some of the future office demand. In addition, the plan should consider the degree to which medical office space is appropriate. The City's current strategy is to focus medical office along Morro Road. If medical office wants to locate along El Camino Real, it should be focused in midblock locations where shared parking is available.

#### ▶ PROVIDE FOR TRANSITION OF OLDER RETAIL BUILDINGS

The plan should provide ways that property owners with older and, perhaps, obsolete retail buildings can transition their property to an alternative use if interested. Office and manufacturing facilities may be appropriate in some parts of the corridor. In some circumstances, multifamily residential might also be appropriate, most often when it is within walking distance of a planned experience-oriented retail district or center or when it is part of a mixed-use building.





**Section 3**  
**Land Use Strategy**



### 3.1 INTRODUCTION

The land use strategy recommendation for the El Camino Plan is based on the market analysis, examination of on-the-ground conditions, and the current policy and regulatory framework. This chapter identifies the challenges associated with the existing General Plan and Zoning for the corridor, followed by conceptual site plans to test urban design strategies for intensification, adaptive reuse, and place-making among nodes of activity. This chapter presents recommendations for the future General Plan update and revisions to the Atascadero Municipal Code.

The following policies are intended to guide the next steps in implementing the El Camino Plan.

#### ► PROVIDE FOR A BALANCED MIX OF USES

1. Identify and reserve sufficient areas along the corridor where high-tech/R&D firms, corporate offices, and incubators can locate and improve job opportunities for residents.
2. Refine the Commercial Park designation in terms of the uses encouraged and development standards to attract and create a high-quality employment hub. Streamline processing.
3. Update the commercial designations in terms of uses allowed and development standards to encourage infill development, outdoor spaces, internal connectivity, and well-designed nodes of activity.
4. Promote El Camino Real as an environment that is attractive to destination retail and entertainment, including local food and beverage artisans and other specialized retailers.
5. Allow areas along the corridor that are not prime locations for commercial or job centers to transition to other market-driven uses, including residential.
6. Revisit parking standards in all zoning districts along the corridor to determine parking demands and opportunities for shared parking.
7. Implement incentives to encourage the redevelopment of underutilized and blighted properties.
8. Ensure that permitted and conditional uses allowed in the zoning support the new vision for El Camino Real.



#### ► BOOST THE ECONOMY



1. Dedicate staff resources, as feasible, to focus on economic development to attract new development, especially business bringing quality jobs.
2. Implement economic development strategies to increase the rate of new business formation and to attract businesses to the area.
3. Allow for a variety of new residential/workforce housing—in the right locations—to ensure there is a local labor force for new businesses and to boost demand for commercial uses.
4. Encourage investment and upgrades to existing properties by creating new opportunities for infill development or implementing other strategies like enhanced code enforcement.

#### ► IMPROVE SAFETY



1. Explore the use of technology to keep the community safe.
2. Require new development to apply Crime Prevention Through Environmental Design (CPTED) concepts in site design and building design.
3. Continue to work with Code Enforcement to be proactive in addressing code violations on existing properties as well as issues related to illegal or undesirable activities.
4. Continue to work with the Police Department and other agencies to encourage homeless individuals to access emergency shelters, transitional and/or supportive housing, and related services.



## 3.2 EXISTING POLICY AND REGULATORY FRAMEWORK

### 3.2.1. GENERAL PLAN

The 2016 Atascadero General Plan Land Use, Conservation and Open Space Element establishes several commercial designations and a public facility designations (US Post Office) in the study area, as shown on Figure 3.1. Based on the intensity limits identified in the General Plan, the study area has the potential for over 3 million square feet of nonresidential development, as shown in Table 3.1.

General Commercial (GC) designation is considered a Mixed-Use Designation. It is intended primarily for office, neighborhood, retail, and tourist commercial uses; however, multifamily development in a mixed-used development may be conditionally allowed up to 20 du/ac. Exclusive or stand-alone multifamily development may be allowed along the El Camino Real corridor provided it is in a midblock location that is “not best reserved for commercial development.”

Service Commercial (SC) accommodates more intensive uses than allowed in other commercial areas, such as lumberyards, building-materials supply, wholesaling, storage, auto sales, auto and equipment repair, and printing establishments. These uses are appropriate in non-pedestrian-oriented areas. They frequently have outdoor storage needs involving trucking activity and movement of large products. This land use designation is applied to properties on the south side of El Camino Real, along Highway 101.

Commercial Park (CPK) designation applies to areas along the northern portion of El Camino Real to accommodate uses that require large parcels, such as automobile and mobile-home sales, factory outlet centers, traveler destination and recreation complexes, craft uses, nurseries, and planned commercial developments. Also allowed are certain types of light industrial

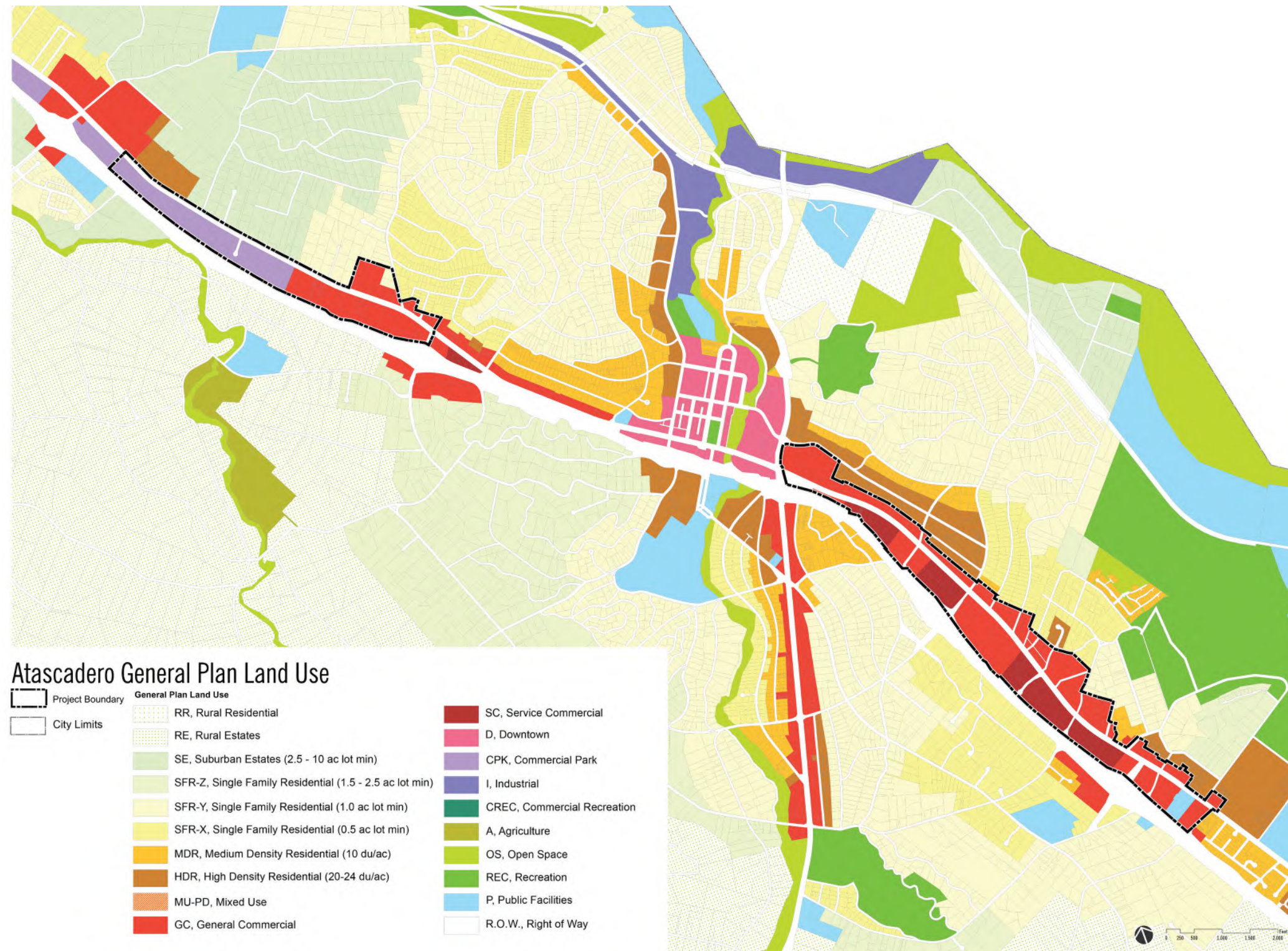
uses, including research and development facilities and clean manufacturing facilities, along with office parks and business uses.

TABLE 3.1 GENERAL PLAN LAND USE DESIGNATION WITHIN EL CAMINO REAL STUDY AREA

GENERAL PLAN LAND USE DESIGNATION	CORRESPONDING ZONING DISTRICT	AREA (ACRE)	AVE. FAR	BUILDING SQ.FT.
Commercial Park (CPK)	Commercial Park (CPK)	32.9	0.4	573,022
General Commercial (GC)	Commercial Neighborhood (CN) Commercial Professional (CP) Commercial Retail (CR) Commercial Tourist (CT)	138.9	0.3	1,815,521
Public Facilities (P)	Public Facilities (P)	3.5	--	--
Service Commercial (SC)	Commercial Service (CS)	39.2	0.4	683,368
Single Family Residential (1.0 ac lot min) (SFR-Y)	Residential Single Family (RSF-Y)	1.8	--	--
<b>TOTAL</b>	--	<b>216.3</b>	<b>--</b>	<b>3,071,912</b>



FIGURE 3.1 GENERAL PLAN LAND USE MAP





## 3.2.2. POLICY CONSIDERATIONS

The following are the big-picture considerations related to the General Plan that informed the corridor alternatives and final land use recommendations presented in Section 3.2, Opportunity Area Concepts / Big Ideas and Section 3.3, Proposed Land Use Strategy.

CHALLENGES	CONSIDERATIONS TO BE EXPLORED
<ul style="list-style-type: none"> <li>While the uses allowed under the CS designation need adequate space along the corridor, it is important that these areas be clustered as much as possible to minimize negative impacts on adjacent retail, restaurant, entertainment, and service commercial uses.</li> </ul>	<ul style="list-style-type: none"> <li>Compare existing CS uses to the locations designated and consider adjusting the boundaries where necessary to preserve the synergy/function of key commercial retail nodes. Re-examine landscape setbacks and landscape requirements.</li> </ul>
<ul style="list-style-type: none"> <li>The CPK designation is currently in one location along the north end of the corridor. There is the potential for an additional employment hub(s) on the south end of the corridor as vacant or underutilized properties transition over time.</li> </ul>	<ul style="list-style-type: none"> <li>Identify the location for additional employment uses and consider expanding CPK zoning in areas that can support clean and optional development without detracting from the commercial nodes.</li> </ul>
<ul style="list-style-type: none"> <li>While the GC designation allows for midblock residential, there is no clear direction on where this is possible. Therefore, the uncertainly level for property owners/developers is high, which affects development feasibility.</li> </ul>	<ul style="list-style-type: none"> <li>Consider a policy or regulatory mechanism to better define areas that can transition to mixed use or multifamily along the corridor.</li> </ul>





### 3.2.3. ZONING

The study area contains six commercial-related zoning districts and one public facility district (US Post Office), as shown on Figure 3.2 and in Table 3.2. The distinctions between them are noted below.

The Commercial Neighborhood (CN) zoning district is established to provide for small-scale retail shopping and personal service facilities at the neighborhood level. The CN zone is situated and designed to serve the limited shopping and service needs of the immediately surrounding residential area. Residential is conditionally allowed in a mixed-use building within the 35-foot height restriction.

The Commercial Professional (CP) zoning district provides for offices and limited retail shopping and personal service facilities along El Camino Real. The CP zone is situated to serve streets with higher traffic volumes while also serving to provide a compatible transition between such streets and adjacent single-family residential areas. Residential is conditionally allowed in a mixed-use building within the 35-foot height restriction.

The Commercial Retail (CR) zoning district is established to provide for a wide range of commercial uses to accommodate most of the retail and service needs of the residents of the City and surrounding areas. Residential is also conditionally allowed within this zone in a mixed-use building within the 35-foot height restriction.

The Commercial Service (CS) zoning district is established to provide for light manufacturing and large lot service commercial needs of the residents of the city and surrounding areas. Residential is also conditionally allowed within this zone in a mixed-use building with the 35-foot height restriction.

The Commercial Tourist (CT) zoning district is established to provide for limited commercial uses intended primarily to serve the public traveling along Highway 101. This designation is generally located at intersections with the freeway.

The Commercial Park (CPK) zoning district provides for large-lot commercial and light manufacturing uses. Comprehensive development plans are encouraged to achieve appropriate functional relationships between various uses and preclude “piecemeal” development of existing larger lots.

**TABLE 3.2 ZONING DESIGNATION WITHIN EL CAMINO REAL STUDY AREA**

ZONING DESIGNATION CODE	ZONING LAND USE DESIGNATION	AREA (AC)	FAR	BUILDING SQ.FT.
CN	Commercial Neighborhood	4.0	0.3	52,050
CP	Commercial Professional	9.0	0.3	117,430
CPK	Commercial Park	32.9	0.4	573,022
CR	Commercial Retail	115.1	0.3	1,503,837
CS	Commercial Service	39.2	0.4	683,368
CT	Commercial Tourist	10.9	0.3	142,204
P	Public Facilities	3.5	--	--
RSF-Y	Residential Single Family (1.0 ac lot min)	1.8	--	--
TOTAL		216.3	--	3,071,912



## 3.2.4. REGULATORY CONSIDERATIONS

The following are the big picture items that will guide the preparation of corridor alternatives and final recommendations.

CHALLENGES	CONSIDERATIONS TO BE EXPLORED
The Commercial Service zone is intended for light manufacturing, heavy manufacturing with a CUP, equipment sales, warehousing, wholesale and distribution centers, storage, and similar uses. However, it also allows for general retail, restaurants, hotels, schools, services, and other uses that are the focus of the CR and CP zones. This creates incompatibilities between uses and dilutes the potential for synergy and activated commercial environments.	In order to create viable commercial retail nodes at key locations along the corridor, the CS zone should be limited to its intended range of industrial, wholesale, and manufacturing uses. It should also be focused in areas where there are other, similar uses.
The Commercial Park (CPK) designation is intended for larger-scale commercial, industrial, and manufacturing uses. However, it also allows for nearly everything that the CR zone allows.	Given the City’s desire to reserve this area for a range of new employment uses, the CPK zone should be refined in terms of the uses encouraged and development standards to create a high-quality employment hub.
Fencing and screening requirements for outdoor storage, equipment, or manufacturing activities appear strong in the code, but are not happening on the ground. The public perception when driving along the corridor is that properties are not well maintained, which impacts commercial lease rates. There is also a screening provision that allows for chain-link fencing.	Determine if this is a code enforcement issue or nonconforming issue and address. Also, revise the requirements to disallow chain-link fencing on any properties fronting El Camino Real.

CHALLENGES	CONSIDERATIONS TO BE EXPLORED
Many permitted uses within the purpose and intent of the CPK, CR, and CT zones require a CUP, which increases the cost, time frame, and level of uncertainty for prospective businesses.	Revisit the list of uses requiring a CUP and reduce where possible defining the conditions in the code. Include more general criteria as to why certain businesses require a CUP, including noise, dust, electrical disturbance, appearance, etc.
There are no setback requirements for commercial designations in the study area. This allows uses to locate close to El Camino Real to be seen and activate the street, but in many locations the centers are set far back from the street. Any stand-alone residential allowed within a commercial district must comply with the minimum setback requirement of 15 feet.	Establish a new maximum setback with requirements to front El Camino Real that is tailored to the commercial district and parcel widths and addresses the placement of parking. Address stand-alone commercial buildings differently from multiple buildings/uses on the large properties. Also revisit the minimum setback and require a reasonable landscape setback. Properties that are elevated above El Camino Real should have a tailored landscape setback given the handicap access requirements.
Parking standards for commercial designations have resulted in excess parking for some commercial uses. A significant amount of land remains unused along the corridor that could be developed for other purposes.	In January 2019 ITE released a Parking Manual that documents the average parking utilization or demand by different land use types and community settings. This information is intended to help inform jurisdictions of the average and range of expected parking demand. Parking standards for commercial districts should be re-evaluated based on expected demand, but not result in over-parking commercial uses. This will enable additional infill development within many commercial centers.

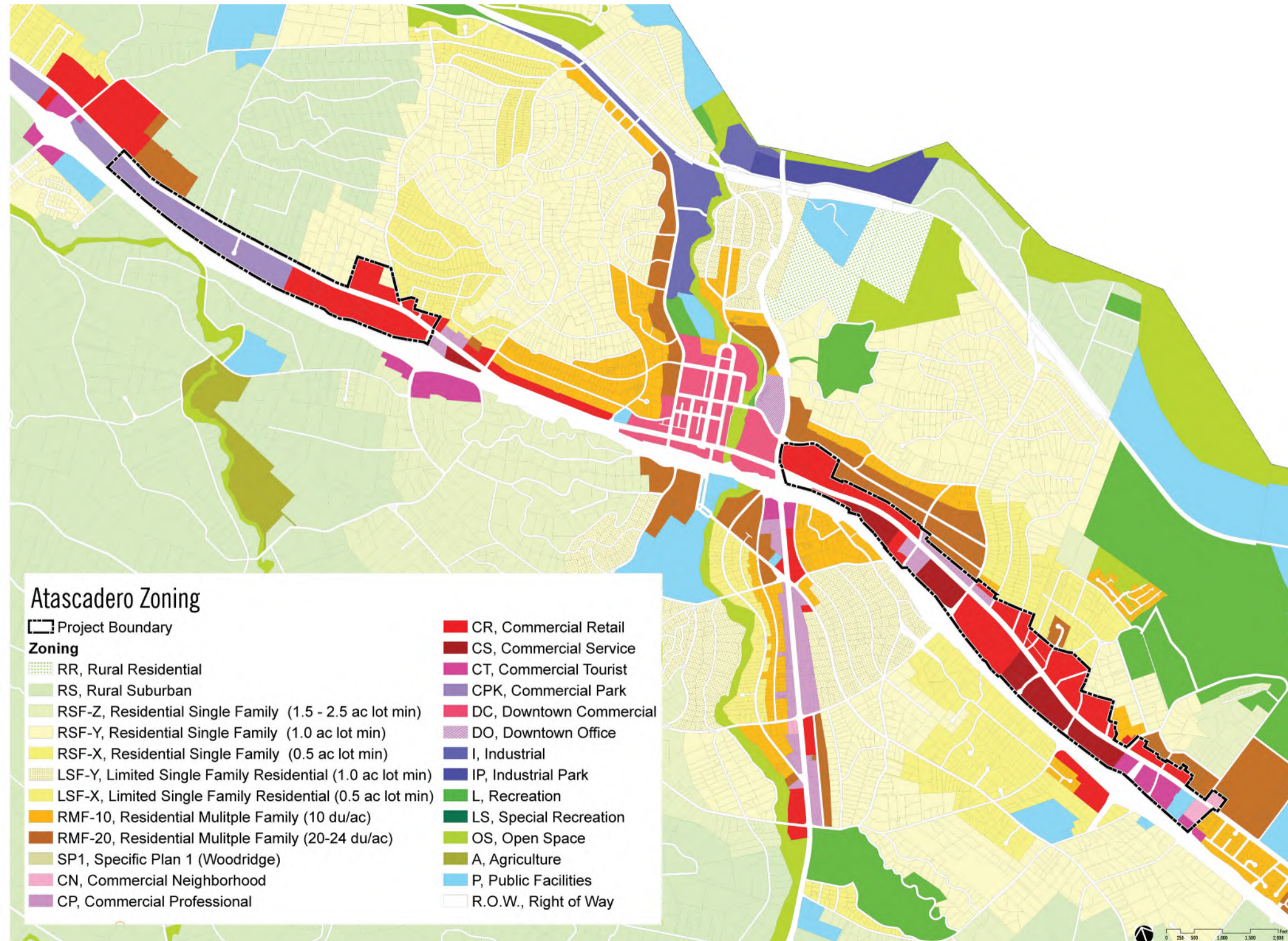


CHALLENGES	CONSIDERATIONS TO BE EXPLORED
<p>Multifamily residential is only allowed above commercial in certain commercial zones (CP, CN, and CR). However, this is inconsistent with the corresponding General Commercial (GC) designation in the General Plan, which allows for stand-alone multifamily via a CUP in midblock locations.</p>	<p>A better solution would be to identify where stand-alone multifamily should be allowed along the corridor based on market factors, opportunity sites, and location. Then determine the appropriate tool: allow by right or CUP within commercial or potentially create a Residential Overlay Zone. In addition, forcing multifamily to be above commercial should be limited to the Downtown, where there is an established walkable environment. MU should not be forced (but allowed) in other</p>
<p>Multifamily residential is limited to 20 units per acre. Density may not be the best metric to facilitate the changes desired.</p>	<p>Limiting the number of units on a site through residential density should be replaced by form-based regulations to control number of stories, bulk, and massing. This flexibility will enable the City and developer to focus on design and amenities, working within a development envelope that “fits” along the corridor.</p>
<p>Mixed-use buildings that include multifamily residential are limited to 35 feet high. This makes providing two stories over commercial difficult if not impossible, especially since the ground-floor commercial should be a minimum of 10 to 12 feet high to attract restaurants and other active uses. Two stories of residential is typically the minimum required to make a mixed-use project financially feasible.</p>	<p>A better solution would be to allow flexibility in height but regulate the maximum number of stories based on development feasibility and surrounding context. Create setbacks, height transitions and buffering for mixed-use zones adjacent to lower-density residential zones to improve transitions. Fire Department capabilities also need to be a consideration.</p>





