

# 2020 VISION

A GOALS REPORT  
for  
The City of Morro Bay

December 2005

# 2020



# VISION

## BACKGROUND

In December 1991, the Morro Bay City Council and Planning Commission endorsed the formation of a goals committee to be known as *Destination 2000*. The purpose was to unite city residents by working towards common goals for improving business, residential and recreational conditions in Morro Bay. City Councilmembers Ben Luna and John Baker, and Planning Commissioners Bernie Melvin and Janice Peters, created the program outline and selected committee members representing a wide spectrum of the community.

The *Destination 2000* Committee studied previous city goals and gathered community input over a 6-month period before creating and submitting their draft report. The draft was then reviewed at public hearings before all the city advisory boards and commissions, with additional public comments taken into consideration before the document was finalized. In February 1994, the City Council accepted the *Destination 2000* report and endorsed it, with the comment that "it is imperative the Council agree to support this program so that its participants know their efforts will be implemented, not ignored."

Over the next six years, the *Destination 2000* report was reviewed annually by the City Council, and many of the goals listed were achieved.

In 2004, recognizing the need for an updated goals report, the City Council formed the *2020 Vision* Committee. Mayor Bill Yates, Councilmember Janice Peters, and Planning Commissioners Don Doubledee and Sarah McCandliss interviewed and selected members representing various aspects of the community.

The *2020 Vision* Committee performed extensive research and conducted public hearings over the next year. Their draft report was reviewed before all the city advisory boards and commissions, and the City Council. In October 2005, the City Council accepted and endorsed the *2020 Vision* report.

The City Council offers our sincere thanks to all the volunteers who donated their time and abilities to both the *Destination 2000* and *2020 Vision* reports, which will help to lead Morro Bay into the future.

**Janice Peters, Mayor**

**Thad Baxley, Melody DeMeritt, Bill Peirce, Betty Winholtz, Councilmembers**

# 2020



# VISION

## INTRODUCTION

The Vision 2020 Report is a visionary document that conveys the priorities and goals held by Morro Bay residents for their community and its development into the year 2020 and beyond. It builds on the precedent set by the Destination 2000 Report endorsed by the Morro Bay City Council in 1994.

The Report provided herein is the result of a ten-month (July 2004 - March 2005) evaluation of the values and needs of the City of Morro Bay identified by members of the Vision 2020 Committee. The Vision 2020 Committee consisted of ten individuals selected to represent: the environment, merchants, retirees, small business, the fishing industry, builders, students, renters, homeowners, and the restaurant/hotel industry. The Committee was instructed by the City Council to prioritize ideas and goals without limitations, including budgetary constraints and staffing resources, in acknowledgement that the budget and staffing constraints of the present may not be the constraints of the future.

The Vision 2020 report is divided into six sections addressing areas of focus specific to Morro Bay. The sections are, in alphabetical order, Business, City Facilities and Programs, Environment, Harbor, and Tourism. Each section lists vision statements, the goals and activities to support the vision, and the priority assigned to each, with 1 being the highest priority.

The members of the 2020 Vision Committee recognize that the needs and goals of Morro Bay may change over time. The Vision 2020 Report is intended to be flexible and adaptable to the community's changing interests. The Committee suggests that the City will respond to the Report's visions through an annual report card. Morro Bay residents may review the progress and/or changes to the Report's visions, goals and activities by viewing the City of Morro Bay's website at [www.morro-bay.ca.us](http://www.morro-bay.ca.us).

# 2020



# VISION

## BUSINESS

One of the City's most challenging visions is to keep the Morro Bay business community vibrant, healthy, and diverse into the year 2020 and beyond. Encouraging citywide support of local businesses and providing opportunities to attract new businesses may realize this vision. Other important tasks to be accomplished to ensure a beneficial business environment include increasing municipal revenues, updating City policies and procedures, and implementing the RUDAT plan.

### Vision Statement

**Vision B1:** Encourage citywide support of local businesses.

### Goals/Activities

**B1.1** Develop workshops, etc. to unify the city business community by providing opportunities for businesses to work together to solve common problems.

