

ATASCADERO

COMMUNITY CONNECTION



FOUR PAWS, ONE MISSION: MEET ATASCADERO'S K9 HEROES

They may wear an Atascadero Police Department badge, but K9 Pomic and K9 Maverick have earned something just as special: a place in the hearts of our community. These remarkable dogs are more than police K9s. They are loyal partners, trusted protectors, and beloved members of the APD family.

Pomic has proudly served Atascadero alongside Officer Hernandez since 2022, specializing in hard-surface tracking. Maverick joined the team in 2024, partnering with Officer Goudy as a dual-purpose patrol and narcotics-detection K9. (Cont'd on page 2)

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CITY COUNCIL

MAYOR CHARLES BOURBEAU

MAYOR PRO TEM MARK DARIZ

COUNCILMEMBERS:

SUSAN FUNK

HEATHER NEWSOM

SETH PEEK

CITY MANAGER JAMES R. LEWIS

DIRECTORY

CITY HALL: (805) 461-5000

COLONY PARK: (805) 470-3360

FIRE: (805) 461-5000

PAVILION: (805) 461-5005

POLICE: (805) 461-5051

PUBLIC WORKS: (805) 470-3148

CENTRAL COAST ZOO:

(805) 461-5080



ATASCADERO'S K9 HEROS CONT'D



CITY MANAGER CORNER

James R. Lewis, City Manager

Atascadero's greatest strength has always been its people and the pride we share in calling it home. From preparing for winter storms to staying ready for wildfire season, the City works year-round to strengthen emergency preparedness and help protect our residents, businesses, and community.

At the same time, new investments, growing businesses, and the adoption of our updated General Plan and new Zoning Code are helping shape Atascadero's future and create opportunities for our community to thrive. This is a great time for our City!

We all have a role in shaping what makes Atascadero special. I encourage you to get involved in a local group or come to an event and connect with others. By staying informed and remaining engaged, we all help preserve our community's unique character and its fabric. Together, we can continue building a safe, vibrant, and resilient Atascadero for generations to come!

Behind those wagging tails and impressive skills are hundreds of hours of dedicated training and an extraordinary bond between each dog and handler. Their work helps locate missing people, find evidence, and protect officers and residents during dangerous situations.

But here's something that makes our K9 program especially meaningful: our community helps make it possible. While the City provides ongoing care, including food and veterinary services, community donations help fund the purchase and initial training of these incredible dogs and their handlers. With each K9 representing an investment of more than \$20,000, every contribution helps sustain a program that benefits our entire community.

When you support the APD K9 program, you're doing more than supporting a police dog. You're investing in safer neighborhoods, stronger partnerships, and the dedicated officers and four-legged partners who serve our community.

Pomic and Maverick may belong to APD, but they truly are Atascadero's dogs. And that's something we can all take pride in.



HAPPENINGS ABOUT TOWN

NEW BUSINESS

- Momotaro Ramen
- Fleur Flowers
- Old Thyme Antiques
- Spice Tea Cult
- Purely Golden Tans
- Wingstop
- Spirit Halloween Store

COMING SOON

- Third Window Brewing
- Golden Goose Sportsbar
- Garden City Market
- Ritual Reform Pilates

DEL RIO MARKETPLACE

There's plenty happening at Del Rio Marketplace! New tenants on the horizon include Ritual Reform Pilates, The Bar Method, a day spa, a high-end athletic shoe store, and more businesses to be announced.

Construction is also underway on The Learning Experience childcare center, which will provide another valuable resource for local families. Meanwhile, the recently completed residential units at Del Rio are expected to begin leasing this month.

FUN FACT:

FILL'R UP!

Shopping locally supports our small businesses, and those businesses help support the local causes and services that benefit our community.

Here's another easy way to support Atascadero: fill up your gas tank here before heading out of town!

Fuel sales are an important source of sales tax revenue for the City, helping fund public safety, roads, parks, and City facilities. So before you hit the road, fill 'r up in Atascadero—and tell your friends!

Coming soon



LA MODA PROJECT

5730 El Camino Real, Atascadero, CA

If you haven't noticed the activity downtown, take a look at the new La Moda Project next to Bru Coffee! The project includes a three-story, mixed-use building with ground-floor restaurant space planned for The Golden Fox Steakhouse and nine residential units above. Its historic-inspired design pays tribute to the former La Moda Theatre, which dates to the 1930s.

