



# City of Atascadero

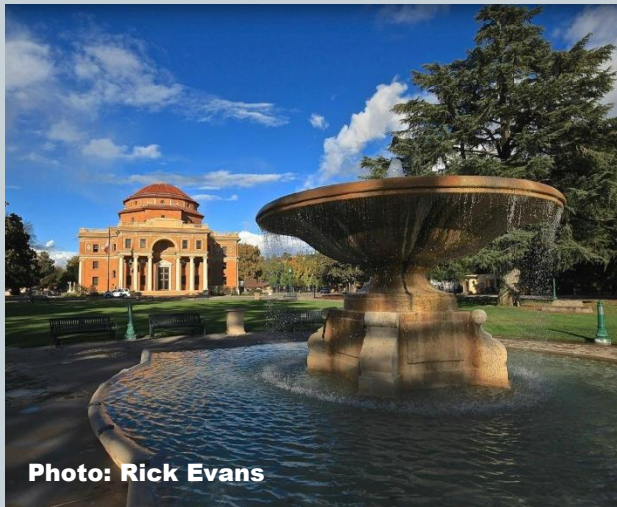


Photo: Rick Evans



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HOME BUILDERS ASSOCIATION OF THE CENTRAL COAST

MAYOR TOM O'MALLEY  
AUGUST 12, 2015

# Atascadero is Focused on Economic Growth



- **Retain and Expand Local Businesses**
- **Create Local Jobs**
- **Provide a Range of Housing Types**
- **Maintain a Business Friendly Permit Process**
- **Implement Incentives for Development**

# Development Activities



1. Fostering Increased Construction Activities
2. Dormant Permit Program
3. Simplified Process / Customer Service Focus
4. Commercial Hot Spots & Major Projects
5. Future Projects

# Permit Volumes are Up!



## **77 Applications in 2014 for Planning entitlements:**

- Conditional Use Permits (CUP)
- Administrative Use Permits
- Design Review Committee (DRC) Reviews
- Subdivision Maps