**B1.2** Develop and publish a definition of "the character of the City of Morro Bay" for use by the business community.

### Priority - 1

### Vision Statement

**Vision B2:** Increase municipal revenues and provide local employment opportunities by retaining current businesses and attracting new businesses that could increase sales tax and/or TOT revenue.

### Goals/Activities

**B2.1** Develop methods to provide and maintain economic, ethnic, age, and business diversity.

**B2.2** Research and secure grant monies to help fund municipal revitalization efforts.

**B2.3** Develop strategies to identify, grow and retain new full-time multi-employee businesses.

**B2.4** Develop strategies for managing impacts in the following areas: utilities, traffic congestion including parking and public transportation.

# 2020



# VISION

## BUSINESS

**B2.5** Focus new business recruitment on "clean" businesses to minimize environmental impacts.

**B2.6** Modify and enforce city regulations to insure awareness and compliance with ADA guidelines for all public buildings and privately owned commercial buildings.

**B2.7** Encourage development and promotion of eco-tourism activities and destinations.

**B2.8** Encourage undergrounding of utilities in business districts.

**B2.9** Develop a Facade Improvement Program to assist business owners in providing an attractive environment in the Old Town District.

### Priority - 1

#### Vision Statement

**Vision B3:** Update the City's policies and procedures to encourage appropriate growth while maintaining the small town character of our community.

#### Goals/Activities

**B3.1** Increase public awareness, develop a uniform complaint process administrated through city Hall to deal quickly, fairly and consistent with any issue that comes from the public.

**B3.2** Develop design guidelines for any new or renovated commercial facilities. Assure adequate parking is provided.

**B3.3** Develop policies that will encourage development of new affordable housing developments, and set priorities.

**B3.4** Encourage mixed use projects in Old Town area.

### Priority - 2

# 2020



# VISION

## BUSINESS

### Vision Statement

**Vision B4:** Implement approaches delineated in the RUDAT\* plan.

- \* Regional/Urban Design Assistance Team Report prepared for Morro Bay in August 1997, and adopted in October 1997. RUDAT is a grassroots approach to community development issues. The program combines local resources with the expertise of a multi-disciplinary team of nationally recognized professionals to identify ways to encourage desirable change in a community. The team conducts an intensive four-day workshop on site and then returns within a year to advise on implementation strategies.

### Goals/Activities

**B4.1** Determine which RUDAT programs can be budgeted, developed and implemented, and set priorities.

### Priority - 3

### Vision Statement

**Vision B5:** Encourage establishment of an emergency medical facility.

### Priority - 3

### Vision Statement

**Vision B6:** Assure that all public buildings in the community meet current structural standards.

### Goals/Activities

**B6.1** Low-interest loans and/or grants for retrofitting.

**B6.2** Develop an Earthquake Retrofit Program to assist Downtown property owners in meeting seismic safety standards and encourage preservation of existing Old Town structures.

### Priority - 3

# 2020



# VISION

## CITY FACILITIES AND PROGRAMS

City facilities and programs provide a framework for the City of Morro Bay. First priority is given to establishing funding for City departments dedicated to preserving community health and safety. Other important visions for the future of City facilities and programs are to increase city revenues, achieve balanced budgets, increase public awareness of current issues, increase community involvement, and focus on implementing this Report's goals.

### Vision Statement

**Vision C1:** Provide public safety systems that are manned, equipped and trained to respond to any emergency within accepted national and state guidelines.

### Goals/Activities

**C1.1** Establish a financial plan that will provide needed funds for Safety departments to maintain facilities and equipment at State standards.

