

Agenda Correspondence

**September 13, 2016 City Council Meeting
Consent Agenda Items A-6 and A-7**

Dana Swanson

From: Bart Beckman [REDACTED]
Sent: Monday, September 12, 2016 10:41 AM
To: Dana Swanson
Cc: Council; Dave Buckingham
Subject: September 13, 2016 Agenda

RECEIVED
City of Morro Bay

SEP 12 2016

Administration

Consent Agenda Item A-6

I encourage the Council to pursue why the City still does not have a Memorandum of Understanding in place for the recommended Water Treatment Facility location. This was an afterthought update at the last meeting. No mention is made of this very critical issue in this update. The City and Council were remiss in not actively pursuing this for the Rancho Colina site.

As they say, "Fool me once, shame on you,"

Secondly, I recommend that the schedule needs to be vetted to explore options to speed up the process. There does not appear to be any public or regulatory opposition. Several in the community visited similar facilities in the Ventura area. I have been advised, that those facilities had much shorter construction schedules.

The schedule duration was questioned in the last WRFCAC meeting, but the response from the Consultant went unchallenged. The **City** has an incentive to have the facility completed as soon as possible, meaning the "Water Reclamation" part can proceed sooner.

I would be happy to volunteer to be part of an exploratory team to research options to speed up the schedule in conjunction with the WRFCAC.

Item A-7

I don't know yet what this will say. This issue came up last month and I supported the person who wished that the proceeds go to paying down the Loan on the Fire Department as she believed was the original intent. The Council response to me was this was premature; thus, I had asked that this be on the Finance Committee Agenda and now it appears that it is on the Council Agenda.

Through our Chair, I have requested that Staff present their understanding of the Coral proceeds and have this open to vetting with the Public at our next Finance Committee meeting.

Item C-3

Is this a transparent description? I think not. Suggest an English version be included for items such as this. I presume this is a good idea, so why obfuscate the issue.

Agenda Correspondence

September 13, 2016 City Council Meeting

Agenda Item C-1

Dana Swanson

From: Lynda Merrill [REDACTED]
Sent: Thursday, September 08, 2016 7:27 AM
To: Council
Subject: Heart warming that our Sea Otters will be recognized in September

RECEIVED
City of Morro Bay

SEP 8 2016

Administration

Dear Mayor Irons, Councilmembers and Staff Endersby,

Our Morro Bay Sea Otters are a special treasure. People come from all over the area, country and probably the world and are astounded to see them right in the waters of our bay. Residents and City workers spend their 'lunch hour' watching these interesting animals and some say 'this is such a tranquil spot', I come here to relax and watch the 'raft' of sea otters. Our lovely resident, Jane Bailey wrote several books about the history and life of sea otters, she cared about telling their story. She and her husband Don, have passed away, but her books are still available. It is interesting to read of the 'struggle' of these comely creatures. The dedication of the State Parks docents with their table full of interesting, informative objects is carried out to the end of the Harbor Walk, set up on many weekends, people are fascinated to see the 'stuffed' otter and how big it is and listen to the information the docents have to give. The volunteers tell stories of the sea otters and point out the 'mothers with babies on their tummies' and the care the mother gives to the baby is touching. The baby's coat needs to be kept clean and 'groomed' so that water can't penetrate the under layer of fur causing the baby to get cold. This is a constant job for these animals and you see them all grooming and snoozing among the large kelp leaves. Sometimes it is difficult to spot the babies, but now they are almost as big as the parents. With binoculars you can get a good look at them. I count 12 to 25 almost everyday when I go out to 'ottersit', and enjoy the lovely new 'otter viewing area', thank you Eric and Walter for your efforts to provide safety for people while they sit on the rocks and watch the otters. Children can be pushed in strollers with the new smooth pathway and feel protected from the cars parking in the lot. Everyone seems so happy to watch and observe the quiet activity they provide. Morro Bay has become noted as a place to come and view the sea otters.

Thank you all, sorry I don't know all who have made this 'Otter Awareness Week' possible, but please know it is heart warming for myself, my husband and friends and family to know our Council and Staff members, 'get it', that these animals are unique, need to be protected and treasured. This makes me proud and happy that I live here.

Sincere appreciation, Lynda Merrill

(please forward my message to all who have worked so hard to make this Otter Awareness Week possible)

Agenda Correspondence

September 13, 2016 City Council Meeting

Agenda Item C-2

SEP 13 2016

Administration

9/13/16
Meeting
Item c-2

Revenue comparison between proposal A and proposal B and Libertine combination.

we will be referring to land use only as we are pursuing options for water lease site of proposal B in the future. This will expedite permit process allowing us to develop a project more quickly that will start producing revenues as suggested below. Ultimately revenues generated for proposal B and libertine remodel will surpass those suggested by proposal A land and water use revenues. It is important to note that the design of proposal A is not consistent with the WMP which will inevitably reduce square footages, numbers of rooms and their ultimate final product if they are not granted the large amount of variance they are asking for. Proposal B and Libertine projects are consistent with WMP and conceptually approved by the city.

Proposal A.

22 rooms @ \$300 per/night average.
= \$6600 per/night
@ 75% occ.= 275 days.
= \$1,815,000.
TOT to city = \$181,500.

Brewery/cafe.

2400 sq/ft @\$425 per foot.
=\$1,020,000.
@ 5% average to city.
= \$51,000 to city per year.

No retail

Total to city

\$232,500.

Proposal B

19 rooms @ \$300 per/night average
= \$5700 per/night
@ 75% occ. =275 days
= \$1,567,500
TOT to city = \$156,750

Restaurants/bars/confection

4800 sq/ft @\$425 per foot
=\$2,285,000
@ 5% average to city
= \$114,250 to city per year

Retail

Under the sea and libertine shop
2200 sq/ft @ 300 per foot
=\$660,000
@ 5% to city
= \$33,000 to city per year

\$304,000

***all square foot revenues based on and supported by actual great American fish company, harbor hut, and under the sea gallery numbers from 2015.

