

VISION FOR EMBARCADERO NORTH



MORRO BAY, CALIFORNIA



MORRO BAY

PROJECT PLANNING LABORATORY
CITY AND REGIONAL PLANNING DEPARTMENT
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SCHOOL OF DESIGN

VISION FOR EMBARCADERO NORTH

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OVERVIEW

The graduate students in Cal Poly's City and Regional Planning Department, under the supervision of Dr. Hemalata Dandekar and Dr. Vicente Del Rio, worked closely with the City of Morro Bay to develop this vision for the North Embarcadero Area. This 10 week project began with the analysis of the existing conditions of the site and surrounding areas and produce a Strength, Weakness, Opportunities, and Threats Analysis (or SWOT Analysis). From these observations and analyses, students independently presented case studies on projects or plans from locations across the world with close similarities to this area. The observations, SWOT Analyses, and case studies were built upon to generate three intensities for development: low, medium, and high; and were presented to the Morro Bay Planning Commission and residents prior to the commission meeting on May 6th, 2014. Public and official comments from this presentation were gathered and reviewed to build a unique vision that embodies the present attitudes and future goals of Morro Bay. Students worked in groups to develop four major chapters of the vision that would be brought together to create the final document. These chapters include Land Use Circulation, Open Space and Recreation, and the Catalyst Project, and work together to create a unified vision for the North Embarcadero Area. At the June 3rd, 2014 Planning Commission meeting, the students presented their final visions developed over the 10 week period to the commission and Morro Bay residents. This presentation presented the major ideas and developments that are discussed in depth within this document. This document is meant to be used as a guideline for development and implementation for the North Embarcadero Area by the City of Morro Bay, which will create a socially and economically vital area of the City that accentuates downtown while building upon Morro Bay's already unique identity.

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1. PROJECT AREA



- 1.1 INTRODUCTION
- 1.2 PROJECT AREA DESCRIPTION
- 1.3 SITE INVENTORY
- 1.4 PLANNING TEAM SITE VISIT
- 1.5 OPPORTUNITIES AND CONSTRAINTS

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1.1 INTRODUCTION

The Vision for Embarcadero North includes recommendations, proposals and guidelines to direct investment and connectivity to the North Embarcadero. Evaluation of existing conditions in North Embarcadero was the initial step in the planning process. An inventory, study and experience of Morro Bay's culture allowed the planning team to develop a vision which contributes to the North Embarcadero, Downtown Morro Bay and the Cloisters Community.

1.2 PROJECT AREA DESCRIPTION

1.2.1 Physical Characteristics

Embarcadero North is an area directly north of the unoccupied Dynergy Power Plant in

Morro Bay, and south of the Cloisters Community. Situated along the northern shores of the bay, Morro Bay features a 576 foot volcanic plug, better known as Morro Rock, and the Power Plant smoke stacks. Embarcadero North has remained relatively disconnected from the southern and eastern portions of the city and as a result, has not changed much over the years. The entry into Embarcadero North is predominantly made through Atascadero Rd. Highway 41 and 1 intersect at Cabrillo Highway and Atascadero Road into the Embarcadero North area. These two highways are primary routes for travelers driving to San Joaquin County and Yosemite National Park and up towards Northern California. The corridor plays an important role in connecting local residents, tourists, and commercial vehicles to San Luis Obispo County and beyond. However, the strong vehicular connections in the area create impediments to the safety of pedestrians and bicyclists. Additionally, the existing walkway to the area begins in Downtown Morro Bay and ends near the Power Plant.



Map 1.1 Embarcadero North Project Highlighted in Blue



Figure 1.1 Morro Bay Connections to Major Cities in California Related by Travel Time

Embarcadero North is defined by the natural landscape and beautiful viewshed of Morro Rock. Within the existing area is Morro Bay High School along Atascadero Road, the teen center and Lila Keiser Park. The area is occasionally used by pedestrians such as high schoolers and surfers. While Downtown Morro Bay provides a unique and attractive setting including local retail and eateries for tourists and residents, Embarcadero North in its existing condition, is hidden and less active.

1.2.2 Demographics

According to the 2012 US Census, the total population of Morro Bay was 10,282. The population density was nearly 1,000 people per square mile. The racial makeup of Morro Bay is 96.1% White and 3.9% Native American, Asian and other race.

Morro Bay's population seems to be older in general, and is mostly constituted by adults and seniors. The median age of Morro Bay is 51.2 years of age.

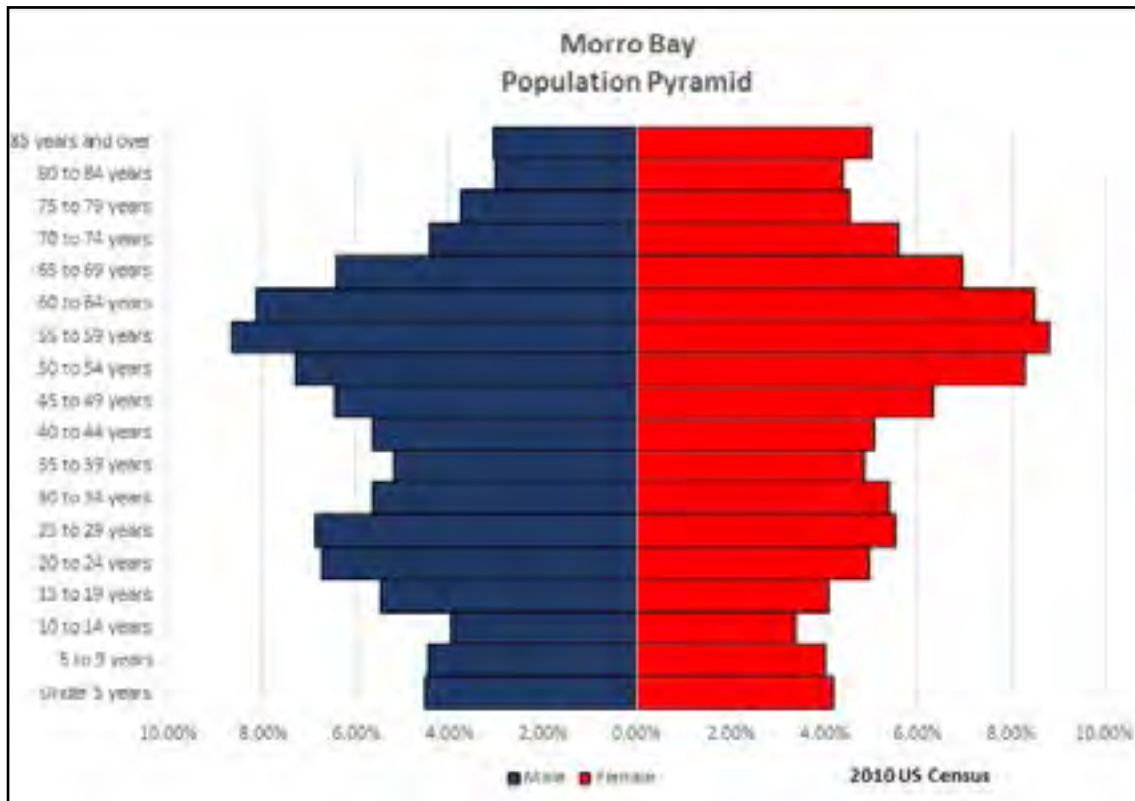


Figure 1.2 Morro Bay Population Pyramid distributed by sex and age, 2010

1.2.3 Economic Characteristics

According to the 2012 US Census, Morro Bay's workforce is employed in a small number of industries, with most employed in retail, accommodation and food services. Other industries of note include hospitality, healthcare, and social services. There are some jobs in agriculture, utilities, construction, manufacturing, wholesale trade, retail trade, transportation and warehousing, information, finance and insurance, real estate, professional, scientific management, administration, educational services and healthcare, arts and entertainment and public administration. There appears to be little diversification in jobs.



Figure 1.3 Morro Bay Employment Profile, 2012

According to 2012 U.S. Census economic data, the community is largely affluent with a mean income of \$70,566 and a median income of \$55,393. The almost \$15,000 gap between mean and median suggests a large income gap exists among residents. The majority of residents hold high school diplomas and some undergraduate degrees. With declining utilities and fishing industries, Morro Bay largely relies on the tourist industry. Notably, using 2010 US Census data, the older population of Morro Bay has invigorated a health and social services industry in senior housing and services. We can also see that the majority of households are between the ages of 45 to 64.

1.3 SITE INVENTORY

1.3.1 Land Use

The project area consists of nearly 180 acres and 22 parcels of land that are largely zoned for light industrial and visitor-serving land use. Within the area, to the north, the Morro Bay High School and the teen center on Atascadero Rd. occupy much of the land. Much of the area south of Atascadero Road is currently occupied by recreational vehicle storage, Lila Keiser Park and light-industrial facilities, such as the water reclamation facility and



Figure 1.4 Morro Bay Tourism Industry

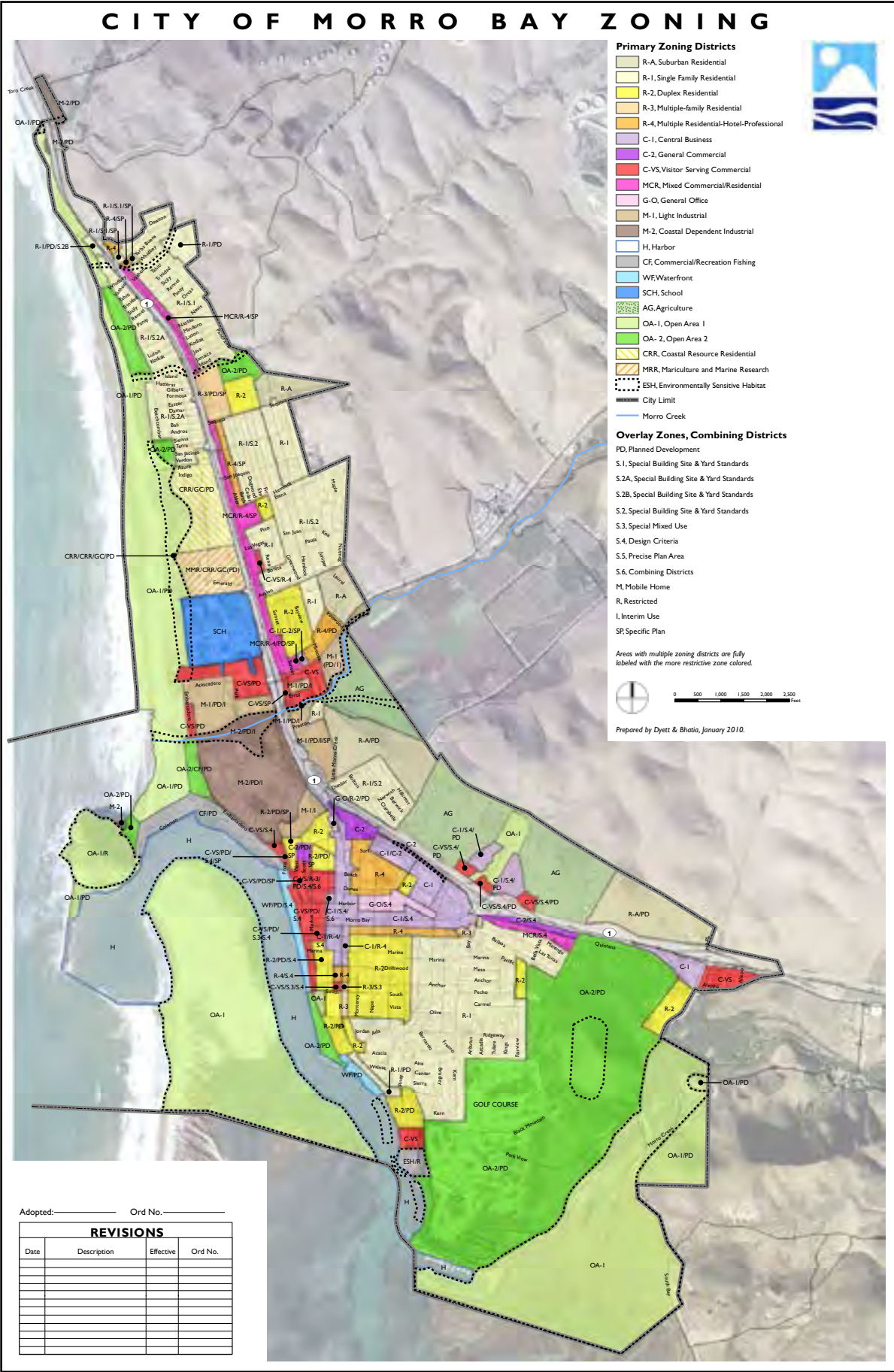


Figure 1.5 Morro Bay Existing Zoning Map



Figure 1.6 Morro Rock

cement factory. The coastal sand dunes along the water's edge are used mostly by locals and visiting RV park users. This coastal strip provides a viewshed of Morro Rock as well as the Power Plant smokestacks. Visitors primarily utilize the existing sand dune area for parking and recreational use.

Highways 41 and 1 connect to this specific location and provide the only major access point to the area and beach. Many travelers along this route include recreational vehicle users, beach goers, freight delivery drivers, high school students and users of Lila Keiser Park.

1.3.2 Site Analysis

A site analysis conducted on foot and by windshield survey identified the condition of the site and factors that affect activities in Embarcadero North.

The major circulation issues at the Highway 1 and 41 intersection illustrate the need for more pedestrian, cycling and car accessibility to Embarcadero North. The majority of users are car drivers and users of the recreational vehicle facilities. This presents major opportunities for development, additional wayfinding and connectivity.

The area is surrounded by the unoccupied Power Plant site to the south, Highway 41 and 1 to the east. The sand dunes, viewshed of Morro Rock and the smokestacks are natural assets to the project area. Downtown Morro Bay to the south and the Cloisters Community to the north offer a great opportunity for increased connectivity.

Morro Bay High School, the teen center, skate park and Lila Keiser Park offer ample spaces for young people. With appropriate development and expansion of existing uses within the location, teens from the high school and the teen center can better access services. The following section provides an in-depth site analysis from the planning team site visits.

1.4 PLANNING TEAM SITE VISITS

Working in pairs, planning teams visited the site area multiple times throughout the entire visualization process. The first official visit was held on April 4, 2014. During the visit, teams were asked to document existing conditions and any major usage conflicts. After collecting data and recording lists of existing conditions and major conflicts, the findings were categorized as follows: accessibility and permeability, pedestrian and bicycle activity, social activity, viewsheds, identity and character, structures that catch the eye, legibility and wayfinding, transparency, open space, natural environment, conflicts, maintenance, and other.

1.4.1 Accessibility and Permeability

The site area lacks accessibility and is poorly maintained. Upon entering the area, there is a 5-point intersection, which is difficult to navigate. Maneuvering through this intersection, Atascadero Road, which has many issues of pavement degradation. Pedestrian facilities provide an inconsistent walking experience as some parts of Atascadero Road do not have sidewalks, while other sections provide inconsistent sidewalk widths. With little pedestrian and bicycling amenities, there are no bike lanes or lighting. Atascadero Road is not attractive to pedestrians and cyclists. Many people such as the high school students at Morro Bay High School cross the hazardous intersection to get across. Behind the hotels and open lot, there are softball fields. The lack of signage and small street connection to the fields make them difficult to find. The area is serviced by a local bus route, there is infrequent service. On the corner of Embarcadero there are recreational vehicle use lots. These lots provide many walkways and driveways along the beach side and west-facing wall.



Figure 1.7 Planning Team Members on Site Visit



Figure 1.8 Wide Access Road to Lila Keiser Park



Figure 1.9 Poor Pedestrian Facilities on Atascadero Road



Figure 1.10 Bicycle Activity



Figure 1.11 Area Visitors Utilizing Natural Trail



Figure 1.12 View of Hills of Morro Bay from Site

1.4.2 Pedestrian and Bicycle Activity

The site area has limited pedestrian and bicycle access. The sidewalk is adjacent to industrial-use areas and lacks a crosswalk to connect it to the local high school. Light poles exist in the public right of way, creating a hindrance in the walkway. Pedestrian activity is high where the future connection over the creek will be located. A walkway running alongside the canopy covered creek area is heavily used by pedestrians and the large nearby transient community. A class I bicycle path connecting Downtown Morro Bay to the site area exists, however the path directs users into a busy intersection at Atascadero Road.

1.4.3 Social activity

There are various uses within the site area. Embarcadero North is not currently, a tourist-serving location. There is little direct signage to guide visitors from Downtown Morro Bay towards Embarcadero North. The most socially active pocket is the high school and the adjacent teen center. Leila Keiser Park is heavily used by the community, especially on the weekends. Morro Creek's trails and dirt paths receive high pedestrian traffic and hold large, semi-permanent, housing clusters. The skate park and teen center by the high school provide a space for teenagers. The beachfront along Embarcadero North draws surfers, dog walkers, kite flyers, and fisherman. High activity within private boundaries of the RV Park were also observed.

1.4.4 Identity and Character

Downtown Morro Bay serves visitors and locals in the community. There are boutique shops and small hotels nestled in with recreational vehicle lots. The specific site area attracts RV users, such as families and older couples, who enjoy the quiet beach scene. On the east side of Highway 1, the gaps between buildings and lack of sidewalks along streetscapes detract from Morro Bay's sense of character. Main Street functions as a resident-serving corridor. Morro Rock and the power plant stacks provide ample sight views from different parts of the city.

1.4.5 Structural Landmarks

The power lines and transformers along the mountainsides are visible from the beach area and from Atascadero Road. Hillside homes are visible from the creek area and along the beach adjacent to our site. The skate park and hotels immediately catch the eye from Atascadero Rd.

1.4.6 Legibility and Wayfinding

The large profile of the power plant stacks helps orientation and wayfinding. There is little to no signage for travelers heading westward on Atascadero Rd. towards the ocean at Embarcadero and most of the traffic is diverted downtown. Along North Embarcadero, the small amount of vehicular drivers approach the beachfront with caution until the water is in view and quickly park. Not many drivers turn around at the end of Embarcadero toward another route. There are a few wayfinding signs the close to Highway 1 that do not prove to be helpful.

1.4.7 Transparency

Between Embarcadero Road and Highway 1 there is a mixture of high and low transparency. Some parts of the site provide distant views of the ocean and Morro Rock, while other parts reveal open space. The fencing and tall cisterns at the waste water treatment facility along the west end of Embarcadero Road and the south side of the street create a street wall and visual blockade for users. Additionally, Embarcadero Road has minimal street lighting, making this site difficult to navigate at night or low-lit times of day.

1.4.8 Open Spaces

There is a belt of vacant and underutilized lots throughout the entire study area, but more specifically, close to the High School and west Atascadero Road. The dunes create an interesting elevation change. The creek and dirt trail along the south side of the creek provide open space. The softball fields are maintained and well used. There are two privately owned vacant lots. One is next to the cement factor and the other is on the east side of the freeway, across from a gas station. There are vacant spaces next to the Motel 6, along Main Street between existing businesses and a trailer lots.



Figure 1.13 Power Plant Stacks Serve as a Structural Landmark



Figure 1.14 Morro Rock Viewshed



Figure 1.15 Fences Reduce Transparency Throughout Site Area



Figure 1.16 Vacant Lot Provides Open Space



Figure 1.17 Embarcadero Protected Dunes



Figure 1.18 Lack of Pedestrian Crossing Create Conflicts Between Vehicles and Pedestrians

1.4.9 Natural Environment

Towards the west of Atascadero Road is a view of the ocean and the sand dunes. The natural environment and habitat of the sand dunes is protected by the Coastal Commission. West of the high school are bioswales for water/flood collection. The creek is home to naturally occurring flora and fauna, which is left untouched and un-manicured as it is sensitive habitat.

1.4.10 Conflicts

There are several points of conflict in the study area. There is little signage and amenities to direct visitors to the softball fields. The two four-way intersections at Highway 1 entrance/exit ramps and Atascadero Road are confusing for automobile drivers, bicyclists, and pedestrians. Highway 41 does not provide appropriate pedestrians and cycling facilities. Access between the high school and the teen center are not clearly demarcated. Along to the creek bed, there are signs of homeless encampments. Pavement condition is degraded and there is a lack of appropriate sidewalks for pedestrians. With the anticipated removal of the waste water treatment plant, there appears to be opportunities to reduce these land use and circulation conflicts.

1.4.11 Maintenance

The site area is poorly managed. While the teen center provides a space for activity, the establishment of the center appears isolated and unconnected. The dilapidated miniature golf course behind the teen center and unkempt landscaping create a sense of abandonment. The roads are paved, but are poorly maintained, especially in the areas closer to the beach. There is a lack of continuity in sidewalk maintenance, repair, and materials. Some areas are poorly maintained and partially unpaved, while others near hotel areas are well-kept. There are several areas along Atascadero Road that are unpaved. Finally, Morro Creek is filled with garbage and campers' home equipment.

1.5 OPPORTUNITIES & CONSTRAINTS

The planning team identified strengths, weaknesses, opportunities and threats of the project site. A thorough SWOT analysis was performed. Needs, achievable goals, objectives, and purpose of the site area were identified. The existing conditions and potential opportunities of Embarcadero North, the opportunities and constraints are further explained. The appendices provide a more detailed SWOT analysis of specific elements and project areas.

1.5.1 Opportunities

Tourism is a vital industry in Morro Bay. The beautiful natural surroundings of the coastline, the sand dunes, Morro Rock and the smokestacks are key features of this coastal community. The quaint and relaxed feel of the town is preserved through its limited amount of retail chains and development. The unique, individual, artsy and self-described, “funky” vibe of the community are excellent attractions.

Its location within San Luis Obispo County, combined with its natural pristine landscape, make it an attractive place to live and visit. Highway 1 and 41 intersect by Morro Bay and allows access to Yellowstone National Park and Fresno. This area is well-suited to draw visitors from the rest of San Luis Obispo County, travelers ending or starting their trips towards the San Francisco Bay Area, Los Angeles or Yosemite National Park.

Aside from the scenic viewsheds, the downtown is an asset to the community and the project area. Pedestrian activity and “funky” downtown create a high level of character and imageability, which engenders a sense of place. People generally see the downtown as a major visitor attraction and a core aspect of the Morro Bay community.

There is ample opportunity to capture complementary development and character on the Embarcadero North site. Its proximity to the coastline and Morro Rock as well as the available land use

opportunities are prime for creativity and re-use.

1.5.2 Constraints

Though locally-owned retail stores, recreational usage, low intensity inns and motels contribute to the charm and uniqueness of Morro Bay, these visitor-serving sectors do not generate enough revenue to provide the economic security for the City of Morro Bay. Many locals and visitors want to keep Downtown free of chain stores and higher-use development.

The boundaries formed by the unoccupied Power Plant site and Highways 1 and 41 confine growth within a limited area. Additionally, these physical barriers split up Morro Bay into different sections.

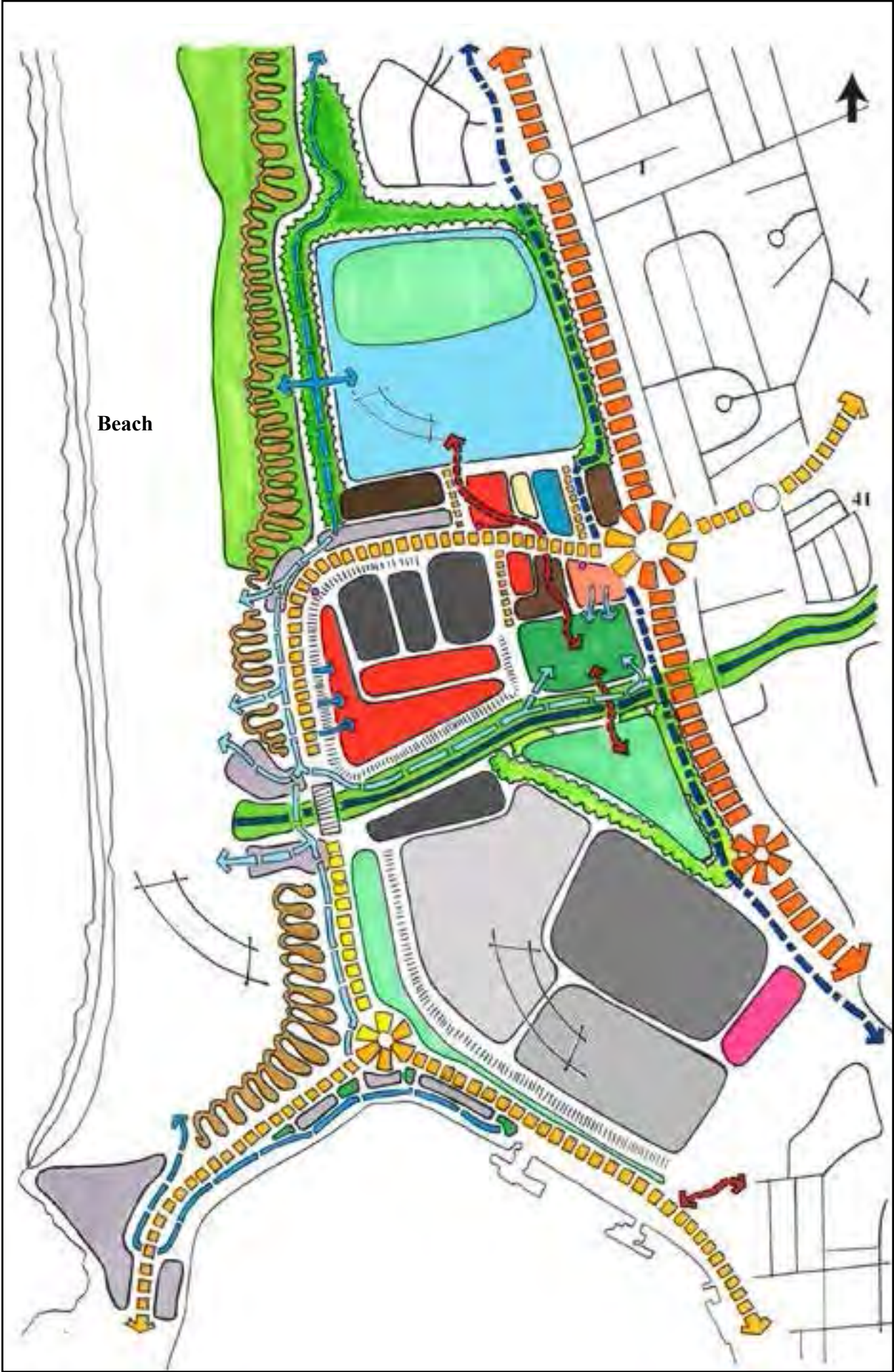
Development needs to be cognizant of the coastal commission’s preservation standards and natural resources management practices along the coast.

The service industry, one of the city’s major economic industries, is greatly reliant on visitor-serving sectors like retail and hospitality. Diversifying the city’s industries can reduce the city’s economic vulnerability. It is likely that Morro Bay will continue to depend on tourism in the foreseeable future.

Though Highways 1 and 41 direct vehicular traffic toward the project area, the unique identity of Downtown Morro Bay as well as services for locals has not expanded towards Embarcadero North. The lack of directional and wayfinding signage towards this location has deterred visitors from this site. As a result, this spectacular location is hidden from tourists and visitors and possibly, even locals.

There are no direct pedestrian and cycling paths that currently lead to the beach from the Downtown or from the northern Cloisters Community.

MAP 1.3 EXISTING SITE INVENTORY



Symbols

	High Volume Traffic		Environmentally Sensitive
	Medium Volume Traffic		Flat Open Area / Underutilized
	Low Volume Traffic		Defined Park
	Low Traffic / Unpaved Defined Walking Path		RV - related Use
	Informal Walking Path		Motel
	Defined Bike Path		Research Facility
	Informal Pedestrian Access		Vacant / Underutilized
	Defined Pedestrian Access		Parking
	Desired Linkage		Old Tank Farm
	Visual Barrier - Fence		Old Power Plant
	Riparian Vegetation		Switchyard
	Barrier Vegetation		High Volume Traffic
	Sand Dunes		High School
	Morro Creek		Teen Center
	Viewsheds		Private Residence



2. CONCEPT PLAN DEVELOPMENT

2.1	INTRODUCTION
2.2	VISION STATEMENT
2.3	GOALS AND OBJECTIVES
2.4	CONCEPT PLAN

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2.1 INTRODUCTION

The vision, goals and objectives that will guide the development of Embarcadero North were formed through an intensive conceptualization process that the planning team used to determine the best expression of the community's characteristics, unique identity and needs for the revitalization of Embarcadero North.

To encourage a diverse range of ideas throughout the visioning process, the planning team divided into four small groups. Each group brainstormed and developed sets of goals based on planning policies and urban design principles to achieve the vision, sets of objectives as well as long-term and short-term programs to implement these goals.

Each group reflected on specific aspects of Embarcadero North that represented the most important issues to the community throughout the surveying and interim critique process. Public

comment was also reflected upon throughout the process. Online and written comments were taken from community residents after the first presentation of work to the Morro Bay Planning Commission. Through gathering critical background information, anecdotes and perspectives from the community about existing conditions, circulation, land use, open space and economic development, the planning team was able to develop concepts and ideas that fit the culture and aesthetics of Morro Bay's Embarcadero North.

The vision was developed by synthesizing the key aspects of each group's goals to form a holistic outlook for Embarcadero North in all aspects that were addressed. The most vital parts to our vision statement are derived from the processes used throughout the studio quarter. These vital pieces include a potential gateway, cultural identity, social vitality and complementing the downtown.

2.2 VISION STATEMENT

As a Gateway to the Pacific and to Morro Bay, Embarcadero North will provide both residents and visitors with a unique place by integrating sustainable practices, California's coastal environment and Morro Bay's cultural identity. Development of Embarcadero North will promote social and economic vitality, recreational opportunities for the community, and the enjoyment of Morro Bay's natural resources while complementing downtown activities and adding to the City's uniqueness.

2.3 GUIDING DEVELOPMENT PRINCIPLES

1. Encourage the Efficient Use of Land
2. Using Natural Resources as a Catalysts for Change
3. Complement and Integrate with the Downtown
4. Low -Impact Sustainable Development
5. Provide for A Broad Range of Acitivites for Community and Visitors

2.4 GOALS & OBJECTIVES

Goal: Imageability

To enhance the quality of architecture and streetscape elements in the Embarcadero North that reflect the history and unique culture of Morro Bay.

Objective: Ensure that new development is compatible with the core areas of attraction in the Embarcadero North, the high school, teen center, Lila Keiser Park, and the beach.



Objective: Encourage social activity through well-designed public spaces that promote the area's rich cultural history and the environment.



Goal: Transparency

To encourage visibility of indoor and outdoor spaces throughout the Embarcadero North area.

Objective: Encourage attractive storefronts with large windows displays that draw pedestrian interest.



Objective: Provide views of cultural and landscape features in Morro Bay.



Goal: Complexity

To promote architectural diversity and unique landscaping elements in the context of Morro Bay's unique culture.

Objective: Encourage varied architectural styles and open spaces through distinct building and street features.



Objective: Allow for a range of complementary streetscape elements.



Goal: Linkage

To improve visual and physical connections by creating a cohesive network of streets, buildings, and open space.

Objective: Incorporate a common set of design features for the built environment.



Objective: Make bicycle and pedestrian pathways that are attractive, safe, and interconnected.



Goal: Coherence

To create a sense of visual order along Atascadero and North Embarcadero Road.

Objective: Relate land use, buildings, landscaping, and street elements in the context of the Embarcadero North area.



Objective: Encourage development practices that complement existing buildings, increase density, incorporate mixed-use and promote mobility.



2.5 CONCEPT PLAN

The Concept Plan is a refinement of the visioning process. This plan represents the proposal for Embarcadero North's revitalization.

Feedback from the interim critique was considered in the preparation of the final document. Community comments influenced the development of design concepts and planning policies. Features such as the addition of a terminus at the end of Atascadero Road by the sand dunes and beach include proposals to extend and connect pedestrian walking and cycling paths from Downtown Morro Bay to Embarcadero North. Open space proposals were evaluated to enhance Lila Keiser Park and to connect the natural elements and viewshed of Embarcadero North. In addition, suggestions for preserving affordable recreational space and creation of campsites represented the community's desire for more outdoor activity space. With this, the team proposed a catalyst project: the addition of a visitor plaza complementing the terminus. All proposals were developed in greater detail.

To develop the vision and the concept plan proposed, the class divided into four groups in order to focus on circulation, open space and recreation, land use and zoning, and a Catalyst Project. The circulation team's suggested treatments included working together with Caltrans to implement a double roundabout, a terminus, gateway implementations, traffic calming features, streetscape design, complete streets, safe routes to school, pedestrian and cyclist safety and parking management. Additionally, the group suggested utilizing

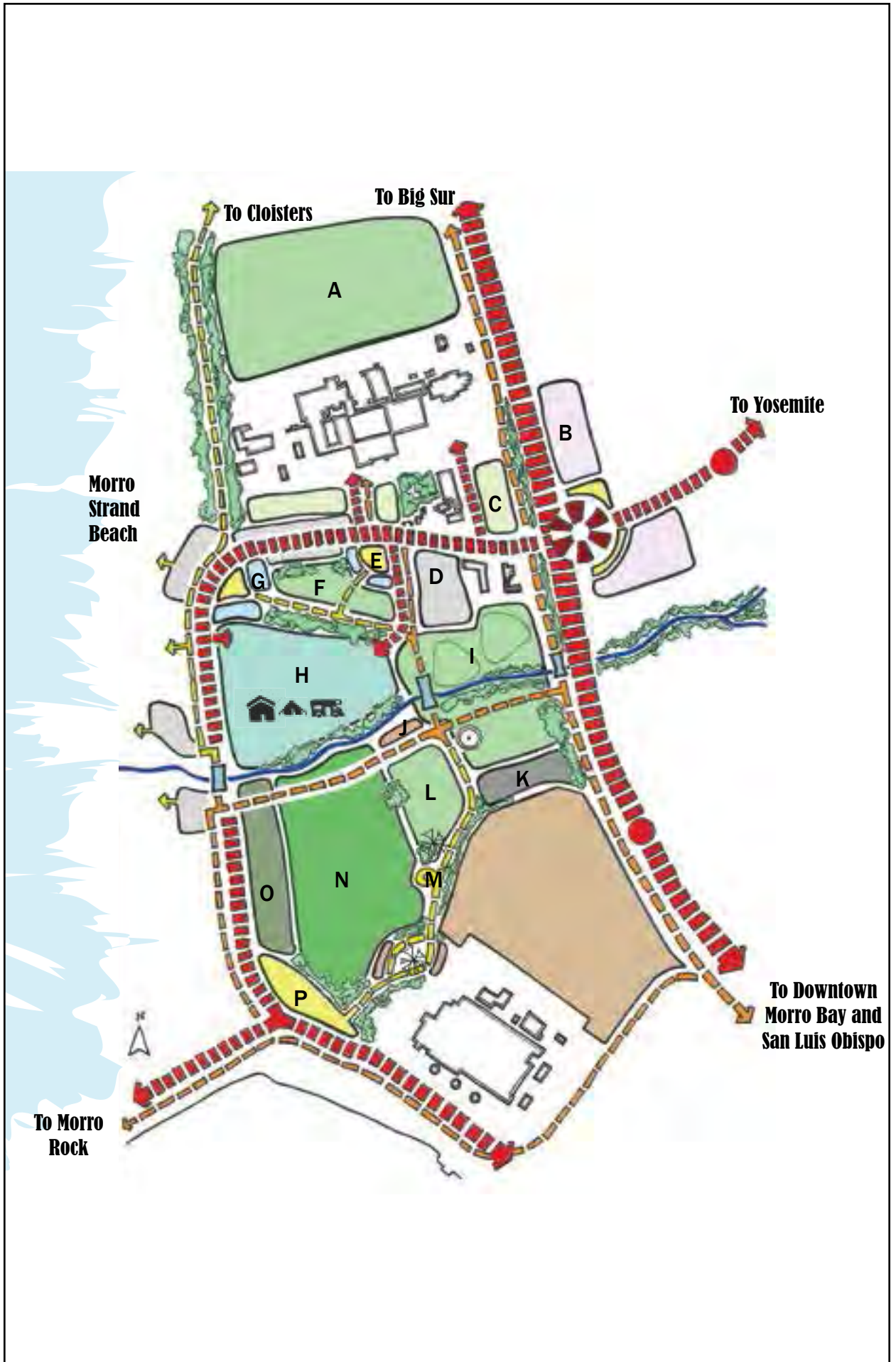
sustainable elements in its development where possible, including permeable pavements and bioswales. Overall, the circulation group's practical, but connective project designs was featured throughout the different group's project designs. This, in effect, created a complete transportation network, which was incorporated throughout the visioning process.

The open space and recreation team looked at expanding the trail network, while incorporating unique artistic elements, distinctive and representative of Morro Bay's culture. The pedestrian trail network expands into the Catalyst Project site as well as through to Embarcadero and Lila Keiser Park. This would help to connect short term and long term development projects while stimulating interest into the surrounding areas.

The land use and zoning group proposed land use changes in different areas to push for distinctive development within the site. Land use changes allowed for the creation of a Catalyst Project site, further open space development by the Power Plant, and complimentary commercial development.

The Catalyst Project group incorporated the circulation element of a terminus at Atascadero Road and Embarcadero Road. This in turn, will serve to turn large vehicles and trucks around, but greet visitors in smaller vehicles as they pass through the gateway. The Catalyst Project's terminus and pedestrian plaza will inspire further commercial development and serve visitors and the community. Furthermore, the catalyst site will help propel more interest in Embarcadero North.










MAP 2.1 PROPOSED CONCEPT PLAN



Low Impact Development / Low Intervention Proposals

- A** City/High School Shared Fields
- B** Mixed Use
- C** Open Space/Community Garden
- D** Increased Parking and Potential for Food Trucks
- E** Plaza with Benches, Tables and Eating Patios
- F** Park with Benches and Potential for Market Space
- G** Low Impact Retail/Restaurants
- H** Campground with Cabin, Tent and RV Spaces
- I** Extended Lila Keiser Park with Gazebo
- J** Activity Pocket overlooking Creek with Info Plaque
- K** "The Switchyard" Skatepark
- L** Extra Multi-Purpose Field
- M** Pedestrian Raised Pathway with Activity Pockets
- N** Flood Management Area and Open Dog Park
- O** Natural Dune Area and Habitat
- P** Boardwalk Plaza with Bincoculars and Vendors

Legend

	Vehicle Circulation		Bike/Ped. Bridge
	Bike Circulation		Gazebo
	Pedestrian Circulation		Activity Pocket
	Roundabout		Vegetation
			Public Art

4. LAND USE



4.1 INTRODUCTION

4.2 CONFORMITY WITH GENERAL PLAN

4.3 LAND USE POLICY AND REGULATIONS PROPOSALS

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4.1 INTRODUCTION

This chapter is to propose zoning changes and land use policy that could enhance connectivity between neighboring zones, add amenities for residents and visitors, and promote economic growth and city identity. Along with a rezoning of select areas, it recommends a community resource (CR) and Cultural Heritage overlay zoning district (CH), and modifies the open area (OA) and commercial/recreation fishing (CF) designations.