**C1.2** Develop a capital fund for timely maintenance and replacement of equipment and facilities.

**C1.3** Develop incentives to retain employees and reduce personnel replacement and training expenses.

**C1.4** Encourage emergency response employees to reside within the City for faster response times.

### Priority – 1

# 2020



# VISION

## CITY FACILITIES AND PROGRAMS

### Vision Statement

**Vision C2:** Increase revenue to balance city budget.

### Goals/Activities

**C2.1** Pursue additional revenue opportunities.

**C2.2** Base city fees on cost and maintenance of the service.

**C2.2a** Establish fees for chronic misuse of emergency services.

**C2.2b** Balance "in-lieu of" fees toward the actual value- ie: parking, low-income housing, and water/sewer.

**C2.3** Leverage city real estate holdings to acquire open spaces for parking and other necessary uses.

**C2.4** Develop vacation rental policy and enforcement to include TOT and limitations on occupancy.

### Priority – 1

### Vision Statement

**Vision C3:** Encourage public awareness of current issues before the City to facilitate timely and increased public input.

### Goals/Activities

**C3.1** Improve City web page to more clearly define links to various departments, and access to all city publications.

**C3.2** Improve readability of all printed notices and agendas for greater understanding by the public.

**C3.3** Provide a monthly /quarterly newsletter of current issues from each department that also provides information on meetings and public comment.

### Priority – 2

# 2020



# VISION

## CITY FACILITIES AND PROGRAMS

### Vision Statement

**Vision C4:** Improve pedestrian and vehicular safety.

### Goals/Activities

**C4.1** Establish elevated concrete pads for picnic tables and trash cans in the North Rock parking lot to create breaks in the traffic flow, reduce speeding and aid in vehicle unloading.

**C4.2** Partner with all affected agencies to establish a pedestrian/bike overpass between San Jacinto and Atascadero Rd crossing State Route 1 to provide safer and more convenient routes to the High School, Teen Center, bike trail, and beach.

**C4.3** Develop a formal Parking Management Plan, including funding mechanisms, to provide adequate parking areas in all city business districts.

### Priority – 2

### Vision Statement

**Vision C5:** Focus on completion of highest priority goals, while maintaining progress on lower priority goals.

### Goals/Activities

**C5.1** Define city goals, ongoing major projects like RUDAT and Harbor development projects.

**C5.2** Provide an annual "Report Card" to the citizens to summarize progress on projects and goals.

**C5.3** Allow smaller/lower priority projects to move to community based special interest groups for research, start-up and/or completion. (ie: Public swimming pool, dog park)

### Priority – 2

# 2020



# VISION

## CITY FACILITIES AND PROGRAMS

### Vision Statement

**Vision C6:** Recognize and increase support of community resources and involvement.

### Goals/Activities

**C6.1** Develop a clearinghouse to match volunteer interests and abilities with needs of civic groups, agencies and "friends of" groups.

**C6.1a** Provide a computer and software that would provide a cross-reference of volunteer skills and interests to summary information on interest groups contact information, meeting times and current projects needing volunteer help.

**C6.1b** Establish an unpaid position as "Liaison" to assist with information to individuals, assist special interest groups with grant writing and set-up. Position could also solicit individuals, businesses, or groups to underwrite/fund additional "Adopt a Park" type programs and locations. Programs like the dog park, public pool, bike trails, walking trails could all progress with more organized resident involvement.

**C6.2** Provide ongoing recognition for outstanding volunteers and agencies through public acknowledgement and certificates.

### Priority – 3

### Vision Statement

**Vision C7:** Upgrade and maintain a modern fire/EMS system that can respond to emergencies within national and state guidelines.

### Goals/Activities

**C7.1** Two fire stations & added fire personnel.

**C7.2** Secure additional funds to assure ongoing sustainability of fire/EMS system.

**C7.3** Develop a contingency fund to repair aging infrastructure.

**C7.4** Through public-private partnerships develop affordable housing for critical EMS personnel.

**C7.5** Improve the community's access to urgent medical care facilities.

### Priority – 1

# 2020



# VISION

## CITY FACILITIES AND PROGRAMS

### Vision Statement

**Vision C8:** Upgrade and maintain a modern public water and sewer system that meets federal and state guidelines.

### Goals/Activities

- C8.1 Develop a contingency fund to repair aging infrastructure.
- C8.2 Modernize sewer treatment plant & collection lines.
- C8.3 Secure additional funds for maintenance of water/sewer system.

