

# City of Morro Bay

## City Council Agenda

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### *Mission Statement*

*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.*

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**NOTICE OF SPECIAL JOINT MEETING  
OF THE CITY COUNCIL AND PLANNING COMMISSION  
TUESDAY, AUGUST 9, 2016  
VETERANS MEMORIAL HALL – 4:00 P.M.  
209 SURF STREET, MORRO BAY, CA**

ESTABLISH QUORUM AND CALL TO ORDER

PUBLIC COMMENT RE: ITEMS ON THE AGENDA

SPECIAL MEETING AGENDA ITEMS:

- I. REVIEW STATUS OF GENERAL PLAN / LOCAL COASTAL PLAN PROGRAM UPDATE

ADJOURNMENT

DATED: August 4, 2016



Jamie L. Irons, Mayor



Robert Tefft, Planning Commission Chair

**MATERIALS RELATED TO AN ITEM ON THIS AGENDA SUBMITTED TO THE CITY COUNCIL AFTER DISTRIBUTION OF THE AGENDA PACKET ARE AVAILABLE FOR PUBLIC INSPECTION AT CITY HALL LOCATED AT 595 HARBOR STREET; MORRO BAY LIBRARY LOCATED AT 625 HARBOR STREET; AND MILL'S COPY CENTER LOCATED AT 495 MORRO BAY BOULEVARD DURING NORMAL BUSINESS HOURS.**

**IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN A CITY MEETING, PLEASE CONTACT THE CITY CLERK'S OFFICE AT LEAST 24 HOURS PRIOR TO THE MEETING TO INSURE THAT REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.**



AGENDA NO: I

MEETING DATE: August 9, 2016

## Staff Report

**DATE:** July 22, 2016

**TO:** Honorable Mayor & City Council  
Planning Commissioners

**FROM:** Scot Graham, Community Development Director

**SUBJECT:** Review Status of the General Plan/Local Coastal Program Update

### **RECOMMENDATION**

Staff recommends the City Council and Planning Commission review the staff report and associated materials, receive the presentation by staff/consultant on the General Plan/Local Coastal Program update and provide comments as appropriate.

### **FISCAL IMPACT**

None

### **BACKGROUND/DISCUSSION**

This report, with attachments and associated presentation serves as a status update for the ongoing efforts with regard to the update of the City's General Plan and Local Coastal Program. The presentation will cover the following topics:

- Overall Status Update
- Discussion of the efforts associated with development of the Draft Vision and Values statement.
- Summary of Workshop No. 1, held on June 16, 2016
- Status update on the Downtown Waterfront Strategic Plan process
- Overview of the Community Baseline Assessment
- Discussion of next steps

The draft Vision and Values statement is provided in Attachment A. The Community Workshop summary report is provided as Attachment B. The Draft Baseline Assessment is a large document (689 pages) and can be found at the following link: <http://www.morro-bay.ca.us/DocumentCenter/View/9697>.

Please note, due to its length and breadth staff is not requesting the Council and Commission Members read through the entire Draft Baseline Assessment in preparation for this joint meeting.

01181.0003/272189.1

Prepared By: SG

Dept Review: SG

City Manager Review: \_\_\_\_\_

City Attorney Review: JWP

Staff has also attached a copy of the “Draft” power point presentation for the joint meeting. At the time of staff report preparation, Michael Baker International was synthesizing information from the July 21, 2016 GPAC meeting as well as recent focus group outreach efforts. That recent input will likely result in updates to some of the PowerPoint slides prior to the meeting.

### **CONCLUSION**

The report, associated materials and presentation is meant as a progress update on the overall General Plan/Local Coastal Program process. Given the update is an overview and, therefore, covers a significant amount of material, and given the time allotted to the presentation is limited, Council Members and Commissioners should feel free to provide written comments to staff either before or after the meeting. If written comments are provided before the meeting, then staff will make copies available for the public, Council Members and Commissioners at the joint meeting. For any comments made before or after the meeting by a Council Member or Commissioner, those comments should not be shared by the commenter with a majority of that commenter’s legislative body (the Council or Commission). For written comments made after that meeting, staff will summarize those and present them to each body (Council/Commission) and the public at another joint meeting at a future date or to each body and the public at a separate meeting at a future date.

### **ATTACHMENT(S)**

- A-** Draft Vision & Values Statement
- B-** Michael Baker International Memo: Summary Report for Community Workshop 1
- C-** Draft PowerPoint Presentation



## Item A-1

### **DRAFT COMMUNITY VISION STATEMENT**

In 2040, Morro Bay is a friendly, safe, resilient, healthy, and naturally beautiful coastal community where people of all ages live, work, play, and visit. A California destination and treasure, our city is known far and wide for its natural beauty, small town charm, active living, outdoor recreation, and welcoming nature.

The natural environment is an integral part of daily life that we cherish and conserve. Our healthy wetlands and harbor are complemented by accessible paths and connected parks, which reinforce our deep appreciation for nature and contribute to a high quality of life.

We honor our heritage as a fishing village by celebrating and maintaining our working waterfront and carefully preserving our estuary and shoreline. We adapt to changes in the climate, economy, and culture without compromising our small town character.

A collaborative government, abundant and sustainable natural resources, and cutting-edge technology support our diverse and vibrant economy, attracting new businesses and investors. We are a multigenerational community where head-of-household jobs and affordable housing options provide a foundation that allows people of all ages and income levels to thrive.

Modern public amenities and services are part of the fabric of civic life and nurture our community organizations, neighborhood groups, and spirit of volunteerism. We welcome personal expression and creativity, as reflected in our unique visitor attractions, diverse housing, and eclectic neighborhoods.

Steeped in a rich past and looking toward a bright future, we take great joy and pride in our community and work together to sustain it.



## DRAFT COMMUNITY VALUES

- Our **natural amenities** are healthy, sustainable, and resilient
- We welcome **visitors** while maintaining our **small town character** and honoring our **heritage**
- A range of **housing and jobs** provides for a high quality of life
- Our diverse and **vibrant economy** supports both new and existing businesses
- We have modern, resilient **infrastructure and public amenities**
- **Safe and accessible streets** conveniently connect people and places throughout town
- Our **government** is supportive, collaborative, and responsive to our needs
- We provide **public services** that support a **multigenerational community**



## Item A-1

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## MEMO

**To:** Scot Graham, City of Morro Bay

**From:** Cristelle Blackford, Michael Baker International  
Loreli Cappel, Jeff Henderson, Chris Read, Tammy Seale

**Date:** July 7, 2016

**Re:** Community Workshop 1 - Summary Report

This memorandum outlines the results of the first community-wide workshop for *Plan Morro Bay*, which was held on June 16, 2016, from 5:30–8 p.m. in the Veteran’s Memorial Building in Morro Bay. This meeting was a collaborative effort between the City of Morro Bay and Michael Baker International.

# WORKSHOP PURPOSE



## Purpose

- Inform the public about *Plan Morro Bay* (the City of Morro Bay's General Plan and Local Coastal Plan update, Comprehensive Zoning Code update, and Downtown Waterfront Strategic Plan (DWSP)), as well as other concurrent and related efforts (Economic Development Strategy, Centennial Staircase and Embarcadero Sidewalk Widening Project, Wastewater Reclamation Facility, and others to be confirmed by staff).
- Provide background information, context, and some initial research findings.
- Confirm the community vision and values for the General Plan.
- Gather input to develop a community vision for the DWSP.
- Confirm ongoing research related to assets and opportunities (citywide and for the Waterfront and Downtown) and brainstorm potential solutions.

## Desired Outcomes

- All participants will feel welcome and encouraged to participate.
- Participants will understand the projects and how they are related.
- The project team will have a better understanding of the community's vision for linking downtown Morro Bay to the Embarcadero and the Waterfront and what the assets and opportunities are in terms of connecting and enhancing these areas.
- The project team will have a better understanding of the community's priorities for addressing key issues, which will allow City staff to move forward in developing policies and land use alternatives.
- Participants will feel energized and positive about their participation experience and opportunities related to the projects.



look forward to future engagement

# OVERVIEW

The meeting was considered a special convening of the GPAC and was therefore called to order by GPAC chair, Dr. Robert Tefft, and concluded with a public comment period. Below is a summary of the evening's activities.

## Attendance

*Total Attendance:* 40+

The first community-wide *Plan Morro Bay* workshop was hosted on June 16, 2016, from 5:30–8 p.m. in the Veteran's Memorial Building. There were approximately 40 participants present\*, along with 4 City staff members, 1 elected official (Mayor Jamie Irons), 6 General Plan Advisory Committee (GPAC) members, and 5 consultants, for a total of approximately 56 individuals.

\*This number reflects the number of individuals who signed the optional sign-in sheet at the door.

## Agenda

### 5:30 p.m. Welcome

Participants were welcomed at the entrance, were asked to sign an optional sign-in sheet, received an orientation on the meeting format, and were given nametags and agendas. The agendas included a comment card on the reverse.

