



**AGENDA NO: CS-1**

**MEETING DATE: November 9, 2021**

**AGENDA CORRESPONDENCE  
RECEIVED BY THE CITY COUNCIL FOR  
PUBLIC REVIEW PRIOR TO THE MEETING**

**From:** [Sean Green](#)  
**To:** [Council](#); [Scott Collins](#); [Chris Neumeayer](#); [Scot Graham](#)  
**Cc:** [CityClerk](#); [PlanningCommission](#); [Erica Crawford](#); [Michael Wambolt](#)  
**Subject:** 11/9/21 Special Council Agenda Item CS-1: Market Plaza Negotiation  
**Date:** Tuesday, November 9, 2021 6:56:27 AM

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John, Jeff, Dawn, Laurel, Jennifer, Scott, Scot, and Chris,

As part of your closed-doored negotiations regarding a potential sale and redevelopment of Market Plaza, I would ask you to strongly consider incorporating 801 Embarcadero into the transaction (if the buyer is amenable). This historically underperforming waterfront lease site is far better suited to city control or control by the future owner and developer of Centennial Parkway than it is an unrelated, unpartnered entity. From 2014-2018, Council and staff stressed this very point: that joining waterfront lease sites (physically, financially, chronologically, etc.) served Morro Bay's best interests, especially below Centennial Parkway, and yet that never happened at this or any other site. Still, a slim opportunity remains to do something similar at present with the Market Plaza sale. Rather than continue to negotiate year-to-year leases behind closed doors with a short-term waterfront leaseholder as they attempt to pull together a redevelopment project absent any outside competition, Council and city management would best represent the city by following some version of the priority list below:

1. Incorporate 801 Embarcadero into the sale and redevelopment of Market Plaza
2. If not, reclaim ownership of 801 Embarcadero for demolition and the creation of public open space at the heart of the Embarcadero, thus serving the best interests of the Market Plaza/Centennial Parkway developer, all waterfront leaseholders and businesses, visitors, and residents.
3. If not, publish an open Request for Proposals by early 2022 for 801 Embarcadero to allow competing ideas and designs to be put forth (as should have been done prior to the 2018 expiration of the site's long-term lease), thus generating an influx of brain power, synergy with Market Plaza/Centennial Parkway developers, and any number of opportunities for collaboration.

For what it's worth, at this time, I would like to formally express interest in responding to an RFP at 801 Embarcadero with an objectively city-friendly proposal, and one that would strongly consider the needs of Market Plaza and Centennial Parkway. I also express my support for affording the new buyer of Market Plaza that same opportunity. However, absent a public RFP, I would still support the city retaking the 801 Embarcadero lease site for demolition and open space creation at the heart of the Embarcadero, or, as suggested above, the city retaking control of 801 Embarcadero to be used as a bargaining chip during today's negotiations.

I want Market Plaza to succeed, obviously, just as I want all of Embarcadero to succeed, but this visitor-serving area needs a capitol, a central square, not *near* the waterfront but on it. The lone remaining opportunity site for that to happen is 801 Embarcadero, which, thankfully, has no long-term lease in place, is city-controlled, and occupies the most centrally located bayside access in town. For the future success of our waterfront, please take these opportunities and facts into consideration holistically when negotiating one of the more important transactions in our city's history.

Thank you for your consideration,

Sean Green  
Morro Bay, CA