



CITY OF MORRO BAY HARBOR ADVISORY BOARD A G E N D A

The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.

Regular Meeting - Thursday, December 1, 2016 Veteran's Memorial Building - 6:00 P.M. 209 Surf Street, Morro Bay, CA

Bill Luffee, Chair	Marine Oriented Business
Dana McClish	Recreational Boating
Alan Alward	Morro Bay Commercial Fishermen's Organization
Gene Doughty	South Bay/Los Osos
Neal Maloney	Waterfront Leaseholders
Lynn Meissen	Member at Large
Ron Reisner, Vice Chair	Member at Large
Tom Hafer	Alternate to Alan Alward (MBCFO)
Joe Conchelos	Alternate to Alan Alward (MBCFO)

ESTABLISH QUORUM AND CALL TO ORDER

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

CHAIR AND ADVISORY BOARD MEMBER ANNOUNCEMENTS & PRESENTATIONS

PUBLIC COMMENT PERIOD

Members of the audience wishing to address the Board on City business matters other than scheduled items may do so at this time. To increase the effectiveness of the Public Comment Period, the following rules shall be followed:

- When recognized by the Chair, please come forward to the podium and state your name and address for the record. Board meetings are audio and video recorded and this information is voluntary and desired for the preparation of minutes.
- Comments are to be limited to three minutes.
- All remarks shall be addressed to the Board, as a whole, and not to any individual member thereof.
- The Board respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, Board member and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the Board to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Your participation in Board meetings is welcome and your courtesy will be appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Harbor Department's Office Assistant at (805) 772-6254. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

A. CONSENT CALENDAR

A-1 No items.

B. PUBLIC HEARINGS, REPORTS, AND APPEARANCES

B-1 Harbor Department Status Report
Staff Recommendation: Receive and file.

C. BUSINESS ITEMS

C-1 Update from the Marine Services Facility/Boatyard Ad-Hoc Committee on Committee's Recent Activities
Staff Recommendation: Receive and file.

C-2 Update from the Finance & Budget Ad-Hoc Committee on Committee's Recent Activities
Staff Recommendation: Receive and file.

C-3 Update from the Eelgrass Ad-Hoc Committee on Committee's Recent Activities
Staff Recommendation: Receive and file.

C-4 Update from the Marine Sanctuaries Ad-Hoc Committee on Committee's Recent Activities
Staff Recommendation: Receive and file.

C-5 Update from the Working Waterfront Ad-Hoc Committee on Committee's Recent Activities
Staff Recommendation: Receive and file.

C-6 Review of Revised Centennial Parkway Plaza Concept Plan for Recommendation to the City Council
Staff Recommendation: Staff recommend the Harbor Advisory Board (HAB) review the revised Centennial Parkway Plaza Concept Plan and provide any recommendations as-requested to be forwarded to the City Council.

C-7 Recommendations on 2017/2018 Goals & Objectives for City Council Consideration
Staff Recommendation: Staff recommend the Harbor Advisory Board (HAB) take public and staff input and review existing City Council 2016/2017 Goals & Objectives, the HAB-developed goals and priorities from October, 2015, and make recommendations for the 2017/2018 Goals & Objectives for City Council consideration.

C-8 Cancellation of the January, 2017 Harbor Advisory Board Meeting
Staff Recommendation: Cancel the meeting.

D. DECLARATION OF FUTURE AGENDA ITEMS

E. ADJOURNMENT

This agenda is subject to amendment up to 72 hours prior to the date and time set for the meeting. Please refer to the agenda posted at the Morro Bay Harbor Department, 1275 Embarcadero, for any revisions or call the department at 772-6254 for further information.

Materials related to an item on this Agenda are available for public inspection during normal business hours at the Harbor Department and at Mill's/ASAP, 495 Morro Bay Boulevard, or online at www.morrobayca.gov. Materials related to an item on this Agenda submitted to the Board after publication of the Agenda packet are available for inspection at the Harbor Department during normal business hours or at the scheduled meeting.



AGENDA NO: B-1

MEETING DATE: December 1, 2016

Staff Report

TO: Harbor Advisory Board

DATE: November 21, 2016

FROM: Eric Endersby, Harbor Director

SUBJECT: Harbor Department Status Report

RECOMMENDATION

Receive and file.

DISCUSSION

Recent Department Activity:

Harbor Patrol statistics since November 1 through November 21 include 8 emergency responses and 93 calls for service, 19 assists of other agencies, 11 enforcement contacts, and 13 declared hazardous entrance conditions.

This month the “super moon” caused large King tides, with minor over-flooding occurring in various locations. No damage was reported.

On November 8 a baby gray whale entered the harbor and got to about the fuel dock. Harbor Patrol had two boats on hand to escort the whale out of the Harbor.

On November 9 the Morro Bay Police Department promoted the newest member of their supervision/leadership team. New Sergeant Mettifogo has been with MBPD since February 2016 after serving eight years with Tulare Police Department. At Tulare PD, Officer Mettifogo served as a patrol officer, traffic enforcement officer, training officer, corporal and detective.

November 14, Harbor Patrol Officers Stein and Green responded to a report of two persons in the water from a capsized kayak in the bay. The two adult female victims were from Santa Maria, and were found holding on to M/V DELTA SOL with extremely strong ebb tide current. Their rented kayak was retrieved from a nearby mooring where it was doubled-over around the mooring’s chain.

November 15, Harbor Patrol Officers Stein and Shaffer responded to an overturned kayak rescue call inside the harbor mouth. The adult male victim was located in the water near buoy 7. Officer Shaffer (and Lifeguard Supervisor during the summer) doffed his uniform for his rescue trunks and entered the water to assist the victim ashore. The victim was intoxicated and

Prepared By: EE

Dept. Review: EE

combative, and upon being returned to shore was arrested by MBPD on several charges. November 19 Harbor Patrol Officers Jacobs and Shaffer respond to a CPR in progress at Morro Strand State Park. Patrol Officers were first on scene and took over CPR. Morro Bay Fire medics arrived and confirmed the victim deceased.

Finally, on November 20, Harbor Patrol hailed M/V TAKING LINE as the vessel was heading outbound past the #8 buoy during hazardous entrance conditions with 12'-14' sets breaking all the way across the entrance. Harbor Patrol Officers Mather and Green got underway to stand by, while the vessel did not stop to monitor the entrance and proceeded to leave during a set on a southerly heading. The vessel nearly capsized off the South Jetty. The skipper was advised to contact MBHP and USCG before re-entering the harbor. Harbor Patrol stood by at the entrance upon the vessel's return, with sets still breaking across the entrance. The vessel made his approach mid set and south of the channel, and ended up surfing a wave from 50 yards outside of South Jetty into the harbor with two more waves behind him. The skipper was boarded and counseled by the Coast Guard and Harbor Patrol after his lucky safe return.

HPO Training:

November 10-13, K-38 Water Rescue training returned to Morro Bay teaching DBW's jet ski rescue training course. Some Harbor Patrol and Lifeguard personnel partook in the training opportunity. The course is returning December 10-13.

November 7-11 Harbor Patrol Officers Stein and Green attended DBW's Marine Firefighting course at Marina Del Rey.

November 30, a boat fire training drill will be hosted by Morro Bay Fire and Harbor Patrol in Morro Bay, with numerous local safety agencies attending.

Fishing & Hunting:

Recreational Dungeness crab season opened November 5.

Last day for recreational rockfish season is December 31.

Waterfowl hunting season is underway in the back bay.

Reminder to our commercial fishing slip holders that 2016 fish tickets for slip qualification are due by the end of January 2017.

Recent City Council Activity:

At their November 15 meeting, City Council Adopted Resolution No. 76-16 approving amendment #1 to the lease between the City of Morro Bay and Great American Fish Company, located at 1185 Embarcadero. This amendment will provide the leaseholder with 25 more years to the lease provided redevelopment is completed within the outlined cost and time frame. Left to be developed is a fish market and outdoor public view deck on the empty lease area between Great American and the South T-Pier.

Past Events:

November 5 was the 2nd Annual Movie Night at the Rock. Thanks to the generous sponsorship of Surfline, Virg's Landing, 97.3 The Rock, The Shell Shop, Founders Community Bank and

Engle & Associates Insurance, ~\$4,500 was raised for the Friends of the Harbor Department. November 6th the Morro Bay Triathlon occurred at Coleman Beach, with approximately 700 participants.

Upcoming Events:

December 3 the Women for Fisheries group will be dedicating their “For Those Who Wait” statue near Target Rock at 2:00 p.m.

December 10 will be the Lighted Boat Parade starting at 6:30 p.m. Pre-parade activities are scheduled for Tidelands park and include a “crab trap” Holiday tree lighting, Mr. and Mrs. Claus for the kids to meet Santa, entertainment and vendors (see attached flyer).

January 1 will be the annual Polar Bear Dip at the Cayucos pier. Harbor Patrol and Coast Guard will be in attendance to provide water safety services.

The Morro Bay Winter Bird Festival will be January 13-16 where over 500 bird lovers will visit Morro Bay. Check their website for details on the many events and happenings to occur in the area.





PRE-PARADE FESTIVITIES

TIDELANDS PARK

- City Tree Lighting
- Mr. and Mrs. Santa Claus
- Bring the Kids to meet Santa
- Photo Opportunity
- Entertainment
- Vendors

SATURDAY, DECEMBER 10TH, 2016

PARADE BEGINS AT 6:30PM

- Announcer and Judges on Stage
- Viewing areas – bring your folding chairs

ENTRY APPLICATIONS – VENDOR APPLICATIONS

Morrobayboatparade.com

Or call Don Doubledee 805-801-5911 or Jamie Boucher 805-801-7162

SPONSOR APPLICATIONS

Morrobayboatparade.com

Or call Jill Drexhage 805-269-4144 or Dan Costly 805-235-7022



MORRO BAY ROTARY 2016 LIGHTED BOAT PARADE PARTICIPANT APPLICATION

Parade – Saturday, December 10, 2016, 6:30pm (line up by 6:00pm)
Application Deadline: Wednesday, December 7, 2016

**For cancellation and/or weather related questions,
please contact Don Doubledee @ (805) 801-5911**

Boat line up time is 6:00pm

Please Print

Participant Name: _____

Boat Name: _____ Boat Length _____

Boat Type: Cabin Cruiser____ Open Boat____ Propulsion: Manual ____ Motor____ Sail____
Comm./Sport Fish____ Motor Yacht____

Boat/Club Bio for the program and announcements: _____

VHF Radio: YES____ NO____ Email Address _____

Address: _____ City _____ State _____

Zip Code: _____ Primary Ph. # _____ Alternate Ph. # _____

The Morro Bay Rotary Lighted Boat Parade Committee reserves the right to limit the number of entries in each division and total number of boats. Participants may pick up their boat numbers on Friday, December 9th (3 to 5pm) and on Saturday, December 10th (9am to 2pm) at the Morro Bay Harbor Festival office located at 895 Napa Ave. Suite A3, Morro Bay, CA (across from the post office) If you have any questions please do not contact the Chamber of Commerce or the Visitors Center – please call one of the numbers listed below.

NO ENTRY FEE THIS YEAR

Mail Participant Application to: Rotary Club of Morro Bay
PO Box 806, Morro Bay, CA 93443
Contact: Don Doubledee @ 805-801-5911/ dondoubledee@gmail.com or
Morro Bay Harbor Festival @ (805) 772-1155 or
Fax (805) 772-2107
Email: info.mbboatparade@gmail.com

Website: www.morrobayboatparade.com
www.morrobayrotary.org

ASSIGNED BOAT NUMBER _____
(To be assigned by parade committee member only – Cathy Novak)

LIGHTED BOAT PARADE SKIPPER'S INFORMATION

1. Have your boat in the water south of Tidelands Park to be lined up **no later than 6:00 PM**. Parade begins at 6:30 PM.
2. Tune to VHF Channel 6 for parade information and direction. The Harbor Patrol Boat will be in the water assisting boaters. **PLEASE WATCH FOR THEM!**
3. Wait for the parade director to let you know when to start. An announcement will be broadcasted over VHF Channel 6.
4. No open flames or fireworks are allowed on vessel.
5. For the enjoyment of all spectators, make every effort to continue along the parade route to **TARGET ROCK** and then make the turn between Channel Marker 8 and Target Rock (**BE AWARE** that larger boats may need to turn sooner than the smaller boats.) Additionally, we would request that all participants navigate the parade route twice. After the turn at Target Rock, head back to Tidelands Park and make the turn at Tidelands Dock and continue back to Target Rock.
6. For safety reasons, the manual propelled boats must stay as close to the docks as possible. With the combination of lights, noise from engines and people, the larger boats have a tough time seeing the manual propelled boats along the route.
7. Please place your **PARADE NUMBER** visibly on the Starboard Side (right-hand side) of your vessel.
8. No alcohol during the parade.
9. Judging will take place in front of the **LARGE FLAT BED TRUCK** at **TIDELANDS PARK**; boaters are encouraged to complete a full circle at this point. **ONLY ONE, PLEASE!**
10. **NO WAKE!** Speed limit is 5 knots, please.

HIGH TIDE is at 8:06 PM and will be at 2.9; LOW TIDE is at 1:22AM and will be at 1.4. We shouldn't have any problems with the tide, but please be careful as the tide will be changing during the parade.

Last, please return your number after parade to the Morro Bay Harbor Festival office at 895 Napa, Ste. A-3.

Be patient! Navigate slowly and have a great time...



AGENDA NO: C-1

MEETING DATE: December 1, 2016

Staff Report

TO: Harbor Advisory Board

DATE: November 21, 2016

FROM: Eric Endersby, Harbor Director

SUBJECT: Update from the Marine Services Facility/Boatyard Ad-Hoc Committee on Committee's Recent Activities

RECOMMENDATION

Receive and file.

DISCUSSION

The Marine Services Facility/Boatyard Ad-Hoc Committee will be presenting an oral update on their activities, if any. This is a standing committee report agenda item.

Prepared By: EE

Dept. Review: EE



AGENDA NO: C-4

MEETING DATE: December 1, 2016

Staff Report

TO: Harbor Advisory Board

DATE: November 21, 2016

FROM: Eric Endersby, Harbor Director

SUBJECT: Update from the Marine Sanctuaries Ad-Hoc Committee on Committee's Recent Activities

RECOMMENDATION

Receive and file.

DISCUSSION

The Marine Sanctuaries Ad-Hoc Committee will be presenting an oral update on their activities, if any. This is a standing committee report agenda item.

Prepared By: EE

Dept. Review: EE

Morro Bay Working Waterfront Initiative Project Report

Harbor Advisory Board - Working Waterfront Ad Hoc Committee

November 10, 2016

(Nineteen Pages)

Executive Summary

In August 2016, the Morro Bay City Council tasked the Morro Bay Harbor Advisory Board (the “HAB”) to, “. . . begin a “Working Waterfront” policy-making process for Morro Bay”. The HAB in turn created a Working Waterfront Ad-Hoc Committee (Committee) to pursue that task.

Per the relevant City Staff Report in August, the HAB and the Committee were requested to address three Working Waterfront “Work Plan Elements” (WPE) to “. . . guide the process and help achieve the goal”.

The first of those WPE’s (WPE1) was to be addressed by the HAB and the Committee during the first quarter (Q1) of the current City fiscal year – July 2016 through September 2016. WPE1 calls for the HAB and the Committee to, “Research ‘Working Waterfronts’, their designations, guidelines and other information pertinent to Morro Bay for consideration of a Morro Bay policy and possible designation”.

In September 2016, after considerable research into Working Waterfronts in the U.S., as well as research into and consideration of the Working Waterfront concept as it relates to Morro Bay, the Committee reported the following key points, and provided the back-up information that follows these key points:

- Morro Bay as a community emerged in significant part as result of growth occurring around its commercial port, and the businesses and population that supported its commercial port – it’s working waterfront. The history, culture, and community identity of Morro Bay is inextricably linked to the existence of its working waterfront. There is concern both in the community and in City government that Morro Bay’s working waterfront is at risk in terms of conversion, and even disappearance.
- The loss of working waterfronts can negatively impact coastal communities economically (jobs, business, and taxes), as well as culturally and environmentally. For instance, when working waterfront uses are converted to non-working waterfront uses, the loss of water-dependent businesses often has unexpected cumulative negative impacts on the local community, and on surrounding communities. Morro Bay’s working waterfront faces pressures from competing uses, changing regulations, increasing tax burdens, aging infrastructure, coastal hazards, and emerging waterfront uses.
- Competing and/or new uses of Morro Bay’s working waterfront may very well be entirely compatible with some notional long-term plan for Morro Bay, but it is important to recognize that the stock of Morro Bay waterfront property is finite. Maintaining Morro Bay’s overall inventory of working waterfront lands is critical, especially considering the

possible infrastructure needs of emerging waterfront uses such as renewable wind, tide and current energy, or even emerging fisheries, not yet being fully understood. Preservation of Morro Bay's working waterfront, and the associated access to the water, is vitally important to the City, to the community, and to the regional economy.

- Special circumstances apply to Morro Bay's waterfront, in that the navigable waters of Morro Bay, the submerged lands underneath the Bay, and the very waterfront of Morro Bay are all held in trust by the State for the benefit of the public. The public's access rights to these State Tidelands Trust Lands under the State's public trust doctrine makes clear that the public has a right to use those lands and waters for fishing, navigation, commerce and recreation. Conversion of Morro Bay's working waterfront to non-water dependent uses, such as hotels or restaurants, can mean the loss of access to public trust lands and waters. Because the public depends in part upon Morro Bay's working waterfront to access public resources, the City of Morro Bay has an imperative under public trust doctrine to ensure there is enough working waterfront to meet the needs of the public, and its own community.
- The Economic Development Administration, a division of the U.S. Department of Commerce, recognizing the need to collect and synthesize information about the economic impacts and historical trends of working waterfront conversion to non-working waterfront uses, saw to the creation of a subcommittee of the National Working Waterfront Network (NWWN) to pursue a collaborative agreement with the EDA (Proposal to Economic Development Administration, CFDA 11.312) to develop a *Sustainable Working Waterfronts Toolkit*.
- The efforts of coastal communities, States, the Federal government, and the NWWN have identified a number of imperatives and factors that relate to a working waterfront in Morro Bay, and to Morro Bay developing a Working Waterfront policy (refer to **Imperatives and Factors Relevant to Morro Bay Developing a Working Waterfront Policy** below).
- The *Sustainable Working Waterfronts Toolkit (Toolkit)* noted above provides a useful template for identifying key elements to the development of a Working Waterfront policy. For instance, the *Toolkit* identifies five principal themes that can be applied to the process of Morro Bay creating its own Working Waterfront policy: Trends; Economics; Financing; Law and Policy; and Tools in Action (refer to **Initial Steps to Creating a Morro Bay Working Waterfront Policy** below).

Presently in the U.S. there does not appear to be a clear definition of "Working Waterfront". Various communities and States have developed definitions tailored to their particular circumstances and needs. For instance, the State of Maine's legislated definition of Working Waterfront focuses on protecting access by the State's commercial fisheries to waterfront facilities; while the State of Florida's legislated definition of Working Waterfront addresses "recreational and commercial working waterfront," including boatyards, marinas, and, since 2006, resort hotels. (refer to **Defining Working Waterfronts** below).

Concerning what portion of Morro Bay's waterfront should be considered as "working waterfront", on October 6, 2016 the HAB approved the following motion:

Recommend to the City Council that in order to ensure a vibrant waterfront, the City of Morro

Bay self-designate a working waterfront area from Morro Rock to the State Park Marina, with follow-on policies, perhaps zoning, and other land and water use implementation strategies and/or measures.

In its research and deliberations into the concept of Morro Bay's working waterfront, the HAB clearly determined that such concept must be integrated into the City's General Plan, Local Coastal Plan, and Waterfront Master Plan. Further, such integration must include the City's Measure D. Additionally, development of a Morro Bay working waterfront policy should take place in light of waterfront related business and land use projects that are underway, or are being contemplated.

Background

Morro Bay as a community emerged in significant part as result of growth occurring around its commercial port, and the businesses and population that supported its commercial port – its working waterfront. The history, culture, and community identity of Morro Bay is inextricably linked to the existence of its working waterfront. There is concern both in the community and in City government that Morro Bay's working waterfront is at risk in terms of conversion, and even disappearance. For instance, when working waterfront uses are converted to non-working waterfront uses, the loss of water-dependent businesses often has unexpected cumulative negative impacts on the local community, and on surrounding communities. The loss of working waterfronts can negatively impact coastal communities economically (jobs, business, and taxes), as well as culturally, and environmentally.

Morro Bay's working waterfront faces pressures from competing uses, changing regulations, increasing tax burdens, aging infrastructure, coastal hazards, and emerging waterfront uses. Changes to the physical environment, such as climate change impacts and other environmental forces, also affect both the shorelines that facilitate access to and from the waters of Morro Bay, and the adjacent waters upon which commercial fishing, maritime trade, and recreational tourism activities are conducted. For all these reasons, preservation of Morro Bay's working waterfront, and the associated access to the water, is vitally important.

The Federal government, States, and coastal communities have recognized that efforts to preserve a particular working waterfront from the threat of conversion to non-working waterfront use often occur in a piecemeal fashion, and on a parcel-by-parcel basis. In many cases, the rate of working waterfront loss and conversion to non-working waterfront outpaces community action to prevent it. In order for Morro Bay's working waterfront to remain economically vibrant, Morro Bay needs to consider implanting formal planning measures to withstand changing demands on the waterfront, and develop creative solutions to maintain water access for businesses and other users.

