



# CITY OF MORRO BAY PUBLIC WORKS ADVISORY BOARD A G E N D A

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The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.

**Joint Public Works Advisory Board and  
Recreation and Parks Commission Meeting  
Thursday, August 29, 2013  
Veteran's Memorial Building - 5:00 P.M.  
209 Surf Street, Morro Bay, CA**

ESTABLISH QUORUM AND CALL TO ORDER  
MOMENT OF SILENCE / PLEDGE OF ALLEGIANCE  
ANNOUNCEMENTS / PRESENTATIONS

#### PUBLIC COMMENT PERIOD

Members of the audience wishing to address the Board on City business matters other than scheduled items may do so at this time. To increase the effectiveness of the Public Comment Period, the following rules shall be followed:

- When recognized by the Chair, please come forward to the podium and state your name and address for the record. Board meetings are audio and video recorded and this information is voluntary and desired for the preparation of minutes.
- Comments are to be limited to three minutes.
- All remarks shall be addressed to the Board, as a whole, and not to any individual member thereof.
- The Board respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, commission and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the Board to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Your participation in Board meetings is welcome and your courtesy will be appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Public Services' Administrative Technician at (805) 772-6291. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

#### I. JOINT MEETING DISCUSSION ITEMS

- A. Discussion and Recommendations for future Citywide Directional/Way finding Signage (Woods)
- B. Discussion and Recommendations for Three Proposed Concept Plans for Improvements to Centennial Staircase (Livick)

II. ADJOURNMENT - This meeting will adjourn to the regularly scheduled Public Works Advisory Board Meeting.

This agenda is subject to amendment up to 72 hours prior to the date and time set for the meeting. Please refer to the agenda posted at the Public Services Department, 955 Shasta Avenue, for any revisions or call the department at 772-6291 for further information.

Materials related to an item on this Agenda are available for public inspection during normal business hours in the Public Services Department, at Mill's/ASAP, 495 Morro Bay Boulevard, or the Morro Bay Library, 695 Harbor, Morro Bay, CA 93442, or online at [www.morro-bay.ca.us/pwab](http://www.morro-bay.ca.us/pwab) . Materials related to an item on this Agenda submitted to the Board after publication of the Agenda packet are available for inspection at the Public Services Department during normal business hours or at the scheduled meeting.



AGENDA NO: I-A

MEETING DATE: 8/29/2013

## Staff Report

**TO:** Recreation and Parks Commission      **DATE:** 8/29/2013  
Public Works Advisory Board

**FROM:** Joe Woods, Recreation and Parks Director

**SUBJECT:** Discussion and Recommendations for Future Citywide  
Direction/Way-Finding Signage

### **RECOMMENDATION:**

Recreation and Parks Commission and Public Works Advisory Board review and discuss guidelines for future City wide direction/way-finding signage and forward those recommendations to City Council.

### **FISCAL IMPACT:**

This report has no direct fiscal impact, other than staff time and resources developing and presenting public reports on the topic. Additional signs or changes to current sign design have not been budgeted and should the advisory boards recommend additional signs, and City Council approves, then funding would need to be determined.

### **BACKGROUND:**

At the regular meeting of City Council on April 9, 2013, Mayor Irons indicated interest in review of the City entrance signs, the necessity of additional entrance signs, a review of the way-finding signs, and the potential to add the City's 50th anniversary logo to signage. Mayor Irons received support for this issue to come back to the City Council as a staff report as well as support for a review of signage for the visitor center. At the regular meeting of City Council on June 25, 2013, Council discussed the City's way-finding signage inventory and status of the signage improvement efforts. (Staff report attached) Council made no formal action on these items, however they did direct staff to present the items to the Recreation and Parks Commission and the Public Works Advisory Board for review and recommendations.

Prepared By: JMW

Dept Review: JMW

## **DISCUSSION:**

The City currently has way-finding signage as well as marketing signage and City Council has requested the advisory boards review the current inventory and provide recommendations for future plans.

**Way-Finding Signs** - the City has agreed on the design and has installed these signs to be visible to vehicular traffic at both the south and north gateways to Morro Bay. The way-finding signs target large points of interests and provide single graphic directions (i.e. a directional arrow). Is the use of these way-finding signs appropriate and should we continue to maintain these signs?

**City Entrance Signage** – the City currently has two entrance signs to welcome visitors to town. Each welcome sign has an area to insert event information. These event panels are slid into place as event dates are approaching. Displayed events are generally large scale events open to the public with community benefit. These event panel signs are a good marketing outlet for community events, and the interest from event holders has increased in the recent years. Are the event panel signs in a good location? Should we continue the use of the event panel signs to market special events?

**General Directional Signs** - a variety of signs can be found when traveling through various parts of Morro Bay, some signs state “Old town”, others state “Downtown”, and still other signs don't mention a town at all. Is there a desire to find some uniformity with these general directional signs? If a standard sign design is recommended, then would the design be tailored after the current way-finding signs or something new?

These general directional signs provide information to both vehicular and pedestrian traffic. They include points of interest, directions to City services, locations of public buildings, State Parks and even public restrooms. If the City was to improve on these signs what would the criteria be for inclusion? Would these directional signs only include City of Morro Bay services or would they include all points of interest found within the City regardless of owner?

