



DRAFT COMMUNITY VISION STATEMENT

In 2040, Morro Bay ~~continues to be~~ is a friendly, safe, resilient, healthy, and naturally beautiful coastal ~~community town~~ where people of all ages ~~and economic levels~~ live, work, play, and visit. A California destination and treasure, our city is known ~~far and wide~~ for its natural beauty, ~~including the iconic Morro Rock~~, small town charm, active living, outdoor recreation, and welcoming ~~nature community spirit~~.

The natural environment ~~and wildlife are cherished and conserved, and are essential elements that integrate with and define our urban landscape.~~ ~~is an integral part of daily life that we cherish and conserve.~~ Our healthy wetlands and harbor are complemented by ~~accessible paths and connected parks~~, which reinforce our deep appreciation for nature and contribute to ~~a our~~ high quality of life. ~~We carefully preserve our estuary, watershed, natural shoreline, and surrounding open space.~~

We honor our ~~historic resources and maritime~~ heritage ~~as a fishing village by celebrating and~~ maintaining ~~and supporting our our~~ working waterfront and ~~carefully~~ preserving our estuary and shoreline. We adapt to changes in the climate, economy, and culture without compromising our small town character.

~~Our vibrant economy is strengthened by sustainable resource practices, a responsive city government, and leading-edge technology that empowers local business owners and~~ ~~A collaborative government, abundant and sustainable natural resources, and cutting-edge technology support our diverse and vibrant economy, attracting~~ ~~attracts~~ new businesses and investors. We are a ~~diverse~~, multigenerational community where head-of-household jobs, ~~sustainable living wages~~, and affordable housing options provide a foundation that ~~allows~~ people of all ages and income levels to ~~thrive~~.

Modern, ~~well-maintained~~ public amenities and services ~~are part of the fabric of civic life and~~ nurture our community organizations, neighborhood groups, and spirit of volunteerism. We welcome personal expression and creativity, as reflected in our ~~unique varied~~ visitor attractions, ~~distinct business districts~~, ~~public art~~, diverse housing, and eclectic neighborhoods.

Steeped in a rich past and looking toward a bright future, we take great joy and pride in our community and work together to sustain it.

Commented [BC1]: Public Workshop Sticky notes:

- Environmental awareness
 - Park your car all weekend, walk, trolley, bike everywhere (like San Francisco)
- A thriving year-round destination, optimizing the conditions of the season
 - Sunny and warm fall
 - Cool and sunny in winter
 - Windy and cool/foggy in spring and summer

Commented [BC2]: DB: Simplify and use concise, pithy ...

Commented [BC3]: OSA

Commented [BC4]: DB

Commented [BC5]: StP

Commented [BC6]: Resident: Disability-friendly and ...

Commented [BC7]: CM: Thriving year-round destination

Commented [BC8]: resident

Commented [BC9]: CM: Public art projects integral to d ...

Commented [BC10]: StP: archaeological and cultural ...

Commented [BC11]: StP

Commented [BC12]: CM: public transit, walkability, pa ...

Commented [BC13]: Resident: "services and businesse ...

Commented [BC14]: StP: Recognize the intimate ...

Commented [BC15]: StP

Commented [BC16]: residents

Commented [BC17]: REDUNDANT TO LAST SENTENCE ...

Commented [BC18]: Resident: Make it clear that this ...

Commented [BC19]: DB + OSA

Commented [BC20]: Stp: accommodates instead of ...

Commented [BC21]: Resident: "our residents actively ...

Commented [BC22]: StP

Commented [BC23]: Resident: "Doors can be left ...

Commented [BC24]: Resident: "special events, art ...

Commented [BC25]: Resident: Bustling dining scene, ...

Commented [BC26]: Galleries, music venues, and ...

Commented [BC27]: CM: urban infill, mixed-use ...

Commented [BC28]: CM: friendly neighborhoods with ...

Commented [BC29]: Resident: "We honor our City's pa ...

Commented [BC30]: StP: Mindful of our rich ...



DRAFT COMMUNITY VALUES

- **Natural Environment:** Our natural environment, parks, and recreation spaces are healthy, resilient and accessible to all.
- **Heritage & Identity:** We welcome visitors while maintaining our small town character and honoring our heritage.
- **Jobs & Housing:** A range of housing and jobs provides for a high quality of life.
- **Economic Vitality:** Our diverse and vibrant economy supports both new and existing businesses, including community-supporting tourism.
- **Infrastructure & Amenities:** We have modern, resilient infrastructure and public public facilities and provide services that support a multi-generational community amenities.
- **Mobility & Access:** Safe streets and accessible streets-multi-modal transportation options conveniently connect people and places throughout town and to surrounding destinations.
- **Good Governance:** Our government is supportive, collaborative, equitable and responsive to our needs; the needs of all segments of the community.
- **Resident Services:** We provide public services that support a multigenerational community.
- **We actively preserve the beauty of our community, including open green spaces (estuary, shoreline, and mountain landscapes) for present and future generations.**

Commented [BC31]: DB: Make sure the working waterfront and fishing are clearly included in the values

Commented [BC32]: Public Workshop sticky notes:

- Affordable housing
- Real jobs
- Public transit
- Unifying architecture
- Put utility lines underground (x4)
- Streets – safe and maintained
- To discover our history
- Friendly Neighborhoods
 - Good lighting
 - Art installations
 - Walkability
 - Stop Signs

Public art projects are an integral part of the City scene

Commented [BC33]: StP: “including open green-spaces (estuary, shoreline, and mountain landscapes), neighborhood wildlife habitat, and the urban forest for present and future generations”

Commented [BC34]: OSA: and sustainable

Commented [BC35]: Resident: include a resolution to preserve historic resources.

Commented [BC36]: Resident: Include our value of diversity

Commented [BC37]: Resident: Fishing village doesn't cover it all. Should call our “maritime heritage”

Commented [BC38]: StP: remove “a high”

Commented [BC39]: StP

Commented [BC40]: StP

Commented [BC41]: StP

Commented [BC42]: StP

Commented [BC43]: Resident: Include the needs of our seniors (low income, mobile home villages)

Commented [BC44]: StP suggests removing this one and combining it with Infrastructure and Amenities above.

Commented [BC45]: Open Space Alliance suggested adding this value