

# Morro Bay Waterfront Master Plan

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City of Morro Bay  
Waterfront Master Plan  
Advisory Committee  
July 10, 2025



# Agenda

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- **Community Development Director Update**
- **Scope of Work**
- **Draft Public Engagement Plan**
- **Waterfront Tour**

# Scope of Work



# Task 1: Project Initiation and Management

- **1.1 Project Kick-off Meeting and tour**
  - » Review: scope, schedule, goals, roles, protocols, data
  - » Discuss: current and planned efforts, key concerns
- **1.2 Ongoing Project Management**
  - » Internal coordination and budget review, monthly invoicing and progress updates, coordination with City project manager
- **1.3 Bi-Weekly Check in Meetings with City Staff**
  - » Virtual check in meetings with City staff



Image Credit: Michael Boswell

# Task 2: Outreach and Meetings

- **2.1 Public Engagement Plan**
  - » Coordinate with City staff to develop strategies, ensure diverse input, and manage public expectations
- **2.2 Stakeholder Focus Groups and Individual Interviews**
  - » Identify key stakeholders and host up to 4 focus groups and 6 one-on-one interviews to explore constraints and opportunities
- **2.3 WMPAC Meetings**
  - » Consult with the WMPAC monthly to gain expert opinions on issues citywide (up to 16 meetings)
- **2.4 Public Workshops**
  - » Five in-person community workshops held at key points of the planning process to receive community feedback
- **2.5 Planning Commission and City Council Meetings**
  - » Four meetings at key points in the WMP update process
- **2.6 Survey**
  - » Administer online survey to gauge broad public opinion on the WMP update
- **2.7 Project Branding and Collateral**
  - » Develop a project logo and color palette based on unique characteristics of Morro Bay to create a cohesive theme for the project

# Task 3: Data Analysis/Site Assessment

- **3.1 Market Analysis**
  - » Assess the economic vitality of waterfront uses + conduct demographic and real estate market analysis
- **3.2 Circulation Background Conditions Report**
  - » Compile transportation existing conditions plus include recent traffic count and parking demand data and collect seven -day roadway segment counts
- **3.3 Street-End Public Plazas Design**
  - » Conceptual plan for 7 new public plazas at existing street ends
- **3.4 Design Guidelines**
  - » Update design guidelines for the WMP planning areas that focus on the public realm of the Morro Bay waterfront



# Task 4: Waterfront Master Plan Update

- 4.1 Background Report

- » Review the diversity of planning, policy, and regulatory documents and studies and summarize stakeholder input to create a background report to inform WMP

- 4.2 Vision

- » Draft vision statement for WMP informed by input during Task 2



- 4.3 Administrative Draft Waterfront Master Plan

- » Implement all relevant Plan Morro Bay policies and implementation actions
- » Include background information describing the historic development of the waterfront and existing and anticipated future uses and circulation
- » Key Analyses Included in the WMP:
  - Conceptual Land Use and Circulation Plan
  - Circulation and Parking
  - Analysis of potential revenue -producing uses
  - Redevelopment Opportunity Framework

