



DOVE CREEK

A Fully-Approved, Mixed-Use Development Opportunity

ATASCADERO, SAN LUIS OBISPO COUNTY, CALIFORNIA

OFFERING BROCHURE

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THE OPPORTUNITY

Five Plus Acres. Seven Parcels. Fully-Entitled.

Dove Creek is a fully-approved, shovel-ready mixed-use development opportunity on California's Central Coast — a 5.19-acre site located one block from Highway 101 on Atascadero's main commercial corridor, El Camino Real. Positioned between the Paso Robles and San Luis Obispo wine regions and the Pacific Ocean, the region offers a strong tourism and housing market with high demand for retail and hospitality. Local demand continues to grow for dining, entertainment, and visitor accommodations, and the highest per-capita incomes in the county, Atascadero remains underserved for retail.

The site is midway between San Francisco and Los Angeles, and just a 15-minute drive to the City of San Luis Obispo. The area draws consistent visitor traffic from more than 250 area wineries, year-round outdoor recreation, and a thriving tourism economy. Dove Creek offers the opportunity to deliver a transformative, walkable mixed-use destination.

5.19 ACRES	71 RESIDENTIAL CONDOS	20 VRBO / HOTEL ROOMS	14,840 SF RETAIL	7 PARCELS (VTTM)
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PROJECT DETAILS

Program & Entitlements

Residential Condominiums

71 units (one- and two-bedroom), designed for both long-term rental and condominium sales.

Vacation Rental / Hotel

20-room VRBO / hotel offering with kitchens — purpose-built for region's thriving hospitality market, capturing wine country and coastal tourism demand.

Commercial Retail

14,840 square feet across four buildings. Community seeks dining, entertainment, and specialty retail.

Entitlement

- Vesting Tentative Tract Map: 7 parcels, airspace subdivision, residential & commercial
- Fully city-approved
- Development flexibility across multiple parcels offers phasing



Positioned for Long-Term Success

ACCESS & VISIBILITY

- Highway 101 & Highway 46 access
- High-visibility frontage
- SLO Airport with 8 destinations
- Two nearby general aviation airports

CENTRAL COAST LOCATION

- Between Paso Robles & San Luis Obispo
- Equidistant: Los Angeles & San Francisco
- 12-minute drive to San Luis Obispo
- Year-round tourism demand

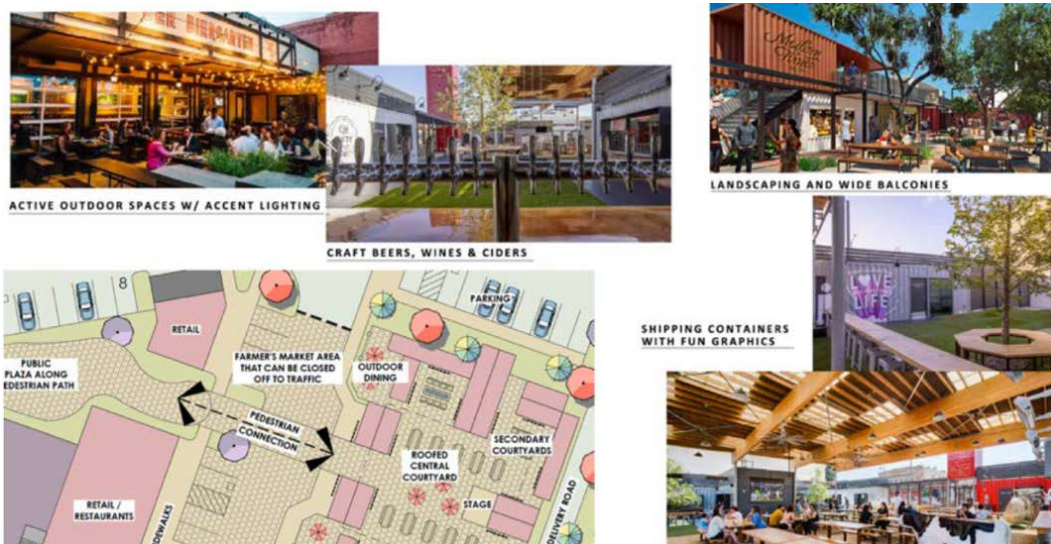
PROJECT DESIGN

A Walkable, Village-Scale Destination

The approved master plan organizes seven residential and commercial buildings around a central pedestrian spine, farmer's-market plaza, and structured parking — creating a walkable, village-scale destination anchored by El Camino Real frontage.



Dove Creek's design pairs residential architecture with an active, placemaking-driven commercial core along El Camino Real — outdoor dining, a farmer's-market plaza, and destination food & beverage uses designed to capture Central Coast wine-country.



Atascadero & the Central Coast

Founded as a planned “colony” city in 1913, Atascadero sits at the heart of San Luis Obispo County along the Highway 101 corridor — the gateway between the Paso Robles wine region to the north and the City of San Luis Obispo and Pacific coastline to the south. The city blends a historic, walkable downtown with easy access to Central Coast wine country, outdoor recreation, and year-round tourism, while south Atascadero remains a high-income residential area with limited retail and dining options.

\$91,429

MEDIAN HH INCOME

\$2.4B

COUNTY TOURISM ECONOMY

250+

WINERIES NEARBY

15 min

TO SAN LUIS OBISPO

Local Attractions & Draws

Downtown Atascadero & Sunken Gardens

Atascadero Lake Park & Charles Paddock Zoo

Paso Robles Wine Country

City of San Luis Obispo

Cal Poly, Farmers' Market, and Pacific coast beaches



ATASCADERO CITY HALL & SUNKEN GARDENS



DOWNTOWN ATASCADERO



ATASCADERO LAKE PARK

OFFERING SUMMARY

Fully-Approved, Shovel-Ready Central Coast Opportunity

- Dove Creek — 5.19 Acres, 7 Parcels (VTTM)
- El Camino Real at Santa Barbara Road
Atascadero, California 93422
- 71 Residential Condominiums
- 20 VRBO/Hotel Rooms
- 14,840 SF Retail
- Fully City-Approved & Shovel-Ready Entitlements



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