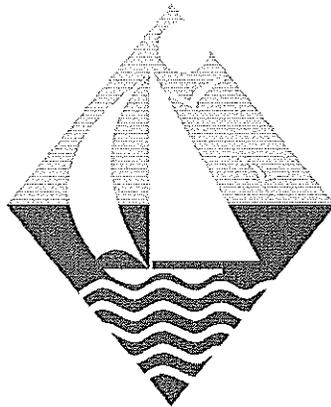


CITY OF MORRO BAY

WATERFRONT

MASTER PLAN



ADOPTED MAY 28, 1996

CITY COUNCIL RESOLUTION NO. 43-96

TABLE OF CONTENTS

MORRO BAY WATERFRONT MASTER PLAN

	PAGE
CHAPTER 1.	
INTRODUCTION AND SUMMARY	1-1
CHAPTER 2.	
IDENTIFICATION OF PLANNING AREAS	2-1
CHAPTER 3.	
TRANSPORTATION AND HARBOR IMPROVEMENTS	3-1
CHAPTER 4.	
PROPOSALS FOR EACH PLANNING AREA	4-1
Area 1: Morro Rock / Coleman Park	4-1
Area 2: T-Piers / Fishermen Work Area	4-5
Area 3: Embarcadero Visitor Area	4-6
Area 4: Tidelands Park	4-7
CHAPTER 5.	
WATERFRONT DESIGN GUIDELINES	5-1
CHAPTER 6.	
IMPLEMENTATION	6-1

PREFACE

The Morro Bay Waterfront Master Plan has been developed over several years through the efforts of the City Council, staff and consultants, as well as various City Commissions, committees and the citizens of Morro Bay. The Master Plan is actually made up of several components:

First, the Master Plan includes an amendment to the Planned Development (PD) overlay zone which will require new development to be subject to design guidelines. The suggested changes are included in Appendix A. In addition, the Plan includes the new design guidelines themselves. They are spelled out in Chapter 5 of the Plan; illustrations of the concepts are provided in Appendix D. Both the zoning amendment and guidelines entail changes to the City's Local Coastal Program (LCP) and, thus, must be forwarded to the Coastal Commission for review and approval.

Secondly, the Master Plan serves as a planning and feasibility study, outlining numerous ideas for further City actions and possible capital projects between Morro Rock and Tidelands Park. These ideas are described in Chapters 3 and 4. Before any new program or project is actually implemented, it will be subject to further analysis by the City and the public, including environmental review, as appropriate.

Thirdly, the Master Plan provides background information about the waterfront area's history and about important issues facing this critical part of the City, it also provides a number of photographs and maps that illustrate existing conditions and ideas for the future. The historical information is found in Chapter 1 and the other materials are in the appendices.

In sum, the Waterfront Master Plan is the articulation of a vision of the future of Morro Bay's waterfront area and a guidebook for pursuing that vision for the betterment of the community.

CHAPTER 1

INTRODUCTION AND HISTORICAL SUMMARY

Morro Bay's Waterfront Area has a character that is distinct and unique on the California coast. The interface between land and water is a working waterfront melding commercial fishing/ ocean dependent industry, visitor serving and recreational uses. Coupled with the views of the Rock and sandspit, the waterfront has become a landmark attraction for residents and tourists alike. Morro Bay history revolves around the waterfront and the community feels that maintenance of a vibrant, working waterfront is what makes this a highly desirable place to visit and live.

Increasing urbanization in California in the 1980's and an appreciation of the unique natural beauty of Morro Bay lead to the realization that past policies would no longer protect the working waterfront from modern economic pressures. In 1988/89 the City Planning Commission faced several major proposals that raised the issues of public benefit versus private rights to develop property. The visual and aesthetic resources that translated into an economic resource for the city and many of its businesses needed definition and protection. It was ironic that the very characteristics that made the Embarcadero desirable for development were those that, without regulation, could lead to improper development and destroy the values that attracted the development in the first place.

As a result, in May of 1989, the City Council authorized the establishment of a Waterfront (Embarcadero) Committee to evaluate the situation. The Committee was composed of members from the Planning Commission, the Recreation and Parks Commission, the Harbor Advisory Board and the Street and Trees Committee. The task was to generate a comprehensive Master Plan that would enhance and protect the Waterfront resources and fishing village image. It should provide guidelines and direction so that the Embarcadero area could move into the future with the flexibility to adapt to changing conditions while retaining the views, ambiance and traditions that have made it a community value in the first place.

The committee met throughout 1989, 1990, and 1991, including countless individual interviews with a comprehensive list of harbor users and interest groups. Much of the first draft collation of the various reports segments and text was completed by local planning consultant Andrew Merriam in 1993. The first draft report was reviewed by various City advisory boards, committees and commissions in 1993/94. The City Council reviewed the plan in 1994/95, recommended some specific revisions and general updating. This document is the end work of that committee and the approximately 30 public hearings held regarding the plan since 1990.

This plan recommends some Waterfront public improvement projects which have been very controversial. One should keep in mind that the recommended improvements in this plan

represent significant downscaling of future development from previous plans of the 1960's and 70's. This plan represents a commitment by the City to balance the need to maintain a working waterfront while planning for improvements and enhancement of the commercial / public access elements of our Harbor.

HISTORY

Until the second world war, the area known as the Embarcadero was relatively undeveloped. Most of the small community of Morro Bay was built on the bluff tops. Prior to the 1930's, Morro Rock was an island with natural tidal channels on both sides. In 1935, the north entrance was closed by a rock revetment that connected the rock to shore at the Coleman Beach area.

In 1942, the Department of the Navy initiated a national defense project to construct an amphibious training base in Morro Bay. From 1942 to 1945, the north and south breakwaters, the two T-Piers, the inner harbor revetment from Coleman Beach to the sandspit were constructed. In addition, the federal government dredged the current Navy and Morro Channels and deposited the dredge spoils behind the inner harbor revetment to create the current Embarcadero Road area on what had previously been tidal flats.

In 1949, the old Navy base including all waterfront facilities was sold to the County of San Luis Obispo. Starting in the late 1940's, buildings began to be constructed on the Embarcadero and various docks and the T-Piers were used by a small but growing fishing fleet. The shops and the visitor serving facilities that currently predominate the area at the base of the bluffs, however, did not come into existence until later.

In the early 1950's, the County divided the old Navy base property and sold PG&E the future power plant site that eventually led to the construction of the plant. In 1964, the City of Morro Bay incorporated, assuming ownership of the County owned waterfront facilities and trusteeship of the state granted tidelands along Embarcadero Road. The history of the tidelands grants and harbor commercial development is relevant to any current planning process, as each step along the way is influenced by the previous actions. Following is a detailed summary of Waterfront Development and County / City planning issues from 1950 to the present.

COUNTY-CITY ADMINISTRATION OF THE TIDELANDS AND WATERFRONT

We can trace the modern history of the Harbor back to the 1947 Tidelands legislative Grant to the County of San Luis Obispo by the State of California. The state granted the county all lands

from the high tide line out to the 3 mile limit. The grant entrusted the County with administration and development of Morro Bay Harbor for purposes of commerce and fisheries and navigation. The legislation allows leasing out of the granted lands to private enterprise for tidelands trust purposes for a period up to 50 years. The grant requires that all revenues raised in Tidelands area from fees for use of public facilities and from lease rentals be used for maintenance and development of harbor facilities. The County had little experience in development of harbors and fumbled its way through a series of disjointed and haphazard lease arrangements with people who came in and inquired about use of the lands. After World War II, between the years 1945-1959, the County progressively leased portions of their Grant to small investors for various waterfront purposes including residential uses and some commercial activities. The County considered business development on the waterfront a high priority and generally negotiated long-term low rent ground leases to facilitate private sector investment. They followed no overall plan of development.

In 1959, a landmark opinion was rendered by the District Attorney, who declared previous leases let by the County to be invalid and illegal based on non-conformance with the Tidelands Grant. This opinion shook the Board of Supervisors into the realization that perhaps their administration of the Tidelands Grants had been improper, perfunctory and was disadvantageous to the orderly development of the Harbor. It was at that time the Board directed the County Planning Department to prepare a Land Use Plan for the orderly development of the Harbor. In addition, they engaged a well-known Harbor Engineering firm, Moffat and Nichol, to prepare a technical plan for the Harbor and Bay Development. This Plan was intended to rectify existing conditions and provide goals for future economic enhancement. The Board of Supervisors directed the County Administrative Officer to prepare a series of new lease documents that would legally reinstate those businesses allowed to establish during previous years. Also, about that time, the Board was approached by financial interests to lease the North end of the Sand Spit administered by the County. These interests employed Moffat and Nichol to integrate their development plans with those of the County. Both the County Planning Department and the firm of Moffat and Nichol produced a Plan for consideration before the Board of Supervisors that advocated extensive developments to the Harbor. In addition, it incorporated a lease proposal for some 90 acres on the end of the Sand Spit proposed by the firm expressing interest in its development. After several stormy, sometimes bitter hearings, the Board of Supervisors adopted the Harbor Plan. Thereafter the Sand Spit lease was bid and won by the interested corporation.

In the early 1960's, under pressure from the State Lands Commissions (the State agency charged with responsibility of state granted Tidelands), the County also asserted their trusteeship responsibility on the west side of the Embarcadero where upland private property owners claimed title to the Tidelands. The impact of this series of steps by the County initiated litigation by previous leaseholders and the upland property owners against the County. The private property owners claimed they had bought portions of the Tidelands with chains of title

sometimes going back in to the 1880's. The State and the County claimed these title transfers were illegal and said that the upland private property owners would have to lease the tidelands from the County at what was considered fair market rent at that time. This action in effect stopped any further developments on lease lands within the Harbor, including the large Sand Spit lease owner still in its planning stages.

In 1964, the City of Morro Bay incorporated with the Tidelands ownership issues in hot dispute. Some of the purposes expressed by the proponents of the incorporation involved dissatisfaction by the people of the area over the conduct of the County and its treatment of the Harbor. Undoubtedly the County was feeling burdened by the cost of the ongoing litigation and acrimonious community dispute.

After the incorporation of the City of Morro Bay, an immediate jurisdictional dispute evolved between the County and the City. The result of this dispute terminated in cross complaints filed by both jurisdictions and the State of California about the administration of the Harbor and the ownership of properties therein. This additional jurisdictional litigation forestalled any progress toward solution to the legal entanglements with the property owners. The development of the Harbor continued to be stalled. During the period of court activity, the City of Morro established an operating agency to manage and administer the Harbor on a status-quo basis. Eventually the County, the City and the State agreed that the City would take over the tidelands grant lands and Harbor fee owned lands (generally what was left of the old Navy Base property including the Front Street parking lot and the lands around the T piers) within the City limits. The City executed an agreement with the State and County in 1968 that it would administer the Tidelands and Harbor fee land in compliance with the Tidelands Grant including maintaining an independent accounting of harbor expenses and revenues. Once completed, the City pursued a settlement with the property owners and it was not until 1969 that the Thomas et al. lawsuit was settled by executing 50 year low rent leases on a group of 6 disputed lease sites. These leases are known as the Pipkin Leases, 5 of which continue on today. In 1981, the City settled the Tidelands Park boundary line with upland property owners effectively closing out the title and tidelands grant line boundary disputes.

Shortly after the incorporation of the City of Morro Bay and because of some dissatisfaction about the County Plan, the City employed two other firms, Hahn and Wise (Planners) and Koebig and Koebig (Engineers), to prepare a comprehensive General Plan for the City including a revised Harbor element. In 1966, an amended Harbor Plan was incorporated into the City's General Plan and presented to the Planning Commission and City Council for adoption. The Harbor Plan advocated considerable change to the previous development programs envisioned by the County. It proposed massive configuration changes to the structure of the Harbor; it relocated the entrance channel; it proposed a connecting landfill to the large area of the Sand Spit still under lease awaiting development; and it provided for extensive marina development

between the Embarcadero and Sand Spit. Although during the course of the hearings, less expression of dissatisfaction with the Plan was made by interested groups than during the County Plan hearings, there appeared to be a significant undercurrent of disagreement from within the community. Although development of the Harbor would not be started until after the legal entanglements were resolved, the City Council adopted the Koebig and Koebig Plan as the basis for their future program and transmitted their Plan to the Corps of Engineers.

In June 1970, the Corps of Engineers arrived at a point in these studies that required a commitment by the City Council in support of pursuing their adopted Harbor Plan. The appearance of the Corps of Engineers before the Council brought forth a great number of residents who stood in opposition to the adopted Plan and so expressed themselves. At this point in time, the Council in effect, submitted to the protest and rejected the Plan. They instructed the staff to pursue alternatives to the Plan that would reflect a greater consensus agreement about Harbor development. The Corps of Engineers directive required the submission of a proposal for further Harbor improvement work or the project work would not be funded, perhaps even dropped from the authorized project roles. Alternatives to the Morro Bay Plan would have to be submitted to the Corps of Engineers sometime in October 1970.

Under this deadline, the City sponsored a series of meetings with various interest groups affected by harbor development. At the conclusion of these meetings, City staff, the City Council and the Planning Commission met to reconcile the recommendations and to formulate a consensus Harbor Plan. The consensus plan included conceptual recommendation for a 400 slip commercial fishing marina in the area of Coleman Drive, extensive new pier and dock development along the Embarcadero, and an 800 slip recreational marina south of Tidelands Park. Obviously the plan considered many landside changes to accommodate such development. On July 20, 1971 that plan was approved by the City Council.

The City's General Plan Circulation Element refers to the 1971 Harbor Development Plan as the last council approved comprehensive planning document for the Waterfront.

HARBOR DEPARTMENT

By the early 1980's the City was recognizing that a more focused effort of managing the City waterfront lease sites could significantly increase revenues from this source. The City at that time also saw the need for Waterfront facilities repairs and improvements and hoped these increased revenues would provide a way to pay for them. The City hired an outside consultant property manager from 1982-1985 and created a separate Harbor Department in 1985. The independent department allowed for additional management resources on the lease sites and has helped the City achieve significant progress on upgrading many waterfront facilities and services.

CHAPTER 2

IDENTIFICATION OF PLANNING AREAS

The Waterfront area of Morro Bay has been divided into five sub-areas that due to their own unique characteristics, require different types of planning and design responses by both public agencies and private landowners. These areas are identified below (see Figure 2.1 for detailed area locations). The specific proposals for each area, are discussed in Chapter 4.

Area 1: Morro Rock / Coleman Park

(Morro Rock, sandspit to PG&E plant intake and Little Morro Creek)

This planning area begins at Morro Rock and the State parking lot with its access to the breakwater, surfing areas and beach. (Morro Rock and the adjacent southerly parking lot are part of the State Park.) The area also includes the beach up to Morro Creek, the Coleman Park area and the bay frontage around to the PG&E intake plant where the divided roadway portion of Embarcadero ends. Except for Morro Rock, this area is predominately flat with Morro Bay on the south and Morro Strand Beach on the north. It also provides the only land access to Morro Rock. As such, it is an important access point to all three areas. With the exception of the Dunes to the north, the land area also has relatively little natural character and is actually land fill generated in the early part of this century.

Area 2: T-Piers / Fishermen Working Area

(PG&E Intake Plant to the intersection of the Embarcadero at Beach Street)

This area is primarily devoted to the working fishing boats and shoreside support. There is also a sprinkling of restaurants and a very chaotic series of parking lots. To the east, the area is visually dominated by the PG&E power plant. Embarcadero is a divided roadway throughout the planning area.

Area 3: Embarcadero Visitor Area

(The Embarcadero: Beach Street to South Street between the bluff and waterfront)

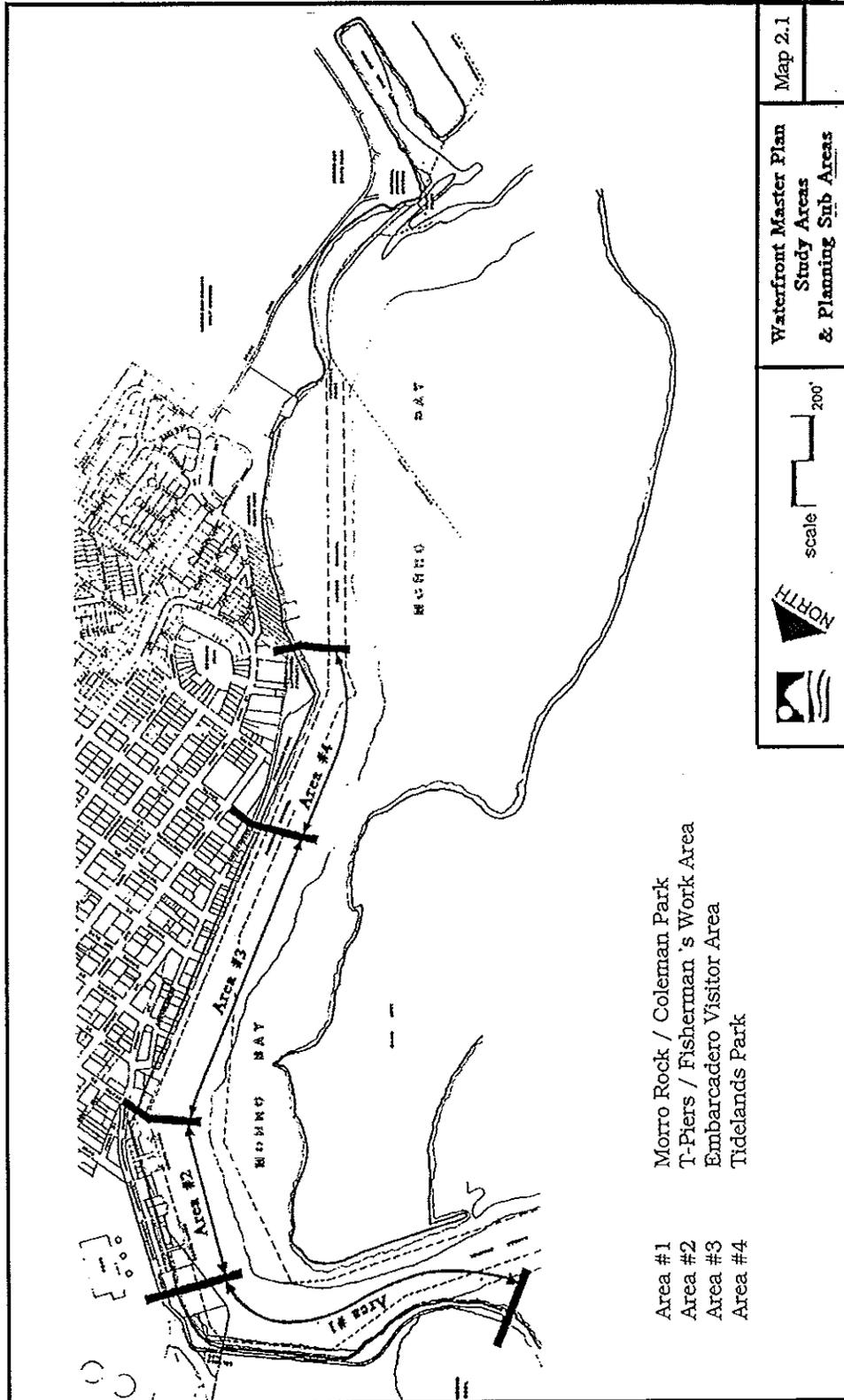
This portion of the Embarcadero contains the majority of the shopping and eating establishments as well as the most intense mix of pedestrian and automotive

activity. Portions of this area also have commercial fishing activities and some wharf tie-ups. It may also be characterized by a relatively chaotic street system and a mix of architectural styles. It does have what most visitors and residents consider a positive mix of shops, waterfront and pedestrian activity, combined with direct views of the bay, sandspit and Morro Rock.

Area 4: Tidelands Park

(South Street to the southeast end of Tidelands Park and boat launch area)

This planning area has less urban character than the adjacent Embarcadero Visitor Serving Area. It is devoted to the appreciation of the natural features of the bluff, bay waters and sandspit, recreation/park use and it also contains a public boat launch and ramp area.



CHAPTER 3

TRANSPORTATION AND HARBOR IMPROVEMENTS

ROADS / VEHICULAR CIRCULATION

1. Extend the Embarcadero (at Coleman Drive) to the Embarcadero / Highway 41 extension in Planning Area #1. (The route would follow the existing unpaved portion of the Embarcadero at Coleman Park to Morro Creek).
 - a) Connect the two portions of the Embarcadero with a 2 lane bridge across Morro Creek. Provide a means of traffic control (bollards) and signage to allow the City to control access, for emergencies and special events only, should this be desired under the traffic management and monitoring plan.

This connection would

 - provide an alternative emergency access to the high school and sewer plant in the event of an earthquake destroying one of the bridges on Highway 1.
 - facilitate public safety and reduction of congestion for campers and vehicles with boat trailers which desire to reach the Coleman Park area near Morro Rock.
 - provide an alternative means of access to the T-Pier area for trucks, and fishing fleet support vehicles.
 - b) Provide pedestrian and bicycle access along the extension to facilitate movement that is not dependant on the automobile and that is more environmentally supportive.
 - c) Develop the Embarcadero/Highway 41 Road in the most environmentally sensitive way with limited access and controlled parking to prevent the current erosion of the dune area by vehicles. Consider providing log curbs and clearly identifying small parking areas.
2. Relocate the Embarcadero in the area of PG&E (Planning Area #2) to provide a more efficient transportation and parking system near the T-Piers. This would place

two through lanes and a bicycle lane in a compact configuration adjacent to the east side of the road right-of-way.

3. Revise Front Street to become a primary traffic carrier between Beach Street and Centennial Park (Harbor Street). Make the Embarcadero one way and use Front Street as the primary traffic carrier in this area to enable an improved level of pedestrian access and amenity along this portion of the Embarcadero. This will allow sidewalk widening, addition of landscaping, and overall beautification of the area. See also Chapter 4, Area 3 for a detailed discussion of how this will integrate with other proposals.
 - Such a redesign of Front Street will reduce automobile congestion and confusion of visitors.
 - Realignment offers the potential for a one way pair of streets in the area of Harbor Street which in turn would improve parking and allow widening of sidewalks and addition of pedestrian amenities in the area.

4. Connect South Street to the Embarcadero (Planning Area #4). This second vehicular connection down the bluffs to the Embarcadero is considered a lower priority than the connection of the Embarcadero to Highway 41 across Morro Creek
 - This connection will eliminate the cul-de-sac concern at Tidelands Park and allow an alternative safety exit from the area. (See Map e.9: Tidelands Park Plan.)

PUBLIC PARKING

1. Reorganize the City owned public parking area at Morro Rock.
 - a) Improve parking efficiency and general safety by providing greater organization. (Map e.4 provides a general illustration of the recommended improvements.)
 - b) Beautify the lot with the addition of low maintenance, drought tolerant landscaping and define the parking boundaries so that vehicles do not encroach into the natural dune area or the beach.
 - c) Locate trash dumpsters outside the main parking area and provide suitable screening.

2. Recommend reorganization of the state owned parking lot south of Morro Rock near the jetty.
 - a) In order to maximize parking spaces, provide a vehicle turnaround area at the outer end, and restrict large vehicles from the area due to the maneuvering problems presented by the narrow lot.
 - b) Reconfigure parking to make room for a pedestrian pathway along the waterfront and allow landscape breaks in the parking area itself. (Suggested improvements are illustrated in Map e.4 and Sketch f.3.)

3. Expand parking facilities at the revised Coleman Park area.
 - a) As part of an overall redesign and enlargement of City park facilities at Coleman Park and Coleman Beach, expanded and reconfigured public parking facilities shall be provided. (These are illustrated in Maps e.4 and e.5.)
 - b) These facilities may serve as shared use parking in conjunction with a private concession that could be developed in the vicinity as part of a land exchange with the City, or the land to develop the parking may be purchased by the City.