4.2 CONFORMITY WITH GENERAL PLAN

Morro Bay's General Plan reflects the city's value of recreation dedicating an entire element to the issue. The "Access and Recreation" element determines recreational priorities delineated by high, medium, and low. Listed first of the high priorities is a community recreation center. This demonstrates the importance of community resources and supports this chapter's recommendation for a new Community Resource Zone (CR). As will be shown, this district will allow facilities or areas that can provide multiple opportunities for diverse activities, services, and hobbies to a range of residents and visitors.

The following excerpt from the Morro Bay General Plan discusses priorities identified by the community.

High Priority Needs: Two high priority needs were identified by the community. These were a community center and "Morro Rock Park". The community recreation center should include an arts center, senior services area, multi-purpose rooms, racquetball courts and hobby center such that all ages could recreate or meet. (Morro Bay General Plan, p. VIII-11)

As highlighted in the excerpts below, the General Plan calls for a "commercial recreational facility." This policy is consistent with this chapter's recommendations to reorganize the Open Area (OA) into three subzones categorized by uses and

impact. As will be discussed in later in this chapter, the OA-3 subzone would allow open-air facilities with commercial appeal, such as an outdoor athletic stadium and outdoor performance art theatre.

Policy LU-37: The City will adopt regulations which permit the construction of visitor-serving facilities in appropriate locations and the City will establish visitor-serving commercial recreational facilities as high priority land use. (Morro Bay General Plan, p. II-72)

Program LU-37.1: Lower-cost visitor and recreation facilities for persons and families of low or moderate income shall be protected, encouraged, and where feasible, provided. Developments providing public recreational opportunities are preferred. (Morro Bay General Plan, p. II-72)

The General Plan also outlines a proximity relationship between Mobile Home Park Districts and the Commercial Retail/Restaurant zone, which supports this chapter's recommendation to encourage connectivity among neighboring uses.

A Mobile Home Park District should be in close proximity to and have good access to retail and service commercial centers as well as other community services such as parks and schools. (Morro Bay General Plan, p. II-68)

4.3 LAND USE POLICY AND REGULATIONS PROPOSALS

In developing land use and zoning recommendations for the project site, the following overarching goals were considered:

Goal 4.1 - Apply uses that build off and complement of the commercial vitality of downtown.

Goal 4.2 - Integrate uses that attract a diverse audience.

Goal 4.3 - Create uses that recognize the needs of residents while maintaining the city's appeal to surrounding communities and visitors.

Goal 4.4 - Recognize the area's historical and cultural legacies through zoning responsive to site specific attributes.

Goal 4.5 - Support zoning changes that, where possible, capitalize on existing land resources and functions.

The objectives, policies, and programs that follow were each designed to accomplish one or more of the above five goals:

Objective 4.1 - Adapt and maintain zoning designations to facilitate economic development and community identity

Policy 4.1.1 - Support development that capitalizes on and promotes the City's fishing industry.

Program 4.1.1.1 - Modify the existing CF designation to allow for structures and amenities, such as a haul-out facility or fish market, that are dependent on and beneficial to the fishing industry, while still serving other commercial interests.

Policy 4.1.2 - Encourage mixed use residential/commercial (MCR) in conjunction with visitor serving commercial (C-VS) to promote walkable neighborhoods serving residents and visitors.

Program 4.1.2.1 - Remove the M-1 zoning district in the area around Embarcadero and Atascadero roads, and re-zone for the MCR zoning district

Policy 4.1.3 - Encourage future adaptive use of the Power Plant, for possible residential, commercial, recreational, and/or civic use.

Program 4.1.3.1 - Remove the M-2 zoning district in the area around the Power Plant, and maintain the planned development (PD) designation.

Policy 4.1.4 - Preserve and incorporate existing zoning districts that support economic and community development.

Program 4.1.4.1 - Maintain the current location of C-VS (Visitor Serving Commercial) zoning districts along Atascadero Road Embarcadero Road.

Program 4.1.4.2 - Maintain the current location of C-VS (Visitor Serving Commercial) zoning districts along Main Street.

Program 4.1.4.3 - Maintain the current location of the Commercial/Recreational Fishing, as multi-zoning district along the waterfront south of Morro Rock.

Policy 4.1.5 - Maintain the location of existing Open Area (OA) zoning districts to protect open space networks.

Program 4.1.5.1 - Maintain the current location of the OA-1 zoning district along the beach north of Morro Rock.

Program 4.1.5.2 - Maintain the current location of the OA-2 zoning district along Embarcadero Road south of Morro Creek.

Policy 4.1.6 - Encourage the preservation of culturally significant landscapes and promote projects that serve to educate the public on Chumash cultural heritage.

Program 4.1.6.1 - Create a Cultural Heritage (CH) overlay zoning district to be superimposed over base zoning districts. The intent of the CH overlay zoning district is to celebrate Morro Bay's diverse cultural heritages and legacies and to protect culturally significant sites from projects that may result in adverse changes to archaeological resources. Educational signage, public art and interactive elements that relate to Morro Bay cultural heritage will be encouraged in CH overlay zoning districts. The CH overlay zoning district will be applied to the following areas:

- The ESHA area around Morro Creek
- The hilltop area east of the Power Plant
- Lila Keiser park

Objective 4.2 - Identify locations and designations for enhanced community serving amenities.

Policy 4.2.1 - Delineate between zoning designations for schools and other community resources. Morro Bay's zoning code specifies a district for schools (SCH), but does not address other community serving facilities.

Program 4.2.1.1 - Create a new Community Resource (CR) zoning district that distinguishes between land designated for school facilities and uses and land designated for broader community facilities and use. The CR zone will:

- Maximize accessibility to Community Resource zones by connecting it with bicycle paths, walking paths, and a transit stop.
- Meet ADA compliance to better serve disabled and senior populations
- Support programs at facilities that encourage social interaction and civic involvement for citizens of all ages.
- Require facility-occupying organizations to advertise an updated schedule of events, programs and activities at visible, key public sites to inform residents of all sections of Morro Bay, visitors, and MBHS students.

Policy 4.2.2 - CR zones should optimally be located near existing public facilities.

Program 4.2.2.1 - Re-zone the area with the Teen Center and Skate Park at 231 Atascadero Road to a Community Resource designation, and consider construction of a community recreation center adjacent and joined to this space.

Program 4.2.2.2 - Re-zone the field area behind school as CR.

Objective 4.3 - Allow flexibility of uses and development within the mandated regulatory framework

Policy 4.3.1 - Uses either permitted or conditionally permitted in Open Area (OA) designations should be categorized by relative impact.

Table 4.1 Open Area Uses by OA Designation (4.2.2.1)

	OA 1	OA 2	OA 3
Permitted by right	Beaches Pedestrian and bicycle trails Viewing areas Nature study and educational activities Minor support facilities such as: Information signs Fences	All uses permitted by right in OA 1	All uses permitted by right in OA 1 and OA 2
Conditionally permitted	Parks Playgrounds Picnic areas Other support structures such as: Restrooms Dressing rooms Parking lots Lifeguard stations Tent camping	All uses conditionally permitted in OA 1 Ranger stations Athletic fields with related support structures such as: Goalposts Backstops Seating stands Refreshment stands Sports equipment rental RV and cabin camping	All uses conditionally permitted in OA 1 and OA 2 Golf course Driving range Boating club Museum Art galleries Libraries Performance amphitheaters Professional level athletic fields or stadiums

Program 4.3.1.1 - Reorganize the open area (OA) subzone designations based on relative impact to efficiently categorize like uses. OA-1, OA-2, and the new OA-3 subzones will be differentiated as follows outlined in Table 4.1 below:

Policy 4.3.2 - Protect Environmentally Sensitive Habitat Areas (ESHA).

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Policy 4.5.1 - Neighboring zones in the site area should provide pedestrian connectivity by way of path and facade orientation.

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Policy 4.6.1 - Create design guidelines for the area east of the Pacific Coast Highway.

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MAP 4.1 NEW AND EXISTING EMBARCADERO NORTH ZONING



4. LAND USE



4.1 INTRODUCTION

4.2 CONFORMITY WITH GENERAL PLAN

4.3 LAND USE POLICY AND REGULATIONS PROPOSALS

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MAP 4.1 NEW AND EXISTING EMBARCADERO NORTH ZONING





5. CIRCULATION

- 5.1 INTRODUCTION
- 5.2 CIRCULATION ELEMENTS
- 5.3 CIRCULATION POLICY
- 5.4 CROSS-SECTIONS

5.4 CROSS-SECTIONS

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5.1 INTRODUCTION

The primary objective of the circulation plan is to provide access to, and through, the Embarcadero North. Access will be created by developing a network of interior bicycle and pedestrian paths, and linking existing paths adjacent to the Embarcadero North area and destination points within the Vision area. Development of circulation in the Embarcadero North area also includes provision of circulation systems that improve vehicular access to, and throughout, the project area. All circulation decisions will be coordinated with Land Use, Open Space, and Recreation objectives to ensure full development of all programs developed within this Vision.

While the proposed design provides vehicular connections to existing arterials, it seeks to minimize the creation of new thoroughfares that would encourage substantial increases in traffic through existing and future development. Internal circulation in the Embarcadero North area is designed to promote traffic calming and low vehicle speeds while maintaining safe traffic flow. The traffic calming features discussed in the following sections will provide for the safety of pedestrians and bicyclists while maintaining circulation.



Map 5.1 Existing Street Network

5.2 CIRCULATION ELEMENTS

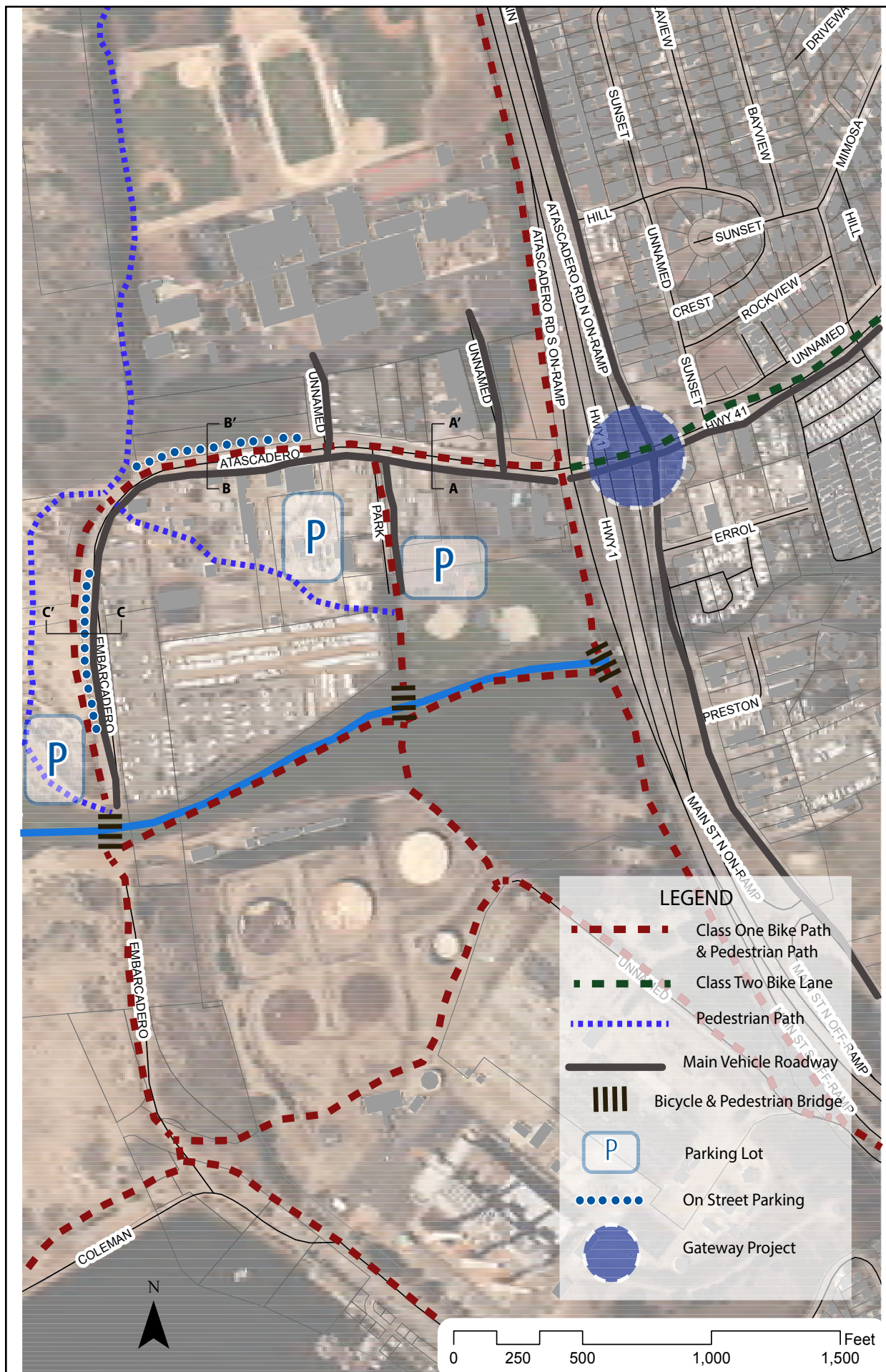
Arterials

California Highway 41 (Atascadero Road) and Main Street are the arterial streets serving the Embarcadero North area. Atascadero Road cuts through the middle of the project area and ends at the Embarcadero. Atascadero Road is one of the main connections to the Central Valley and continues all the way to Yosemite National Park. It is currently two lanes with a two-way center turn lane and has disconnected sidewalks and inadequate and incomplete bicycle infrastructure. Atascadero Road is currently the only vehicular access route through the Vision site west of Highway 1.

Main Street is two lanes with a two-way center turn lane and connects Atascadero Road and the project site to downtown Morro Bay. Main Street has a continuous sidewalk along the east side of the street and Class II bike lanes along the section contained within the project area.



Figure 5.1 Existing Atascadero Road



MAP 5.2 CIRCULATION PLAN

The intersection of Atascadero Road and Main Street is currently directly connected to the northbound off ramp of Highway 1 through two intersections which are less than 50 feet apart. These intersections create many conflicts. Improvements are necessary as part of this Vision.

Local Streets

The function of local streets is to move traffic from the main arterial streets to the destinations within the North Embarcadero area. The Embarcadero, with connectors to Lila Keiser Park, Morro Bay High School, and residential streets along Main Street function as local streets within the Project area. Local streets encourage cooperation between all modes of travel and should remain as connections to destinations and not become thoroughfares.

Pedestrian and Bicycle Paths

Consistent with the Circulation Element and Bicycle and Pedestrian Master Plan's goal of promoting alternative modes of transportation this Vision includes bicycle and pedestrian circulation routes which provide access throughout the interior of the Embarcadero North area and connect to existing pedestrian and bicycle network within the City of Morro Bay. Pedestrian circulation is provided along arterial and local streets in the Embarcadero North area and adjacent roadways.

Public Transportation

The City of Morro Bay currently provides transit service to Embarcadero North via their single fixed route transit line. The service is available Monday - Friday from 6:45 am to 6:45 pm and Saturday from 8:25 am - 4:25 pm. Currently there is no Sunday service from the single fixed route transit line. There are three stops on the west side of Highway 1 within the Project area, including a time point at Morro Bay High School forty five minutes past each hour, and one stop along Main Street. This transit line provides connections to Downtown and North Morro Bay.

Off-Street Parking

There are currently three main off street parking lots within the Project area. The beach parking lot located at the end of the Embarcadero in the dune area is heavily used by tourists and locals accessing the beach. It is currently a sand parking lot which has had very few infrastructure improvements made to it. Currently no parking system has been implemented in this lot, vehicles park as they choose often creating a sense of chaos. The parking lot at Lila Keiser Park is fully paved and painted, but does not provide for peak park use times, forcing



Figure 5.2 Existing Main Street



Figure 5.3 Existing Embarcadero



Figure 5.4 Pedestrian Path Along Morro Bay High School Fields



Figure 5.5 Morro Bay Trolley Bus



Figure 5.6 Existing Beach Parking Lot



Figure 5.7 Lila Kaiser Parking Lot Overflow



Figure 5.8 Existing Bike Path Crossing at Atascadero Road



Figure 5.9 Existing Embarcadero Trail

many park goers to park elsewhere within the project area and walk to the park. Morro Bay High School also provides an abundance of off-street parking to the community outside of normal school hours. This parking lot will be especially crucial for future recreational uses within the area as anticipated by this Vision.

Circulation Standards

Established City of Morro Bay standards apply unless superseded by specific standards in this Vision. Lane widths, surfaces, signage, lighting, curb, gutter, sidewalks and driveways shall be as specified in the City's Circulation Element. However reduced street sections are encouraged on the Embarcadero to reduce the vehicular speeds and create an environment conducive to all modes to travel as anticipated by this Vision.

5.3 CIRCULATION POLICY

Goal 5.1 - Create a Circulation System that is Conducive to Efficiency and Safety which Accommodates New Trips Generated by Development with the North Embarcadero Area.

Objective 5.1.1 - Ensure transportation decisions are coordinated with Land Use, Open Space, and Recreation.

Policy 5.1.1.1 - Provide sufficient transportation services and facilities to accommodate the growth this plan anticipates.

Policy 5.1.1.2 - Develop street designs that fit the scale of land uses

Objective 5.1.2 - Manage the North Embarcadero Parking supply with efficient transportation systems.

Policy 5.1.2.1 - Provide adequate parking to support current and future needs.

Program 5.1.2.1.1 - Develop a universal parking plan throughout North Embarcadero.

Program 5.1.2.1.2 - Provide direct parking to support open space and recreation goals.

Program 5.1.2.1.3 - Beach boardwalk Parking Plan.

Program 5.1.2.1.4 - Reduce or remove street parking along Embarcadero.

Program 5.1.2.1.5 - Reduce parking requirements through TDM strategies.

Policy 5.1.2.2 - Encourage bicycle and pedestrian systems through parking design.

Program 5.1.2.2.1 - Provide safe and convenient bicycle parking storage near key recreation and commercial locations.

Program 5.1.2.2.2 - Use paid parking to encourage efficient allocation of parking among diverse users.

Policy 5.1.2.3 - Prioritize curb space by (1) transit stops, (2) passenger loading, and (3) short term parking.

Objective 5.1.3 - Improve safety for all modes of transportation.

Policy 5.1.3.1 - Use traffic control policies to reduce high volumes, high speeds, and pedestrian-vehicle conflicts.

Policy 5.1.3.2 - Promote usage of intelligent transportation systems to provide for emergency prioritization.

Policy 5.1.3.3 - Prioritize improvements in areas with history of pedestrian-vehicle incidents and other known safety issues.

Program 5.1.3.3.1 - Improve visibility of pedestrians for vehicles and transit.

Program 5.1.3.3.2 - Improve level of service (LOS) for pedestrians and bicyclists based on Highway Capacity Manual (HCM) guidelines.

Policy 5.1.3.4 - Improve Freeway intersections

Program 5.1.3.4.1 - Develop intersection improvements on both east and west side of HWY 1, with the assistance of Caltrans improvement strategies.

Goal 5.2 - Develop Social Capital and Improve Public Health through Circulation Network.

Objective 5.2.1 - Encourage bicycle, pedestrian and public transportation circulation routes that promotes these alternative modes of transportation and access to North Embarcadero.

Policy 5.2.1.1 - Create and enhance safe, accessible, convenient and attractive streets and trail networks that are desirable for bicycling, walking and public transportation.



Figure 5.10 Example of Parking Design Standards (5.1.2.1.1)



Figure 5.11 Use Paid Parking to Encourage Commercial Turnover (5.1.2.2.2)



Figure 5.12 Example of Convenient On-Street Bike Parking Corrals (5.1.2.2.1)



Figure 5.13 Example of a Raised Pedestrian and Bike Crossing (5.1.3.1)

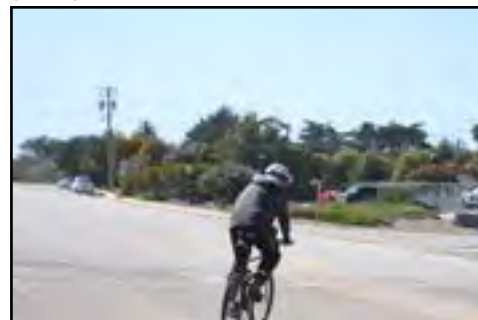


Figure 5.14 Cyclist Attempting to Cross Atascadero Road (5.1.3.3)



Figure 5.15 Existing Intersection of Atascadero Road and Main Street (5.1.3.4)



Figure 5.16 Example of Exceptional Pedestrian Environment (5.2.1.1.1)



Figure 5.17 Example of Pedestrian Crossing That Exceeds Standards (5.2.1.1.3)



Figure 5.18 Example of LED Street Light Illumination (5.2.1.1.5)



Figure 5.19 Example of Safe Routes to School Elements (5.2.2.1.1)

Program 5.2.1.1.1 - Provide exceptional pedestrian environments, which may include wide sidewalks, street trees, landscaping, and appropriate street furniture emphasizing pedestrian movement.

Program 5.2.1.1.2 - Accelerate the maintenance, development, and improvement of pedestrian facilities.

Program 5.2.1.1.3 - Require delineated crossing, which exceed crossing standards, at key intersections.

Program 5.2.1.1.4 - Create sidewalk design guidelines.

Program 5.2.1.1.5 - Use lighting design to enhance visibility, comfort, and safety, especially for pedestrians.

Objective 5.2.2 - Provide walking, bicycling and public transportation infrastructure that encourage usage as a strategy to promote “healthy habits”.

Policy 5.2.2.1 - Give special consideration to school access routes and community centers.

Program 5.2.2.1.1 - Implement Safe Routes to School program with surrounding community and Morro Bay High School.

Objective 5.2.3 - Strengthening social connectivity through pedestrian trail networks.

Policy 5.2.3.1 - Developed trail network classification systems that define standards for each designation.

Program 5.2.3.1.1 - Provide facilities for non-motorized modes of travel that keep pace with development in the area.

Policy 5.2.3.2 - Ensure Pedestrian Access to all locations.

Program 5.2.3.2.1 - Acquire future trail and street right-of-ways.

Policy 5.2.3.3 - Provide and maintain a direct and comprehensive bicycle network connecting key locations.

Objective 5.2.4 - Enhance Visual Aesthetics of Circulation Network.

Policy 5.2.4.1 - Incorporate aesthetically pleasing designs into roadways and trail networks.

Program 5.2.4.1.1 - Create a Uniform Circulation Design Standards Plan.

Policy 5.2.4.2 - Use art to delineate key destinations and visual points.

Program 5.2.4.2.1 - Encourage public art and local artist to participate in developments.

Policy 5.2.4.3 - Create visual/physical destination points along network.

Program 5.2.4.3.1 - Develop HWY 41 Terminus Plaza.

Goal 5.3 - Create a Circulation Network that is Conscience of Environmental Impacts Associated with New and Existing Development.

Objective 5.3.1 - Reduce environmental impacts of circulation network.

Policy 5.3.1.1 - Discourage automobile usage and dependency to access and circulate the site.

Program 5.3.1.1.1 - Allocate street space to allow for various uses (e.g. traffic, trucks, bicycles, parking, and pedestrians) according to "Complete Street" principles.

Program 5.3.1.1.2 - Increase roadway capacities if and only if it is necessary for safety, connectivity of the network, or where other measures are impractical.

Policy 5.3.1.2 - Reduce or mitigate air, water and noise pollution from motor vehicles.

Policy 5.3.1.3 - Develop infrastructure which utilizes low impact development strategies.

Program 5.3.1.3.1 - Building parking and roadways that limit site hydrology alterations through permeable pavements or bioswales.



Figure 5.25 Example of a Bioswale in a Parking Lot (5.3.1.3.1)



Figure 5.20 Example of Class Two Bike Lane (5.2.3.3)



Figure 5.21 Example of Visual Elements of a Circulation Network (5.2.4.1)



Figure 5.22 Example of Local Themed Public Art (5.2.4.2.1)



Figure 5.23 Example of Overpass Gateway (5.2.4.3)



Figure 5.24 Permeable Pavement Used for Parking Spaces (5.3.1.3.1)

5.4 CROSS-SECTIONS

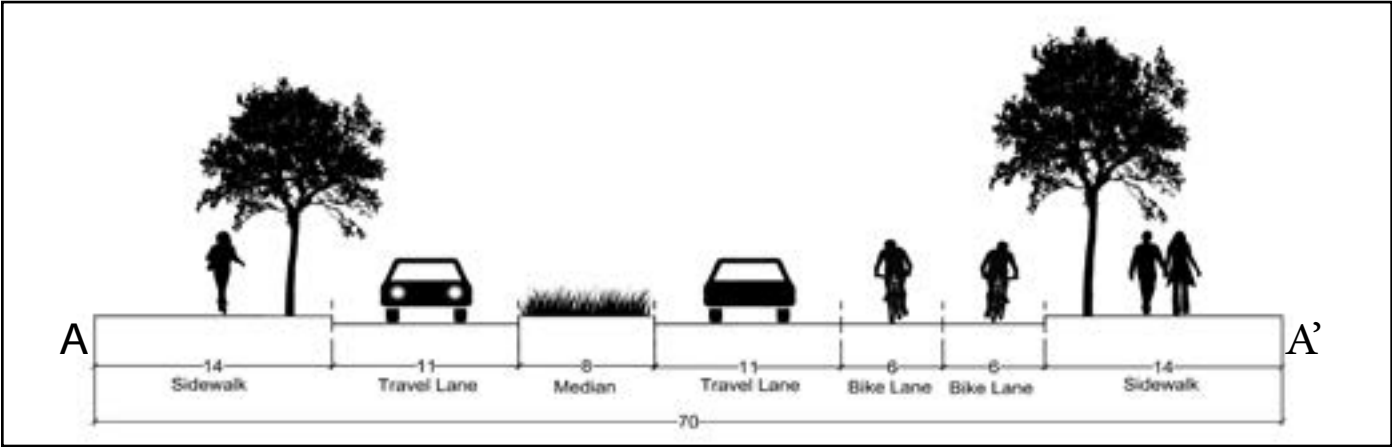


Figure 5.26 Example Atascadero Road Cross-Section A'-A

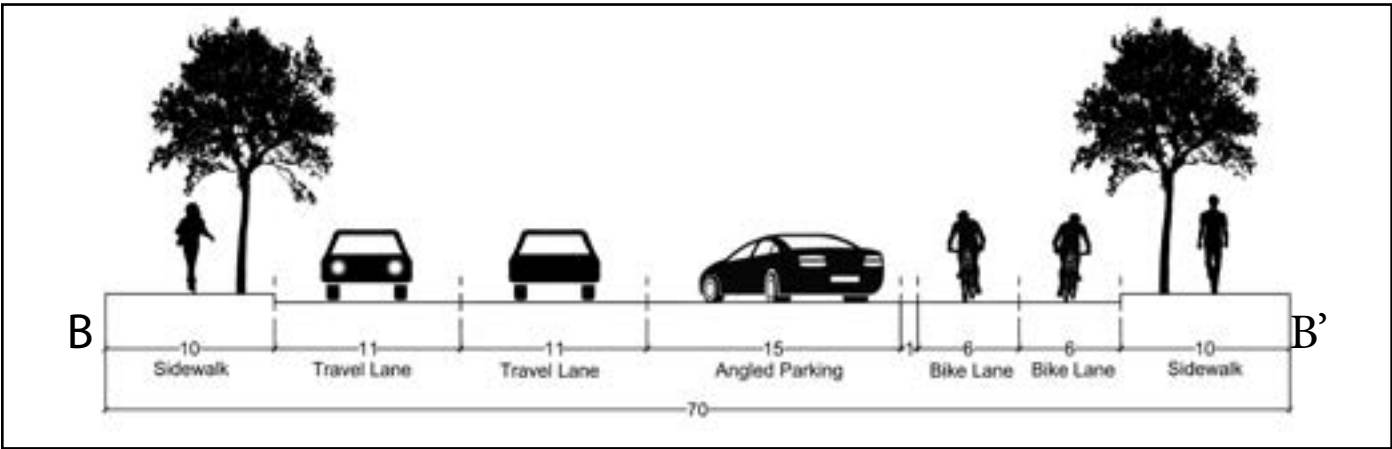


Figure 5.27 Example Atascadero Road Cross-Section B'-B

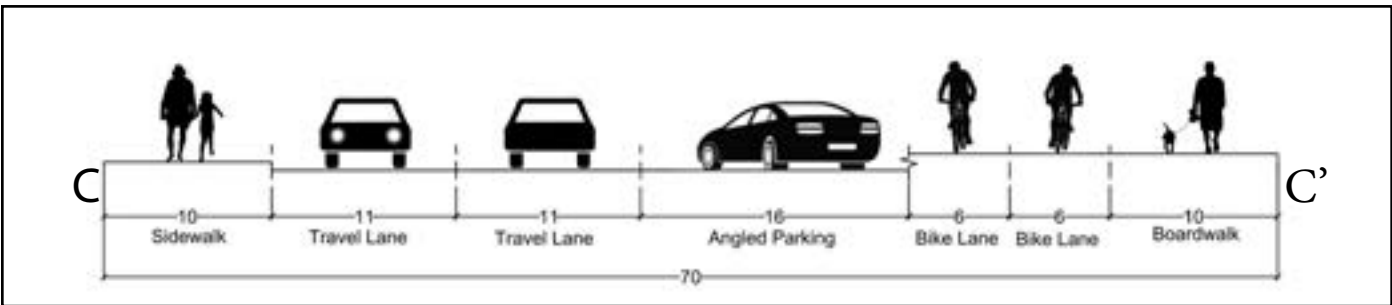


Figure 5.28 Example Embarcadero Cross-Section C'-C

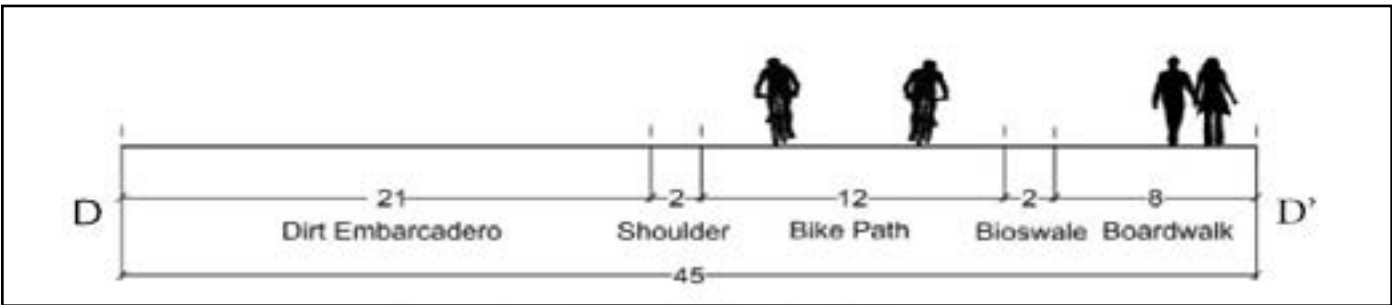
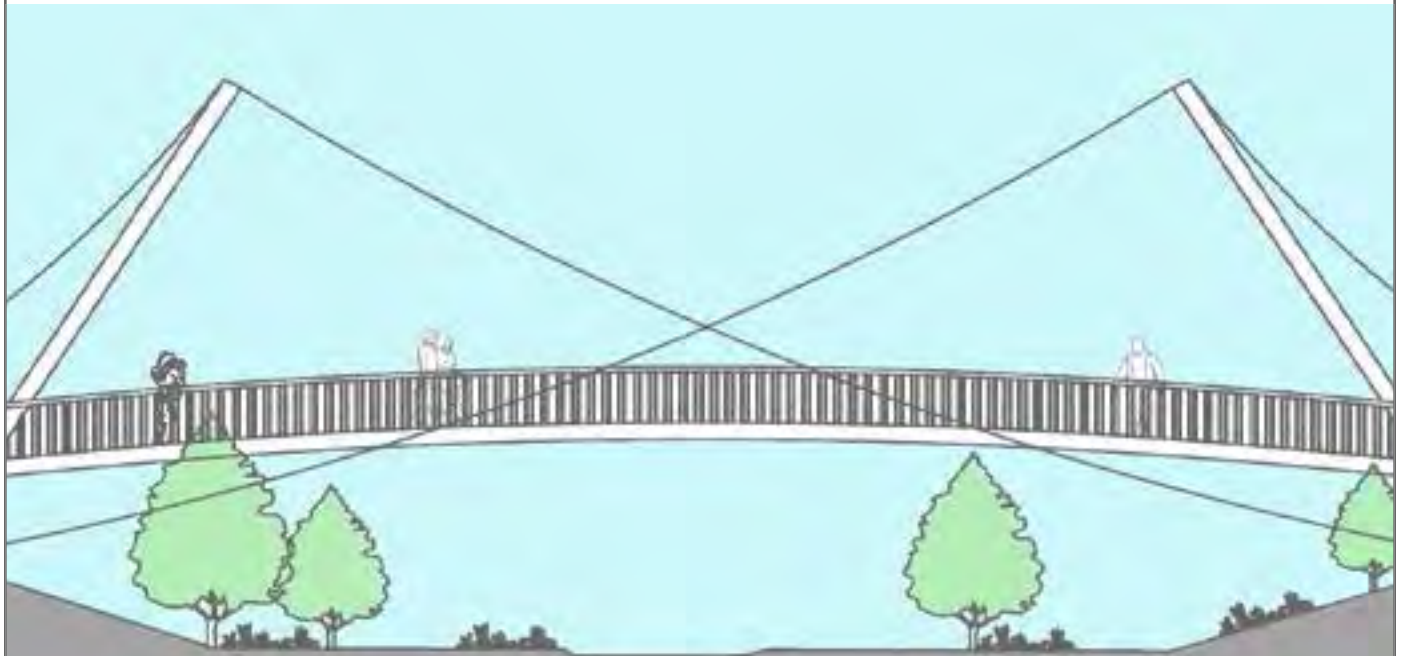


Figure 5.28 Example Boardwalk Cross-Section D'-D

See Map 5.2 Circulation Plan

6. OPEN SPACE AND RECREATION



EXAMPLE PROPOSED MID-CREEK BRIDGE CROSSING

6.1 INTRODUCTION

6.2 OPEN SPACE AND CONSERVATION POLICY

6.3 RECREATION POLICY

6.4 CASE STUDIES

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6.1 INTRODUCTION

The Open Space, Conservation, and Recreation chapter presents opportunities for preservation and enhancement of recreation and the natural environment of the site. Through maintaining the current uses and expanding upon the available resources, Embarcadero North will embody the active lifestyle representative of the Morro Bay community. This chapter of the plan sets the framework for protecting open space and sensitive resources and providing recreational opportunities. Key goals of this plan are to protect and enhance Morro Creek, dune habitat, and visual resources in the open space area, provide a variety of park and recreational facilities for residents and visitors of Morro Bay, and to provide opportunities for environmental, historical, and cultural education. This chapter is divided into two sections: Open Space and Recreation. Each section includes its own objectives and corresponding policies and programs.



Figure 6.1 Example of Garbage Collecting in Morro Creek (6.1.1.1)

6.2 OPEN SPACE AND CONSERVATION POLICY

Goal 6.1 - Protect and Enhance Morro Creek and Coastal Dune Habitat.

Objective 6.1.1 - Protect and enhance the natural Morro Creek environment.

Policy 6.1.1.1 - The city shall enact a creek cleanup program.

Program 6.1.1.1.1 - The creek will be cleared of all waste and debris. These conditions will be maintained and California litter laws shall be enforced.

Policy 6.1.1.2 - A creek restoration program shall be enacted to enhance the natural resources .

Program 6.1.1.2.1 - Organize a community restoration project through a partnership with the Youth Center to plant native species conducive of the natural habitat.



Figure 6.2 Example of Community Creek Restoration Efforts (6.1.1.2.1)



MAP 6.1 OPEN SPACE, CONSERVATION, & RECREATION PLAN

Policy 6.1.1.3 - Protected areas shall be clearly identified with signage to inform and educate users of the site, and encourage conservation efforts.

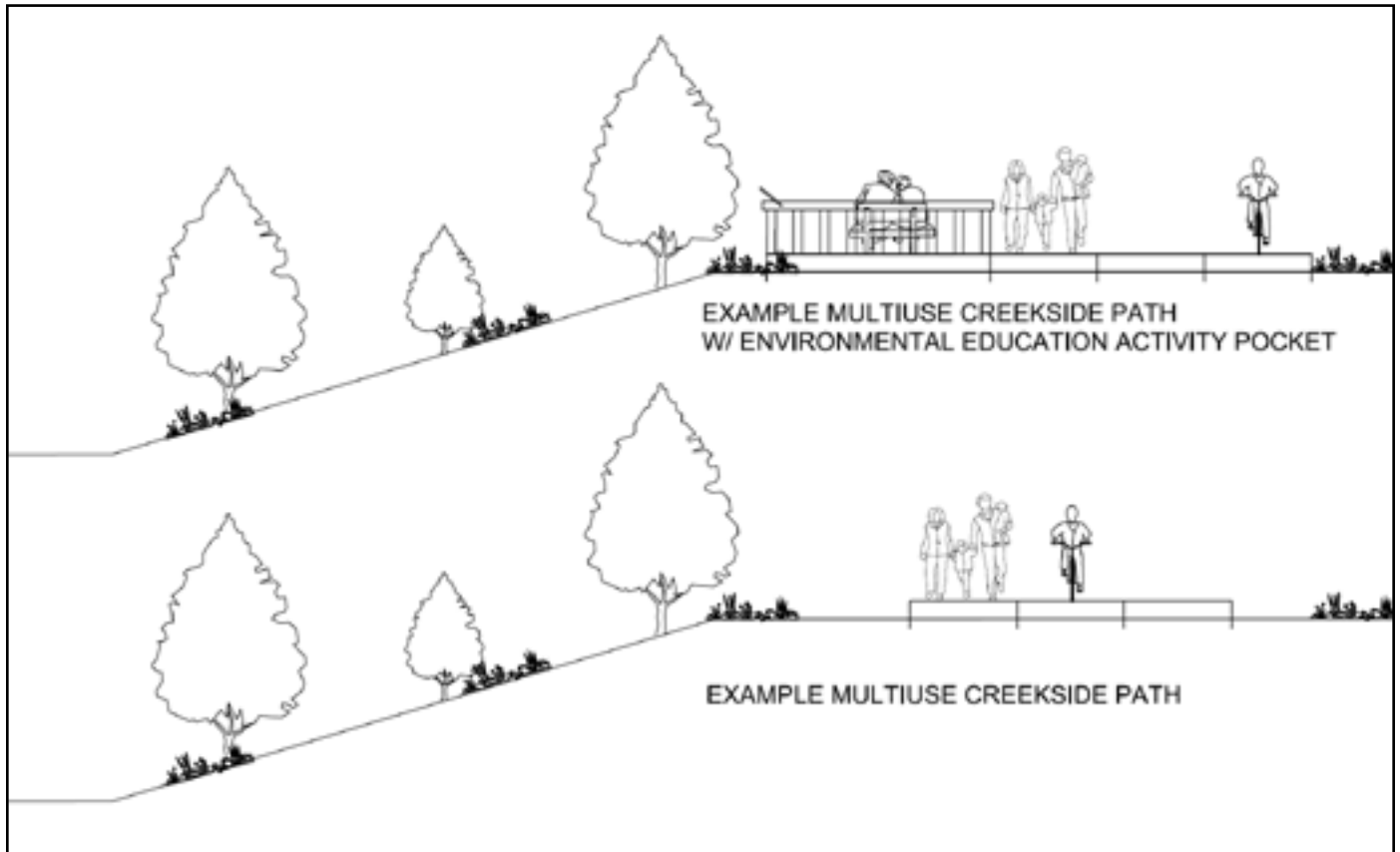


Figure 6.3 Example Cross-Sections for Multi-Use Morro Creek Path Including Activity Pockets (6.1.1.4.1)

Policy 6.1.1.4 - The city shall expand and enhance pedestrian and bicycle access adjacent to creek habitat. For example see Case Study 5: Whittier Greenway Trail, Whittier, California.

