



MORRO BAY WATERFRONT MASTER PLAN BACKGROUND REPORT

Final: 02/27/26

Flip through the report to learn more about the current conditions of the waterfront!



Acknowledgments



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Note:



This document is intended to be viewed as a two-page spread with a single cover and back page.

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1. Introduction

1.1 Regional Context

1.2 Project Area

1.3 Historical Context

1.1 Regional Context



Source: Plan Morro Bay

The City of Morro Bay is a full-service, general law city of approximately 5.3 square miles located in San Luis Obispo County, California. The city has a population of 10,692 (2024) and was founded in 1870. The city is located within the Estero Bay Region and serves as the safe harbor between Monterey and Santa Barbara. The City's location on the waterfront and within the Estero Bay Region have made it a functional economic hub for commercial fishing. In 1996, the City established the Waterfront Master Plan. This plan was created in response to the increasing urbanization of California and the City's ongoing commitment to balance the need to maintain a working waterfront while planning for improvement and enhancement of the commercial and public access elements of the harbor.

The Morro Bay Waterfront Master Plan (WMP) Update Plan Area is generally located within the central and western part of the city, along the waterfront of Morro Bay (see Figure 1.1). The eastern edge of the Plan Area overlaps the Downtown Waterfront Strategic Plan Area.

Two highways run through Morro Bay, Highway 1 and State Route 41. Highway 1 is a major north-south state highway that is approximately half a mile from the northern edge of the project boundary and one mile from the southern edge of the project boundary. Highway 1 and State Route 41 connect Morro Bay to US 101 in San Luis Obispo (13 miles from Morro Bay) and Atascadero (17 miles from Morro Bay).

Figure 1.1: Regional Context Map



Source: PlaceWorks, 2025

1.2 Project Area

The Morro Bay Waterfront Master Plan area boundary expands the 1996 Plan boundaries to include the adjacent former Wastewater Treatment Plant (WWTP) and the former Power Plant site. The project area includes areas along the Embarcadero between Tidelands Park and Morro Rock, as well as four parcels along Atascadero Road and the Embarcadero north of Morro Creek. While the 1996 Waterfront Master Plan included 69 acres, the updated Waterfront Master Plan includes a total of 179 acres. The project area is organized into six character areas. The first four character areas are consistent with the 1996 plan's character areas. Two new character areas are the former Wastewater Treatment Plant and former Power Plant site. The project boundary and character areas are shown in Figure 1.2.

1. Morro Rock/Coleman Park



Source: PlaceWorks

2. T-Piers/Fishermen Working Area



Source: PlaceWorks

3. Embarcadero Visitor Area



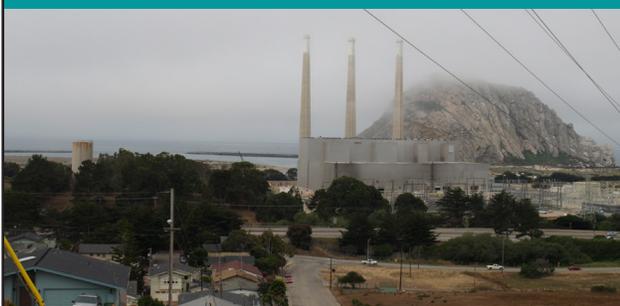
Source: Plan Morro Bay

4. Tidelands Park



Source: PlaceWorks

5. Former Power Plant Site



Source: Plan Morro Bay

6. WWTP and Adjacent Properties



Source: PlaceWorks

Figure 1.2: Plan Boundary Map



Source: PlaceWorks, 2025

1.3 Historical Context

1910



Source: Historical Society of Morro Bay

This section is a brief statement on the history of Morro Bay's waterfront. Please refer to Section 4.2 for a narrative on the complex ownership history of the waterfront and Section 9.1 for a more detailed history of Morro Bay's waterfront from 1996 to present, including a consensus statement from the Waterfront Master Plan Advisory Committee on the status of the proposals in the 1996 Waterfront Master Plan.

1940



Source: Joe Dunlap via Facebook

The land that is now the City of Morro Bay has a long history that has formed the character of the city as it is today. For many years, the Central Coast, including the area that is now Morro Bay, was occupied by indigenous Native American groups. The Salinan People and Northern Chumash have inhabited the California Central Coast for thousands of years. The Salinan People referred to Morro Rock as Le'samo, and it is a key component of multiple tribal legends. The Chumash called Morro Rock Lisamu, and it is classified as an International Sacred Site for the tribe. Today, Morro Rock is still an important symbol for these tribes and is a protected California Historical Landmark.

1950



Source: History Center of San Luis Obispo County

During the time of European exploration in the 16th century, there were reports from explorers spotting the rock and naming it "El Morro." Several years later in the mid-18th century, the Spanish expanded their colonization efforts into Alta California through missions. Mexico won independence from Spain in 1821, but ultimately ceded California to the United States in 1848 to end the Mexican-American War. The Gold Rush began a mass emigration to California, including the Morro Bay area. The Morro Bay Township was officially founded as a trading port for cattle and dairy products in 1870, and soon after, the Embarcadero was built and the streets were laid out for Old Town, with more modest development following.

2020



Source: Plan Morro Bay



Source: Plan Morro Bay

Development in the area was mainly concentrated along the bluff tops for many years, with the Embarcadero remaining

mostly vacant. In fact, Morro Rock was an island with natural tidal channels on both sides until the 1930s. Construction along the Embarcadero area began in 1942 when the Department of the Navy began construction of an amphibious training base as part of a national defense project during World War II. This included not only the building of the two T-Piers and the inner harbor revetment from Coleman Beach to the sand spit, but also involved dredging the current Navy and Morro Channels. The dredge spoils were deposited behind the inner harbor revetment to create what is now the Embarcadero Road area.

After the war had ended, in the late 1940s, buildings began being built along the Embarcadero, and a fishing fleet began to develop and use the T-piers and docks. This remained the primary use along Embarcadero for many years to come. In 1949, the Navy base and all waterfront facilities were sold to the County of San Luis Obispo, and in the early 1950s the Navy base property was sold to PG&E, who eventually constructed the Power Plant. The City of Morro Bay formally incorporated in 1964 and took ownership of the waterfront facilities and trusteeship of state-granted tidelands along the Embarcadero. The Power Plant facility was decommissioned in 2014, but the infrastructure still remains.

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2. Existing Uses & Regulations

2.1 Existing Land Uses

2.2 Plan Morro Bay

2.3 General Plan Land Use

2.4 Zoning

2.1 Existing Land Uses

The Morro Bay waterfront is characterized by a diverse mix of land uses and businesses that collectively define the Embarcadero as one of the City's primary economic and activity centers. Current on-the-ground land use data in the Plan Area is maintained by the San Luis Obispo Council of Governments (SLOCOG) and can be seen in Figure 2.1. SLOCOG land use data is collected and analyzed based on the designations given in the San Luis Obispo County General Plan, which are categorized differently, but in a parallel manner, to the Morro Bay General Plan/LCP land use designations. Table 2.1 provides information about the comparable San Luis Obispo County land use designation descriptions to the SLOCOG land use categories. Some of the SLOCOG land use categories correspond to more than one County land use designation.

Nearly half the land in Morro Bay is part of Morro Bay State Park or the beach. Because of this, the two largest land use categories in the Waterfront Master Plan area are Open Space Area/ Conservation Area and Community Park/Regional Park/ Golf Course. This is followed by Major Public Facility, which includes sites like the former Power Plant, the former tank farm, and areas along the Embarcadero that are designated for fishing industrial uses. Lastly, the third largest land use is Downtown/Village and includes the businesses and recreational opportunities along the Embarcadero between Beach Street and Tidelands Park. Other existing land uses within the Waterfront Master Plan boundaries are Public Facility/Public Land, Community Park/Regional Park/Golf Course, and Commercial Service/Industrial. These land uses include locations like the former Wastewater Treatment Plant, Tidelands Park, and areas along Atascadero Road.



Businesses on the Embarcadero
Source. Plan Morro Bay



View of Morro Creek
Source. Plan Morro Bay

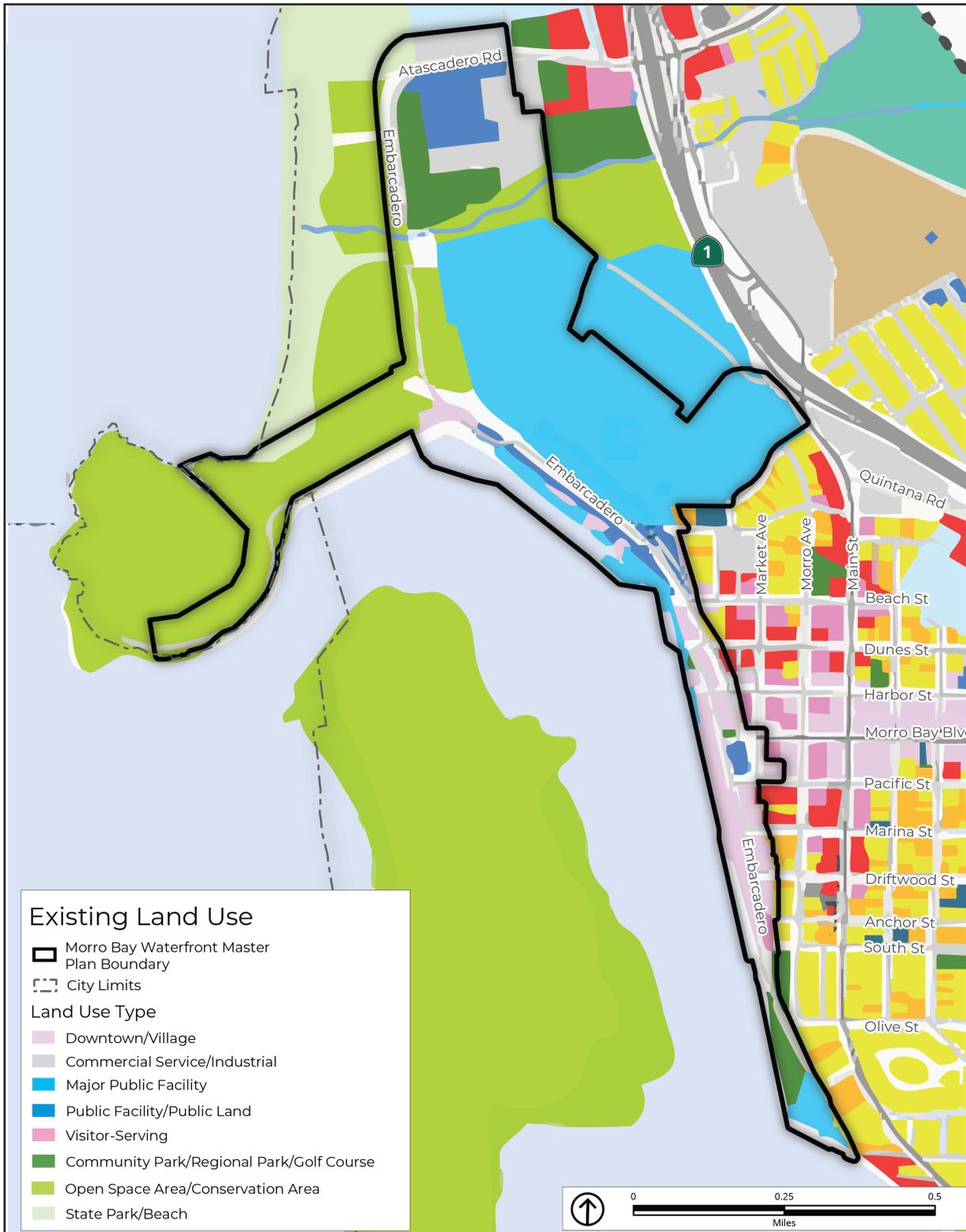


View of Commercial Fishing Area from Morro Bay
Source. PlaceWorks, 2025



View of Coleman Park and Morro Bay
Source. PlaceWorks, 2025

Figure 2.1: Existing On-the-Ground Land Use Map



Source: City of Morro Bay, 2016; SLOCOG, 2025; PlaceWorks, 2025;

Table 2.1: SLOCOG LAND USE CATEGORIES

<p>SLOCOG Category: Downtown/Village <i>Equivalent SLO County Categories: Commercial Retail</i></p>
<p>SLO County Land Use Purpose Description Central Business Districts (CBD):</p> <ul style="list-style-type: none"> a. To provide centralized locations for stores, offices, service establishments and amusements, offering a wide range of commodities and services scaled to meet neighborhood and community general shopping needs. b. To provide areas for a concentration of business and public facilities to encourage pedestrian circulation for public convenience and for mutual benefit. c. To allow for limited multi-family residential uses only as secondary to commercial uses. d. To allow community scale shopping centers if designed for street pedestrian shopping; regional shopping centers should be located within incorporated cities. <p>Visitor-Serving Commercial Areas:</p> <ul style="list-style-type: none"> e. To provide for Visitor-Serving Priority Areas. f. To provide limited areas for highway traveler services and uses associated with tourists and vacationers within urban areas on collectors or arterials or in rural areas where other commercial areas are distant. g. To allow for commercial and compatible accessory uses related to resort or recreational activities.
<p>SLOCOG Category: Commercial Service/Industrial <i>Equivalent SLO County Categories: Commercial Service; Industrial</i></p>
<p>SLO County Land Use Purpose Description Commercial Service Purpose:</p> <ul style="list-style-type: none"> a. To provide areas for commercial or industrial trade services and light manufacturing where they will not adversely affect surrounding properties. b. To protect adjacent incompatible uses from harmful influences and prevent intrusion of conflicting uses. c. To provide suitable locations for retail, wholesale, heavy commercial and service establishments usually located near highway traffic or where terminal facilities are convenient. <p>Industrial Purpose:</p> <ul style="list-style-type: none"> d. To identify areas suited to industrial activities that will not adversely affect adjacent areas of other uses. e. To provide opportunities for the concentration of industrial uses to enable efficient use of transportation, circulation and energy facilities. f. To protect adjacent land uses from harmful influences, as well as to prevent the intrusion of incompatible uses into industrial areas. Residences are allowed only as caretaker or accessory uses. g. Where the Industrial category is located outside of urban or village reserve lines, it is intended to reserve appropriately located areas for industrial uses requiring large areas of land, nearby transportation or energy facilities, or related activities compatible with agricultural and other rural uses
<p>SLOCOG Category: Major Public Facility <i>Equivalent SLO County Categories: Public Facilities</i></p>
<p>SLO County Land Use Purpose Description The Public Facilities land use category is intended to be applied only to lands owned by public agencies. In the event land designated in this category is transferred from public to private ownership, the county will initiate a Land Use Element/Local Coastal Plan amendment to change the site to the same designation as an adjoining privately-owned parcel. Purpose:</p> <ul style="list-style-type: none"> a. To identify lands and structures committed to public facilities and public agency uses that benefit the public. For proposed public facilities, where site selection has not occurred., site selection criteria are included in the chapter entitled “Combining Designations and Proposed Public Facilities”, with development guidelines for establishing the uses. b. To provide areas for development of public facilities to meet public needs. c. To identify adequately sized facility locations that satisfy both community and regional needs relating to the population levels being served. d. To identify facility sites based on the character of the area being served and also compatible with and supportive of the comprehensive plans of agencies within the facility service area.

SLOCOG Category: Visitor-Serving*Equivalent SLO County Categories: Recreation***SLO County Land Use Purpose Description**

- a. To identify areas having recreational potential where private or public development of recreational uses can be encouraged when not in conflict with surrounding rural and agricultural uses.
- b. To allow for recreation and resort-oriented development that will be incidental to outdoor recreation on the same site.
- c. To allow recreation and resort-oriented development where significant public recreational resources are available in the immediate vicinity.
- d. To provide for public park and recreation areas when not in conflict with surrounding rural and agricultural land uses.
- e. To provide for visitor-serving priority areas.

Character: Visitor-serving priority areas are: (1) Areas that presently serve tourists and visitors to the coast and coastal communities, which are protected by preserving the visitor-serving uses within them. (2) Ocean-front land, upland support areas and private lands and coastal areas suitable for Recreational and Visitor-Serving commercial activities (as reflected on the land use maps) shall be preserved for such developments. Priority is given to the use of private lands to enhance public opportunities for coastal recreation over private residential, general industrial or general commercial development but not over agricultural or coastal-dependent uses. (3) These areas are identified on the land use maps with the letter "V". The designation applies to the entire Recreation category.

SLOCOG Category: Community Park/Regional Park/Golf Course*Equivalent SLO County Categories: Recreation***SLO County Land Use Purpose Description**

- a. To identify areas having recreational potential where private or public development of recreational uses can be encouraged when not in conflict with surrounding rural and agricultural uses.
- b. To allow for recreation and resort-oriented development that will be incidental to outdoor recreation on the same site.
- c. To allow recreation and resort-oriented development where significant public recreational resources are available in the immediate vicinity.
- d. To provide for public park and recreation areas when not in conflict with surrounding rural and agricultural land uses.
- e. To provide for visitor-serving priority areas.

SLOCOG Category: Open Space Area/Conservation Area*Equivalent SLO County Categories: Open Space***SLO County Land Use Purpose Description**

The Open Space category is applied to lands in public fee ownership, or private lands where an open space agreement or easement has been executed between the property owner and the county. The category may also be applied to areas left open as part of density transfer negotiated through the amendment process. Applying the Open Space category to a parcel of land does not in and of itself, convey or imply any right of public access, use, trespass or violation of privacy. The open space designation may be applied to public or private lands with public easements, including the undeveloped portions of state park properties. Purpose:

- a. To identify land areas having value as primitive or natural areas.
- b. To identify environmentally-fragile areas that are capable of supporting only passive recreational activities and non-structural uses.
- c. To identify areas in public ownership which are reserved for wilderness use or as a wildlife or nature preserve.
- d. To retain areas with fragile plant or animal communities (such as marshes and wetlands) in a natural or undisturbed state.
- e. To retain natural beauty and ecological diversity.

SLOCOG Category: State Park/Beach*Equivalent SLO County Categories: Recreation***SLO County Land Use Purpose Description**

- a. To identify areas having recreational potential where private or public development of recreational uses can be encouraged when not in conflict with surrounding rural and agricultural uses.
- b. To allow for recreation and resort-oriented development that will be incidental to outdoor recreation on the same site.
- c. To allow recreation and resort-oriented development where significant public recreational resources are available in the immediate vicinity.
- d. To provide for public park and recreation areas when not in conflict with surrounding rural and agricultural land uses.
- e. To provide for visitor-serving priority areas.

2.2 Plan Morro Bay

Plan Morro Bay, or the City's General Plan and Local Coastal Plan, sets the goals, policies, and directions the City will take in managing its future. California law requires local governments to adopt a general plan, which must provide policy guidance for eight elements: land use, transportation, housing, conservation, noise, open space, safety, and environmental justice. Plan Morro Bay also includes two optional topics: community design and economic development.

The Waterfront Master Plan Update address three key General Plan policies:

- **LU-8.1: Update Waterfront Master Plan.** Update the 1996 Waterfront Master Plan with a focus on addressing issues of sea level rise and future planning for Morro Rock.
- **LU-5.4: Vistra Site Master Plan.** Create a master plan for the redevelopment of the former Vistra power plant site and surrounding area, which could include reuse of some of the existing buildings. The master plan will be the responsibility of the developer or property owner upon property development. Encourage extensive community participation in the master plan process. Ensure that the land use map identified in Figure LU-4 and development capacity established in Table LU-2 guide land planning for the site. Other objectives for the master plan include creating a better connection between the two sides of the Embarcadero at the Vistra site and creating a pedestrian-friendly atmosphere along the site's Embarcadero street frontage. The master plan shall be incorporated into the LCP via an LUP amendment with Chapter 3 of the Coastal Act with the standard of review prior to any CDP processing for associated development.
- **LU-5.5: Continued Industrial Use at WWTP Site and Master Plan.** The site of the existing wastewater treatment plant (WWTP) on Atascadero Road is proposed to accommodate future visitor-serving, recreation, and open space uses (see Figure LU-4). Once the WWTP is relocated and operating at another site, and prior to redevelopment of the site, a master plan shall be prepared for the site and surrounding public parcels with specific objectives, needed improvements, and area-specific zoning. Plan objectives should include creating an environment more focused on pedestrians, in particular visitors and those using the area for recreation. Redesign for this area should take advantage of the proximity and connection to the beach and views of Morro Rock. Encourage extensive community participation in the master plan process. The master plan shall be incorporated into the LCP via an LUP amendment with Chapter 3 of the Coastal Act being the standard of review prior to any CDP processing for associated development. Until and unless the WWTP is relocated, the industrial WWTP use shall be allowed to continue to operate at that location as a coastal priority use and shall not be considered nonconforming.

Additional policies that the Waterfront Master Plan Update will address include:

- **Policy C-7.19: Infrastructure Relocation.** The City shall consider the relocation of critical water and wastewater infrastructure, as necessary and feasible, to protect those services from the effects of sea level rise and other coastal hazards.
- **Policy LU-7.8: Sea Level Rise Impacts on Lateral Access.** The following monitoring and actions shall be taken to address issues related to sea level rise in lateral access areas.
- **Policy LU-8.7: Embarcadero/Harbor coastal Hazards Standards.** In the Embarcadero area (i.e. the shoreline between Coleman Park and Tidelands Park) and for harbors/marinas development shall include all feasible measures to avoid, or if avoidance is infeasible, to mitigate against coastal hazard threats and potential impacts of coastal resources. Fill and placement of material in coastal waters, including shoreline protective devices in this area, shall be the minimum amount necessary, shall be allowed only where there is no feasible less environmentally damaging alternative and where feasible mitigation measures have been provided to minimize adverse environmental effects.
- **Policy LU-8.12: Develop Information.** The City shall continue to gather information on the effects of sea level rise and other coastal hazards on Morro Bay's shoreline, including identifying the most vulnerable areas, structures, facilities, and resources, with a focus on areas with priority uses such as public access and recreation resources, ESHA, and existing and planned sites for public infrastructure. Increase funding for public improvements with respect to potential vulnerabilities and impacts to infrastructure associated with changes

in sea level elevation. Updates to the LCP as well as project-specific coastal hazards assessments shall use the best available science, including the best available scientific estimates of expected sea level rise and potential resultant impacts. The information gathered should address multiple time frame horizons (e.g., 2025, 2040, 2050, and 2100) as well as multiple sea level rise scenarios, as appropriate and feasible.

- **Policy CIR-2.2: Street End Pedestrian Connections.** Create safer and more distinct lateral access connections across the street ends on the west side of the Embarcadero at Dunes, Harbor, Morro Bay Boulevard, Front, Pacific, Marina, and Driftwood Streets, including by relocating parking from these areas.

2.3 General Plan Land Use

Introduction

The General Plan land use map was developed as part of Plan Morro Bay, adopted in 2021. The General Plan Land Use map includes the community's vision for the future character of development in the City of Morro Bay. Figure 2.3 shows the General Plan 2040 Land Use Designations within the map area boundary. The Waterfront Master Plan Area contains five General Plan Land Use designations and one General Plan Overlay area. Abbreviated definitions for each land use designation in the Plan Area are described below, including the density allowed. Full land use designations can be found in Chapter 3B of Plan Morro Bay.

General Plan Land Use Designations

VISITOR-SERVING COMMERCIAL

Commercial FAR: 1.25

This designation is generally located on the east side of the Embarcadero and the former Power Plant Site. The intent of this designation is to encourage development of visitor-oriented services and uses at easily accessible locations and tourist destinations in the coastal zone. Typically, developments in this land use designation should have ground-floor commercial and lodging uses, with the upper floors reserved for additional visitor accommodation and offices.

PUBLIC/INSTITUTIONAL

Commercial FAR: 0.5

This designation allows for public-serving facilities, including government buildings and service facilities, or quasi-public facilities such as hospitals and cultural or civic resources.

COMMERCIAL/RECREATIONAL FISHING

Commercial FAR: 0.5 FAR

This designation was created to implement Measure D, which protects the tidelands between Beach Street and Target Rock. This land use designation limits development and use permits to fishing-related activities, ensuring these areas are designated for commercial fishing infrastructure and facilities that accommodate both commercial and recreational fishing-related activities.

WATERFRONT COMMERCIAL/INDUSTRIAL

Commercial FAR: 1.25 FAR

This designation allows a mix of visitor-serving commercial uses and harbor-related industrial uses on state tidelands trust land that is on the west side of the Embarcadero.

OPEN SPACE/RECREATION

Commercial FAR: N/A

This designation allows for areas of improved and unimproved park facilities, open space areas, natural resource areas, and outdoor recreation.

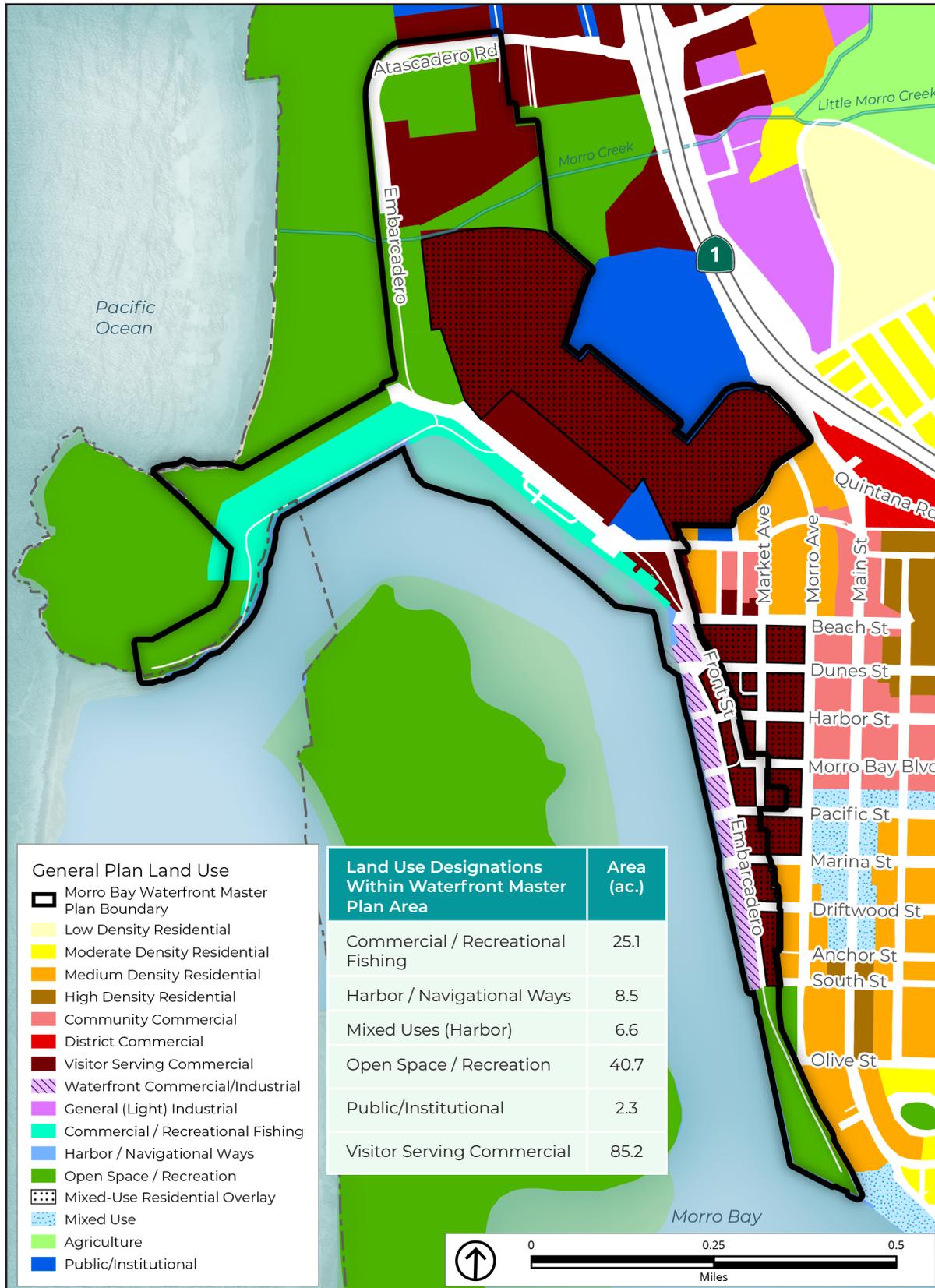
MIXED-USE RESIDENTIAL OVERLAY

Commercial FAR: Same as underlying base designation for nonresidential component.

