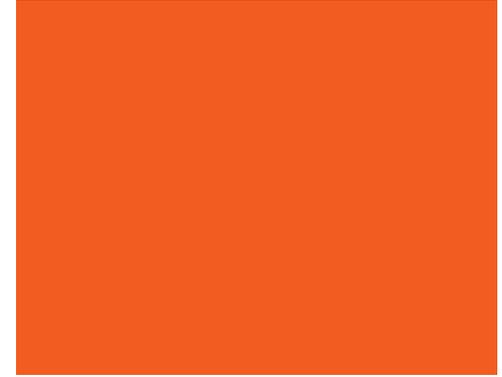




Image: Michael Boswell



# DOWNTOWN WATERFRONT STRATEGIC PLAN

City of Morro Bay

January 2018

# ACKNOWLEDGMENTS

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# TABLE OF CONTENTS

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1. Introduction	1.1
1.1 Project Area and Purpose	1.2
1.2 Community Conversations	1.7
1.3 Document Organization	1.16
2. Vision Plan	2.1
2.1 Vision Key Themes	2.2
2.2 Opportunity Sites	2.9
2.3 Catalyst Projects	2.15
3. Design Guidelines	3.1
3.1 Introduction	3.3
3.2 General Design Guidelines	3.6
3.3 Downtown Specific Design Guidelines	3.26
3.4 Waterfront Specific Design Guidelines	3.30
4. Implementation	4.1
4.1 Implementation Action Plan	4.2



# 1 INTRODUCTION



- 1.1 Project Area and Purpose
- 1.2 Community Conversations
- 1.3 Document Organization

## CHAPTER 1



# 1.1 Project Area and Purpose

## Project Area

The downtown and waterfront areas comprise the social, economic, and cultural heart of Morro Bay. These areas are the center of commerce, arts, and entertainment for the city and home to a number of community amenities and destinations, including City Park, Bay Theater, the public library, City Hall, and the in-progress Maritime Museum.

The waterfront has a maritime feel, combining a working waterfront for commercial and recreational purposes with tourist-serving retail. It is adjacent to the bay and extends east to a bluff that serves as the dividing line between the waterfront and downtown. Downtown is located uphill from the waterfront and includes a variety of uses such as residential, retail, office, service commercial, and tourist-serving uses. The greatest number of hotels



and motels in Morro Bay are located in this area above the bluff. Restaurants and retail uses are concentrated along Morro Bay Boulevard, particularly near its intersection with Main Street.

The Downtown Waterfront Strategic Plan (Strategic Plan) area is generally defined by the waterfront to the west, Kern Avenue to the east, Beach Street to the north, and Pacific Street to the south. The plan area is illustrated in **Figure 1.1**.

## Purpose

The purpose of this Strategic Plan is to connect and enhance Morro Bay's downtown and waterfront areas and provide a more uniform feel to each district. The Strategic Plan summarizes the outcomes of a community-based visioning process and will serve as a guide for private development and public investment and decision-making over the next 5 to 10 years. This plan, in conjunction with the Morro Bay General Plan, Local Coastal

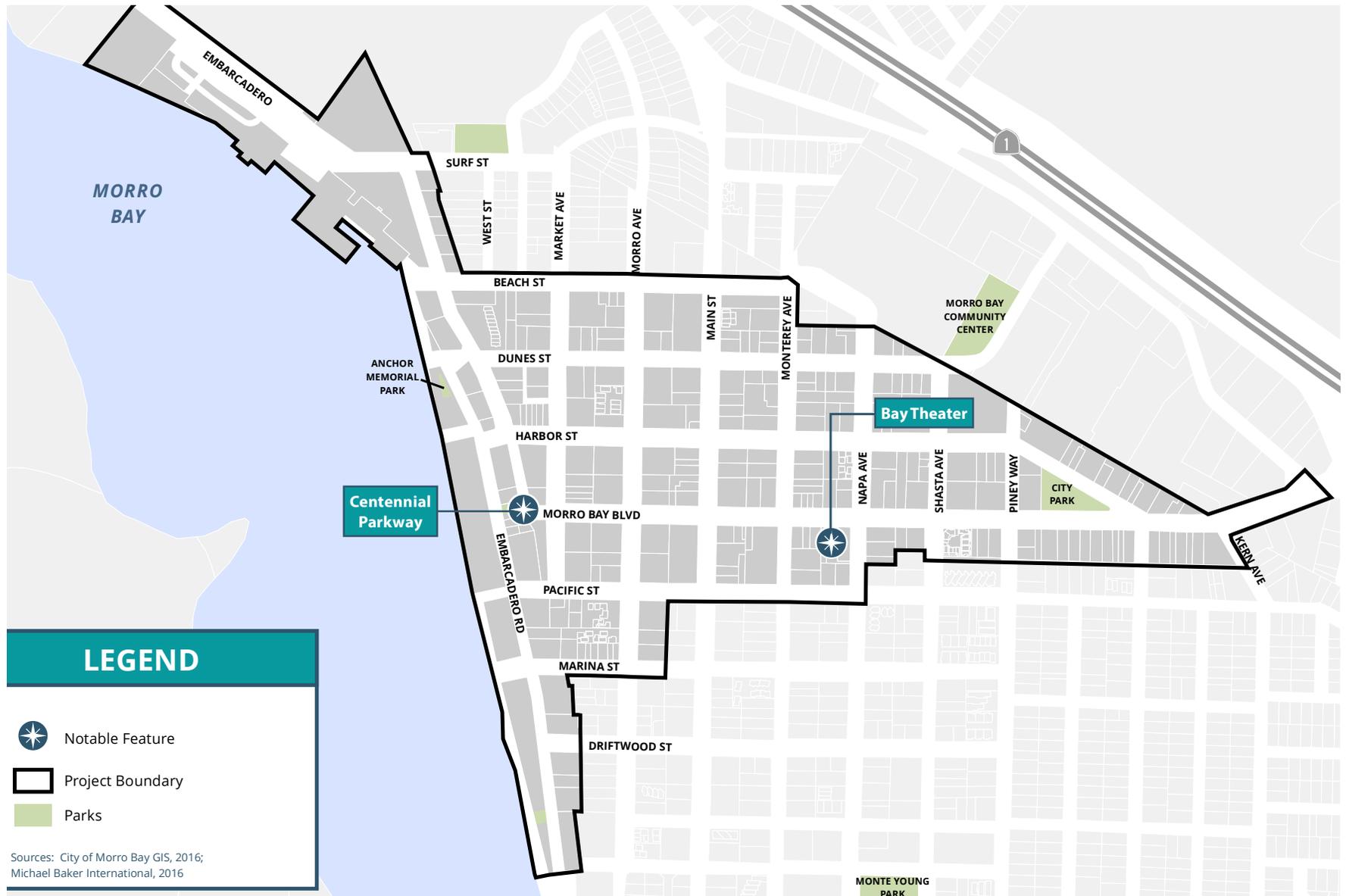
## CHAPTER 1



Program, and Zoning Code, provides a framework for property owners, the development community, and City staff to implement projects and develop properties consistent with the vision, goals, and strategies outlined in the document. In addition, portions of this plan that apply to the waterfront area will serve as a guide for the next update of the Waterfront Master Plan.

The Strategic Plan serves as a catalyst for change in downtown and along the waterfront, identifying priorities for public spending and projects needed to improve the community. Community revitalization often begins with public investment in the planning and design process. Changes to both the public realm (e.g., streets and parks) and the private realm (e.g., buildings) are brought about by a commitment to public, private, and public/private partnership projects that lead to area-wide improvements.

Figure 1.1 Project Area



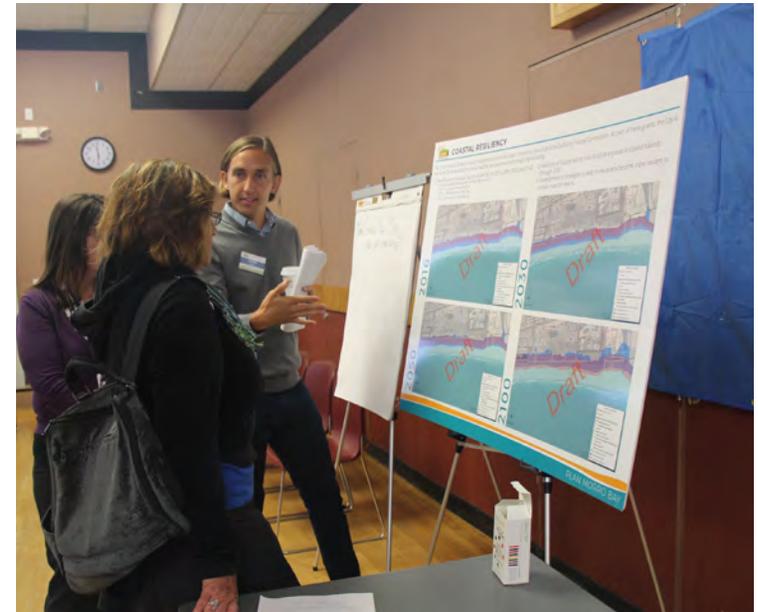
## CHAPTER 1



### Plan Goals

To guide the development of the Strategic Plan, a set of plan goals were developed at the outset of the project to establish the planning framework and project understanding. These goals created a starting point for development of more detailed strategies found in this Strategic Plan. The plan goals are:

- Provide a vision for the downtown and waterfront areas
- Connect the two areas
- Develop design guidelines to enhance the character and signage of the districts
- Identify policies and projects to achieve the vision
- Create a tool for a clear path to implementation



## 1.2 Community Conversations

The Downtown Waterfront Strategic Plan project began in April 2016. The project team met with the Morro Bay Community Development Department to create a shared understanding of the project purpose and establish a clear set of objectives. A comprehensive community engagement strategy was carried out to ensure that the Strategic Plan reflects the values and desires of the community, which included:

- Stakeholder interviews
- General Plan Advisory Committee (GPAC) meetings
- Media outreach
- Community workshops

The following summarizes the outreach and engagement efforts, tools, and key themes resulting from outreach activities.

### Stakeholder Interviews

In July 2016, the project team met with a number of community members, including residents, business owners, developers, and representatives from community organizations. The purpose of these interviews was to listen to the community members express their views, concerns, and aspirations for downtown and the waterfront. The questions were intended to solicit an understanding of issues and opportunities in each district, and what types of improvements community members would like to see in the area. The primary themes that emerged from the stakeholder interviews included:

- Improve connections, wayfinding, and signage between downtown and the waterfront.
- Improve maintenance in both the public and private realms to show a sense of pride.
- Improve circulation along the waterfront, including wider sidewalks, contiguous lateral access, and multimodal balance.
- Develop vacant parcels between the waterfront and downtown, or convert them into community spaces.
- Add activities and events for a broader range of age groups.
- Support/promote the working waterfront/fishing industry.
- Create a key destination(s) to attract people to Morro Bay. Ideas include the Maritime Museum (currently in progress), an aquarium/research center, and/or an event/meeting facility.
- Install gateway features/signage to draw people in and announce arrival into Morro Bay.
- Introduce mixed-use development in downtown.
- Create additional public spaces, plazas, and outdoor performance venues.
- Add/improve parking and public transit to the waterfront.
- Attract a more varied demographic of visitors with higher-end facilities and retail.

- Install streetscape improvements, including a cohesive look/theme and additional lighting, signage, bulbouts, trash cans, and outdoor seating.