Based on feedback from nationwide working waterfront efforts, including the National Working Waterfront Network (NWWN), it became clear that creation of a "central clearinghouse" was necessary to help communities and organizations find information on the tools available to address the issues of Working Waterfronts. The Economic Development Administration, a division of the U.S. Department of Commerce, recognized the need to collect and synthesize information about

the economic impacts and historical trends of working waterfront conversion to non-working waterfront uses. Additionally, it saw the benefit of providing resources related to the challenges and opportunities for preserving working waterfronts and waterways as key economic drivers in communities. In order to fulfill this objective, a subcommittee of the NWWN was formed to pursue a collaborative agreement with the EDA (Proposal to Economic Development Administration, CFDA 11.312) to develop a *Sustainable Working Waterfronts Toolkit*.

That project identified three key findings which have relevance to Morro Bay's efforts relative to a Working Waterfront policy-making process:

- Working waterfronts are economically and culturally important;
- Working waterfronts are changing and the threats facing them are also changing; and
- Working waterfronts are difficult to define and measure.

Defining Working Waterfronts

Based on widely varied stakeholder needs and interests across the country, the concept of “*working waterfront*” has numerous, distinctly different definitions. For example, the Federal Government's approach, the State of Maine's definition, and the State of Florida's definition, are recounted below.

Federal Working Waterfront Acts:

Compare the *Federal Working Waterfront Preservation Act of 2005*, introduced by Maine Senator Susan Collins, with the *Keep America's Waterfront Working Act of 2009*, introduced by Maine Representative Chellie Pingree. According to Collins's bill: “A working waterfront area is defined as ‘land that is used for or that supports commercial fishing or the aquaculture industry.’” S. 1723, 109th Cong. (Sept. 19, 2005); see also Josh Clemons, Stephanie Showalter, & Jason Savarese, National Sea Grant Law Center, *Working Waterfronts in Alabama and Mississippi* (April 2006). This definition did not change when Senator Collins reintroduced a modified version of the bill in 2009. S. 533, 111th Cong. (March 5, 2009).

Representative Pingree's bill defines water-dependent commercial activities to include “commercial fishing, recreational fishing, tourism, aquaculture, boatbuilding, transportation,” as well as, somewhat ambiguously, “many other water-dependent businesses.” H.R. 2548, 111th Cong. (May 21, 2009).

The State of Maine:

Application: Current Use Taxation

Under Maine's current use taxation policy, “Working waterfront land means a parcel of land, or a portion thereof, abutting water to the head of tide or land located in the intertidal zone that is used primarily or used predominantly to provide access to or support the conduct of commercial fishing activities.” 36 M.R.S. § 1132. The statute further describes the phrase “support the conduct of

commercial fishing activities” and specifies that “predominantly” means more than 90% of the land is used for commercial fishing activity, while “primarily” means more than 50%, and the rate of reduction on the tax valuation varies accordingly.

Working Waterfront Access Pilot Program

In 2005 Maine approved statute *LD 1930 An Act Regarding Working Waterfront Covenants* under the *Land For Maine's Future Program*, which defined and described the legal basis for a Working Waterfront Covenant, thereby giving legal authority to a method for preserving working waterfront land in perpetuity. The working waterfront covenant is a legally binding deed restriction held by the Department of Marine Resources.

The covenant protects all current and future fisheries related uses of the land by prohibiting all conflicting non-fisheries activities (i.e. condos, marinas, restaurants). The covenant does allow a degree of mixed uses that are compatible with the primary fisheries use and provides the property owner with the flexibility to manage the property as needed to remain financially viable. The property owner also retains all other rights of ownership; that is, they are free to sell or lease. If and when the property owner chooses to sell the property, the State has a "right of first refusal" to assure that the land will be valued at its working waterfront value and thus remain affordable to those who would purchase it with the intent to continue commercial fishing activities.

Though still tied to fisheries, the broader definition adopted by Maine’s Working Waterfront Access Pilot Program encompasses properties fitting one or more of the following criteria:

- Active working waterfront which is strategically significant to the local, regional and state fisheries related economy;
- Currently located and developed to fully support commercial fishing activities; providing key supports such as all tide access, fuel, bait, sales, and/or adequate parking;
- Under current and emerging threat by development and changing population dynamics of conversion to uses incompatible with commercial fishing activities;
- In a community with a clear desire to maintain and support their commercial fishing enterprises as evidenced by zoning, comprehensive plans, etc, and;
- A critical part of the local fishing infrastructure and provides key access for the area.

Application: Department of Environmental Protection

By contrast, Maine’s Department of Environmental Protection more inclusively refers to “functionally water-dependent uses,” defined as those uses that require, for their primary purpose, location on submerged lands or that require direct access to, or location in, coastal or inland waters and that cannot be located away from these waters. The uses include, but are not limited to commercial and recreational fishing and boating facilities, excluding recreational boat storage buildings, finfish and shellfish processing, fish storage and retail and wholesale fish marketing facilities, waterfront dock and port facilities, shipyards and boat building facilities, marinas, navigation aids, basins and channels, retaining walls, industrial uses dependent upon water-borne transportation or requiring large volumes of cooling or processing water that cannot reasonably be

located or operated at an inland site, and uses that primarily provide general public access to coastal or inland waters. (Dept. of Env'tl. Protec. 06-096 CMR Ch. 10)

Florida:

Application: Working Waterfront Protection Act

Florida's Working Waterfront Protection Act has adopted a broader definition that describes and protects "recreational and commercial working waterfront," which includes boatyards, marinas, and, since 2006, resort hotels in its definition of working waterfront. Fla. Const. art. VII (amended 2008); Fla. Stat. § 342.201 (2009).

In Florida's Act, the term "recreational and commercial working waterfront" means a parcel or parcels of real property that provide access for water-dependent commercial activities, including hotels and motels...or provide access for the public to the navigable waters of the state. Recreational and commercial working waterfronts require direct access to or a location on, over, or adjacent to a navigable body of water. The term includes water-dependent facilities that are open to the public and offer public access by vessels to the waters of the state or that are support facilities for recreational, commercial, research, or governmental vessels. These facilities include public lodging establishments, docks, wharfs, lifts, wet and dry marinas, boat ramps, boat hauling and repair facilities, commercial fishing facilities, boat construction facilities, and other support structures over the water. Fla. Stat. § 342.07 (2009).

Studies and programs to define the concept of a Working Waterfront, and apply that definition to local policy and local initiative, have also been undertaken by the following:

- North Carolina Working Waterfront Sea Grant Study – 2007
- Portland, OR Working Waterfront Study – 2013
- Working Waterfront Initiative Summary Report for the Town of Bowers Beach, DE – 2013
- Maine's Working Waterfront Coalition Strategic Plan 2008-2010
- Sustainable Working Waterfronts Toolkit Project Report – 2013

The "Toolkit" project was developed by: Island Institute; Marine Sea Grant; National Sea Grant Law Center; Coastal Enterprises, Inc.; Florida Sea Grant; Virginia Sea Grant; and the Urban Harbors Institute at University of Mass. Boston – March 2013

The "Toolkit" project issued a report prepared by the EDA Project Team as part of the Sustainable Working Waterfronts Toolkit project, funded under Investment Number 99-07-13873 from the U.S. Commerce Department's Economic Development Administration.

Imperatives and Factors Relevant to Morro Bay Developing a Working Waterfront Policy

The efforts of coastal communities, States, the Federal government, and the NWWN have identified a number of imperatives and factors that relate to a working waterfront in Morro Bay - and to Morro Bay developing a Working Waterfront policy. Below is a compilation of those imperatives and factors:

- **Working waterfronts are economically and culturally important**

Morro Bay's working waterfront is important both economically and culturally. Morro Bay's working waterfront provides a place for water-dependent businesses to be located – businesses that create and support jobs. There are strong economic and cultural connections between Morro Bay's working waterfront, the community of Morro Bay, and the region. Morro Bay's working waterfront is a key factor and a major contributor to the character of Morro Bay - a character that is highly valued by both residents and visitors.

- **Working waterfronts are inherently tied to their geography and natural resources.**

Morro Bay's working waterfront exists in very specific and very special location, and is imbedded in the historical context of the community and the City of Morro Bay. Should Morro Bay's uniquely located working waterfront be lost, a key component of the community's identity would be lost, as well as the dependent businesses and working waterfront related activities, and the jobs and tourism they represent.

- **Working waterfront lands and/or infrastructure facilitate important access to public resources.**

Morro Bay's working waterfront, both the land itself and the physical infrastructure on that land, facilitates access to navigable waters, natural resources, and a highly desirable local environment. To ensure a vibrant working waterfront, the waterfront land and the physical infrastructure must be protected. For example, docks, wharfs, piers, and moorings are critical infrastructure components that provide for access to public resources, and require protection and maintenance.

Working waterfronts are owned and managed in various ways, which impacts how they facilitate access to public resources. They may be publicly owned and managed, publicly owned but managed by a private entity, or they may be privately owned. The variations in ownership can make it challenging for governmental entities to address infrastructure needs. Although public and quasi-public working waterfronts can be regulated directly, private working waterfronts can only be indirectly regulated through land use, tax, and other policies.

Pursuant to the public trust doctrine (a common law legal doctrine recognized by the State of California), the navigable waters of Morro Bay, the submerged lands underneath the

Bay, and the very waterfront of Morro Bay are all held in trust by the State for the benefit of the public. The public's access rights under the State's public trust doctrine makes clear that the public has a right to use Morro Bay public trust lands and waters for fishing, navigation, commerce and recreation. Conversion of Morro Bay's working waterfront to non-water dependent uses, such as hotels or restaurants, can mean the loss of access to public trust lands and waters. Because the public depends in part upon Morro Bay's working waterfront to access public resources, the City of Morro Bay has an imperative to ensure there is enough working waterfront to meet the needs of the public, and its own community.

- **Once working waterfront land is converted to other uses, it is likely lost forever as a working waterfront.**

Morro Bay's existing working waterfront facilities and sites are invaluable assets. Given the extremely high replacement costs of acquiring waterfront property, constructing new infrastructure, and the need to comply with limitations imposed by State land trust laws and regulations, as well as environmental laws and regulations protecting coastal resources, existing working waterfronts are of inestimable value.

Should existing Morro Bay working waterfront sites be converted to non-water-dependent uses, the future opportunities for water-dependent working waterfront activities in Morro Bay would be severely diminished. After a working waterfront has been converted to another use, be it a hotel, restaurant, or any other use, chances are extremely slim that it will be converted back to a waterfront that supports water-related industry and commerce.

The new use may very well be entirely compatible with some notional long-term plan for Morro Bay, but it is important to recognize that the stock of Morro Bay waterfront property is finite. Maintaining Morro Bay's overall inventory of working waterfront lands is critical, especially considering the possible infrastructure needs of emerging waterfront uses such as renewable wind, tide and current energy, or even emerging fisheries, not yet being fully understood.

- **Working waterfronts are changing, as well as the threats facing them.**

Working waterfronts are reportedly impacted by various external factors. These factors, whether they are environmental (sea level rise), economic forces (real estate markets), or social (increasing populations), all exert great pressure on working waterfronts. Morro Bay has its own unique set of change forces impacting its working waterfront. It is significant to note that in other communities, and particularly by region of the country, these forces have reportedly been found to be of a nature and magnitude that community-level planning often cannot control or even anticipate. Study indicates that in many cases, these forces change over time, and a particular driver of change in one locale can strengthen even as it is waning in another locale. Significantly, many of the forces affecting working waterfronts are only beginning in recent years to be understood, with the result that working waterfront

decline is sometimes well underway, and perhaps irreversible, before communities have had a chance to understand the ramifications of that loss, let alone prepare for it or try to prevent it.

- **Working waterfronts are often affected by external environmental, economic, and social forces; forces that communities cannot always control or anticipate.**

Drivers of change potentially affecting Morro Bay's working waterfront include broad societal trends. For example, for a number of years Morro Bay has attracted a disproportionate number of people for its physical size and historic zoning, escalating the demand for land for residential/vacation housing, and related commercial development. The increase in demand for coastal real estate and the resulting increase in land values, puts economic pressure on existing traditional working waterfront activities that occupy desirable waterfront locations in Morro Bay. Working waterfront businesses may have difficulty competing with a full range of alternative land uses, many of which potentially provide higher economic returns. However, as mentioned in bullet points above, the economic value of Morro Bay's working waterfront to the community of Morro Bay, as well as to other local communities and to the region, can be counted in terms beyond real estate value.

Other drivers of change can be demand for various marine-related industries, whether brought about by natural resource depletion, technological advances, globalization, shifting demographics, consumer preferences, or competition. These changes may result in less activity at a particular working waterfront location, and increased pressure to convert to other uses. As these businesses grow, decline, consolidate or shift locations, the underlying working waterfront in Morro Bay may have a hard time adapting without well informed and enlightened policy.

- **External forces are changing and these changes vary across regions, making it hard for communities to identify solutions to the problems facing their working waterfronts.**

External forces are in a constant state of flux, and to further complicate matters, they frequently combine with each other. For instance, increasing regulation in the fishing industry, exacerbated by the desire of environmental groups to potentially increase regulation through a local National Marine Sanctuary, impacts the viability of Morro Bay's fishing fleet, as well as impacting the physical well-being of the fleet itself in terms of available funds for maintenance.

External forces, however, can also present opportunities for Morro Bay's working waterfront. The increasing demand for renewable energy, for example, has opened the door for offshore wind and tidal energy, both of which would be reliant on safe and efficient access to the water. The infrastructure needed for these emerging waterfront industries has the potential for funneling new jobs into Morro Bay's waterfront economy.

- **Working waterfronts are difficult to define and measure, and thus protect.**

Reportedly, adequate systems to accurately measure multi-scale and multi-dimensional economic and societal impacts on Morro Bay’s working waterfront may not exist, making it challenging to develop effective policies to help Morro Bay’s working waterfront thrive. Available information appears to be scattered among numerous agencies, associations, and organizations. It therefore becomes incumbent upon Morro Bay itself to assess and develop the economic and societal information necessary to developing a well-conceived Morro Bay Working Waterfront policy.

- **The lack of mechanisms for measuring the societal and cultural value – as opposed to economic value - of working waterfronts renders them susceptible to conversion.**

Per considerable study, much of the value that working waterfronts and their water-dependent businesses bring to coastal communities is less tangible than monetary contributions. It is not just about economics. In the case of Morro Bay, this societal value has much to do with cultural significance and the character of the community. For example, converting some or all of Morro Bay’s working waterfront to non-water dependent uses would dramatically alter the very character of Morro Bay.

Because of the apparent dearth of available mechanisms to measure the impact of societal value-loss resulting from converting Morro Bay’s working waterfront properties to non-water dependent uses, Morro Bay will need to independently determine the value of the working waterfront to its community. The 2016 Morro Bay National Citizen Survey “*Community Livability Report*” provides guidance on this issue. While new, non-water dependent uses of Morro Bay’s working waterfront might mean increased tax income for the City, or might result in businesses that are more lucrative than those they replace, the traditional role that Morro Bay’s working waterfront plays in the overall viability and the vitality of the City might be significantly impacted negatively.

- **The elusive definition of small-scale water-dependent industries results in a lack of dedicated funding or protective measures (i.e., it is hard to protect what you struggle to define).**

Per considerable study during the past decade, how working waterfronts are defined in law, in policy, and in funding programs can make a difference in whether a waterfront stays working. Clear definitions of water-dependent uses are apparently necessary to guide planning, permitting, and funding decisions.

Relevant definitions of water-dependent use and other similar terms can reportedly sometimes be found in state coastal management programs, local comprehensive plans, or local harbor management plans. Reportedly, many state water-dependency definitions are similar, as detailed in the project report “Working Waterfronts and the CZMA: Defining Water-dependent Use,” - because the federal Coastal Zone Management Act requires

States to give priority consideration to “coastal-dependent uses”, which most States refer to as “water-dependent uses.” Local governments interested in protecting working waterfronts and water-dependent uses can incorporate similar definitions and requirements into local land use plans and zoning ordinances. However, Morro Bay’s working waterfront definition terminology and scope is dependent on the determined needs and priorities of Morro Bay, including imperatives of the State Trust Lands.

Therefore, an action item relative to Morro Bay developing a Working Waterfront policy is to review and assess various State and local water-dependency definitions.

It is important to note that different jurisdictions may seek to define water-dependency based on how they wish their waterfront property to be used. For example, Florida’s decision to include hotels and motels in their definition of “working waterfront” was controversial since these are not traditional water-dependent uses, i.e. uses that need to be physically located on the water to survive. Alternatively, Maine’s definition of “working waterfront” focused on fisheries-dependent uses, and the economic and tax related imperatives of sustaining its fishing industry.

- **Working waterfront issues fall under the jurisdiction of many federal and state agencies, and there is no coordinated working waterfronts policy.**

When the *Sustainable Working Waterfronts Toolkit* was published in March of 2013, it stated there were very few national level programs specifically designed to address the nation’s working waterfronts. It further stated that although many agencies address aspects of working waterfronts that touch on their areas, such as economic development or access to fisheries, these efforts are not coordinated on the national level.

Reportedly, the Coastal Zone Management Act’s requirement that States give priority consideration to “coastal-dependent uses” is a national planning mandate, but State coastal management programs reportedly have significant flexibility in implementing this mandate, and the protections afforded working waterfronts reportedly vary considerably from State to State. The “Keep America’s Waterfronts Working Act” of 2011 (H.R. 3109), introduced in the 112th Congress by Representative Chellie Pingree (D-ME), sought to address this lack of Federal attention by authorizing the National Oceanic and Atmospheric Administration to establish a Working Waterfront Grant Program. As introduced, States with approved working waterfronts plans would be eligible to compete, through established mechanisms under the Coastal Zone Management Act, for grants to “preserve and expand access to coastal waters for persons engaged in commercial fishing, recreational fishing businesses, aquaculture, boatbuilding, or other water- dependent coastal-related business.”

Whether the State of California does or does not have programs targeted on working waterfronts, and/or the drivers of change impacting or potentially impacting working waterfronts, is not at this time known to the Ad Hoc Committee. This is a matter for research by the City of Morro Bay.

City of Morro Bay Measure D

Any consideration of a working waterfront in Morro Bay must incorporate the City’s Measure D, which was passed by voters in 1981, and states:

“The City shall not grant any permit, authorization or other approval of any state owned tidelands subject to city lease between Beach Street and Target Rock, unless such development or use is primarily for the purpose of serving or facilitating licensed commercial fishing activities or noncommercial recreational fishing activities, or is clearly incidental thereto. For purposes of illustration only, and not by way of limitation, no approval shall be granted for any new passenger-for-hire boats or supporting facilities, or for any new restaurant, café, gift shop or other retail establishments serving the general public, and any existing such uses shall hereafter be considered nonconforming and shall not be expanded or enlarged.”

Initial Steps to Creating a Morro Bay Working Waterfront Policy

The *Sustainable Working Waterfronts Toolkit* (*Toolkit*) noted above provides a useful template for identifying key elements to the development of a Working Waterfront policy. For instance, the *Toolkit* identifies five principal themes that can be applied to the process of Morro Bay creating its own Working Waterfront policy:

- Trends
- Economics
- Financing
- Law and Policy
- Tools in Action.

Historic, Current, and Future Trends

Historic trends would explore the history and evolution of Morro Bay’s working waterfront, the drivers of change to its working waterfront, the current status of key waterfront industry and business, and the history of the public access component. For instance, what role has Morro Bay’s working waterfront played in the creation, growth, and prosperity of the Morro Bay community? Current trends would focus on possible significant factors that could affect Morro Bay’s waterfront in the future. What forces might be at work that could alter the community’s goals, assets, and opportunities around Morro Bay’s working waterfront – be those forces demographic, economic, environmental, regulatory, and/or technical?

In considering both current and future trends, focus needs to be placed on key water-dependent industries such as marine construction, living marine resources and the marine environment, onshore and offshore energy production, marine service facilities, coastal tourism and recreation, marine transportation, and the like. These waterfront interests, businesses and industries are important not only for their economic contribution, but also for their cultural and societal impact

on Morro Bay.

Consideration of potential future trends could include successes and failures in the commercial fishing industry resulting from regulatory and environmental factors; impacts of climate change, including sea level rise; increases in recreational boating and the tourism-based economy; and potential growth of the renewable energy industry.

Economics

In the economics element, consideration needs to be given to quantifying, to the greatest degree possible, the present financial contribution to Morro Bay, as well as the potential future contribution to Morro Bay economics, of: harboring vessels; marine service facilities; marine construction; coastal tourism and recreation; marine living resources and the marine environment; the commercial fishing industry; onshore and offshore energy production; marine transportation; etc.

Financing

The Financing element focuses on identifying economic resources that may be available to support a Working Waterfront in Morro Bay. Such resources include, but are not limited to: local taxation; State resources, Federal resources, foundations, etc. For instance, State resources are reported to include working waterfront funding mechanisms for thirty coastal states, and Federal resources are reported to include a compilation of federal programs and independent sources with national scope that qualify to be used on working waterfront issues. Additionally, there are reportedly philanthropic foundations that have either funded working waterfront projects or have focused on the economic aspects of coastal communities.

Law and Policy

Reportedly, with the exception of a few States such as Maine and Florida, working waterfronts have not been a primary focus for policymakers, and very few legal tools and policy approaches have reportedly been developed specifically with working waterfronts in mind. There reportedly are, however, tools available to help formulate working waterfront policy in the context of Morro Bay. These tools include: information on how local policymakers can apply water-dependent use definitions; addressing land use and tax policy; considerations of historic preservation laws; and addressing land conservation and acquisition programs relative to a Morro Bay working waterfront. Key components of Morro Bay developing a Working Waterfront policy include identifying existing policy-making tools, assessing those tools for relevance and sufficiency, developing and/or accessing additional tools as may be needed, and then developing and executing a policy-making plan utilizing appropriate tools.

Tools in Action

This theme item from the *Toolkit* relates to Morro Bay utilizing Working Waterfront policy-making models from other locales and jurisdictions, and studying how they addressed and resolved

their working waterfront issues. The *Toolkit* and other resources provide policy-making model information in a variety of forms, including case studies. These case studies demonstrate the implementation of a variety of tools; contain direct links to other sections of the *Toolkit* to provide more detailed information; highlight transferability, best practices, issues and challenges; and include local contacts and additional resources.

