



**CITY OF MORRO BAY
GENERAL PLAN ADVISORY COMMITTEE
AGENDA**

*The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life.
The City shall be committed to this purpose and will provide a level of municipal service and safety
consistent with and responsive to the needs of the public.*

**Special Meeting - Thursday, September 29, 2016
Morro Bay Community Center Multi-Purpose Room – 4:00 P.M. to 7:00 P.M.
1001 Kennedy Way, Morro Bay, CA**

Robert Fuller Davis
Jan Goldman
Glenn Silloway
Susan Stewart
Jeffrey Heller

Rich Buquet
Susan Schneider
Melani Smith
Robert Tefft

ESTABLISH QUORUM AND CALL TO ORDER
MOMENT OF SILENCE / PLEDGE OF ALLEGIANCE
GPAC ANNOUNCEMENTS
PRESENTATIONS

Presentation by Sean Green, “Westbound Lines of Sight: Morro Bay Unobstructed”

PUBLIC COMMENT PERIOD

Members of the audience wishing to address the GPAC on matters not on the agenda may do so at this time. In a continual attempt to make the public process open to members of the public, the City also invites public comment before each agenda item. GPAC hearings often involve highly emotional issues. It is important that all participants conduct themselves with courtesy, dignity and respect. All persons who wish to present comments must observe the following rules to increase the effectiveness of the Public Comment Period:

- When recognized by the Chair, please come forward to the podium and state your name and address for the record. Committee meetings are audio and video recorded and this information is voluntary and desired for the preparation of minutes.
- Comments are to be limited to three minutes so keep your comments brief and to the point.
- All remarks shall be addressed to the Committee, as a whole, and not to any individual member thereof. Conversation or debate between a speaker at the podium and a member of the audience is not permitted.
- The Committee respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, committee and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the Committee to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Your participation in Committee meetings is welcome and your courtesy will be appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Development at (805) 772-6264. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. There are devices for the hearing impaired available upon request at the staff’s table.

A. CONSENT CALENDAR

- A-1 Revised Community Vulnerability and Resiliency Assessment (CVRA) Draft – *Available online at <http://www.morro-bay.ca.us/DocumentCenter/View/10030> - Paper copy available upon request.*
Staff recommendation: Receive and File

B. UNFINISHED BUSINESS - None

C. NEW BUSINESS

- C-1 Michael Baker International Presentations – Power Point Presentation Attached
1. Introduction & Status Update (Jeff Henderson)
 2. Review of Draft Key Issues and Policies Report (Jeff Henderson) – Report available online at:
<http://www.morro-bay.ca.us/DocumentCenter/View/9919>. *Paper copy available upon request.*
 3. Downtown Waterfront Specific Plan (Loreli Cappel)

D. COMMITTEE MEMBER CLOSING COMMENTS

E. COMMUNITY DEVELOPMENT DIRECTOR/MICHAEL BAKER INTL. COMMENTS

F. ADJOURNMENT

Adjourn to the next regularly scheduled GPAC meeting on October 20, 2016 at 4:00 p.m.

COMMITTEE MEETING PROCEDURES

This Agenda is subject to amendment up to 72 hours prior to the date and time set for the meeting. Please refer to the Agenda posted at the Community Development Department, 955 Shasta Avenue, for any revisions, or call the department at 772-6261 for further information.

Written testimony is encouraged so it can be distributed in the Agenda packet to the Committee. Material submitted by the public for Committee review prior to a scheduled hearing should be received by the Planning Division at the Community Development Department, 955 Shasta Avenue, no later than 5:00 P.M. the Tuesday (eight days) prior to the scheduled meeting. Written testimony provided after the Agenda packet is published will be distributed to the Committee but there may not be enough time to fully consider the information. Mail should be directed to the Community Development Department, Planning Division.

Materials related to an item on this Agenda are available for public inspection during normal business hours in the Community Development Department, at Mill's/ASAP, 495 Morro Bay Boulevard, or the Morro Bay Library, 695 Harbor, Morro Bay, CA 93442. Materials related to an item on this Agenda submitted to the General Plan Advisory Committee after publication of the Agenda packet are available for inspection at the Community Development Department during normal business hours or at the scheduled meeting.