# We Continue to Build!



## **1,084 applications received in 2014 for building permits**

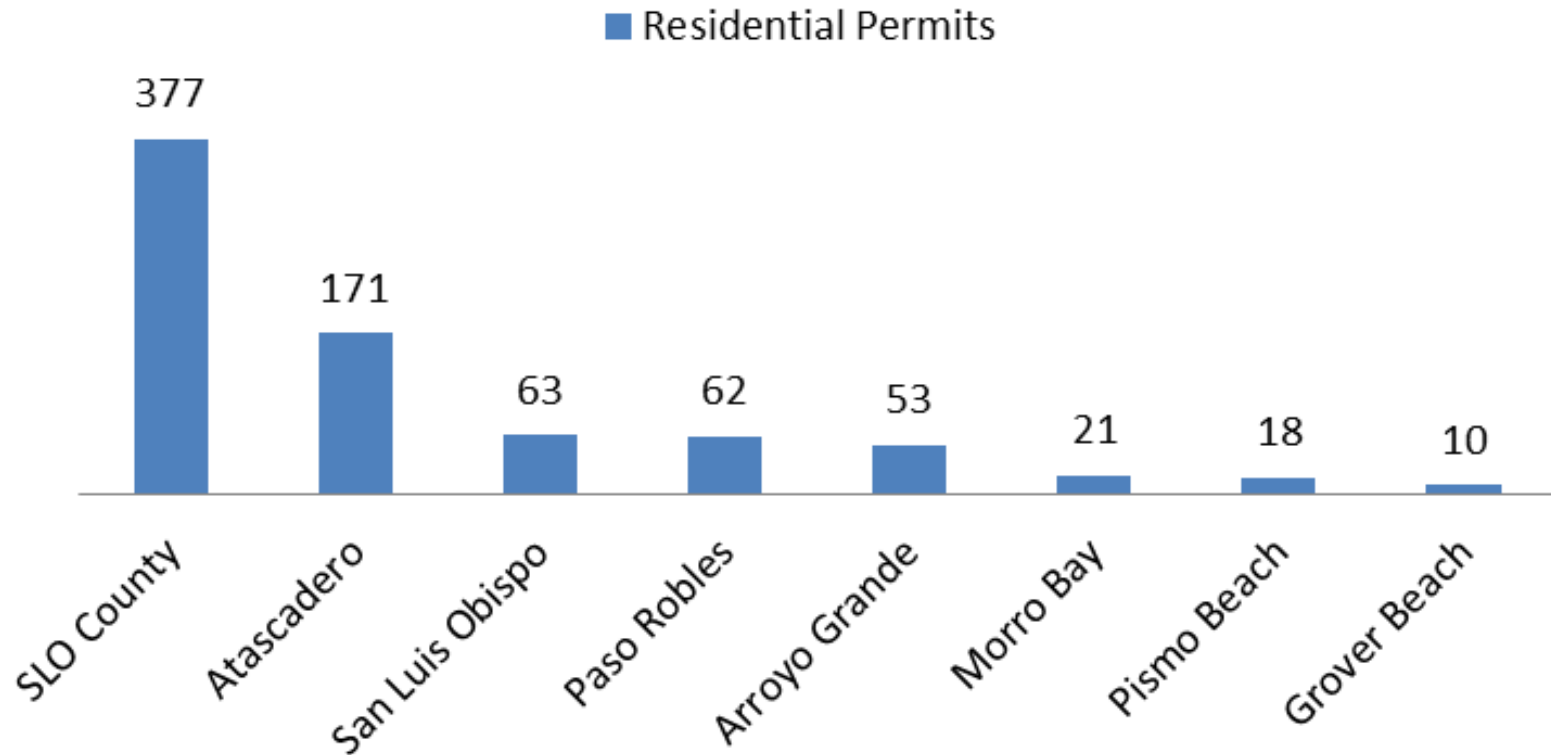
- 1,080 building permits issued
- 712 permits “finaled”
- 5,035 inspections completed