### 5:30–6:00 p.m. Open House (Visioning & Coastal Exhibits)

Participants were invited to circulate between stations to review and/or provide input on the visioning exhibits and the coastal resiliency exhibit at their leisure.

### 6:00–6:30 p.m. Presentation + Q&A

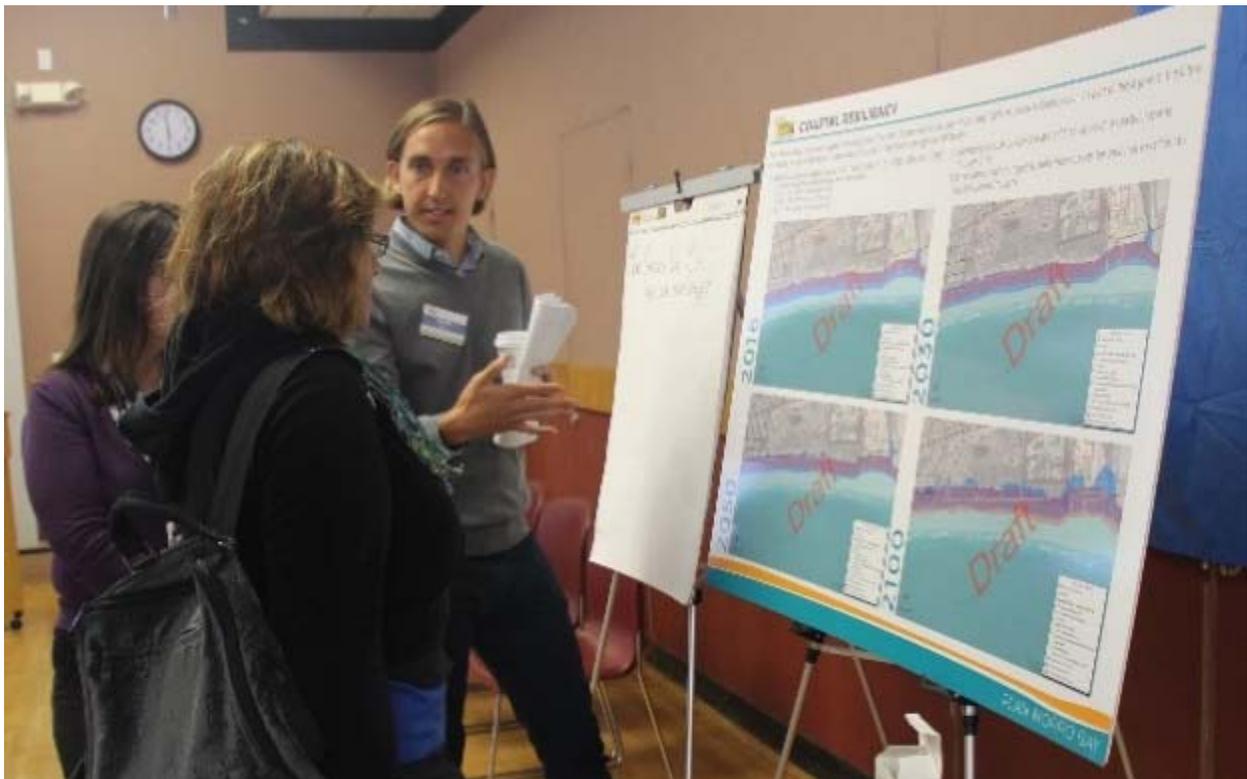
The project team gave a brief presentation that explained the project, provided background information, and set the stage for the small group activities. Questions were answered at the end of the presentation.

### 6:30–7:45 p.m. Small Group Activities (Assets & Opportunities Exercises)

Participants were seated in groups of 8–10. A facilitator at each table guided them through two small group activities and discussions. A lead facilitator provided initial instruction and led the room in a high-level summary of key takeaways from each table.

### 7:45–8:00 p.m. Public Comment & Wrap-Up

The team reviewed the project's next steps, including upcoming opportunities for participation. The podium was open for public comment.

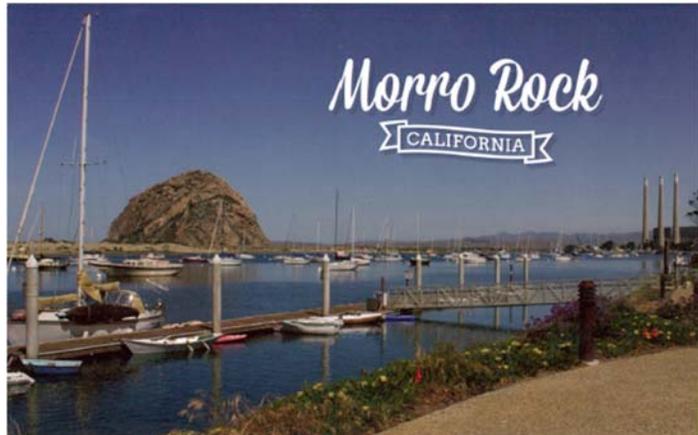


# SUMMARY OF RESULTS

## Exhibit 1: Downtown Waterfront Vision

### Overview

This exhibit featured a poster showing a map and photos of the Waterfront and Downtown Morro Bay; the poster was placed next to a mailbox and a stack of postcards on a long table. The postcards were designed to look like a classic, large tourist postcard (right).



The poster invited participants to imagine their ideal future, and write a postcard to a friend that describes what downtown Morro Bay and the Waterfront look and feel like from this future perspective. The poster included the following prompts:

- The best part about Downtown and the Waterfront is...
- The biggest positive change that has happened in Downtown and the waterfront is...

### Results

In total, participants submitted 8 postcards and added 3 sticky-note comments on the poster. Although relatively few attendees filled out postcards, many more reviewed the exhibit and conversed with the project team.

Input received via the postcard activity is grouped by theme and summarized below. In general, participants hope that the Downtown and waterfront areas will remain affordable, welcoming, and eclectic into the future. In addition, many participants imagine a future that includes improved connectivity between Downtown and the Waterfront, especially for bicycles and pedestrians, along with additional green space, clean energy, and a vibrant economy.

## KEY THEMES

### Maintain Downtown's Character:

- Downtown is “still charming but grown up in a good way”
- Morro Bay is beautiful, eclectic, and welcoming
- Downtown includes mixed-use buildings
- There is affordable housing
- There is a new History Center and Youth Center



### Improve Circulation and Mobility:

- Access to the beach and waterfront have improved
- Connectivity and pedestrian/bicycle safety have improved
- Parts of Morro Bay Boulevard are now pedestrian-only walk streets
- Highway 1 through the city has had a facelift

### Preserve Open Space and Recreation:

- Open/green space has been preserved
- There are new pocket parks where people can enjoy quiet, relaxation, and good views

### Foster a Robust, Clean Economy:

- Downtown is robust and vibrant with a thriving economy and tourist industry
- The power plant stacks are gone. Instead, the City uses renewable energy!
- Morro Bay has a robust fishing industry
- The city has good paying jobs in clean energy

### Other Comments and Quotes:

- “Unfortunately, this new space is pretty popular – too popular for a crotchety old codger like me.”

## Exhibit 2: Citywide Vision

### Overview

The exhibit included a poster that shows the General Plan vision and values statements, explained the process of drafting these statements, and their role in guiding the General Plan. Participants provided comments on sticky notes in the poster's margins.



### Results

In total, participants added 10 sticky notes to the poster. In addition, many attendees spoke with the project team at this station. By and large, participants expressed support for the draft community values and vision statement. Some additional ideas shared on sticky notes are summarized and grouped by theme below.

### KEY THEMES

Alternative Transportation and Smart Growth:

- Public transit
- Walkability
- Park your car all weekend, walk, trolley, bike everywhere
- Urban infill, mixed-use downtown to meet housing and commercial growth

Activated Public Spaces:

- Friendly neighborhoods, with good lighting and art installations
- Public art projects are an integral part of the City scene
- Discover and highlight Morro Bay's history

### Modernized Infrastructure:

- Put utility lines underground (x4)
- Safe and maintained streets

### Attractive, Year-Round Destination:

- A thriving year-round destination, optimizing the conditions of the season
- Morro Bay has a reputation of being a foggy, sleepy town with not much to do; show off assets by drawing people in during fall and winter and with wind sports in spring (kiteboard/sailing)



# Exhibit 3: Coastal Resiliency

## Overview

This exhibit featured an explanation of sea level rise and displayed four maps showing the Morro Bay coastline today and projections for the future (years 2035, 2050, and 2100), including sea level rise, dune erosion, anticipated property damage, and other anticipated impacts. An easel pad next to the poster posed the following question: “How should Morro Bay prepare for sea level rise?” A member of the project team was stationed at the exhibit to answer questions and record comments.

## Results

Many attendees visited the exhibit and conversed with the project team. Comments and questions received are summarized below. In general, participants supported the City in exploring appropriate methods for mitigating Seal Level Rise along Morro Bay’s coast.