This Agenda may be found on the Internet at: <http://www.morrobayca.gov/archive.aspx> or you can subscribe to Notify Me for email notification when the Agenda is posted on the City's website. To subscribe, go to <http://www.morrobayca.gov/list.aspx> and follow the instructions.

The Brown Act forbids the Committee from taking action or discussing any item not appearing on the agenda, including those items raised at Public Comment. In response to Public Comment, the Committee is limited to:

1. Responding to statements made or questions posed by members of the public; or
2. Requesting staff to report back on a matter at a subsequent meeting; or
3. Directing staff to place the item on a future agenda. (Government Code Section 54954.2(a))

Committee meetings are conducted under the authority of the Chair who may modify the procedures outlined below. The Chair will announce each item. Thereafter, the hearing will be conducted as follows:

1. The Community Development Department staff will present the staff report and recommendation on the proposal being heard and respond to questions from Committee members.

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2. The Chair will then ask other interested persons to come to the podium to present testimony either in support of or in opposition to the proposal.

GENERAL PLAN ADVISORY COMMITTEE MEETING

September 29, 2016



Presentation Outline

- Introduction & Status Update (Jeff Henderson)
(5 mins)
- Receive and File (Jeff Henderson) (5 mins)
 - Community Vulnerability and Resilience Assessment
- Presentation from Sean Green “Westbound Lines of Sight: Morro Bay Unobstructed” (30 minutes)
- Continue Key Issues and Policies (Jeff Henderson) (1 hour and 30 mins)
- Downtown Waterfront Strategic Plan (Loreli Cappel) (50 mins)

Status Update



Project Updates

Community Outreach

- **Forthcoming:**
Continue to receive input on Key Issues & Policies

Key Issues and Policies

- Continue key issues and policies task
- Continue with policy solution identification

Downtown Waterfront Strategic Plan

- Finalizing existing conditions
- Workshop on October 12th

Receive and File Item

Revised Community Vulnerability and Resilience Assessment

- Reviewed by City staff, input addressed
- Reviewed by GPAC, input addressed
- Opportunity given for community input

Key Issues and Policies

Overview and Discussion



Overview

Key Issues

- Required topics, important subjects, and controversial items

Analysis and Policy Options

- Consider, discuss, provide preliminary recommendations
- Starts with GPAC
 - Will be further refined by staff, Planning Commission, and City Council
 - Will influence land use and circulation alternatives





8. Lower-Cost Overnight Visitor Accommodations Policy Options

- 8.A: Identify an appropriate threshold for lower-cost accommodations
- 8.B: Prohibit or regulate coastal short-term rentals
- 8.C: Protect existing lower-cost accommodations
- 8.D: Develop new affordable accommodations
- 8.E: Provide public access to day-use facilities





9. Downtown and Waterfront Connections Policy Options

9.A: Prepare and implement Downtown Waterfront Strategic Plan

9.B: Prepare and implement a master plan for Morro Rock

9.C: Ensure consistency with neighborhood and community characteristics

9.D: Create a multimodal downtown and waterfront

9.E: Encourage redevelopment or community use of vacant lots





10. Sea Level Rise Resilience Policy Options

- 10.A: Determine assets that need coastal protection
- 10.B: Determine assets to relocate
- 10.C: Coordinate with other agencies that own vulnerable coastal assets
- 10.D: Consider sea level rise when reviewing new development and reuse projects
- 10.E: Examine shoreline protection structures
- 10.F: Manage existing revetments
- 10.G: Monitor beaches
- 10.H: Beneficially reuse sediment from Morro Bay





11. Commercial Fishing Industry and Measure D Policy Options

11.A: Clarify the meaning of “clearly incidental” uses under Measure D

11.B: Reduce potential conflicts between commercial fishing and coastal recreational uses

11.C: Assist the commercial fishing industry to adapt to climate and economic change





12. Environmentally Sensitive Habitat Areas Policy Options

- 12.A: Comprehensive update to Environmentally Sensitive Habitat Area (ESHA) map
- 12.B: Foster and develop public-private partnerships to protect natural resources
- 12.C: Protect sensitive habitats from urban encroachment and runoff
- 12.D: Support habitat conservation planning
- 12.E: Establish habitat protection priorities
- 12.F: Balance preservation and recreation uses