### **Street Banners -**

Currently, the street banners are displayed along the Embarcadero, Morro Bay Boulevard and Central/North Main Street. Some of these banners display general marketing for the City of Morro Bay (i.e. Enjoy, Season Greetings, Shop Eat Play, Relax...), and others display specific event information (i.e. Winter Bird Festival, MB Harbor Festival, Fourth of July, MB Car Show...). Is the current use of the street banners appropriate? Is there additional usage of this venue worthy of discussion? Could the street banners display special event and their related sponsors information? Should a fee be charged to access this venue?

**City Park Banner** – Currently, there are two poles used to display event banners at City Park. Events which are open to the public and have a community benefit are displayed for a limited time prior to the date of the event. The banners size is suggest at 12’x4’. Staff is in the process of enhancing the banner poles and eventually progressing to replacement of the poles with flagpoles to allow ease of banner display. Is the banner display at City Park working? Does the idea of having two banners displayed at once create a problem? Should there be a fee associated with this marketing outlet?

**CONCLUSION:**

Signage is an important part of any location, whether the signs are providing direction to a point of interest or service, or providing a marketing outlet. Signs are more effective when the purpose is clear and easy to understand. When signs are consistent then a form of branding starts to take place and the reader can associate the sign with an experience or expectation. The signs in Morro Bay are important and will contribute to the long term continued success of our community.

**Attachments:**

**City Council staff report dated 6/25/2013 – Update and Identify the City’s Way-Finding Signage Inventory and Status of Signage Improvement Efforts**



<b>AGENDA NO:</b>	<b>D-2</b>
<b>MEETING DATE:</b>	<b>06/25/2013</b>

## Staff Report

**TO:** Honorable Mayor and City Council Members      **DATE:** June 18, 2013

**FROM:** Andrea K. Lueker, City Manager  
Rob Livick, Public Services Director  
Joseph M. Woods, Recreation and Parks Director

**SUBJECT:** Update and Identify the City's Way-Finding Signage Inventory and Status of Signage Improvement Efforts

### RECOMMENDATION

Staff recommends the City Council receive this report regarding the status of the following signage issues: directional signage for the Visitor's Center within the City; update from Caltrans regarding signage from Highway 1 to the Visitors Center; and, an update regarding the signage from the State Park(s) to the Visitors Center.

Staff further recommends the City Council review the inventory of City Entrance Signs and Way-Finding signs and provide staff direction for changes, increases or decreases as they see fit.

### ALTERNATIVES

1. Review the staff report and make no changes to the signage inventory.
2. Recommend changes to the City Entrance Signs and/or Way Finding sign inventory.
3. Recommend this item be forwarded to the Recreation and Parks Commission and the Public Works Advisory Board for recommendations.

### FISCAL IMPACT

Additional City Entrance signs and/or Way Finding signs have not been budgeted and should the City Council direct staff to pursue additional signs, funding would need to be determined.

### BACKGROUND

This item came forth as a result of two separate, but related issues. After the Visitors Center was relocated from the Embarcadero to Morro Bay Blvd., it became apparent that signage was necessary so that visitors could locate the facility. In addition, at the April 9, 2013 City Council meeting, Mayor Irons indicated interest in a review of the City Entrance signs, the necessity of additional

<b>Prepared By:</b> _____	<b>Dept Review:</b> _____
<b>City Manager Review:</b> _____	
<b>City Attorney Review:</b> _____	

Entrance signs, a review of the Way Finding signs as well as the potential to add the City's 50<sup>th</sup> Anniversary Logo to signage. The Mayor received support for this issue to come back to the City Council as a staff report, as well as support of a review of signage for the Visitors Center.

## DISCUSSION

**Visitor's Center Signage** – upon relocation of the Visitors Center and the hiring of the Director of Tourism, there became a concerted effort to provide additional signage to the Visitors Center. Director of Tourism, Ms. Moss and City Staff took two separate “field trips” to determine what efforts could be made within the City of Morro Bay's jurisdiction to provide directional signage to the Visitors Center. The results of those field trips and further discussion provided the following:

1. On the City Entrance Sign that includes a slide-in board for event announcements on Westbound Highway 41, the bottom two brackets now advertise the following: **Morro Bay Visitors Center, Take Morro Bay Blvd. Exit**. This same information has been added to the City Entrance sign on Southbound Highway 1. On Northbound Highway 1, Morro Bay is prominently featured on a billboard, with directions to “Exit Morro Bay Blvd”. Once visitors are on Morro Bay Blvd., they will be directed to the Visitors Center by several banners placed on strategic banner poles guiding them to the Visitors Center. Note the banners have been ordered, and received and are expected to be put in place as soon as the appropriate mounting brackets are received.

The City contacted Caltrans in an attempt to be able to have directional signage placed in the Caltrans right of way on existing signage that directs traffic into Morro Bay. After talking to the appropriate department, the City has learned that the Morro Bay Blvd. Visitors Center does not meet the criteria that Caltrans has established to install such signage. Per Caltrans and the California Manual on Uniform Traffic Control Devices Section 2I.08 the following is required for an on freeway "Tourist Information" signs:

1. Facilities should be within 0.5 mile of the highway and have reasonably direct access from, and return to, the highway.
2. Facilities should provide lighting, telephone and information on a 24-hour basis and cover the entire area served.
3. Information should include area and regional maps, and 24-hour service information including, but not limited to medical, police, fire, restrooms, auto repair service and fuel.
4. Outside maps and displays must be provided at all manned centers for use during periods when the facility is not manned.