### KEY THEMES:

- Some had questions regarding the sea level rise assumptions preferred by the California Coastal Commission and if those assumptions would be changed over time
- Many had questions about how the modeling was done and how the City can prepare for a range of possible future scenarios
- Some expressed interest in learning how private properties should prepare for exacerbated flooding



# Activity 1: Downtown Waterfront Assets & Opportunities Mapping

## Overview

Each small group activity table included a large map of the DWSP project area with ample space in the margins. Participants were asked to identify up to three assets and three opportunity sites in the Waterfront and Downtown areas using color-coded dots with a line connected to corresponding stickers that they would place in the margins. The stickers read “I LOVE” and “I’D CHANGE” with space to write ideas and comments underneath. Participants were invited to write their ideas for the identified sites on the stickers.

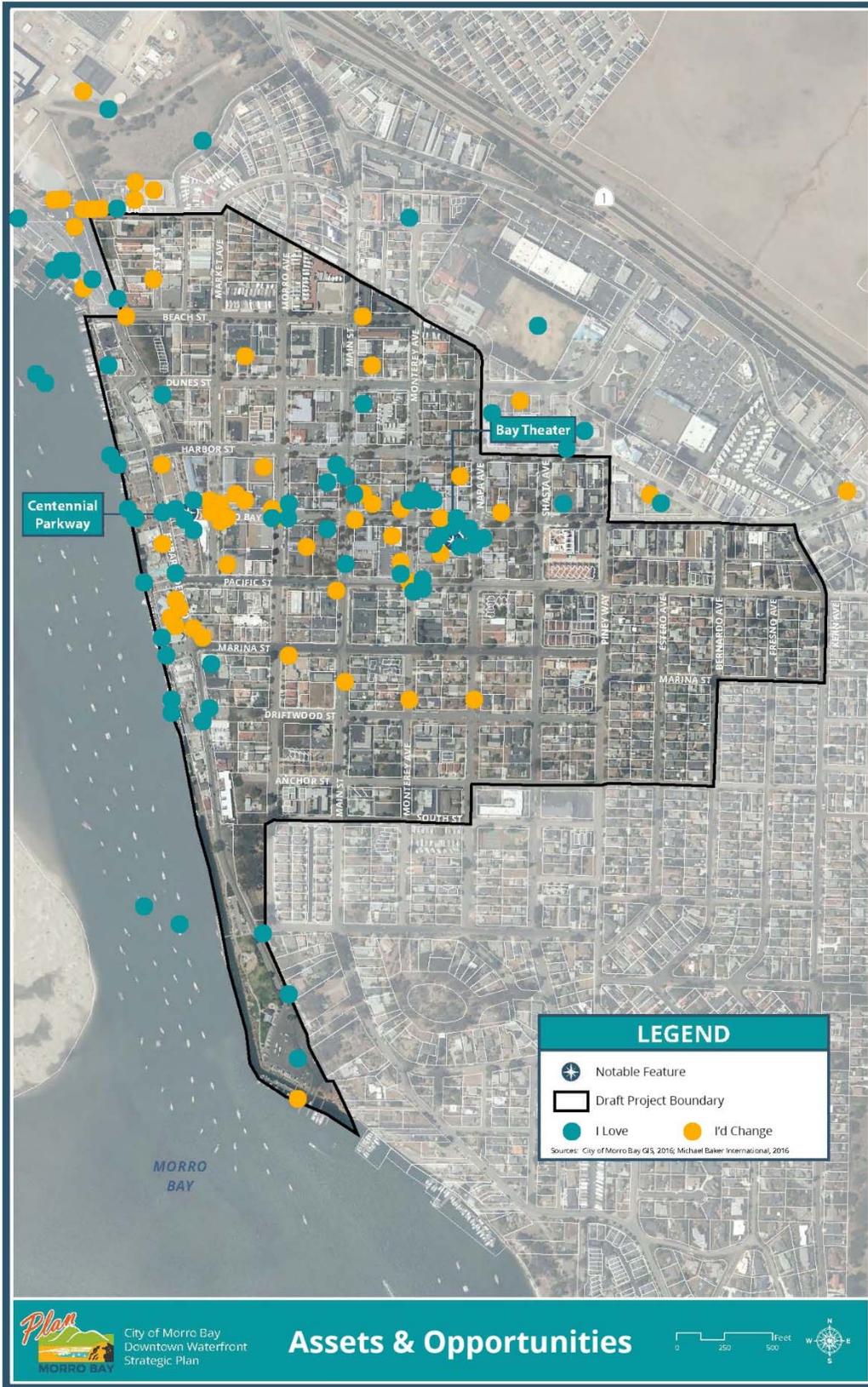
Each small group facilitator led a conversation about the identified assets and opportunities to understand the most important physical, design, and economic characteristics and constraints. At the end of the discussion, each small group facilitator briefly shared key takeaways (e.g., the most important topic(s) discussed at most length) with the larger room.



## Results

Approximately 40 people participated in this activity across 6 small group tables, not including project team members and GPAC members, who acted as small group facilitators and note takers. The results are summarized below.

The map below shows where the I Love and I’d Change stickers were placed on the maps across all six tables.



## Assets (I Love):

Many common themes emerged regarding aspects of Downtown and the Waterfront that participants perceive as community assets. Among the most cited assets were the existing community character (including the look and feel of the buildings, streets, and businesses), natural beauty (including views of the water and the rock, parks, animals, and recreational activities), and ease of mobility and circulation for pedestrians and transit-users. These themes are detailed below.

## KEY THEMES:

### Community Character:

- Centennial Stairway and chessboard
- Low building height and density along Morro Bay Boulevard
- Bay Theater
- Maritime Museum
- Historic buildings

### Natural Beauty, Open Space, Recreation:

- Tidelands Park
- Quiet, natural serenity
- Harborwalk
- City Park, and the community events held there
- The Rock
- Not too many tourists
- Clean water/water visibility

### Circulation and Mobility:

- Wide sidewalks and streets
- Pedestrian-friendly
- The trolley

## Opportunities (I'd Change):

Across groups, many participants discussed ways that the buildings, streetscapes, and circulation within and between Downtown and the Waterfront could be improved. Comments are summarized and grouped by theme below.

### KEY THEMES:

#### Development:

- Empty lots along Morro Bay Boulevard and the Embarcadero
- Mixed-use and multi-story buildings downtown (particularly at Morro Bay Boulevard and Main Street) to create more spaces for retail/restaurants/offices
- Remove the power plant and build something great (e.g., aquarium)
- Affordable housing
- Building façade improvements (particularly along Quintana)

#### Circulation and Mobility:

- Pedestrian and bicycle connectivity and safety improvements
- Parking improvements – improvements on Morro Bay Boulevard and perhaps some parking structures at key locations near the power plant, along the Embarcadero, etc.
- Trolley could be improved (frequency)
- Handicap accessibility (e.g., install elevator at Centennial Staircase)
- Partial or full pedestrian closure from Centennial Staircase up Morro Bay Boulevard
- Reduce traffic/congestion along the Embarcadero
- Make the Embarcadero a one-way street up through Downtown

#### Streetscape:

- Preserve the view to the bay (trim trees, etc.)
- Empty parking lots full of weeds are an eyesore
- More public restrooms downtown
- Underground power lines
- Redo sidewalks on Morro Bay Boulevard
- Gateway signage at Centennial Staircase announcing entry into Morro Bay



#### Activity and Recreation:

- Add a boat yard near the Maritime Museum – people love to watch boat building and fishing
- Build a visitor center
- Add strategically placed parklets
- Increase facilities for boating
- Safe play areas for kids

#### Other Notable Comments/Quotes:

- “Economic impacts of events are mixed – some good, some bad”
- “Create walking tour (not an aquarium)”
- Parking standards are a constraint
- Maintain low building heights (1-2 stories)
- “Be sensitive to senior citizens – wheelchairs, walkers, etc.”
- Need more rentable commercial spaces (non-retail)
- Events at City Park are important but disjointed – feel unconnected to Downtown area
- “The number of hotels/inns that divide Downtown and Embarcadero. I’d like to add businesses to connect them (e.g., coffee, café, retail).”

- Move the farmers market location closer to Centennial Staircase
- More 9-5 non-tourist businesses
- 10 years hence – fund a big garage in east end of town and a people mover that stops at Downtown and at Waterfront
- Institute Downtown design standards
- “Residential areas maintained vs. ‘vacation rentals’ which are businesses”
- “Create a Marine Life Institute (‘Finding Dory’)”

# Activity 2: Citywide Assets & Opportunities Discussion

## Overview

Each participant was given a set of nine notecards that presented key topics organized into categories based on the community values. Each notecard included a fact about Morro Bay (which highlighted an asset and/or opportunity), a list of potential approaches to address the fact (intended as conversation starters), and the community values



related to each topic. Participants were given a short amount of time to review the cards and select THREE topics to discuss. The ninth card was blank, which participants could use to put forth their own suggestions.

