

Morro Bay Waterfront Master Plan

City of Morro Bay

Waterfront Master Plan

Advisory Committee

October 2, 2025



Agenda

- Community Development Director Update
- Updated Project Boundary
- Updated Outreach Schedule
- November Workshop Format and Content

Updated Project Boundary



Update on Project Boundary

Current Master Plan Boundary



Source: County of San Luis Obispo, 2025; ESRI, 2025; PlaceWorks, 2025

- Existing Waterfront Master Plan
- Building Footprints
- Parcels
- Water
- Parks and Open Space

Update on Project Boundary

Request for Proposals WMP Boundary



Revised WMP Boundary (per Staff Report)



Update on Project Boundary

Revised WMP Boundary (per Staff Report)



Source: County of San Luis Obispo, 2025; ESRI, 2025; PlaceWorks, 2025

- Morro Bay Waterfront Master Plan Area
- Building Footprints
- Parcels
- Water
- Parks and Open Space

Update on Project Boundary

Current Master Plan Boundary



Source: County of San Luis Obispo, 2025; ESRI, 2025; PlaceWorks, 2025

- Existing Waterfront Master Plan
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Revised Master Plan Boundary (Per Public Comments)



Source: County of San Luis Obispo, 2025; ESRI, 2025; PlaceWorks, 2025

- Morro Bay Waterfront Master Plan Area
- Building Footprints
- Parcels
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Update on Outreach Schedule



Update on Outreach Schedule

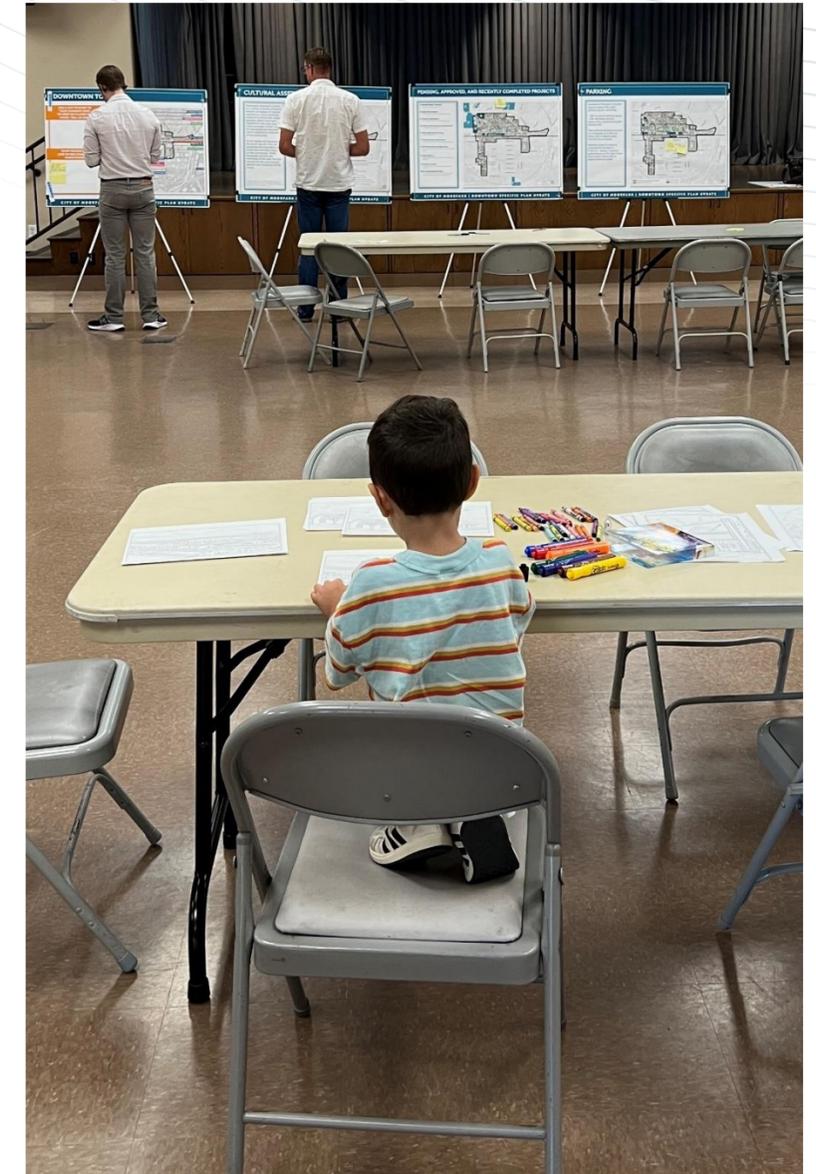
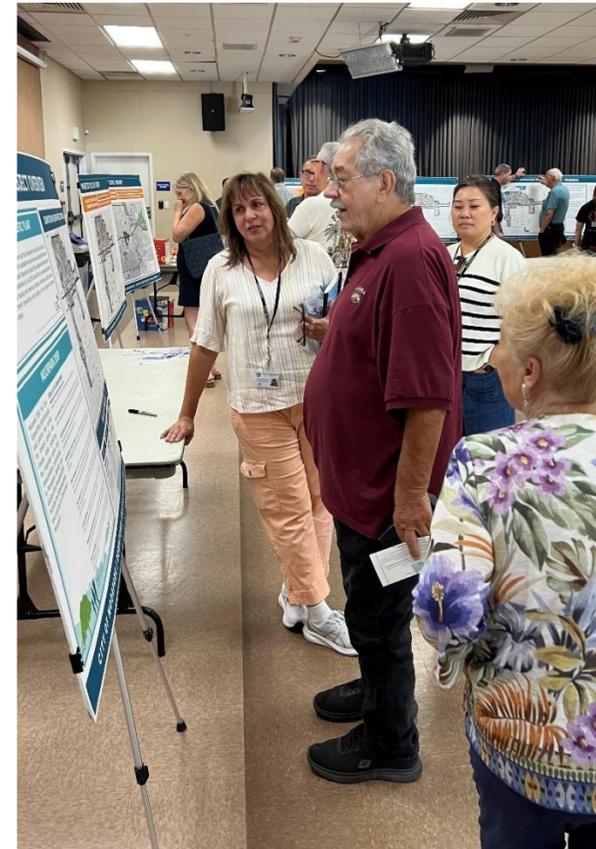
Meeting	Topics Anticipated
WMPAC: November 6, 2025	Review of Existing WMP, Final info about Public Workshop #1
Workshop #1: November 18, 2025	Project Overview, Summary of Outreach So Far, Review of Existing WMP, Preliminary Visioning
WMPAC: December 4, 2025	Market Analysis, Circulation Background Conditions Report, Report on Workshop #1
Workshop #2: Anticipated January 2026 – Date TBD	Market Analysis & Circulation Report, Remainder of Background Report and Visioning