## General Plan Advisory Committee Meeting

On July 21, 2016, the project team solicited more detailed direction on priority projects and design guideline topics from the GPAC. The key themes that emerged included the following:

Top private improvements:

- Empty lot across from the Blue Sail Inn
- Empty lots along Morro Bay Boulevard between Morro and Market Avenues
- Empty lot at Beach and Main Streets

Top public improvements:

- Centennial Staircase (including an outdoor performance area)
- Walkability along the water
- Morro Bay Boulevard from Main Street to Centennial Staircase
- Wayfinding signage to and between downtown and the waterfront
- Circulation improvements for all modes along the Embarcadero

**Waterfront and Downtown Design Preferences:**

	Waterfront	Downtown
<b>Like</b>	<ul style="list-style-type: none"> <li>• Transparency of windows and doors</li> <li>• Increased use of 2<sup>nd</sup> floor areas as short-term rentals (motel, B&amp;B)</li> <li>• Appropriate and inviting signage</li> <li>• Eclectic architectural styles (including modern elements)</li> <li>• Human scale elements</li> <li>• Bay-oriented landscaping</li> <li>• Nautical/seaside theme</li> </ul>	<ul style="list-style-type: none"> <li>• Human scale elements</li> <li>• Transparency of windows and doors</li> <li>• Mix of uses (including residential)</li> <li>• Absence of chain stores</li> <li>• Outdoor amenities (dining, seating)</li> <li>• Small town “feel”</li> <li>• Older, eclectic buildings</li> <li>• Benches, trees, planters</li> <li>• Generally 2 stories or less</li> </ul>
<b>Dislike</b>	<ul style="list-style-type: none"> <li>• Awful signage</li> <li>• Discontinuity of lateral access</li> <li>• Overly modern buildings</li> <li>• Unattractive/poorly maintained parking areas</li> <li>• Narrow walkways</li> </ul>	<ul style="list-style-type: none"> <li>• Two-story limit on buildings</li> <li>• Uneven walkways</li> <li>• Unkempt/poorly maintained look</li> <li>• New buildings out of character with old ones</li> <li>• Lack of landscaping and trees</li> <li>• Too many thrift stores on Morro Bay Boulevard</li> </ul>

**Workshop 1**

The first community-wide visioning workshop for the Downtown Waterfront Strategic Plan was held on June 16, 2016. Approximately 40 participants attended the workshop. The team started the meeting by introducing the community to the project and presenting



key findings from the preliminary analysis. The workshop was highly interactive and included presentations, a visioning activity, a mapping exercise, and facilitated small group discussions.

As a welcome activity, participants were invited to imagine their ideal future, and write a postcard to a friend that described what downtown Morro Bay and the waterfront would look and feel like from this future perspective. There was general agreement among participants that the downtown and waterfront areas should remain affordable, welcoming, and eclectic into the future. In addition, many participants imagined a future that includes improved connectivity between downtown and the waterfront, especially for bicycles and pedestrians, along with additional green space, clean energy, and a vibrant economy.

Next, participants were asked to take part in a small group mapping activity to identify up to three assets and three opportunity sites in the waterfront and downtown areas.

## CHAPTER 1

Many common themes emerged regarding aspects of downtown and the waterfront that participants perceived as community assets. Among the most cited assets were existing community character (including the look and feel of the buildings, streets, and businesses), natural beauty (including views of the water and the rock, parks, animals, and recreational activities), and ease of mobility and circulation for pedestrians and transit-users. For opportunity areas, many participants discussed ways that the buildings, streetscapes, and circulation within and between downtown and the waterfront could be improved. Ideas and suggestions included:

- Façade improvements
- Development of vacant lots
- Construction of mixed-use and multistory buildings downtown
- Transforming the power plant into an aquarium or other cultural use
- Pedestrian and bicycle connectivity and safety improvements
- More frequent trolley service
- Improved handicap accessibility
- Reduced traffic/congestion along the Embarcadero
- Better maintenance of public spaces and facilities
- Installation of gateway signage in downtown and at Centennial Staircase
- Construction of a visitors center
- Increased facilities for boating

### Workshop 2

A second community-wide workshop for the Downtown Waterfront Strategic Plan was held on October 12, 2016. Approximately 38 participants were present, along with City staff, the project team, GPAC members, and an elected official. The main purpose of this workshop was to gather community input on design preferences for streets and buildings and confirm the list of potential projects to catalyze future improvements and investment in the downtown and waterfront areas.



After a brief presentation summarizing the project and outreach to date, participants were organized into small groups for a design character activity. The lead facilitator presented a series of slides illustrating the design features of buildings, streetscapes, public spaces, and signage. The slideshow then called out potential design themes for design elements such as building characteristics, streetscape furnishings, gateway features, and signage. Participants were provided with a matching large-format activity sheet that asked them to identify which design themes they preferred for various design elements for downtown and the waterfront. The preferred design themes were as follows:

Design Element	Preferred Design Theme	
	<i>Downtown</i>	<i>Waterfront</i>
Character-Defining Building Elements	Eclectic/Quirky	Nautical/Seaside
Streetscape Furnishings	Eclectic/Artsy	Nautical/Seaside
Gateway Features	Archways	Sculptural/Art
Signage	Figurative/Whimsical	Nautical/Rustic

## CHAPTER 1

Next, each small group facilitator led an activity to confirm the preliminary list of opportunity sites for potential new development, and participants were asked to provide input on seven potential catalyst projects for the downtown and waterfront areas. Similar to the previous activity, participants were asked to select and discuss preferred option(s) for each project. The preferred options for each catalyst project were as follows:

Catalyst Project	Preferred Option
Project 1: Fishing industry supportive uses and activities	Fresh seafood and local farmers market
Project 2: Harbor Walk	Boardwalk
Project 3: Educational, historical, and cultural uses	Maritime/cultural/historical museum
Project 4: Ecotourism/harbor-side and water-based sports and recreation/waterfront experience	Water-based sports and land-based activities (tie)
Project 5: Family-oriented activities and entertainment	Outdoor activities
Project 6: Full service hotel and meeting facilities	Water/bluff location
Project 7: Mixed use	Residential over retail

In addition, participants were asked to identify priority catalyst projects. Overall, participants were very interested in completing the existing Harbor Walk, supporting the fishing industry, promoting educational and cultural uses along the waterfront, and adding mixed-use residential over retail or community spaces in downtown.

### Workshop 3

The third community-wide workshop for the Downtown Waterfront Strategic Plan was held on February 2, 2017. Along with City staff and the project team, approximately 30 participants were present, including GPAC members and two elected officials. The main purpose of this workshop was to gather community input on key components of the draft plan.



The workshop was set up in an open house format in which participants were invited to circulate among four exhibits that presented the key sections of the plan: vision, opportunity sites and catalyst projects, design guidelines, and implementation. Participants were asked to identify any important items or issues that they felt were not reflected in the plan. In general, comments were minimal and suggested support for the catalyst projects and implementation actions identified in the plan. Additional suggestions included:

- Expand the bike path all the way to Tidelands Park.
- Close the Embarcadero to vehicle traffic.
- Focus on maintenance of public spaces/restrooms and the provision of basic infrastructure such as trash cans and bike racks.
- Build a parking structure downtown.
- Ensure that there is consistent wayfinding signage to direct users to coastal access points, public restrooms, and other amenities.
- Place the full service hotel/meeting facilities next to the Maritime Museum.

# 1.3 Document Organization

This Strategic Plan is an action-oriented document that provides a framework to support the community's vision for downtown and the waterfront. It includes the following chapters:

1. Introduction. This chapter explains the purpose of the Strategic Plan, describes the project outreach process, and includes the project goals.
2. Vision Plan. This chapter establishes the overall vision for design and character within downtown and the waterfront. Included in this chapter are the key vision themes, opportunity sites, and catalyst projects that were identified through the public outreach and engagement process. The vision outlines the community's desired future for these districts; the opportunity sites identify underutilized sites where new development that would further the vision could occur; and the catalyst projects identify activities that would spur positive change and enhance the physical environment.
3. Design Guidelines. This chapter provides guidance for the design of buildings, streets, and public spaces in the plan area.
4. Implementation. The Strategic Plan has many components, and its vision cannot be achieved overnight. This chapter establishes implementation actions, phasing, financing, and other information related to how the Strategic Plan can implement the vision established in Chapter 2. The implementation actions represent the physical improvements, programs, and projects that need to be carried out for the Strategic Plan to be realized.

# 2 VISION PLAN



- 2.1 Vision Key Themes
- 2.2 Opportunity Sites
- 2.3 Catalyst Projects

## CHAPTER 2



### 2.1 Vision Key Themes

The seven key themes listed below set the foundation and clear direction for the Strategic Plan's vision for the future of Morro Bay's downtown and waterfront.

#### **The future downtown and waterfront of Morro Bay will...**

#### **1. Preserve and enhance the town's rich fishing industry history and working waterfront**

- Enhance the small beach town character of Morro Bay
- Preserve Morro Bay as a quaint fishing village
- Promote Morro Bay's unique history and cultural heritage
- Support the city's working waterfront and commercial fishing industry



## 2. Be unique, eclectic, charming, and artistic places that stand apart from other seaside communities

- Support local, independent businesses that preserve the area's identity as an important and unique shopping destination
- Create a welcoming atmosphere for both residents and visitors
- Promote Morro Bay as a family-friendly destination
- Integrate public art into the physical fabric of the community (e.g., Centennial Staircase)

## CHAPTER 2



### 3. Be vibrant and economically diverse places to live, visit, and work

- Preserve and enhance affordable housing options
- Create a vibrant environment, with activities and uses that will attract residents and visitors during the day and evening hours
- Offer visitor-serving uses that enhance public access to the coastline
- Promote a diverse mix of commercial uses, providing a broad range of goods and services
- Offer numerous creative and unique small-shop choices and dining options at every price point
- Provide a range of employment opportunities



#### 4. Preserve and enhance memorable views and connections from downtown to the beach, waterfront, and Morro Rock

- Provide safe and convenient public access to the beach and waterfront
- Extend the Morro Bay Harbor Walk
- Preserve view corridors to the bay
- Install gateways with signature elements, materials, and plantings to announce arrival and welcome visitors into the downtown and waterfront areas

## CHAPTER 2



### 5. Provide convenient opportunities to walk, trolley, and bike safely

- Create safe, clean, and convenient streets and pathways for both pedestrians and bicyclists
- Encourage pedestrian-only or shared streets
- Promote accessibility for all transportation modes and users, especially pedestrians and bicyclists
- Provide a high-quality, aesthetically pleasing pedestrian environment that encourages walking, featuring trees, benches, lighting, and other amenities, outdoor dining areas, and other open spaces



## 6. Showcase opportunities to discover and highlight Morro Bay's natural beauty

- Create a network of outdoor spaces to socialize, enjoy quiet and natural serenity, and appreciate views of the bay
- Promote water sport and waterfront activities such as paddle boarding, fishing and kayaking
- Protect natural wildlife, such as sea otters, seals, and birds
- Provide activities for people of all ages, from youth to seniors
- Promote exciting cultural venues and family-oriented activities
- Offer community outdoor events that reinforce a shared sense of community and place

## CHAPTER 2



### 7. Support a thriving and robust local economy and tourist industry

- Promote renewable energy sources
- Support a robust fishing industry
- Provide a variety of good paying jobs in clean energy
- Promote ecotourism
- Expand office and technology business opportunities
- Create a business-friendly environment
- Encourage installation of water bottle filling stations
- Install urban greenery and stormwater mitigation in the public realm

## 2.2 Opportunity Sites

An analysis of opportunity sites was conducted to determine potential public and private projects in the downtown and waterfront areas. These sites synthesize feedback received from the public during community workshops, stakeholder interviews, direct input from the GPAC on private and public opportunity sites, parcels identified by Chabin Concepts in the *Morro Bay Economic Development Roadmap Working Paper*, and information received from City staff. City-owned, underutilized, and vacant parcels were also analyzed to determine sites where new development or public improvements could occur. Vacant parcels may also be appropriate for interim uses such as parking, passive recreation, outdoor family recreation, and community events. Other opportunity sites, including the street ends on the bayside of the Embarcadero, are discussed in the Economic Development Strategic Plan prepared by Chabin Concepts for the City.