13. Transportation Metrics Policy Options

13.A: Establish vehicular level of service (LOS) standards

13.B: Establish multimodal LOS standards

13.C: Establish vehicle miles traveled (VMT) metrics and thresholds



14. Historic Resource Management Policy Options

- 14.A: Develop a historic context statement
- 14.B: Establish a local register
- 14.C: Conduct a cultural resources inventory
- 14.D: Participate in Mills Act program
- 14.E: Become a Certified Local Government
- 14.F: Prepare design guidelines for historic buildings
- 14.G: Prepare an adaptive reuse ordinance





15. Parking Policy Options

15.A: Modify minimum and establish maximum parking standards

15.B: If warranted, implement paid parking

15.C: Expand the in-lieu fee program

15.D: Encourage shared parking

15.E: Monitor coastal access parking demand





16. Viewsheds and Viewpoints Policy Options

16.A: Designate official viewsheds

16.B: Create viewshed protection design guidelines

16.C: Revise lighting standards to protect views

16.D: Identify degraded viewsheds and other issues affecting viewshed quality



Downtown Waterfront Strategic Plan

Overview and Discussion



Strategic Plan Objectives



- Provide a vision for downtown and the waterfront area
 - Connect the Downtown and Waterfront
 - Develop a unified brand for the area
 - Develop design guidelines to enhance the character of the districts
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- Identify policies and projects to achieve the vision
 - Create a tool for a clear path to implementation for the next 10 years

Key Vision Themes to Date

For the Downtown Waterfront Areas

The future Downtown and Waterfront of Morro Bay will:

- Be proud of its rich fishing industry history and **celebrate it working waterfront**
- Be a **unique, eclectic, charming and artistic** place that stands apart from other seaside communities
- Be a **vibrant and affordable** place to live, visit and work
- Celebrate memorable views and **connections** from the downtown to the **beach, waterfront and Morro Rock**
- Be a place to park your car all weekend, and **walk, trolley, and bike everywhere**
- Showcase opportunities to discover and **highlight Morro Bay's natural beauty**
- Support a thriving and **robust local economy** and tourist industry



July GPAC Activity:

Refining Downtown Waterfront Priority Areas & Projects

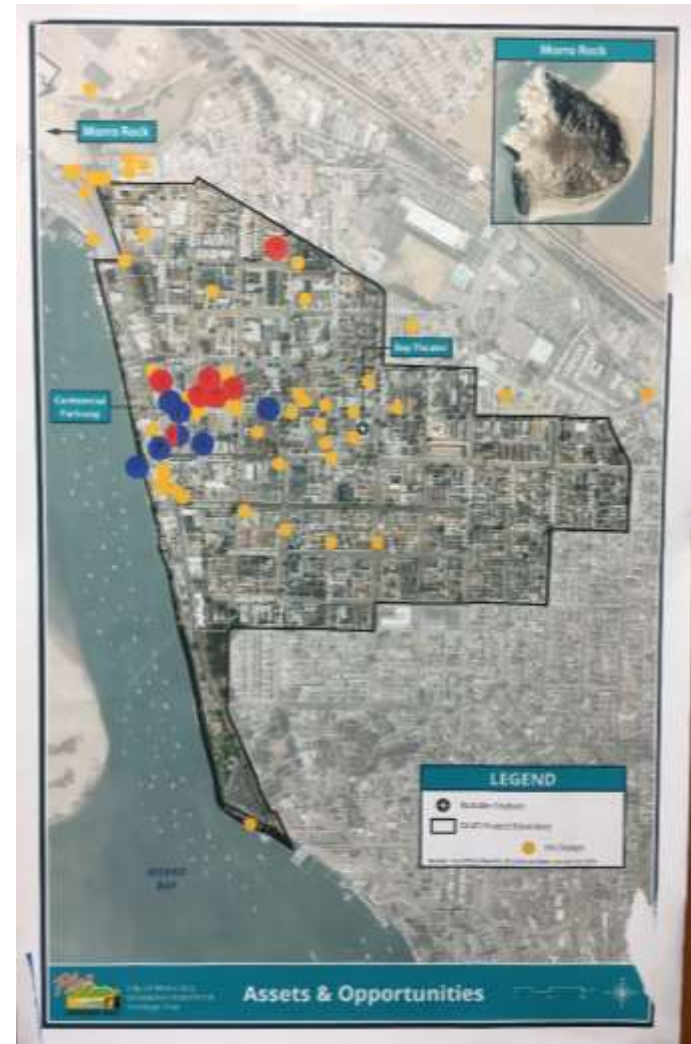
GPAC Top private improvement:

- Empty lot across from the Blue Sail Inn
- Alehouse on Morro Bay Blvd. between Market and Main
- Empty lots along Morro Bay Blvd between Morro and Market
- Empty lot at Beach and Main streets

GPAC Top public improvement:

- Centennial Stairway
- Outdoor performance area at Centennial Stairway
- Walkability along the water Morro Bay Blvd from Main to the stairway
- Signs around the stairway to downtown
- Circulation improvements for all modes along Embarcadero

GPAC Public/Private: Centennial Staircase area



October Workshop Activity: Refining Downtown Waterfront Priority Areas



July GPAC Activity:

Downtown Waterfront Design Preferences

	Waterfront	Downtown
Like	<ul style="list-style-type: none"> • Porosity/transparency of windows and doors • Increased use of 2nd floor areas as short term rental (motel, B&B) • Appropriate signage • Eclectic architectural styles (include modern elements) • Human scale elements • Wide inviting signage • Appropriate landscaping – bay oriented • Wood siding • Nautical themes • Plants and green areas • Design theme for Embarcadero • Complete bayside public walk • Traditional design appropriate for seaside 	<ul style="list-style-type: none"> • Human scale elements • Porosity/transparency of windows and doors • Mix of uses (including residential) • I like 2 story structures with retail on ground floor and residential on the upper • Absence of chain stores • Outdoor amenities (dining, seating) • Small town “feel” • Older eclectic buildings • Benches, trees, planters • Generally 2 stories or less • Appropriate landscaping (e.g. continuing city street tree pattern) • Eclectic appearance of buildings • Design theme for downtown • Eclectic
Dislike	<ul style="list-style-type: none"> • Awful signage • Discontinuity of lateral access • Overly modern buildings • North Embarcadero/Harbor – ugly parking areas, too much “clutter” around buildings/parking areas • Narrow walkways • Dirt parking lot, empty area 	<ul style="list-style-type: none"> • Two-story limit on buildings – need to encourage mixed-use (downstairs retail, upstairs living areas) • Uneven walkways • No clean look, unkempt • New buildings out of character with old ones • No public bathroom that really works for public • Need more landscaping and trees • Too many thrift stores on MBB • I don't like square buildings with flat roofs

October Workshop Activity:

Community Design Preferences

Gauge Community Preferences on Design Themes for:

- Downtown vs. waterfront
- Character-defining elements (e.g. architectural styles, materials, colors)
- Street and public space furnishings
- Gateway features
- Signage
- Mixed-use development



Strategic Plan Contents

Purpose & Background

- Existing conditions
- Community conversations

The Vision

- (Vision Description,
- Vision Plan Illustrative,
- Vision Plan Narrative & Key Projects

Design Guidelines & Branding

- Private
- Public
- Branding
- Coastal Access

Implementation

- Who
- What
- When



3.3. Design Preferences

The following designs represent the architectural and signage design styles and materials preferred for participants at the visioning workshop. These design ideas provide visual cues that can help to define a sense of place and identity for Mojave. The design preferences shown below are intended to be a guide to aid in the development of a formal set of codes to create a diverse character for Mojave. These tools might include a uniform streetscape palette, a public signage palette, private sign standards, and/or a color and materials palette for new development. Implementing these tools will help to establish a unique identity and clear sense of place.



Action #1	Implementation Action	Priority		Responsibility	
		1 = Short Term 2 = Mid Term 3 = Long Term (Ongoing)	Low	High	Responsible
10-13	Utilize the RFP process to seek designs for the reconstructed train depot with the Harry Hesse restaurant.	2		PCD	Revitalize Mojave
10-18	Utilize the RFP process to seek designs for the transit plaza and bike station at the reconstructed train depot site.	3		PCD, B	Revitalize Mojave
10-18	Utilize the RFP process to seek designs for the charter school and recreation center in the South Mojave District.	3		PCD, SD	Revitalize Mojave
10-20	Utilize the RFP process to seek designs for the museum project along K Street.	3		PCD	Revitalize Mojave
10-21	Utilize the RFP process to seek designs for the reconstructed theater in the Arts and Entertainment District.	1		PCD	Revitalize Mojave
10-22	Utilize the RFP process to seek designs for the student use project with office and youth training center.	3		PCD	Revitalize Mojave
CIRCULATION (C)					
C-1	Install continuous sidewalks and curb and gutter throughout residential and commercial areas.	1		R, L	Revitalize Mojave