FIGURE 3.2 ZONING MAP





## 3.3 OPPORTUNITY AREA CONCEPTS / BIG IDEAS

### 3.3.1. APPROACH

Within the North End and South End Study Areas, a series of opportunity sites were identified based on their potential to be reinvented as more successful nodes of activity, such as:

1) Significant job centers, designed to attract companies looking to move or expand from pricey, constrained market areas in the Central Coast. These new job centers will also provide a desirable location for start-ups that are “incubating” in Atascadero or elsewhere.

2) Improved and more sustainable commercial nodes that better reflect the trends in successful retail and service environments through redesign and reprogramming as experiential places that aren’t available on-line. The more intensified nodes are more walkable, contain indoor/outdoor environments, and incorporate a broader mix of uses.

3) Mixed-use environments—office, R&D, clean-tech, institutional uses, retail/service/entertainment uses, with the selective addition of residential. Residential along the corridor increases housing opportunities for the younger workforce that come with the new businesses. Residential along the corridor also creates an expanded market of customers that will gravitate to the downtown and reinvented commercial nodes. Allowing residential will improve financial feasibility of development projects and can be used as an incentive for lot consolidation.

4) A vibrant community hub and an attractive destination for work, commerce, recreation, and residential life. The effective site plan integrated with place-making elements will encourage people to gather and visit.

These opportunity sites became the focus of conceptual site plans to test urban design strategies for encouraging intensification, adaptive re-use of buildings, integration of open space amenities, placement of parking, and internal connectivity for cars and pedestrians. They aim to create vibrant, inclusive, cohesive social environment that provides a mix of spaces for businesses to launch

and grow, nurturing community engagement, and enhancing the cultural identity and history of a community.

Potential future capacity within each opportunity area was also calculated.

### 3.3.2. SITE 1: NORTH END JOBS ANCHOR

South of Del Rio Road, this opportunity area capitalizes on the small but important industrial/maker spaces along the south side of the corridor and expands the potential for clean technology/R&D/creative office users to locate in Atascadero. This site encompasses a group of existing and vacant properties and envisions an infill development scenario where businesses are connected by an internal roadway system that reduces curb-cuts along ECR and optimizes new development areas at the back of the properties. Connectivity between properties is essential to enable future shared parking, easy access to commercial uses, and outdoor “green room” associated with employment and retail uses. An internal trail system links to the Mission Oaks center and can also be extended to industrial properties south of the opportunity area.

A potential development on this site is shown in Figure 3.3, *Opportunity Site 1-North End Jobs Anchor*, and Figure 3.4, *Artistic Rendering of Opportunity Site 1*.





# 3 LAND USE STRATEGY

FIGURE 3.3 OPPORTUNITY SITE 1- NORTH END JOBS ANCHOR

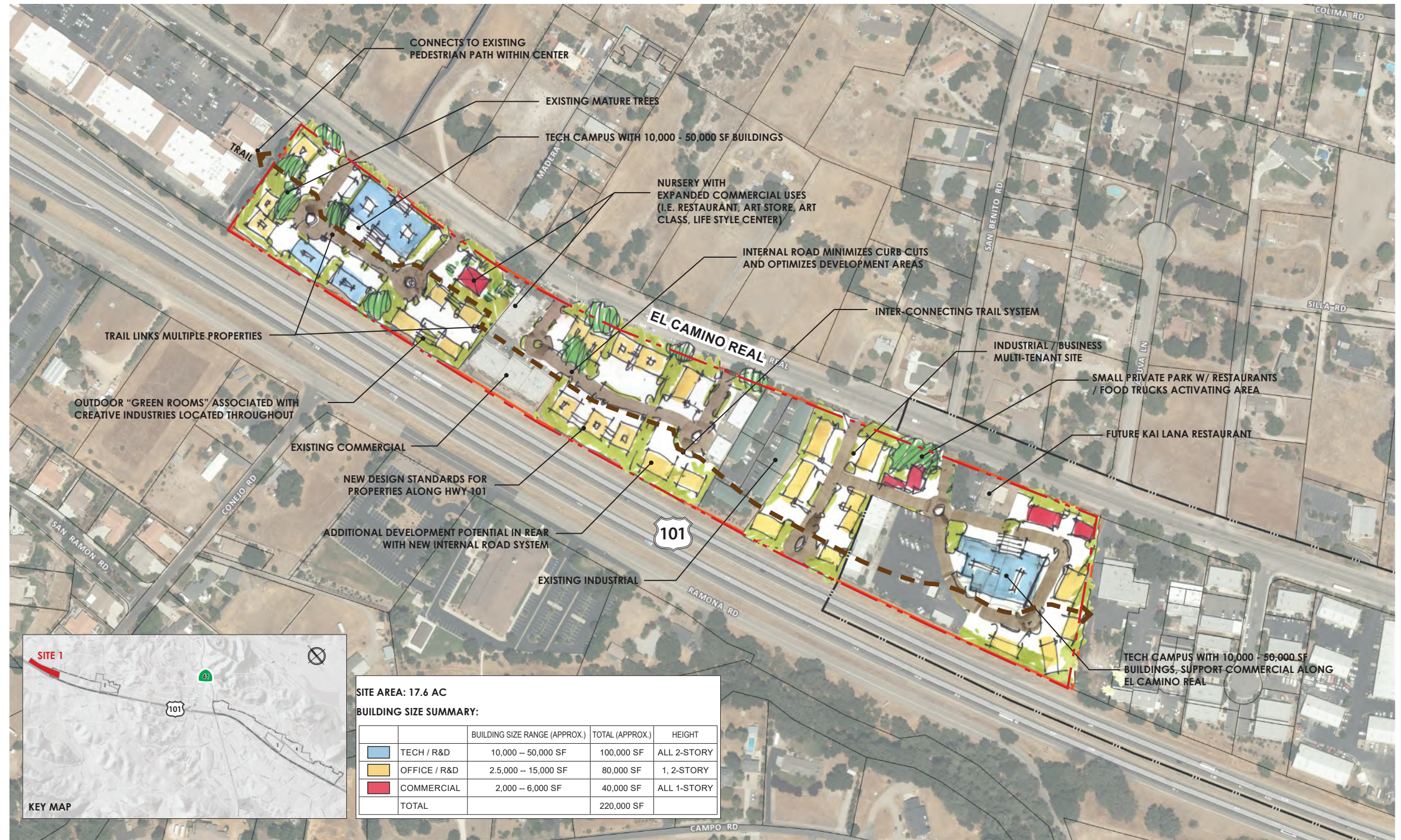




FIGURE 3.4 ARTISTIC RENDERING OF OPPORTUNITY SITE 1



LOCATION OF THE RENDERING



# 3 LAND USE STRATEGY

## 3.3.3. SITE 2: LIFESTYLE CENTER WITH TECH POTENTIAL

Located at the San Anselmo Road off-ramp, this opportunity area encompasses underutilized and vacant properties on both sides of El Camino Real. The existing K-mart shopping center has the potential to be intensified over time, with existing buildings, circulation, parking, and outdoor areas upgraded to create an attractive place where people want to shop, dine, meet up with friends, and walk to other services. The remaining properties fronting El Camino Real have the capacity for medium and large-size businesses, with support commercial or service uses. A small lot single-family neighborhood is behind the office uses and provides a transition to the existing rural residential. Residential may be considered an incentive to lot consolidation.

Figure 3.5, Opportunity Site 2- Lifestyle Center with Tech Potential, and Figure 3.6, Artistic Rendering of Opportunity Site 2, show a potential development on this site.





**3.3.4. SITE 3: RE-ACTIVATED COMMERCIAL/ ENTERTAINMENT HUB**

This opportunity area encompasses two large shopping centers, currently disconnected by a 5- to 6-foot grade difference. Big box retail is struggling in every community. This concept envisions that over time, one of the big box uses is reconfigured as an indoor/outdoor environment and accommodates a range of tenants, including entertainment uses. Overall circulation and connectivity are improved with an internal roadway that connects the two parcels and creates new infill development opportunities within the extensive parking areas. Additional retail, restaurants, and other supporting uses now line El Camino Real and the internal roads, creating a more pedestrian-oriented environment. This important commercial hub is now intensified and re-activated to serve the south end of the community.

Figure 3.7, Opportunity Site 3: Re-activated Commercial/Entertainment Hub, and Figure 3.9, Artistic Rendering of Opportunity Site 3, show a potential development on this site.



**3.3.5. SITE 4: URBAN VILLAGE AND SOUTH END JOBS ANCHOR**

Across from the commercial hub is an opportunity for a south end jobs anchor that is part of a mixed-use village containing commercial, office, residential, and career training offered by San Joaquin Valley College. This area is a combination of older retail, vacant parcels, outdoor storage, and low-intensity industrial uses. The concept envisions an internal road system that reduces curb-cuts along El Camino Real, connects the parcels, and maximizes development potential. Townhomes along the rear of these parcels provides additional workforce housing and can be the incentive for lot consolidation. The uses are arranged to create synergy, provide for active open space areas, and to create a unique live, work, learn environment.

Figure 3.8, Opportunity Site 4: Urban Village and South End Jobs Anchor, and Figure 3.10, Artistic Rendering of Opportunity Site 4, shows a potential development on this site.

The opportunity area concepts informed the proposed Land Use Strategy, which includes refinements to zoning classifications, permitted/conditional uses, and policy recommendations. In addition, the opportunity area concepts informed the development of options for reconfiguring El Camino Real, based on changes in land use, changes to access, and traffic patterns.





# 3 LAND USE STRATEGY

FIGURE 3.5 OPPORTUNITY SITE 2- LIFESTYLE CENTER WITH TECH POTENTIAL

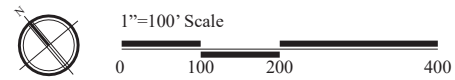
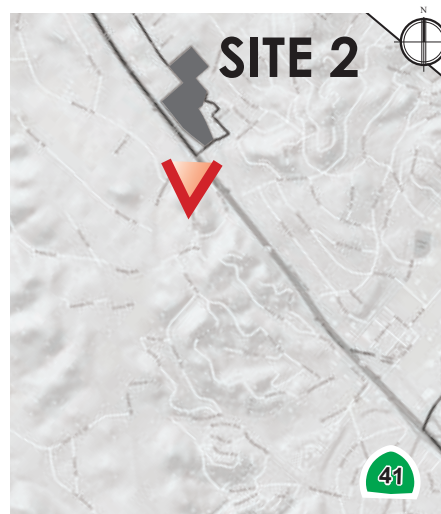




FIGURE 3.6 ARTISTIC RENDERING OF OPPORTUNITY SITE 2



LOCATION OF THE RENDERING



# 3 LAND USE STRATEGY

FIGURE 3.7 OPPORTUNITY SITE 3- RE-ACTIVATED COMMERCIAL/ENTERTAINMENT HUB

FIGURE 3.8 OPPORTUNITY SITE 4- URBAN VILLAGE AND SOUTH END JOBS ANCHOR

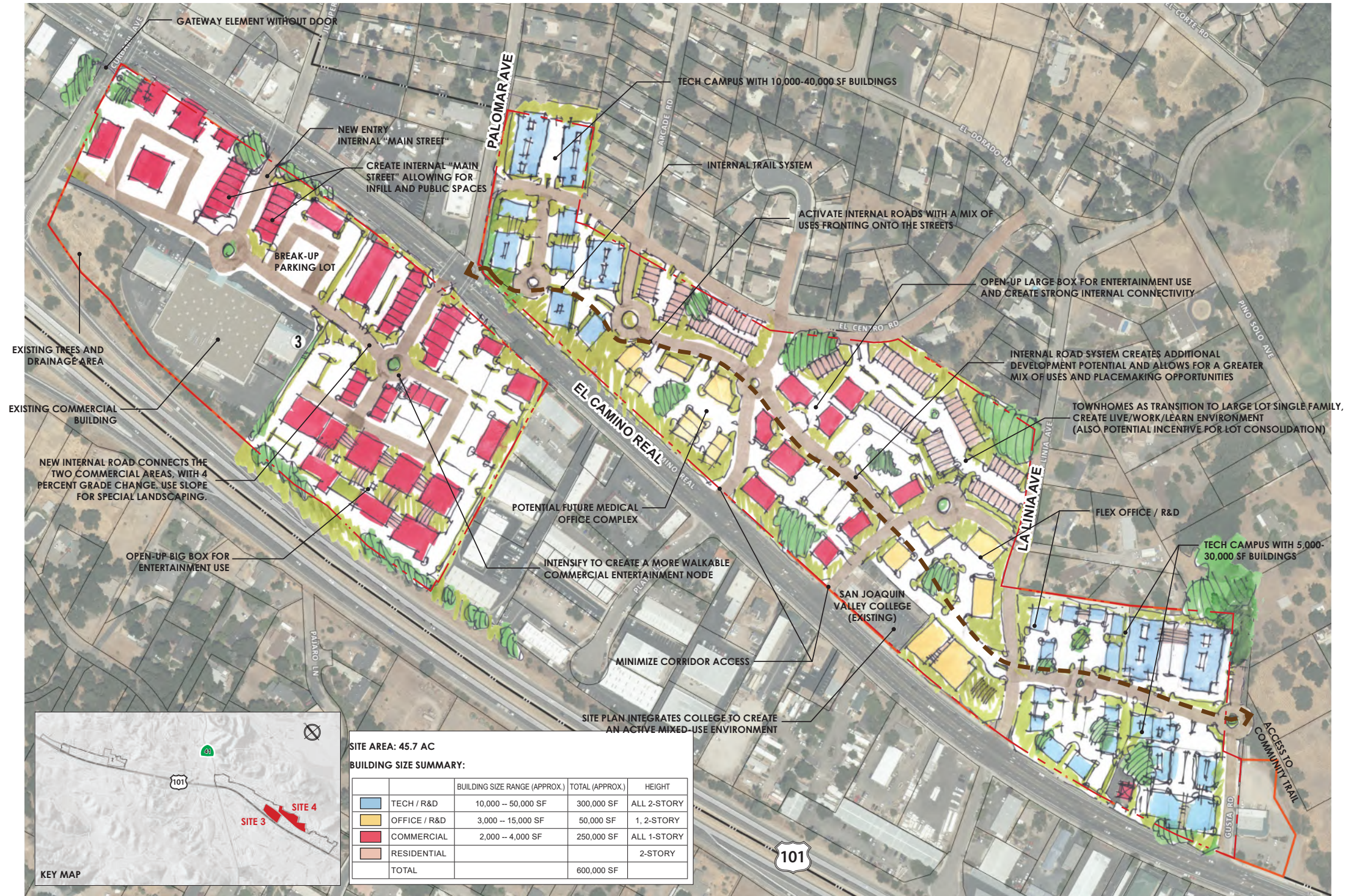




FIGURE 3.9 ARTISTIC RENDERING OF OPPORTUNITY SITE 3

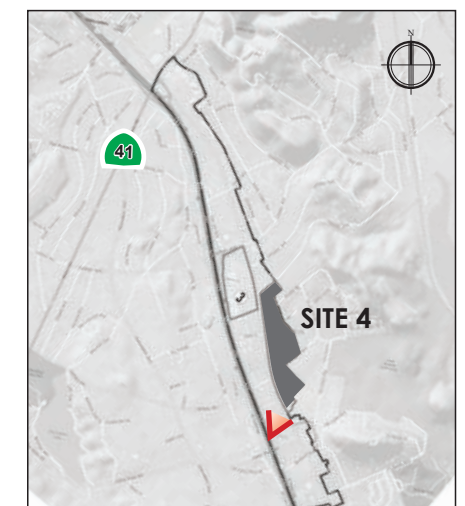


LOCATION OF THE RENDERING



# 3 LAND USE STRATEGY

FIGURE 3.10 ARTISTIC RENDERING OF OPPORTUNITY SITE 4



LOCATION OF THE RENDERING







## 3.4 PROPOSED LAND USE STRATEGY

### 3.4.1. APPROACH TO ZONING

Based on a detailed review of existing land uses, vacancies, under-performing commercial centers and businesses, market trends, and developer interest along the corridor, a series of refinements to the existing zoning classifications has been developed. The overall strategy can be summarized as follows:

- Refine allowable uses within zones to address incompatible uses and to focus jobs and commercial retail into nodes.
- Ensure that auto service, storage, contractor supply, and other light industrial uses have enough area along the corridor, but are separated from general retail, entertainment, and services.
- Modernize development standards to incentivize desired changes in both the type of uses that are developed and how they are designed.
- Add site planning requirements to improve connectivity between uses and the creation of people-friendly gathering places.
- Require key opportunity areas to undergo a comprehensive planning effort to set the foundation for significant change, such as a Specific Plan.
- Provide standards for how buildings orient to El Camino Real and require implementation of a consistent street tree landscape plan that is partially on private property (with a public easement).