Per the *Toolkit*, working waterfront preservation efforts in other communities have been advanced by the use of existing resources and “how-to” guides, or, in some cases, new resources may have been developed to meet a specific community-based need. The *Implementation Resources* section of the *Toolkit* website compiles key resources related to working waterfront case studies, in order to provide guidance to those seeking to launch new initiatives.

An additional action of this theme item would be for the City of Morro Bay to research whether the State of California does or does not have programs targeted on working waterfronts, and/or the drivers of change impacting or potentially impacting working waterfronts.

Tools for Implementing a Working Waterfront Initiative

The *Sustainable Working Waterfronts Toolkit* contains a significant number of “tools” specifically created with working waterfronts in mind. Taken directly from the *Toolkit*, “Tables” of these tools are included below. It is incumbent upon Morro Bay, in its Working Waterfront policy development, to assess this information, and determine which is of value and utility to the work. Having done so, it is also incumbent upon Morro Bay to develop and apply any other tools necessary to the development of a well-conceived Work Waterfront policy.

Table 1. Working Waterfront Tools

Category	Tools
Policy and Regulation	Building Code; Coastal Zone Management Program; Design Standards; Exaction; Historic Preservation; Litigation; Moratorium; No Net Loss Policy; Police Power; Public Trust Doctrine; Real Estate Disclosure; Special Purpose Political Subdivision; User Fee; Visual Access
Financing	Appropriation, Bond Financing, Dedicated Revenue, Economic Development Entity, Foundation, Grant, Loan, Loan Guarantee Subsidy, Tax Increment Financing, Trade Association
Planning	Action Planning, Business Recruitment Plan, Comprehensive Plan, Disaster Recovery Planning, Growth Management, Harbor Management Plans, Historic Resources Survey, Land Use Planning, Marine Spatial Planning, Six Hats Exercise, Smart Growth, Special Area Management Plan, SWOT Analysis; Waterfront Master Plan
Zoning	Contract Zoning, Form-based Code, Impact Fees, Incentive Zoning, Overlay Zoning, Private Zoning, Shoreland Zoning, Water Dependent Use, Water Dependent Use Zoning, Zoning, Zoning Ordinance
Taxation	Ad Valorem Tax, Current Use Taxation, Excise Tax, Income Tax, Property Tax, Real Estate Transfer Tax, Sales Tax; Special Assessment, Special Taxing Districts Tax, Tax Abatement/Deferral, Tax Incentives
Community/Stakeholder Engagement	Branding, Coalition, Conflict Resolution, Focus Group, Initiative, Partnerships, Stakeholder Analysis, Technical Assistance, Visioning Exercise

Mapping, Inventory, Study	Build Out Analysis, Coastal Access Site Inventory, Community Assets, Mapping/Inventory, Economic Analysis/Assessment, Force Field Analysis, Legal Tools Inventory, Legislative Task Force, Marketing Study, Natural Resource Inventory, Needs Assessment Repository, Visual Preference Survey, Working Waterfront Inventory
Land Conservation, Transfer, Acquisition	Acquisition; Compensation, Conservation Easement, Conveyance, Covenant, Deed Restriction, Easement, Eminent Domain, Land Bank, Land Trust, Lease, Liability Waiver, Purchase of Development Rights, Right-of-Way, Transferable Development Rights, Transferable Slip Rights, Working Waterfront Conservancy
Private Agreements	Consideration, Contracting for Access, Installment Contract, Lease-Option Contract, Private Use Agreements, Use Permitting

A. Decision and Policymakers

Individuals responsible for formulating policies or making official decisions at the local, state, and federal government level, referred to collectively as “Decision and Policymakers,” have the widest range of tools available to them to address critical working waterfront infrastructure needs. Decision and Policymakers have the legal authority to implement sustainable working waterfront policies through laws, regulations, and government programs. The list below illustrates how Decision and Policymakers can utilize the various categories of tools to achieve working waterfront objectives.

Table 2: Working Waterfront Tools for Decision and Policymakers

Category	Tools
Policy and Regulation	Decision and Policymakers may adopt formal policies or regulations to address discrete working waterfront issues. Building and development codes, for example, may impose water-dependent use requirements. Permitting programs can be designed to require consideration and mitigation of the impact of a working waterfront conversion on water-dependent business or uses.
Financing	Many states have created special funding programs to preserve working waterfront access. Money for such programs can come from a variety of sources, including grants, general fund revenue, and the issuance of state and municipal bonds. Indirectly, taxes can also be used by a government entity as a means of raising funds the public can invest in the acquisition of public access or working waterfronts. A land gains tax, real estate transfer tax, impact fees, or tax increment financing can all be explored for these purposes.
Planning	Local governments can use comprehensive plans, including waterfront master plans, harbor management plans, and special area management plans, to incorporate provisions to preserve and plan for the needs of working waterfronts.
Zoning	Zoning may be used to help fully realize any working waterfront goals, especially if those goals have been clearly articulated in local comprehensive plans. For example, zoning may help ensure that water-dependent uses, such as marinas, maintain priority and that other authorized uses, such as commercial spaces, are compatible. For example, Portland, Maine has worked hard to preserve its working waterfronts through zoning that ensures compatibility of uses located on the piers and the city waterfront, while being sensitive to the long-term operation and maintenance needs of pier owners as fishing in the Gulf of Maine has declined. (www.wateraccessus.case_study.cfm?ID=32)

Taxation	Impacts of high waterfront taxes can be mitigated through changes in tax policy that provide incentives for maintaining working waterfront access or protection. For example, a change in tax policy to an ad valorem, or “current use,” tax that assesses working waterfront property based on the value of land as it is currently being used can help communities retain water-dependent business that may be struggling to pay property taxes assessed on the fair market value or “highest and best use” of the property.
Community/Stakeholder Engagement	Working waterfront stakeholders in any given community are those who are most affected by changes to the waterfront. As such, their engagement and participation is critical in visioning, planning, and implementing actions along the waterfront. Without the stakeholders at the table, initiatives are much less likely to succeed. The Middle Peninsula Planning District Commission in Virginia, for example, established the York River Use Conflict Committee to gain a better understanding of existing uses and conflicts along the York River and inform the development of policy recommendations.
Category	Tools
	www.wateraccessus/case_study.cfm?ID=38
Mapping, Inventory, Study	To clearly delineate their programs and policies, Decision and Policymakers must gather information about their working waterfronts. North Carolina and Alabama, for example, established legislative study committees in response to public concerns regarding loss of traditional working waterfronts. Maine and other states have inventoried and mapped working waterfront land (including ownership patterns), providing for the first time a comprehensive understanding of the status of working waterfront access and a baseline for tracking change.
Land Conservation, Transfer, Acquisition	Sometimes the most effective means of protecting or enhancing a working waterfront is to buy the property. A local government, for instance, may choose to purchase a dock or marina to ensure continued public use and access. Private owners, nonprofit organizations, and government agencies can form public/private partnerships to pursue the purchase and acquisition of working waterfront property and interests.
Private Agreements	Although a government decision-making body cannot require private entities to enter into contracts, policy can be crafted providing incentives for agreements that support working waterfronts. These can be implemented through other tools identified above, such as zoning. Additionally, local and state governments also own working waterfront infrastructure and can enter into private agreements like any other private land owner.

A. Waterfront Landowners

Waterfront landowners fall into two categories: (1) those that personally use their property to access the water for business or recreation; and (2) those that provide access to other water-dependent businesses or users. Given the high cost of waterfront land and rising property taxes, most private waterfront landowners are under tremendous pressure to either sell or convert their property to facilitate seemingly more lucrative and different uses. However, waterfront landowners around the country are taking advantage of a variety of tools to preserve working waterfronts. In addition, waterfront landowners can encourage local, state, and federal governments to address working waterfront issues through legislative study committees, comprehensive planning, and funding programs.

Table 3: Working Waterfront Tools for Waterfront Landowners

Category	Tools
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Policy and Regulation	Although waterfront landowners do not have the authority to enact laws, regulations, or policies, they are key stakeholders directly impacted by such enactments. As such, they are in a position to influence the decision and policymaking process. The public support of waterfront landowners is often essential to securing the passage of legislation to provide incentives to maintain the working status of waterfront lands.
Financing	Waterfront landowners can take advantage of grant programs and loan funds dedicated to preserving their lands as working waterfronts, or for specific waterfront uses, such as commercial fisheries.
Planning	Planning processes are dependent on the input of stakeholders and waterfront landowners, who have an important stake in the outcome of comprehensive plans, harbor management plans, marine spatial plans, and other plans. Although decision-making
Category	Tools
	authority resides with governmental bodies, waterfront landowners can raise issues of concern and offer potential solutions by actively participating in planning processes.
Zoning	The ability of waterfront landowners to adapt to changing conditions is often constrained by zoning laws. Some constraints, such as water-dependent use requirements, might be viewed as positive from a working waterfront perspective. Other constraints can work at cross-purposes with working waterfront initiatives, for example, when property is zoned residential and commercial activities are considered non-conforming uses. Although decision-making authority rests with governmental entities, working waterfront landowners can seek changes in zoning laws that negatively impact their ability to maintain their businesses. For example, waterfront, marine use, and other forms of zoning have been used in many communities to ensure that certain sections of a community are specifically identified as working waterfront areas. This approach encourages new waterfront landowners to locate their water-dependent businesses in appropriate districts, and protects existing businesses from conversion.
Taxation	Waterfront landowners may be able to reduce their tax burden by allowing access (working waterfront and otherwise) to their land. Tax incentives may include income tax deductions, reduced property taxes, reduced estate taxes, avoidance of capital gains taxes, and gained investment interest. In some states, incentives might also include a current use taxation structure for open space, or for working waterfronts that provide access for commercial fishing activities. Landowners also stand to gain income and receive tax reductions when land trusts or public entities purchase easements on their lands (such as if a land trust or other entity purchases a parcel's working waterfront access rights from a landowner). Tax incentives may also be available to help waterfront landowners cope with rising property values.
Community/Stakeholder Engagement	Waterfront landowners are critical stakeholders in discussions related to the protection of working waterfronts, including planning efforts, zoning decisions, mapping and inventory efforts, and other projects. Decisions made as a result of these discussions can affect property values and tax rates, the viability of business, traditional way of life, and other high-stakes issues. Waterfront landowners should be encouraged to actively engage in the policy process.
Mapping, Inventory, Study	Although private waterfront landowners generally do not conduct mapping inventories or studies of waterfront property, they and their property feature prominently on maps and in studies. Having an understanding of the scale of private waterfront ownership in a region gives owners clout, and helps municipalities plan for potential conversions. Waterfront landowners can therefore benefit from actively participating and cooperating in data collection efforts.

Land Conservation, Transfer, Acquisition	Waterfront landowners can place easements on their land that provide for working waterfront access; they can transfer access rights to specific user groups; or they can engage in acquisition of new lands, specifically for working waterfront uses. Waterfront landowners and developers can utilize financial incentives built into permitting programs that transfer access rights to users or other waterfront developments. In some states, like Maine, landowners have used conservation easements to maintain docks and prevent conversion to non-water-dependent uses.
Private Agreements	Private waterfront landowners can enter into various kinds of agreements with water-dependent users to provide access. Through such agreements users secure rights of access, while the landowner gains some kind of benefit or compensation. These arrangements can take the form of informal agreements, (e.g., when a clammer is granted a verbal agreement by a waterfront landowner to cross private land to access clam flats), or through written contracts, (e.g., where the agreement is stipulated in a lease). The landowner may receive a financial benefit or simply enjoy a feeling of goodwill.

B. Waterfront Users

Many who rely on access to working waterfronts for their livelihood or other activities do not have a guaranteed right to that access. Working waterfronts can be publicly owned, managed by a quasi-public entity like a port authority, or privately owned. Competing, and at times conflicting, demands on waterfront space can result in the loss of access for traditional waterfront activities and water-dependent uses. Loss of access frequently impacts the user more than the landowner. Lacking ownership interest in their working waterfront and the direct ability to make laws, change zoning, or other regulatory decisions means that waterfront users have the fewest tools at their disposal. However, they are often key partners in the implementation of working waterfront initiatives. Displacement of waterfront users is frequently the catalyst for communities to come together and figure out how to protect land usage and access.

Table 4: Working Waterfront Tools for Waterfront Users

Category	Tools
Policy and Regulation	Working waterfront users can have considerable influence on local and state policies and regulations like tax or policy incentives for waterfront landowners that grant preferences to working waterfronts. In addition, many waterfront users are businesses that require access to the water, and often make important contributions to the local economy and character of coastal communities.
Financing	For many users of working waterfront infrastructure, tools for financing capital improvements or ongoing operations and maintenance costs are not directly applicable. Users, for instance, cannot get a loan or a grant to make an investment on somebody else's property. Working waterfront users, however, frequently help finance the ongoing viability of the infrastructure they use through the payments of taxes, fees, and rent. By entering into leases or other business arrangements, waterfront users may be able to help provide the financing needed to keep the infrastructure operational. In addition, many public financing programs require a commitment from the waterfront landowner to support water-dependent uses for a specific period of time. Users may also influence the funding for public financing through the provision of stakeholder input, or by advocating for a specific appropriation, bond financing, or dedicated revenue.

Planning	Waterfront users can be important participants in planning processes. This is true whether policymakers are developing comprehensive land use plans, harbor management plans, special area management plans, or engaging in marine spatial planning. Some strategies, like development of business recruitment and growth management plans, can be quite focused on the needs of working waterfront users. Concerns about losing a historic industry often drive these planning processes. For example, in Gloucester, Massachusetts, the comprehensive planning process helped identify issues facing waterfront users and provided a forum for negotiating compromises that allow continued access to the working waterfront.
Zoning	Waterfront users are often impacted by zoning decisions. Changes in the economic condition of the working waterfront can cause waterfront landowners to seek changes to or exemptions from zoning ordinances that may shift or displace traditional uses. The public process around zoning decisions gives waterfront users a chance to participate in the decision-making process and contribute to the development of solutions that work for the community, users, and landowners.
Taxation	Waterfront users often indirectly benefit from tax incentives for working waterfronts. Tax programs, including current use taxation, property tax abatement and other tax incentives,
Category	Tools
	can help landowners maintain working waterfronts on their property. This in turn ensures continued access for water-dependent uses. Waterfront users also support working waterfronts through tax payments, which are often the revenue source for public financing of working waterfront initiatives.
Community/Stakeholder Engagement	Waterfront users are often the most identifiable stakeholder in a community's working waterfront. Users can influence the local and state decision-making and policy processes by utilizing community and stakeholder engagement tools like coalition-building and forming partnerships.
Mapping, Inventory, Study	Some inventories, mapping projects, or studies may come from and be conducted by users or groups working closely with working waterfront users. Others may emerge as part of a public process. Participation in mapping, working waterfront inventories, and other studies can be an extremely important way to influence decisions being made by others about working waterfronts.
Land Conservation, Transfer, Acquisition	Waterfront users in some communities have purchased development rights, easements, covenants, or otherwise placed restrictions on properties they rely on to increase the likelihood of continued water access. Waterfront users are at a high risk for displacement around the time a working waterfront is being transferred or sold. They can work with the sellers, land trusts, and the community to acquire the property for the benefit of the broader community.
Private Agreements	Private arrangements between the landowner and user can help ensure that specific users or a community of working waterfront users maintains water access. Formal private agreements like leases, private use agreements, or other contracts, can provide revenue for the landowner and certainty for the user. Informal arrangements that allow access across private property can also be important; however, many coastal communities have seen that, as pressures on landowners increase, users of working waterfronts are likely to see changes to or the ending of these informal arrangements. Users with informal agreements are particularly at risk for displacement when a property is transferred, particularly if the new owner does not have a connection to those working waterfront users. In any private agreement, a tangible benefit to the landowner will help fortify the agreement, should it need to go before the court.

DISCUSSION

The revised plan as directed by Council starts with the original “Option A” concept, including the elevator, chessboard area, fire pits (but not on the pier), and a functional pier incorporating timbers on the water side and a “peephole” in the pier deck rather than a full glass-bottom pier. From the original “Option B” concept to be incorporated were 12-foot sidewalks and the wider Embarcadero crosswalk element. Low-level lighting was preferred.

CONCLUSION

Staff request the HAB review the revised Centennial Parkway Plaza Concept Plan and provide recommendations on three aspects:

1. Do you believe the City should move forward with a plaza concept for Centennial Parkway?
 - a. Yes, move forward with the plaza concept.
 - b. No, keep the area as it is for the foreseeable future.
2. Do you have any comments on the plaza concept as-presented?
3. What is your preference for traffic flow on the Embarcadero between Harbor and Marina Streets?
 - a. One-way
 - b. Two-way
 - c. Do you have any comments on traffic flow/orientation/features?

Any recommendations will be forwarded to the City Council for their consideration at a future meeting.

ATTACHMENTS

1. Revised Centennial Parkway Plaza Concept Plan.
2. Staff report and attachments from the September 27, 2016 regular City Council meeting.

