

SYNOPSIS MINUTES – MORRO BAY PUBLIC WORKS ADVISORY BOARD AND
 RECREATION AND PARKS COMMISSION
 JOINT MEETING – AUGUST 29, 2013
 VETERAN’S HALL – 6:00 PM

Chairperson Makowetski called the meeting to order at 6:00 PM

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| PRESENT: | Matt Makowetski | Chairperson |
| | Ron Burkhart | Vice-Chairperson |
| | Janith Goldman | Board Member |
| | Deborah Owen | Board Member |
| | Richard Rutherford | Board Member |
| | Stephen Shively | Board Member |
| ABSENT: | Marlys McPherson | Board Member |
| PRESENT: | John Bates | Chairperson |
| | Drew Sidaris | Vice-Chairperson |
| | Alfonso Romero | Commissioner |
| | Robert Swain | Commissioner |
| ABSENT: | Karen Croley | Commissioner |
| | Tom Coxwell | Commissioner |
| | Brian Dorfman | Commissioner |
| STAFF: | Rob Livick | Public Services Director |
| | Joe Woods | Recreation and Parks Director |
| | Rick Sauerwein | Capital Projects Manager |

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

PUBLIC COMMENT

Chairperson Makowetski opened Public Comment period.

Rigmor Samuelsen, Morro Bay resident, expressed concern that the proposed sign ordinance may be too restrictive and that it may discourage creative signs from being installed in the City.

Livick informed Samuelsen that the subject of the sign ordinance update will be discussed at the September 4, 2013 Planning Commission meeting.

Chairperson Makowetski closed Public Comment period.

I. JOINT MEETING DISCUSSION ITEMS

A. Discussion and Recommendations for future Citywide Directional/Way-finding Signage (Woods)

Woods presented the staff report.

Woods lead a discussion with both advisory groups on citywide direction/way-finding signage, as directed by City Council. Woods described the five types of signs currently used throughout the City: Way-Finding, City Entrance Signage, General Directional Signs, Street Banners and City Park Banner.

Woods gave the following details on the various citywide signs. The way-finding signs are located at both the south and north gateways to Morro Bay and target large points of interest using single graphic directions. The design of these signs was brought forward by Public Works in 2007. The branding of this sign is working well throughout the City where the design has been incorporated into several park signs. The City currently has two entrance signs that contain an area to insert event information as well as directional information to the Visitors Center. The events listed on these signs are typically free and open to the public.

Woods reported that the City has a wide variety of directional signs that provide information to both vehicular and pedestrian traffic. He noted the signs are not standard in size, color or content and the advisory board and commission may want to consider developing a uniform program, possibly tailored after the current way-finding signs or maybe something new.

Woods reported that the City has street banners located along the Embarcadero, Morro Bay Boulevard and Main Street. These banners are currently changed several times per year by City staff. The banners are general welcome signs with some specific to events. The inventory of these signs could be extended as well as opened up for sponsor advertisement. Woods noted that staff could develop a policy for the street banners at the direction of the advisory board and commission.

Woods reported the final type of signs used in the City which are the City Park Banners. There are two poles used to display the banners at the park, but staff is working on replacing the poles with a more efficient method of hanging the banners. Currently, there are two banners on display across the poles. Staff is looking for direction on how best to display these banners including the best location and whether or not to display two banners at a time and whether or not a fee should be assessed for displaying the banners.

Woods concluded that citywide signage is very important in any location whether they provide direction to a point of interest or service. Having those signs consistent throughout our town makes it easier for visitors to travel through our town, find the services and attractions they're looking for, thereby enhancing their visit.

WAY-FINDING SIGNS DISCUSSION POINTS:

- In favor of using the way-finding signs
- Important to maintain the signs
- Would like a consistent look to the signs, using the Rock/sailboat logo
- Felt signs appeared unfinished, recommended painting the supports

- Way-finding sign at Mobil station needs clarification

Livick noted that as a condition of their re-development, the Mobile station was required to provide a kiosk displaying visitor information and that the sign at the round-about is meant to direct visitors into the Mobile station.