### 3.4.2. ZONING RECOMMENDATIONS FOR THE STUDY AREA

The recommended zoning classifications for the study area are shown on Figure 3.11, *Land Use Strategy (North End)*, and Figure 3.12, *Land Use Strategy (South End)*. Zoning recommendations go beyond the study area in a few locations where there will likely be market pressure for change over time. The exhibits contain detailed notes on the vision for each zone and how it can transition or be strengthened as a node. Refinements to permitted uses, development standards, and site design are also identified. These

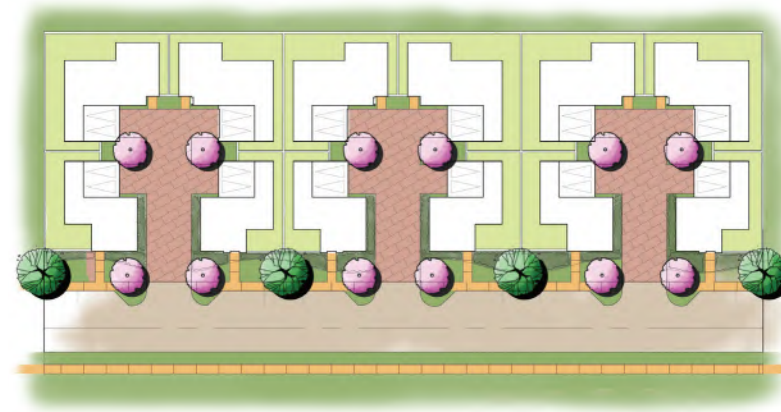
exhibits are intended to be a road map for future zoning code updates. A critical component to the future zoning amendments are revisions to permitted and conditional uses. Recommended changes are included in Appendix C.

FIGURE 3.11 MULTIFAMILY AND MIXED USE CONCEPT





Small-Lot Single Family  
8 DU/AC



Multifamily Triplex  
13 DU/AC



Multifamily flats  
6-plex Flats, 18 DU/AC





FIGURE 3.12 LAND USE STRATEGY (NORTH END)

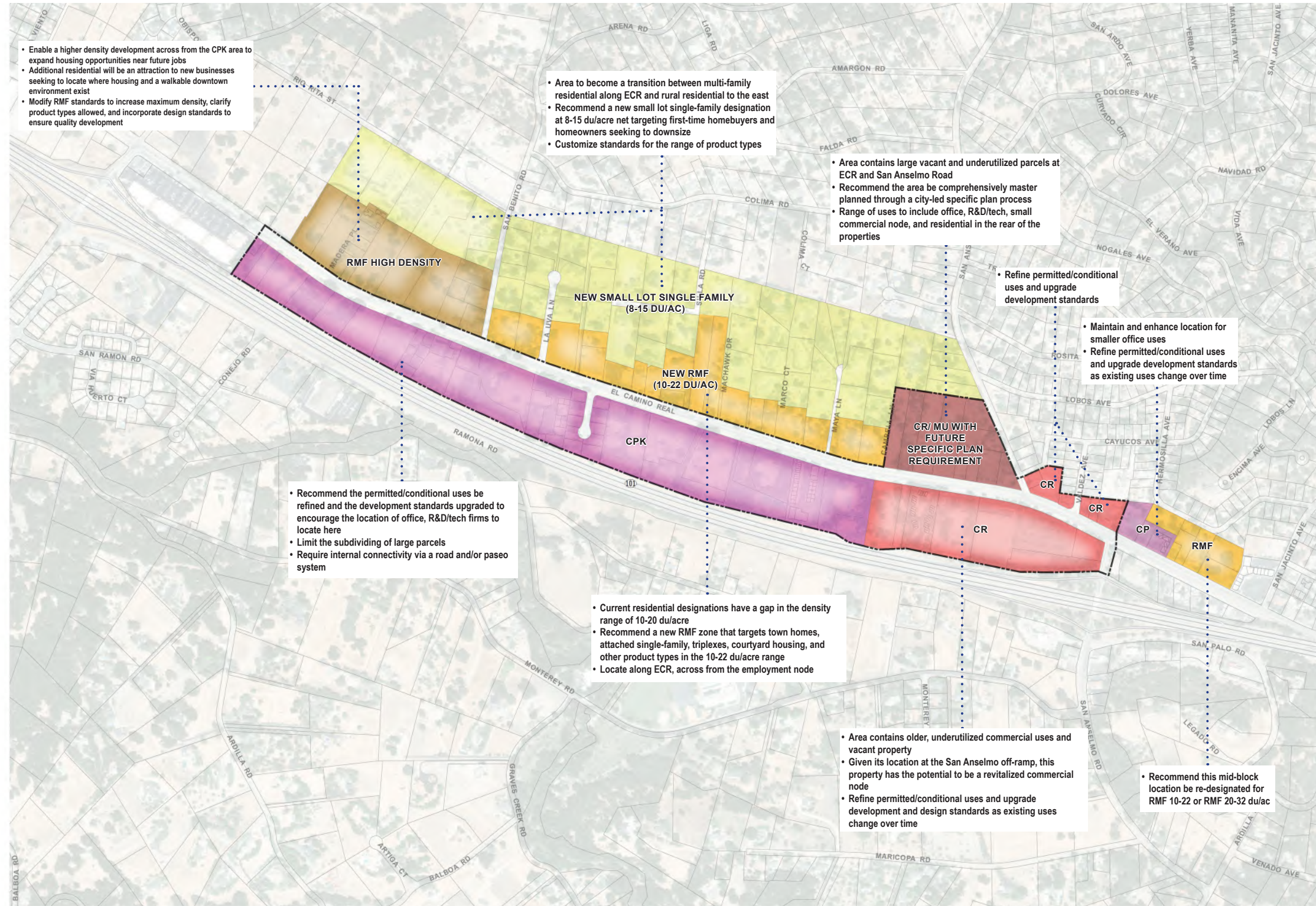
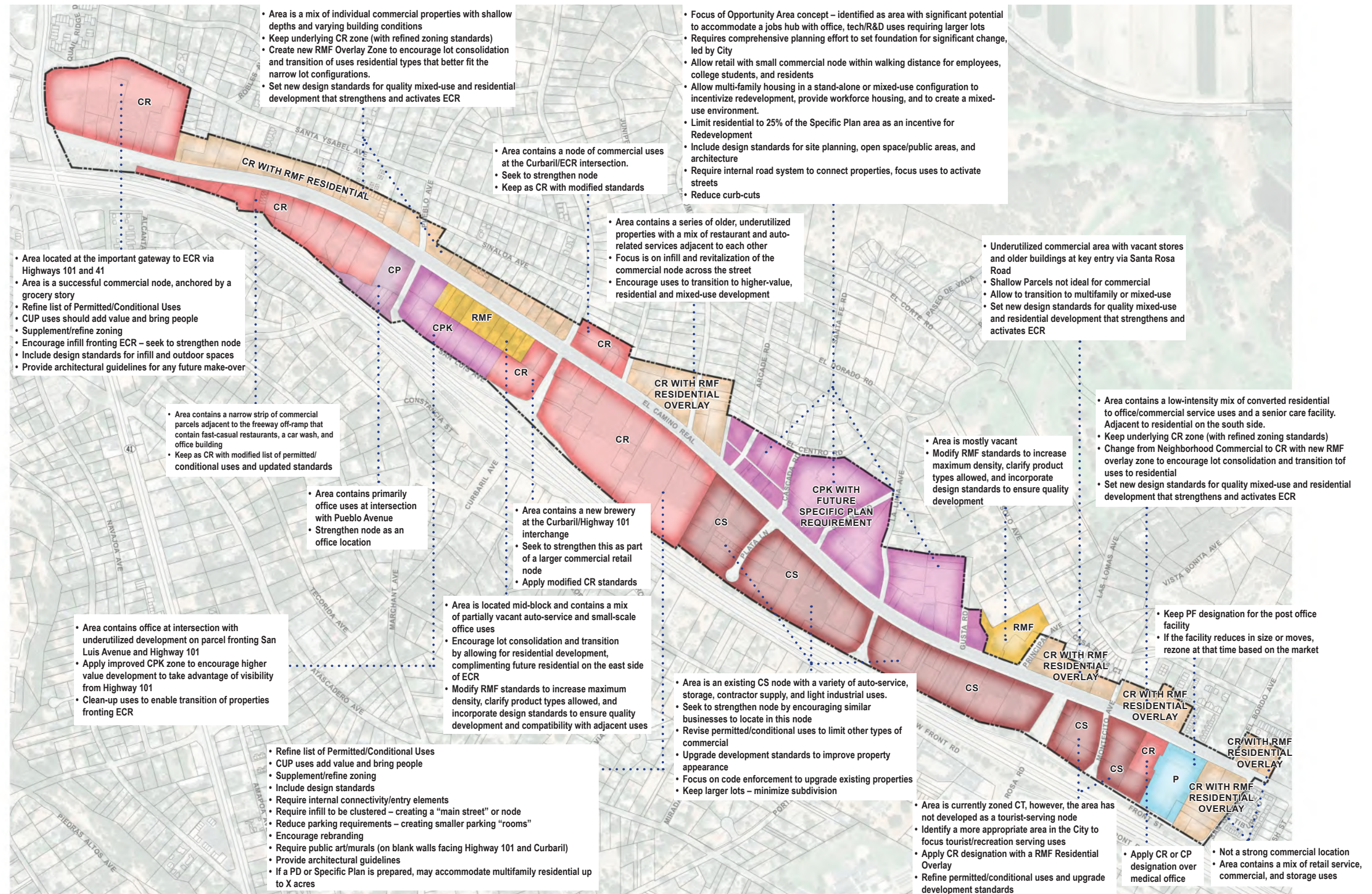




FIGURE 3.13 LAND USE STRATEGY (SOUTH END)





Several new zoning classifications are included in the Land Use Strategy Exhibits. They include the following:

**New Small Lot Single Family Zone (8–15 dwelling units/net acre).**

This zone would be used in locations to transition between larger lot single-family and either multifamily residential or commercial. This density range fits a variety of small-lot residential product types that target first-time home-buyers and homeowners seeking to downsize. This new designation would expand the range of housing available in the city to support future job growth.

**New RMF Zone (10–22 dwelling units/new acre).**

There is currently a gap in the density range allowed in the City’s multifamily zoning classifications. The gap is 10 to 20 dwelling units per acre. The recommendation is to create a new RMF zone with a range of 10 to 22 du/ac, which accommodates walk-up townhome products, attached single-family products, and various forms of two- and three-story courtyard housing. It is recommended that the High Density Multi-Family designation be amended to 22 to 36 dwelling units per acre.

**New RMF-Mixed Use Overlay Zone.** A Draft of this recommended Overlay Zone is included below:

The intent of the El Camino Real RMF Overlay (RMF-Overlay) is to allow flexibility for parcels that could transition from strip commercial uses to residential or a mix of residential, commercial, and/or office development. The RMF-Overlay is an option for property owners should they decide to redevelop their property to respond to new market opportunities. The underlying zone shall remain in effect. The RMF-Overlay allows residential in either a stand-alone or mixed-use configuration up to three stories in height if stand-alone or four stories if in a mixed-use configuration, by taking advantage of certain incentives, identified below. Residential development in these areas emphasizes quality of design and pedestrian connectivity to El Camino Real and adjacent uses. Residential product types can include attached courtyard housing, row townhomes, stacked flats, or other attached multifamily product types. Commercial uses continue to allow for a range of community-serving retail, office, and service commercial uses.

**TABLE 3.3 EL CAMINO REAL RMF OVERLAY ZONE DEVELOPMENT STANDARDS**

Development Standards		Special Provisions
Minimum Parcel Size	0.5 acres	
Maximum Floor Area Ratio (FAR)	1.5	<ul style="list-style-type: none"> <li>• Applies to both residential and non-residential uses. Does not include structured parking.</li> <li>• All accessory buildings and structures, except common recreational leisure area buildings, shall be included in the maximum floor area ratio coverage calculation.</li> <li>• Increases in FAR may be allowed, subject to the approval of a conditional use permit.</li> </ul>
Minimum/Maximum Structural and Landscape Setbacks	<ul style="list-style-type: none"> <li>• El Camino Real - for a Mixed-Use Building with ground floor commercial or office: 15 feet minimum; 25 feet maximum for 60% of the linear width of the front of the site.</li> <li>• For a residential building: 20 feet minimum; 30 feet maximum</li> <li>• Other public roads: 10 feet minimum</li> <li>• Rear abutting interior property line, adjacent to single-family residential: 10 feet minimum</li> <li>• Rear abutting interior property line: 10 feet minimum</li> <li>• Side abutting interior property line: 5 feet minimum</li> <li>• Side abutting street: 10 feet</li> <li>• Driveways: 10 feet minimum</li> <li>• Between buildings: per California Building Standards Code</li> </ul>	<ul style="list-style-type: none"> <li>• Setback requirements from El Camino Real must also comply with the public streetscape requirements, including providing a public easement, adopted in a separate El Camino Real Streetscape Plan.</li> <li>• Where a property is elevated above the grade of the adjacent right-of-way, the minimum structural setback shall be increased to allow for handicap accessibility plus 8 feet of landscaping.</li> <li>• Where a building site abuts upon any highway or public street, there shall be a landscape setback, as indicated in this table, measured from the planned highway right-of-way line, as indicated in the Circulation Element of the General Plan</li> <li>• Outdoor dining located in the front or side of the building must be designed with either a low fence or wall, at least 40-inches high, when fronting a street; Outdoor dining located within a courtyard must also include a low fence or wall if fronting a street</li> <li>• Modifications to setback widths may be allowed subject to the approval of a conditional use permit per Atascadero Municipal Code.</li> </ul>



Development Standards		Special Provisions
Landscape Requirements within Setback Areas	Abutting El Camino Real: 10 feet of the landscape setback shall comply with the ECR Streetscape Plan (Section 5.2)	<ul style="list-style-type: none"> <li>• Required setbacks abutting other public rights-of-way, interior property lines, internal roads, and setbacks between buildings shall be landscaped with trees, other plantings, and walkways, as set forth in Atascadero Municipal Code (Landscaping and Screening).</li> <li>• A solid wall or fence not less than six (6) feet in height shall be placed and maintained on interior lot lines abutting property zoned for single-family residential use.</li> <li>• Setback areas shall be permanently maintained in a neat and orderly manner</li> </ul>
Permitted Encroachments within Setback Areas	<ul style="list-style-type: none"> <li>• Walkway connections to building entrances</li> <li>• Vehicular and bike access ways</li> <li>• Public art displays, fountains, planters, outdoor seating areas, decorative trash receptacles, public plazas, or other similar amenities and attractive street furnishings that create public gathering areas</li> <li>• Cornices, eaves, belt courses, sills, buttresses and fireplaces may encroach no more than 36 inches</li> <li>• Awnings, canopies and arcades</li> <li>• Balconies may encroach no more than 3 feet</li> </ul>	<ul style="list-style-type: none"> <li>• Any encroachment that conflicts with the Uniform Building Code or other codes, as adopted by the City, shall not be permitted.</li> <li>• Encroachments shall not interfere with public street trees</li> </ul>
Maximum Height	<ul style="list-style-type: none"> <li>• Mixed Use building without incentive: three (3) stories</li> <li>• Mixed Use building with incentive: four (4) stories</li> <li>• Residential building without incentive: three (3) stories</li> <li>• Residential building with incentive: four (4) stories</li> </ul>	<ul style="list-style-type: none"> <li>• Incentive applies when:</li> <li>• Consolidation of 3 or more parcels; or,</li> <li>• Acquisition of property with older, obsolete uses</li> <li>• Note: Four story buildings must also comply with additional access requirements from the Fire Department.</li> </ul>



# 3 LAND USE STRATEGY

Development Standards		Special Provisions
Minimum Ground Floor Height	<ul style="list-style-type: none"> <li>12 feet for non-residential</li> </ul>	<ul style="list-style-type: none"> <li>Ground floor heights of more than 12 feet are encouraged</li> </ul>
Suggested Maximum Unit Sizes	<ul style="list-style-type: none"> <li>Studio units: 550 square feet</li> <li>One-bedroom units: 700 square feet</li> <li>Two-bedroom units: 825 square feet</li> <li>Three-bedroom units: 1,000 square feet</li> <li>Four-bedroom units or more: 1,200 square feet</li> </ul>	<ul style="list-style-type: none"> <li>Applies only to residential uses</li> </ul>
Minimum Requirements for Recreational-Leisure Areas – Residential	<ul style="list-style-type: none"> <li>200 square feet per dwelling unit</li> <li>Minimum Dimensions</li> <li>Private areas: 7 feet</li> <li>Common areas: 20 feet</li> <li>Pedestrian walkway width: 4 feet</li> <li>Courtyard internal to a project, or enclosed on at least three sides: 40 feet</li> </ul>	<ul style="list-style-type: none"> <li>Open space and outdoor recreational-leisure areas may be provided by private areas, common areas, or a combination of both</li> <li>All common recreational-leisure areas shall be conveniently located and readily accessible from all dwelling units located on the building site and shall be integrated with, and contiguous to, other common areas on the building site</li> <li>The common recreational-leisure area may be composed of active or passive facilities, and may incorporate any required setback areas other than street setback areas and required landscape setbacks, but shall not include or incorporate any driveways or parking areas, trash pickup or storage areas or utility areas</li> <li>All residential common areas shall be improved as either active or passive facilities, with landscaping or hardscape elements designed to serve the residents of the project</li> <li>All common areas shall be developed and professionally maintained in accordance with approved landscape and irrigation plans</li> </ul>
Minimum Requirements for Storage Areas	<ul style="list-style-type: none"> <li>100 cubic feet of enclosed general storage area per dwelling unit</li> </ul>	<ul style="list-style-type: none"> <li>May be provided adjacent to private recreational leisure areas, within garages, or in close proximity to the unit</li> </ul>



Development Standards		Special Provisions
Covered Parking	Covered parking is only required for project over 8 units. One (1) covered parking space (carport or garage) per unit of the total off-street parking required	
Laundry Facilities	Provided as either hook-ups in each unit or as shared facility on-site	
Maintenance Requirement	A maintenance agreement for all landscaping, building exteriors, accessory structures, parking areas, and other common facilities shall be approved by the CDD and City Attorney	Prior to final occupancy
Trash Enclosures	Adequate provisions shall be made for collection of refuse in a manner that is screened from view and does not obstruct required parking and access-ways or impact adjacent land uses.	