PUBLIC SAFETY FACILITIES UPDATE



FIRE STATION #2

The Public Safety Facilities Project is progressing well, remains within budget, and is tracking ahead of schedule.

At the Police Department, the new Dispatch Center building is now watertight, and interior finishing work is underway. Locker rooms and restrooms updates within the Police Department building are also in progress, with all interior updates expected to be completed in early 2027.

At Fire Station No. 2, the living quarters are taking shape, with the building expected to be watertight by mid-October. Improvements at this location are also scheduled for completion in early 2027.

Work at Fire Station No. 1 and the Emergency Operations Center is advancing. Initial efforts focused on demolition and earthwork, including the import of approximately 7,000 cubic yards of soil to level the site. Retaining walls and the building foundation are now underway and are expected to be completed by the end of October. Framing, siding, and roofing will follow.

The overall project remains on schedule for completion by the end of 2028.



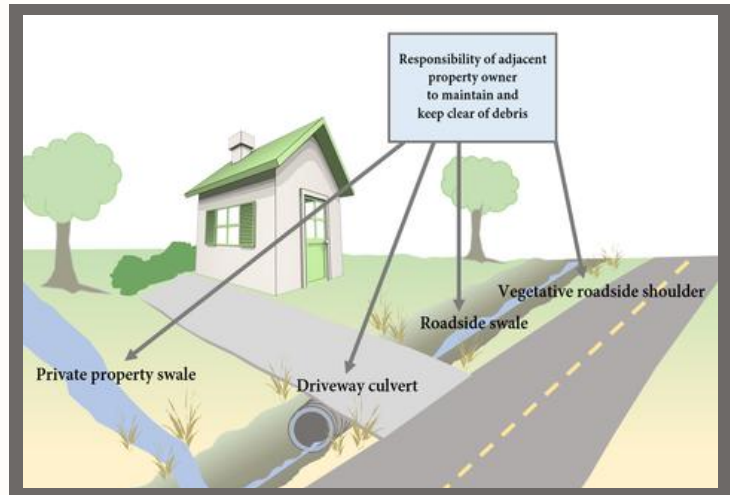
FIRE STATION #1

STORM PREPAREDNESS

As we enter the rainy season, potential El Niño conditions could bring increased rainfall to Atascadero. Flooding can develop quickly, sometimes with little warning, particularly in areas below the foothills and near creeks or seasonal waterways. A few simple steps now can help protect your home, family, and neighborhood.

HOW IS THE CITY PREPARING?

City crews are inspecting and clearing City-maintained culverts, drains, and stormwater infrastructure to help keep water flowing and reduce localized flooding. The City also shares storm-preparedness information and provides free sand for filling sandbags.



Community preparedness is essential, too. Property owners are responsible for protecting their homes and private property.

WHAT CAN YOU DO NOW?

- Clean gutters, drainage inlets, pipes, and private culverts, including those beneath driveways.
- Remove leaves, tree limbs, trash, and other debris that could block drainage or wash toward roads, culverts, and drains.
- Safely clear downed trees and limbs from your property.
- Make sure structures in flood-prone areas are properly permitted and secured so they cannot be washed into a creek or waterway.

NEED SANDBAGS? [Get FREE Sand for Sandbags](#) at 8005 Gabarda Rd.

NEED MORE INFORMATION?

Visit the [City's Emergency Preparedness page](#) or [ReadySLO.org](#) for storm-preparation information.

TO REPORT UNUSUAL STREET FLOODING OR OTHER STORM-RELATED CONCERNS:

- **Public Works** (business hours): [\(805\) 470-3148](tel:8054703148) | pwops@atascadero.org
- **Police non-emergency** (after hours): [\(805\) 461-5051](tel:8054615051)

During storms, City crews prioritize public infrastructure, road clearance, and emergency access. The City does not perform work on private property. Residents are responsible for protecting their homes and private property.

PREPARE NOW. STAY AWARE. STAY SAFE.



YOU HEARD IT **HERE** FIRST

WHERE CAN I GET SANDBAGS?



Currently, sand is available free of charge at the City's corporate yard at 8005 Gabarda Rd. Sand is intended for sandbags only, in preparation for a storm. You must supply your own sandbags which can be purchased at local hardware stores. Please be sure to bring your own shovel and sandbags.

IS TODAY A BURN DAY?

Backyard burning is only permitted during designated times of the year, typically from January through mid-to-late spring. In partnership with the Western Fire Chiefs Association, Atascadero Fire & Emergency Services uses the free **Outdoor Debris Burn Permitting System** to help residents check burn dates, review safety requirements, and obtain permits online. The system also allows staff to monitor burn locations and quickly communicate changing conditions and important fire safety information.