4. Reconfigure the City owned parking lot west of the P.G.&E. plant.
 - a) This lot should be reorganized and modified to enhance the quality and function of the area.
 - b) Modifications to the lane and median configuration of the Embarcadero will be necessary at the same time to accomplish the enlargement of this parking area.

5. Improve the Front Street parking lot:

Reconfigure the Front Street surface parking to accommodate better circulation and more recreation vehicles. (See Sketch f-8)

PEDESTRIAN / BICYCLE CIRCULATION / HANDICAPPED ACCESS

1. Request the State Department of Parks and Recreation to redesign the access road and parking area on the south side of Morro Rock to incorporate an on-street bike lane and a separate pedestrian pathway. (See Map e.4 and Sketch f.1.)
2. Develop a continuous pedestrian sidewalk and/or pathway system from Beach Street through the parking areas west of the Embarcadero, past Coleman Park and connecting to the State Park property above.
3. Develop a bicycle circulation system throughout the planning area which would include:
 - a) Class 1 path as part of the enlargement and future improvement of Coleman Park. In the meantime, a Class 2 path on either shoulder of Coleman Drive should be designated.
 - b) Class 1 path as part of the Embarcadero connection to Highway 41 and bridge at Morro Creek.
 - c) Class 1 bike path across P.G. &E. property in a separate right of way (to be coordinated with P.G.&E. plans in progress) just east of the Embarcadero.
 - d) South of the P.G.&E. Property , bike lanes will have to be placed on public streets. The alternative street pattern recommended in this plan between Beach Street and Centennial Park could allow for greater separation of bikes from cars by routing bikes along the Embarcadero. (See Map e.7 and Sketch f.6)
4. Provide bicycle racks with capability for security locking at major vista and destination points along the Embarcadero.
5. Request sidewalk improvements as a condition of approval of new development or significant remodels. Private property owners and lease site holders are to set back their structures sufficiently to widen the public sidewalks to the minimum standard required by the Municipal Code. In some locations on the west side of the Embarcadero only eight feet of width may be feasible. In most other cases 10 feet is the minimum standard.
6. Continue systematic efforts to obtain lateral access to the waterfront side of buildings and lease sites whenever development is proposed. However, the requirement for continuous lateral access along the waterfront from one site to

another should be waived where elevation differentials make it impractical, use conflicts would result, or where vessels berthing would be lost.

7. Evaluate securing a pedestrian access easement over the existing utilities easement between Pacific Street and Centennial Park between the Embarcadero and the bluffs.
8. Improve handicapped and wheelchair access along the Embarcadero by installing access ramps on any sidewalk corners now lacking them. The sidewalks leading up the bluff to the downtown and additional parking lots are too steep for easy use by people in wheelchairs. Either a ramp or mechanical lift system should be installed within the central Embarcadero area; the Centennial stairway site may be most suitable as this property is under City ownership.
9. Require a coordinated and consistent design theme for sidewalks, planters, street furniture, benches, signs and light poles, along the Embarcadero. The current Centennial and Tidelands Parks should be used as a model for these design elements.
10. Provide a higher level of maintenance and cleaning for existing handrails, seats and sidewalks. Sidewalk and adjacent street furniture maintenance is provided by the adjacent property owner in most communities. The City would be responsible for parks and street ends.

PUBLIC TRANSIT

1. Obtain and place in service a "Trolley" to reduce vehicular congestion and add to the fun of the waterfront experience.

The basic service route would include travel along the Embarcadero with a side connection up to Main Street and looping past the motel area. During periods high visitor activity, the service should extend from Tidelands Park all the way to Morro Rock. Connection points at major parking lots will enable visitors to avoid bringing vehicles into the central Waterfront area.

2. Encourage the concept of a water transit service tying together key distribution points as a private endeavor. This could be a good way to get the public out onto the water and see the community in a whole new perspective. Such a water taxi could dock at the street ends and connect with major restaurants and the sandspit.

HARBOR FACILITIES

1. Enhance commercial fishing facilities.
 - a) Provide net drying and repair locations which are compatible with the tourist commercial uses along the Embarcadero.
 - b) Develop long term parking for fishermen away at sea in designated areas of City parking facilities.
 - c) Encourage the expansion of the existing boat haul-out and repair yard in the central portion of the Embarcadero.
 - d) Develop an additional haul-out facility east of Coleman Park.
 - e) Provide a fisherman's campground near the haul-out facility east of Coleman Park.
 - f) Support and facilitate operators in maintaining regulatory compliance and obtaining permits for developing and maintaining fuel facilities as a matter of City policy.
 - g) Retain priority harbor access and berthing facilities for commercial fishing vessels. Develop new commercial fishing vessel slips wherever feasible.
2. Develop additional dry storage in support of commercial and recreational fishing. Dry storage is considered a desirable alternative to berthing and mooring as a means for more people to keep boats in the area without the necessity for construction of new berths. It also provides an area for storing support gear and equipment.
 - a) Consider using the land on the lease site with P.G.&E. If the new boat launch is provided along Coleman Drive, this area will be relatively convenient and accessible.

(Note that this proposal emphasizes the need for construction of the Highway 41 /Embarcadero connection to provide paved access to the area and allow alternative access without going through the congested commercial and retail portions of the Embarcadero in Area #3.)

- b) Meet future berthing demand by stressing use of dry storage yards as an alternative for smaller vessels and avoid expansion of berthing into new areas where dredging would be required.
 - c) Develop a berthing policy that gives priority to large boats and deep draft vessels that are unsuitable for trailer storage and launching. Small boats and trailers could be kept at the dry storage area.
3. Encourage party fishing and excursion boats to locate in Morro Bay as a means of enhancing public access to the bay and ocean by non-boat owners.
 4. Support public and private proposals for water taxis or a water transit service linking together waterfront destination points.
 5. Support and actively encourage the continued permanent presence by the Coast Guard as an essential element of boating safety in the region.
 6. Provide greater public / visual access to the waterfront. This not only includes the ability to view the water but to see the various types of waterfront activities as they occur.

Each permit or lease renewal should be evaluated to encourage the reasonable optimum interaction between visitors and users of the bay and ocean. Actual design must consider the safety of both viewer and the security of the working operation involved. Examples might include:

- watching offloading of fish
 - viewing boat repair operations
 - boat launch and water taxi operations
7. Develop an interpretive program for the area. This project might include:
 - a) Maps or photographs with interpretive text showing the natural, ecological and working operations of the Bay. These displays might be mounted at the dead end streets fronting the bay or at key access points.
 - b) Scenic and historic tours of the Embarcadero area both on land and water.
 - c) A maritime museum and information center.

8. Relate land use approvals on the shoreside to the activities taking place in the adjacent harbor areas so that conflicts can be avoided and traditional uses of the harbor are not made unwelcome.

CHAPTER 4

PROPOSALS FOR EACH PLANNING AREA

This Chapter focuses on the conditions and proposals that are unique to each of the five individual planning areas which are identified in more detail in Chapter 2. The proposals of this Chapter set forth the most compatible possibilities drawing on the experience of the Waterfront Advisory Committee, and reflect the integration of the numerous concerns expressed by individuals and groups during several public workshops and through questionnaires and follow up discussion with respondents.

Area 1: Morro Rock / Coleman Park

(Morro Rock, sandspit to PG&E plant intake and Morro Creek, see Figure 2.1)

Proposals:

Area #1 is affected by two circulation proposals: connect the two portions of the Embarcadero across Morro Creek, and relocate Coleman Drive inland from the bay. Proposals specifically related to Area #1 are:

1. Work with the State of California to reorganize the existing parking area adjacent to Morro Rock to:
 - a) Provide parking spaces (approximately 50) at the end of Coleman Drive perpendicular to the road with adequate backup and turn around space.
 - b) Develop a loop at the end of the lot which will allow large vehicles to turn around and thereby reduce congestion.
 - c) Install a pedestrian access way along the waterfront. This would for the most part be on the land area but in some cases may require short portions of wooden walkways over the rip-rap where space is inadequate between the water and the parking lot. (See Sketch f.1)
 - d) Provide signage at the entry to the parking area which states that there is a turn-a-round at the end and limits extra large vehicles (the size is to be determined by the State).

2. Provide recreational parking spaces (approximately 150) which would serve Morro Strand State Beach and provide overflow parking for the new harbor uses. See Sketch f.3.
 - a) Improve parking in the area in a “natural context” through the use of rocks, wood bollards and cables, and chain or heavy rope to delineate boundaries.
 - b) Keep paving to a minimum for the access road itself and the most used parking area along the front of the area facing the beach.
 - c) Provide a new restroom area to serve the parking area and beach at an appropriate location.
 - d) Construct an access stair from the parking level to the beach level.
 - e) Develop landscape buffers between the parking area and the Rock and the natural dune area to reduce “human erosion” and maintain the area’s natural setting.

3. Consider providing a new boat launch area with a paved ramp and supporting parking. This should only be done if it is determined that such facilities are needed to supplement the Tidelands Park launch facility. If such a facility is considered, its design must take into account the visual adjacency to Morro Rock (e.g. it must be visually screened so as not to intrude into the natural environment any more than necessary), the natural marine biology (there may be eel grass and sea otter habitat in the area), and the flow of the current and the direction of the wind which may affect configuration of the actual facilities. The plan and sketches included in this report are conceptual only to show general location and feasibility; they do not represent an engineered design which necessarily resolves the problems and requirements of such a launch facility. If such a facility is feasible and necessary, it should:
 - a) Include a new launch ramp and pier as shown in Sketch f.4 which is out of the main ship channel in a location that has the least environmental impact.
 - b) Provide auto / trailer parking at Morro Rock parking lot and in the vicinity of the proposed Coleman Drive launch ramp.
 - c) Reduce visual intrusion of the area by introducing sand berms and native vegetation at locations shown on the plan.
 - e) Provide a small picnic area and alternative bicycle paths in area.

- f) Provide a restroom and freshwater supply for the area's users including a freshwater shower.

Note: Several other sites in both the T-Pier area and next to the PG&E intake building were considered for this use. They were, however, eliminated since they were either not large enough to contain an adequate facility, caused too much traffic congestion in relationship to adjacent facilities or were more valuable as a site for some other use or expansion of an existing use. This site was the only one that met the basic criteria of size, ease of access and adjacency to a reasonable water area not already under some other use.

- 4. Generate more waterfront space on the bay side and enhance Coleman Park by relocating the eastern portion of Coleman Drive slightly north. (See Maps e.4 and e.5)
 - a) Relocate Coleman Drive as shown on the plan to provide a new area with access to the bay of approximately 250 feet wide by 750 feet (approximately 4 and 1/3 acres).
 - b) Develop a small area for concessions / restrooms and bicycle, kayak and canoe rental (approximately 500 square feet).
 - c) Provide a bike path system that utilizes the pavement of the existing Coleman Drive where possible.
 - d) Develop a pedestrian access system and boardwalk along the new bay frontage.
 - e) Construct a hardened pathway and small floating dock to assist hand launching of small, non-motorized boats.
 - f) Develop a boat house for storing shells and possibly rental boats.
 - g) Provide a turn around loop to serve the pier and launching area.
 - h) Develop paved permanent parking areas.
 - i) Construct a sheltered picnic area for approximately 10 tables and barbecues.
 - j) Provide an area for active recreation such as sand volleyball, basketball etc.

- k) Evaluate the potential for a saltwater plunge (see Map e.5) using heated sea water from the adjacent P.G. &E. outfall line. (This would be an historical replacement of an earlier saltwater plunge in Morro Bay).
5. Locate a series of nature observation / information areas explaining the natural wonders of the area, its history and the plants and animals that inhabit it.
- a) Provide small monuments at key viewing areas and/or historical sites with fixed maps and text providing education to the public.
 - b) Develop an access trail system to the monuments that is environmentally sensitive and not intrusive to the natural areas served.
6. Redevelop the natural dune area to the north and provide a system of access trails and boardwalks to the City beach and Morro Strand State Beach.
- a) Use native grasses and dune shrubs which match those found in the natural dune communities of the area such as on the sandspit.
 - b) Develop a system of board walks where foot traffic is heaviest to reduce erosion and damage to the dune system. See Sketch f.2
 - c) Prepare a management plan to maintain the dune and vegetation system.
7. In order to enhance general recreation and enjoyment of the area, encourage private development of a visitor serving recreation vehicle and camping area on the eastern portion of the former "Den Dulk" property (Refer to Map e.6). Encourage a visitor serving concession facility adjacent to Coleman Beach which will share parking with the expanded Coleman Park.
- a) There is a potential for exchanging City land for portions of the former "Den Dulk" property to allow for development of public recreational facilities and private support uses. The "Den Dulk" property frontage on the bay should be acquired by the City for the purpose of extending Coleman Park.
 - b) The portion of the "Den Dulk" property located adjacent to the PG&E property should be limited to a low key campground use limited to rustic type camp sites similar to those in Morro Bay State Park. Any concessions should be limited to small pedestrian access structures, but would not include sit-down restaurants or stores.

- c. The relocation of Coleman Drive and Embarcadero, as indicated in the plan, shall be predicated upon the successful negotiation between the City and the property owner to accomplish the following: (1) to protect the current public access to the beach area; and (2) to implement the uses indicated in the Waterfront Master Plan for the area between the new roadway the beach. The City shall not relinquish any rights to the various recorded and prescriptive easements until after all said negotiations have been successfully completed. Should the City negotiations with the property owner not be successful, the current Coleman Drive roadway alignment shall not be moved within the "Den Dulk" property. The zoning designations for the area known as the "Den Dulk" property are not proposed to be changed. The City shall only consider proposed projects consistent with the existing zoning designations and with building design criteria as specified in the Waterfront Master Plan.

Note: Den Dulk Property — This is the property between the PG&E plant and the peninsula that connects to Morro Rock is currently held by private interests. Given its important location connecting the Embarcadero to the Rock, both the City and the current owner have expressed interest in a land exchange which would benefit both parties. The City would gain continuous access and ownership of the waterfront in this area which would allow the relocation of Coleman Drive and the enhancement of the Coleman Park area (see the Map e.5). In return, the private landowner would gain a more coherent parcel on which to provide a recreation vehicle park and a proposed concession facility which would be integrated into the visitor serving uses of the Coleman Park and bay front.

In conclusion, it appears that the Measure D prohibitions apply only to lands held in public trust. The Den Dulk property is private and does not seem to be under the restrictions of Measure D. Given the expressed concern that this area not be over developed and the requirements of the land exchange, this area shall be required to have development plan approval prior to any rezoning or construction. Such approval would set forth the conditions, location and the type of facilities that would be allowed.

8. Develop boat repair yard/haulout facility with approximately 2000 sq. ft. of office space, and a marine supply retail outlet east of Coleman Park.
9. Connect the two portions of the Embarcadero with a 2 lane bridge across Morro Creek. Provide a means of traffic control (bollards) and signage to allow the City to control access, for emergencies and special events only, should this be desired under the traffic management and monitoring plan.

Area 2: T - Piers / Fishermen Working Area

(PG&E Intake plant to the intersection of the Embarcadero at Beach Street)

General Description: This area is primarily devoted to the working fishing boats and shoreside support. There is also a sprinkling of restaurants and a very chaotic series of parking lots. To the east the area is visually dominated by the PG&E power plant.

Proposals:

The proposal to relocate the Embarcadero and related pedestrian and bicycle paths was set out in Chapter 3. Other Area #2 proposals are:

1. Encourage PG&E to provide an education center and information on alternative energy sources. Make the existing plant more attractive by providing a static display on the history of the facility, the use of energy, energy conservation and the development of alternative energy sources.
2. Redesign the parking lots to gain efficiency and provide better access to the piers.
 - a) rework the existing west side parking lot and access points to facilitate easier truck access to the piers and working areas.
 - b) remove the existing center island to provide more parking area
 - c) revise the striping and parking lot layouts for greater efficiency
 - d) provide amenities such as street furniture and signage to give a sense of place.
3. Improve public physical and visual access to the waterfront with its interesting fishing vessels and fish processing activities. Continue the concept of lateral access along the waterfront by developing a pedestrian walkway along the shoreline and to the T-piers.
4. Designate the commercial fishing support area in the vicinity of the North T-Pier as a suitable site for redevelopment to improve work areas for fish off-loading and processing. Further, detailed site and economic planning for this area should be undertaken by the City.
5. Encourage existing commercial/retail or visitor serving uses to relocate to the second story where feasible. By removing commercial retail/and restaurant uses from the ground floor more space will be available for use by the fishing industry

and harbor support facilities. Such a separation of uses will reduce traffic congestion and will promote visitors to the area since they can see more of the fishing and related operations.

6. Improve the Front Street parking lot.
7. Rebuild fish processing and commercial / recreational fishing related uses.

Area 3: Embarcadero Visitor Area

(Embarcadero: Beach Street to South Street between the bluff and the waterfront)

Proposals

Proposals which discuss relocation of circulation along Front Street and the establishment of a parking management plan are set forth in Chapter 3 so that they may be seen within context of the areawide discussion. Proposals which specifically affect planning area #3 are:

1. Locate a series of observation / information areas explaining the natural wonders of the bay and its history and the animals that inhabit it.

The design should be similar in character and style to that proposed for Tidelands Park. The information could be designed into an extension of a bench or other piece of street furniture to give continuity to the street scene and also provide a visual accent.

2. Extend lateral access along the bay front of commercial retail buildings. This coastal requirement will be made a condition of each new structure or complex as it is submitted to the City for permit.
 - a) Require provision of lateral access where reasonable (functionally and structurally), as existing structures are remodeled or change uses.
 - b) Design lateral access routes to connect to the lateral access components of adjacent buildings and/or the stub street perpendicular to the building site.
3. Preserve scenic vistas at street ends - enhance public amenities in these areas.
 - a) Add pedestrian amenities such as benches, trash containers, public telephones and information booths and signs.

- b) Light areas to encourage safe use without glare or causing disturbance to adjacent land uses.
 - c) Avoid structures and planting which limit visual access to the water or the Rock.
5. Provide haulout improvements to existing facilities.
- a) Encourage private owners to improve their facilities
 - b) Encourage the continued use of the existing fishermen's gear storage area north of the PG&E plant near Morro Creek.
6. Develop a bluff stabilization and beautification plan.

Prepare a landscaping plan for bluff areas. This plan shall identify planting materials, design standards for pedestrian amenities such as paths and benches, and set retaining wall standards for materials and general character within good engineering practice.

Area 4: Tidelands Park

South Street to the southeast end of Tidelands Park and boat launch area. (See Map e.9)

Proposals:

1. Implement the adopted Tidelands Park plan.
 - a) Implement the many planned improvements such as the provision of more pedestrian amenities including seating areas, restrooms, and improved landscaping.
 - b) Provide a small bench and passive area at the end of Olive Street for an overlook.
 - c) Provide an additional lateral wharf area which improves the launch area and allows additional pedestrian access to the waterfront.
2. Provide supplemental boat launch facilities as discussed in planning Area #1. If provided an additional boat launch will:

- a) Reduce peak vehicle congestion in the parking lot at launching time.
 - b) Diminish congestion on the bay since many of the boats being launched at Tidelands Park have the Pacific Ocean as their destination rather than the bay.
 - c) Provide an alternate facility should one launch area be shut down for repairs or maintenance.
 - d) Augment the capacity of Morro Bay to accommodate water dependent uses with minimal impact to the waterfront or the commercial uses of the Embarcadero in Area #3.
3. Reconfigure existing Tidelands Park slips to augment ramp launching capacity by promoting passenger and equipment loading and unloading away from the ramp area during peak launch times.

CHAPTER 5

DESIGN GUIDELINES

To assist in evaluating the quality of a design submitted, the visual criteria have been divided into basic categories which correspond to the findings that are to be made with a project's approval.

Category 1. Public Visual Access:

The view of the bay, sandspit and Morro Rock is one of the most prized possessions of the City and is essential to the visual quality of the area as well as the commercial success of the Embarcadero and the City as a whole. At present the mix of activities which include motels, restaurants, tourist shopping and visual participation in the commercial fishing and recreational boating are what give the Embarcadero its diverse and interesting character within the setting of the waterfront, bay and ocean beyond. It is this diversity based upon a working fishing village atmosphere which is physically and visually accessible to the pedestrian that make it an exciting place to visit and therefore economically viable.

There is a need to protect existing views to and along the shoreline of the harbor, sandspit, Morro Rock and the fishing and recreational fleet as seen from the street-ends off the Embarcadero, between buildings or through open areas from the Embarcadero, and from public viewing locations and public right-of-way on the bluff top.

Public Viewshed Defined: The public viewshed is defined as all areas of the bay, harbor, sandspit, and Morro Rock, currently visible from the Embarcadero, the street-ends, public observation points, and public right-of-way at the bluff top; but not including views from private property, businesses, or residences. Figure 5.4 identifies these viewing locations. This definition shall be used in evaluating any development proposal which has the potential to obstruct public views.

View Corridor Defined: View corridors shall be open linear spaces located between or adjacent to buildings affording views from the street of the harbor, bay, sandspit and Morro Rock. Said corridors shall not have visual obstructions except for low shrubs, seating benches and other street furniture of 30 inches in height or less. Taller lighting poles and similar fixtures may be allowed. No overhead structures such as canopies, balconies and pedestrian bridges (other than normal eaves) are permitted within the view corridors unless said structure is offset by additional width of view corridor equal to the vertical dimension of the overhead structure.

Design Criteria: The following criteria shall be considered in the design review process:

1. View Corridors Required:

- a) West side of Embarcadero / Front Street: All new construction and major remodels of existing buildings on the west side of the Embarcadero shall require the provision of open, unobstructed view corridors pursuant to figures 5.1, 5.2 and 5.3. Said view corridors shall be as follows:

Lot / Lease Width	Building Height	Min. View Corridor Width *	Sloping. Roof 4 in 12	Findings of Significant Public Benefit Required
49 ft. or less	up to 14 ft.	none	no	no
49 ft. or less	14 to 17 ft.	none	yes	no
49 ft. or less	17 to 25 ft.	30%, min. 8 ft.	yes	yes
50 ft. or more	up to 14 ft.	15%, min. 8 ft.	no	no
50 ft. or more	14 to 17 ft.	15%, min. 8 ft.	yes	no
50 ft. or more	17 to 25 ft.	30%	yes	yes
Corner lots	see Figure 5.3			

* Corridors widths are based upon a percentage of the width of the lot or lease site.

- b) East side of Embarcadero / Front Street: The view corridor requirements and view analysis applicable for properties located west of the Embarcadero, between the street and the bay, shall also be applicable to the portions of buildings over 14 feet located east of the Embarcadero, between the street and the bluff top. Said structures shall not be permitted to exceed 25 feet in height.

2. Building Heights:

Standard Building Heights: Building heights on the east and west side of the Embarcadero and Front Street are limited to 14 feet maximum if the roof is flat, or 17 feet maximum if there are sloping roofs equaling 80 percent of the total roof area with a minimum 4 in 12 pitch.