Based on a conversation with Ms. Moss, the Morro Bay Visitors Center facility, at this time, does not meet the requirements specified as far as signage, telephone, 24-hour info, etc.

There was also discussion regarding signage in the State Park campground(s) to direct visitors to the Visitors Center. City staff identified the contact person in the State Parks system and forwarded that

information to Ms. Moss for her to continue with those efforts.

**City Entrance Signage Inventory** – the City has Entrance Signs at both Westbound Highway 41 and Southbound Highway 1 which feature slots for public events to be noticed as well as information about the Visitors Center (as mentioned above). The City also has a newer type of Entrance Sign and those are located on Northbound South Bay Blvd. and Northbound Highway 1. There is also an Entrance Sign on private property at the Mobile Gas Station near the Round a Bout at Morro Bay Blvd. and Quintana.

Also in regard to the City's Entrance Signs, there have been several discussions regarding the installment of the City's 50<sup>th</sup> Anniversary Logo on the City Entrance Signs. Staff is prepared to work with the City's 50<sup>th</sup> Anniversary committee on installing the logo as soon as it has been created.

**Way Finding Signage** – several years ago, the Public Services Department was instrumental in receiving grant funds for Way Finding signage in and around the City of Morro Bay. There were several public hearings/meetings held to determine the installation locations, wording for these signs and logos. The signs were installed and have been very popular. Approximately 3 years after installation, many of these signs had significantly weathered and faded. City staff contacted the sign producer and was successful in getting most of the signs replaced with new, original color signs.

**1980's Way Finding Signs** – in the late-1980's the Recreation and Parks Director at that time, had some Way Finding signs installed along Main Street and on the Embarcadero. Those signs, which had become extremely faded and worn, were refurbished a few years ago by City staff and reinstalled.

**Other Way Finding Signs** – there are several other varied signs in Morro Bay that point out facilities and locations and a sampling of those are included on the attached photos.

### **CONCLUSION**

The City has some consistency with its signage, both in terms of Entrance Signs and Way Finding signs. Should the City Council determine that significant changes or enhancements need be made to the signage; staff recommends this item be presented to the Recreation and Parks Commission and Public Works Advisory Board for their input and recommendations.

Highway 41/EB



City Park



Main St.



Main/Highway 41



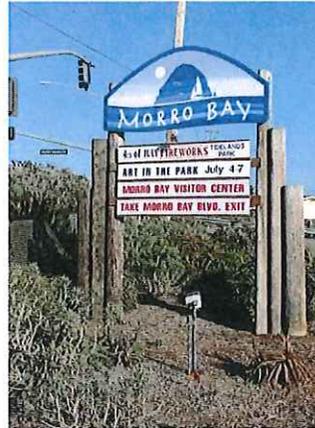
Main/San Jacinto



Main/Yerba Buena



Highway 1/SB



1980's Finding Signage



1980's Finding Signage



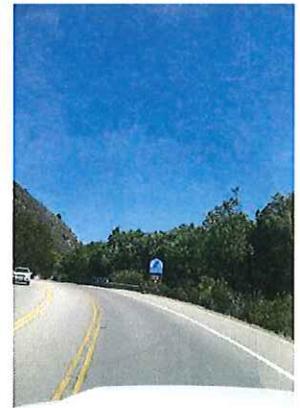
1980's Signage-Embarcadero



Main Street near State Park



Entrance Signage South Bay Blvd/NB



South Bay Blvd/Quintana



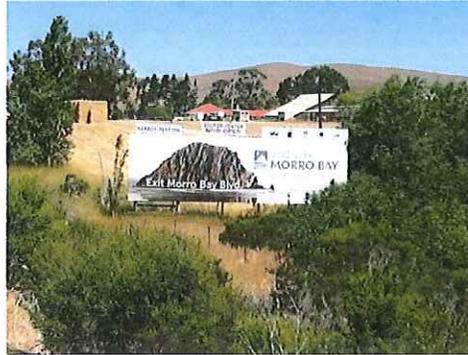
Entrance Signage Highway 1/NB



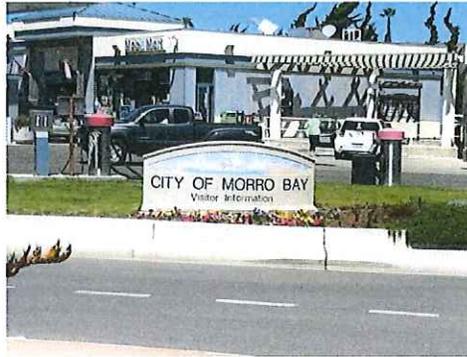
Other Way Finding Signage



Bill Board Highway 1/NB



Entrance Signage Private Property Morro Bay Blvd/Quintana



Other Way Finding Signage



Other Way Finding Signage



Other Way Finding Signage



~~Councilmember Smukler feels it's important to go out for RFP as it still gives the Tylers the opportunity to participate. For us to have a viable project in 2018, we need ensure we move forward. We need to be explicit that revenue production/rents to the Harbor fund isn't a top priority. We should also be in discussion of what form of accreditation or standard of care would be involved in the next step of an aquarium/marine education center.~~