Next Steps



- Incorporate GPAC and community input on Key Issues & Policies
- Next GPAC meeting: October 20th
- Public Workshop on DWSP: October 12th
- Planning Commission and City Council meeting: TBD

THANK YOU

Questions?

Contact Us

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sgraham@morrobayca.gov

(805) 772-6291

1. Population Growth Policy Options

1.A: Housing and/or job growth control or growth management

1.B: Appropriate development capacity

1.C: Infill and/or outward expansion



2. Water Supply Policy Options

2.A: Diversify water supply

2.B: Continue to limit future growth to available water supply

2.C: Continue to impose restrictions on water use

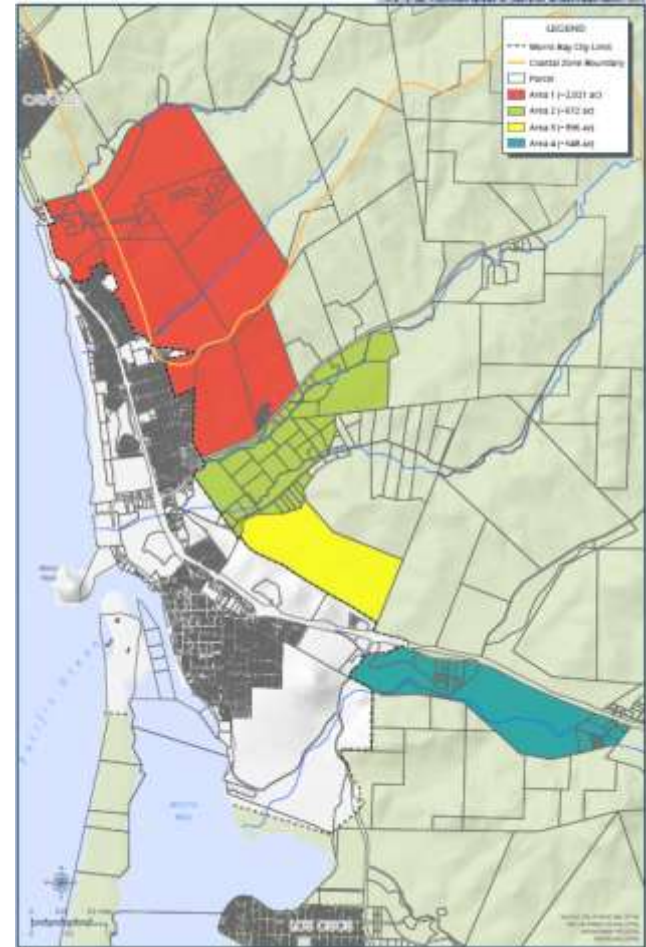


3. Planning Area Policy Options

3.A: Set the planning area

- At minimum, city limits and sphere of influence
- Consider including Areas 1 and 3
- Consider excluding Areas 2 and 4

3.B: Create criteria for future sphere of influence expansions and annexations



4. Economic Development Policy Options

4.A: Include economic development considerations in the land use plan

4.B: Adopt business-friendly practices

4.C: Make energy and telecommunication technology resources readily available to businesses



5. Neighborhood Compatibility Policy Options

5.A: Create unified design guidelines with clear intent that balance restrictions with flexibility

5.B: Define allowable sizes of new or expanded buildings

5.C: Limit construction of new chain stores

5.D: Establish neighborhood boundaries



6. Multigenerational Community Policy Options

6.A: Provide for
multigenerational
gathering places

6.B: Improve accessibility
of public spaces

6.C: Allow for adaptive
civic programming

6.D: Shape land use to
support a
multigenerational
community





7. Coastal Access Policy Options

7.A: Improve lateral connections along the Embarcadero

7.B: Preserve and enhance vertical access points

7.C: Locally implement the California Coastal Trail