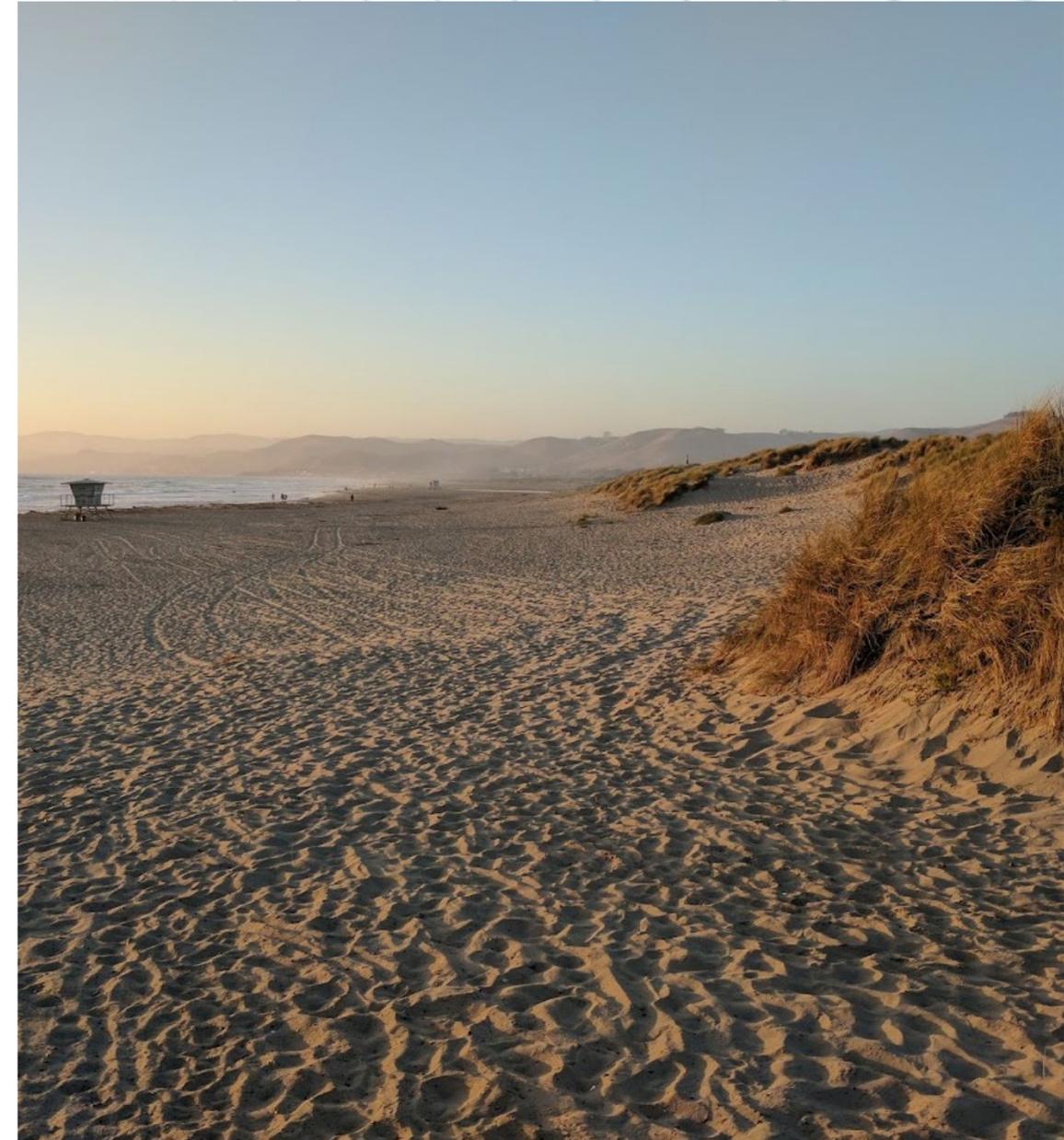
# Task 4: Waterfront Master Plan Update (cont'd)



- **4.4 Public Draft Waterfront Master Plan**
  - » Revise plan created in Task 4.3 according to staff comments and release for public review
- **4.5 Public Hearing Draft Waterfront Master Plan**
  - » Refine draft plan with City staff based on public input then present at public hearings
- **4.6 Final Waterfront Master Plan**
  - » Prepare Final WMP based on input from the Planning Commission and City Council
- **4.7 Addendum to Plan Morro Bay EIR**
  - » CEQA review of WMP with an Addendum to the EIR for Plan Morro Bay

# Task 5: Sea Level Rise Adaptation and Summary

- **5.1 Sea Level Rise Technical Memorandum**
  - » Outline critical vulnerabilities + highlight regulatory and planning considerations + enable adaptation strategy development
  - » Submit for Coastal Commission staff review
- **5.2 Draft Sea Level Rise Adaptation and Feasibility Report**
  - » Build on previous studies + integrate latest sea level rise projections + establish framework for adaptation actions
  - » Submit for Coastal Commission staff review
- **5.3 Final Sea Level Rise Adaptation and Feasibility Report**
  - » Address comments to create a final report