Small group facilitators tallied the results and facilitated a discussion about the two to three key topics that were most important to the table as a whole, using the following questions to guide the discussion:

Which, if any, of the listed approaches would be most effective at bringing this asset/opportunity into closer alignment with the community vision and values?

Do you have ideas for other approaches or have you seen successful approaches elsewhere that might work in Morro Bay?

Finally, the small group facilitators worked with their group to categorize all of their ideas into themes and write down three to five big-picture ideas on large sticky notes. One participant from each table added their group's sticky notes to a sticky wall and explained their ideas.

## Results

Approximately 40 people participated in this activity across 6 small groups, not including project team members and GPAC members, who acted as small group facilitators and note takers.

The most commonly chosen topics across tables were retail (5), water supply (4), jobs (3), transportation (2), and growth (2), as shown in the chart below.

### Small Group Priorities

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
Priority 1	Water Supply	Water Supply	Transportation	Water Supply	Retail	Water Supply
Priority 2	Jobs	Growth	Jobs	Retail	Transportation	Retail
Priority 3	Retail	Jobs	Retail	-	Growth	-

For each topic, the ideas discussed at each table are summarized by category below.

### Retail

Retail was the most selected topic, with five out of six tables selecting the topic as one of their top priorities. Many of the comments can be grouped into four main categories: 1) longer retail hours, 2) increasing retail density, 3) preserving the existing character of retail areas, and 4) methods to attract new businesses and make it easier to start businesses in Morro Bay. There was also concern about supporting retail businesses by ensuring affordable housing for retail employees. The key themes are summarized below.

### KEY THEMES

- More retail hours
- Zoning to avoid dead zones – consider business hours
- Repurpose existing buildings for offices – infill
- No offices on ground floor in business districts
- No chain stores
- Lack of retail availability discourages new businesses
- Make City licensing easier
- Form a partnership of Chamber of Commerce and other local groups to make relocating here easier
- Recruit local businesses; Cal Poly graduates
- Ensure availability of affordable housing for retail employees

## Water Supply

Water supply was the second most-selected topic (four out of six tables selected the topic) and the topic that most frequently appeared as the top priority across groups. The majority of conversations focused on ways to gain independence from the State Water Project and ways to diversify water sources so as to be independent in the case of extreme conditions. Some groups also discussed alternative methods, such as charging tourists for their water use, promoting existing city programs, and starting conservation education programs. The key themes are summarized below.

### KEY THEMES

- Eliminate or reduce dependence on the State Water Project via:
  - Continued conservation (in homes, businesses, farms, and landscaping)
  - Grey water and rainwater capture
  - Desalination
  - Water recycling
  - Reclamation
- Diversification of water sources
- Groundwater recharge
- Consider water supply when allocating growth
- Charging visitors for water in restaurants, hotels
- Continued water conservation education
- Promote existing City programs, such as rain barrels

## Jobs

Half of all groups (three out of six) chose jobs as a top priority. Many groups discussed ways to improve the process for starting a business in Morro Bay. Many conversations also focused on preserving valuable blue collar jobs and keeping housing affordable for employees. Some participants suggested attracting a range of business types and satellite offices to Morro Bay, while others felt that it should remain more of a bedroom community. The key themes are summarized below.

## KEY THEMES

- Create tax incentives for local businesses
- Streamline permitting for local businesses
- Create and protect a range of housing types for employees, including:
  - Affordable housing
  - Range of housing sizes (1, 2, and 3 bedroom)
- Value head of household “blue collar” jobs, including:
  - Fishing
  - Construction
  - Agriculture
  - Healthcare
- Attract businesses of all sizes
- Encourage satellite offices and telecommuters
- Develop more office space
- Some participants felt it was OK to remain more of a bedroom community



## Transportation

Two out of six groups chose transportation as a top priority. Many groups focused on solutions to the congestion issues at Highway 41 and Main Street, including several arguments for and against roundabouts. Others discussed ways to improve accessibility for bicycles and pedestrians, along with ways to slow traffic and make better connections between neighborhoods. The key themes are summarized below.

## KEY THEMES

- Congestion at Highway 41 and Main Street
  - Add light or roundabout
    - Roundabout pros:
      - Improved flow of traffic
      - Reconfigure off-ramps – Main Street exit connects to Highway 41.
      - Some type of pedestrian crossing for students (under or over?)

- Roundabout cons:
  - More congestion (both traffic and pedestrian)
  - May defeat the purpose or idea of improved traffic flow because of entrances, exists, pedestrians causing stops
  - Another way to access high school?
- Roundabout at Main Street/Morro Bay Boulevard to mark beginning of pedestrian mall to Centennial Stairway
- More pedestrian accessibility
- Bicycle and pedestrian circulation all the way to the Embarcadero
- More sidewalks, especially when walking in north Morro Bay
- Add speed controls to slow traffic
- Better linkages between neighborhoods

## Growth

Two out of six groups chose growth as a top priority. There was some contention around the 12,200 population cap associated with provisions of a voter initiative provided on the card. Participants disagreed on whether growth should be kept below, capped at that number, or allowed to grow above that number. Other discussions focused on ways to accommodate more people through smaller units, infill, and mixed-use development. A few discussed limiting VRBO/Airbnb and instead focusing on the development of hotels. The key themes are summarized below.

## KEY THEMES

- Regarding the 12,200 population cap:
  - Some thought that it was an unreasonable limit, and viewed growth as a route to more tax revenue and improved infrastructure
  - Others had concerns about growing to 12,200 because of strains on water resources
  - Similar concerns and controversy about the number of homes
- Smaller, more affordable units, more families
- Keep rentals/VRBO/Airbnb limited; focus on hospitality and hotel development
- Promotion of mixed use and infill development

## Guiding Community Values – Big Ideas from the Sticky Wall

The following chart summarizes the key ideas that were shared from each group's discussions on a large sticky wall, which listed the community values at the top. The chart is a record of the ideas that were placed on the sticky wall and the corresponding values.

Jobs & Housing	Economic Vitality	Heritage & Identity
<ul style="list-style-type: none"> <li>• Ok to remain as more of a bedroom community</li> </ul>	<ul style="list-style-type: none"> <li>• Concentrate retail space</li> </ul>	
<ul style="list-style-type: none"> <li>• Attract more business               <ul style="list-style-type: none"> <li>○ Small</li> <li>○ Medium</li> <li>○ Large</li> <li>○ Tech</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Avoid retail dead zones (i.e., closed non-retail space)</li> </ul>	
<ul style="list-style-type: none"> <li>• Re: Growth, plan for up to 12,200</li> </ul>	<ul style="list-style-type: none"> <li>• Identify jobs trends</li> </ul>	
<ul style="list-style-type: none"> <li>• More affordable housing (diverse)               <ul style="list-style-type: none"> <li>○ 1, 2, 3 bedroom</li> <li>○ Less vacation rentals (VRBO/Airbnb)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Improve space &amp; infrastructure availability for employers</li> </ul>	
	<ul style="list-style-type: none"> <li>• Recruit local retail business</li> </ul>	
	<ul style="list-style-type: none"> <li>• No chain stores</li> </ul>	
	<ul style="list-style-type: none"> <li>• Make retail an easier process and local friendly</li> </ul>	

Natural Environment	Infrastructure & Amenities
<ul style="list-style-type: none"> <li>• Continue to increase education and promotion of water supply conservation programs (behavior)</li> </ul>	<ul style="list-style-type: none"> <li>• Smart growth (&gt;12,200) with infill and water conservation</li> </ul>
<ul style="list-style-type: none"> <li>• Develop a diversified water supply (x3) <ul style="list-style-type: none"> <li>○ Wells</li> <li>○ Desalination (x2)</li> <li>○ Conservation</li> <li>○ Recycling (x2)</li> <li>○ Rainwater</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Don't change <ul style="list-style-type: none"> <li>○ Water limits growth</li> <li>○ Water acts as a natural limitation to growth</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Adjust building code to use grey water (x2) <ul style="list-style-type: none"> <li>○ Municipal rainwater reclamation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Water <ul style="list-style-type: none"> <li>○ Maximize and diversify source</li> <li>○ Reuse</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Gain water independence <ul style="list-style-type: none"> <li>○ Eliminate dependence on the State Water Project</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>• Charge visitors for water <ul style="list-style-type: none"> <li>○ Hotels</li> <li>○ Restaurants</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>• Harvest rainwater from rooftops</li> </ul>	

Mobility & Access	Resident Services	Good Government
<ul style="list-style-type: none"> <li>• Intersection Improvements</li> </ul>		
<ul style="list-style-type: none"> <li>• Highway 41 &amp; Main Street Improvement (x2) <ul style="list-style-type: none"> <li>○ Roundabouts?</li> <li>○ Lights?</li> <li>○ Reconfigure on/off ramps</li> <li>○ Good/safe pedestrian crossing</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li>• Morro Bay Blvd/Main Street <ul style="list-style-type: none"> <li>○ Roundabout/public square/fountain</li> </ul> </li> </ul>		