WHEN IS A BUSINESS LICENSE REQUIRED?



A business license is required for any business operating in the City of Atascadero with a gross income of \$2,000 or more. This can include out of town businesses that provide services or goods within the City and home based or on-line based businesses. There are some exceptions to this rule, such as non-profit businesses, religious entities, and other categories specifically exempt by State law. Visit atascadero.org/businesslicenses.

WHEN SHOULD I CALL 911 INSTEAD OF THE POLICE DEPARTMENT'S NON-EMERGENCY LINE?

Call 911 when there is an immediate threat to life or property, a crime is occurring right now, someone needs urgent medical assistance, or you need an immediate public-safety response. For situations that are not occurring now and do not require an emergency response, such as delayed reports, general questions, or other routine police matters, our non-emergency line is the appropriate choice. And if you're unsure whether something is an emergency, don't let uncertainty prevent you from calling. Our dispatchers can help determine the appropriate response. Our non-emergency number is (805)461-5051.

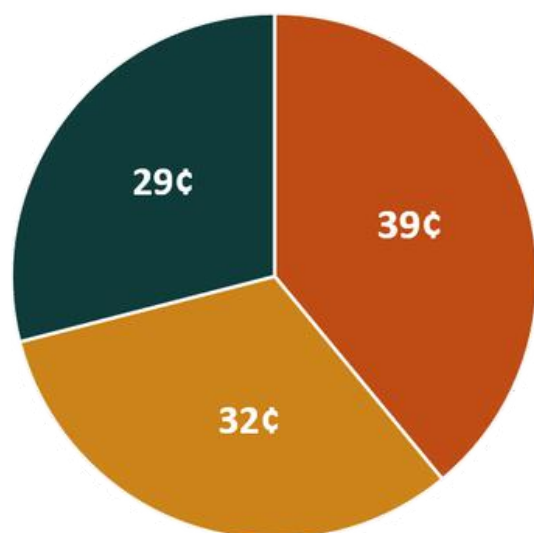


WHERE DOES OUR CITY REVENUE COME FROM AND WHERE DOES IT GO?

Did you know that for every dollar of property tax collected in Atascadero, approximately 10 cents goes to the City to support local services? The remaining 90 cents goes to other agencies, including San Luis Obispo County and local school districts, to fund their services.

So how does the City fund its services, infrastructure, and programs, and how is that money spent?

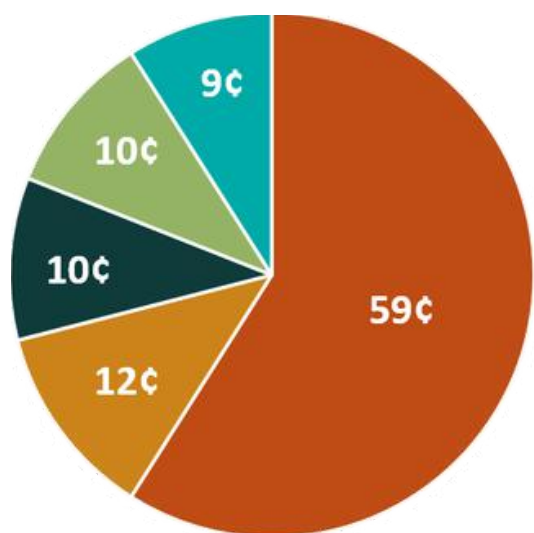
City Revenue



For every \$1 in General Fund revenue the City collects:

- 39¢ comes from property taxes
- 32¢ comes from sales taxes
- 29¢ comes from visitor taxes (TOT), service charges, and other sources

Expenditures



For every \$1 the City spends from its General Fund:

- 59¢ supports public safety
- 12¢ supports general government and administration
- 10¢ supports community services, including parks, recreation, and the library
- 10¢ supports public works and infrastructure maintenance, including streets and sewer
- 9¢ supports community development, including planning and economic development

Understanding where City revenue comes from and how it is spent helps us see how local resources support the services and quality of life we value in Atascadero.

FIRE DEPARTMENT UPDATES

DEPARTMENT STRUCTURE UPDATE

Atascadero Fire & Emergency Services has implemented an updated command structure to strengthen leadership, improve coordination, and support daily operations. The reorganization adds three 24-hour Shift Battalion Chiefs, providing consistent command coverage, greater oversight during incidents, and stronger support for crews across all shifts.