~~Councilmember Leage stated that since the Tylers have an established business, they have a better chance of getting something completed by 2018. If we go out for an RFP, we will be lucky to have something completed by 2030.~~

~~Mayor Irons believes the RFP will allow the Tylers to be successful as the 6-9 months that this RFP process will take, is the amount of time it would take to put together a proposal. This will also allow the City the opportunity to see what the options out there are. Mayor Irons provided a synopsis of the details they hope to see in a proposal: that the RFP stipulates an aquarium/marine education center, provides a financial plan, establishes a turnaround time, and provides an accreditation component.~~

~~MOTION: Mayor Irons moved to approve Alternate B, sending the lease site out to RFP with specific direction that directs that the RFP is for a marine education center/aquarium, accredited facility, provide a financial plan to ensure success, and turnaround time to deliver the product. The motion was seconded by Councilmember Smukler and carried 3-2 with Councilmembers Nancy Johnson and Leage voting no.~~

**D-2 UPDATE AND IDENTIFY THE CITY'S WAY-FINDING SIGNAGE INVENTORY AND STATUS OF SIGNAGE IMPROVEMENT EFFORTS; (ADMINISTRATION/PUBLIC SERVICES/RECREATION & PARKS)**

City Manager presented the staff report.

Mayor Irons opened up the public comment period for Item D-2.

Lucille Craig stated that we need more directional signage to the beaches.

The public comment period for Item D-2 was closed.

All Councilmembers thanked staff for putting this together.

Councilmember Christine Johnson stated that with the new Director of Tourism and new Visitors Center there has been a lot of discussion of business owners and the Tourism Business members of how to get people into town. The Economic Development Committee did discuss signs at one of their prior meetings.

Councilmember Smukler feels it is good we are moving forward with directional signage to the Visitors Center, he feels we should continue our work with the Economic Development Program to identify other key areas that they could bring back recommendations for our updates. He also thinks we need to research and find a way to get signage advertising Beach Access Points.

Councilmember Nancy Johnson would like to see increased use of banners in the banner poles. Mayor Irons stated he would like to see this move forward to the Public Works Advisory Board, maybe even with a workshop that would include our Economic Development group covering directional signage. He would also like to see us come up with a design guideline for what our signs are going to look like to include way signage. He would like to see the event signage at City Park included in the discussion and public input.

Councilmember Nancy Johnson wonders how we can clarify how events get scheduled on the banners and incoming City signs/billboards. Event signage is an important part of this issue that we want to forward. She supports this going to the PWAB with some of these comments we have.

Councilmember Christine Johnson wanted to suggest a roadtrip to collect photos of signs from here to Cambria in an effort to find out how many brown beach access signs there are that we can use in our talks with CalTrans.

There was no action taken on this item.

~~E. COUNCIL DECLARATION OF FUTURE AGENDA ITEMS~~

~~Councilmember Christine Johnson requested discussion of naming a City Council liaison each year to the North Point and Cloisters Assessment Districts; Mayor Irons and Councilmember Smukler concurred.~~

~~Mayor Irons requested to bring back the concept of Aid to Agencies for discussion prior to the next budget process; Councilmembers Christine Johnson and Smukler concurred.~~

~~Mayor Irons requested a discussion of the current Compact Infill Ordinance; Councilmembers Christine Johnson and Smukler concurred.~~

~~Councilmember Leage requested a status update on Parking on Central Embarcadero; Mayor Irons and Councilmember Nancy Johnson concurred.~~

ADJOURNMENT

The meeting adjourned at 10:26pm.

Recorded by:

Jamie Boucher  
City Clerk



AGENDA NO: I-B

MEETING DATE: August 29, 2013

## Staff Report

**TO:** Public Works Advisory Board                      **DATE:** August 26, 2013  
Recreation and Parks Commission

**FROM:** Rob Livick, PE/PLS – Director/City Engineer

**SUBJECT:** Discussion and Recommendations for Three Proposed Concept Plans for  
Improvements to Centennial Staircase

### **RECOMMENDATION**

The Public Works Advisory Board and the Recreation and Parks Commission review the three options and provide any recommendations to City Council.

### **FISCAL IMPACT**

No direct fiscal impact at this time as staff time only is being expended.

### **DISCUSSION**

As a condition of the sale and Lot Line Adjustment for the property located at 781 Market Avenue the Agreement stated, in part:

*In consideration of the lot-line adjustment and the approximate additional 3000 square footage that will added to the property at 781 Market Street, the Buyer agrees to design, engineer, and install, prior to May 1, 2011, a Lift Station to provide access to the Embarcadero and Market Street. The Lift Station design shall be approved by the City and shall be located on the west side of the building next to the centennial staircase. The Lift Station shall be open to the public to obtain access from and to the Embarcadero and Market Street and be capable of carrying a minimum of at least 6 individuals. Buyer and Seller agree to negotiate and execute an operations and maintenance agreement for the Lift Station.*

On June 11, 2013 this subject was discussed by City Council and was directed that the City's Recreation and Parks Commission along with the Public Works Advisory Board review the concepts presented and provide any recommendations to City Council.