Increased Building Height: "Standard building heights" will be the maximum allowable height unless there is a use permit or planned development approved by the Planning Commission allowing for greater height pursuant to the Planned Development (PD) Overlay district. In addition to the required finding of significant public benefit, increases in height may be allowed up to a maximum of 25 feet under the "PD" zoning overlay district, with the finding that the overall viewshed characteristics will be improved or, at a minimum, not diminished from the public viewing locations established on Figure 5.4 and upon meeting the following additional requirements:

- a) For the areas east and west of the Embarcadero, 80 percent of all roofs for both one and two story structures shall be sloping with a minimum 4 in 12 pitch.
- b) Incorporate open view slots or corridors in the design of new or remodeled structures on the west side of the Embarcadero in order to enhance overall visual access to the water. View corridors shall be required for all buildings taller than 17 feet on the east side of the Embarcadero. These corridors can be along property or lease lines, sideyard setbacks or incorporated within the building as open areas or walkways. Said corridors are encouraged to be placed along common property or lease lines adjacent to similar existing or proposed view corridors on the adjacent property. Figures 5.1, 5.2 and 5.3 demonstrate some of these principles graphically by showing the various design configurations relative to building height and site coverage.
- c) Allow relocation of existing view corridors or visual openings between or through buildings as long as there is no reduction in the measured width when compared to existing corridors. Building massing and design should be guided by the objective of avoiding walling-off public visual access to the water from the Embarcadero.
- d) Encourage provision of public (non-customer) viewing areas of the bay and waterfront in the form of outdoor decks or balconies accessible from the lateral waterfront accessway on the upper or second story. This provision applies to future development on the seaward side of the Embarcadero.
- e) Regardless of any findings for significant public benefit provided, the maximum allowed height shall not exceed 25 feet or 30' for commercial fishing structures north of Beach St., except for flag poles, projections not exceeding 18 inches in width and all other exceptions included in Title 17. Additions and reconstruction of the existing PG & E power plant may be permitted to exceed the 25 foot height limit if the City finds that it is infeasible or inappropriate to construct the addition within the 25 foot height limit.

Note that the requirement for minimum 8 foot wide lateral public access across the entire water frontage of the property is not reduced by these requirements and is part of the City's Coastal Plan and zoning requirements. The only exceptions are where the City determines that the provision of such access to be unsafe or to conflict with commercial fishing or harbor related facilities.

3. **Building Setback, Coverage, Bulk and Scale:**

In order to protect the full breadth of existing public views, second floor setbacks and reduced building bulk will be required.

Building Setbacks: The minimum first floor front setback on both sides of the Embarcadero and Front Street shall be an average of 5 feet. The second floor front setback shall be a minimum of 10 feet from the right-of-way.

Building Coverage, Bulk and Scale:

- **West side of Embarcadero / Front Street:** The maximum coverage of all ground floor portions of buildings located west of the Embarcadero shall be 70 percent of the land portion of the properties. If permitted, the maximum area of the second floor, excluding open decks, shall be 70 percent of the maximum allowable first floor building coverage.
- **East side of Embarcadero / Front Street:** The maximum coverage of all ground floor portions of buildings located east of the Embarcadero shall be 85 percent of the land portion of the properties. The maximum area of the second floor, excluding open decks, shall be 80 percent of the maximum allowable first floor building coverage.

4. **Building in the "H" Zone:**

New or increased building extensions beyond the shoreline shall be in conformity with the Harbor ("H") zone. In addition, said construction shall meet the height, coverage and view corridor requirements stated in the standards 1, 2 and 3 above.

Category 2. Site Design and Parking:

At present, there is a lack of uniformity in the placement of buildings on their sites relative to public sidewalks in the Embarcadero visitor area (Area #3). This situation in turn adversely affects the overall sense of physical and visual cohesiveness for the area. The variation in the way buildings are placed interrupts a uniform treatment of sidewalks because of the varying minimum setbacks that have occurred over time. In some developments, especially on the east side of the Embarcadero, parking and vehicle service

areas interrupt the easy flow of pedestrian activity. While parking must be provided as required by the City Ordinance, attention to good design and, where possible, setting the parking back from the sidewalk will facilitate better site design more appropriate to the Embarcadero area.

The following criteria are to be considered in the design review process:

1. **Street Frontage:** Maintain a consistent street frontage. Buildings and related site development shall provide a continuity of interest and facilitate pedestrian movement along the street frontage.

Portions of the first floors of buildings may be built to the back of sidewalks. The ten foot front yard setback currently required in the "C-VS" Zone on the east side of the Embarcadero should be modified as indicated in #3 above in order to allow building construction to extend to the back of the sidewalk.

2. **Parking Lot Setback and Access:** No parking lots should be placed in front or side yards which interrupt the street continuity and pedestrian passage. Access driveways to the rear are acceptable on the east side of the Embarcadero.
3. **Minimum New Sidewalks:** Improve the public sidewalk to a minimum of 8 or more feet in width on the east and west side of the Embarcadero where feasible. Where reasonable, the west side should be widened at entries and view corridor areas.
4. **Sidewalk Treatment and Street Furniture:** Coordinate provision of special sidewalk paving treatment and street amenities as discussed elsewhere in this document including provision of benches, street trees and planters.
5. **Sidewalk Cafes:** Outdoor dining is encouraged. Said dining areas shall be enclosed in permanent low see-through railings or fences.
6. **Screening:** The trash areas shall be screened in the manner identified by the municipal code. Provide visual screening for trash enclosures.
7. **Maintenance:** A regular maintenance program for cleaning of all public facilities shall be implemented. Private businesses should be encouraged to participate in the cleaning of facilities in the vicinity of their businesses.

Category 3. Architectural Design Character

The benefits of an appropriate building character and consistency in theme include greater enjoyment of the central Embarcadero area by both visitors and residents, increased tourism, improved economic health for businesses and financial gains for the City. People enjoy attractive places both in terms of the natural environment and also the built environment.

The design goal for the Embarcadero is to enhance the visual experience of visiting the area by bringing about a gradual strengthening of architectural continuity and by encouraging buildings with distinctive visual quality. This design quality or character should reflect the historical and cultural identity of the Embarcadero -- one of a working fishing community with a variety of character and building types typical of pedestrian oriented communities which have evolved over time. The Embarcadero area is not encouraged to develop with any single theme or architectural style.

Further proportion, harmony of components, continuity and balance are all elements of good architectural design. Whether it is a sign or a multi-building project, its different elements should be integrated into a comprehensive design with the various elements compatible with each other. Elements should be in balance and in proportion to one another and their environment. Variety should be used to create interest, not used just for the sake of difference. Monotony in form and detail should be avoided as should be trite architectural styles from other areas that have no relevance to the Morro Bay area.

The following criteria are to be considered in the design review process:

1. Fishing Village Character: Maintain an architectural character in keeping with a working fishing community with the form and scale typical of pedestrian oriented communities which have evolved over time. The intent is to produce architecture that is both in character with the existing community and, as each new building or remodel is completed, adds to the overall ambiance of the waterfront area. The focus of this requirement is not to limit construction to a single style (such as at Solvang or downtown Santa Barbara) but rather to avoid massive buildings or buildings which detract from the waterfront character which is now a delight to visitors and residents alike.
2. Adapting Existing Buildings: In applying design criteria and conditions, consideration must be given to existing conditions. For example, new construction and signage conditions apply to buildings which abut the frontage walkways.

However, some existing buildings are set back from the street and conditions must be adapted to this situation

3. General Design Treatment: To establish building character, new construction shall be encouraged to meet the following design criteria. These guidelines are for retail and tourist commercial buildings -- exceptions may be made for buildings constructed to serve the fishing industry.
 - a) The areas immediately adjacent to the sidewalk shall be pedestrian oriented with windows, entries and display areas;
 - b) The front facade shall be in scale and character of the waterfront area (meaning that proportions tend to be vertical and long horizontal expanses in the same plane should be avoided -- see also concepts to be avoided below);
 - c) Wall surfaces should be articulated (board and batt, engaged pilasters, multilevel trim, cornices, built-up fascias);
 - d) Rooflines shall be varied to avoid monotonous views from the blufftop areas;
 - e) Materials and colors should be varied to break larger building masses and large wall planes into smaller elements;
 - f) Building proportions shall have harmony and balance and be integrated into a total composition.
4. Construction concepts to be avoided:
 - a) Large flat planes of any type of materials;
 - b) Contemporary "boxy" buildings similar to shopping centers or discount stores.
5. Commercial Signage: A unified treatment of the commercial signs is important to maintain the integrity of the Embarcadero area character. "Unified treatment" does not necessarily mean that all the signs must have the same style of lettering. Rather, it is more important that the lettering have similar stylistic traits and the signs are placed in a manner that complements the architectural style of the buildings which they designate. Sign location and size are governed by the sign ordinance of Morro Bay.

Signs must meet the following additional criteria:

- a) Pole signs are to be avoided.
- b) Projecting signs perpendicular to the building and awning signs are encouraged.

Category 4. Areawide Design Compatibility:

It is important to insure not only that the architecture is compatible but that the installation of the improvements at the street frontage are compatible with community standards and those of the adjacent neighbors. The design of a new building does not necessarily have to be the same as the adjacent designs, but there must be elements of compatibility in building articulation, color and materials. It is very difficult to foresee all considerations that might develop in the review process, but the intent here is to avoid building architectural styles that clash or create disharmony. The actual determination of these conditions will be left up to the City Planning Staff and Planning Commission. In addition, there must be physically compatible design regarding sidewalks and lateral pedestrian access along the waterfront.

The following criteria are to be considered in the design review process:

1. Sidewalks: Maintain a consistent street frontage and sidewalk connection along the Embarcadero.
2. Boardwalks: Develop where feasible a continuous pedestrian linkage along the waterfront. It is recognized that balcony or pedestrian levels may not always be at the same vertical elevation and therefore provision for steps and ramps must be made even though the adjacent building does not presently have provision for the lateral access. Exceptions for continuous handicapped access may be necessary as long as the developmentally disabled can get to each portion of the waterfront lateral access from the Embarcadero.
3. Architectural Compatibility: The buildings architectural character shall show consideration and recognition of neighboring buildings in the selection of: a) roof forms; b) wall colors and materials; c) doors and windows; as well as d) basic design character scale and proportion. In other words, new projects should not diminish, either directly or by cumulative impact of several similar projects, the use, enjoyment or attractiveness of adjacent buildings.

FINDINGS FOR DESIGN ACCEPTABILITY

To facilitate the architectural review process, the following findings shall be made by the City Planning Staff or the Planning Commission during the review process.

Category 1. Public Visual Access:

1. In the case of a project other than a minor remodel which has no impact on views, the proposed project makes a positive contribution to the visual accessibility to the bay and rock and it:
 - a) meets the Waterfront Plan height limit and maximum building coverage, bulk and scale requirements;
 - b) preserves and enhances the views as seen from street-ends;
 - c) enhances views to waterfront through and / or around the building; and
 - d) maintains a pedestrian character along the Embarcadero.
2. In the case of a remodel or administrative type project, at a minimum, it does not worsen an existing situation by blocking more views than is presently the case. It does not block view corridors or intrude into pedestrian access areas. It takes advantage of outward views and characteristics of the topography.
3. On the West side of the Embarcadero, in the case of granting of heights greater than 17 feet, the proposed project also provides significant public benefit pursuant to the Planned Development Overlay Zone requirements.

Category 2. Site Design and Parking:

The proposed project provides the amenities identified in the Waterfront Plan, facilitates pedestrian visual and physical access to the waterfront, and takes advantage of outward views and characteristics of the topography.

Category 3. Architectural Design Character:

The proposed project makes a positive contribution to the working fishing village character and quality of the Embarcadero area. The design recognizes the pedestrian orientation of the Embarcadero and provides an interesting and varied frontage that will enhance the pedestrian experience. The project gives its occupants and the public some

variety in materials and / or their application. The project contains the elements of harmony, continuity, proportion, simplicity and balance and its appearance matches its function and the uses proposed.

Category 4. Areawide Design Compatibility:

The proposed project does not diminish, either directly or by cumulative impact of several similar projects, the use, enjoyment or attractiveness of adjacent buildings and provides a visual and pedestrian transition to its immediate neighbors.

PROJECT REQUIREMENTS AND APPLICATION PROCESS

The visual impacts of development on the waterfront community have a high potential to generate visual impacts. In order to demonstrate visual conformity with the guidelines set forth, all applicants who are submitting a new project, a major expansion, or one which requires more than administrative review by the City of Morro Bay, are asked to meet the following submittal guidelines and process. After review of the applicant's submittal, the City shall approve or deny the design component of the project based on findings of conformity with the design categories set out in Section C.

1. It is strongly urged that the applicant and his design team meet with City staff for a pre-application meeting to determine the general character and impact of the project. The staff will seek to define the detail of submittal requirements for the applicant as defined below. It must be emphasized that while the amount of documentation may seem extensive, previous experience has proven that it will actually save the applicant time and reduce the amount of possible public controversy by taking the visual issue out of the realm of speculation.
2. Base submittal for design and visual context information: (Two story projects must submit documents meeting requirements "a", "b", and "c". Single story projects may omit "a" upon approval by staff).
 - a) A minimum of three views perpendicular to the waterfront showing the present (before project) condition and the same view with a simulation of the project montaged on the surface of the photograph. In the event of a large project more than the three basic views listed below may be required. A planning staff member should be consulted in case there is any doubt. The three view types are:

- 1) fixed viewing area at street ends (see Figure 5.4 for location of fixed viewing area);
- 2) view from public area on the bluff top with the horizon line centered in the photograph;
- 3) view(s) from across the street (Embarcadero - minimum of 50 feet away from the building frontage).

These photographs shall be taken with a lens equivalent to the human eye and shall be in color and mounted on 8 1/2 x 11 paper with the location clearly stated. A map showing the camera locations shall also be attached to the submission.

- b) The frontal elevation of the project shall be drawn to scale and submitted and integrated into context drawings as shown in example, Figure 5.5 (available at the Planning Department). This drawing shall demonstrate the context, scale and compatibility of the design as it relates with the surrounding neighborhood. In the event that an adjacent building is proposed to be redesigned, the redesign should be shown rather than the existing structure.

The reviewing process may take into account that an adjacent building may not fit as well within the guidelines identified herein as the proposed structure and therefore make the required finding of compatibility if the proposed building fits the guidelines in all other respects.

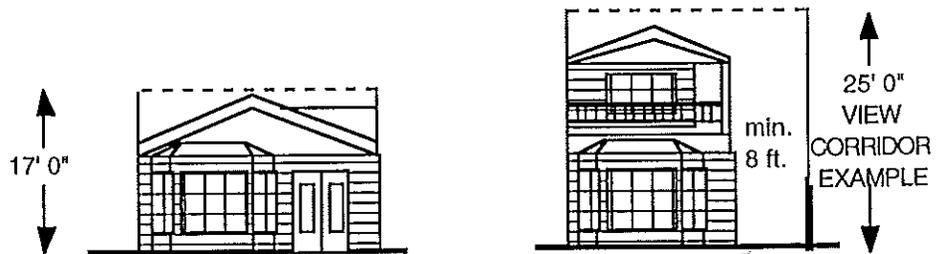
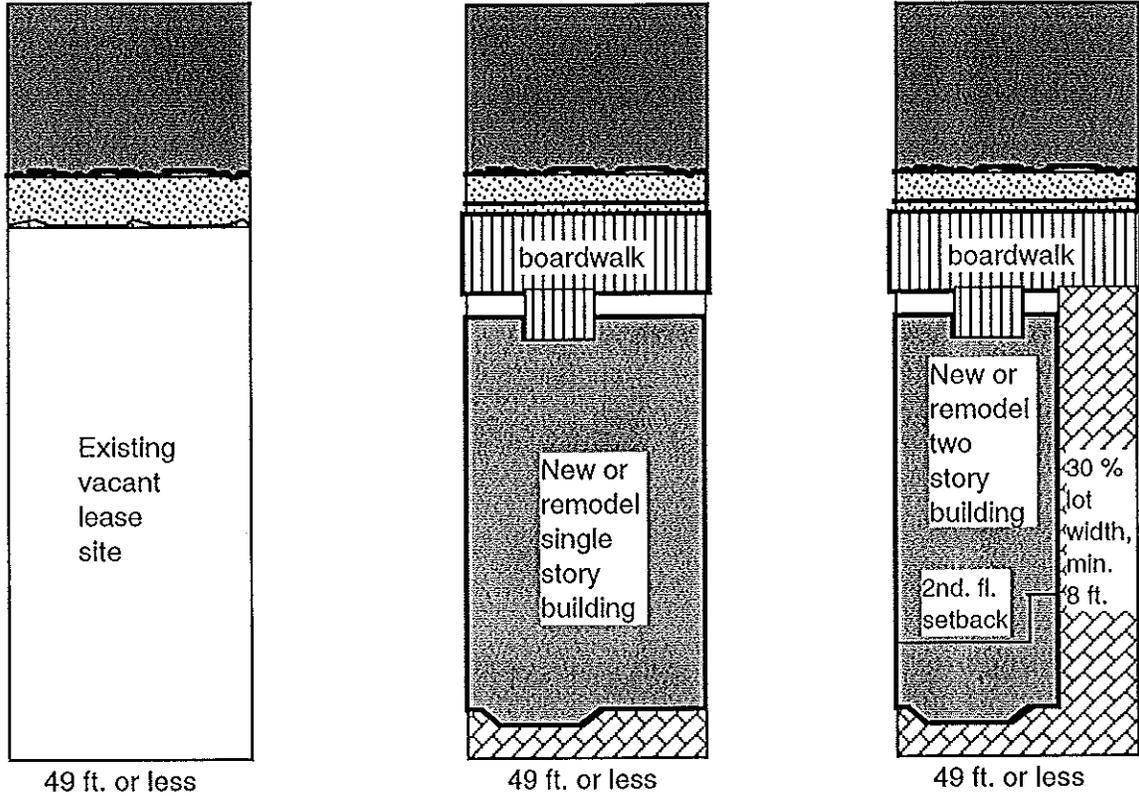
- c) The applicant shall either construct a perspective based on a photograph or use a photo montage of the design superimposed on a view parallel to the waterfront showing the eye level pedestrian view along the Embarcadero. The intent is to put the proposed project into context with its neighbors as it would be seen by a pedestrian or traveler moving parallel to the project site. The perspective must be taken from the sidewalk opposite the project and show 25 feet of the adjacent lot or building on each side of the proposed project.
3. The applicant shall demonstrate how the proposed building conforms to the height and visual corridor aspects of the design requirements as set forth in Figures 5.1, 5.2 and 5.3. of this document.
 4. The applicant shall submit text describing building, use, coverage (per City use permit requirements) and a list of materials and colors plus any other material that would support and assist in the review of the proposed project for conformity with the design guidelines.

5. For proposals which include development above the height of 14 feet, or for projects located on lease sites adjacent to the street ends, applicants shall prepare and submit with their application a detailed visual analysis of their project based on a standard analytical format provided by the City. The following project evaluation procedures shall be followed by the City and applicant when an application is processed:
- a) Provide properly scaled and fully developed architectural renderings which adequately describe the height of the project and its relationship to view corridors and adjacent buildings;
 - b) Superimpose renderings over series of color photographs of site plan from each of the public observation points shown on Figure 5.4. Applicant shall provide color acetates suitable for use on an overhead projector at a public hearing;
 - c) In the event that the project may significantly alter views from public view corridors, the Planning Commission may require the temporary framing of roof corners and peaks to be erected and photographed prior to the project's public hearing to enable public and staff to personally evaluate visual impacts;
 - d) In the event of an appeal of the Staff or Planning Commission's decision, an information panel shall be placed on the site showing a copy of the photographs and describing other information (if any) that may be available at a designated City office or public place. Such information shall be on the site at least one week prior to the appeal hearing.

VIEW CORRIDOR EXAMPLE

Waterfront

Lots of 49 ft. width or less



Maximum flat roof area allowable: 50 % of floor area

FIGURE 5.1

VIEW CORRIDOR EXAMPLE

Waterfront

Lots or Common Lease Sites of 50 ft. width or more

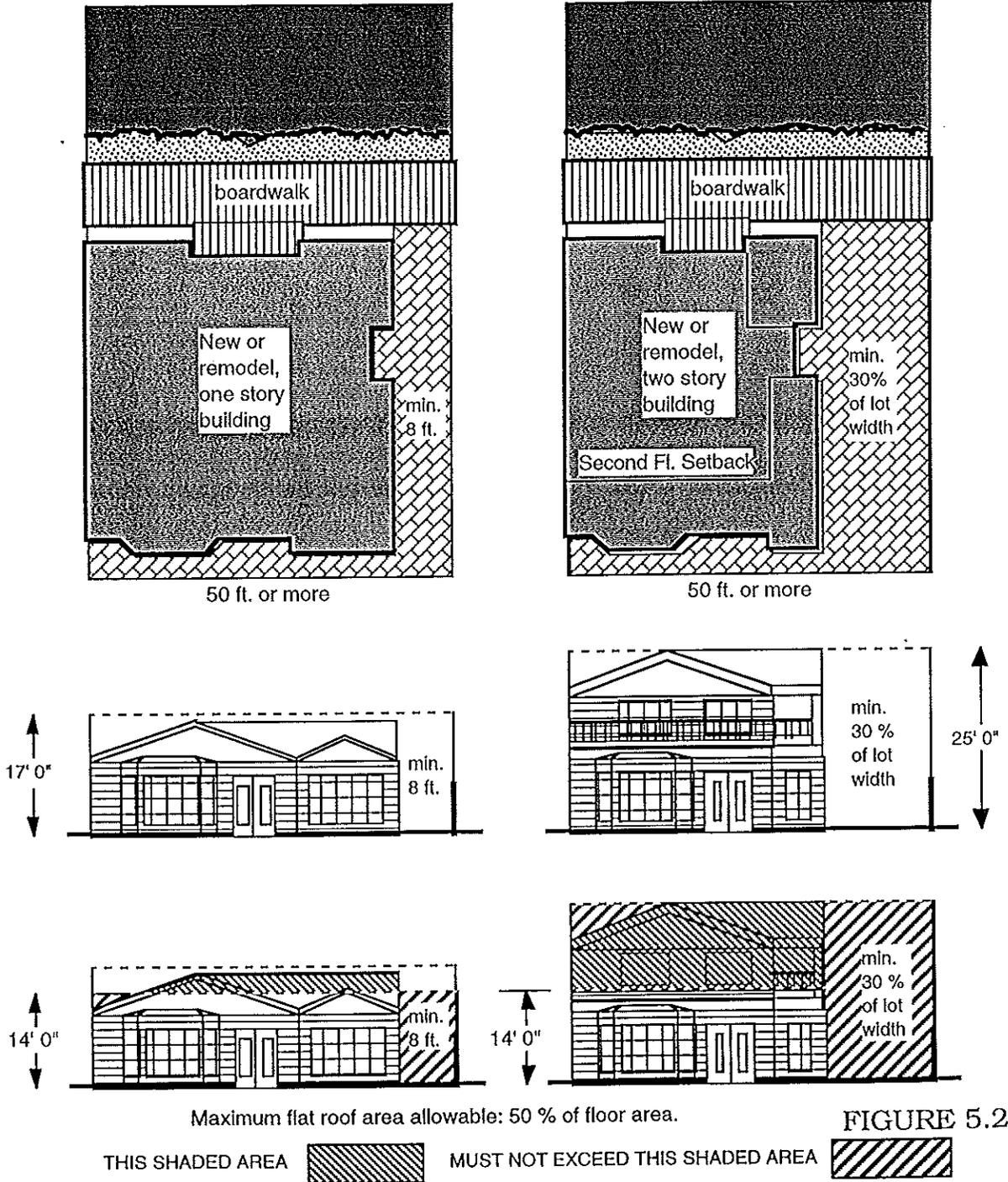
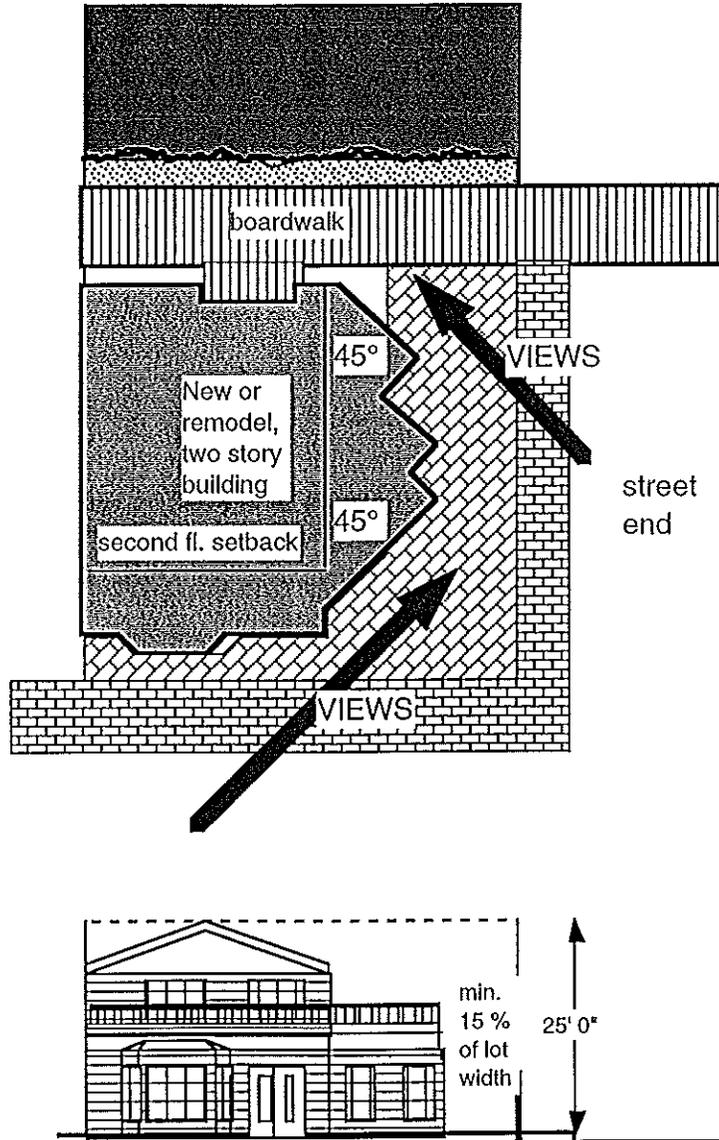


