

Plan Morro Bay Vision & Values

Revised per community member, City Council, and Advisory Committee input.
September 1, 2016



COMMUNITY VISION STATEMENT

In 2040, Morro Bay remains a small oceanfront town and thriving year-round destination, known for its natural beauty, creative people, outdoor recreation, working waterfront, and welcoming community spirit. It is a friendly, safe, resilient, and healthy place where people of all ages and economic levels live, work, play, and visit.

The natural environment and wildlife are cherished and conserved, and are essential elements that integrate with and define our urban landscape. Our healthy wetlands, iconic Morro Rock, and bustling harbor are complemented by expansive parks, connected bicycle lanes, safe streets, and pathways that are accessible to people of all ages and abilities.

We have a deep appreciation for nature and honor our native, cultural, and maritime heritage. We maintain and support our working waterfront and carefully preserve our estuary, watershed, natural shoreline and surrounding open space. We adapt to changes in the climate, economy, and culture without compromising our small town character.

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

Modern, well-maintained public amenities and supportive community services nurture our residents, community organizations, and neighborhood groups. We actively participate in government decisions and take pride in volunteerism. We welcome personal expression and creativity, as reflected in our varied visitor attractions, bustling dining scene, vibrant arts culture, community events, public art, and outdoor activities. Our diverse housing, safe and eclectic neighborhoods, and reliable transit system are enhanced through suitable urban infill and mixed-use development that accommodates modest residential and commercial growth.

Mindful of our rich heritage, we take great pride in our community and work together toward a bright future.

COMMUNITY VALUES

- **Natural Environment:** Our estuary, shoreline, and open green spaces are sustainably conserved, and our parks and recreation spaces are healthy, resilient and accessible to all.

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- **Heritage & Identity:** We welcome visitors while maintaining our small town character and honoring our maritime heritage.
- **Jobs & Housing:** A range of affordable housing options and living wage jobs provide for a high quality of life.
- **Economic Vitality:** Our diverse and sustainable economy supports both new and existing locally-owned businesses, including community-supporting tourism.
- **Infrastructure & Amenities:** We have modern, resilient infrastructure and public amenities.
- **Mobility & Access:** Safe and accessible streets, trails, and multi-modal transportation options conveniently connect people and places throughout town and to surrounding destinations.
- **Good Governance:** Our government is supportive, collaborative, equitable, and responsive to the needs of all segments of the population.
- **Resident Services:** We provide a range of public services that support a diverse and multigenerational community.