



Focus group meetings were held with representatives from local environmental organizations, businesses, harbor-related and government entities, and community groups. Key themes are highlighted below.

Have additional thoughts? Let us know below!



## Economic Development and Business Support

- Reviving and enhancing the waterfront, described as “dead after 7pm”, with sufficient lighting and amenities to draw evening visitors.
- Streamlining the development process and establishing clear design guidelines to support business investment.
- Consideration of seasonal variations in clientele (visitors in-season, locals off-season) that affect business operations in planning.
- Transitioning from an industrial town with an economy dependent on industrial uses to a visitor-dependent economy while maintaining Morro Bay’s roots as a fishing village.

 Add more thoughts here!

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## Future Development in Expansion Areas

- Suggesting visitor-serving uses for the former Power Plant site, such as amphitheater space, hotels, or campgrounds (noting deed restrictions may limit certain development options).
- Potential for campgrounds or nature-based solutions for flood mitigation and stormwater management, such as constructed wetlands, at the former Wastewater Treatment Plant (noting potential flooding and coastal hazard constraints).
- Concern with potential contamination on both sites and time, cost, and responsibility of clean-up.
- Environmental groups strongly opposed industrial uses at either site.

 Add more thoughts here!

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## Community Access and Amenities

- Family-friendly amenities, including playgrounds, restrooms, and picnic areas.
- Provide more mini parks or green spaces, that are comfortable and accessible, along the Embarcadero, for people and families to take breaks, enjoy the scenery, and create a connected experience.
- Enhanced community event spaces and volunteer opportunities for waterfront beautification and maintenance.
- More regular updates on planning efforts, as some residents expressed feeling excluded from decision-making processes.
- Improvements to Coleman Park to better serve community recreational needs.

 Add more thoughts here!

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