### Priority – 1

### Vision Statement

**Vision C9:** Upgrade and maintain the City's infrastructure including roads and city owned buildings.

### Goals/Activities

- C9.1 Develop alternate route(s) in/out of the Radcliff area.
- C9.2 Develop and publish a maintenance schedule for all city properties (roads, buildings, etc.)
- C9.3 Computerize maintenance schedule.
- C9.4 Consider subcontracting roadwork.

### Priority – 2

**2020**



**VISION**

CITY FACILITIES AND PROGRAMS

**Vision Statement**

**Vision C10:** Maintain a parks and recreation program that benefits all residents of Morro Bay.

**Goals/Activities**

**C10.1** Expand recreational opportunities for residents/guests through development of dog parks and swimming pool (based on availability of funds.)

**Priority – 3**

# 2020



# VISION

## ENVIRONMENT

The guiding vision concerning the natural environment of Morro Bay is to encourage its protection in order to leave a healthy, sustainable legacy for generations to come. Morro Bay is located on and encompasses one of the last remaining, viable estuaries on the west coast. The city is surrounded by scenic and unique State Park lands, and is adjacent to Fish and Game controlled waterways. It is important for Morro Bay to take a proactive stance to preserve these natural resources, maintain its identity as a bird sanctuary, and reduce the negative impacts of human activity on the environment.

### Vision Statement

**Vision E1:** Remain sensitive to and protective of the surrounding natural environment.

### Goals/Activities

**E1.1** Formulate and adopt an Environmental Mission Statement or Environmental Responsibility Code.

### Priority – 1

### Vision Statement

**Vision E2:** Provide optimum protection of the natural environment.

### Goals/Activities

**E2.1** Encourage sustainable building methods in the construction of publicly financed facilities and provide effective incentives for the use of these techniques in private development projects.

**E2.2** Increase the tree bio-mass within the City by strengthening policies concerning trees on public and private property.

**E2.3** Preserve, restore and enhance wetlands within City jurisdiction.

**E2.4** Promote the preservation of open space, and the protection of significant natural features and wildlife habitat.

**E2.5** Encourage the use of zero/low-emission vehicles by both the city and private residents.

# 2020



# VISION

## ENVIRONMENT

**E2.6** Assure that municipal operations and industrial/commercial enterprises meet applicable federal and state environmental standards and regulations.

**E2.7** Treat wastewater released into the environment to non-waivered state standards and use to recharge aquifers.

**E2.8** Pursue the establishment of a municipal graywater reclamation program and encourage/assist individuals who desire to establish private graywater reclamation systems.

**E2.9** Promote measure to reduce the generation of garbage by encouraging the use of recyclable containers for food and beverage and by encouraging recycling in all public areas.

**E2.10** Develop programs to educate visitors about the surrounding environment and how to care for it.

**E2.11** Adopt "Green Cities Declaration".

### Priority – 1

#### Vision Statement

**Vision E3:** Recognize the estuary as a unique natural resource and support its preservation.

#### Goals/Activities

**E3.1** Maintain a working relationship with the National Estuary Program and cooperate with agencies seeking to enact the goals of the Comprehensive Conservation & Management Plan (CCMP), which are to preserve and restore the estuary, its watershed, and wildlife within the ecosystem.

**E3.2** Review estuary monitoring practices and develop cooperative programs with county, state, and federal agencies to fund and address this issue.

### Priority – 1

# 2020



# VISION

## ENVIRONMENT

### Vision Statement

**Vision E4:** Adopt a pro-active stance with respect to environmental research and education and in coordinating with other involved agencies on environmental issues.

### Goals/Activities

**E4.1** Develop a program to ensure timely communication with City, State, National Estuary Program, and other agencies about issues related to environmental contamination in the community, as well as other initiatives that could affect environmental quality, both in the government and private sectors.

**E4.2** Maintain an awareness of best available technologies for minimizing and/or mitigating the adverse effects of municipal activities and industrial/commercial enterprises on air and water quality and encourage use of such technology, where feasible.