TABLE 3.4 EL CAMINO REAL RMF OVERLAY ZONE DESIGN STANDARDS

Development Standards	Special Provisions
Site Design	<ul style="list-style-type: none"> <li>• If adjacent to a single-family residential zone, windows, balconies or similar openings shall be oriented to minimize a direct line-of-sight into adjacent units</li> <li>• There shall be convenient pedestrian access to and from El Camino Real from either individual units or a common pedestrian walkway</li> <li>• Development shall front onto El Camino Real</li> <li>• Garages and parking areas shall not front onto El Camino Real; Street frontage devoted to driveways and vehicular access shall be minimized to the greatest extent possible, consolidating existing driveways as much as possible</li> </ul>
Building Design	<ul style="list-style-type: none"> <li>• Building design shall represent a single architectural style with materials, roof pitch, window design, and other details designed to complement and integrate with the building architecture</li> <li>• Projecting features, such as balconies, porches, bays, and dormer windows are encouraged to create distinction between units and to provide "eyes" on the street</li> <li>• All first floor exterior doors shall be hinged for residential and commercial only uses; Sliding glass doors are permitted only above the first floor, and on rear or interior side yard elevation not visible from public rights-of-way</li> </ul>



Development Standards	Special Provisions
Street Façades	<ul style="list-style-type: none"> <li>• Street wall facades shall be architecturally enhanced; This may be accomplished with arcades, colonnades, recessed entrances, window details, bays, variation in building materials, color and other details</li> <li>• The maximum total blank wall area (without windows or entrances) shall not exceed 30% of the first story wall for non-residential and 50% for residential</li> <li>• The façade detailing of mixed-use buildings shall visually differentiate ground-floor uses from upper-story uses; The base shall visibly anchor the building to the ground, with a treatment of higher quality materials; The top of the façade shall be visually terminated through the use of cornices, stepped parapets, domes, and other forms of multifaceted building tops</li> <li>• The façade detailing of commercial, retail, or live/work entries shall be differentiated from residential entries</li> </ul>
Frontage Design	<ul style="list-style-type: none"> <li>• Common or individual ground floor residential entries, shall be elevated at least 21 inches above the finished grade of the sidewalk</li> <li>• Canopies, awnings, signs, balconies and other architectural projections shall clear 10 feet above the adjacent sidewalk and may encroach into the sidewalk up to a maximum of 3 feet, adjusted for parkway trees and street lighting</li> <li>• Buildings shall be designed to front onto El Camino Real with primary ground-floor common entries or individual dwelling unit entries oriented to the street, not to the interior or to a parking lot</li> <li>• Where sites include multiple buildings behind the street front buildings, ground-floor entries may be oriented to internal roads, common areas, or pedestrian greenways</li> <li>• For ground floor retail space, the ground floor elevation exposed to the street shall include an 18-inch recess, measured from the face of the building, within which a commercial tenant may customize storefront design</li> <li>• Main building entrances shall be easily identifiable and distinguishable from other ground floor entries; Such main building entrances shall include at least one of the following:               <ul style="list-style-type: none"> <li>○ Marked by a taller mass above the entrance, such as a tower, or within a volume that protrudes from the rest of the building surface</li> <li>○ Located in the center of the façade, as part of a symmetrical overall composition</li> <li>○ Accented by architectural elements, such as columns, overhanging roofs, awnings, and ornamental light fixtures</li> <li>○ Marked or accented by a change in the roofline or change in the roof type</li> <li>○ If a corner building, it shall provide prominent corner entrances as noted below for retail or other activity-generating uses</li> <li>○ Primary entries shall have direct access from the sidewalk</li> </ul> </li> </ul>



Development Standards	Special Provisions
Materials and Color	<ul style="list-style-type: none"> <li>• Buildings shall use durable, high quality materials; Natural stone, precast concrete, and factory-finished metal panels (heavy gauge only) are preferred; Plain concrete block, plywood, sheet pressboard, vinyl, and similar materials are strongly discouraged</li> <li>• The finish, texture, and color of materials shall be compatible with the architectural style of the building</li> <li>• Front yard fencing shall be low-scale and in a style that is consistent with the architectural style of the building</li> </ul>
Windows	<ul style="list-style-type: none"> <li>• Residential windows should face away from loading areas, docks and trash storage areas</li> <li>• The type, size, and location of windows shall be designed to enhance natural daylight and take advantage of natural ventilation</li> <li>• Windows and doors shall be recessed at least three inches from the face of the finished exterior wall to achieve sufficient depth and shadow; Flush finish installations, especially stucco, are not permitted</li> <li>• Windows shall have clear glazing (panes or sheets of glass) or lightly tinted glazing for windows not facing single-family residential; Other types of mirror glazing, including opaque glass, for windows facing single-family residential may be used</li> </ul>
Rooftop Equipment	<ul style="list-style-type: none"> <li>• Rooftop mechanical equipment shall be mounted behind major rooftop elements such as stair or elevator penthouses, parapets, or architectural projection, so that the equipment is not visible from the adjacent public rights-of-way or adjacent property at grade level</li> </ul>



## 3.5 ECONOMIC DEVELOPMENT

### 3.5.1. INTRODUCTION

Achieving the community’s vision for El Camino Real will require strategic action by the City in four broad categories of economic development:

- Redevelopment Strategies

This is defined broadly to include infill development on vacant lots, refurbishment and reuse of existing buildings, and demolition and construction of new buildings. For the most part, redevelopment will be undertaken by the private sector. Economic development strategies in this category focus on ways for the City to facilitate and incentivize voluntary redevelopment.

- Commercial Development Strategies

Much of the El Camino Plan focuses on strengthening existing commercial nodes and creating new places along the corridor. Commercial here is defined broadly to include retail stores, personal services, dining, entertainment, and recreation. Economic development strategies in this category focus on programs to promote Atascadero and districts along the corridor, help existing commercial businesses thrive, and attract new commercial businesses.

- Jobs Growth Strategies

El Camino Real accounts for most of the opportunities that the City has to attract and help grow businesses that generate jobs for residents and generate net revenues for the City. Economic development strategies in this category focus on facilitating office and industrial development, partner with regional economic development organizations, helping existing businesses grow in Atascadero, and attracting new businesses.

- Public Realm Improvement Strategies

Most of the investment and work implementing the El Camino Plan will be done by the private sector on private property. However, the corridor is linked together by an extensive public realm, and

key parts of the Plan focus on the public realm. The public realm is the most visible opportunity for the City to exercise leadership on improving El Camino Real and provide a catalyst for private sector investment. Economic development strategies in this category focus on funding, constructing, and maintaining public realm improvements.

### 3.5.2. REDEVELOPMENT STRATEGIES

Atascadero does not have the authority to use eminent domain to make change happen. Instead, redevelopment consistent with the plan will be voluntary. The strategies below provide a means for the City to encourage and facilitate property owner-desired redevelopment.

- Zoning Changes

By regulating the types of uses and establishing development standards and density/intensity of development, local governments establish the parameters that determine the value of land. When changing zoning standards to allow higher density/more intense development or to allow uses for which there is strong market demand, the local government creates an incentive for redevelopment. However, the property owner can only cash that incentive check by redeveloping their property or selling it to a developer who will redevelop it.

The Plan provides extensive recommendations for zoning modifications needed to effect change for El Camino Real. Further discussion here is not necessary, other than to reiterate that, because these zoning changes unleash the potential of private property owners, they are the most potent tool that the City has available and they should be implemented first.

- Opportunity Area Prioritization

The Plan explores three large opportunity areas in detail. The City will need to prioritize one area with which to start, and then prioritize sites within that area.

- Property Owner Interest

Evaluating areas and sites will be an ad hoc process—there are no

formulas to follow. Nevertheless, property owner interest will be a key criterion because redevelopment will be a voluntary process. The City will need to engage property owners as part of the prioritization process. Large workshops/outreach meetings may be effective for disseminating preliminary information in the beginning, but one-on-one meetings with individual property owners will also be necessary because most will be hesitant to discuss their properties and their needs in any detail in public.

As discussed under Public Realm Strategies, the City will need to rely on funding and financing mechanisms—such as assessment districts and landscaping and lighting maintenance districts—to pay for the construction and maintenance of public realm improvements. So, in addition to property owner interest in redeveloping their property, the prioritization of opportunity areas and sites should also take into consideration property owner interest in supporting funding and financing mechanisms.

- Vacant Infill Sites

Vacant infill sites will be the easiest opportunities on which to capitalize. Especially for the first opportunity area, being able to secure some easy early success will help generate support and momentum. Therefore, the availability of vacant infill sites with interested property owners should be a key criterion for opportunity area prioritization.

- Other Criteria

There are numerous other criteria that that the City may take into consideration, some of which include:

- Market support for new and expanded businesses
- Existing vacant and/or underutilized buildings that can easily be repurposed
- The degree to which public infrastructure improvements are necessary to enable development

- Future Opportunity Areas and Sites

The City should initially focus on one opportunity area. After some



progress has been made and some successes achieved, the City may want to begin a similar process with another area. Even though the City's attention should initially focus on one opportunity area, and a few opportunity sites in that area, it does not have to finish an opportunity area before starting to capitalize on new opportunities elsewhere.

- Area/Master Plans and Specific Plans

The El Camino Plan provides a basis for the City to start revitalizing parts of El Camino Real. At some point in time, additional planning will be necessary. Area plans and master plans can help coordinate development across sites, among different property owners and developers, and over time. And, a City commitment to public realm improvements consistent with an area plan or master plan can provide some certainty to property owners deciding when and how to invest in their properties. The City has a great deal of flexibility in determining what to cover and how much detail to provide in area plans and master plans.

Specific plans are a more structured and comprehensive undertaking. They provide more certainty to property owners and can apply uniquely tailored zoning and development standards. Most importantly, though, specific plans require environmental clearance under CEQA. Once adopted, that environmental clearance reduces developer risk and streamlines the development process. This will be particularly valuable for office and industrial development, in which time is often of the essence for new businesses. The City should consider adopting specific plans for various areas of the corridor, with a priority along the northern parts that have the largest potential to accommodate new office and industrial development.

- Relocation Fund

The El Camino Plan recognizes the somewhat disjointed way the corridor has developed overtime. In addition to incompatibilities among some adjacent uses, there are also buildings and lots that are or are becoming functionally obsolete. That said, the City values all its existing businesses and has expressed no desire to see any businesses leave. However, there are cases where it would

be beneficial for the Plan's implementation and beneficial to some business to relocate to other areas along the corridor.

The City should explore ways to establish a relocation fund that could assist existing businesses that want to relocate elsewhere along the corridor. This fund could help offset the costs of relocation. The assistance could be a grant, a forgivable loan, or a low-interest loan, which would make the fund self-sustaining over time.

- Developer/Broker Outreach

Where the City wants to see redevelopment, new development and new businesses, real estate brokers and developers should be seen as the City's partners. In the broker and developer interviews conducted for the El Camino Plan, it was noted that developers and brokers view City Hall favorably. The City already maintains good relations, and this should continue. In addition, the City can maintain a formal or informal inventory of available sites and facilities and of property owners interested in developing their property. The City could also provide regular public updates on progress implementing the Plan.

### 3.5.3. COMMERCIAL DEVELOPMENT STRATEGIES

The El Camino Plan provides extensive guidance on the physical characteristics of place-making. However, the purpose of the physical changes is to support and encourage activity—people doing things, whether shopping, walking, or socializing. In large part, people's activity centers on commercial businesses—shopping, services, dining, entertainment, and recreation. The strategies below provide a means for the City to support and encourage commercial businesses.

- Business Development

One of the most effective strategies for commercial development is something that cities do not even need to do themselves—business development. State and federal funding supports a wide variety of regional business development services. In many cases, though, state and federal funding does not support the extensive outreach that is necessary to connect commercial businesses with

these services. This is where the City can play a role—publicizing the availability of services, reaching at local businesses, and facilitating direct provision of services in Atascadero.

Some of the services include: assisting new business with getting started; assisting small businesses with becoming more profitable and expanding; training for basic operations, business planning, strategic planning, finance, marketing, and human resources. In addition to publicizing the availability of these services, the City may also want to consider providing funding to make services directly available in Atascadero.

Many of these services are also beneficial to entrepreneurs wanting to start their own business. The City could consider hosting an annual or semi-annual event for residents who might be interested in starting a business.

- Promotion and Marketing

The City has a vested interest in promoting and marketing commercial businesses, both to residents as well as to attract regional visitors. One important aspect of marketing is promotion—getting the City's brand and message publicized in the media for free, whether that is through social influencers or conventional travel media. The City already invests resources for public relations, and this should continue.

As the El Camino Plan is implemented and new and existing commercial nodes and districts grow and strengthen, there will be an increasing need to promote and market these micro-destinations in addition to promoting the City's overall brand. To ensure that funding is available to support promotion and marketing, the City should work with property owners in each area to establish a property-based business improvement districts, which can generate revenue for promotion and marketing as well as other projects and programs in the districts.

- Events

Events and activities are important for attracting local and regional visitors and acquainting and familiarizing them with the commercial



opportunities in the City's various commercial districts and nodes. Events and activities are also beneficial in reinforcing the brand identity of individual districts and nodes. The City need not manage every event and certainly does not have to be the funding source. Nevertheless, the City should be proactive in encouraging organizations to sponsor events and should help coordinate the schedule. Sponsoring and managing events is a key role of most business improvement districts.

### 3.5.4. JOB GROWTH STRATEGIES

Office and industrial job growth is beneficial for several reasons. First, office and industrial facilities provide more revenue than cities spend to provide facilities and services for them. This provides a fiscal benefit to the City. Second, office and industrial employees bolster the daytime population, which is important to support commercial businesses, especially restaurants. Most importantly, though, 76.8 percent of City residents commute to other cities at work. As long as those residents are going elsewhere to work, those cities will continue to capture part of those workers' consumer spending. The strategies below provide ways for the City to attract new office and industrial businesses.

- Business Attraction

City staff already meets with businesses from outside the City to market Atascadero as a location for new office and industrial facilities. These efforts should continue and intensify. The Market Study prepared for the El Camino Plan found that there were businesses in other cities that would like to expand but may not be able to expand where they are. Continued outreach to such businesses will keep Atascadero in their minds when they consider options for expansion. In addition, attending trade shows is another common means to promote the City.

For businesses in other parts of the state and country looking to expand, the City should continue partnering with the San Luis Obispo Economic Vitality Corporation (EVC). The EVC maintains an industry cluster assessment that identifies target sectors for business attraction. In addition to business attraction, the EVC

works with existing businesses, help to retain existing jobs and create new jobs.

- Sites and Facilities Inventory

Office and industrial businesses looking to expand or relocate are usually looking for an existing building. Even if they eventually settle on building a new facility, often, their initial interest in a community focuses on an existing building. An old adage of economic development is that if you want a prospective new business to visit your community, you have to have a building to show them.

The City should collaborate with real estate brokers and the Chamber of Commerce to maintain a list of available sites and buildings. Indeed, commercial and industrial brokers usually have a list of available properties, but it is important for the City to also know what is available.

- Broker and Developer Outreach

As with the redevelopment strategies, real estate brokers and developers are key partners with the City for attracting new businesses to Atascadero. Some businesses considering a new location will first contact brokers, and others will first contact the City. At the end of the day, the City and real estate brokers and developers are key players in each successful business attraction.

- Business Assistance

For most well established economic development programs, the majority of new jobs are created by the expansion of existing businesses, even if the attraction of new businesses gets all the press. State and federal funding supports a wide variety of regional economic development services provided through a variety of regional organizations. There are two key roles for the City, though.

First, the City should have a regular program to contact businesses in the City. Through a business visitation program, the City can be aware of businesses that need assistance and businesses that might be expanding. Secondly, with the knowledge gained through business visitation, the City can help connect local businesses with economic development service providers. The actual assistance

would be provided by the City's economic development partners, such as the SBDC and the EVC.

### 3.5.5. PUBLIC REALM IMPROVEMENT STRATEGIES

Improvements to the public realm—rights-of-ways, streetscapes, and parks and other City-owned property—are crucial to visually and physically link properties, businesses, and attractions within a commercial node or district and to reinforce the brand identity for the districts and nodes and for the City as a whole. The strategies below address ways for the City to fund the public realm improvements described in the El Camino Plan.

- Capital Improvement Program

The most direct way to fund public realm improvements is through the City's capital improvements program. Even though the City has limited resources, there are some funding sources that the City may use to fund improvements. The City should identify the improvements that it can fund directly. These should be included in the next capital improvement program, even if the actual funding may be several years out.

It is worth reiterating that the intent of the El Camino Plan is to revitalize the corridor, with a focus on spurring private sector investment on private property. Through the capital improvement program, the City should take a return on investment approach. The public realm improvements identified in the El Camino Plan are intended to increase market demand and support commercial development, which will result in increased in property tax, sales tax, and transient occupancy tax revenues. In turn, these increased revenue streams can then help pay for other necessary maintenance projects. Thus, the capital improvement program should prioritize improvements that will generating larger and more immediate returns.

It is important to note that the City Council has committed to using available street funds for road maintenance. This limits the amount of funding that will be available for the improvements included in the El Camino Plan and further underlines the importance of



taking a return on investment approach in the capital improvement program.

- Funding and Financing Mechanisms

State law authorizes a variety of funding and financing mechanisms through which individual property owners help fund improvements, and, in some cases, ongoing operations and maintenance. Most of these also authorize the City to issue bonds to pay for improvements up front and to secure the bonds with the revenue generated. The most relevant of these funding and financing mechanisms are described below.

The El Camino Plan identifies improvements for the corridor right-of-way, and it describes improvements and development options for parcels adjacent to and near the corridor. The City has authority over the corridor right-of-way, and, thus, it has more ways to influence and direct right-of-way improvements. For the parcels adjacent to and near the corridor, the City has land use authority, but it has less leeway to direct improvements, especially in cases where there will be more than one property owner involved. In these cases, the funding and financing mechanisms provide a way not only to fund and financing public improvements but also a way to coordinate development across several property owners.

The City has experienced challenges with landscaping and lighting maintenance districts and some of the other mechanisms described below. Thus, establishing any new funding and financing mechanisms should be based on an objective review of how prior districts were handled and of the lessons learned that should be applied to new funding and financing mechanisms. Nevertheless, these tools create a new revenue stream to pay for capital improvements and, in some cases, ongoing operations and maintenance, so their value to implementing the El Camino Plan cannot be overstated.

- Types of Districts

*Assessment Districts*

(Authorized under the Improvement Act of 1911, CA Streets and Highways Code sections 5000 through 6794; and the Improvement Bond Act of 1915, CA Streets and Highways Code sections 8500

through 8887; the Municipal Improvement Act of 1913, CA Streets and Highways Code sections 10000 through 10706)

Assessment districts can be used to fund a wide variety of capital improvements, but they cannot fund operations and maintenance. It is important to note that assessment districts allow the City to collect from individual property owner's payment for public improvements but only in the amount of the special benefit provided to that property. The public must pay for the portion of the cost of the public improvement that is of general benefit to the public.

*Landscaping and Lighting Maintenance Districts*

(Authorized under the Landscaping and Lighting Act of 1972, CA Streets and Highways Code sections 22500 through 22679)

Landscaping and Lighting Maintenance Districts can be used to fund both capital improvements and ongoing operations and maintenance costs. In addition, the Act provides a mechanism to increase the rate as costs change over time and the types of services provided varying over time.

*Parking Districts*

(Authorized under the Parking Law of 1949, CA Streets and Highways Code sections 32500 through 33552; and the Parking District Law of 1941, CA Streets and Highways Code sections 35100 through 35708)

Parking districts can pay for parking improvements, such as parking lots and structures, parking infrastructure, such as meters, and parking enforcement. Separate districts can be formed for sub areas, which may be an effective tool to facilitate shared parking in individual opportunity areas.

*Business Improvement Districts*

(Authorized under the Parking and Business Improvement Area Law of 1989, CA Streets and Highways Code sections 36500 through 36551; and the Parking and Business Improvement District Law of 1994, CA Streets and Highways Code sections 36600 through 36671)

There are two types of business improvement districts. The first, a business-based business improvement district, imposes a levy on

individual businesses in the district and is commonly referred to as a B-BID. Atascadero has two business-based BIDs, one for downtown businesses and a second that covers lodging businesses citywide.