Honorable City Council Members,

First of all I wanted to say thank you for your time being spent evaluating this RFP process. This is a very important decision for us and the future of Morro Bay and we appreciate your extra attention to the details and information of this RFP. We are suggesting more time be spent on exploring proposal B than is currently available in the staff report. We feel the team focused primarily on the benefits of one proposal combining the use of two sites vs. the benefits of one site.

- In order to fully evaluate proposal B in relation to proposal A we must use current COL of Caldwell building in conjunction with proposal B. According to our calculations(data to follow in separate email), the combination of Caldwell COL with proposal B(land only) will generate greater city revenue over proposal A(with water hotel). Proposal B and current COL has the ability to generate a higher revenue with a phased water approach in years to follow. The overall appraised value of both completed properties is parallel, ~\$9 million land and \$2 million water.
- Proposal B will go through permit process significantly faster and be city/tenant profiting earlier than other proposals.
- A larger number of jobs will be generated by proposal B with more local owner/manager level positions. More local jobs, spending more local money within the community of Morro Bay.
- The lower level of the building should be visitor serving for both tourists and locals with a concentration on family activities and fishing village attributes.
- The staff report states that similar inconsistencies with the WMP exist between both proposals. This is false. Proposal B has been reviewed by city planners, has met their suggestions for WMP requirements and has few if any new changes required.
- This combination of sites has been tried before and failed on many levels, one of which resulted in the city attorney revoked previous COL. Also current council members requested abandoning uniting sites and requested separate buildings in 2013. According to previous council members this will be more than three abandoned COL's and third attempt at trying to combine both sites for the Caldwell building.
- According to RFP, a positioning of proposals should be established. Further evaluation of each proposal should be determined using current Caldwell COL and proposal B to determine ranking.

Comparison of Proposal A vs Proposal B/Current Caldwell COL

Land

Proposal A

~15 rooms (upper level)
Brewery and Distillery

-
-
-
-
-
-
-
-
-
-

Proposal B/COL

~19 rooms(all upper level)
-Brewery and Distillery
-Clothing Boutique
-Gift and Novelty Shop
-third retail shop in Caldwell building
-Confection yogurt Store
-Sushi/Ramen station
-Fish and chips station
-Cocktail bar and lounge
-Coffee Bar and lounge
-Deli/Specialty station
-numerous public seating options

- family oriented activities/ play area
 - ecological viewing stations/water viewing platforms
 - city revenue generating public activities
 - history/ ecology placards
 - fishing village historical view station
 - public serving businesses and activities for tourists and locals
- Lit up sculpture > 3ft in view corridor
- ~6 rooms lower with no view of iconic Morro Rock
 - 6 rooms out of 19 have decks and all have windows and unobstructed views
 - Green features, roof top garden, solar, reclaimed water, gray water system

Water

- ~8 floating hotel rooms
- 4 side tie slips spaces
- Stabilizing boats will reduce number by at least two rooms
- charter boat (separate coastal proposal)
- continued research to maximize potential that does not exclude hotel room idea

Water Front Masterplan

Proposal A does not follow the major elements dictated in the WMP, a crucial part of the RFP requirements. In order to allow proposal A as initially designed, it would require a precedent setting amount of variance to get approved by coastal and/or a significant reduction in size leading to loss in stated revenue to city and owner. The project of this scale is not feasible on a number of levels for both land and water.

-Land use

There are two major issues with Proposal A that will significantly alter final project, project completion date and total revenue calculations regarding land development, which are the lateral water access and site view corridor. The concept plan has second building over water with no public walkway, altering the building will reduce room sizes and numbers as well as view corridor, room views and decks. The view corridor is less than 17% of lot size, adjustments have been recommended for a diagonal view corridor but the WMP states corridor must be perpendicular from street to water. If diagonal view was allowed it would require a loss of at least two rooms and all room decks within corridor, a significant reduction of brewery size and loss of almost all outside seating. Not to mention the corridor is eclipsed by the corner of a two-story development containing a windowless restaurant office space. In addition, the second story is required to be 70% less than lower level, it appears to be larger than 100%.

-Water use

The sea cottage idea is awe-inspiring. But now is not the time to pursue these concepts in the permit process. Eventually a better use of the water development will occur regardless of who receives the COL. The coastal commission is currently not capable of authorizing this concept in a timely fashion. There are many reasons for this, primarily the sea cottages have never been tried in a water environment like Morro Bay. I doubt highly that the coastal commission would want to be the Guinea pig for this experiment. Among a few of the concerns are the water level variations, wind and tide effects, waste disposal, insurances, accessibility, mobility, attachment, plumbing... At this stage in development the final product costs will most likely result in a minimal return on investment and possibly abandoned over time. Many current property owners

have spent years just trying to expand their docks to increase a few more slip spaces, imagine how long this would take? The concept plan does not include dock fingers to separate over 8 cottages to stabilize their movements. What would happen if a boat sped by with a large wake or even a small wake? With the incoming and outgoing tide? A storm? Not to mention coastal requires water area to be used for water activities, would they consider a hotel proper usage? The ocean rooms extend beyond current waterway jurisdiction all the way to the federal channel. Two of the rooms appear to be on public water access dock. We believe these questions should be evaluated before COL is assigned, if the water usage is the main attribute of this proposal. We feel phasing in water uses and development is the best route, it will be more timely and ultimately achieve a similar monetary success for city and tenant revenue earlier.

*Any addition of water development, will only enhance Proposal B's revenue. According to Proposal A it is a requirement that the total number of cottages be completed to match the revenue for land use alone of Proposal B and current Caldwell COL. We will ultimately generate more revenue than what proposal A is suggesting if all concept plans as is are approved.

