



AGENDA NO: C-3

MEETING DATE: September 12, 2017

**THE FOLLOWING PUBLIC CORRESPONDENCE
WAS RECEIVED BY THE CITY COUNCIL
FOLLOWING POSTING OF THE AGENDA**

RECEIVED
City of Morro Bay

SEP 11 2017

City Hall

September 10, 2017

RE: City Council Agenda for 9/12/17, item C-3

To the Mayor and City Council of Morro Bay:

Hello, my name is Craig Beecham and I do not know all the proper lingo of planning and city government but, I hope to get my point across.

I am aware of an upcoming city council meeting to discuss and consider, adopting a Downtown Waterfront Strategic Plan for selected areas in town. My family owns a handful of lots on Harbor Street. I recently met with a very friendly planner, Joan Gargiulo, in the Community Development Department to discuss the property.

Our property is in the so-called "Opportunity Site" 13-underutilized area NE of City Park. Ms. Gargiulo pointed out the basics of what we could do there; fundamentally, a mixed-use project with apartments on the top and downstairs first level would be reserved specially for art + culture support units / creative maker units.

I am third generation here in town; I went to Morro Bay High School, as did my kids. I remember the downtown egg wars of the 60s and 70s, so I've seen the town do what it's done. It has always struggled in commercial / office rentals unless you are on the Embarcadero and I believe it still does struggle, but I have no doubts it will rival any beach town in the future. I don't know if I will live that long to see it though.

I think requiring that type of arts + craft / commercial units to a venture will stall projects from being built. Even with zero restriction, they will be hard to fully rent out. I do like the idea, being an artist myself but I don't think it will work out and will end up an unprofitable project, which won't be built. You know as well as I, most artists like me work out of their garage, because that's all they can afford and it's probably a hobby—for the most part any way.

The requirements you are considering won't work here. I object to the apparent limitations in the Downtown Waterfront Strategic Plan as they relate to our property. My family has aspirations of redeveloping the property someday. However, I respectfully request the broadest range of potential uses of our property be maintained. Thank you for hearing me out and I welcome meeting any of you in person.

Best regards,



Craig Beecham





AGENDA NO: C-4

MEETING DATE: September 12, 2017

**THE FOLLOWING PUBLIC CORRESPONDENCE
WAS RECEIVED BY THE CITY COUNCIL
FOLLOWING POSTING OF THE AGENDA**

Lori Kudzma

From: Erica Crawford <erica@morrochamber.org>
Sent: Thursday, September 07, 2017 4:42 PM
To: Martin R. Lomeli; Dana Swanson; Ikani Taumoepeau
Cc: Cyndee Edwards-The Skin Stop; Council
Subject: Fwd: Notes from Work Session and some attachments
Attachments: Morro Bay Roadmap Council - Chamber Work Session Notes 02.pdf

Hello,

Pages 1 - 4 of the attached PDF are important documents from the ED Roadmap work sessions by Chabin back in April. I hope you could include in agenda packet/correspondence for item C-4 on Tuesday.

Thank you!

Erica

----- Forwarded message -----

From: Audrey Taylor <audrey@chabinconcepts.com>
Date: Tue, May 9, 2017 at 3:36 PM
Subject: Notes from Work Session and some attachments
To: Ikani Taumoepeau <itaumoepeau@morrobayca.gov>, "Erica D. Crawford" <erica@morrochamber.org>

Attached is the notes from the work sessions. Probably more reminders than anything but wanted to capture those questions that were asked.

Audrey



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Delivering Strategic Solutions, Tactics and Tools



April 25, 2017

City Council Work Session Notes

Economic Development Roadmap

At the April 25th City Council Work Session several questions were posed by council members; they are captured below. Most of the questions are regarding implementation, “making it happen.”

Council question – ***What are the top 3 things the City should do?*** (Reference Chapter 3, Implementation Recommendations)

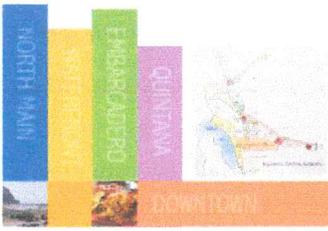
1. Select and appoint a staff person to be Ombudsman for the City. Although the City has an economic development team that includes the City Manager, it is important for the City to communicate that there is a person dedicated to moving the Roadmap forward, collaborating with business and attending meetings and planning sessions with the Chamber. This person is the “go-to” or “first point of contact” who then pulls the rest of the team together.
2. A central piece of the Roadmap is enhancing the Economic Centers. If feasible, each Council member should commit to championing an economic center—attend working groups, business visitations and communicating back to council on issues and progress. This would demonstrate to the businesses the City’s commitment to action.
3. Meet with the Chamber of Commerce who has agreed to move forward and participate on Initiatives 1 & 2. Agree on priorities, responsibilities and, to extent possible, timelines.

To assist with launching implementation, attached is a 30-60-90 day schedule which can be edited to fit both the City and Chamber schedule.

Council question – ***What would be the priority project for the City to start with?***

- I. Recommend starting with branding, including gateways and wayfinding, with active support from the Chamber. The City is already working on the wayfinding signage locations with CalPoly. There are a number of reports that reference wayfinding, this needs to include the gateways to help define the city and welcome visitors.
 - *“There are two primary signage issues that are critical to the success of any community: gateways and directional (or wayfinding) signage. Gateways introduce visitors to the community and downtown districts and provide a sense of arrival. Directional signs help visitors and residents navigate the area, telling them what attractions and amenities are available and where to find them. If visitors can’t find what they are looking for, they’ll simply head down the road.”*

Included with this document is The Rules of Business & Community Signage by Roger Brooks, Roger Brooks International. It is an excellent reference book.