FIGURE 5.2

VIEW CORRIDOR EXAMPLE

Waterfront

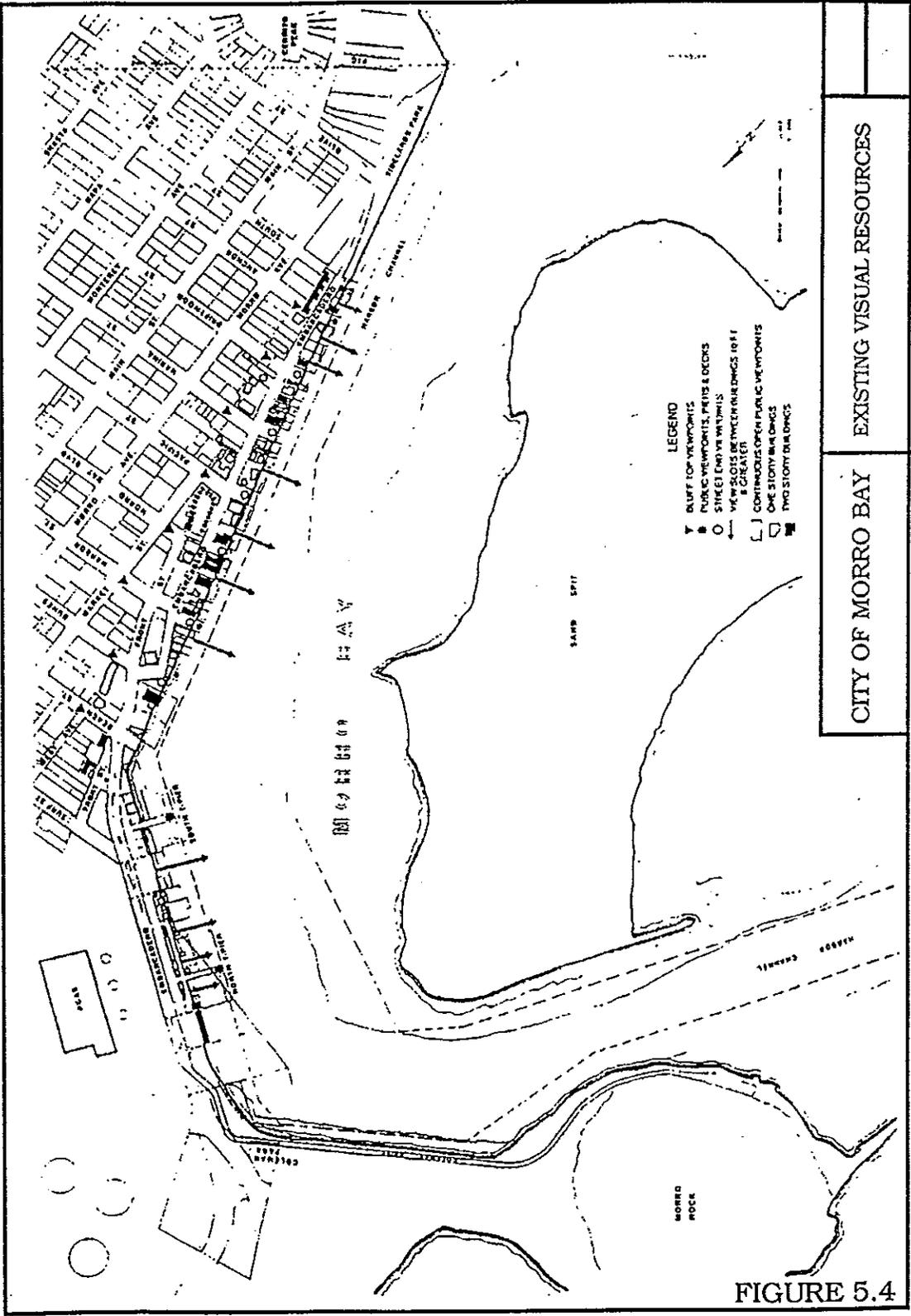
Criteria for Corner Lease Sites



The view criteria for lots over 50 ft. in width apply to corner properties and lease sites unless diagonal view corridors are provided as indicated in the diagram above

Maximum flat roof area allowable: 50 % of floor area

FIGURE 5.3



Waterfront Master Plan

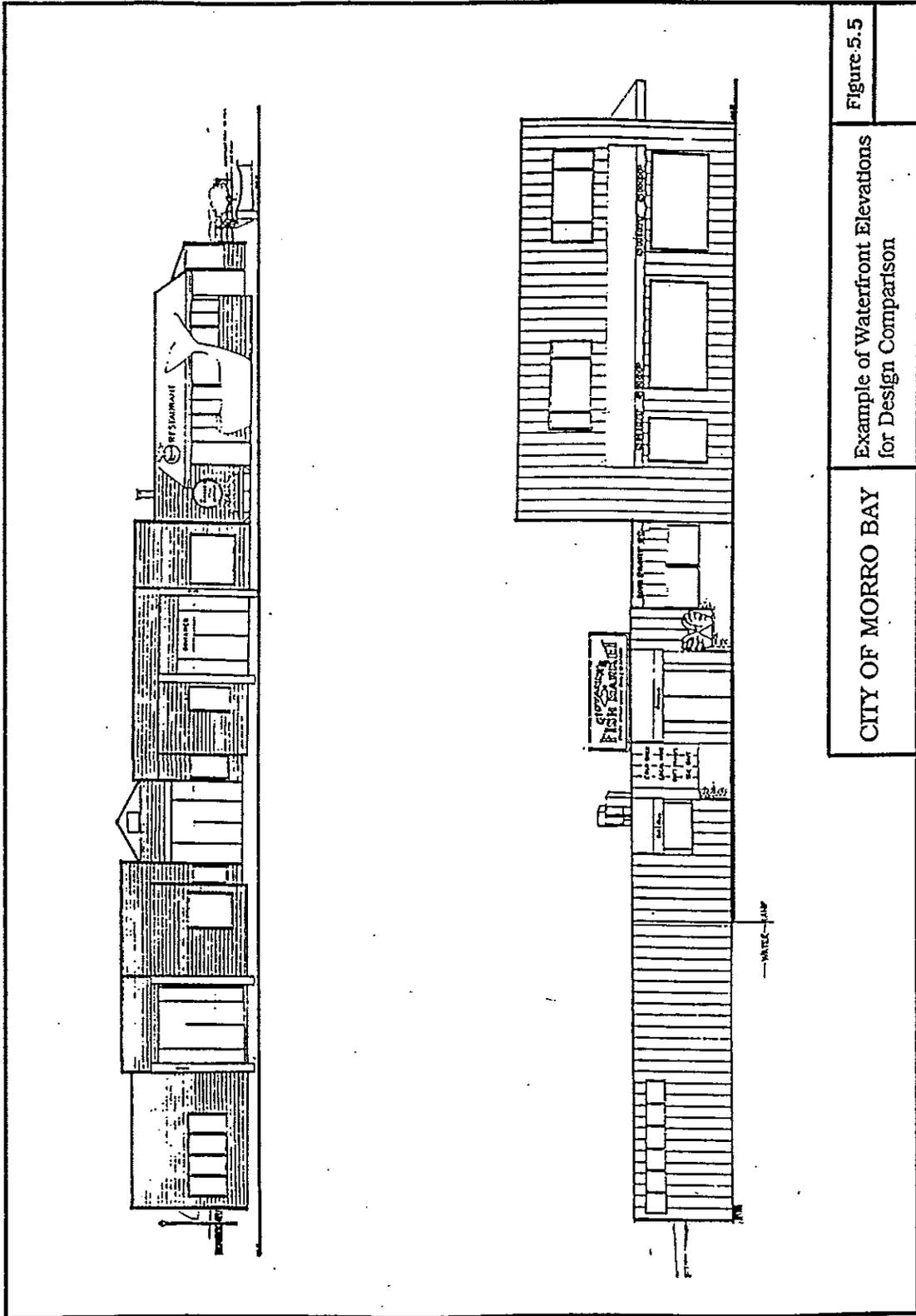


Figure 5.5

Example of Waterfront Elevations
for Design Comparison

CITY OF MORRO BAY

CHAPTER 6

IMPLEMENTATION PROGRAM

The Waterfront Master Plan requires four different approaches to insure a comprehensive and integrated implementation program.

Zoning for the whole planning area is currently within the Planned Development (PD) Combining District and Overlay Zone of the Zoning Map and Coastal Land Use Map. A zoning ordinance text amendment will enable the design controls set forth in this plan to be reviewed with the policies included within this plan. The actual text is set forth in Appendix A. This text change will be incorporated into the City's zoning ordinance. The zoning sets forth the types of uses allowed, the density of development and the amount of site coverage and building height limits. It also allows for variance to these standards if the design improves the character and view of the water as set forth in the design guidelines.

The Design Handbook (Chapter 5) sets forth the design standards and view corridor requirements for private land owners and developers wishing to build or remodel structures in the waterfront area. These requirements will be reviewed during the use permit and building permit process. Conditions generated during this review process along with the related findings will be attached to the project as part of the environmental and planning approval and implemented during the project design and construction process.

Finally there are a series of policies which are implemented as part of the City's Circulation and Transportation Element. This element is proposed to include the changes to the Embarcadero, Front Street, Coleman Drive and the completion of a bridge over Morro Creek to connect the two parts of the Embarcadero and extend to Highway 41. The Local Coastal Plan (LCP) must be amended to allow this plan to be implemented. There are also a series of policies that will affect the Harbor Department operations and berthing management.

APPENDIX A

DRAFT ZONING REVISIONS

Zoning Considerations

- A. Amend the Planned Development (PD) test in the Zoning Ordinance to require use of the Waterfront Design Guidelines for those areas covered by the Waterfront Master Plan.

The PD Overlay Zone shall be used for the Master Plan Area to provide direction and design guidelines for the waterfront area with the following intent:

1. Maintain the areas visual and scenic character.
 2. Maintain and enhance visual access to Morro Bay and Rock.
 3. Provide the City of Morro Bay with a means of design review and control to meet the overall design goals of the Community.
 4. Provide greater flexibility for second story uses.
- B. All new development projects requiring discretionary permits (Conditional Use Permits, Coastal Development Permits, etc.) shall be consistent with the Design Guidelines for the area covered by the Waterfront Master Plan. Said Guidelines shall be adopted by the City Council by resolution.

APPENDIX B

AREAWIDE TRANSPORTATION AND HARBOR IMPROVEMENTS

The Waterfront Area has a distinct and unique character, yet it is unified by the ever present and ever changing existence of water — the ocean, navigable channels, mooring areas and natural habitat areas.

While many specific improvements are proposed within the different planning areas along the waterfront, the district's overall unity must be firmly retained. On land, the road system, parking, pedestrian ways and sidewalks tie the waterfront together as a single entity. They must be thought of in a comprehensive manner. On water, the harbor constitutes a single large circulation system containing localized areas dedicated to specific types of uses. All harbor uses are dependent on the functional and safe navigation through the entrance and channels. The following discussion reviews these two concerns in a comprehensive fashion and identifies proposals to maintain and enhance the circulation system on both land and water. Proposals that relate more to a specific planning sub area are discussed in Chapter 4.

b.1 Roads / Vehicular Circulation

Congestion and lack of adequate parking is the most identified problem in the waterfront area. In addition the extremely long single access route to the Coleman Park and the State Park area at Morro Rock (over a mile to the rock) not only increases the existing congestion since there are no alternative access routes, but poses a safety hazard if there should be an accident or a fire that blocks Coleman Drive. Similarly the City has only a single access to the Highway 41 extension around Morro Bay High School and the sewer plant. These facilities, as well as the mobile home park, could be cut off in the event of an accident or earthquake which blocked the Highway 1 underpass. Resolution of this issue is a high priority and is discussed in more detail below.

Issues:

1. Traffic Congestion on Embarcadero
 - Many vehicles, especially larger campers, have difficulty turning around in the central Embarcadero area. Turning around is also difficult at the seaward end of

Coleman Drive at the State owned parking lot near the north jetty. Vehicles with trailers compound congestion at the Tidelands boat launch area.

- Commercial vehicles double park on the Embarcadero while unloading, thus interrupting traffic flow.
 - During periods of peak tourist activity, campers and vehicles with boat trailers contribute to congestion by parking in the retail and visitor serving areas. This is especially a problem at the southern section of the Embarcadero where parking spaces are marked for conventional vehicles only.
 - The divided portion of the Embarcadero near the PG&E plant is confusing to those who wish to park in the adjacent lot next to the T-piers or turn around.
2. Excessive length of dead-end roads create congestion and safety hazards.
- The Embarcadero terminus at Tidelands is one-half mile south of Marina Street, the first intersection providing access to Main Street. This distance greatly exceeds the City's normal standards for cul-de-sacs which is 450 feet from intersection to the center of the turn around.
 - The Coleman Drive termination at Morro Rock end is over a mile from Beach Street, the first intersection which provides access to the area. This is more than 10 times the length allowed for a cul-de-sac and there is no alternative access to this high use area.
 - In the event of an accident (more likely with campers and vehicles with trailers and boats) these dead-end roads could become blocked resulting in frustration and possible danger for those trapped behind — potentially limiting the ability of emergency vehicles to reach the site of the accident. In addition, ambulances and fire vehicles are heavy and have longer turning radiuses than standard cars therefore generating special requirements for turning and roadway design sections. The present cul-de-sacs do not meet these requirements.
 - The lack of any connection between Embarcadero and Highway 41 eliminates alternative emergency access to the high school and sewer plant in the event of an earthquake or an accident which blocks or destroys one of the bridges on Highway 1.

Objectives and Design Intent:

Provide improved vehicular access and circulation within the waterfront area.

Environmental sensitivity is an important component in the design and construction of access improvements.

Designs for road improvements in the waterfront area should insure environmental compatibility and visual compatibility with the area.

b.2 Public Parking

After access and safety, lack of parking is the greatest areawide concern and the issue that draws the most complaints from residents and visitors alike.

Even so, the waterfront area contains considerable parking in the form of private, on-site parking for some businesses, public parking on the streets, and several public parking lots. There is a large redrock surfaced public parking area at Morro Rock, a paved public lot at Front Street adjacent to the P.G.&E. plant, paved public parking areas adjacent to the T-piers, and large improved public parking areas at Tidelands Park. Public parking in the central section of the Embarcadero consists of on-street parking and parking at the street-ends.

When large numbers of visitors are in town, parking resources in the central commercial areas from the north T-pier to Tidelands Park are utilized beyond capacity. One of the characteristics of the waterfront area and its tourist orientation is the large fluctuation level of parking demand. During these peaks the major deficiencies are experienced in the central part of the Embarcadero where businesses are the most dense and the potential for additions is at a minimum. Supplemental parking will be needed in the future in conjunction with a management plan. A parking management plan that addresses parking needs on the waterfront and the downtown area is currently under preparation (1992) and is intended to support this master plan. The City currently accepts parking in-lieu fees from some project applicants to be used to increase and improve parking resources.

The level of improvement to the various parking areas and their appearance differs greatly. There is an overall need for more efficient layouts in the parking areas, attention to pedestrian access, and aesthetic enhancement.

Issues:

1. There is inadequate parking during peak hours at most planning areas
 - The existing parking lots west of Coleman Park to Morro Rock are not large enough to serve all the visitors that arrive in the area during peak summer weekends and holidays.
 - Parking in the Embarcadero, Area #3 is limited and the on-street parking adds to the congestion.
 - Area #4 (Tidelands) has inadequate parking for boats and trailers on major weekends and holidays and at peak fishing periods.

2. Some parking areas are poorly laid out and defined
 - Parking lots in Area #1 (State Beach and Coleman Park) are poorly defined and therefore inefficient at peak times. This poor delineation of parking spaces also, at times, leads to cars being blocked in by adjacent parked vehicles.
 - The layout and entry of the Morro Rock parking area is too narrow for easy parking and maneuvering of large recreation vehicles.
 - Existing parking is frequently poorly located in relationship to the desired destination areas.
 - Parking for the handicapped is non-existent or poorly defined and signed.
 - The main parking lot in Area #2 (T-pier area) is poorly defined and has conflicts with service vehicles and pedestrians.

Objectives and Design Intent:

Provide additional conveniently located public parking facilities within the waterfront area or in immediately adjacent areas above the bluff.

Parking improvements should reflect the character of their setting. For example, at the City owned dirt lot at Morro Rock, it is inappropriate and unnecessary to plan for full paving, with concrete curbs, and formal landscaped areas. A design more informal and in keeping with the area and users' expectations is preferred. The design intent is to better organize the area and to maximize its capability to meet overflow, peak period parking needs. For the parking areas around the T-piers and at Front Street, a higher level of improvement is appropriate given the consistent level of use and the more urban character. Parking improvements should be designed to enhance the visual character of the area and to encourage more convenient and pleasant pedestrian use.

b.3 Pedestrian / Bicycle Circulation / Handicapped Access

Increasingly, people are demonstrating the desire to walk and bike rather than relying on their automobiles. The Morro Bay waterfront is compact in size yet consistently interesting and is ideally suited to walking and biking. While the scale of the waterfront area and the mild weather encourages many to take to their wheels and heels, the narrow and discontinuous sidewalks and lack of bicycle lanes and facilities discourages them.

Some areas of the waterfront, especially from Beach Street to Coleman Park are confusing and hostile for pedestrians, although the area contains much interest.

The benefits of improved pedestrian and bicycle access along the waterfront are compelling: enjoyment and health; freedom to wander and explore; less congestion on the roadways and a proportional reduction in air pollution. As the City addresses roadway and parking improvements within the waterfront area, and as public park and private development projects are proposed, the need for pedestrian and bicycle circulation should be kept in mind as an important element to unify the overall area.

Issues:

1. Lack of adequate and continuous pedestrian and bicycle routes
 - There are no sidewalks, pathways or designated bike lanes between Coleman Drive at the entrance to the Morro Rock parking lot, and the end of the state parking lot serving the north jetty. The very narrow roadway and lack of shoulders around the south side of Morro Rock discourages non-vehicular access to this destination area.
 - The area from the north and south T-piers to the parking lot at Coleman Park does not currently have designated pedestrian or bicycle paths and is another missing link in the walking and biking system.
 - The public parking lot areas between the north T-pier and Beach Street serve a number of highly patronized businesses and public sites, yet there is no designated sidewalk in the area and pedestrians are forced to use narrow alleys in the parking lots. The current situation is not inviting.
 - While a lot of activity on sidewalks is desirable, there are places, especially in Areas 2 and 3 where the sidewalks need more continuity and capacity.
 - Because there are no separate bike paths or on-street bike routes on the waterfront area between Coleman Park and Tidelands Park, cyclists are forced to ride in the traffic lanes, minimizing the quality of the experience and creating an undesirable and unsafe traffic situation.
2. There is a continuing need for additional lateral access along the waterfront.
 - There is a potential for much greater lateral access to the waterfront along the waterside of buildings and lease sites in Areas 2 and 3.
3. There is a lack of handicapped access and pedestrian amenities.

- Wheelchair access is currently not feasible between the waterfront and the commercial areas above the bluff due to the steep slopes of existing sidewalks. There are no wheelchair ramps traversing the bluff.
- Existing sidewalks are not as visually attractive or interesting as they could be due to their plain and unadorned character.
- There is a deficiency of public seating, drinking fountains and gathering areas along the Embarcadero.

Objectives and Design Intent:

Improve pedestrian, bicycle and wheelchair access consistent with the adopted Circulation Element of the General Plan and this master plan. Enhance the aesthetic quality of sidewalks, walkways and bicycle lanes.

Improvements to pedestrian and bike paths should be designed to be functional, practical to install, and as inexpensive as possible. At the same time, the objective is to create an attractive environment which encourages pedestrians to spend time in the area. The design style selected should integrate as well as possible with existing street-end access and other waterfront park improvements.

b.4 Public Transit

In conjunction with the provision of street improvements and additional street connections proposed, public transit can provide convenient access to the Waterfront and help in reducing vehicle congestion. Special character transit vehicles, such as colorful trams can be a fun experience for visitors and residents alike and augment the overall recreational experience along the Waterfront.

Issues:

1. At present there is seasonal public transit serving the Waterfront area.
2. There is potential to connect the waterfront to other parts of the City using public transit.
 - There is a possibility of increasing the multiple use of both the Main Street commercial area and the Embarcadero with the use of a transit.

- Some form of public transit could facilitate parking management by providing better access to remote parking lots. This could be true of both the Embarcadero area and the Morro Strand parking area during Easter for example.

Objectives and Design Intent:

The transit service should be designed to operate in support of existing and future public parking facilities, pedestrian and bike paths, and reach major destination points to reduce vehicular congestion in the Waterfront area. Transit vehicles should have interest and charm to help make the system successful.

B.5 Harbor Facilities

More than any other feature of the waterfront, it is the harbor that is dominant and unifies the areas character. The waterfront and all the uses and activities it supports exists because of the harbor.

Issues

1. There is need for improved land facilities to support commercial and recreational boating.
 - Allocation of land support facilities have also been an issue between the requirements of the fishing fleet and sport fishing boats. Both components have on-shore requirements for parking, repair and fueling. Boat haulout facilities need to be enlarged or a new yard added.
 - A better road connection to the area north of Beach Street is needed to improve access by large trucks serving the commercial fishing operations around the T-piers.
 - Fish off-loading and processing areas around the north T-pier need reorganization and added work dock area and storage capacity to remain competitive.
2. The bay's scenic and environmental resources need to be considered in the decision process.
 - Personal experience of the harbor and bay is one of the most rewarding aspects of living in or visiting Morro Bay. As development pressures continue in the future the City must remain watchful to ensure the broadest possible access to and use of the harbor are retained and not foreclosed by private projects that limit overall use.

Objectives and Design Intent

Recognize the harbor's immeasurable value to the public and to the City's future and that planning decisions for the waterfront need to be made in the context of the optimum balance between protection of the harbor's natural environment and its functions for commerce and recreation.

APPENDIX C

PLANNING AREA

This Appendix focuses on the issues that are unique to each of the five individual planning areas. The proposals of this Appendix set forth the most compatible possibilities drawing on the experience of the Waterfront Advisory Committee, and reflect the integration of the numerous concerns expressed by individuals and groups during several public workshops and through questionnaires and follow up discussion with respondents.