Local Economic Benefits of Proposal B

The economy needs a building that adds jobs, management level jobs. There are fewer jobs in the Morro Bay Area that allow workers to afford living and thriving here, especially with the closing of Diablo. The types of businesses proposed in Proposal B will be highly advantageous for the overall community of Morro Bay. The addition of 6 ground level rooms versus over 10 small businesses should be evidence enough that proposal B is a more economically energizing choice for community members.

A key component of the RFP was including locals to visit the Embarcadero. Locals do not need a hotel. Locals would like a play area and faster and less expensive food. Locals want an exciting place to go day and night that is not solely dedicated to serving alcohol.

Overall the only local serving feature of this proposal A development is the Libertine Brewery. We like the brewery, but is it representative of Proposal A's overall facade of an upscale hotel? Allowing this to be the only welcoming street front feature for 125 feet in the center of the Embarcadero is not the direction we believe was the request of the city council. Removing Under the Sea Gallery from the Embarcadero is a travesty, of which locals and tourists alike will be heartbroken and disappointed.

Please request a copy of our full proposal. It is lengthy but every detail is pertinent. There are so many attributes, not even slightly summarized in the staff report, that we feel are crucial to your final decision. This is a big decision for the future of the Embarcadero and the city of Morro Bay. Our proposal has taken all elements of this location, it's as if for 17 years we've been taking notes, on what would be the best for this location and all who visit. Our proposal is exciting and innovative within the parameters of actual achievement, but bordering on our limits of imagination. We want the opportunity to have all council members realize our vision beyond the staff report.

Again thank you for your time. We are available by phone and email and look forward to hearing from you.

T.L.C. Family Inc.
Cherise Hansson & Travis Leage

A REMODEL FOR LIBERTINE BREWERY MORRO BAY, CA



BUILDING SUMMARY

PROPOSED USE: RESTAURANT/PUB & HOTEL
 EXISTING USE: RESTAURANT/PUB
 CONSTRUCTION TYPE: TYPE VB, FIRE SPRINKLERED (DESIGN BY OTHERS)
 NUMBER OF STORIES: 2 STORY
 BUILDING FOOTPRINT: MAX BUILDING HEIGHT 25'-0"

OCCUPANCY GROUP(S): M, A-3, R-3, S-2 (BASEMENT)
 EXISTING BLDG AREA: 6,728 SQ.FT.
 PROPOSED BLDG AREA:
 BASEMENT: 870 SQ.FT.
 1ST FLOOR: 3,894 SQ.FT.
 2ND FLOOR: 3,300 SQ.FT.
 TOTAL: 8,064 SQ.FT.

SITE SUMMARY

LEGAL DESCRIPTION: 001 EMBARCADERO MORRO BAY, CA 93442
 APR: 000-322-001
 LOCAL ZONING: WF, WATERFRONT, H, HARBOR
 OVERLAY ZONING: PD, PLANNED DEVELOPMENT / S.A. DESIGN CRITERIA

ADJACENT USE: NORTH COMMERCIAL/RETAIL
 SOUTH MORRO BAY BLVD / COMMERCIAL
 EAST EMBARCADERO RD.
 WEST OSCAR

PROPOSED USE: RESTAURANT/PUB
 EXISTING USE: RESTAURANT/PUB

• BICYCLE PARKING SPACES PROVIDED: 10 SPACES
 • TOTAL LOT COVERAGE
 EXISTING: 33%
 PROPOSED: 45%

DIRECTORY

OWNER: BURT CALDWELL
 1200 GARDEN STREET
 SAN LUIS OBISPO, CA 93401
 TEL: (800) 941-1987
 EMAIL: burtcal@earthlink.net

ARCHITECT: MW ARCHITECTS
 330 S. HALCYON ROAD
 ABERYON, BRANDELS, CA 93402
 TEL: (800) 544-4234
 FAX: (805) 934-6200
 REP: MIKE PEACHY
 EMAIL: mpeachy@mwarch.com

PROJECT DESCRIPTION

THIS IS A REMODEL OF THE EXISTING EMBARCADERO GRILL RESTAURANT & LIBERTINE PUB BUILDING AT 601 EMBARCADERO ROAD IN MORRO BAY, CA. THE EXISTING TWO STORY STRUCTURE WILL BE REMODELED TO PULL IT AWAY FROM THE ADJACENT SITE, CREATING A PUBLIC VIEW AND ACCESS ALONG THE NORTH SIDE OF THE SITE.

PARKING CALCULATIONS:

SPACES	AREA	RATIO	REQUIRED
PROPOSED SALES AREA	541	1:300	2
PROPOSED RESTAURANT SF	1,164	1:90	12.82
PROPOSED HOTEL SF	N/A	1:100.00	12

EXISTING AREAS SQ. FT.

1ST FLOOR	3164
2ND FLOOR	3550
BASEMENT	1045
2ND DECK	819
TOTAL	8728

AGENCIES

MORRO BAY COMMUNITY DEVELOPMENT
 905 BRANDELS CT.
 MORRO BAY, CA 93442
 (805) 772-6281

MORRO BAY CITY FIRE DEPT.
 715 HARBOR STREET
 MORRO BAY, CA 93442
 (805) 772-6242

CITY POLICE DEPARTMENT
 600 MORRO BAY BLVD.
 MORRO BAY, CA 93442
 (805) 772-6225

WATERBOROUGH SERVICE
 600-643-2444

PACIFIC GAS & ELECTRIC
 400 E. HUIJERA
 SAN LUIS OBISPO, CA 93401
 (805) 922-9111

CHARTER COMMUNICATIONS
 270 BRIDGE STREET
 SAN LUIS OBISPO, CA 93401
 (805) 458-2533

THE GAS COMPANY
 700 INDUSTRIAL HWY
 SAN LUIS OBISPO, CA 93401
 (805) 427-2000

PROPOSED LEASE LINE ADJUSTMENT

SEE SITE DIAGRAMS	EXISTING LEASE:	LEASE SITE: 00	LEASE SITE: 00W	2044 SQ.FT	1465 SQ.FT
PROPOSED:	EXTEND LEASE SITE: 00 <td>NO CHANGE TO LEASE SITE: 00W <td>2080 SQ.FT <td>1465 SQ.FT <td></td> </td></td></td>	NO CHANGE TO LEASE SITE: 00W <td>2080 SQ.FT <td>1465 SQ.FT <td></td> </td></td>	2080 SQ.FT <td>1465 SQ.FT <td></td> </td>	1465 SQ.FT <td></td>	