The second type, a property-based business improvement district, imposes a levy on individual properties in the district and is commonly referred to as a P-BID. P-BIDS have been found to be a very effective tool for economic development. P-BIDS can fund capital improvements, as well as services, such as enhanced public safety, marketing and promotion, and business attraction. A P-BID is managed by a board made up of property owners in the district.

*Enhanced Infrastructure Finance Districts*

(Authorized under CA Government Code sections 53398.50 through 53398.88)

Enhanced infrastructure finance districts can pay for a wide variety of capital improvements. These districts are often thought of as a partial replace for redevelopment agencies because they collect tax increment revenue. Unlike redevelopment, though, EIFDs cannot capture educational funding, and taxing entities are able to exclude their property tax revenue from the EIFD if they so choose. The other funding and financing mechanisms all create a new revenue stream. In contrast, EIFDs collect a portion of the increase in property tax revenue, and this revenue then goes to the EIFD rather than to the General Fund (thus, EIFDs are most useful when they also capture some tax increment revenue from other taxing entities).

- Public Engagement

All the funding and financing mechanisms require some sort of vote of approval by the affected property owners. To successfully establish one or more of these, the City will have to engage property owners early in the process and build support for the proposed improvements and the proposed funding mechanism.

**3.5.6. GRANT FUNDING**

As described in the introductory discussion to funding and financing mechanisms, the El Camino Plan identifies improvements for the corridor right-of-way and for parcels adjacent to and near



# 3

## LAND USE STRATEGY

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the corridor. Because the funding and financing mechanisms require some sort of voter approval of affected property owners or residents, they will likely be too unwieldy for corridor improvements and limited to districts at key nodes and micro-destinations along the corridor.

The Plan envisions that the corridor improvements will rely to a great extent on grant funding, with some supplemental City funding. There are many potential grant funding programs, and the most relevant are active transportation and urban greening, as well as funding through the San Luis Obispo Council of Governments' Regional Transportation Plan and Regional Transportation Improvement Program.





**Section 4**  
**Circulation**  
**Strategy**



## 4.1 IMPROVE THE BOULEVARD

This chapter builds upon the existing conditions analysis conducted along El Camino Real and within the overall study area. Recommendations include alternative treatments to reduce speeds and create a more pedestrian- and bicycle-friendly environment. The following policies are intended to guide the next step implementing the El Camino Plan.

### Improve the Boulevard

1. Improve pedestrian crossings along El Camino Real, including new and enhanced street crossings, bulb-outs at intersections, and median refuge islands where feasible.
2. Provide buffered bike lanes along the corridor and improve bike facilities along arterials that intersect with El Camino Real.
2. Ensure that any redesign of the roadway provides enough capacity for vehicles.
3. Continue to allow on-street parking where it is needed.
4. Require consolidation of driveways along El Camino Real when opportunities arise, including shared access between two or more property owners.
5. Require the extension or creation of rear alleys, where feasible, to provide rear loading of residential uses along the corridor.
6. Require the implementation of internal roadways to connect job and commercial nodes, create additional opportunities for development, and consolidate access from El Camino Real, as shown on the Opportunity Area Concepts.

### Beautify the Corridor

1. Develop a beautification program that includes a streetscape plan for greening and providing shade along the corridor and alternatives for creating gateways at key entrances to the City.
2. Require a public easement on private properties fronting the corridor to partially accommodate the streetscape plan.
3. Require properties to properly irrigate trees and landscaping within the public easement.
4. Provide requirements in the Zoning Code for creating plazas, paseos, and other open space amenities as new development takes place.
5. Increase code enforcement of screening for outdoor storage, equipment, and manufacturing activities along the corridor.

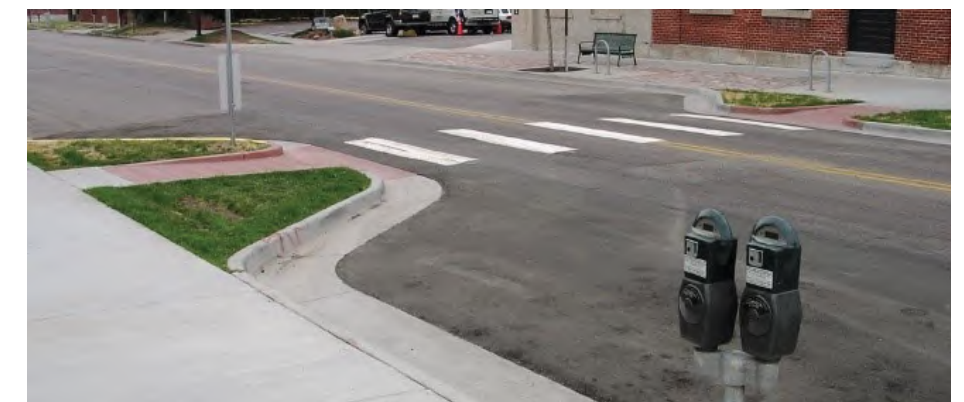


## 4.2 ALTERNATIVE TREATMENTS CONSIDERED

Numerous treatments were considered for use along the El Camino Real Corridor to help reduce speeds and create a more pedestrian- and bicycle-friendly environment. Each of the treatments and its potential applications are described after the list.

- Bulbout/curb extension
- Buffered bike lanes
- Separated bikeway (Class IV bikeway)
- Pedestrian refuge island
- Rectangular Rapid Flashing Beacon (RRFB)
- Crosswalk Warning Beacons
- Green bike lanes
- Green infrastructure
- Bike parking

**Bulbouts/curb extensions** help facilitate pedestrian crossings by shortening the crossing distance and placing pedestrians where they can be seen more easily by drivers before entering the street. Curb extensions are typically placed where on-street parking was previously used, so travel lanes should not be affected.





# 4 CIRCULATION STRATEGY

**Buffered bike lanes** are similar to a conventional bike lane but feature a striped buffer between the bike lane and the vehicle travel lane and/or the parking lane. This additional separation between bicyclists and vehicular traffic and/or parked cars helps create an increased sense of safety for bicyclists and pedestrians.



**Separated bikeway** (Class IV bikeway) is similar to a buffered bike lane except that it includes a vertical element in the buffer area,



such as a raised curb or bollards. Separated bikeways can also be designed as a two-way facility.

**Green bike lanes** are a treatment that helps to increase the visibility of the bike lane to drivers, leading them to better anticipate the presence of bicyclists, and visually narrow the roadway, which tends to reduce vehicle speeds. Green bike lanes can be used to highlight the entire bike lane, but more commonly are used in potential



conflict areas, such as highway entrance/exit ramps and heavily used driveways.

**Pedestrian refuge islands** can help increase the level of comfort for pedestrians crossing streets with heavy traffic and high speeds. When designed as a raised island, they provide protection from vehicular traffic. For wide streets, they enable pedestrians to cross



the street in two stages. This is especially helpful for uncontrolled

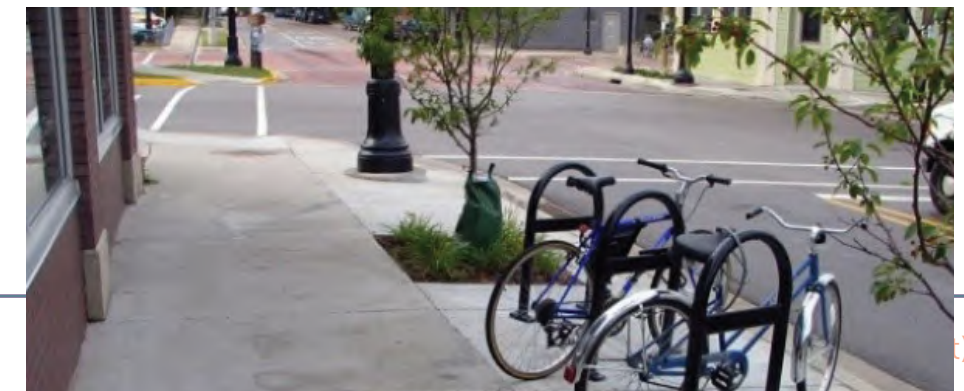
crossings where it can be difficult to find a gap in the traffic or for pedestrians who walk at a slow pace.

**High-intensity Activated crossWalk** (HAWK) beacons provide pedestrians with a higher level of protection from traffic than



flashing beacons because they include a red phase to completely stop traffic when activated. When no one is present to activate the signal, the HAWK beacon remains dark and does not affect the flow of vehicular traffic.

**Bicycle parking** provides a secure place for bicyclists to lock up their bicycles once they have reached their destination. Bike racks are typically used for short-term parking. More secure parking, such as lockers, is more appropriate for longer time periods and at locations such as employment sites or transit stations.





### 4.3 POTENTIAL LANE REDUCTIONS AND INTERSECTION MODIFICATIONS

The existing five-lane cross-section throughout most of the study area is inherently challenging for both pedestrians and bicyclists. For pedestrians, it results in street crossings that are typically 80 feet wide. Most of the crossings are not signalized, so crossings of this length can be intimidating, especially for people with disabilities, seniors, and others with limited mobility. For bicyclists, there are bike lanes along the entire corridor, but they are immediately adjacent to travel lanes, which is uncomfortable for many bicyclists. Redistributing the roadway would benefit pedestrians by shortening the crossing distance and reducing their exposure to vehicular traffic. For bicyclists, additional width could be used to create a buffer between bicycle facilities and vehicle traffic.

With the intent of creating a more pedestrian- and bicycle-friendly El Camino Real, the feasibility of lane reductions was evaluated based on the need to accommodate traffic capacity. For this analysis, the study area was divided into eight sections. The limits of the sections were:

- Section 1: Del Rio Road to Marco Lane
- Section 2: Marco Lane to 500 feet north of San Anselmo Road (east)
- Section 3: 500 feet north of San Anselmo Road (east) to San Anselmo Road (west)
- Section 4: SR-41 to 500 feet south of US 101 NB ramps
- Section 5: 500 feet south of US 101 NB ramps to 500 feet north of Curbaril Avenue
- Section 6: 500 feet north of Curbaril Avenue to 500 feet south of Curbaril Avenue

- Section 7: 500 feet south of Curbaril Avenue to 500 feet north of Santa Rosa Road
- Section 8: 500 feet north of Santa Rosa Road to San Gabriel Road

The critical factor in determining the potential for reducing the number of lanes is the operation of intersections along the corridor. Operational analysis was conducted to compare AM and PM peak hour delays under existing conditions to a road diet scenario that would include only one travel lane in each direction. In addition, an analysis was conducted to assess changes in delay as a result of using single-lane roundabouts to control the study intersections. While future traffic volumes were not considered, the existing volumes provide a useful baseline. The results are shown in Table 4.1

TABLE 4.1 TRAFFIC DELAY AT INTERSECTIONS

DELAY IN THE MORNING						
Cross Street	Existing		Existing (1 Lane)		Roundabout (1-Lane)	
San Anselmo Avenue	44.2	D	44.7	D	8.1	A
SR 41 (Morro Road)	39.5	D	40.8	D	76.9	F
Pueblo Avenue	1.6	A	1.7	A	5.3	A
Eastbound approach	13.2	B	15.2	C		
Westbound approach	14.2	B	15.4	C		
Curbaril Avenue	37.7	D	39.8	D	11.6	B
Santa Rosa Avenue	43.2	D	44.3	D	9.6	A

DELAY IN THE EVENING						
Cross Street	Existing		Existing (1 Lane)		Roundabout (1-Lane)	
San Anselmo Avenue	40.9	D	55.3	E	10.1	B

SR 41 (Morro Road)	37.3	D	39.2	D	61.8	F
Pueblo Avenue	2.3	A	2.6	A	6.9	A
Eastbound approach	18.3	C	24.0	C		
Westbound approach	17.1	C	19.9	B		
Curbaril Avenue	40.7	D	44.1	D	27.6	D
Santa Rosa Avenue	33.1	C	35.7	D	15.7	C

As indicated in Table 4.1. There would be some increases in delay as a result of implementing the road diet scenario, although the use of single-lane roundabouts would substantially reduce the delay at the intersections of El Camino Real at San Anselmo Avenue, Curbaril Avenue, and Santa Rosa the LOS at the SR-41 intersection would be LOS F, the Pueblo Avenue intersections would continue to function at LOS A. In addition to the impact of the roundabouts on delay at the study intersections, consideration must also be given to nearby traffic impacts. In terms of the El Camino Real corridor, the proximity of the intersections to interchanges as several of the cross streets and US 101 could negatively impact highway operations.

Based on the operational analysis, the following conclusions were reached regarding the potential for reducing the number of travel lanes and implementing roundabouts at the study intersections:

- **El Camino Real/San Anselmo Road.** A road diet on El Camino Real is not advisable at this intersection, although a single-lane roundabout should operate acceptably, and adequately manage queues on the western leg between El Camino Real and the US 101 ramps.
- **El Camino Real/SR-41.** A road diet on El Camino Real is not advisable at this intersection, although a single-lane roundabout should operate acceptably.
- **El Camino Real/Pueblo Avenue.** The intersection should



operate acceptably with single lanes on El Camino Real, but a roundabout is not recommended since the intersection side streets do not warrant full traffic control.

- **El Camino Real/Curbaril Avenue.** Although the intersection would theoretically operate acceptably with single lanes on El Camino Real, a road diet would likely increase queuing on the west leg between El Camino Real and the US 101 ramps, so the lane reduction is not advisable. However, a single-lane roundabout should operate acceptably, and adequately manage queues on the western leg between El Camino Real and the US 101 ramps.

- **El Camino Real/Santa Rosa Road.** Similar to the Curbaril Avenue intersection, the intersection would theoretically operate acceptably with single lanes on El Camino Real. However, the road diet would likely increase queuing on the west leg between El Camino Real and the US 101 ramps, so the lane reduction is not advisable. A single-lane roundabout should operate acceptably, and adequately manage queues on the western leg between El Camino Real and the US 101 ramps.

Although a road diet and roundabouts appear to be feasible along much of the study corridor, maintaining the existing intersection controls would be more appropriate at this time due to uncertainties about the pace and timing of development along the corridor and the complexities of implementing roundabouts. A road diet, however, would be feasible and would not require additional right-of-way. Since the current study focuses on short-term enhancements, the roundabouts are a potential long-term option. However, the potential lane reductions offer opportunities to enhance facilities for pedestrians and bicyclists and add space to be used for other purposes.

## 4.4 RECOMMENDATIONS

The recommendations listed in this section will need additional engineering analysis to determine feasibility. In addition, for segments in Caltrans right-of-way, an encroachment permit would need to be obtained.

With approximately 100 feet of available public right-of-way, there is significant potential to re-envision the El Camino Real corridor. Below are concepts illustrating the existing conditions as well as potential options for reallocating the available space in a way that better accommodates bicyclists and pedestrians. These are presented, not as proposals, but to be illustrative.

The segments are numbered 1 through 8, beginning at the northern end of the corridor and heading south. The existing conditions of each section are presented, along with one or two potential cross-sections that emphasize enhancements to the corridor for pedestrians and/or bicyclists. Where two options are presented, they assume that the same right-of-way is available, but each option places a greater emphasis on facilities for either pedestrians or bicyclists.

Several key trade-offs will ultimately need to be considered. Most significant is the question of whether to maintain existing on-street parking. The alternatives presented below were not intended to be final recommendations, but to illustrate how the space could be reallocated—e.g., wider sidewalks, wider bike lanes, or bike lanes with striped or landscaped buffers. Some alternatives retained on-street parking, which may be desirable depending on the character of future development.

The cross-section diagrams, below, indicate only the type and width of facilities for each transportation mode. Another key

component of the street modifications will be enhancements to intersection crossings. The following general guidelines indicate the appropriate application for some of the key elements used to enhance crossings:

- Where a pedestrian crossing is needed at midblock, provide a center refuge median where it will not interfere with left-turn movements.
- If enhanced pedestrian crosswalks are provided at cross-street intersections, a center median should be provided only at T intersections on the leg not used by left-turn vehicles leaving El Camino Real onto the side street.
- Curb extensions can be used where on-street parking is present, as they will not impact right-turning vehicles, although they may be used if right turn lanes are not required. The curb extension design should not negatively impact bicycle circulation.
- Locations for HAWK beacons should be determined based on anticipated volumes of pedestrians and warrant analysis.

Figures 4.1 and 4.2 identify the locations of each of the segments described below:

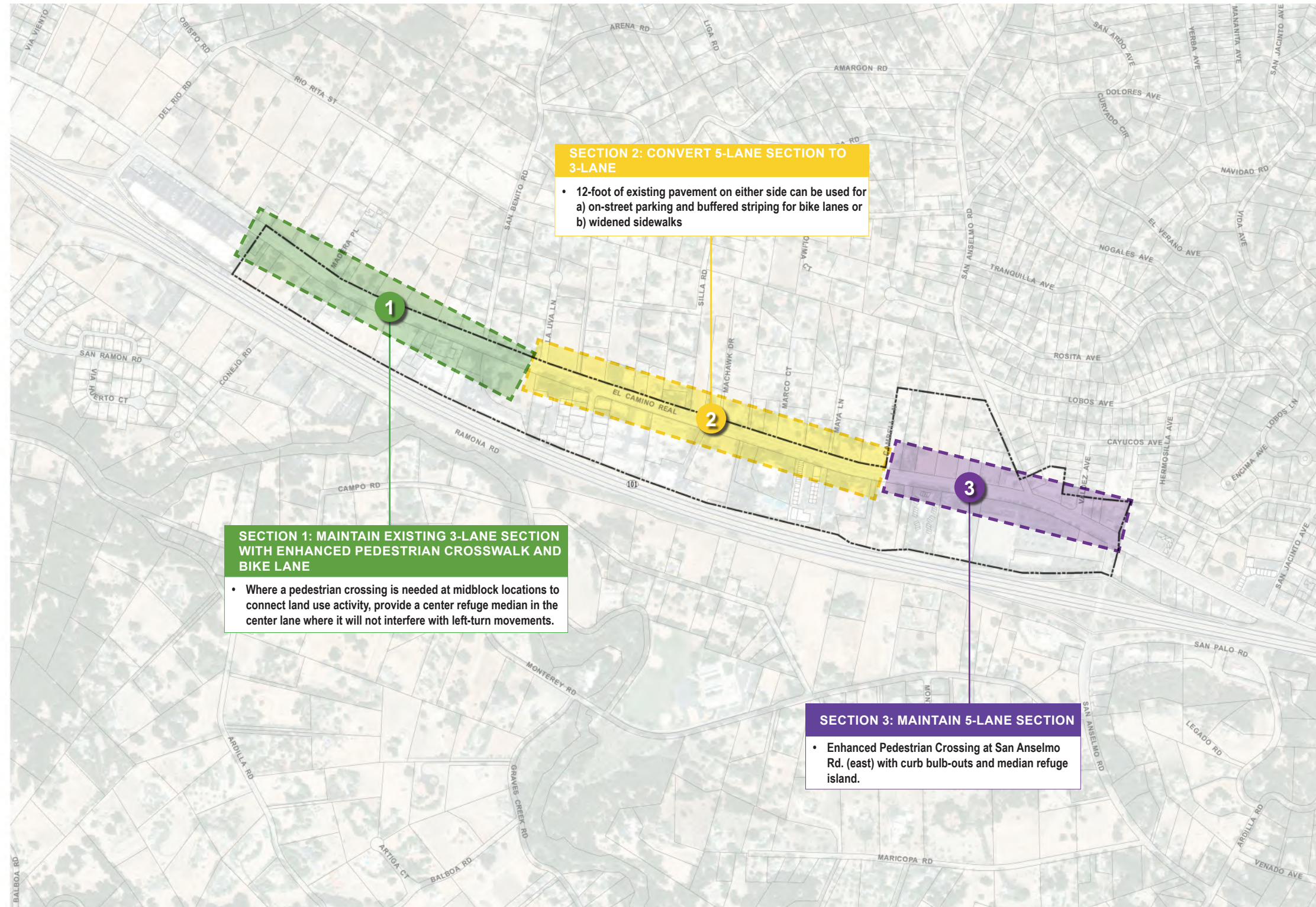
### NORTHERN SEGMENT (SAN ANSELMO AND POINTS NORTH)