Area 1: Morro Rock / Coleman Park

[Morro Rock, sandspit to PG&E plant intake and Morro Creek, (see Figure 2.1) Issues specific to this area: (See Graphic Display — Map e.3. Photographs in Appendix G (pgs g-2 & g-3)]

1. Traffic Congestion including turn around difficulties at the end of the road at Morro Rock. Please also refer to the discussion in Chapter 3 and to Map e.1.
 - Inefficient parking and traffic congestion inhibits the natural experience desired for the area.
 - Many vehicles, especially larger campers have difficulty turning around at the Morro Rock parking area.
2. Parking serving the city beach is unstructured and inefficient; the parking area not attractive.
 - The existing parking lot is well located for its intended use and has a beautiful view of the ocean. It is, however, barren and full of potholes.
 - The parking lot has no definition / boundaries with the result that there is vehicular and pedestrian erosion of the adjacent dune and vegetated areas.
 - The parking lot is oversized for typical summer use. However, for major holidays or festivals, the area needs to be more efficiently organized to handle the demand.
 - Pedestrian access to the beach and surfing areas is not well defined and sometimes dangerous after storms.
 - The restrooms could be better located for use and are not accessible for the disabled. They are poorly designed for efficient maintenance.

3. Erosion of the natural dune area by uncontrolled vehicle use is occurring; there is a need for revegetation and enhancing the environment.
 - Visitors to the Coleman Park area find many small dirt roads, unmarked directions and unstructured parking in the dune and adjacent beach areas.
 - The area adjacent to Morro Creek has been totally degraded and has almost no riparian or vegetational value from the PG&E fence west to the Pacific Ocean. There have been instances of people changing their automobile oil in the area and calls to the police for public safety reasons and towing of cars.
 - Some vehicle owners use non-designated roads for parking and beach access near Morro Creek thereby eroding the dune vegetation.
 - At this point the City does not seem to have a clear definition of the type of revegetation criteria and maintenance effort it is willing to apply to the area. Controlling the vehicular access into the dunes would significantly reduce some of the vegetational erosion but is not seen as solving the problem without being related to improved circulation and parking in the area.

4. Coleman Park is isolated from the bay.
 - The current park and playground is cut off from the bay by the location of Coleman Drive. This discourages safe and convenient access to the bay.
 - Passive park activities could be enhanced by location next to the water and conversely the small beach area near the PG&E intake area could benefit from easy access to the restrooms and supporting parking.

5. Potential for improved park amenities and support facilities.
 - The present park has some picnic areas (located away from the water without particular amenity) and some children's play equipment. The park is under utilized for its potential.
 - A better mix of facilities coupled with bicycle paths and pedestrian access to the bay could significantly enhance this resource.
 - While the small beach at the intersection of Coleman Drive and the Embarcadero (known as Coleman Beach) is at times heavily used by the public for general recreation and small boat access to the bay, this property is actually privately owned as part of the former Den Dulk interests. Securing its long term use by the public through obtaining fee title by exchange or purchase, or through obtaining public access easements is needed.

6. Need to decide land uses for City held land as well as the former Den Dulk property in order to positively respond to future development proposals.
 - The former Den Dulk property, when considered together with City owned land, is a potential key to improving public access and recreational opportunities in the area through the redesign and expansion of Coleman Park.
 - The ultimate locations of the Embarcadero and Coleman Drive should be adjusted to support improvements to Coleman Park and to provide efficient access to private recreational facilities that may be developed in the area.
7. Potential development of harbor and commercial fishing support uses (boat launch, servicing, berths) is implied through the Commercial Fishing (CF) zoning designation applied to the waterfront area adjacent to the PG&E facility as a result of Measure D.
 - The series of public workshops demonstrated that there was little interest in establishing new boat haulout and repair facilities in the area northeast of Coleman Drive due to the conflict of crossing the road with boat haulout hoists.
 - The number of potential supporting berthing spaces in this area is limited due to the narrow channel and because of the presence of eelgrass and other habitat values.
 - Examination of the land area's physical capabilities and its relationship to the bay and related boating facilities showed conflict in traffic patterns and low efficiency of facility to the amount of land required. Support facilities such as parking and repair sheds and work areas appear to conflict with the natural character appropriate for the area around Morro Rock.
8. Consider an additional harbor boat launch in the Target Rock area
 - At present the public launch ramp at Tidelands Park is the only facility capable of providing access / launching to the bay and ocean for trailer boats. During peak use periods, the Tidelands Park ramp is heavily used and the parking lot becomes full. Planned improvements at Tidelands Park have reduced boat trailer parking capacity in the future, and it is expected that an additional launching site (from trailers) would be useful. The City has two options, either cope with the congestion at the revised Tidelands Park or consider other launching area alternatives.
 - City property at Target Rock appears worthy of further examination and evaluation for a supplemental launch ramp. (It is noted that this is an historic launching site which was used by the Navy up through World War II.)

- Any design for development in this area must take into account the natural character desired near Morro Rock, the relationship to Coleman Drive, parking and bicycle paths as well as the narrowness of the channel and the bay currents. (See Figure C.1)
- If a connection to Highway 41 is provided by bridging Morro Creek, a launch site in this area could relieve much traffic congestion in the Embarcadero Area since boat trailer traffic will not have to traverse the commercial and fishing areas to get to the existing Tidelands Park launch area.

Objectives and Design Intent:

Provide maximum public use and enjoyment of this key shoreline area in a safe, convenient, and attractive manner, and consistent with maintaining and enhancing the area's special environmental and scenic qualities.

The Morro Rock / Coleman Park planning area should be kept in a relatively natural state especially the Rock and vegetated portions of the dunes. Additional areas, where appropriate, should be developed to augment the natural character of the adjacent areas. The visitor serving facilities of the area such as Coleman Park and the parking lots should be restructured to reduce misuse and overuse and provide better access to the waterfront. Any development should meet stringent design standards and be limited to the addition of a boat launch area and a support concession on private land in the area of Coleman Beach to enhance access and recreational use while avoiding excessive development that would conflict with the area's outstanding natural resources. Any private visitor serving uses in the Coleman Drive/Embarcadero Road area should also be designed to be low-keyed in appearance and blend with the environment.

Area 2: T - Piers / Fishermen Working Area

(PG&E Intake plant to the intersection of the Embarcadero at Beach Street)

General Description: This area is primarily devoted to the working fishing boats and shoreside support. There is also a sprinkling of restaurants and a very chaotic series of parking lots. To the east the area is visually dominated by the PG&E power plant.

Issues for Area 2

1. Inefficient and confusing parking layout. Refer to Chapter 3 and Map e.5.
 - Access to and from the Embarcadero is confusing delineated only by random curb cuts.

- The parking layout is inefficient and confusing to use. It is sometimes difficult to locate where one parked when returning from the Tee pier area.
 - The parking visually blocks the view of the buildings and bay front facilities.
2. There is a potential to use frontage of PG&E land for landscaping and bicycle path. (Any work along the Embarcadero would be done in cooperation with PG&E.)
- The PG&E facility forms the backdrop for the area and could be visually improved with more landscaping.
 - There is a possibility that while relandscaping the PG&E frontage a bicycle path could be built that would be separated from Embarcadero and the related parking area.
3. Truck access to fish processing areas (servicing) is in conflict with pedestrian access to the bay front.
- Loading fish is interesting for tourists to watch. Maneuvering for loading areas needs improvement and separation from general use pedestrian areas for safety reasons.
 - Service areas are not clearly delineated.
4. Inadequate pedestrian access along the waterfront
- Lateral access along the bayfront is impeded by buildings and service areas.
 - There is potential for greater viewing of the fishing / boating activity by separation (probably elevated) of commercial fishing and pedestrian / visitor serving uses.
5. Potential for improved harbor support facilities
- This area has some potential for expanding harbor and waterfront support facilities. Additional harbor related facilities currently needed include:
 - a) expansion of the net drying and repair area
 - b) expansion of City Harbor Department offices
 - c) improved fish processing plants (modernize existing facilities)
6. Reduction or mitigation of air quality, noise and visual impacts by the PG&E plant
- This area is dominated by the PG&E plant which does not augment the visitor serving potential of the area.

- Reduction of the air quality, noise pollution and visual intrusion of the plant would benefit the area.

Objectives and Design Intent:

Improve parking design and layout in the area to increase the amount of parking, its convenience, and appearance. Enhance opportunities for waterfront access by coastal dependent uses, and improve pedestrian access and safety.

Improved visual appearance of the area will result from reorganized and landscaped parking. Because the area has a strong “working commercial harbor” character, public improvements should not be too manicured or contain excessive landscaping. Visual access to the T-piers from the street needs to be preserved.

Area 3: Embarcadero Visitor Area

(Embarcadero: Beach Street to South Street between the bluff and the waterfront)

Issues specific to Area 3:

1. Traffic congestion
 - Inefficient movement and traffic congestion inhibits the pedestrian exploration and waterfront experience desired for the area.
 - Many vehicles, especially larger campers have difficulty turning around along the Embarcadero
2. Inadequate parking for visitors and employees
 - Insufficient parking limits pedestrian and visitor access to the central area.
 - Early arriving employees often occupy prime parking spaces that should be reserved for short term visitors.
3. Need for more pedestrian access, space and amenities (sidewalks)
 - Existing sidewalks are narrow in portions of the area.
 - The quality and design continuity of the sidewalks and pedestrian access way would benefit from common design standards.
4. Inadequate lateral coastal access along waterfront

- There is potential for increased lateral access along the bayfront in conformity with Coastal Access requirements.
 - This goal of providing additional lateral access fits within the pedestrian emphasis desired for the area to enhance shopping, viewing of the working fishing areas and appreciation of the scenic character of the bay, sandspit and rock.
5. Need for bicycle paths through area
- Provision of bicycles paths or roadways would enhance access to the area and potentially reduce the vehicle parking requirements.
 - Area needs bicycle parking areas and rental locations. (Some communities like San Diego have made bicycles a major part of their beach area transportation plan.)
6. Need to protect view corridors along perpendicular access streets
- Perpendicular view corridors at the street level will enhance the pedestrian views of the bay.
 - Such views can be protected by limiting building heights and setbacks on the lots adjacent to the stub street which dead end into the bayfront.
7. Desire to provide glimpsed views to the bay through buildings perpendicular to Embarcadero
- Encourage provision of views between buildings and along access routes to lateral waterfront pedestrian routes.
 - Encourage building design which provides a “see-through” potential (as for example HMS Salt.)
8. Need to control height of development along the Embarcadero to preserve views of the bay.
- Height controls will allow visual access to the bay and rock from structures along the bluff top.
 - Roof character should also be designed to enhance the views from the buildings along the bluff top.
9. Potential for selected enhancement of harbor support facilities
- Enhancement of boatyards and similar water dependent uses should be encouraged to maintain a diverse and water related character for this area.

- Water dependent establishments should be encouraged to allow safe visual access of the work or facilities to provide visual diversity and education of the public.

10. Expressed desire to direct the architectural character of new construction in area

- In addition to height limits for visual access, the architectural character of the Embarcadero waterfront should be established to limit buildings that are out of character and scale with the existing community.
- Architectural guidelines should encourage building which enhance the pedestrian environment through provision of amenities and diversity of visual character and views from the walkway areas.

Objectives and Design Intent

Enhance the positive characteristics while improving the access and parking situation. New development should not significantly change the apparent scale of the area. As new buildings are built and old ones rehabilitated, they should be developed to enhance access to the water and provision of pedestrian amenities.

Area 4: Tidelands Park

[South Street to the southeast end of Tidelands Park and boat launch area. (See Map e.7)]

Issues specific to Area 4:

1. Inadequate circulation between the Embarcadero and the Main Street area.
 - Access is only provided by the Embarcadero with a resultant long deadend street situation which causes both congestion on busy days and creates a potential hazard should there be an accident or fire.
2. Traffic congestion and lack of parking on busy holidays and weekends.
 - Inefficient parking and traffic congestion inhibits the park-like experience desired and effective use of the boat launch area. With the redesign included with the new Tidelands Park, a significant amount of vehicle and boat trailer parking capability is eliminated which will make the periods of peak fishing and the summer situation even worse than it is at present.
3. Need to provide supplemental boat launch facilities elsewhere on the bay if feasible.

- The boat launch area is not adequate for existing needs on critical holidays, weekends and during the summer.
 - A significant cause of congestion and time delay is the problem of long queuing lines of vehicles and trailers during boat launch and return at the boat ramp area.
 - Growth in the use of Morro Bay for the launching of small boats will further overtax the existing and proposed Tidelands Park facility.
4. There is inadequate pedestrian access to the bay. (Improvements are proposed to increase pedestrian access in the currently adopted Tidelands Park Plan).
 5. Acquire additional land between South and Olive Streets for park and open space purposes. (see Tidelands Park plan).

Objectives and Design Intent:

Provide parking and passive recreation as well as maintain the existing boat launch facility. Add a public restroom and landscaping to increase the amenities available in the area. Many of these improvements are included in the approved Tidelands Park improvement plan.

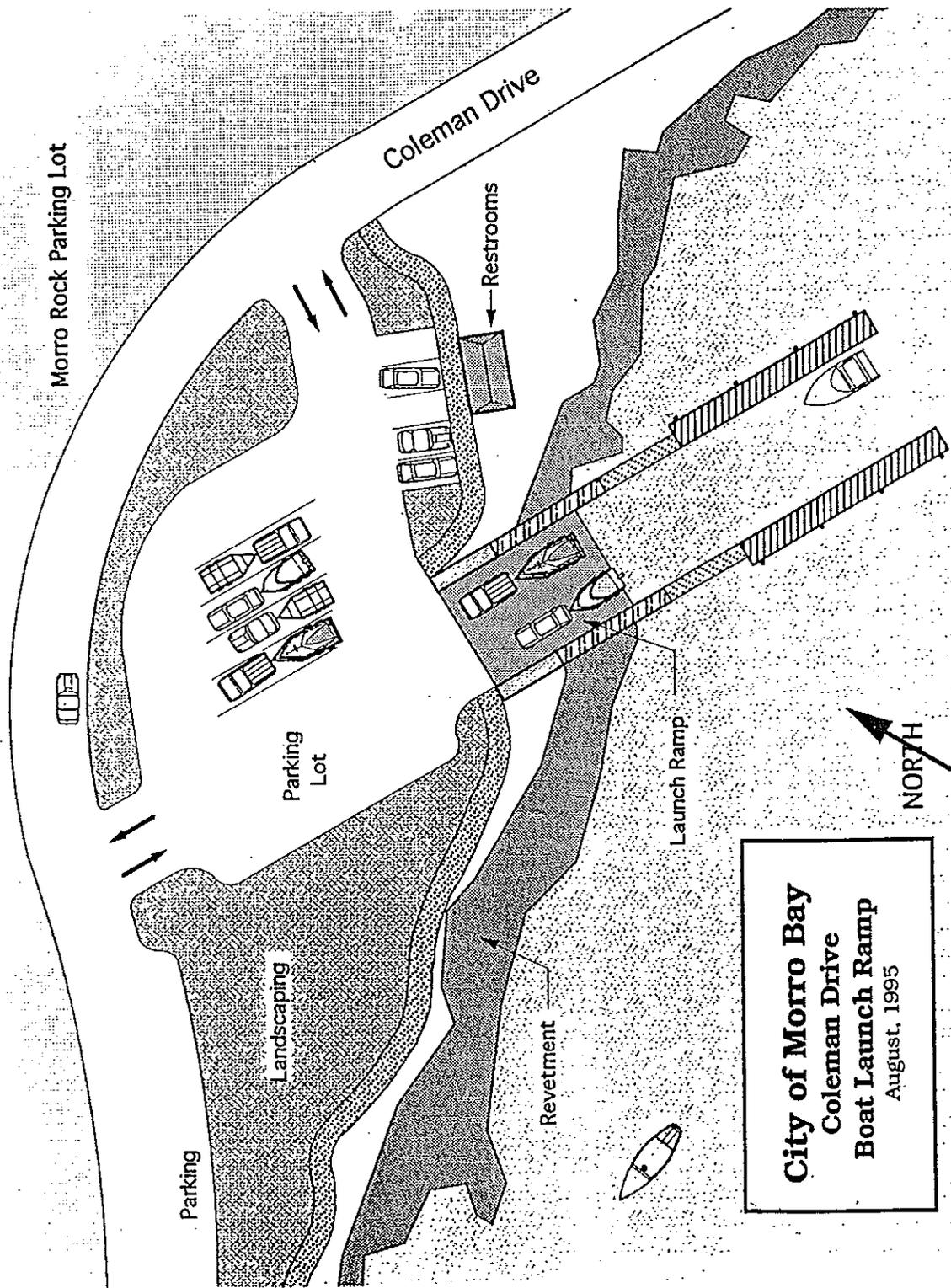


FIGURE C-1

APPENDIX D

DESIGN
GUIDELINES
FIGURES



Photo #1: View of the bay and sandspit from the bluffs near Harbor Street. The Whale's Tale Restaurant is in the center with the small park to its right. The development potential for the area is demonstrated by the two lines overlaid on the photo -- the lower line is 17 feet and the upper is 25 feet high.

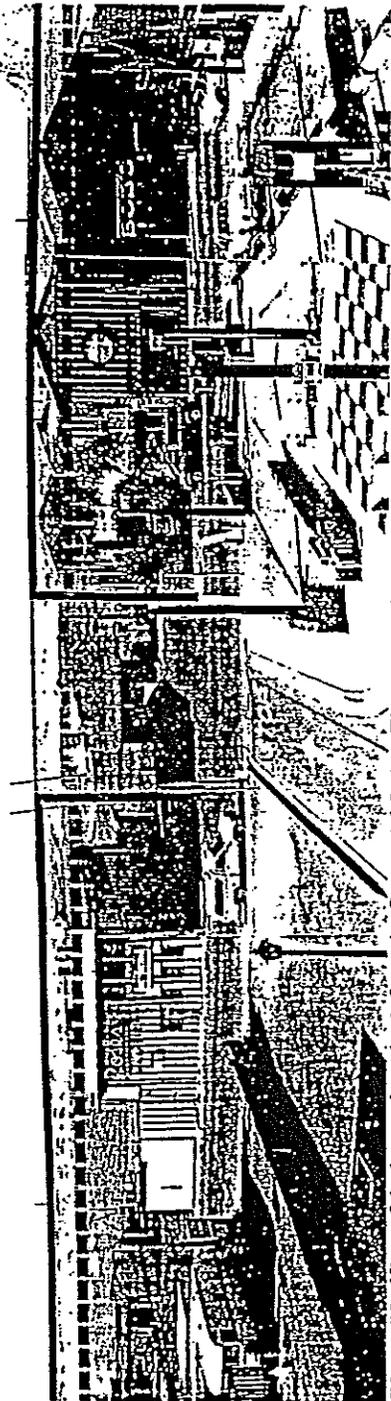


Photo #2: View of the bay and sand spit from the Centennial Stairs. The street end view is a major concern for preservation. The overlay lines demonstrate the potential building envelopes of 17 feet (dotted line) and 25 feet (solid line).

Waterfront Master Plan	Figure d-1
------------------------	------------

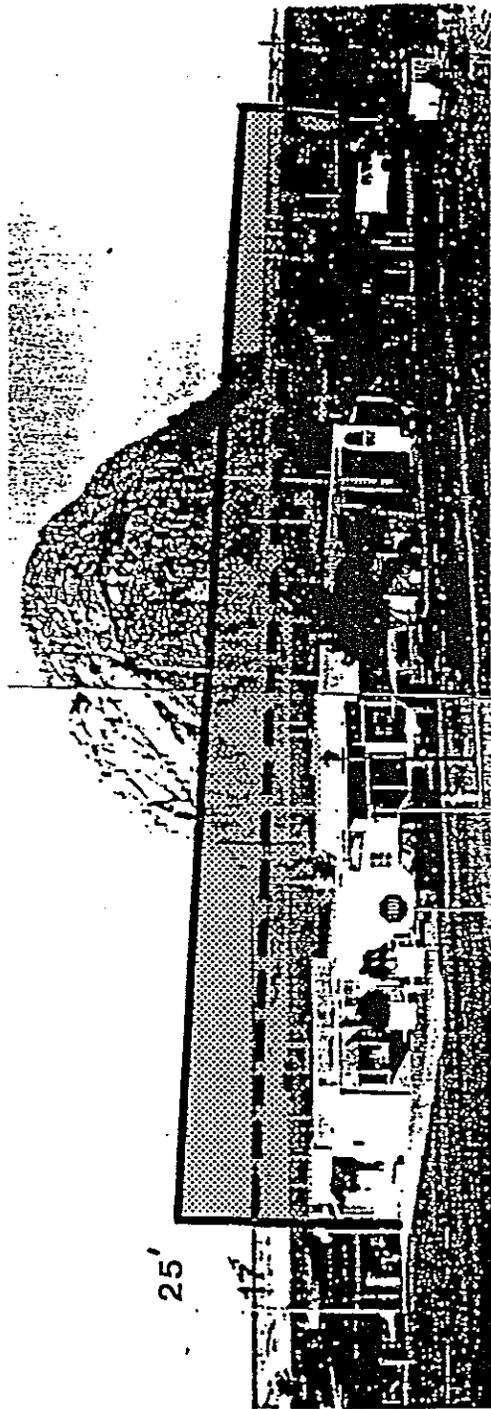


Photo #3: View of the bay, sandspit and Morro Rock part way up the bluffs. The photo demonstrates the typical character the older single story buildings that will be under pressure to be replaced because of their physical deterioration and economic pressures.



Photo #4: View of the bay and Morro Rock from the area near the PC&E plant. The need for design control is demonstrated by the 17 and 25 foot height limits shown overlaid on the photograph.

Waterfront Master Plan	Figure d-2
------------------------	------------

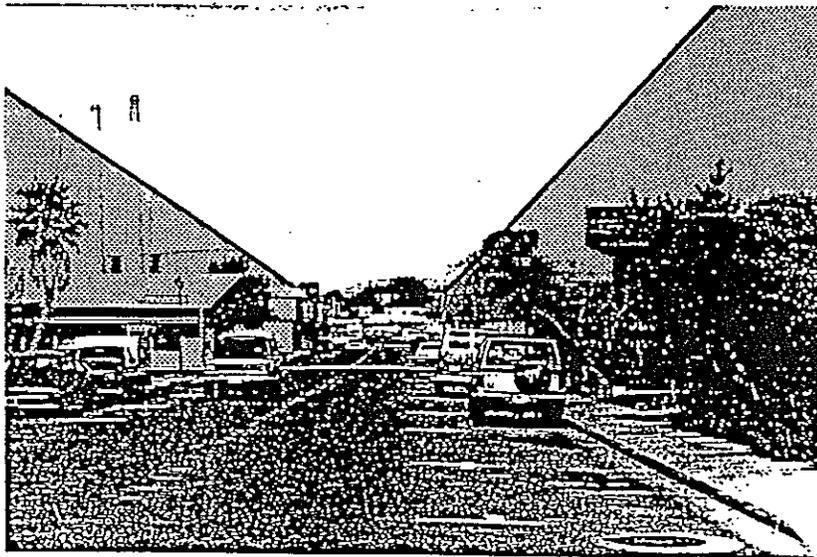


Photo #5a: View north along the Embarcadero showing standard implementation of zoning height limitations which allow new construction to create a tunnel like character.



Photo #5b: Same view as in photo 5a looking north along the Embarcadero showing alternative height limitations as allowed in diagrams shown in Figures 6, 7 and 8 which could reduce the tunnel like character allowed by a common height restriction.