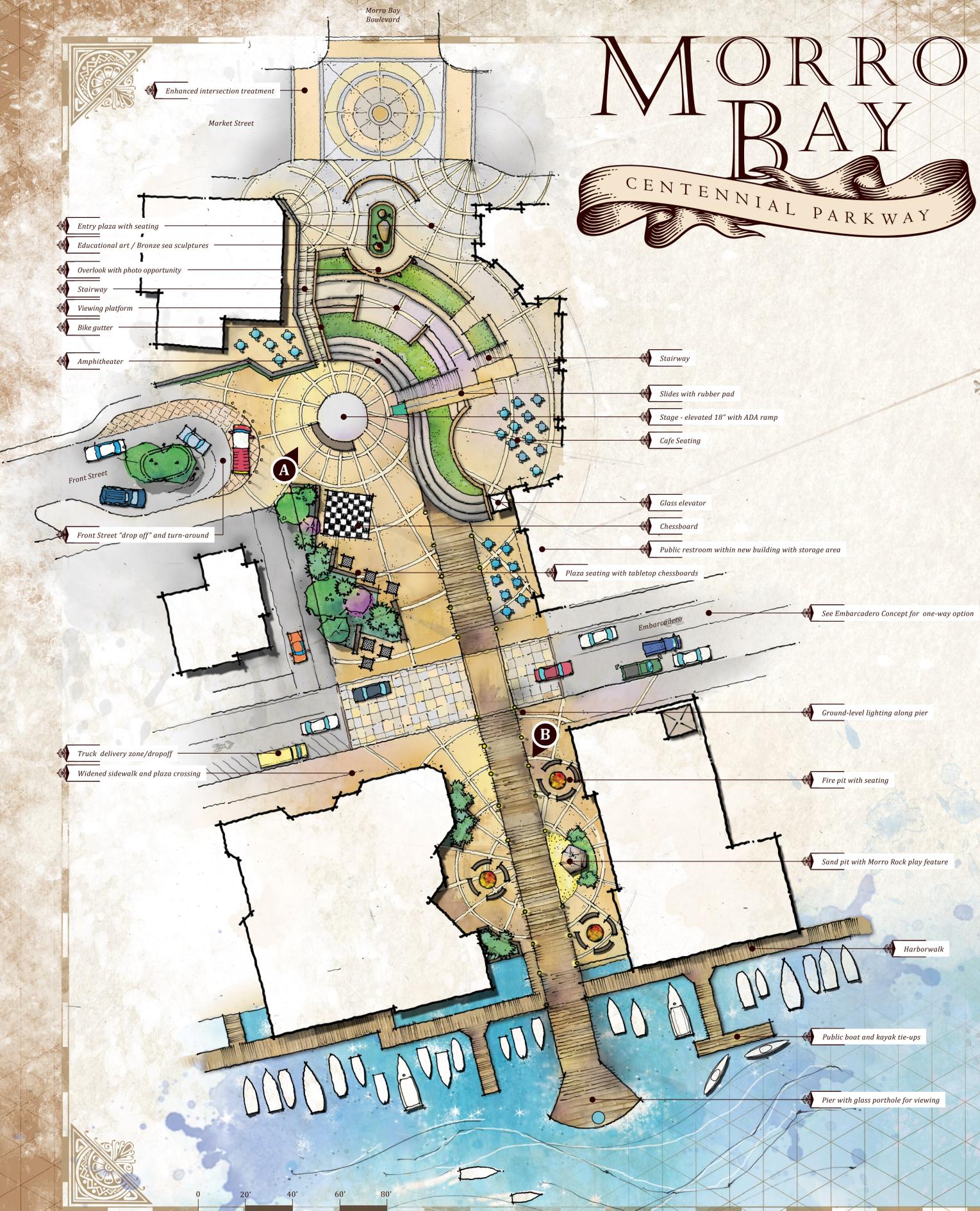


MORRO BAY

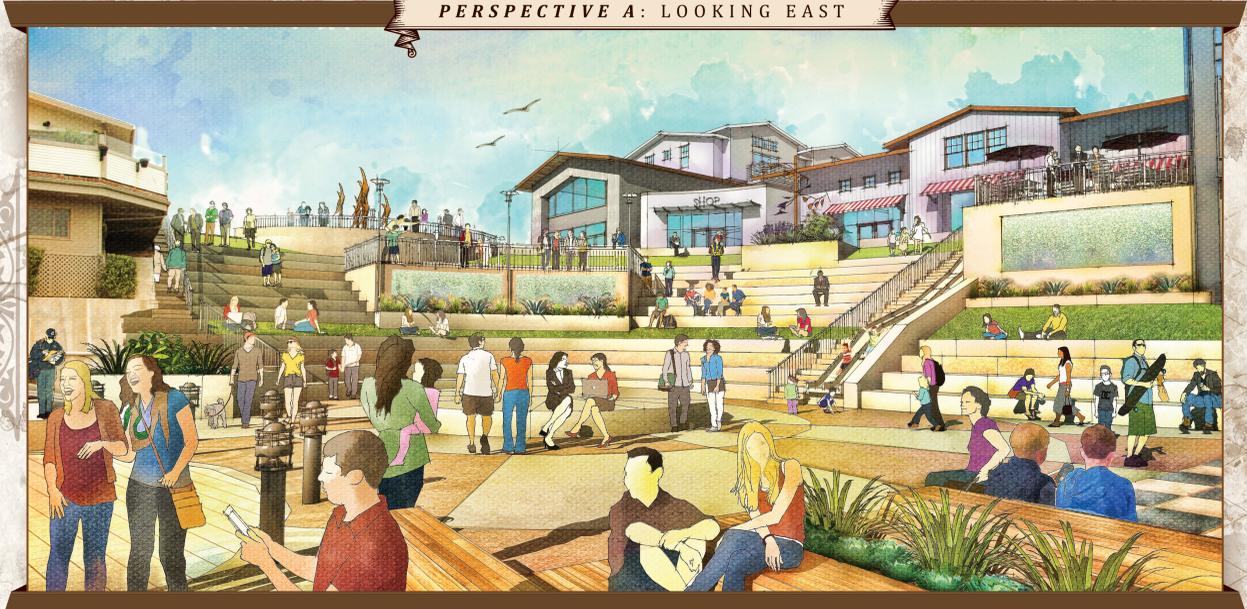
CENTENNIAL PARKWAY

A VISION FOR THE MORRO BAY CENTENNIAL PARKWAY

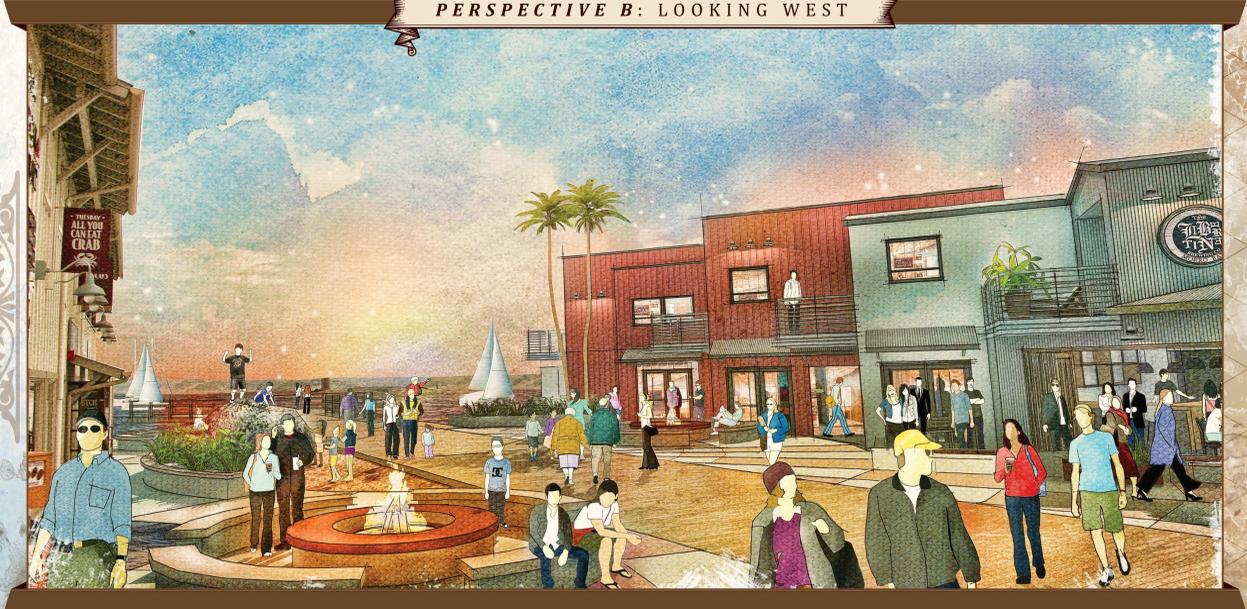
The Morro Bay Centennial Parkway project aims to connect the Embarcadero activities to Morro Bay Blvd/Downtown by utilizing an interconnected system of open spaces, gathering areas, plazas, public amenities, and accessible access. By capitalizing on Morro Bay's rich history and identity as a fishing village, this vision creates unique and pedestrian-friendly spaces that are attractive to both locals and visitors alike.



PERSPECTIVE A: LOOKING EAST



PERSPECTIVE B: LOOKING WEST



Morro Bay
CENTENNIAL PARKWAY
November 16, 2016







AGENDA NO: C-1

MEETING DATE: September 27, 2016

Staff Report

TO: Honorable Mayor and City Council **DATE:** September 19, 2016

FROM: Scot Graham, Community Development Director

SUBJECT: Review of the Centennial Parkway and Embarcadero Draft Design Plans

RECOMMENDATION

Staff recommends the City Council review the staff report and associated materials, receive the presentation by staff/consultant, receive input from the public and provide comment, as appropriate.

FISCAL IMPACT

None at this time.

BACKGROUND/DISCUSSION

As part of the Fiscal Year 2015/2016 Goal setting process, the City Council identified one of the objectives as preparation of a plan that would both widen the Embarcadero sidewalk along the waterfront side of the street and provide a new vision for the Centennial stair area. The Centennial stair redesign has been termed the Centennial Parkway project.

In August 2015, staff hired RRM Design Group ("RRM") to prepare plans for the project. The overall planning effort kicked off late September 2015, where meetings were held between RRM and City staff, followed by stakeholder interviews in March 2016. The stakeholder input helped set the direction of the May 25th public workshop (See stakeholder input provided in Attachment 1).

RRM led the May 25th public workshop where existing conditions were presented along with multiple sidewalk widening alternatives and options for items that could be included in a redesign of the Centennial stair area. A Workshop Summary is provided in Attachment 2.

Workshop input refined the project goals to include items such as, "Enhance the attractiveness of the Embarcadero for locals and visitors," "Enhance the Embarcadero with family oriented activities," "Ensure truck deliveries are timely and efficient and delivery zones are provided to minimize traffic impacts along the Embarcadero," and "Enhance the Embarcadero with a pedestrian friendly and bicycle friendly environment."

Stakeholder and workshop input has resulted in two design options for the Centennial Parkway and an Embarcadero design that include both one-way and two-way traffic, bicycle accommodation as well as the desired sidewalk widening. See Attachment 5 for Draft Concept Plans for the Embarcadero improvements.

CONCLUSION

The report, associated materials and presentation is meant to facilitate input on the part of the Council, and public. The design options are in a draft format and may be altered to reflect any input provided.

Prepared By: SGDept Review: SG

City Manager Review: _____

City Attorney Review: JWP

This information is being presented not only at the September 27th regular Council meeting, but also at the September 27th joint meeting of the Council, Planning Commission and Harbor Advisory Board to be held just prior to that regular meeting. Input from both meetings will be incorporated into a Final Concept Plan. The Final Concept Plan may, with Council direction, be brought back through the Planning Commission and Harbor Advisory Board for recommendation to Council, or the Final Concept Plan may simply be brought back to Council for approval. Any desired changes to the plans, after preparation of the Final Concept Plan, will incur additional expense beyond the current contract and will, therefore, require an amendment to the existing contract.

ATTACHMENT(S)

1. Stakeholder Input Summary
2. May 25th Workshop Summary
3. Centennial Parkway Concepts A & B
4. Centennial Parkway before and After Perspective sketches
5. Embarcadero Street Plan



ATTACHMENT 1

Embarcadero and Centennial Stairway Stakeholder Meetings March 2-3, 2016

Topic

Comments

Embarcadero

- Trucks and Semi trucks are a problem. Keep them off Embarcadero. They create congestion. They could possibly come down Harbor to an unloading area, possibly space for three (3) trucks at a time
- Harbor Street is more commercial and should support truck traffic, keep them off Pacific because it is more residential
- If Embarcadero was closed to vehicular traffic, keep it open for trolley and bikes
- Lose parking on Embarcadero
- For the second floor, building 70% of the 70% of the first floor does not work economically. This is a zoning issue
- Let trolley bring pedestrians from parking areas outside of the Embarcadero
- Provide one-way travel lane from Harbor to Pacific, north to south direction
- Restrict deliveries to a specific time in the morning, out by 10:30 am
- We need more destinations/activities along Embarcadero. (whiskey tasting, distilleries, craft bakery with sourdough bowls and clam chowder)
- Need improvements/landscaping at Surf Street Stairway up to Vet's Hall – Maritime Museum will bring more traffic from Surf Street down and into the Embarcadero. (Class assignment with Cal Poly Landscape Arch. Professor Gary Clay)
- Create a fun plaza at the aquarium
- Promote "café culture" along Embarcadero
- Widen sidewalks
- Provide trolley to shuttle people up and down from Embarcadero to Old Town
- Corner of Beach Street and Main Street should be a parking structure
- Corner of Pacific Street and Market Street should be a parking structure
- Deliveries are important, some least a 30-minute period
- Maintain "Fishing Village" character and identity
- Look at Rockport, Massachusetts as examples of attractive fishing villages
Bearskin Neck – pedestrian-only street with commercial)



Topic

Comments

Embarcadero

- Look at Gloucester as an attractive fishing village
- There's been a shift in resistance against closing the Embarcadero from Harbor to Pacific. Let's look at this in more detail
- We may need a two-step approach – what are the alternatives and costs, and what short and long term implementation measures
- Build in flexibility for change, example, the first step could be pop-up bollards, then close to periods of time or events
- First create larger sidewalks, remove parking, and make pedestrian friendly
- Move parking away from center of Embarcadero
- Height along Embarcadero is to view tolerance
- Need aesthetic development and redevelopment
- Need to provide an ingress and egress at both ends of Embarcadero for bikes (Improve Surf Street stairway and provide bike path from Tidelands Park up to Olive Drive)
- Need parking pockets for ADA along Embarcadero
- Where will buses go?
- Need a stairway at Dunes Street
- Provide Pop-Up Bollards
- Provide Pickle Ball Game for seniors
- Seniors need to be dropped off or have a few close parking spaces for them
- Create a frontage plaza along Embarcadero from Harbor to Pacific and create large setback on the east side of Embarcadero
- Provide well-lit spaces
- Provide a common building for food storage and deliveries to alleviate traffic on Embarcadero
- Can all deliveries be scheduled before 10 am?
- 2.5' setback for redeveloped properties is not enough to enhance pedestrian sidewalk
- Do not close Embarcadero to vehicle traffic
- Design for ableism – not all people are capable or able to get around, we need to design for all capabilities
- Bicycles need own lane or markings/signage
- No skateboarding signs are needed
- Provide four-way stop at Marina and Embarcadero and/or Pacific and Embarcadero
- Do not allow employees to park along the Embarcadero



Topic

Comments

Embarcadero

- More benches are needed throughout
- Improve desire to get people up to Morro Bay Boulevard
- "It is all about the ocean" – bring theme throughout Old Town and Embarcadero
- Like the Architectural Style of Heritage Oaks Bank should be the main style of Morro Bay... New England?
- Provide nautical flags and rope to Embarcadero
- Need to increase bicycle awareness/knowledge (Look at 2nd St. in Long Beach)
- Improved crosswalks and pedestrian areas
- Provide themed bike racks - fish, crab, clam, eel grass, etc.
- Provide more lighting
- Provide more wayfinding and directory signs - people do not understand how to get around
- Lots of J-Walking along Embarcadero
- Remove turf to synthetic turf along Embarcadero Green spaces
- See if there is a tree ordinance along Embarcadero
- City light post banners should be maintained and replaced by another agency/group
- Try to reduce maintenance on Embarcadero
- Provide pedestrian signage and wayfinding
- PG&E controls and maintains lights along Embarcadero... if we propose new lights, City has to take over maintenance, etc.
- Allow more opportunities for events and expansion
- Create more amenities and activities, e.g. Art Walk, wine bars, etc.
- Design for Stormwater Management, LID Improvements to improve runoff, rain garden demonstration areas, education
- Get rid of sidewalks and curbs, make Embarcadero one level.
- Look at one-way on embarcaderos with diagonal parking option
- Create multiple experiences along Embarcadero - for bikes, walking, shoppers, etc.
- Pedi-Cabs, Suri's and how they will mix in.
- No sandwich signs on Embarcadero
- Provide enhanced crosswalks at all intersections and mid-block
- Like sharrows



<u>Topic</u>	<u>Comments</u>
Centennial Stairway	

- Provide an amphitheater with heaters built into the seating
- Create a bridge from Market to the Embarcadero
- Provide an elevator near the restroom
- Look into a funicular (Shadowbrook in Capitola as an example)
- Look at the Crow's Nest in Santa Cruz as an example of restaurant
- Make it kid-oriented
- Create a tiered seating area with a performance area
- Don't create a typical amphitheater with stairs on both sides/middle
- Do a zig-zag ramp for ADA with seating around it
- Think about people using area when watching the fireworks
- Love the chess board and tables - these are used every Saturday morning
- This area lacks a performance venue
- Elevator and Accessibility are important
- Provide a patio off Distasio building fronting the stairway to create active area
- Provide viewing decks
- Provide public seating
- Provide private dining on both sides
- Conference Center is a terrible idea in this location (conference rooms need to be dark and keep attention on the speaker. Windows and views are distractions). A conference center would be better in another location. This location should take advantage of views/dining/hotel
- Provide a Jack Lalanne statue at top of stairway
- Provide some type of art attraction at top of stairway
- Need an overall attraction and experience (activities for kids, draw in families from the beach)
- Need to attract people up the stairway to Morro Bay Boulevard
- Expand viewshed at top
- Provide more seating
- Build-in musical venue - casual and formal
- Elevator may be a better option due to spatial constraints and maintaining views
- Make stairway easier to navigate
- Provide sloped ramp from Distasio property down to Embarcadero
- Need to ask residents and get them involved in what they want to see on the Embarcadero and Morro Bay Boulevard connection



<u>Topic</u>	<u>Comments</u>
Centennial Stairway	<ul style="list-style-type: none">• Approach community that this area will have an investor focus, if we have "solid investors" what do the residents want to see?• Provide more lighting• Love the chess board and tables• An elevator or funicular needs to have glass on the west side to see views• Provide a large viewing area• Tiers with decks, viewing areas• Provide wide walkway• Provide an ADA ramp if there is room• The maintenance building near the stairway is the only city indoor workshop. The shed on the south side of the parking lot is the only dry goods storage area for restrooms/trash. These could be moved but consider where we could provide something close to Embarcadero for restocking restrooms. Maybe this could move to Tidelands Park• City maintains trash in Centennial Stairway and plaza area• Provide more lighting in stairway area – City responsibility• Chess Board plastic pieces are unlocked June-August. Wood pieces are \$28/hr.• Emphasize Morro Bay's Beach and accessibility to it• Elevator may be more appropriate because it takes up less room• Try not to take away from Morro Bay Marina performance space• Funicular/Elevator would get a monthly inspection by manufacturer, not city responsibility to maintain• Frame views at top of stairs
Parking	<ul style="list-style-type: none">• Provide a mechanical parking system - would also act as an attraction• Front Embarcadero with Commercial with parking behind/above• Implement Paid Parking• Provide free parking outside Embarcadero• Provide public/private partnerships for parking. (banks, etc.)• Provide parking signage and locations• No meters along Embarcadero• Provide ADA parking spaces throughout• If Distasio and parking lot becomes a structure, get rid of parking along Embarcadero



Topic
Parking

Comments

- Need to provide free parking where you want people to go
- Triangle Lot provides opportunity for more parking
- Underground parking on city lot
- Provide parking pockets for deliveries, unloading, etc.
- Handicap parking is important and accessibility

Morro Bay Boulevard

- Need seating and street trees from Main Street to Market Avenue
- Close Morro Bay Boulevard from Main Street to Market Avenue for a pedestrian mall
- Research topics of history of Morro Bay and place along pedestrian route with interpretive panels
- Put a piano on the corner of Market and Morro Bay Boulevard to draw people up stairway
- Provide evening for food carts to energize and create activity for Morro Bay Boulevard
- Provide benches every half block
- Make it easier for businesses to thrive on Morro Bay Boulevard between Main and Market
- Look at Catalina Ironwood and Madrone as street trees
- Create incentives for restaurants, don't require in-lieu fees
- Utilize other parking lots/waive parking fees, provide shared parking agreements
- Morro Bay Boulevard could become a one-way street from Hwy 1 to the Embarcadero
- Close Morro Bay Boulevard from Morro Avenue to Market Avenue on Friday nights for pedestrian zone and activities
- Provide a small amphitheater at corner of Morro Bay Boulevard and Market with wind break
- Need women's interest stores on Morro Bay Boulevard to get them up from the Embarcadero
- Provide nautical flags and rope to Morro Bay Boulevard
- Business district should enhance street tree lighting, poorly wrapped, inconsistent types of lights
- PG&E provides power on Morro Bay Boulevard, see if they can provide outlets for lighting trees
- Need more trees



Topic
Other

Comments

- Provide a faint light on the rock to light it up at night. It is beautiful.
- Distasio building and parking lot - need a development package here, residents use space more. This site needs to help connect to Morro Bay Boulevard
- Pedestrian bridge over creek brings a lot of people into the Embarcadero.
- Slopes up to Old Town is hard and routes need to be more bicycle friendly.
- Take baby steps... community is sensitive
- Let's design with stormwater management and sustainable techniques.
- Need to control pollution and protect Eel Grass habitat.
- Need wayfinding off Hwy 1 to Embarcadero
- Need larger corporate types to come to a state of the art facility for conferences within walking distance to Embarcadero and Old Town
- We have a need for 1,000 sf to 1,600 sf sized residential units in Mixed-Use in Morro Bay
- Look at Oceano Hotel and Spa, Half Moon Bay Harbor as example of hotel, spa, weddings and banquets, including nautical theme
- Morro Bay wants its own identity - funky, fishing village. Be careful of overbuilding. We need to capture the identity
- Provide outreach at Spencer's Farmer's Market on Thursdays or Albertsons between 3-6 pm
- Keep MB dog-friendly
- Let's build trust with the community
- Increase bike knowledge and signs for a bike route on Morro Ave.
- Old Town is the preferred name for Morro Bay Boulevard Let's start using it more
- People are seeking the authentic experience visiting Morro Bay. We need to keep that identity
- Bring back the Cannery or history about it.
- Janine Burlingame knows the trash agreements
- Public Use Are Permit will be needed to conduct a workshop on Embarcadero
- Provide food trucks at beach, Morro Bay Boulevard, and areas in Embarcadero to create activity and entice people into town
- Once Harbor Walk got built, it changed the circulation and flow pattern. People park on the other side and ride/walk in
- Provide more seating on Harbor Walk/Bayside
- Need meeting rooms that can hold over 500 people

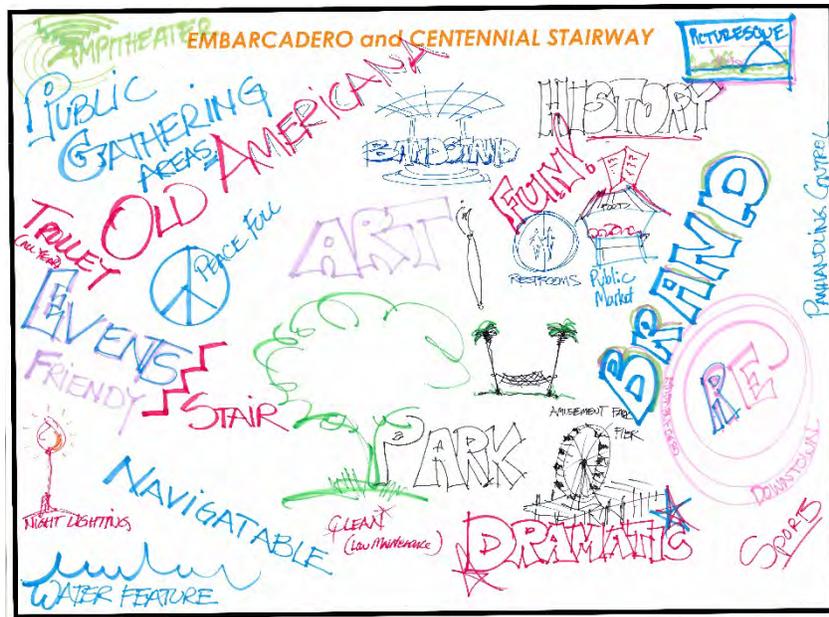
COMMUNITY WORKSHOP SUMMARY

Date and Time: July 12, 2016	
Location: Morro Bay	Prepared By: Lance Wierschem
Project Name: Morro Bay Embarcadero and Centennial Parkway	Project Number: 0174-01-UR15
Topic: Workshop Summary	

The City of Morro Bay and RRM Design Group conducted a community workshop for the Embarcadero and Centennial Parkway Improvement Project. The workshop was held at the Veteran’s Hall on Wednesday, May 25th, from 6:30-8:30p.m. The workshop format included a presentation and general overview of existing conditions on the Embarcadero and within the Centennial Parkway with conceptual ideas on what improvements should be considered in the table exercises. Following the presentation, participants were asked to provide their vision for amenities improvements for the Embarcadero area and Centennial Stairway. RRM Design Group captured the community’s input in a word chart.

The key ideas the public expressed included:

- Public gathering areas
- Old Americana
- Amphitheater
- Trolley
- Picturesque
- Bandstand
- Brand
- Dramatic
- History
- Park
- Friendly



Following the word chart exercise, the participants were asked to provide direction on project goals, circulation improvements for Embarcadero, and design ideas for the Centennial Parkway. The workshop ended with a representative from each table presenting the main concerns and comments from the discussion within each group. This summary captures notes taken during the meeting and expresses the ideas from each table.

The following goals have been revised to incorporate input from the community.