## **540 APPLICATIONS RECEIVED THROUGH JUNE 2015 FOR BUILDING PERMITS**

- 62 housing units issued this year

# We Continue to Build!

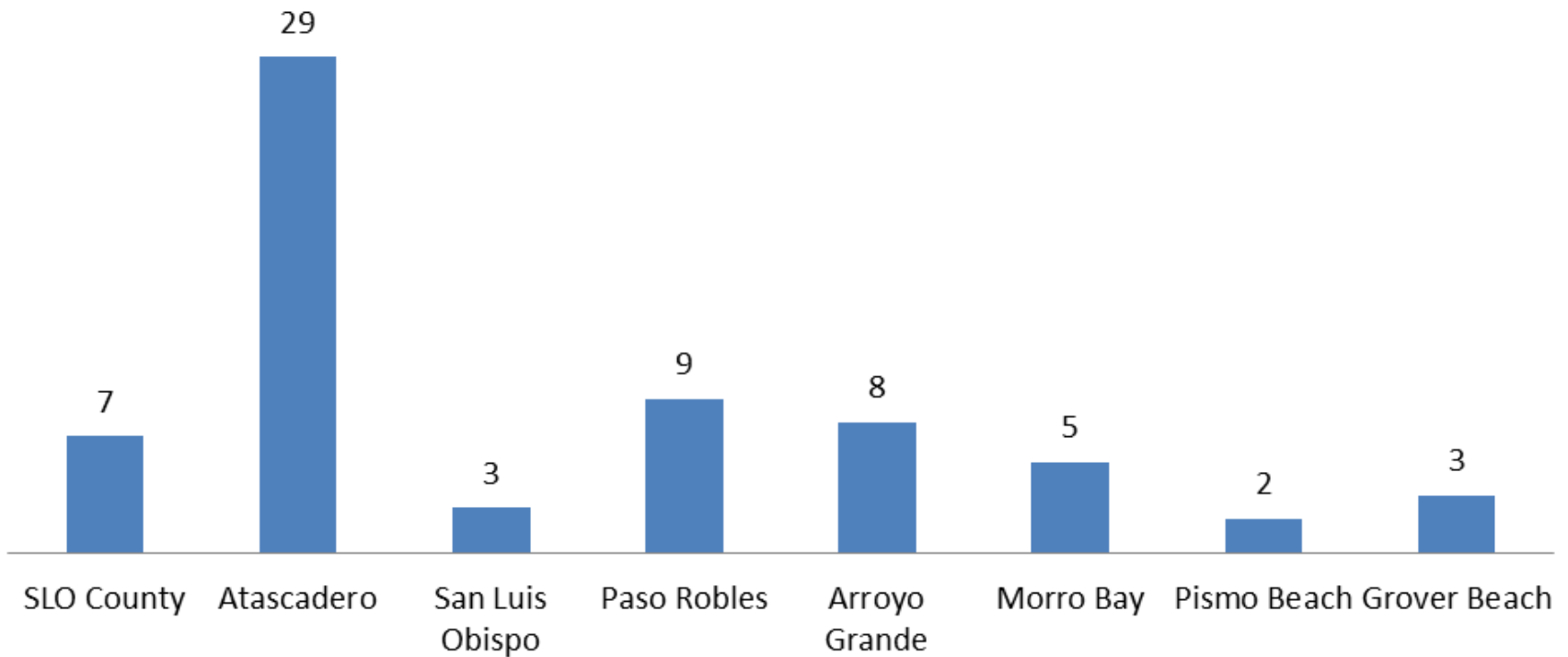
## 2013 Residential Permits Issued



# We Continue to Build!

## Residential Permits Per Full Time Staff Member

■ Permits Issued Per Staff Member







# New Customer Service Center



# Improved Communications

- Contractor Roundtables



**CITY OF ATASCADERO**  
COMMUNITY DEVELOPMENT DEPARTMENT

**You are Invited:**



**Permit Plan Check Roundtable Meeting**

**Atascadero City Hall  
February 7, 2013, from 3 p.m. to 5 p.m.**

**Do you have questions or suggestions about the City Permit Plan Check Process?**

The City is interested in hearing from you. The City is seeking comments from architects, engineers, designers, contractors, homeowners, and anyone with interest in our plan review process.

If you have questions or comments regarding plan review processing, turnaround times, correction comments, State or local code requirements, fees, or anything else related to plan review, you should attend. This will be a great opportunity to sit down with City staff and the City's plan check consultant and discuss your ideas.

**The roundtable will be held at Atascadero City Hall, 6907 El Camino Real, Atascadero on Thursday, February 7, 2013, from 3 p.m. to 5 p.m.**

Your input is an important and necessary part of our overall effort. Please feel free to contact Ken Forman, 470-3438 or Rachelle Paris, 470-3412 if you have any questions.

See you there!



# Permit Streamlining / Customer Service



- Expedited Plan Check Timeframes
  - 4 week turnaround on 1<sup>st</sup> submittal on major projects
  - 2 week turnaround for all other submittals
- Expedite entitlements
  - No-fee pre-application reviews
  - Path to Success Program (i.e., vesting tentative map in less than 6 months)
- More types of construction activities covered through over-the counter permits