Waterfront Master Plan

Figure d-3

Waterfront
Master Plan

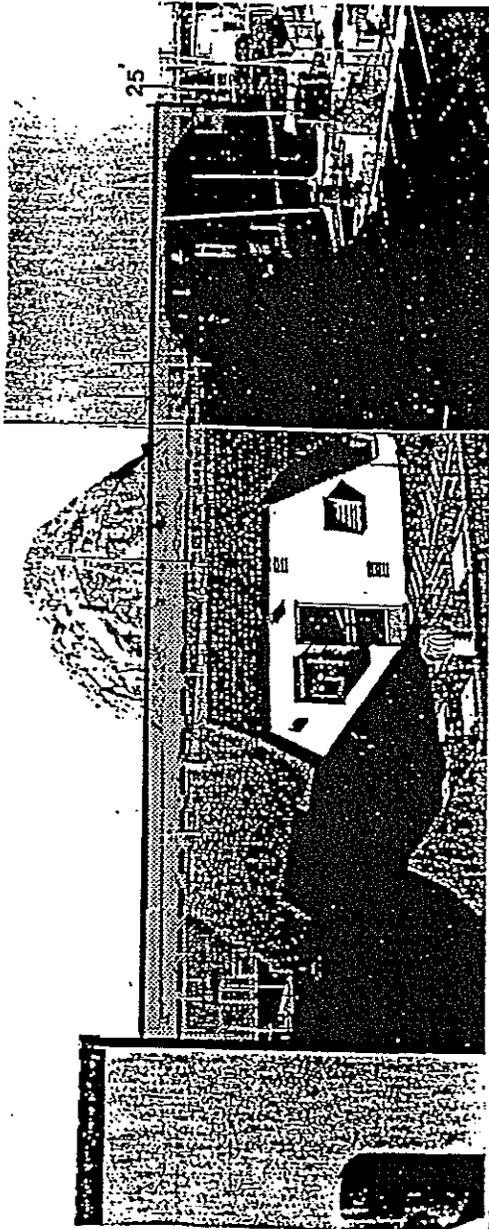


Photo #6a: View from the bluff top which shows standard zoning height limits of 17 and 25 feet. The design review process seeks to avoid standardized roof lines at a preset height limit which could block pedestrian views and be boring when seen from the bluff tops.

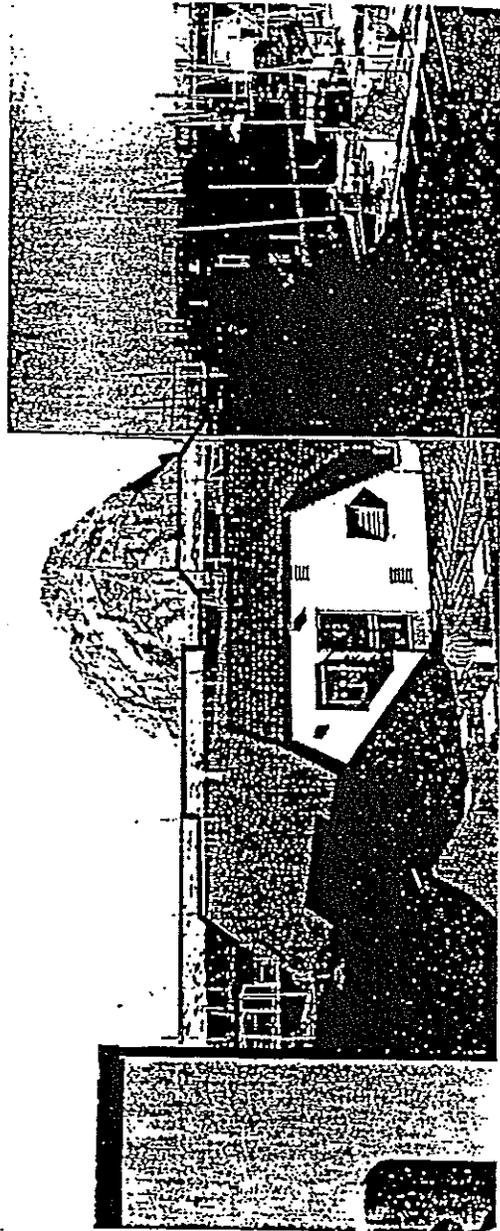


Photo #6b: View from the bluff top which shows a design approach preferred by the committee which allows variations in roof lines to give glimpses of the bay and provide architectural interest.

Waterfront Master Plan

Figure d-4

Waterfront
Master Plan

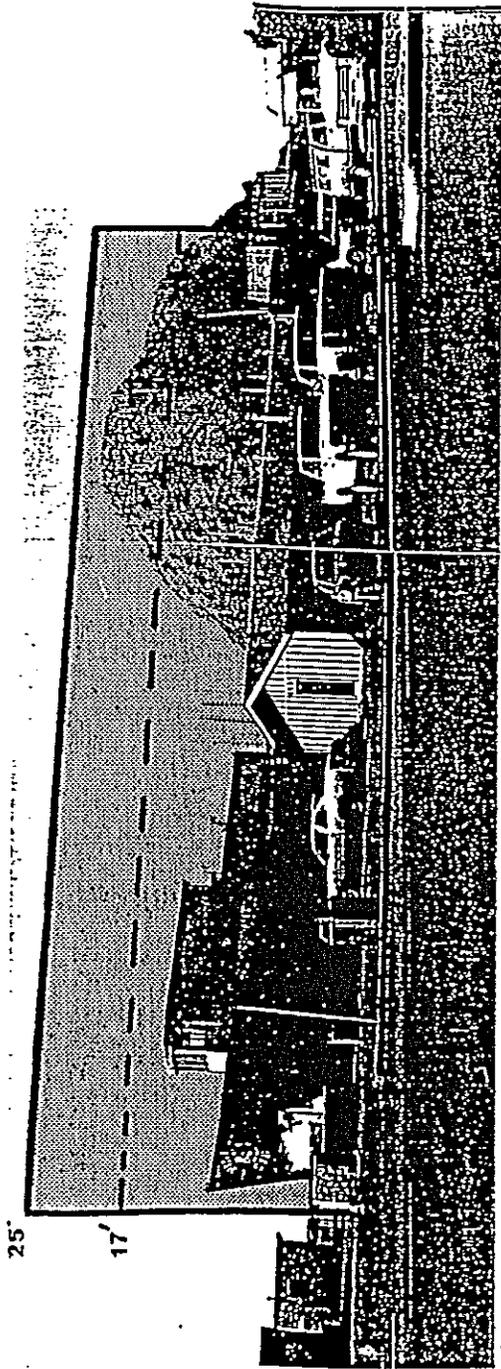


Photo #7a: View from the street level which shows standard zoning height limits of 17 and 25 feet. The design review process seeks to avoid standardized roof lines (even at 17 feet) at a preset height limit which could block pedestrian views and generate a tunnel like character along the Embarcadero.

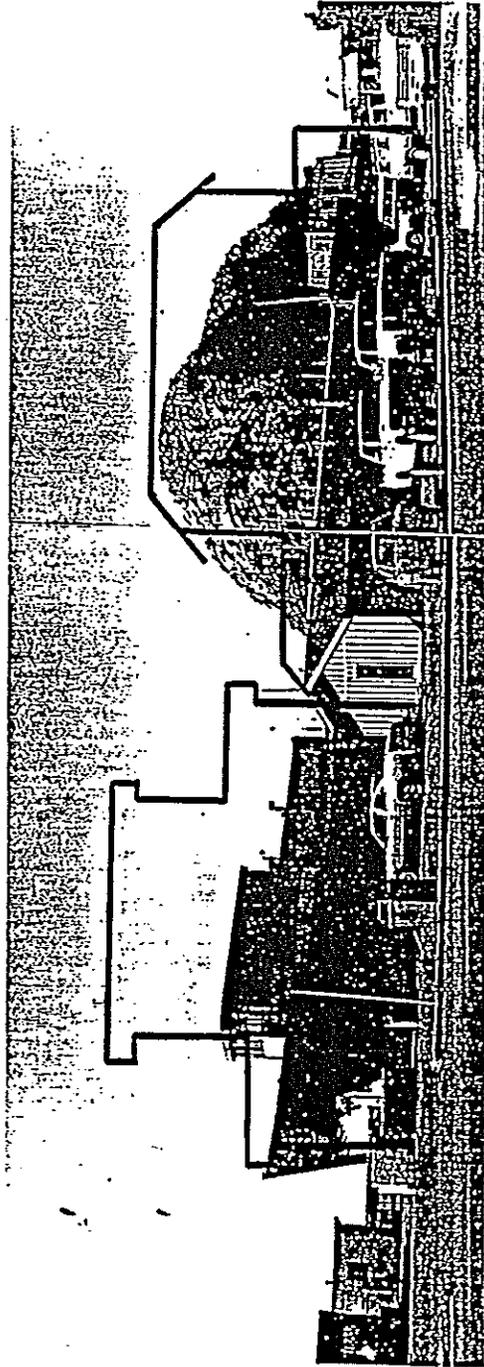


Photo #7b: View from the bluff top which shows the design approach preferred by the water- front committee which allows variations in roof lines to give glimpses of the bay and provide architectural interest.

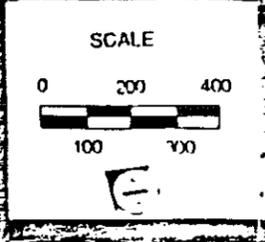
Waterfront Master Plan

Figure d-5

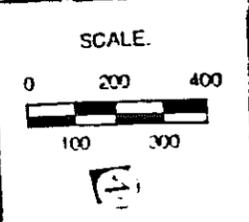
APPENDIX E

MAPS

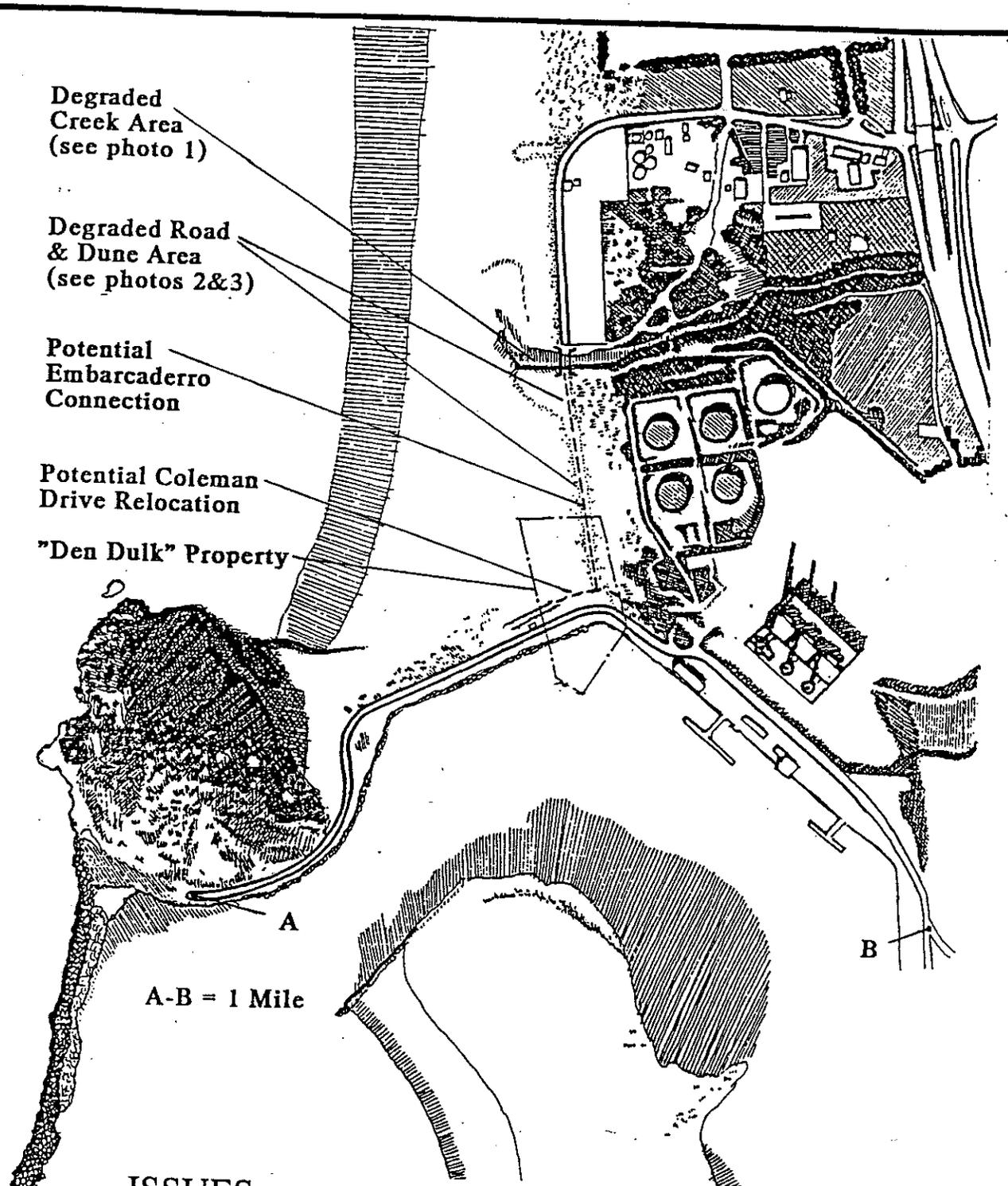
<u>GRAPHIC</u>		<u>Page</u>
Map e.1	Waterfront Area (Aerial) North	e.2
Map e.2	Waterfront Area (Aerial) SOUTH	e.3
Map e.3	Area 1: Existing Conditions	e.4
Map e.4	Area 1: Proposed Plan	e.5
Map e.5	Area 1: Proposed Plan (Den Dulk Area)	e.6
Map e.6	Former Den Dulk Property Zoning	e.7
Map e.8	Area 2: Proposed Plan	e.8
Map e.9	Area 3: Proposed Plan	e.9
map e.10	Harbor Front Parking Lot Concept Plan	e.11



CITY OF MORRO BAY	PHOTOGRAPHED DEC. 1987	Waterfront Area (Aerial)	Map E.1
-------------------	------------------------	--------------------------	---------



CITY OF MORRO BAY	PHOTOGRAPHED DEC. 1987	Waterfront Area (Aerial)	Map E.2
----------------------	------------------------	--------------------------	---------



Degraded Creek Area
(see photo 1)

Degraded Road & Dune Area
(see photos 2&3)

Potential Embarcadero Connection

Potential Coleman Drive Relocation

"Den Dulk" Property

ISSUES:

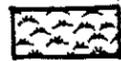
- a. Traffic Congestion including turn around difficulties at the end of the road
- b. Erosion of the dune area by uncontrolled vehicle use, need for revegetation
- c. Parking unstructured and inefficient
- d. Coleman Park isolated from the water
- e. Need to decide land uses for City held land as well as the former Den Dulk property
- f. Need for a second exit from the area in case of an accident
- g. Potential for improved park amenities
- h. Possibilities for additional harbor support uses (boat launch, servicing, berths)



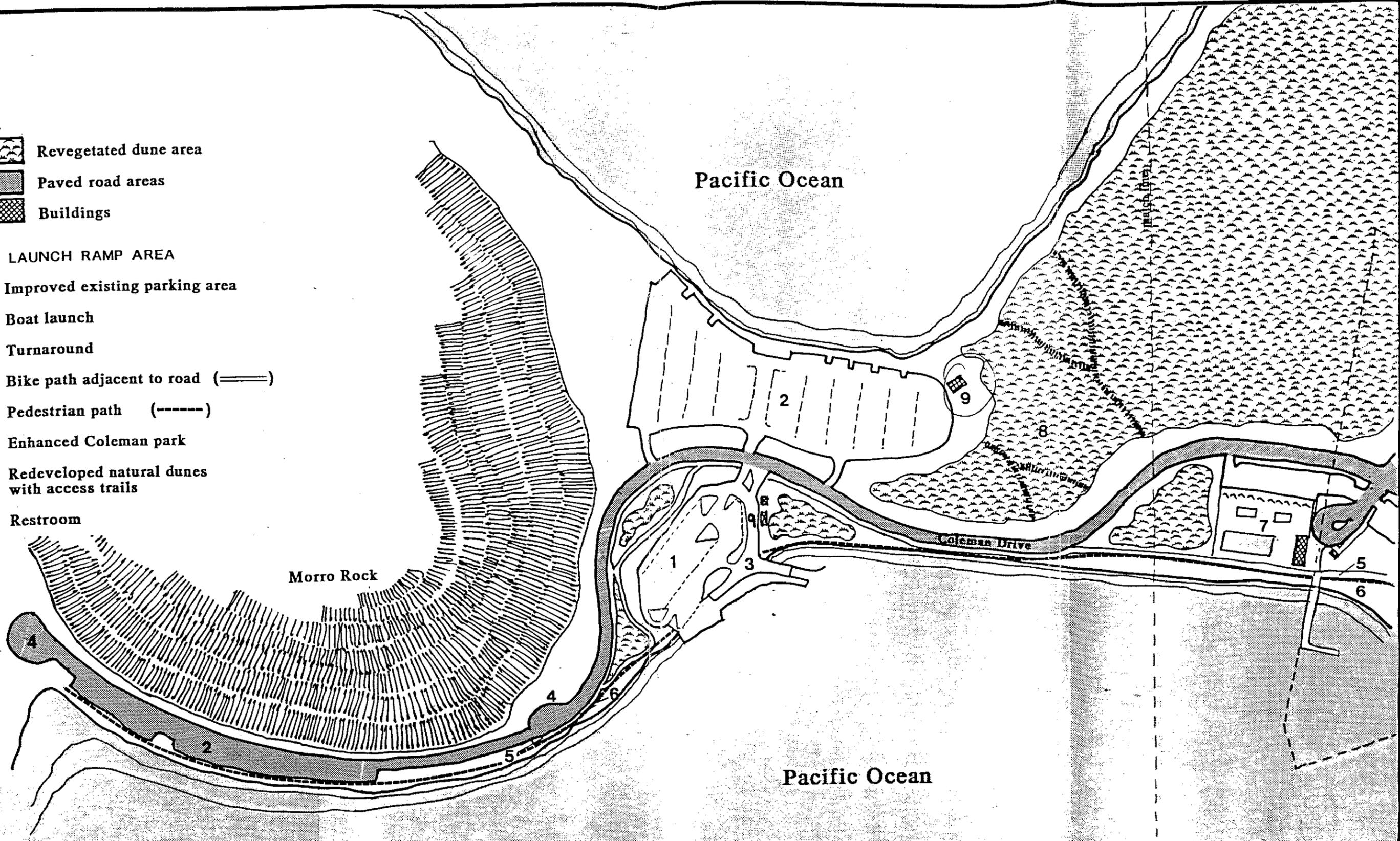
Area 1: Existing Conditions
Morro Rock & Coleman Park

Map E.3

KEY

-  Revegetated dune area
-  Paved road areas
-  Buildings

- 1. LAUNCH RAMP AREA
- 2. Improved existing parking area
- 3. Boat launch
- 4. Turnaround
- 5. Bike path adjacent to road (====)
- 6. Pedestrian path (-----)
- 7. Enhanced Coleman park
- 8. Redeveloped natural dunes with access trails
- 9. Restroom

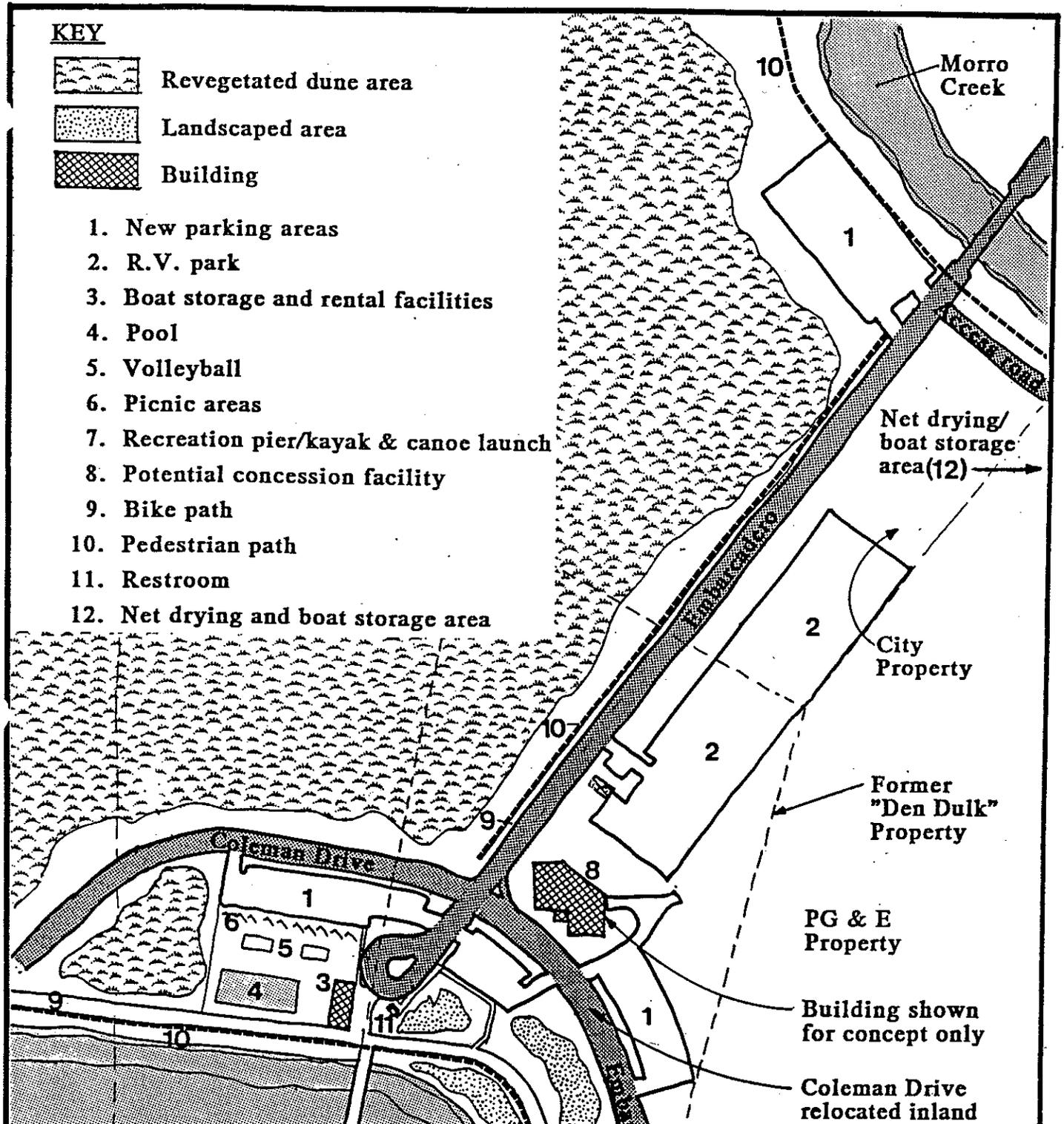


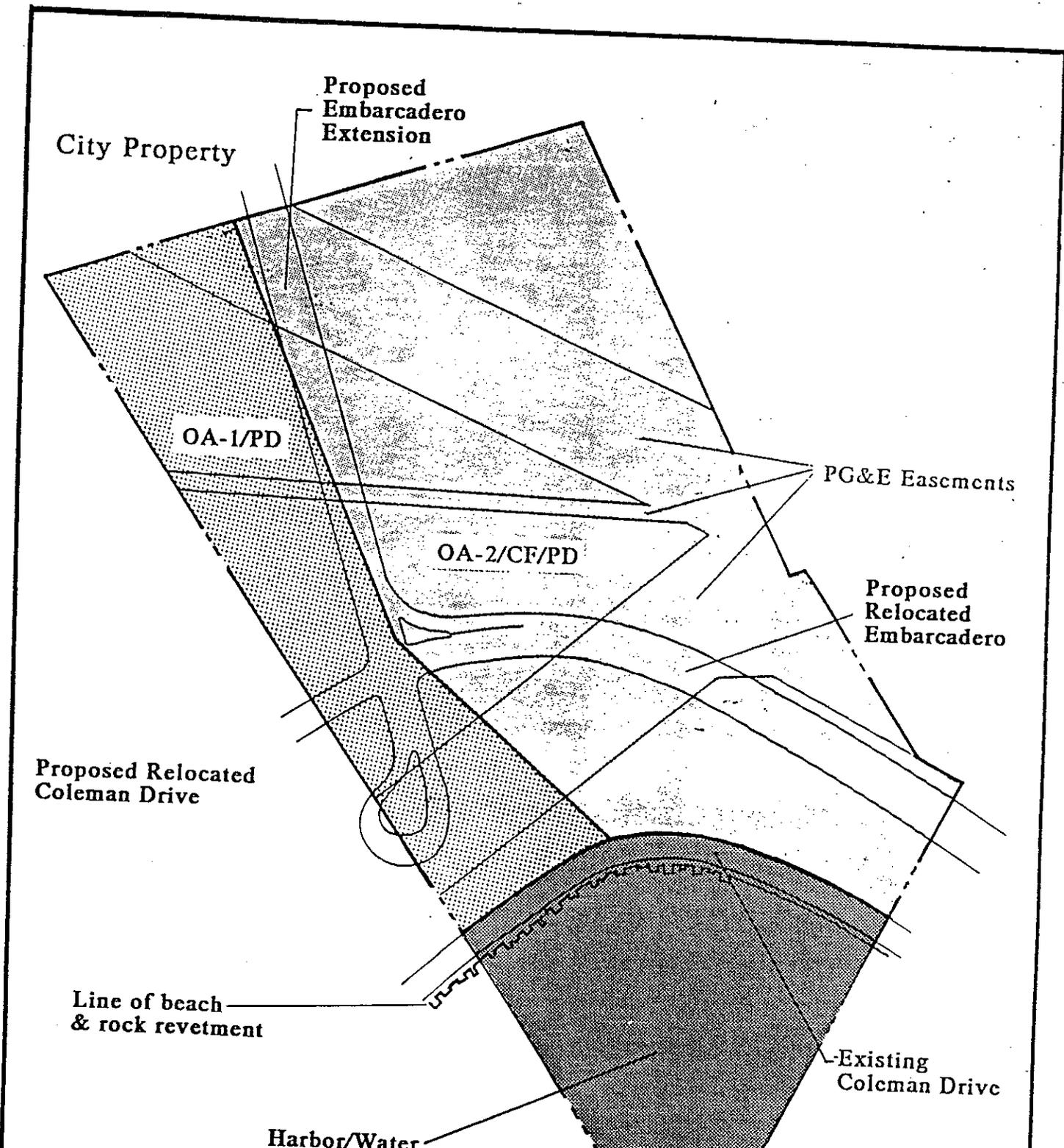
 NORTH	scale  200'	Area 1: Proposed Plan Morro Rock & Coleman Park	Map E.4
--	--	---	---------

