

Morro Bay Waterfront Master Plan

City of Morro Bay
Waterfront Master Plan
Community Workshop #1
November 18, 2025



Agenda

- 6:00 – 6:15 **Introductions and Project Overview Presentation**
- 6:15– 7:40 **Open House Stations**
- 7:40 – 8:00 **Report Out / Next Steps**

Team Introduction



Introduction



Community Engagement

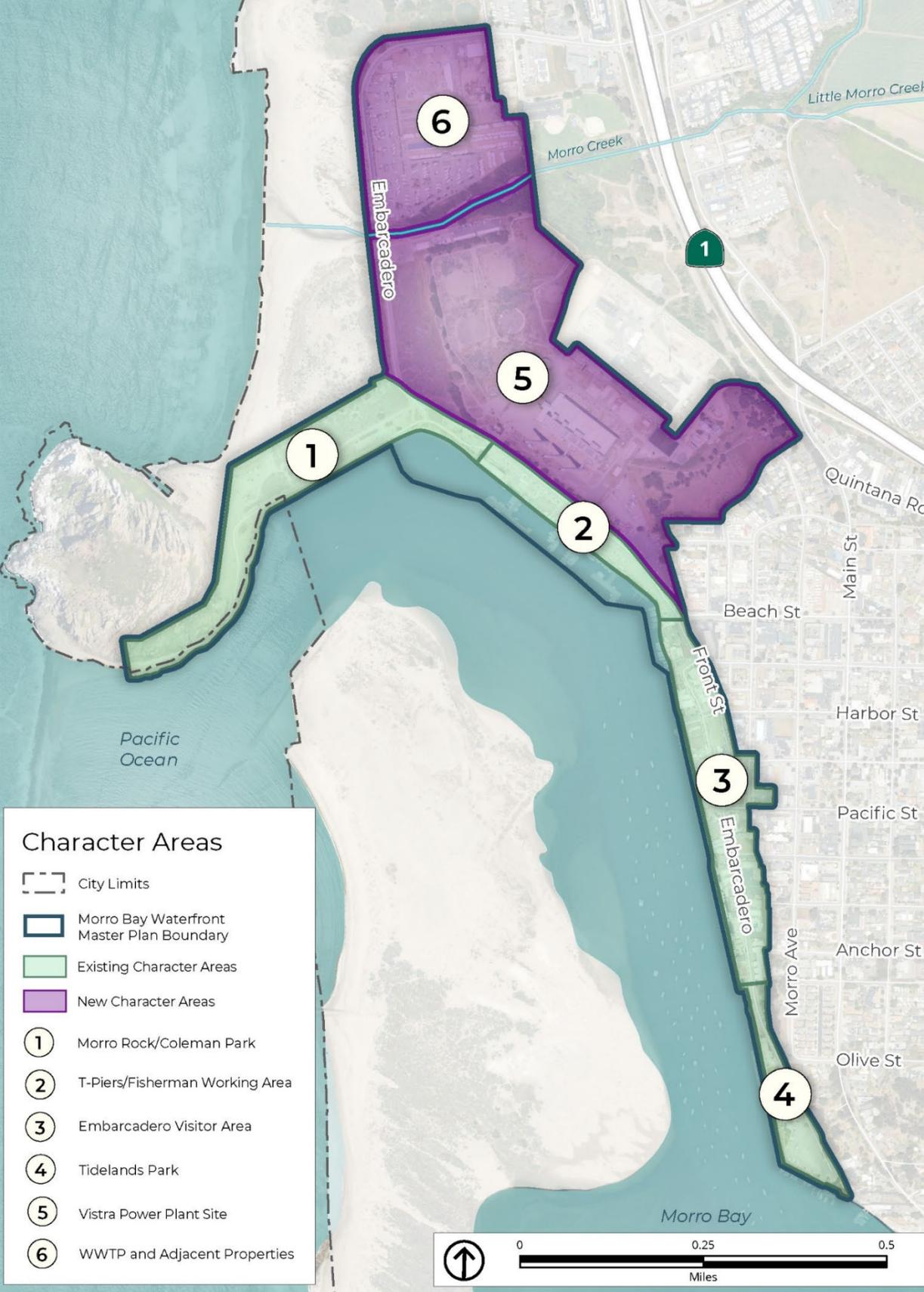


Project Overview



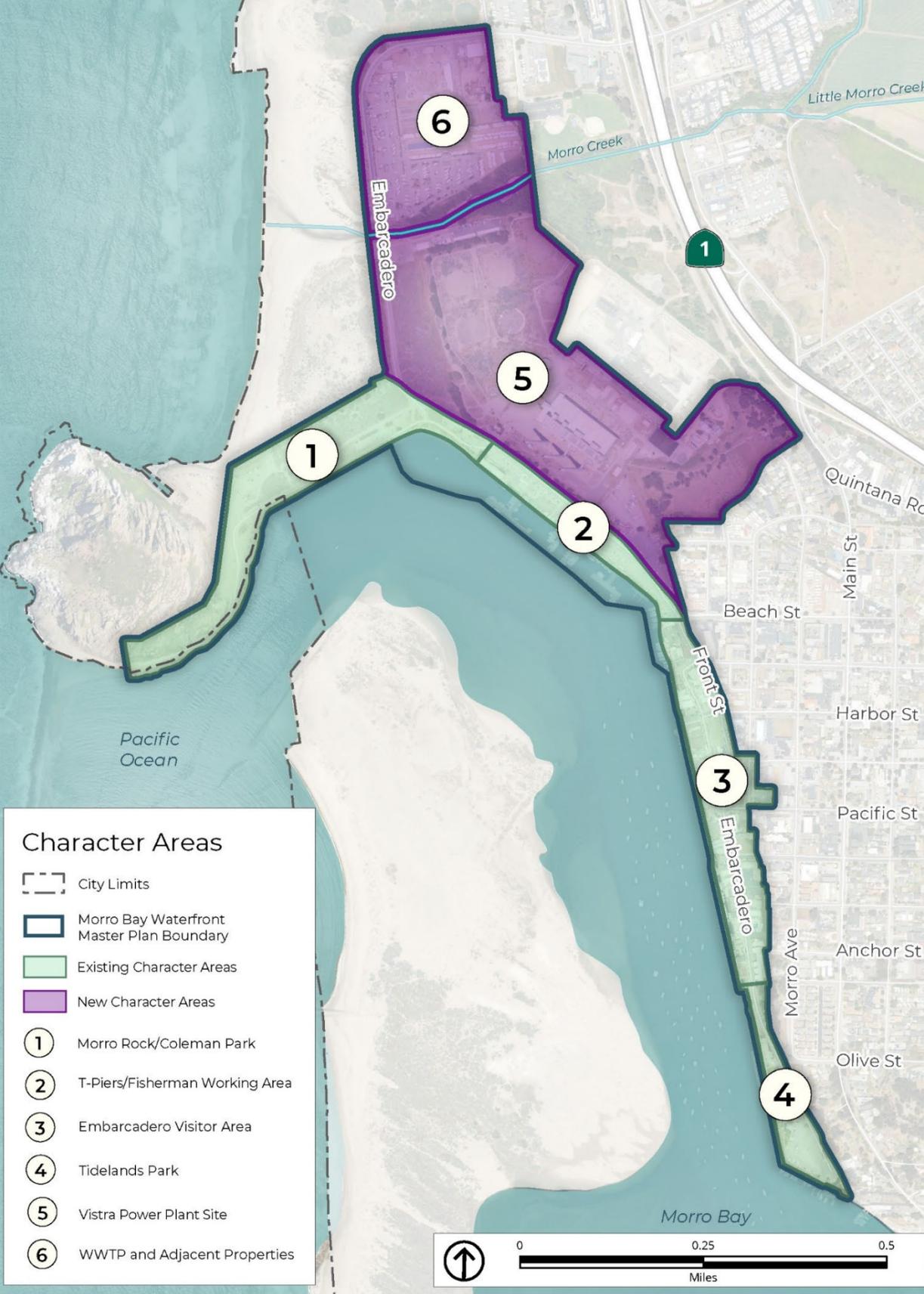
Project Overview

- The Waterfront Master Plan (WMP) is a vision for future development, land use, circulation, environmental protection, and infrastructure for Morro Bay’s waterfront area.
- The WMP generally includes waterfront areas from Morro Rock to Tidelands Park. The boundary expands the 1996 boundary to include former power plant and wastewater treatment site.



Project Overview

- The WMP will:
 - » Update background information to reflect existing conditions
 - » Expand the 1996 WMP boundaries to include the former power plant and wastewater treatment site
 - » Incorporate a sea level rise analysis, vulnerability assessment, and adaptation plan
 - » Establish a vision and conceptual plans for land use, development and circulation
 - » Development of a financially feasible implementation plan
 - » Implement all relevant policies and programs of Plan Morro Bay



Why Now?

- The WMP has not been updated since it was first adopted in 1996.
- The WMP is part of the City's **Local Coastal Program (LCP)**. The LCP is the City's vision and guide for implementing the Coastal Act at the local level.
- All City land use decisions in the Coastal Zone must be consistent with the City's LCP and General Plan, which are combined in a single document called **Plan Morro Bay**.
- Adopted in May 2021, Plan Morro Bay was the first comprehensive update to the City's LCP and General Plan since the 1980s.

The Journey