# Focus: Commercial Hot Spots



- **Del Rio Marketplace**
- **Hoff Property**
- **Colony Square**

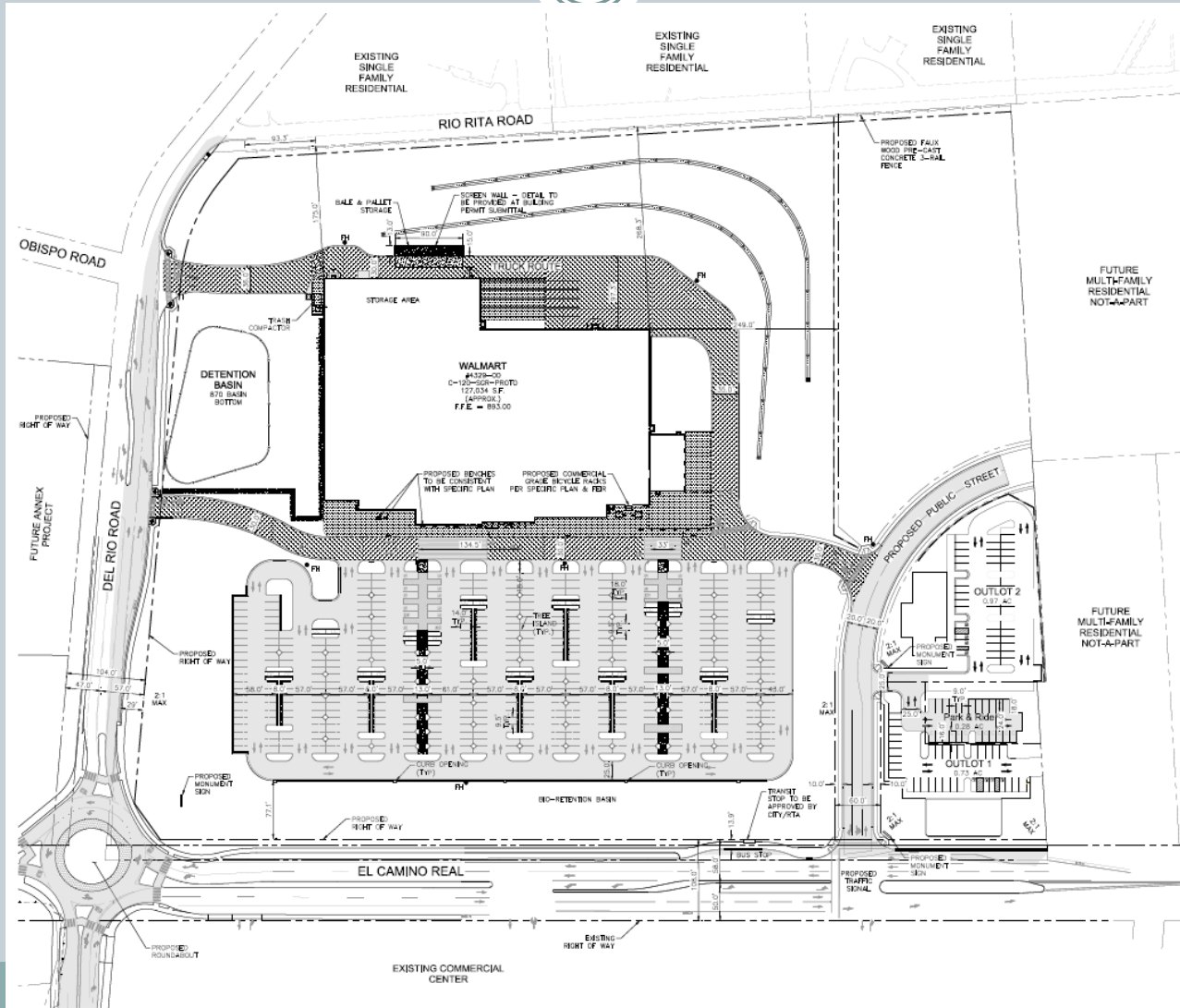
# Walmart / Del Rio Marketplace

## Del Rio Road Commercial Area Specific Plan

- Approved in 2012
- Court of appeals upheld ruling in August 2014
- Staff working with Walmart & Madonna Enterprises
- Center will be catalyst for other commercial and multifamily on north El Camino Real



# Proposed Walmart



# Hoff Property Mixed-Use

- Approved in 2013
- 26,500 sf of retail, restaurant, and office
- Property owner ready to begin development



# Hoff Property Incentive Package



- Impact Fee Credits / Fee Deferrals
- Street Abandonment & Fees Waived by City
- Frontage Improvements by City
  - i.e. lighted crosswalks
- Other City Incentives
  - Long Term Parking Agreement
  - Site Marketing and Tenant Recruitment
  - City to Assist with Grading Plan