The former Battalion Chief of Community Risk Reduction position has also transitioned to a Fire Captain/Fire Marshal role. This position provides dedicated leadership for inspections, prevention programs, vegetation and fuels management, and public education. Together, these changes increase staffing to seven personnel per shift, create clearer career pathways, improve coordination, and strengthen service reliability and community risk reduction throughout Atascadero.

FAREWELL CHIEF BRYSON; WELCOME CHIEF VAN SON!



After more than three decades of dedicated service, we extend our heartfelt thanks to Chief Bryson as he begins retirement.

From his early days as a cadet to his service as Fire Chief, his career has been defined by leadership, innovation, and a steadfast commitment to the Atascadero community.

His legacy lives on through the firefighters he mentored, the programs he advanced, and the public safety services he helped strengthen. We wish Chief Bryson a fulfilling next chapter filled with family, adventure, and well-earned relaxation.

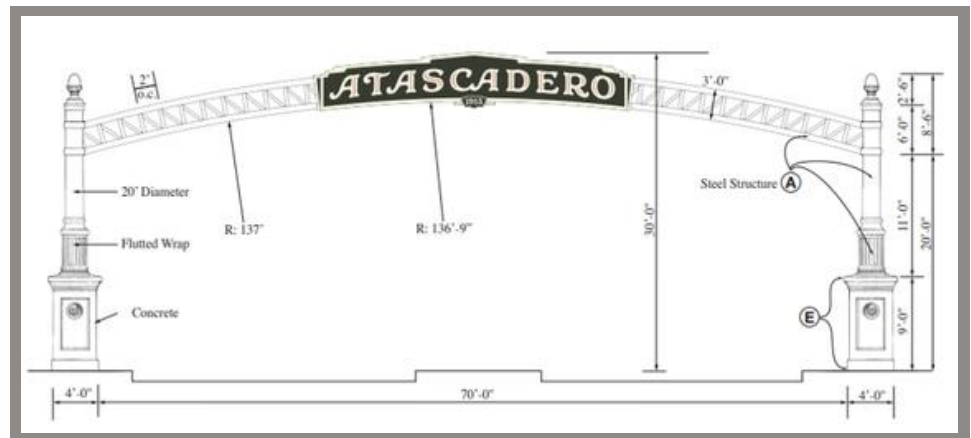


We also proudly welcome Chief Van Son, who brings more than 37 years of fire service experience, including 5½ years as Battalion Chief of Community Risk Reduction.

THE ECR PROJECT PHASE II UPDATE

The Downtown El Camino Real (ECR) Phase II Project is nearing completion of the design phase. The project is scheduled to go out to bid by the end of October, with construction expected to begin before the end of the year. Challenging site conditions, including poor soils and extensive existing underground utilities, have extended the engineering process. The improvements will be worth the wait.

New gateway arches near the intersections of Morro Road and Rosario Avenue will span more than 70 feet across El Camino Real. The design will incorporate architectural elements that celebrate both Atascadero's history and its present-day character.



This phase will also improve lighting in the Highway 101 pedestrian

undercrossing at Atascadero Mall, enhancing both safety and visual appeal along this important corridor. Once an uninviting passageway, the goal is to transform the tunnel with dynamic LED lighting, fresh paint, safety upgrades, and new signage, creating a more welcoming connection to downtown. A similar transformation has taken place at the Price Street undercrossing in Pismo Beach.

A Federal grant is funding this project; however, construction costs may limit how much can be completed at this time. Staff has worked closely with the engineering team to design a cost-effective project, but the final scope will depend on the construction bids received.



STAYING SAFE ON THE ROAD THIS RAINY SEASON

As we welcome cooler temperatures and much-needed rain, please remember to take extra care on the roads this rainy season.



The first storms can make pavement especially slippery as rain mixes with oil and residue left behind during dry weather. Slowing down, increasing your following distance, and allowing extra time to reach your destination can help prevent collisions.

Rain, fog, and shorter daylight hours also reduce visibility. Remember to turn on your headlights when using your windshield wipers, and watch carefully for pedestrians, cyclists, and other vehicles.

Heavy rain can also cause power outages that affect traffic signals. If a signal is not functioning, California law requires drivers to treat the intersection as an all-way stop. Come to a complete stop, yield as required, and proceed only when safe. And never drive through flooded roadways, where even shallow water can hide dangerous conditions.