## Summary & Next Steps

Community input is a critical component that will inform Plan Morro Bay at multiple stages throughout the process. The feedback that was received at this community workshop, in conjunction with input from the General Plan Advisory and technical background research, will inform the identification of key issues, focus areas, policy development, and ultimately the draft plan as follows:

- **The ideas collected via the postcard exercise will inform the development of a vision for the Downtown and Waterfront**, which will guide the planning process for the area. In general, participants hope that the Downtown and waterfront areas will be better connected for bicyclists and pedestrians, will have added greenspace and a more vibrant economy, and will remain affordable.
- **The comments received on the community-wide vision and values statement will be incorporated into a revised vision**, which will ultimately direct the policies in the final document. Overall, participants felt that the draft Values and Vision statement reflect their hopes for the future of Morro Bay, with some added focus on alternative transportation, smart growth, and modern infrastructure.
- **Comments related to coastal resiliency will inform future conversations about how sea level rise issues are addressed in the City.** Overall, participants supported the City in finding appropriate solutions to reduce the impacts of sea level rise.
- **The assets and opportunities identified through the Downtown and waterfront mapping activity will inform the location of focus areas within these areas**, along with potential designs and enhancements for these areas. Many assets and opportunities were identified in the core of Downtown and the waterfront, while more opportunities were identified in the periphery. Participants tended to agree that the existing community character, natural beauty, and ease of mobility should be preserved, but saw many opportunities to improve on the buildings, streetscapes, and circulation within and between Downtown and the waterfront.
- **The input captured through discussions of citywide assets and opportunities** through the card exercise will help the project team identify nuances of each key issue and will provide a starting point for the identification of a range of appropriate policy responses, which will be captured in the Key Issues and Policies Report, and ultimately integrated into the final plan. The activity made it clear that participants were particularly concerned about issues of water supply, jobs, transportation, and growth.

# Appendix 1: Workshop Materials

1. Sign-in Sheet
2. Agenda + Comment Cards
3. Coastal Resiliency Poster
4. Downtown Waterfront Vision Poster
5. Community-Wide Vision & Values Poster
6. Downtown Waterfront Activity Poster
7. Downtown Waterfront Activity Stickers
8. Community-Wide Activity Cards
9. Children's Coloring Activity



MEETING: \_\_\_\_\_

DATE: \_\_\_\_\_

**PLEASE SIGN IN** **PLAN MORRO BAY**

Full Name	Address	Are you a resident of Morro Bay? (check if yes)	Are you a business owner in Morro Bay? (check if yes)	Would you like to receive updates about Plan Morro Bay? (check if yes)
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Signing in is optional. You are welcome at this meeting whether or not you choose to sign in. Your information becomes part of the public record if you choose to sign in. Your information will not be used for purposes outside of the Plan Morro Bay projects.





## Community Workshop #1

June 16, 2016, 5:30-8:00 PM

### AGENDA

5:30 Open House (Visioning Exhibits)

6:00 Presentation + Q&A

6:30 Small Group Activities (Assets & Opportunities)

7:45 Wrap-up and Next Steps

Please leave your feedback on the back of this sheet.



## Community Workshop #1

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7:45 Wrap-up and Next Steps

Please leave your feedback on the back of this sheet.



Plan Morro Bay is funded in part through grants from the Ocean Protection Council and the California Coastal Commission. As part of these grants, the City is assessing its vulnerability to coastal hazards and sea level rise through the following:

1. Identification of coastal hazards in the City for 2016, 2030, 2050, and 2100
  - Includes bayside and seaside sea level rise models
  - 2030 – 12 inches of sea level rise
  - 2050 – 24 inches of sea level rise
  - 2100 – 66 inches of sea level rise
2. Inventory of coastal assets that could be exposed to coastal hazards through 2100
3. Development of strategies to help those assets become more resilient to coastal hazard impacts

2016



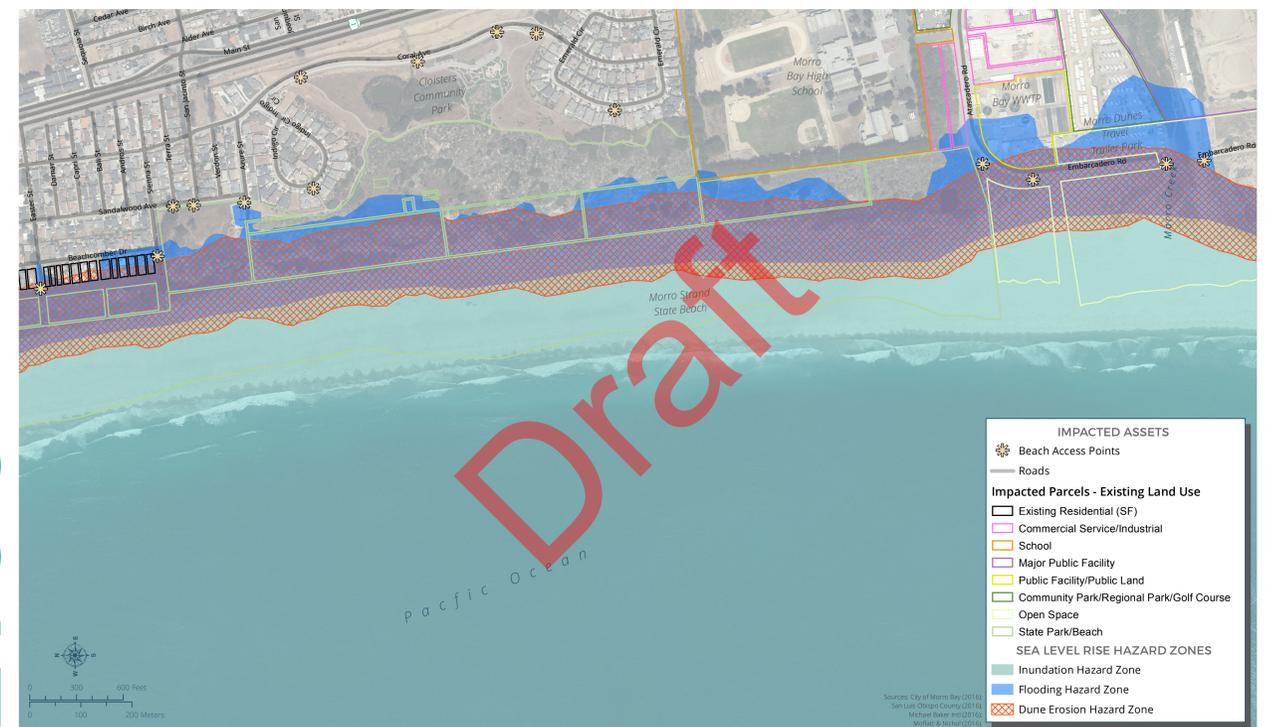
2030



2050



2100



Downtown and the waterfront play an important role as the social, economic, and cultural hubs of the community. The needs and wishes for downtown and the waterfront should align with the community-wide vision for Morro Bay.

**INSTRUCTIONS:** Imagine your ideal future and write a postcard to a friend that describes what downtown Morro Bay and the waterfront look and feel like in the year 2035.

Describe:

- In 2035, the best part about downtown and the waterfront is...
- In 2035, the biggest positive change that has happened in downtown and the waterfront is...



## HOW DID WE GET HERE?

The community values and vision statement represent a summary of future hopes, dreams, and ideas captured during the initial phase of the community engagement process for Plan Morro Bay. To date, Morro Bay residents have contributed to the conversation through:



CityVoice Telephone Survey (224 participants)



City Council Goals and Objectives (2015)



Plan for the Plan Visioning Session (Dec. 2015)



Council Study Session (Feb. 2016)

## DOES THIS REFLECT YOUR COMMUNITY'S VALUES & VISION?

**INSTRUCTIONS:** Let us know if you agree with the vision and values, if you would make any revisions, or if we missed something important. *Add sticky notes in the margin to share your comments.*

### DRAFT COMMUNITY VALUES

- **Natural & Outdoor Recreation:** Our natural environment, parks, and recreation spaces are healthy, resilient, and accessible to all.
- **Heritage & Identity:** We welcome visitors while maintaining our small town character and honoring our heritage.
- **Jobs & Housing:** A range of housing and jobs provides for a high quality of life.
- **Economic Vitality:** Our diverse and vibrant economy supports both new and existing businesses, including community-supporting tourism.
- **Infrastructure & Amenities:** We have modern, resilient infrastructure and public amenities.
- **Mobility & Access:** Safe and accessible streets conveniently connect people and places throughout town.
- **Good Governance:** Our government is supportive, collaborative, and responsive to our needs.
- **Resident Services:** We provide public services that support a multigenerational community.

Place sticky notes here

### DRAFT COMMUNITY VISION STATEMENT

In 2040, Morro Bay is a friendly, safe, resilient, healthy, and naturally beautiful coastal community where people of all ages live, work, play, and visit. A California destination and treasure, our city is known far and wide for its natural beauty, small town charm, active living, outdoor recreation, and welcoming nature.