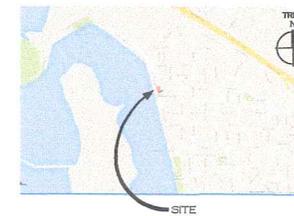
GENERAL NOTES

A. OCCUPANCY SQUARE FOOTAGE CALCULATED BY USABLE CUSTOMER SPACE ONLY

PILING COUNT

EXISTING PILING:	14
NEW PILING:	10
TOTAL PILING:	24

VICINITY MAP



SHEET INDEX

DPI TITLE SHEET
 DPL SITE PLAN
 DPF FLOOR PLANS
 DPE EXTERIOR ELEVATIONS
 DPG EXTERIOR PRESPECTIVES
 DPH SIGNAGE DETAILS

TOTAL: 6 SHEETS



MW ARCHITECTS



ARCHITECTS:
 MICHAEL C. PEACHY
 WAYNE R. STUART
 280 S. HALCYON ROAD
 ABERYON GRANDE, CA 93420
 TEL: (805) 544-4234
 FAX: (805) 934-6200
 EMAIL: MWARCH@GMAIL.COM

LIBERTINE BREWERY
 MORRO BAY, CA

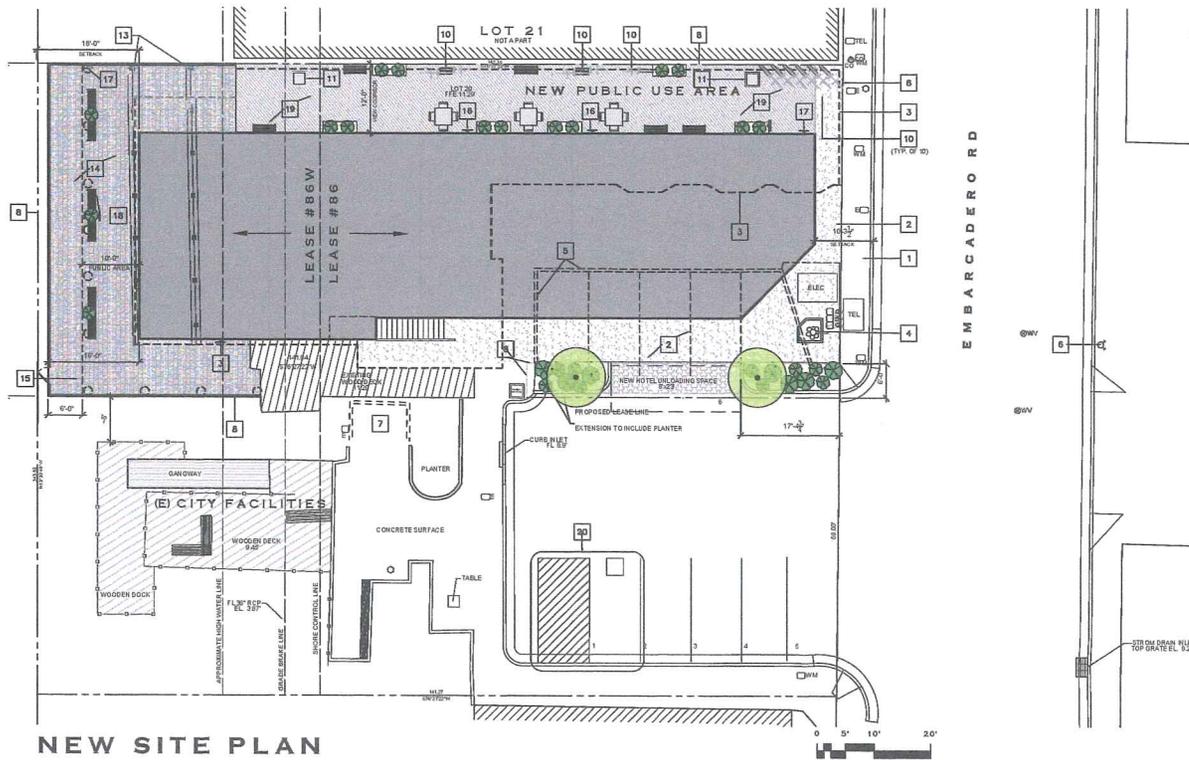
TITLE SHEET

SHEET NUMBER

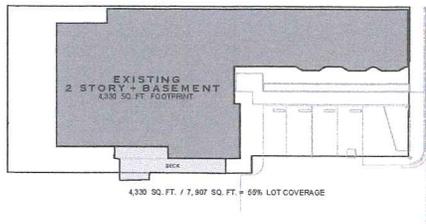
By MW ARCHITECTS ALL CONSTRUCTION CONTRACTS AND OTHER PROPERTY RIGHTS RESERVED FOR OCCURRENCE AS ORIGINAL AND UNPUBLISHED WORK PRODUCT OF MW ARCHITECTS. ANY REPRODUCTION OR TRANSMISSION OF ANY PART OF THIS PROJECT WITHOUT THE WRITTEN PERMISSION OF MW ARCHITECTS IS PROHIBITED. CONTACT WITH THE ARCHITECT SHALL BE THROUGH THE ARCHITECT'S OFFICE. ANY REPRODUCTION OF THIS PROJECT WITHOUT THE WRITTEN PERMISSION OF MW ARCHITECTS IS PROHIBITED. CONTACT WITH THE ARCHITECT SHALL BE THROUGH THE ARCHITECT'S OFFICE. ANY REPRODUCTION OF THIS PROJECT WITHOUT THE WRITTEN PERMISSION OF MW ARCHITECTS IS PROHIBITED. CONTACT WITH THE ARCHITECT SHALL BE THROUGH THE ARCHITECT'S OFFICE.