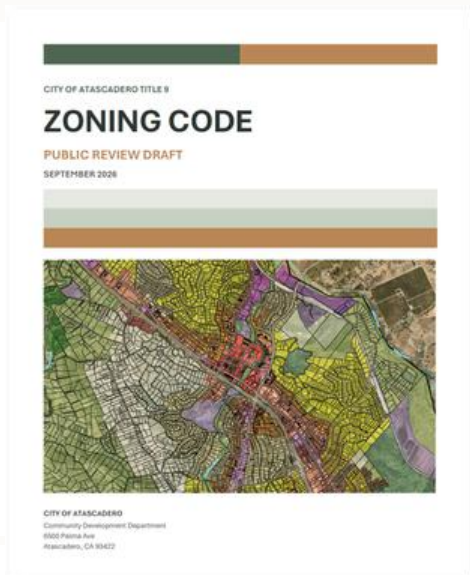
The Atascadero Police Department wants everyone to reach their destinations safely. A little extra patience and caution can make a big difference.

A BRAND NEW ZONING CODE

Following City Council's approval of the updated General Plan on September 22, City staff is putting the finishing touches on the new Zoning Code which will go before Council on October 27. The Zoning Code will put the General Plan's vision into practice by establishing land-use regulations and policies that guide future development through 2045. It will also clarify what property owners can do with their land and make the rules easier for residents and businesses to understand and navigate. (Continued on page 11)

ZONING CODE CONT'D

NEW ZONING HIGHLIGHT REEL



- Establishes minimum hours for Downtown retail businesses
- Updates the Emergency Shelter Overlay Zone to align with state law
- Updates parking standards
- Streamlines review for certain land uses
- Amends the Tree Ordinance to address dead trees
- Allows small neighborhood stores in multifamily districts
- Eases restrictions on amplified outdoor sound in Downtown

DO I NEED A BUILDING PERMIT?

Building permits help protect our community by ensuring construction meets applicable safety codes. Permits may be required for new construction, additions, remodels, repairs, demolition, changes in building use, and many electrical, plumbing, gas, or mechanical projects. Check with the City before starting work to confirm whether a permit is needed and avoid unexpected delays or costs. See our [Permit Exempt Handout](#) for projects that do not require permits.

How Much Does a Permit Cost? Fees depend on the project's type, size, and complexity. New construction fees generally reflect building size, occupancy, and construction type; replacement and remodel fees may depend on project valuation and required inspections. To understand potential costs before work begins, submit a [Residential Fee Estimate Form](#) to permitcenter@atascadero.org.

Where Do Permit Fees Go? Permit fees help cover the cost of plan reviews, inspections, staff, and administration needed to ensure construction meets applicable codes. Fees are intended to recover the cost of providing these services, not generate a profit for the City. Depending on the project, additional charges may include state-mandated fees, reviews by Public Works, Planning, or Fire, and development impact fees that help fund growth-related facilities and services, such as law enforcement, fire protection, and open space acquisition. We understand that construction is a significant investment. Our goal is to provide clear information, consistent service, and a transparent process so you can plan ahead and move forward with confidence.

UPCOMING EVENTS



ZOO BOO AT THE CENTRAL COAST ZOO

October 23 & 24, 2026 | 4pm - 7pm

PUMPKIN SMASH AT THE CENTRAL COAST ZOO

October 25, 2026 | 10am - 1pm

HOLIDAY BOUTIQUE AT THE PAVILLION

November 7, 2026 | 10am - 3pm

LIGHT UP THE DOWNTOWN

December 4 | 5:30pm - 8pm

WINTER WONDERLAND

December 11 | 5pm - 9pm

HOLIDAY MAGIC AT THE CENTRAL COAST ZOO

December 19 | 10am - 1pm

NOON YEARS EVE AT THE CENTRAL COAST ZOO

December 31 | 10am - 1pm

LEARN MORE: [Atascadero Events Calendar](#)

CITY RESOURCES

[Resident Guide](#)

[Business Guide](#)

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[City Services Directory](#)

[Frequently Asked Questions](#)

[Online Public Safety & Reporting](#)

[Career Opportunities](#)

[Council, Boards & Commissions](#)

[Public Meetings, Agendas & Minutes](#)

[Atascadero Municipal Code](#)

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[Recreation Guide](#)

[City Events](#) | [Central Coast Zoo](#)

[Volunteer Opportunities](#)

Working together to serve, build community and enhance quality of life.