#### Section 1: Maintain Existing 3-Lane Section

- Currently striped as a 3-lane section with bike lanes
- Where a pedestrian crossing is needed at midblock locations, provide a center refuge median where it will not interfere with left-turn movements.
- If enhanced pedestrian crosswalks are provided at cross-street intersections, a center median should be provided only at T



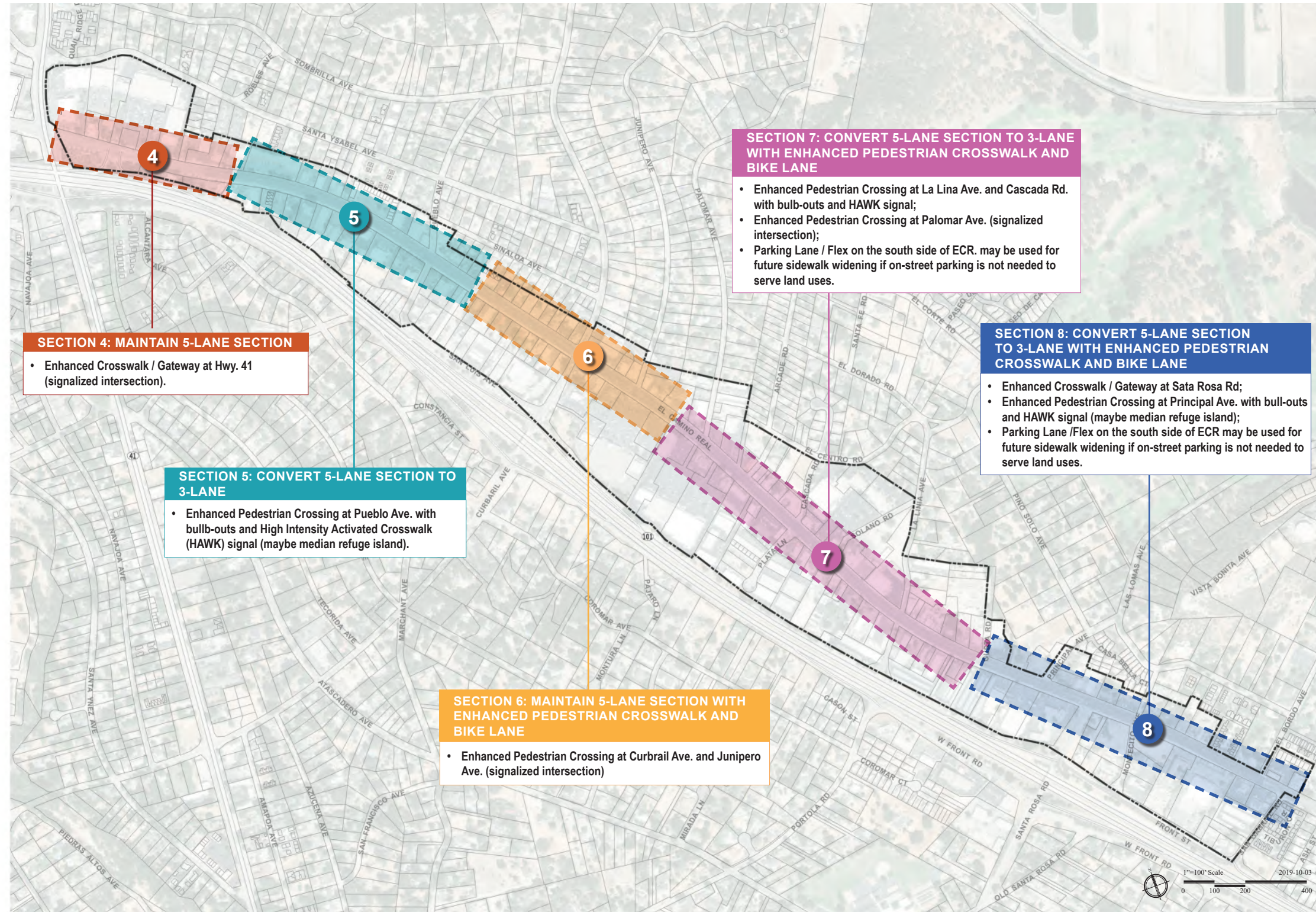
FIGURE 4.1 STREET CONFIGURATION IMPROVEMENT (NORTH END)





# 4 CIRCULATION STRATEGY

FIGURE 4.2 STREET CONFIGURATION IMPROVEMENT (SOUTH END)





intersections on the leg not used by left-turn vehicles leaving ECR onto the side street.

#### Section 2: Convert 5-Lane Section to 3 Lanes

- Currently striped as a 5-lane section with bike lanes
- Complete a road diet to narrow to 3 lanes with bike lanes
- 12-foot of existing pavement on either side can be used for a) on-street parking and bike lane buffered bike lane striping or b) widened sidewalks and buffered striping for bike lanes
- Where a pedestrian crossing is needed, provide curb extensions (bulb outs) or a center refuge median at midblock crossing locations where it will not interfere with left-turn movements.

#### Section 3: Maintain 5-Lane Section

- Currently striped as a 5-lane section with bike lanes
- A future traffic signal will be installed at the intersection with San Anselmo Road (east). Install curb bulb outs extending into the El Camino Real right-of-way for pedestrian crosswalk(s) at the new signalized intersection.

#### SOUTHERN SEGMENT (STATE ROUTE 41 AND POINTS SOUTH)

#### Section 4: Maintain 5-Lane Section

- Currently striped as a 5-lane section with bike lanes and parking.
- Work with Caltrans to enhance the pedestrian crossing comfort level at the intersection with the US 101 NB ramp. Additional engineering analysis will be required.

#### Section 5: Convert 5-Lane Section to 3 Lanes

- Currently striped as a 5-lane section with bike lanes and parking

- Complete a road diet to narrow to 3 lanes with bike lanes
- If on-street parking is maintained, the 12 feet of existing pavement on either side can be re-purposed for a) Class IV protected bike lanes/striped buffered bike lanes and/or b) widened sidewalks
- Potentially prohibit on-street parking to gain additional public space and narrow the roadway.
- If on-street parking is prohibited, as much as 20 feet of pavement on either side can be re-purposed for wider sidewalks, buffered bike lanes, and/or landscaping.
- Where a pedestrian crossing is needed at midblock, a center refuge median and curb extensions (if on-street parking is to be maintained) should be provided.
- If enhanced pedestrian crosswalks are provided at cross-street intersections, a center median should be provided only at T intersections on the leg not used by left-turn vehicles leaving El Camino Real onto the side street, and curb extensions (if on-street parking is to be maintained) should be provided.
- If enhanced pedestrian crosswalks are provided at four-way intersections, curb bulb outs should be provided on both sides of the crossing.
- Parking should at least be prohibited within 100 feet of the Pueblo Avenue intersection so that curb bulb outs can be provided at an enhanced pedestrian crossing node. A pedestrian flashing beacon such as an HAWK should be installed at the pedestrian crossing.

#### Section 6: Maintain 5-Lane Section

- Currently striped as a 5-lane section with bike lanes and parking.
- Prohibit on-street parking and a) widen the sidewalks with

landscape strips to create a narrow road cross-section or b) provide Class IV protected/striped buffered bike lanes.

- If a pedestrian crossing is needed north of Curbaril Avenue, install a midblock crossing approximately 250 to 300 feet north of Curbaril Avenue, including a center refuge median where it will not interfere with left-turn movements and curb bulb outs in place of the on-street parking. A HAWK beacon should be installed at the pedestrian crosswalk.
- On-street parking should be prohibited within 100 feet of the Junipero Avenue signalized intersection so that curb bulb outs can be provided to shorten pedestrian crossing distances.

#### Section 7: Convert 5-Lane Section to 3 Lanes

- Currently striped as a 5-lane section with bike lanes and parking
- Complete a road diet to narrow to 3 lanes with bike lanes
- If on-street parking is maintained, the 12-foot of existing pavement on either side can be repurposed for a) Class IV protected bike lanes/striped buffered bike lanes and/or b) widened sidewalks
- Potentially prohibit on-street parking to gain additional public space and narrow the roadway.
- If on-street parking is prohibited, as much as 20 feet of pavement on either side can be repurposed for wider sidewalks, buffered bike lanes, and/or landscaping.
- Where a pedestrian crossing is needed at midblock locations, a center refuge median and curb extensions (if on-street parking is to be maintained) should be provided.
- If enhanced pedestrian crosswalks are provided at cross-street intersections, a center median should be provided only at T intersections on the leg not used by left-turn vehicles leaving El



# 4 CIRCULATION STRATEGY

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Camino Real onto the side street, and curb extensions (if on-street parking is to be maintained) should be provided.

- If enhanced pedestrian crosswalks are to be provided at four-way intersections, curb bulb outs should be provided on both sides of the crossing.
- Plan access for redevelopment sites so that some access points do not align with existing public streets in order to create crossing opportunities with medians.

## Section 8: Maintain 5-Lane Section

- Currently striped as a 5-lane section with bike lanes and parking
- Prohibit on-street parking and a) widen the sidewalks with landscape strips to create a narrow road cross section or b) provide Class IV protected/striped buffered bike lanes.
- Provide an enhanced pedestrian crosswalk on the south side of the Principal Avenue intersection by installing a refuge median and curb bulb outs on both sides of the crossing (if on-street parking is to be maintained). Include a HAWK installation for the crossing.
- Santa Rosa Road Interchange
- In order to create more capacity at the Santa Rosa Road interchange, complete a circulation revision plan that uses the frontage roads and connections such as Montecito Avenue, which would be intended to take the pressure off the signalized intersections on Santa Rosa Road. Turn restrictions may be needed at these intersections as part of the plan.

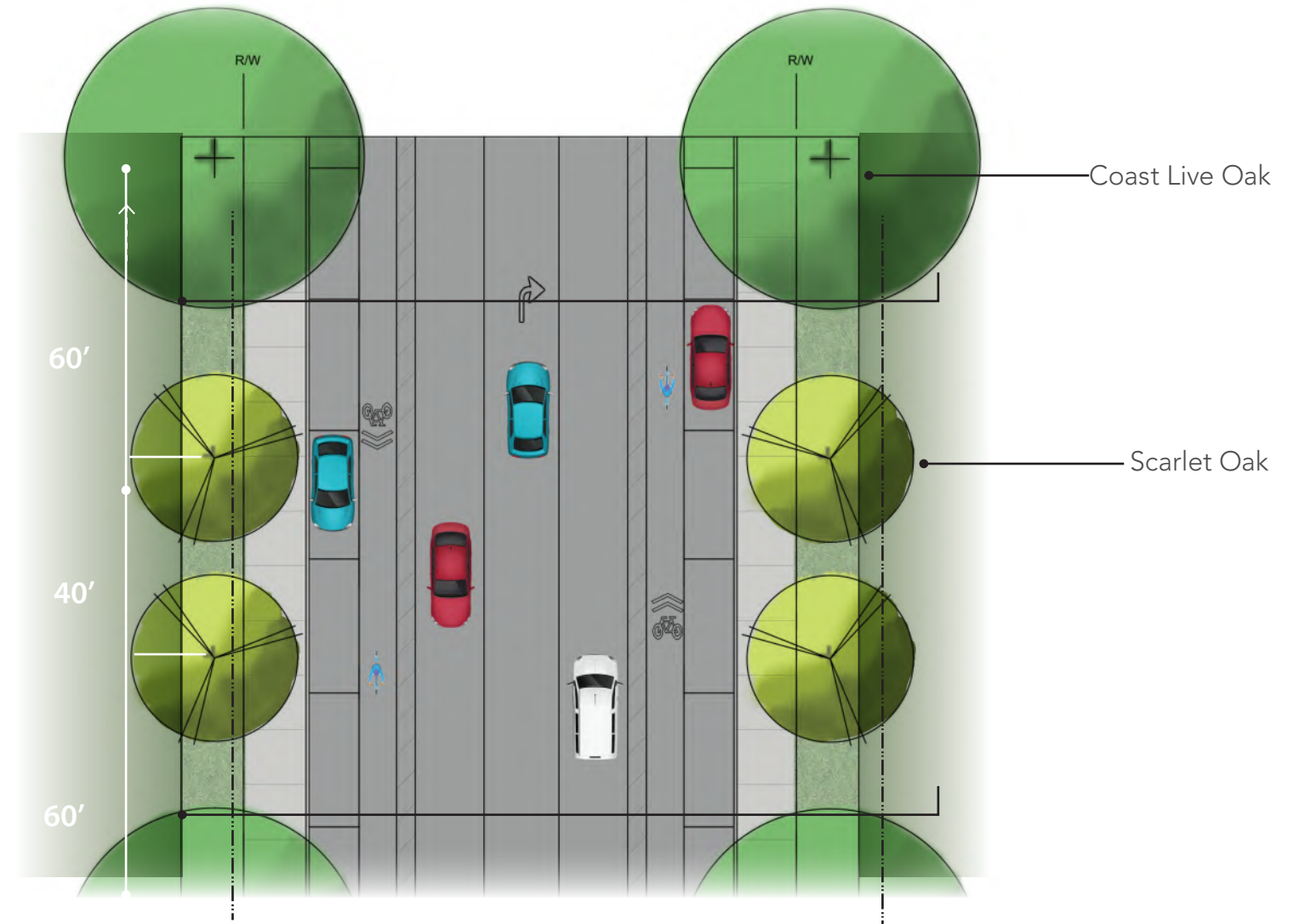
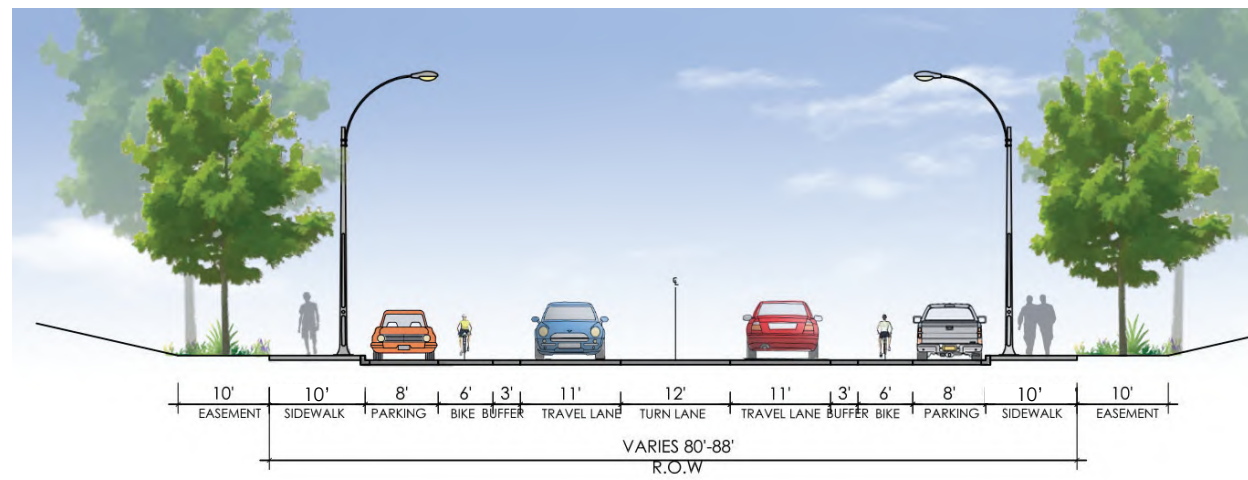
## Section Location Notes

- Section 2 starts where El Camino Real currently merges from 5 to 3 lanes.