CITY ENTRANCE SIGNAGE DISCUSSION POINTS:

- In favor of listing events on these signs
- Would like to see consistent lettering and color
- Would like to have signs consistent in style and design with other City signs
- Would like to see an entrance sign near the roundabout
- Some concerns about safety at the roundabout if there are too many signs

GENERAL DIRECTIONAL SIGNS DISCUSSION POINTS:

- Would like to see a consistent design and color on these signs
- Prefer the Rock/sailboat logo
- Would like to signs kept simple with basic general directions
- Replace “Old Town” with “Downtown”
- Replace signs as needed, not necessary to have a mass replacement
- Include mileage to destination point
- Would like to use “Embarcadero” instead of “Waterfront”
- Sign at South Bay Blvd too small

STREET BANNERS DISCUSSION POINTS:

- In favor of using street banners
- Would like to see a wider variety and possibly changed more often
- Not in favor of including sponsor names on street banners
- Would like some limits on the number of banners allowed; concerned about having too many signs
- Supportive of charging a fee to recoup staffing costs for hanging the banners

Livick noted that the City’s current commercial signage code does not allow for brand names on signage and street banners would have to comply with current codes. He further noted that the Planning Commission is currently looking at changing the sign code to allow a certain percentage of a sign to be used for brand names, so change is possible if it makes it through Planning Commission, City Council, and the Coastal Commission.

CITY PARK BANNER DISCUSSION POINTS:

- Some members felt two banner hung together was too much, others felt it was okay but the banners should be smaller and have more space between them
- Supportive of charging a fee to recoup staffing costs for hanging and removing the banners
- City Park a good location for the banners; possibly develop a second location
- Would like to see a more permanent means of hanging the banners; possibly something more decorative

B. Discussion and Recommendations for Three Proposed Concept Plans for Improvements to Centennial Staircase (Livick)

Livick presented the staff report.

Commissioner Swain asked staff to compare maintenance costs for the elevator alternative versus the funicular alternative. Livick stated the funicular option would likely cost more to maintain because it has more moving parts.

Commissioner Swain asked staff about the possibility of charging the public to ride the funicular in order to recover some of the costs for construction and maintenance. Livick stated it may be a possibility.

Commissioner Bates expressed support for the tower alternative.

Commissioner Romero asked if the project site is owned by the City or by a private owner. Livick stated the right of way that extends from Morro Bay Boulevard is owned by the City, and that area is where the majority of the facility would be located. Livick stated the property at 781 Market is owned by a private property owner, but the City currently owns all of the property necessary to move forward with the project.

Commissioner Sidaris expressed concern that a funicular would be too expensive to install, and instead expressed support for the elevator alternative.

Boardmember Shively asked staff to confirm that ADA access will be provided to the lower level of the existing restaurant. Livick stated that in order to make effective use of the second floor, the City will require ADA access to that area. Shively also expressed concern about the maintenance issues associated with a glass elevator and a funicular, especially when the City is already short-staffed.

Boardmember Burkhart stated maintenance will be an issue for any feature selected, but the elevator would be the most financially feasible alternative. He stated the City needs to consider the sea air and its impacts when selecting an alternative.

Boardmember Goldman asked staff to clarify the owner's intention regarding whether the owner believes he should only bear the cost that is equal to the amount of property that he was given. Livick stated the City is obligated to afford the owner some proportionality to the value of the cost of the property in the agreement. He also stated the agreement did not indicate which device would be installed at the park. Goldman asked staff who would be responsible for any additional fees that would be incurred during the process. She expressed support for the elevator alternative.

Boardmember Owen stated the tower would be an unnecessary feature as the views from Market Street are already notable. She also stated the distance from the Embarcadero to Market Street is too short to install a funicular. Owen expressed support for the elevator alternative.

Chairperson Makowetski expressed support for the tower alternative as long as it could be incorporated with the elevator. He stated he would like to see stairs incorporated into the design as well.

Chairperson Makowetski opened Public Comment period, and seeing none, closed Public Comment period.

PUBLIC WORKS ADVISORY BOARD MOTION: Boardmember Burkhart moved to approve Alternate 3 with the elevator, staircase, and tower.

The motion was seconded by Boardmember Goldman and the motion passed (3-2), with Boardmembers Shively and Rutherford dissenting. According to Burkhart, Makowetski should not vote because the Chairperson is not allowed to create a tie – he is to remain neutral. Based on comments from Burkhart, Makowetski withdrew his vote.

RECREATION AND PARKS COMMISSION MOTION: Commissioner Sidaris moved to approve Alternate 2 with the elevator and no staircase.

The motion was seconded by Commissioner Romero.

Commissioner Swain expressed support for the alternative *with* a staircase so that people would still be able to access Market Street from the Embarcadero if the elevator is ever out of service. Commissioner Bates responded to Swain's comment and noted the project area is small and may not be able to accommodate both an elevator and a staircase.

Based on the comments from Swain, the Commission decided to amend the motion.

RECREATION AND PARKS COMMISSION AMENDED MOTION: Commissioner Sidaris moved to approve Alternate 3 with the elevator and staircase.

The motion was seconded by Commissioner Swain and the motion passed (2-1), with Commissioner Romero dissenting.

ADJOURNMENT

The meeting adjourned at 7:48 PM to the next scheduled meeting to be held at the Veteran's Memorial Hall on Thursday, September 5, 2013, at 6:00 PM.