Program 6.1.1.4.1 - Install and maintain a multi-use pedestrian and bicycle pathway adjacent to the Morro Creek. This path will connect to the corner of Atascadero Road and Embarcadero North with Embarcadero near the power plant site. This connection will be through the newly proposed mid-creek bridge near the end of J Street. Educational information and activity space will be incorporated as per Policy 6.3.1.1.



Figure 6.4 Embarcadero North Dune Habitat (6.1.2.1)

Objective 6.1.2 - Protect and enhance the natural dune environment to protect endangered species .

Policy 6.1.2.1 - The city shall restore and conserve



Figure 6.5 Example of Signage for Protected Areas (6.1.2.1.3)



Figure 6.6 Example of Elevated Boardwalk (6.1.2.2.1)

sensitive dune habitat.

Program 6.1.2.1.1 - Enact a dune habitat conservation program.

Program 6.1.2.1.2 - Restore and maintain dune grasses to act as natural structural support for the dunes, and prevent erosion.

Program 6.1.2.1.3 - Protected areas will be clearly identified with signage .

Policy 6.1.2.2 - The city shall expand and enhance pedestrian access adjacent to dune habitat. For example see Elfin Forest Path in Los Osos, CA.

Program 6.1.2.2.1 - Install and maintain an elevated boardwalk at least one foot above ground level to provide pedestrian travel adjacent to the protected dune area. The boardwalk will connect with the new bicycle and pedestrian bridge and run north to connect with the all other pedestrian paths. Educational information and activity space will be incorporated as per Program 6.3.1.1.

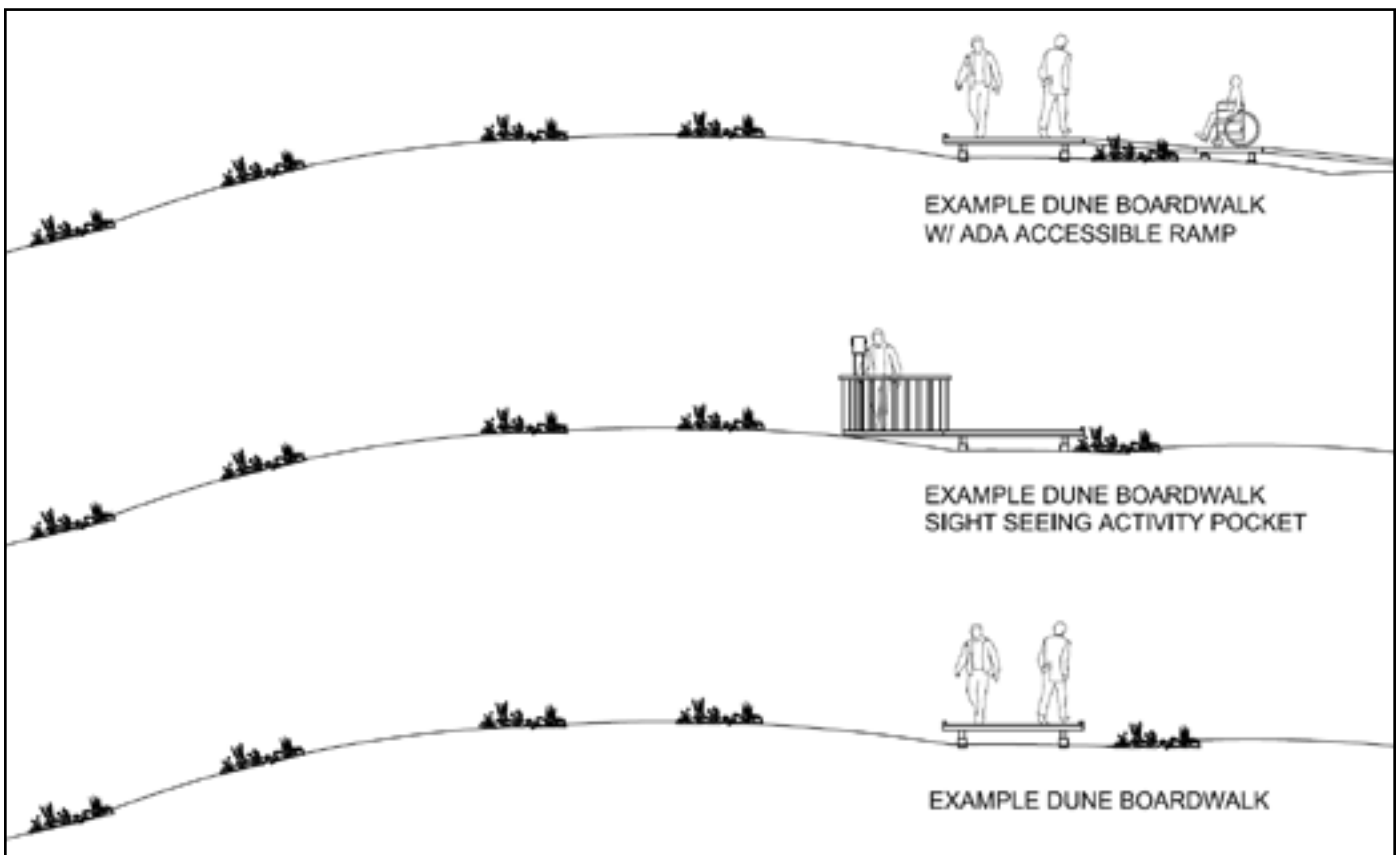


Figure 6.7 Example Cross-Sections of Embarcadero Dune Boardwalk (6.1.2.2.1)

Goal 6.2 - Protect and Enhance the Visual Resources in the Open Space of the Embarcadero North Project Area.

Objective 6.2.1 - Re-purpose underutilized land for recreational opportunities.

Policy 6.2.1.1 - Impacted and brownfield areas designated in this document's land use chapter as OA shall be converted into natural grassland for informal recreational use. In the long term they shall follow OA subzones. Informal uses include, but are not limited to, recreational use, event space, and off leash dog area. For example see Case Study 13: Harbor Park, Kenosha, Wisconsin.

Objective 6.2.2 - Enhance and expand upon active transport within the site and to surrounding areas.

Policy 6.2.2.1 - The city shall expand the trail network in order to connect with the trails implemented through Programs 6.1.1.4.1 and 6.1.2.2.1. For example see Case Study 5: Whittier Greenway Trail, Whittier, California.

Program 6.2.2.1.1 - The trail network will provide users with activity pockets that promote art, culture and history, environmental education, visual resources, and/or active space that complement the area. See circulation map for suggested activity pocket locations.



Figure 6.8 Example of a Multi-Use Path Utilizing Public Art Installations (6.2.2.1.1)



Figure 6.9 Example of Educational Signage Along Multi-Use Trail (6.2.2.1.1)

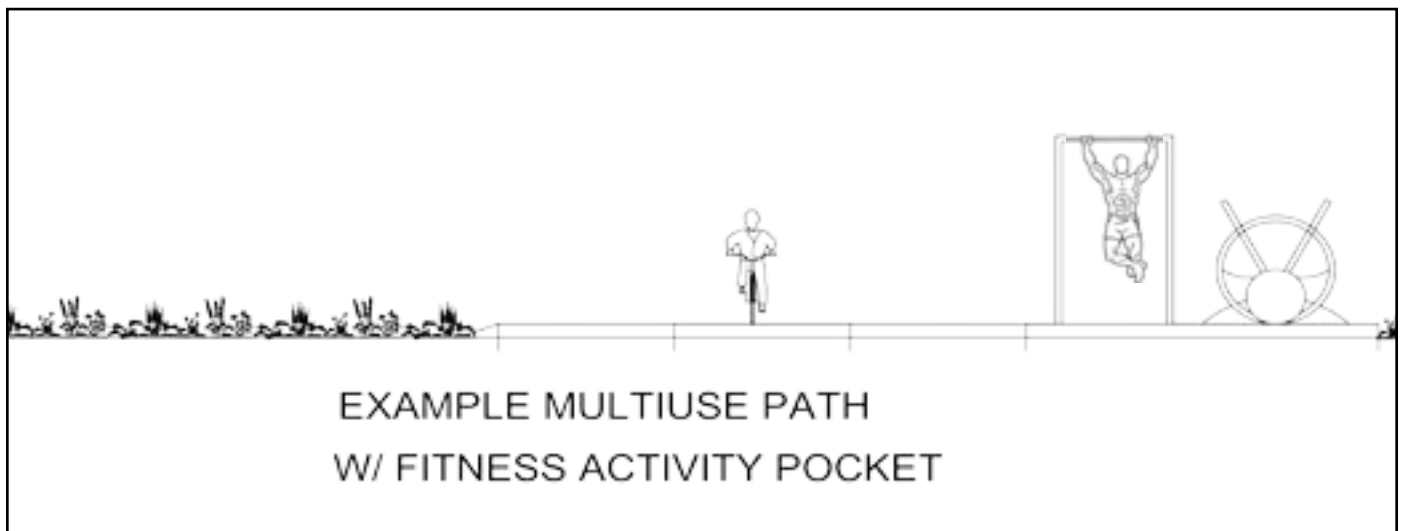


Figure 6.10 Example Cross-Section of an Exercise Pocket on a Multi-Use Trail (6.2.2.1.1)



Figure 6.11 Example of Beach Changing Rooms (6.2.2.1)



Figure 6.12 Example of Outdoor Education Program (6.3.1.1)



Figure 6.13 Mobile Eateries Utilizing Public Picnic Tables (6.3.2.1)



Figure 6.14 Example of Beach Front Cabins (6.3.1.1.2)

Policy 6.2.2.1 - The city shall upgrade current public facilities and integrate additional facilities where needed. This includes changing rooms, bathrooms, bike stations, and natural sightseeing stations, that serve the local community and visitors participating in local recreational activities.

Goal 6.3 - Provide Opportunities for Environmental Improvement, Historical and Cultural Education, and Area Vitality.

Objective 6.3.1 - Preserve cultural and historical resources.

Policy 6.3.1.1 - Implement an outdoor education program. For example see Case Study 7: Battery Point Sculpture Trail, Tasmania, Australia.

Program 6.3.1.1.1 - Incorporate historical and cultural education features into the area's development. This will include inserting educational signage and interactive settings.

Program 6.3.1.1.2 - Create a public art program that brings identity to the open spaces, and serves as landmarks throughout the project area. A specific public art project can be determined by the community members.

Objective 6.3.2 - Expand opportunities that promote economic development.

Policy 6.3.2.1 - The city shall allow temporary use permits for mobile eateries. For example see Regulation For Mobile Food Facilities FAQ included in the Appendix.

Policy 6.3.2.2 - The city shall promote and attract organized tournaments, and sporting events within the site area.

Policy 6.3.2.3 - The city shall incorporate a tier-camping site consisting of cabins, trailers, and tents. For an example see Case Study 1: River's End Campground and RV Park, Tybee Island, Georgia.

6.3 RECREATION POLICY

Goal 6.4 - Provide a Variety of Park and Recreational Facilities for Residents and Visitors of Morro Bay.

Objective 6.4.1 - Preserve cultural and historical resources.

Policy 6.4.1.1 - Implement an outdoor education program. For example see Case Study 7: Battery Point Sculpture Trail, Tasmania, Australia.

Program 6.4.1.1.1 - As in Program 6.3.1.1.1, Incorporate historical and cultural education features into the area's development. This will include inserting educational signage and interactive spaces.

Program 6.4.1.1.2 - Create a public art program that brings identity to the open spaces, and serves as landmarks throughout the project area. A specific public art project can be determined by the community members.

Objective 6.4.2 - Enhance Morro Bay High School recreational facilities.

Policy 6.4.2.1 - The city shall establish a partnership with the school district to allow access of school field facilities to the public. For example see Case Study 2: Heritage Park Recreation Center, South Hill, Washington.

Objective 6.4.3 - Provide opportunities for enhancing community interaction.

Policy 6.4.3.1 - The city shall upgrade and expand youth center facilities.

Program 6.4.3.1.1 - The basketball courts, skate park, and mini golf course facilities will receive upgrades and expansion.

Program 6.4.3.1.2 - Organized after-school educational and recreational programs will be provided.

Policy 6.4.3.2 - The city shall expand the youth center to community center capacity.



Figure 6.15 Example of RV Camp Sites (6.3.1.1.2)



Figure 6.16 Example of Tent Camping Sites (6.3.1.1.2)



Figure 6.17 Example of Permanent Upgrades to Skatepark (6.4.3.1)



Figure 6.18 Upgrades to Basketball Courts Using Synthetic Material (6.4.3.1.1)



Figure 6.19 Exemplary Community Pool Installation (6.4.3.2.2)



Figure 6.20 Example of Improved Playground for Lila Keiser Park (6.4.4)



Figure 6.21 Example of Synthetic Field Designed for Multiple Sports (6.4.4.1.1)



Figure 6.22 Example of Synthetic Field Designed for Multiple Sports (6.4.4.1.1)

Program 6.4.3.2.1 - Provide community wide programming for all ages of community.

Program 6.4.3.2.2 - Install a community aquatic pool facility.

Policy 6.4.3.3 - As in Policy 6.2.2.1, the city shall upgrade current public facilities and integrate additional facilities where needed such as changing rooms, bathrooms, bike stations, and natural sightseeing stations, that serve the local community and visitors participating in local recreational activities.

Objective 6.4.4 - Enhance Lila Keiser park recreational opportunities.

Policy 6.4.4.1 - The city shall expand upon existing recreation field facilities to increase access to facilities.

Program 6.4.4.1.1 - Install and maintain two additional softball fields as an expansion of Lila Keiser Park. This expansion will be to the area south of the Morro Creek habitat directly across from the current park.

Program 6.4.4.1.2 - Install and maintain a multi-purpose field to provide for alternative activities (soccer, football, baseball) will help diversity recreational activities in the area.

6.4 CASE STUDIES

- Public Art Example- Case Study 7 Battery Point Sculpture Trail, Tasmania, Australia
- Linear Park Example- Case Study 5 Whittier Greenway Trail, Whittier, California
- Public Use of School Facilities Example- Case Study 2 Heritage Park Recreation Center, South Hill, Washington
- Open Space/ Park Example- Case Study 13 Harbor Park, Kenosha, Wisconsin
- Campground Example - Case Study 1 River's End Campground and RV Park, Tybee Island, Georgia

An aerial architectural rendering of a residential development. The plan shows a central green space with a rectangular pool or pond, surrounded by a network of winding paths and roads. Residential buildings with orange-tiled roofs are arranged around the perimeter of the central area. In the foreground, there is a circular plaza with concentric green and grey rings. The overall design suggests a planned, community-oriented neighborhood.

7. CATALYST PROJECT

7.1 INTRODUCTION

7.2 CATALYST PROJECT - SHORT TERM

7.3 CATALYST PROJECT - LONG TERM

7.4 CATALYST POLICY

7.5 CASE STUDIES

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7.1 INTRODUCTION

A Catalyst Project will act as the initial spark for the implementation of the visions described in earlier chapters of this report. The many opportunities offered by its location and the visions described for the project make it a prime site for a catalytic intervention and reaction: provoking change in Embarcadero North, inspiring further use and development, promoting Morro Bay's unique identity and offering a stage for new and exciting elements of urban design.

The purpose of this catalyst project is to stimulate appropriate growth in Embarcadero North. The Catalyst Project should enhance Embarcadero North and compliment the surrounding areas.

The Catalyst Project will satisfy the need for connectivity from the downtown to the North. The success of the Catalyst Project should attract further investment within the area. The purposes of the project listed above are designed to be implemented in short-term and long-term visions that will be elaborated on in the following pages of this chapter. This approach will produce appropriate change in the area, and short-term additions and modifications will inspire the long-term phase of the Catalyst Project.

The terminus to Atascadero Road at the beach front will be an important aspect of the catalyst project. It will specifically act as a catalyst for the circulation vision proposed in Chapter 5. It will also provide the area with a strong identity, sense of place and a concentration of community and economic activities in a walkable environment. Jumping off from the terminus and plaza, the fully-implemented project will feature redesigned streets, sidewalks, parking, and open space; a series of shops and restaurants, a small inn, a reorganized RV park that will include cabins and tent spaces, and several community amenities.

The vision for the catalyst project is supported by a framework of broad goals and specific objectives, policies and programs that are enumerated in this chapter. The four guiding goals are:

1. Enhance viewshed opportunities.
2. Promote an identity unique to Morro Bay.
3. Expand all opportunities including but not limited to economic efforts that complement the downtown while promoting "green" design.
4. Design a catalyst project that encourages higher use and inspires further development.

An illustration of these goals is depicted in Figure 7.1, the bubble map for the catalyst project, which includes the short-term and long-term visions. Important aspects of this bubble map include the sense of arrival offered by the terminus; the interconnectivity of the boardwalk path, bike and pedestrian pathways, and linkages to the high school, beach, parks and downtown; the gathering spaces offered by pedestrian plazas, open space in the center of the project. The visioned community gardens and the visioned cultural center; and the encouragement of economic development through mixed uses that complement the downtown.

The short-term vision and long-term vision will be presented in the following pages. Supporting catalyst policy and recommendations for inspiring case studies conclude this chapter.



FIGURE 7.1 VISION BUBBLE MAP FOR CATALYST PROJECT

7.2 CATALYST PROJECT - SHORT TERM

The short-term vision for the Catalyst Project provides for modest but important additions and modifications to the current project area. These alterations will address existing concerns and obstacles to make for smoother development in the future and inspire increased use of the location's many opportunities.

IN THE SHORT-TERM

1. Streetscape improvements such as trees and signage.
2. Path system enhancing connectivity to the creek, the terminus, the high school and all of Highway 41.
3. Terminus at the roundabout.
4. Multiple public plaza spaces.
5. Commercial store frontage for retail and restaurant uses.
6. Community garden.



Figure 7.2 Aerial View of Existing Buildings and Uses for Catalyst Project Site

FIGURE 7.3 SHORT TERM SITE PLAN





FIGURE 7.4 TERMINUS PLAZA

FIGURE 7.5 AERIAL VIEW OF SHORT TERM
VISION LOOKING TOWARDS THE EAST



7.3 CATALYST PROJECT - LONG TERM

The long-term vision will build off the momentum of the short-term changes, and will be inspired by the direction of identity formation as well as economic growth that the community is comfortable with. This phase is designed for a stretch of the imagination including the addition of elements that will give the Catalyst Project a distinctive sense of place.

IN THE LONG-TERM

1. The development of a small-scale inn.
2. The acquisition of property for parking lot behind the commercial in-fill development.
3. A second phase of commercial retail and commercial restaurant.
4. Development of a cultural center to pay homage to maritime, harbor, or Chumash cultures.
5. The implementation of a phased campground including cabins, RV parking and tent camping.

FIGURE 7.6 LONG TERM SITE PLAN



FIGURE 7.7 AERIAL VIEW OF LONG TERM
VISION LOOKING TOWARDS THE EAST



FIGURE 7.8 CULTURAL CENTER PLAZA

FIGURE 7.9 SKETCH OF CULTURAL CENTER
PLAZA AND PARK SPACE



FIGURE 7.10 PEDESTRIAN WALKWAY
TO TERMINUS PLAZA

FIGURE 7.11 COMMERCIAL
STOREFRONT ALONG PARK SPACE



FIGURE 7.12 PUBLIC ART IN PEDESTRIAN
PLAZA ALONG ATASCADERO ROAD

7.4 CATALYST POLICY

Goal 7.1 - Enhance Viewshed Opportunities.

Objective 7.1.1 - Strategically place accentuating elements to amplify existing scenic opportunities.

Policy 7.1.1.1 - The City shall introduce physical amenities such as binoculars and benches along applicable walkways and plazas near the beach that face special view corridors.

Program 7.1.1.1.1 - Work with land stewardship and management groups such as the Morro Bay National Estuary Program to provide educational tours about the natural ecosystem, to advocate for the restoration and repair of infrastructure such as fencing, road repair, and to accentuate natural views with physical amenities such as benches.

Objective 7.1.2 - In development, avoid viewshed obstructions.

Policy 7.1.2.1 - Future plans for development along Highway 41 or Embarcadero Rd. shall not obstruct the view of Morro Rock or the power plant stacks.

Program 7.1.2.1.1 - The City shall create an Architectural Review Committee that will assist in supporting the maintenance of viewsheds to Morro Rock and the power plant stacks.

Program 7.1.2.1.2 - The City shall identify obsolete rooftop features such as antennae and satellite dishes and encourage the removal of these viewshed obstructions.

Objective 7.1.3 - Introduce an interesting pedestrian experience through height and level variations.

Policy 7.1.3.1 - Raised walkways and pedestrian pedestals shall be built along Embarcadero Rd. and in the terminus plaza to increase view opportunities of the ocean and Morro Rock.

Program 7.1.3.1.1 - The City shall monitor and maintain sidewalk space and planting strips along streets in the area to promote pedestrian safety and comfort and enhance the visual character and viewsheds available.



Figure 7.13 Existing Use of Terminus Plaza Location (7.1.1.1)



Figure 7.14 Future Plaza Implementing Pedestrian Amenities (7.1.1.1)



Figure 7.15 Existing Corner of Atascadero Road and Embarcadero (7.1.2.1)



Figure 7.16 Future Corner Development to Protect Viewsheds (7.1.2.1)



Figure 7.17 Example of Pedestrian Plaza Development (7.1.3)



Figure 7.18 Catalyst Project Pedestrian Plaza at Cultural Center (7.1.3)



Figure 7.19 Pedestrian plaza at the added linkage to Morro Bay High School.



Figure 7.20 Example of LID Practices in Terminus Plaza (7.3.1)

Goal 7.2 - Promote an Identity Unique to Morro Bay

Objective 7.2.1 - Integrate the Morro Bay identity into signage and gateways.

Policy 7.2.1.1 - The City shall partner with an existing community group to identify key community members that are important in the decision making of Morro Bay's existing identity.

Program 7.2.1.1.1 - Create a focus group comprised of key community members, the city, and any existing community groups to clearly identify Morro Bay's identity. This identity will be visually and formally identified by images and phrases (refer to case study number three "Community Gateway").

Policy 7.2.1.2 - The decision made by Program 7.2.1.1.1 focus group shall become the visual theme for signage and gateways in Embarcadero North and the rest of Morro Bay in order to stay visually consistent.

Program 7.2.1.2.1 - Develop design guidelines for the area from the focus group's results (Program 7.2.1.1.1) as to encourage attractive development and clear signage that incorporates Morro Bay identity.

Program 7.2.1.2.2 - The City shall partner with a group such as the Morro Bay Public Art Foundation to designate spaces for local art displays and create a public art loan program, where the City will loan art for a period of two years, provide an honorarium to the artist, maintenance, removal and marketing.

Program 7.2.1.2.3 - The City shall use the Architectural Review Committee to create a design appliqué for Morro Bay and in support of its identity.

Objective 7.2.2 - Promote the cultural identity of Morro Bay in Embarcadero North.

Policy 7.2.2.1 - The City shall incentivize developers to incorporate local public art into new developments and project designs.

Program 7.2.2.1.1 - The City should partner with knowledgeable representatives of Chumash and Maritime history in Morro Bay to gain insight into representative elements to be incorporated into public art projects.

Goal 7.3 - Expand all opportunities, including but not limited to economic efforts, that complement the downtown while promoting “green” design.

Objective 7.3.1 - Encourage Low Impact Development (LID) along the dunes and creek riparian habitat.

Policy 7.3.1.1 - The City shall practice Low Impact Development (refer to case study number 8 “Low Impact Coastal Commercial Development”) when building city property within the catalyst project.

Program 7.3.1.1.1 - The City shall offer reductions in stormwater fees if property owners decrease the site’s impervious surface area or incorporate LID practices.

Program 7.3.1.1.2 - The City shall waive or reduce permit fees to expedite the permit process for developers that use LID practices.

Program 7.3.1.1.3 - The City shall hold LID design contests to encourage public participation and innovation, which will be featured in city publications.

Program 7.3.1.1.4 - The City shall encourage new businesses that complements downtown and supplements the City’s retail base, such as apparel retailers, food stores, restaurants and services through appropriate business license fees and building permit fees.

Program 7.3.1.1.5 - The City shall actively involve the Morro Bay business community in public workshops to shape effective economic development initiatives that will make the area an appropriate setting for complementary businesses.

Objective 7.3.2 - Support and accentuate tourist and user facilities through complementary development to downtown such as water front facilities with attention to viewsheds and pedestrian sight distance.

Policy 7.3.2.1 - The City shall use signage and wayfinding tactics to encourage pedestrian, bike and vehicular use of the catalyst project as a continuation of Morro Bay’s existing downtown.

Program 7.3.2.1.1 - Work with City of Morro Bay’s Transportation Division and Caltrans to add directional signage in appropriate locations including speed limit signs, wayfinding, arrows and locational signage.



Figure 7.21 Example of Green Roofs to Decrease Impervious Surfaces (7.3.1.1.1)



Figure 7.22 Example of Cabin Resort to Increase Economic Vitality (7.3.1.1.5)



Figure 7.23 Existing Site for Terminus Plaza (7.4.1.1)



Figure 7.24 Possible Terminus Plaza Development (7.4.1)



Figure 7.25 Existing Atascadero Road (7.4.2)



Figure 7.26 Possible Development of a Street Wall Along Atascadero Road (7.4.2)

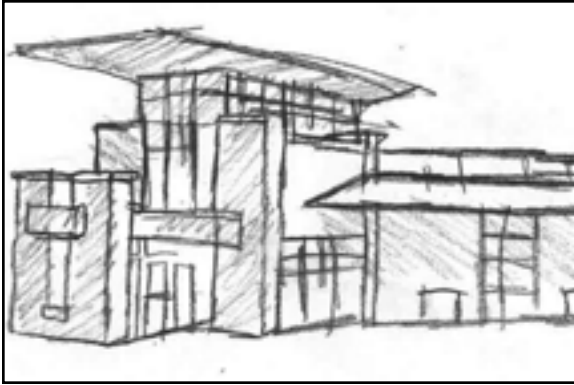


Figure 7.27 Sketch of a Possible Cultural Center (7.4.3)



Figure 7.28 Example: Hispanic Cultural Center in Albuquerque, New Mexico (7.4.3)

Goal 7.4 - Design a catalyst project that encourages higher use and inspires further development.

Objective 7.4.1 - Create a terminus that provides a sense of arrival.

Policy 7.4.1.1 - The City shall develop a terminus, circular in shape and 150 ft in diameter that is adorned with vegetation and public art at the convergence of Highway 41 and Embarcadero Rd.

Program 7.4.1.1.1 - The City shall partner with an existing community group such as the Morro Coast Audubon Society to maintain and upkeep the landscaped terminus.

Objective 7.4.2 - Expand and diversify consumer opportunities and services for locals and tourists.

Policy 7.4.2.1 - The City shall partner with developers to advance the commercial, mixed-use presence and street wall experience along both Highway 41 and Embarcadero Rd.

Program 7.4.2.1.1 - The City shall encourage community-serving commercial diversity through city purchasing policies that support local business.

Program 7.4.2.1.2 - The City shall develop and distribute marketing materials that showcase the area as a positive business location in the city and wider tourist region.

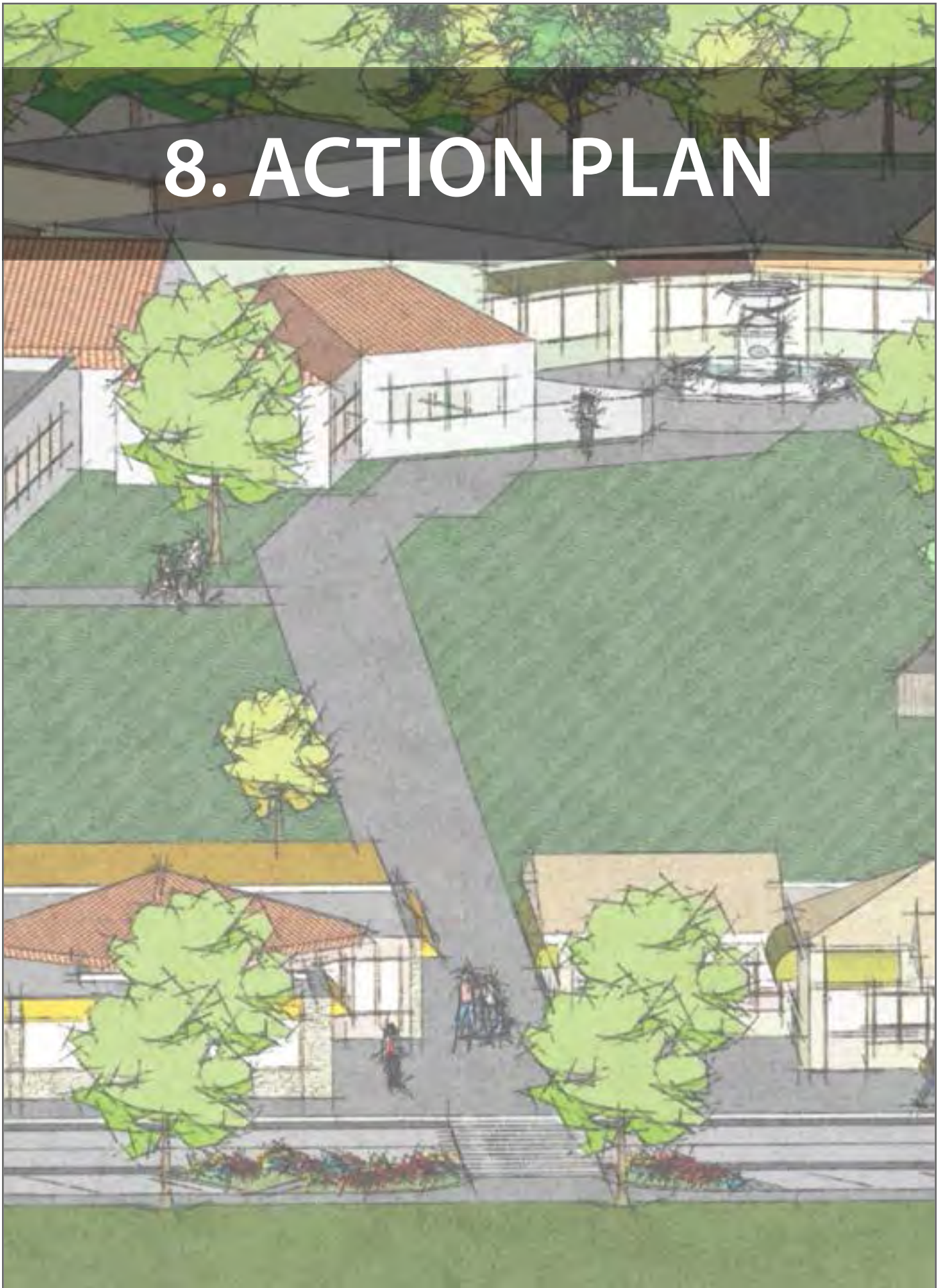
Objective 7.4.3 - Utilize a strategic phasing process, illustrated by Figure 7.3 and 7.6 that introduces development slowly and at a pace that the city and the community are comfortable with. Phase two is also designed as a far stretch of the imagination, including a cabin-like inn (refer to Figure 7.22), a cultural center (refer to Figure 7.18), and a second row of commercial development facing the South and East.

7.4 CASE STUDIES

This chapter references case studies found in the Appendix. The following case studies were used as examples in forming our ideas:

- Case Study No. 8 "Low Impact Coastal Commercial Development"
- Case Study No. 3 "Community Gateway"

8. ACTION PLAN



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8.1 PROJECT PRIORITIZATION MATRIX

The preceding chapters present several recommendations, each of which are intended to work towards accomplishing the goals for Embaracero North established in Section 2.4. To assist in the implementation of these recommendations, this chapter proposes they be categorized into three four levels of prioritization: Phase I, Phase II, Phase III, and Throughout. These phases are outlined in Table 8.1.

During Phase I, the City is advised to implement the zoning and land use program presented in Chapter 3. Along with this program, Phase I also includes low-intensity circulation and open space policies and programs, such as providing a multi-modal transportation infrastructure that encourages “healthy habits” and protecting the Morro Creek and the Coastal Dune Habitat. Phase I also initiates the catalyst project.

For Phase II, the City can build on progress from Phase I by introducing enhanced design elements to the circulation network and catalyst project. As Morro Bay continues to promote its identity, the City is advised to develop greater recreation amenities, such as parks and outdoor facilities, for residents and tourists alike.

Phase III would enact higher-intensity recommendations including as growing the City’s parking supply and growing economic opportunities while promoting “green” design.

Some policies are advised to be implemented throughout all phases. Among these policies are improving safety in the City’s transportation systems and promoting the area’s cultural identity.

TABLE 8.1 PROJECT PRIORITIZATION MATRIX

Prioritization Matrix					
Goals	Phase I	Phase II	Phase III	Throughout	
Land Use - Apply uses that build off and complement of the commercial vitality of downtown.					
Land Use - Create uses that recognize the needs of residents while maintaining the city's appeal to surrounding communities and visitors.					
Land Use - Allow flexibility of uses and development within the mandated regulatory framework.					
Land Use - Identify and zone for sites to serve as development catalysts for the area.					
Land Use - Integrate uses that attract a diverse audience.					
Land Use - Recognize the area's historical and cultural legacies through zoning responsive to site specific attributes.					
Circulation - Create a circulation system that is conducive to efficiency and safety which accommodates new trips generated by development with North Embarcadero Area.					
Circulation - Manage the North Embarcadero Parking supply with efficient transportation systems.					
Circulation - Improve safety for all modes of transportation.					
Circulation - Develop social capital and improve health through circulation network.					
Circulation - Provide walking, bicycling and public transportation infrastructure that encourages usage as a strategy to promote "healthy habits."					
Circulation - Enhance visual aesthetics of circulation network.					
Circulation - Create a circulation network that is conscious of environmental impacts associated with new and existing development.					
Open Space - Protect and enhance Morro Creek and Coastal Dune Habitat.					
Open Space - Protect and enhance the natural dune environment to protect endangered species and natural systems.					
Open Space - Protect and enhance the visual resources in the open space of the Embarcadero North Project Area.					
Open Space - Enhance and expand upon active transport within the site and to surrounding areas.					
Open Space - Provide opportunities for environmental improvement, historical and cultural education and area vitality.					
Recreation - Provide a variety of park and recreational facilities for residents and visitors of Morro Bay.					
Catalyst - Enhance viewshed opportunities.					
Catalyst - Promote an identity unique to Morro Bay.					
Catalyst - Promote cultural identity of Embarcadero North.					
Catalyst - Expand all opportunities including but not limited to economic efforts that complement the downtown while promoting "green" design.					
Catalyst - Design a catalyst project that encourages higher use and inspires further development.					