Fifteen opportunity sites and five opportunity corridors are identified in the plan area (see **Figure 2-1**). Parcel-specific sites with the potential for public or private development are shown in red. Yellow dashed lines identify corridors where the community indicated a desire for streetscape improvements, such as lighting, bike lanes, or enhanced sidewalks. Most of the opportunity areas are clustered around Centennial Parkway and surrounding City-owned and vacant parcels in order to enhance connections between downtown and the waterfront.

## CHAPTER 2

### Figure 2-1 Map of Opportunity Sites





1 Coastal access



2 Centennial Parkway



3 Vacant lot at Harbor & Front



4 Embarcadero corridor

## CHAPTER 2



5 Triangle parking lot



6 Vacant lots at Market & Morro Bay Blvd



7 City lots at Embarcadero & Pacific



8 Vacant lot at Embarcadero & Marina



9 Vacant lot at Harbor & Morro



10 Underutilized lots at Harbor & Monterey



11 Morro Bay Blvd corridor



12 Traffic circle at Morro Bay Blvd & Quintana

## CHAPTER 2



**13** Underutilized area NE of City Park



**14** Vacant lots at Front & Harbor



**15** Harbor Street corridor



## 2.3 Catalyst Projects

The catalyst projects are the top priority actions identified throughout this planning process to catalyze improvements in the downtown and waterfront areas. These projects are described below in greater detail, including suggested timing of implementation. Many of these projects should be initiated in the near term (within 1 to 3 years) after the adoption of this plan to promote revitalization in downtown and along the waterfront. Opportunity sites are identified for each catalyst project, to indicate potential locations where the project could be successfully implemented. Some sites may not be large enough to accommodate an entire catalyst project and will thus require assembly of surrounding parcels, while other sites may be able to accommodate more than one project. Many of these projects will require public and private collaboration to successfully execute. They are not listed in any particular order, and do not reflect priority of implementation.

# PROJECT

## POTENTIAL OPPORTUNITY SITES FOR THIS PROJECT

1

**Lead Responsibility:** Morro Bay Community Development

**Support Role:** Morro Bay Harbor Department; Morro Bay Public Works Department

**Timing:** Initiate the planning process by summer 2017.

## Catalyst Project A: Harbor Walk

### **Description:**

Develop a comprehensive plan for the Harbor Walk to ensure a continuous pathway along the water's edge that is uniform in design. The plan should include a diagram showing the desired location of the pathway and a palette of preferred design styles and elements including materials, lighting and furnishings. The process to develop the plan should involve the community and reflect community preferences for materials and styles.

### **Why Is This a Priority?**

Morro Bay's waterfront currently lacks a clear and continuous designated pathway along the harbor's edge. There are a few sections of pathway and a number of viewing points and public plazas for visitors and residents to meet, socialize and enjoy the views. Gaps in the pathway should be completed to form a seamless pathway that improves access to the waterfront. The proposed Harbor Walk should be designed to attract visitors and residents to the waterfront to support local businesses. The Harbor Walk should be a signature amenity for the community.

**Potential Funding Source:** Grant funded



# PROJECT B

## POTENTIAL OPPORTUNITY SITES FOR THIS PROJECT

3

5

7

8

**Lead Responsibility:** Morro Bay Community Development

**Support Role:** Developer

**Timing:** Initiate an RFP process seeking designs and a developer to partner with on this project by 2019.

## Catalyst Project B: Morro Bay Seafood and Local Goods Market

### **Description:**

Through a public/private partnership, design and build a seafood and local goods market in the waterfront area to sell fresh and local seafood, produce, flowers, and artisanal products. The seafood and local goods market will be a place for local farmers, fishermen, and artisans to showcase and sell their products directly to consumers. The seafood and local goods market can feature indoor and outdoor vendor stalls, ready-to-eat items, and outdoor dining. It will be a bustling and vibrant venue that attracts both locals and visitors to the area.

### **Why Is This a Priority?**

Currently, there are a couple of places on the waterfront to purchase both fresh and ready-to-eat items directly from local fishermen. However, these places are tucked away and not directly visible from the street. This concept could be expanded to create a larger and more visible operation that features a greater variety of regional products to support local businesses and provides an exciting place to shop and eat.

**Potential Funding Source:** Public/private partnership



# PROJECT

POTENTIAL  
OPPORTUNITY SITES  
FOR THIS PROJECT

2

3

4

8

**Lead Responsibility:** Morro Bay Chamber of Commerce and Developers

**Support Role:** Morro Bay Community Development, Morro Bay Recreation Services

**Timing:** Seek and secure funding for a family-oriented activity or event by the middle of 2018.

## Catalyst Project C: Family Outdoor Entertainment

### **Description:**

Encourage development of outdoor family-oriented entertainment activities, such as an adventure playground, trampoline park, splash fountain and/or pickle ball. In addition, promote year-round events such as a lighted boat parade on July 4, “Witches of Morro Bay” at Halloween, and music concerts and picnics in the park.

### **Why Is This a Priority?**

The downtown and waterfront area currently lacks sufficient entertainment for people of all ages. Additional outdoor events and activities for families will provide more entertainment opportunities and bring more life to these areas. In addition, these activities will promote healthy living by encouraging play and physical activity.

**Potential Funding Sources:** Grants; User Fees; Developer Impact Fees; Benefit Assessment Districts; Mello-Roos Community Facilities District; General Fund



# PROJECT

## POTENTIAL OPPORTUNITY SITES FOR THIS PROJECT

9

10

13

**Lead Responsibility:** Morro Bay Community Development

**Support Role:** Developer

**Timing:** Initiate an RFP process seeking designs and a developer to partner with on this project by 2024.

## Catalyst Project D: Creative Mixed-Use Project

### **Description:**

Utilize an RFP process to seek designs for a mixed-use project with residential units over ground floor cooperative retail and creative maker space. The residential units may provide artists-in-residence live/work spaces where artisans can live, work and sell their products all in the same complex. The makerspace can also offer specialized classes to children and adults to grow appreciation for arts and crafts in Morro Bay.

### **Why Is This a Priority?**

The creative mixed-use project will support art and culture in Morro Bay. Smaller unit, multi-family residential units provide more affordable options for artists to live in the area. Makerspace provides opportunities for new and established artists to collaborate and learn from one another, and provides access to specialized tools and resources that are otherwise unattainable.

**Potential Funding Source:** Public/private partnership, Community Development Block Grants, Low Income Housing Tax Credit, General Fund



# PROJECT

## POTENTIAL OPPORTUNITY SITES FOR THIS PROJECT

1 3 4 7 8

**Lead Responsibility:** Morro Bay Community Development, Chamber of Commerce, and local businesses

**Support Role:** Morro Bay Harbor District, Public Works Department, and Recreation Services

**Timing:** Meet with existing and potential business owners interested in ecotourism by the middle of 2018.

## Catalyst Project E: Ecotourism

### **Description:**

Ecotourism involves visiting pristine, fragile, relatively undisturbed areas. It is a low-impact and small-scale alternative to conventional tourism. Some proceeds may go towards conservation/environmental protection. The City encourages the expansion of outdoor harborside ecotourism activities, such as surfing, camping, hiking, birdwatching, kayaking, dragon boat races, stand-up paddle boarding, wooden boat shows, tall sailing ships, tours of fishing boats, guided kayak/canoe tours, and bike rentals. Meet with local and prospective business owners to identify how the City can further support growth of ecotourism opportunities. Providing infrastructure to facilitate various types of ecotourism is the goal of this catalyst project.

### **Why Is This a Priority?**

The waterfront is and will continue to be a draw for locals and visitors to enjoy the natural beauty around the bay. The harborside walk identified in Project A will create a new opportunity for a continuous path along the waterfront and improved access to the waterfront. These activities will provide more entertainment opportunities for people of all ages, and promote a healthy lifestyle.

**Potential Funding Sources:** Staff time



# PROJECT

## POTENTIAL OPPORTUNITY SITES FOR THIS PROJECT

- 3
- 5
- 6
- 7
- 8
- 9
- 14

**Lead Responsibility:** Morro Bay Community Development, Central Coast Maritime Museum

**Support Role:** Developer/Builder

**Timing:** The first phase of expansion of the Central Coast Maritime Museum is currently under way. Seek designs for a larger museum facility by the end of 2027.

## Catalyst Project F: Cultural/Maritime/Historical Museum

### *Description:*

Work with the Central Coast Maritime Museum to expand upon and build a permanent cultural, maritime and/or historical museum. The museum should engage the local community, visitors, and educational groups to ensure the programs and collections serve their needs. The structure can be built as an iconic landmark to reflect the unique character of Morro Bay and to create an architectural legacy for the community. The development should provide inviting outdoor public spaces where the community can come together.

### *Why Is This a Priority?*

The project will provide opportunities to appreciate, understand, and promote the natural and cultural heritage of Morro Bay. Cultural facilities can be a focal point and center of activity for visitors and residents. They provide opportunities for entertainment, learning, and support new jobs.

**Potential Funding Source:** Public/private partnership, staff time, General Fund



# PROJECT

## POTENTIAL OPPORTUNITY SITES FOR THIS PROJECT

1 3 7 8 14

**Lead Responsibility:** Morro Bay Community Development

**Support Role:** Developer

**Timing:** Initiate a marketing campaign seeking designs or a developer and engage a real estate broker to partner with on this project by the end of 2018. Implementation ongoing.

## Catalyst Project G: Full Service Hotel & Meeting Facilities

### *Description:*

Utilize an RFQ process to seek designs for a full service hotel and meeting facilities project located on the bluff/waterfront. The project should reflect the local character of the waterfront area, as identified in Chapter 3 Design Guidelines. Potential locations, which may require the purchase of surrounding lots, will be assessed and carefully planned in relation to the surrounding context of the site. The complex should respect local topography and provide expansive views of the bay. The space may incorporate other desirable community amenities, such as a restaurant/bar, and should provide plenty of indoor and outdoor public places to gather.

### *Why Is This a Priority?*

Morro Bay provides a number of affordable hotel options, but there is a gap in the market for a full service hotel. The hotel and meeting facilities will provide much needed meeting space within the community, and an increase in hotel visitors will support local businesses.