Workshop #1
November 18



Workshop #1 Agenda

- 6:00-6:30 Welcome Presentation
- 6:30-8:00 Open House – Visit Workstations
 - » Existing Conditions
 - » Stakeholder Comments
 - » Visioning Table
 - » Children’s Coloring Corner



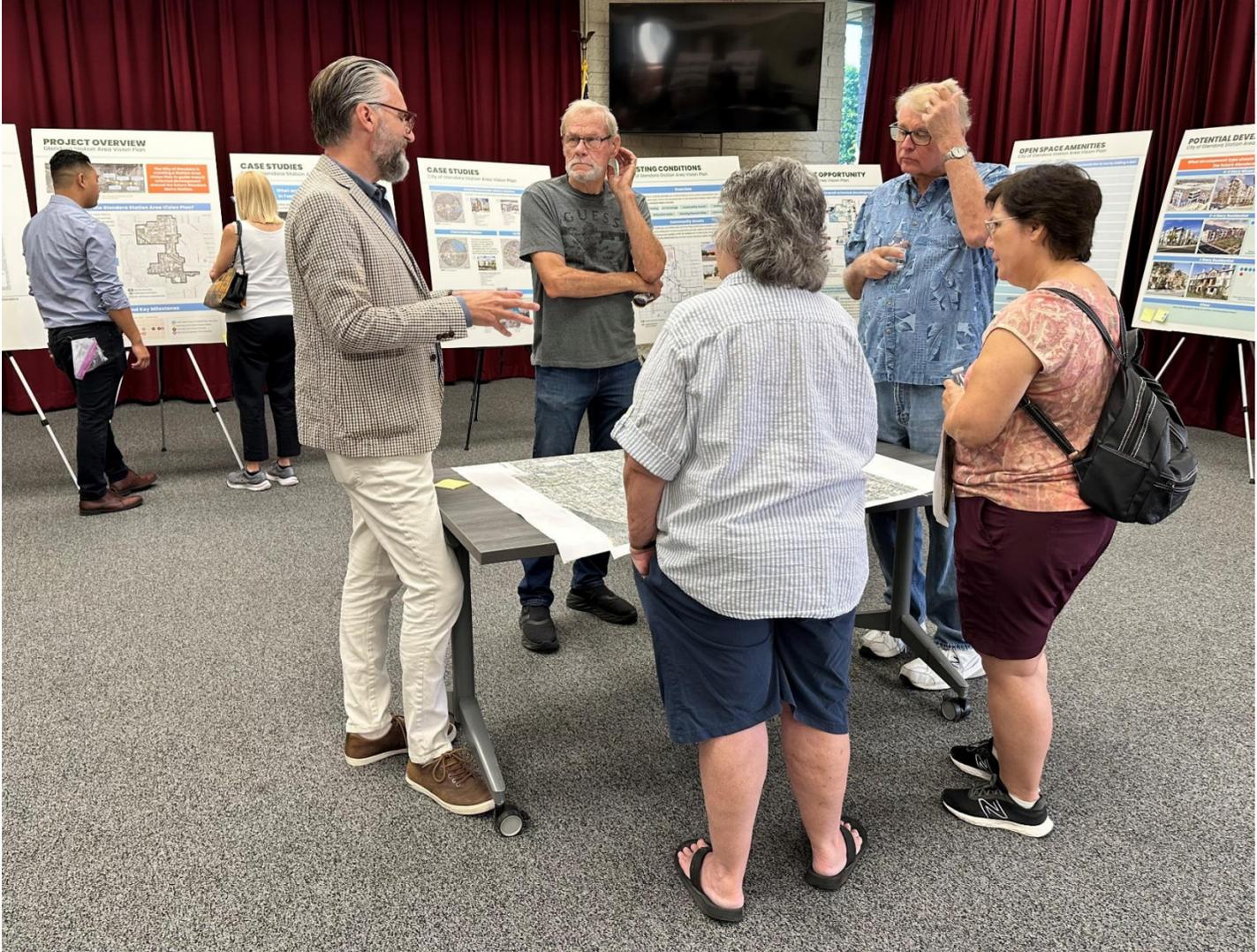
Workshop #1 Format

- Welcome Presentation



Workshop #1 Format

- Open House – Workstation Discussions



Workshop #1 Activities

- Review and Verify Background Analysis

AREAS OF POTENTIAL CHANGE

TO DETERMINE AREAS THAT HAVE HIGH POTENTIAL FOR CHANGE, PARCELS WITHIN THE STUDY AREA WERE ANALYZED IN THREE STEPS:

- 1 Each parcel within the study area was given an Area of Potential Change Score. Area of Potential Change scores were determined by attributing points to each parcel, shown in the table below.
- 2 The second step took a qualitative review of findings from step 1 to capture additional opportunities, constraints, and other development considerations. The refined areas of potential change are shown in the map.
- 3 Finally, high scoring areas were grouped into focus areas. These focus areas have the potential to provide catalytic change to Downtown Moorpark. Further studies and design concepts will be developed as part of the Downtown Moorpark Specific Plan.

AREAS OF POTENTIAL CHANGE CRITERIA		
Criteria	Points	
Ownership	Is a contiguous parcel with the same owner	1
Ownership	Owned by the City of Moorpark or Ventura County Transportation	2
Land Utilization Ratio	Ratio of assessed value of improvements to assessed value of land is less than 0.50	2
Existing Land Use	Includes Vacant Uses	2
Existing Land Use	Includes existing office, commercial, or industrial uses	1
Lot Size	Has a lot size greater than 20,000 square feet	2
Lot Coverage	The Building to lot coverage is less than 20%	2
MAX AREA OF POTENTIAL CHANGE SCORE (SUM OF AREAS OF POTENTIAL CHANGE CRITERIA POINTS)		10

CITY OF MOORPARK | DOWNTOWN SPECIFIC PLAN UPDATE

Shoreline Urban Environment

Subdistricts Map - Existing Character

In one word or phrase, what does Shoreline feel like today?
Post a sticky note with your answer below

In one word or phrase, how should Shoreline feel in the future?