General notes and comments from the council work session:

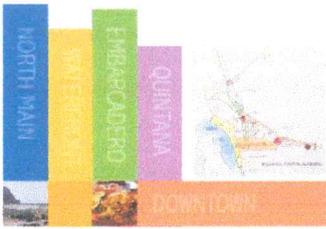
- Maps included with the report highlight areas/nodes where landscaping and gateways are important to create that sense of place and welcome.
- Comments on primary Gateways, Highway 41. As one of the major gateways, if possible, to welcome visitors, this location could host a stopping area to view kiosks, get out of the car to walk, bathrooms, a welcome area. This might be considered as part of negotiations with developer.
- Public comments included a greater utilization of state park and beach opportunities.
- Clarification of site designations:
 - Opportunity – Opportunity sites are those that are more near-term, smaller in size and for sale.
 - Catalyst – Catalyst sites are those that are long-term, larger sites that may involve assemblage of other sites, feasibility analysis, possibly public-private development agreements between developer and City. These sites, because of their size if developed, could have a significant economic impact.
 - Watch – Watch sites are those sites that are current being used, not on the market, but have high utilization opportunity.

April 26, 2017

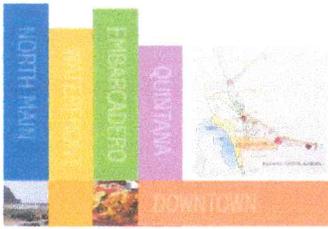
Chamber of Commerce Work Session

The Chamber of Commerce hosted a robust work session; lots of questions and comments are listed below in no particular order.

- Branding Economic Centers – important to engage the businesses in each center.
 - Every community should develop and implement a signage plan and program to address:
 - Wayfinding
 - Gateways & entries
 - Attractions
 - Amenities
 - Billboards and marketing displays
- Importance of signage and gateways – why businesses need to be engaged and why it is so important was reviewed. A constraint will be funding for signage and gateways. It is ok to include businesses in the wayfinding – people want to find experiences and wayfinding tells them where it is. A possible fund raising method could be internet crowd funding for a public purpose project <https://nextcity.org/daily/entry/in-public-crowdfunding-parks>



- The Chamber has a working relationship with all other business and service organizations to bring a Technical Advisory Collaborative Team (TAC Team) together to engage in implementing the roadmap.
- Chamber, if appropriate entity, to lead Initiative 1 and 2 and are willing to do so.
- Changing the mix of downtown will require patience. The chamber could do an online survey to better determine that types of businesses and services that residents want in their downtown (samples attached). This is an excellent starting point to be proactive along with looking at every space that is vacant or will be vacant to determine what is the best fit for downtown and the building. Attached: *20 Ingredients for Downtowns*.
- Note: Outreach to property owners will be important; information from a survey would help to sell the case that xyz businesses are wanted.
- Question was asked why not just focus on more hospitality – *the need is for diversification to help stabilize the economy*.
- Economic growth must happen to help with the City's financial gap in providing essential city services.
- Ideas put forth for reuse and opportunities included campus tech center (elementary school), commercial kitchen.
- Any marketing will be guerilla marketing, one at a time. Must be forward-thinking and visionary when promoting buildings and space to potential business. Best to prepare for property owners and potential businesses, use schematic drawings to envision what type of building or business could occupy a site or business. Help them see the vision and add what changes and revitalization is happening in the economic centers.
- Discussion on tourism – there appears to be four pillars in which to build on Morro Bay's visitor attraction:
 - The main "what is Morro Bay known for" – The Rock
 - Waterfront
 - Shopping and Dining
 - Art
- Comment was made on lighting the rock until 9 pm. Stated that most of the background work has been done to pave the way.
- Tap the *Morro Bay In Bloom* organization for landscaping nodes. Another resource is Keep America Beautiful, www.kab.org.
- The key is champions, leadership and visioning opportunities for reuse.



30-60-90 Day Launch Schedule

“Making It Happen” or implementation is always the tough piece, where do we start. Chapter 3 of the Roadmap outlines actions steps.

Outlining specific actions to get going on a 30-60-90 days schedule will also help to kick-start into action. As lead organizations, the City and the Chamber will need to incorporate actions into their daily schedules and other priorities. Below are some suggested early tasks or actions. This can also be used to measure progress in implementing the plan.

MONTH	ACTION ITEM SCHEDULE	Lead
First 30 days	<ul style="list-style-type: none"> • Appoint City Ombudsman • Meeting between City and Chamber to ensure everyone is on the same page and there is a willingness to move forward together. • Chamber review priorities with Board. 	City City/Chamber
First 60 Days	<ul style="list-style-type: none"> • If necessary, create an MOU between Chamber and City on roles and responsibilities. • Convene meeting with other business/service organizations to introduce roadmap to them and ask for their engagement. • Joint meeting between Chamber and City to further discuss branding, gateways and wayfinding; to define roles and responsibilities in preparing the City signage plan; and incorporate what the City is currently doing. 	City/Chamber Chamber Chamber/City
First 90 Days	<ul style="list-style-type: none"> • Begin to convene meetings with Economic Center working groups. • Council members agree to participate in an Economic Center. • Identify catalyst projects that can be marketed or discussed with property owners. 	Chamber City City