



MORRO BAY Citizens' Beautification & Heritage Committee

The mission of the Citizens' Beautification & Heritage Committee is to facilitate the efforts of volunteer organizations and the City of Morro Bay (CMB) to enhance the quality of life of Morro Bay's residents and visitors through the creation of welcoming spaces and the preservation of our city's heritage.

2017-18 Unmet Beautification and Heritage Preservation Needs: Priority Needs

Public Art

- 1.) Request of city staff to investigate options of assessing contractors of municipal-construction projects 1% of the bid amount to a fund for public-art projects. **2017-18 Funding Need:** City staff time.
- 2.) Request of city staff to develop, with public input, a public-art master plan that includes an inventory of all current public art and a plan for maintenance and conservation of existing art. **2017-18 Funding Need:** City staff time.

Parks

- 1.) Request of city staff to determine the extent to which existing adopt-a-park agreements are still valid and to review the language of these agreements for the applicability of current liability and safety regulations, scope of work and the expectations of the parties involved. **2017-18 Funding Need:** City staff time.
- 2.) Request of city staff to conduct an inventory and needs assessment for the repair and replacement of equipment and fixtures in public restrooms, public showers and related signage and to publicly report the outcomes. **2017-18 Funding Need:** City staff time.
- 3.) Request of city staff to formally establish a city park in honor of Franklin Riley at the proposed location. **2017-18 Funding Need:** City staff time.

Heritage Preservation

- 1.) Request of city staff to develop and draft a historic-building recognition and preservation ordinance. **2017-18 Funding Need:** City staff time.

Overall Impression and Tidiness

- 1.) Request of city staff to request proposals for the development of graphic design standards for signage purchased by CMB in order to convey Morro Bay's identity and ensure a consistent presentation of that identity across all forms of directional and informational signage purchased by CMB. **2017-18 Funding Need:** Contract for design services.
- 2.) Request of city staff to coordinate a no-smoking in public places campaign with San Luis Obispo County Tobacco Control Program to help enforce existing municipal-code smoking restrictions and address cigarette-butt litter pollution. **Coalition partners:** Morro Bay National Estuary Program and Morro Bay Art Association (proposed for a school-based art contest to design campaign posters). **CMB role:** Reach out to San Luis Obispo County Tobacco Control Program to determine what resources are available to design and conduct a no-smoking campaign. Consider participating in National "Kick Butts Day 2017," www.kickbuttsday.org. **2017-18 Funding Need:** Funding, possibly from the Tobacco Control Program, to fund the production of campaign posters and to make media advertising buys, etc.

Landscaped Areas

- 1.) Request of city staff to manage the process of constructing a Peace Garden in place of the front landscaping at the Veterans' Hall, including request for design proposals that include specification of plant and hardscape materials and a reliable budgeted cost. **2017-18 Funding Need:** City staff time for preparation of RFP, pre-installation removal of lawn and ornamental plants, and installation of appropriate irrigation and hardscape (per the winning design). Volunteer groups could install the plants. A budget for materials and any contracted labor would need to be proposed and approved.
- 2.) Request of city staff to manage the process of constructing a view deck at the western end of Surf Street and a new stairway connection to Front Street in order to correct unsafe conditions at those locations. **2017-18 Funding Need:** A budget for the project would need to be proposed and approved.
- 3.) Request of city staff to coordinate with San Luis Coastal Unified School District the process of constructing a welcoming space between the dirt parking lot and the western driveway for the high school. This area eventually will be the entrance area to the community swimming pool. The principal of the high school is interested in a partnership with the City of Morro Bay to design and complete the project. **2017-18 Funding Need:** City staff time.

Urban Forestry

- 1.) Request of city staff to improve the existing interactive online walking tour of heritage trees by increasing access to the tour as a smart-phone application that can be publicized to visitors and residents. **2017-18 Funding Need:** City staff time.

Environmental Efforts

- 1.) Request of city staff to consult with California State Parks on the cost of a dunes-restoration project on city property adjacent to the bike/pedestrian bridge and extending to Atascadero Road on the north and Coleman Park on the south. **2017-18 Funding Need:** City staff time.

Gateway Improvements

- 1.) Request of city staff to prepare for prospective federal “shovel ready” infrastructure funding to improve the gateways at the northern and southern boundaries of the city and to improve the appearance of the Highway One corridor from Zanzibar to the Morro Bay Boulevard exit. Other recommended improvements include a new service-organization sign with a “Welcome to Morro Bay” message and a mural at the Highway 1/41 overpass. **2017-18 Funding Need:** City staff time to develop pre-RFP information including budgets to make these projects “shovel-ready” for funding.