Residential Density: 15.1–27.0 du/ac for residential component.

This designation allows residential uses in addition to the base allowed uses, provided the residential uses are secondary to the Visitor-Serving Commercial component of the project.

Figure 2.3: General Plan Land Use Map



Source. City of Morro Bay, 2025; PlaceWorks, 2025

2.4 Zoning

Zoning Districts

Figure 2.4 shows existing zoning districts within the Plan Area. Definitions for these zoning districts follow.

PARK AND RECREATION (PR)

Maximum Height: 25 Feet

This district is intended to identify and maintain areas for active recreation, including City parks and other areas that support recreational activities. Uses include parks, playgrounds, campgrounds, picnic areas, sports fields, golf courses, recreational clubs, and other appropriate recreational uses.

VISITOR-SERVING COMMERCIAL (VSC)

Maximum Height: 30 Feet

Maximum Density: As allowed in the Mixed-Use Residential Overlay.

Maximum FAR: 1.25

This district is intended to provide areas for visitor-oriented services and uses at easily accessible locations and tourist destinations. A range of visitor-serving uses are allowed, including hotels and motels, restaurants, retail, recreation, and other uses that accommodate visitor needs and activities.

OPEN SPACE (OS)

Maximum Height: 17 Feet

This district is intended for open space, undeveloped parkland, habitat and natural resource areas, and other areas that provide open space, habitat protection and enhancement, or support passive recreation such as beach areas, linear parks, trails.

PUBLIC FACILITY (PF)

Maximum Height: 17 Feet

This district is intended for facilities that serve the public, such as government buildings and service facilities, schools, hospitals, cultural centers, and other public and quasi-public uses.

WATERFRONT (WF)

Maximum Height: West side of the Embarcadero: 17 feet, determined by average grades of the land portion of the site, not including bank on the west side of the Embarcadero. Up to 25 feet may be allowed pursuant to the WMP. All other areas outside of the west side of the Embarcadero: 25 feet.

This district is intended to provide areas for visitor-oriented services and uses at easily accessible locations and tourist destinations. A range of visitor-serving uses are allowed, including hotels and motels, restaurants, retail, recreation, and other uses that address visitor needs and activities. The district also prioritizes harbor dependent uses.

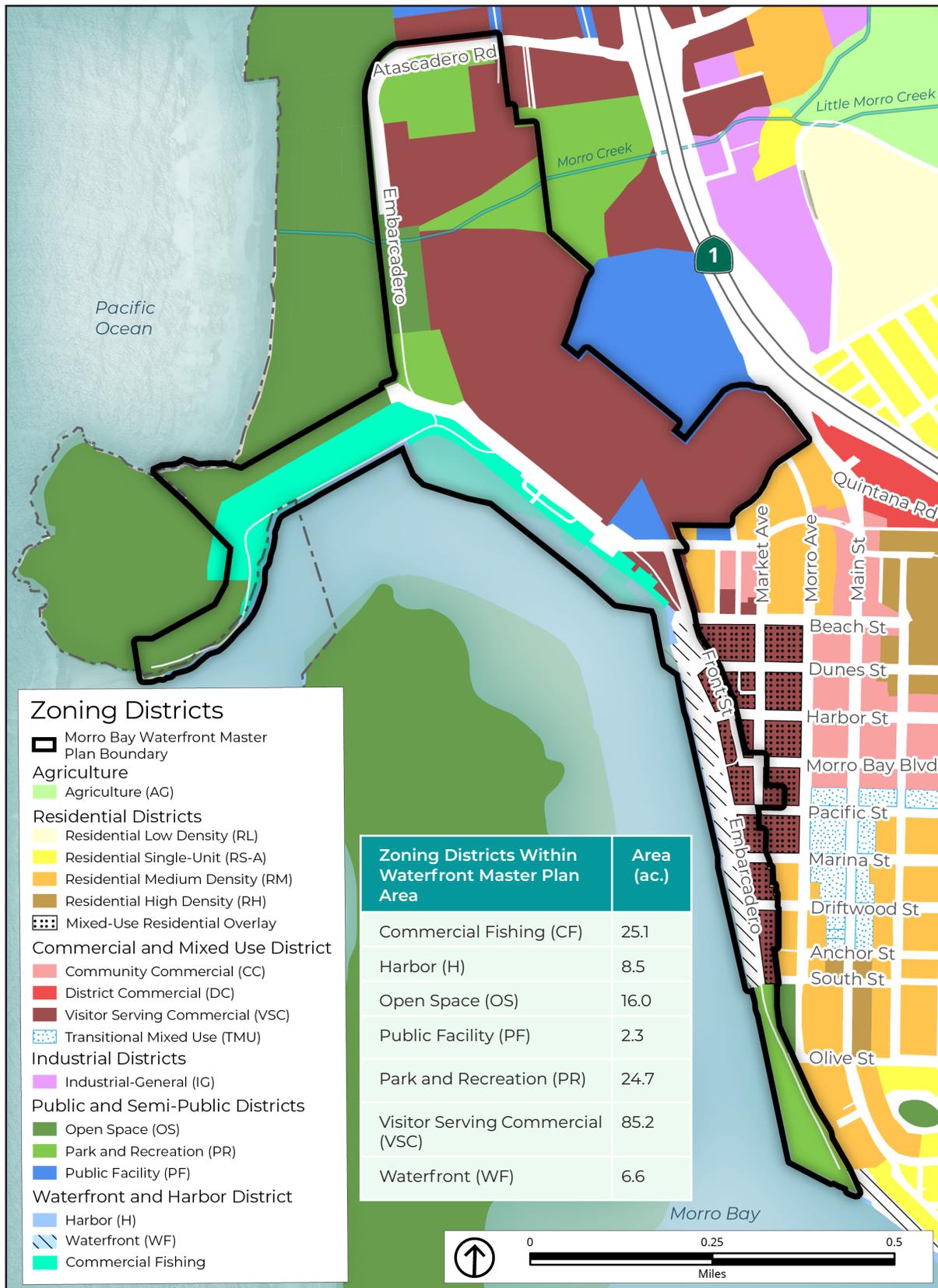
COMMERCIAL FISHING (CF)

Maximum Height: 14 feet along Coleman Drive except government structures necessary to meet public needs and protect public safety. Other areas: 30 feet.

Maximum FAR: 1.25

This district is intended to preserve areas that serve or facilitate licensed fishing activities, commercial fishing, and incidental uses supportive of fishing activities in the Fisheries Sector (Measure D Zone), shown on Figure LU-5 of Plan Morro Bay and pursuant to Measure "D" of the June 2, 1981, City ballot. The CF District intends to retain the City's small-town fishing image, ensure that development does not conflict with the fishing industry, and prioritize existing and new harbor-dependent uses. Land uses are limited to coastal dependent uses, including boating and fishing facilities, marine sales and services, and incidental parking and utility uses that are supportive of fishing activities.

Figure 2.4: Zoning Districts Map



Source: City of Morro Bay, 2025; PlaceWorks, 2025

2.4 Zoning (Cont.)

Overlay Districts

Within the Plan Area boundaries are two zoning overlay districts. These districts allow specific planning goals to be met by adding additional regulations to certain regions in the city.

MIXED-USE RESIDENTIAL OVERLAY DISTRICT (-MUR)

The Mixed Use Residential (-MUR) Overlay District is intended to allow additional opportunities for residential development on certain parcels in the Visitor Serving Commercial (VMC) District. The Mixed Use Residential (-MUR) Overlay District applies to all areas in that district shown on the official zoning map.

In the Plan Area, this district allows single-unit dwellings and multi-unit residential development up to 27 units per acre in the VSC district, provided a Conditional Use Permit is approved and the residential development is part of a visitor-serving mixed-use development.

WATERFRONT MASTER PLAN OVERLAY DISTRICT (-WMP)

The Waterfront Master Plan applies to all use and development of properties within the boundaries of the Waterfront Master Plan Overlay District on the official zoning map. All development in the Waterfront Master Plan (-WMP) Overlay District shall be in accordance with the Waterfront Master Plan.

Future development in the master plan area will continue to prioritize Harbor-dependent uses.



3. Coastal Regulations

3.1 Coastal Regulations

- California Coastal Act: Local Coastal Program
- California Coastal Commission: Sea Level Rise Guidance
- Plan Morro Bay
- Measure D
- Measure A-24

3.1 Coastal Regulations

California Coastal Act: Local Coastal Program

The Waterfront Master Plan falls within the California Coastal Zone, which is subject to the Coastal Act. The Coastal Act regulates development along the coast to preserve sensitive lands and ensure public access. The Coastal Act's primary policies focus on the following:

- **Public Access.** Ensures equitable public access to coastal resources.
- **Recreation.** Protects land for visitor-serving uses and facilities.
- **Marine Environment.** Preserves resources and regulates construction.
- **Land Resources.** Preserves sensitive habitats and resources.
- **Development.** Minimizes impacts to coastal resources and maintains scenic qualities.
- **Industrial Development.** Regulates coastal-dependent industrial facilities.
- **Sea Level Rise.** Considers the effects of sea level rise in coastal planning and development.

Local Coastal Programs (LCPs) are planning documents, approved by the Coastal Commission, that are used by local governments to guide development in the coastal zone. LCPs contain rules and regulations for future development and protection of coastal resources by specifying the appropriate location, type, and scale of new or changed uses. LCPs must conform to the broad requirements of the Coastal Act and reflect the unique and specific community characteristics of the jurisdiction. Each LCP includes a land use plan and local implementation plan. The Land Use Plan designates land use classifications, goals, and policies that guide development (similar to a city's

general plan). The local implementation plan includes measures to implement the land use plan, typically through the zoning ordinance.

Development in the coastal zone may not commence until a coastal development permit has been issued by the Commission or by a local government with a Commission-certified LCP. Nearly the entire city of Morro Bay, including the Waterfront Master Plan area, is in the Coastal Zone, and therefore the LCP is integrated into Plan Morro Bay General Plan. The Morro Bay LCP was updated and recertified by the California Coastal Commission in August 2021.

California Coastal Commission: Sea Level Rise Guidance

The California Coastal Commission's Sea Level Rise Policy Guidance was most recently updated in 2024 to be consistent with the Ocean Protection Council's State of California Sea Level Rise Guidance document. It is intended to provide step-by-step guidance, not regulations, on how to evaluate and address sea level rise in new and updated LCPs and coastal development permits (CDP) according to the policies of the California Coastal Act. The guidance document provides principles for addressing sea level rise in the Coastal Zone, an overview of sea level rise science and consequences for communities and coastal resources, processes for addressing sea level rise in LCPs and CDPs, and potential adaptation strategies.

According to the guidance document, intermediate, intermediate-high, or high scenarios should be used for the technical analyses of future sea level rise. The intermediate scenario should be used for development that would have limited consequences and a higher ability to adapt; the intermediate-high scenario should be used for development that would experience greater consequences and have lower ability to adapt (such as

residential and commercial structures); and the high scenario should be used for development with little to no ability to adapt that would have considerable public health and safety consequences (such as critical infrastructure). The adaptation strategies in this guidance document fall into the following categories:

- Coastal development and hazards
- Public access and recreation
- Coastal habitats, ESHA, and wetlands
- Agricultural resources
- Water quality and supply
- Archaeological and paleontological resources
- Scenic and visual resources

The Waterfront Master Plan will include a sea level rise analysis and adaptation pathways consistent with this guidance.

Plan Morro Bay

Plan Morro Bay, or the City's General Plan and Local Coastal Plan, sets the goals, policies, and directions the City will take in managing its future. California law requires local governments to adopt a general plan, which must provide policy guidance for eight elements: land use, transportation (circulation), housing, conservation, noise, open space, safety (public safety), and environmental justice. The City's General Plan also includes two optional topics: community design and economic development. The elements most relevant to coastal regulations include the Land Use Element, Coastal Access section, and the Public Safety Element.

LAND USE ELEMENT: COASTAL ACCESS

The Land Use Element of Plan Morro Bay contains policies and implementation actions to implement the California Coastal Act at the local level through coastal access

regulations. The Waterfront Master Plan area includes access to the shoreline via lateral access, vertical access, and the California Coastal Trail.

- **Lateral Access** is the ability to move parallel to the coastline. The Embarcadero area provides a significant amount of lateral access; however, in some cases lateral access is blocked by commercial uses. Plan Morro Bay provides a preferred alignment and design to promote continuous lateral coastal access along the Embarcadero.
- **Vertical public access** includes perpendicular access to the coast via vertical access points. The Morro Bay coastline provides extensive vertical access in the Waterfront Master Plan area, and buildings along the Embarcadero are spaced to allow public access to the shoreline. Vertical access is also provided by parks along the entirety of the Waterfront Master Plan area, including Morro Rock Beach, Coleman Park, Anchor Memorial Park, Centennial Parkway, Mariner Memorial Park, and Tidelands Park.
- **The California Coastal Trail** promotes the Coastal Commission's coastal access objectives by promoting the connection of roughly 1,200 miles of trail along the Pacific Ocean from Oregon to Mexico. A portion of this trail goes through the Waterfront Master Plan area.

The Land Use Element, Coastal Access section, of Plan Morro Bay contains policies to ensure continuous lateral and vertical public access to the Morro Bay shoreline, provide clear signage and amenities at all access points, and address sea level rise at lateral access points along the Embarcadero and Front Street.

PUBLIC SAFETY ELEMENT

The Public Safety Element of Plan Morro Bay provides background information, policies, and implementation actions for coastal hazards that may affect the Waterfront Master Plan Area. Figures PS-7 and PS-8 in the Safety Element show potential sea level rise, flooding, and erosion hazard areas in 2050 and 2100. While much of the Waterfront Master Plan, including the T-Piers/Fishermen Working Area, Embarcadero Visitor Area, and Tidelands Park area, are at relatively higher elevations and may not be affected by coastal hazards in 2050, Morro Rock/Coleman Park and the Wastewater Treatment Plant and adjacent properties are at sea level or lower elevations and are already affected by high tides, erosion, and inland flooding, which are projected to worsen with sea level rise.

To address coastal hazards citywide, the Public Safety Element contains Goal PS-3, which is intended to ensure Morro Bay is prepared for and responsive to the effects of sea level rise and coastal hazards in both the long and short term. The policies under this goal acknowledge existing and future shoreline protective devices, living shoreline preservation, ideas for transfer of development rights and a sea level rise hazard zone, and project-specific coastal hazards reports during the development review process. These policies can be used as the foundation for coastal hazard adaptation strategies in the Waterfront Master Plan.

Measure D

As Morro Bay expanded in the 1970s, there were growing concerns among fishermen that expanding tourism, including shops, condos, and vacation rentals, was harming the fishing industry along the waterfront. Passed by citywide special election on June 2, 1981, Measure D prohibits new development on any state owned tidelands in a half-mile stretch between Beach Street and Target Rock, unless its primary

use is commercial fishing activities and noncommercial recreational fishing. This measure enabled the area to maintain fishing-related uses and supported tourism by enabling visitors to watch commercial fishing operations from the Embarcadero. Accordingly, the Waterfront Master Plan will ensure that land uses in this area support commercial and recreational fishing.

Measure A-24

Measure A-24 (Ordinance No. 659), adopted in May 2024, applies to part of the northern master plan area. This includes the Scott Street hill area, Coleman Park and Morro Rock parking lot, the former power plant and tank farm. Plan Morro Bay designates these portions of the Waterfront Master Plan as Visitor-Serving Commercial and Commercial/Recreational Fishing. Measure A-24 requires voter approval to change the land use designations in these portions of the Waterfront Master Plan area. The Waterfront Master Plan will maintain these land use designations, consistent with Plan Morro Bay and Measure A-24.

Figure 3.1: Areas Affected by Measure A-24



- Visitor Serving Commercial
- Commercial / Recreational Fishing
- Mixed-Use Residential Overlay

Areas affected by this Initiative

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4. Ownership, Leases, & Other Local Regulations

4.1 Land Ownership

4.2 Ownership History of the Waterfront

4.3 1996 Waterfront Master Plan

4.4 Downtown Waterfront Strategic Plan

4.5 Climate Action Plan

4.5 Economic Development Roadmap

4.1 Land Ownership

Tidelands Trust Agreement

The Waterfront Master Plan area includes some State-Granted Tidelands, which are lands covered and uncovered by the ebb and flow of the tides seaward of the mean high tide line. While these lands are held by the California State Lands Commission in trust for the benefit of the people of California, the California Legislature enacted statutes granting sovereign public trusts lands to local municipalities to manage the trust. Revenues generated by a trustee arising out of the use or operation of their granted lands are state trust assets and must be reinvested back into the trust. These revenues must be kept separate from the local entity's general fund and may not be used for any municipal purpose or any purpose unconnected with the trust.

Details of the history of the tidelands is provided later in this report in Section 4.2. Title to these lands was acquired by Franklin Riley in 1872. In 1947, the County of San Luis Obispo was granted sovereignty over State Granted Tidelands in a portion of Morro Bay to operate harbor and facilities needed to promote commerce and navigation. In 1960, the grant was expanded for recreational uses – a public park, parking, highways, playground, and business incidental to these uses. When the City of Morro Bay was incorporated in 1964, the County transferred the title of these lands to the City. As a result of a 1968 Settlement Agreement, the City gained full rights and title to the lands. Though a portion of this land is leased to the California Departments of Parks and Recreation and Fish and Wildlife, the Waterfront Master Plan area is still under the City of Morro Bay's title of tide and submerged lands. Figure 4.2 Ownership in the Waterfront Master Plan Area shows the variety of ownership and types of lands in the master plan area. Much of the current ownership pattern stems from the history of the tidelands. This land is managed through several funding sources, including:

- Leases
- Dockages
- Moorings
- Slip Rentals
- Penalties
- Grants
- Investment Earnings
- Sale of Capital Assets
- Other Services

The yearly revenue and expenditures are reported annually to the California State Lands Commission and as part of the City of Morro Bay's Annual Comprehensive Financial Report.

Harbor Department

The City created the Harbor Department in 1985, whose focus is on property management of the City's Tidelands Trust Land (TTL), including administering the City's waterfront leases. The TTL encompasses what is described above as the State Granted Tidelands and includes the bay and the waterfront east of the right-of-way line of the Embarcadero.

Harbor Department Lease Management Policy

In 2020, the City developed its Harbor Department Lease Management Policy. The Policy serves as an advisory tool used by the City, notably the Harbor Department, and by lessees to ensure that development maintains the vitality of the waterfront. The policy contains lease administration information, including approved uses, lease information, terms, rent collection, and environmental considerations, among other topics. It also includes a master lease template. The lease agreement includes: a fixed term; rent; uses of the premises; construction, alteration, or repairs; leaseholder mortgages,

Table 4.1: City-Managed Tidelands and Waterfront Leases

Lease Site	Location	Master Tenant	Expiration
50-51W	451 Embarcadero	Bayside Landing, Inc.	Pending
52-52W	495 Embarcadero	Bayside Landing, Inc.	Pending
53W-56	501 Embarcadero	Estero by Serenity	06/58
57-61W	541 Embarcadero	Morro Bay Yacht Club	12/32
62-62W	551 Embarcadero	Kayak Lease	Pending
63-64W	561 Embarcadero	Gray's Inn	11/44
65-66W	571 Embarcadero	Salt Building	12/35
67-67W	575 Embarcadero	Private Individual	06/48
68-68W	591 Embarcadero	Private Individual	06/48
69-70W	595 Embarcadero	Three Stack and a Rock Brewing	04/32 ¹
71-74W	601 Embarcadero	Morro Bay Marina	07/41
75-77W	699 Embarcadero	Morro Bay Marina	07/41
78-81W	701 Embarcadero	Van Beurden Investments	06/52
82-85W	725 Embarcadero	725 Embarcadero LLC	09/68
86-86W	801 Embarcadero	Libertine	Pending
87-88W	833 Embarcadero	TLC Enterprises	11/68
89-89W	845 Embarcadero	Boatyard, LLC	11/41
90-90W	885 Embarcadero	Calandar	09/40
91-92W	897 Embarcadero	Anderson Inn, LLC	12/55
93-95W	901 Embarcadero	Harbor Center, LLC	06/60
96-96W	945 Embarcadero	House of JuJu	09/55
102 & W	1001 Front St	Orietta M. Degarimore Trust	06/44
105.1-.2W	1099 Embarcadero	Orietta M. Degarimore Trust	06/44
110-112W	1185 Embarcadero	Great American Fish Co.	06/35
122-123W	1205 Embarcadero	Harbor Hut, Inc.	07/50
124-128W & 113W	1213, 1215 & 1217 Embarcadero	MMBS, LLC	12/45 ²
129W-131W	1231 Embarcadero	Morro Bay Seafood Company	Pending
132W-133W	1235 Embarcadero	Dockside Too	06/48
134-136	1235 Embarcadero	Dockside Restaurant	06/48
137	1247 Embarcadero	Crill's Taffy - HS&D Williams	06/43
141	1279 Embarcadero	Coast Guard - Office, Tower	04/39
144-144W	1287 Embarcadero	MBOC	06/46
N T-Pier	1275 Embarcadero	Coast Guard - North T-pier	09/39
Storage Bld.	1620 Embarcadero	Coast Guard	09/27
Gear Storage		Commercial Fishermen's Organization	06/33

¹By 2027 may request negotiations for long-term ground lease.

²Option to extend 15 years to 12/60.

Morro Bay Waterfront Master Plan

Background Report

repairs, maintenance, and restoration; indemnity and insurance; taxes and fees; condemnation; assignment and subleasing; default and termination; and special provisions particular to a lease site.

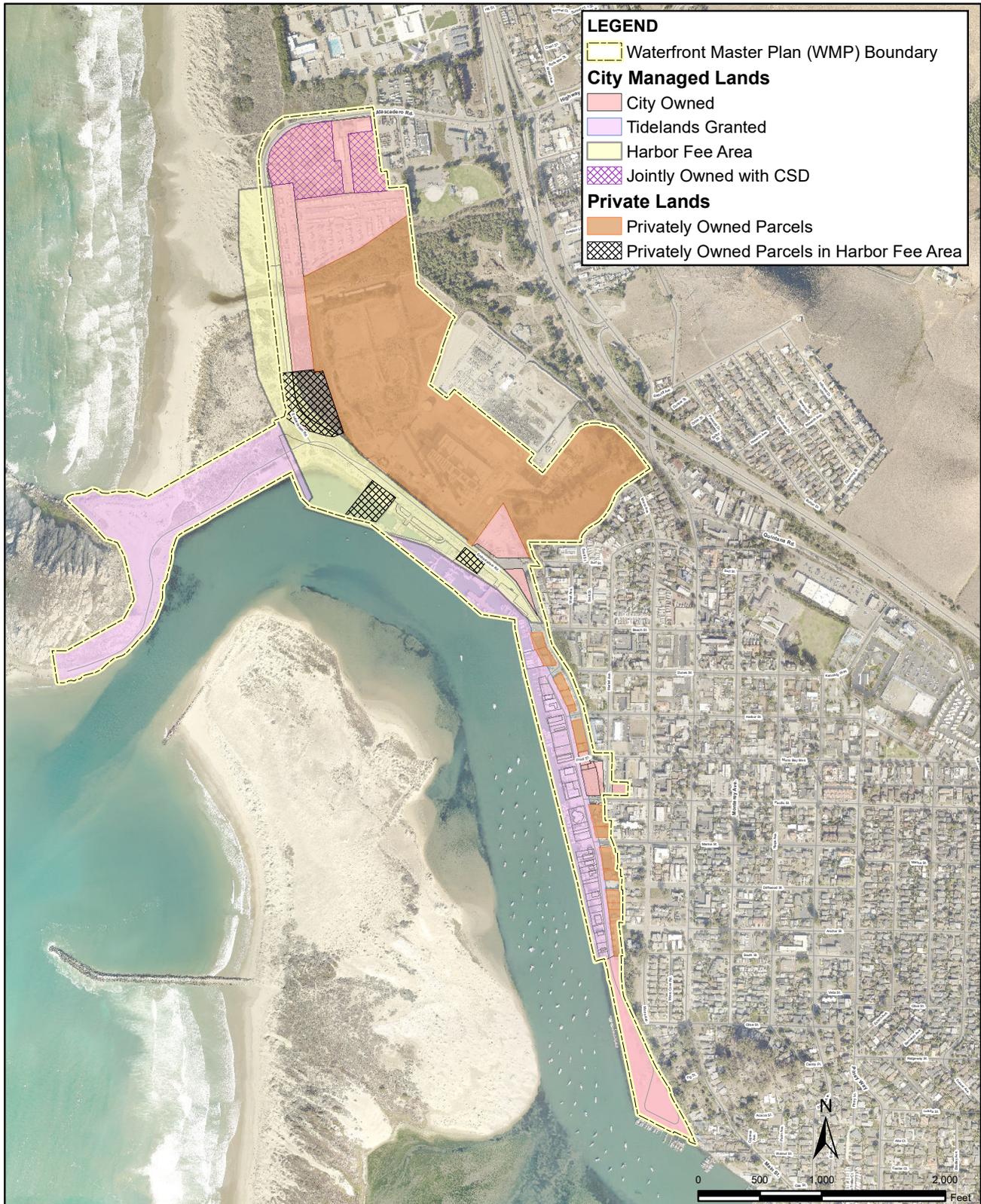
The policy also identifies three different leasing areas along the waterfront:

- Embarcadero Road north from Beach Street. This area is zoned CF and primarily allows for commercial and non-commercial recreational fishing-dependent uses.
- Embarcadero Road from Beach Street to Tidelands Park/Public Boat Launch. The City controls and manages the public property on the west side of Embarcadero Road, where land and water area leases exist for commercial development.
- South of Tidelands Park Water Area Only Leases. The City leases only the water areas in this area.