# Colony Square New Businesses



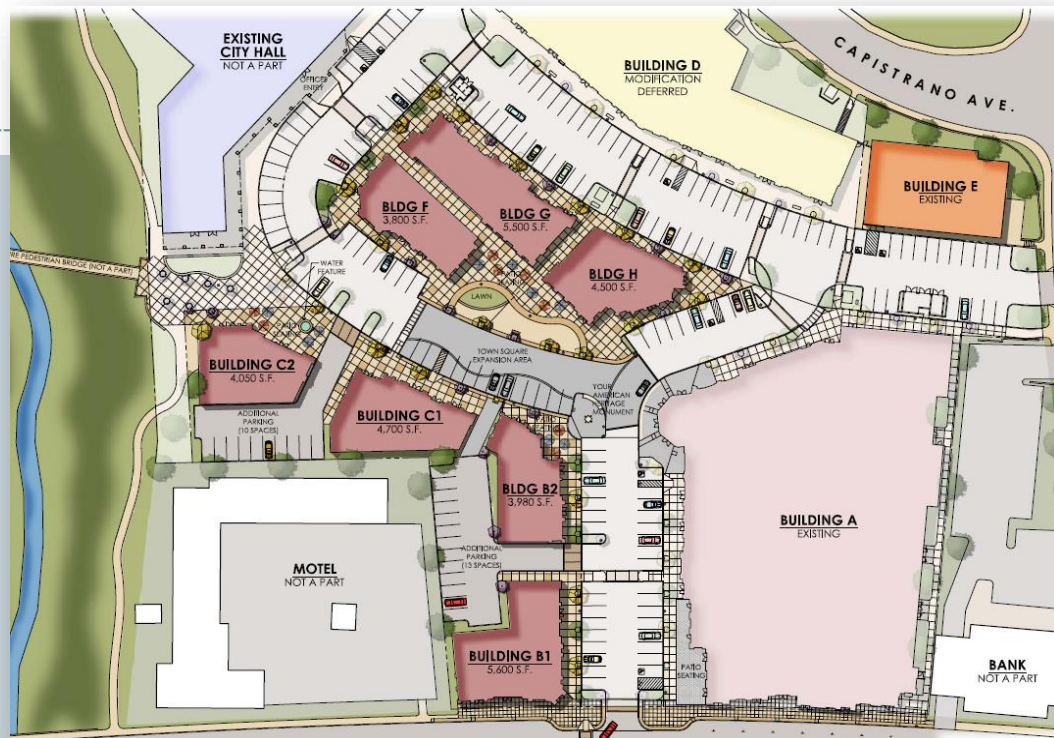
- Go For It Sports

*Started in Atascadero & expanded to SLO*

- Juice Do It – Smoothies

*Local Couple starts business*

# Colony Square Phase II

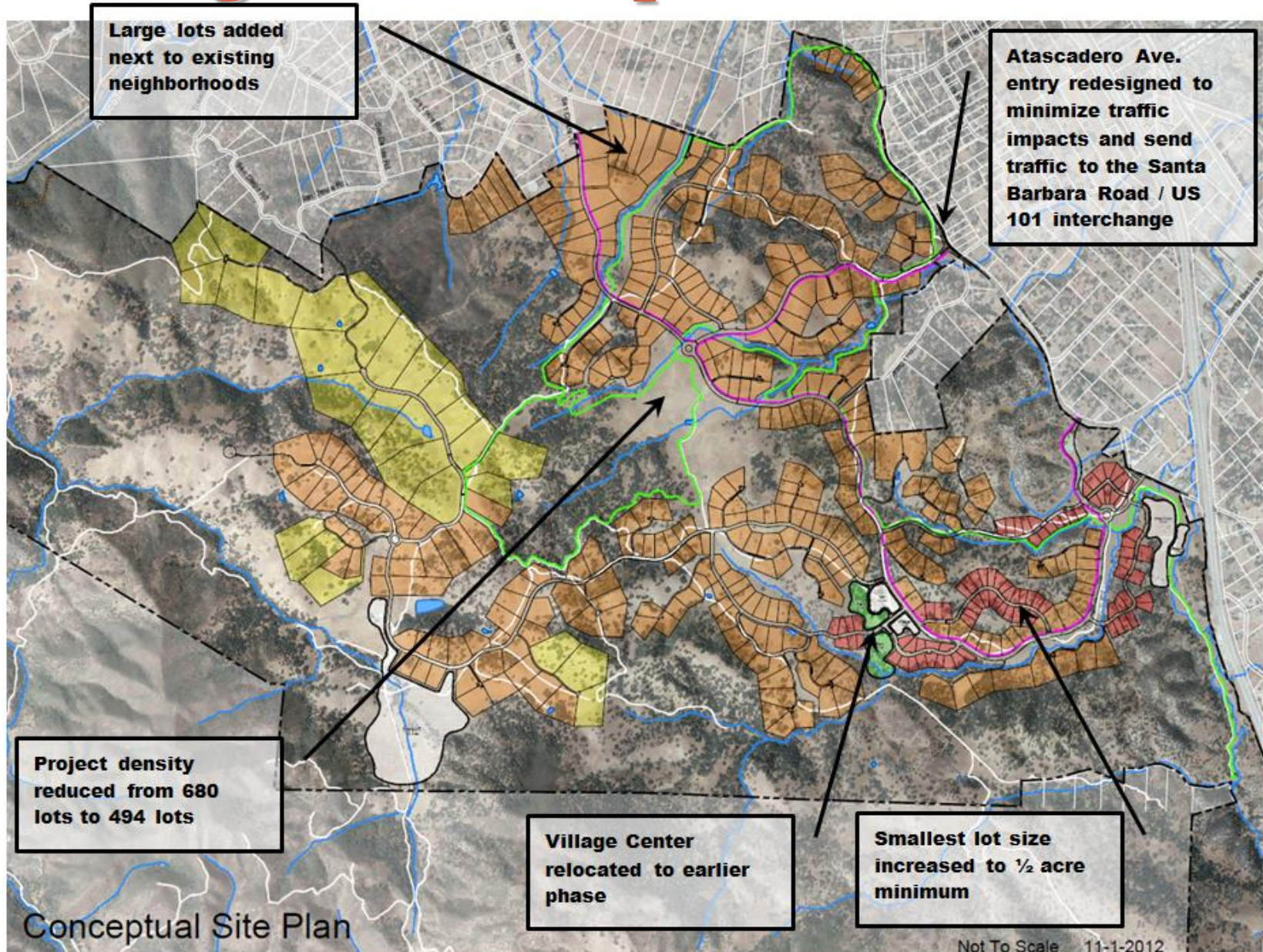


# Future Development Project Eagle Ranch



- Eagle Ranch Specific – Currently in process
  - 494 single-family residential units
  - 93 multi-family residential units
  - 2400 acres of open space
  - Village center commercial area