APPENDICES



A.1 REFERENCES

A.2 SWOT ANALYSIS

A.3 CASE STUDIES

A.4 FINAL PLANNING COMMISSION PRESENTATION

A.5 MOBILE VENDOR POLICY

A.6 COMMUNITY FEEDBACK

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A.1 REFERENCES

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- Maps throughout this report were created using ArcGIS® software by Esri. ArcGIS® and ArcMap™ are the intellectual property of Esri and are used herein under license. Copyright © Esri. All rights reserved. For more information about Esri® software, please visit www.esri.com

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A.2 SWOT ANALYSIS

Economic Development

Strengths

- Access to beach, low elevation, scenic views, open space/natural environment i.e. sand dunes, rock and park
- Highway – brings tourists from national park to Morro bay, existing Class 1 bike routes
- Job sector specialization in food and accommodation, health care and social services and retail
- Health care and social services and administrative sectors grew over a 5-year period
- Median household income: \$55,393
- Highly educated population - a majority have high school diplomas and bachelor degrees

Weaknesses

- RV park – nomadic demographic – disenfranchised population
- Lack of way-finding and connection
- Confusing intersection and road system
- Industrial zoning by natural habitat
- Lack of amenities for youth population
- Total population decreased over a 5-year period

Opportunities

- Vacant lots
- RV park
- Scenic waterfront
- Bridge project
- Teen center – utilization
- Morro Bay's Main Street and adjacency to Power Plant and project site
- Potential to expand Morro Bay's tourist industry
- Potential to tap into San Luis Obispo County's art, wine and food culture

Threats

- Intersection
- Temporary housing surrounding school – conflicting identity and use (temporary vs. permanent)
- Privately owned land (i.e. RV parks/storage)
- Conservation of natural sand dunes – lack of actual developable land
- The public (politics/RV residents)
- Aging population, median age: 48.9

Historic, Cultural, Social Attributes

Strengths

- Views of Morro Rock
- Proximity to beach
- Natural view corridors
- High school – brings social activity
- Lila Keiser park is well maintained and well used, it generates social activity.
- Views of power plant stacks
- Social activity from skate parks and beach

- RV parks generate social activity
- There are view corridors of both the power plant and Morro Rock along the southern edge of Atascadero road.
- There is a great view shed of Morro Rock on the corner of Embarcadero road and Morro creek.
- Morro Rock is a landmark seen anywhere throughout the city.
- The power plant stacks stand tall enough to be used as a landmark throughout most of the city.
- The creek provides a boundary and serves as a wayfinding landmark.
- Morro Bay Mountain is marked with an “MB” and serves as a landmark to the eastern parts of the city.
- On the East side of Highway 1 there are view sheds of the foothills to the east
- There is a high presence of natural environment and habitat areas located in and around the site

Weaknesses

- Conflict between existing industrial uses and social activity generated by the beach, school and Lila Keiser Park
- There is a lack of transparency due to the presence of fencing
- Lacking in visual character
- Industrial in character
- Fencing – lack of transparency
- North Embarcadero is not tourist serving and is not signed well approaching the ocean; therefore not much social activity takes place there.
- On the east side of Highway 1 the gaps between buildings and lack of sidewalks along Main Street detract from the sense of character
- Lack of complete sidewalks
- Dumpsters along exteriors of buildings

Opportunities

- The removal of the waste water treatment facility presents an opportunity for new uses that would generate social activity and contribute to sense of place
- There is an opportunity to honor the Chumash burial site in a tasteful and appropriate way
- Possibility to expand Lila Keiser Park
- Connect the various activity areas
- The sense of character in our study area is largely defined by the trailer parks and the people who reside there. There is an opportunity to build on this character.
- Main Street appears to have the potential to function as neighborhood serving commercial corridor for surrounding residential districts.
- Increased signage
- Streetscape and sidewalk improvements
- There are vacant spaces (it is unclear if they are privately owned) next to the motel 6, along Main Street between existing businesses and between the trailer park and Morro Creek

Threats

- Tsunami
- Neglect
- Lack of market potential for development.
- Remediation of industrial sites

Land Use

Strengths

- Desirable, beach-front property
- Highway access, located along PCH

- Existing infrastructure (water and electricity) available
- Bus stop along J Street, service appears infrequent
- Teen center and skate park
- Hotels and motels in the area
- Mini golf course, Ballparks and playground
- Bike paths
- Available local government owned space
- Adjacent power plant property available for development

Weaknesses

- Lack of signage: Difficult to access for pedestrians, bicycles, motorists unfamiliar with the area
- 6-way intersection at Highway 1 and HW 41
- Very wide streets
- Poor pedestrian infrastructure: Sidewalks on one side of the road, lacking benches, no places to sit, rest and enjoy ocean front property, poor crosswalks, poles on sidewalks
- Poor public transit to area: Bus stop along J Street, service appears infrequent, Lack of bike racks
- Lack of access to commercial West of highway
- Lack of connect from south to north
- Bike path connectivity and continuity
- City council
- Adjacent power plant land must be remediated
- Switch yard owned by pg&e
- Pedestrians found crossing through the creek to reach connection with Embarcadero
- Large transient community and pedestrian activity in the canopy covered creek
- No incentives for pedestrians to travel from south to north Embarcadero
- Poor road quality (potholes and sand)
- Fishing yard located parallel to creek
- Roadway lines are faded
- Great open available behind the high school but difficult to know it exists (way-finding)

Opportunities

- Construction and completion of pedestrian bridge connecting north and south Embarcadero
- Update to the general plan
- Beach front property
- Water treatment plant, cement factory, and adjacent power plant land available for redevelopment
- Changing population demographics (younger people north of site working from home)
- The creek
- Existing bike infrastructure
- Popular surf destination
- HW 41 and HW 1 intersection redesign (roundabout or signalized)
- Infill land use Exit 1 near Taco Bell
- View preservation where they have been obstructed
- Potential for dual roundabouts
- Cal Trans traffic suggestions for HW 1 and HW 41 intersection

Threats

- DT merchants
- Private landowners in specific site area
- Creek and its sensitive environment
- Flood zone
- Fault line

Physical and Natural Attributes

SWOT Analysis

	Strengths	Weaknesses	Opportunities	Threats
Natural / Physical	Aesthetics of natural beauty	Environmentally sensitive areas are not properly labeled	Possible environmental education resource within dunes and creek bed	Dogs and other pets interacting with wildlife
	View and proximity to ocean and Morro Rock	Poorly defined boundaries	Key Surf Spot	Flood Hazards
	Diverse environment	Sandy soil not stable for dense development	Beach Recreation	Fire in dense RV Storage Areas
	River		Park Space	Endangered Species
	Dunes and creek bed offer habitat to species			Maintenance of adjacent creeks
Political	Community supports bicycle and pedestrian access over auto access to area	Current land uses are not compatible with environmental need	Community pride in outdoor recreation and environmental protection	Transient encampment in sensitive creek habitat
Built		River and High School separate north and south Morro Bay	Coastal Commission requires wastewater treatment facility be moved within 5 years	Tank Farm and Brown Field Sites
				Noise from Cement Factory
				Noise and Air Pollution from Semi Trucks

Public Services and Infrastructure

Strengths

- The ball fields
- The area of the property
- Vegetation ring around the school, especially the separation from incompatible uses (Motels, RV park, Hwy 1)
- Eyes on the street M-F: PHOTO OF PEOPLE USING SCHOOL PROPERTY

Weaknesses

- The maintenance yard for buses is on beach front
- The huge footprint of the school itself and the fields
- The access and usage of the current fields is not available to the public: AERIAL MAP
- The sidewalk/ pedestrian/ bike access at the east entrance

Opportunities

- The walking path inside the environmentally sensitive area on the west of the school
- Improvement of the ball fields and provided access to them
- Northern access to the school (continue La Jolla across the Hwy 1): CONNECTION BETWEEN THE TWO
- Improvement of safety
- Threats
- Vandalism
- Lack of safety from RV parks, overnight trucks
- The Morro Bay High School complex encompasses nearly half of the project site, the current high school infrastructure could be repurposed to provide new opportunities to the residents, but much of the site needs maintenance.

Strengths

- Over 10 fire hydrant access along Hwy 41 and Embarcadero Rd: DIAGRAM OF HYDRANTS
- The new emergency vehicle access/ pedestrian bridge

Weaknesses

- The amount of dry vegetation on the dunes, in the creek
- RV storage fire hazard
- Single access in and out to beach front
- Single access into RV storage
- Single access into RV park: ACCESS DIAGRAM
- Atascadero Rd Hwy 1 intersection

Opportunities

- Additional access for fire trucks: BIKE/PED/EMERGENCY ACCESS CREEK BRIDGE PROPOSAL

Wayfinding and Signage**Threats**

- The environmentally sensitive area is full of brush: PHOTO OF FULL BRUSH
- Lack of police coverage

Strengths

- Only 5 square miles for patrol/ 17 full-time police officers
- The police force is visible: OFFICERS PARKED AT LILA KAISER
- The coast guard is available if needed

Weaknesses

- Secluded parks
- Non-visible hotels
- Lack of visibility by dunes: LACK OF VISIBILITY DIAGRAM
- Abandoned power plant site
- Accessibility/permeability throughout entire site

Opportunities

- Lighting
- Access points
- Emergency stations to call for help: EXAMPLE CAMPUS PHOTO

Threats

- Large tourist population
- High school population
- PG&E switch yard and possible vandalism
- Existing infrastructure

Strengths

- Directly served by Hwy 1 and Hwy 41: AERIAL VIEW OF ACCESSES
- Existing and proposed bike routes
- Bike path crossing over the creek and along Hwy 1

Weaknesses

- Intersection of Hwy 1 and Hwy 41
- Access and permeability throughout
- Dead ends into neighborhoods
- Incomplete sidewalks
- Roadway surfaces are inconsistent and unsafe
- Potholes: POOR INFRASTRUCTURE DIAGRAM
- Dead ends exceed the city's normal standards for length
- Segmented bike paths/roads
- Waste water treatment plant and city maintenance yard occupy important street side property – uses are not compatible with school and park

Opportunities

- Connectivity of segmented bike paths/roads
- Potential for circular bike route that connects current bike infrastructure
- Intersection of Hwy 1 and Hwy 41: LIGHTING, SIGNAGE, SIGNALING

Circulation

Threats

- Safety of pedestrians on incomplete infrastructure: PEOPLE WILL USE THE MOST DIRECT CONNECTIONS, EVEN IF UNSAFE
- Hwy 1 exits are not signed well
- Switch yard danger of vandalism
- High voltage power lines in earthquake

Public Transportation Services

Strengths

- The bus offers service for everyone including special needs (disabilities & senior citizens)
- The bus route covers about 80% of the city
- RTA has a direct connection in downtown to the bus
- The bus provides connections to three public parking lots and one campground (not both)
- The bus provides connection to the beach on north Embarcadero: CONNECTIVITY
- The trolley has a waterfront route for tourists
- Trolley route connects to two campgrounds and three parking lots
- The Good Neighborhood Program (volunteer drivers for seniors and people w/disabilities)

Weaknesses

- The bus (frequency) route only stops at each stop once every hour: FREQUENCY
- The bus route does not reach Morro Rock, as one of the largest tourist attractions (although the trolley does)

- (Entering bus is somewhat dangerous) In order to get on the bus or trolley you can wait at designated stops or waive your hand anywhere along route
- Monday-Friday service ends at 6:45. Saturdays at 4:45

Opportunities

- Both bus and trolley could provide easier connections to parks (Del Mar, Cloisters, Coleman, Tidelands, Bayside Bluffs, MB State Park)
- GPS enabled buses to let riders know where bus is located along route: RELIABILITY
- Quality of the buses is low

Wayfinding and Signage

Threats

- Special events (such as the Saturday Farmer's Market) create a deviation route for buses, which means more time between stops and delayed pick-ups.
- Parks and open space

Strengths

- There are two parks within the site (Coleman and Lila Kaiser)
- Beach, creek and open space connected to creek west of Hwy 1
- The playground and Lila Kaiser is well maintained
- View corridors inside Lila Kaiser
- Connection to creek from Lila Kaiser
- High level of available open space: OPEN SPACE DIAGRAM

Weakness

- Poor signage of parks: LACK OF SIGNAGE AND TRANSPARENCY DEPICTED BY THE LILA KAISER SIGN SITTING IN AN INCONVENIENT POSITION
- Lack of transparency
- Seclusion of the parks
- Lack of available access to sports fields

Opportunities

- Increase park space, improve high school fields
- Cooperation between the city and the school for the use of the ball fields: AERIAL OF SCHOOL FIELDS AND POSSIBLE ACCESS
- Attract larger regional sports tournaments
- Great signage and access
- Direct connection through vacant lands between high school and Lila Kaiser

Circulation

Threats

- Tourist lack of respect
- Outsiders' lack of respect for open space: DIRECT CONNECTION BETWEEN LILA KAISER AND MOTELS
- There is an abundance of open space throughout the project site, but much of the park space is secluded while the beach open space is featured. There is a lack of transparency throughout the site; the parks are either hidden behind other land uses or inaccessible do to the school fences.

Strengths

- Beach is accessible by pedestrians and vehicle: ATASCADERO RD CONNECTION TO THE BEACH

- Pedestrian access along the creek and throughout study site
- The proposed bike path connecting N and S Embarcadero will provide bike access
- Pedestrian access via the bike path west of Hwy 1

Weakness

- No easy or safe bike access yet to the beach
- No bike racks around the beach
- Visual accessibility of Lila Kaiser is low from the street (can be baring for non-locals)
- No physical connection between high school and Lila Kaiser
- No physical connection between the high school and the teen center
- Only one vehicular access into and out of the study site and the RV park
- The east intersection of Hwy 41 and Hwy 1 is a conflict barrier for all users
- Visual barrier created by dunes habitat from beach to Embarcadero and from Embarcadero to beach
- Access in general in and out of site: ACCESSIBILITY DIAGRAM

Opportunities

- Future vehicular and bike access to the north ball fields on school property
- Proximity to both the beach and downtown is a strong future positive to site area
- The vacant lots throughout the site could provide better future access
- A better pedestrian access from high school to the teen center
- Redesign parking arrangement through relocating or material options: NORTH LOT THAT COULD BENEFIT FROM A CHANGE IN PARKING LOT MATERIAL
- The pedestrian access through the creek, if made safe and clean
- Future vehicular access across the creek to connect Embarcadero N and S

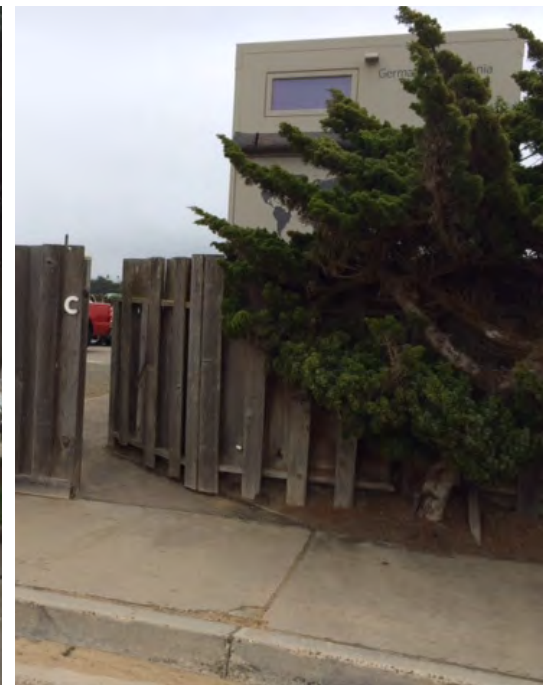
A.3 CASE STUDIES

Embarcadero North Morro Bay *CRP 553 Project Planning*

CASE STUDIES

1. **Redesigning and Integrating RV Parks**
River's End Campground and RV Park, Tybee Island, GA
Kirsten Harrison
2. **Heritage Park Recreation Center**
South Hill, Washington
Nick Bleich
3. **El Barrio Logan: A Community Gateway**
San Diego, CA - Gateway Planning
Jaime Jaramillo
4. **Scotland OPT Mark 3 Water Energy Project**
Wave Energy Potential in Morro Bay
Sam Gross
5. **Whittier Greenway Trail**
Whittier, CA
Kelsey Steffen
6. **Pensacola Bayfront Stadium**
Pensacola, Florida
David Pierucci
7. **Battery Point Sculpture Trail**
Tasmania, Australia
Andrea Olson
8. **LID Coastal Commercial Development**
Savannah, Georgia
Nora Chin
9. **Iowa River Landing**
Coralville, Iowa
Ricky Williams
10. **Place Branding**
Capitola California
Charles Coles
11. **Mixed Use in Coastal Community: Venice Renaissance**
Venice, CA
Fabian Gallardo
12. **Cultural Center**
Trinidad, California
Megan Mackay
13. **Harbor Park**
Kenosha, Wisconsin
Lance Knox
14. **The Landing: A Public Haul Out**
Okahu Bay, Auckland, New Zealand
Forest Chamberlain
15. **Rooftop Restaurants**
Santa Monica
Danier Abbes

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THE AREA NORTH OF THE POWER PLANT

PHASE TWO // DESIGN RESEARCH // KIRSTEN HARRISON



DESIGN RESEARCH

Redesigning and Integrating RV Parks



FIGURE 2.1 VIEW TO MORRO ROCK FROM MORRO DUNES RV PARK

The study site, the Area North of the Power Plant in Morro Bay, is unique. The site has many features specific to the Central Coast, to the small-town feel of Morro Bay and to the strengths/weaknesses of its current uses that we saw in Chapter One. However, a study of comparable projects is useful in identifying applicable principles for place-making that will be especially useful as we move forward with the design process. Although there are many themes possible for comparative design research, this chapter will analyze just one of the relevant themes through an example found on the Georgia Coast. The area theme to be developed in this report is Redesigning

and Integrating RV Parks. The case study will develop lessons learned from the pre-existing case and conclude study recommendations for the Area North of the Power Plant. The complete design research for the site consists of fourteen themes analyzed with case studies. The various case study themes will cover a wide array of elements that are characteristic of the site in some way, including physical attributes, cultural attributes, public services, circulation and economic drivers. Together, this analysis will serve as a comprehensive study of current, successful approaches to be utilized in Chapters Three as the vision for the site is developed.

Project Location



FIGURE 2.2 LOCATED IN TYBEE ISLAND, GEORGIA

The case study to be analyzed is the River's End Campground and RV Park in Tybee Island, Georgia. This campground, like Morro Dunes RV Park, is located in a tourism-driven small town. Tybee Island is similar to Morro Bay in a few key characteristics including small coastal population, focus on landmarks, secluded beach access and proximity to a larger, tourist-generating city. Tybee Island is located just 20 minutes away from Savannah, Georgia and is sometimes called Savannah Beach. Visitors on the Georgia Coast will most likely stop in both locations. The town is surrounded by dunes and Atlantic beaches where attractions include the Tybee Pier and Pavilion, the Marine Science Center, the Lighthouse and museum and a variety of restaurants, tours and outdoor fun.



Relevant Project Facts

Camping Rates

Nightly (\$)			
	Full Hook-Up	Water/Electric	Primitive
Mid Season	59	49	34
Weekly (\$)			
	Full Hook-Up	Water/Electric	Primitive
Low Season	290	260	175
Peak	380	320	205



Cabin Rates

	Nightly (\$)	Weekly (\$)
Low Season	70	450
Mid	95	625
Peak	125	775
10% Discount off Nightly Rate for Locals and Military		

FIGURE 2.3 CAMPGROUND RATES 2013-14

The River's End Campground and RV Park is owned by the city of Tybee Island. It is located within easy walking distance of the Tybee Island Lighthouse and beaches although it is a bit separated from the Marine Science Center and the Tybee Island Pier and Pavilion. However, that being said, there is a convenient bike path linking the Lighthouse to the rest of Tybee Island's attractions which is convenient to the campground. The campground therefore is an ideal place to call "home base" when visiting the beaches, attractions and nearby Savannah, Georgia. Covering about nine acres, the campground offers a variety of options for travelers including 120 sites total: six cabins, full hook-up RV sites, water/electric sites and primitive campsites. In addition to its proximity and overnight options,

the amenities the campground offers include:

- Complimentary Wifi
- Laundry Room
- Gift Shop & General Store
- Game Room
- Propane Dispensary
- Two Full-Service Restrooms
- Swimming Pool
- Community Pavilion
- Charcoal Grills & Picnic Tables
- Two Dog Parks

The River's End Campground and RV Park was recognized by the National Association of RV Parks and Campgrounds (ARVC) with the Plan-It-Green award. This award was received in 2012 for exemplary efforts to become environmentally friendly.



FIGURE 2.7 RIVER'S END CAMPGROUND AND RV PARK SITE MAP



FIGURE 2.8 RIVER'S END CAMPGROUND AND RV PARK AERIAL VIEW

Principles for Analysis

The following principles will be used to consider the River's End Campground and RV Park's success as a recreational site and a part of the wider Tybee Island community. The measurements attained through this analysis are primarily derived from campground visitor reviews and the ARVC's information on the park. The analysis will transmit into the lessons learned for a campground/RV park in Morro Bay. Each principle will be discussed in how it is materialized in the project, successful or not.

PLACES FOR PEOPLE	9
Places for people should be safe, comfortable, varied and attractive. They should provide choice, fun and allow for meeting people in an enjoyable environment.	
ENRICH THE EXISTING	9
The distinctive qualities of existing spaces should be highlighted including the culture and natural environment.	
MAKE CONNECTIONS	10
Places should be easy to find and physically integrated into the surroundings. All modes of transportation should be considered.	
WORK WITH THE LANDSCAPE	10
A balance between the natural and man-made environments should be attained while working with the strengths of landscape, climate and ecology.	
MIX USES AND FORMS	11
The goal here is to meet a variety of demands from the widest range of users. This includes mixing all types of space forms, densities and uses.	
MANAGE THE INVESTMENT	11
The project should be well-cared for, managed and maintained in order to be economically viable.	
DESIGN FOR CHANGE	12
New development should be flexible enough to respond to future changes in uses and lifestyles. This includes designing with environmental and social awareness and	

PLACES FOR PEOPLE

According to an article on CNN Money called “Getting Started: RV Parks”, one of the most important aspects of an RV Park’s success is word of mouth. This is because of the “RV lifestyle” as CNN Money dubs it: “RVers talk. They pull their trailers into a space at any park in the United States and they start chatting with the other RVers who are spending the night.” Therefore, making **places for people** is crucial to any successful campground. In order for these places and activities to be possible, the area must be safe, comfortable and varied. The River’s End Campground and RV Park is successful in making places for people because of the attractive vegetation scattered through the park, the open spaces with grills and picnic tables meant for mingling and fun family time, the variety of site types to please all types of users and the activities for all users including a game room, swimming pool, dog park and pavilion.

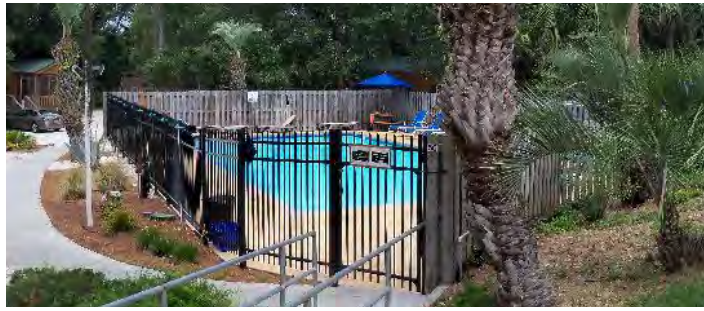


FIGURE 2.9
SWIMMING POOL

ENRICH THE EXISTING

Many of the reviewers of the River’s End Campground and RV Park pointed out the breathtaking beach that is just walking distance away. For example Ginger said on April 22, 2014, “All in all, River’s End is a gem. Walking distance to little shops, restaurants and THE BEAUTIFUL BEACH. Don’t miss it.” Other visitors pointed out the ability to hear the ocean from the campsite and easy to get to the Lighthouse. Clearly, the River’s End campsite is able to **enrich the existing** natural environment and cultural attractions. However, several complaints were made about proximity of the primitive camp area to the road without any barriers to the camping area. This is an weakness of the site that could be addressed.

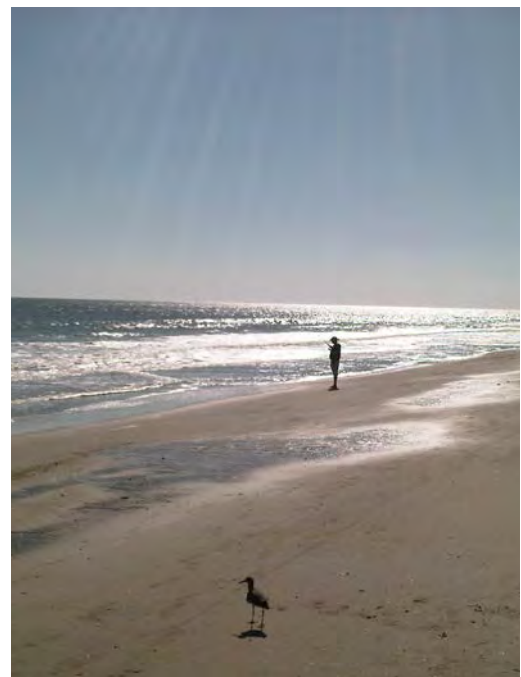


FIGURE 2.10 TYBEE SCENIC BEACH

MAKE CONNECTIONS

The River's End Campground and RV Park makes solid, understandable connections for all travel modes. The primary bike, pedestrian and public transportation route goes from the Tybee Island Lighthouse to the other end of the town at the Pier and Pavilion, making the campground very easily accessible by these modes. Vehicular access is also easy from US Highway 80, with only two turns to the campground entrance. The most important **making connections** is possibly for the RV users themselves: the roads are navigable, the signs visible and the campground itself allows for loop circulation, with an entrance point and exit. The problem in this category is the integration with the surroundings. Although it is nicely integrated with the town's transportation, it is unwisely located adjacent to a neighborhood of permanent homes without much of a vegetation buffer or fencing. This could be improved.

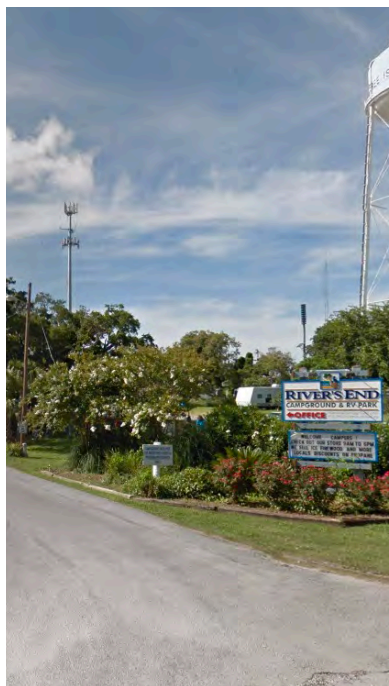


FIGURE 2.11 ENTRANCE

WORK WITH THE LANDSCAPE



FIGURE 2.12 TREE COVER

When it comes to working with the landscape for a campground and RV Park, the most important thing for reviewers was privacy and utility of sites. Ideally, sites are bordered by natural vegetation, making each site secluded for visitors. Moreover, for RVers it is helpful if the sites themselves are flat for easier parking. River's End Campground did well **working with the landscape** when it planted region-appropriate plants in 2009 for water reduction. For the most part, sites are fairly well covered by vegetation, making for an attractive campsite. However, the balance of natural and manmade is somewhat thrown off by the residential surroundings coupled with the water tower that is easily visible.

MIX USES AND FORMS

The River's End Campground and RV Park offers a variety of site options including cabins, RV sites and primitive tent sites. The cabins are a unique addition to the site menu that attracts a new group of users. Overall the reviews for the cabins were positive, with one visitor saying, "The cabin was quaint and clean and very close to the pool and beach." As can be seen in Figure 2.7, the campground **mixes uses and forms** for efficient use of space and to mix uses and densities. Despite the number of sites, many reviewers said that the campground was quiet and peaceful. The wide range of amenities and activities encourages all types of users and social groups including children and dog-lovers.



FIGURE 2.13 RV VISITORS



FIGURE 2.14 VISITORS USING GRILL

MANAGE THE INVESTMENT

One of the repeated comments among reviewers for the River's End Campground and RV Park was that the staff was friendly, helpful and efficient. This is a crucial part of a successful campground. As mentioned in the CNN Money article, RVers value friendly manners and a talkative disposition in their fellow campers as well as their staff. Also mentioned often in reviews was the cleanliness of the facilities and the well-maintained amenities. The primary way to **manage the investment** when it comes to a campground, as well as to keep your customers happy is a friendly, clean and well-kept campsite.



FIGURE 2.15
PICNIC TABLE

DESIGN FOR CHANGE

One of the most impressive features of the River's End Campground and RV Park is its award-winning environmental efforts. The National Association of RV Parks and Campgrounds recognized this campsite for its environmentally-friendly efforts. In this way, the campground is **designing for change**. In conjunction with the City of Tybee Island "Green Team", the park is moving toward green and renewable practices in all facets of operation. In 2009, the focus was on Green Seal certification. In 2010, the focus was on water reduction. This entailed reduced irrigation usage, night-watering and the use of composted mulch for enhanced landscaping to retain water.



FIGURE 2.16

In 2011, a 5% reduction in electrical usage was attained by replacing fixtures with energy-efficient alternatives. In 2012, the focus was on paper reduction: the campground began utilizing e-mail for communications with campers and is actively pursuing a paperless way of business. Lastly, the campsite is covered in 95% pervious materials to lessen the strain on the water table. This is a campground that understandably received an award for green principles, being a leader among a rapidly-redesigning industry.



FIGURE 2.17 PERVIOUS PAVEMENT



The "Green Team" mission statement:
"to encourage a sustainable working environment, and improve the efficiencies of our offices and buildings by operating more sustainably throughout the Tybee Island City Government; thereby being responsible leaders doing our part in ensuring the earth's natural resources are available for generations to come"

Applicability to Morro Bay

Based on the analysis of the River's End Campground and RV Park in Tybee Island, a setting comparable to Morro Bay, I can make four recommendations concerning the continuation of a campground/RV Park in the project site. These recommendations are the result of study into the information provided by the city/campground owner, reviews online, and recognition from the ARVC. I feel comfortable and confident applying the lessons learned from the case study in Georgia due to the many similarities of scale, location and development potential with respect to the redesign of RV parks between Tybee Island and Morro Bay. The following four recommendations will serve to the design process in the next phase for The Area North of the Power Plant in Morro Bay.



FIGURE 2.18 / 2.19 FESTIVALS IN MORRO BAY & TYBEE ISLAND



FIGURE 2.20 / 2.21 DUNE BEACHES IN MORRO BAY & TYBEE ISLAND

RECOMMENDATIONS

1 MAKE OPEN SPACES AND GATHERING PLACES

River's End Campground and RV Park successfully utilizes the RVer mentality: meeting people and enjoying spaces. Any continued campground and RV Park in Morro Bay should also utilize the tendency for people to meet and mingle in a variety of enjoyable spaces including lawns, pavilions, picnic tables and kids activities.

2 CONNECT ATTRACTIONS AND TRANSPORTATION

Currently, the campground/RV Park in Morro bay is not effectively linked in to the attractions of the coast and the community. The River's End Campground is well connected to both the nearby beach and the wider bike and pedestrian path that forms a linkage on the island. The park is also easily accessible by car with signage from the highway and navigable roads.

3 MIX THE FORMS FOR A VARIETY OF USERS

One of the most interesting features of the River's End Campground that is also very successful are the cabins. The cabins are simple features, but conducive to a different type of traveler and may attract a wider range of users. The screened patios with picnic tables are particularly enjoyable for visitors. Incorporating another type of campsite would attract a wider range and add another, higher revenue source for the campground.

4 GO ENVIRONMENTALLY-FRIENDLY

With smart, relatively modest improvements, River's End Campground and RV Park gained national recognition by the ARVC. This was excellent advertising for them and for the city of Tybee Island. In addition to favorable marketing for the campground, designing for sustainability causes savings in the long run, and is more likely to be supported by the community.

IMAGE SOURCES

Figure 2. 1 - Picture taken by K.Harrison 4/4/2014

Figure 2.2 - Picture from Tybee Island, GA - Savannah Beach 2014

Figure 2.3 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.4 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.5 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.6 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.7 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.8 - Picture from Google Earth

Figure 2.9 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.10 - Mermaid Cottages - Historic Tybee Island, GA

Figure 2.11 - Picture from Google Earth

Figure 2.12 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.13 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.14 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.15 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.16 - City of Tybee Island, Georgia - River's End Campground and RV Park

Figure 2.17 - Picture from Google Earth

Figure 2.18 - Picture from Santa Maria Lifestyle

Figure 2.19 - Picture from Great Wine News 2013

Figure 2.20 - Picture from RVparking.com

Figure 2.21 - Picture from Savannah Morning News 2014

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A detailed site plan of River's End Campground and RV Park. The plan shows a large rectangular area divided into sections labeled A through Q. Section A is at the top, containing a STAGE, RESTROOM, and various numbered plots. Section B is below A, containing more plots and a RESTROOM. Section C is below B, containing plots and a RESTROOM. Section D is below C, containing plots and a RESTROOM. Section E is below D, containing plots and a RESTROOM. Section F is below E, containing plots and a RESTROOM. Section G is below F, containing plots and a RESTROOM. Section H is below G, containing plots and a RESTROOM. Section I is below H, containing plots and a RESTROOM. Section J is below I, containing plots and a RESTROOM. Section K is below J, containing plots and a RESTROOM. Section L is below K, containing plots and a RESTROOM. Section M is below L, containing plots and a RESTROOM. Section N is below M, containing plots and a RESTROOM. Section O is below N, containing plots and a RESTROOM. Section P is below O, containing plots and a RESTROOM. Section Q is at the bottom, containing plots and a RESTROOM. The plan also shows a WEST FENCE, EAST FENCE, and a HORSESHOE PIT. The title "Redesigning and Integrating RV Parks" is overlaid on the right side of the plan in large white and black text.

Redesigning and Integrating RV Parks

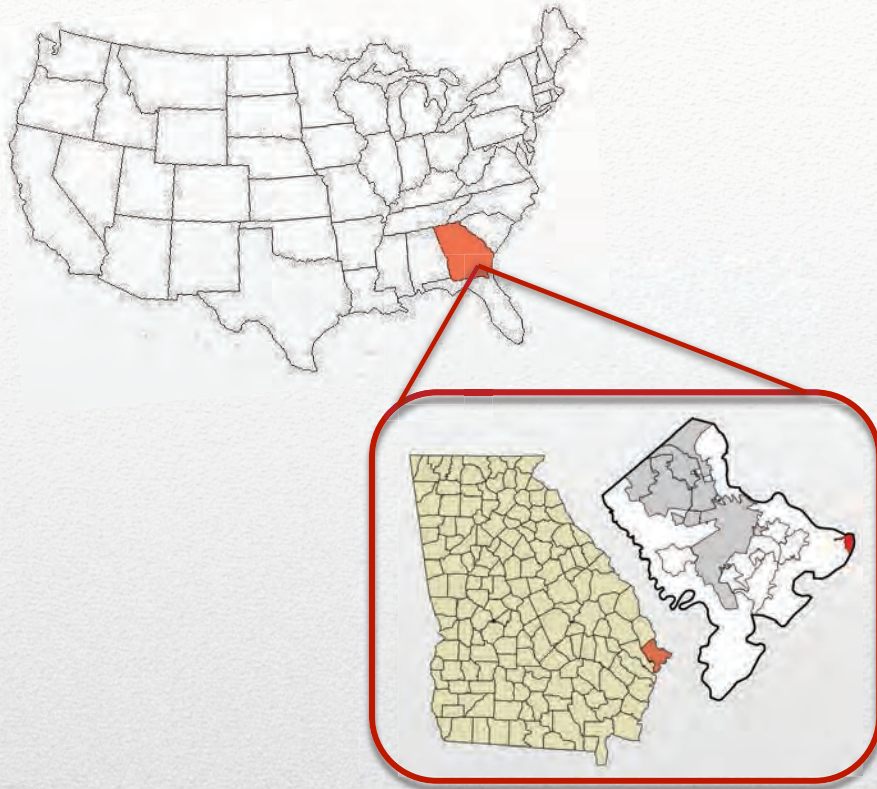
River's End Campground and RV Park | Tybee Island, GA | Savannah Beach

Kirsten Harrison

Assignment 2: Case Studies

CRP 553 | SPRING 2014

River's End Campground and RV Park – Tybee Island/Savannah Beach



- Located in Tybee Island, Georgia
- Just 1.5 short blocks from the beach
- Easy 15 mile drive to historic downtown Savannah



River's End Campground and RV Park – Tybee Island/Savannah Beach



- Vegetation and open spaces/activities built in
- Abundance of amenities and nearby attractions
- Loop circulation with wide, navigable roads
- Variety of campsite options

Lessons Learned and Recommendations

1. Make Open Spaces and Gathering Places
 - Successfully use RVer mentality
 - Variety of enjoyable spaces/activities for mingling
2. Connect Attractions and Transportation Corridors
 - Link to nearby attractions by walking/biking path
 - Make easily accessible by car/RV
3. Mix Forms for a Variety of Uses
 - Provide a range of campsite types including cabins
4. Go Environmentally-Friendly
 - Smart, effective improvements for big changes
 - Public support
 - Advertising and marketing



The Heritage Park Recreation Center is located in unincorporated Pierce County, Washington. It is located in the South Hill area of Pierce County, the park sits on school district property at the corner of 128th Street and 94th Avenue in between Zeiger Elementary and Rogers High School, and this can be seen in Figure 1.



Figure 1. Project Location. 94th Avenue Runs from Bottom to Top for Reference.

Pierce County is one of the many counties which make up the Greater Puget Sound Region, the county seat is Tacoma. Figure 2 illustrates Heritage Park's relative location with respect to the rest of the region.

Heritage Park Recreation Center is a collaborative effort between the Puyallup School District, the Pierce County Parks and Recreation Department, and the local club sports. These groups came together in the early 2000s to formulate design goals and objectives through an iterative process which included numerous public meetings. Once this process was completed the county hired Bruce Dees & Associates, a landscape architecture and planning firm based in Tacoma, WA, to design and build the project. The ground breaking took place in early 2005 and the park was officially open in summer 2006.

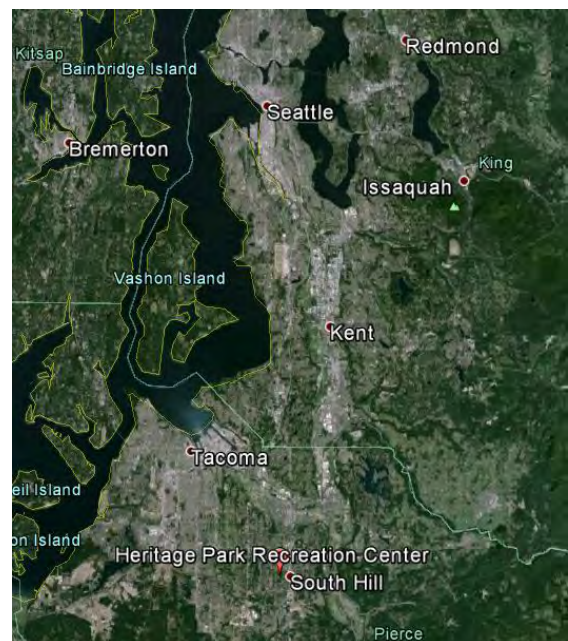


Figure 2. Project Location With Respect to the Region.

Upon completion the county maintained operations of the park, but during school hours the school district has priority over the use of the fields and parking lots. Many school functions are held on these fields from elementary school recess to varsity high school sports as well as state high school sport playoffs. Outside of school hours the facilities are available for rent and are home to local club soccer and baseball leagues as well as the local college athletics.

Facility Facts

- 46.9 acres
- Six regulation soccer fields
- One regulation artificial turf baseball field
- Three mixed use baseball/softball fields
- One regulation high school fastpitch field
- 468 parking spaces
- 1.6 mile trail system
- Lighting on all but three fields
- Sand based fields for year round use
- Concession stand
- Highest facility rating from County Parks Department

These fields can be seen on the aerial photograph, Figure 1, but a schematic layout of the fields can be found in Figure 3. Before the completion of this complex the

South Hill area was severely lacking in quality baseball and soccer facilities. Many teams were forced to play and practice on poorly designed fields which did not provide adequate drainage for the wet Washington winters. This facility provides year round access for sports in the South Hill area and hosts numerous youth and adult baseball and soccer tournaments.

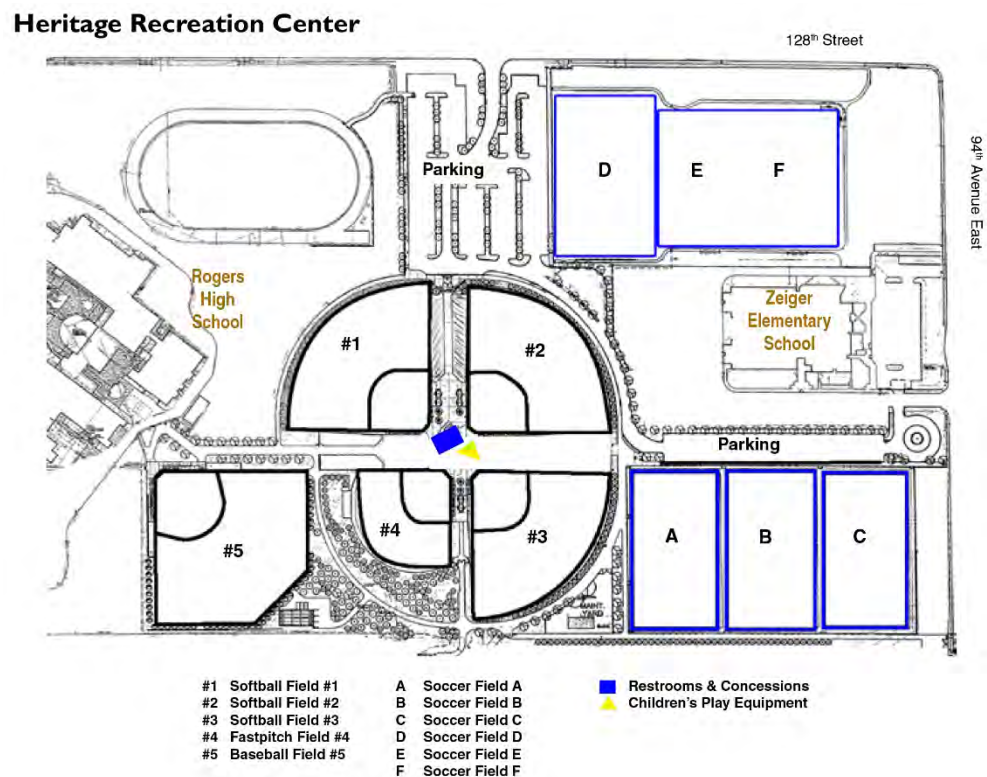


Figure 3. Field Layout.