**Potential Funding Source:** Public/private partnership, General Fund



# PROJECT

## POTENTIAL OPPORTUNITY SITES FOR THIS PROJECT

11 12 15

**Lead Responsibility:** Morro Bay Community Development

**Support Role:** Morro Bay Public Works, community members, and local artists

**Timing:** Complete draft of the Streetscape Furnishing Palette by the end of 2019.

## Catalyst Project H: Downtown Streetscape Furnishing Palette

### **Description:**

Develop a streetscape furnishing palette (e.g., street lighting, benches, tree grates, trash bins, bollards, planters, paving materials) and a landscaping palette (e.g., street trees, planter strip, and median landscaping) for downtown. Consider removing some of the unneeded stop signs on Morro Bay Boulevard as they currently act as a deterrent to cars on that street. Integrate landscaping standards appropriate for the local climate, to include consideration of hardy and drought-tolerant species, as well as community design preferences for custom-style furnishings and material. Review the City's street tree list and amend as needed, ensuring that selected trees are complementary. Furnishing designs should reflect the existing character of the downtown by using traditional designs and materials that incorporate eclectic or artistic elements. Traditional streetscape furnishings include wood or metal-slatted benches, gas-lamp or luminaire-shaped streetlamps, streetlight poles with banners and hanging baskets, metal trash receptacles, colorful planters, and simple pole or u-shaped bike racks. However, such furnishings can be custom-made to fit the eclectic identity of Morro Bay, by incorporating bright colors and integrating public art such as tiles/mosaics, sculptural forms, and/or figurative elements that will add a distinctive twist. The following images provide a selection of materials, styles, and other design ideas that can be used to create a custom streetscape furnishing and materials palette for downtown.

### **Why Is This a Priority?**

The downtown area currently lacks amenities needed to create a comfortable and safe environment for pedestrians and cyclists. Attractive and coordinated streetscape furnishings create a uniform street design and contribute to a clear identity. Before streetscape amenities can be installed, the City should work with the community and local artists to identify preferred furnishings and develop a uniform palette for downtown.

**Potential Funding Source:** Benefit Assessment District, Capital Improvement Funds, General Fund



# PROJECT

## POTENTIAL OPPORTUNITY SITES FOR THIS PROJECT

4

**Lead Responsibility:** Morro Bay Community Development

**Support Role:** Morro Bay Public Works, community members, and local artists

**Timing:** Complete draft of the Streetscape Furnishing Palette by the end of 2019.

## Catalyst Project I: Embarcadero Streetscape Furnishing Palette

### *Description:*

Develop a streetscape furnishing palette (e.g., street lighting, benches, tree grates, trash bins, bollards, planters, paving materials) and a landscaping palette (e.g., street trees, planter strip, and median landscaping) for the Embarcadero. Integrate landscaping standards appropriate for the local climate, to include consideration for protection from wind, as well as community design preferences for custom-style furnishings and materials. Furnishing designs should reflect the existing character of the waterfront area by using nautical-themed designs and materials. Nautical elements include boat shapes, portholes, references to marine wildlife, ropes, anchors, lighthouses, and muted seaside colors. Materials that fit with the bayside character and location of the Embarcadero include rustic and natural wood, glass, and metal. The following images provide a selection of materials, styles, and other design ideas that can be used to create a standard streetscape furnishing and materials palette for the Embarcadero.

### *Why Is This a Priority?*

The waterfront area currently has a number of amenities that create a comfortable and safe environment for pedestrians and cyclists; however, these amenities lack a cohesive design style. Unified streetscape furnishings will beautify the project area and establish a clear and unique sense of place. Before streetscape amenities are installed, the City should work with the community and local artists to identify preferred furnishings and develop a uniform palette for the Embarcadero.

**Potential Funding Source:** Benefit Assessment District, Capital Improvement Funds, General Fund



# PROJECT J

## POTENTIAL OPPORTUNITY SITES FOR THIS PROJECT

5

**Lead Responsibility:** Morro Bay Harbor Department

**Support Role:** Morro Bay Harbor Department, Public Works, developers, business owners, Boatyard/Haulout Ad Hoc Committee

**Timing:** Initiate the planning and RFP/RFQ process by summer 2017.

## Catalyst Project J: Boatyard & Haulout Facility

### **Description:**

Assess acquisition and management strategies, identify a site, and utilize an RFP/RFQ process for construction of a boatyard and haulout facility capable of hauling out, repairing, maintaining, and storing vessels, located along the northern Embarcadero. A boatyard and haulout facility would serve the needs of a broad range of marine users including commercial fishermen, recreational boaters, the Commercial Passenger Fishing Vessel (CPFV) fleet, Coast Guard, and Harbor Department.

### **Why Is This a Priority?**

The working waterfront and a working commercial fishing port are valuable and unique resources and are an important part of the City and County's tourism industry. The existing boatyard in Morro Bay at 261 Main Street (Morro Bay Boatyard) is limited by its capacity to accommodate approximately one 30-foot boat at a time. A larger boatyard and haulout facility is needed to allow users to haul their vessels out of the water for regular maintenance and major repairs. Such a facility could also attract visiting vessels, adding a diversity of potential patrons and setting the stage for growth and success of the commercial and recreational fishing industries. In addition, an enhanced boatyard and haulout facility is needed so that City can react appropriately to protect the sensitive estuary in the event of an oil (or other hazardous liquid) leak from a compromised or derelict vessel.

**Potential Funding Source:** Public/private partnership, General Fund, grant funding



Photo Credit: Flickr user Venture Minimalists

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# DESIGN GUIDELINES

# 3



3.1 Introduction

3.2 General Design Guidelines

3.3 Downtown Specific Design Guidelines

3.4 Waterfront Specific Design Guidelines



Image: Michael Boswell

## 3.1 Introduction

The following design guidelines will help achieve the overarching vision for Morro Bay's downtown and waterfront by perpetuating quality development that will complement and enhance the project area's eclectic style and small, seaside character. The guidelines apply to public improvements as well as all private development that occurs in the project area, addressing the design of both new buildings and renovations to existing structures. Development along the waterfront is required to comply with the Waterfront Master Plan (WMP).

The intent of the design guidelines is to:

- Preserve the eclectic charm and small-town seaside character of Morro Bay.
- Improve connectivity between downtown and the waterfront.
- Encourage high-quality materials and architectural elements that enhance the character and identity of the downtown and waterfront areas.
- Create a coordinated and consistent design theme for public facilities including sidewalks, public restrooms, planters, street furniture, benches, signs, and light poles along the Embarcadero and Morro Bay Boulevard.
- Facilitate continuous lateral access along the waterfront.
- Preserve public view corridors to the harbor, bay sandspit, and Morro Rock.
- Foster a strong sense of community, through functional, safe, and well-designed private and public spaces.

The design guidelines will be a component for development approvals of all public improvement and private development projects in the downtown and waterfront. Plans will be reviewed against these design guidelines to ensure that they meet the intent of the guidelines. Conformance with the guidelines below is encouraged, but not necessarily required. Alternative design solutions are permitted provided that they meet the overall objectives of this document.

## CHAPTER 3

These guidelines are organized into: 1) guidelines applicable to both the downtown and waterfront, 2) supplemental guidelines applicable specifically to the downtown, and 3) supplemental guidelines applicable specifically to the waterfront. Projects will be subject to both the general design guidelines and their area-specific guidelines. The boundary between the downtown and waterfront follows the bluff line, as illustrated in **Figure 3-1 Downtown and Waterfront Area Boundaries**. If a parcel is split by the boundary, City staff will exercise discretion to apply either the downtown guidelines or the waterfront guidelines. While the design themes for the downtown and waterfront should complement each other, each area has a distinctive identity and character. The design character of downtown is predominantly traditional, with eclectic and artistic enhancements, whereas the waterfront is celebrated for its nautical and rustic character.

Figure 3-1 Downtown and Waterfront Area Boundaries



# 3.2 General Design Guidelines

## I. Site Design

1. A consistent street frontage should be maintained along the waterfront. Buildings and site design shall provide a continuity of interest and facilitate pedestrian movement along the street frontage.
2. Building frontages facing a street or public space should be located at the corresponding property line and/or sidewalk edge (zero setback), unless space between the building and sidewalk is to be used for outdoor pedestrian spaces such as plazas and forecourts.
3. Buildings should be oriented so that the primary façades and key pedestrian entries face major streets and plazas.
4. Commercial and mixed-use development should occur at the front edge of the property line unless outdoor dining or a recessed entry is proposed.
5. Service facilities such as trash enclosures and mechanical equipment should be located away from public pathways and gathering spaces, and screened from view.
- 6.

## II. Buildings

### A. Height, massing, and scale

1. Height
  - a. Downtown: Allowed heights in downtown are detailed in the Morro Bay Municipal Code, Title 17 - Zoning.
  - b. Waterfront: Allowed heights in the waterfront are detailed in the Waterfront Master Plan and in the Morro Bay Municipal Code, Title 17 - Zoning.
2. The scale of new infill developments should complement existing structures while providing a sense of human scale and proportion.
3. Transitions in scale and character at the interface between residential and nonresidential land uses that maintain consistency and compatibility in terms of the physical characteristics of the site and structures are encouraged to break up the mass of large-scale (frontage width greater than 50 feet) buildings. This can be accomplished by integrating one or more of the following approaches into a building's design:
  - a. Use articulation that replicates the area's urban design and traditional narrow storefronts. Articulation includes changes in



I.2



I.3



II.A.2

## CHAPTER 3

wall planes, upper-story building setbacks, and/or projecting or recessed elements.

- b. Incorporate architectural elements and details such as adding notches, grouping windows, adding loggias, dormers, and balconies, and varying cornices and rooflines.
  - c. Vary materials and colors to break up large wall planes and enhance key components of a building's façade (e.g., window trims, entries, projecting elements).
  - d. Design large buildings to appear as an aggregation of smaller "building blocks" rather than a single large block or box.
  - e. Vary sizes of elements to transition to smaller-scale buildings.
4. The use of upper-story setbacks is strongly encouraged to reduce the appearance of taller buildings, and increase amount of sunlight access. Consider opportunities to provide balconies and terraces on upper-story setbacks.
  5. Long horizontal rooflines on buildings with flat or low-pitched roofs should be broken up at intervals of no more than 50 feet. This can be accomplished through the use of architectural elements such as parapets, varying cornices, and roof height and/or form.
  6. Building heights should relate to adjacent sites to allow maximum sun and ventilation as well as provide protection from prevailing winds.
  7. Corners should be accentuated with height, articulation, and unique roof silhouettes to emphasize their presence.

### B. Façades

1. Along key commercial corridors (Embarcadero, Morro Bay Boulevard, Main Street), the majority of the street-oriented frontage should be occupied by active uses that are visually and physically accessible from the street.
2. Building walls facing public streets and walkways should provide visual interest to pedestrians. Variations such as display windows, changes in building form, and changes in material, texture, and/or color are encouraged. Blank façades are to be avoided.
3. Façades should be broken down into a series of appropriately proportioned structural bays or components.
4. Where the façade is divided into distinct structural bays (sections defined by vertical architectural elements such as masonry piers), awnings should be placed within the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion, and rhythm created by these structural bay elements, and nestle into the space created by the structural bay.
5. Designs should use architectural elements to enhance the character of building façades. It is important to note that the architectural elements described should be appropriate to and integrated into the overall design of the building and should not appear to have been merely added on to the outside. These can include cornices, lintels, sills, balconies, awnings, porches, and stoops.
6. Enliven facades using architectural details such as ornamentation, inset doorways and windows (e.g., transom windows), and



II.A.7



II.A.4



II.B.4



II.B.3



II.B.7

## CHAPTER 3

projecting elements such as entrance porches, stoops, balconies, porticoes, canopies, awnings, and trellises.