- Section 3 starts approximately 200 feet north of San Anselmo Road (east)
- Section 5 starts approximately 500 feet south of the 101 NB ramps.
- Section 6 starts approximately 500 feet north of Curbaril Avenue and ends 300 feet south of Junipero Avenue
- Section 8 starts approximately 500 feet north of Santa Rosa Avenue and ends 500 feet south of Santa Rosa Avenue



FIGURE 4.3 STREET SECTION - 3-LANE WITH BIKE AND PARKING (80'-88' ROW)  
Applies to Section 1 and 2

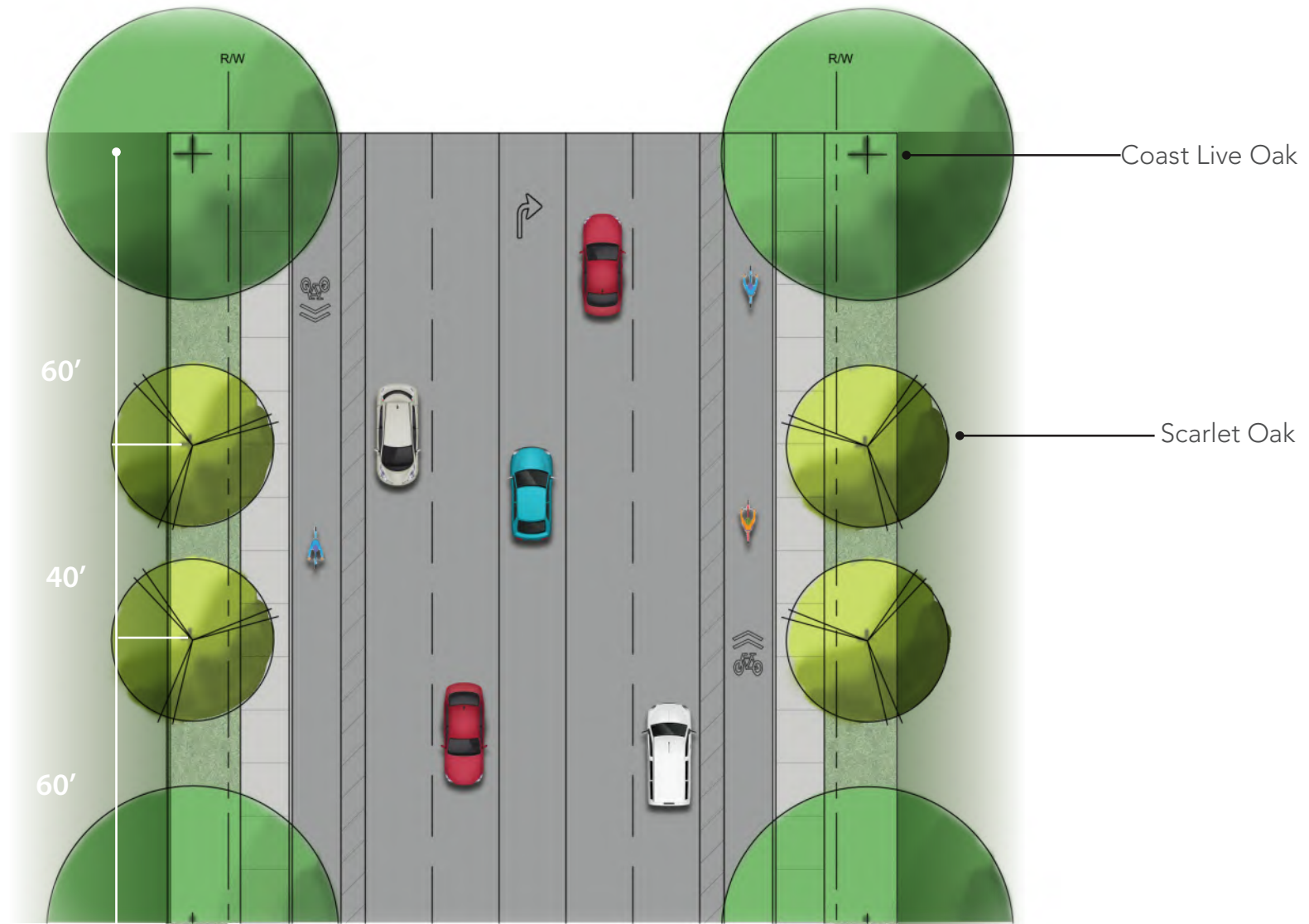
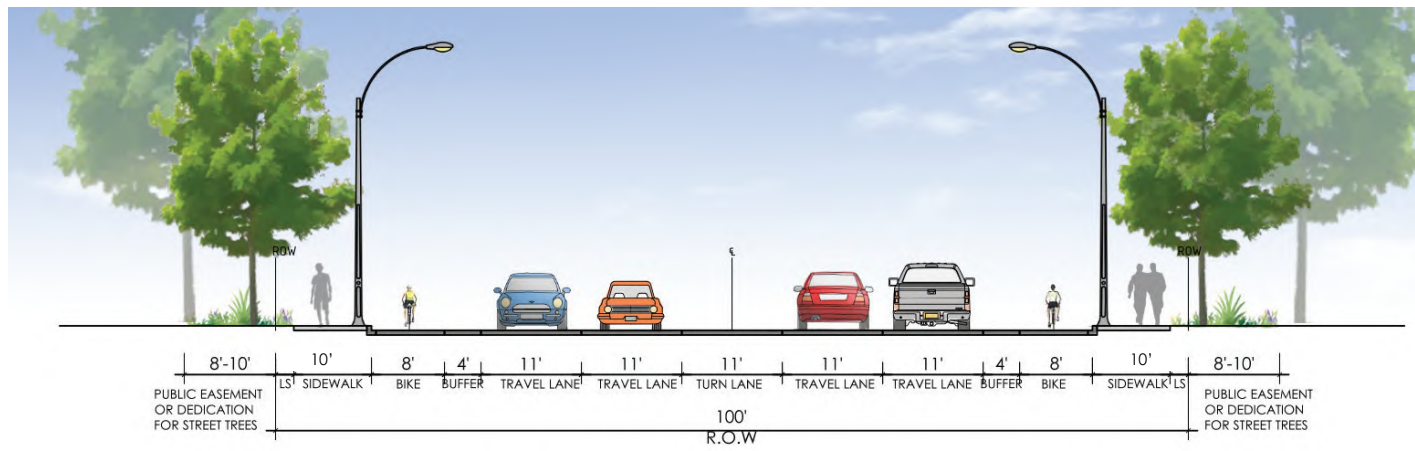


\*Drawings are for illustrative purposes only.



# 4 CIRCULATION STRATEGY

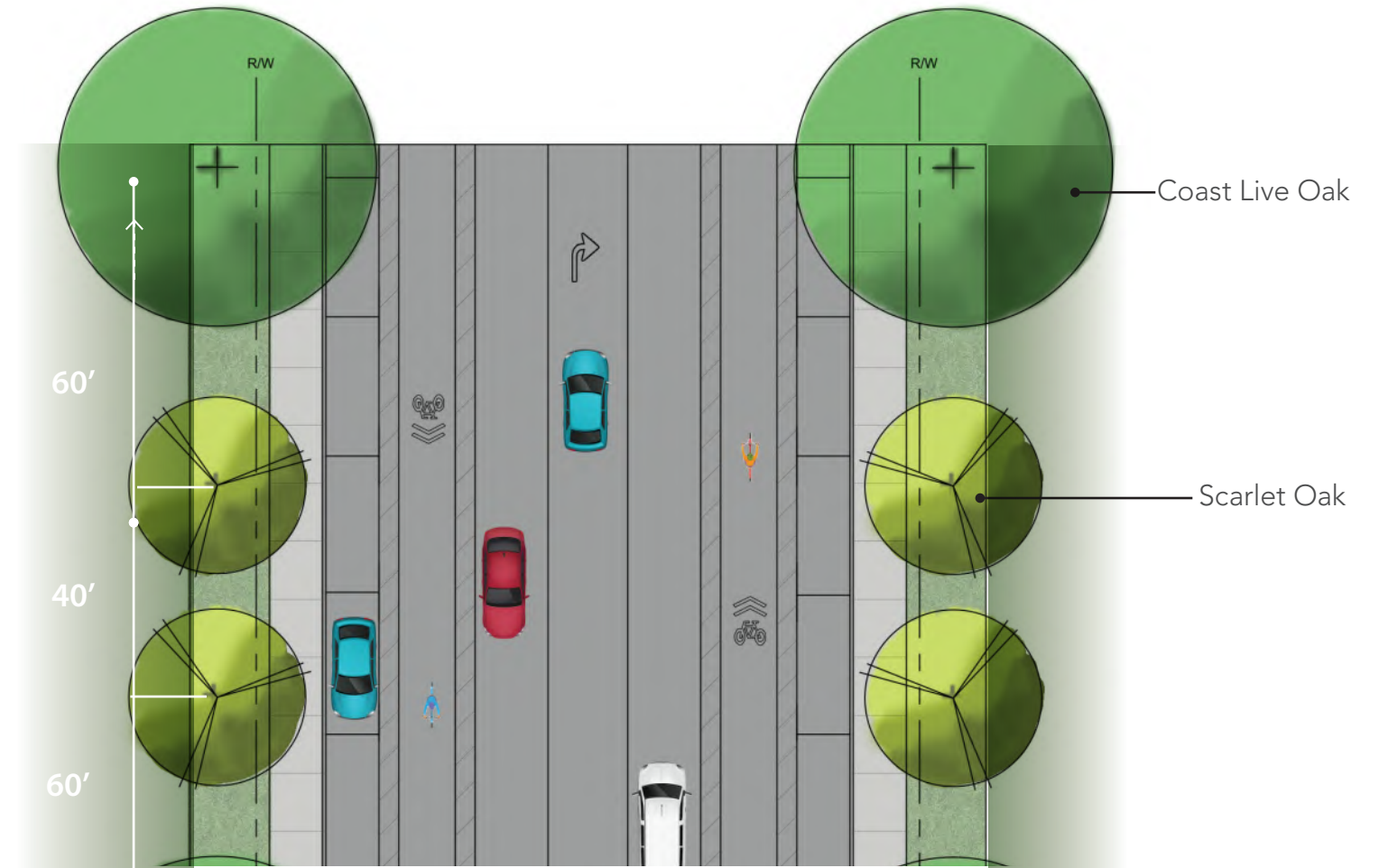
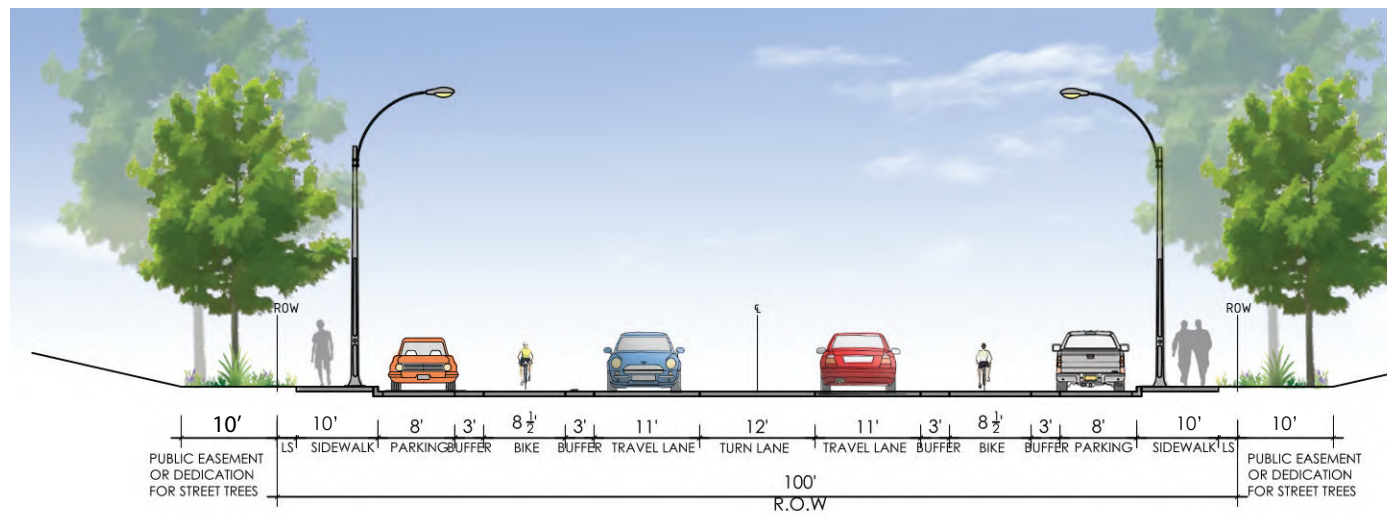
FIGURE 4.4 STREET SECTION - 5-LANE WITH BIKE (100' ROW)  
Apply to section 3, 4, and 6



\*Drawings are for illustrative purposes only.



FIGURE 4.5 STREET SECTION - 3-LANE WITH BIKE AND PARKING (100' ROW)  
Apply to section 5, 7, and 8



*\*Drawings are for illustrative purposes only.*



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Section 5  
Design  
Recommendations



## 5.1 ARCHITECTURAL STYLE RECOMMENDATIONS

Early in the process, the community expressed concerns about the lack of quality in the architectural design of many buildings along the corridor (outside the Downtown). Many of the buildings are not aging well. During the first workshop at Colony Days, a series of boards were prepared for a variety of architectural styles used for commercial development in the region. These included Mission-Spanish Colonial Revival (see Figure 5.1), Craftsman-California Bungalow (see Figure 5.2), Rustic Modern (see Figure 5.3); Modern (see Figure 5.4); Neoclassical (see Figure 5.5); and the Atascadero Colony style (see Figure 5.6). The Rustic Modern style is comprised of three similar, but distinct styles—Utilitarian, Farm Chic, and Modern Cottage. Participants were asked to identify (with a dot) the architectural styles they liked and provide comments. Most people responded positively to keeping the Colony style within Downtown, either as a single style or with Spanish. Some people said that they would like to see only Colony-style buildings throughout the whole corridor, and some said they would like to see it integrated with other styles. There were several comments from people who said they did not want Atascadero to look like San Luis Obispo and want to see the city to keep its unique identity. Others referred to the historic architecture as “authentic.” Other general comments regarding architectural styles included:

- Manage the color schemes being used; strive for more neutral
- Need updated and “firm” design guidelines for the selected styles
- Don’t want “rubber stamped” buildings; need better design standards
- Architectural themes could be focused at key nodes as character-defining elements
- Modern architecture is not right for the downtown

Based on the “likes” from the community, the following is a ranking of the styles:

- Atascadero Colony style was ranked as the favorite style, with 50 percent of the total dots placed on this board.
- Mission-Spanish Colonial Revival was also popular, with 23 percent of the dot votes.
- Rustic Modern ranked third, with 13 percent of the dot votes.
- Craftsman, Modern, and Neoclassical received the fewest votes, with only 8, 6, and 2 percent of the dot votes, respectively.

### RECOMMENDATION

The input received from the community was a good start, but not comprehensive enough. Additional outreach is recommended prior to selecting the range of styles to include in a set of commercial design guidelines. The purpose of the design guidelines would be to:

- Establish a strong, consistent design image that reflects the aspirations and vision of the City.
- Require aesthetic elements to be used by developers, builders, and architects during site and building design.
- Select styles based on local architectural precedents, regional climate conditions, and local building practices and materials.
- Encourage creativity in applying the standards to create exemplary buildings and places.



**FIGURE 5.1 ATASCADERO COLONY STYLE**

## ATASCADERO COLONY STYLE

Atascadero Colony Style consists of Italian Neo-Classical, Spanish Colonial Revival, and Mission Revival styles often eclectically mixed. Buildings designed in this style mark Atascadero’s early years of development and define some of its most iconic buildings. Contemporary examples build off of this historic heritage to create modern variations that utilize the common characteristics described below

### STYLE ELEMENTS

- Italian Neo-Classical delineates a base, middle, and a top and often uses classical elements such as arches, columns, and keystones. Commonly used materials are cast stone and brick.
- Spanish Colonial Revival features asymmetry facades, clay tile, and smooth plaster. Colors are usually muted natural colors.
- Mission revival characterized by silhouetted shapes that mimic the old missions with large flat stucco surfaces, often punctuated by deep windows and door openings.
- Limited use of canopies or other shade structures
- Facades are planar with deep recesses used at entryways
- Colors are in earth tone or natural shades
- Low pitched or flat roofs behind mansard roofs covered with clay tile
- Often feature tall first floor windows especially in mercantile buildings

### PRECEDENT IMAGES





FIGURE 5.2 MISSION - SPANISH COLONIAL REVIVAL

## MISSION - SPANISH COLONIAL REVIVAL

Derived from Spanish/Mediterranean and early Californian influences, these styles emerged in the late 19th and early 20th centuries. They project a visually rich commercial environment with allusions to regional history.

### STYLE ELEMENTS

- Low-pitched roofs with red tile
- Arches around doors and/or windows
- Use of shade structures such as: arcades, trellises and awnings
- Smooth stucco finishes in natural earth tones
- Towers utilized as focal elements
- Decorative accents: tiles, ironwork, timber
- Thick arches springing from piers
- Delineation of base, middle and top
- 2- to 3-story building masses with articulated facades
- Ground-floor storefronts differentiated from upper-story facades
- Upper-story facades typically composed of solid flat wall planes punctuated by recessed windows in symmetrical patterns

### PRECEDENT IMAGES





# 5 DESIGN RECOMMENDATIONS

FIGURE 5.3 CRAFTSMAN - CALIFORNIA BUNGALOW

## CRAFTSMAN - CALIFORNIA BUNGALOW

Derived from a residential style that emerged in the early 20th century out of the Arts and Crafts movement. Features artful use of wood and natural materials.

### STYLE ELEMENTS

- Low- to moderate-pitched gabled and hipped roofs
- Exposed rafters and beams under eaves
- Decorative brackets and fasteners
- Exterior cladding of wood shingles or clapboard siding
- Large stone or brick piers and foundations
- Horizontal emphasis, with vertical accentuation at entries and corners
- Often includes decorative lighting with geometric detailing
- Often painted in dark, neutral, or earth-toned colors

### PRECEDENT IMAGES





FIGURE 5.4 RUSTIC MODERN

## RUSTIC MODERN

Contemporary style derived from rural and utilitarian precedents, using eclectic combinations of wood, stone, and metal in modern compositions. Projects a modern, dynamic commercial environment with familiar materials and shapes.

### UTILITARIAN

- Geometric, box-like forms
- Composition of overlapping horizontal and vertical planes
- Unadorned materials: glass, metal, wood
- High interior visibility
- Flat overhanging roofs



### FARM CHIC

- Modern interpretation of ranch style
- Incorporates farm forms such as barns, silos, sheds, tank houses, granary towers, windmills
- Common materials: metal, wood, and stone
- Pitched roofs
- Vertical accents at corners and entry points
- Large openings
- Use of weathered materials



### MODERN COTTAGE

- Wood cladding
- Seaside inspiration
- Flat or low-pitched roofs
- Awnings
- Slim light fixtures as architectural elements





# 5 DESIGN RECOMMENDATIONS

FIGURE 5.5 MODERN

## MODERN

Descendant of the International style of architecture that emerged in the 1920s, this style's contemporary expression in commercial architecture retains several traits of its historical antecedents, including: flat roofs, horizontal emphasis, and use of unadorned machine-age materials.

### STYLE ELEMENTS

- Flat roofs
- Geometric, box-like forms
- Composition of overlapping horizontal and vertical planes
- Facades feature flat surfaces, often composed of modular panels
- Unadorned man-made materials
- Large window groupings
- Glass used as a compositional material
- Applied signage and supergraphics
- Horizontal emphasis

### PRECEDENT IMAGES





**FIGURE 5.6** NEOCLASSICAL

## NEOCLASSICAL

Modern interpretation of historic style incorporating elements of classical Greek and Roman architecture. Projects a stately, formal commercial environment.

### STYLE ELEMENTS

- Symmetrical facades with main entrance centrally located
- Articulation of base, middle, and top
- Flat roofs, often with large projecting cornice
- Natural color palette of light tones
- Materials include stucco, concrete, and stone
- Columns, piers, and pilasters create vertical emphasis
- Simple angular forms and smooth surfaces
- Use of arcades
- Recessed openings

### PRECEDENT IMAGES





## 5.2 LANDSCAPE RECOMMENDATIONS

Landscape development is the primary component of corridor enhancement. The selection of street trees for El Camino Real create a revitalized and unique identity for Atascadero. A tree palette, shown in Section 5.3, was developed by City staff based on climate conditions, irrigation needs, size, planting area, and maintenance needs. New development should use the trees from the list and incorporate plant groupings and massing in their design.

10' landscape easement outside the ROW will be dedicated for street parkway. Each district should maintain a unified, continuous and cohesive design for the parkway. Developers / property owners will be responsible for landscaping and irrigating the easement on their site. This section includes the recommendations and concept plans for planting in the landscape easement with specific recommendations for gateways and node entries.

### Existing Plantings:

Mature existing plantings form the skeleton on which to establish parkway improvements. The coast live oak, sycamore and other native plants create the cultural and historical character of the corridor. These plantings should be preserved and protected. Replacement or removal of these existing planting is not a feasible alternative. The concept of the corridor planting is to create a consistency and harmony landscaping.

### Parkway:

The street edge has a wide variety of conditions. Some uses are set more than a hundred feet back, while others are built on the front property line. The dynamic nature of the built environment calls for some continuity. The design concept for the tree planting plan is to provide a strong sense of rhythm through the alternation of the coast live oak with the smaller scarlet oak, as shown in Figures 5.8. This sets up a driving pattern of alternating sun and shadow. In locations along the northern stretch of El Camino Real, there are clusters of heritage oaks along the right-of-way that will be incorporated into the concept.