Places for People

- Provides quality fields for community use
- Provides the school district with better athletic facilities
- Provides the community with walking/running trails
- Inviting fencing scheme
- Recognition of the name throughout the community
- Well maintained fields are attractive to the community

Enrich the Existing

- Drainage from fields is treated onsite then discharged into nearby wetlands to provide a permanent habitat
- Trail system utilizes an existing greenbelt as backdrop
- Overflow parking provided for the school district
- Celebrates South Hill's heritage with markers and plaques

Make Connections

- Brought about intersection improvements due to number of trips generated
- Provides space for student pick up to alleviate traffic in school parking lots
- School buses use the parking lots to hold over
- The trail system provides a shorter route for those walking and biking to school
- The site is however not serviced by public transportation

Work with Landscape

- The existing greenbelt was used for the trail system
- The collected storm water provides constant flow for a nearby wetland habitat
- Mt. Rainier provides a backdrop for all fields
- Native species of plants were used for landscaping
- The asphalt paving was designed to minimize runoff

Mix Uses and Forms

- Provides athletic use for school district
- Provides recess space for elementary school
- Provides fields for the community
- Provides parking for the school district
- Provides a safe route to schools
- Informs the public about South Hill's heritage

Manage the Investment

- School district provided the land and gains from the use of fields and part of revenue
- County paid for and maintains the park through a partnership with the school district

Design for Change

- Sand based fields reduce wear and runoff
- All runoff treated on site before being discharged

Morro Bay could use this site as a rough model for what to do with the existing high school field facilities. There are already over 16 acres of existing fields which would need minimal work to bring them up to a better quality. Providing community access to the fields would increase the number of baseball/softball fields by four and add up to five soccer fields. The Morro Bay site already has a trail network attached but it needs to be upgraded, they currently feel very unsafe. The whole site in Morro Bay could use the accessibility and visibility of Heritage Park as an example of how to make the users feel safe. The above list of urban design principles used to describe Heritage Park Recreation Center are a great set of guidelines for improving Morro Bay.

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Additional Photos



Figure 4. Pre-development in 2002.



Figure 5. Aerial Photo of Site.



Figure 6. Aerial Photo of Site.



Figure 7. Lacrosse Practice at Heritage



Figure 8. Trail System.



Figure 9. Softball Field Number Four

What is a community gateway?

Community gateways are used in many cases to delineate between borders and occasionally for aesthetic reasons alone, but in the case of Morro Bay an announcement should be made to visitors that they have arrived. Generally, community gateways are landscaped sign installations that announce to users that they are entering a community. Although often installed for community development and community pride purposes, effective community gateways will communicate to motorists and other users that they are making a transition from one place to another (Hallmark, 2007, p. 26). The gateway needs to be large enough to attract the attention of drivers and it also must be formal enough so that it communicates the message that the character of the roadway is changing (Hallmark, 2007, p. 28). It is believed that the simple use of an entrance sign may have limited effectiveness (Hallmark, 2007, p. 29).

There are advantages and disadvantages in construction of a community development project such as a physical gateway. Gateways can be personalized to reflect the identity to visitors. Gateways can be aesthetically pleasing and improve the overall look of the location in which they stand. The disadvantages include, ongoing maintenance such as painting, renewing and watering of any extra vegetation as well as the possibility of infringement on viewsheds.

El Barrio Logan: Case Study

“This design is of the community, by the community, and for the community” (Beltran, 2014).

History

In a letter from the City Planning & Community Investment Department the director Bill Anderson describes some of the history of Barrio Logan as one of the first communities to develop in the San Diego region. The community is located between Downtown San Diego to the North, Interstate 5 to the East, as well as the Unified Port of San Diego and United States Navy properties along San Diego Bay to the West and National City to the South. The community of Barrio Logan comprises approximately 550 acres exclusive of the Port Tidelands and Naval properties, which comprise 562 acres or 52 percent of the land area contained within the Barrio Logan community planning area. While the City of San Diego does not have regulatory authority over the San Diego Unified Port District Tidelands or the United States Navy properties, they are within the boundaries of the community planning area. Taken in total, the planning area, including the United States Navy and Unified Port District properties covers approximately 1,077 acres (2010, p. 2).

The gateway project is just a piece of the development that occurred during this period in Barrio Logan. There were three redevelopment projects in different stages, which were all a part of the Tenth Avenue Marine Terminal Port Access Project. The three projects include; The Bay Marina, the Civic Center and the Harbor Dr./Cesar Chavez Parkway improvements. The Cesar Chavez Parkway is where the gateway is located and also includes improvements such as:

- The diversion of large truck traffic from Cesar Chavez Parkway for pedestrian safety and revitalization of the neighborhood
- Crosswalk enhancements
- Lane adjustments
- Extension of left turn pocket to Cesar Chavez □
- Enhanced median
- Message signs for truck idling
- Raised median on Cesar Chavez □
- The gateway sign
- Landscape features

Important Data

The Port of San Diego is the primary sponsor for the project. The Port of SD is a public benefits and regional government agency that includes five member cities surrounding the San Diego Bay. With the help of both public and non-profit partnering agencies the new gateway sign will span Cesar E. Chavez Parkway between Main Street and Newton Avenue. The sign is part of a \$1.7 million Port Access Project for the Barrio Logan community and alone will cost \$300,000. The new 80-foot-wide gateway sign hangs 23 feet above the road. This element of the project serves as an element to encourage the diversion of truck traffic from Cesar Chavez Parkway to provide for a safer pedestrian environment as well as building the beautification and revitalization of the neighborhood. This portion of the project will also include crosswalk enhancements, lane adjustments, and beautification improvements along the corridor. The timeline for the project is as follows:

Timeline

- 2010 – EIR for the community plan update
- 2012 – In August community meetings began
- 2012 – In November the design period began with community input
- 2013 – In January a consultant team was put together that consisted of community representatives, architect Vicki Estrada and Port SD Staff to finalize the design
- 2013- In March a presentation was given to the Board of Port Commissioners
- 2014 – In January construction began
- 2014 – Also in January the Barrio Logan Community Plan Update was completed
- 2014 – Late this year construction is expected to be completed

Principles and criteria

In the analysis of the case study on El Barrio Logan six principles were used to evaluate the implementation of the project; identity, community support, donations, partnerships, visual quality and design guidelines. The following will describe how well the Barrio Logan gateway project did in terms of these six principles on a scale from 1-5, where 1 means the principle was absent in the process or done very poorly and 5 means the principle was done extremely well and should be used as an example for future projects.

How well was the community's current and historical identity incorporated into the process and design?

The architect Vicki Estrada used yellows and oranges and a mixture of Aztec and Mayan creation symbols to represent the history of the residents. The pyramid, the ear of corn and the fish were ideas that each came from residents, area business owners and local artists during workshops with these individuals. This principle is rated a five for the inclusive effort made to incorporate history and symbology the residents identified with.

Was the community involved and supportive in the planning of the project and how well was their feedback incorporated, if at all?

In the community plan update a policy was written for the support of local artists in the gateway design. The policy reads as follows “Policy 11.1.15 of the BL Community Plan Update: Involve local artists in the design of gateway elements proposed for Cesar E. Chavez Parkway and Main.” There were three public meetings held in order to reach a consensus about the concept of the gateway design that lasted a period of four months. Feedback from the community during these events was recorded and utilized in sequential meetings as well as in the later design phases. This principle is rated a five for the use of feedback and incorporation into the community plan.

How well was the project funded from supportive donations or grants to assist with construction and up-keep?

One of the main supporters for the project was the Trade Corridor Improvement Fund (TCIF). TCIF is part of the federal highway safety and port security bond act of 2006. No source provided the amount of support that was used in this project, but the use of federal funds decreases the cost burden on the local community. The city of San Diego also helped to support the efforts in identifying and funding local artists to assist in the design. This principle is rated a three because although funds were obtained from outside of the community for the community, there is no statement or commitment for the costs of up-keeping the structure or the possible landscaping that surrounds it.

What partnerships were made in the process of planning and implementation?

Barrio Logan Association is a non-profit organization that operates the Barrio Logan Maintenance Assessment District (BLMAD). BLMAD’s mission is to revitalize the community through beautification of public areas, promotion of public safety, organization of educational and cultural events, and stimulation of community improvement. The BLMAD became a central partnering organization for the gateway project. The other partnerships made in the planning phases of the project were with San Diego’s Association of Governments (SANDAG), Caltrans and the City of San Diego. A rating of four is given to this principle because of the overall effort to partner with agencies in planning, but local businesses were not made partners in planning as the available literature concluded.

Were there additional aesthetically pleasing or visual qualities incorporated into the design of the gateway and the corridor in which it stands?

Matching signage renderings were included in the final Port SD presentation, which indicates that a theme will be kept throughout the neighborhood. Landscaping was also incorporated into the visualizations, but was not stated in any available literature or policy regarding the Cesar Chavez Parkway corridor. Overall this principle deserves a rating of two. This generally low rating is due to the lack of supportive landscaping and visual additions made to the streetscape of Cesar Chavez Parkway albeit one of the overall goals of the Harbor Dr./Cesar Chavez Parkway Project highlights the need for pedestrian oriented design.

Is the project supported by any policy in the use of design guidelines, a specific plan, or a community plan?

The Barrio Logan Community Plan was in the process of being updated concurrently with the design process for the gateway project. The Community Plan update draft that was available on the city's website had a single statement about the use of local artists in the design of the gateway and nothing more. The community plan update did not state policy or future plans for the development of gateways, the upkeep of the proposed gateway or the support for the gateway. This principle receives a one for the lack of attention paid to supporting policy.

Principle Summary Table:

Principle Name	Rating: 1-5
Identity	5
Community Support	5
Donations	3
Partnerships	4
Visual Quality	2
Design Guidelines	1

Applicability to Morro Bay and Conclusions

Although this case did not rate high in all principles, this case study will provide an in depth look at the possible tools that are available in designing a similar project for Morro Bay. Barrio Logan was identified as a useful example for Morro Bay first because of the relative size of the two communities. Barrio Logan is a neighborhood in the greater City of San Diego and Morro Bay has a small community of residents and large tourist population. Therefore a conclusion was drawn that the small community identity would be similar in both Morro Bay and El Barrio Logan; while there is also a high interest in keeping and advertising that identity.

Second, in the Barrio Logan example a point of entry was provided using the gateway as a physical reminder of that entry into the community. Morro Bay has a need for this type of announcement at the end of Highway 41 as users pass under Highway 1 from any direction.

Third, in the previous presentation of SWOT analysis, the option of relocating over night rigs and trucks was discussed. In the BL example, the introduction of the gateway element was chiefly addressing the issue of large truck travel on Cesar Chavez Parkway.

The final theme in applicability is the link of the gateway to a larger project for purposes of performing an EIR, community planning efforts and funding. Morro Bay would benefit in piggy-

backing the efforts of a gateway sign and other signage to another larger project. Overall, El Barrio Logan proved to set an excellent example of how well a gateway can represent a community and its interests to visitors and locals alike.

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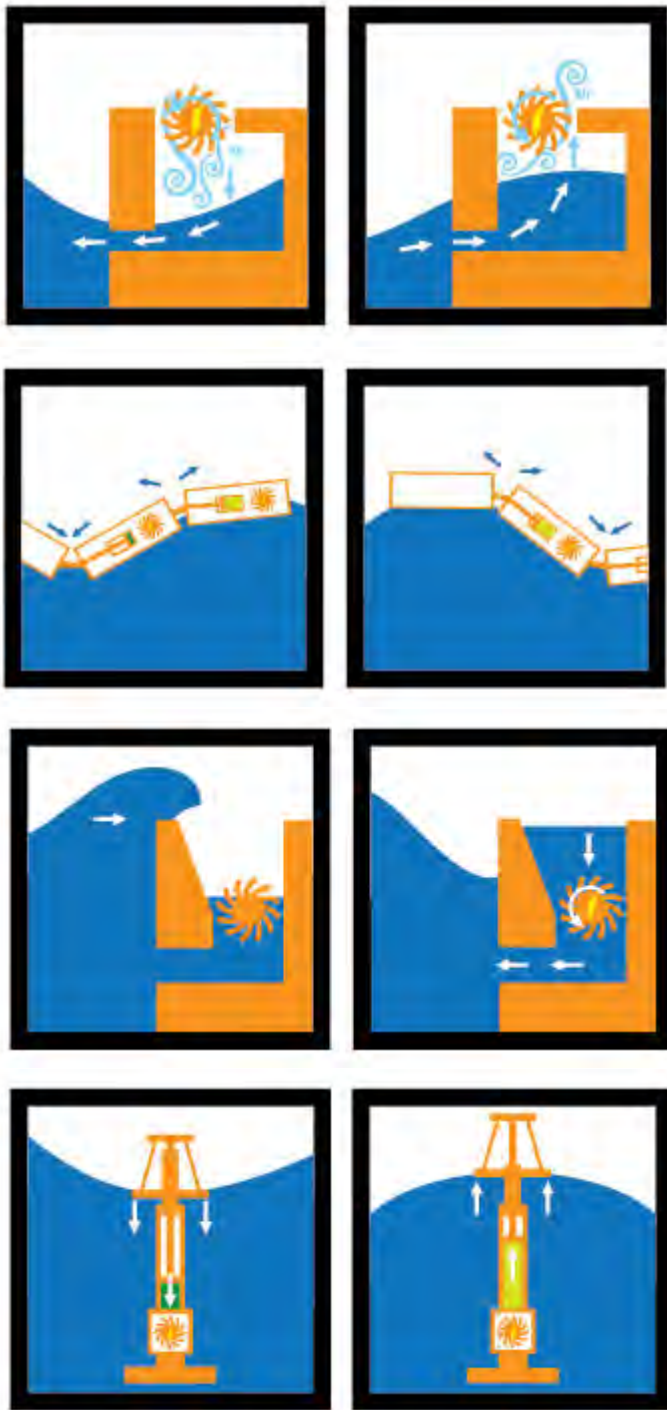
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Site Plan and Photos

Please see “Gateway to Barrio Logan Presentation.pdf”



ENERGY POTENTIAL IN MORRO BAY

ABSTRACT

This document presents a brief summary of the potential energy production facilities available for utilizing the decommissioned Morro Bay Power Plant. The Developing Wave Energy in Coastal California: Potential Socio-economic and Environmental Effects report is referenced for context. Case studies of the Scotland OPT Mark 3 Wave Energy Project and the Oregon State University Northwest National Marine Renewable Energy Center are presented as viable case opportunities.

Sam Gross

CRP 553 Morro Bay Project Planning and Design Lab

Morro Bay Energy Potential

Morro Bay's current infrastructure provides a unique opportunity for the city. The PG&E switch yard and transmission lines, plus the power plant and underground piping were extremely expensive to install. If they can be reutilized they will prevent massive costs and prevent environmental damages from occurring on site due to decommissioning, as well as in other areas if a similar facility were needed. The potential to use this infrastructure now that the plant has shut down could bring a rebirth to the city and welcome in a new age of renewable energy technology.

The transmission lines and switch yard present a big opportunity. Energy infrastructure installation is truly costly. Further electrical production should be encouraged. Fossil fuels are out of style. They degrade community health, cause asthma and other health problems for residents and visitors. They are the leading causes of Climate Change. They do not comply with AB 32 and contradict the UN IPCC reports. And they lower land value and discourage tourists. This leaves the city with renewable energy options which are becoming cheaper and more efficient every day. According to the California Energy Commission the Morro Bay area is rated at having less than 12 mph mean wind speed at 100 meters. This inconsistent low mean wind speed make offshore or onshore wind production not cost effective. The California Energy Commission also notes that the solar energy resources within the area are not concentrated enough to meet solar power energy project prospects. A few years ago this would mean there were no other cost effective energy options.

Today technology brings us a new exciting opportunity, wave energy. In 2008, the California Energy Commission and the California Ocean Protection Council hired authorities in ecology and evolutionary biology, economics, marine biology, and oceanography to study the social, economic, and ecological effects associated with wave energy conversion development. This study found that wave energy facilities would help California achieve the goals of AB32 and SB 1078. These projects would have an effect on sea life. The negative effects would be primarily be to sea floor species upon the instillation of facilities, but would be minimal during operation. They could pose hazards for marine mammal navigation. However, recent research is developing sonar like technology to help whales navigate with the facilities. The visual impact would be minimal do to the facilities being mostly submerged and would depend on how far out to sea they were located. The facilities could pose a threat to navigation for large fishing vessels, which in return could hurt fishing industries. However, the small fishing vessels used by Morro Bay fishers would most likely not be negatively affected. Wave Energy Conversion facilities would produce new jobs, income, and tax revenue for the local community. In communities where energy transmission facilities are not currently installed this could cause the loss of recreation, and fishing jobs, but since Morro Bay already has facilities in place this impact would most likely not apply. The Wave Energy Conversion facilities would also benefit the community by giving them local access to renewable energy, and diversifying the state's energy resources with a highly dependable and consistent energy source. The study also found

that Wave Energy Conversion arrays imitate natural features beneficial to certain marine species. They provide roosting locations for sea birds and hauling out space for species such as seals and sea lions. The arrays also imitate reefs. This attracts more fish species and provides them with better habitat for spawning. By bringing fish to the area local sea birds and marine mammals will also be attracted. This will help the local fishing economy and tourist industries.

Scotland OPT MARK 3 Case Study

This is still a new technology, yet there have been multiple test sites. The US Navy has been testing prototypes in Hawaii and New Jersey. The Scottish Government also purchased a full scale prototype and has been operating it since 2011. All have been extremely successful and have exceeded expectations. The OPT Mark 3 Scotland Wave Energy Project has created some extremely impressive results. The project is located 33 nautical miles off Scotland's north east coast near the town of Invergordon. A single PowerBuoy was deployed there in April 2011. At peak wave levels, this single buoy has produced over 400 kilowatts. It averages around 45 kilowatts of constant energy with 2 meter waves. This is beyond the level expected by developers. The buoy is able to develop an average of 150 kilowatts in higher wave areas. The peak generator capacity of the facility is 866 kilowatts. The New Jersey APB 350 Autonomous PowerBuoy is rated at an even higher capacity of 300-400 kilowatts of continuous power. Further research and development could lead to much more efficient machines and unlike solar PV, which only generate power during daylight or windmills, which only generate power while the wind blows, wave energy is constant and generates constant power 24 hours a day.



Figure 1: Location of OPT Mark 3 Scotland (Google Earth)



Figure 2: OPT Mark 3 prelaunch, April 2011 (Scotland)



Figure 3: OPT Mark 3 at sea (Scotland)

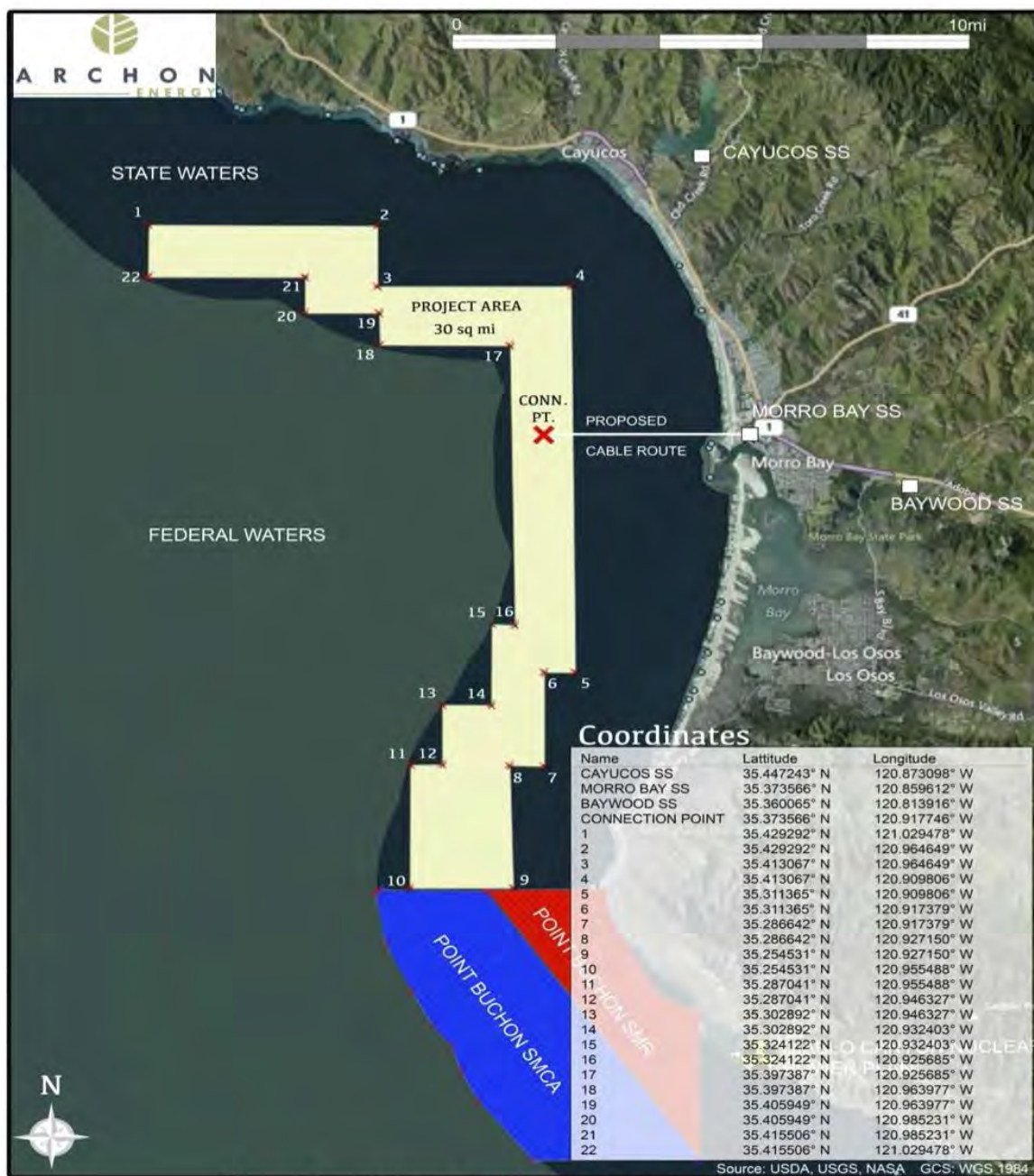
Archon Energy Morro Bay Wave Park Proposal

Archon Energy submitted its Preliminary Permit Application to the Federal Energy Regulatory Commission (FERC) in fall 2013. The proposed site is for a 15 mile long Wave Park in Morro Bay. The application states the project would be a 200 - 500 Megawatt project. The cable from the

offshore transmitter would run along the ocean floor until it reach the underground pipe that used to transfer oil from ships to the power plant. They are also considering running transmission cables to Cayucos or Baywood. "According to the NREL Atlas, the proposed location offers average annual wave power in the range of 20-25 kW/m and wave height of 2-2.5m." (Archon). This is slightly greater wave energy potential than the Scotland project site. With newer more efficient Wave Energy Conversion machines the project could produce far more electricity. The Archon Proposal is for 67 Wave Energy Converters. A Converter in this location could potentially produce 12,000 MWh per year, per Wave Energy Converter. The project proposal claims that "the project would develop a new source of renewable electricity for the public, which: Generates clean and renewable power with minimal negative impact on the environment; Provides much needed power generation along the California coast; Enhances the local stability of the transmission grid; Creates new habitat for fish; Creates local jobs for the design, fabrication, installation, and maintenance of the wave park; and Has the potential to reduce energy from tsunamis." (Archon).

1. Project Boundary Map

A map of the proposed project boundary and cable route follows. The relative location and physical interrelationships of principal project features will be developed during project feasibility studies. Figure 4 shows the approximate project boundary.



Morro Bay Wave Park Project Boundary Map

Figure 2: Morro Bay Wave Park Project Boundary (Morro Bay Wave Park)

OSU Pacific Marine Energy Center Case Study

As exciting as this new energy potential is, it is still new and requires far more research and development. Oregon State University operates the Northwest National Marine Renewable Energy Center out of the Wallace Energy Systems and Renewable Facilities testing laboratory. However, OSU is an inland school located in Corvallis, Oregon. This means that their open water tests must be performed with the support of the University of Washington in the Puget Sound and Lake Washington. They have opened an off shore testing facilities off the coast of Oregon one is 2 miles off the shore north of Newport, the other, the Pacific Marine Energy Center South Energy Test Site, will be 5 miles off the shore south of Newport. This South Energy Test Site is currently in the permitting phase of development. This new site will allow them to test large scale facilities and answer the “core questions concerning the industry and its potential impacts to communities, the environment and marine life.” (PMEC). The new facility will also give OSU the ability to have full scale grid connection testing capability.

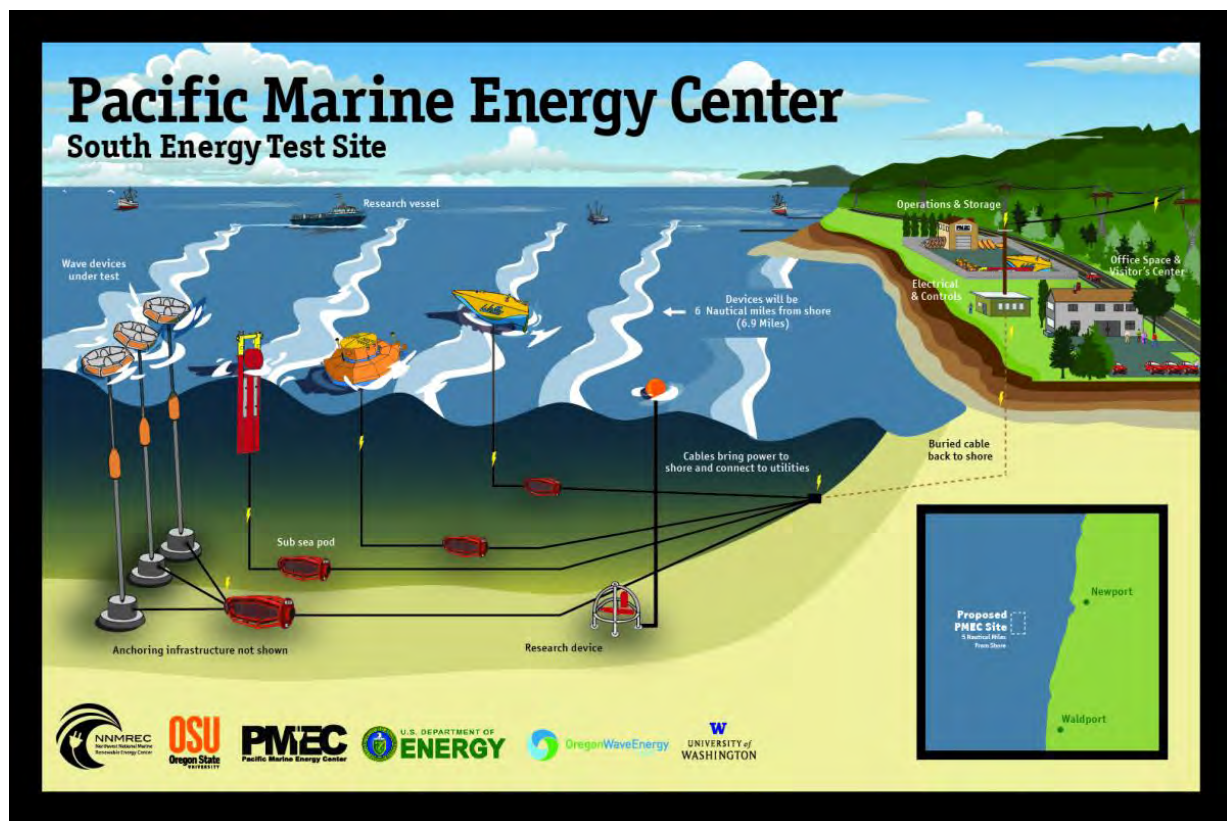


Figure 3: Pacific Marine Energy Center, South Energy Test Site (Northwest, Open Ocean)

A Cal Poly National Marine Renewable Energy Research Center?

A California National Marine Renewable Energy Research Center located in Morro Bay would provide amazing opportunities for the community and it would allow for the utilization of the decommissioned power plant's currently underutilized infrastructure. Add a full size Wave Energy Conversion facility offshore such as the one proposed by Archon and there could be even more benefits to the community of Morro Bay. The marine and on-shore cable routes available through the old power plant, the port and industry capabilities of the local docks, and the ability to test the impacts to existing ocean users, truly makes Morro Bay the perfect location for a similar facility. With support of the local fishing community and the rest of the Morro Bay community, combined with the close location of Cal Poly could make this a reality if the university were interested in this form of research.

It just so happens that "Cal Poly, San Luis Obispo's Institute for Advanced Technology and Public Policy has been selected to receive a grant of up to \$750,000 from the U.S. Department of Energy (DOE) to assess the feasibility of locating a National Wave Energy Test Facility in California." (Cal Poly). The grant is to be used to research and determine the best location for a California coastal research center to serve as a National Wave Energy Testing Facility. If Morro Bay were chosen as the location it would become an "international leader in the development of this emerging clean energy technology." (Cal Poly). It is the author's recommendation that the City of Morro Bay contact the Cal Poly Institute for Advanced Technology and Public Policy and invite them to open a National Wave Energy Test Facility in Morro Bay.

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Kelsey Steffen

CRP 513

April 25, 2014

CASE STUDY ASSIGNMENT

Project Name: Whittier Greenway Trail

Location: Whittier, California

Responsible Agency: City of Whittier

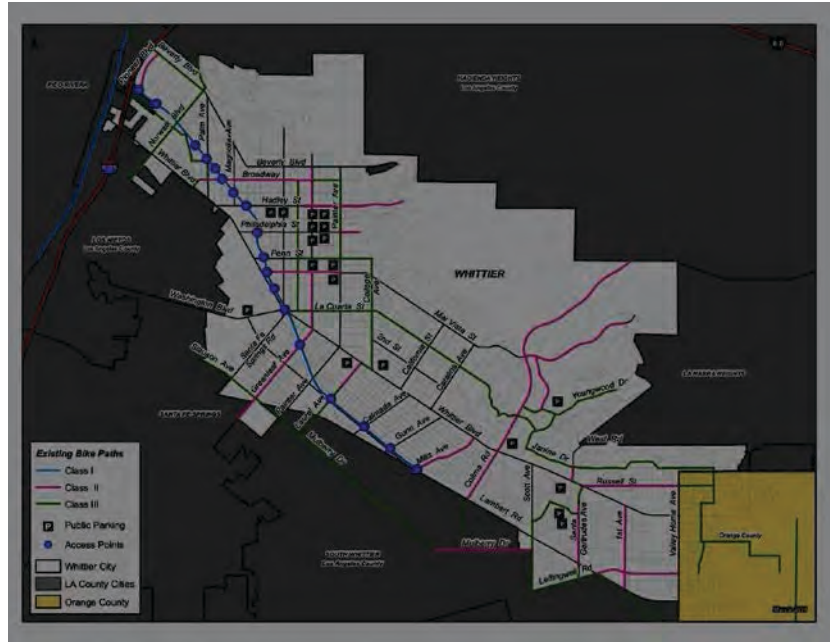
Planning Firm: RRM Design Group

Project Size: 4.8 Linear Park Trail, Located old Union Pacific Railroad right-of-way

Project Date: Project initially began in 1997, and was dedicated upon completion on January 31, 2009

History, General Description (Site Plan, Illustration)

The Whittier Greenway Trail project was the conversion of an abandoned Union Pacific Railroad right-of-way into a 4.8 mile recreational and commuter bikeway and pedestrian path. The project begins at the western city boundary near the already existing Los Angeles County San Gabriel Bike Trail. The Whittier Greenway Trail travels through the city of Whittier, allowing the linkage of schools, homes, parks, shopping, and transit stops. The trail includes public art and interpretive exhibits along the pathway. The path is dedicated to providing the city's residents with recreation, transportation, exercise and overall enjoyment of the outdoors.



Whittier Greenway Trail Bike Map

The Trail is the result of the City's purchase of an abandoned Union Pacific right-of-way, and was constructed using transportation, air quality and parks funds. All of the acquisition and development funds came from Federal, State and County sources, primarily administered through Los Angeles County Metropolitan Transit Authority (Metro) and the California Department of Transportation (CalTrans).

Benefits of the Whittier Greenway Trail are alleviating traffic congestion, improving air quality and providing a scenic greenbelt area through the center of Whittier. The trail increases travel safety for those who prefer to bike or walk to their destinations. The Greenway connects with local and regional bus systems, including Metro, Foothill Transit, Montebello Bus Lines and Norwalk Transit.

Analysis against Principles

This project is a great example of the embodiment of the key principles of urban design. Below is an analysis of this site against these principles.

Places for People: The trail provides a place for people to meet, interact with others, as well as enjoy the scenery. This pathway has become a well-used pathway by the residents of Whittier that is safe, convenient and attractive. The site is distinct in the role it plays in the city. The interactive and educational sites along the site are unique to this location, as well as the connections the path provides.

Enrich the Existing: The trail serves as both a new place within the city as well as a historical educational site. Several of the stops along the trail provide historical information about the city and region including the Union Pacific Railroad site itself, along with architecture, transportation, and native species. There are interactive as well as passive sites to allow for a variety of ages and interests to enjoy.

Make Connections: The greenway trail is designed to promote pedestrian and bicycle transportation through the city. The greenway provides connections to all local transit, offering safe travel off the city streets to travel to and from their destination, or transit location.

Work with the Landscape: The trail improved the esthetic of the original abandoned railway site. It embodies both man made features (pathway, art, historical plaques), as well as the incorporation of natural elements (native and adaptive plant life along the trail).

Mix uses and Forms: The greenway linear park incorporates the new infrastructure for bicyclists and pedestrians with existing structures, such as the old Sunkist Packing House, which is not an antique shop. There are rest places along the path including benches, water fountains, and dog amenities. The addition of the wind sculptures along the path way add a new element to the existing environment that enrich the corridor with a new and unique feature to the city.

Manage the Investment: Funds for the project were received from Federal, State, and Regional funding sources. Majority of the funds came from Metro and Cal Trans, with the project promoting use of regional transit through its connections. The pathway helps people avoid traffic congestion and creates a path between residential neighborhoods to the commercial district. The city and its residents have created fund raisers to maintain and continue to expand the linear park. Its has become the heart of the community and its members are committed and invested in its preservation and success.

Design for Change: The project has been continuing to grow in size and expand in its amenities (the addition of the exercise equipment along the path). The park promotes using pedestrian, bicycle, and local transit transportation options in an effort to reduce traffic congestion and air quality issues.

Conclusion

The current Greenway Trail usage is: 140.7 persons per hour; 782 per day; 6,015 per week; 25,804 per month; and a grand total of 234,582 annually. The City has received several awards for the Whittier Greenway Trail, including: the California Park and Recreation Society Park Planning – Specialty Park Award of Excellence; the State of California Parks Department California Trails and Greenways Merit Award; and the League of California Cities Helen Putnam Award of Excellence.

Applicability:

This project is excellent example of a successful restoration project on a forgotten and blighted space that had the potential to serve as a central alternative transportation artery within a community. The Morro Creek site is similar in its current state of neglect. It has the potential to connect the heavily used Laila Keiser Park and the beach front access along the north section of the Embarcadero in Morro Bay. Using historical, and interactive features along with public art this pathway can become a connection between the park and existing Class 1 bike path and the new bicycle and pedestrian bridge. By reclaiming the site from the current transient population and giving it back to the public.

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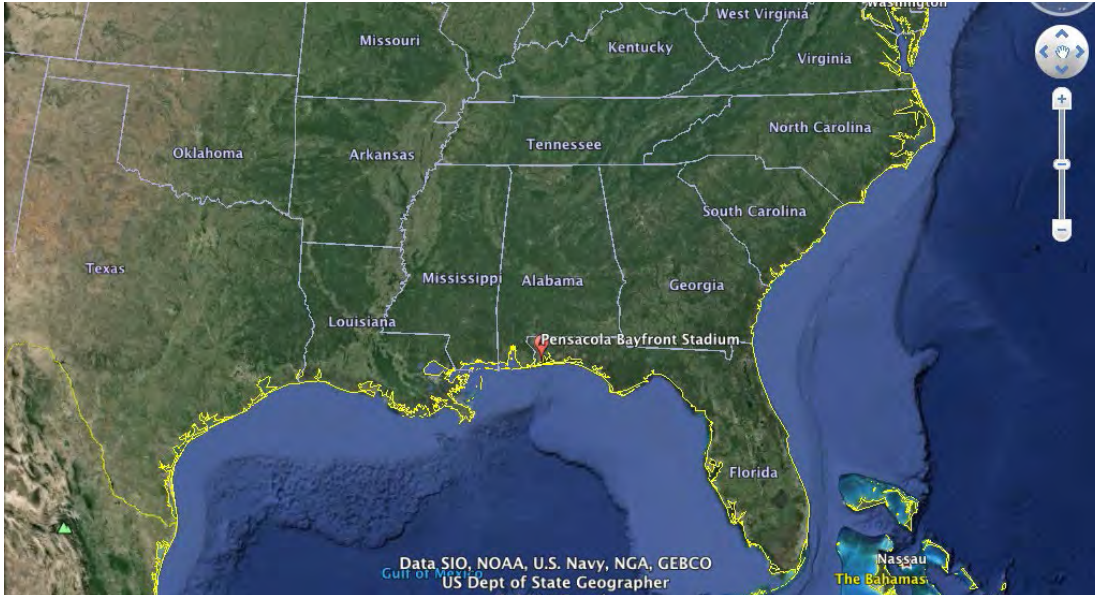


Pensacola Bayfront Stadium

Case Study for Morro Bay Project Site

David Pierucci
CRP 553
April 29, 2014

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Location of ballpark within the southern United States.



Aerial view of the ballpark and its surrounding area.

Project and Location

Project

Pensacola Bayfront Stadium is located along the bay in Pensacola, Florida and is home to the Pensacola Blue Wahoos of Minor League Baseball's AA Southern League.

The ballpark is part of the Vince Whibbs Sr. Community Maritime Park, which sits across Main Street from City Hall. Aside from the ballpark, CMP currently includes an amphitheater and park grounds for festivals and exhibitions.

In 2012, it was named "Ballpark of the Year" by Baseballparks.com. In 2013, it drew over 300,000 attendees for baseball.