7. Upper stories should include expressive design features such as balconies and bay windows.
8. For infill structures, storefront windows, doors, entries, transoms, awnings, cornice treatments, and other architectural features should complement surrounding existing structures.
9. Commercial entrances should be recessed from the façade, creating a small alcove area.
10. Entries should be clearly visible from the street, accentuated from the overall building façade, and provide visual interest. This can be accomplished through the use of a differentiated roof, awning or portico, trim details, recessed entries, doors and doorways with design details, decorative lighting, or other techniques.
11. Vary materials and colors to enhance key components of a building's façade (e.g., window trims, entries, projecting elements). Material changes should occur preferably at the inside corners of changing wall planes.
12. Glossy finish vinyl or similar awning material is discouraged.
13. Overhead cover should be provided along the sidewalk for pedestrian comfort, especially where there are few mature street trees. Canopies and awnings are encouraged.
14. When the side or rear façades of a building will be visible from any street, walkway, or other public use area, the design, materials, articulation, and detailing of such façades should be equivalent to and consistent with the front façade.

### C. Windows/transparency

1. For ground-floor building façades, especially those associated with a storefront, glass should be clear or lightly tinted. Opaque, reflective, and dark-tinted glass is discouraged. Window signs and window displays of merchandise should not be so large or dense as to significantly obstruct views into the interior of the business.
2. For upper-floor uses, balconies should include transparent or semitransparent railings to enhance natural lighting and maximize "eyes on the street."
3. Designs should maximize transparent windows on all sides of buildings, particularly for ground-floor retail uses and at building corners. Views into these spaces should not be obstructed.
4. If protection from glare is necessary at certain times of day, this should be accomplished by means of movable shades, blinds, or shutters, which should remain open at such times that glare is not an issue.

### D. Character-defining elements and architectural quality



II.B.10, II.B.11



II.B.12



II.B.14



II.C.1, II.C.3



II.D.1

## CHAPTER 3

1. Wall surfaces should be articulated using treatments such as board and batt, engage pilasters, multilevel trim, cornices, and built-up fascia.
2. Building architectural character shall show consideration and recognition of neighboring buildings in the selection of roof forms, wall colors and materials, doors and windows, and basic design character scale and proportion.
3. Adaptive reuse of potentially historic structures is encouraged, in accordance with the Secretary of the Interior's Standards for Rehabilitation.
4. All building materials should be selected with the objectives of quality and durability as well as to produce a positive effect on the pedestrian environment through scale, color, and texture.
5. Buildings should be designed to be visually attractive and add architectural richness and variety to the downtown and waterfront environments, including creative contemporary architectural solutions.
6. New construction should not mimic previous architectural styles in such a way that creates a false historical appearance.

### III. Outdoor Dining

1. Appropriate outdoor dining configurations include ground-floor outdoor spaces along and/or within sidewalks and pedestrian spaces, upper floor balcony areas, and ground-floor indoor spaces located along a building frontage that features a retractable façade.
2. Outdoor dining areas located in side or rear yards may be fenced for security and screened for privacy.
3. Outdoor dining furniture, fencing, and appliances may not be stored within the public right-of-way.
4. Outdoor dining areas should leave at least 4 feet of unobstructed pedestrian circulation space along the sidewalk, walk streets, or pedestrian space. The circulation space must be clear of obstructions caused by trees, tree wells, posts, hydrants, or any other infrastructure.
5. Furniture and fixtures should not be secured to trees, lampposts, street signs, hydrants, or any other street infrastructure by means of ropes, chains, or any other such devices.
6. Umbrellas and sun shades are encouraged to provide shade. Wherever utilized, these devices should incorporate durable, high-quality materials such as cloth, aluminum, wrought iron, fabricated steel, or wood. Vinyl or plastic materials should be avoided. Umbrella stands should be cast aluminum, wrought iron, fabricated steel, wood, or similar materials. Shade devices are to maintain a minimum height clearance of 8 feet.
7. Sheltering for wind protection is encouraged on the waterfront.
8. Outdoor dining areas should incorporate sufficient lighting for safety while maintaining ambiance.



III.1, III.6



III.2



III.1, III.3



III.9

## CHAPTER 3

9. Outdoor dining areas should include at least one enclosed trash receptacle.
10. Fencing may be used to demarcate outdoor dining areas. Fencing should comply with the following guidelines:
  - a. Fencing should be decorative.
  - b. Fencing should be constructed from durable, high-quality materials, such as wrought iron and other metals, masonry, or wood. Plastic and resin fencing is discouraged.
  - c. With the exception of masonry construction, solid and/or opaque walls are discouraged.
  - d. Fencing may incorporate planting boxes and pots.

### IV. Commercial Signage

1. Small-scale signs and projecting signs oriented toward pedestrians and bicyclists are encouraged.
2. Sign shape, type styles, and color combinations should complement the architectural style of the buildings which they designate.
3. Signs should reflect a crafted, high-quality, detailed design approach and be maintained in good condition.
4. Where permitted, neon/electric signs should be designed to reflect a “retro” or historic style and should be limited to one per building.
5. Signs should be scaled to fit and complement the area’s pedestrian-oriented environment.
6. Large-scale corporate signage should be modified to fit the scale and character of the downtown and waterfront areas.
7. Signs should not obstruct or obscure building architecture, lighting, or view corridors.
8. Signs should reflect the uses that they represent in creative and fun, as well as functional, ways.
9. Pole-mounted signs and can signs are prohibited.

### V. Lighting

1. Lighting should be designed to satisfy both functional and decorative needs.
2. All project exterior lighting, with the exception of lighting for public streets, should be consistent with the architectural style of the building. On each site, all lighting fixtures should be from the same family of fixtures with respect to design, materials, color, fixture, and color of light.
3. Incorporate human-scaled fixtures that emit a warm light along pedestrian sidewalks and paths to increase safety and comfort.
4. Lighting fixtures should be dark sky-compliant.
5. The use of energy-efficient light fixtures is strongly encouraged.



IV.1, IV.3, IV.4



IV.7



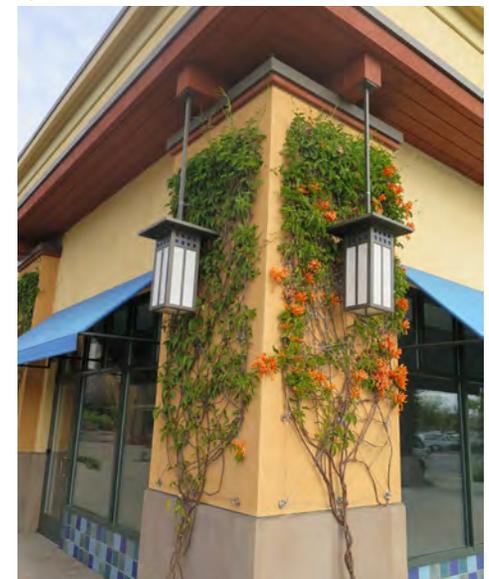
IV.1, IV.2, IV.4, V.2, V.8



IV.1, IV.3, IV.4



V.1, V.2, V.6, V.7



V.1, V.2

## CHAPTER 3

6. Lighting sources should be downcast, shielded, diffused, or indirect to avoid glare to pedestrians and motorists.
7. To minimize the total number of freestanding pedestrian-scale lighting fixtures, decorative wall-mounted lights are encouraged.
8. Building entrances should be well lit with appropriately scaled light fixtures that complement the building's architectural style.

### VI. Plazas and Outdoor Spaces

1. Larger mixed-use developments should incorporate defined open spaces that are accessible to the public. Appropriate spaces include forecourts, paseos, and plazas.
2. The design of small seating areas, plazas, and outdoor dining is encouraged as an integral component of all new development to enhance the downtown and waterfront environments.
3. Plazas should be provided along streetscapes, on the waterfront, between buildings, and adjacent to active retail and restaurant uses.
4. Solar access should be considered in the design and orientation of plazas and outdoor spaces, so as to avoid creating spaces that are in shadow most of the day.
5. Greening should be considered in plazas and outdoor spaces, including the public right of way and public parking areas. This would include permeable paving as well as capture and infiltration and/or cleaning of stormwater and runoff, thus reducing the heat island effect.
6. Plazas and outdoor spaces should be designed and oriented such that adjacent active ground-floor uses look onto them to activate the space and provide "eyes on the street."
7. Outdoor gathering spaces should offer a number of amenities including seating, landscaping, and features that draw people into the space, such as water features, public art, gathering areas, shade, and drinking fountains.
8. Outdoor gathering spaces should provide a range of seating area options, allowing for both large group socializing and more quiet contemplation.
9. Plaza designs that incorporate special paving materials such as pavers, scored concrete, stone, or other accent materials are encouraged.
10. To ensure safety, all new and existing public spaces should be designed and maintained to be highly visible from the surrounding streets and private properties.
11. Plazas and outdoor spaces should be designed to be safe, well-lit, and easily accessible by all modes of transportation.
12. Outdoor spaces should be designed to incorporate Crime Prevention Through Environmental Design (CPTED) principles: natural surveillance, natural access control, territorial reinforcement, and maintenance and management. This includes making outdoor



VI.1



VI.10



VI.2, VI.3, VI.5, VI.6, VI.9



VI.2, VI.3, VI.5, VI.6, VI.8



Image: Michael Boswell

VI.2, VI.3, VI.6, VI.7

## CHAPTER 3

spaces visible from the street, providing pedestrian-scale lighting to enhance nighttime security, and encouraging sightlines, ease of wayfinding, and protection from entrapment.

### VII. Connectivity

#### A. Private realm connections

1. Pedestrian passages that enable through-block pedestrian circulation, such as paseos, are encouraged.
2. Paseos should be designed such that:
  - a. They have visibility from one end to the other and are wide enough to be feel comfortable for pedestrian users.
  - b. Buildings facing the paseo have windows and/or side entrances to provide a higher level of visibility on to the paseo.
  - c. Commercial activities, such as outdoor dining and seating, are incorporated but do not disrupt visibility.
  - d. They include site furnishings, landscaping, and lighting as well as banners, fountains, flags, sculptures, or other elements that provide visual interest.
3. The use of plazas, walkways, and sidewalks is encouraged to create a network of spaces that connects downtown to the waterfront and integrates the two districts.
4. Infill development of vacant or underdeveloped land, especially projects that will fill gaps between downtown and the waterfront, should be supported.

#### B. Visual connectivity

1. View corridors (open linear spaces located between or adjacent to buildings affording views from the street of the harbor, bay sandspit, or Morro Rock) should not have visual obstructions except for low shrubs, seating, benches and other street furniture of 30 inches in height or less. Taller lighting poles or similar fixtures may be allowed.
2. Overhead structures such as canopies, balconies, and pedestrian bridges (other than normal eaves) are discouraged within view corridors unless said structure is offset by additional width of the view corridor equal to the vertical dimension of the overhead structure.
3. The location and orientation of buildings, especially those in clusters, should be carefully designed to preserve and/or create view corridors to the bay.