Where have we been?

- Hired Consultant, Placeworks
- Formed the Waterfront Master Plan Advisory Committee (WMPAC)
- Held six (6) monthly WMPAC meetings
- Conducted a trolley and walking tour of the waterfront
- Prepared a Public Engagement Plan
- Interviewed 25 stakeholders, representing harbor, business, community, and environmental groups
- Finalized the updated waterfront planning area boundaries
- Prepared a draft market study, circulation study, and sea level rise memo
- Assessed the 1996 waterfront master plan
- Organize and promoted tonight's workshop

Where are we going?



Open House Stations



Open House Stations

- Welcome Table: Project Overview
- Station A: Expansion Areas - Initial Findings
- Station B: Morro Rock/Coleman Park/Measure D Area - Review of 1996 Plan and Initial Findings
- Station C: Embarcadero/Tidelands Park Area - Review of 1996 Plan and Initial Findings
- Station D: Additional Feedback on Stakeholder Input
- Station E: Visioning
- Children's Activity table



Type of Input

Waterfront Today Boards:

- Share your favorite spot to visit or places you value.
- What would you like to see change?

1996 WMP Evaluation Boards

- Do you have any context or comments regarding the status of any of the actions from the 1996 WMP?
- Do you feel these implementation actions are still relevant today?

Stakeholder Input Boards

- Review the key themes and let us know your thoughts and comments.

Visioning Boards

- What is your favorite memory of the waterfront?
- What is something you would like to see in the next 20 years?

Report Back



Share your thoughts with the group!

- Did anything stand out to you at any of the stations?
- Did you hear any new ideas that you liked?
- What do you think is most important for the future of the Waterfront?
- Is there anything else you would like the rest of the group to know?

Thank You