Some of the area along Embarcadero north of Beach Street is zoned CF. This zoning district is intended to primarily allow for commercial and non-commercial recreational fishing-dependent uses. The commercial core area along Embarcadero Road from Beach Street to Tidelands Park/Public Boat Launch is an area where land and water leases are possible for commercial development. In the southern portion, the city only leases water areas, because the property and access to the water is owned by private parties and not the City.

At this time, there are 35 active leases along the waterfront. Five of these have pending expirations, and the remaining have expiration dates from 2027 to 2068. The lease lengths are outlined in the agreements established with the City based on the size of the lease site and level of private investment, but other factors may affect negotiations. These leases are identified in Table 4.1.

Figure 4.2: Ownership in the Waterfront Master Plan Area



Source. City of Morro Bay, 2026

4.2 Ownership History of the Waterfront

County-City Administration of the Tideland and Waterfront

We can trace the modern history of the Harbor back to the 1947 Tidelands legislative Grant to the County of San Luis Obispo by the State of California. The state granted the county all lands from the high tide line out to the 3-mile limit. The grant entrusted the County with administration and development of Morro Bay Harbor for purposes of commerce and fisheries and navigation. The legislation allows leasing out of the granted lands to private enterprise for tidelands trust purposes for a period of up to 50 years. The grant requires that all revenues raised in the Tidelands area from fees for use of public facilities and from lease rentals be used for maintenance and development of harbor facilities. The County had little experience in development of harbors and fumbled its way through a series of disjointed and haphazard lease arrangements with people who came in and inquired about use of the lands. After World War II, between the years 1945-1959, the County progressively leased portions of their Grant to small investors for various waterfront purposes including residential uses and some commercial activities. The County considered business development on the waterfront a high priority and generally negotiated long-term low rent ground leases to facilitate private sector investments. They followed no overall plan of development.

In 1959, a landmark opinion was rendered by the District Attorney, who declared previous leases let by the County to be invalid and illegal based on non-conformance with the Tidelands Grant. This opinion shook the Board of Supervisors into the realization that perhaps their administration of the Tideland Grants had been improper, perfunctory and was disadvantageous to the orderly development of the Harbor. It was at that time the Board directed the County Planning Department to prepare a Land Use Plan for the orderly development of the Harbor. In addition, they engaged a well-known Harbor Engineering firm, Moffat and Nichol, to prepare a technical plan for the Harbor and Bay Development. This Plan was intended to rectify existing conditions and provide goals for future economic enhancement. The Board of Supervisors directed the County Administrative Officer to prepare a series of new lease documents that would legally reinstate those businesses allowed to establish during previous years. Also, about that time, the Board was approached by financial interests to lease the North end of the Sand Spit administered by the County. These interests employed Moffat and Nichol to integrate their development plans with those of the County. Both the County Planning Department and the firm of Moffat and Nichol produced a Plan for consideration before the Board of Supervisors that advocated extensive developments to the Harbor. In addition, it incorporated a lease proposal for some

90 acres on the end of the Sand Spit proposed by the firm expressing interest in its development. After several stormy, sometimes bitter hearings, the Board of Supervisors adopted the Harbor Plan. Thereafter the Sand Spit lease was bid and won by the interested corporation.

In the early 1960s, under pressure from the State Lands Commission (the State agency charged with responsibility of state granted Tidelands), the County also asserted their trusteeship responsibility on the west side of the Embarcadero where upland private property owners claimed title to the Tidelands. The impact of this series of steps by the County initiated litigation by previous leaseholders and the Upland property owners against the County. The private property owners claimed they had bought portions of the Tidelands with chains of title sometimes going back in to the 1880s. The State and the County claimed these title transfers were illegal and said that the upland private property owners would have to lease the tidelands from the County at what was considered fair market rent at that time. This action in effect stopped any further developments on the lease lands within the Harbor, including the large Sand Spit lease owner still in its planning stages.

In 1964, the City of Morro Bay incorporated with the Tidelands ownership issues in hot dispute. Some of the purposes expressed by the proponents of the incorporation involved dissatisfaction by the people of the area over the conduct of the County and its treatment of the Harbor. Undoubtedly the County was feeling burdened by the cost of the ongoing litigation and acrimonious community dispute.

After the incorporation of the City of Morro Bay, an immediate jurisdictional dispute evolved between the County and the City. The result of this dispute terminated in cross complaints filed by both jurisdictions and the State of California about the administration of the Harbor and the ownership of properties therein. This additional jurisdictional litigation forestalled any progress toward solution to the legal entanglements with the property owners. The development of the Harbor continued to be stalled. During the period of court activity, the City of Morro established an operating agency to manage and administer the Harbor on a status-quo basis. Eventually the County, the City and the State agreed that the City would take over the tidelands grant lands and Harbor fee owned lands (generally what was left of the old Navy Base property including the Front Street parking lot and the lands around the T piers) within the City limits. The City executed an agreement with the State and County in 1968 that it would administer the Tidelands and Harbor fee land in compliance with the Tidelands Grant including maintaining an independent accounting of harbor expenses and revenues. Once completed, the City pursued a settlement with the property owners and it was not until 1969 that the Thomas et al. lawsuit was settled by executing 50-year low rent leases on a group of 6 disputed lease sites. These leases are known as the Pipkin Leases, 5 of which continue on today. In 1981, the City settled the Tidelands Park boundary line with upland property owners effectively closing out the title and tidelands grant line boundary disputes.

Shortly after the incorporation of the City of Morro Bay and because of some dissatisfaction about the County Plan, the City employed two other firms, Hanh and Wise (Planners) and Koebig and Koebig (Engineers), to prepare a comprehensive General Plan for the City including a revised Harbor element. In 1966, an amended Harbor Plan was incorporated into the City's General Plan and presented to the Planning Commission and City Council for adoption. The Harbor Plan advocated considerable change to the previous development programs envisioned by the County. It proposed massive configuration changes to the structure of the Harbor; it relocated the entrance channel; it proposed a connecting landfill to the large area of the Sand Spit still under lease waiting development; and it provided for extensive marina development between the Embarcadero and Sand Spit. Although during the course of the hearings, less expression of dissatisfaction with the Plan was made by interested groups than during the County Plan hearings, there appeared to be a significant undercurrent of disagreement from within the community. Although development of the Harbor would not be started until after the legal entanglements were resolved, the City Council adopted the Koebig and Koebig Plan as the basis for their future program and transmitted their Plan to the Corps of Engineers.

In June 1970, the Corp of Engineers arrived at a point in these studies that required a commitment by the City Council in support of pursuing their adopted Harbor Plan. The appearance of the Corps of Engineers before the Council brought forth a great number of residents who stood in opposition to the adopted Plan and so expressed themselves. At this point in time, the Council in effect, submitted to the protest and rejected the Plan. They instructed the staff to pursue alternatives to the Plan that would reflect a greater consensus agreement about Harbor development. The Corp of Engineers directive required the submission of a proposal for further Harbor improvement work or the project work would not be funded, perhaps even dropped from the authorized project roles. Alternatives to the Morro Bay Plan would have to be submitted to the Corps of Engineers sometime in October 1970.

Under this deadline, the City sponsored a series of meetings with various interest groups affected by harbor development. At the conclusion of these meetings, City staff, the City Council and the Planning Commission met to reconcile the recommendations and to formulate a consensus Harbor Plan. The consensus plan included conceptual recommendation for a 400-slip commercial fishing marina in the area of Coleman Drive, extensive new pier and dock development along the Embarcadero, and an 800-slip recreational marina south of Tideland Park. Obviously the plan considered many landside changes to accommodate such development. On July 20, 1971 that plan was approved by the City Council.

The City's General Plan Circulation Element refers to the 1971 Harbor Development Plan as the last council approved comprehensive planning document for the Waterfront.

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4.3 1996 Waterfront Master Plan

Overview

The following is a brief description of the 1996 Waterfront Master Plan. Refer to Section 9.1 for a detailed history of Morro Bay's waterfront from 1996 to present, including a consensus statement from the Waterfront Master Plan Advisory Committee on the status of the proposals in the 1996 Waterfront Master Plan.

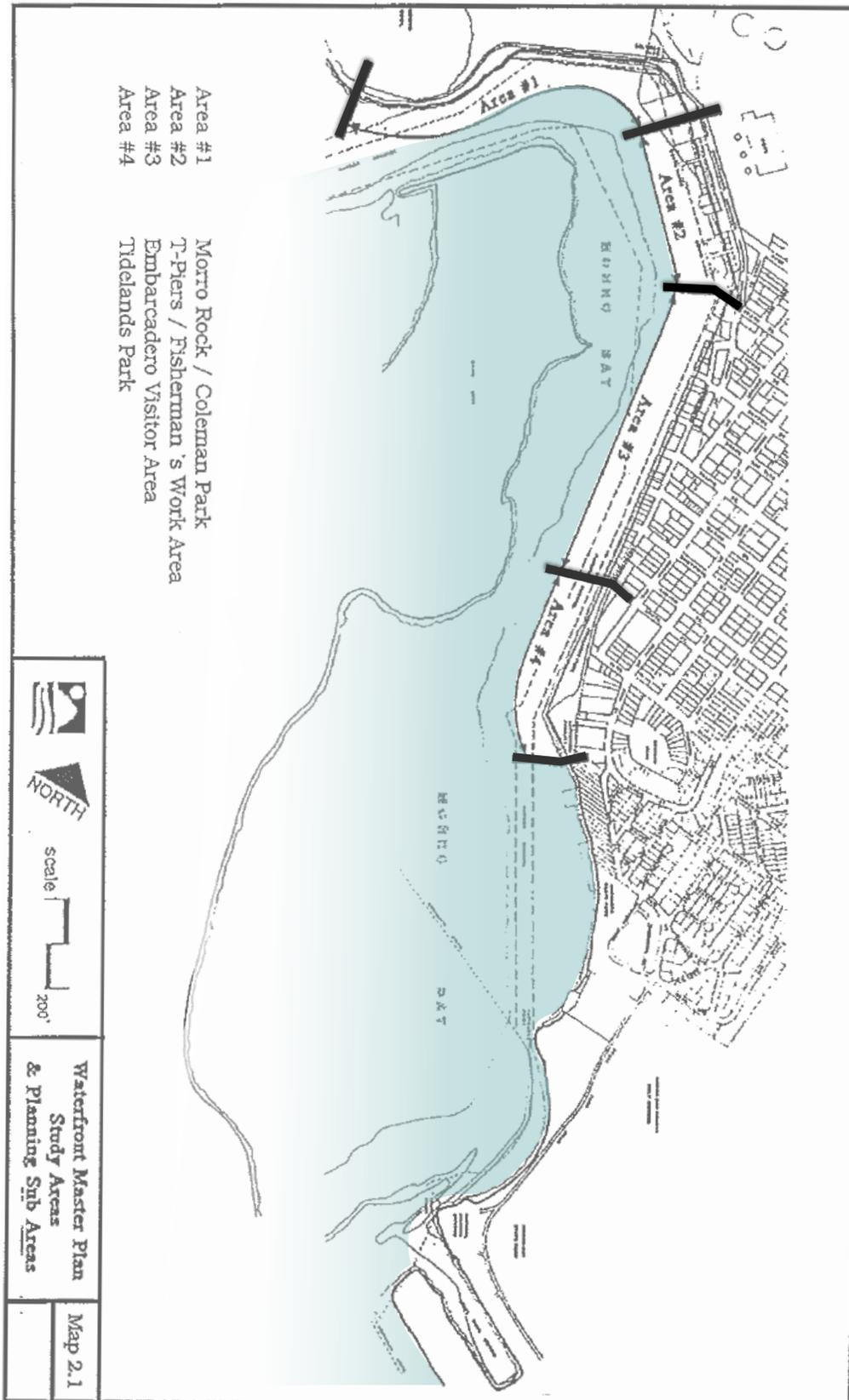
The Morro Bay Waterfront Master Plan was established in 1996 as a set of guidelines for the Embarcadero area to adapt to changing waterfront conditions while retaining the views, ambiance, and traditions that have defined the character of Morro Bay for decades. The plan was created by the Waterfront Committee, which was founded in 1989 with members from the Planning Commission, the Parks and Recreation Commission, the Harbor Advisory Board, and the Street and Trees Committee.

In this plan, the waterfront area of Morro Bay is divided into four subareas by their unique characteristics, which require different types of planning and design responses from public agencies and private landowners. These areas can be seen in Figure 5.1 and are described here.

- **1: Morro Bay/Coleman Park:** This area includes Morro Rock, the sand spit to the former power plant intake plant, and the beach portion up to Little Morro Creek. This area is nearly flat, except for the dunes to the north, and was formed from landfill in the early 20th century.
- **2: T-Piers/Fishermen Working Area:** This area consists of the former power plant intake plant and extends to the intersection of the Embarcadero at Beach Street. This area has been developed by the fishing industry and primarily reserved for working fishing boats and shore-side support. There are some restaurants and public parking lots. To the east is the former power plant intake plant.
- **3: Embarcadero Visitor Area:** This area includes the portion of the Embarcadero between Beach Street and South Street. This area contains most of the commercial development along the Embarcadero, with many restaurants and a variety of stores.
- **4: Tidelands Park:** This area consists of the portion of the Embarcadero between South Street and Tidelands Park. This area is largely undeveloped and has been planned for recreation and park use to protect views of Morro Bay.

The 1996 Waterfront Master Plan includes recommendations for transportation and harbor improvements, proposals for each planning area, and waterfront design guidelines. An evaluation of the existing Waterfront Master Plan proposals by area is in Section 9.1 of this Background Report.

Figure 4.2: Character Area Boundaries from 1996 Plan



Source: Morro Bay Waterfront Master Plan, 1996

4.4 Downtown Waterfront Strategic Plan

Overview

Adopted by City Council in 2018, the Downtown Waterfront Strategic Plan (DWSP) is a 10-year plan that focuses on preserving the character of the downtown and waterfront areas of Morro Bay while enhancing housing, transportation, and retail options. The DWSP planning area encompasses the waterfront to the west, Kern Avenue to the east, Beach Street to the north, and Pacific Street to the south. This area in Morro Bay is the commercial and cultural core of the community, with many local businesses, visitor attractions, and residences within or just outside of the planning boundary.

As part of the DWSP, areas in the downtown or on the waterfront that have potential for public or private development or redevelopment were identified through extensive outreach with the public, stakeholders, and City staff. The Opportunity Sites from the DWSP can be seen in Figure 4.3. Three opportunity sites and three opportunity corridors included in the DWSP fall within the Waterfront Master Plan boundaries.

Design guidelines and catalyst projects for the waterfront area were also established with the DWSP. The guidelines were created with the goal of preserving waterfront views and the fishing village character of Morro Bay, and the catalyst projects offer future insight for potential waterfront developments.

Catalyst sites within the Waterfront Master Plan include opportunity sites #3, #5, and #7. Each site has been targeted as a potential location for a seafood and local goods market. Additionally, site #3 has the opportunity to become devoted to ecotourism, a museum, or hotel/meeting facility.

Opportunity corridors #1, #2, and #4 also fall within the Waterfront Master Plan area. Corridor #1 is considered a good candidate for a harborwalk expansion, a hotel/meeting facility or ecotourism. Corridors #2 and #4 have potential to become a family outdoor entertainment area. Furthermore, corridor #4 may be able to support ecotourism and street furniture.

More information about the various catalyst sites and the full Waterfront-Specific design guidelines can be found in Chapter 2 of the Downtown Waterfront Strategic Plan. Design regulations in the Waterfront Master Plan Update will preserve the intent of the Downtown Waterfront Strategic Plan.

OPPORTUNITY AREAS IN THE WATERFRONT MASTER PLAN

Opportunity Sites

Vacant Lot at Harbor and Front (Opportunity Site #3)

Triangle Parking Lot (Opportunity Site #5)

City lots at Embarcadero and Pacific (Opportunity Site #7)

Opportunity Corridors

Coastal Access (Opportunity Corridor #1)

Centennial Parkway (Opportunity Corridor #2)

Embarcadero Corridor (Opportunity Corridor #4)

Figure 4.3: Opportunity Sites Map from the DWSP



Source. Downtown Waterfront Strategic Plan, 2018

4.5 Climate Action Plan

The City of Morro Bay adopted its Climate Action Plan (CAP) in 2014. A CAP is a long-range plan that prepares the city for climate change and outlines ways to reduce greenhouse gas (GHG) emissions in the city. The CAP is also intended to aid in achieving community goals related to lowering energy costs, reducing air pollution, supporting local economic development, and improving public health and quality of life. The CAP is organized into six chapters.

1. Introduction: This chapter explains the purpose of the CAP and provides context for the document.
2. GHG Emissions and Reduction Target: This chapter gives an overview of the 2005 GHG emissions levels, the 2020 GHG emissions forecast, and the GHG emissions reduction target.
3. Climate Action Measures: This chapter explains the climate action measures at a city-government-operations level and at a community-wide level.
4. Adaptation: This chapter provides an explanation of climate change predictions and vulnerabilities for the city and adaptation measures to reduce these vulnerabilities.
5. Implementation and Monitoring: This chapter discusses implementation and monitoring policies and possible funding sources for implementing the plan.
6. References and Preparers.

The GHG emissions analyzed in the plan came from the City of Morro Bay 2005 Greenhouse Gas Emissions Inventory Update (2012), with forecasts and goals set out for 2020. According to the emissions inventory, the Morro Bay community emitted 55,677 metric tons of carbon-dioxide-equivalent (MT CO₂e) GHG emissions in 2005. The largest contributing

activity was transportation (40%), followed by residential (29%), commercial/industrial (21%), off-road (5%), waste (5%), and wastewater (<1%) (see Figure 4.5). City government operations represented 4% of Morro Bay's GHG emissions across these activities (see Figure 4.6). The CAP also provided forecasts for emissions if things continued "business-as-usual." Under this model, the 2020 emissions were expected to increase by 14 percent to 63,395 metric tons. State and local measures would lower this forecast to 51,258 metric tons (see Table 4.1). The target for GHG emissions was a 15 percent reduction by 2020.

In order to achieve the City's 15 percent reduction target goals, the CAP identifies a series of climate action measures that are anticipated to help reach levels 17 percent below 2005 levels. These measures were classified into the following categories:

- City Government Operations (5 measures)
- Energy (6 measures)
- Transportation and Land Use (6 measures)
- Off Road (2 measures)
- Solid Waste (1 measure)
- Tree Planting (1 measure)

The CAP also lists five adaptation measures to help the community adapt to climate change. The biggest changes expected to be seen in the City of Morro Bay and San Luis Obispo County region are:

- Increased Temperatures
- Sea Level Rise
- Storm Surges
- Erosion
- Changed Precipitation

To ensure implementation and monitoring of these measures, each measure in the plan identifies implementation actions, departments responsible for implementing/monitoring, cost and savings estimates, GHG reduction potential, a performance indicator, and an implementation time frame. Three implementation policies were also established in the plan.

A wide range of grant and loan programs through state, federal, and regional sources are available to aid in reducing emission

levels. These are constantly changing, and those that are included in the plan reflect what was available at the time of production.

The Waterfront Master Plan Update will support the CAP's Transportation and Land Use measures to help reduce GHG emissions in the City.

Figure 4.5: Community-Wide GHG Emissions by Sector (2005)

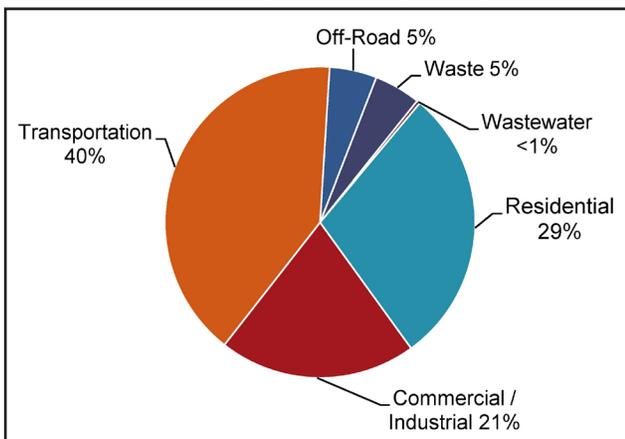


Figure 4.6: City Government Operations GHG Emissions by Sector (2005)

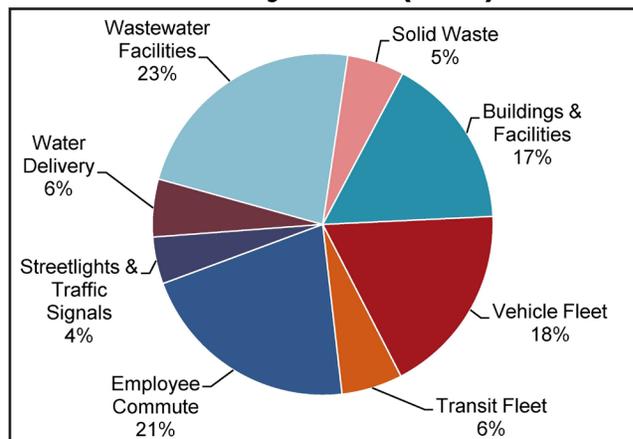


Table 4.1: Summary of Reductions from State and Local Measures and 2020 GHG Emissions

	GHG Emissions (MT CO ₂ e)
2020 Business-as-Usual Forecast	63,395
2020 Reduction from State Measures	-11,871
2020 Reduction from Local Measures	-266
Total Reduction from State and Local Measures	-12,137
2020 Adjusted Forecast	51,258

4.6 Economic Development Roadmap

In 2017, the City initiated an economic development strategic planning process to create the Economic Development Roadmap for diversifying Morro Bay's economy over the next five years. The plan presents initiatives that have the greatest direct impact on improving economic output, employment and wages in Morro Bay. The plan also provides implementation recommendations that provide detailed action items for implementing the key initiatives. Economic revitalization initiatives presented in the Economic Development Roadmap include:

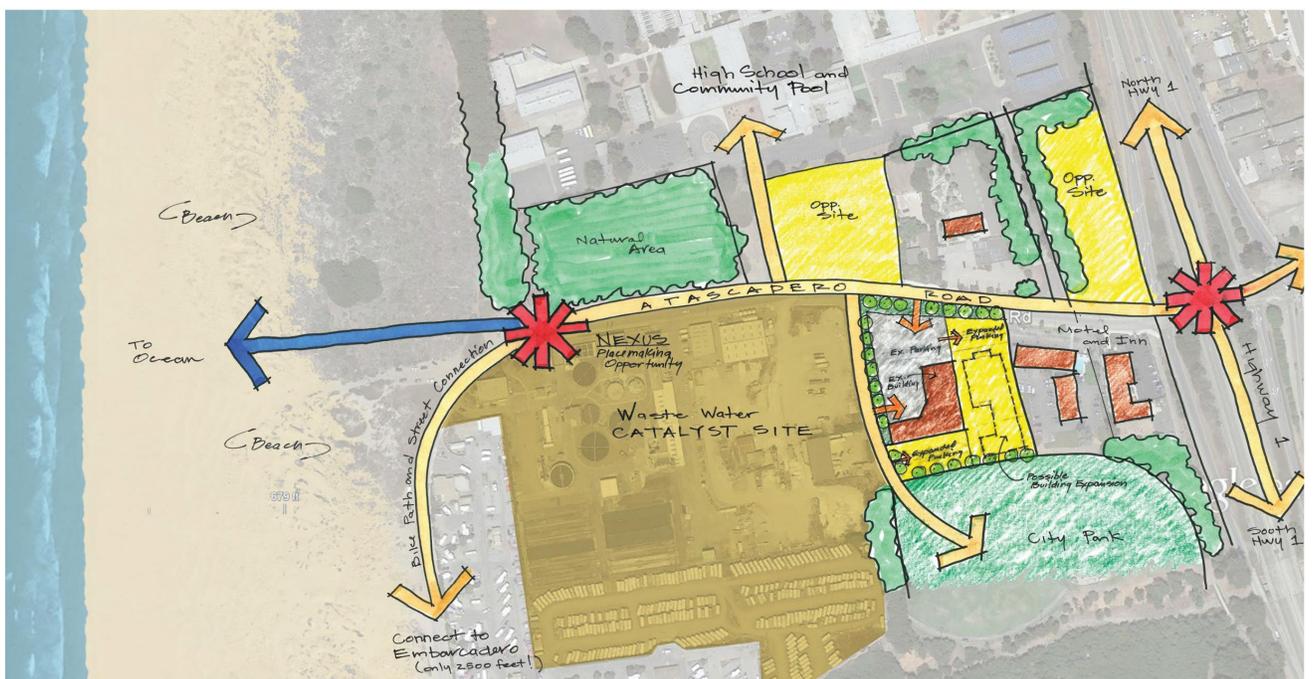
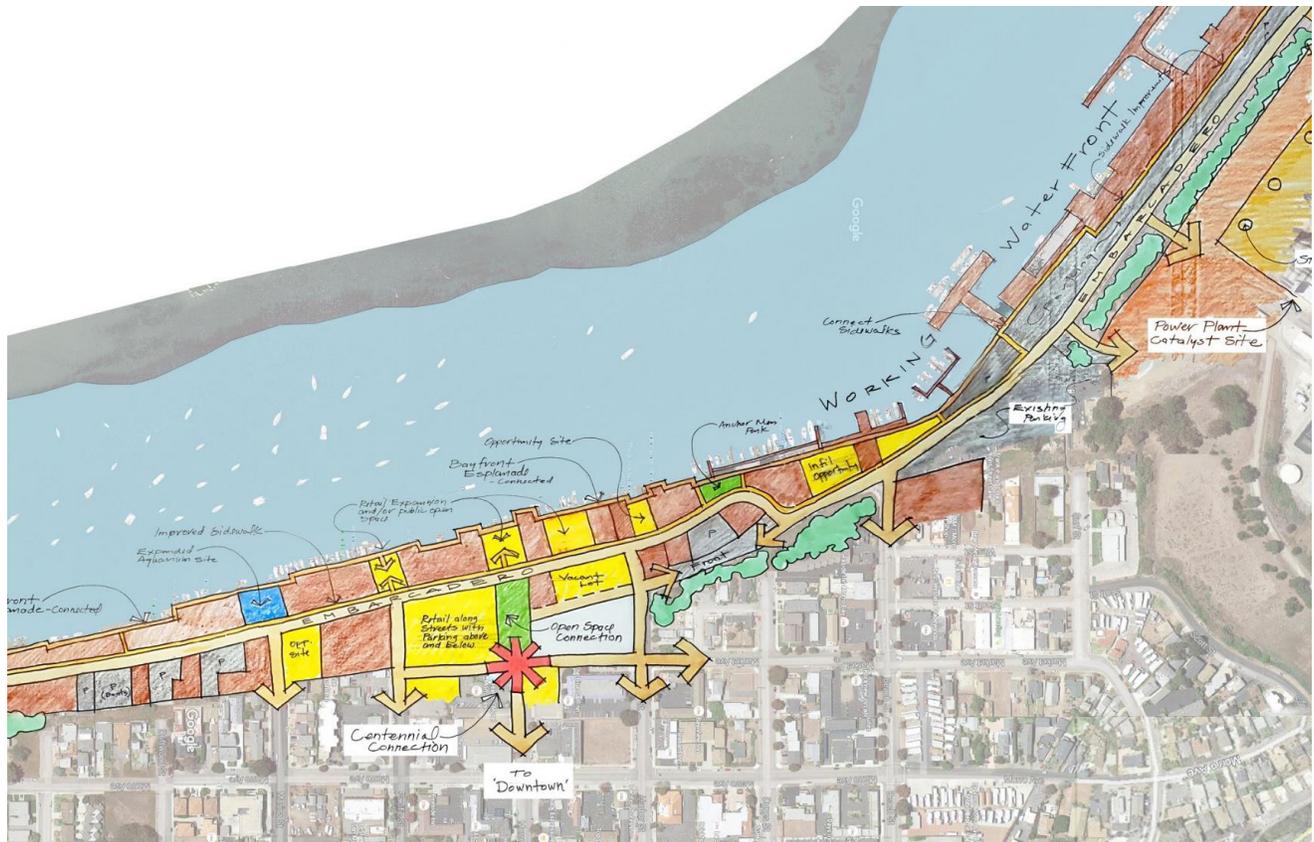
- 1. Maintain & Enhance Morro Bay's Small Town Character:** Enhancing sense of place through gateways, promoting the character of each economic center, addressing abandoned buildings and infill sites to attract business, investment and visitors.
- 2. Create Vibrant Economic Centers:** Grow each economic center to its fullest potential based on its unique assets and opportunities.
- 3. Market Opportunity & Catalyst Sites:** Key catalyst sites, which are more long-term, require finding potential developers to invest in the city's vision for economic growth. Opportunity sites, are shorter-term and typically are infill sites or reuse of buildings (or aggregation of sites and buildings) that could be attractive to investors and/or small businesses.