# Draft Public Engagement Plan



# Introduction

- **The Public Engagement Plan:**
  - » Confirms goal and objectives for the public outreach efforts
  - » Establishes an action plan for engaging community and stakeholders
  - » Aids City staff in managing the expectations of decision makers and the public regarding the amount of public engagement given the project budget, staff capacity, and other resources



# Principles of Collaboration

- We are one team with a shared goal of a balanced WMP.
- We all have the best interests of the waterfront in mind.
- Consensus building among diverse stakeholders is necessary to make important decisions.
- Promote balanced dialogue by taking space and making space.
- All participants must be treated with respect.

# Project Objectives

- Updating background information to reflect existing conditions, include a realistic estimate of the 20 -year demand for visitor -serving commercial uses (hotel, motel, RV, tourism commercial, and tourism attractions such as museums).
- Expanding the plan's boundaries northward to include the site of the former wastewater treatment plant site and surrounding public parcels.
- Expanding the plan's boundaries to include the City owned parcels known as Market Plaza.
- Incorporating existing information (from other studies) regarding the feasibility of waterfront infrastructure for offshore wind development.
- Establishing a vision and conceptual plans with renderings for land use, development and circulation at and around the decommissioned Vistra powerplant property (using existing background information from previous studies)
- Incorporating a sea level rise analysis, vulnerability assessment and adaptation plan.
- Establishing a vehicle circulation network to support the planned growth, including improved roadway connections from the Embarcadero and Coleman Road to Quintana/Main and to Atascadero Road/Highway 41; improving pedestrian facilities along the Embarcadero, including widened sidewalks and one -way traffic; and enhanced pedestrian and bicycle facilities.
- Addressing land use and circulation issues at Morro Rock, including public access to beach areas, parking, ingress/egress, safety, infrastructure, and maintenance.
- Development of a financially feasible implementation plan.
- Implementing all relevant policies and programs of Plan Morro Bay.

# Outreach Objectives

- **Build a constituency of engaged stakeholders** who have the confidence that they have had a role, their voices have been heard, and a sense of ownership of the updated Waterfront Master Plan. They also serve as ambassadors and advocates for the Plan, throughout the planning process and during critical approval stages.
- **Listen to the public and stakeholders** with genuine interest and curiosity to build our understanding of the waterfront, while educating and building awareness on technical elements of the planning process, including economics and sea level rise projections.
- **Engage a full spectrum of local residents** by employing a variety of outreach tools, including targeted outreach strategies to engage historically underrepresented groups.
- **Provide broad reaching and transparent community engagement** that incorporates multiple channels for participation, engages and interacts the way the community does (builds upon established forums where people are already familiar with the process making it more comfortable or easier to engage) and fosters an ongoing dialogue.
- **Embrace technology and online platforms** to listen, understand, educate and engage.

# Types of Engagement

- Stakeholder focus groups and interviews
- 16 WMPAC Meetings
- 5 Public Workshops
- Survey
- Project branding and online outreach



# Potential Stakeholders

- **Environmental Groups**

- » EcoSLO
- » Land Conservancy
- » Morro Bay Audubon Society
- » Open Space Alliance
- » REACT Alliance
- » Sea Otter Savvy
- » Surfrider Foundation

- **Business Community**

- » Boating Businesses
- » Chamber of Commerce
- » Downtown Business Owners

- **Business Community (cont'd)**

- » Embarcadero Business Owners – hotels, restaurants, gift shops, art galleries, kayak and boat rentals, etc.
- » Embarcadero Employees
- » Embarcadero Leaseholders
- » Marine Contractors
- » Morro Bay Commercial Fisherman's Organization
- » Morro Bay Community Quota Fund
- » Morro Bay Yacht Club
- » Morro Dunes RV Park
- » Offshore wind companies
- » PG&E