Location

449 West Main Street
Pensacola, FL 32502
30.404295°N, 87.219662°W



CMP site plan from 2009.

Relevant Facts

Responsible Agencies

Pensacola City Government
Community Maritime Park Associates, Inc.

Designers

Planner Urban Design Associates (for CMP)
Architect Populous (for the ballpark)
Construction HOAR Construction

Cost

\$18 mm Ballpark construction
\$20 mm Site preparation

Financing

Financing for the ballpark was included as part of the city's \$56 million CMP development project. Funding sources included:

\$45.6 mm City issued bonds
\$12 mm Sale of federal New Market Tax Credit
\$2.25 mm Team owners

Size

CMP property	27.5 acres	1,2 mm square feet
Ballpark	0.0026 acres	117,000 square feet

Time Frame

Sep 2006	Voters pass initiative with 56%
Apr 2009	City Council approves plans
Sep 2010	Groundbreaking
Apr 2012	First game



Expanding the shoreline to accomodate the ballpark.



The exterior of the ballpark.

History and Description

Context

The concept to redevelop the CMP was devised by local leaders during discussion hurricane reconstruction in 2004. The ballpark was planned as part of a public-private development effort, which was also to include a museum, multicultural center for the University of West Florida, public parks, and mixed-use buildings.

Development

In 2005, Urban Design Associates held a number of public workshops in an effort to create a conceptual design for CMP. After the referendum to fund the project passed in 2006, the Community Maritime Parks Associates formed as a non-profit organization to develop and maintain the CMP. In 2009, Land Capital was selected as the master developer for the project. The Studer family purchased the AA baseball team to move to Pensacola.

Site

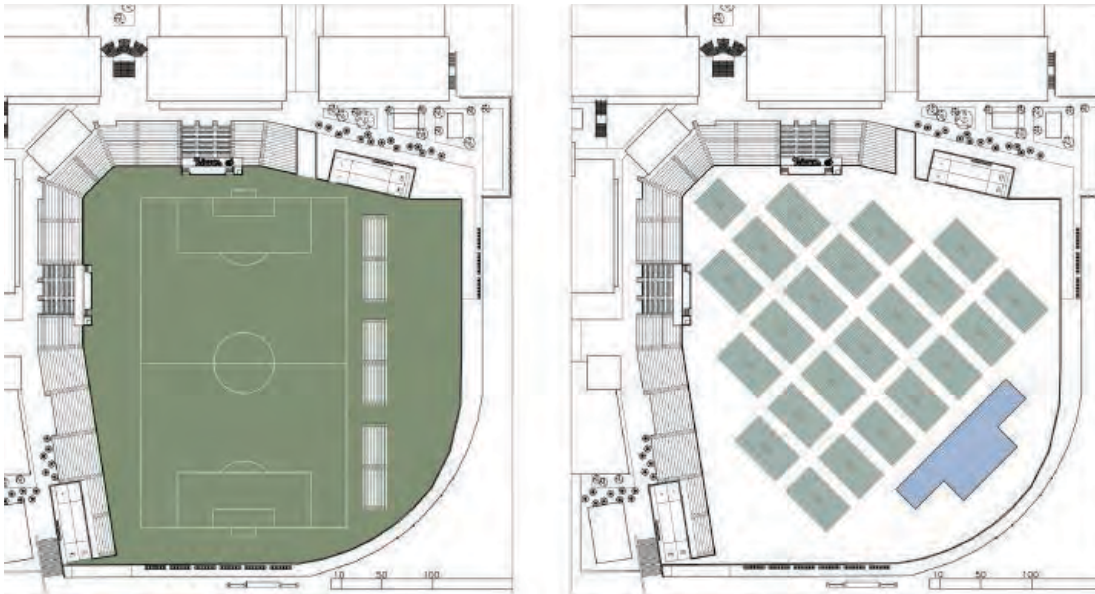
The ballpark's site was formally used to store petroleum storage. Before the ballpark, the site was an abandoned brown-field that was polluting the surrounding environment. At \$20 million, cleanup of ballpark site cost \$2 million more than construction.

Construction and Design

The ballpark has a capacity of 3,200 for fixed-seat sporting events and 7,000 for concert seating. Populous designed the ballpark's facade to reflect elements of the city's downtown. To accommodate the ballpark's, a 100 foot seawall was built to extend the shoreline into the bay.



Free pedicab transportation from the parking lot to the ballpark.



Soccer and concert configurations for the ballpark.

Analysis Against Design Principles

Design elements from *Urban Design Compendium*.

Places for People

The ballpark, like other minor league stadiums, includes a number of family-friendly amenities, and surrounded by parks,

Enrich the Existing

Given that the site formed into a brownfield from abandoned petroleum storage, the creation of the ballpark and CMP more than enriched the existing area, it enabled multiple new uses.

Make Connections

Transportation seems to be limited to use of car by access of Main Street. After parking, attendees can reach the ballpark by tram, pedicab, or shuttle.

Work with the Landscape

The project successfully improved the area by removing pollutants and building a wetlands and migration area. Further, the breeze from the bay creates a more comfortable atmosphere than other local spots during the summer.

Mix Uses and Forms

CMP is to include a number of uses and forms aside from the ballpark, including a museum, shops, residences, and parks.

Design for Change

The structure and its maintaining organizations have demonstrated a capacity for physical adaptability. The ballpark has been upgraded to AA from A league requirements. Also, the park has been used for concerts and other events



Gameday at the ballpark in Pensacola.



The Morro Bay Project Site.

Lessons and Applicability

Economic Viability

In 1998's "Minor League Baseball: Risks and Potential Benefits for Communities Large and Small," Arthur Johnson argued that new minor league stadiums and teams can contribute to a local economy development if part of a greater strategy. He identified three objectives for a new ballpark's role:

1. Anchor and attract other development
2. Improve the community's image
3. Add recreation opportunities and enhance quality of life

In 2013's "The Economic Impact of Stadiums and Teams: The Case of Minor League Baseball," Nola Agha identified a positive economic impact of minor league stadiums and teams on local economies. In particular he noted a relationship between AA stadiums and increased income per capita.

Pensacola's Bayfront Stadium's success in drawing fans and its sustainability may be in part because it was a AA stadium that was part of a greater CMP development plan.

Applicability to Morro Bay Project Site

Like the area in this case study, the Morro Bay Project Site is:

- Industrial in character
- Contains potential brownfield concerns
- Bounded by the water and a major thoroughfare

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4/28/2014

Public Art: Case Study
Battery Point Sculpture Trail, Tasmania, Australia

Brief History/Relevant Facts:

Battery Point, an area rich in history, is located in Hobart, Tasmania, Australia. The Battery Point Sculpture Trail is a 1.9km walking trail that opened in November 2010, which aimed to connect the shoreline and link it to the suburbs through a public art program with the theme of “Sculpture by Numbers”. The project included a team of 8 different designers from the Futago Design Firm, ranging from Project Managers to Junior Designers, as well as an interpretive researcher and writer. The client Futago was working for is the Hobart City Council. The goal of this award-winning project is to “increase visitor movement along the foreshore and encourage exploration of the roads and paths” (SEGD. (n.d.)). It consisted of nine 3-dimensional number sculptures placed in specific locations along the walking path, each made up of different material, telling different stories of the history of Battery Point. Although each sculpture is made up of different materials, all of them are connected through orange and gray graphics that links each sculpture as well as way-finding signage that guide people through the walking path and to the next sculpture. To further elaborate on the “Sculpture by Numbers” theme as it relates to this project, each number represents a historical date, a measurement of significance, or a number representing something important about the particular location relating to the history of Battery Point. As eluded to previously, this project has won several awards in Australia as well as globally, including the 2010 Australian Graphic Design Association National Awards, with a distinction in the Environmental Design category, as well as the 2012 SEGDA awards, receiving the Global Merit award.

Analysis against the 7 Urban Design Principles:

Places for People:

The Battery Point Sculpture Trail can surely be categorized as a place for people. The unique concept, along with a lot of educational and interactive sculptures, provides a fun, attractive and inviting space to interact with people. This trail potentially provides space for “triangulation” as people discuss the meanings of the numbers and their historical significance.

Enrich the Existing:

The Sculpture Trail in Hobart does in fact enrich the existing qualities of the city, as well as the space within the walking site. The trail compliments the setting and encourages a distinctive response of wonder and discovery as the visitors walk through the trail, allowing them to enrich the meaning of the city and the space in which they are walking. This trail does this at multiple scales.

Make Connections:

The trail makes connections through the way-finding signage in the form of orange and gray graphics, as well as directional signage to keep the user guided through the trail. On a larger scale, the overall goal of the project is to make connections along the waterfront and the foreshore area of the town. This project integrates the physical environment through the walking trail, and the visual environment through the unique sculptures along the trail. Since the trail is primarily a walking trail, the only considerations for cars and bikes, are directions on how to get to the start of the trail.

Work with the Landscape:

This project works with the landscape and balances between the natural and man-made environment, again, through strategically placing the number sculptures along the route that relate to that particular place and combining that with meaning and a physical representation of that meaning. For example, one of the number sculptures (313) is in the water, and is made up of ship building materials. It represents the 313 vessels that were launched in Battery Point in the 1800's. Another example is the sculpture of the number "24" which glows at night as a result of solar power, representing the lights that shine along the Derwent.

Mix Uses and Forms:

As will be discussed in the section below, this trail serves a variety of different users from many different social groups, from tourists visiting the area, to local school children. In addition, the different forms that each of the sculptures take contribute to the mix of uses and forms element of key urban design principles for the project. Each sign has its' own character, size, and design, contributing to this idea of mix uses and forms.

Manage the Investment:

The budget for this project is 100,000 AUD. Not much is mentioned about the upkeep of the projects, however. It does not appear that the upkeep of the sculptures will be of any significant cost, with the exception of wear-tear-repairs, as well as landscaping. Of the sources I could find, very little was mentioned regarding managing the investment. According to Castle, it appears that this public art project has been a success; attracting tourists and school children intrigued by the sculptures. It seems as though this project will serve as a valuable asset to the economy of Hobart into the future, as new tourists come each year, and school children make their way through the school system. People seem to be very interested, and the city has received very little complaints.

Conclusions:

The Battery Point Sculpture Trail and the theme of "sculpture by numbers" is a very innovative and creative idea that could possibly be applicable to Morro Bay. Although the scale of the project would be much smaller in Morro Bay than it is in Hobart, it seems as though similar principles could be used to enhance our study area of Morro Bay. The idea of connecting the waterfront is applicable and relevant to our study area and context of Morro Bay. Finding a way to guide visitors to our and through our site as well as connect it with the Embarcadero is a

key issue. Creating a walking path with public art, consisting of a similar theme seen in this case study, has the potential to be an effective strategy in drawing interest to our study area. The historical aspect of the sculpture walking trail is applicable to Morro Bay as well. Drawing from the natural, economic, social, and cultural history of Morro Bay and incorporating those themes into a public art project is a possibility.

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CRP 553
April 28, 2014

Case Study: Low Impact Coastal Commercial Development/Sand Dunes/Wetlands

1. Data on Project

Theme: Redevelopment

Name: Abercorn Common

Unique LID Components: LEED, cistern, green roof, porous asphalt, and infiltration

Location: Savannah, Georgia

Land Use: Commercial

Watershed Area: 21.6 acres

Lessons Learned: Opportunities to combine LEED and LID maintenance concerns

Project Cost: approximately \$22 million

\$75,000 for landscaping

\$500,000 for 180,000 foot cistern

\$80,000 for green roof

\$320,000 for 40,000 sq. ft. asphalt

2. History/Description

Savannah, Georgia lies on the Savannah River. According to US Census, the city has a total area of 108.7 square miles, of which 103.1 square miles is land and 5.6 square miles is water. Savannah is the primary port on the Savannah River and is located near the US Intracoastal Waterway. Savannah is prone to flooding. Five canals and several pumping stations have been built to help reduce the effects.

Abercorn Common is a commercial use development that features retail shops, restaurants and community services. This is a redevelopment area that is currently leasing and selling units with an environmentally conscious concept in the coastal zone. The city's developable space is limited because it is abutting and conflicting with coastal landscapes that include wetlands and waterways. Along with working together with the Planning Commission and Center for Watershed Protection, Abercorn Common's goal is to provide energy efficiency, water conservation and a competitive market to attract tenants.

Abercorn Common is 180,000 square foot shopping center in Savannah, Georgia. The center was the first retail center in the US to become LEED-certified. The buildings and

public spaces resemble Savannah's downtown historic district, with awnings, brick facades, fountains and brick-paved sidewalks. Palm trees, pampas grasses and willow trees are among the natural features. The shopping center dates back to the 1960s when Abercorn Street was extended to form Abercorn Expressway. It was one of the first establishments on Savannah's southside, and it is now the primary shopping corridor of Savannah.

Abercorn Common opened in 1968 as Abercorn Plaza. At 38,000 square feet, the Southside Savannah shopping center would grow to nearly 169,000 square feet. The center was originally solely anchored by M&M (Melaver and Melaver) Supermarkets. In the 1970s, the center was expanded to include Sam Solomon and later Service Merchandise and Western Auto. In 1985 the M&M Supermarket chain was sold to Kroger, but the Melaver family retained ownership of the buildings. While most stores were converted in the 1980s, several M&Ms stayed open as a separate banner under Kroger. The Abercorn Plaza M&M closed in 1991 when the chain was entirely folded into Kroger. A larger store nearby replaced it. Service Merchandise was downsized in the early 2000s and was split into two units. Also in early 2000 Melaver Inc. returned to their sustainable roots. Sustainability in Savannah was nudged forth by Melaver when they renovated their downtown Whitaker Building and made it LEED-NC.

The project began in 2004 with the demolition of Service Merchandise, Western Auto and Beneficial. Neighboring car dealerships were also purchased and demolished, while salvaging all building materials. RK Construction & Development Company, Inc (Ramsey Khalidi) who has been saving endangered historic building in Savannah and the surrounding area with particular expertise in desonstruction, stabilization, moving, reconstruction and renovation played an important part. The land area gained became a triangle at the intersection of three streets: Abercorn Expressway, White Bluff Road and Fairmont Avenue. The remaining shopping center was remodeled. New buildings were constructed including a Circuit City and more general-lease areas. Shops 600 came on line in early 2007 and was certified LEED-Silver.

3. Principles/Analysis

Places for People	Buildings look like downtown Savannah. Preserves the history and aesthetic of the city.
Enrich the Existing	Provides jobs and commercial spaces for shops.

Make Connections	Got rid of old automall and reduced the parking space requirements. Porous surface parking lots.
Work with the Landscape	<p>development strives to be an eco - friendly commerce center that balances conservation practices and prosperous business practices. Melaver, Inc, the Abercorn Common developer and owner initially created as a sustainable real estate firm.</p> <p>Energy efficient, is 30% more energy efficient than code, 55% more water efficient than the 1992 Energy Policy Act, has 30% less stormwater runoff, and uses 100% rainwater harvesting for irrigation (Linstroth, 2009; Peacock, Personal Communication October 2010; Perry, Personal Communication, October 2010).</p> <p>Water Savings site design result in reduced potable water use, and also creates groundwater recharge by minimizing runoff volumes</p> <p>For the Abercorn Common development all water for irrigation uses is provided by rainwater that was harvested from the roofs and stored in a cistern</p>
Mix Uses and Forms	LEED-certified McDonalds and retailers, incorporates sustainable designs and open spaces, reduction in parking spaces
Manage the Investment	
Design for Change	The City of Savannah granted a variance that reduced required parking spaces from 5.5 per 1000 square feet of building to 4 spaces per 1000 square feet of building. Reducing the number of parking spaces is an excellent way to reduce the impervious cover footprint. Additionally, the parking lots were graded

	to use porous asphalt in the parking spaces.
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4. Conclusions on Applicability

Savannah like Morro Bay, share flooding and coastal zone issues. The development of Abercorn Common is a low-impact, coastal development that meets market demands. This is a great example of an option the community could entertain in order to create jobs in the community. While the city of Morro Bay would likely be against strip mall development -- including a LEED-certified McDonalds, this project meets the economic development goals and environmental impact issues of the community. A similar, but more compact commercial area would fit the varying needs of the city. It would not replace downtown Main Street, but attract tourists along Highway 1 and 41 and job seekers. This area north of the Power Plant can also meet the needs of the high school students, providing a place to socialize and grab lunch outside of the Taco Bell across the highway.

5. References

"Abercorn Common." *Wikipedia*. Wikimedia Foundation, 20 Apr. 2014. Web. 24 Apr. 2014.

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Urban Design Compendium

LID National Manual

Site Plan/Photos



Figure 5. The site plan shows areas for porous asphalt, tree placement, and overall site layout. Courtesy of Chuck Perry, EMC Engineering Services, Inc.



Case Study: Coralville, Iowa – Iowa River Landing

Relations: Floodplain Development, Gateway Project (location to major highway), Redevelopment



Introduction

The redevelopment of the Iowa River Landing was done by the City of Coralville with the help of the EPA and Oliver McMillan (a development firm based out of San Diego). The site, located immediately off of Interstate 80, was for many years an industrial site used by concrete plants, truck stops and mobile homes. Perched along the Iowa River, just south of the Coralville Dam, the site has been struck by floods numerous times. Along with its location to the interstate and the river, the area is also along the border between Iowa City and Coralville. Begun in 1996, the City determined it was time to revitalize this area and help develop it in ways that would be better suited for flood situations as well as link Iowa City, Coralville and I-80 traffic. The following plans and projects were done as a result of the redevelopment of the area.

Floodplain Management:

Nearly the entirety of the Iowa River Landing was located in the 100 year flood plain prior to the redevelopment efforts. Projects for protecting site developments from 100 year floods include:

- Natural levee systems along river banks that divert 100-year flood waters into designated flood zones
- Flood water barricades to prevent flood waters from entering low-lying areas on and off of the project site along Clear Creek
- Wetland restoration along riverfront
- Permeable roadways and sidewalks to prevent excess runoff into river
- Parking and 'floodable' first levels of buildings remaining in 100-year flood plain

Economic Development:

A majority of the project was focused on turning the area into an economically viable one. These developments included creating a brand for the area, creating space for businesses to thrive, and securing anchor tenants for commercial zones. In 1996 the City came to terms with the Marriott to build a hotel and conference center on the site. Through Tax Increment Financing, the taxes paid by the Marriott went directly into building additional roads, utilities and flood management strategies for the site. In 2004 the City gained commitments from Von Maur to relocate to the area after closing its doors in Iowa City (successfully keeping a business from moving to another county/region), and the University of Iowa Hospitals and Clinics to build its outpatient clinic there as well. Along with these major economic boosters, the site was developed to include:

- Mixed-use developments with commercial space on ground level and residential on the second and third levels. 30% of these residential units were designated as low-income housing, and 10% of the commercial spaces acted as business incubators.
- Backpocket Brewery
- Roadway designs to provide future access beneath major entry ways to connect areas without disrupting traffic.
- Additional hotels and long-term inns (to support clinic)
- Concert and event space at center of site (also acts as a flood zone)
- Proposals to repurpose the old Crandic railroad as a commuter rail are currently being pursued. The rail would act as a commuter rail between Iowa City, Coralville, North Liberty, and Cedar Rapids.

Gateway and Branding

The site was seen as a crucial link between Iowa City and Coralville, it is adjacent to 1st Ave which is a primary arterial and is the main route people use to get from Iowa City to the Coralville Reservoir, a major recreation area. The landing is also directly adjacent to Interstate 80, the most heavily trafficked interstate in the nation, and the only major highway for those traveling between Omaha and Chicago. Here is how the City created a unique and identifiable area to encourage the area's use:

- Branding. The site was designated as the Iowa River Landing and considered a commercial area where people can also live and enjoy the amenities provided by the river. These include a nature preserve along the riverfront, museums for Iowa River wildlife and Antique Cars (in relation to the interstate), and future plans for river recreation (proposals for a white water rafting and riverfront parkway are in the works).
- Unique signage for the area
- Design standards for buildings. Meant to keep feeling of old industrial area alive.

Conclusions

The area has been extremely successful in bringing people and tax revenue to the area. Many events and other businesses have set out plans to utilize the site, and future development is already in the works as only about half the site has been redeveloped. The area used TIF to encourage major companies to buy into the area. This strategy was extremely effective but was not taken well by many of the city's residents. Much of the process in redeveloping the area was poorly advertised to the public and was later met with opposition and litigations. In addition to the troubles with TIF, the acquisition of the Von Maur on the site was not looked upon with much favor by the City of Iowa City, as they felt Coralville was taking away much needed sales taxes. These two bits of drama could have been avoided, or at least handled better, if the City of Coralville had kept open dialogue with nearby cities and its residents. While the development of the Iowa River Landing has ultimately been a great success, it could have occurred much faster had these lines of communication been in place.

I believe that this project can be helpful when looking at potential ways to redevelop our Morro Bay site. It includes the aspects of floodplain management, economic development (and redevelopment/infill), gateway projects. The city was able to get major funding boost from its use of TIF and was also aided by major brownfield grants through the EPA. While the designation of a brownfield is unknown for our project site, it would be beneficial for us to look into external funding sources that can be used for remediation and environmental clean-up projects to help spur development in this area.

Additional Pictures



Figure 1 - Iowa River Landing Site Plan



Figure 2 - Wetland Restoration Project



Figure 3 - Open Space and Food Water Retention Area



Figure 4 - Von Maur



Figure 5 - Marriott Center and Iowa River Landing Entrance

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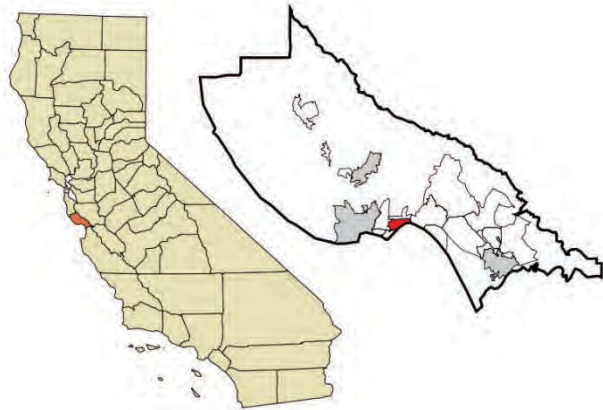
Assignment 2: Case Study Report

Project Name

Capitola, California: "The Village by the Sea"

Relevant Facts

Capitola is a small coastal community located in Santa Cruz County, California, United States on the coast of the Monterey Bay. With a land area of 1.7 square miles, Capitola's population was 9,918, according to census data for 2010, and is located along Highway 1. Capitola's General Plan Draft was released on December 19, 2013 for public review.



History

Capitola has always been a popular tourist and resort town. The village area of Capitola was the first area to become developed as a campground area for visitors. From 1869-1883, "Camp Capitola" was primarily campgrounds where families would visit during the summer seasons. In 1883, developer F.A. Hihn built a two-story hotel on the beach where the Esplanade and park are currently located. In addition to the hotel, a skating rink and other tourist attractions were built as well. Gradually, the campground land was subdivided into lots and sold to private parties that began building small vacation cottages and homes.

Eventually the two-story hotel was replaced with a three-story Capitola Hotel. Most of the tourists were families traveling from the Central Valley looking to escape the summer heat. The



resort was also a get-away for people from the Santa Clara Valley, much the same as it is today. Shortly after Hihn's death in 1913, another developer, H. Allen Rispin, took control of "Camp Capitola" and changed it to "Capitola-by-the-Sea." By 1920, Rispin owned the entire waterfront, the Capitola Hotel, cottage and bath house buildings, resort concessions and 30

acres along Soquel Creek. Rispin dedicated 8 of those acres to build himself a 22-room mansion called the "Rispin Mansion which still stands today and is owned by the City of Capitola.

Assignment 2: Case Study Report

From 1920-1930, Capitola witnessed a boom in construction, including the development of Venetian Court and other summer cottages and home in the Village and Deport Hill area. However, The Capitola Hotel burnt down in December, 1929 and the Depression of the early 1930s severely hurt Capitola's economy and restricted any new developments.

In 1949, Capitola residents were successful in their campaign to incorporate the city. They elected their first mayor and city council and formed a County Boundaries Commission. The Commission was responsible for dissolving fire, police, sanitation and lighting districts in Capitola. However, this group decided there was no need for the dissolution and continues the districts. By keeping the service districts, Capitola became one of the few cities in California to



operate without a property tax. This continued until the mid-1960s when a 50-cent tax rate was initiated for street maintenance and improvements.

In the late 1960s and early 1970s, Capitola witnesses massive improvements along 41st Ave with the construction of Sears Department Store and the Capitola Mall area. Reconstructed in 1988, the Capitola Mall is a major shopping area for the Santa Cruz County. Capitola has continued to

maintain a healthy mix of business and residents in the Village area by recognizing its historic value and importance. The Village and beach area continue to attract tourists just as it did when Mr. Hihn and Mr. Rispin controlled most of the beachfront land and activities.

General Description

Tourists are attracted to Capitola for its beachfront, charming Capitola Village, family friendly atmosphere, and easy highway access. Most visitors are day-trippers, but high-quality hotels could expand Capitola's appeal to attract longer-term visitors to the Santa Cruz region. Additionally, new hotels would increase Capitola's transient-occupancy tax revenue, which accounted for approximately 5% of the city's revenue in 2010.

Capitola has numerous competitive advantages:

- Existing, well-located concentrations of regional retail
- Easy highway access
- Attractiveness to tourists
- Identity as a charming and family-friendly beach town
- Natural resources suited for recreation

Assignment 2: Case Study Report

- A strong base of locally-owned businesses
- Small-town character
- Community emphasis on ecological awareness

Principles

Place branding is the principle of communicating an image to a target market. It builds its ideologies by understanding that places compete with other places for people, resources, and business. Place branding is undergone with a purpose to turn a City from a location to a destination. Robert Jones, consultant director at international brand consultancy agency Wolff Olins, says, "Successful branding can turn a city into a place where people want to live, work, and visit."

If a city wants to initiate a brand strategy, the following questions must be considered:

- What does the place stand for today – both its strengths and weaknesses?
- What can and should the place stand for in the future, and how do we articulate that?
- What will make the place unique, valued and attractive to target businesses and consumer audiences?
- How will we make this new positioning a reality?
- What role do key stakeholders and community groups have in bringing the brand to life?
- How will we measure success of the brand strategy?

Why have a branding strategy:

- Shift the perception of a place that may be suffering from a poor image among external and internal constituents.
- Create a common vision for the future of the community and its potential.
- Provide a consistent representation of the place.
- Enhance its local, regional and/or global awareness and position.
- Shed unfavorable stereotypes associated with a place and make it more appealing.

Analysis of Principles

The questions raised above will be used to evaluate Capitola's branding strategy gathering data from the General Plan Draft for 2013. The City of Capitola conducted a community workshop on March 3, 2011 to prepare the guiding principles that would drive the General Plan's development. At this workshop participants described what they valued most about living in Capitola, and discussed the following questions:

- How would you describe the essence of Capitola's identity?

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- What do you value most about living in Capitola?
- How can the City best strengthen, protect, and enhance Capitola's unique character?
- Are there any threats to Capitola's character and quality of life? How might the City address these threats?
- What is your overall vision for Capitola over the next 10 to 20 years?

The results from this workshop were compiled to produce the Capitola General Plan Eight Guiding Principles:

Community Identity: Preserve and enhance Capitola's intimate small-town feel and coastal village charm. Ensure that all areas of Capitola, not just the Village, possess a unique, memorable, and high-quality identity. Promote Capitola's reputation as a community that is sustainable, welcoming, historic, and family-friendly.

Community Connections: Provide year-round opportunities for residents of all ages to meet and gather in public places. Enhance the ability for residents to engage in civic life. Ensure that all neighborhoods enjoy access to high quality community events, services, and amenities that foster community connections.



Neighborhoods and Housing: Protect and enhance the quality of life within residential neighborhoods. Strive for neighborhood improvements that foster identity and build stability, inclusiveness, and interaction. Minimize impacts to neighborhoods—such as noise, cut-through traffic, and overflow parking. Ensure that infill development and neighborhood improvements are designed with careful attention to scale, minimized impacts, and community benefits.

Environmental Resources: Embrace environmental sustainability as a foundation for Capitola's way of life. Protect and enhance all natural resources—including the beaches, creeks, ocean, and lagoon—that contribute to Capitola's unique identity and scenic beauty. Reduce greenhouse gas emissions and prepare for the effects of global climate change, including increased flooding and coastal erosion caused by sea-level rise.

Economy: Support a local economy that is vibrant, diverse, and dynamic. Create a brand identity for Capitola that is grounded in the city's unique identity. Support all local businesses, "green" businesses, and employers that provide jobs for Capitola residents.

Fiscal Responsibility: Practice fiscally responsible municipal decision making to avoid shifting today's costs to future generations.

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Mobility: Provide a balanced transportation system that accommodates the needs of automobiles, pedestrians, and bicycles. Reduce dependence on the automobile with a complete network of sidewalks, trails, and pathways, and support development patterns that encourage the use of public transportation. Promote transportation options that are safe and convenient for all residents, including youth, seniors, and persons with disabilities.

Health and Safety: Promote a safe and healthy community for people of all ages. Ensure that residents, businesses, and visitors are protected from natural and man-made disasters. Continue to provide excellent public services that support the public well-being while enhancing a sense of community.

These Guiding Principles were utilized within the General Plan Draft in the form of goals defined in each section. Below are three goals taken from the Economic Development section to be used as an example to support the brand development analysis:

Goal ED-1: Encourage stores, services and unique community character that serve both residents and visitors.

Goal ED-2: Provide businesses and jobs that create a healthy and stable local economy.

Goal ED-3: Expand and promote environmentally sustainable jobs and businesses in Capitola.

The City of Capitola clearly did some research on place branding while developing the questions for the community workshop. The “Community Identity” section of the guiding principle labels Capitola with an intimate small-town feel and coastal village charm; a continuation of the



“Village by the Sea” brand envisioned by Mr. Rispin in the early 1900s. Notice key words, such as unique, memorable, high-quality identity, sustainable, welcoming, historic, and family friendly. These key identity words will continue to sustain Capitola’s brand strategy in order to attract visitors for the Santa Clara Valley, surrounding cities in California and beyond.

Throughout the list of Eight Guiding Principles, we continue to see the words “identity” and “unique” that seem to be significant driver’s in Capitola’s vision for the future. It’s also important to note there is a special interest in the beaches, creek, ocean and lagoon setting that defines Capitola’s scenic beauty and natural landscape. Capitola economy is driven by the understanding to sustain and “create a brand identity for Capitola that is grounded in the city’s

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unique identity.” As a result, Capitola becomes an excellent example in how Place Marketing can help a city transform itself from a location to a destination.

Conclusion

Capitola, California was chosen in this analysis for its successful small-town branding strategy. Unlike other famous examples, like Amsterdam, Paris or Tokyo, Capitola can be used as an example for why other small cities should reconsider the value of place branding. Just as businesses compete for market shares using brand development, cities can develop marketing strategies to compete for more residents, businesses, tourists and travelers. Overall, there are many cities that suffer from poor place identity and image. As it has helped Capitola evolve over many decades, envisioning a attractive and competitive branding strategy can help cities become an envious location to live and visit.

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Case Study: Mixed Use in Coastal Community: Venice Renaissance, Venice, CA

Data on Project

Theme: Infill development and coastal redevelopment

Name: Venice Renaissance

Unique LID Components: Privately subsidized units for elderly

Land Use: Mixed-Use Residential, Commercial

Site Area: 1.6 acres

Total Dwelling Units: 89

Market-Rate Condominiums: 66

Rental Units for Elderly: 23¹

Gross Density: 55.6 units per acre

Gross Building Area (GBA): 132,000 square feet²

Residential: 102,000 square feet

Commercial: 30,000 square feet

Commercial Gross Leasable Area (GLA): 26,000 square feet

Floor/Area Ratio (FAR): 1.9²

Number of Stories: 4

Site Coverage: 100 percent

Parking	Spaces
Condominiums	165
Apartments for Elderly	11
Restaurants	100
Retail	92
Beach Visitors	79
Leased to Nonproject Residents	<u>26</u>
Total	473

RESIDENTIAL UNIT INFORMATION

Unit Type³	Size (Square Feet)	Number Built	Sales Price
A-Two-Bedroom/Two-Bath	1,200-1,400	9	\$242,000-\$499,000
B-Two-Bedroom/Two-Bath	1,300-1,500	42	257,000-499,000

C-Two-Bedroom/Two-Bath	1,380-1,600	12	267,000-507,000
D-Two-Bedroom/Two and One-Half bath	1,700	3	430,000-450,000
E-Studio	400-600	23	NA ^l

History/Description

The sleepy Los Angeles beach town of Venice, a place made famous by television and the movies for its boardwalk and roller skaters, has been at the forefront of southern California's slow-growth movement. Officially within the jurisdiction of the city of Los Angeles, the community has been dominated by a private group—the Venice Town Council—composed of many longtime residents who have fought to preserve the community's unique character. Venice Renaissance is the first major project to be approved since the 1970s and is the result of a marriage between innovative design and a successful community relations program.

The four-story building contains 66 market-rate condominiums; 23 efficiency apartments (some equipped for the disabled) reserved for the elderly; 26,000 square feet of street-level retail space; and parking for up to 473 automobiles in a three level garage that serves beach visitors, commercial tenants, and residents. Providing the units for the elderly and the beach parking were instrumental in gaining community support. The developer also contributed to an off-site-road improvement fund and offered 1 percent of the total development costs for on-site public art.

The 1.6-acre site had remained a vacant railroad spur owned by the Southern Pacific Railroad until it was acquired through an option by the father-and-son firm of Harlan Lee & Associates in 1984. The site was already zoned R-3, which permits multifamily residential use at a density of one unit per 800 square feet of site area, and so could accommodate about 90 units. Harlan Lee & Associates gambled that it could gain the necessary approvals to build residential condominiums on the site and capture an untapped market. Thus began the five-year development process.

Principles/Analysis

Places for people. The project offers plenty of lighting and open areas for people to meet for a variety of things like shopping, entertainment, and eating. The open areas facing Main Street provide seating for people to lounge and provide an excellent view of the beach across Main Street.

Enrich the existing. The surrounding existing spaces were amplified by the mixed-use project. It was originally a brownfield in-between two major section of the city, residential and commercial. The mixed-use project provided a smoother transition between the two different zones.

Make connections. The integration of residential and commercial infused with nearby recreational activities makes this neighborhood very well connected. There is plenty of sidewalk with tree coverings for pedestrians and ample parking underneath the facilities for automobile users. There is no incorporation of bicycle lanes into the project.

Work with the landscape. Keeping with the surrounding Southern California landscape, there is substantial use of palm trees. The designer chose it for its strong aesthetic appeal and juxtaposition against a shorter height building requirement than neighboring buildings. The palm trees make the building look taller than it really is.

Mix uses and form. The property is a mix-use development that has uses of different forms and proper connectivity for all at its core. There are a range of possible uses, plenty of retail and restaurants, lots of plaza's and areas to sit, and open walkways leading to surrounding properties and beaches.

Manage the investment. Because of the strong, pent-up demand for upscale housing in Venice, 50 percent of the condominiums were sold from plans. At the completion of construction, three units were decorated and furnished as models. The developer also opened a small sales office in a portion of the retail space and staffed it with a full-time sales manager. Advertising and promotion account for less than 3 percent of total development costs.

Most buyers have been young, single professionals. Many are associated with the entertainment industry headquartered about 30 minutes away in Hollywood. A sizable percentage of buyers were originally from the East Coast and have been attracted to the building by its convenient location, security, and high-density yet open-air flavor.

The board of directors of the homeowners' association is comprised of three board members from the residential (condominium) association and three board members from the commercial association. This group makes decisions affecting the overall building. The owners of the rental units for the elderly have a 9 percent vote in the residential association. The commercial area is managed and maintained by its owner, Harlan Lee & Associates, which assesses a common area maintenance fee of \$0.70 per leasable square foot. Condominium owners pay monthly dues based on square footage (the average fee is \$185) to maintain the residential portion of the building.

The project was conventionally financed with a short-term construction loan followed by a take-out financing commitment.

Conclusions on Applicability

The Venice Renaissance Case Study is one that can be replicated in Morro Bay. With a few alterations, mostly height restrictions and the depth of sub-basement parking structures, the site is well within the envelope of our specific plan site. It will offer a transition area from the single-family residential dwellings to the north and the downtown businesses south of the river. By creating a mix-use in our specific plan site area we can tackle many of the issues currently affecting Morro Bay and San Luis Obispo County. Like the case study, the site will offer substantial low-income and senior living apartments. It will offer retail on street level floors that can also serve as light industry areas for local artists. The Venice Renaissance is a great case study for the city of Morro Bay to build upon.

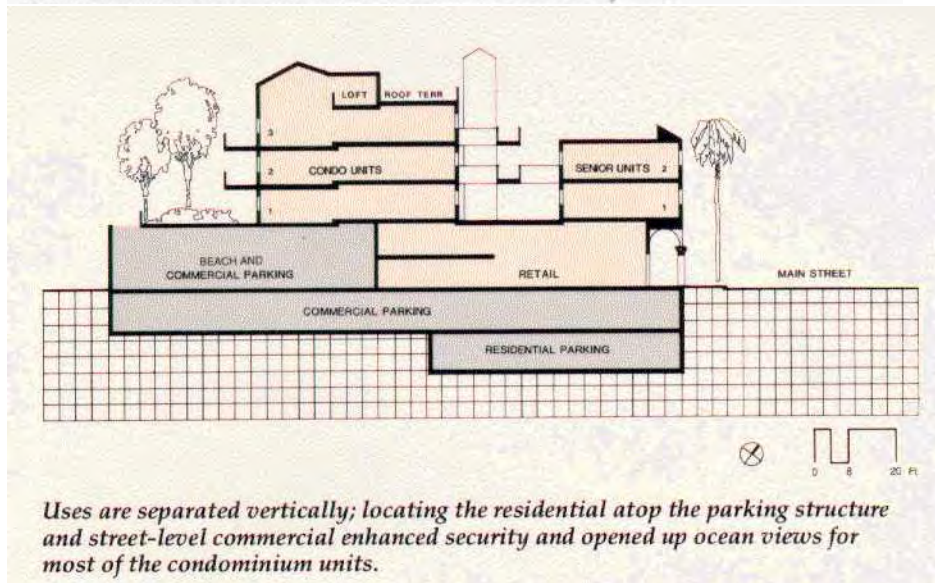
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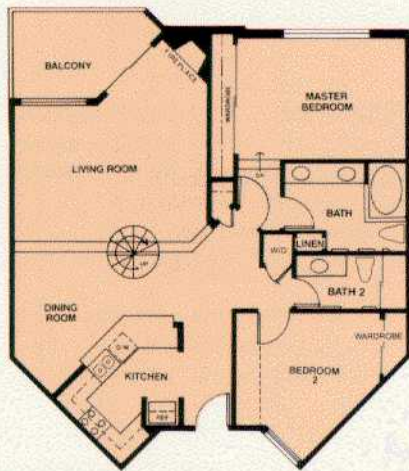
Site Plan/Photos



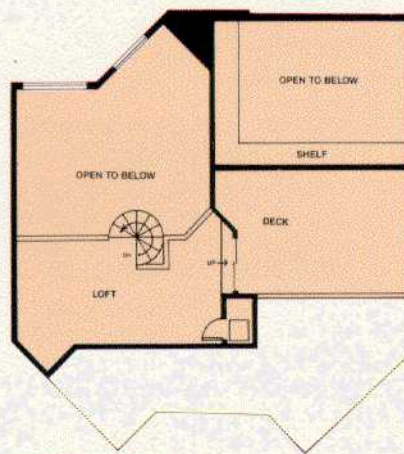
The contemporary Mediterranean architecture is reinforced with clay tile roofs and a dramatic arcade that covers the Main Street storefronts.