KEY

-  Revegetated dune area
-  Landscaped area
-  Building

- 1. New parking areas
- 2. R.V. park
- 3. Boat storage and rental facilities
- 4. Pool
- 5. Volleyball
- 6. Picnic areas
- 7. Recreation pier/kayak & canoe launch
- 8. Potential concession facility
- 9. Bike path
- 10. Pedestrian path
- 11. Restroom
- 12. Net drying and boat storage area





Proposed
Embarcadero
Extension

City Property

OA-1/PD

OA-2/CF/PD

PG&E Easements

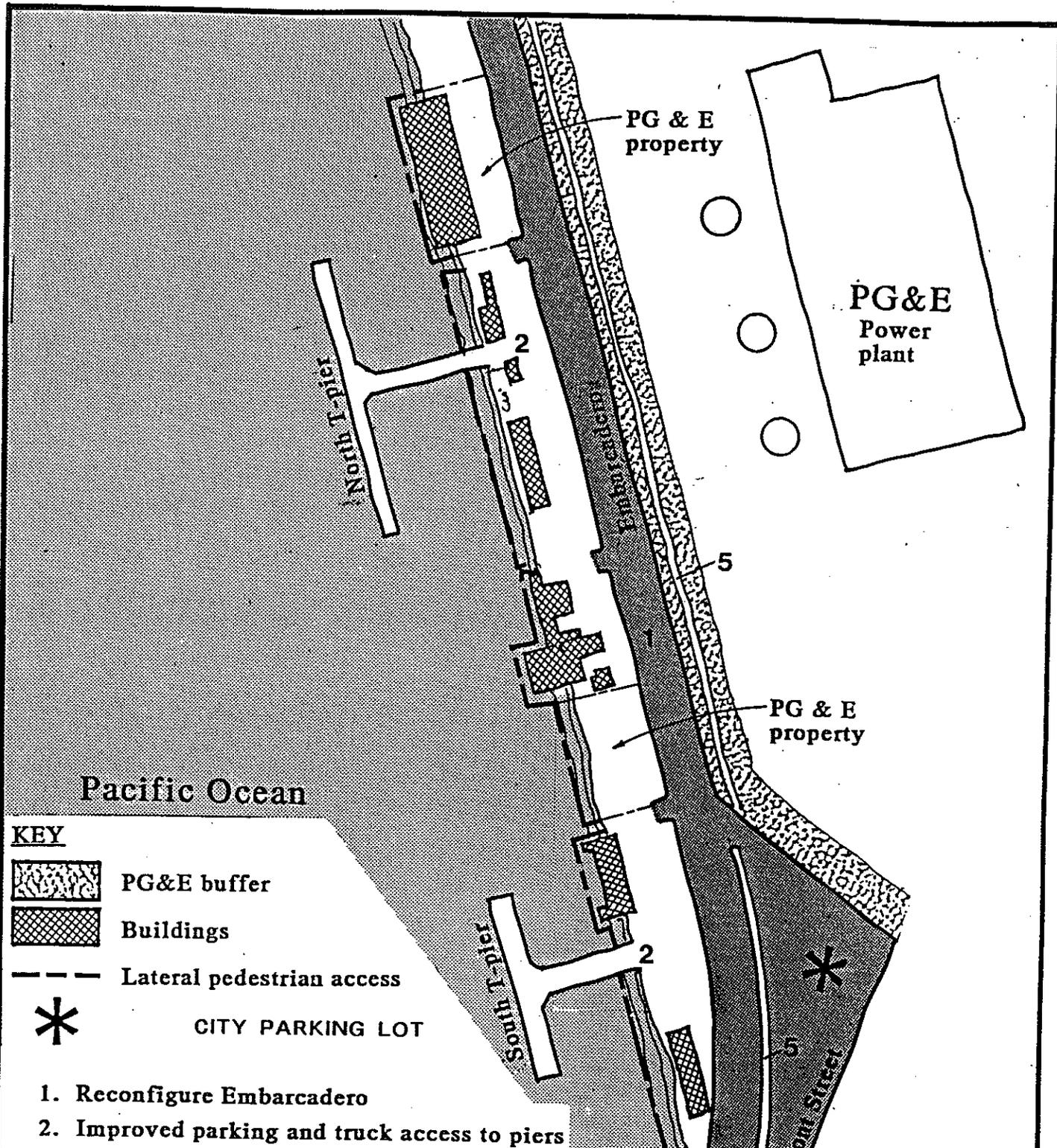
Proposed
Relocated
Embarcadero

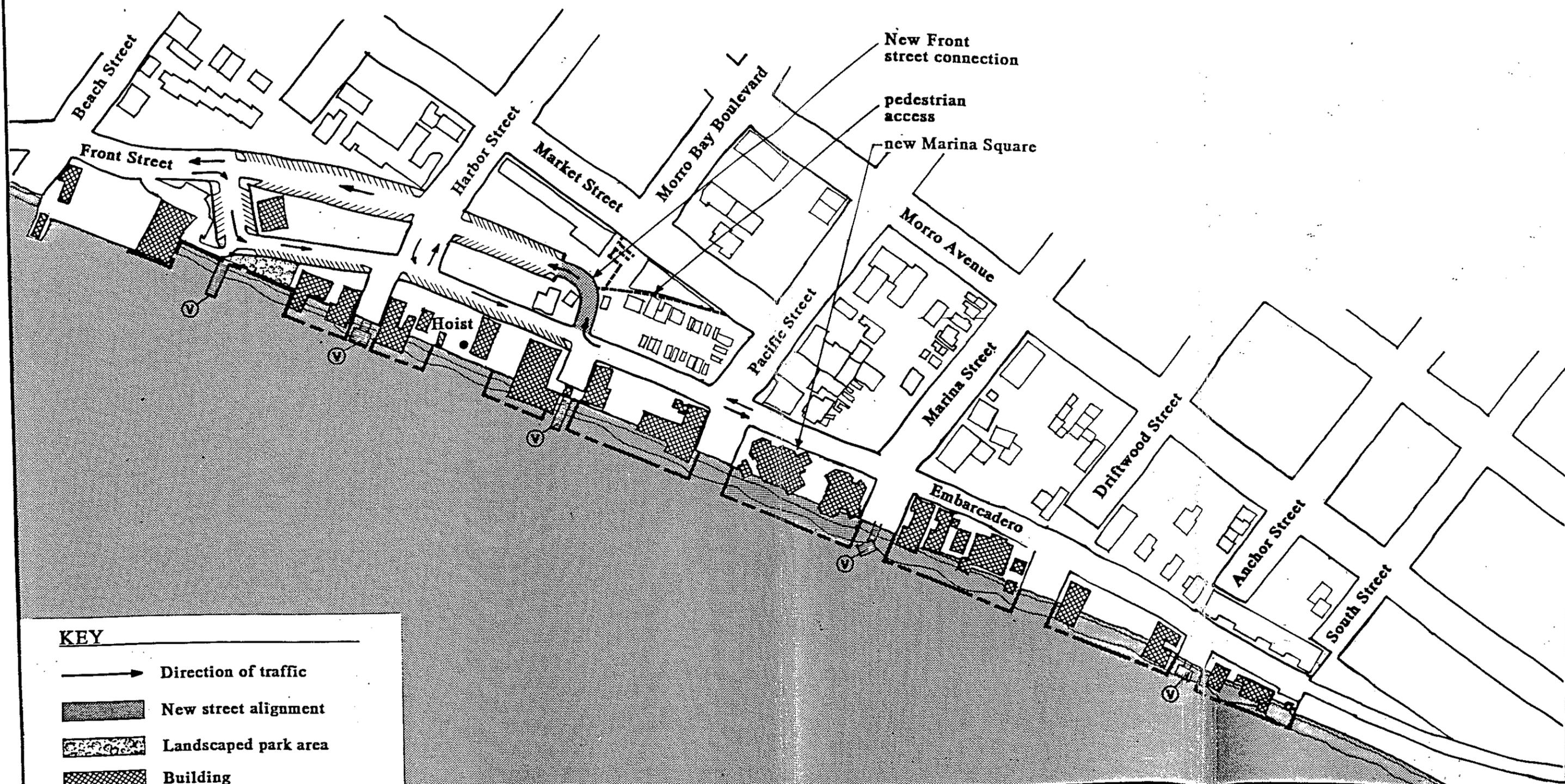
Proposed Relocated
Coleman Drive

Line of beach
& rock revetment

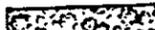
Harbor/Water

Existing
Coleman Drive





KEY

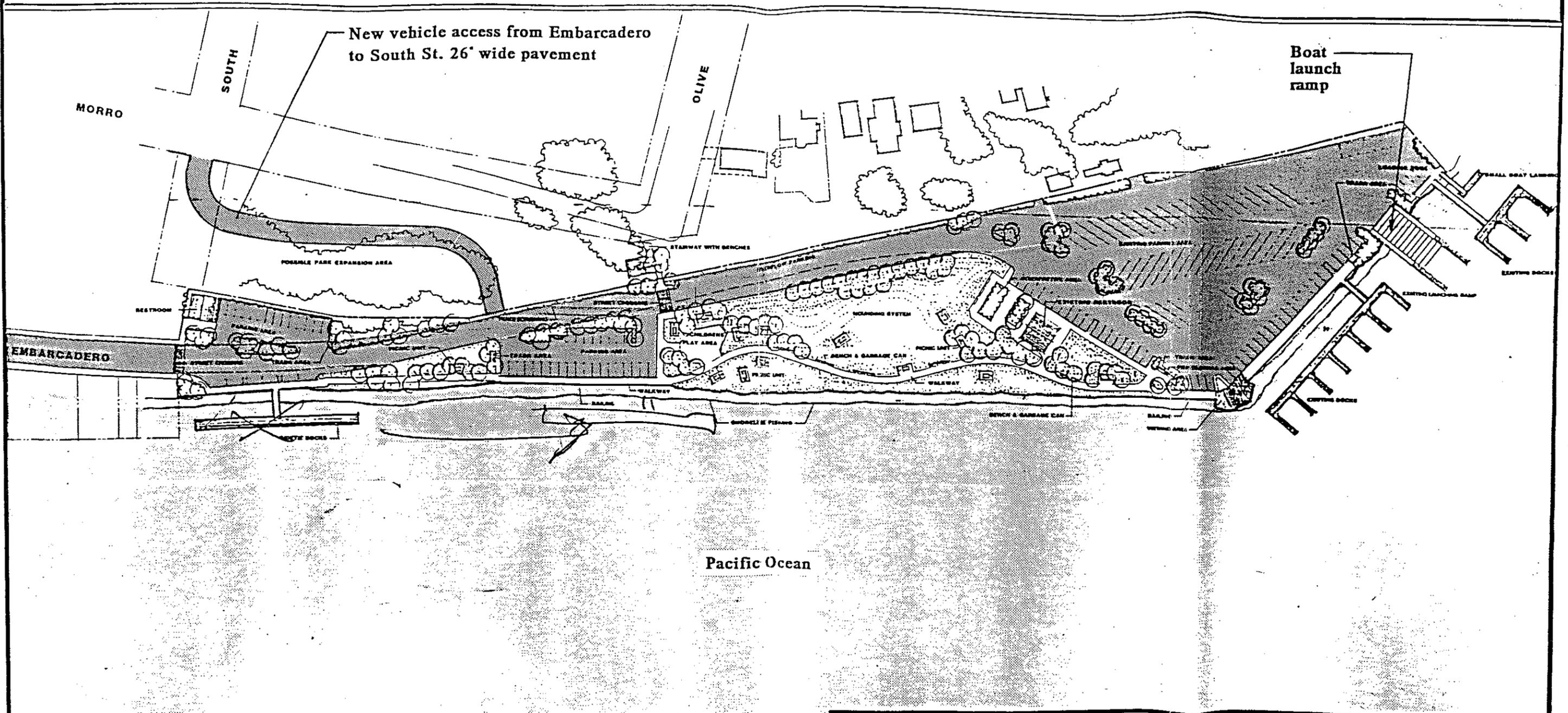
-  Direction of traffic
-  New street alignment
-  Landscaped park area
-  Building
-  Lateral pedestrian access
-  Public view areas



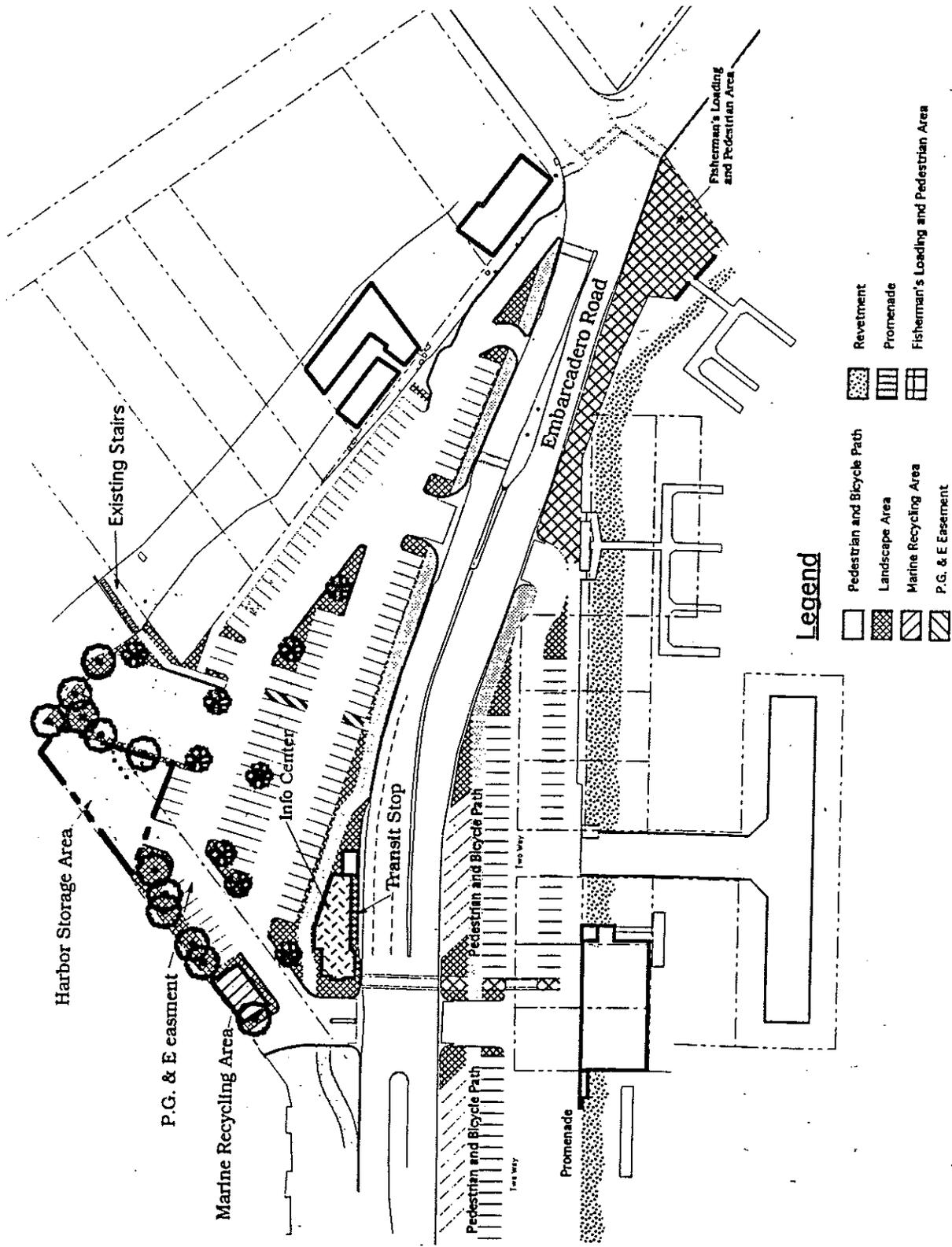
 scale  200'

Area 3: Proposed Plan
 Embarcadero Visitor Area

Map E.8



		<p>scale 120'</p>	<p>Area 4: Tidelands Park Plan</p>	<p>Map E.9</p>
			<p>Tidelands Park</p>	



Legend

-  Pedestrian and Bicycle Path
-  Landscape Area
-  Marine Recycling Area
-  P.G. & E Easement
-  Revetment
-  Promenade
-  Fisherman's Loading and Pedestrian Area

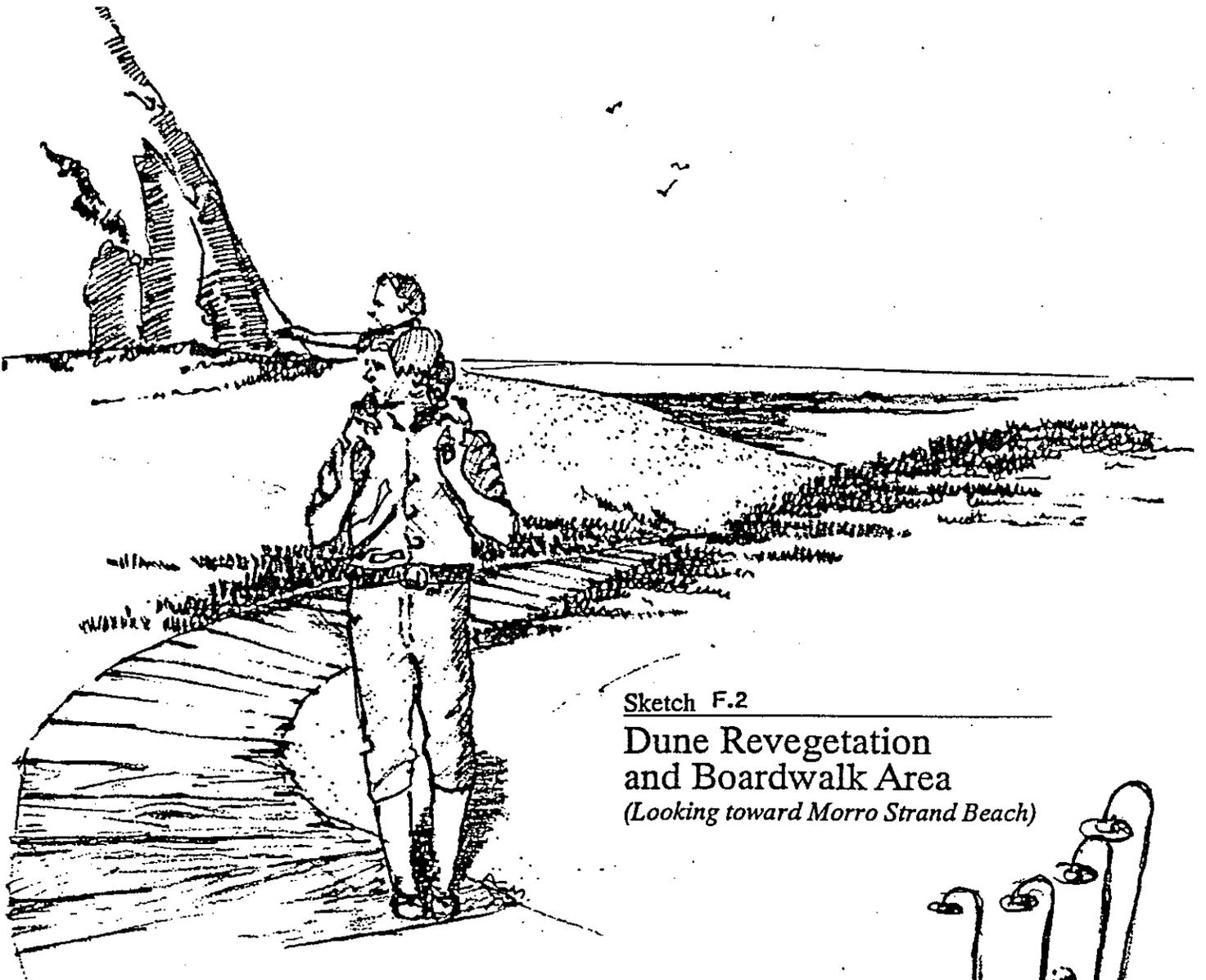
MAP E.10

Waterfront Master Plan

APPENDIX F

SKETCHES

<u>GRAPHIC</u>		<u>Page</u>
Sketch f.1	Bay Walkway / Boardwalk	f.2
Sketch f.2	Dune Revegetation and Boardwalk Area	f.2
Sketch f.3	Conceptual Parking Treatment	f.3
Sketch f.4	Boat Launch Area	f.4
Sketch f.5	Waterfront Pedestrian / Traffic Separation	f.5
Sketch f.6	Bicycle / Pedestrian Separation	f.6