### VIII. Parking and Loading

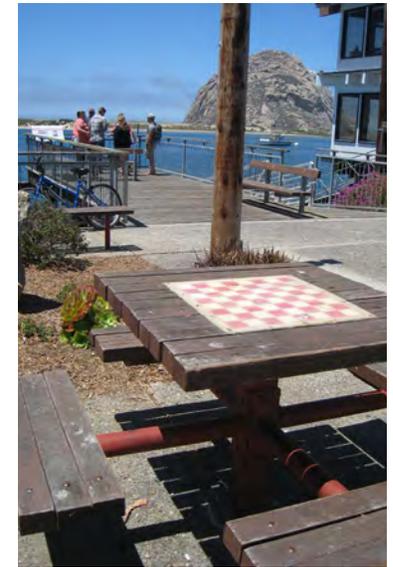
DESIGN GUIDELINES



VII.A.1, VII.A.2



VII.A.1, VII.A.2



VII.B.1, VII.B.3



VII.B.1, VII.B.2, VII.B.3

## CHAPTER 3

1. Create direct, well-lit walkways and visual connections to parking lots and structures.
2. Parking should be as unobtrusive as possible and not detract from the pedestrian experience.
3. Reduce the bulk of large parking structures by breaking up façades with articulated fronts, architectural details, and upper-story stepbacks.
4. Parking garages should be accessed from side streets or alleys, where possible, rather than from pedestrian-oriented streets.
5. Surface parking lots should be constructed and/or upgraded to meet the design, screening, and landscaping standards specified in the Morro Bay Zoning Ordinance.
6. Adequate loading zones should be provided to ensure that commercial vehicles can be loaded and unloaded without obstructing the flow of vehicular or pedestrian traffic or parking illegally.
7. Enforcement of parking time limits and/or institution of paid parking should be employed to ensure efficient turnover of public parking spaces in high-demand areas.

### IX. Public Street Furnishings

1. The type, design, and materials of street furnishings should reflect the local character and context of the area, and contribute to a sense of community identity.
2. Street furnishings (e.g., furniture, light fixtures and poles, tree grates) should fit into a desired theme or unified style for a given thoroughfare or district.
3. Ample shading elements and outdoor furniture such as benches and trash receptacles should occur at regular intervals to improve pedestrian access and comfort.
4. Adequate bicycle parking facilities should be provided along planned bicycle lanes and within major activity centers; new developments should be encouraged to incorporate bicycle amenities such as bicycle racks.
5. Bicycle racks should be placed near activity centers, transit, adjacent to public buildings, adjacent to parks, and in other visible locations as appropriate.
6. Pedestrian comfort should be enhanced with amenities such as drinking fountains, public restrooms, public telephones, newsstands, planters, and kiosks, especially along wide sidewalks with heavy foot traffic.
7. Long-term maintenance and appearance costs should be factored in when choosing design patterns, streetscape furnishings, and fixtures.
8. On-street parking, raised planters, bulbouts, and landscaped sidewalk planting strips should be used to provide buffers between pedestrians and moving vehicles.



VIII.1



IX.10



IX.2, IX.3



IX.9



IX.4, IX.5

## CHAPTER 3

9. Consider installing specially designed light standard banners to highlight and differentiate the downtown and waterfront areas.
10. Incorporate public art into the design of street furnishings, paving, public spaces, and gateways to reflect the local character of Morro Bay.
11. Install electric vehicle charging stations along the waterfront.

### X. Landscaping

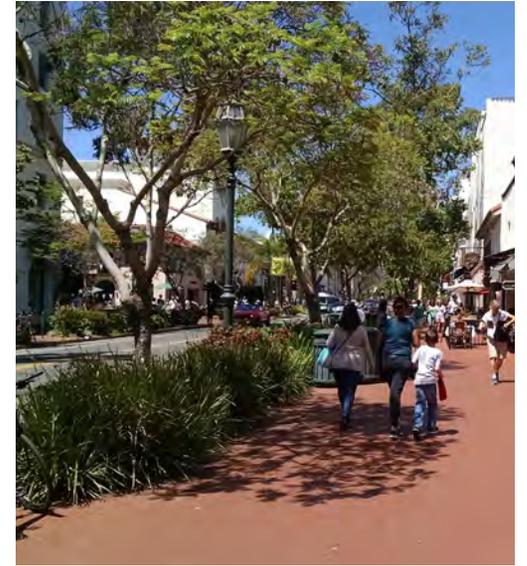
1. Landscape treatment should reflect a village character with the strategic use of planting areas, street trees, planter boxes and pots, hanging baskets, and appropriate foundation plantings where practicable. Hardscaped areas should be softened with the use of plants, shrubs, and trees.
2. Utilize a landscape palette that reflects the history, culture, and climate of the area.
3. The planting of street trees is encouraged to provide overhead cover. Species choices should consider access to both shade and sun along sidewalks. Where appropriate, tree grates should be used in order to facilitate pedestrian movement.
4. Select street trees that hold up to urban and coastal conditions, such as drought-tolerant, hardy, and deep-rooted tree species.
5. For each block on a street, no more than three species are recommended. Mixed species result in better long-term management because they are less prone to diseases and insects than use of a single species. Alternatively, too many species create a lack of visual unity along the street.
6. Where needed and feasible, plant trees or shrubs as windbreaks.
7. Landscaping should be designed to effectively enhance existing views or provide new view corridor opportunities.
8. Landscaping should be used to provide effective screening of parking areas, retaining walls, utility enclosures, utility cabinets, service areas, or service corridors to reduce negative visual impacts.
9. Landscaping should be provided along fences and walls to soften their appearance.
10. The use of landscaping is encouraged to create a buffer between adjacent land uses, provide shade and interest near seating areas, and define outdoor dining zones.
11. Provide opportunities for installation of public art in the landscape; landscape designer/artist collaborations are encouraged.
12. Landscaping should incorporate native and drought-tolerant species to the greatest extent possible.
13. The use of recycled water for landscaping is encouraged.
14. Turf areas should be minimized except where recreation areas are required.
15. Stormwater runoff should be detained and retained by maximizing the use of pervious surfaces, vegetated bioswales, and



X.2, X.11



X.1, X.2, X.8



X.1, X.3, X.5



X.14, X.15



X.10

## CHAPTER 3

vegetative groundcover to the greatest extent practicable.

16. Landscaping and pervious surfaces should be incorporated into the design of surface parking lots whenever possible to interrupt the pavement expanse, reduce stormwater runoff, reduce the heat island effect, improve the visual appearance, and shade parked cars and pedestrians.
17. The landscaping character of the site should be extended to adjacent parking lots to ensure cohesion between the landscape design of buildings and associated parking areas.
18. Both public and private landscape areas should be maintained by appropriate trimming of plant materials, prompt removal of dead plants, provision (during drought periods and the non-rainy season) of sufficient water to maintain the health of plants, removal of weeds, and such other measures as are needed to ensure the attractiveness and usefulness of the landscaped sites.\

### XI. Public Sidewalks and Pedestrian Pathways

1. Public walkways should be of sufficient width to accommodate street trees and pedestrian/bike amenities, as well as a zone devoted to clear pedestrian passage.
2. Consider the use of special paving materials, colors, and/or patterns to accentuate walkways, intersections, and crossings.
3. Corner curb extensions, midblock crossings, and/or sidewalk bulbouts should be used where feasible and needed to reduce crossing distances and to calm traffic.
4. Bulbouts that function as small plazas with amenities such as landscaping, seating, trash receptacles, and bicycle racks are encouraged.

### XII. Public Signage and Wayfinding

1. Public art should be used to identify areas with a unique identity or celebrate the entrance to a public place; for example, mark gateways and other important public places and buildings with public art.
2. Utilize directional and wayfinding signs to aid pedestrian and vehicular orientation and wayfinding as well as to identify special districts, historical and cultural landmarks, and local attractions.
3. Pedestrian-oriented signs and maps should be located at key pedestrian activity nodes, such as transit stops, plazas, and shopping areas.
4. A coordinated system of signs and maps should be provided to direct visitors to important public services and facilities.
5. Directional and wayfinding signage should be coordinated with other street amenities to unify areas with a distinct identity.
6. Graphic communication on signage should be unambiguous and lettering should be legible.



XI.2



XI.2, XII.1



XII.2, XII.4, XII.5



XII.1



XII.8



XII.1

## CHAPTER 3

7. Provide visually attractive, easy-to-read, and well-located signage to direct vehicles to available parking areas.
8. Explore opportunities for educational and interpretive signage to highlight important historic or natural features of the area (e.g., the bay and sandspit).

### 3.3 Downtown Specific Design Guidelines

#### I. Buildings

1. In general, the height of new buildings in the downtown area should be consistent with the pattern that currently predominates of one and two-story retail structures. Increased height sufficient to accommodate additional stories should, however, be allowed to facilitate designated types of development which will contribute positively to the vitality and street life of the area, such as residential-above-retail and visitor serving-above-retail uses.
2. Corner towers, turrets, and roof forms above fascia may project up to 7 feet above maximum height.

#### II. Character-Defining Elements and Architectural Quality

1. The design of buildings in the downtown area should maintain and enhance the eclectic character and architectural diversity of existing structures. Features of the eclectic style in downtown Morro Bay that should be perpetuated include:
  - a. A mix of traditional, retro, and modern building styles and treatments such as art deco, Spanish, Victorian, craftsman, folk, mid-century modern, and contemporary.
  - b. Varied roof forms.
  - c. Bright colors.
  - d. Unusual materials and forms.
  - e. Whimsical and figurative elements (e.g., buildings are shaped to mimic their function or to suggest objects associated with their function).
  - f. Detailing such as columns, ironwork, arches, transom windows, varied roof parapet shapes, projections, rafter tails, shingles, and wood scrollwork. Such elements should be authentic to and incorporated into the architectural style of the building. A 'stuck-on' appearance is to be avoided.
  - g. Insets and projections such as balconies, porches, porticoes, arcades, overhangs, railings, and awnings.

#### III. Parking and Loading



*I.1, II.1.a, II.1.b, II.1.d*



*II.1.c*



*II.1.e*



*II.1.a, II.1.b, II.1.d*



*II.1.a, II.1.b, II.1.f*



*III.1*

## CHAPTER 3

1. Where feasible, to support active pedestrian streetscapes, private parking lots, driveways, and loading areas should be located behind buildings and only be accessed from side or rear streets.
2. Wherever possible, loading facilities should not be located at the front of buildings where it is difficult to adequately screen them from view. Such facilities are generally more appropriately located at the rear of the site.
3. Where commercial buildings back up to residential properties, loading and delivery should be planned so that they will occur at the side of the building away from residences.
4. On-site parking should, to the extent feasible, be discouraged in the central core of the downtown area. Parking needs in this area should be addressed throughout downtown through the establishment of parking districts and shared parking. Special attention should be given to finding creative solutions to the need for proximate and accessible overnight parking for guests staying at lodging facilities.
5. Enforcement of parking time limits and/or institution of paid parking should be employed to ensure efficient turnover of public parking spaces in high-demand areas.

### IV. Commercial Signage

1. A figurative or whimsical design theme is encouraged for commercial signage in the downtown area. Figurative signs generally use shapes, graphics (e.g., shoes, keys, books), type styles, colors, and materials that reflect the business they identify. Signature elements may include:
  - a. Three-dimensional or projecting shapes.
  - b. An eclectic mix of materials.
  - c. Distinctive font/type styles or hand-lettering.
  - d. Signs painted onto walls.
  - e. Raised lettering.
2. New and replacement signage should be consistent with the specific requirements and overall vision established by the City's Sign Ordinance.

### V. Public Signage and Wayfinding

1. Create a sense of entry into the city (e.g., the roundabout at Morro Bay Boulevard and Quintana Road) by using structural elements, public art, signage, and/or special landscaping.
2. Arched gateway elements are encouraged at key entries to downtown. Sculptural archways offer an opportunity to incorporate



IV.1.a, IV.1.c



IV.1.a, IV.1.b



IV.1.a, IV.1.e



IV.1.d



V.1, V.2

## CHAPTER 3

public art into wayfinding and highlight Morro Bay's unique character. The design of such elements should be original and reflect and highlight Morro Bay's unique character.