As it relates to the waterfront, Initiative 1: Maintain & Enhance Morro Bay's Small Town Character identifies the Embarcadero/Waterfront area as an Economic Center. Economic Centers function as secondary gateways to the City. The initiative suggests creating a sense of place at economic centers through branding, signage, public art, and urban infill.

Initiative 2: Create Vibrant Economic Centers provides an overview and tactical recommendations for each of the four economic centers. Recommendations for the Embarcadero and Waterfront area include:

- Build upon a "Waterfront" branding for the area
- Provide a gateway feature at Morro Bay Boulevard at Centennial Parkway
- Provide tertiary gateway features at Market Street at Harbor Street and Pacific Street
- Develop wayfinding and signage to guide visitors to the Embarcadero's multiple destinations
- Build upon the community's 'fishing village' image of the waterfront through the commercial fishing industry
- Identification of the former Power Plant and the Atascadero area as catalyst sites.
- Develop strong public/private partnerships with city controlled land and local businesses.

Figure 4.4: Opportunity Sites Maps from the Economic Development Roadmap



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5. Current Waterfront Initiatives

5.1 Current Waterfront Initiatives

5.1 Current Waterfront Initiatives

This section provides an overview of current and upcoming City-led initiatives related to the Waterfront Master Plan. Each initiative is presented with a brief description, status, and next steps. These initiatives are current as of February 2026 and include:

- Coleman Park Conceptual Plan
- Market Plaza Redevelopment
- MorroRockVisitorAccessEnhancement
- Morro Dunes RV Park Lease
- Wastewater Treatment Plant Decommissioning
- 180 Atascadero Road Concrete Plant Decommissioning
- 801 Embarcadero Road Lease
- Bayside Landing Development
- Maritime Museum / 1210 Embarcadero Road
- Other Tidelands Leases

Coleman Park Conceptual Plan

Description

The Coleman Park conceptual plan will be implemented in two phases. The goal is to complete of Phase 1 before May 25, 2026, using funds from a State Parks Grant, and develop Phase 2 with the WMP update.

Phase 1 will replace restroom facilities, build ADA parking and pathways, and replace play area equipment. Phase 2 will include additional amenities and facilities.

Status

The City has completed design plans and submitted a CDP (Coastal Development Permit) application to be approved by the Coastal Commission in March 2026. Bid documents have also been prepared and the City will initiate construction work in March 2026.

A formal resolution was passed on September 18, 2025, by the City Recreation and Parks Commission (RPC) to reduce the State Parks grant scope to only the ADA parking and pathways, playground, and restrooms. The RPC also provided input preferences for the restrooms.

Next Steps

- Obtain a CDP waiver in March
- Begin construction of Phase 1 in March
- Continue seeking additional grant opportunities.



Market Plaza Redevelopment

Description

The WMP will be extended to include the City-owned Market Plaza properties. The plaza has been identified as a catalyst site for economic development in the WMP.

Status

During a budget goals update in March 2025, the City Council deferred discussions on future development plans for Market Plaza until after the Waterfront Master Plan Update.

The City signed a two-year lease extension (August 2025 – August 2027) with Let's Get Tuned Yoga Studio.

Next Steps

- Engage public and stakeholders during the WMP process to develop a land use concept plan and renderings for Market Plaza.



Morro Rock Visitor Access Enhancement

Description

City staff is working with the California Coastal Commission to create a framework for a Morro Rock Visitor Access Enhancement Plan to address public safety and maintenance concerns. The aim is to identify opportunities for improvements to traffic management, public services, and parking infrastructure.

Status

The City paused the staff working group to seek public input first, during the WMP update, on ideas for managing and improving access at the Rock.

Next Steps

- Continue to seek public input during the WMP update regarding access at the Rock. The WMP will include a proposals for future planning for Morro Rock.



Morro Dunes RV Park Lease

Description

The Morro Dunes RV park, currently jointly owned by the City and the Cayucos Sanitary District (CSD), is leased to the park business owner until 2028. The WMP will establish a vision to inform future City decisions at this site.

Status

Existing lease expires in 2028. City staff have started discussions with the current tenant.

Next Steps

- Continue discussions with the current tenant.
- Engage public and stakeholders during WMP process to develop a land use plan for the property.



Wastewater Treatment Plant Decommissioning

Description

A condition of approval for the City's Coastal Development Permit (CPD) for the Morro Bay Water Reclamation Facility was the decommissioning and demolition of the former Wastewater Treatment Plant (WWTP), including thorough removal of all plant components.

Status

City Council approved a professional services agreement with Anchor QEA for the decommissioning and engineering design on June 12, 2025. The contract has been executed and preliminary work by Anchor QEA has started. The consultant has completed the Pre-Demolition Structure Assessment Report and will begin work on a revised WWTP Removal and Restoration Plan (CDP Special Condition No. 7). A Construction Plan for the demolition project, design plans, and bid documents for demolition are underway.

Next Steps

- The design team will work on amending the Demolition and Restoration plan to modify the requirement of thorough removal of structures.
- Archaeological investigations will be scheduled. Additional site investigations are scheduled in February 2026 based on the findings of the October 2025 field investigations.



180 Atascadero Road Concrete Plant Decommissioning

Description

The City leases the property at 180 Atascadero Road, which contains a former concrete batch plant, to Martin Marietta. The lease agreement requires that the tenant decommission and demolish the existing concrete plant facilities prior to terminating lease payments.

Status

Planning Commission approved a Coastal Development Permit to authorize site demolition on May 20, 2025. Martin Marietta has completed the demolition and decommissioning of the concrete plant.

Next Steps

- The WMP Update includes land use concepts for 180 Atascadero Road.



801 Embarcadero Road Lease

Description

The previous leaseholder of 801 Embarcadero has declined to proceed with a lease renewal for the approved Libertine restaurant and hotel development, which was approved by the Coastal Commission and City Council.

Status

The City Harbor Department posted a Request for Proposals for redevelopment of the 801 Embarcadero Road lease site and received no eligible proposals by the December 18, 2025 deadline. Harbor staff anticipate issuing a new RFP by the end of February 2026 that contains additional environmental hazards information.

Next Steps

- Once the RFP closes, the Harbor Department will review proposals for completeness and schedule a closed session item with the City Council for initial review and direction.



Bayside Landing Development

Description

City Council approved a Conditional Use Permit (CUP) to convert existing buildings into first-floor commercial spaces with second-floor restaurant, demolish three vacation rental units, and construct seven new hotel units and various public amenities at 431, 451, 471, and 295 Embarcadero Road. The project requires Coastal Development Permit (CPD) approval from the Coastal Commission.

Status

On September 16, 2025, Planning Commission approved a major revision to the CUP, authorizing the use of the second story of the existing 3,000 SF office building for three additional hotel rooms (10 total). The Commission also voted to remove the second-story public observation deck and instead provide the minimum size second-story walkway for ADA accessibility.

Next Steps

- The applicant will submit a Coastal Development Permit application to the Coastal Commission for approval.



Maritime Museum / 1210 Embarcadero Road

Description

The City leases 1210 Embarcadero Road to the Maritime Museum Association for the existing museum. The association has prepared a conceptual plan for expansion of the museum.

Status

The current lease agreement with the Maritime Museum expires in 2033.

Next Steps

- Continue lease discussions with the Maritime Museum.
- Engage the public and stakeholders during the WMP process to develop a land use plan for the property.



Other Tidelands Leases

Description

The City manages Tideland leases for properties on the west side of Embarcadero road (see Table 4.1, above).

Status

The background report for the WMP includes an inventory of these existing leases and their termination dates.

Next Steps

- The City will engage in negotiations with existing Tidelands leaseholders and solicit new development proposals on the Embarcadero during the WMP update process.



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6. Transportation Report

6.1 Transportation Background Report

6.1 Transportation Background Report

Executive Summary

This section of the report was prepared by CentralCoastTransportationConsulting and summarizes the transportation network, background traffic conditions, parking supply and demand, transportation safety and current/past planning documents related to circulation within the Waterfront study area. The following planning documents were reviewed and circulation-related issues and recommendations are briefly summarized:

- Waterfront Master Plan (1996)
- Parking Management Plan (2007)
- Morro Bay Bicycle & Pedestrian Master Plan (2011)
- Downtown Waterfront Strategic Plan (2018)
- SLOCOG Bike and Pedestrian Count Report (2020)
- Plan Morro Bay (2021)
- Morro Bay Public Parking Management Study (2021)
- Pavement Management Program Update (2022)
- Capital Projects Update (2022)
- Local Road Safety Plan (2023)

New seven-day roadway segment counts were conducted at eight locations capturing flows into and out of the plan area. Approximately 6,000 vehicles enter and exit the plan area south of Morro Creek on weekdays, increasing to over 7,000 vehicles on weekends. Holidays, special events, and busy summer weekends produce temporary congestion and queuing on roads in and near the plan area.

Intersections are congestion choke points during busy periods, notably Beach Street/Main Street and Beach Street/Embarcadero Road.

Traffic collisions were reviewed for the plan area for the past ten years (2015 through 2024). There were 72 collisions reported during this period, including four involving pedestrians and three involving cyclists. There were 11 injury collisions. In addition, one fatality was reported in 2014 involving a bicycle and motor vehicle.

Parking is a key community concern that was studied in detail in the 2021 Public Parking Management Study and 2007 Parking Management Plan. Parking is free within the City, and time restrictions are infrequently enforced. Parking is nearly fully utilized (over 80 percent occupancy) during peak periods in the Morro Rock parking lot and along the Embarcadero. Ample parking is available within two blocks of the Embarcadero during all studied time periods. The parking studies recommend implementation and enforcement of parking time limits, improved wayfinding, and paid parking for prime parking spaces.

The Harborwalk, envisioned in the 1996 Waterfront Plan and implemented in phases since, is nearly complete. It provides a well-used connection along the waterfront to Morro Rock. Bicycle and pedestrian facilities are present in most of the plan area, but there are key gaps in the network that reduce user comfort and convenience.

Plan Morro Bay evaluates an intense redevelopment scenario for the former wastewater treatment plant and power plant sites. This scenario triggers new vehicular connections across Morro Creek and to Main Street, as well as improvements to the SR 1/Atascadero Road interchange.

The need for these improvements will depend on the land use intensities for these redevelopment sites.

Existing Transportation Conditions

This section summarizes the existing transportation conditions within the Morro Bay Waterfront Master Plan Study Area.

ROADWAY NETWORK

The study area and roadway network are shown on Figure 6.1.

Highway 1 is a four-lane state highway and carried 18,000-26,500 daily vehicles in 2023 in Morro Bay. Three Highway 1 interchanges provide access to the project area. Caltrans traffic data shows that volumes at these interchanges have remained relatively steady from 2014 through 2021.

Atascadero Road is classified as a collector west of Highway 1 and becomes State Route 41 east of Highway 1.

Embarcadero Road is classified as a collector south of Beach Street and a minor arterial north of Beach Street. Class II bike lanes are provided on the segment between Beach Street and the power plant driveway.

Beach Street is classified as a minor arterial and has discontinuous Class II bike lanes. Beach Street has an 18 percent grade where it drops steeply to Embarcadero Road.

Harbor Street, Pacific Street, and Marina Street are collector roadways that connect to Embarcadero Road. These roads drop down to Embarcadero Road with between 12 and 16 percent grades.

Morro Bay Boulevard is a minor arterial that ends at Market Street above the Embarcadero. A wooden staircase provides pedestrian access to Embarcadero Road from Market Street.

Beach Street and Harbor Street are designated truck access points to Embarcadero Road.

VEHICULAR TRAFFIC

This section summarizes vehicular traffic conditions, including automobiles and trucks. Table 6.1 shows the daily traffic data and Waterfront study area.

Seven-day roadway segment counts were collected in July and October 2025 at the following locations:

- Embarcadero Road north of Beach Street
- Embarcadero Road north of Pacific Street
- Embarcadero Road south of Marina Street
- Atascadero Road west of Highway 1 Southbound Ramps
- Beach Street east of Embarcadero Road
- Harbor Street west of Market Avenue
- Pacific Street east of Embarcadero Road
- Marina Street east of Embarcadero Road

Table 6.1 shows average weekday average daily traffic (ADT) during the mid-week (Tuesday-Thursday) and weekend ADT for the eight study locations, also shown on Figure 6.1.

Weekend flows are generally higher than flows on weekdays, particularly along Embarcadero Road. All of the two-lane roadway segments in the Plan area are well below their functional traffic capacity (roughly 13,500 ADT for LOS E operations on a two-lane collector road).

Approximately 6,000 vehicles enter and exit the plan area south of Morro Creek on weekdays, increasing to over 7,000 vehicles on weekends. Holidays, special events, and busy summer weekends produce temporary congestion and queuing on roads in and near the plan area. Intersections are congestion choke points during busy periods, notably Beach Street/Main Street and Beach Street/Embarcadero.

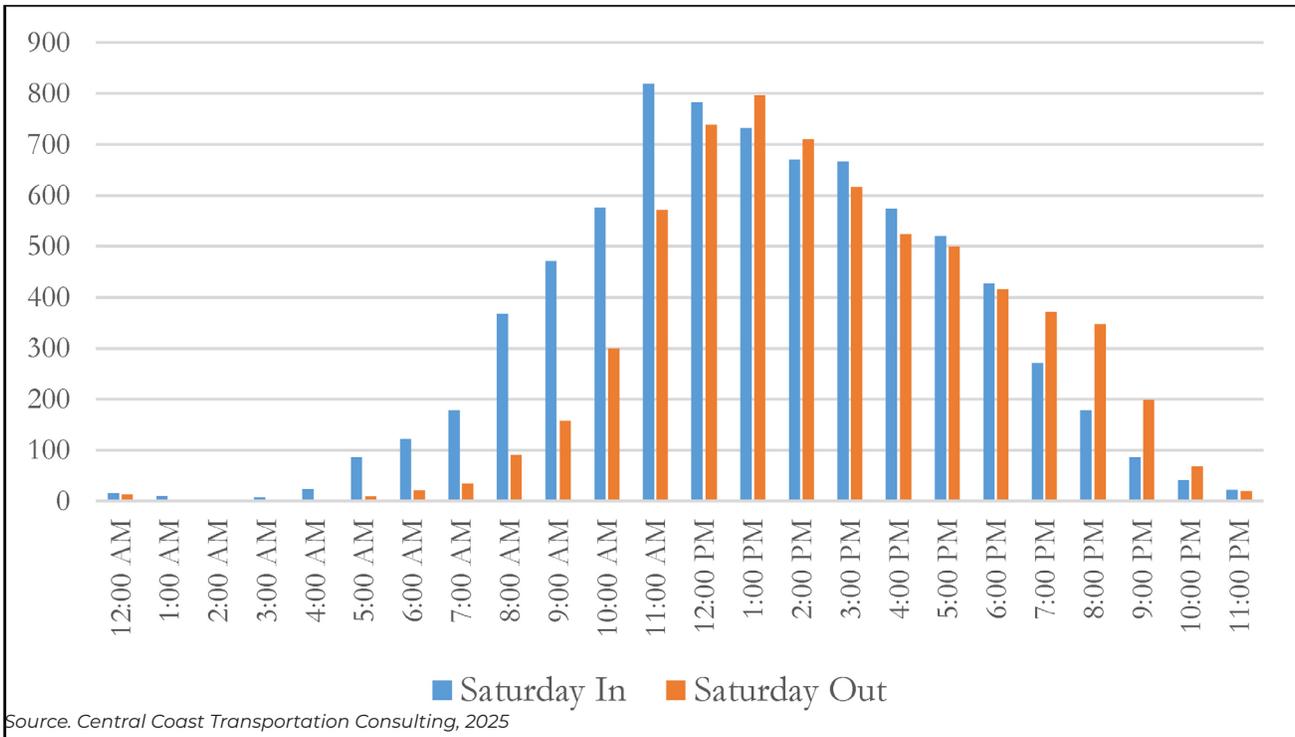
Table 6.1: 2025 Waterfront Master Plan Counts

2025 Waterfront Master Plan Counts			
Road	Data Collection Location	Weekday ADT	Weekend ADT
Embarcadero Rd	North of Beach St	6,900	10,800
Embarcadero Rd	North of Pacific St	2,800	5,500
Embarcadero Rd	South of Marina St	3,200	5,100
Atascadero Rd	West of Highway 1 Southbound Ramps	3,500	3,600
Beach St	East of Embarcadero Rd	7,000	6,600
Harbor St	West of Market Ave	2,000	3,000
Pacific St	East of Embarcadero Rd	1,800	2,500
Marina St	East of Embarcadero Rd	1,700	2,300

ADT = Average Daily Traffic.

Source: Central Coast Transportation Consulting, 2025

Exhibit 6.1: Saturday Hourly Vehicle Flows to Embarcadero Area



Source: Central Coast Transportation Consulting, 2025

Exhibit 6.1 shows hourly flows to the Embarcadero area from Beach Street, Harbor Street, Pacific Street, and Marina Street on a Saturday.

Vehicles flow into the area through the morning, peaking near lunchtime when parking occupancy is highest. Patterns

are similar on weekdays, but with lower volumes.

Beach Street and Pacific Street are designated truck routes. Trucks regularly block one lane of Embarcadero Road while delivering goods.

Figure 6.1: Daily Traffic Volumes (2025)



Source: Central Coast Transportation Consulting, 2025

Morro Bay Waterfront Master Plan Background Report

PEDESTRIAN AND BICYCLE FACILITIES

Figure 6.2 shows key bicycle and pedestrian facilities in the study area.

The Harborwalk is a pedestrian path connecting Morro Rock to the Embarcadero on the bay side of the restaurants and other bay-front businesses. As properties redevelop Harborwalk gaps are closed. The largest gap is near the Coast Guard station across from the power plant where most pedestrians walk through the parking lot.

Sidewalks are present along most of Embarcadero Road, but are often too narrow to comfortably accommodate the high volumes of visitors along key blocks. No striped crosswalk exists on Embarcadero Road near the Maritime Museum and adjacent parking lot.

In 2015 the Morro Creek Multi-Use bridge was completed providing a connection from Atascadero Road to Embarcadero Road for bicycles, pedestrians, and emergency vehicles. Embarcadero Road has a variety of bicycle and pedestrian facilities:

- A Class I multi-use path with separated boardwalk parallels Embarcadero Road from Coleman Park to Morro Rock.
- Class II bike lanes are provided between Beach Street and the power plant driveway. Most of these lanes parallel curbside parking and cyclists ride within the 'door zone' at risk of opening driver-side doors.
- A bicycle and pedestrian path easement exists on the landscaped strip between Embarcadero Road and the power plant site from the Maritime Museum to the power plant driveway.
- South of Beach Street Embarcadero Road is striped with Class III sharrows and has on-street parking on both sides.

Class II bike lanes are provided on Atascadero Road east of Park Street with Class III sharrows striped west of Park Street.

SLOCOG deployed an automatic counter in 2018 on the Morro Creek bridge connecting Embarcadero Road to Atascadero Road to count pedestrian and bicycle usage. Data was collected 24 hours a day, seven days per week for at least three consecutive months.

No delineation was made between bicyclists and pedestrians in the count.

- Annual Activity: 249,207
- Monthly Activity: 26,364
- Weekly Activity: 4,756
- Daily Activity: 681

The bridge is well used and is an important connection for residents, commuters, visitors, students, and emergency services.

TROLLEY AND TRANSIT

Morro Bay is currently served by two summer trolley lines, San Luis Obispo Regional Transit Authority Routes (SLO RTA) 12 and 15, the Morro Bay Fixed Route, and the Morro Bay Call-A-Ride service all of which are operated by SLO RTA as of June 1, 2025.

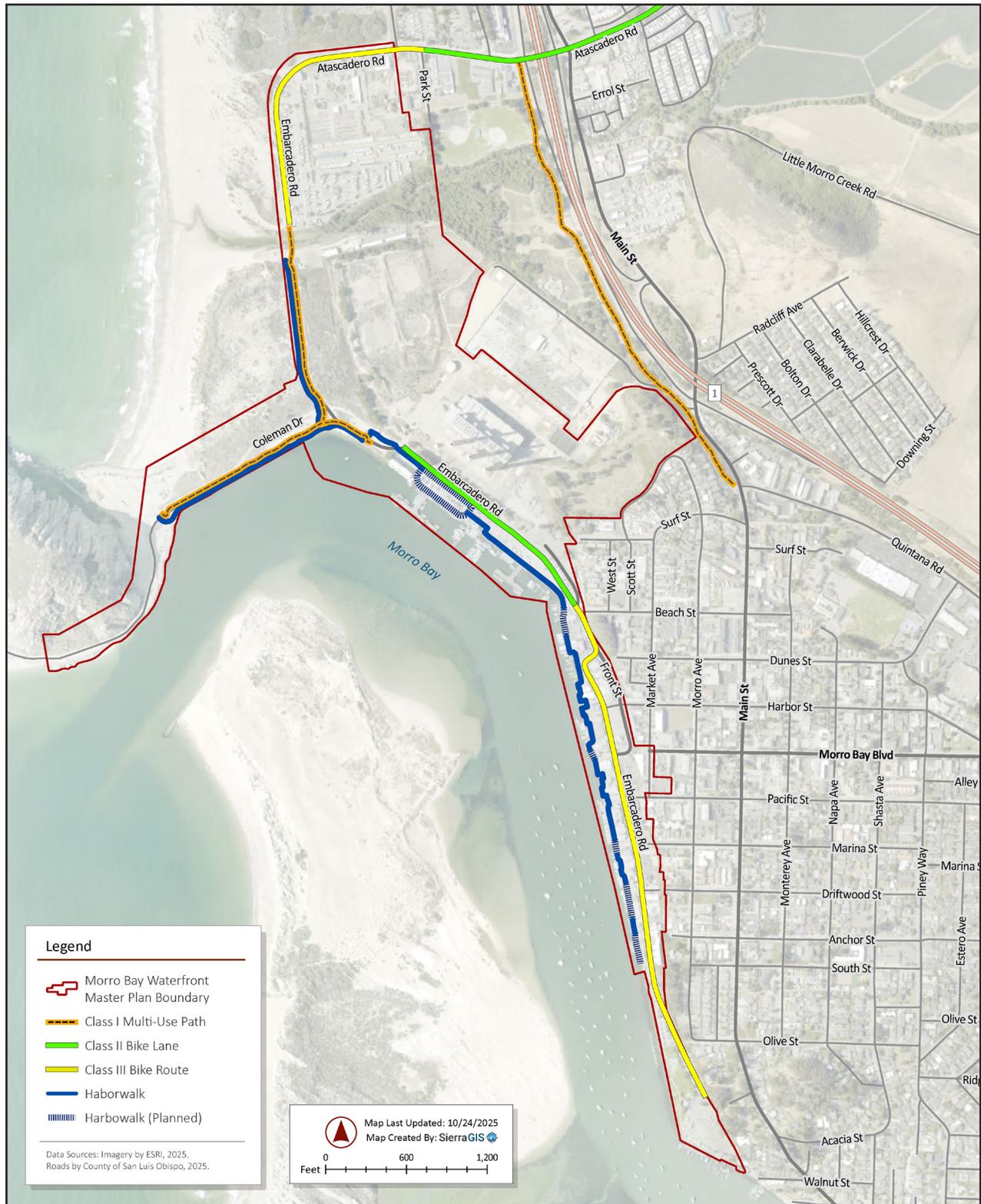
The Morro Bay Trolley routes are the North Trolley and Downtown Trolley. The North Trolley operates from Spencer's Market to Morro Strand campground and then back downtown and to the Embarcadero. The Downtown Trolley operates from the State Park campground to downtown and the Embarcadero. These routes are seasonal and were in service from June 7th to September 28th in 2025.