REVISIONS:

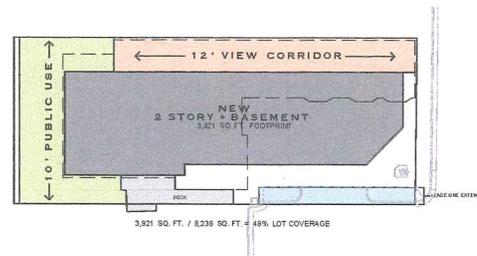
SHEET NUMBER	SHEET NUMBER
DATE	3.1.16
APPL. NO.	DP1



NEW SITE PLAN



SITE DIAGRAMS



SETBACK NOTES

FRONT SETBACK: 10'-0"
 PER WATERFRONT MASTER PLAN:
 THIS SHED ATTACHED TO THE MINIMUM FIRST FLOOR FRONT SETBACK. ON OTHER SIDES OF THE EMBARCADERO ROAD, PER AN ORDINANCE OF THE CITY OF SAN FRANCISCO, THE MINIMUM FRONT SETBACK SHALL BE A MINIMUM OF 15 FEET FROM THE FRONT OF THE BUILDING (TYPE OF USE).
 PORTION OF THE FIRST FLOOR OF THE BUILDING MAY BE SET BACK TO THE BACK OF BERMADALE. THE MINIMUM FRONT YARD SETBACK OF THE EMBARCADERO ROAD IS AS APPLICABLE IN AN ABOVE CASE IN ORDER TO ALLOW SIGN CONSTRUCTION TO SETBACK TO THE BACK OF THE BERMADALE (PAGE 3-2)

REFERENCE NOTES

1. EXISTING PUBLIC SIDEWALK
2. NEW HARDSCAPE
3. EXISTING BRIDGING TO BE REINFORCED
4. EXISTING MONUMENT SIGNAGE TO BE REMOVED
5. EXISTING PARKING TO BE REMOVED
6. EXISTING TREE REMOVAL
7. NEW TRASH ENCLOSURE
8. EXISTING SIGNAGE
9. VISUAL CORNER CLEARANCE PER CITY STANDARDS
10. NEW BICYCLE PARKING
11. NEW TREES/SHRUBS AND BERRIES/FOLIAGE
12. NEW STEEL PILES TO SUPPORT NEW DECK - (60 TONS)
13. EXISTING PILES AND SUPPORT BEAMS TO REMAIN (40 TONS)
14. NEW 1/2" WALKWAY ALONG WATERFRONT CLASSIFIED DECKING
15. OPENING IN WALL FOR NEW DOCK
16. PAVEMENT SIGNAGE/PAVEMENT PER CODES
17. CONCRETE LATERAL ACCESS SIGN PER CODE
18. INTERPRETIVE SIGNAGE
19. NEW HARDSCAPE - STAMPER CONCRETE WITH WOOD PLANK PATTERN
20. CONVERT EXISTING PARKING SPACE INTO ACCESSIBLE

SITE LIGHTING REQUIREMENTS

1. ALL EXISTING EXTERIOR LIGHTING SHALL BE DISCONNECTED AND REMOVED INTO THE DEVELOPER'S, PER A CONFORMANCE WITH THE CITY OF SAN FRANCISCO, PER A CONFORMANCE WITH THE CITY OF SAN FRANCISCO, PER A CONFORMANCE WITH THE CITY OF SAN FRANCISCO, PER A CONFORMANCE WITH THE CITY OF SAN FRANCISCO.
2. THE HEIGHT OF LIGHT FIXTURES SHALL BE AS MINIMUM 10 FEET MINIMUM HEIGHT NECESSARY TO PROVIDE PROPER ILLUMINATION.
3. LIGHT FIXTURES SHALL BE AS MINIMUM 10 FEET MINIMUM HEIGHT NECESSARY TO PROVIDE PROPER ILLUMINATION.
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6. LIGHT FIXTURES SHALL BE AS MINIMUM 10 FEET MINIMUM HEIGHT NECESSARY TO PROVIDE PROPER ILLUMINATION.
7. LIGHT FIXTURES SHALL BE AS MINIMUM 10 FEET MINIMUM HEIGHT NECESSARY TO PROVIDE PROPER ILLUMINATION.

CONSTRUCTION NOTES:

1. NO WORK SHALL BE DONE ON ANY USE OF ANY PUBLIC RIGHT OF WAY SHALL BE DONE WITHOUT AN AGREEMENT FROM THE CITY OF SAN FRANCISCO, PER A CONFORMANCE WITH THE CITY OF SAN FRANCISCO, PER A CONFORMANCE WITH THE CITY OF SAN FRANCISCO, PER A CONFORMANCE WITH THE CITY OF SAN FRANCISCO.
2. THE HEIGHT OF LIGHT FIXTURES SHALL BE AS MINIMUM 10 FEET MINIMUM HEIGHT NECESSARY TO PROVIDE PROPER ILLUMINATION.
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MW ARCHITECTS