Goals

Improve the connection between Downtown and the Embarcadero

Enhance the Embarcadero with a pedestrian friendly and bicycle friendly environment

Create a variety of parking areas throughout the Embarcadero and maintain parking accessibility to shops

Enhance the attractiveness of the Embarcadero for locals and visitors

Capitalize upon the asset of and preserve Morro Bay's history and identity as a fishing village

Revitalize the Embarcadero to attract investment

Improve access along the Centennial Parkway from the Embarcadero to Morro Bay Boulevard

Enhance the Embarcadero with family-oriented activities

Ensure truck deliveries are timely and efficient and delivery zones are provided to minimize traffic impacts along the Embarcadero

Revitalize the Centennial Parkway with an interconnected system of open spaces, gathering areas, plazas, public amenities, and accessible access from the top of Centennial Parkway to the Embarcadero and into the useable waterfront space to capitalize on views and public spaces

Improve, maintain, and complete the harborwalk to further connect businesses along the waterfront

Encourage businesses along Embarcadero to enhance and improve facades and upgrade facilities

**Table I – Younger View:
Centennial Parkway Improvements**

- Provide an amphitheater on stairway area
 - Include stage, ambiance, gardens, slide, climbing wall, fountain
 - Provide a centennial swing to see the view
 - Public art – tiles of history
 - Lighting
 - Movie night space
 - Music incorporated into design
- Tram/funicular
- Elevator
- Remove parking stub
- Glass bottom dock/pier and extend out for views of the harbor – provide seating and fire pits, large enough for events for the city to rent space out.
- Fire pit/feature
- Remove parking lot at terminus of centennial parkway and make it pedestrian plaza
- Get rid of Chess Board
- Skate Park area – Climbing Wall in Centennial Parkway

Embarcadero Improvements

- One-way traffic loop – Harbor to Marina
- Retail space on the east side of Embarcadero vacant lots
- Provide signage for public restrooms
- Keep restrooms clean
- Remove parking on harbor side
- Rentable entertainment spaces
- More bike racks as public art
- Automated bike rentals

Parking Improvements

- Create parking structures around the area on City owned lots.
- City lot – provide 2-3 story parking structure with retail on ground floor embarcadero

**Table I – Older View:
Centennial Parkway Improvements**

- Public art – mosaic tile art and corridor to connect downtown and the embarcadero, drawing tourists down the centennial parkway
- Provide a Tram/Funicular with large windows or a glass elevator
- Attractiveness and revitalization
- Better lighting
- Enhance ADA access
- Bocce ball

Embarcadero Improvements

- Close Embarcadero from Harbor to Pacific Street
- No parking meters along the street, or at least 1st hour free
- Public market place like Pike Place Market in Seattle
- More bike racks
- Improve curb appeal and façade enhancements
- Create other sports/games opportunities – parasail, paddle boarding, wind surfing

Other Improvements

- Close street
 - Morro Bay Boulevard from Main to Market
- Parking structure is imminent
- Let's figure out who we are and plug it – are we a fishing town, oyster capital, arts and culture?

Table 2:

Centennial Parkway Improvements

- Glass elevator but leave stairs “as is”. Provide more seating along stairway
- DiStasio Building Site should be the new aquarium (3 stories)– connect Embarcadero to Downtown. Could be key to tying the two together.
- Glass stairway into bay to see sea life and boats, or glass floating dock/viewing area

Embarcadero Improvements

- Two-way traffic on embarcadero
- Provide diagonal parking on east side if possible
- Concerned about bulb-outs messing up traffic patterns
- 8' sidewalks max
- Delivery at off hours
- Improve and utilize the trolley – make it easier to know and use it to transport people from parking lots/parking structures if far away from the EMB

Parking Improvements

- 2-story Parking structure at DiStasio's. Keep Embarcadero pedestrian friendly and retail oriented.

Table 3

Centennial Parkway Improvements

- Better Bathrooms with electricity
- Glass Elevator
- Widen stairway
- Mosaics/ Art sculpture/ murals along stairway
- History Kiosks (images of morro bay in same view shed location)
- Extending path across Embarcadero and plaza
- Glass bottom carousel at bay
- Areas for street performances and small merchants – permitted merchants/musicians only
- Connect with boat culture
- Boat holographic?
- Include more chess pieces as mermaids or seahorses
- Do not make a clichéd nautical theme
- Project in 1976 Botso Korisheli, Joan's Musical Pathway would honor Botso beautifully. I'd give that up for dramatic stair/seats, slide element
- Walk through a park- like outdoors garden atmosphere with outdoor café, tables, resting benches
- Outside seating for drinks and refreshments and meal on Morro Bay Boulevard between the stairway and Main Street
- An Ale House with outdoor seating- Provide fun and entertainment that draws people to Morro Bay Boulevard
- A bandstand/gazebo with weekend outdoor music events

Embarcadero Improvements

- Two-way with sharrows
- Keep some parking
- Widen sidewalks
- Cut into hillside at Distasio location for parking structure with hotel on top and retail fronting Embarcadero
- Farmers Markets during week – use Blue Sail Inn lot
- Boat haul out should relocate and be a destination on Embarcadero
- Plan for the future of the empty lots, they are an eyesore!
- Restrict delivery times for large trucks

Parking Improvements

- 3 structures spread out around the area
- Eliminate parking, make pedestrians only- for several blocks,
- Provide more parking on Market Street- Between Harbor and Pacific or Marina

Table 4

Centennial Parkway Improvements

- Keep Chessboard and Restroom
- Spanish steps/ Amphitheatre/Landscaping
- Elevators for access
- Include Breakers- DiStasio- Parking lot as one development area:
 - No traffic between Harbor and Pacific- Pedestrian Mall on Market
 - Integrated public and private space with public art, water features, dining, etc.
- No paving/ Parking on Front Street, convert to semi-covered outdoor seating/plaza
- Close portion of Market by DiStasio
- Public/Private spaces integrated on East Side lots
- Park/ H2O feature/ Art/ Fire pits
- Provide history kiosks or a history walk with facts

Embarcadero Improvements

- Remove traffic on Embarcadero from Harbor to Pacific
- Continuous lateral access along the bayside Harborwalk - Waterfront continuous lateral access (from Roses to Libertine)

Table 5A

Centennial Parkway Improvements

- Monument- End of street- that draws you
- Aquarium into/next to Bay
- Public Pavilion over Bay

Embarcadero Improvements

- Need more lighting
- Bungee jump
- Tunnel into structure

Parking Improvements

- Structure for both downtown and Embarcadero users- Best for both areas
- Take Morro Bay Blvd. at grade and extend it to Embarcadero to upper level of Embarcadero parking structure. Recirculate traffic at top where parking lot is with a pavilion at the end which would be the new aquarium.

Table 5B

Centennial Parkway Improvements

- Keep chess board
- Amphitheatre, seating, stairs, ADA access
- Park below with event area with pier extending into bay
- DiStasios as aquarium to connect downtown
- Close Front Street to through traffic, put in a turnaround area before Centennial Parkway

Embarcadero Improvements

- One-way circulation Harbor to Marina and Downtown
- 2-way bike lane and wider sidewalks
- Short term loading/unloading
- Restrict delivery times
- No parking on east side- or diagonal on east
- Retail on city lot

Parking Improvements

- Recirculate traffic at top of stairway on Market St.
- Family friendly- tourist area

Table 6

Centennial Parkway Improvements

- Amphitheatre Free design within amphitheater
- Larger space for events
- Elevator, slide, and stairs
- Amusement park on pier- merry go round- carnival
- Families need activities
- Docent talks starting at stairway/amphitheater area
- education
- Remove parking stub and extend amusement park to pier, ferris wheel, merry-go-round
- Draw from LA and SFO- Morro Bay Destination

Embarcadero Improvements

- One-way traffic with loading zone and parking
- Finish boardwalk to allow ped access on waterfront, won't need to expand sidewalk
- Pixar Dory themes park or amusement area, Encourage more film shoots here
- Starfish along walkway with famous people or business \$ to art at high school, A Hollywood walk of fame
- Developing east side will create less foot traffic on west side, so no need for wider sidewalks on both sides

Parking Improvements

- Parking structure with retail
- Increase foot traffic to business tucked in back
- Promote evening in Morro Bay Embarcadero

Table 7

Centennial Parkway Improvements

- Leave chessboard- redwood pieces= use! Highlight use and area
- Slide/StairwayAmphitheatre/Elevator
- Telescope or binocular
- Glass bottom pier area
- Lose parking at end of centennial parkway
- Clear fabric over plaza area for wedding/event space
- Musical instruments used in sidewalk from Downtown to Pier
- Keep bathroom
- Fish market like Pikes Place on top of parking structure on city lot
- Provide an information center near restroom

Embarcadero Improvements

- Pavers to slow traffic out to pier on Centennial Parkway intersection
- 30-60 day trial- use bolsters, rails to create a new traffic route to let us test it- minimize parking, one way with bike path, etc. and ask community:
 - visitors, residents
 - Comparative revenue with each alternative
 - Then make decisions based on this analysis

Parking Improvements

- Parking structure with retail

Table 8

Centennial Parkway Improvements

- Lose dog leg of Front Street to Embarcadero
- Green space, picnic area and playground
- Create a large stairway
- Provide amphitheater
- Picnic, statues, art
- Big, wonderful plaza
- Performance area- bands

Embarcadero Improvements

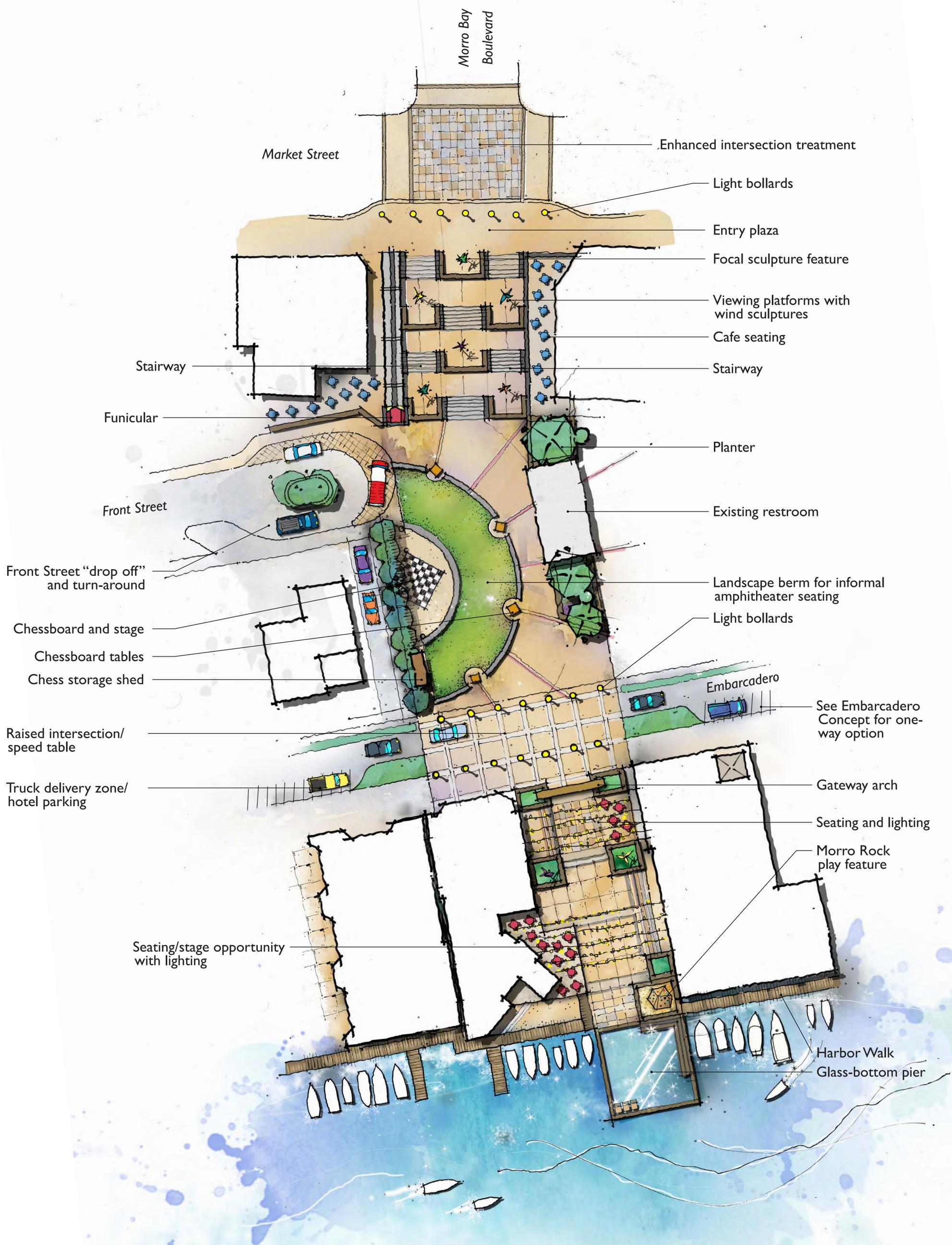
- One way- Harbor southbound to Marina
- Develop Blue Sail Inn lot
- Waterfront access
- Deliveries and delivery parking only 6am-9/10am

Parking Improvements

- Diagonal parking on Market or one way on market with diagonal on both sides



MORRO BAY CENTENNIAL PARKWAY
Concept A
 MORRO BAY, CA.



- Enhanced intersection treatment
- Light bollards
- Entry plaza
- Focal sculpture feature
- Viewing platforms with wind sculptures
- Cafe seating
- Stairway
- Stairway
- Planter
- Existing restroom
- Landscape berm for informal amphitheater seating
- Light bollards
- See Embarcadero Concept for one-way option
- Gateway arch
- Seating and lighting
- Morro Rock play feature
- Harbor Walk
- Glass-bottom pier
- Morro Bay Boulevard
- Market Street
- Front Street
- Embarcadero
- Stairway
- Funicular
- Front Street "drop off" and turn-around
- Chessboard and stage
- Chessboard tables
- Chess storage shed
- Raised intersection/speed table
- Truck delivery zone/hotel parking
- Seating/stage opportunity with lighting

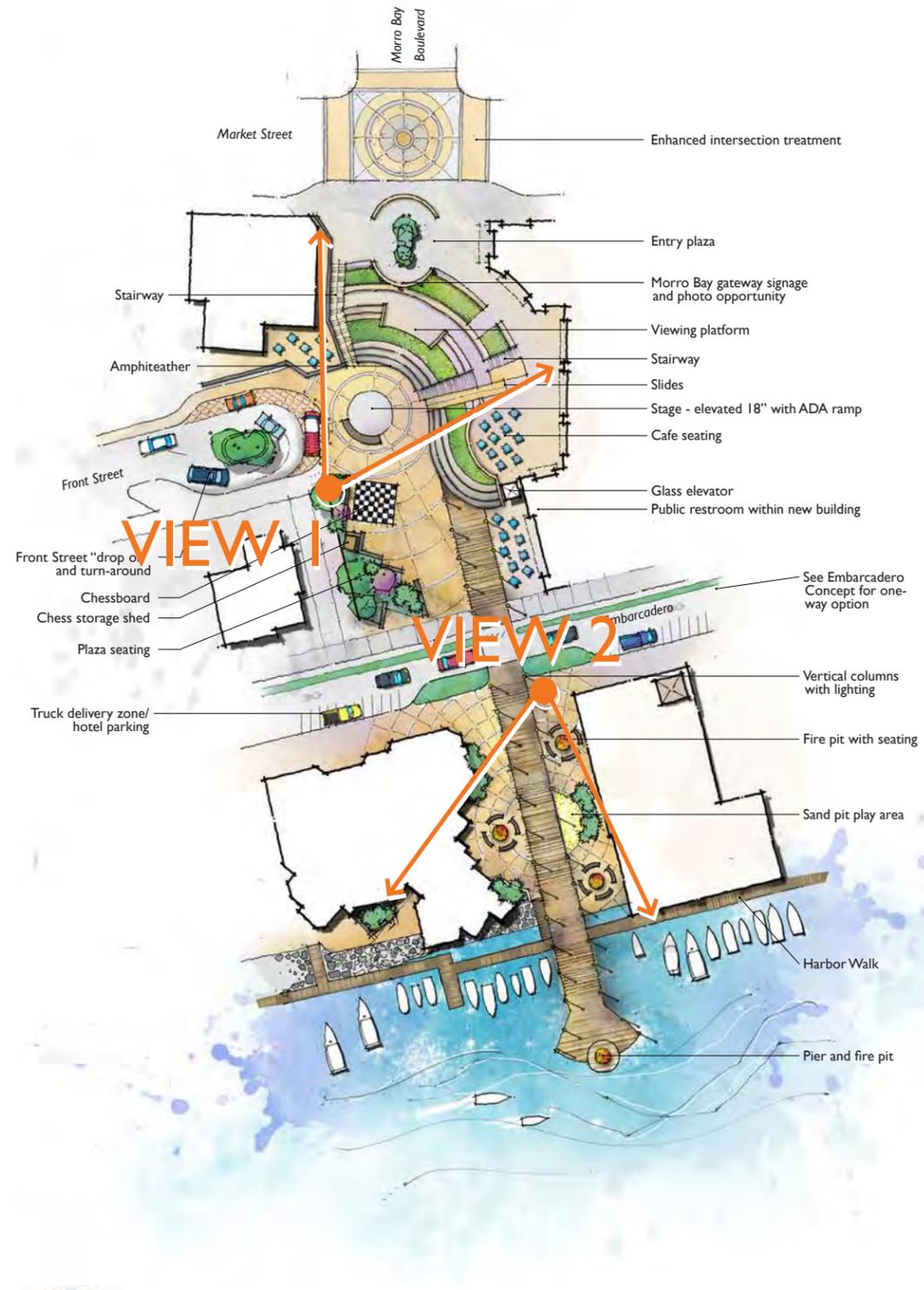


MORRO BAY CENTENNIAL PARKWAY

Concept B

MORRO BAY, CA.

Attachment 4



MORRO BAY CENTENNIAL PARKWAY

Before and Afters

MORRO BAY, CA.



MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 1

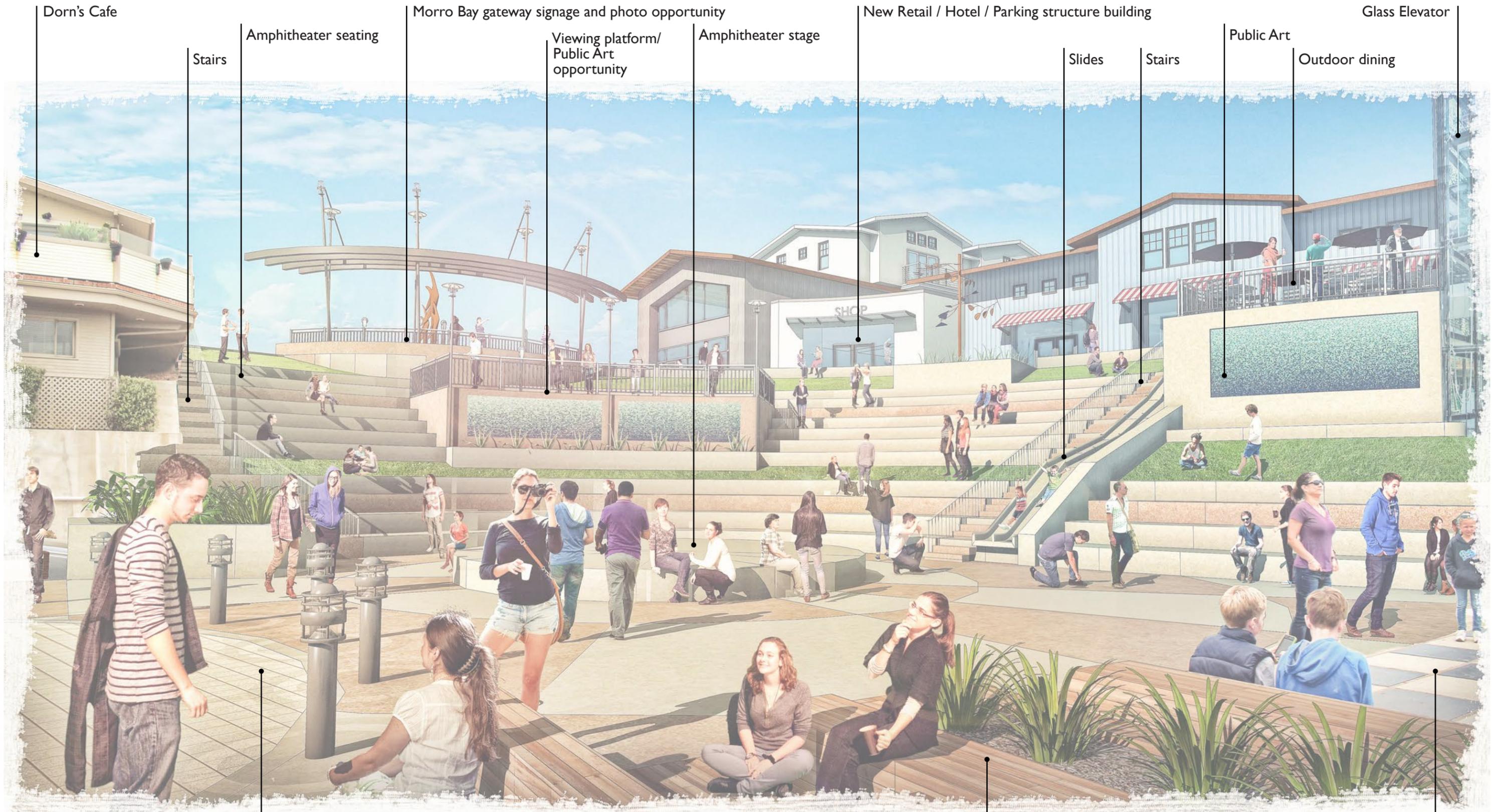
MORRO BAY, CA.



MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 1

MORRO BAY, CA.



