

3A – Blueprint Introduction



INTRODUCTION

The development aspect of the General Plan and Local Coastal Program can be considered the City's blueprint plan, while the conservation aspect can be considered the City's greenprint plan. These plans share a common vision and must be consistent with and support one another. The blueprint plan identifies the role of land use and circulation planning in supporting resource conservation and sustainability. In turn, the greenprint plan identifies the role of resource conservation and sustainability in supporting Morro Bay's economy.



The Blueprint of *Plan Morro Bay* serves as a framework for development decisions in the city for the next 20 years. This section will guide actions for residents, businesses, decision-makers, City staff members, and project developers in Morro Bay. For City staff, the Blueprint represents a standard to evaluate new projects, structure city development, and decide whether to pursue new opportunities. City officials will use the Blueprint for decision-making relative to development plans and as guidance for implementation of new policies, ordinances, initiatives, programs, and expenditures. The careful consideration of these factors will guide the future layout and growth of the city.

The Blueprint informs community members of the framework that will direct the physical, economic, and social development of Morro Bay. City residents will utilize the Blueprint to understand the overall community goals regarding how, when, and where the city should grow, develop, and evolve as a balanced community. Businesses and developers can use this chapter to understand City goals regarding economic priorities, development needs, preferences, and desired physical barriers.

ORGANIZATION

The Blueprint has been divided into the following elements focused on the physical development of the city. Each element contains topics that address both state requirements and local issues of importance to Morro Bay.

Blueprint

Land Use

The Land Use Element represents the foundation of the Blueprint and the City's guide to the evolution of development patterns in Morro Bay. This element guides future development and designates appropriate locations for land uses in the city. Land Use Element goals and policies serve as a road map for the future physical development of the community by identifying the general location, distribution, and intensity for a range of residential, commercial, industrial, and institutional land uses in Morro Bay. Land Use Element goals and policies also address coastal-dependent and coastal-related uses.

Community Design

The Community Design Element outlines a vision for the aesthetic development of the community and character of Morro Bay. This element establishes the City's long-term community design and development goals to maintain a unique city culture and identity with respect to community form, layout, and community character areas.

Economic Development

The Economic Development Element includes goals and policies to maintain and improve job development and retention and to promote economic resiliency. This element addresses the economic implications of future development relative to housing affordability, market surplus and leakage, and the demographic trends in Morro Bay through 2040.

Circulation

The Circulation Element defines the local and regional transportation networks and describes how community members get around the city using streets, sidewalks, transit routes, and bicycle paths. The transportation network is a major determinant of development form and land use. Traffic patterns, congestion, access to transit, ease and safety of walking or bicycling, and other factors help to determine where people decide to live, work, or visit in Morro Bay. This element facilitates the mobility of people and goods throughout Morro Bay using multiple travel modes to promote practices aligned with City goals.

Noise

The Noise Element addresses existing and future noise conditions in Morro Bay, identifies noise problems and their sources, describes how noise affects community

safety, health, and comfort, and establishes policies and programs that limit excessive noise levels and improve noise/land use compatibility. Noise conflicts may affect the desirability of specific regions or neighborhoods within the community, which may interfere with the development goals for the city. Through established noise standards, community form will be preserved and maintained in accordance with City goals.

Community Well-Being

The Community Well-Being Element addresses the community’s unique population’s health and wellness needs, in addition to environmental equity. Morro Bay has a diverse, multigenerational demographic spread with potential to affect the city’s future resiliency. Community Well-Being Element goals and policies assess the local quality of life and population vulnerabilities to help plan for an evolving community.

Housing

The Housing Element serves as a tool to identify and provide for the housing needs of the community. It identifies recent demographic and employment trends that may affect existing and future housing demand and supply. California law requires the Housing Element to establish policies and programs that will support the provision of an adequate housing supply for citizens of all income levels. The Housing Element is the only element that requires review by the State. The element addresses the City’s ability to meet the regional housing needs as determined by the State of California.

HOW TO USE THE BLUEPRINT

A variety of people will use the Blueprint in *Plan Morro Bay* for different purposes:

- The Planning Commission and the City Council will consult the Blueprint in decision-making development activities.
- City staff will refer to Blueprint policies and standards when approving development programs and projects.
- The development community will use the Blueprint as guidance when preparing development proposals.
- Community members can also use the Blueprint as a valuable resource for understanding the future of Morro Bay and the types of development that may occur in the future in various locations.

Commented [KK1]: We may also want to state that the greenprint also is to be used to guide development decisions. I’m concerned that this section here leaves an impression that the blueprint is all that matters. Would suggest clarifying.

By adhering to the goals and policies in the Blueprint, the City is able to guide the community forward in a way that realizes the stated vision for a resilient and functional community.