**E4.3** Seek out funding sources and submit grant proposals for new and ongoing environmental projects.

**E4.4** Develop and implement a community environmental education program.

### Priority – 2

### Vision Statement

**Vision E5:** To the greatest extent possible, reduce the negative impacts of human activities on the environment.

### Goals/Activities

**E5.1** Develop specific goals for the percent of solid waste that is to be recycled and continually look for ways to increase the portion of solid waste that is reclaimed.

**E5.2** Advocate a compact urban form and a Green Belt program to preserve properties adjacent to the city limits as open space through voluntary open space easements or deed restrictions, donations of land, and, where appropriate, purchase of title.

### Priority – 3

**2020**



**VISION**

ENVIRONMENT

Vision Statement

Vision E.6: Maintain the community as a bird sanctuary.

Goals/Activities

E6.1 Continue City support for the Winter Bird Festival.

E6.2 Support programs protecting peregrine falcons, snowy plovers and other local bird species.

Priority – 3

# 2020



# VISION

## HARBOR

The harbor lends picturesque character to the City and is essential for supporting fishing and attracting tourists. Maintaining a safe and healthy harbor is a top priority vision, as is maintaining economically viable commercial and sport fishing industries. The establishment of adequate vessel haul-out and boat yard facilities is also essential for the maintenance of a healthy harbor. To further encourage tourism, it is important to develop a pedestrian friendly waterfront, beautify the open space surrounding the harbor, and support use of the bay by boaters.

### Vision Statement

**Vision H1:** Maintain a safe and healthy harbor.

### Goals/Activities

**H1.1** Seek permanent federal maintenance of channel and navigable waterways.

**H1.2** Remove derelict boats in City jurisdiction. Encourage state to remove boats outside of City jurisdiction.

**H1.3** Coordinate with all agencies that have jurisdiction in the bay in order to monitor and control pollutants.

**H1.4** Obtain appropriate approval and funding for the dredging and renovation of the State Park Marina.

**H1.5** Encourage boat rental facilities to provide information on boating safety. Encourage the Coast Guard Auxiliary to provide regular boating safety courses.

### Priority – 1

# 2020



# VISION

## HARBOR

### Vision Statement

**Vision H2:** Maintain economically viable commercial and sport fishing industries in Morro Bay.

### Goals/Activities

**H2.1** Actively support state and federal legislation that benefits the fishing industry and oppose regulations that unreasonably restrict commercial and recreational fishing.

**H2.2** Encourage the development of the infrastructure necessary to adequately support the fishing industry – ice, processing, fuel, etc.

**H2.3** Increase the public's awareness of the importance of fishing to the economy of Morro Bay.

### Priority – 1

### Vision Statement

**Vision H3:** Encourage the development of tourist and/or educational activities that focus on Morro Bay's maritime history.

### Goals/Activities

**H3.1** Assist with the development of a Maritime Museum.

### Priority – 2

# 2020



# VISION

## HARBOR

### Vision Statement

**Vision H4:** Develop a pedestrian friendly waterfront that extends from Morro Rock through Morro Bay State Park.

### Goals/Activities

**H4.1** Develop a "walkway" that extends from the Rock through Morro Bay State Park.

**H4.2** Include educational information along the waterfront walkway.

### Priority – 2

### Vision Statement

**Vision H5:** Support the use of Morro Bay by recreational boaters including sport fishers.

### Goals/Activities

**H5.1** Encourage the management of sport fishing allocations through non-traditional methods that would lengthen the fishing season (i.e. punch cards, regional allocations, etc.).

**H5.2** Expand the number of small slips or moorings available for use by recreational boaters.

**H5.3** Designate areas for the "hand" launching of small boats such as canoes and kayaks.

### Priority – 2

# 2020



# VISION

## HARBOR

### Vision Statement

**Vision H6:** Improve and beautify the open space surrounding the harbor.

### Goals/Activities

**H6.1** Add trees, methods for slowing traffic, etc.

**H6.2** Develop attractive open space between Beach Street and Coleman Drive.

Priority – 3

### Vision Statement

**Vision H7:** Facilitate the establishment of an adequate vessel haul-out, boat yard and boat storage facility.

### Goals/Activities

**H7.1** Develop a public/private partnership for the maintenance and/or development of a haul-out, yard, and storage facility.

