

CITY OF MORRO BAY

WATERFRONT MASTER PLAN ADVISORY COMMITTEE

WMPAC Meeting #1:
Introductory Report
Review Consultant Scope of Work



TEAM INTRODUCTIONS

- Airlin Singewald, Community Development Director
- Susana Toner, City Planner
- Tammy Seale, Placeworks Principal
- Amy Sinsheimer, Placeworks Project Manager



PURPOSE OF WMPAC

- Stakeholder group – expert input throughout the process
- Steering committee – right track or wrong track?
- Public forum – monthly meetings for public input and project updates
- Policy decisions – review key deliverables and provide policy direction



SUGGESTED MEETING PRINCIPLES

- We are one team with a shared goal of a balanced plan
- We all have the best interest of the waterfront in mind
- The WMPAC is a forum for diverse stakeholders to deliberate and reach consensus
- Promote balanced dialogue by taking space and making space
- All participants deserve to be treated with respect



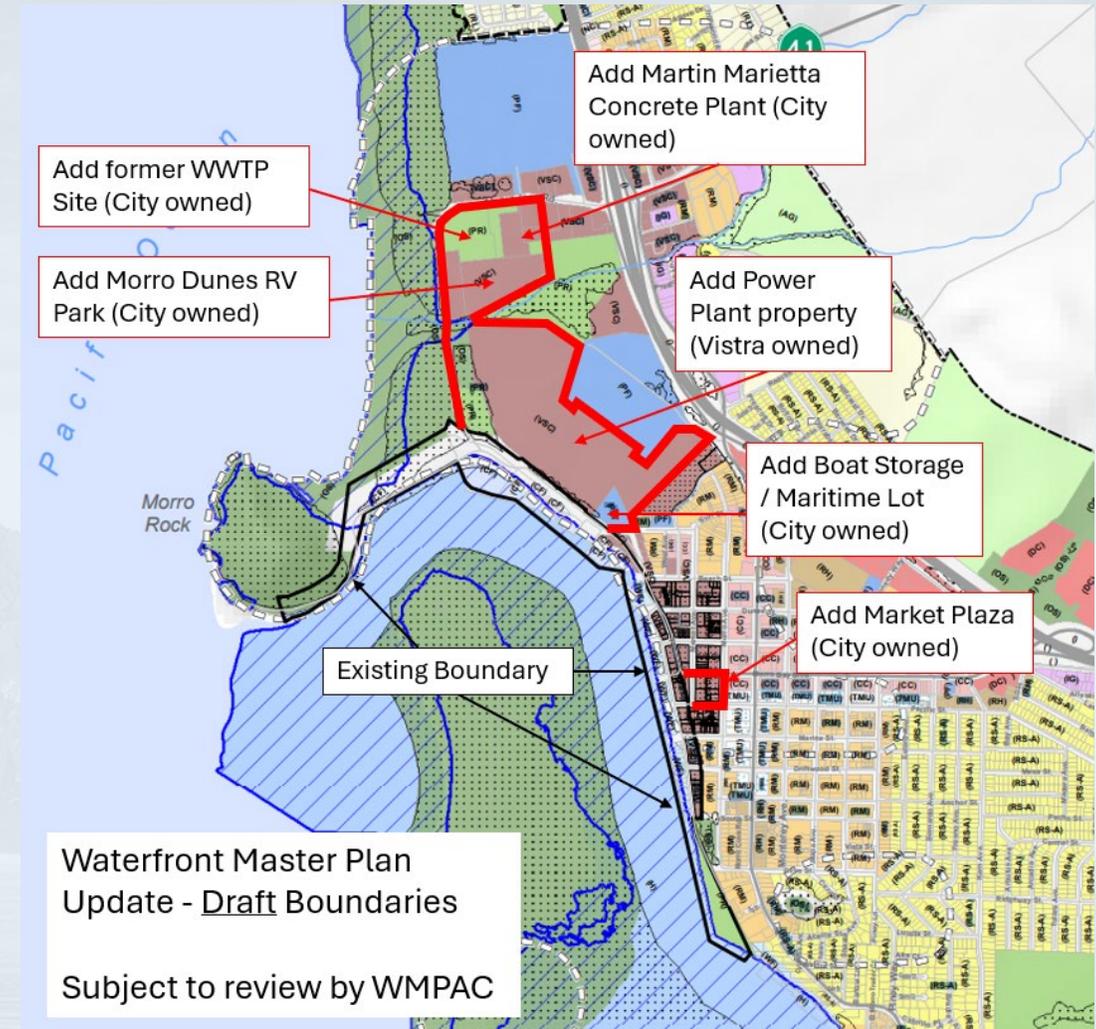
WMP BACKGROUND

- The City received a \$750,000 State grant to update the 1996 Waterfront Master Plan
- The WMP is the City's vision for land use and development of the waterfront
- Identifies key issues and establishes concept plans and design guidelines for five waterfront planning areas



WMP UPDATE - OVERVIEW

- Implements Plan Morro Bay
- Expands the waterfront to include new planning areas
- Updates Design Guidelines
- Includes an updated sea level rise analysis and adaptation plan





CONSULTANT SELECTION PROCESS

- Request for Proposals issued on 2/6/25 for 6 weeks
- Received responses from 10 consultants
- Selection Committee rated 9 proposals and interviewed 4 consultants
- City Planning Staff held “meet at greet” interviews with project managers from top 3 firms
- Staff negotiated a scope and budget with Placeworks, Inc.



PLACEWORKS TEAM

- Greater efficiency due to depth of local experience
- Strong local presence
- Very experienced project manager
- Experience working with Morro Bay GPAC

Figure 1 Organizational Chart





PLACEWORKS SCOPE OF WORK

Table 1 Work Program Summary

Task 1: Project Initiation and Management

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|---------------------------------------|---|
| 1.1 Project Kick-off Meeting and Tour | 1.3 Bi-Weekly Check in Meetings with City Staff |