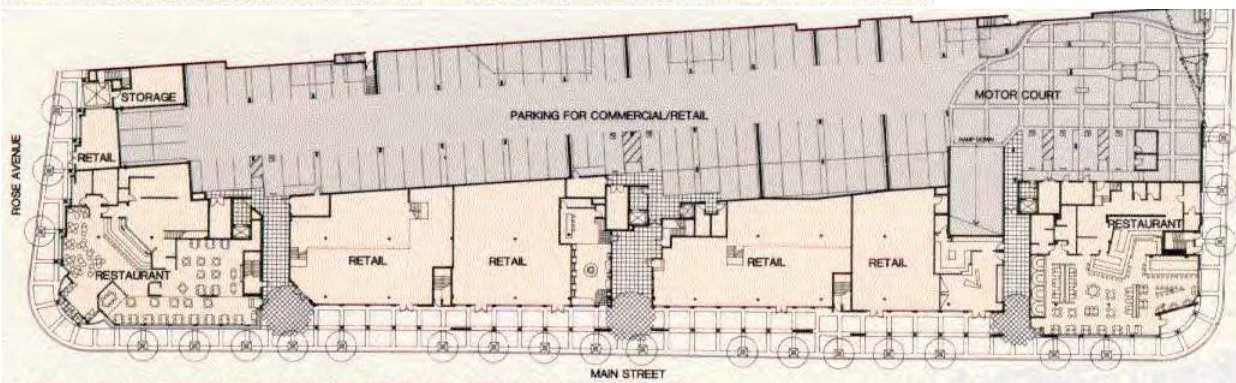
Uses are separated vertically; locating the residential atop the parking structure and street-level commercial enhanced security and opened up ocean views for most of the condominium units.



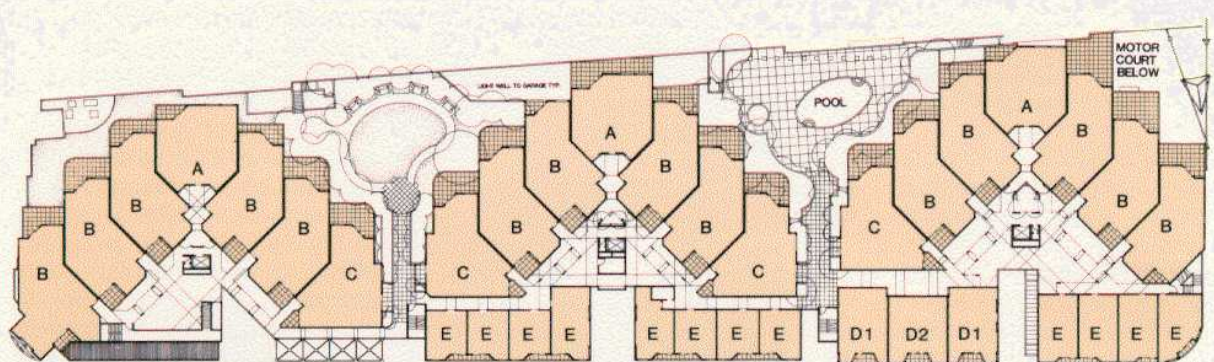
UNIT A



UNIT A LOFT



GROUND-FLOOR PLAN: COMMERCIAL/RETAIL



TYPICAL RESIDENTIAL FLOOR PLAN

A Cultural Center Case Study for Morro Bay: Embarcadero North

History: In California there are several places and spaces dedicated to the rich Native American history within our state. In Trinidad California there are several spots which celebrate their strong ties to Yurok tribe. The Yurok Tribe is California's largest Indian Tribe with nearly 5,000 enrolled members. The Yurok Tribe's Territory consists of all Ancestral Lands, specifically including, but not limited to, the Yurok Reservation's lands, which currently extend from one mile on each side from the mouth of the Klamath River and upriver for a distance of 44 miles. The Yurok Tribe's people are also known historically as the Pohlik-la, Ner-er-er, Petch-ik-lah and Klamath River Indians. For millennia traditional Yurok religion and sovereignty was pervasive and practiced throughout all the historic villages along the Pacific Coast and inland on the Klamath River. The Yurok people carried on extensive trade and social relations through this region and beyond.



Figure 1: A Yurok Brush Dance Demonstration

Introduction to Trinidad: Trinidad is located on the Northwest edge of the Klamath River right next to Yurok reservation land. Trinidad; a seaside city in Humboldt County, located on the Pacific Ocean 8 miles north of the Arcata-Eureka Airport and 15 miles north of the college town of Arcata. Situated at an elevation of 174 feet above its own North Coast harbor, Trinidad is one of California's smallest incorporated cities by population 367 residents in 2010, up from 311 residents in 2000). Trinidad is noted for its spectacular coastline with ten public beaches and offshore rocks, part of the California Coastal National Monument, of which Trinidad is a Gateway city. Fishing operations related to Trinidad Harbor are vital to both local tourism and commercial fishery interests in the region. Within the City of Trinidad there are several major points of interest including; State parks: Little River State Beach, Patrick's Point State Park, Trinidad State Beach. As well as Trinidad Pier, Fred Telonicher Marine Laboratory, Humboldt State University, Trinidad City Cemetery



Figure 2: Location of Trinidad California

Patrick's Point and the Sumeg Village: Located within the City of Trinidad is the beautiful Patrick's Point State Park.



Figure 3: Patrick's Point State Park

The park's dense forests of spruce, hemlock, pine, fir and red alder stretch over an ocean headland with lovely wildflower-festooned meadows. A dramatic shoreline ranging from broad sandy beaches to sheer cliffs that rise high above the Pacific Ocean offers great opportunities to explore tide pools, search for agates and driftwood, watch whales, sea lions and brilliant sunsets. The park offers several miles of hiking trails, a recreated Yurok Village, a native plant garden, visitor center, three family campgrounds, 2 group camps, a camp for hikers and bicyclists, and 3 group picnic areas.

Within the park there is also a wonderful space designated as a tribute to the Yurok tribe. The

space is a recreated Yurok village called the Sumeg Village. The Sumeg Village, consists of traditional style family houses, a sweat house, changing houses, a redwood canoe, and a dance house. The village is used by the local Yuroks for education of their youth and to share their culture with the public. Adjacent to Sumêg Village is a native plant garden where you will find native plants that were used for baskets, food and medicine.



Figure 4: A Traditional Style Yurok Dance House

Relevance to Morro Bay: Much like Trinidad, Morro Bay is a unique and picturesque coastal community. They are both small towns located relatively close to a college community. Most importantly though to this case study they both have rich historical ties to Native American tribes within their city limits. Morro Bay was once inhabited by the Chumash tribe. It is important in moving forward with this project that we keep their heritage in mind. As there are historic Chumash burial sites on our project specifically, it would be interesting to see a similar “mock village” like the one in Patrick’s Point in place of the current brown fields. Repurposing the brown fields in this way would be low impact and really create a destination tourists, and the local Chumash would want to utilize. Another option would be to create informational placards along the creek trail. This provides less of a destination, but more of an interactive walking trail with educational opportunities. Since much of the burial sites are within these two areas I think it makes them a prime spot for celebrating that history. The citizens of Morro Bay have several times mentioned the need for more attention to the Native American heritage within their city and both of these ideas with the great example from Trinidad fit within the scope and location of our Embarcadero North project.



Figure 5: City of Trinidad and Morro Bay Images

References:

Patrick’s Point and Sumeg Village retrieved from www.parks.ca.gov

City of Trinidad retrieved from https://en.wikipedia.org/wiki/City_of_Trinidad

History of Yurok retrieved from <http://www.yuroktribe.org/culture/history/history.htm>

Case Study: Harbor Park in Kenosha, Wisconsin

Facts

In the late 90's, the city of Kenosha looked for a revitalization of the American Motors Co. manufacturing lot. The development was seen as an opportunity to create a new civic and cultural focal point, generate year-round activity to bring people to the downtown area, create a family-oriented destination, create economic development opportunities, and establish a new residential neighborhood. Once a Chrysler assembly plant and a Simmons mattress plant, the site encompasses 70 acres. Construction began in 2000, with the last phase being completed in early half of 2006. The initial projected estimate was \$18.5 million, which included the development of supporting infrastructure (i.e. streets and utilities). The project also estimated a preliminary \$60 to \$75 million of private investment in supporting and contributing development. Overall, the City wanted to stress public access with walking and bicycle trails. Currently, the site hosts 351 condos, townhomes & duplexes, a lakeside promenade, and a vintage streetcar line that connects to downtown. The project as a whole has brought development in the form of coffee shops, restaurants, condominiums, three museums, as well as public art.

History

The site used to be an American Motor Co. assembly line plant built. Due to the acquiring by Chrysler Corporation and a shift in the economy from dependence of manufacturing, the plant closed and the site became vacant in 1987. Chrysler then demolished all buildings, remediated the site, and passed on the title to the City. The entire area covers an abundance of 70 acres. In



1991, Kenosha created a downtown plan, which incorporated the site, as a guide for urban design, development, and planning initiatives.



Analysis Against Principles

Harbor Park main focus is places for people. Between the residential housing, open space and promenade, museums, restaurants, and public art, the project has an abundant amount of spaces and places for people. The promenade serves as a means for residents and visitors to walk, ride bicycles, and even fish. The museums within the project were created to tell the history of Kenosha and the site. Harbor Park itself serves as a way to connect to downtown to Lake Michigan, as well as connecting that site to the rest of the city. Moreover, the project incorporates the surrounding and present landscape through its connection to the lake and the presence of open space on the waterfront. The development itself thrives on the mixed uses and forms. The development contains over 300 condominiums and townhomes 2-3 story buildings, but also retail and restaurants on the first level. The open space also serves as a mixed-use space, being able to walk, bike, view public art, and fish.



Furthermore, the City was able to manage its investment through encouraging further development such as outdoor coffee shops and a farmers market. Through this initiative, Kenosha has helped maintain the attraction to Harbor Park.

Compared to our site in Morro Bay, this project shows an applicability of a site that incorporates the connection of a waterfront to a downtown or city core, open space, redevelopment of a large vacant plant, and mixed uses. The Morro Bay site currently contains a vacant manufacturing plant, similar to that of Kenosha. Our site needs a way to attract visitors to the area, incorporate the student body, and reconnect the area to the greater Morro Bay city. Harbor Park's open spaces,



mixed uses, and commercial spaces find a way to not only attract visitors and residents, but also reconnect that initial site to the rest of the city. The Kenosha development also portrays itself as the access and gateway to the waterfront. Containing the open space, Harbor Park becomes a welcoming attraction that the Morro Bay site can draw from.

Conclusion

Overall, the Harbor Park project is an applicable case study in terms of its open space, redevelopment of a vacant manufacturing site, and a welcoming attraction to the rest of the city and the waterfront. With the mindset of low-density development and being an access point to the ocean, Morro Bay can draw a couple concepts from the Harbor Park development.



References

Forrester, Terry. "Harborpark - Great Public Spaces | Project for Public Spaces (PPS)." *Harborpark - Great Public Spaces | Project for Public Spaces (PPS)*. Project For Public Spaces, n.d. Web. 28 Apr. 2014. <http://www.pps.org/great_public_spaces//one?public_place_id=62>.

"A Comprehensive Plan For the City of Kenosha: 2035." *City of Kenosha Wisconsin*. City of Kenosha Wisconsin, 19 Apr. 2010. Web. 26 Apr. 2014. <http://www.kenosha.org/departments/development/pdf/COMP_plan/COMP-PLAN.pdf>.

"HarborPark Development Plan." *Kenosha*. N.p., n.d. Web. 28 Apr. 2014. <<http://my.execpc.com/~coken2/index.html>>.

"HarborPark Kenosha, Wisconsin." *HarborPark Kenosha, Wisconsin*. N.p., n.d. Web. 28 Apr. 2014. <<http://my.execpc.com/~coken2/masterplan2.htm>>.

Forrest Chamberlain
CRP 553
April 28, 2014

Case Study Report: “The Landing” – Okahu Bay, Auckland New Zealand

Project Name and Location

“The Landing” is a boatyard and haulout facility located in Okahu Bay, a suburban community located close to Auckland New Zealand (see map below). The Landing is one specific project that is part of a larger long-term planning effort to preserve and enhance the environmental quality of Okahu Bay.



Above: Map displaying the location of The Landing in Auckland New Zealand (Map courtesy of Google Maps)

Background Information

The Landing comprises approximately seven acres of reclaimed foreshore located off the tip of Pokanoa Point in Okahu Bay. The Landing was designed by LA4 – a landscape architecture/urban design firm based out of New Zealand. The Landing is one specific project that is part of the Tamaki Drive Master Plan, which was led by the Orakei Local Board, a local legislative body that governs several coastal suburban communities around Auckland. The hardstand on The Landing is one of the few public haul-out operations left in Auckland that is able to service boats that range in size from small yachts to larger multi-hull vessels (Pathways to the Sea, 2013).



Above: Drawing of The Landing concept plan (Courtesy of LA4 Landscape Architects).

Brief History and General Description

The Tamaki Drive Masterplan was developed in 2011 as a response to “ad-hoc” decisions that historically have compromised the quality of place and led to uncoordinated planning and design outcomes (Tamaki Drive Master Plan, 2013). The Tamaki Drive Masterplan has taken a “placemaking approach” at enhancing the coastal area around Tamaki Drive. Through a series of public workshops the plan has identified key objectives that seek to improve public transportation circulation, create safer streets for pedestrians/bicyclists, bolster the local economy, and to provide more spaces for recreation and leisure. The Tamaki Drive Master Plan specifically states, “the preservation of the unique coastal and seaside character is at the heart of this plan” (Tamaki Drive Master Plan, 2013).



Above: Tamaki Drive Master Plan Area (Courtesy of Tamaki Drive Master Plan).

The concept plan for The Landing at Pokanōa Point aligns with the Tamaki Drive Master Plan’s overall objectives to bolster economic vitality, enhance public spaces, and to protect the area’s existing character and natural environment. The existing site has been in operation as a boat harbor and haul-out facility since the late 1940s. The Landing has since been used for various boat clubs and recreational purposes (Pathways to the Sea, 2013). For several decades the haul-out facility has served both small-boats and multi-hull boats, providing maintenance, storage and emergency services (Pathways to the Sea, 2013). The Landing is considered to be on the busiest public haul-out facilities in the greater Auckland area. The Orakei Local Board has proposed additional infrastructure improvements to this facility, which is touted to dramatically enhance the Landing’s value proposition (Pathways to the Sea, 2013). Enhancing the haul-out facility will also likely support additional projects proposed in The Landing Concept Plan, which include a Marine Sports Center, a practice space for rowing, and the creation of new public spaces in and around the site. The Landing haul-out is also the only Blue Flag accredited (New Zealand’s equivalent of LEED Certification) site of its kind in the Australasia region. A detailed environmental management plan is in place to ensure that this facility continues to have a minimal environmental impact (Pathways to the Sea, 2013).



Above: Rendering of The Landing Concept plan (Courtesy of Pathways to the Sea, Concept Plan for The Landing at Pokanoo Point, Okahu Bay).



Above: Photographs of the haul-out facility in operation (Courtesy of Pathways to the Sea, Concept Plan for The Landing at Pokanoo Point, Okahu Bay).

Analysis Against Urban Design Principles

The Landing Concept Plan is a distinctive design for a haul-out facility. During the course of my research into potential case studies, I came across many examples of haul-out facilities were very industrial and imposing in character, and most were not constructed to have a minimal environmental impact. The Landing has been designed to meet key principles of urban design. This project is just one piece of the larger Tamaki Drive Master Plan, which has established a framework that promotes quality design of the area as a whole. The Landing is constructed to an appropriate scale that does not diminish from the existing area's qualities. It has a mix of uses that are intended to serve

local residents and tourists alike. The haul-out facility only services small to mid size vessels, which means it can operate without significantly harming the natural environment or contribute to excessive noise and traffic. Because haul-out facilities are in high demand, it is economically viable. Pedestrian amenities are designed to directly connect with bicycle lanes proposed in the Tamaki Drive Masterplan.

Conclusion

I believe that this is an appropriate case study for several reasons. Although it is not entirely analogous to Morro Bay (The Landing is located close to a major city), it provides an example of a haul-out facility that works well within the context of the existing environment. The project is sensitive to the natural environment and aesthetic qualities of the larger area. It is an example of a haul-out facility that is able to service small to medium size vessels without having significantly negative environmental impacts. A haul-out facility along the coast of our study area in Morro Bay would likely have a similar sensitive, contextual design in order to be considered by the community.

Sources

LA4 Landscape Architects. The Landing / Orakei Marina. Retrieved April 25, 2014 from: <http://www.la4.co.nz/projects/22/the-landing-orakei-marina>

Orakei Local Board. (2013) Pathways to the Sea. Concept Plan for The Landing at Pokanua Point, Okahu Bay. Retrieved April 25, 2014 from: <http://www.aucklandcouncil.govt.nz/EN/ABOUTCOUNCIL/REPRESENTATIVESBODIES/LOCALBOARDS/ORAKEILOCALBOARD/Pages/orakeiplans.aspx#landing>

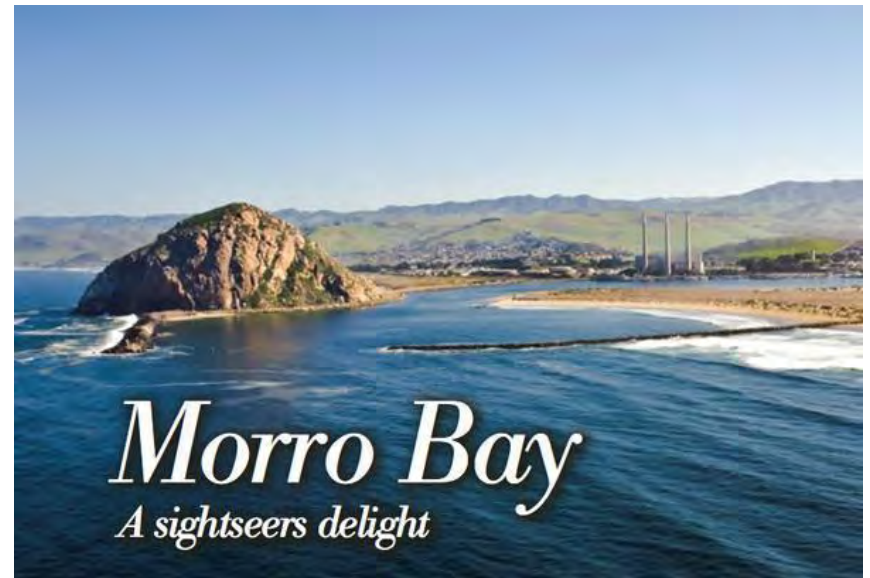
Orakei Local Board. (2013) Tamaki Drive Master Plan. Retrieved April 25, 2014 from: <http://www.aucklandcouncil.govt.nz/EN/ABOUTCOUNCIL/REPRESENTATIVESBODIES/LOCALBOARDS/ORAKEILOCALBOARD/Pages/orakeiplans.aspx#landing>

Rooftop Restaurants, Parks



“Morro Bay: A Sightseers Delight”

- MB provides amazing views of the ocean, hills, Morro Rock, and iconic smoke stacks. What is a good way to enhance/connect these views in a way that’s “Morro Bay casual”?



Associated Opportunities (realized from case studies)

- Create a regional, landmark venue
- Attracts visitors outside of the usual or prior patterns
- Facilitate social gatherings such as weddings, private parties
- Sunset viewings

Examples of coastal CA restaurants with ocean views

- George's at The Cove in La Jolla
- The Penthouse in Santa Monica
- The Rooftop in Laguna Beach



Rooftop Parks and potential



- Public space amenity with own iconic/landmark potential
- Adds beachfront space without inhibiting viewsheds like taller development
- Fits casual, slow-pace style noted and enjoyed by residents and visitors alike

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A.4 PLANNING COMMISSION PRESENTATION



Vision for Embarcadero North

Graduate City and Regional Planning Studio | California Polytechnic State University



Vision for Embarcadero North

Graduate City and Regional Planning Studio | California Polytechnic State University

Introduction

Project Description

- Recommendations
- Proposals
- Guidelines
- Four Chapters
- The Most Vital Changes



Introduction

Scope

- A Vision
- Existing Conditions
- Inventory of the Built Environment
- Demographic and Economic Conditions
- Analysis of Strengths, Weaknesses, Opportunities and Threats
- Final Document

Introduction

Project Boundary

- Dynegy Power Plant and north
- South of the Cloisters Community
- West of Highway 1
- Ample space for change
- Significant opportunity for the City



Introduction

Site Analysis

- Accessibility to Embarcadero North
- Wayfinding and Connectivity
- Opportunity for Increased Connectivity
- Assets to the Project Area



Introduction

Vision Statement

As a **gateway** to the Pacific and to Morro Bay, Embarcadero North will provide both visitors and residents with a unique place that integrates sustainable land use practices, California's coast natural environment, and Morro Bay's **cultural identity**. The development of Embarcadero North will **promote social and economic vitality**, recreational opportunities for the community, and the enjoyment of Morro Bay's natural resources while **complementing downtown** activities and adding to the city's uniqueness.

Introduction

Vision Plan Themes

- Land Use and Zoning
- Circulation
- Open Space & Recreation
- Catalyst Project



Land Use and Zoning



Goals

- Commercial vitality
- Diverse audience
- Residents, surrounding communities, and visitors
- Historical and cultural legacies
- Existing land resources and functions

Zones and Overlay Districts: Proposed Additions and Modifications

1. Planned Development Overlay (PD)
2. Community Resource Zone (CR)
3. Open Area (OA) Subzones
4. Commercial/Recreation Fishing Zone (CR)
5. Cultural Heritage Overlay (CH)

1. Planned Development Overlay (PD)

Recommendations

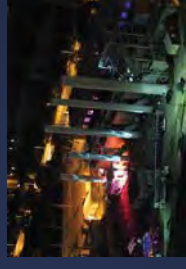
- Apply PD to catalyst areas



1. Planned Development Overlay (PD)

Enables

- Catalyst project
- Future power plant repurpose project



Land Use and Zoning

2. Community Resource Zone (CR)

Recommendations

- Create a CR zone for broader community uses

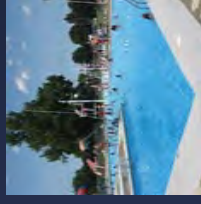


Land Use and Zoning

2. Community Resource Zone (CR)

Enables

- Community center
- Community pool
- City-school partnership



Land Use and Zoning

3. Open Area (OA) Subzones

Recommendations

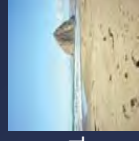
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Land Use and Zoning

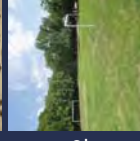
3. Open Area (OA) Subzones

Enables

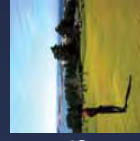
- Categorize similar uses
- Protect against unintended consequences
- Actualize the intent of the zoning code
- Greater economic use of land



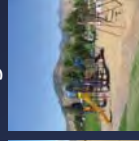
OA-1



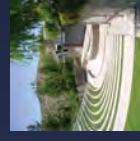
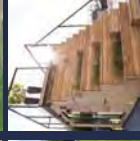
OA-2



OA-3



Lower



Land Use and Zoning



Proposed Changes in Zoning Districts

- OA-1, Open Area 1
- OA-2, Open Area 2
- OA-3, Open Area 3
- MCR, Mixed Commercial/Residential
- CE, Commercial/Recreation Fishing
- C-R, Community Resource
- SCH, School
- GH, Cultural Heritage Overlay
- PD, Planned Development
- Morro Creek

Circulation



Circulation Element

Circulation

Hierarchy Level of Transportation Importance

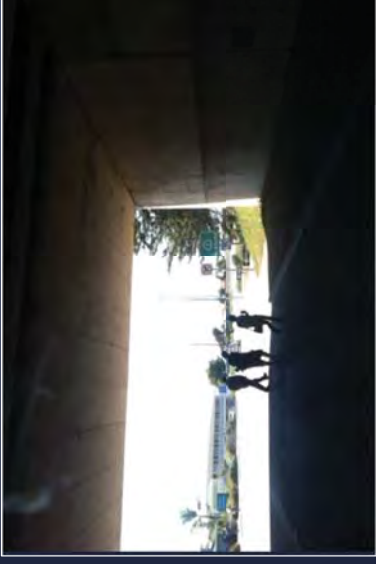


Circulation

Three Primary Elements:

1. Gateway
2. Roadway Designs
3. Parking Facilities

Circulation



Gateway



Circulation



Gateway



Circulation



Gateway



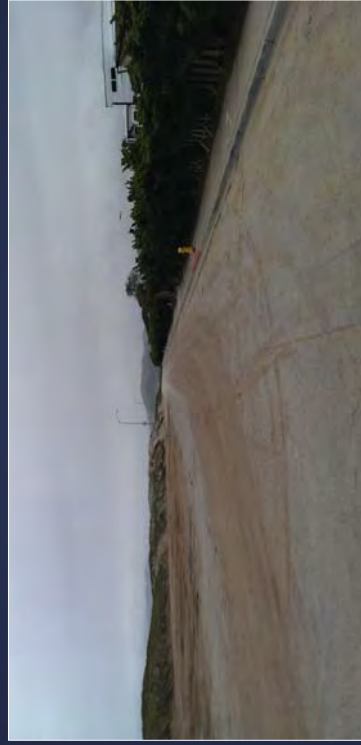
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Roadway Designs



Circulation



Roadway Design

Circulation

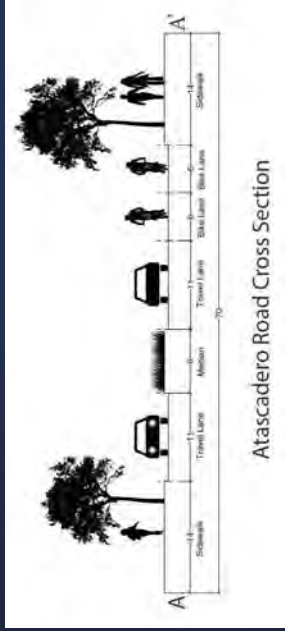


Roadway Designs



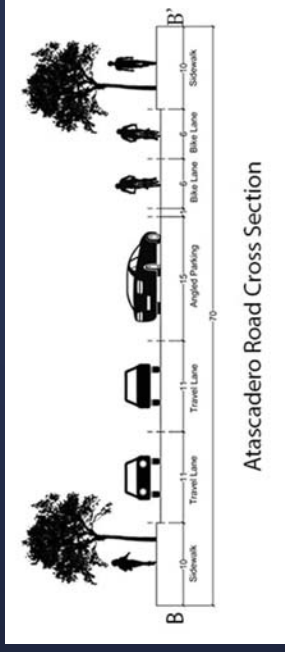
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Roadway Design



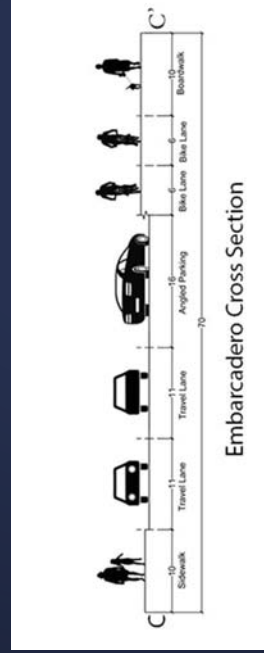
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Roadway Design



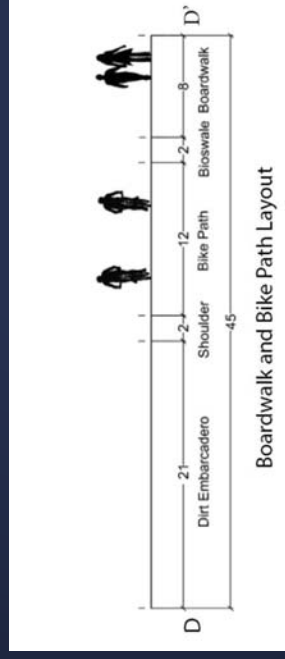
Circulation

Roadway Design



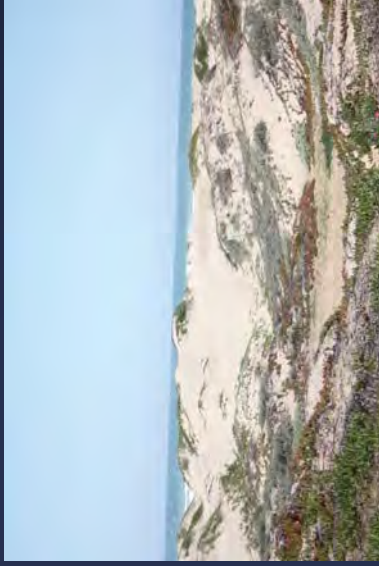
Circulation

Roadway Design



Open Space and Recreation

1. Protect and Enhance Morro Creek and Dune Habitat



Morro Creek clean-up and restoration

Dune conservation program

Open Space and Recreation

2. Protect and Enhance Visual Resources (Dunes)

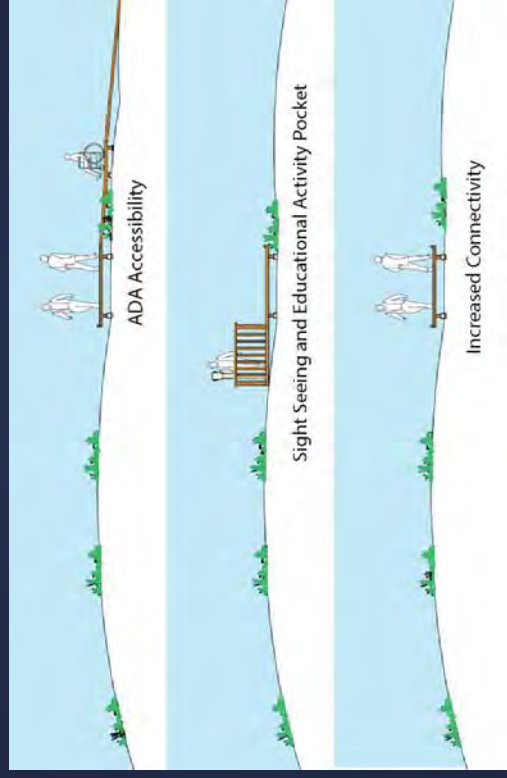


Boardwalk trail along dunes

Viewing stations

Open Space and Recreation

2. Protect and Enhance Visual Resources (Creek)

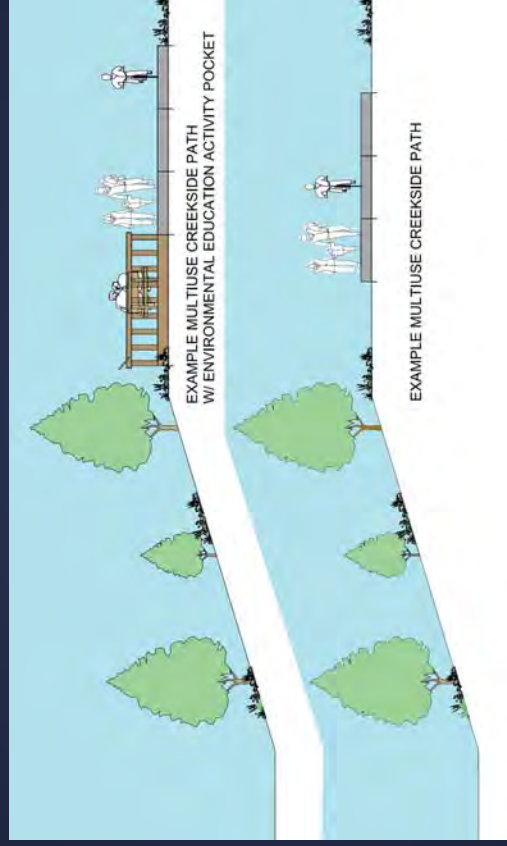


Creek viewing bench

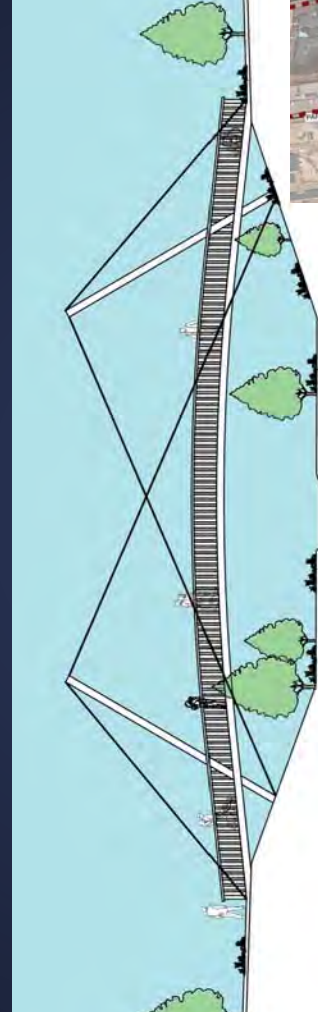
Multiuse creekside path

Bridge crossing

Open Space and Recreation



Open Space and Recreation



Open Space and Recreation

3. Incorporate Environmental, Historical, and Cultural Activities

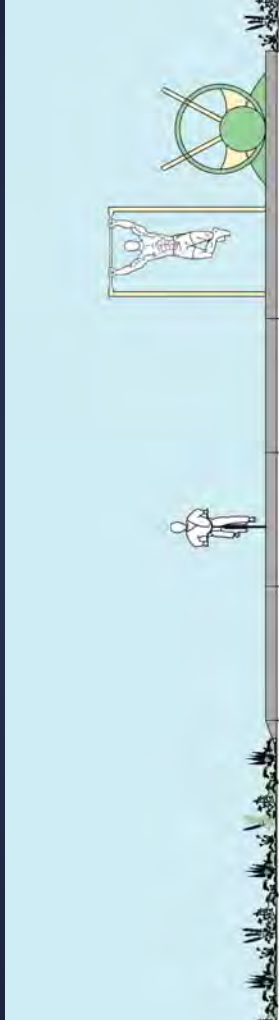
Activity pockets throughout trail network

- Environmental Education
- Art
- Historical and Cultural
- Workout/Active Space



Open Space and Recreation





EXAMPLE MULTIUSE PATH
W/ FITNESS ACTIVITY POCKET

4. Diversify Park and Recreational Facilities



- Upgrade and expand existing Teen Center
- Additional softball fields and multi-purpose field
- Install community aquatic pool facilities

4. Diversify Park and Recreational Facilities



Camping for Tents, Cabins, and RVs



Catalyst Project

Outline

- Purpose
- Goals
- Short Term Projects
 - Terminus Plaza
 - Street Frontage Commercial
 - Streetscape Improvements
 - Community Garden
 - Pathways
- Long Term Projects
 - Inn
 - Parking Lot
 - Commercial
 - Cultural Center
 - Various Camping Opportunities

Catalyst Project

Purpose of the Project

"The purpose of this catalyst project is to stimulate appropriate growth in Embarcadero North. The catalyst project should enhance Embarcadero North and complement the surrounding areas. The catalyst project will satisfy the need for connectivity from the downtown to the North. The success of the catalyst project should attract further investment within the area."

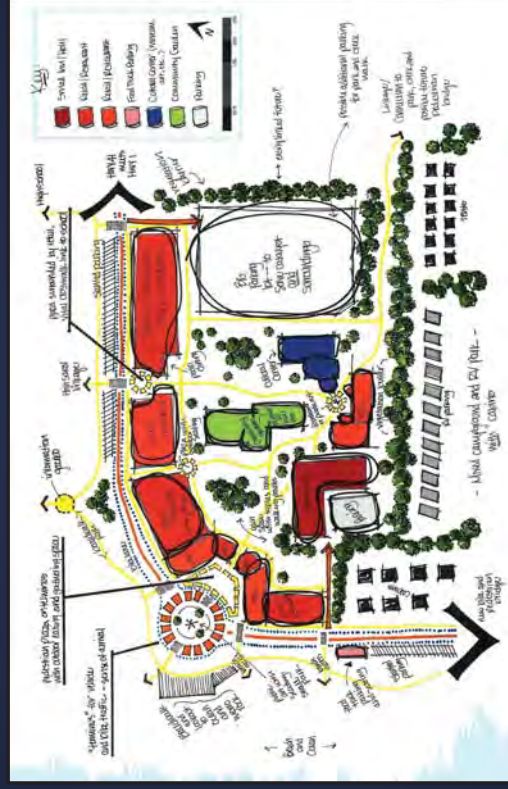


Catalyst Project

Goals

1. Enhance viewshed opportunities
2. Promote an identity unique to Morro Bay
3. Complement the downtown while promoting "green" design
4. Encourage higher use and inspire further development

Catalyst Project



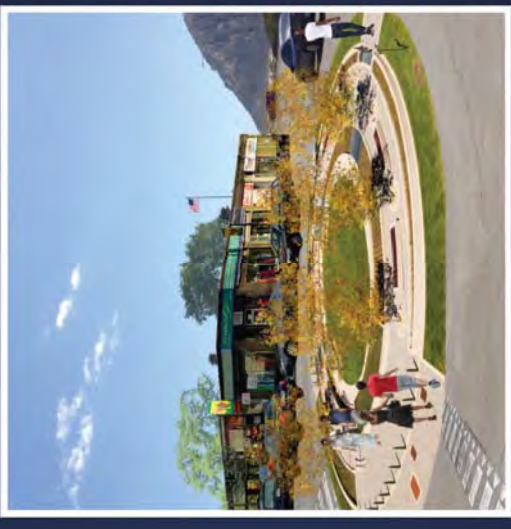
Catalyst Project – Short Term Projects

Terminus
Before



Catalyst Project – Short Term Projects

Terminus
After



Catalyst Project – Short Term Projects

Pedestrian
Plaza



Catalyst Project – Short Term Projects

Street
Frontage
Commercial
Before



Catalyst Project – Short Term Projects



Street
Frontage
Commercial
After

Catalyst Project – Short Term Projects



Community Garden
and Pathways



Catalyst Project – Short Term Projects Overview



Streetscape
Improvements

Community
Garden

Terminus

Plaza

Street
Frontage
Commercial

Catalyst Project – Long Term Projects



Cabins

Catalyst Project – Long Term Projects



Phase 2 Commercial



Catalyst Project – Long Term Projects



Cultural Center and Plaza

Catalyst Project – Long Term Projects Overview



Catalyst Project



Short Term

Long Term



Thank you for time and
attention.