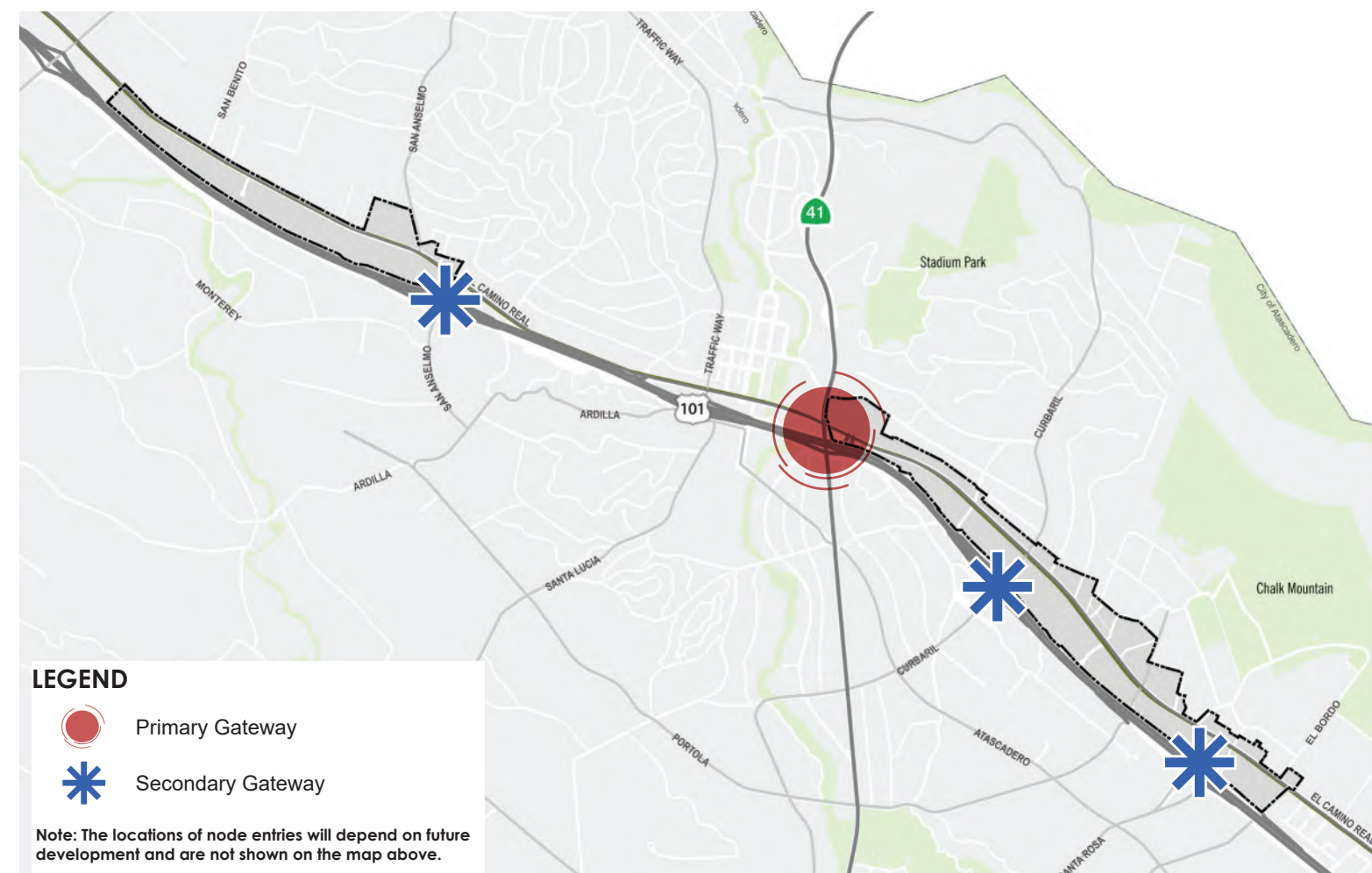
### Gateways:

Gateways Locations are indicated in Figure 5-7. Design should use the trees from the list and incorporate plant groupings and massing in their design, as shown in Figure 5-9. The gateway improvement plan recommends a triangular landscape easement formed by the ROW and a line connection them at points 50 feet from the intersection of the ROW. The planting pattern will use grouped accent shrubs or pruned flowering trees in the front and larger evergreen trees on the back. The suggested trees include coast live oak, evergreen alder, sweet bay, kousa dogwood, redbud, and crape myrtle.

### Node Entries:

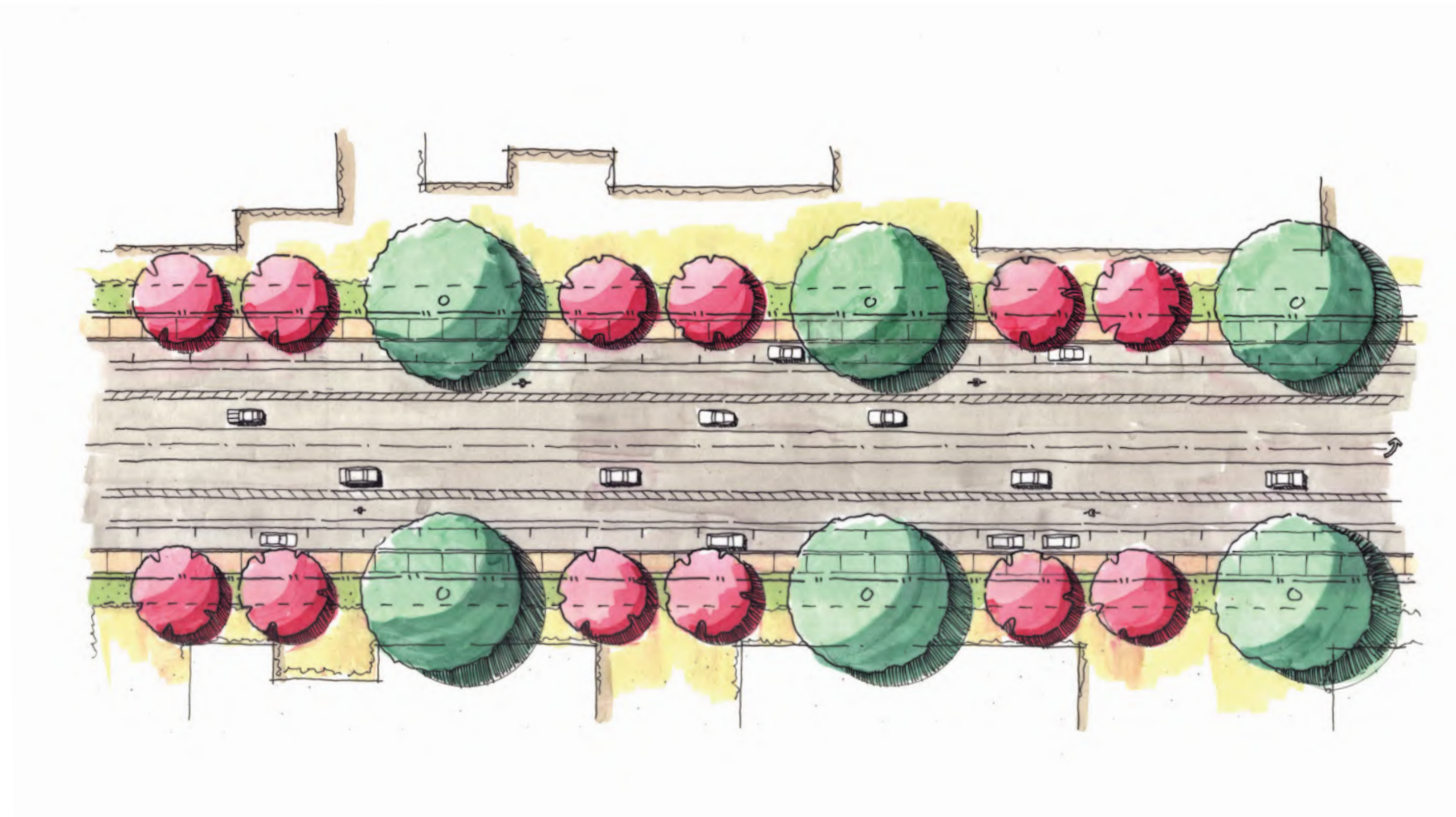
The land use strategy for El Camino Real includes a series of commercial and job-based nodes of activity. Main entries into these nodes should also follow the planting plan. For these nodes, property owners may choose from the flowering tree options of the city's tree palette. The concept is to have these main entries stand out against the evergreens. These include: Chinese pistache, ornamental pear, golden rain, and crepe myrtle.

**FIGURE 5.7 STREETScape KEY MAP**





**FIGURE 5.8** TYPICAL STREETSCAPE PATTERN



At El Camino looking North  
(Current Street View)



At El Camino looking North  
(Proposed Street View)



FIGURE 5.9 LANDSCAPE CONCEPT FOR SECONDARY GATEWAY

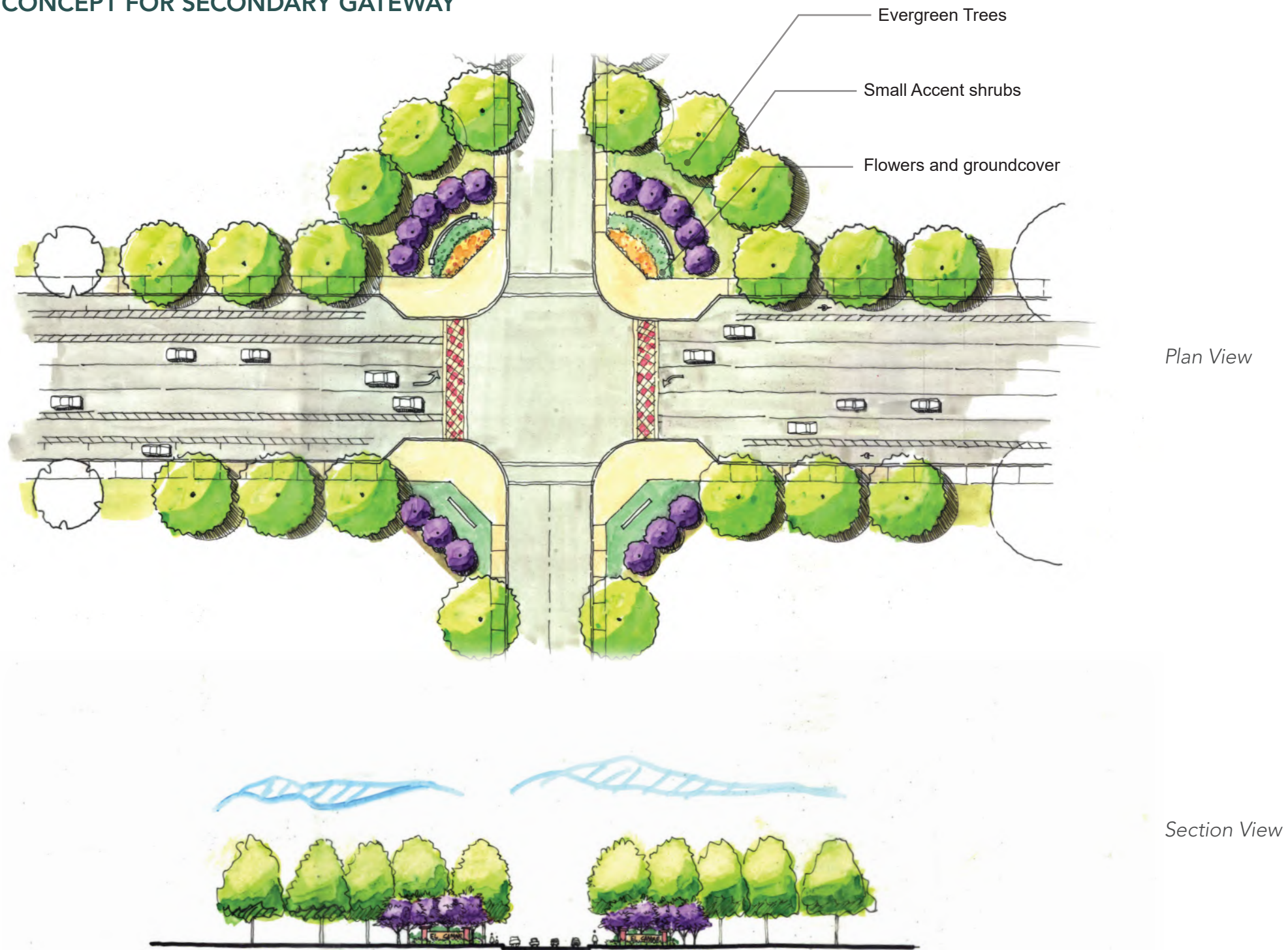
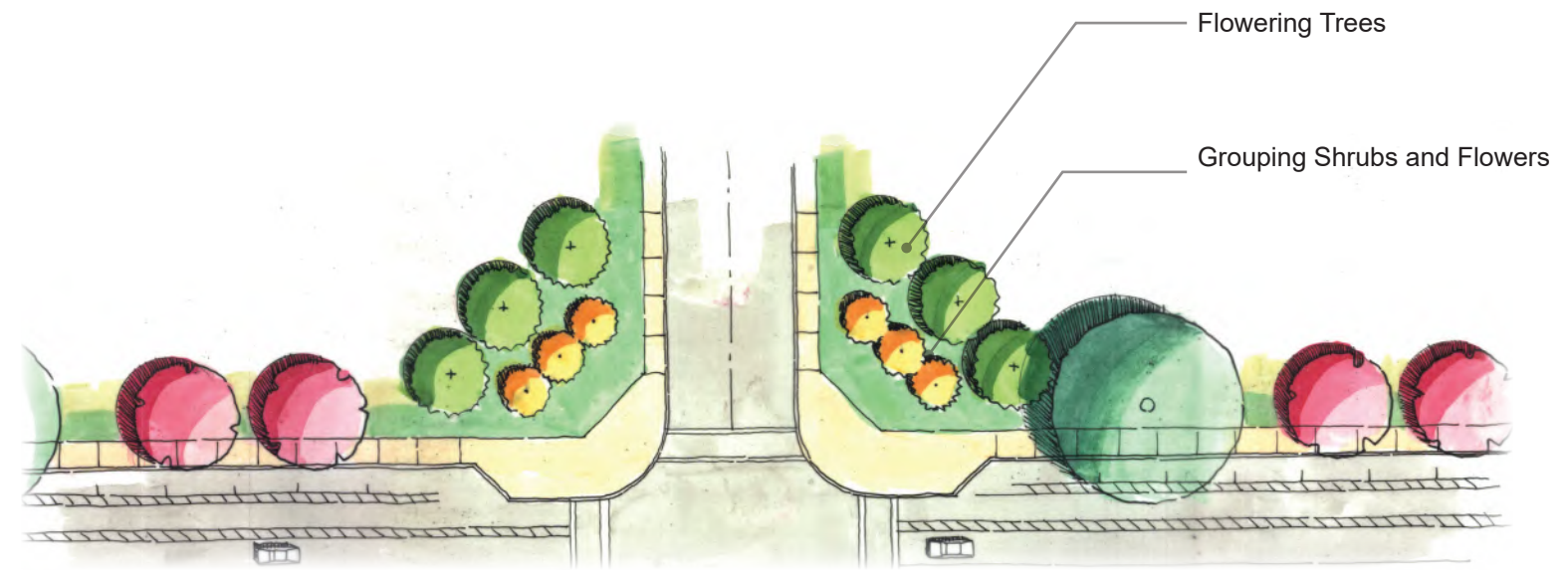




FIGURE 5.10 LANDSCAPE CONCEPT FOR NODE ENTRIES



Plan View



Section View



### 5.3 TREE PALETTE



Common Name: Coast Live Oak  
Scientific Name: *Quercus agrifolia*  
Height: 70 ft.  
Spread: 80 ft.  
E / D: Evergreen  
Min. Planter Width: 10 ft.



Common Name: California Sycamore  
Scientific Name: *Platanus racemosa*  
Height: 60 ft.  
Spread: 40 ft.  
E / D: Deciduous  
Min. Planter Width: 10 ft.



Common Name: Valley Oak  
Scientific Name: *Quercus lobata*  
Height: 60 ft.  
Spread: 40 ft.  
E / D: Deciduous  
Min. Planter Width: 15 ft.



Common Name: London Plane (bloodgood)  
Scientific Name: *Platanus acerifolia*  
Height: 50 ft.  
Spread: 30 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



Common Name: Scarlet Oak  
Scientific Name: *Quercus coccinea*  
Height: 50 ft.  
Spread: 40 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



Common Name: Magnolia  
Scientific Name: *Magnolia grandiflora*  
Height: 50 ft.  
Spread: 40 ft.  
E / D: Evergreen  
Min. Planter Width: 15 ft.



Common Name: Mexican Sycamore  
Scientific Name: *Platanus mexicana*  
Height: 50 ft.  
Spread: 40 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



Common Name: Southern Oak  
Scientific Name: *Quercus virginiana*  
Height: 70 ft.  
Spread: 80 ft.  
E / D: Evergreen  
Min. Planter Width: 10 ft.



Common Name: Chinese Pistache  
Scientific Name: *Pistacia Chinensis*  
Height: 30 ft.  
Spread: 30 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.





Common Name: Kousa Dogwood  
(Japanese Dogwood)  
Scientific Name: *Cornus kousa*  
Height: 20 ft.  
Spread: 25 ft.  
E / D: Deciduous



Common Name: Ornamental Pear  
Scientific Name: *Pyrus calleryana*  
'Chanticleer'  
Height: 40 ft.  
Spread: 15 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



Common Name: Chitalpa  
Scientific Name: *Chitalpa tashkentensis*  
Height: 25 ft.  
Spread: 25 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



Common Name: Golden Rain Tree  
Scientific Name: *Koelreuteria paniculata*  
Height: 25 ft.  
Spread: 30 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



Common Name: Pin Oak/Swamp Oak  
Scientific Name: *Quercus palustris*  
Height: 40 ft.  
Spread: 30 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



Common Name: Strawberry Tree  
Scientific Name: *Arbutus marina*  
Height: 25 ft.  
Spread: 25 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



Common Name: Crape Myrtle  
Scientific Name: *Lagerstroemia 'natchez'*  
Height: 20 ft.  
Spread: 10 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



Common Name: Western Redbud  
Scientific Name: *Cercis occidentalis*  
Height: 15 ft.  
Spread: 15 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



Common Name: Magnolia  
*soulangiana* 'Alexandrina'  
Scientific Name: *Alexandrina saucer magnolia*  
Height: 15 ft.  
Spread: 20 ft.  
E / D: Deciduous  
Min. Planter Width: 6 ft.



# 5 DESIGN RECOMMENDATIONS



Common Name: Sumac  
Scientific Name: *Rhus lancea*  
Height: 25 ft.  
Spread: 25 ft.  
E / D: Evergreen



Common Name: Deodara Cedar  
Scientific Name: *Cedrus Deodora*  
Height: 80 ft.  
Spread: 40 ft.



Common Name: Incense Cedar  
Scientific Name: *Calocedrus decurrens*  
Height: 80 ft.  
Spread: 12 ft.



Common Name: Monterey Cypress  
Scientific Name: *Cupressus macrocarpa*  
Height: 40 ft.  
Spread: 20 ft.



Common Name: Sweet Bay  
Scientific Name: *Laurus nobilis*  
Height: 30 ft.  
Spread: 30 ft.



Common Name: Italian Stone Pine  
Scientific Name: *Pinus pinea*  
Height: 60 ft.  
Spread: 50 ft.