### VI. Maintenance

1. Maintain properties in an inviting manner for visitors and local customers and pedestrians including upkeep of buildings, landscape, and setbacks.

## 3.4 Waterfront Specific Design Guidelines

### I. Buildings

1. Building massing and design should be guided by the objective of avoiding walling-off public visual access to the water from the Embarcadero and hillside backdrop to the city.
2. Rooftops should be varied to avoid monotonous views from the bluff-top areas.
3. Flat roofs and roof-top decks should be avoided.

### II. Character-Defining Elements and Architectural Quality

1. The design of buildings in the waterfront area should maintain and enhance the nautical/fishing village character of existing structures. Features of the nautical/fishing village style of the Morro Bay waterfront that should be perpetuated include:
  - a. Horizontal and boat-shaped forms and elements.
  - b. Preferred siding types include ship lap, board and batten, shingles, and corrugated metal. Architectural elements should be constructed of natural materials, such as steel, wood, stone, tile, or brick.
  - c. Circular/porthole windows, or long horizontal bands of windows.
  - d. Walkways and other pedestrian areas should be surfaced with pressure-treated wood, brick, pavers, or stamped concrete. Significant areas of asphalt or plain-surfaced concrete are discouraged.
  - e. Simple or rustic detailing.
  - f. Low-pitched and slanted roof forms.
  - g. Muted, seaside colors.
2. The design of buildings should maintain an architectural style in keeping with a working fishing community with the form and scale typical of the pedestrian-oriented community which has evolved over time.



II.1.a, II.1.f



II.1.c



II.1.b, II.1.d, II.1.e



II.1.b, II.1.d, II.1.e



III.1, III.7

## CHAPTER 3

3. Piers that provide public lateral access should be designed to withstand placement in the ocean and to interact with other users, including boats.

### III. Design Materials

1. The materials used in development of waterfront access paths should be uniform in design and relate to the surrounding areas to create lateral continuity along the coast.
2. Railings on bayside lateral access decks and platforms should utilize uniform materials. Recommended railing should be made mostly of metal and provide a high level of transparency to see views beyond the railing.
3. The preferred type of paving for non-floating bayside lateral access is a stained paved pathway. In addition, when lateral access is provided on a deck, the preferred paving material should be slatted metal. Floating lateral access ways, while more flexible in design, should maintain the uniform waterfront design and compliant signage.

### IV. Bluff Development

1. Structures located on steep slopes should incorporate a tiered design approach in order to minimize grading and reduce building massing and visual bulk. Design methods include steps in the building foundations and varied roof heights and planes.
2. Roof ridges should be oriented perpendicular to the direction of the slope.
3. New development should not contribute to bluff erosion.
4. Significant natural features such as drainage courses, rock outcroppings, sensitive biological resources, natural vegetation, and mature trees should be preserved and incorporated into the development design.
5. Retaining walls should be incorporated into the design of the structure so that they become part of the structure.
6. Structures should be nestled in the bluff buffer area, below ridgelines and within the folds of the bluff to help blend the structure into the site.
7. Structures built at the top of the bluff should be low in profile and sufficiently stepped back from the bluff face.
8. Underground, tuck-under, rooftop, and/or integrated structured parking should be used in the design of the structures.
9. The use of overhanging decks, large staircases, balustrades and solid wall railings, and patios formed by retaining walls that make buildings appear more massive should be avoided.
10. Development of properties that are bisected by the bluff should incorporate public pedestrian access from the waterfront elevation to the top of the bluff. Development should be designed and sited in such a manner as to preserve view corridors to the bay/harbor.



III.10, III.11, III.12



IV.1, IV.2, IV.3



IV.2, IV.3



VI.1



V.1



V.1

## CHAPTER 3

11. Public access easements should be incorporated into bluff development to provide direct connections across the bluff and shorten walking distances. Vertical access can be accomplished through the creation of public access stairways between developments, scenic overlooks, and trails. Semi-transparent fencing/walls and landscaping are encouraged along public access stairways.
12. Public connector pathways and stairs traversing the bluff should be well-lit.
13. Comprehensive wayfinding signage should be installed to identify public access points along the bluff.
14. No structures or other obstructions that will impede access should be installed within the boundaries of any required easement.
15. Buildings constructed at or near the base of the bluff should be restricted in height and designed to preserve public views from the bluff top to the waterfront, Morro Rock, and pedestrian areas of the Embarcadero.

### V. Connectivity

1. Open view corridors should be incorporated into the design of new or remodeled structures on the west side of the Embarcadero to enhance overall visual access to the water. View corridors can be along property or lease lines, side yard setbacks, or incorporated within the building as open areas or walkways.
2. Encourage every building and/or shop to provide direct pedestrian access to the bay/harbor.
3. Each development located on the west side of the Embarcadero should provide lateral bayside access extending the full width of the site. Such lateral access should connect seamlessly and directly to lateral waterfront access and/or public viewing platforms on adjacent sites.
4. Continued development of the Harbor Walk should provide safe, contiguous access to the waterfront for pedestrians.

### VI. Commercial Signage

1. A nautical design theme is encouraged for commercial signage in the waterfront area. Nautical design features may include:
  - a. Shapes reminiscent of nautical elements such as boats, lighthouses, marine wildlife, ropes, anchors, waves, etc.
  - b. Rustic and wood materials.
  - c. Nautical font/type styles or hand-lettering. Examples of nautical font include Tognazzini's Dockside 3 sign. Boat name lettering on the back of vessels is often nautical in character.

### VII. Public Signage and Wayfinding

1. Sculptural and artistic gateway elements are encouraged at key entries into the waterfront area.
2. Coastal Commission-approved signage should be used throughout the lateral access focus area to provide compliant and consistent wayfinding tools. Noncompliant signage should be removed.

3. Additional wayfinding tools along the Embarcadero should be implemented in the form of signs, flags, or even icons, markings, or pavement colors with a uniform theme, and should be large enough to not just be noticeable but to stand out to passersby.

## VIII. Public Street Furnishings

1. Street furnishings in the Embarcadero should be consistent with themes identified in the Embarcadero & Centennial Parkway project and the Lateral Access Memorandum.
2. The type, design, and materials of street furnishings in the Embarcadero should reference Morro Bay's heritage as a fishing community through the use of natural materials typical of maritime construction and through the artistic incorporation of shapes, images, and themes derived from the waterfront and the commercial fishing industry. Such marine materials, shapes, and images should be employed with creativity and originality so that the Embarcadero streetscape projects the unique identity of Morro Bay. An excessive or overly literal use of maritime elements which creates a streetscape undistinguished from other seaside communities should be avoided.
3. The strategic placement of furnishings —appropriate signage, benches, and overlook platforms along and near the lateral access ways—should create a network of outdoor spaces to socialize, enjoy natural serenity, and appreciate views of the bay.
4. Ample shading elements and outdoor furniture such as benches and trash receptacles should occur at regular intervals to improve pedestrian access and comfort.
5. Pedestrian comfort should be enhanced with amenities such as drinking fountains, public restrooms, public telephones, newsstands, planters, bicycle racks, and kiosks, especially along wide sidewalks with heavy foot traffic.

## IX. Lighting

1. The waterfront should be well lit to encourage safety and comfort; but must be dark sky-compliant with downcast, shielded, diffused, or indirect features to avoid glare.
2. Appropriate lighting along the coast should be both functional and decorative. Decorative wall-mounted lights are encouraged to minimize the number of freestanding pedestrian-scale lighting fixtures.
3. Light fixtures should be installed at calf-height.

## CHAPTER 3

# IMPLEMENTATION 4

## 4.1 Implementation Plan



## CHAPTER 4



### 4.1 Implementation Plan

This chapter provides clear guidance for policymakers to address the programmatic and physical improvements critical to achieve the vision for Morro Bay's downtown and waterfront areas. The implementation plan provides a list of the major actions needed for implementation, as well as the catalyst projects outlined in Chapter 2. Actions are additional implementation steps, programs, or projects identified through the community engagement and visioning process. Actions are not tied to a particular opportunity site, unlike the catalyst projects, which are associated with one or more potential opportunity sites. Actions and catalyst projects should be implemented at the discretion of the City over the 10-year time frame of this plan, as feasible. Table 4-1, Implementation Plan, identifies the responsible party and suggested timing for each action and catalyst project. Priority, or timing, is categorized using the following time frames: short term (0–3 years), mid term (4–6 years), and long term (7–10 years).

The actions and catalyst projects in Table 4-1 are organized into the following categories:

- Funding – actions to identify revenue sources and secure funding for implementation
- Land Use and Design – actions and projects related to private development of land and the physical appearance of downtown and the waterfront
- Circulation – actions and projects to improve vehicle, transit, pedestrian, and bicycle circulation
- Public Realm Improvements and Civic Programs – actions and projects to improve public spaces and provide cultural resources
- Community Events and Activities – actions and projects to increase and promote community events and activities in downtown and the waterfront
- Business Retention and Recruitment – actions to support existing businesses and attract new ones

### Key to Table 4-1

#### Priority Key:

Short Term = 1–3 years

Mid Term = 4–6 years

Long Term = 7–10 years

#### Responsible Party Key:

Community Development Department – CD

Local Coastal Commission – LCC

Public Works Department – PW

Recreation Services Department – RS

Harbor Department – H

Chamber of Commerce – Chamber

Morro Bay Historical Society – MBHS

Public Arts Committee – PAC

## CHAPTER 4

**Table 4-1 Implementation Plan**

ID	Chapter 2 Cross Reference	Action or Catalyst Project	Priority:	Responsibility	
			Short Term Mid Term Long Term Ongoing	Lead	Support
<b>Funding</b>					
F-1	NA	Use the City's existing Capital Improvement Plan process to prioritize, identify costs, and secure funding for the public facilities, programs, and infrastructure improvements identified in this chapter.	Short Term, Ongoing	CD	PW, RS
F-2	NA	Seek funding to offer matching grants or revolving loans to commercial buildings for façade improvements. Funding could be used for projects such as painting façades, replacing windows, doors, awnings, and signs, and exterior lighting.	Short Term	CD	beautification committee
F-3	NA	Research and apply for grants to fund streetscape improvements identified in this Strategic Plan.	Short Term, Ongoing	CD	beautification committee
F-4	NA	Seek funding for undergrounding utility lines.	Short Term	PW	CD
<b>Land Use and Design</b>					
Catalyst Project B	pg page 2.18	Through a public/private partnership, design and build a seafood and local goods market in the waterfront area to sell fresh and local seafood, produce, flowers, and artisanal products.	Short Term	CD	Developers
Catalyst Project D	pg page 2.22	Utilize an RFP process to seek designs for a mixed-use project with residential units over ground floor cooperative retail and creative maker space.	Long Term	CD	Developers