The first design (Exhibit A from the June 11, 2013 staff report) is for a funicular or inclined elevator, which is a cable attached to tram-like vehicle on rails that moves people up and down a slope. The second design (Exhibit B) is for a more traditional elevator. The third design is also for a traditional

Prepared By: RL

Dept Review: RL

elevator that would satisfy the requirements of the agreement. Both designs A and B greatly exceed the costs of the concept shown in Exhibit C. Exhibits labeled “Alternate 3” (Attachment 2) are a further refinement of the concept shown in Exhibit C and utilizes the existing stairwell system and will provide the required vertical circulation and disabled access for the site and adjacent building.

In addition, the architect has prepared a concept elevation as an upgrade to the basic elevator tower, "Alternate Tower Elevation". The tower design was based on the concept of the elevator tower as a conceptual light house with a glass elevator allowing views to the rock. The additional architecture and glass elevator and glazing would run about an additional estimated \$100,000. That is a broad estimate that could be refined.

In addition to the conceptual plans for improvements to the Centennial Stairway, the architect for the property owner has prepared very preliminary (parametric level) cost estimates for the construction of the improvements. The construction only costs range from \$389,000 for Alternative C or 3 to \$1.2 million for a funicular or inclined elevator as shown in Exhibit A of the June 11, 2013 Staff Report. In addition to the construction cost there would be fees for design, survey, environmental review, and permitting and contract administration. These costs would likely add at least 25 to 30-percent to the cost of the project.

### **CONCLUSION**

The Recreation and Parks Commission along with the Public Works Advisory Board should review and discuss the Concept Plans for Improvements to Centennial Staircase and provide any recommendations to the City Council.

### **ATTACHMENTS**

1. June 11, 2013 Staff Report to City Council
2. Alternative 3 Exhibits



AGENDA NO: C-1

Meeting Date: June 11, 2013

# Staff Report

TO: Honorable Mayor and City Council

DATE: June 4, 2013

FROM: Robert Schultz, City Attorney

SUBJECT: Review of Three Proposed Concept Plans for Improvements to Centennial Staircase

## RECOMMENDATION

Staff recommends that City Council review and discuss the three different Concept Plans for Improvements to Centennial Staircase and direct Staff to schedule this item for review at the Recreation and Parks Commission and the Planning Commission and return to the City Council with their recommendations.

## ALTERNATIVES

1. Review proposed concept plans, schedule this item for review at Recreation and Parks Commission and Planning Commission.
2. Review proposed concept plans, make a recommendation and send to Planning Commission.
3. Reject proposed designs.

## BACKGROUND

The City purchased two abutting parcels of land in June 2003. One was the former trailer park at 714 Embarcadero and the other was known as the Hungry Tiger property at 781 Market Avenue (also formerly Anthony's and Brannigan's). The former trailer park is currently used as a public parking lot and the Hungry Tiger property sat vacant for several years as result of an inability to attract an investor interested in a Hotel/Conference Center Public/Private Partnership.

In 2009, the City Council decided to sell the property at 781 Market Street to George Salwasser. After the sale, Mr. Salwasser made major improvements to the vacant building and it is now a restaurant and wine bar. As part of the Purchase and Sales Agreement, the City negotiated for Mr. Salwasser to pay the costs to design, engineer, and install a lift station to improve access between the Embarcadero and Market Street.

In November 2012, the City Council reviewed two Concept Plans attached as Exhibit A and B. One design was for a funicular, the other a traditional elevator. After deliberating, Mayor Yates

Prepared By: \_\_\_\_\_

Dept Review: \_\_\_\_\_

City Manager Review: \_\_\_\_\_

City Attorney Review: \_\_\_\_\_

moved for support of the funicular, directed Staff to communicate the Council's decision to Mr. Salwasser and send the project directly to the Planning Commission. The motion was seconded by Councilmember Leage and passed unanimously 5-0.

After the Council Meeting, staff communicated with Mr. Salwasser regarding moving forward with the funicular. Mr. Salwasser stated that his position was that the City was welcome to put in a funicular but according to his interpretation of the Agreement he was only responsible to pay for a lift station, and that the added cost to install the funicular would have to be borne by the City. Staff requested cost estimates from Mr. Salwasser for both proposed designs, as well as the cost and plans for the installation of a lift station that would comply with the sales agreement. In response to that request, Mr. Salwasser has submitted a design of an elevator shown as Exhibit C for a cost of \$325,000. Cost estimates for Exhibits A & B have not been provided.

### **DISCUSSION**

Mr. Salwasser has submitted three different designs for the installation of a lift station where the Centennial Staircase currently exists. The first design (Exhibit A) is for a funicular, which is a cable attached to tram-like vehicle on rails that moves people up and down a slope. The second design (Exhibit B) is for a more traditional elevator. The third design is also for a traditional elevator that would satisfy the requirements of the agreement. Both designs A and B greatly exceed the costs of Exhibit C. The City Council should review the plans and decide which design to move forward with, or decide to send it to various advisory bodies for their input.

### **CONCLUSION**

City Council should review and discuss the Concept Plan for Improvements to Centennial Staircase and direct Staff accordingly.