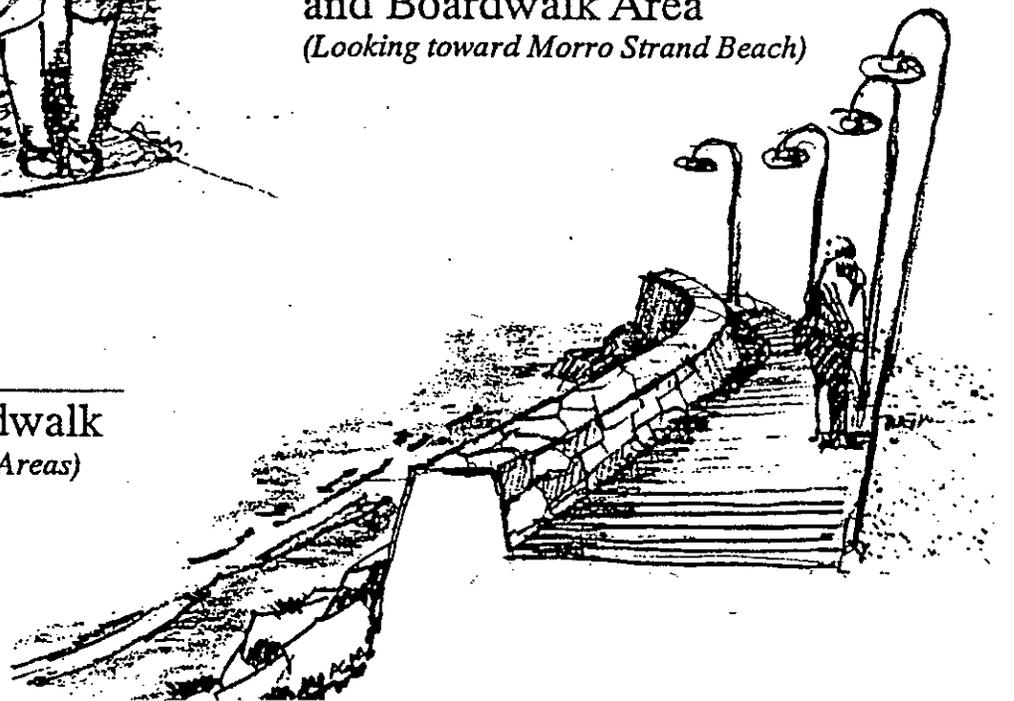


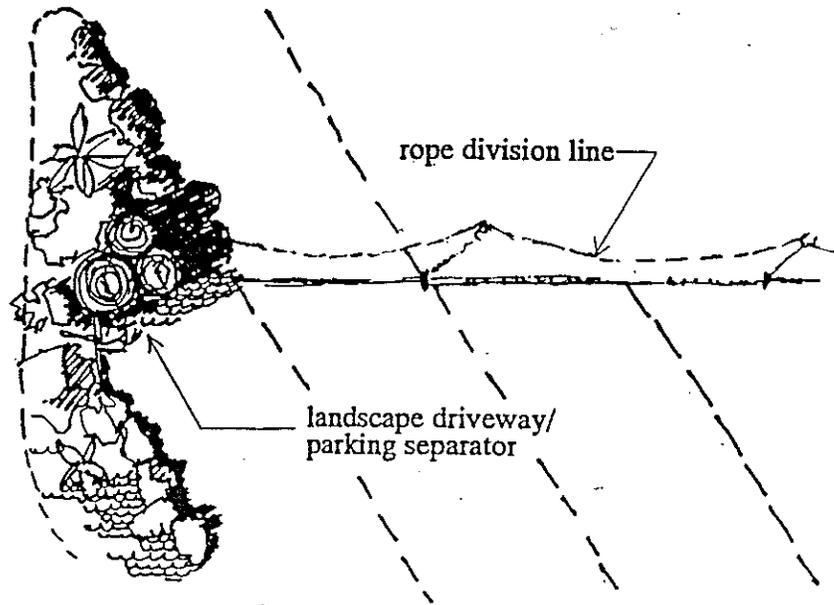
Sketch F.2

Dune Revegetation
and Boardwalk Area
(Looking toward Morro Strand Beach)

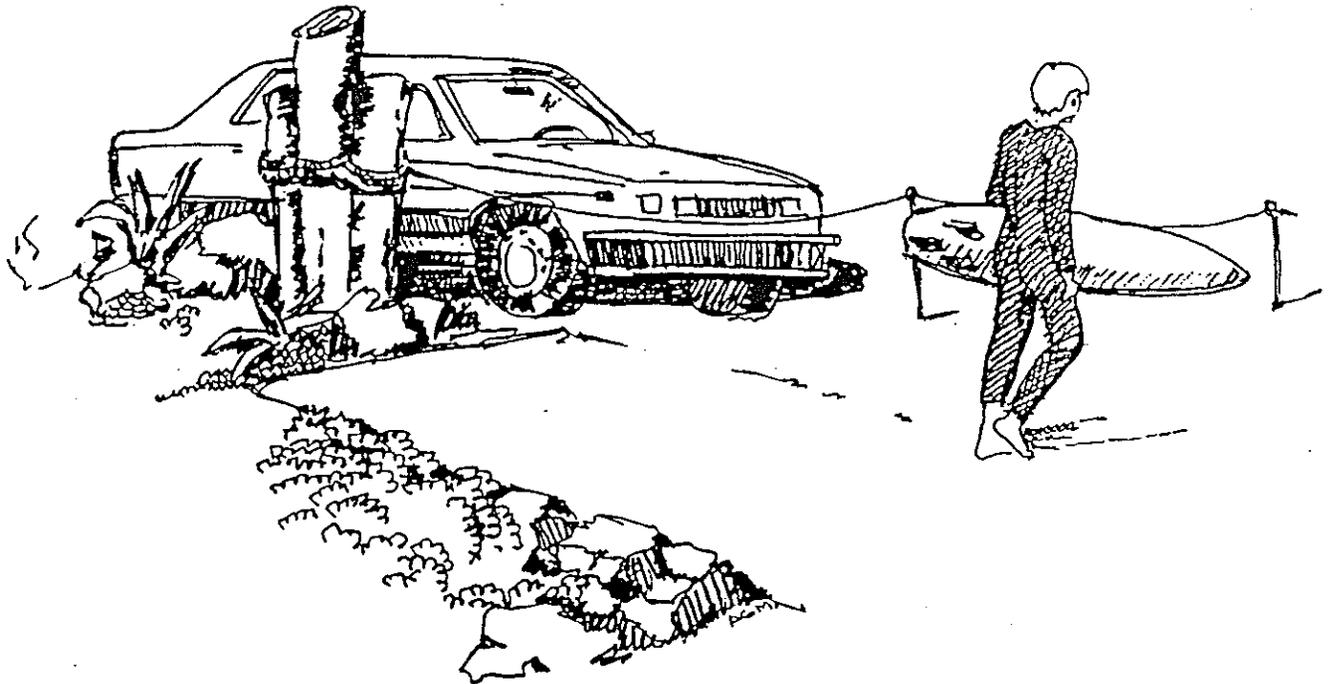
Sketch F.1

Bay Walkway/Boardwalk
(At Bluff and Rock Retement Areas)



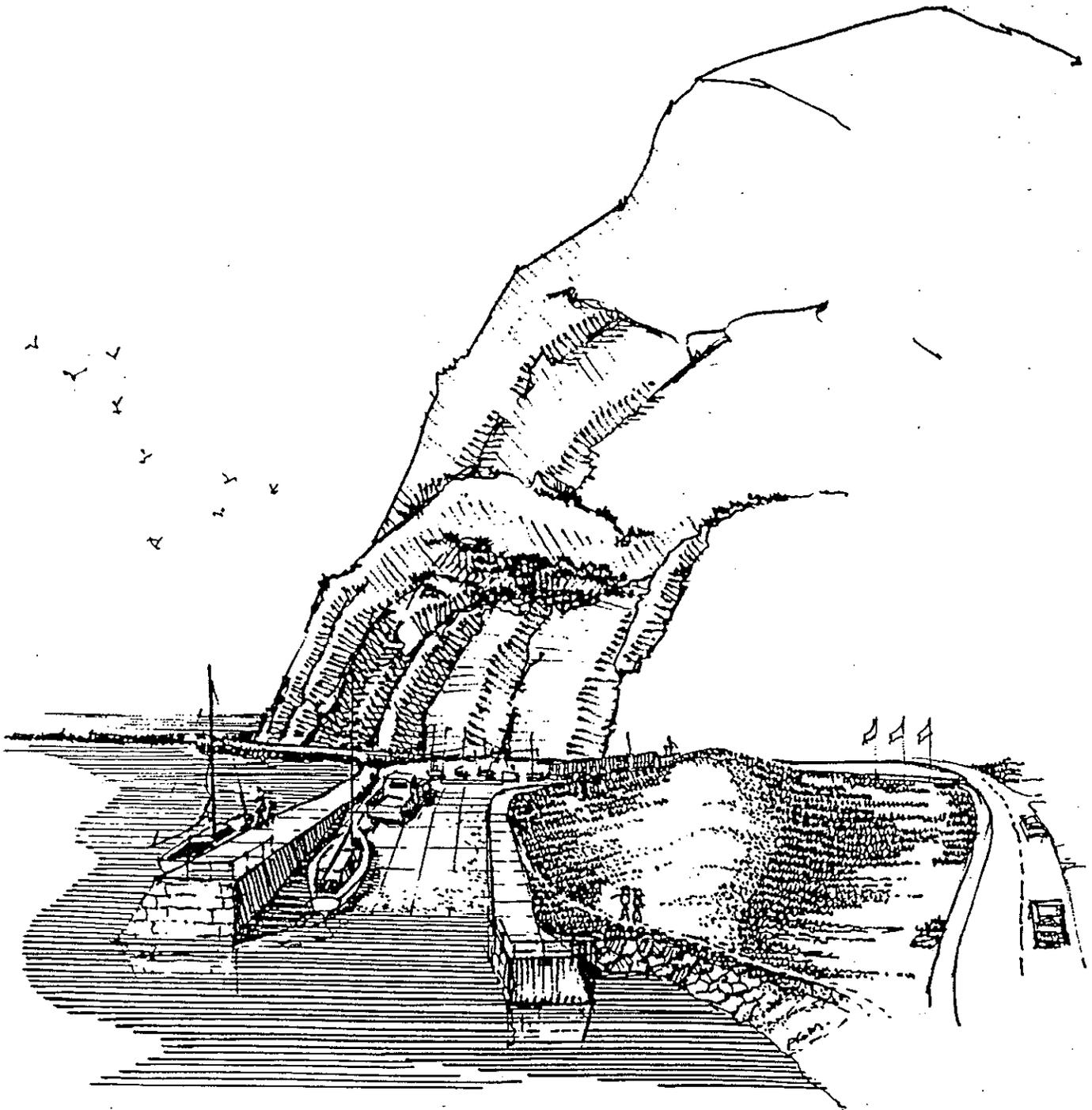


Plan Showing
Landscape Dividers



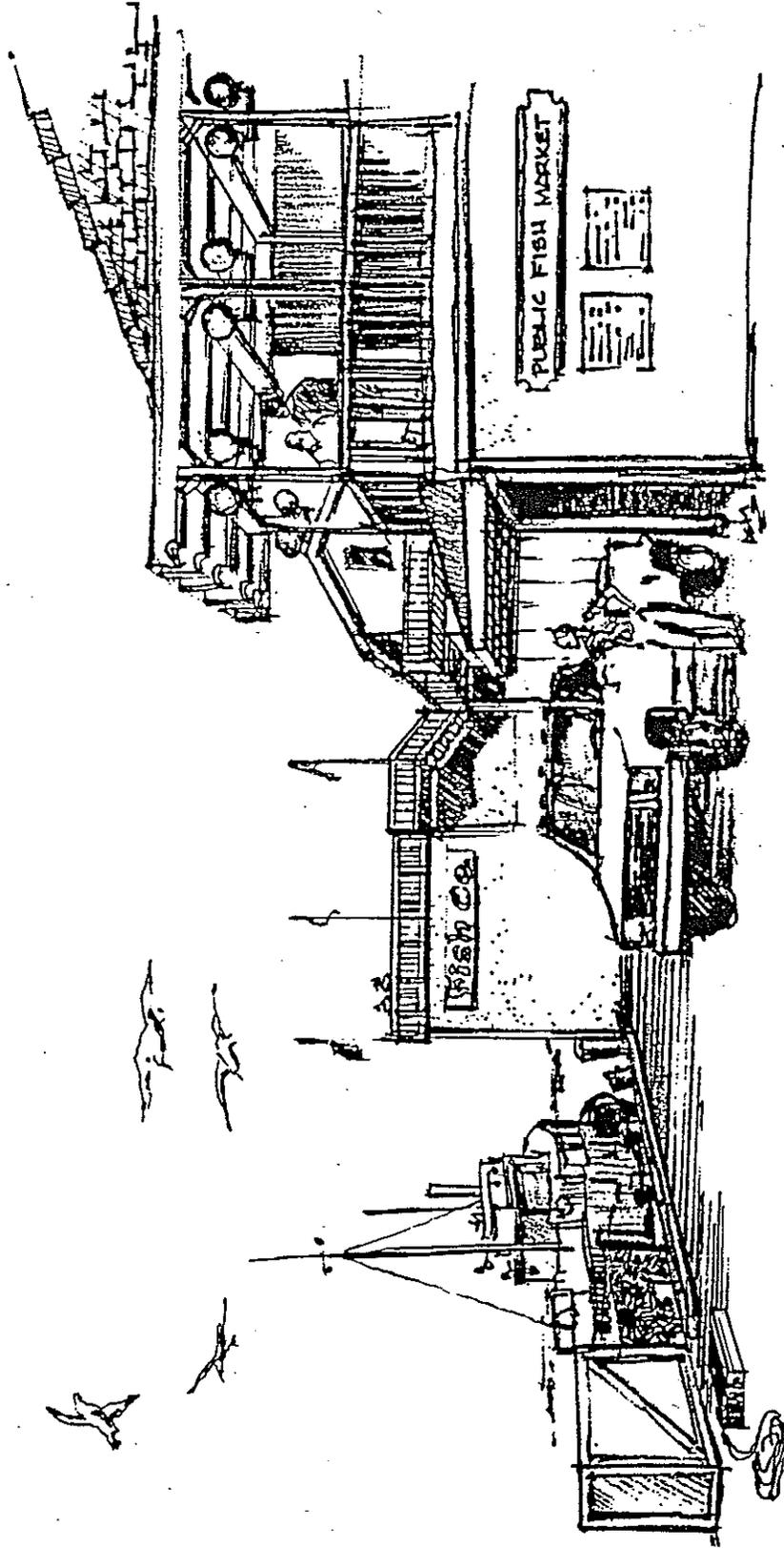
Sketch F.3

Conceptual Parking Treatment
(Morro Strand Beach at Morro Rock)

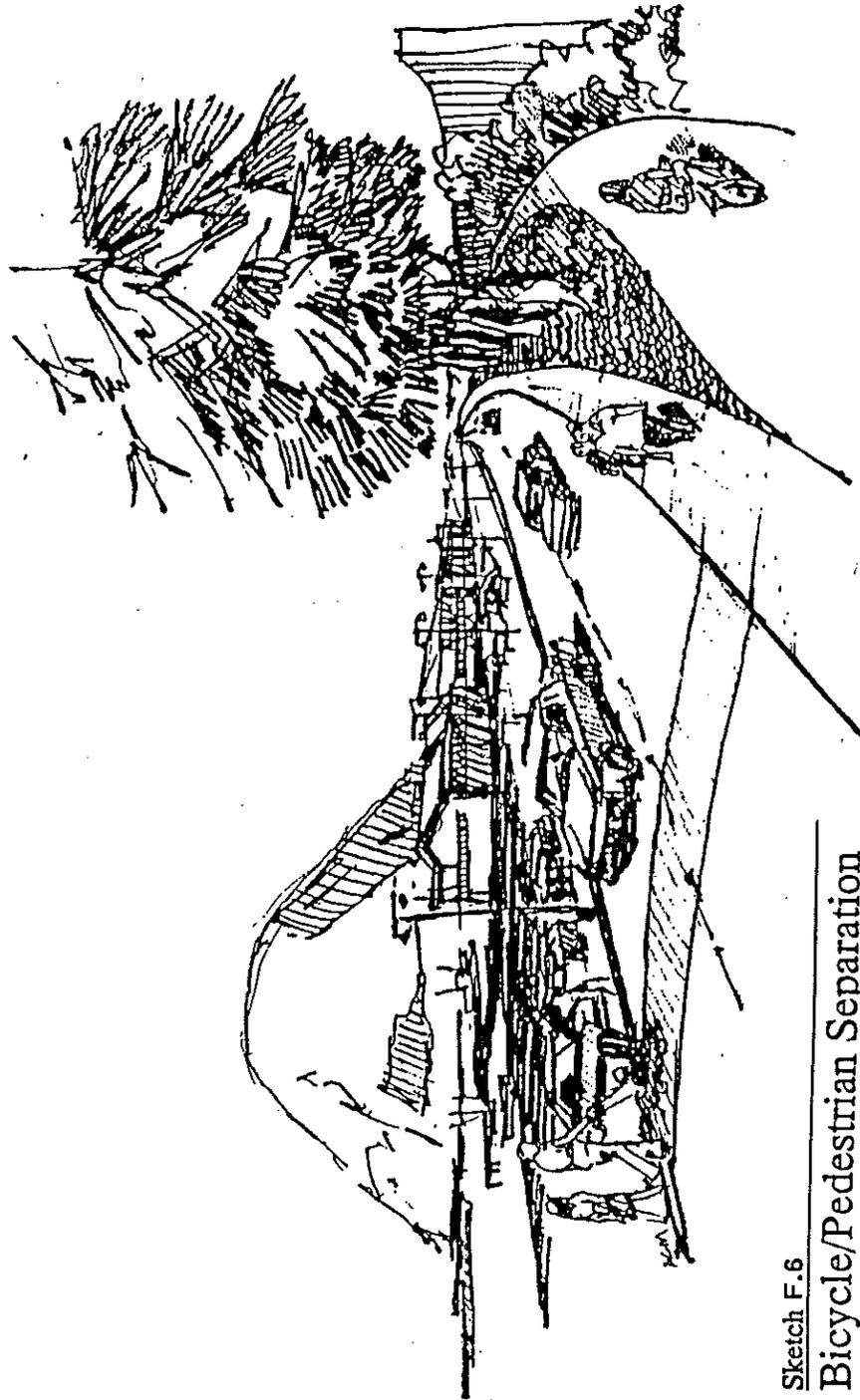


Sketch F.4

Boat Launch Area
(Looking toward Morro Rock)



Sketch F.5
Waterfront Pedestrian/Traffic Separation
at Commercial Opportunity Area
(Embarcadero/T-Pier Area)



Sketch F.6

Bicycle/Pedestrian Separation
(Embarcadero at PG&E Relandscaped Area)

APPENDIX G

PHOTOGRAPHS

<u>PHOTOGRAPH</u>		<u>Page</u>
Photo #1	Parking Area at Morro Rock	g.2
Photo #2	Dune Area North of Coleman Park	g.2
Photo #3	Cal Poly Boat House	g.2
Photo #4	Embarcadero Road Facing Morro Creek	g.3
Photo #5	Morro Creek Area	g.3
Photo #6	Coleman Drive	g.3

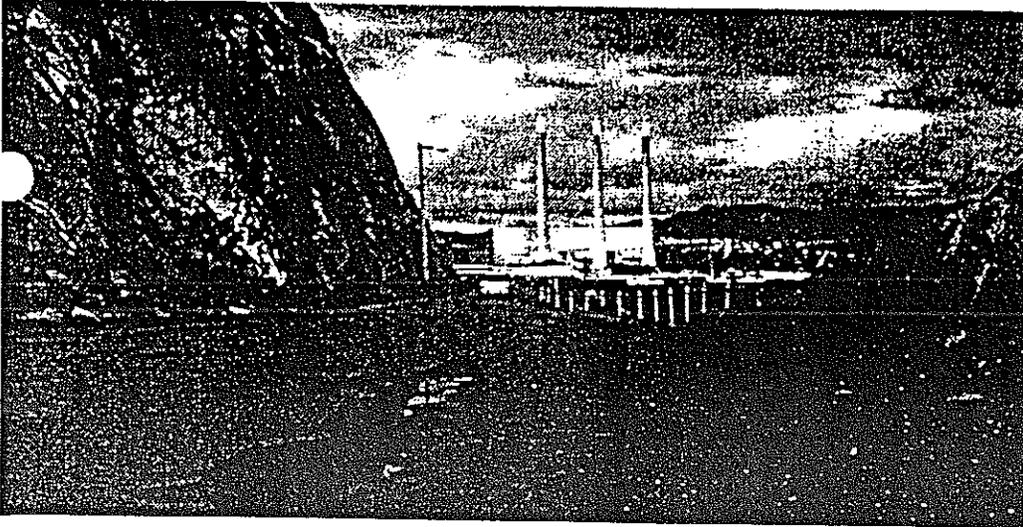


Photo #1: View of narrow parking area at Morro Rock. The plan proposes limiting and better controlling parking in the area, providing a turnaround at the end and constructing a pedestrian walkway along the shore.



Photo #2: View of the degraded dune area just north of Coleman Park. Tire tracks and erosion can be seen in the center foreground. This area is proposed to be preserved by making it off limits to vehicles and revegetating the dunes.

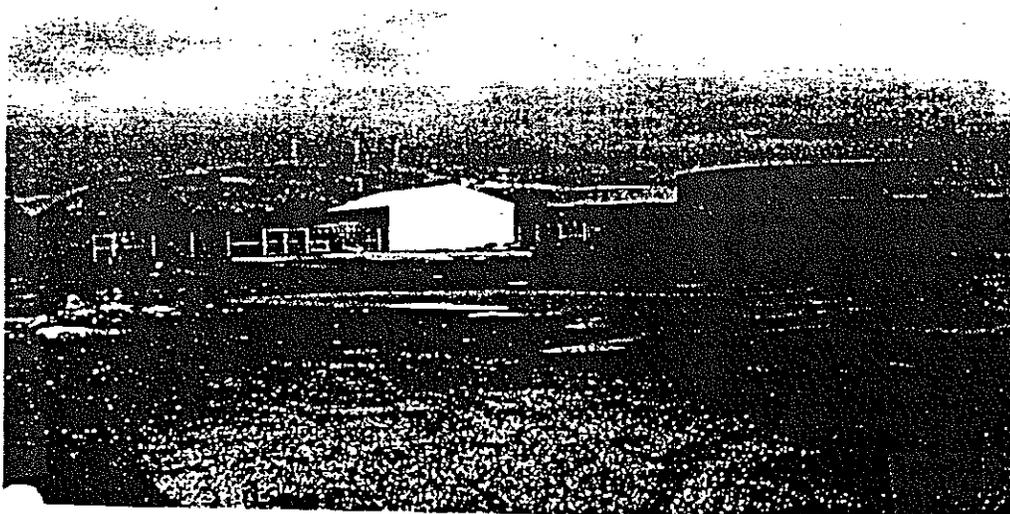


Photo #3: View of new boat storage area constructed for Cal Poly and fishing support on PG&E land south of Morro Creek which is to the left. The area gains its access from the dirt road shown in Photos 1 through 3 on Figure 3.2.

APPENDIX G

Photo #4: View of dirt road along the Embarcadero alignment facing north west toward Morro Creek and the potential location of the bridge. The existing road is actually wider than would be the case if the road were paved at the standards proposed.



Photo #5: View of Morro Creek in the area of the potential bridge if the Embarcadero were connected over Morro Creek. There is little habitat area of environmental value such as riparian vegetation in this area. A bridge could span the water area preserving the character of the stream bed.



Photo #6: View of dirt road as it connects to Coleman Drive. This would be the area where Coleman Drive would be relocated inland (to the right) away from the shoreline to provide better pedestrian access to the water. The dirt road is in the general alignment of the proposed Embarcadero extension.