The natural environment is an integral part of daily life that we cherish and conserve. Our healthy wetlands and harbor are complemented by accessible paths and connected parks, which reinforce our deep appreciation for nature and contribute to a high quality of life.

We honor our heritage as a fishing village by celebrating and maintaining our working waterfront and carefully preserving our estuary and shoreline. We adapt to changes in the climate, economy, and culture without compromising our small town character.

A collaborative government, abundant and sustainable natural resources, and cutting-edge technology support our diverse and vibrant economy, attracting new businesses and investors. We are a multigenerational community where head-of-household jobs and affordable housing options provide a foundation that allows people of all ages and income levels to thrive.

Modern public amenities and services are part of the fabric of civic life and nurture our community organizations, neighborhood groups, and spirit of volunteerism. We welcome personal expression and creativity, as reflected in our unique visitor attractions, diverse housing, and eclectic neighborhoods.

Steeped in a rich past and looking toward a bright future, we take great joy and pride in our community and work together to sustain it.

Place sticky notes here

What do you love about the downtown and waterfront areas? What would you change? Where are there opportunities for improvement?

**INSTRUCTIONS:**

1. Identify up to **3** assets and **3** opportunities in the downtown and/or waterfront areas.
2. Place a ○ sticker on the map for **assets**, and a ○ sticker on the map for **opportunities**.
3. Please explain the asset/opportunity and share your ideas by placing an “I LOVE” or “I’D CHANGE” sticker in the margins, and drawing a line to connect it to your sticky dot on the map.

I LOVE



I LIKE

I'D CHANGE

I LIKE

I'D CHANGE

I LIKE

I'D CHANGE

I LIKE

I'D CHANGE

## Jobs

*Fast fact:* Since 2010, the population has remained relatively steady, while the number of jobs has decreased slightly.

Some ways to address this might include:

- Provide conditions that help small businesses start or grow
- Attract businesses looking to relocate
- Change development standards to allow for buildings that can house mid-sized offices
- Invest in infrastructure, like high speed internet or local water, that would be attractive to businesses

Guiding Community Values:

- Jobs & Housing
- Economic Vitality
- Heritage & Identity

## Retail

*Fast fact:* Based on a recently completed market retail analysis, there is more local demand than local supply for casual restaurants and bars, as well as apparel, home furnishing, hobby, convenience, specialty food, and general merchandise stores.

Some ways to address this might include:

- Actively recruit businesses of these types
- Offer financial incentives or waive certain local taxes or fees for these businesses
- Ensure that when these types of businesses consider locating in Morro Bay, they are appropriately located, sized, and designed

Guiding Community Values:

- Jobs & Housing
- Economic Vitality
- Heritage & Identity

## Growth

*Fast fact:* Measure F, which passed in 1984, limits City population to 12,200 persons. As of 2015, the population is 10,284. In order to grow beyond the 12,200 limit, additional water resources must be made available and a majority of people must vote in favor of growth at a regular or special election.

Some ways to address this might include:

- Plan for population levels below the 12,200 limit
- Plan for population levels up to the 12,200 limit
- Plan for population levels above the 12,200 threshold and conduct a vote to alter Measure F

Guiding Community Values:

- Jobs & Housing
- Economic Vitality
- Heritage & Identity

## Water Supply

*Fast fact:* 97% of the City's water supply comes from the State Water Project (SWP). The remaining 3% is pumped from local groundwater supplies. The cost of SWP water is expected to increase substantially over the next decade.

Some ways to address this might include:

- Transition to local water sources, such as desalination
- Find ways to capture rainwater to refill our groundwater reserves and avoid runoff into the ocean
- Identify ways to further reduce water usage by visitor-serving hotels and restaurants

Guiding Community Values:

- Natural Environment
- Infrastructure and Amenities

## Heat & Drought

*Fast fact:* Extreme heat days (defined in Morro Bay as at least 82F) are expected to be more common and severe through 2040, which could pose health threats to the very young, the very old, and those with chronic health conditions.

Some ways to address this might include:

- Designate public buildings as cooling centers (air conditioned facilities for community use)
- Add extreme heat notifications to emergency warning systems
- Work with utility providers to advertise programs that reduce the cost of energy for low-income households

Guiding Community Values:

- Natural Environment
- Infrastructure and Amenities

## Sea Level Rise

*Fast fact:* Sea levels are expected to rise between 5 and 24 inches by 2050, leading to additional beach and bluff erosion and increased likelihood of coastal flooding.

Some ways to address this might include:

- Maintain and reinforce existing shoreline protections, like jetties and rock barricades
- Replenish beach sand to maintain the beach, protect against storms and flooding, and combat dune erosion
- Avoid locating critical infrastructure in future flood zones

Guiding Community Values:

- Natural Environment
- Infrastructure and Amenities

## Transportation

**Fast fact:** Several intersections, such as Main Street/State Route 41/Atascadero Road and State Route 1/San Jacinto, experience delay and congestion and are complicated for drivers, cyclists, and pedestrians to navigate.

Some ways to address this might include:

- Physical improvements such as roundabouts, which are proven to reduce collisions
- More prominent signs, signals, and bike lane markings
- Improve routes and resources for alternative modes of travel (bicycling, walking, etc.) to reduce the number of cars on the road

Guiding Community Values:

- Mobility and Access
- Resident Services
- Good Government

## Parks

**Fast fact:** The City has nearly 50 acres of parks. Around 60% of the residential parcels in the City are not within walking distance (1/4 mile) of those parks.

Some ways to address this might include:

- Set aside more land for parks and open space throughout the City
- Add small neighborhood parks
- Continue to expand the trail network to better connect neighborhoods to parks via walking and biking

Guiding Community Values:

- Mobility and Access
- Resident Services
- Good Government

## Write Your Own

What have you observed about your community that you think is an important asset or opportunity for the City to build upon?

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What are some way to address this?

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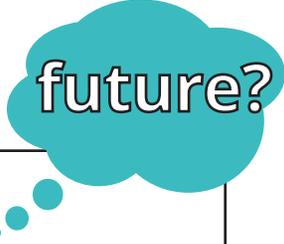
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What Community Values are related to this topic and might guide the way the City moves forward to address this?

- 
- 
-

What will downtown and the waterfront look like in the future?



Draw it for us here!

A large, empty rectangular box with a black border, intended for drawing.

Name : \_\_\_\_\_ Age : \_\_\_\_\_





# What will Morro Bay look like in the future?

future?

Draw it for us here!



Name : \_\_\_\_\_ Age : \_\_\_\_\_







# Planning Commission and City Council Study Session

*August 9, 2016*



# AGENDA

- Introduction & Status Update
- Values & Vision
- Workshop #1 Summary
- Downtown Waterfront Strategic Plan
- Community Baseline Assessment
- Next Steps



# PROJECT UPDATES

## Community Outreach

- Conducted first workshop on June 16
- Continue to gather input from GPAC
- Stakeholder interviews

## Baseline Assessment

- Finalize content to support key issues report
- Draft Community Vulnerability and Resilience Assessment

## Key Issues and Policies

- Kicking off key issues and policies task
- Moving from background information to issue and policy solution identification

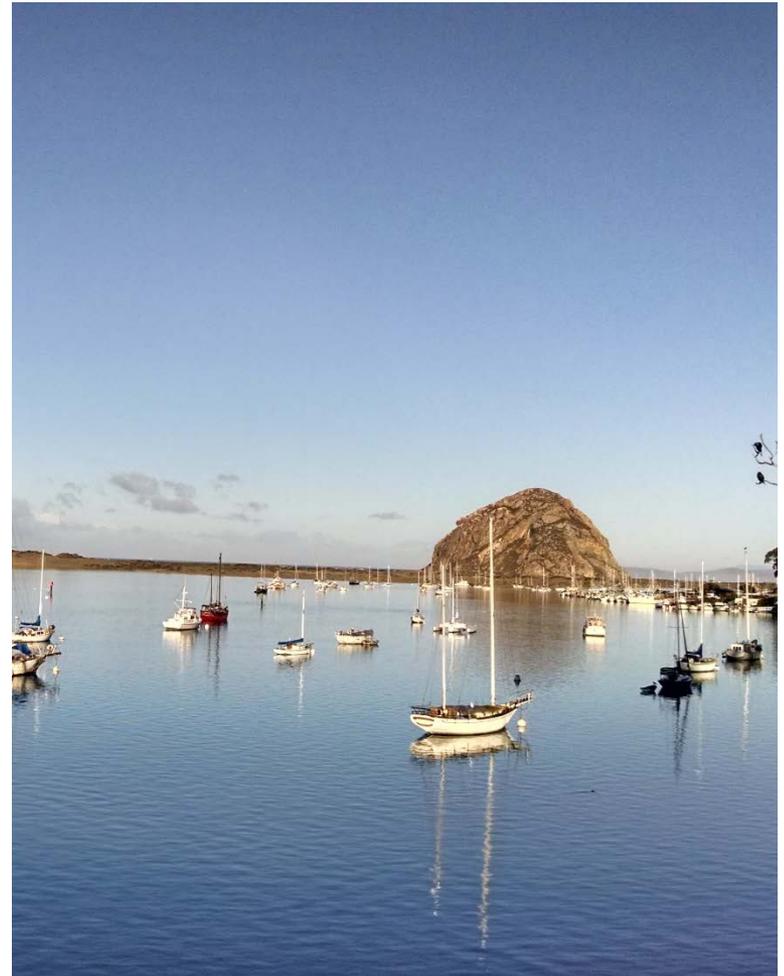
# Community Values & Vision

*Update*



# Values & Vision

- Work in progress
- Developed using:
  - City Council goals
  - December 2014 visioning session
  - CityVoice input
- Refined at:
  - March GPAC meeting
  - Workshop #1
  - Community GPAC meetings