M O R R O B A Y P L A Z A  
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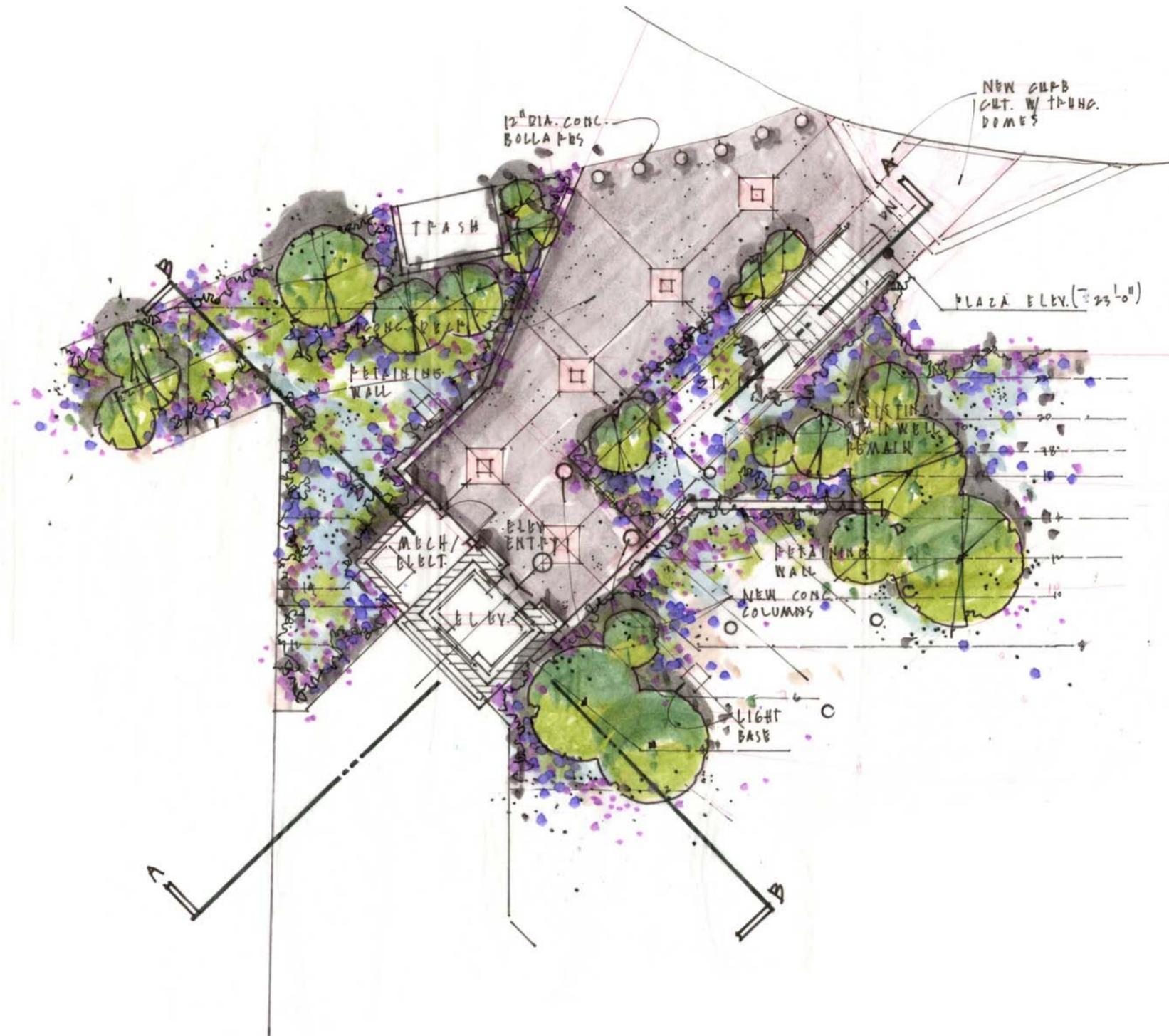