Priority – 3

# 2020



# VISION

## TOURISM

The tourist industry is Morro Bay's primary revenue/income source and contributes to the character of the community. It is essential to develop the Downtown area and the Embarcadero as attractive and memorable coastal destinations to enhance tourism. The transition between the Downtown and Embarcadero should be maintained as a pedestrian friendly, open space for both tourists and city residents. Additional attractions include providing meeting facilities and accessible information services. Morro Bay's assets, including both its small town atmosphere and its natural environmental features, should be effectively advertised to potential visitors.

### Vision Statement

**Vision T.1** – Develop the transition area between the Embarcadero and the Downtown/Old Town District as a public space so that it provides an inviting, pedestrian-friendly environment for both visitors and city residents.

### Goals/Activities

**T1.1** Future development on the Centennial Park South property will encourage enjoyment of this unique site both by Morro Bay residents and by visitors to our community, and will provide continuity between the Embarcadero and the Old Town district. Encourage access to and use of this site by providing an elevator, funicular or other mechanism to move people up and down the bluff.

**T1.2** Improve signage to encourage pedestrian traffic between the Embarcadero and the Downtown/Old Town. Install signs spanning Morro Bay Boulevard and Main Street that mark the entrances to Old Town, and more prominent signage in a coordinating style at the foot of the Centennial Stairway.

### Priority – 1

# 2020



# VISION

## TOURISM

### Vision Statement

**Vision T2:** Renovate and upgrade the Old Town District of Morro Bay to provide an attraction for visitors, as well as an inviting environment for local residents.

### Goals/Activities

**T2.1** Develop policies and planning documents that provide a clear definition of the Old Town concept, delineate the area that comprises the Old Town district, and ensure that new development and redevelopment of existing structures in this area is consistent with and contributes to the Old Town theme.

**T2.2** Make the Old Town District more inviting during the evening hours through a program of extended evening hours for retail businesses in the Old Town District on specified nights.

**T2.3** Provide adequate public restrooms and drinking fountains in the Old Town District.

**T2.4** Provide attractive, safe, and durable street furniture that coordinates with lighting fixtures and complements the Old Town theme.

**T2.5** Develop sidewalks and pedestrian access ways in the Old Town District that are attractive, interesting in appearance and configuration, and further the Old Town theme.

**T2.6** Enhance and enlarge the Old Town District by the creation of a "Cottage Lane" shopping area that uses preserved original Morro Bay residences, moved to a central location, as retail business area.

**T2.7** Improve appearance of tourist/visitor areas by working with Morro Bay Beautiful and other groups.

### Priority – 1

# 2020



# VISION

## TOURISM

### Vision Statement

**Vision T3:** Maintain and improve the harbor front as an attractive area for visitors, while continuing to present a unique blend of visitor-serving and commercial fishing enterprises.

### Goals/Activities

**T3.1** Encourage development that is consistent in scale and design with existing uses, with the small-town character of Morro Bay, and with protection and enhancement of coastal resources.

**T3.1.a** Update the City's Waterfront Master Plan. Review and reauthorize no less often than once every five years.

**T3.1.b** Support and enforce Bluff Development Standards that retain and protect natural bluff lines.

**T3.2** Prioritize future development to visitor-serving and coastal-dependent commercial uses.

**T3.3** Enhance public areas and parking facilities to make them more appealing to visitors and residents alike.

**T3.4** Make the harbor front a more pedestrian-friendly environment.

**T3.4.a** Widen the sidewalks to ensure a safe passageway for pedestrians and to allow for placement of benches, planters, and other public amenities. Resurface or accent the sidewalks to upgrade appearance and contribute to the character of the area.

**T3.4.b** Provide a continuous, coordinated, and adequate lateral pedestrian bay access between Tidelands Park and Morro Rock.

**T3.5** Reduce traffic congestion on the Embarcadero and reduce dependence on the automobile as a transportation mode.

**T3.5.a** Provide a dedicated bicycle path, separate from automobile traffic lanes.

**T3.5.b** Develop a pedestrian and bicycle access way connecting the Embarcadero with Atascadero Road. No access, however, will be provided for motor vehicles, other than for emergency vehicles.