# Values

- We have modern, resilient **infrastructure and public amenities**
- **Safe and accessible streets** conveniently connect people and places throughout town
- Our **government** is supportive, collaborative, and responsive to our needs
- We provide **public services** that support a **multigenerational community**

# Values

- Our **natural amenities** are healthy, sustainable, and resilient
- We welcome **visitors** while maintaining our **small-town character** and honoring our **heritage**
- A range of **housing and jobs** provides for a high quality of life
- Our diverse and **vibrant economy** supports both new and existing businesses

# Vision

(see handout for full text)

In 2040, Morro Bay is a friendly, safe, resilient, healthy, and naturally beautiful coastal community where people of all ages live, work, play, and visit. A California destination and treasure, our city is known far and wide for its natural beauty, small-town charm, active living, outdoor recreation, and welcoming nature...

# COMMUNITY WORKSHOP # 1

## *Summary*



# Workshop Overview

## Attendance

- Approximately 40 participants
- Six GPAC members
- Ten project team members (City + consultants)



# Workshop Overview

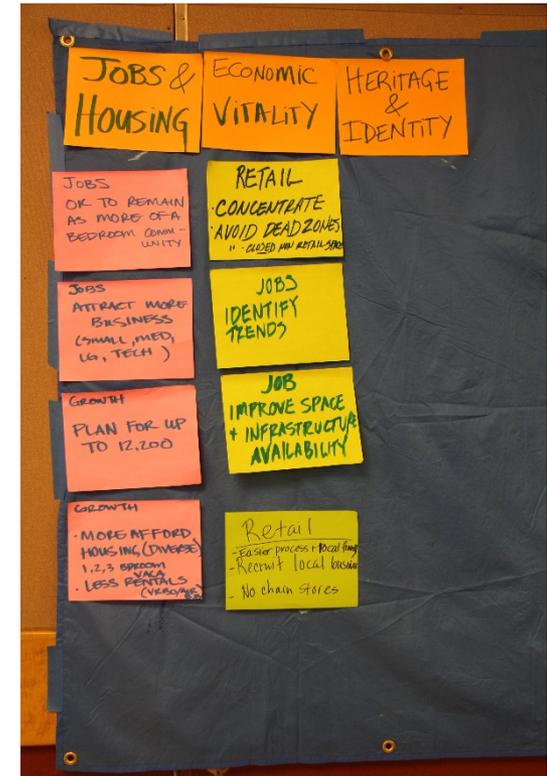
## Activities

- Postcard from the future
- Sea level rise maps
- Comments on community vision and values
- Project presentation
- Downtown and waterfront asset mapping
- Issue identification and confirmation



# Key Themes

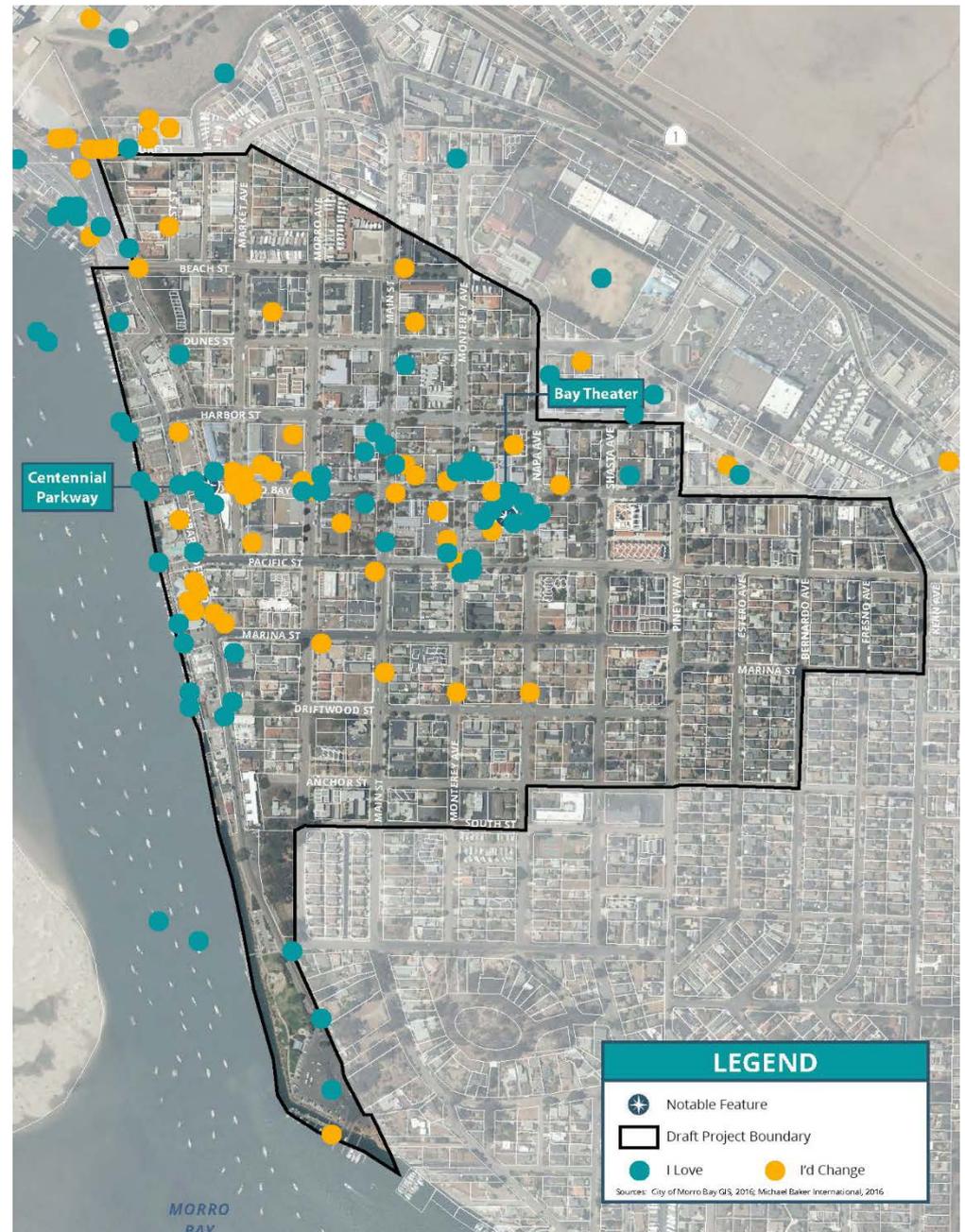
- Maintain downtown's character
- Improve circulation and mobility
- Preserve open space and recreation
- Foster a robust, clean economy
- Focus on alternative transportation and smart growth
- Create activated and welcoming public spaces
- Modernize infrastructure
- Be an attractive, year-round destination



# Downtown Waterfront Feedback

## Key opportunities

- Development
- Circulation and mobility
- Streetscape
- Activity and recreation



# Citywide Assets & Opportunities Themes

## Retail Themes

- Longer retail hours
- Increase retail density
- Preserve the existing character of retail areas
- Attract new businesses and make it easier to start businesses in Morro Bay

## Water Supply Themes

- Find ways to gain independence from the State Water Project
- Find ways to diversify water sources
- Explore alternative methods, such as charging tourists for their water use, promoting existing city programs, and starting conservation education programs

# Citywide Assets & Opportunities Themes

## Jobs Themes

- Explore ways to improve the process for starting a business
- Preserve valuable blue collar jobs and keep housing affordable for employees
- Attract a range of business types vs. maintaining as a bedroom community



# Incorporating Input

## Vision & Values

- Inform the vision for the downtown and the waterfront
- Revise the communitywide vision

## Key Issues & Policies

- Inform future conversations about how sea level rise issues are addressed
- Inform the location of downtown and waterfront focus areas
- Help the project team identify nuances of each key issue
- Provide a starting point to identify appropriate policy responses