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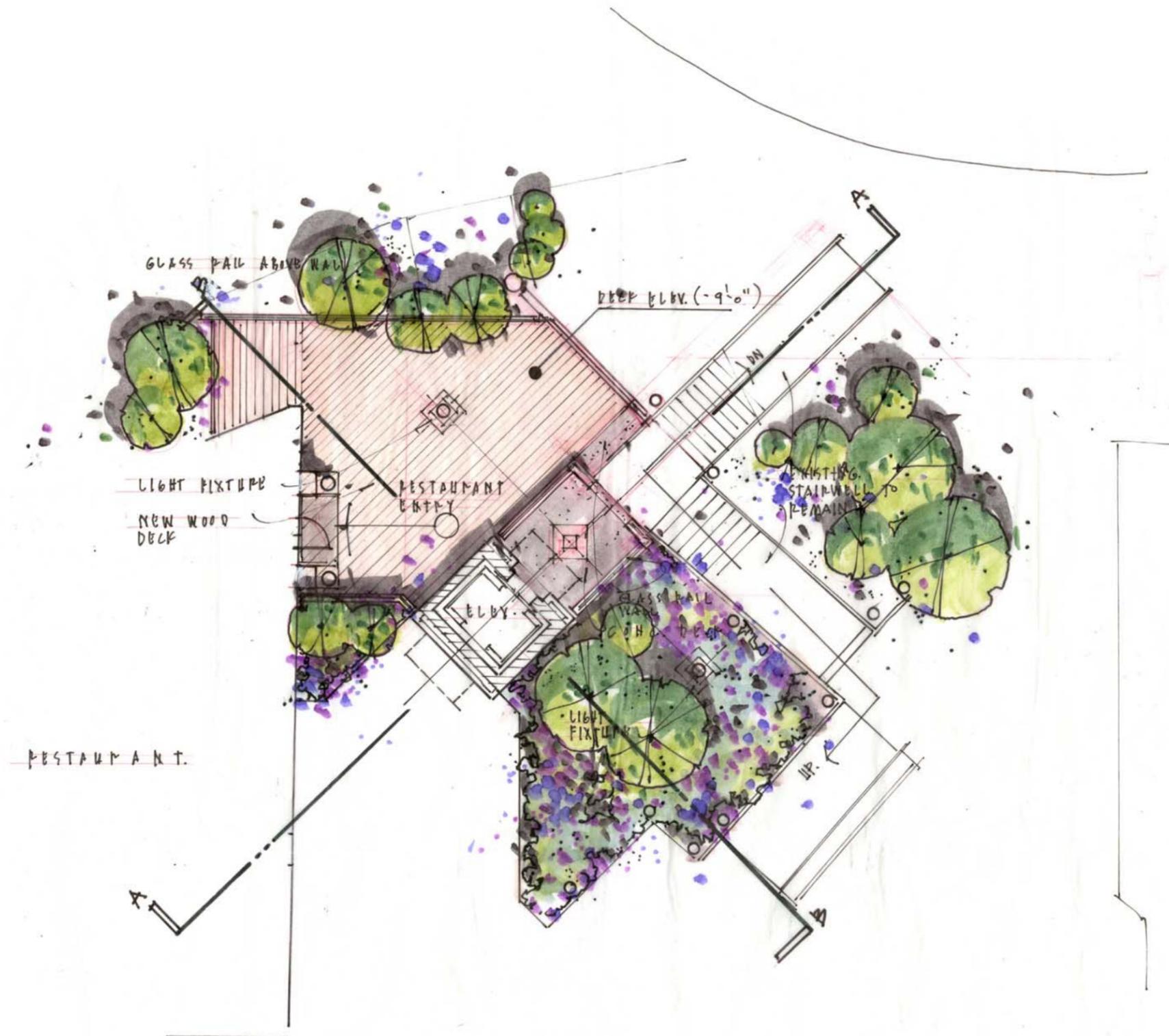
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A L T E R N A T E 3



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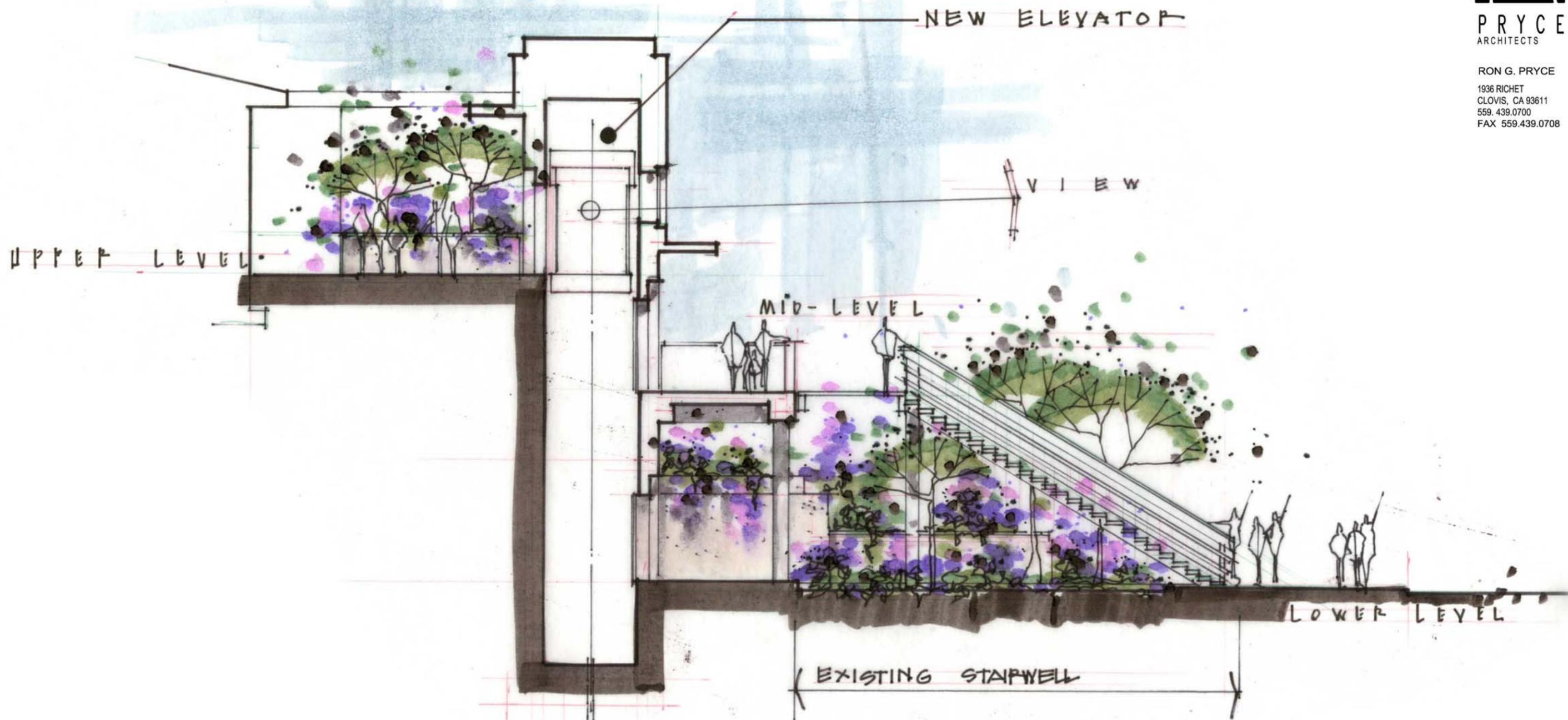
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M O R R O B A Y P L A Z A