Dorn's Cafe

Amphitheater seating

Morro Bay gateway signage and photo opportunity

Viewing platform/
Public Art
opportunity

Amphitheater stage

New Retail / Hotel / Parking structure building

Slides

Stairs

Public Art

Glass Elevator

Outdoor dining

New Drop-off and turn around

Plaza Seating

Existing Chessboard



MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 1

MORRO BAY, CA.



MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 2

MORRO BAY, CA.



MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 2
MORRO BAY, CA.

Rose's Landing

New Public Fire Pit

Enhanced Pier

Sand Pit Play Area

Redeveloped Mixed-Use building with active retail at Ground floor

Vertical Column "Piers" with lighting



New Public Fire Pit and seating area

Special Paving to extend "Pier"

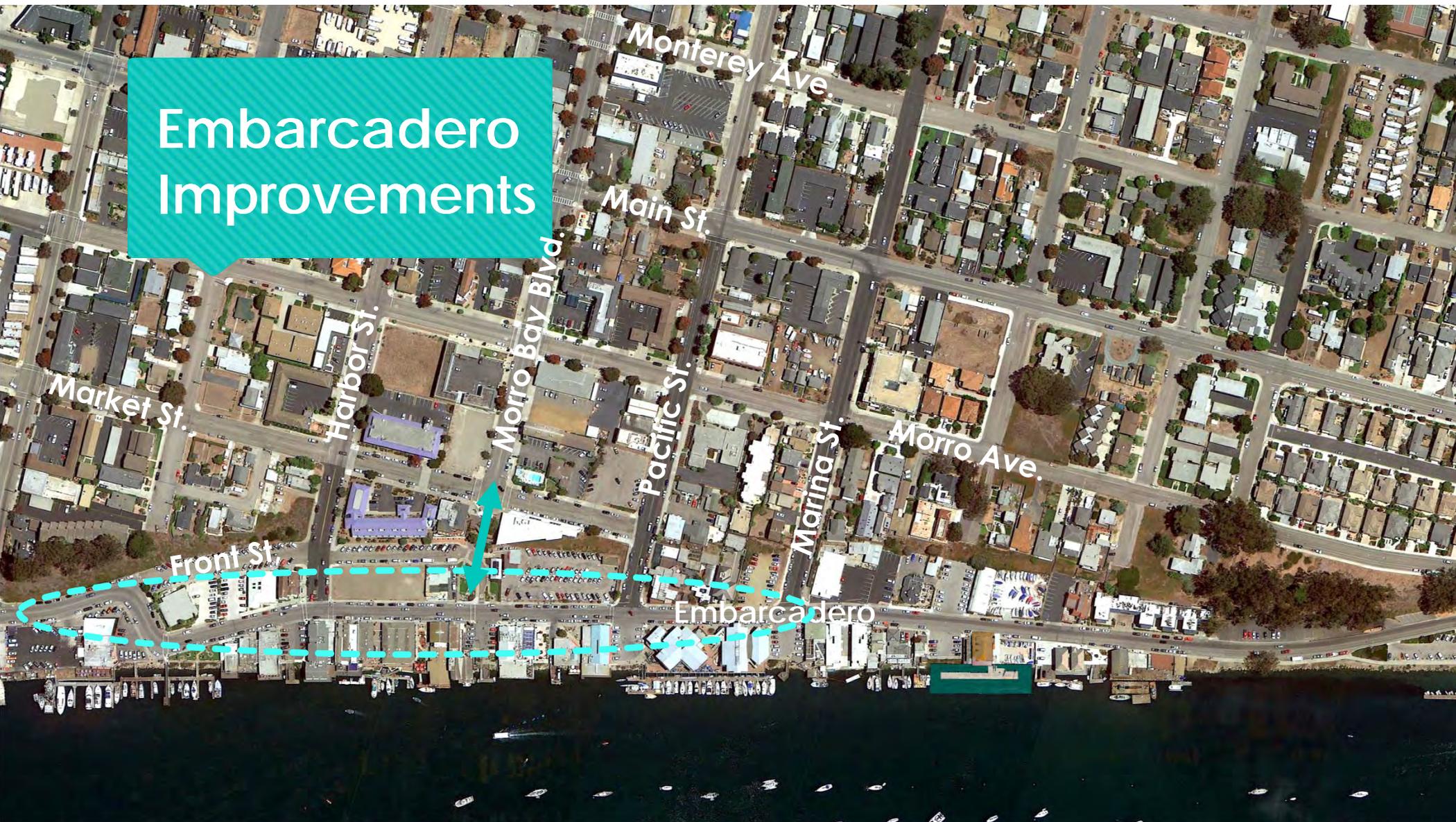


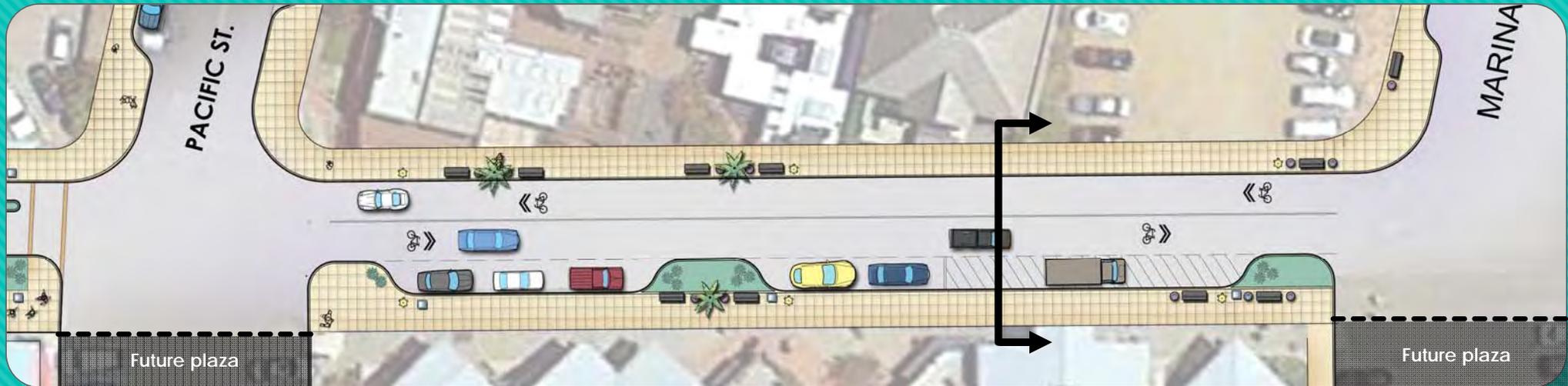
MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 2

MORRO BAY, CA.

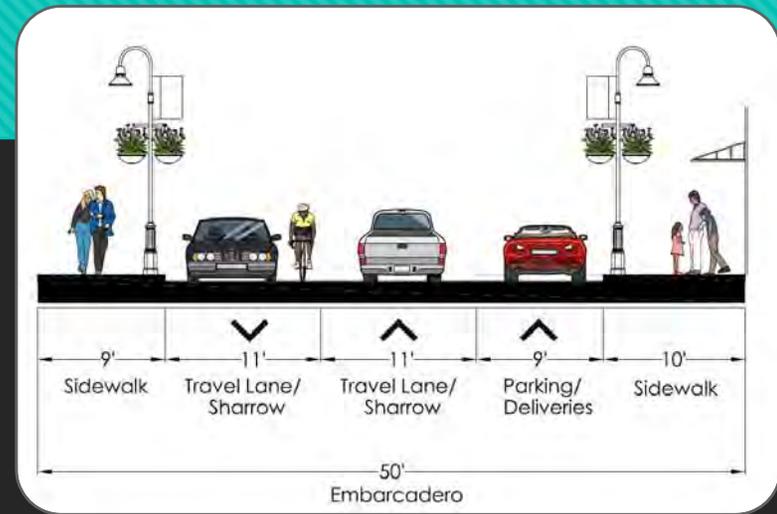
Attachment 5

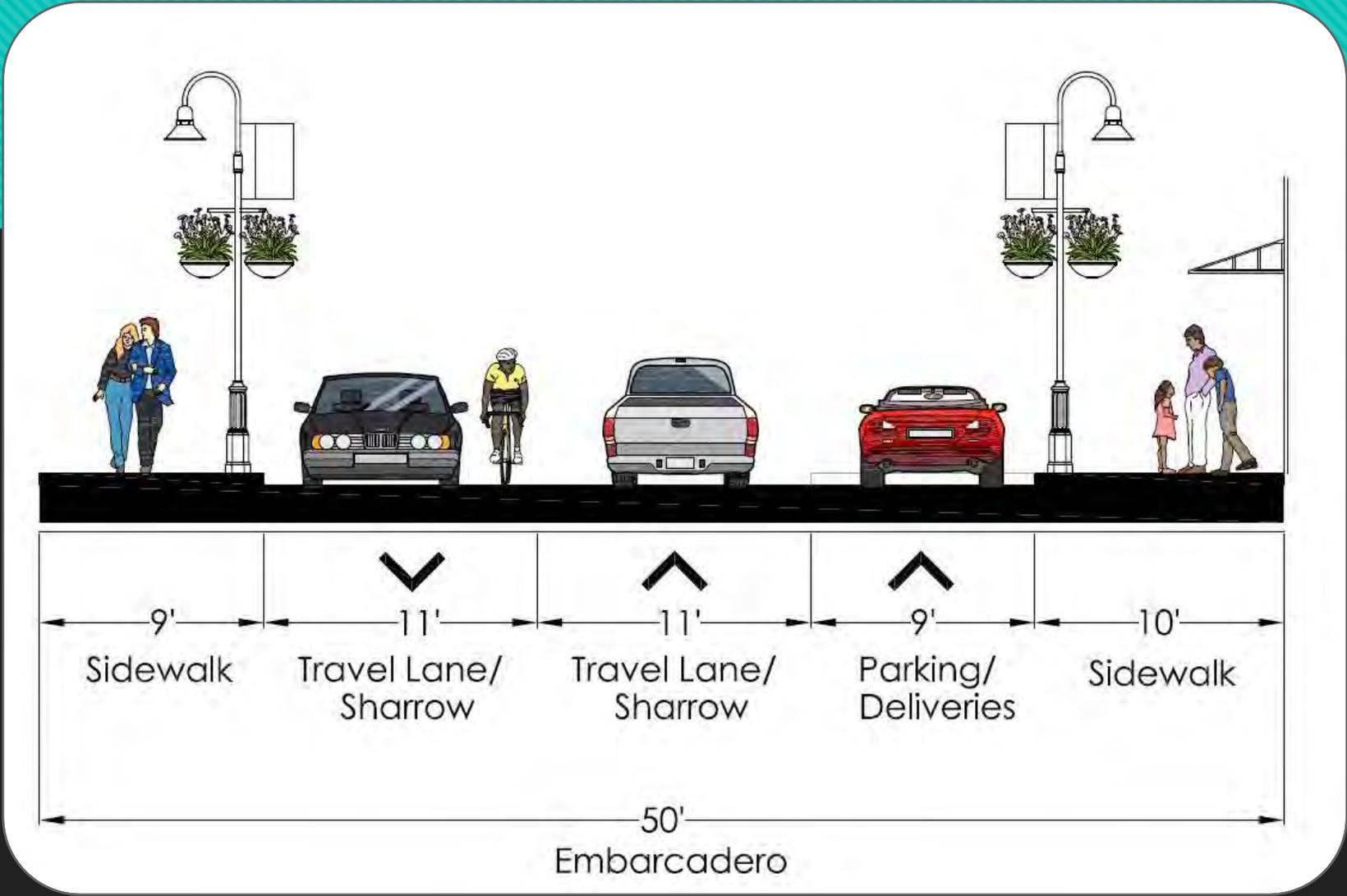




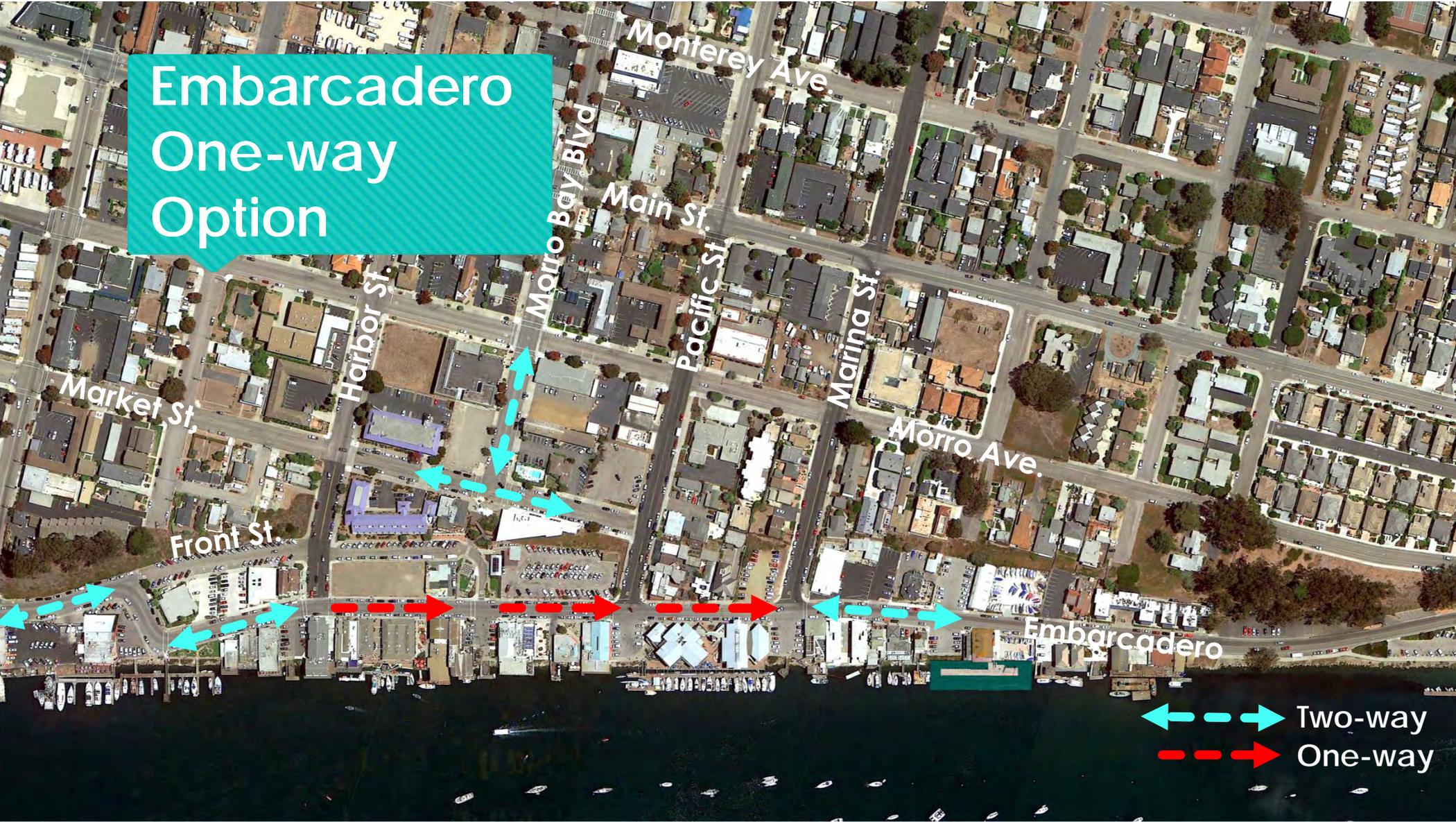
Embarcadero Two-way

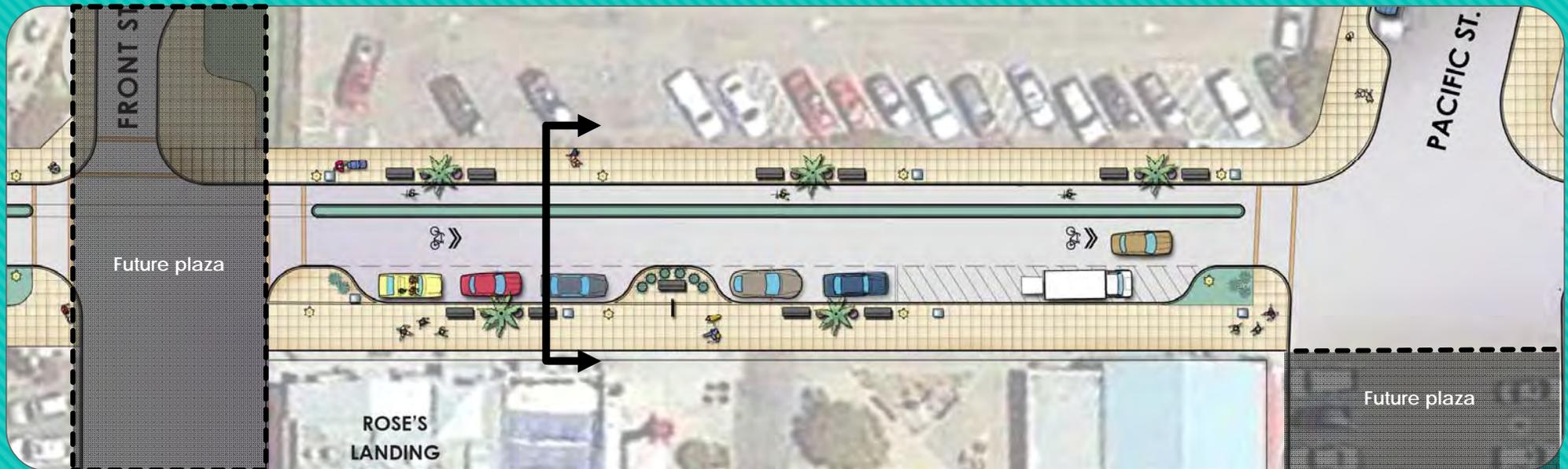
- 2-way travel with shared lanes for bicycles and cars
- Parallel parking/delivery zone on bay side
- Widened sidewalk (10')





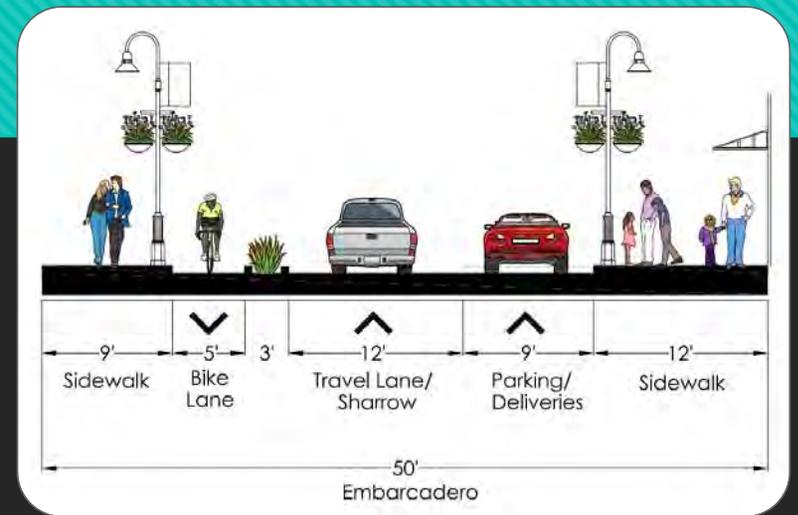
Embarcadero One-way Option

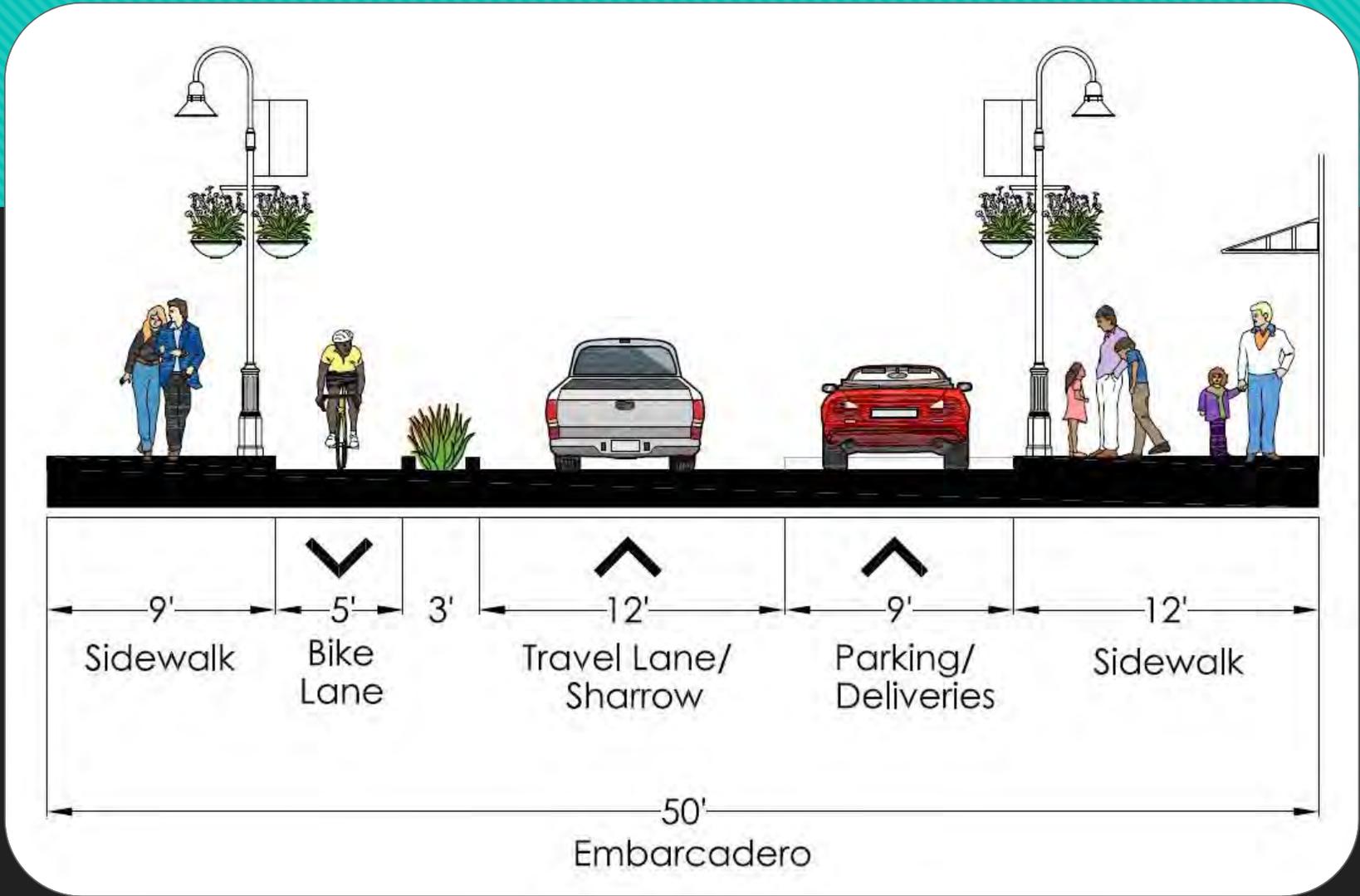




Embarcadero One-way

- 1-way travel with shared lane for bicycles and cars
- Parallel parking/delivery zone on bay side
- Widened sidewalk (12')
- One-way cycle track for bicycles