**T3.5.c** Convert existing on-street parking on the Embarcadero between Marina Street and Harbor Street (including street ends) to uses more appropriate to the setting, while protecting existing views of the harbor.

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# VISION

## TOURISM

**T3.6** Develop a Parking Management Program that ensures an adequate supply of automobile parking adjacent to the harbor front and ensures that sufficient revenues are set aside to fund the acquisition of needed properties and construction of required parking facilities. Provide public transit and handicapped access between parking areas and the Embarcadero.

**T3.7** Continue to be the homeport for vital, active, and economically sound commercial and sport fishing industries.

### Priority – 2

#### Vision Statement

**Vision T4:** Promote the City's tourist assets in an effective and fiscally responsible manner.

#### Goals/Activities

**T4.1** City spending for tourism services and promotion to be cost-effective and subject to on-going cost-benefits analysis.

**T4.2** Focus tourism promotion towards attracting visitors during mid-week and off-season.

**T4.3** Focus tourism promotion on attracting overnight visitors and increasing their length of stay.

**T4.4** Develop additional recreational opportunities for families and promote Morro Bay as a family vacation destination.

**T4.5** Encourage pet-friendly accommodations and promote Morro Bay as a pet-friendly destination.

**T4.6** Develop additional opportunities for eco-tourism and continue to promote the natural environment as a primary tourist attraction.

### Priority – 2

# 2020



# VISION

## TOURISM

### Vision Statement

**Vision T5:** Expand and upgrade information services for visitors.

### Goals/Activities

**T5.1** Place state of the art information kiosks at strategic locations in the Old Town district and on the harbor front to provide visitors with information about the City and surrounding attractions.

**T5.2** Improve City entrance informational area and educate business owners about its use.

**T5.3** Install attractive and/or informative welcome signs at entry points into community (on Hwy 1 and 41.)

### Priority – 3

### Vision Statement

**Vision T6:** Provide appropriate facilities for meetings of professional and special-interest groups.

### Goals/Activities

**T6.1** Develop additional facilities for meetings and conferences of professional, social, and other special-interest groups. Possible actions to be studied may include expansion of the existing Community Center, conversion of the Morro Bay Elementary School site, and development of the City's Market Street property.

### Priority – 3

**2020**



**VISION**

TOURISM

**Vision Statement**

**Vision T7:** Develop a pedestrian friendly community through the expansion of walk & bikeways in defined areas of the community.

**Goals/Activities**

T7.1 Identify areas that are in need of walk & bikeways and develop a plan to develop them.

**Priority – 2**

**2020**



**VISION**

*This report was prepared by the 2020 Vision Committee*

The committee was a diverse group of citizens who volunteered and were selected to represent the following interests in Morro Bay:

Builder/Developer: **Dan Reddell** – Owner/broker Bayshore Realty

Environmental: **Mandy Davis** – Member of Morro Bay Harbor Advisory Board\*, wildlife rehabilitator and environmentalist

Fishing Industry: **Kathy Phipps** – Member of Morro Bay Commercial Fisherman's Association

Homeowners: **Bob Tefft, M.D.** – Morro Bay Planning Commissioner\*, member of SLO County Airport Land Use Commission

Motel/Restaurant: **Betty Wenger** – Owner of Pleasant Inn Motel

Renter: **Robbyn Smith** – Morro Bay Police Dept. Dispatcher

Resident at Large: **Gary Ream** – Former Morro Bay Planning Commissioner, organizer of Celebrate Morro Bay Parade

Senior: **Keith Taylor** – Co-founder of Friends of the Morro Bay Fire Dept.

Small Business: **Yolanda Hill** – Corporate Strategic Planner

Student: **Jessica Bream** – Morro Bay High School Student

**2020**



**VISION**

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*Special thanks to:*

Facilitator: **Bud Zeuschner**

Secretary: **Nora Pena Klenner**

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\* These appointments were made subsequent to serving on the 2020 Vision Committee.