



City of Morro Bay

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NEWS RELEASE

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Contact: Rob Livick
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RE: Downtown Morro Bay Enhancement Plan

Cal Poly City and Regional Planning graduate students have joined with members of the Morro Bay Planning Commission and City Council to develop enhancement plans for Downtown Morro Bay. They will present their ideas to the Planning Commission with the City Council and the public invited) on Monday June 7 at 6:00 pm in the Veterans Memorial Building at 209 Surf Street.

The study area is centered on Main and Morro Bay Boulevard and includes 18 city blocks. The various concept plans propose enhanced connections to the Embarcadero, greater infill development, a mixture of uses including second floor residential, and a more pedestrian friendly landscape. The plans have been influenced by the community ideas generated during the two well-attended public workshops facilitated by Cal Poly.

Morro Bay's Downtown has been the subject of many planning efforts over the years. This latest is an effort to boost the city's attraction for both the stream of tourists that cruise by on Highway 1 as well as its own residents.

Professor Umut Toker states "... this is a great opportunity for City and Regional Planning Students to study an area that would benefit from economic stimulus and design ideas." His colleague, Professor Chris Clark, who has been co-teaching the class has emphasized that the creativity and depth of thought brought by the student teams will help the city refine their ideas as they move towards a better Downtown. The students have come up with some interesting approaches that will be food for thought as the City pursues planning in this area.

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FINANCE DEPARTMENT
595 Harbor Street

FIRE DEPARTMENT
715 Harbor Street

HARBOR DEPARTMENT
1275 Embarcadero Road

POLICE DEPARTMENT
870 Morro Bay Boulevard

PUBLIC SERVICES
955 Shasta Avenue

RECREATION & PARKS
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