RTA Route 12 operates in a loop from downtown San Luis Obispo to Morro Bay and Los Osos with a stop at Cuesta College. RTA Route 15 operates between Morro Bay, Cayucos, and San Simeon with special service to the Hearst Castle Visitor's Center on Saturdays and Sundays. These routes stop at the Morro Bay City Park, roughly ½ mile from the Waterfront Plan area.

Morro Bay Transit operates in a one direction loop that serves downtown, the Embarcadero, north and south Morro Bay. Morro Bay Call-A-Ride provides pick-up and drop-off service within ¾ of a mile of the Morro Bay Transit route.

While only the North Trolley, Downtown Trolley, and Morro Bay Fixed Route operate in or on the boundary of the Waterfront Master Plan Study Area, RTA Routes 12 and 15 are likely used by visitors accessing the study area when not using a car as their mode of travel and Morro Bay Call-A-Ride could serve destinations in the study area if requested.

Figure 6.2: Bicycle and Pedestrian Facilities (2025)



Source: Central Coast Transportation Consulting, 2025

Morro Bay Waterfront Master Plan Background Report

WATER TRANSPORTATION

The bay is a major community asset, supporting recreation, commercial and recreational fishing, a Coast Guard Station, and hosting transient vessels. Transient and permanent moorings and slips are available from the City of Morro Bay and private entities.

Parking

Parking is a key community concern. Parking is free within the City, and areas with time restrictions are infrequently enforced. The following section summarizes parking counts and demand in the study area and highlights key parking-related information from the Public Parking Study (2021), Plan Morro Bay Circulation Element (2021), Parking Management Plan (2007), and Waterfront Master Plan (1996).

PUBLIC PARKING MANAGEMENT STUDY (2021)

This study evaluated the Embarcadero and Downtown areas, collecting extensive parking occupancy data during summer weekday and weekend conditions. Table 1 summarizes the existing parking supply by study area. Where spaces were not clearly delineated, reasonable projections of the number of spaces existing were calculated. Refer to Attachment B for a summary occupancy map from this study.

Over 1,500 parking spaces are provided in the study area.

Morro Rock

Morro Rock parking demand peaked during summer on the weekend at 2 PM, with 341 spaces occupied, corresponding

to an approximate utilization rate of 89 percent. Summer demands were significantly higher than off-season. The study recommends consideration of paid parking at parking lots close to Morro Rock.

Embarcadero

Demand for parking in the Embarcadero area peaked Saturday at noon, with 981 spaces occupied, an 86 percent utilization rate. Embarcadero Road between Pacific Street and Beach Street experienced higher demand and many prime spaces were occupied by long-term parkers such as business employees.

The following were recommended for this study area:

- Remove some on-street parking on Embarcadero Road to widen sidewalks and increase pedestrian access.
- Implement three-hour time limits for on-street parking between 9 AM and 7 PM.
- Implement time limits by facility type, with off-street parking tentatively unrestricted, but monitored.
- Paid Parking for “Prime Spaces” (multi-space meters, pay-by-phone, etc.) – especially a pilot on spaces between Harbor Street and Pacific Street.
- Maintain a free parking area in the lot currently used for vessel storage adjacent to the Maritime Museum.
- Implement a parking ambassador form of enforcement.
- Implement a parking ambassador form of enforcement.

Table 6.2: 2021 Public Parking Study Inventory

2021 Public Parking Study Inventory		
Study Area	Embarcadero	Morro Rock
On-Street	383	-
Off-Street	753	384
Total	1,136	384

Source: Walker Consultants, 2021 Public Parking Study

Note: Some parking spaces are reserved for specific leaseholders. 18 parking spaces in the lot at Pacific and Market are reserved for overnight parking for Harborwalk and Roses Landing. Three of the Harbor Street street end parking spaces are reserved for Anderson Inn.

PLAN MORRO BAY (2021)

The Circulation Element of Plan Morro Bay identifies several public parking locations within the Waterfront Master Plan Study Area. They include:

- Informal dirt lots and curbside parking north of Morro Creek on the Embarcadero
- Dirt lot just south of Morro Creek on the Embarcadero
- Several lots along Coleman Drive north of the Embarcadero and south of Morro Rock
- Parking on-street along the Embarcadero and Lots along the T-piers

Policy Cir-2.2 calls for improved lateral connections by relocating parking away from street-end parking lots west of Embarcadero Road. These street-end lots currently supply approximately 63 of the 1,136 spaces in the Embarcadero.

Plan Morro Bay's Land Use Element calls for consolidation of parking into concentrated areas in the Embarcadero to allow for a pedestrian promenade along Embarcadero Road.

Recommendations in the Circulation Element include establishing paid parking, expanding in-lieu fee programs, adding more EV charging stations, and reconfiguring coastal access lots to increase parking supply.

PARKING MANAGEMENT PLAN (2007)

The 2007 Parking Management Plan finds that on average a vehicle parks for 90-100 minutes during a weekday in Morro Bay and 65-80 minutes on the weekend. Attachment B shows a summary map showing observed parking occupancies.

Parking demand is found to peak on the weekends between 1 and 2 PM where

parking in public spots from Beach Street to Pacific Street on the Embarcadero is greater than 100 percent (meaning all legal spots are full, but motorists are parking illegally in places where their car fits) and between 85-100 percent on the Embarcadero between Pacific and Driftwood Street.

On weekdays, demand peaks between 1 and 2 PM and ranges from 85-100 percent from Beach Street and Harbor Street and Morro Bay Boulevard and Pacific Street while Embarcadero north of Beach Street, between Harbor Street and Morro Bay Boulevard, and between Pacific and Marina Street sits between 75-85 percent demand.

WATERFRONT MASTER PLAN (1996)

Appendix B: Areawide Transportation and Harbor Improvements Section b.2: Public Parking identifies several parking deficiencies in the study area that include:

- Strained parking resources near the T-piers and Morro Rock during peak demand.
- Poorly laid out parking lots that are ill defined or lack key infrastructure like a turnaround area for larger recreational vehicles.
- Conflicts with pedestrians and service vehicles at the T-pier parking lots.
- Too few ADA spots.

While many of these issues have been addressed, the parking lots at the T-piers remain a barrier to connecting the Harborwalk further south on the Embarcadero.

Transportation Safety

The following section summarizes transportation safety within the Waterfront plan area.

LOCAL ROAD SAFETY PLAN (2023)

Morro Bay Waterfront Master Plan

Background Report

The 2023 Local Roads Safety Plan states the following are prioritized projects for the waterfront on Embarcadero Road between Marina Street and Beach Street:

- Lower speed limits per California Assembly Bill 43 (15-20mph)
- Implement delivery time restrictions to reduce truck congestion
- Install high visibility crosswalk striping, install bulb-outs at intersections
- Install Rectangular Rapid Flashing Beacon, install raised crosswalks

In addition, the plan lists the following safety priorities for all local roads:

- Lower speeds
- Reduce cut-through traffic
- Improving lighting

Multiple collision hot-spots are noted at intersections along Embarcadero Road. Community input received on the plan notes difficulty connecting to the waterfront area by bicycle.

COLLISIONS

Collision data was compiled for the plan area for the past ten years (Start of 2015 through 2024) using the Statewide Integrated Traffic Records System (SWITRS) and its successor, the California Crash Reporting System (CCRS) Data. SWITRS data was used for collisions ranging from the start of 2015 through 2021, and CCRS was used from the start of 2021 through 2024. The bullet list below summarizes collision statistics from the ten-year survey.

- 72 crashes were reported throughout the survey period.
- 17 hit fixed object or other object crashes were reported.
- 61 property damage (labeled hit object fixed or otherwise and no injury listed) only crashes were reported.

- Four pedestrian involved crashes were reported.
- Three bike crashes were reported.
- 11 injury crashes were reported (2015-2020, 2 other visible injury crashes, two complaints of pain, 2021-2024, 7 just listed as injury, no delineation of severity).
- No fatalities were reported in the study area from 2015 through 2024. A fatality was reported in 2014 at the intersection of Beach Street and Front Street involving a bicycle and motor vehicle.

Over 1/3 of all collisions in the study area involved parked vehicles. Almost 60 percent of the collisions occurred on a Friday, Saturday, or Sunday.

Current and Past Planning Documents

This section summarizes the current and past planning documents pertinent to the development of the new Morro Bay Waterfront Master Plan.

WATERFRONT MASTER PLAN (1996)

The Waterfront Master Plan provides a history of the waterfront, issues in the planning areas, and recommends guidelines for development of the area.

Appendix B: Areawide Transportation and Harbor Improvements identifies traffic congestion on Embarcadero, dead-end roads at Morro Rock and Tidelands Parks, lack of continuous bike and pedestrian routes, lack of disabled access amenities as key transportation issues within the Waterfront Master Plan Area, and lack of public transportation within the study area. Chapter 3: Transportation and Harbor Improvements recommends the following improvements in the study area:

- Constructing a two-lane bridge across Morro Creek with pedestrian and bike access to provide additional

emergency routes for key areas, allow Coleman Park to be accessed from another route to reduced congestion, and provide an alternate route to T-Pier area for trucks and fishing support vehicles.

- Reconfiguring Embarcadero as a one-way street and making Front Street the main traffic carrier between Beach Street and Harbor Street to improve circulation, parking operation, and to improve pedestrian access and enable beautification projects like sidewalk widening and landscaping.
- Connecting South Street to Embarcadero to remove cul-de-sac issues allowing alternative exit from Tidelands Park.
- Constructing a continuous pathway from Beach Street to Coleman Park and the State Park while also more generally providing additional bike paths, lateral access to the waterfront, and other pedestrian and disabled access facilities within the study area.
- Implementing a trolley that carries passengers to the State Beach, Morro Rock, Tidelands Park, and major stops in between

Several of these recommendations have been implemented in some form like the Morro Creek Bridge, the seasonal Morro Bay Trolley, and the Morro Bay Harborwalk, others have yet to be constructed like the connection between South Street and Embarcadero and the conversion of Embarcadero to a one-way street.

2011 MORRO BAY BICYCLE & PEDESTRIAN MASTER PLAN

This document provides proposed biking and walking policies, programs, and projects over a 15-year period and summarizes the various planning processes that led to their development. Though the document focuses on Morro Bay as a whole, Appendix J – Proposed Bikeway and Pedestrian Projects, is particularly relevant

to the Waterfront Master Plan Study Area. Tables 21 and 22 from Appendix J list bike and pedestrian projects within Morro Bay ranked by a weighted system that includes public input, connectivity, proximity to activity centers, transit, and collisions. Many potential projects in the Waterfront Master Plan Study Area were ranked highly.

The relevant rankings from Table 21: Compiled List of Bicycle Projects & Programs determined by Stakeholder Priority and Weighted Ranking are listed below:

- #1 Bicycle and pedestrian bridge over Morro Creek & connector paths to Atascadero Road & Embarcadero (completed in 2015).
- #3 Bicycle and pedestrian path through Power Plant.
- #4 Make Embarcadero more bike friendly.
- #17 ADA compliant ramp up bluff from Embarcadero to Olive Street.

The relevant rankings from Table 22: Compiled List of Pedestrian Projects & Programs determined by Stakeholder Priority and Weighted Ranking are listed below:

- #1 Bicycle and pedestrian bridge over Morro Creek & connector paths to Atascadero Road and Embarcadero.
- #3 Make Embarcadero more pedestrian-friendly.
- #5 Bicycle and pedestrian path through Power Plant.
- #9 construct pedestrian stairs from Rock parking lot to beach.
- #10 ADA compliant ramp up bluff from Embarcadero to Olive Street.

The report also lists existing bicycle facilities and expenditures for bicycle and pedestrian projects within the study area.

DOWNTOWN WATERFRONT STRATEGIC PLAN (2018)

The Downtown Waterfront Strategic Plan outlines the direction for both private and public development in Morro Bay's waterfront and downtown for the next five to ten years. The area of study pertinent to the Morro Bay Waterfront Master Plan is bounded by Embarcadero Road from Beach Street to Pacific Street.

Chapter 1: Introduction includes transportation projects that were identified as priorities by the General Plan Advisory Committee (GPAC) are listed below:

- Centennial Staircase (including an outdoor performance area).
- Walkability along the water.
- Wayfinding signage to and between downtown and the waterfront.
- Improving the discontinuity of lateral access.
- Circulation improvements for all modes along the Embarcadero.

Chapter 2: Vision Plan addresses these needs through the introduction of catalyst projects within the study area. Transportation project relevant to the Morro Bay Waterfront Master Plan are listed below:

- Catalyst Project A: Harbor Walk – a continuous path along the western edge of Embarcadero Road so pedestrians and cyclists can comfortably access coastal amenities.
- Catalyst Project I: Embarcadero Streetscape Furnishing Palette – Stylistically consistent palette of amenities that improve the character and safety of the Embarcadero for pedestrians and cyclists.

Chapter 3: General Design Guidelines

provides direction for transportation relevant topics and Chapter 4: Implementation provides guidance on project priority level, groups responsible for planning and implementation, and funding sources and schemes.

PLAN MORRO BAY (2021)

The Plan Morro Bay Circulation Element outlines the city's existing transportation network, coastal parking facilities, and multimodal transportation facilities. It also identifies Morro Bay's transportation deficiencies and various goals and policies.

The Circulation Element calls for the construction of sidewalks on Embarcadero Road north of Beach Street and providing a vehicular connection to relocate traffic away from Beach Street to serve projected traffic growth associated with redevelopment of the power plant site.

While many of the goals, policies, and implementation actions are aimed at improving circulation, safety, connectivity, greenhouse gas emissions, and multimodal access as whole within Morro Bay, a few policies and implementation actions within the Circulation and Land Use Elements directly target the Waterfront Master Plan Study Area:

- Policy CIR-2.2: Street End Pedestrian Connections. Create safer and more distinct lateral access connections across the street ends on the west side of the Embarcadero at Dunes, Harbor, Morro Bay Boulevard, Front, Pacific, Marina, and Driftwood Streets, including by relocating parking from these areas.
- Policy LU-8.4: Embarcadero. Investigate the feasibility of one-way closure or full closure of Embarcadero to create a pedestrian plaza.

- Policy LU-8.5: Wayfinding. Design and install comprehensive wayfinding signage along the Embarcadero Road that addresses all modes of travel, including transit, trucks, bicycles, and cars. Excessive signs and other visually intrusive landscape features shall be avoided.
- Policy LU-8.14: Work to make the streets in the Embarcadero pedestrian friendly by widening sidewalks, adding bulb outs, and improving crossings.
- Implementation Action LU-19: Name and brand the entire lateral accessway through the lateral access focus area and beyond (as applicable) as the Morro Bay Harborwalk. This should be reflected in all wayfinding and signage and city materials.
- Emergency Access Section of Embarcadero: Category V - Very Poor
- Embarcadero north of Morro Creek to Atascadero Road: Category IV – Poor
- Atascadero to Highway One: Category I - Very Good
- Park Street: Category II - Good (Non-Load)
- Front Street north of Harbor Street: Category II - Good (Non-Load)
- Front Street south of Harbor Street: Category I - Very Good

Some of these roads, notably Embarcadero Road, were resurfaced in 2025.

Many of the above policies and implementation actions echo issues and projects highlighted in earlier planning documents. Other mentions of the Embarcadero throughout the General Plan tangential to transportation point to both sea level rise, lateral access to the bay, accessibility, and the noise produced by vehicles as being points of concern within the study area.

PAVEMENT MANAGEMENT PLAN UPDATE (2022)

The 2022 Pavement Conditions Index (PCI) for roads within the Waterfront Master Plan are as follows:

- The Embarcadero: Category II - Good (Non-Load)
- Coleman Drive: Category II - Good (Non-Load)

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7. Market Scan

7.1 Market Scan

7.1 Market Scan

Introduction

The Market Analysis was prepared by HR&A and will be used to support the Waterfront Master Plan process by informing a vision for future uses on the waterfront that leverage the strengths of Morro Bay's character and economy while aligning with the city's economic development policies and goals. The market scan includes three sections that together analyze Morro Bay's economy and market to inform opportunities for future demand at the waterfront. These sections include:

- **Demographics:** How have demographics and socioeconomics in Morro Bay shifted over the years?
- **Industry:** Which industries are driving economic growth in the city and can be compatible with future uses on the waterfront?
- **Site Analysis and Real Estate:** How are certain uses performing in the city today and what opportunities does this present for the waterfront?

Ultimately, this Market Analysis provides an outlook on future demand for potential uses that can catalyze further activation on the waterfront, aligning with Morro Bay's character, strength, and goals. Each section of the Market Analysis will be briefly summarized below, the detailed report can be found in Appendix A: Market Scan.

Demographics

KEY TAKEAWAYS

- Morro Bay has experienced steady population growth in the last decade, on par with regional and statewide growth, however, overall growth in the county is expected to slow over the next 20 years.
- Morro Bay's population is shifting toward white retirees, resulting in an older, wealthier resident base with relatively low labor force participation.
- Morro Bay's household median income has increased in the past ten years, and the city now has a higher concentration of upper-middle-class earners than elsewhere in the state.
- Morro Bay is less diverse than the rest of the state and continues to see a decline in the city's Hispanic and Latino residents.
- Housing costs have risen significantly in the last ten years, making it less affordable to own a home in Morro Bay than elsewhere in the county.

IMPLICATIONS

- Morro Bay's resident population is too small to support the waterfront on its own. Morro Bay's population of largely older, upper-middle-class retirees can support some waterfront uses but is insufficient to generate long-term demand.
- Morro Bay needs to continue to attract new visitors to sustain economic growth. Morro Bay's capacity for population growth is limited, but the waterfront can play a pivotal role in attracting visitors by developing uses that appeal to a more diverse consumer base.

Industry

KEY TAKEAWAYS

- Morro Bay's economy is largely driven by tourism-related industries that will continue to be important industries to nurture in order to sustain economic growth in the city.
- Morro Bay is well located between three major population centers to attract a range of visitors and families that can support its visitor economy, though future visitation growth may be constrained.
- Though a legacy industry, the commercial fishing industry in Morro Bay stands at a crossroads and requires a new approach for how it can support economic development in the city.
- The waterfront has a few existing assets that can support a tourist economy, with an opportunity to foster a more "experiential" commercial fishing industry that anchors future tourism, such as by offering rides on commercial fishing vessels and tours of industry processes.

IMPLICATIONS

- The waterfront is key to driving and capturing value from visitation. Development along the waterfront can attract visitors from the surrounding region to drive growth in the flourishing tourism economy. The right uses could be attractive to millions of regional young adults and families.
- Commercial fishing remains key to the waterfront's success. Fishing and related activities must be part of the waterfront's strategy and should consider creative uses and experiences that support the commercial fishing industry.

Real Estate

KEY TAKEAWAYS

- Across all uses, the city and waterfront experienced very little new construction, leading to tight markets with very low vacancy rates and increasing rents, particularly for retail and multifamily.
- Hotel offerings in the city and along the waterfront remain limited, with need for a broader diversity of hotel offerings that can support a growing tourism industry.
- Morro Bay's waterfront has a strong retail presence but lacks having a variety of retail experiences, such as fine dining and boutique shopping, that can support attracting new visitor segments.
- In the next 10 years, there are a few waterfront leases set to expire, creating opportunities for redevelopment that align the future vision for the waterfront.
- Development on the waterfront can be difficult and expensive due to regulatory, environmental, and maintenance challenges.

IMPLICATIONS

- The waterfront is the most valuable real estate in the city. Renewal of leases and new development on the waterfront have the potential to generate significant revenue for the City as well as for leaseholders.
- The waterfront is a prime location for expanded mid-scale to luxury hotel offerings. Nearly half the hotels in Morro Bay are economy class, and hotels on the waterfront tend to be small despite massive potential for visitation and revenue generation.
- Soon-to-expire leases provide a potential opportunity for redevelopment. A private initiative or public-private partnership could take advantage of lease expirations to introduce a new visitor-attracting use to the waterfront.

Site Analysis

MIX OF WATERFRONT USES

- The waterfront study area is a mix of commercial and recreational land uses that support the visitor experience along with the commercial fishing industry. See Figure 7.1.

POTENTIAL OPPORTUNITY SITES

- There are several vacant and underutilized sites along the waterfront area, both large and small, that could be positioned for redevelopment and support more activity at the waterfront.

CITY LEASE PROPERTIES

- Of the over 30 active waterfront leases, 7 expire in the next ten years, offering an opportunity to redevelop up to 11% of the total leased area. See Figure 7.2.

Future Use Opportunities

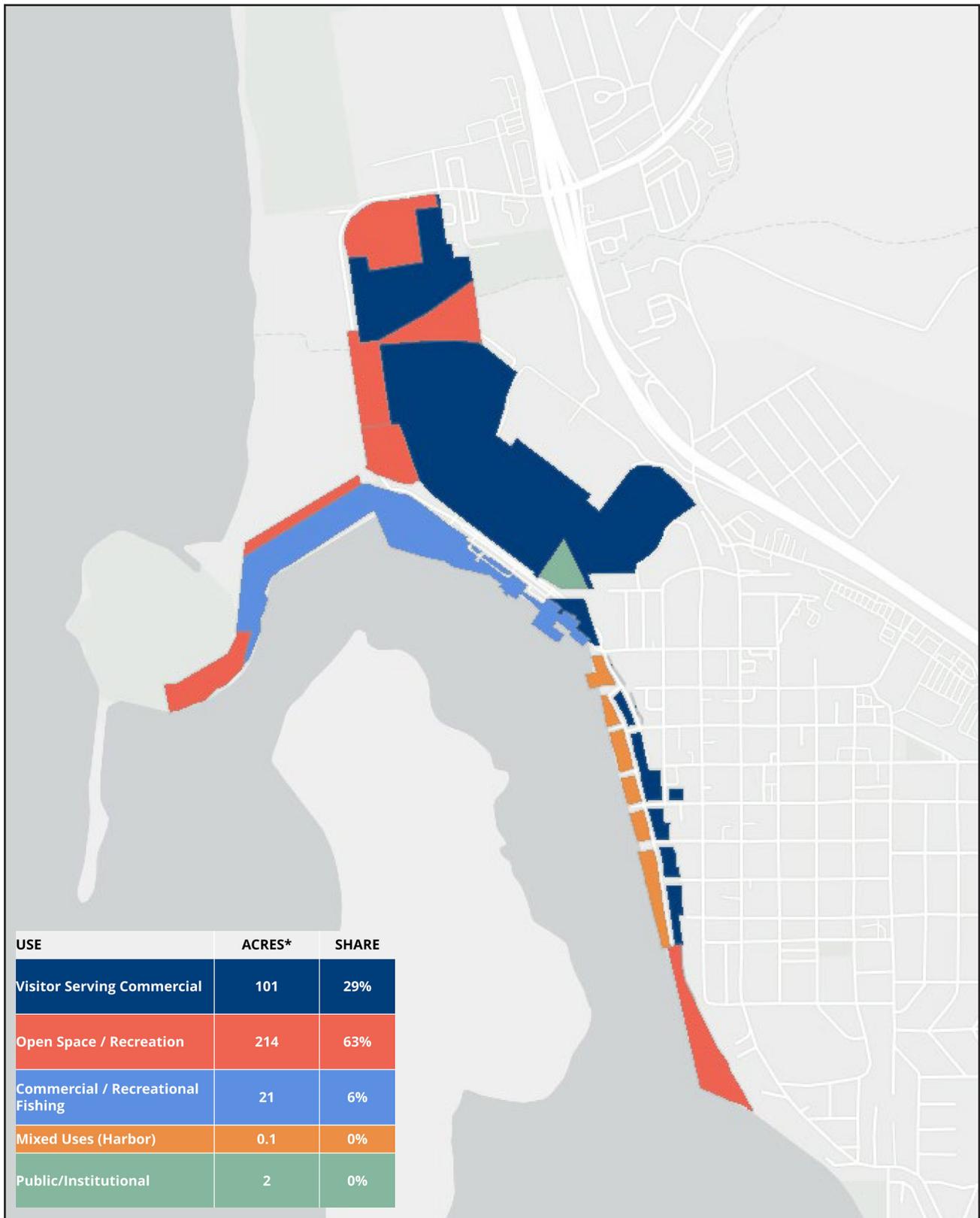
STRENGTHS

- **Established visitor economy.** Future economic growth can build on Morro Bay's already established tourist-driven economy, shaped by the legacy of the commercial fishing industry, its location on Hwy. 1, and ocean access.
- **Existing assets.** Among other assets, Morro Bay's waterfront continues to be an economic asset to the city that can serve as a catalyst to diversify experiences for residents and visitors while contributing to the city's economic and fiscal health. Morro Bay's natural beauty and bay allows for a vast array of recreational opportunities such as kayaking, paddleboarding, swimming, recreational fishing, beach access, and more.
- **Location and regional market.** Located in the Central Coast Region, Morro Bay and the waterfront can leverage tourism from other cities and submarkets, such as wine tourism in Paso Robles, while also tapping into a broader pool of visitors of different ages and backgrounds coming from California's larger metro areas.
- **Strategic sites.** A few strategic sites along and near the waterfront provide future opportunities for redevelopment that can maximize the City's ability to capture real estate value.
- **Proximity to university.** Morro Bay's proximity to Cal Poly San Luis Obispo, provides an opportunity to market to a younger crowd and "market test" waterfront experiences and attractions.