ID	Chapter 2 Cross Reference	Action or Catalyst Project	Priority:	Responsibility	
			Short Term Mid Term Long Term Ongoing	Lead	Support
Catalyst Project G	pg page 2.28	Utilize a marketing campaign to seek designs for a full service hotel and meeting facilities project located on the bluff/waterfront. This should include engagement with a real estate broker to partner with on the project.	Short Term	CD	Developers
Land Use and Design - continued					
Catalyst Project J	pg page 2.34	Assess acquisition and management strategies, identify a site, and utilize an RFP process for construction of a boatyard and haulout facility along the waterfront.	Short Term	H	CD, PW, developers, BHC
LU-1	NA	Establish a local historic preservation program to support preservation of historic structures in the project area. Consider installation of information plaques at historically designated sites.	Short Term, Ongoing	MBHS, CD	Community members, community organizations
LU-2	NA	Establish a beautification committee of volunteers to organize and promote activities to improve the appearance of downtown businesses as public spaces, such as: <ul style="list-style-type: none"> <li>• Park enhancements</li> <li>• Adopt a “___” Program (e.g., bench, planter, gateway)</li> <li>• Regular maintenance of public spaces</li> <li>• Monthly/yearly cleanup events</li> <li>• Paint buildings</li> <li>• Building restoration</li> </ul>	Short Term, Ongoing	CD, PW, RS	Community members, interested business and property owners, community organizations, youth leaders

## CHAPTER 4

ID	Chapter 2 Cross Reference	Action or Catalyst Project	Priority:	Responsibility	
			Short Term Mid Term Long Term Ongoing	Lead	Support
LU-3	NA	Promote the use of vacant buildings in downtown for temporary commercial or public uses, such as pop-up retail shops or art exhibits. The City should consider issuing building occupancy permits at a reduced fee or waiving code requirements that are not public safety issues to allow temporary use of the buildings. Temporary signs, such as a banner sign, would be allowed for a temporary period.	Short Term	CD	Chamber
LU-4	NA	Develop citywide comprehensive commercial design guidelines.	Mid Term	CD	Community members
LU-5	pgs. 2.11-2.14	Identify and maintain and up to date owner list for all opportunity site properties.	Short Term, Ongoing	CD	NA
LU-6	pgs. 2.11-2.14	Reach out to opportunity sites property owners to let them know about the Strategic Plan and to inquire about their future plans for the properties.	Short Term, Ongoing	CD	NA
<b>Circulation</b>					
Catalyst Project A	pg page 2.16	Develop a comprehensive plan for the Harbor Walk to ensure a continuous pathway along the water's edge that is uniform in design.	Short Term	CD	H, PW
C-1	NA	Complete construction of the Harbor Walk according to the Harbor Walk comprehensive plan (see Catalyst Project A).	Long Term	PW, CD, H	NA

ID	Chapter 2 Cross Reference	Action or Catalyst Project	Priority:	Responsibility	
			Short Term Mid Term Long Term Ongoing	Lead	Support
C-2	NA	Install improvements identified in the Centennial Parkway Redesign. The plan includes a redesign of the staircase and the plazas at either end of the stairway to enhance the public spaces and improve connectivity between downtown and the waterfront (see Opportunity Site 2 and Catalyst Project C).	Mid Term	CD, PW	H, RS
C-3	NA	Install the circulation improvements identified by the Embarcadero Widening Plan, which includes a redesign of the roadway, sidewalk, streetscape furnishings, and parking areas to enhance the aesthetics and the experience for pedestrians, cyclists, and motorists (see Opportunity Site 4 and Catalyst Project I).	Mid Term	CD, PW	H
C-4	NA	Extend the “Molly” trolley route to include a frequent loop through the waterfront and downtown areas during peak times.	Short Term	PW	CD
Circulation - continued					
C-5	NA	Conduct a parking assessment for downtown and the waterfront and develop a long-term parking strategy. This strategy should address: <ul style="list-style-type: none"> <li>• On-street parking spaces (availability, time limits, etc.)</li> <li>• Opportunities for shared parking and access</li> <li>• Potential for construction of additional public parking lots or structures</li> </ul>	Long Term	CD, PW	H

## CHAPTER 4

ID	Chapter 2 Cross Reference	Action or Catalyst Project	Priority:	Responsibility	
			Short Term Mid Term Long Term Ongoing	Lead	Support
<b>Public Realm Improvements and Civic Programs</b>					
Catalyst Project F	pg page 2.26	Work with the Central Coast Maritime Museum to expand upon and build a permanent cultural, maritime, and/or historical museum.	In progress/ Long Term	CD, Central Coast Maritime Museum	Developer/ Builder
Catalyst Project H	pg page 2.30	Develop a streetscape furnishing palette (e.g., street lighting, benches, tree grates, trash bins, bollards, planters, paving materials) and a landscaping palette (e.g., street trees, planter strip, and median landscaping) for downtown.	Short Term	CD	PW, community members, PAC/ local artists
PR-1	NA	Install new/improved streetscape furnishings (e.g., street lighting, banners, benches, tree grates, trash bins, bollards, water filling stations, bike racks, planters, and paving materials) in downtown, according to the Downtown Streetscape Furnishing Palette (see Opportunity Sites 11 and 15 and Catalyst Project H).	Mid Term, Ongoing	CD, PW	Community members, PAC/local artists
<b>Public Realm Improvements and Civic Programs - continued</b>					
Catalyst Project I	pg page 2.32	Develop a streetscape furnishing palette (e.g., street lighting, benches, tree grates, trash bins, bollards, planters, paving materials) and a landscaping palette (e.g., street trees, planter strip, and median landscaping) for the Embarcadero.	Short Term	CD, PW	Community members, PAC/ local artists

ID	Chapter 2 Cross Reference	Action or Catalyst Project	Priority:	Responsibility	
			Short Term Mid Term Long Term Ongoing	Lead	Support
PR-2	NA	Install new/improved streetscape furnishings (e.g., street lighting, banners, benches, tree grates, trash bins, bollards, water filling stations, bike racks, planters, and paving materials) in the waterfront area, according to the Downtown Streetscape Furnishing Palette (see Opportunity Site 4 and Catalyst Project I).	Mid Term, Ongoing	CD, PW	Community members, PAC/local artists
PR-3	NA	Establish a public arts committee of local volunteers and create an “Art in Public Places” program. The committee could be tasked with: <ul style="list-style-type: none"> <li>• Organizing public art events and outreach</li> <li>• Drafting guidelines for the Art in Public Places program</li> <li>• Exploring establishment of a percent for the arts ordinance to fund public art</li> <li>• Working with the City to incorporate public art into gateway features, public spaces, and streetscape furnishings</li> </ul>	Mid Term	CD	Local artists, community members, community organizations
PR-4	NA	Increase regular maintenance of public facilities such as restrooms, trash receptacles, parks, plazas, and streets.	Short Term, Ongoing	PW, RS	CD
PR-5	NA	Plant additional street trees and landscaping along key corridors in downtown and along the waterfront.	Ongoing	PW, RS	beautification committee

## CHAPTER 4

ID	Chapter 2 Cross Reference	Action or Catalyst Project	Priority:	Responsibility	
			Short Term Mid Term Long Term Ongoing	Lead	Support
Public Realm Improvements and Civic Programs - continued					
PR-6	NA	Develop and implement a wayfinding program that includes both auto-oriented directional signage and pedestrian-oriented maps and signs. Wayfinding signs should be coordinated with other streetscape furnishings and reflect the design theme of the district (downtown or waterfront).	Short Term	CD, PW	Community members, PAC, beautification committee
PR-7	NA	Seek designs for welcome gateway features (e.g., welcome sign, public art monument, pillars, landscaping) through any of the following approaches: <ul style="list-style-type: none"> <li>• RFP process</li> <li>• Local design competition</li> <li>• Student course project</li> <li>• Internship</li> </ul> Designs should reflect community design preferences for gateway features identified in Chapter 3.	Mid Term	CD, PW	PAC/local artists, local students
PR-8	NA	Install special gateway features (e.g., welcome sign, public art monument, pillars, landscaping, special paving) at the two major entrances into the project area: <ul style="list-style-type: none"> <li>• Roundabout at the intersection of Morro Bay Boulevard and Quintana Road</li> <li>• Intersection of Beach Street and Main Street</li> </ul> Consider special painted crosswalk and intersection markings at key intersections in the waterfront and the downtown including Main and Morro and Embarcadero and Front.	Mid Term	CD, PW	PAC

ID	Chapter 2 Cross Reference	Action or Catalyst Project	Priority:	Responsibility	
			Short Term Mid Term Long Term Ongoing	Lead	Support
PR-9	NA	Develop a historic/heritage self-guided walking tour of the downtown/waterfront area.	Short Term, Ongoing	MBHS	CD
PR-10	NA	Install play structures and/or other kids' activity zones/facilities along the waterfront (see Catalyst Project C).	Long Term	CD, PW, RS	NA
PR-11	NA	Install fiber optic infrastructure in the project area.	In progress/ Mid Term	PW	CD
<b>Community Events and Activities</b>					
Catalyst Project C	pg page 2.20	Seek and secure funding for outdoor family-oriented entertainment activities, such as an adventure playground, trampoline park, splash fountain, and/or pickle ball.	Short Term	CD, Chamber, developers	RS
Catalyst Project E	pg page 2.24	Encourage and promote events, and recruit additional outdoor harborside ecotourism activities and businesses such as: <ul style="list-style-type: none"> <li>• Sea plane tours</li> <li>• Bike tours</li> <li>• Boat/kayak racing offshore</li> <li>• Guided kayak/canoe tours</li> <li>• Surf competitions</li> <li>• Skateboard competitions</li> <li>• Harbor to Point run and/or triathlon</li> <li>• Eco tours</li> </ul>	Short Term, Ongoing	CD, Chamber, local businesses	PW, H, RS

## CHAPTER 4

ID	Chapter 2 Cross Reference	Action or Catalyst Project	Priority:	Responsibility	
			Short Term Mid Term Long Term Ongoing	Lead	Support
CE-1	NA	<p>Organize and encourage additional events on the water, such as:</p> <ul style="list-style-type: none"> <li>• Boat lighting parade for July 4th</li> <li>• Blessing of the fleet “parade”</li> <li>• “Witches of Morro Bay” on the water at Halloween</li> <li>• Outdoor concerts</li> </ul>	Ongoing	CD, Chamber, local businesses, community organizations	PW, H
<b>Community Events and Activities - continued</b>					
CE-2	NA	<p>Organize and encourage additional promotions and events downtown that cater to locals and create a sense of community, such as:</p> <ul style="list-style-type: none"> <li>• “First Fridays”/art walk</li> <li>• “Wine and Cheese Night” at local businesses</li> <li>• Tree lighting ceremony during the holidays</li> <li>• Food trucks and pop-up restaurants</li> <li>• Pop-up stages and music in the park</li> <li>• Craft fairs</li> <li>• Flea markets</li> </ul>	Ongoing	CD, Chamber, local businesses, community organizations	PW
<b>Business Retention and Recruitment</b>					
BR-1	NA	<p>Work with businesses to improve their overall physical presentations.</p> <ul style="list-style-type: none"> <li>• Hold a window display contest</li> <li>• Offer visual merchandising assistance</li> <li>• Provide advertising training workshops</li> </ul>	Short Term	Chamber	Local businesses, community organizations

ID	Chapter 2 Cross Reference	Action or Catalyst Project	Priority:	Responsibility	
			Short Term Mid Term Long Term Ongoing	Lead	Support
BR-3	NA	<p>Promote the commercial fishing industry by:</p> <ul style="list-style-type: none"> <li>• Advertising/announcing the arrival of commercial fishing vessels</li> <li>• Offering tours of fishing facilities</li> <li>• Providing informational plaques to educate visitors about the industry</li> </ul>	Ongoing	Chamber, local businesses, CD	NA



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