

# Morro Bay Waterfront Master Plan

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**City of Morro Bay**

Waterfront Master Plan

Advisory Committee

September 4, 2025



# Agenda

- Community Development Director Update
- August 7<sup>th</sup> WMPAC Tour Debrief
- Summary of Stakeholder Engagement to Date
- How initial reports and background report will inform WMP
- Other Current Waterfront Planning Efforts

# *WMPAC Tour Debrief*



# August 7<sup>th</sup> WMPAC Tour

- WMPAC thoughts and impressions from the August 7<sup>th</sup> WMPAC tour?



# *Stakeholder Engagement*



# Stakeholder Engagement So Far

- Small Focus Groups
  - » 4 meetings - August 18<sup>th</sup> and 19<sup>th</sup>
    - Environmental Groups
    - Business Community
    - Harbor-Related
    - Community Groups
- One-on-One Phone Interviews
  - » Initiated in August, continuing into September

# Environmental Focus Group Key Themes

- Morro Bay as Wildlife Destination
  - » Unique wildlife viewing opportunities (sea otters, birds) - need better education on human-wildlife interactions.
  - » International visitors drawn to ecological assets - environmental tourism opportunities.
- Habitat Protection Priorities
  - » Update ESHA maps for expanding eelgrass beds.
  - » Protect bird roosting areas.
  - » Nature-based solutions for sea level rise adaptation.
- Future Development Vision
  - » Oppose industrial uses at former Power Plant and WWTP sites.
  - » Support constructed wetlands and ecological uses.

# Business Focus Group Key Themes

- Waterfront Enhancement Needs
  - » Replace outdated yellow lighting along Embarcadero
  - » Address lack of evening activity – more lighting and “vibrancy”
  - » Improve sidewalks and general maintenance
- Operational Challenges
  - » Seasonal clientele variations (visitors vs. locals)
  - » Complex development approval processes
  - » Need for designated employee parking, paid parking, and time enforcement
- Development Opportunities
  - » Former Power Plant: amphitheater, hotels, campgrounds, visitor serving uses
  - » Bridge access across Morro Creek for better circulation

# Harbor-Related Focus Group Key Themes

- Infrastructure Maintenance
  - » Harbor facilities: docks, breakwaters, dredging
  - » Need for large boat haul-out facility
  - » Pier reinforcement needs
- User Coordination Challenges
  - » Balance commercial fishing, recreation, and visitors
  - » Concerns about future of local fishing industry
  - » Agency jurisdiction overlap issues (e.g., California Department of Fish and Wildlife, California Coastal Commission, City Health department requirements)
- Funding & Management
  - » Capital improvement funding difficulties
  - » Long-term harbor management planning

# Community Focus Group Key Themes

- Resident Access & Equity
  - » Waterfront benefits for locals, not just tourists
  - » Family-friendly amenities and mini parks needed
  - » Avoid being "pushed out" by weekend tourist crowds
- Connectivity Improvements
  - » Crossing at Little Morro Creek for north-south access
  - » Enhanced trolley service and promotion
  - » Better pedestrian safety and lighting
- Community Engagement
  - » Desire for more involvement in decision-making
  - » Support for Maritime Museum as community asset
  - » Regular updates on planning processes

# Cross-Cutting Themes

- Parking Challenges
  - » Support for paid parking implementation, especially at Morro Rock
  - » Need for time enforcement and employee vs. visitor parking areas
  - » Interest in off-site parking with shuttle/trolley connection
- Balancing Competing Priorities
  - » Tourism economic benefits vs. resident quality of life
  - » Development & public access opportunities vs. environmental & habitat protection
- Implementation Needs
  - » Better coordination between agencies and the City
  - » Adequate funding for infrastructure improvements
  - » Enhanced community involvement in planning decisions

*Background  
Analysis  
Informing WMP*



# Background Analyses and Early Input

- Stakeholder Input
- WMPAC Input
- Community Workshop Input
- Planning Commission and City Council Input
- Market Analysis
- Circulation Background Conditions Report
- Design Guidelines
- Sea Level Rise Technical Memorandum
- Draft Sea Level Rise Adaptation & Feasibility Report
- Waterfront Master Plan Background Report

# Expected Contents of WMP

- Vision Statement
- Land Use and Circulation Plans for WMP Planning Areas
- Design Guidelines
- Recommendations/Implementation
- *The sea level rise analysis will inform the recommendations/implementation in the WMP*

# How Early Work will Inform WMP

- Stakeholder Input will confirm/identify key issues and needs to be address by WMP
- Findings from Market Analysis, Circulation Background Conditions Report and Draft Sea Level Rise Adaptation & Feasibility Report will be presented for public review
- Street End Design work, Design Guideline work and the Background Report will be included in the Draft Waterfront Master Plan
- The Background Report will inform the Draft Waterfront Master Plan
- Findings taking into account feedback on the above reports will be incorporated into the Draft Waterfront Master Plan

# Thank You