Please put any additional comments
on the handouts.

Further information will be provided by the City at a later date.

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A.5 EXAMPLE OF A MOBILE VENDOR POLICY



Edwin M. Lee, Mayor
Mohammed Nuru, Director



Jerry Sanguinetti, Bureau Manager

DPW Order No: 182101

ADOPTING GUIDELINES FOR THE ISSUANCE OF PERMITS, AND FOR INSPECTION AND ENFORCEMENT OF MOBILE FOOD FACILITIES OPERATING WITHIN PUBLIC RIGHTS-OF-WAY, EFFECTIVE JULY 28, 2013.

I. PURPOSE. Ordinance No. 119-13, approved July 28, 2013, amending Article 5.8 of the Public Works Code (PWC) , to address various location and notification requirements and approving additional requirements concerning mobile food facilities (MFF) operating within the public right-of-way. This Department of Public Works (DPW) Order provides detailed implementation guidelines and supersedes DPW Order 179,044, approved February 25, 2011.

II. DEFINITION OF A MOBILE FOOD FACILITY

- A. Mobile Caterer: Any motorized vehicle from where wrapped food, foodstuffs, products, liquids, materials intended, or any other food or drink for human consumption are sold, served, distributed, or offered for sale at retail or provided at no cost to the public.
- B. Mobile Food Facility (MFF): Any vehicle or pushcart used in conjunction with a commissary or other permanent food facility from where food is sold or distributed at retail value. A MFF does not include a "Transporter" used to transport packaged food from a food facility or other approved source to the consumer. A MFF also does not include any use that sells goods, wares, or merchandise other than food or drink intended for human consumption.
- C. Push Cart: Any wagon, cart, or any other food-servicing device, whether stationary or mobile, from where any food or foodstuffs are sold, served, distributed, offered for sale at retail, or provided at no cost to the public, whether consumed at said pushcart or elsewhere.
- D. Cold Truck: Any vehicle with a previously approved route number by the San Francisco Police Department (SFPD).

III. ALLOWABLE LOCATIONS AND HOURS OF OPERATION It shall be unlawful for any person, firm or corporation to operate a Mobile Caterer, Mobile Food Facility, Push Cart or Cold Truck within the public right-of-way, in the City and County of San Francisco,



without first having obtained a permit from the Director of Public Works, accompanied by approval by the Director of Public Health and the Fire Marshal's Office.

- A. The Permittee shall provide a minimum clear path of travel for pedestrians of no less than six (6) feet wide and an ADA compliant four (4) foot wide line for their customers.
 - 1. For any motorized vehicles, the minimum recommended sidewalk width shall be ten (10) feet.
 - 2. For pushcarts, the minimum recommended sidewalk width of a sidewalk shall be fifteen (15); and,
 - 3. A minimum two (2) foot clearance is required along the curbside for pushcarts operating adjacent to existing on-street parallel parking.
 - 4. The Permittee is prohibited from placing any freestanding A-frames, displays, signs, or any other obstruction within the public right-of-way, with the exception of a refuse collection receptacle.
- B. The Permittee shall comply with the current Fire Code and guidelines including providing and maintaining minimum distances required for building access, exit egress, and access to SFFD protection services.
- C. The Permittee shall not obstruct the use of any existing City facilities or previously permitted occupancy. All MFFs must maintain a minimum clearance of:
 - 1. Eight (8) feet from an Arts Commission approved Street Artist License (Maps are available online at http://www.sfartscommission.org/street_artists_program/maps/index.html)
 - 2. Five (5) feet from the angular return of any sidewalk, nor obstruct the use of any corner or mid-block accessible curb ramps
 - 3. Six (6) feet from existing street furniture including but not limited to parking meters, fire hydrants, pay phones, pedestrian signal crossings, fire alarms, news racks, kiosks, benches, bike racks, etc.
 - 4. Seven (7) feet from Fire Hydrants
 - 5. Twelve (12) feet from any delineated Bus Zone, or within a Blue Zone.
- D. All applicable parking regulations shall be observed.
 - 1. The MFF shall comply with all existing color curb zones, as approved by SFMTA.
 - 2. The MFF shall occupy no more than the equivalent of two on street (2) parking spaces.
 - 3. The MFF shall provide service along curbside and not park against vehicular traffic.
 - 4. The MFF may not occupy the sidewalk adjacent to any on street perpendicular or diagonal parking. Food services may be provided within the sidewalk area, adjacent to the pedestrian through way zone.
- E. No MFF or MFF Vendor shall peddle food or drinks in certain zoned areas throughout the City:
 - 1. In any residential ("R") district other than a residential-commercial combined ("RC") district as defined in the Planning Code;
 - 2. In any "P" districts, as defined in Section 234 of the Planning Code, that are located on Twin Peaks or in any areas in or adjacent to Open Space Districts located on Twin Peaks;



3. On the sidewalk or street immediately adjacent to property under the jurisdiction of the Recreation and Park, Commission other than the areas specified above, unless written consent is obtained from the General Manager of the Recreation and Park Department.
 4. On the sidewalk or street under the jurisdiction of Caltrans e.g. Van Ness Avenue, 19th Avenue, etc. unless written consent from State of California District 04 is first obtained.
 5. No occupancy is allowed within SFMTA's AT&T Park restricted streets from two (2) hours before until two (2) hours after events, unless written consent from SFMTA is first obtained.
 6. On the north side of Jefferson Street between Jones and Taylor Streets.
 7. Within 500 feet of the property lines of any public middle schools or junior high schools between the hours of 7:00 A.M. and 5:00 P.M., Monday through Friday.
 8. Within 1,000 feet of the property line of any public high school between the hours of 7:00 a.m. and 5:00 p.m., Monday through Friday. This clearance may be within 750 feet for the following public schools: John O'Connell, Mission High School, Hilltop High School, Galileo High School, International Studies Academy, Principal's Center, Civic Center High School.
 9. Within a 75-foot radius of any restaurant as measured from the centerline of the primary entrance to the restaurant. The restaurant shall be operational at the time the MFF applies for a permit for the subject location.
 - a. A restaurant is defined under Public Health Code Section 451 and includes: fast food and take-out establishments.
 - b. If the restaurant provides any food product and marketing uses as defined in Public Health Code Section 440, then it shall not fall under the definition of a restaurant, as it applies to this Code and guidelines.
 - c. The 75-foot radius requirement shall apply only if the restaurant has direct street access to its primary entrance.
 10. If the active street-facing façade of a restaurant extends beyond 75 feet from its primary entrance, no Mobile Caterer or MFF shall operate along the curb directly fronting any active street-facing façade. A Mobile Caterer or MFF may not be parked within fifty (50) feet of the active street facing façade
 11. Notwithstanding the location requirements, if a Pushcart Peddler has a valid permit for a specific location dated July 19, 1995 or earlier, said pushcart is exempt from this Section's location requirements and the Director may issue an exception as long as the permitted path of travel satisfies minimum applicable Federal and State accessibility requirements.
- F. Hours of Operation. Subject to the notification requirements described in this Order, hours of operation shall be limited to 6 A.M. to 3 A.M., the following day. No MFF or MFF Vendor shall peddle between the hours of 3:00 A.M. and 6:00 A.M., unless the Director has approved such sales after consulting with the Planning Department and the Chief of Police.
- G. MFFs shall be limited to providing service and sales at one location for no more than three (3) days per week. Such days shall be measured in 24-hour cycles so that they may begin on one day and extend to the following day so long as the subject cycle does not constitute more than 24 consecutive hours at a single location.



IV. PERMIT APPLICATION REQUIREMENTS DPW shall process all completed permit applications strictly in the order in which they are submitted to DPW. A completed permit application shall include all required materials specified in this Order and in PWC Article 5.8.

A. **Maximum Number of Permits for a Single Permittee.** In no case shall a single Permittee obtain more than seven (7) separate MFF permits; except if a Pushcart Peddler Permittee has 7 or more valid permits dated prior to July 19, 1995, then the previously issued permits shall not count towards this new maximum threshold of 7 permits per Permittee. DPW shall issue a separate permit for each MFF; provided, however, that the DPW Director may issue a written waiver to this requirement if multiple vendors share a MFF. If such a waiver is granted, the DPW Director may impose additional conditions and additional fees pursuant to Public Works Code Section 2.1.3.

1. **Single Permit for a Location with Multiple MFFs.** The Director may issue a single permit or permits to an assigned location(s) for multiple MFFs. The fees for such permit shall be the same as filing, notification, and inspection fees for a single location. Under such circumstances, the Director of Public Works (Director) may also charge additional permit fees as set forth in Section 2.1.3 of the PWC for any additional time and material costs that the City incurs in processing such permits. All MFFs operating under a single location permit shall comply with all other provisions of this Article and Order.
2. **Multiple MFF Permits for a Single Location during the Same Time Period.** The Director, at his or her discretion, may issue two (2) or more MFF permits for a single location during the same time period; provided, however, that in no case shall an additional permit be issued unless the Director determines that the location site conditions can accommodate the associated activity without adversely impacting pedestrian path of travel and/or flow or other location requirements. Applicants applying for a MFF permit where an existing MFF permit is currently occupying the public right-of-way must note on their application the size of the unit, its location, owner, menu, and operational hours. The mailing list for notification shall also include the existing MFF owner as part of the notification process.

B. **Application.** Requests to operate a MFF within the public right-of-way shall include the following on a form provided by DPW:

1. The name, business and residence address of the applicant, and the address where the mobile catering vehicle will be stored during non-operating hours. The address to which notice, when required, is to be sent or mailed, and the name and address of a person authorized to accept service or process, if not otherwise stated on this application.
2. If the applicant is a corporation, the name of the corporation shall be set forth exactly as shown in its articles of incorporation; the names and residence addresses of each of the officers, directors and each stockholder owning more than 10 percent of the stock of the corporation. If the applicant is a partnership, the application shall set forth the name and residence address of each of the partners, including limited partners. If one or more of the partners is a corporation, the provisions of this Section pertaining to a corporate applicant shall apply. A natural person shall not acquire a stock interest in more than one



corporate Permittee. The application shall specify whether the applicant intends to operate a MFF under a fictitious name.

3. A photograph of the permit applicant, e.g., passport photo, driver's license, or similar.
4. A description of the food products and/or drink(s) the applicant intends to sell; although no Permittee shall be bound by or limited to this description.
5. The specific location(s) of the activity, including a detailed description of where the applicant intends to place his or her MFF. Locations for the purposes of this permit shall be defined as a fixed point or a defined route including approximate duration at specific fixed points and approximate time of day at specific fixed points along the route.
6. The proposed hours and days of operation for each location that the MFF proposes to serve.
7. A description of the Mobile Catering Vehicle, including the following data: The make, model and type of body; the number of cylinders; the vehicle identification number or any other identifying number as may be required by the Director. *(If this information is not known at the time of permit application, this requirement may be satisfied as a condition of obtaining a final and effective permit).*
8. Information pertinent to the operation of the proposed activity, including information as to management and authority control, as may be required by the Director, Director of Public Health, or Fire Marshal.
9. A statement from the applicant whether the application is for a new permit, renewal of an existing permit, a change to the location that the MFF serves, a change in hours of operation, or the addition of location(s).

C. Notice of Intent

1. Following the filing of an application for a new MFF permit, change of location for an existing permit, change in hours of operation to include service after 8 P.M., or addition of a location(s), DPW shall mail a Notice of Intent to operate the proposed MFF business at the location(s) identified in the application. The form for said Notice shall be provided to each applicant by DPW. Said Notice shall include the location(s) the MFF intends to serve, the days of the week and times for service at each location, a description of the goods/products to be sold under the permit, the procedure for obtaining any additional information, and the procedure for filing any protest or opposition to the proposed permit. The applicant shall also provide DPW with a list of all required recipients of the mailed Notice and stamped envelopes with the addresses of all such individuals for the purpose of providing mailed notice. Notice shall be provided as follows:
 - a. If the MFF proposes to operate between the hours of 6 A.M. and 8 P.M., mailed notice shall be sent to all ground floor commercial tenants and any neighborhood organization on the Planning Department list, developed pursuant to the Planning Code
 - b. If the MFF proposes to operate at any location between the hours of 8 P.M. and 3 A.M., the following day, the mailed Notice shall also be provided to all property owners, residential tenants, ground floor



commercial tenants, and any neighborhood organization on the Planning Department list, developed pursuant to the Planning Code

- c. For each physical building address, the Notice also shall be mailed to the attention of "Building Owner/Manager" at that address, and to the address of record for the property owner, if different.
- d. If the MFF is a Mobile Caterer
 - i. Notice shall be given to all buildings within a 75-foot radius from the outer perimeter of the proposed location(s) to be served. A Mobile Caterer shall be assumed to occupy 20 linear feet of curbside space. The 75-foot radius shall be measured from the outer boundaries of this assumed curbside area. Notice also shall be provided to all properties across the street that directly front, in whole or in part, the Noticed Area. Notice also shall be posted on a City-owned utility pole or other City facility closest to the proposed Mobile Caterer's proposed Location for at least 10 calendar days prior to the end date to either file an objection with DPW, or to request a Departmental hearing. The applicant shall photograph the posted notice, including a date stamp, and submit such photograph to DPW. This photograph shall satisfy the posting requirement under this Article and Order.
 - ii. If the MFF is a Pushcart, Notice shall be given within a 300 foot radius of the boundaries of the street address(s) fronting the proposed location of the Pushcart. If there is no street address, the Notice shall be given within a 300 foot radius of the boundaries of the Assessor's Block(s) and Lot(s) fronting the proposed location of the Pushcart.

D. Notice of Hearing. Any person or persons who feel(s) that their interests or property or that of the general public will be adversely affected by the issuance, denial, or conditioning of the MFF Permit at its intended location may protest the proposed issuance or denial of said permit or permit conditions by writing to the Director within thirty (30) calendar days from the date listed on the Notice of Intent. Upon receipt of any such written protest during the term of the appeal period, the Director will schedule a public hearing to hear testimony from all persons interested in the tentative permit decision.

- 1. Not less than ten (10) days prior to the date of a Departmental hearing, the Director shall cause to be published a notice of such hearing in the official newspaper of the City and County of San Francisco. The cost of publishing said notice and any additional mailed notice shall be borne by the MFF Permit applicant. The Notice shall contain the following information: the name and business address of the applicant, the product or products to be sold, the location(s) of the proposed sales activity(ies), the days and hours of operation, and whether the application is for a new permit, for a change of an existing permit, or for an addition of a new location(s).

E. Decisions.



1. At the hearing, the Director, or his/her designee, acting as an Administrative Hearing Officer, may consider the following
 - a. Whether the applicant's proposed location is within a 75-foot radius of a restaurant or if the location is currently being operated by an already approved/existing MFF.
 - b. Whether three (3) or more MFFs are currently permitted for overlapping times on either side of the street within the same block.
 - c. Other information deemed relevant to the determination of whether the proposed location would generate any public safety or other concern that may impact the general public and/or the public rights-of-way.
 - d. Whether the sidewalk width at the proposed location is less than ten (10) or fifteen (15) feet wide depending upon the food facility (Mobile Caterer or Pushcart).
 - e. Whether substantiated evidence exists to refute assertions in the application for the MFF.
2. If an Administrative Hearing Officer conducts the hearing, such officer shall make a recommendation concerning the proposed permit to the Director, who, in his /her discretion, may disapprove, approve, or conditionally approve the proposed permit.

F. Issuance.

1. The Director may issue a MFF permit within fourteen (14) days if no hearing is requested pursuant to this Article, if he or she finds:
 - a. That the operation, as proposed by the applicant, would comply with all applicable laws, including but not limited to, the provisions of this Article, Order and/or the San Francisco Municipal Code.
 - b. That the applicant has not made any false, misleading or fraudulent statements of facts in the permit application or any other document required by the Director or the Director of Public Health, in conjunction with their application and/or request.
2. The Director may issue a MFF permit within 14 days following a Departmental hearing as provided herein, based on his/her investigation and the investigation of the Director of Public Health, if he /she makes the findings specified above
3. Any MFF Permit that the Director issues shall be conditioned on the MFF Vendor obtaining a Certificate of Sanitation for the Department of Public Health and approval from the Fire Marshal. If the Certificate of Sanitation and Fire Marshal approval are not obtained within three (3) months of the date the Director issues his /her permit decision, the permit shall be automatically revoked.

G. Appeals. The Director's decision is appealable to the Board of Appeals within fifteen (15) calendar days of the date of DPW's final decision.

H. Renewals. Permits are renewed annually so long as the MFF remains in compliance with all applicable Codes and regulations, including but not limited to payment of all fees due to the City. Renewal of the permit will not require a public notice, unless the Permittee is changing the location that the MFF serves, adding a new location(s), requesting to extend their hours of operation to serve a location later than 8 P.M., or making other changes to the MFF that the Director determines requires public notice.



- I. Transfers. No permit shall be transferable except with the written consent of the Director, with the approval of the Director of Public Health. Such consent and approval shall not be unreasonably withheld. The application for such transfer shall contain the same information as specified within this Order for an initial application for such a permit, and shall be accompanied by the same filing and inspection fees as for an initial application. Any MFF Permit issued on or before July 1, 2013, shall comply with all applicable provisions of this Article; provided, however, that no notice is required for a transfer. Upon approval of said transfer, the transferee shall retain the original permit approval date and all of the transferor's rights.
- J. Expirations.
 1. A permit shall be set to expire seven (7) years from the anniversary of the original permit issuance date as long as the Permittee remains in compliance to this Article and Order, with all aspects of their operation. If the Permittee elects to pursue a new permit, six (6) months prior to such expiration, the existing Permittee may apply for a new permit under the same terms as the existing permit and shall be given priority over all other applicants.
 2. If a Permittee for a MFF has a valid permit for a specific location approved on or before July 1, 2013, then said Permittee is exempt from the above expiration clause, provided that the Permittee complies with all other applicable terms of this Article and Order. As part of any permit issuance, renewal, or transfer pursuant to this Article, DPW shall include reference to the original approval date of the MFF permit.

V. SINGLE DAY PERMITS. A MFF that otherwise meets all of the location requirements, has a San Francisco Business Registration Certificate, an active Certificate of Sanitation from the Department of Public Health and all necessary approvals from the Fire Marshal, shall be eligible to obtain single day Temporary Occupancy Permits for a location under Section 724 of the PWC, provided that:

- A. The Permittee shall not vend, exchange cash or complete a credit transaction for food in the public right-of-way.
- B. The Permittee shall obtain written authorization from the fronting property owner or property manager.
- C. The Permittee shall submit a Certificate of Insurance for general liability coverage of not less than \$1 million, endorsing the *City and County of San Francisco* as additional insured with the Bureau's address as the certificate holder.
- D. Tow-Away and no-stopping signs are not issued by DPW, MTA does not acknowledge the tow-away/no stopping construction zone signs for single day permits from a Mobile Food Facility. The applicant shall contact MTA for the purchase and placement of special event/tow-away signs after acquiring a single day permit from DPW.

VI. FEES shall be charged based on the following criteria:

- A. Submittal Fees
 1. Every person desiring a MFF Permit pursuant to this Article shall file an application with the Director upon a form provided by DPW, as described in Paragraph IV of this Order, accompanied by a filing fee, a notification fee, and an inspection fee for a single MFF location.



2. Each additional location shall require additional payment to DPW.
 3. Half of the required fees for a single location and half of the fees for any additional location(s) may be paid at the time of submittal of the application, with the balance fee paid at the time of the Director's decision on the permit.
 4. Every Permittee desiring to change the location of an already approved MFF, modify the hours of operation to allow service after 8 P.M., or add a new location(s) during the term of the annual permit, shall file an application with DPW, shall pay an additional filing fee for each alternate location or new location(s), a notification fee per location, and an inspection fee per location. Such requests shall be processed in the same manner as a new application request.
 5. No refunds shall be considered or provided if DPW disapproves a permit or a permit location.
 6. Separate fees shall be paid to the Department of Public Health (DPH) and the San Francisco Fire Department (SFFD) for plan check and annual inspections/approvals, as required, in order to obtain a valid permit. For the convenience of the applicant, DPW may collect these fees and will forward them to the respective Department. The Controller may adjust this fee annually as set forth in Section 249.1(c) of the Business and Tax Regulations Code.
 7. Proof of these payments in the form of written authorizations or decals is requested, but not required at the time of applying for a MFF Permit. However, in no case shall DPW's Permit be deemed final and effective until the applicant obtains such authorizations or decals. The applicant shall have up to three (3) months after DPW conditionally approves the Permit to obtain such authorizations or decals. The applicant's failure to obtain such authorizations or decals by the end of this 3-month term shall result in Permit being deemed disapproved.
- B. Annual Renewal Fee
1. Every MFF Permit is subject to an annual renewal DPW filing fee.
 2. In addition, if during the course of the preceding year, if DPW receives one (1) or more substantiated complaints against the Permittee and/or permit location(s), or if DPW issued one (1) or more Notice of Violation against the Permit, DPW shall assess an additional processing fee.
 3. Where substantiated complaints were received and/or Notices of Violation were issued, DPW shall also assess additional inspection fees.
- C. Annual Adjustment. All DPW, DPH, and SFFD fees listed herein may be subject to annual adjustment or may be modified through action of the Board of Supervisors. At the beginning of the City's fiscal year (July 1) or at any other time that fee amounts are modified, DPW will post an updated fee schedule with current fee amounts.

VII. OPERATIONAL REQUIREMENTS

- A. Coordination
1. Identification Card. The Director shall issue an identification card to each Permittee. The identification card must be in the possession of the operator at all times during operating hours of the mobile catering vehicle.



2. Each Mobile Food Facility Vendor or Mobile Food Facility employee shall produce the Mobile Food Facility permit, a valid San Francisco Business Registration Certificate from the Office of the Treasurer and Tax Collector, a valid Certificate of Sanitation, an identification card, a description of the approved Location(s) and hours of operation for a Mobile Food Facility, and all other documents required so that the Location of the Mobile Food Facility may be checked and verified upon demand by any Police Officer, the Director, the Director of Public Health, or the Fire Marshal.
 - a. The Permittee shall affix a DPH Certification of Sanitation Decal to a pushcart in a prominent location and shall affix the Certification of Sanitation to the lower right-hand corner of the windshield for any Mobile Catering vehicle.
 - b. The Permittee shall affix a DPW approved and issued decal to the lower left-hand bumper of any Mobile Catering vehicle.
 - c. Permittees operating a MFF shall also have the following documentation visible to the public during their operation hours: MFF Permit, a valid San Francisco Business Registration Certificate, a valid DPH Certification of Sanitation Decal, an identification card, a current SFFD inspection decal, a description of the approved locations, and approved hours of operation.
3. If the San Francisco Municipal Transportation Agency (SFMTA) authorizes use of a no parking sign for MFFs, a MFF Vendor may display such sign(s) at the location of the MFF subject to any SFMTA rules and regulations for posting of such signs

B. Conflicts

1. No permit shall be required if any City Department issues a valid permit for occupancy of the subject location for street fairs, farmers markets, temporary use, or other permitted activities as long as the MFF has a current and valid Certificate of Sanitation and Fire Marshal approval.
2. The Director of Public Works may temporarily suspend an approved permit if any City Department issues a permit for occupancy of the approved location for street fairs, farmers markets, temporary use, street or building construction, or other permitted activities;
 - a. At the Permittee's request, the Director may, but is not required, to authorize a temporary relocation of a MFF;
 - b. The Director's authorization for the temporary relocation shall be in writing and available at the MFF for review by City officials;
3. No additional permit shall be required for said temporary relocation provided that the MFF has a current and approved Certificate of Sanitation from DPH and approval from the Fire Marshal.

C. Suspension or Revocation.

1. The Director may suspend or revoke a permit if he/she determines that the public interest necessitates use of the Mobile Food Facility Location for a different public purpose, such as a bicycle lane, traffic reconfiguration, bulb-out, bus stop, or other pedestrian, bicycle, vehicular safety measure consistent with City policies.



2. The Director may suspend or revoke for good cause any permit or any permit location which has been issued pursuant to this Article, if he or she finds, after a noticed public hearing, that the Permittee has engaged in or been found guilty of any of the following acts:
 - a. Fraud, misrepresentation, or false statement contained in the permit application.
 - b. Violation of provisions of State law regarding MFF, the State Vehicle Code, this Article and Order, San Francisco Municipal Code, and/or a determination by the Director of Public Health and/or Fire Marshal or their designee, related to the operation of any MFF operated by this Permittee.
 - c. Any violations occurring as specified herein for another MFF Permit issued to the same Permittee.
 - d. The MFF Vendor is operating in a manner that negatively impacts the public's health, safety, convenience, and/or welfare.
 - e. The MFF Vendor habitually violates the Good Neighbor Policies set forth in Section 184.94 of the PWC.
 - f. The MFF has not operated in the permitted location for a period of six (6) months or more.
 - g. The Director of Public Health or his/her designee may also revoke a Certificate of Sanitation if he/she finds that the Permittee has violated the Public Health Code or State law regarding MFF uses. The Fire Marshal or his/ her designee may also revoke a SFFD Permit and Inspection Decal if he/ she finds that the Permittee has violated the Fire Code or State law regarding MFF uses. These revocations may be in addition to, or separate from any action enforced by the Director.
3. If the Director determines that the Permittee has exceeded the scope of the permit, either in terms of duration or area, or violates any other of the permit terms or conditions, the Director shall order the Permittee to correct the violation within a specified time period, to be determined based on the violation(s). If any person occupies the public right-of-way without a permit, the Director shall immediately order the violator to vacate the occupied area.
4. Failure to appear for the annual renewal shall be deemed a violation and may be cause for suspension or revocation of the permit.
5. Failure to pay any fee assessed under these provisions shall constitute good cause for immediate revocation of the permit and/or removal of unpermitted obstructions.

D. Penalties.

1. Criminal Penalties - any person who violates any of the provisions of this Article and Order shall be guilty of an infraction at each location where such violation occurs. Each violation determined to be an infraction shall be subject to a fine.
2. Civil Penalties. The Director may call upon the City Attorney's Office to initiate an action for injunction to restrain, summary abatement to cause the correction or abatement of the violation of this Article, and for assessment and recovery of a civil penalty with reasonable attorney's fees to be assessed for such violation.



3. Administrative Penalties. The Permittee may be subject to administrative citations if they are found to be in violation of any of the provisions and/or guidelines of this Article and/or Order.
 - a. The administrative citation shall not exceed \$1000 per day for each violation;
 - b. If the violation is not corrected as ordered by City officials, the Permittee shall be subject to an additional penalty fee of up to \$5,000 per day for each violation;
 - c. The above penalties shall be assessed, enforced and collected in accordance with Section 39-1 of the Police Code.
- E. Removal of MFF.
1. The Director is authorized to order the immediate removal of a MFF if the MFF has no permit and/or when, in his/her opinion, , the MFF constitutes a safety hazard or public nuisance, or when the presence of an emergency requires immediate removal of the MFF. After notification by the Director to remove the MFF, the Permittee shall immediately remove or cause to be removed the MFF from the street area by its owner. If the owner does not remove the MFF immediately, the Director may order DPW to remove the MFF. The owner shall pay the City all costs for removal and storage of the MFF. No MFF shall be placed at the subject location until the conditions which have caused the removal order shall have been abated to the satisfaction of the Director.
 2. The Director is authorized to remove, or cause to be removed, any MFF placed in a street or sidewalk area in violation of any other provision of this Article and/or Order. The Permittee/Pushcart owner shall commence removal no earlier than 48 hours after notice is given describing the violation(s). The notice shall be both mailed to the pushcart owner and posted in a conspicuous manner on the MFF, and shall contain the following:
 - a. The permit condition(s) violated,
 - b. The date/time of posting the violation notice,
 - c. The location of the MFF,
 - d. The identity of the person issuing the notice of violation(s),
 - e. A statement giving notice of 48 hours to remedy the violation(s).
 3. MFFs that have been removed may be recovered within ninety (90) days from the date of seizure, and upon payment of a sum equal to the cost of removing and storing said MFF including a 20 percent surcharge for administrative costs as determined by DPW, as well as any additional costs incurred by DPW in disposing of any materials or merchandise contained in the MFF. Costs incurred as a result of removal under this Section are in addition to any fines or penalties incurred under Section 184.96 of the PWC.

VIII. GOOD NEIGHBOR POLICY. The Permittee shall manage their MFF with in accordance with the following good neighbor policies:

- A. The Permittee shall maintain the quiet, safety and cleanliness of the approved MFF location(s);
- B. The Permittee shall provide adequate storage and disposal of debris and garbage; Noise and odors shall be contained within immediate area of the MFF location so as not to be a nuisance to neighbors;



- C. The Permittee shall prominently post and/or display a notice urging patrons to leave the MFF premises and neighborhood in a quiet, peaceful and orderly fashion and to please not litter or block driveways in the neighborhood;
- D. Employees of the MFF shall walk a 100-foot radius from the approved MFF location within thirty (30) minutes after close of business and shall pick up and dispose of any discarded beverage containers or other trash left by patrons.

IX. HOLD HARMLESS CLAUSE The following language is hereby incorporated into all MFF Permits:

- A. In consideration of this Permit being issued for the work described herein, the Permittee on its behalf and that of any successor or assign, and on behalf of any lessee, promises and agrees to perform all the terms of this Permit and to comply with all applicable laws, ordinances and regulations.
- B. The Permittee agrees on its behalf and that of any successor or assign to hold harmless, defend, and indemnify the City and County of San Francisco, including, without limitation, each of its commissions, departments, officers, agents and employees (hereinafter collectively referred to as the “City”) from and against any and all losses, liabilities, expenses, claims, demands, injuries, damages, fines, penalties, costs or judgments including without limitation, attorneys’ fees and costs (collectively “claims”) of any kind allegedly arising directly or indirectly from (i) any act by, omission by or negligence of, Permittee or its subcontractors, or the officers, agents, or employees of either while engaged in the performance of the work authorized by this Permit, or while in or about the property subject to this Permit for any reason connected in any way whatsoever with the performance of the work authorized by this Permit, or allegedly resulting directly or indirectly from the maintenance or installation of any equipment, facilities, or structures authorized under this Permit, (ii) any accident or injury to any contractor or subcontractor, or any officer, agent, or employee of either of them, while engaged in the performance of the work authorized by this Permit, or while in or about the property, for any reason connected with the performance of the work authorized by this Permit, or arising from liens or claims for services rendered or labor or materials furnished in or for the performance of the work authorized by this Permit, (iii) injuries or damages to real or personal property, goodwill, and persons in, upon or in any way allegedly connected with the work authorized by this Permit from any cause or claims arising at any time, and (iv) any release or discharge, or threatened release or discharge, of any hazardous material caused or allowed by Permittee in, under, on or about the property subject to this Permit or into the environment. As used herein, “hazardous material” means any substance, waste or material which, because of its quantity, concentration of physical or chemical characteristics is deemed by any federal, state, or local governmental authority to pose a present or potential hazard to human health or safety to the environment.
- C. The Permittee must hold harmless, indemnify and defend the City regardless of the alleged negligence of the City or any other party, except only for claims resulting directly from the sole negligence or willful misconduct of the City. The Permittee specifically acknowledges and agrees that it has an immediate and independent obligation to defend



the City from any claim which actually or potentially falls within this indemnity provision, even if the allegations are or may be groundless, false or fraudulent, which obligation arises at the time such claim is tendered to Permittee by the City and continues at all times thereafter. The Permittee agrees that the indemnification obligations assumed under this Permit shall survive expiration of the Permit or completion of work.

- D. The Permittee shall obtain and maintain through the terms of this Permit general liability, automobile liability or workers' compensation insurance as the City deems necessary to protect the City against claims for damages for personal injury, accidental death and property damage allegedly arising from any operations under this Permit. Such insurance shall in no way limit Permittee's indemnity hereunder. Certificates of insurance, in form and with insurers satisfactory to the City, evidencing all coverages above shall be furnished to the City before commencing any operations under this Permit, with complete copies of policies furnished promptly upon City request.
- E. The Permittee and any permitted successor or assign recognize and understand that this Permit may create a possessory interest.

1/17/2014

X



Sanguinetti, Jerry
Bureau Manager

1/19/2014

X



Sweiss, Fuad
Deputy Director and City Engineer

1/22/2014

X

Mohammed Nuru

Nuru, Mohammed
Director, DPW



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A.6 COMMUNITY FEEDBACK

During the first concept presentation viewers were provided with a sheet for taking down notes and comments. The following are the comments summarized and if noted with a number, this indicates the comment was noted that many times by different respondents.

What did you like about our work?

4- Walking paths
 3- Outdoor amenities (parks and open space)
 3- Reuse of the stacks and power plant building
 2- Exercising opportunities
 2- Bike paths
 Taking advantage of the natural beauty
 Community center
 Haul out facility
 The pedestrian bridge
 The link of north and south Morro Bay
 Gateway/entrance
 Traffic calming elements
 Proposed recreational use
 The double round about
 Incorporation of Morro Bay history
 Enhancing tourism

What did you NOT like?

2- The double round about will make intersection more confusing
 2- No discussion of financing options
 2- Minor League Ball Park is only an occasional use and uses too much land
 2- Mall type shopping/commercial
 2- No attention given to what exists in Morro Bay now (family oriented, middle class, tourist destination) serve locals first
 Don't change the personality of "my home"
 Worried about the physical impacts of this development
 Overpass artwork example was too intricate looking
 Multi-story buildings don't belong in Morro Bay

What would you propose us to include or consider in our work?

2- Consider abalone agriculture (either tank farm site or waste-water treatment plant site)

2- North Embarcadero's main focus should be the beach and recreation not commercial
 Keep commercial to the South where it will work with existing commercial
 2- Financing options for proposed ideas
 2- A different design proposal for intersection other than round about
 2- More sports fields
 Incorporate a more sports oriented focus (biking, hiking, ocean, fishing, boating)
 Pool serving the aging population
 Family serving activities
 Walkways should be wheelchair accessible
 Environmentally sensitive haul-out facility
 Keep designs natural looking and less commercial looking
 Simple is better
 Keep power plant industrial/commercial
 Sonic Burger on 41 and Main
 Incorporate mixed-use
 Consider the fishing community
 Current motels support middle class tourists
 Performance space
 Rappel stations down the stacks
 X-games/skating facilities in power plant repurpose
 Don't create competition between this area and downtown
 Interviews with citizens and locals
 Revitalize teen center for dances and indoor sports

Would you like to add any more comments?

2- Who is paying for the changes?
 Unsure how rooftop restaurants would fair with the fog
 There is a need to unite all of Morro Bay
 The project is still in the planning stages
 The issues in Morro Bay are very complex
 Consider existing property owners and their existing view
 Higher interest in low investment presentation
 No women presenters
 Students did not understand what Morro Bay currently stands for

The public was given the option to comment using Morro Bay's public website after the initial concept presentation. There were seven respondents who elected to use the online submission option. These comments were also used in determining the most vital concerns of the community. The full

A.6 ONLINE FEEDBACK INTRODUCTION

version of these comments is found below. The introduction of the online comment submission reads as follows:

Embarcadero North Plan Comment Form

Cal Poly Graduate Urban Design students have embarked on a 10-week effort to review the area north of the Power Plant and present planning and urban design ideas for the development of the study area that could contribute to the City's long-range planning efforts.

The students made a presentation to the Planning Commission on 5/6/14. These documents can be found on the Embarcadero North Plan page of the Planning Division's website.

The City and Cal Poly graduate students would like to receive input from the public about the ideas presented at the Planning Commission meeting.

Please use the Comment Form below to provide your comments by May 23, 2014.

Thank you taking the time to provide input to the City and Cal Poly Urban Design students.

A.6 ONLINE COMMENT SUBMISSIONS

Comment one:

Fri, May 09, 2014 07:04 AM

We have a boat haul out by Tidelands Park. I don't want to look at that. I also do not want a baseball field on the Embarcadero. Think of the traffic flow after a major event. The noise also carries a very long ways into the near by residential area. Absolutely not!!

Comment two:

Tue, May 20, 2014 03:53 PM

I'm sorry that I missed the presentation to the Planning Commission. My question is...what happens to the Morro Bay Commercial Fishermen's Storage Yard and the Morro Bay Harbor Department Boat Maintenance Yard? Located along the creek just East of the soon to be Pedestrian Bridge.

Comment three:

Thu, May 22, 2014 02:34 PM

Love the big arrival roundabout off 41 and other smaller ones. Should have high intensity components (hotels) closer to water, roof-top restaurants, haul out area, connect to trails. Suggest a winding pedestrian street with dense buildings that is a ethnic heritage village district with big fish market centerpiece. Plant the trails with street trees

Comment four:

Thu, May 22, 2014 06:16 PM

Nothing but potential, especially if the Chorro Valley bike trail gets built someday. I would like to see the Pacific Wildlife Care and Marine Mammal Rescue facilities remain. If the Mammal rescue center was allowed to expand, it could attract visitors like the main center up in Sausalito.

Comment five:

Fri, May 23, 2014 09:58 PM

The interchange at Hwy 1 and Hwy 41 is currently a safety problem and traffic snarl. I like 2 roundabouts rather than traffic lights if there is enough room. (or maybe a combination of 1 roundabout and 1 light)

I found the low impact presentation most appealing. I see the "working fishing village" as an important identity for Morro Bay and is what makes it different from the other small ocean side cities on the central coast. I do NOT support a high density development in this area. I also would NOT support a minor league ball park anywhere in Morro Bay!

I like the idea of a Cabin/RV/Camping component in the old Sewer plant site and additional park space or open space areas adjoining Lela Kaiser Park. I like a plan that will concentrate the shopping and restaurants on the south end of the embarcadero (existing) and more outdoor/nature/park type activities on the north end. If there would be more restaurants on the north end I would like to see more casual family friendly options such as the food truck idea. I really like the idea of a boardwalk with parking fronting the dunes for beach access. I like the idea of bike/pedestrian paths. There can be a lot of fog and cold in the summer here. How about community areas with wind breaks and heated benches?

I would like to see a community pool as part of the plan in this area. I do not favor a community pool in the middle of the high school grounds. A pool in a park across the street from the high school would be much more accessible for EVERYONE and would be more widely used by all.

I did like the Abalone farm idea if there would be the possibility of tours and/or educational exhibits for the public. (about Abalone and maybe Oyster farming too)

My biggest fear is there will someday be an Indian Casino in the north embarcadero area or at the old power plant site. PLEASE do not let that happen.

Thank you for all your hard work.

Comment six:

Tue, Jun 03, 2014 09:48 AM

I agree much improvement is needed to the entrance to MB from hwy 41. I think the double roundabout would significantly reduce the traffic problems in that area, especially when you add the access of the undeveloped properties into the mix. The Seaside industrial & commercial area (Haul out facility) is also greatly needed for our Harbor town.

Comment seven:

Thu, Jun 05, 2014 02:32 PM

Suggest making some of the campsites low impact/ low cost hiker/biker sites.