CHALLENGES

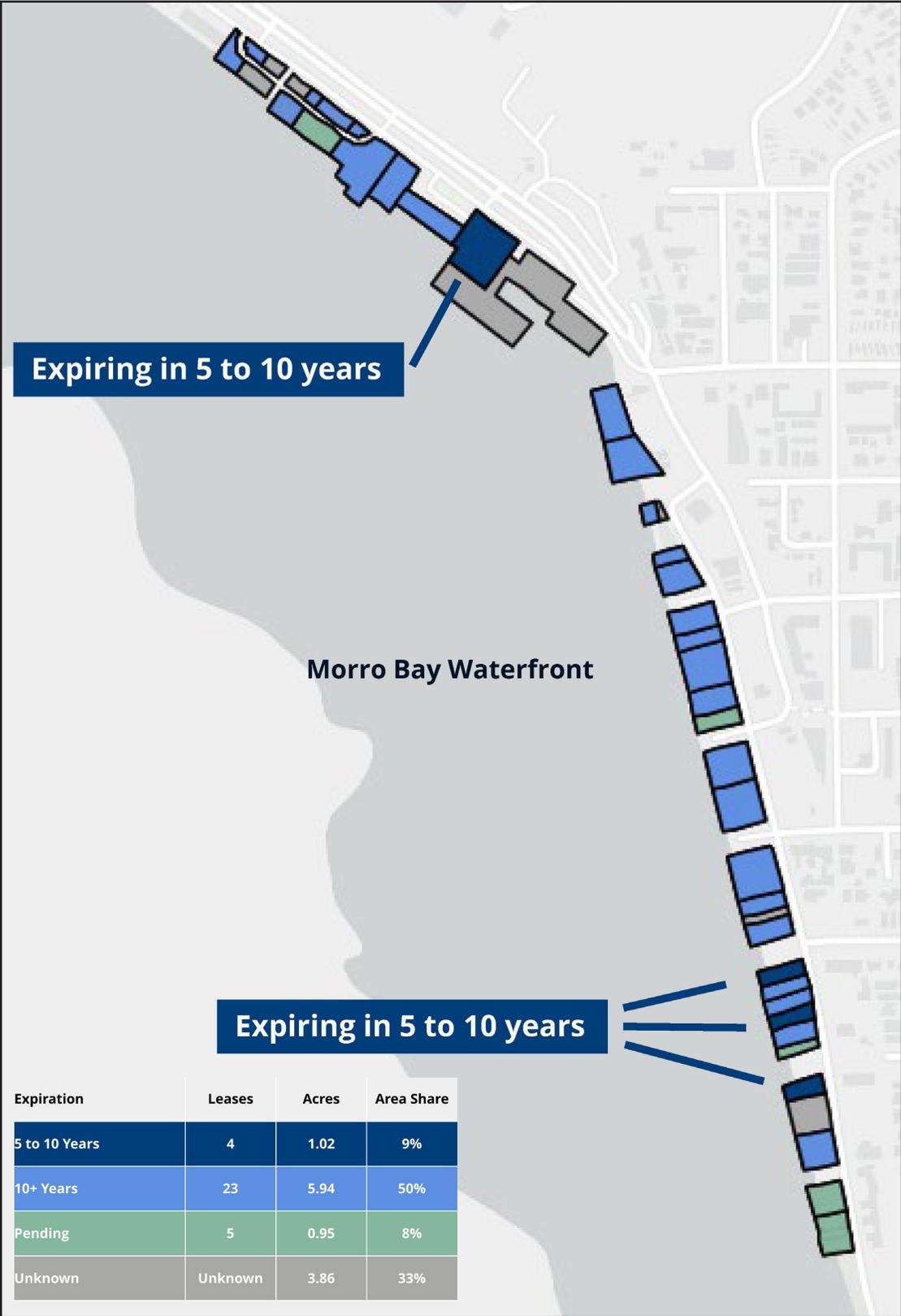
- **Less developed brand.** Morro Bay's waterfront competes with surrounding "destination" waterfronts in the Central Coast Region that have stronger brands and can access a broader pool of visitors. Future visitation to the Morro Bay waterfront cannot rely on the city's location alone, but will require developing a stronger brand supported by destination uses that are at the top of the itinerary for visitors traveling along the coast.
- **Limited overnight visitor amenities.** While there are a number of economy and midscale hotel rooms, there is a limited supply of higher-end and luxury hotel rooms and amenities that will attract a new segment of overnight visitors.
- **Rising costs.** With rising construction costs and strict environmental requirements, development along the waterfront is becoming increasingly less feasible without public-private partnership.
- **Regulatory constraints.** Existing regulatory and land use policy may constrain future uses at the waterfront, limit the range of experiences offered to future residents and visitors, and impact the City's ability to capture value from strategic sites.
- **Fragmented leases.** The waterfront is fragmented with small footprints and varying lease agreements, making it difficult to curate future development that advances a compelling vision for the waterfront.

Figure 7.1: Mix of Waterfront Uses Map



Source: HR&A, 2025

Figure 7.2: City Lease Properties Map



Source: HR&A, 2025

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8. Public Engagement

8.1 Stakeholder Focus Groups

8.2 Stakeholder Interviews

8.1 Stakeholder Focus Groups

Introduction

As part of the community engagement process, the City and PlaceWorks conducted four stakeholder focus group discussions on August 18th and 19th, 2025 to gather on-the-ground knowledge and experience from key community representatives. These meetings engaged Environmental Groups, Business Community representatives, Community Groups, and Harbor-related stakeholders to understand opportunities, challenges, and priorities for the waterfront planning area. The purpose of these meetings was to:

- Engage with key stakeholders to discuss waterfront development and management in Morro Bay.
- Gather on-the-ground knowledge and experience to understand opportunities, challenges, and priorities for the waterfront planning areas.
- Collect input on potential solutions and strategies to guide the updated Waterfront Master Plan.

Meeting Format

The City and PlaceWorks hosted stakeholder focus group meetings with representatives from local environmental organizations, businesses, harbor-related and government entities, and community groups. Each meeting included 6-7 stakeholders and members of the City project team. PlaceWorks staff facilitated each meeting, following a discussion guide tailored to address specific topics related to the participants' expertise and interests, covering topics such as environmental protection, economic development, circulation, parking, community access, and harbor operations. The project team asked eight questions of each group. The meeting

approach followed a facilitated discussion format with prepared questions specific to each stakeholder group, while allowing for open dialogue and discussion of additional topics of concern and for participants to ask questions of the project team.

The project team taking part in the meetings took detailed notes of the discussions and relied on the notes and discussions to identify key themes. Responses often addressed multiple overlapping themes. The feedback has been organized thematically, rather than by individual stakeholder group or participant, reflecting the interconnected nature of waterfront planning issues and the common themes that emerged across different groups.

Key Themes by Topic Area

WATERFRONT INFRASTRUCTURE AND MAINTENANCE

Stakeholders identified significant infrastructure needs throughout the waterfront area, including:

- Harbor infrastructure, including maintenance of docks, pier reinforcement, breakwaters, and ongoing dredging needs.
- The need for a large boat haul-out facility for current harbor users.
- The existing yellow sodium lighting along the Embarcadero was frequently cited as inadequate and in need of replacement with brighter, more modern lighting.
- Sidewalk improvements and street maintenance were also highlighted as priorities.
- Stormwater runoff mapping and management emerged as both an infrastructure and environmental concern.

CIRCULATION AND ACCESS

Improving connectivity was a major theme across all groups, including:

- The need for better access to the Embarcadero from the north, specifically exploring bridge access across Morro Creek to improve circulation between the north and south portions of the waterfront.
- Enhanced pedestrian and bicycle connectivity throughout the waterfront planning area.
- Improved connections between the waterfront and downtown and Highway 1.

- Suggestions for connecting Market Plaza and Centennial Parkway to the waterfront to improve the transition between downtown and waterfront areas.
- Trolley service enhancement, including expanded marketing and free access for residents.
- General walkability improvements, including wider sidewalks and better nighttime lighting.
- Water taxi service as an alternative transportation option between different waterfront areas

PARKING MANAGEMENT

Parking challenges generated significant discussion, with stakeholders sharing concerns about the lack of parking during peak visitation and special events, noting:

- Support for implementation of paid parking, particularly at Morro Rock.
- Time enforcement on the Embarcadero is necessary to improve turnover for businesses.
- Designated employee parking areas versus visitor parking areas.
- Concerns about special events negatively impacting parking availability.
- Suggestions for alternative solutions such as off-site parking (parking lots or parking structures with shuttle or trolley service to the waterfront and downtown areas.

NATURAL RESOURCE PROTECTION AND ENHANCEMENT

Environmental stakeholders emphasized:

- Acknowledging and celebrating Morro Bay as a unique destination for watching wildlife.
- Protecting critical habitats in the expanded WMP planning area including eelgrass beds, bird nesting and roosting areas, and wildlife corridors.
- Updating ESHA (Environmentally Sensitive Habitat Area) maps.
- Prioritizing education and enforcement of existing regulations related to human-wildlife interactions, particularly around sea otters, seals, and nesting birds.
- Sea level rise adaptation and climate resilience planning are essential, with support for nature-based solutions including constructed wetlands at appropriate sites.
- Morro Creek adjacent uses should be nature-based, integrated with the ecological functions of the ecosystem.
- Considering also addressing the dunes/sandspit and back bay when considering environmental implications for the project area as they are all connected ecosystems.

ECONOMIC DEVELOPMENT AND BUSINESS SUPPORT

Business representatives highlighted the need for enhanced visitor-serving commercial development while addressing current operational challenges, including:

- 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 affects 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.

FUTURE DEVELOPMENT

The sites of the former Power Plant (owned by Vistra) and Wastewater Treatment Plant (owned by the City) generated significant discussion, such as:

- 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.

COMMUNITY ACCESS AND AMENITIES

Community representatives emphasized the need for equitable access to waterfront benefits for all residents, not just tourists, including:

- Family-friendly amenities, including playgrounds, restrooms, and picnic areas.
- Provide more mini parks or green spaces, 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.

HARBOR OPERATIONS AND MANAGEMENT

Harbor-related stakeholders highlighted:

- The need for improved coordination between different users, including commercial fishing, recreational boating, and visitor activities.
- Concern for the future of the Morro Bay fishing industry, largely due to State regulations.

- The need for a large boat haul out.
- Ongoing challenges related to infrastructure maintenance and funding for capital improvements.
- Agency coordination difficulties and overlapping jurisdictions as operational barriers requiring attention.

Cross-Cutting Themes

BALANCING PRIORITIES

A central challenge identified across all groups involves balancing competing priorities: tourist versus resident needs; challenge of balancing economic development and environmental protection; public access that also considers wildlife protection; adding paid and employee parking while enhancing existing parking enforcement and keeping the Embarcadero walkable; and development while preserving Morro Bay's unique character.

Implementation and Governance

Stakeholders emphasized the need for adequate funding for improvements, better coordination between agencies, enhanced community involvement in decision-making, and streamlined regulatory processes to support implementation of plan goals.

8.2 Stakeholder Interviews

In addition to stakeholder focus groups, the project team conducted one-on-one interviews with key Morro Bay stakeholders during the months of August and September 2025. Interviews were conducted over the phone and included representatives from Associated Pacific Contractors, Visit Morro Bay, Hotelier, and Haven Properties. Key takeaways from these conversations are included below.

- The waterfront faces infrastructure challenges, such as a lack of maintenance, mooring fields that need redesign, retaining walls and rocks that need installation, and piers and launch ramps in disrepair.
- The Embarcadero and waterfront could benefit from public improvements such as better lighting, cleaning and beautification of the street and harbor walk, public restrooms, and better connectedness to downtown.
- Compliance with the many rules and regulations from different entities (including the Tidelands Trust Act, the California Coastal Commission, and the City) make waterfront development challenging.
- Due to proximity to the ocean, foundational construction costs are more expensive on the waterfront than they are inland, and construction materials such as piping, insulation, HVAC, and outer building materials all must be able to withstand saltwater.

9. Evaluation of 1996 Waterfront Master Plan

9.1 Evaluation of 1996 Waterfront Master Plan

9.1 Evaluation of 1996 Waterfront Master Plan

Consensus Statement on Status of 1996 Waterfront Master Plan

Since its adoption in 1996, the Waterfront Master Plan has guided Morro Bay in preserving the character of its working waterfront while enhancing public access and recreational opportunities. Key projects include the Harborwalk linking the Embarcadero to Coleman Park and Morro Rock, the realignment of Coleman Drive, and improvements to the Embarcadero's public spaces and amenities. While some initiatives, such as full service boatyard facilities and commercial fishing infrastructure were not completed due to declining need, and economic and regulatory constraints, the City has made significant progress in the improvement of and development of the waterfront, while maintaining the waterfront's unique charm, its functional value for commercial and recreational fishing, and in supporting its tourism-based economy.

This development has occurred within the context of an increase in tourism and a decline in the commercial fishing industry from its peak in the early 1990s when landings averaged over 12.5M pounds per year and 664 commercial fishing vessels landed their catch using Morro Bay's commercial fishing facilities. By 2024, annual landings had fallen to approximately 1.6M pounds, supported by fewer than 150 commercial fishing vessels. The Master Plan should continue to promote the viability of maritime support services and support the transition of the commercial and recreational fishing in adapting to economic changes, but that context is different than it was in 1996. The updated Master Plan also will need to consider what growth in the tourism economy can be expected over the next 20-30 years to support additional visitor serving development, feasible re-use strategies for

the power plant and wastewater treatment plant (WWTP) sites, and how commercial and recreational fishing can continue to be a vital part of Morro Bay's economic and cultural makeup.

1996 Waterfront Master Plan Overview

The 1996 Waterfront Master Plan established a vision for maintaining a working waterfront while planning for enhancements of the commercial and public access elements of the harbor. In response to increasing urbanization in California, the plan sought to prevent private development from undermining the waterfront's unique natural beauty. As stated in the 1996 plan, "It was ironic that the very characteristics that made the Embarcadero desirable for development were those that, without regulation, could lead to improper development and destroy the values that attracted the development in the first place." The 1996 plan was also a positive look forward after three decades of challenges involving "ownership" of the waterfront, the location of the Tidelands Lease area, and the ownership, disposition, and management of the "Harbor Fee Lands" north of Beach Street from the former military base.

The 1996 plan represented a significant downscaling of the intensive development proposals of the 1960s and 70s developed by the City and the County before incorporation in 1964. The 1996 plan proposed extensive enhancements to coastal access, boating facilities, circulation, parking, and recreational opportunities. It also recommended improvements to support the commercial fishing industry and included design guidelines requiring private development along the Embarcadero to protect public views and improve coastal access.

A review of the 1996 plan also reminds us that the plan does not exist in isolation. Although the plan area is the upland/landside area of the harbor, waterside activities and marine economics will still dictate landside development and support services. There is no “waterfront” without the “water”. The 1996 plan stated that “[m]ore than any other feature of the waterfront, it is the harbor that is dominant and unifies the area’s character. The waterfront and all the uses and activities it supports exists because of the harbor”, and that “...the harbor’s immeasurable value to the public and to the city’s future and that planning decisions for the waterfront need to be made in the context of the optimum balance between protection of the harbor’s natural environment and its functions for commerce and recreation.” Access to and along the bay and the bay’s shoreline will always be of primary concern, both to support the economic functions of the harbor, and to fulfill the city’s obligations under its Tidelands areas to hold these assets to preserve and enhance the public’s use. The update will need to be based on current future marine and harbor activities as well.

Review of 1996 Waterfront Master Plan Proposals

The WMPAC reviewed the status of specific proposals in the 1996 plan at its November 6, 2025 meeting. Public comments were also received at that meeting as well as at the public workshop later in the month. A Consensus Statement was drafted based on that input and presented to the WMPAC at their January 8, 2026 meeting. They provided additional input on the statement and the status of the 1996 proposals. The Consensus Statement below has been revised and along with the table that follows the Consensus Statement to reflect the additional input from the January meeting. Based on that input, the table later in this section shows the specific proposals in the 1996 plan that are to be considered going forward, and those that should not, based on whether or not they are still relevant, or completed. The items that aren’t marked as completed or no longer relevant should be carried

forward and continue to be refined as part of the updated plan. Additional comments and context on each area are as follows:

AREA 1: MORRO ROCK/COLEMAN

PARK AREA

The 1996 plan details a proposal for development of the 7.2-acre “Den Dulk” property, located between Morro Strand State Beach and the western boundary of the power plant site. The property, bisected by the Embarcadero extension, is primarily undeveloped coastal dune habitat. The plan’s proposal for this site includes various recreational and boating facilities, including a haul out, boat yard, and dry storage. The plan anticipated a land exchange that would enable development of a privately operated recreational vehicle park and camping on the property, while granting the City ownership of the waterfront to allow for relocation of Coleman Drive and creation of public recreational amenities. City records show a 1996 site plan depicting this proposed development. Ultimately, the City acquired Coleman Beach in 2004 through an agreement with Duke Energy regarding modernization of the power plant.

Acquisition of the former Den Dulk property in 2004 opened an opportunity to implement the 1996 plan’s proposals for the Coleman Park area. In July 2008, the City completed the Harborwalk project linking the Embarcadero businesses (beginning at Beach Street) to Coleman Park and Morro Rock with an ADA compliant walkway. The pedestrian walkway was constructed with recycled plastic boards to simulate the timber planks of a boardwalk. As envisioned by the 1996 Waterfront Master Plan, the Harborwalk project included realigning 1,100 feet of Coleman Drive inland and reconstructing the former road alignment into a Class I bike path paralleling the Harborwalk.

The plan’s proposal for Morro Rock and Coleman Park also shows a proposed two-lane bridge spanning Morro Creek, connecting the two portions of Embarcadero Road. In 2013, the City started the design and environmental review

Morro Bay Waterfront Master Plan Background Report

process for a proposed multi use path, consisting of a 6'-8" wide boardwalk and a 12' wide bicycle path and bridge over Little Morro Creek. The City held a ribbon cutting event opening the new trail and bridge on July 4, 2015. Although the bridge is narrower than the two-lane concept in the 1996 plan, it was designed to accommodate emergency vehicle access. In recent years, the community has discussed the potential to widen the existing bridge, consistent with the original Waterfront Master Plan concept, and this issue warrants consideration as part of the updated plan, as recommended in circulation sections of Plan Morro Bay, as well as evaluating a connection from the Embarcadero to the Main Street/Highway 1 interchange through the power plant property.

Since adoption of the 1996 plan, the City has reviewed various concepts and feasibility studies to develop a haul out, boat yard, and dry storage facility at the northern end of the Embarcadero. From 1997 to the early 2000s, the City considered a boat yard to be a priority and conducted a feasibility study that concluded the proposal in the 1996 plan would be unprofitable and infeasible due to the site's environmentally sensitive habitat area designation. Following the City's 2012 acquisition of the roughly two-acre "Triangle Lot" property, efforts to locate a full-service boatyard were renewed with a focus on that site. In 2015, consultants were hired to develop design options and perform a market feasibility study for a boatyard and haul-out facility, which found potential demand but concluded that a public-private partnership would be needed for financial viability. In 2018, the City issued a request for proposals for an additional financial feasibility study but received no responses. Pursuing grant funding for further feasibility analyses continued to be a City Council priority through 2020. As noted above, although a privately operated boat yard/haul out facility was deemed infeasible, the updated master plan should identify an appropriately sized Commercial Fishing (CF) zoned property as a placeholder if that is still a priority and need. The City's planning efforts for a haul out and boat yard were often linked to concept planning for Coleman Park improvements. From

2008 to 2013, the City Council, Harbor Advisory Board, and Recreation and Parks Commission reviewed several concept plans that depicted recreational and boating facilities at the Coleman Park area. In 2013, the City Council directed staff to work with the Parks and Recreation Commission on a Northern Waterfront Improvement Plan. However, this effort did not culminate in adoption of a formal plan.

Planning for Coleman Park resumed in 2022 after the City secured State grant funding for park improvements, which will be carried out in two phases. Phase 1 will focus on replacing the restroom facilities removed in 2021, installing ADA-compliant parking and pathways, and upgrading the playground equipment. In August 2025, the City Council approved a design contract to finalize plans for this first phase, aiming to complete the restroom facilities by May 2026. The City is currently completing the design and preparing to submit a Coastal Development Permit application to the Coastal Commission for the proposed Phase 1 improvements. Phase 2 will be defined as part of the ongoing Waterfront Master Plan update.

The 1996 plan proposed a paved boat launch at the base of Morro Rock near the entrance to the bay. City staff determined that this proposal would not be feasible in this location due to environmentally sensitive habitat, parking constraints, and traffic congestion at the Rock parking lot. However, this area and Coleman Park are popular kayak launch spots where kayakers have to climb through dune habitat and/or eroding beach headlands to launch. Consideration could be made for a kayak or smaller vessel launch ramps instead of a larger paved boat launch that was considered in the 1996 plan. Parking at Coleman Beach and the Rock have always been relatively rustic. Vertical access to Coleman Beach, Rock Beach, "Baby Beach" on the south side of the Rock, and otter viewing area east of Target Rock can be challenging at times and there are few facilities to intercept muddy stormwater runoff before entering the bay and beaches. Landscaping for beautification and erosion control should be considered. Bathroom facilities and solid waste management are

constant issues.

AREA 2: NORTH OF BEACH/ T-PIERS/ WORKING WATERFRONT

The 1996 plan emphasizes preservation of the working waterfront and recommends installing fish processing facilities and other equipment on the commercial wharf area by the T-piers. Recognizing the significant marine traffic at the time, and the tension between the needs of commercial and recreational vessels, the 1996 plan also recommended new boat ramps, moorings, and boat slips. Industrial scale fish processing businesses are no longer present in the community, and marine support businesses have declined in response to the reduction in vessels in the harbor. As noted above, statewide and locally, commercial fishing has been in decline for years, driven by cost, foreign competition and regulation. Since 2012, total commercial fishing landings in Morro Bay declined by nearly 71 percent, from 5.5M pounds (2012) to 1.6M pounds (2024). Ongoing challenges to fishing in Morro Bay include fuel availability (one fuel dock left), distance to commercial fishing beds, and intermittent closures. While the City cannot control state and federal regulations and market factors, the updated plan should identify and prioritize the infrastructure and policies necessary to support commercial fishing at its current scale of 1.5M to 2M pounds per year. There are several undeveloped or underdeveloped lease sites along the waterfront from Coleman Beach to Beach Street that could accommodate additional businesses and operators. There is also a significant amount of undeveloped CF-zoned land that can accommodate additional uses.

The area north of Beach Street also contains a significant amount of area for Visitor Serving Commercial. While the Embarcadero Visitor Area has scattered development sites available, the area on the east side of the Embarcadero between Beach Street and the Vistra site presents an opportunity to potentially redevelop vacant and underutilized City right-of-way, as well as the “triangle lot” acquired by the City in 2012. This area should include an area zoned CF that is reserved for potential

future development of a haul out and boat yard. Long-term parking for commercial fishermen should also be addressed in Area 2.

Like the Embarcadero Visitor Area, this area has vehicle circulation, parking and pedestrian and bicycle circulation issues that need to be addressed. The 1996 plan stated that “...resolution of this issue is a high priority” and it remains so 30 years later. It is a popular otter viewing area, and a pathway to the Harbor Walk to Morro Rock that begins just north of the power plant intake building. However, there is poor lateral connectivity, no sidewalks on either side of the Embarcadero, and a bicycle lane that is too narrow to meet state and local standards. Pedestrians are currently funneled through the commercial fishing industrial area between Morro Landing and the US Coast Guard Station, and the City has struggled with how to thread the Harborwalk through this area without creating conflicts with commercial fishing operations. There may be an opportunity for increased yield and circulation in the parking lots west of the Embarcadero, and for alignment of the parking lot driveways on the east and west sides of the Embarcadero to provide intersections that accommodate all traffic movements. This area also needs to anticipate and plan for a possible connection from Main Street to the Embarcadero as envisioned in Plan Morro Bay.

AREA 3: EMBARCADERO VISITOR AREA

When the Waterfront Master Plan was adopted in 1996, the Embarcadero was already established as a primarily visitor serving area, but it also contained a mix of commercial fishing and processing associated with Morro Bay’s working waterfront past. Due to the decline in commercial vessels visiting Morro Bay and associated landings, market shifts, and policies promoting tourism, these uses gave way to increased visitor-serving commercial development, including gift shops, restaurants, art galleries, sweets shops, and boutique hotels. A pivotal moment in this shift occurred in 1999, when a fire destroyed the Marine Ways boatyard at 845 Embarcadero (currently

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“The Boatyard” commercial center), and the lease site was subsequently redeveloped into a 5,700-square-foot commercial retail building. Another significant development in this transition was the reduction in operations and proposed redevelopment of the Associated Pacific Contractors property. Since 1996, the City has permitted approximately 20,000 square feet of new visitor-serving uses, including retail space and hotels on the Embarcadero between Beach Street and South Street.

Despite changing market factors and development pressure, Morro Bay’s waterfront has successfully preserved its fishing village character and natural scenic beauty. These qualities continue to draw visitors and drive the City’s tourism-based economy. In 2024, the City hosted 760,000 visitors who spent \$195M, including \$129M in lodging, food and beverage, and recreation (Morro Bay’s largest industries). This level has remained relatively constant over the past five years.

Because of the 1996 plan’s design guidelines, redevelopment projects on the Embarcadero have reflected the desired fishing village character, have preserved views of the bay from public viewpoints, completed significant sections of the Harborwalk, widened sidewalks, installed interpretive signs, and provided public restrooms and other amenities to enhance coastal access. Overall, these projects successfully balanced private development interest with preservation of the working waterfront’s character and coastal access.

While the design guidelines have helped preserve the waterfront’s character, they lack clarity in some areas, which has caused frustration and uncertainty for the community and waterfront developers. For example, additional building height is permitted on the west side of the Embarcadero when a project provides a “significant public benefit”; however, the absence of a clear definition has complicated the review of redevelopment proposals. Clarifying this standard should be a priority in the updated plan. In addition, the plan should determine whether granting additional height at all aligns with the community vision for the

waterfront. The guidelines are vague about what specific view corridors or viewpoints need to be preserved so applicants are left to guess. The design guidelines regarding height apply to properties on the west side of the Embarcadero, but the same regulations do not equally apply to the east side of the Embarcadero. A goal of the Master Plan update is to update the guidelines so that the entire corridor is treated equally, especially with regard to visual impacts. View enhancement and protection are considered priorities.

Although the land use policies, master plan guidelines and zoning regulations provide certain quantitative requirements for permitting additional height there is also a subjective requirement for additional “significant public benefits” which add potential costs, provides unnecessary ambiguity in an already-difficult permitting process, and further complicates the economic feasibility of waterfront development. Two waterfront redevelopment projects were recently withdrawn, largely due to the high costs of marine construction and regulatory requirements. Lease sites remain underutilized due to economic constraints and uncertainty, and the City loses out on potential revenue to maintain the harbor and waterfront infrastructure.

Another area that needs attention and clarity in the Master Plan is the issue of low-cost visitor serving accommodation standards. At least one development project has been stalled because of the financial feasibility of providing lower-cost visitor-serving accommodations in the higher cost waterfront areas. A 2017 City study determined that approximately 52 percent of all accommodations in the community were considered “lower cost”. Various city policies address this matter, based on a statistical determination if lower cost accommodations are being displaced, if they are “upscale”, “mid-scale” or “lower-scale” and whether or not they are located in “state-owned tidelands”. There is already available adequate lower cost and mid-scale accommodations. State and regional tourism organizations predict a softening in the “economy” and “mid-scale” segments while there is growing demand for upper

scale accommodations. The Master Plan should resolve these ambiguities and inconsistencies so that development requirements are clear, feasible and achievable. There may also be ways of providing incentives and alternatives to meet the intent of low-cost visitor serving requirements. The Embarcadero Visitor Area is also starting to experience some stress in circulation and parking. A recent parking study acknowledged that peak season/peak hour parking is well below the desired 10% vacancy level. As more development occurs, potentially without full onsite parking, this will get worse. Plan Morro Bay policies regarding reduction of parking in street ends on the west side of the Embarcadero will exacerbate this. Pedestrians are also at odds with vehicle traffic and there needs to be better sidewalk and Harborwalk connectivity and width to support current and projected pedestrian traffic. The Embarcadero Visitor Area has been the subject of some study for traffic and pedestrian safety in the City's Local Roadway Safety Plan. There are priority cost effective recommendations for crosswalk improvements, bulbouts, speed limits and commercial truck operations that will promote safety that will need to be implemented in the updated plan.