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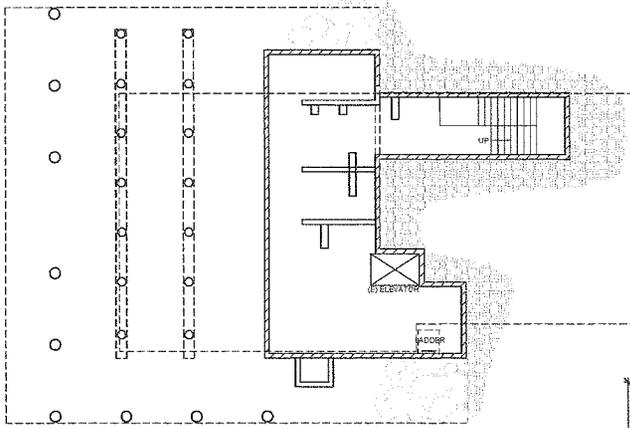
JOB TITLE

SITE PLAN

SHEET TITLE

REVISIONS

JOB NUMBER	SHEET NUMBER
DATE	DP2
APPL. NO.	



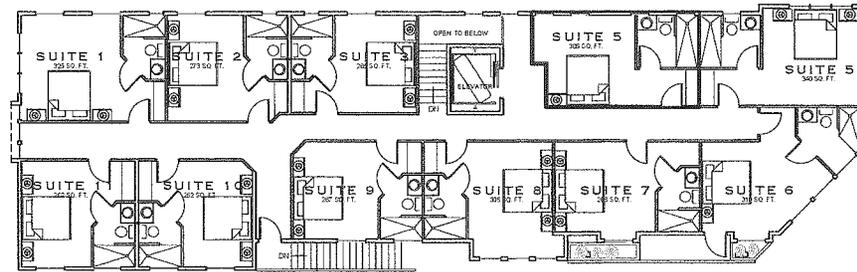
BASEMENT

GENERAL NOTES

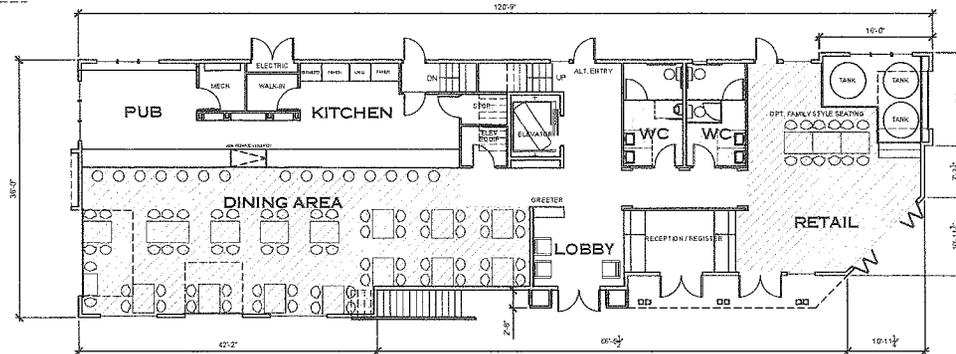
1. LANDSCAPING PLANT MATERIALS WILL BE NATIVE AND DROUGHT TOLERANT
2. BRID STRIPS PREVENTION: NEWLY INSTALLED WINDOWS SHALL BE TREATED WITH PERSIMMONS ENGINEERS' IMPRESINTON ALUMINUM SEALANT WHICH BE APPLIED TO THE EXTERIOR SIDE OF EACH WINDOW PANEL TO CREATE A VISUAL BARRIER TO 1/8" O.D. BRID STRIPS.

PATRON AREAS FOR PARKING

- RESTAURANT - 1,154 SQ. FT.
- RETAIL - 544 SQ. FT.

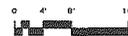


SECOND FLOOR



FIRST FLOOR

CONCEPTUAL FLOOR PLANS



MW ARCHITECTS



ARCHITECTS
 MICHAEL C. PEACHEY
 WAYNE R. STUART
 290 S. HALICKSON ROAD
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 FAX: (805) 544-6268
 EMAIL: MW@MWVA.BX

JOB TITLE
LIBERTINE BREWERY
 MORRO BAY, CA

SHEET TITLE
FLOOR PLAN

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JOB NUMBER	SHEET NUMBER
DATE	DP3
APPL. NO.	



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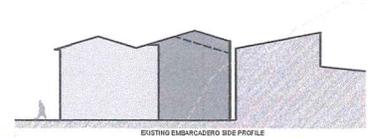
LIBERTINE BREWERY
MORRO BAY, CA

EXTERIOR ELEVATIONS

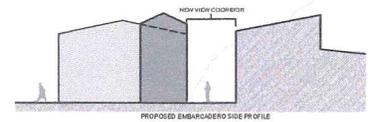
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EXISTING EMBARCADERO SIDE PROFILE



PROPOSED EMBARCADERO SIDE PROFILE

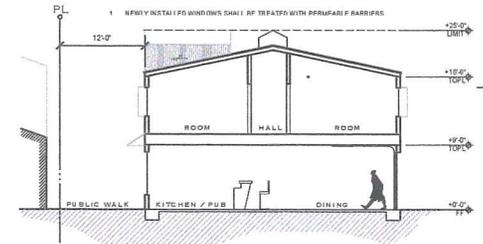
MATERIAL AND COLOR DESIGNATIONS

	MATERIAL DESIGNATION		COLOR DESIGNATIONS
	COLOR DESIGNATION		
1	HORIZONTAL HARDIE BOARD SIDING	A	DARK CHARCOAL GREY
2	CORRUGATED METAL SIDING	B	NATURAL ALUMINUM
3	GLAZING	C	FLAMER POT RED-SH6524
4	ROOF VENT TOWER	D	RED TOMATO-SH6607
5	STANDING SEAM ROOFING / SIDING	E	SHELL WHITE-SH6817
6	VENTILATION STACKS	F	ROMANIAN GREEN-SH6750
7	BI FOLDING ENTRY DOOR		
8	ASPHALT SHINGLE ROOF		
9	EXTERIOR STAIRS		
10	GLASS GARAGE DOOR		
11	STUCCO SIDING		