# Potential Stakeholders (cont'd)

- **Business Community (cont'd)**

- » REACH
- » Visit Morro Bay
- » Vistra (as a landowner)

- **Community Groups**

- » Bike SLO County
- » Friends of Morro Bay Harbor
- » Maritime Museum
- » Morro Bay Historical Society
- » Morro Bay in Bloom
- » Morro Bay Seniors
- » SLO County Commission on Aging

- **Government Agencies**

- » Cayucos Sanitary District
- » Chumash Tribe representatives
- » Coast Guard
- » County Parks and Recreation
- » Morro Bay High School
- » Resource Conservation District
- » Salinan Tribe representatives
- » State Lands Commission
- » State Parks
- » Waste Management Authority

# Proposed WMPAC Meeting Topics

- **Meeting 2 – August 2025:**  
Waterfront Tour
- **Meeting 3 – September 2025:**  
Summary of Initial Stakeholder Input
- **Meeting 4 – October 2025 :**  
Market Analysis, Circulation Background Report, Prep for Public Workshop #1
- **Meeting 5 – November 2025 :**  
Report on Stakeholder Outreach and Public Workshop #1
- **Meeting 6 – December 2025:**  
Prep for Public Workshop #2
- **Meeting 7 – January 2026:** Draft Sea Level Rise Report. Draft Background Report, Prep for online survey
- **Meeting 8 – February 2026:**  
Vision, Report on Public Workshop #2, Prep for Public Workshop #3

# Proposed WMPAC Meeting Topics (cont'd)

- **Meeting 9 – March 2026:** Final Sea Level Rise Report, Input on Alternatives ahead of Administrative Draft WMP
- **Meeting 10 – April 2026:** Report on online survey, Report on Public Workshop #3, prep for Workshop #4
- **Meeting 11 – May 2026:** Administrative Draft WMP
- **Meeting 12 – June 2026 :** Report on Workshop #4
- **Meeting 13 – July 2026:** Public Draft WMP, Prep for Workshop #5
- **Meeting 14 – August 2026:** Report on Workshop #5, Draft Addendum to Plan Morro Bay EIR
- **Meeting 15 – September 2026:** Public Hearing Draft WMP
- **Meeting 16 – October 2026:** Final Addendum to Plan Morro Bay EIR, WMPAC wrap up

# Planned Public Workshops

- **Workshop 1**

- » Introduce the purpose of the WMP update
- » Present findings from the Market Analysis and Circulation Background Conditions Report

- **Workshop 2**

- » Present Background Report
- » Gather input for Vision Statement
- » “Envision the Future” activities
  - Visual Preference Survey
  - Mapping of community assets and opportunity areas

- **Workshop 3**

- » Share what we heard during vision and how it is a framework for developing alternatives
- » Breakout Sessions
  - “Hands -on” interactive exercises for the development of land use alternatives

- **Workshop 4**

- » Outdoor event with multiple stations and ways to interact on the Embarcadero

- **Workshop 5**

- » Present final draft plan and Addendum + project recap

# WMPAC Input

- Do you have any input about the list of potential stakeholders?
- Do you have any feedback about the proposed approach for the public workshops?
- Do you have any lessons learned from recent public outreach or other similar events you've participated in in Morro Bay?
- What other feedback do you have on the draft Engagement Plan?



# WMPAC Input (cont'd)

- At the end of the project, what would have to happen for the outreach to be deemed successful?
  - » Ideas:
    - Number of people reached?
    - Connections to new groups?
    - How important/difficult groups are handled?
    - Effective tools to manage the public?
    - Use of technology to put out new ideas?



# Waterfront Tour



# Waterfront Tour with Committee

- **SAVE THE DATE:** Thursday August 7<sup>th</sup> during regular WMPAC meeting time (3 -5pm)
- Visit key project areas
- Discuss issues and ideas with City staff and PlaceWorks Team



# Waterfront Tour with Committee

## WMPAC Input:

1. What are the “must see” stops for the tour?
2. What waterfront areas of topics would you like the tour to focus on?
3. Are there any specific logistical concerns we should plan for?



# Thank You