Embarcadero Streetscape Enhancements



Drought tolerant landscaping



Pier pilings and rope



Cable fencing



Wayfinding Signage

Embarcadero Streetscape Furnishings



Mosaic trash receptacles



Pedestrian light columns



Benches



Street Lighting



Custom bike racks

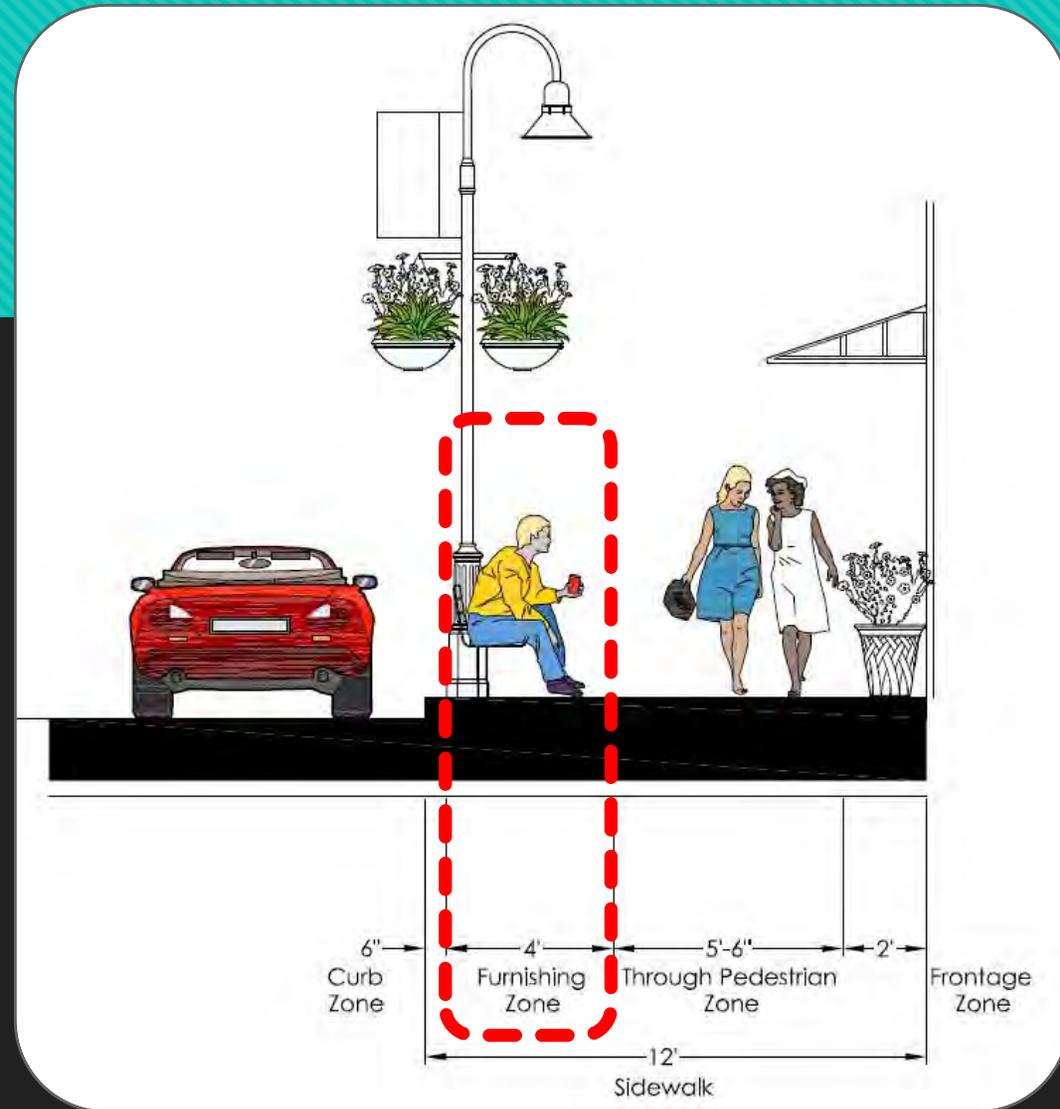


Sidewalk Zones

Furnishing Zone

(4' Min. on sidewalks 10' or greater)

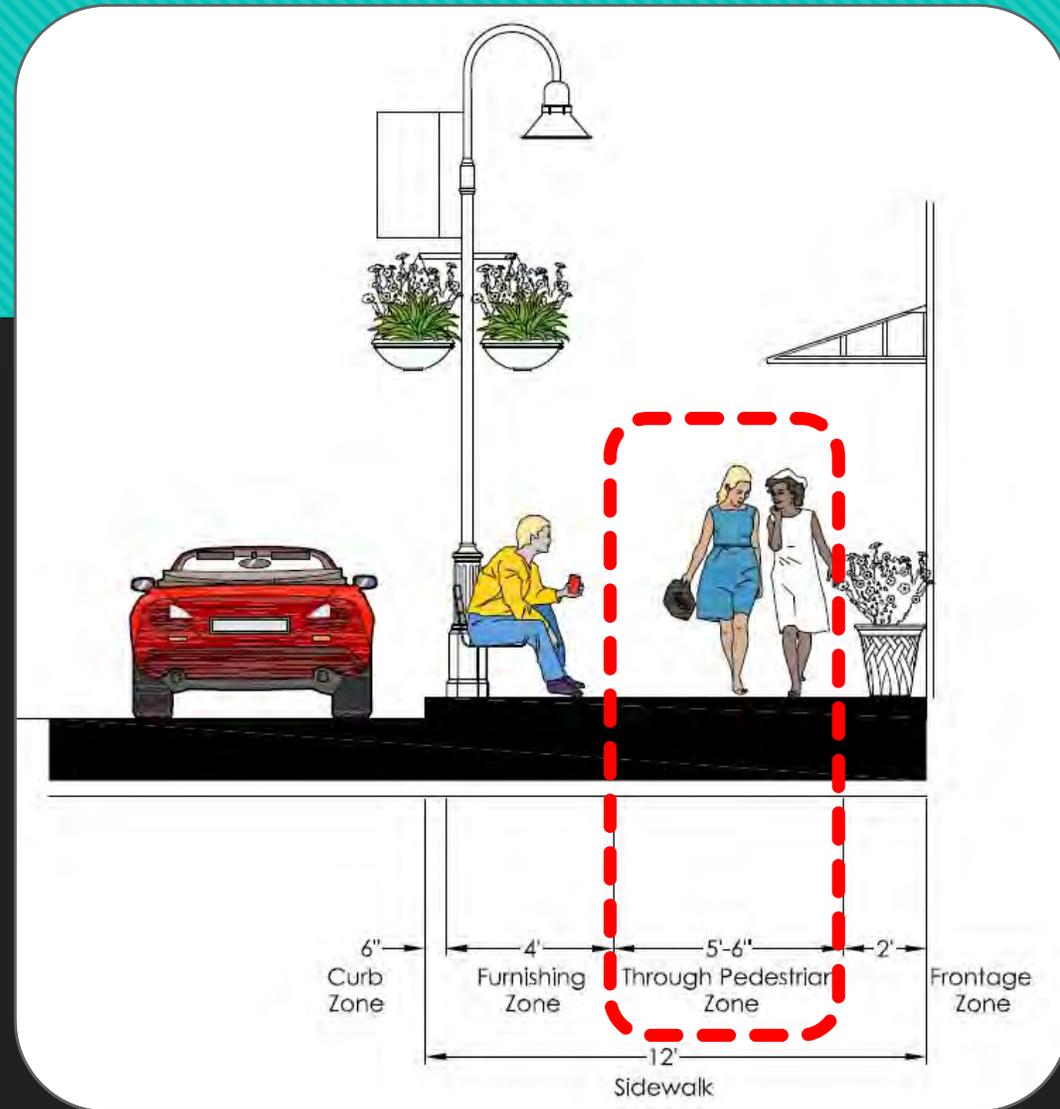
- Trees, planters, landscaping
- Trash and recycling receptacles
- Bicycle Racks
- Street lights
- Wayfinding/signage
- Benches
- Consolidated news racks



Sidewalk Zones

Through Pedestrian Zone

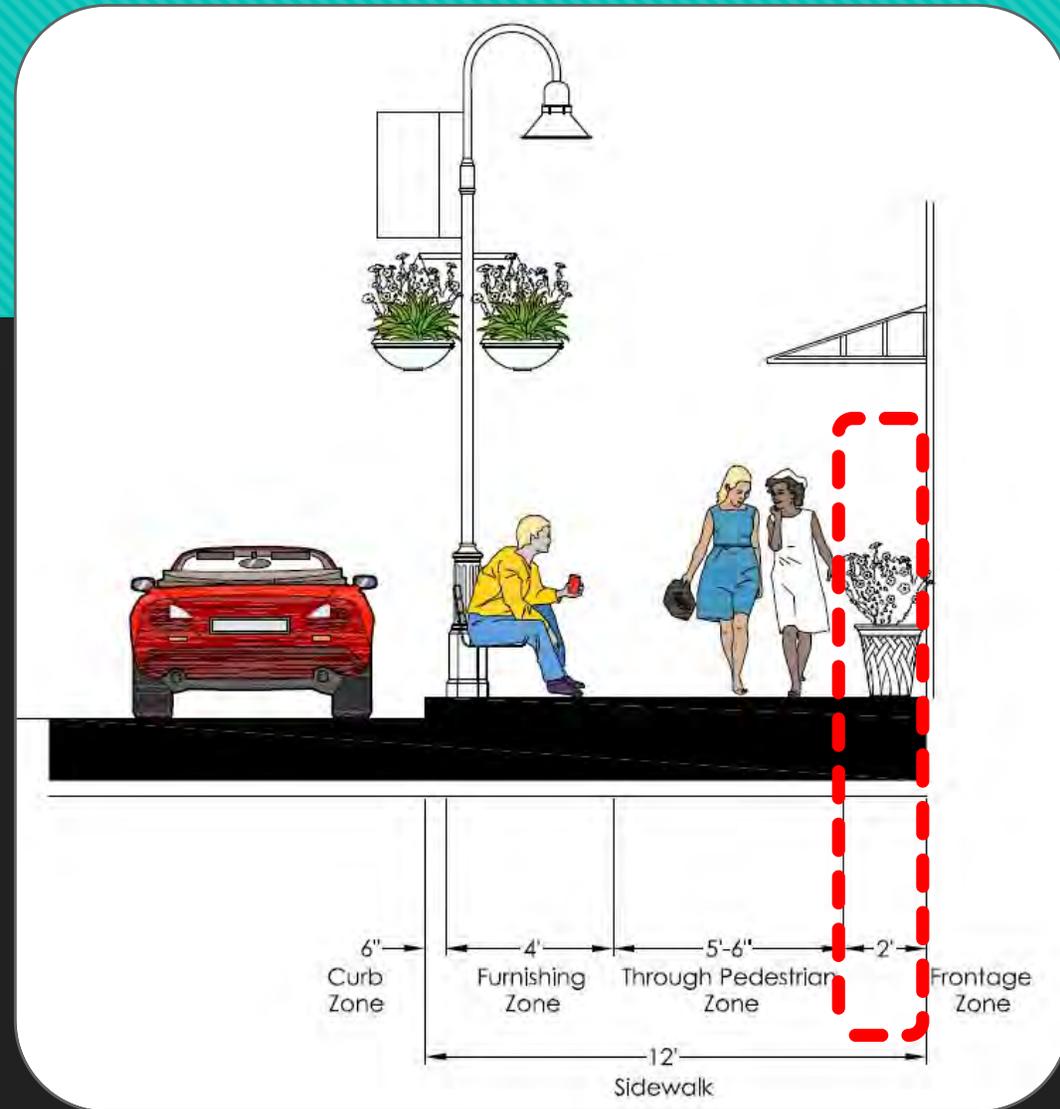
- Allow 2' width per person walking side by side



Sidewalk Zones

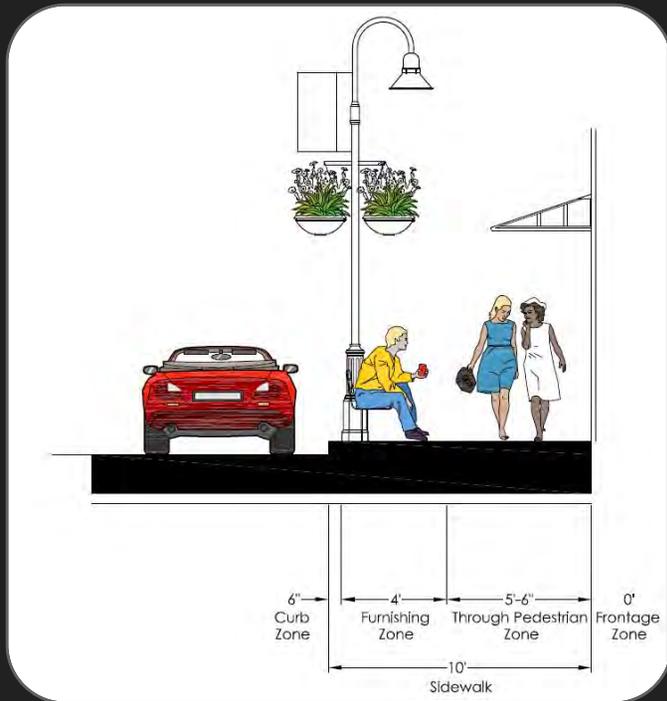
Frontage Zone – Area adjacent to building

- Benches
- Planters
- Building architectural elements
- Outdoor café seating

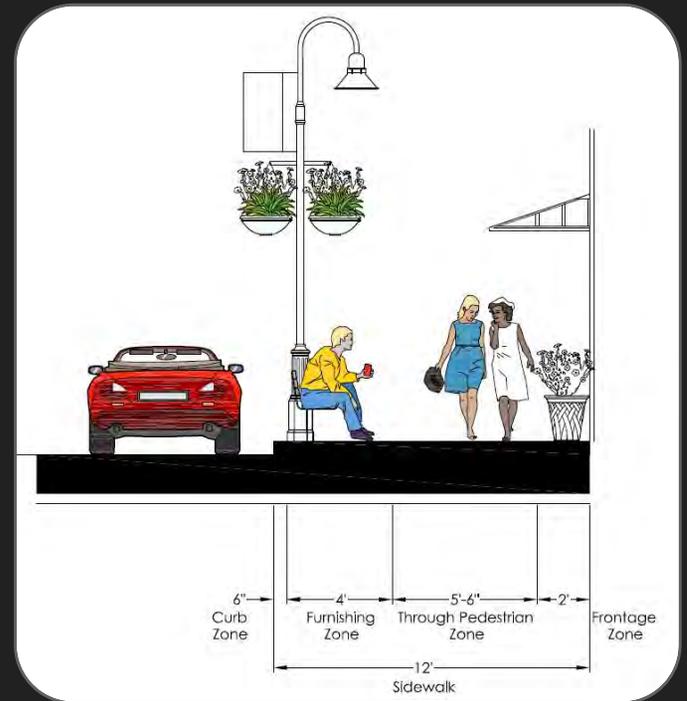


Sidewalk Zones – Preference?

10-foot Sidewalk
(2-way travel with sharrows)



12-foot Sidewalk
(1-way travel with sharrow and one-way cycle track)



DISCUSSION

Starting with Attachment 3 and the list of six HAB-developed goals and priorities, staff will review that list and take Board input and recommendation. Board recommendations can range from “no change – continue to pursue as-outlined,” “continue to pursue, but with recommended changes,” or “drop.” In addition, new items could be added to this list. Since these six items were adopted in priority order, it is recommended the Board review and re-establish prioritization after review. This list will serve as the HAB’s annual list of priorities.

Next, with Attachment 2, the Harbor Advisory Board Work Program, staff will review each item with a status update, if any, followed by input and recommendation from the Board. Similar to the HAB-developed goals and priorities, a range of recommendations can be made.

Third, with Attachment 1, the adopted City Council 2016/2017 Goals and Objectives, staff will review each item not previously reviewed and take Board input and recommendation, if any. In addition to the previously-stated recommendation options, “no input” could be an option for an item the Board has no particular interest in making a recommendation on.

Last, staff will take input on any new goals or objectives recommended for City Council consideration. These new items could be either harbor-related, or not harbor-related, and be anything the HAB feels is worthy for the Council to consider pursuing at the goal/objective level.

CONCLUSION

HAB input and recommendations will be forwarded to and brought into the Council goal-setting process. The process is tentatively outlined as follows:

- December, 2016 – Advisory boards and bodies to review goals and make recommendations.
- December 13, 2016 – City Council goals strategic planning overview.
- January 10, 2017 – Goals study session #1.
- January 24, 2017 – Goals study session #2.
- January-February 2017 – Advisory boards and bodies begin preparing work plan items.
- February 14, 2017 – City Council goals discussion.
- February 28, 2017 – City Council goals adopted.
- March, 2017 – Advisory Boards and bodies finalize recommended work plans.
- April 11 and 25, 2017 – Joint City Council/Advisory Board and body meetings to discuss work plans.
- May 9, 2017 – City Council discusses work plans.
- May 23, 2017 – City Council approves work plans.

ATTACHMENTS

1. 2016/2017 City Council Goals and Objectives
2. Harbor Advisory Board Work Program for City Council 2016/2017 Goals & Objectives
3. Minutes from the October 22, 2015 Harbor Advisory Board special strategic planning workshop



CITY OF MORRO BAY

CITY HALL

595 Harbor Street
Morro Bay, CA 93442

Memorandum For City Council, Staff and the Public

Date: Aug 25, 2016

Subject: 2016-2017 City Goals and Objectives – Updated

This document is an update to the City's FY16/17 Goals and Objectives. It reflects updates approved by the City Council on August 23, 2016.

1. **Purpose.** The purpose of this document is to identify City of Morro Bay Goals and Objectives for the Budget Year July 2016 – Jun 2017.
 - a) The City of Morro Bay strategic planning framework, adopted by the City Council on December 8, 2015, directs the timing for development of City Goals and Objectives.
 - b) In accordance with that policy, the City's 10 existing goals remain in place. They will be reviewed and modified in January of 2017.
 - c) The City's 2016/17 budget year objectives were developed in January and February of 2016, encompassing broad input from residents, staff, advisory bodies and Council. This process included receiving resident, board and council input through the year, then, two formal Council study sessions in January 2016 and deliberation at one council meeting on February 9th, 2016. This document was approved / adopted by council on Feb 23rd, 2016.
 - d) The objectives under each goal identify a number of specific objectives the City intends to accomplish in the July 2016 to June 2017 budget year. Accomplishing these objectives, however, is dependent on adequate resourcing – both staff time and money. Thus, some objectives may not be completed if adequate resources are not allocated during the fiscal year 2016/2017 budget process.
 - e) City staff intends to develop simple action plans, including milestones and basic metrics, for each of these program objectives. Staff will update the Council on the status of work on each objective periodically through the year, and formally at the November 15, 2016 Annual Goals Update.

2. **Goals and Objectives.** Following are the City of Morro Bay's 10 Goals and subordinate program objectives for budget year 2016-17:

Goal #1 - Develop New WRF

- a) **Public Participation.** Continue to pursue robust public input on site design and aesthetics opportunities/process associated WRF project, site and ancillary facilities.
- b) **Property Acquisition.** Complete property appraisal, make first earnest money payment, and close on property.
- c) **Facility Master Plan.** Complete the facility master plan.
- d) **Complete the Master Reclamation Plan.** Make initial, then final determinations on reclamation options for the water reclamation component of the facility and approve the master reclamation plan.
- e) **Environmental Review.** Continue environmental review with all appropriate public noticing to allow for certification by Nov 2017. (Updated)
- f) **SRF Loan Application.** Begin preparation of state revolving fund (SRF) construction loan application to allow completion and submittal by Dec 2017. (Updated)
- g) **Grant Funding.** Investigate and pursue additional Proposition 1 grants applicable to the WRF project.
- h) **Annexation.** As part of the GP/LCP process, evaluate possible annexation of property acquired for the WRF and bring to Council for decision.
- i) **Construction Delivery Decision.** Bring to Council for decision the method of procurement to be used for construction of the WRF.
- j) **Construction RFP.** Issue a Request for Qualifications to pre-qualify design build or builder teams, depending on the procurement method, to participate in the bidding process. (Updated)
- k) **Construction Contract.** (Objective removed, to be added to FY17/18 Goals and Objectives)
- l) **Cayucos Participation Decision.** Bring to Council for decision final throughput design / construction requirement based on Cayucos CSD decision on participation in the MB WRF project.
- m) **Existing WWTP Site Future.** Work with the Cayucos Sanitary District to frame decision regarding future ownership of shared property at existing WWTP site.
- n) **City Corporation Yard Transition.** Complete design and identify funding requirements for possible City corporation yard component of the WRF project.
- o) **Improve Influent Quality.** Research and bring to Council for decision various options, from incentives to ordinances, to improve the quality of influent at the new WRF to decrease treatment costs.