GENERAL NOTES

- LIGHTING**
- 1 ALL LIGHTING SHALL HAVE CUT OFF HOODS TO PREVENT SPILL OVER INTO ADJACENT PROPERTIES.
 - 2 PLAZAS AND PUBLIC OUTDOOR AREAS SHALL HAVE LIGHTING FIXTURES THAT ARE CONGRUENT TO AND COMPLEMENT ARCHITECTURAL DETAILS ON BUILDING.
 - 3 FLOURESCENT LIGHTING PLACED IN SOFFITS SHALL ILLUMINATE
 - 4 SIGNAGE SHALL BE ILLUMINATED WITH BACK LIGHTING
- SIGNAGE**
- 1 ALL SIGNAGE SHALL BE LOW PROFILE AND NO MORE THAN FOUR FEET IN HEIGHT. BUILDING OR OTHER SIGNAGE SHALL NOT BE "BACKLIT"
 - 2 ALL SIGNAGE SHALL BE PROPERLY ILLUMINATED FOR NIGHT VISIBILITY.
 - 3 ALL SIGNAGE IS SCHEMATIC AND ARE INTENDED TO SHOW LOCATIONS ONLY. A SEPARATE SIGN APPLICATION WILL ADDRESS SIGNAGE FOR THE PROJECT.

- LANDSCAPING**
- 1 LANDSCAPING PLANT MATERIALS WILL BE NATIVE AND DROUGHT TOLERANT
- BIRDSTRIKE PREVENTION**
- 1 NEWLY INSTALLED WINDOWS SHALL BE TREATED WITH PFB/PFAS/FB F BARRIERS



SECTION



NORTH



SOUTH



EAST



WEST



EXTERIOR ELEVATIONS



EMBARCADERO SIDE



PARKING LOT SIDE



BIRD'S EYE 1



BIRD'S EYE 2

EXTERIOR PERSPECTIVES



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JOB TITLE
LIBERTINE BREWERY
MORRO BAY, CA

SHEET TITLE
EXTERIOR PERSPECTIVES

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REVISIONS

JOB NUMBER

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DATE

3.18

APPL. NO.

DP5

by increasing the visitor-serving nature of the development, along with improving the economic potential of this lease site, including a preliminary plan review by Community Development personnel who have found it feasible from a planning and permitting standpoint. It must be understood, however, while Council may provide preliminary input to this proposal in terms of general design elements or guidance, this proposal, like any other, must go through the full public review process, which includes both concept and precise plan approvals. Council cannot make land use decisions or approvals as part of the Consent of Landowner process, as a Consent of Landowner is only approval for the a leaseholder to submit plans for the concept and precise plan approval process.

Staff believes this remodel and mix of restaurant/retail use on ground floors and transient occupancy hotel use on upper floors is the best way to maximize the economic potential of this site, while still allowing for redevelopment or remodeling to more modern code, design and access standards. In our normal interaction with business and lodging professionals in Morro Bay, staff recognized the value of retaining the second floor of this historic building for use as TOT-producing hotel rooms. Staff presented this to the leaseholder who concurred and has provided this updated proposal. Staff sees this as a wise use encouraged by our general economic development and fiscal sustainability goals.

Public Benefits. This proposal includes a number of significant public benefits compared to both the existing lease site, and the previously considered improvements, including the following:

- Provides a new 12' view corridor and public use area between the subject property and the Off the Hook building,
- Preserves a portion of the old Fish canning plant as a nod to the historical roots of the building,
- Provides a 10' public lateral access way on the bay side where none exists,
- The 10' lateral access will be designed to allow connection to the adjacent Off the Hook lease site when that lease site is redeveloped,
- Reduces the overall height of the building to 25',
- Increases sidewalk width from 5' to 10', and
- The public benefit of approximately \$100,000 a year of increased TOT is substantial. For example, that sum represents around 20% of what we spend annually. With the increased TOT from the project the public could benefit from a 20% increase in general fund spending on streets.

CONCLUSION

Staff is seeking Council approval to continue to work with Burt Caldwell, the Leaseholder on Lease Site 86/86W, on his new lease site remodeling proposal by revoking a previous Consent of Landowner Agreement for his original project, and entering into a new Consent of Landowner Agreement for the project now being proposed, and authorizing staff to begin negotiations on a new long term lease agreement as appropriate.

ATTACHMENTS

1. New Consent of Landowner Agreement for Leaseholder's proposal on Lease Site 86/86W.
2. Leaseholder's new proposed site remodel plans.

Dana Swanson

From: Sean Green [REDACTED]
Sent: Friday, September 09, 2016 4:19 PM
To: Dana Swanson; Council
Subject: Business Item C-2: 833 Embarcadero Lease Site

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SEP 9 2016

Administration

Council and Staff,

To begin, I want to say that I concur with Staff's recommendation to move forward with the K&C proposal, in principle. It appears to be the best of the three, and this once-in-a-lifetime opportunity to join lease parcels while also creating an anchor tenant in the form of a bar/distillery seems overwhelmingly agreeable. That said, there are a few confusing or otherwise concerning aspects of the 9/13/16 Staff Report and K&C's proposal that I feel are worth mentioning at this time, and worth addressing, as a City, moving forward. Please see (yours and) my comments below:

From the Staff Report:

"One goal of the City's revitalization's efforts has been to encourage the addition of higher-end lodging opportunities..."

This statement opposes literally every public comment presented at the June 2016 GPAC/Plan Morro Bay outreach event regarding possible hotel expansion in our city. If the public's opinion is solicited, it should be considered.

"...the City has a record of encouraging appropriate new hotel opportunities on the Embarcadero."