# Downtown Waterfront Strategic Plan

## *Introduction*

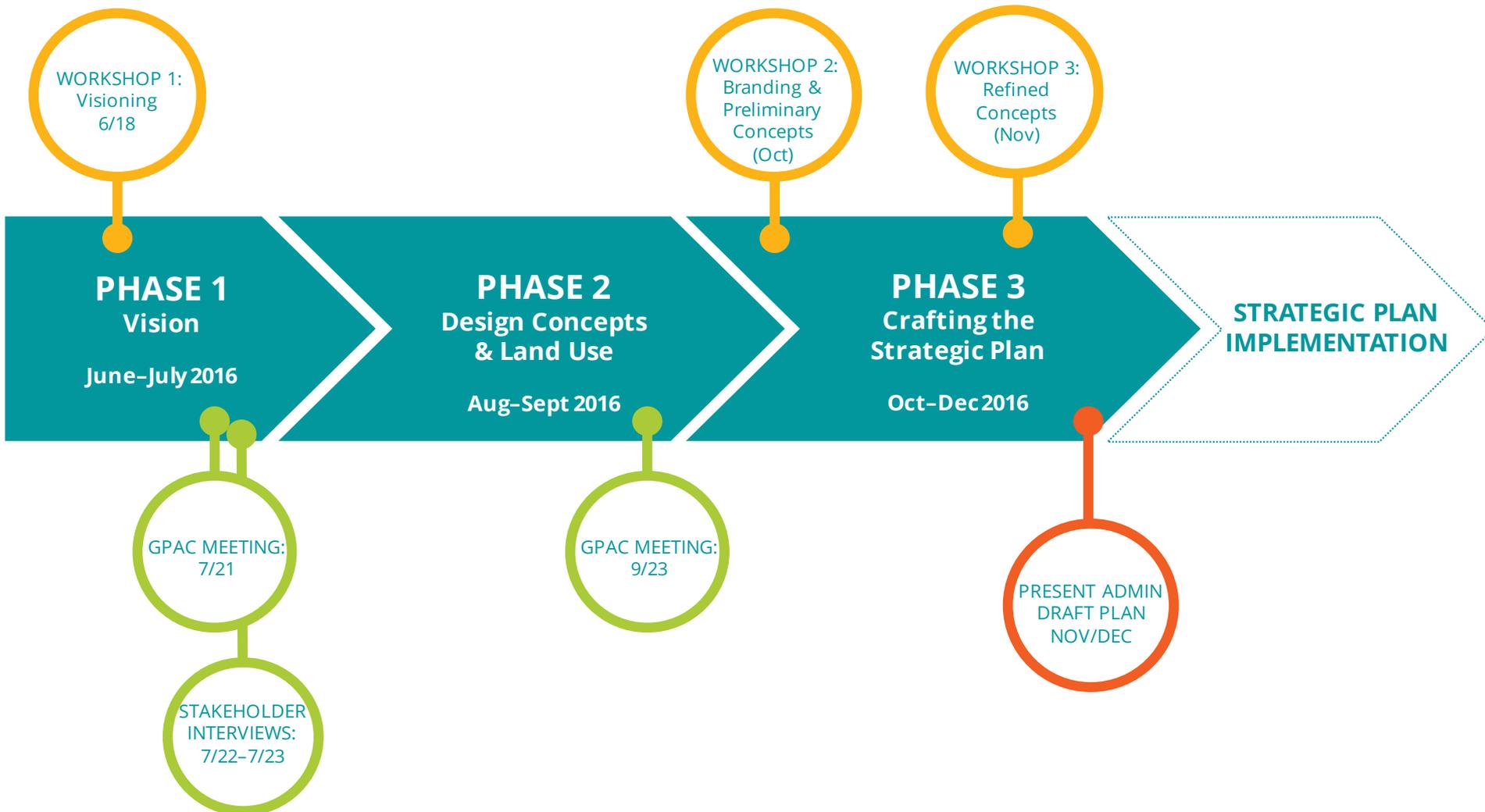


# Strategic Plan Objectives

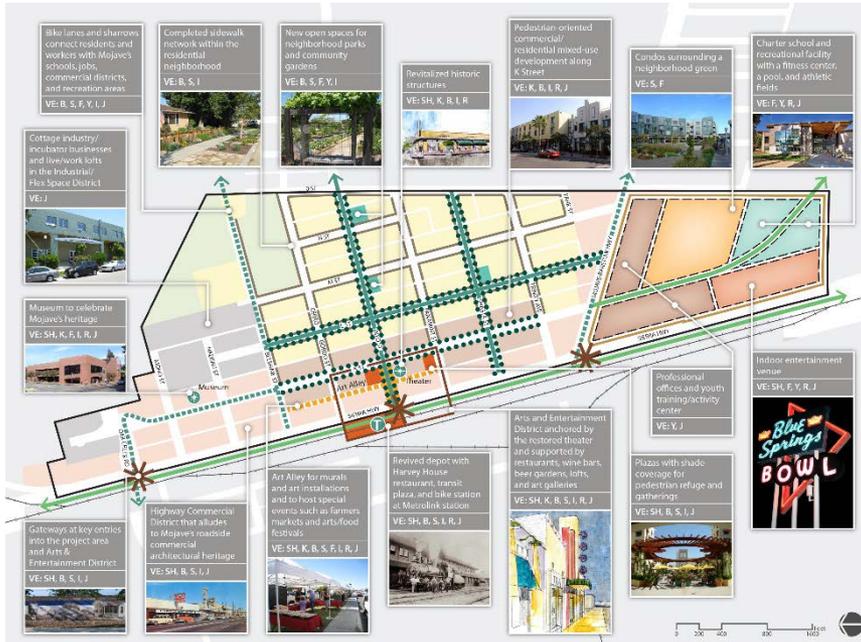


- Provide a vision for the downtown and waterfront areas
- Connect the downtown and the waterfront
- Develop a unified brand for the area
- Develop design guidelines to enhance the character of the districts
- Create a tool for a clear path to implementation for the next 10 years
- Integrate seamlessly with *Plan Morro Bay*

# Strategic Plan Process



# Strategic Plan Product



(illustrative example)

## Deliverables

- Illustrative plan showing recommended projects
- Design guidelines for private and public realms
- A unified “brand”
- An action plan for the next 10 years

# Community Baseline Assessment

## *Overview*



# Community Baseline Assessment

- Comprehensive overview of existing conditions in the planning area
- Identifies key assets and issues
- Serves as technical foundation for *Plan Morro Bay*



# Relationship to Other Tasks



# Project Workflow

Community  
Baseline  
Assessment

Land Use  
Alternatives

Key Issues  
and Policies

Draft  
General  
Plan

# Community Baseline Assessment Findings

- Air Quality and Greenhouse Gas Emissions
  - Local air quality is generally good
  - Morro Bay is making progress toward achieving GHG reduction targets



# Community Baseline Assessment Findings

- Coastal Resilience
  - A wide range of assets are vulnerable to coastal hazards
  - Sea level rise increases asset vulnerability by 2050



# Community Baseline Assessment Findings

- Cultural, Paleontological, and Mineral Resources
  - The City has not yet established an inventory of cultural or archaeological resources
- Economic Trends
  - Population growth has exceeded job growth since 2010
  - Roughly 550,000 additional square feet of retail or dining uses could be supported



# Community Baseline Assessment Findings

- Infrastructure and Public Services
  - Future water supply uncertainties (imported water to increase in cost)
  - Wastewater treatment plant project is critical



# Community Baseline Assessment Findings

- Land Use, Community Form, and Coastal Uses
  - Measure F limits population to 12,200
  - Priority coastal uses continue to need support
  - Neighborhood compatibility continues to be an issue



# Community Baseline Assessment Findings

- Natural and Environmental Hazards
  - Earthquakes, drought, proximity to Diablo Canyon, and climate change pose biggest threats to health and safety
- Natural Resources
  - Critical habitat and special-status species occur throughout the city



# Community Baseline Assessment Findings

- Noise
  - Morro Bay is a relatively quiet environment
- Parks, Recreation, and Open Space
  - Park and open space resources are generally abundant and accessible



# Community Baseline Assessment Findings

- Shoreline Erosion and Protection
  - Beach, dune, and bluff erosion rates expected to increase through 2050
  - Existing shoreline protection structures will be stressed by sea level rise



# Community Baseline Assessment Findings

- **Transportation and Mobility**
  - Several priority intersections need improvement
  - City needs to identify VMT standards
- **Water and Water Quality**
  - Seawater may continue to intrude in groundwater wells
  - Climate change is expected to affect water quality in the bay and the estuary



# Vulnerability and Resilience Assessment

- Pulls assets from the Community Baseline Assessment
- Includes projections through 2040 for demographic and climate conditions
- Reviews asset vulnerability and resilience capabilities
- Allows the City to develop policy based on best understanding of future conditions



# Next Steps



# Next Steps

Community  
Baseline  
Assessment

Land Use  
Alternatives

Key Issues  
and Policies

Draft  
General  
Plan

# THANK YOU

Questions?

Contact Us

Scot Graham

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(805) 772-6291