Post a sticky note with your answer below

LONG BEACH DEVELOPMENT SERVICES

longbeach.gov/dtlplan

Workshop #1 Activities

- Review and Contribute to Stakeholder Feedback

What you said about...

Quality of Life

Topics of Agreement...

- > Mountain views are important
- > Attractive because schools, parks, low crime, easy freeway access, recreational opportunities
- > Montrose Shopping Park is great as-is
- > Good, distinctive neighborhoods that are worthy of preservation
- > Needs more public transportation, bikeways, parks
- > There has been too much growth, residential over-development in the area
- > Streetscapes need improvement
- > Good recreational opportunities, but could use more active play fields and multi-use trails

Topics of Disagreement...

- > Whether the City should encourage additional commercial development

Some ideas to think about...

Quality of Life

Suggested Actions...

- > Build more mini-parks and active parks
- > Coordinate with other jurisdictions - LA County Flood Control for trails along channels; Caltrans for soundwalls; LA County & City, Burbank, La Canada Flintridge for trails including equestrian
- > Add Beeline routes
- > Improve streetscapes with benches, small landscaped areas, et cetra
- > Downzone under-developed areas
- > Review street trees, lights, bus shelters and other public improvements with property owners
- > Develop environmental policies for air, noise, water and land use to encourage sustainability
- > Implement "Safe Routes to School" sidewalks and crossings

Some Trade-offs to Consider...

- > Lots of money needed for acquisition and maintenance of parks, streetscape amenities, Beeline expansion
- > Limiting building heights and imposing other requirements means old, existing buildings and uses will remain longer -no incentive to change or redevelop
- > Removing parking may simply shift cars to neighborhoods, may impact small businesses

Workshop #1 Activities

- Visioning Exercise



Workshop #1 Questions to WMPAC

- How best to advertise the Workshop?
- Is there specific feedback on Existing Conditions Background we should ask Participants?

Thank You