456 Embarcadero Inn & Suites was allowed to build to a height exceeding the bluff line at Anchor St., thus permanently blocking all views of the Bay from all residents east of the Inn.

Esterro Inn (501 Embarcadero) offers only hotel rooms with little benefit to Morro Bay residents and zero street-facing retail or recreation opportunities for tourists -- the kind of opportunities that must exist if hotel rooms throughout the City are to reach adequate occupancy.

Anderson Inn (897 Embarcadero) was designed without public benefit in mind. It features limited retail space, offers very little waterfront access (through what appears to the general public as a private parking lot), and stands right in the middle of Harbor St., where it significantly obstructs westbound pedestrians, cyclists, and motorists from viewing what they came to Morro Bay to see.

"Since it is adjacent to the Centennial Parkway street end, the K&C proposal will ensure the developer of the Off the Hook lease site shares in the cost of part of the Centennial Parkway revitalization project."

Though joint efforts such as this one sound appealing to the public, it is unclear whether K&C's proposal offers actual funds toward the revitalization of public property, or if, instead, the City simply benefits passively through private development of de facto private property. Clarity on this issue, especially if it involves privately funding public improvement, would go a long way toward rallying public support for the project.

“...the proposed ground floor hotel rooms will generate substantially more revenue than ground floor retail, especially ground floor bay side retail.”

While this statement may independently hold true, Staff's TOT calculations fail to include lost revenue from competing hotels as a result of new hotel development. The estimated \$8-10K in additional TOT per room generated from K&C's proposed structure must be offset by lost TOT from other Morro Bay hotels (unless an increase in total visitation to Morro Bay can be proven). If, for example, another hotel charged half the price of K&C, then the actual TOT increase from K&C development would be just \$4-5K. Compare that number to estimated retail sales tax of \$3,500 from a visitor-facing retail establishment, and the amount of increased City revenue is almost negligible.

It follows, then, that if the City's goals are truly to “increase overall occupancy...especially during mid-week and shoulder season,” as well as “extend the number of average hotel/motel room nights beyond 1.5,” as Morro Bay's 2016-17 Tourism Report (9295) suggests, then perhaps it makes more sense to provide tourists with things to do, see, or buy, rather than more beds to sleep in. To this end, K&C's proposed bar/distillery is a great start, but this important (and potentially game-changing) dining/entertainment feature must not take a backseat to hotel development (in terms of design, location, or square footage), nor used as justification for adding yet another status quo collection of “high-end” rooms.

And from K&C's proposal (Proposal A):

A5-A10 Dimensions/Elevations

Perhaps the result of scanning issues, the figures listed on Proposal A's documents lack the kind of clarity offered by the other proposals, thus requiring the public to rely heavily on artist renditions and renderings (which do look great, albeit unscientific).

A1-A3 View Corridors and Parking

The view corridors presented in slides A1-A3 offer a diagonal line of sight that benefits only those hotel guests staying within the private parcel rather than those walking on the public Embarcadero. Simply highlighting what appear to be view corridors doesn't create functional lines of sight to the Bay – an essential part of waterfront development that feels at risk under the proposed joining of parcels.

The same slides appear to include vegetation that blocks the very purpose of a view corridor. Just as the current Off the Hook leaseholder has done, blocking view corridors with tall vegetation and allegedly transparent glass does little for public good and lots for private enterprise by creating an unfortunate situation whereby one must patronize a business in order to gain access to the Bay.

The same slides appear to present multiple parking configurations. Naturally, having a few options will be key to both City and leaseholder, but a business of this size (and its Staff/City sponsors) must somehow guarantee to City residents the providing of adequate parking for hotel/retail patrons. If not possible, in-lieu fees and/or creative alternatives must be addressed by leaseholder, City, and Staff well in advance of any implementation. Failure to do so would inevitably create a problem for K&C, its neighbors, downtown residents, and the City as a whole for years to come.

Once again, I support Staff's recommendation to move forward with the K&C proposal, but not before thoughtful and ongoing consideration of these points.

Respectfully,

Sean Green

Agenda Correspondence

September 13, 2016 City Council Meeting

Agenda Item C-3

Dana Swanson

From: Bart Beckman [REDACTED]
Sent: Monday, September 12, 2016 10:41 AM
To: Dana Swanson
Cc: Council; Dave Buckingham
Subject: September 13, 2016 Agenda

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SEP 12 2016

Administration

Consent Agenda Item A-6

I encourage the Council to pursue why the City still does not have a Memorandum of Understanding in place for the recommended Water Treatment Facility location. This was an afterthought update at the last meeting. No mention is made of this very critical issue in this update. The City and Council were remiss in not actively pursuing this for the Rancho Colina site.

As they say, "Fool me once, shame on you,"

Secondly, I recommend that the schedule needs to be vetted to explore options to speed up the process. There does not appear to be any public or regulatory opposition. Several in the community visited similar facilities in the Ventura area. I have been advised, that those facilities had much shorter construction schedules.

The schedule duration was questioned in the last WRFCAC meeting, but the response from the Consultant went unchallenged. The **City** has an incentive to have the facility completed as soon as possible, meaning the "Water Reclamation" part can proceed sooner.

I would be happy to volunteer to be part of an exploratory team to research options to speed up the schedule in conjunction with the WRFCAC.

Item A-7

I don't know yet what this will say. This issue came up last month and I supported the person who wished that the proceeds go to paying down the Loan on the Fire Department as she believed was the original intent. The Council response to me was this was premature; thus, I had asked that this be on the Finance Committee Agenda and now it appears that it is on the Council Agenda.

Through our Chair, I have requested that Staff present their understanding of the Coral proceeds and have this open to vetting with the Public at our next Finance Committee meeting.

Item C-3

Is this a transparent description? I think not. Suggest an English version be included for items such as this. I presume this is a good idea, so why obfuscate the issue.