EXPANSION AREAS

When the community drafted the 1996 Waterfront Master Plan, little change was anticipated to the City's industrial waterfront and commercial fishing activity. However, these issues have dominated City business and planning for the last three decades. While PG&E sold the power plant to Duke Energy in 1997 due to state energy deregulation rules, there were no signs that the plant was headed toward eventual closure in 2014. Likewise, the City did not learn from the State Regional Water Quality Control Board that the wastewater treatment plant would need major upgrades until the early 2000s, leading to the construction of a new Water Reclamation Facility in 2022.

Plan Morro Bay deferred consideration of some of the most significant issues related to the Expansion Areas and directed that "master plans" be prepared for the Vistra

property and the former Wastewater Treatment Plant site. While the updated plan cannot go into site-specific development detail that is most appropriate when actual development is proposed, it will need to set the framework for such development and plans and to meet the objectives established in Plan Morro Policy LU-5.4 to "... create a better connection between the two sides of Embarcadero at the Vistra Site, and creating a pedestrian friendly atmosphere along the site's Embarcadero street frontage." Plan Morro Bay, and the land use initiative that followed it, have affirmed the long term land uses for the area and the master plan will need to have a circulation plan that supports the land uses that the City Council adopted, Coastal Commission adopted and the voters affirmed for the Expansion Area. This includes the fact that visitor-serving land uses are allowed at the v Site. Consideration of what types of visitor-serving uses are desired as part of the master plan and how they would connect to surrounding uses will be key. For the WWTP, the master plan should identify needed improvements and adapting the area for recreation. The WWTP plant site and the adjoining Morro Dunes RV Park have been considered for development of higher amenity RV camping. Flooding along the creek and from high tides especially during storm events and are hazards that have increased since adoption of the 1996 plan and will continue to be development constraint in the expansion areas.

While the task of the 1996 plan was to preserve the elements that make Morro Bay special amid growing development pressure, it assumed that major physical and economic elements would not change. It assumed that commercial fishing would continue at its then-record high levels, that the power plant would continue to operate, and that the WWTP would not need to be relocated. All of these assumptions have changed and the updated plan must consider the redevelopment of the waterfront's industrial areas to economic and sustainable uses.

Morro Bay Waterfront Master Plan Background Report

1996 Waterfront Master Plan Proposal Evaluation Matrix			
Page #	Proposal #	Proposal	
Planning Area 1: Morro Rock/ Coleman Park			
4-1	1	Work with the State of California to reorganize the existing parking area adjacent to Morro Rock to:	
4-1	a)	Provide parking spaces (approximately 50) at the end of Coleman Drive perpendicular to the road with adequate backup and turn around space.	
4-1	b)	Develop a loop at the end of the lot which will allow large vehicles to turn around and thereby reduce congestion.	
4-1	c)	Install a pedestrian access way along the waterfront. This would for the most part be on the land area but in some cases may require short portions of wooden walkways over the rip-rap where space is inadequate between the water and the parking lot. (See Sketch f.1)	
4-1	d)	Provide signage at the entry to the parking area which states that there is a turnaround at the end and limits extra large vehicles (the size is to be determined by the State).	
4-2	2	Provide recreational parking spaces (approximately 150) which would serve Morro Strand State Beach and provide overflow parking for the new harbor uses. See Sketch f.3.	
4-2	a)	Improve parking in the area in a "natural context" through the use of rocks, wood bollards and cables, and chain or heavy rope to delineate boundaries.	
4-2	b)	Keep paving to a minimum for the access road itself and the most used parking area along the front of the area facing the beach.	
4-2	c)	Provide a new restroom area to serve the parking area and beach at an appropriate location.	
4-2	d)	Construct an access stair from the parking level to the beach level.	
4-2	e)	Develop landscape buffers between the parking area and the Rock and the natural dune area to reduce "human erosion" and maintain the area's natural setting.	
4-2	3	Consider providing a new boat launch area with a paved ramp and supporting parking. This should only be done if it is determined that such facilities are needed to supplement the Tidelands Park launch facility. If such a facility is considered, its design must take into account the visual adjacency to Morro Rock (e.g. it must be visually screened so as not to intrude into the natural environment any more than necessary), the natural marine biology (there may be eel grass and sea otter habitat in the area), and the flow of the current and the direction of the wind which may affect configuration of the actual facilities. The plan and sketches included in this report are conceptual only to show general location and feasibility; they do not represent an engineered design which necessarily resolves the problems and requirements of such a launch facility. If such a facility is feasible and necessary, it should:	
4-2	a)	Include a new launch ramp and pier as shown in Sketch f.4 which is out of the main ship channel in a location that has the least environmental impact.	

	Status	Comments
	See below	
	Proposal no longer relevant	Coleman Drive adjacent to Morro Rock is now gated, for emergency access only, to allow emergency access to the revetment during high storm events. This resolves potential parking concerns at the previous terminus of Coleman Drive.
	Proposal no longer relevant	Coleman Drive adjacent to Morro Rock is now gated, for emergency access only, to allow emergency access to the revetment during high storm events. This resolves potential parking concerns at the previous terminus of Coleman Drive.
	Proposal no longer relevant	Walkway extends from intake building to end of Coleman Park/ entrance to Rock parking lot. Pedestrians can walk the rest of Coleman Drive on the dirt. There are some amenities in that area like benches.
	Proposal no longer relevant	Coleman Drive adjacent to Morro Rock is now gated, for emergency access only, to allow emergency access to the revetment during high storm events. This resolves potential parking concerns at the previous terminus of Coleman Drive.
	See below	
	Partially complete	Some improvements have been made. Parking configuration is not the best and does not maximize the space. Parking lot surfacing requires more base every year and regular maintenance to reduce potholes and uneven surface.
	Complete	
	Complete	
	Partially complete	The City's Maintenance Team maintains a "land by way of sand" bridge across the revetment. Though it is not technically "stairs", it has been determined that stairs would not be feasible in this location.
	Partially complete	Rock bollards have been set up, but more may be wanted or needed in the new WMP for SLR and adaptation.
	See below	A paved launch would not be feasible. This area is a popular kayak launch spot where kayakers have to climb through dune habitat to launch. Consideration could be made for a kayak or smaller vessel launch ramp instead of a larger paved boat launch.
	Proposal no longer relevant	

Morro Bay Waterfront Master Plan

Background Report

1996 Waterfront Master Plan Proposal Evaluation Matrix		
Page #	Proposal #	Proposal
4-2	b)	Provide auto / trailer parking at Morro Rock parking lot and in the vicinity of the proposed Coleman Drive launch ramp.
4-2	c)	Reduce visual intrusion of the area by introducing sand berms and native vegetation at locations shown on the plan.
4-2	e)	Provide a small picnic area and alternative bicycle paths in area.
4-3	f)	Provide a restroom and freshwater supply for the area's users including a freshwater shower
4-3		Note: Several other sites in both the T-Pier area and next to the PG&E intake building were considered for this use. They were, however, eliminated since they were either not large enough to contain an adequate facility, caused too much traffic congestion in relationship to adjacent facilities or were more valuable as a site for some other use or expansion of an existing use. This site was the only one that met the basic criteria of size, ease of access and adjacency to a reasonable water area not already under some other use.
4-3	4	Generate more waterfront space on the bay side and enhance Coleman Park by relocating the eastern portion of Coleman Drive slightly north. (See Maps e.4 and e.5)
4-3	a)	Relocate Coleman Drive as shown on the plan to provide a new area with access to the bay of approximately 250 feet wide by 750 feet (approximately 4 and 1/3 acres).
4-3	b)	Develop a small area for concessions / restrooms and bicycle, kayak and canoe rental (approximately 500 square feet).
4-3	c)	Provide a bike path system that utilizes the pavement of the existing Coleman Drive where possible.
4-3	d)	Develop a pedestrian access system and boardwalk along the new bay frontage.
4-3	e)	Construct a hardened pathway and small floating dock to assist hand launching of small, non-motorized boats.
4-3	f)	Develop a boat house for storing shells and possibly rental boats.
4-3	g)	Provide a turn around loop to serve the pier and launching area.
4-3	h)	Develop paved permanent parking areas.
4-3	i)	Construct a sheltered picnic area for approximately 10 tables and barbecues.
4-3	j)	Provide an area for active recreation such as sand volleyball, basketball etc.
4-4	k)	Evaluate the potential for a saltwater plunge (see Map e.5) using heated sea water from the adjacent PG&E outfall line. (This would be an historical replacement of an earlier saltwater plunge in Morro Bay).
4-4	5	Locate a series of nature observation / information areas explaining the natural wonders of the area, its history and the plants and animals that inhabit it.
4-4	a)	Provide small monuments at key viewing areas and/or historical sites with fixed maps and text providing education to the public.
4-4	b)	Develop an access trail system to the monuments that is environmentally sensitive and not intrusive to the natural areas served.
4-4	6	Redevelop the natural dune area to the north and provide a system of access trails and boardwalks to the City beach and Morro Strand State Beach,

	Status	Comments
	Proposal no longer relevant	
	n/a	
	See below	
	Complete	
	Not implemented	
	Complete	A separated bike path is provided adjacent to the bay.
	Complete	A pedestrian boardwalk is provided adjacent to the bay.
	Not implemented	See note on 3.
	Not implemented	
	Not implemented	
	Not implemented	
	Partially complete	Unsheltered picnic area of 4 picnic tables provided, no barbecues.
	Ongoing	A skate park was added in this area in the early 2000s. The skate park was later converted into basketball courts.
	Proposal no longer relevant	
	Complete	
	Complete	
	Complete	
	See below	The pedestrian boardwalk wraps around the dune at the end of Coleman Drive and terminates / provides access to Morro Rock Beach. Team to consider additional trails.

Morro Bay Waterfront Master Plan Background Report

1996 Waterfront Master Plan Proposal Evaluation Matrix		
Page #	Proposal #	Proposal
4-4	a)	Use native grasses and dune shrubs which match those found in the natural dune communities of the area such as on the sandspit.
4-4	b)	Develop a system of board walks where foot traffic is heaviest to reduce erosion and damage to the dune system. See Sketch f.2
4-4	c)	Prepare a management plan to maintain the dune and vegetation system.
4-4	7	In order to enhance general recreation and enjoyment of the area, encourage private development of a visitor serving recreation vehicle and camping area on the eastern portion of the former "Den Dulk" property (Refer to Map e.6), Encourage a visitor serving concession facility adjacent to Coleman Beach which will share parking with the expanded Coleman Park.
4-4	a)	There is a potential for exchanging City land for portions of the former "Den Dulk" property to allow for development of public recreational facilities and private support uses. The "Den Dulk", property frontage on the bay should be acquired by the City for the purpose of extending Coleman Park.
4-4	b)	The portion of the "Den Dulk" property located adjacent to the PG&E property should be limited to a low key campground use limited to rustic type camp sites similar to those in Morro Bay State Park. Any concessions should be limited to small pedestrian access structures, but would not include sit-down restaurants or stores.
4-5	c.	The relocation of Coleman Drive and Embarcadero, as indicated in the plan, shall be predicated upon the successful negotiation between the City and the property owner to accomplish the following: (1) to protect the current public access to the beach area; and (2) to implement the uses indicated in the Waterfront Master Plan for the area between the new roadway the beach. The City shall not relinquish any rights to the various recorded and prescriptive easements until after all said negotiations have been successfully completed. Should the City negotiations with the property owner not be successful, the current Coleman Drive roadway alignment shall not be moved within the "Den Dulk" property. The zoning designations for the area known as the "Den Dulk" property are not proposed to be changed. The City shall only consider proposed projects consistent with the existing zoning designations and with building design criteria as specified in the Waterfront Master Plan.
4-5		Note: Den Dulk Property - This is the property between the PG&E plant and the peninsula that connects to Morro Rock is currently held by private interests. Given its important location connecting the Embarcadero to the Rock, both the City and the current owner have expressed interest in a land exchange which would benefit both parties. The City would gain continuous access and ownership of the waterfront in this area which would allow the relocation of Coleman Drive and the enhancement of the Coleman Park area (see the Map e.5). In return, the private landowner would gain a more coherent parcel on which to provide a recreation vehicle park and a proposed concession facility which would be integrated into the visitor serving uses of the Coleman Park and bay front.
		In conclusion, it appears that the Measure D prohibitions apply only to lands held in public trust. The Den Dulk property is private and does not seem to be under the restrictions of Measure D. Given the expressed concern that this area not be over developed and the requirements of the land exchange, this area shall be required to have development plan approval prior to any rezoning or construction. Such approval would set forth the conditions, location and the type of facilities that would be allowed.
4-5	8	Develop boat repair yard/haul out facility ,with approximately 2000 sq. ft. of office space, and a marine supply retail outlet east of Coleman Park.

	Status	Comments
	In progress	City is looking into a grant for Coleman Park dune restoration.
	Complete	Pedestrian boardwalk is provided along the bay.
	Not implemented	National Estuary Program does some dune management and restoration.
	See below	The area is utilized for public parking and the HarborWalk
	Proposal no longer relevant	Duke energy (owner of the PG&E property after PG&E, but before Vistra) dedicated portions of the Den Dulk property to the City.
	Proposal no longer relevant	
	Proposal no longer relevant	
		No implementation action tied to this item.
	Not implemented	A supplemental process in 2013 went forward with park only. This process went through Harbor Advisory Board, Recreations and Parks Commission, and City Council.

Morro Bay Waterfront Master Plan Background Report

1996 Waterfront Master Plan Proposal Evaluation Matrix		
Page #	Proposal #	Proposal
4-5	9	Connect the two portions of the Embarcadero with a 2 lane bridge across Morro Creek. Provide a means of traffic control (bollards) and signage to allow the City to control access, for emergencies and special events only, should this be desired under the traffic management and monitoring plan.
Area 2: T-Piers / Fishermen Work Area		
4-6	1.	Encourage PG&E to provide an education center and information on alternative energy sources. Make the existing plant more attractive by providing a static display on the history of the facility, the use of energy, energy conservation and the development of alternative energy sources.
4-6	2.	Redesign the parking lots to gain efficiency and provide better access to the piers
4-6	a)	rework the existing west side parking lot and access points to facilitate easier truck access to the piers and working areas
4-6	b)	Remove the existing center island to provide more parking area
4-6	c)	Revise the striping and parking lot layouts for greater efficiency
4-6	d)	Provide amenities such as street furniture and signage to give a sense of place
4-6	3.	Improve public physical and visual access to the waterfront with its interesting fishing vessels and fish processing activities. Continue the concept of lateral access along the waterfront by developing a pedestrian walkway along the shoreline and to the T-piers.
4-6	4.	Designate the commercial fishing support area in the vicinity of the North T-pier as a suitable site for redevelopment to improve work areas for fish off-loading and processing. Further, detailed site and economic planning for this area should be undertaken by the City.
4-6 & 4-7	5.	Encourage existing commercial/retail or visitor serving uses to relocate to the second story where feasible. By removing commercial retail/and restaurant uses from the ground floor more space will be available for use by the fishing industry and harbor support facilities. Such separation of uses will reduce traffic congestion and will promote visitors to the area since they can see more of the fishing and related operations.
4-7	6.	Improve the Front Street parking lot
4-7	7.	Rebuild fish processing and commercial/recreational fishing related uses.
Area 3: Embarcadero Visitor Area		
4-7	1.	Locate a series of observation/information areas explaining the natural wonders of the bay and its history and the animals that inhabit it. The design should be similar in character and style to that proposed for Tidelands Park. The information could be designed into an extension of a bench or other piece of street furniture to give continuity to the street scene and also provide a visual accent.
4-7	2.	Extend lateral access along the bay front of commercial retail buildings. This coastal requirement will be made a condition of each new structure or complex as it is submitted to the City for permit.

	Status	Comments
	Partially complete	The Embarcadero is connected via a pedestrian and bike bridge over Morro Creek. Emergency vehicles can access in case of emergency.
	Proposal no longer relevant	Waterfront Master Plan update will include concept plans for Vistra property (formerly PG&E property).
	See below	
	Not implemented	Parking lot appears unchanged based on available historical imagery.
	Complete	Center islands are not currently present in parking lot
	Not implemented	Parking lot appears unchanged based on available historical imagery.
	Partially complete	Some benches and lighting have been added.
	Partially complete	Pedestrian conditions, such as a pedestrian boardwalk was implemented in 2008-2009 up to Morro Grill/Morro Bay Seafood Company. Further north, the pedestrian waterfront experience is disconnected; visual access could be improved.
	Not implemented	City has lost the ability to process fish here.
	No longer relevant	Most buildings are still single story, and commercial/retail/restaurants occupy ground floor; two-story buildings still have retail uses. 1215 Embarcadero was redeveloped with a two-story building, with a restaurant on the second story.
	Not implemented	
	Not implemented	City has lost the ability to process fish in this area. There has been interest in bringing it back.
	Ongoing	
	Ongoing	A continuous sidewalk or harborwalk exists along Embarcadero. There are gaps in lateral access along the waterfront but it has been worked on substantially since 1996.

Morro Bay Waterfront Master Plan

Background Report

1996 Waterfront Master Plan Proposal Evaluation Matrix			
Page #	Proposal #	Proposal	
4-7	a)	Require provision of lateral access where reasonable (functionally and structurally), as existing structures are remodeled or change uses.	
4-7	b)	Design lateral access routes to connect to the lateral access components of adjacent buildings and/or the stub street perpendicular to the building site.	
4-7	3.	Preserve scenic vistas at street ends - enhance public amenities in these areas.	
4-7	a)	Add pedestrian amenities such as benches, trash containers, public telephones and information booths and signs.	
4-8	b)	Light areas to encourage safe use without glare or causing disturbance to adjacent land uses.	
4-8	c)	Avoid structures and planting which limit visual access to the water or the Rock.	
4-8	4.	Provide haul out improvements to existing facilities	
4-8	a)	Encourage private owners to improve their facilities	
4-8	b)	Encourage the continued use of the existing fisherman's gear storage area north of the PG&E plant near Morro Creek.	
4-8	6.	Develop a bluff stabilization and beautification plan. Prepare a landscaping plan for bluff areas. This plan shall identify planting materials, design standards for pedestrian amenities such as paths and benches, and set retaining wall standards for materials and general character within good engineering practice.	
Area 4: Tidelands Park			
4-8	1.	Implement the adopted Tidelands Park plan.	
4-8	a)	Implement the many planned improvements such as the provision of more pedestrian amenities including seating areas, restrooms, and improved landscaping.	
4-8	b)	Provide a small bench and passive area at the end of Olive Street for an overlook.	
4-8	c)	Provide an additional lateral wharf area which improves the launch area and allows additional pedestrian access to the waterfront.	
4-8	2.	Provide supplemental boat launch facilities as discussed in planning Area #1. If provided an additional boat launch will:	
4-9	a)	Reduce peak vehicle congestion in the parking lot at launching time.	
4-9	b)	Diminish congestion on the bay since many of the boats being launched at Tidelands Park have the Pacific Ocean as their destination rather than the bay.	
4-9	c)	Provide an alternate facility should one launch area be shut down for repairs or maintenance.	
4-9	d)	Augment the capacity of Morro Bay to accommodate water dependent uses with minimal impact to the waterfront or the commercial uses of the Embarcadero in Area #3	
4-9	3.	Reconfigure existing Tidelands Park slips to augment ramp launching capacity by promoting passenger and equipment loading and unloading away from the ramp area during peak launch times.	

	Status	Comments
	Ongoing	Policies in Plan Morro Bay and was implemented prior to the adoption of Plan Morro Bay.
	Complete	
	Ongoing	
	Complete	Most street ends have viewing decks/benches.
	Partially complete	Lighting may have been implemented since 1996; however, there is community sentiment that updates are needed.
	Ongoing	
	Partially complete	
	Ongoing	
	Complete	Morro Bay Commercial Fishermen's Organization appears to have leased the facility from the City since 1995. MBCFO website indicates this continues to be true.
	Not implemented	
	Complete	Tidelands Park Plan not provided. Evaluation of this section is based on current and historical imagery.
	Complete	Tidelands Park appears well maintained with restrooms, pedestrian pathways, and green spaces.
	Complete	
	Complete	Tidelands Park's side tie dock was added sometime between 1994 and 2003 near Tidelands Park at Olive St.
	No longer relevant	Only one boat launch facility exists at the south end of the Embarcadero.
	No longer relevant	
	Partially complete	New launch ramp piers replaced existing ones. Look into kayak launch so they don't clog up the boat launch.

HR&A

+



PLACEWORKS

+



Morro Bay
California

Morro Bay Waterfront Master Plan

Market Scan

February 2026

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Introduction

PURPOSE OF MARKET SCAN

This market scan will support the Waterfront Master Plan process by informing a vision for future uses on the waterfront that **leverage the strengths of Morro Bay's character and economy** while aligning with the city's economic development policies and goals.



MARKET SCAN PROCESS

The market scan includes three sections that together analyze Morro Bay's economy and market to inform opportunities for future demand at the waterfront.



Demographics

How have demographics and socioeconomics in Morro Bay shifted over the years?



Industry

Which industries are driving economic growth in the city and can be compatible with future uses on the waterfront?



Real Estate

How are certain uses performing in the city today and what opportunities does this present for the waterfront?

Analysis of future demand for potential uses that can **catalyze further activation on the waterfront**, while aligning with Morro Bay's character, strengths, and goals.

MARKET SCAN GEOGRAPHIES

Morro Bay is located in **San Luis Obispo (SLO) County**. In addition to SLO County, Santa Cruz, San Benito, Monterey, Santa Barbara, and Ventura Counties make up California's **Central Coast Region**.



STAKEHOLDER INTERVIEW SUMMARY

Stakeholder interviews yielded concerns on regulatory, development, and maintenance challenges, in addition to presenting ideas around how to improve the waterfront experience and drive activity.

Public Maintenance and Improvements

- Waterfront infrastructure such as launch ramps, piers, and mooring fields are in disrepair
- The Embarcadero should be beautified, cleaned up, lit after dark, and have public restrooms
- Driving and pedestrian infrastructure could be improved and better connected to downtown

Private Development and Maintenance Challenges

- Regulations from the City, Tidelands Trust, and Coastal Commission are costly, burdensome, and unpredictable
- Environmental resilience needs make waterfront development and maintenance expensive
- The City could better incentivize and support leaseholder development and maintenance

Visitor Attraction Strategy

- Offer experiential tourism tied to the commercial fishing industry
- Revitalize events and festivals
- Expand water-based activities
- Build a conference center and higher-end hotel and retail
- Expand the Maritime Museum and add other attractions



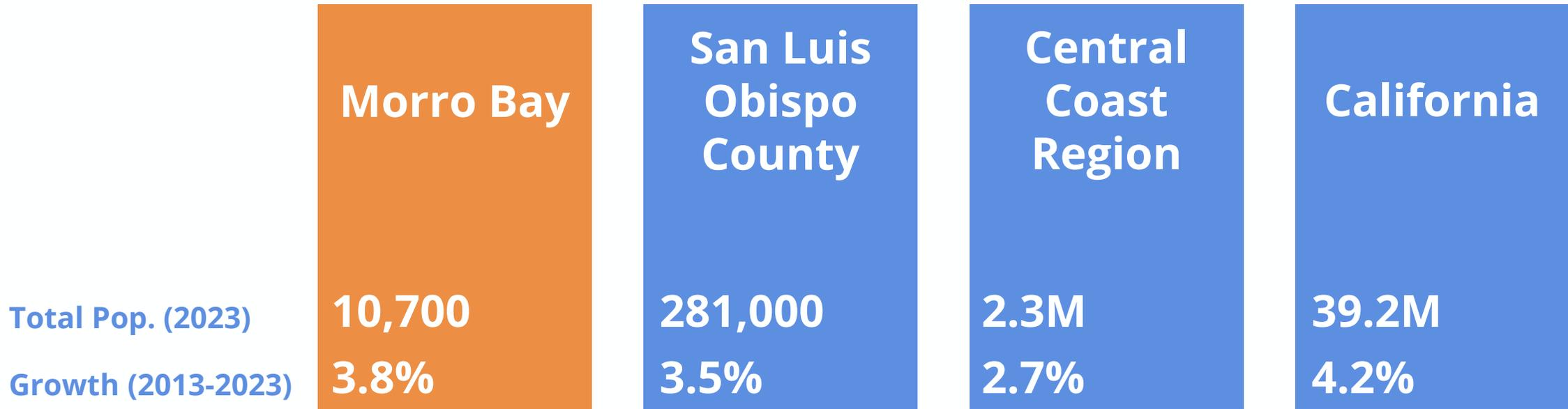
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Demographics

How have demographics and socioeconomic in Morro Bay shifted over the years?