Goal #2 - Improve Streets

- a) **Street Summit.** Plan and execute a “streets summit” to inform residents and work various street improvement approaches including financing and a possible funding revenue measure on the Nov. 2018 ballot.
- b) **Traffic Calming.** Complete 2-3 traffic calming projects at appropriate locations as dictated by the circulation element of the general plan. Include San Jacinto/Main for primary consideration.
- c) **41/Main Street Intersection Funding.** Research options and bring to Council for decision the required 50-percent local match (~ \$2M) to the Highway 41, Main Street and Highway 1 (ramp) Intersection improvement project. (Moved from Goal 4, otherwise unchanged.)
- d) **Traffic Signs.** Replace 20% of non-conforming traffic signs.
- e) **Traffic Markings.** Refresh Street markings, focusing on cross walks and legends, in the down town, embarcadero, north Main and routes to school.
- f) **Bike Needs.** Complete specific items from the unmet bike needs list that are funded in the FY16/17 budget process. Include Highway 1 and Yerba Buena, Bike Parking at public buildings, and traffic calming on San Jacinto for primary consideration. (If not completed in 2015/16, also complete the Class 1 path from Lemos to Cloisters, San Jacinto and Main bike safety, and installation of Bike Friendly Community signs.)
- g) **Bike Lane Painting.** Bring to Council in the budget scaled proposals for green painting various bike lanes including extensions through intersections, as appropriate.
- h) **Construction Timing.** Research and bring to council for consideration actions to remove existing City-imposed restrictions on timing of street work so that some paving, patching and painting work can be performed at appropriate times during shoulder and summer seasons.

Goal #3 - Review and Update Significant City Land Use Plans

- a) **GP/LCP.** Continue work on the GP/LCP update, completing the alternatives analysis and administrative draft of the Blue Print / Green Print; and administrative draft of the Program EIR, while pursuing robust public input in the entire process.
- b) **Zoning Option for GP/LCP update.** Bring to Council for consideration a budget decision to add a full zoning update/overhaul to the GP/LCP contract.
- c) **WRF / Righetti Property Master Plan.** Complete site master plan for the entire Righetti property should the Council decide to construct the WRF at that site.
- d) **Wireless Ordinance.** Update wireless ordinance and process through Coastal Commission.
- e) **Downtown/Waterfront Strategic Plan (DWSP).** Consider incorporating the downtown/waterfront strategic plan into the GP/LCP process. Complete the DWSP part of the plan.

- f) **2016 Building Code.** Review and adopt the 2016 California Building and Standards Code. Consider integrating green building incentives and greywater / solar-ready initiatives not included in the state revisions.

Goal #4 - Maintain Core Public Safety Services

- a) **Speed Survey.** Update citywide speed survey to determine appropriate safe driving speeds for all streets.
- b) **Marijuana Ordinances.** Begin a robust public discussion, informed by the results of a likely marijuana “recreational use” statewide initiative on the November 2016 ballot that results in Council consideration and action on all aspects of marijuana cultivation, medical and possible recreational use.
- c) **Police Volunteers.** Refresh the Police Volunteer program and update appropriate agreements and standard operating procedures relating to that program. (Modified).
- d) **Public Safety Scrub of MBMC.** Complete a review of all public safety ordinances in the MBMC, including various sections of the MBMC that currently require first offence warning for violations of code, and bring recommended changes to Council for decision.
- e) **Strategic Plan Implementation.** Implement certain items to be identified from the 2015/16 Fire Department Strategic Plan. (Modified)
- f) **Public Education.** Provide 3 CERT training sessions for the public and multiple Hands-Only-CPR presentations with the goal to educate 100 citizens in CERT and 500 citizens in Hands –Only-CPR.

Goal #5 - Ensure Fiscal Sustainability

- a) **Budget Forecast.** Complete a, professional, external, 10-year budget forecast in Jan-Mar 2017 with the new Council.
- b) **Budget Transparency.** Consider and implement additional budget transparency / citizen participation actions.
- c) **CFAC Review.** Review and refine the roles and responsibilities of the Citizens Finance Advisory Committee after their first full year of operation.
- d) **Community Choice Aggregation.** Partner with regional entities to further research possible implementation of a Community Choice Aggregation approach to energy choice.
- e) **Budget Policies.** Adopt a comprehensive set of financial and budget policies to provide a meaningful and easily understood framework for maintaining financial discipline.
- f) **Vehicle Replacement.** Determine City vehicle requirements, then determine replacement costs over a 15-year period to estimate the total costs required to fund replacements on an annual basis.

- g) **Recreation Programming.** Evaluate partnerships and/or contracting opportunities to increase the range recreation programming through the use of external service providers.

Goal #6 - Support Economic Development

- a) **Tidelands Trust Lease Management Policy.** Update and revise the City Lease Management Policy.
- b) **Economic Development Strategic Plan.** Launch the initial EDSP marketing toolkit and the 30-60-90-day action steps in the MB Economic Development Strategic Plan fostered by Chabin Concepts.
- c) **MBPP.** Consider providing proactive support, including a possible “memorandum of cooperation”, to any entity pursuing demolition, remediation and redevelopment (for non-energy producing purposes) of the Morro Bay Power Plant property.
- d) **Business Information on Website.** Complete a full renovation of the “Doing Business” section of the City’s website to enhance service for existing businesses and better market to potential new business for Morro Bay.
- e) **Business Incentives.** Research, evaluate, and bring to Council for consideration business incentive opportunities that may encourage existing business reinvestments in Morro Bay or recruit new businesses to the community.
- f) **Commercial Real Estate Inventory.** Partner with a local real estate agent to create a commercial real estate inventory and market this information on the City’s website.
- g) **Aquarium Project.** Work closely with the Central Coast Aquarium to bring a Concept Plan for approval to Council and Coastal Commission.
- h) **Business Improvement Districts.** Be receptive to, and provide City support, to any business improvement district opportunities proposed by Morro Bay business interests.
- i) **Economic Development Code Scrub.** Complete a high-level analysis of the Morro Bay Municipal Code to revise/remove policies that impede or hamper an improved business climate.
- j) **Maritime Museum.** Update the current MOU and complete a license agreement with the Central Coast Maritime Museum.
- k) **Marine Services Facility.** Contract for, complete and bring to Council for consideration a full feasibility study for the proposed Marine Services Facility.
- l) **Tourism Integration.** Complete the integration of the management of Tourism Business Improvement District operations with other aspects of the City’s Economic Development plans and activities.

- m) **Food Trucks.** Research and bring to Council for consideration a change to the MBMC to allow “food trucks” during approved events.

Goal #7 - Improve City Infrastructure, Facilities and Public Spaces.

- a) **Market Street Bluff / Centennial Parkway Area Revitalization.** Begin a public process and bring to Council ideas for revitalization of the city owned properties adjacent to Centennial Parkway, including the Front Street parking lot, the Branigan’s / Distasio’s building, and the City-owned parking lot at Market and Pacific.
- b) **Implementation of Concept Plans.** Depending on public input and funding, complete design, research funding tools and begin implementation work on various projects including Centennial Parkway revitalization and the Embarcadero Promenade concept.
- c) **ADA Compliance Improvements.** Following the ongoing ADA compliance assessment, complete \$50K of ADA compliance improvements, or as set by the FY2016/17 budget.
- d) **Signage and Branding.** Install new welcome, way finding and street signs based on updated city “branding” resulting from the Vision / Values and DWSP projects.
- e) **Improve Trash Collection and Public Restroom Cleaning.** Research and bring to Council for funding proposals to increase the frequency of public trash collection in public areas and the cleaning of public restrooms.
- f) **Tree Trimming.** Research and bring to Council for direction a proposal to increase the frequency of tree trimming in the downtown from ~5 years to ~2 ½ years, while continuing City tree management and planting consistent with the Urban Forest Management plan.
- g) **Community Beautification.** Budget depending, implement specific Community Heritage and Beautification Committee recommendations including installing permanent aesthetic lighting in downtown street trees, providing direct City support to the Hidden History interpretive panel project, Vet’s Hall turf removal / garden installation. Refresh and re-implement the City Adopt-a-Park program.
- h) **ESH Fencing.** Fence the Environmentally Sensitive Habitat (ESH) between the Embarcadero dirt extension and the Morro Bay Power Plant property in the same manner as the ESH fencing on the opposite side of the road.
- i) **City Hall Functional Improvements.** Plan and complete remodeling of the IT space in City Hall to provide additional / more functional office space and improved customer service in MB City Hall.
- j) **Facility Maintenance Program.** Update the Facility Maintenance Program using priority setting in time to influence the 2017/18 budget cycle.

Goal #8 - Enhance Quality of Life

- a) **Community Pool Planning.** Prepare for, and enact, the overall management of community access at the new Morro Bay High School/Community Pool.
- b) **City-Sponsored/Partnered Events.** Execute the following City/Partnered Events: Fourth of July, Rock to Pier Run, Dixon Spaghetti Dinner, Downtown Trick-Or-Treat (partner with the Chamber of Commerce), Lighted Boat Parade/Christmas Tree Lighting (partner with Rotary).
- c) **Sea Otter Awareness.** Take specific action to raise awareness of Sea Otter protection practices and participate in the 2016 Sea Otter Awareness Week.
- d) **Pickleball Court Space.** Research and present to Council opportunities for additional, future Pickleball court space.
- e) **Recreation Guide.** Sponsor and publish the Morro Bay Recreation Programs Guide in Fall, Winter, and Spring, beginning Fall 2016.
- f) **Vet's Hall Renovation Planning.** Bring to Council a proposal for partial revitalization of Vet's Hall to achieve functional improvements for public meetings and work toward a more attractive / rentable space for private events.
- g) **Public Meeting Broadcasts.** Bring to Council a proposal for upgrading City-owned broadcast equipment used to video and broadcast public meetings.
- h) **Community Paramedicine.** Research and partner with other EMS agencies in our County for possible proposals for Federally funded Community Paramedicine Programs starting after 2018, pursue public / private partnerships to simultaneously improve local healthcare access.
- i) **Skate Park.** Research and bring to Council for decision options to develop a new skate park in Morro Bay. Resurface the pavement under the existing skate park at the Teen Center. (New)

Goal #9 - Improve Water Supply Diversification

- a) **State Water Planning.** Assess the long-term requirements for continued participation in the State Water Project, conduct initial determination what level of participation is appropriate, and identify timeline for contract renewal.
- b) **Desal Permit.** Submit permit application for full time use of the City desal plant as part of the City's water portfolio.
- c) **Desal Location.** Research and bring to Council for decision options to relocate the City desal plant.
- d) **"One Water" Planning.** In concert with the GP/LCP update, complete Master Plans for Water Supply, Water System, Wastewater Collection, and stormwater as a "One Water" Plan.

- e) **CMC Emergency Exchange Agreement.** Complete emergency exchange agreement with CDCR for CMC water.

Goal #10 - Improve City Operations

- a) **IT Support.** Assess opportunities to enhance IT help desk support services through supplemental, contractual support.
- b) **IT Disaster Protection.** Move City computer servers from City Hall to the Fire Station.
- c) **Records Management.** Develop a prioritized, budgeted short- and long-term plan for improving records management policies and procedures, including development of a trustworthy electronic records system, and staff education regarding legal requirements and best practices. Begin digital scanning of Harbor Dept Records.
- d) **Compensation Study.** Complete a professional, external, comparative study of City of Morro Bay compensation policies and levels to ensure both taxpayers and employee interests are appropriately served. Complete the study in time for 2017/18 MOU negotiations.
- e) **Lease Management Office Reorganization.** Research and bring to Council for consideration transferring Harbor lease and property management functions to the Administrative Services Department or another City Department. (MP Recommendation)
- f) **MBMC and City Organization.** Review and bring to Council for consideration changes to the MBMC related to City staff organization.
- g) **Succession Planning.** Develop a succession planning framework and conduct detailed succession planning for positions at high risk for turnover. (MP Rec.)
- h) **Harbor Maintenance.** Evaluate transferring Harbor maintenance functions to Public Works.
- i) **GIS.** Research and bring to Council for decision options for providing comprehensive geographic information system data for both internal and customer serving applications.
- j) **Community Resource Connections.** Refine and formalize, with Council resolution, the relationship between the City and the Community Resource Connections Office.



David W. Buckingham
City Manager

Item	Description	Expected HAB Review (by fiscal year quarter)
Harbor Advisory Board Work Program for City Council 2016/17 Goals & Objectives		
As amended by the City Council on 4/26/16		
GOALS		
Goal 3	Review and Update Significant City Land Use Plans	N/A
e. Downtown/Waterfront Strategic Plan (DWSP)	Consider incorporating the DWSP into the GP/LCP process. Complete DWSP part of the plan. WPE1 provide staff input to consultants as-required. WPE2 Obtain HAB review/input on work products as-required.	N/A
	WPE1 - Provide staff input to consultants as-required.	Q1-Q2
	WPE2 - Obtain HAB review/input on work products as-required.	Q1-Q2
Goal 4	Maintain Core Public Safety Services	N/A
d. Public Safety Scrub of Morro Bay Municipal Code	Complete a review of all public safety ordinances in the MBMC, including various sections of the MBMC that currently require first offense warning for violations of code, and bring recommended changes to Council for decision.	N/A
	WPE1 - Harbor element already begun in 2015 with HAB review and input on MBMC Chapter 15 and Harbor Dept. Rules and Regulations. First-round staff and HAB review of all sections complete.	
	WPE2 - Staff to bring first-round draft of recommended changes back to HAB.	Q4 (2016)
	WPE3 - Bring HAB-inputted and recommended changes to Council for approval.	Q2
Goal 5	Ensure Fiscal Sustainability	N/A
a. Budget Forecast	Complete a professional, external 10-year budget forecast in Jan-Mar 2017 with new Council.	N/A
	WPE1 - Research and update current capital planning needs assessment and modeling with HAB Finance & Budget Ad-Hoc Committee assistance.	Q1-Q2
	WPE2 - Complete capitol assessment for HAB review and recommendation into FY 2017/2018 budgeting process for Council.	Q3-Q4
	WPE3 - Research and update current Master Fee cost recovery estimating and modeling with HAB Finance & Budget Ad-Hoc Committee assistance.	Q1-Q2
	WPE4 - Complete Master Fee cost recovery estimating for HAB review and recommendation into FY 2017/2018 budgeting process for Council.	Q3-Q4
	WPE5 - Research/Investigate new and/or enhanced revenue streams with HAB input and recommendation.	Q1-Q2
	WPE6 - Bring HAB revenue stream recommendations into FY 2017/2018 budgeting process for Council.	Q3-Q4
Goal 6	Support Economic Development	N/A

g. Aquarium Project	Work closely with the Central Coast Aquarium to bring a concept Plan for approval to the Council and Coastal Commission.	N/A
	WPE1 - HAB review and recommendations to Council on CCA proposal after submission (est. Q2).	Q2
j. Maritime Museum	Update the current MOU and complete a license agreement with the Central Coast Maritime Museum.	N/A
	WPE1 - Staff to complete MOU currently in draft form for Council consideration and approval.	Q4 (2016)
	WPE2 - Staff to complete a License Agreement for administrative approval.	Q4 (2016)
k. Marine Services Facility	Contract for, complete and bring to Council for consideration a full feasibility study for the proposed Marine Services Facility.	N/A
	WPE1 - HAB Boatyard/Marine Services Facility Ad-Hoc Committee and staff identify potential outside private interest in facility construction and operation. If such interest exists, consider waiting for private proposals before paying for an internally-funded feasibility study.	Q4 (2016)-Q2 (2017)
	WPE2 - With Boatyard/Marine Services Facility Ad-Hoc Committee participation and input, develop RFP for financial feasibility study for Council approval.	Q4 (2016)
	WPE3 - With Boatyard/Marine Services Facility Ad-Hoc Committee participation and input, evaluate RFP responses, get consultant under contract and complete study.	Q1-Q2
	WPE4 - With Boatyard/Marine Services Facility Ad-Hoc Committee evaluation and recommendations, bring completed study to HAB for recommendations, and to Council for consideration and direction on next steps and possible site commitment.	Q2
Goal 7	Improve City Infrastructure, Facilities and Public Spaces	N/A
h. ESH Fencing	Fence the environmentally sensitive habitat (ESH) between the Embarcadero dirt extension and the Morro Bay Power Plant property in the same manner as the ESH fencing on the opposite side of the road.	N/A
	WPE1 - Obtain cost estimate.	Q4 (2016)
	WPE2 - Bring to Council for budgeting (Harbor Fund or General Fund, or possible grant funding?).	Q4 (2016)
	WPE3 - Install.	Q1-Q2
Goal 8	Enhance Quality of Life	N/A
c. Sea Otter Awareness	Take specific actions to raise awareness of sea otter protection practices and participate in the 2016 Sea Otter Awareness Week.	N/A
	WPE1 - Continue current efforts with State Parks and Fish and Wildlife regarding establishing Morro Bay-specific sea otter awareness materials.	N/A
	WPE2 - Engage stakeholders, identify opportunities and ideas, and bring to HAB for input and recommendation.	Q4 (2016)-Q1 (2017)
	WPE3 - Implement recommendations.	Q1
	WPE4 - Participate to the extent possible in Sea Otter Awareness Week 2016 (typically the 4th week in September).	Q1
Goal 10	Improve City Operations	N/A

c. Records Management	Develop a prioritized, budget short- and long-term plan for improving records management policies and procedures, including development of a trustworthy electronic records system, and staff education regarding legal requirements and best practices. Begin digital scanning of Harbor Dept. records.	N/A
	WPE1 - Identify Harbor records to be scanned, including reconciliation of duplicate lease files in Harbor and Legal departments.	Q1-Q2
	WPE2 - Obtain cost estimate to scan identified records.	Q3
	WPE3 - Bring to Council for budgeting.	Q4
	WPE4 - Complete scanning.	Q1 (2018)
h. Harbor Maintenance	Evaluate transferring Harbor maintenance functions to Public Works.	N/A
	WPE1 - Identify functions contemplated for transfer using the Harbor Department Level of Service document developed in 2010/2011.	Q1
	WPE2 - Working with Public Works' management, develop potential models, including consideration of performance parameters, efficiencies and financials, for transferring functions to Public works, including HAB review, input and recommendation to Council.	Q3
	WPE3 - Bring HAB recommendations to Council for consideration and decision.	Q4
OTHER ITEMS		
a. Human Observer Requirement in Groundfish Fishery	Support Changes in the Human Observer Requirement to Participate in the Trawl Sector of the West Coast Groundfish Fishery	N/A
	WPE1 - Research current governance and regulations and how the Morro Bay fleet is affected.	Q4 (2016)- Q1 (2017)
	WPE2 - Identify regulatory path for City/Industry to take to effect changes in governance.	Q1-Q2
	WPE3 - Research and identify industry-supportable options to bring forward for consideration of regulators.	Q1-Q2
	WPE4 - With the industry, bring options to regulators to effect changes.	Q2-Q3/4
b. Working Waterfronts	Create a "Working Waterfront" Policy for Morro Bay, and Pursue "Working Waterfront" Designations or Guidelines	N/A
	WPE1 - Research "Working Waterfronts," their designations, guidelines and other information pertinent to Morro Bay for consideration of a Morro Bay policy and possible designation.	Q1
	WPE2 - Develop draft Morro Bay Working Waterfront Policy for City Council consideration.	Q2
	WPE3 - Pursue Morro Bay Working Waterfront designation or recognition, if applicable.	Q3
c. Eelgrass Mitigation	Consider Pursuing Changes to Eelgrass Regulation and Mitigation in Morro Bay to the Benefit of the Resource and Community	N/A
	WPE1 - Continue Eelgrass Ad-Hoc Committee work into research of Newport Beach CA and other models, to include robust engagement with the Morro Bay National Estuary Program.	Q4 (2016)-Q1 (2017)
	WPE2 - Research and identify potential regulatory path(s) forward.	Q1-Q2
	WPE3 - Consider hiring consultancy to pursue full regulatory process. Budget in FY17/18 if required.	Q2-Q3
	WPE4 - Develop Morro Bay Eelgrass Mitigation Policy for consideration of regulatory approval.	Q4-Q1/2 (2018)

Board members suggested long-term and short-term goals, objectives, and priorities; then discussed the list. Following is the final prioritized list of goals and objectives:

1. **Boatyard Haulout.** Continue pursuing next steps.
2. **Eelgrass.** Form an Ad-Hoc Committee to address possible eelgrass mitigation banking and management.
3. **Dredging.** Ensure regular Corps dredging of harbor entrance and channels, and continue pursuing State Park Marina dredging.
4. A. **Marine Research Facility.** Support establishment of a marine research facility in Morro Bay, including Central Coast Aquarium proposal.

B. **Support Harbor Enterprise Goals.** Support L.E.A.P. and other economic development efforts.

C. **Marine Sanctuaries.** Form an Ad-Hoc Committee to conduct research and fact-finding in order to help inform the City Council in its decision making.
5. A. **Off-Boat Fish Sales Direct to the Public.** Continue to support, promote and help grow off-boat sales.

B. **Harbor Cost Allocation/Budget.** Continue to work at ensuring cost allocation is properly accounting for costs charged vs. services rendered.
6. **Measure D.** When City Council takes it back up, assist in fact-finding and decision-making process.

ADJOURNMENT

This meeting was adjourned at 7:45 PM.
Submitted by,

Polly Curtis
Harbor Department