# Eagle Ranch Specific Plan

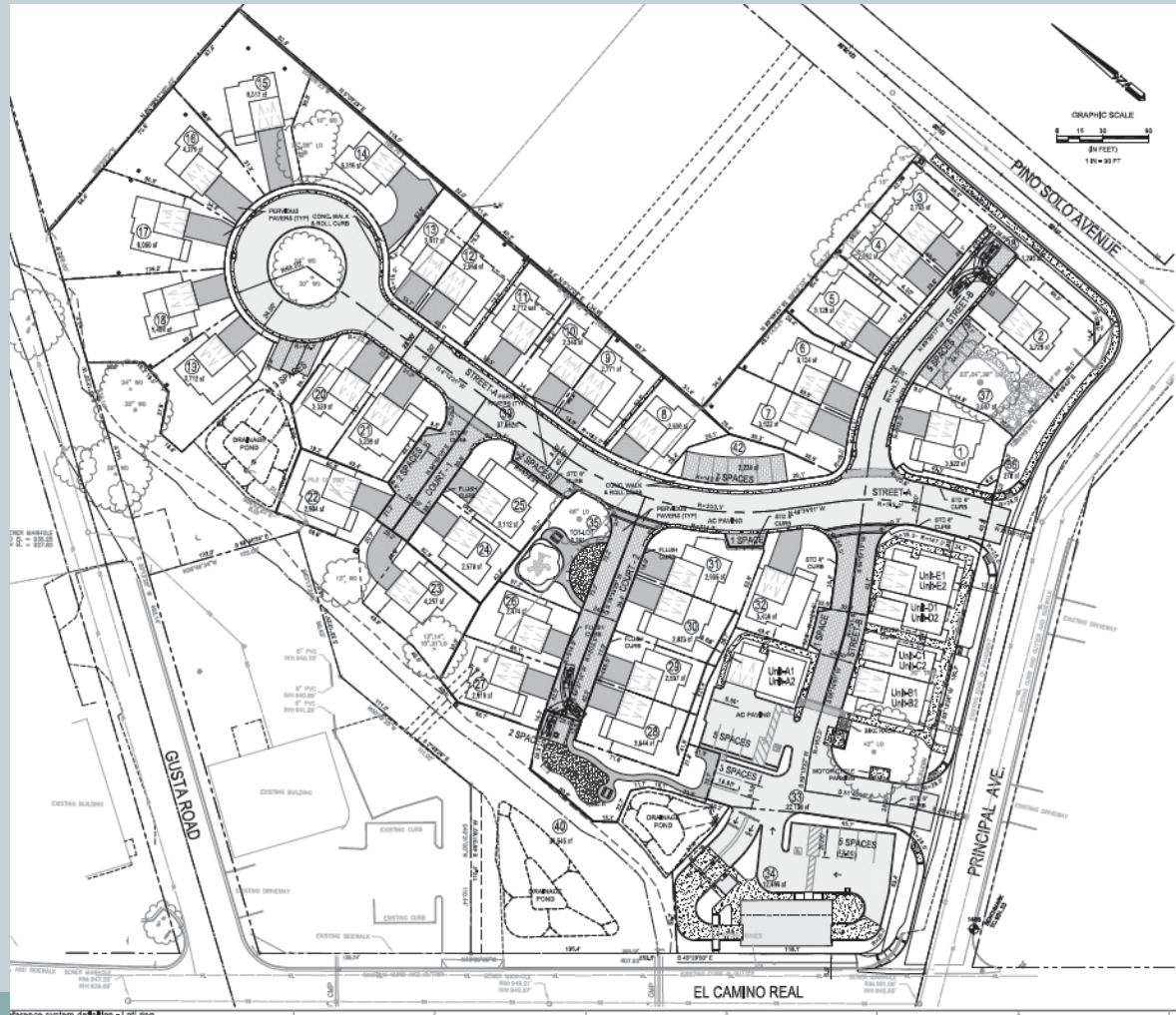


# Future Development Project Principal Mixed-Use



- Principal Mixed-Use – Newly Entitled
  - 38 single-family residential units
  - 6 mixed-use units
  - Carwash
  - Meets new RWQCB stormwater standards