| 1.2 Ongoing Project Management | |

Task 2: Outreach and Meetings

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|--|---|
| 2.1 Public Engagement Plan | 2.4 Public Workshops |
| 2.2 Stakeholder Focus Groups and Individual Interviews | 2.5 Planning Commission and City Council Meetings |
| 2.3 Waterfront Master Plan Advisory Committee (WMPAC) Meetings | 2.6 Survey |
| | 2.7 Project Branding and Collateral |

Task 3: Data Analysis/Site Assessment

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|--|-------------------------------------|
| 3.1 Market Analysis | 3.3 Street End Public Plazas Design |
| 3.2 Circulation Background Conditions Report | 3.4 Design Guidelines |

Task 4: Waterfront Master Plan Update

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|---|---|
| 4.1 Background Report | 4.5 Public Hearing Draft Waterfront Master Plan |
| 4.2 Vision | 4.6 Final Waterfront Master Plan |
| 4.3 Administrative Draft Waterfront Master Plan | 4.7 Addendum to Plan Morro Bay EIR |
| 4.4 Public Draft Waterfront Master Plan | |

Task 5: Sea Level Rise Adaptation and Summary Report

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|--|--|
| 5.1 Sea Level Rise Technical Memorandum | 5.3 Final Sea Level Rise Adaptation and Feasibility Report |
| 5.2 Draft Sea Level Rise Adaptation and Feasibility Report | |



PROJECT SCHEDULE

Milestone / Deliverable	Date
Contract Approval	June 10, 2025
Project Kickoff Meeting and Tour	June / July 2025
Background Report, SLR Analysis, and Market Study	November 2025
Planning Commission Meeting – Background and Vision	February 2026
Design Guidelines and Street End Public Plaza Design	March 2026
Public Review Draft WMP Update	June 2026
Planning Commission Hearing – Draft WMP Update	July 2026
City Council Hearings	October – November 2026
Coastal Commission Hearing	June 2027



COMMUNITY ENGAGEMENT

- Consultant will prepare a Public Engagement Plan
- 16 WMPAC Meetings
- 5 in-person workshops
- 4 stakeholder focus group meetings
- 6 one-on-one interviews
- An online survey



WMPAC INPUT

- What are your “must haves” for the WMP Update?
- What is your vision for a successful WMP Update?
- What are we missing?



TOPICS FOR NEXT WMPAC MEETING

- More detailed presentation on Scope of Work
- Discuss Public Engagement Plan
- Logistics for Waterfront Tour
- Other topics?