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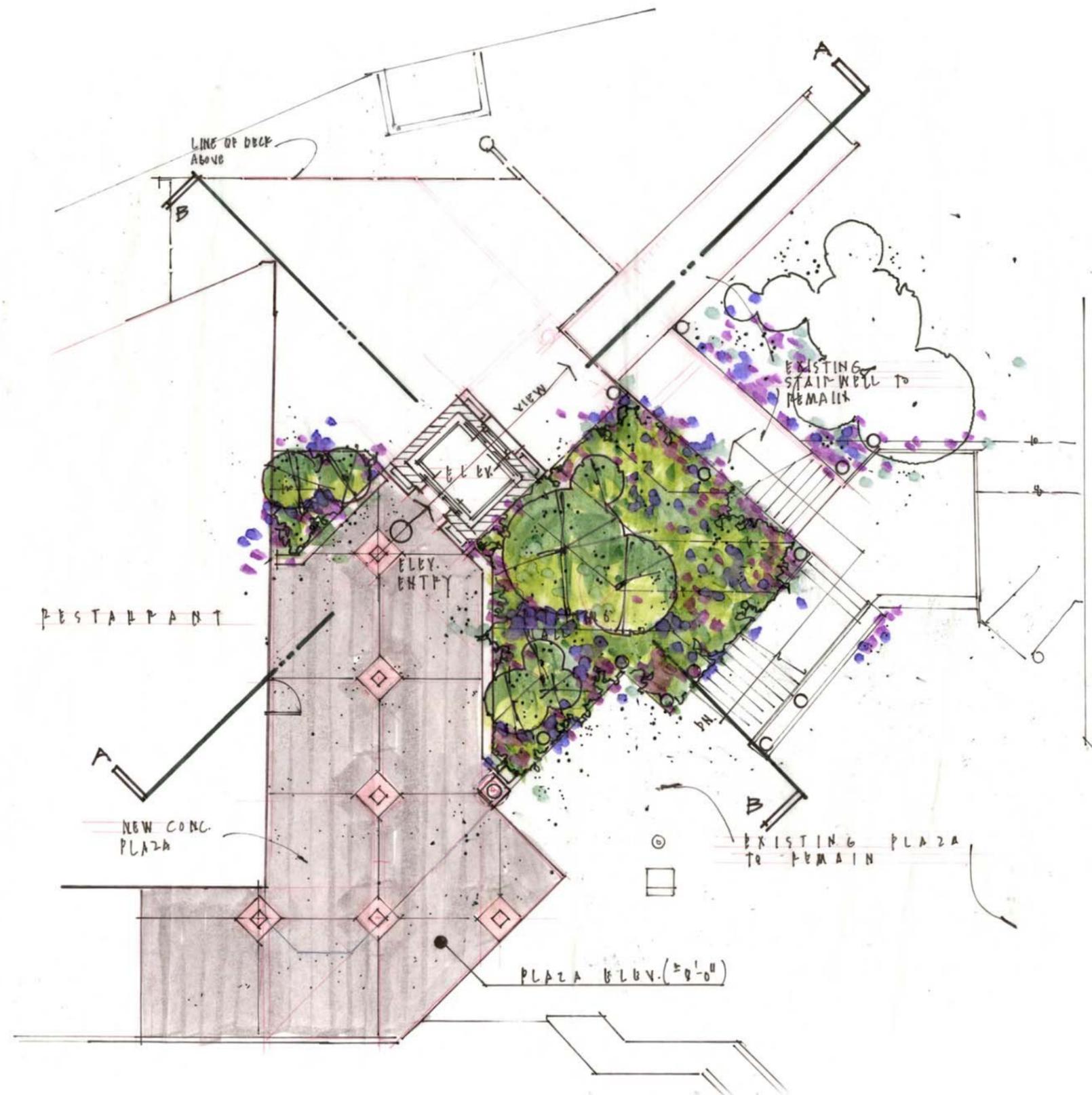


M O R R O B A Y P L A Z A  
A L T E R N A T E T O W E R C O N C E P T



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