# Principal Mixed-Use

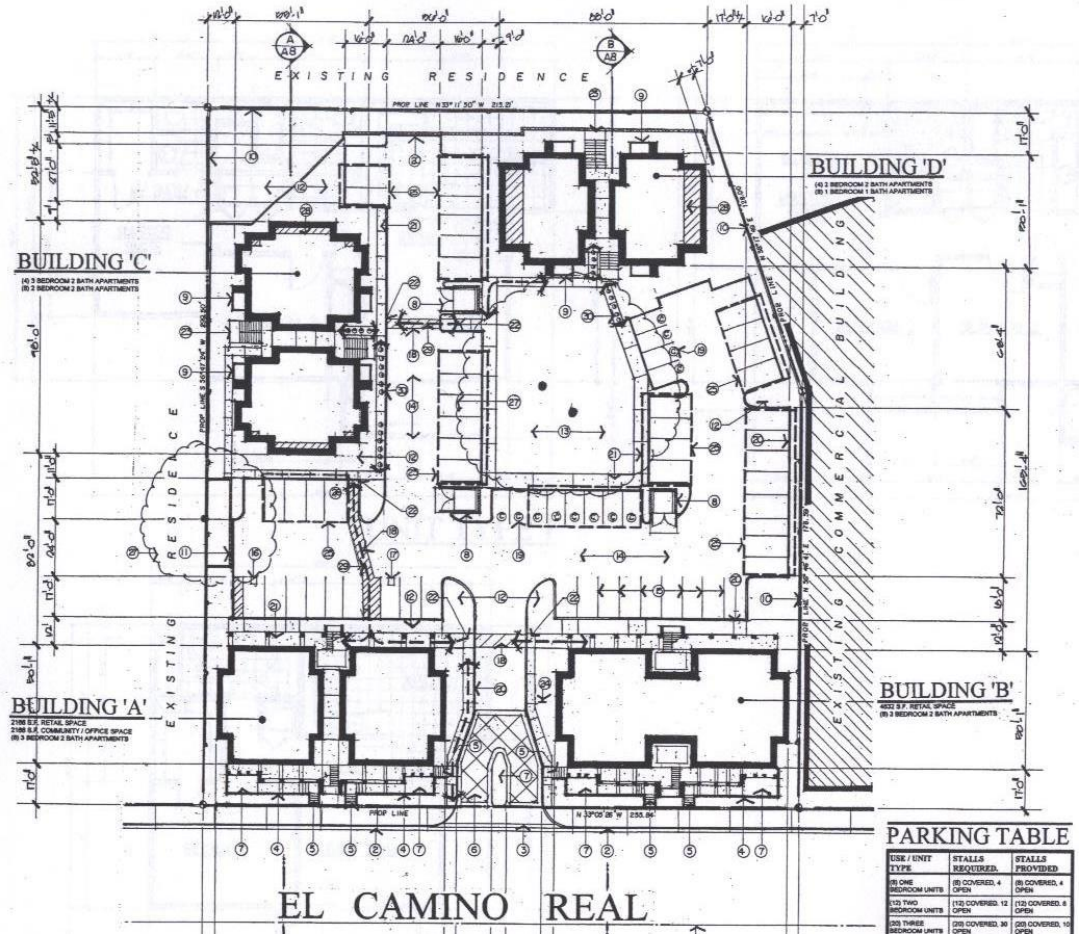


# Future Development Project Acacias



- The Acacias– Previously Entitled
  - 40 Multi-Family units
  - 6 ,500 sf of commercial retail
  - 2,200 sf of office / indoor recreation
  - Approved Tentative Map
  - Prime Location and site available
  - Prime candidate for potential re-design

# The Acacias





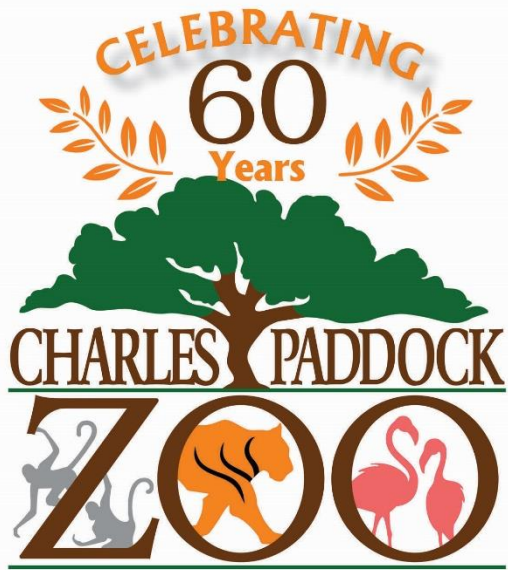


Photo: Valerie McGillis



**TOM O'MALLEY  
MAYOR**

**CITY WEBSITE:  
[WWW.ATASCADERO.ORG](http://WWW.ATASCADERO.ORG)**