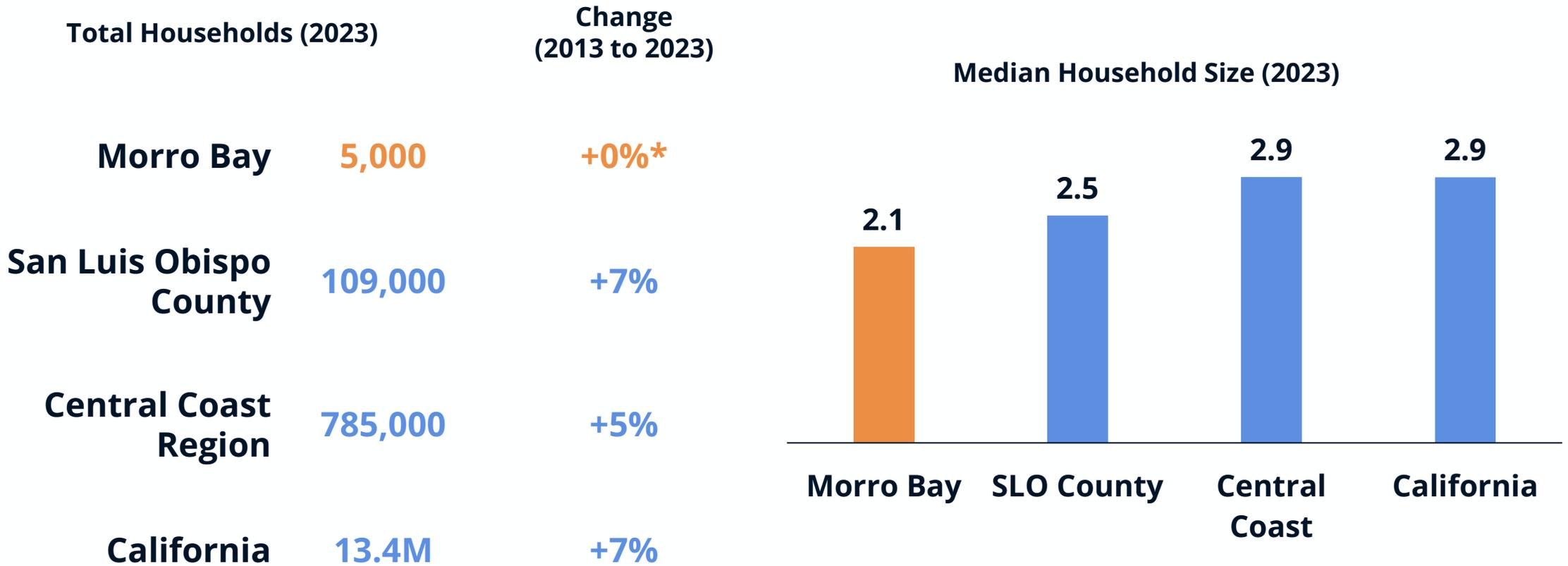
POPULATION GROWTH

Over the last ten years, Morro Bay's population grew 3.8%, a rate similar to the state and faster than the surrounding region.



HOUSEHOLDS

The number of households in Morro Bay remained unchanged from 2013 to 2023, while they increased elsewhere in the state. Additionally, Morro Bay's average household size is lower than the rest of the state, including the county.

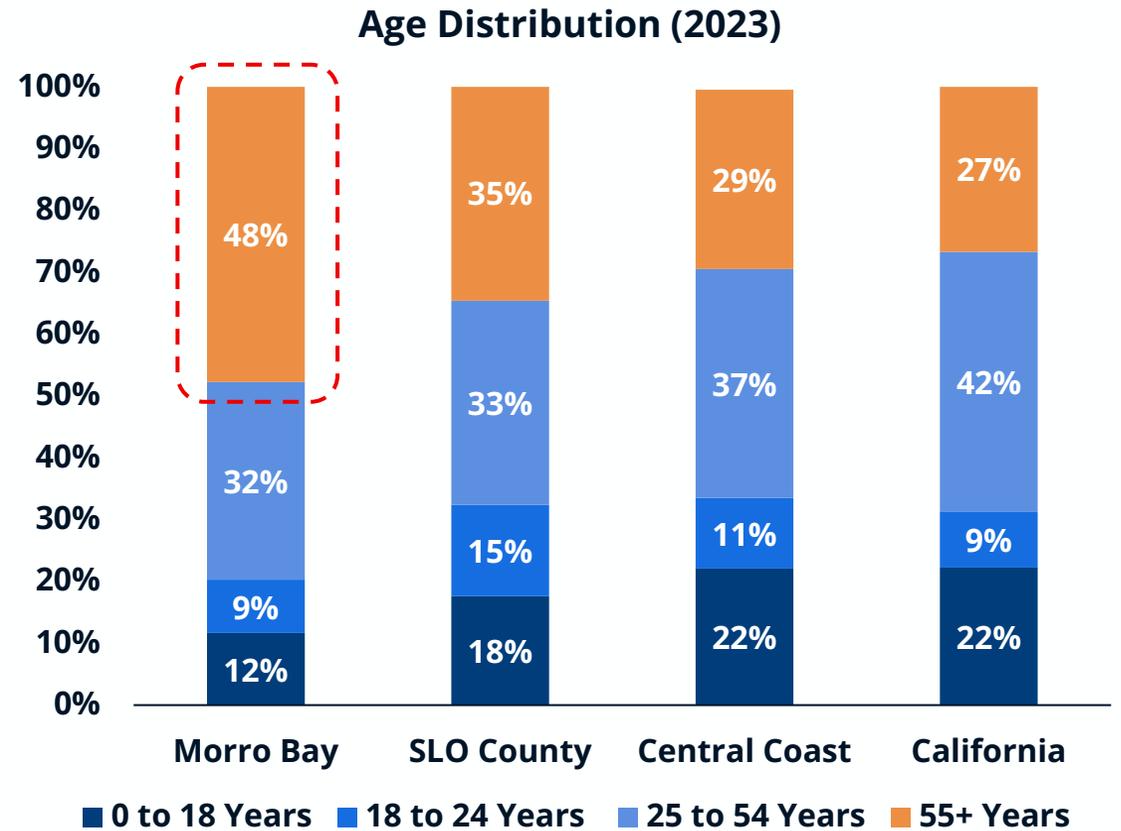
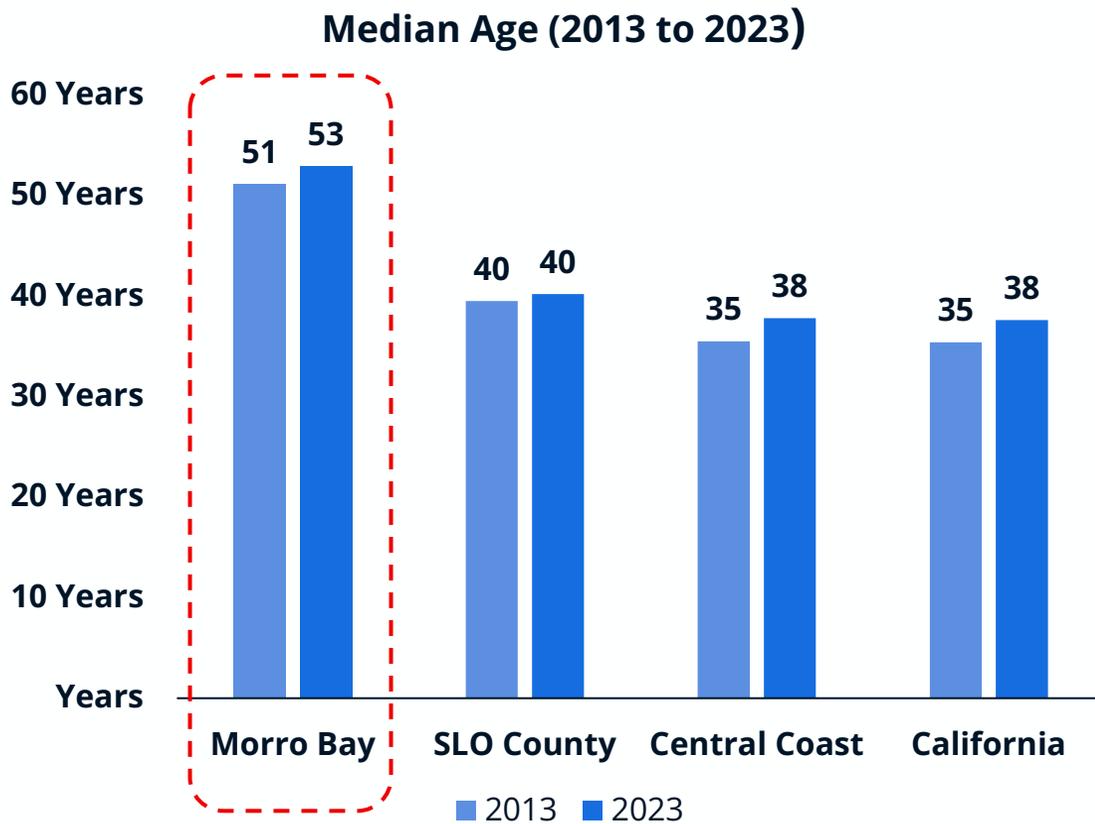


Source: U.S. Census ACS 5-Year Data.

*Household size in Morro Bay increased from 2.02 to 2.11 between 2013-2023. Total households went from 5,007 to 4,989.

MEDIAN AGE AND AGE DISTRIBUTION

The median age of a Morro Bay resident is significantly higher than the median age statewide, with 48% of Morro Bay residents being older than 55 in 2023.

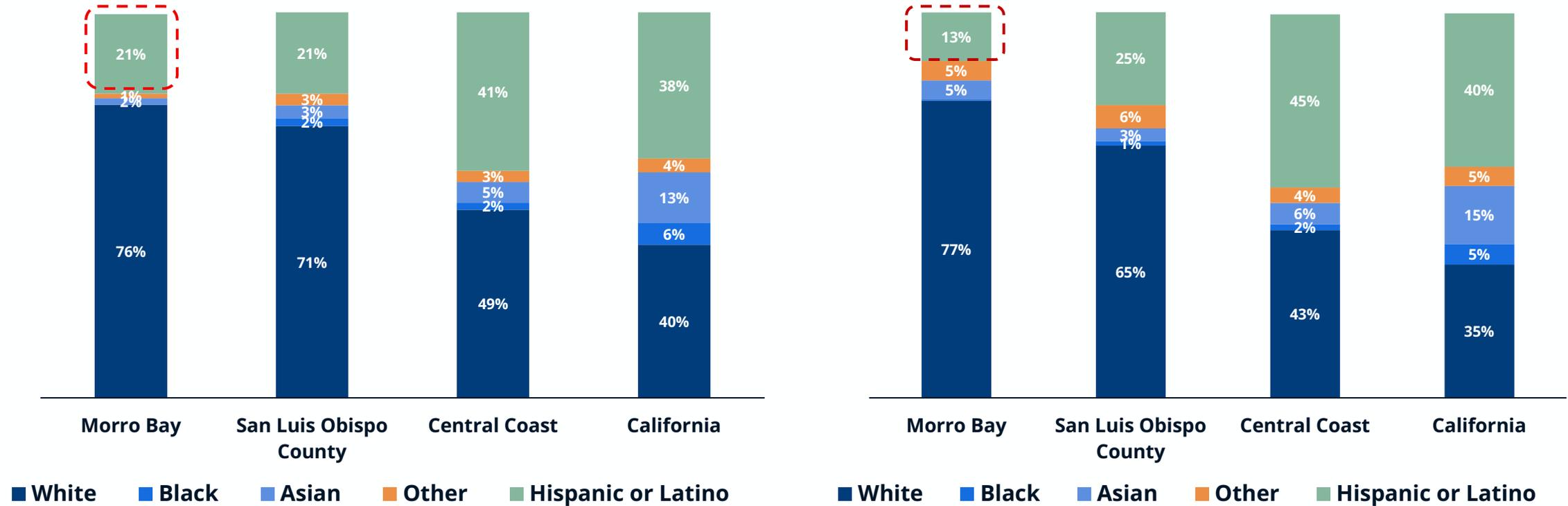


RACE AND ETHNICITY

From 2013 to 2023, Morro Bay has seen its Hispanic/Latino population shrink, while growing elsewhere in the state.

Racial/Ethnic Distribution (2013)

Racial/Ethnic Distribution (2023)



Source: U.S. Census ACS 5-Year Data

HOUSING TENANCY AND COST

Housing prices and rents in Morro Bay have increased significantly since 2013, in addition to an increase in the share of owner-occupied housing, which is higher than elsewhere in the state.

Share of Owner Occupied Housing Units
(2013 to 2023)



\$865K

71% of homes in Morro Bay are single-family detached, and the median home value was **\$865K** in 2023 (compared to \$777K in the county) and **grew by 78%** from 2013.



\$1,820

29% of homes in Morro Bay are multifamily or other*, and the median rent in Morro Bay was **\$1,820** in 2023 (compared to \$3,020 in the county) and **grew by 43%** from 2013.

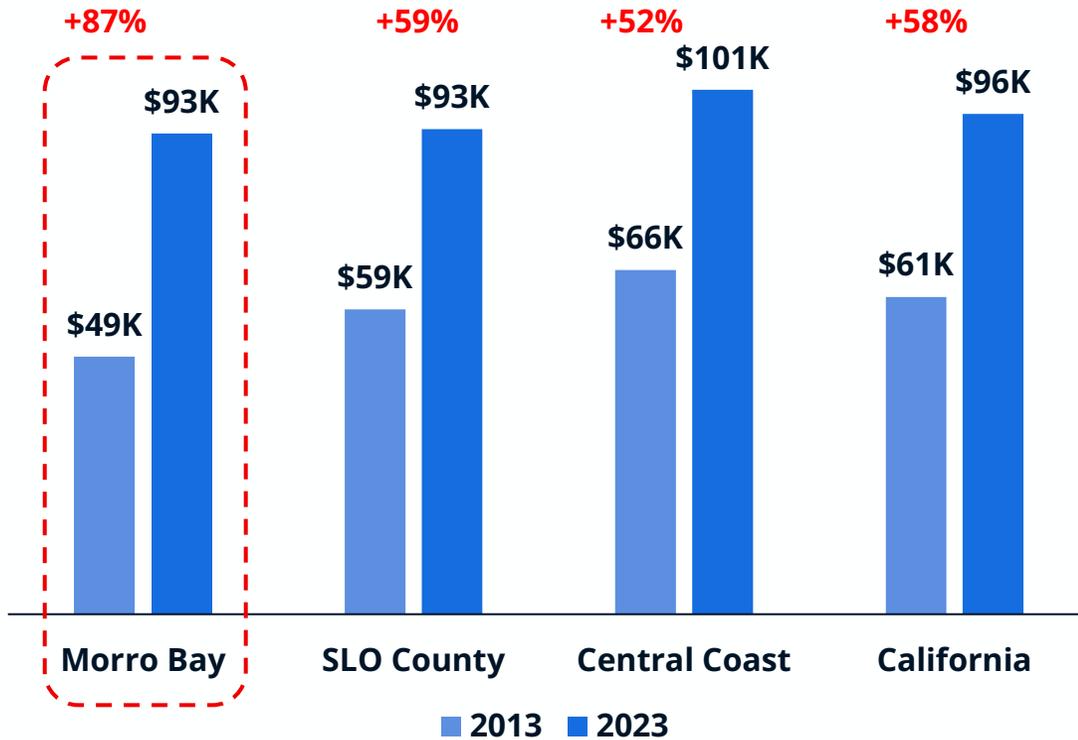
Source: U.S. Census ACS 5-Year Data

Multifamily and other includes: 7% mobile homes, 5% townhomes, 6% duplexes, 10% apartments, and 1% others

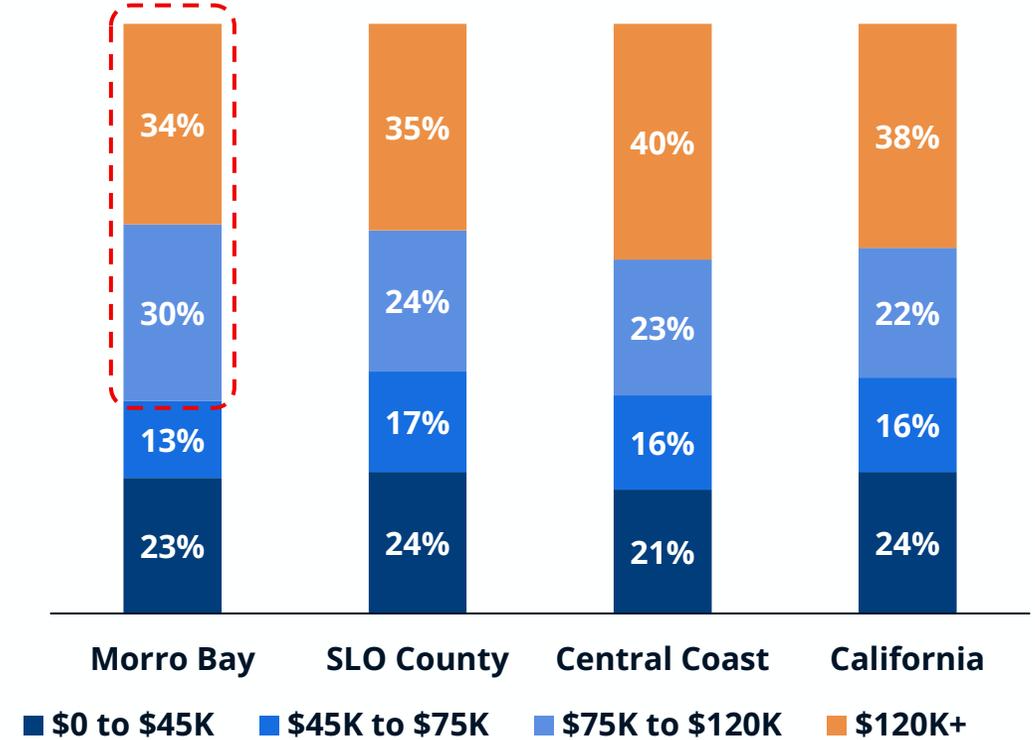
HOUSEHOLD INCOME

Though starting lower than the rest of the state in 2013, incomes in Morro Bay have increased in recent years to be on par with the rest of the county and state.

Median HH Income 2013 to 2023



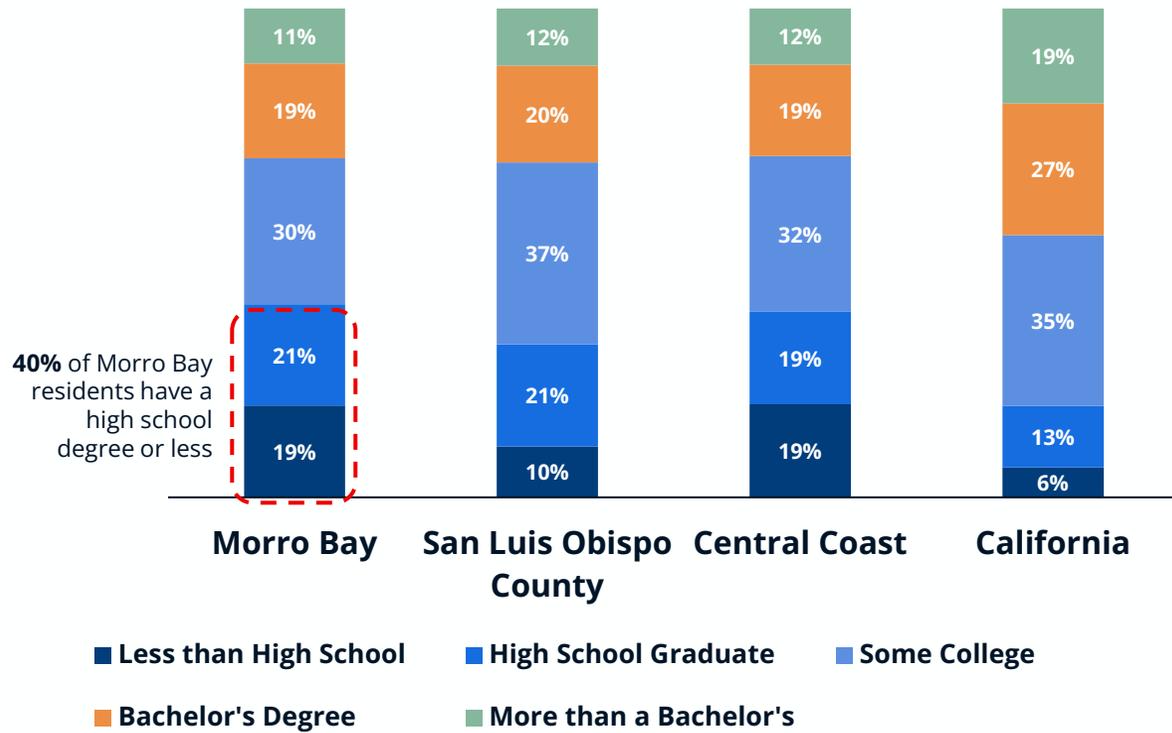
HH Income Distribution 2023



EDUCATIONAL ATTAINMENT

Educational attainment in Morro Bay reflects the rest of the Central Coast Region, having a relatively proportional mix of education levels as compared to the rest of the state.

Educational Attainment (2023)



Nearby: California Polytechnic State University

Source: U.S. Census ACS 5-Year Data
Photo: California Polytechnic State University

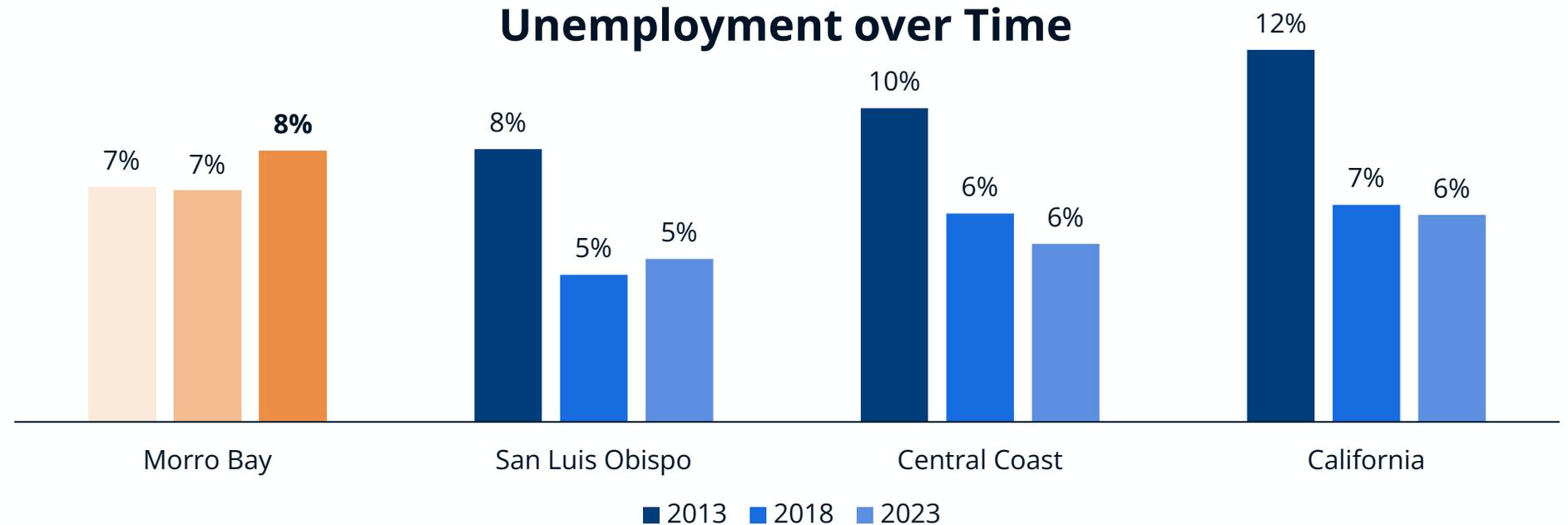
UNEMPLOYMENT

While its unemployment rate has remained fairly steady, Morro Bay has a significantly lower labor force participation rate than the state and region, likely reflecting the city's relatively large retiree population.

Labor Force Participation Rate*



Unemployment over Time



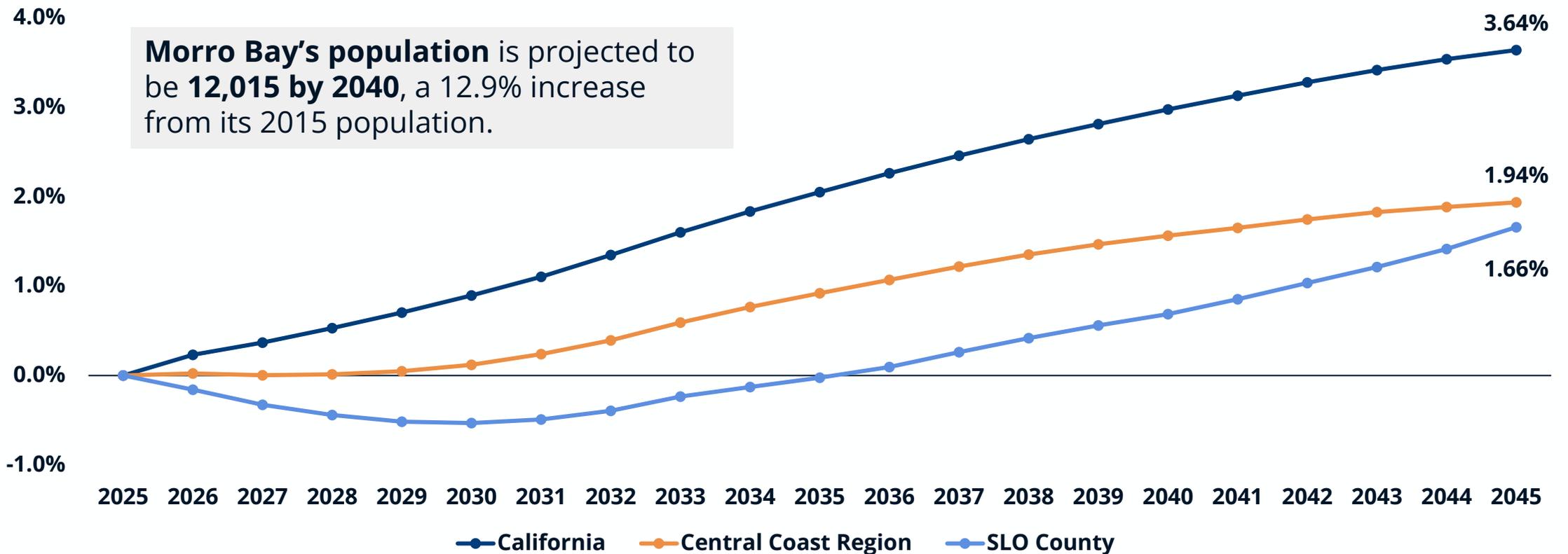
Source: U.S. Census ACS 5-Year Data

*The Labor Force Participation Rate is the percentage of civilians aged 16 or older that are either employed or looking for work.

POPULATION PROJECTIONS

California's strong projected population growth through 2045 contrasts with San Luis Obispo County's projected population decline followed by a more moderate recovery, while Morro Bay is expected to see some population growth.

Projected Compounded Population Growth (2025-2045)



DEMOGRAPHIC ANALYSIS KEY TAKEAWAYS

- Morro Bay has experienced steady population growth in the last decade, on par with regional and statewide growth, however, **overall growth in the county is expected to slow** over the next 20 years.
- Morro Bay's population is shifting toward white retirees, resulting in an **older, wealthier resident base** with relatively low labor force participation.
- Morro Bay's household **median income has increased** in the past ten years, and the city now has a higher concentration of upper-middle-class earners than elsewhere in the state.
- Morro Bay is **less diverse than the rest of the state** and continues to see a decline in the city's Hispanic and Latino residents.
- **Housing costs have risen significantly** in the last ten years, making it less affordable to own a home in Morro Bay than elsewhere in the county.

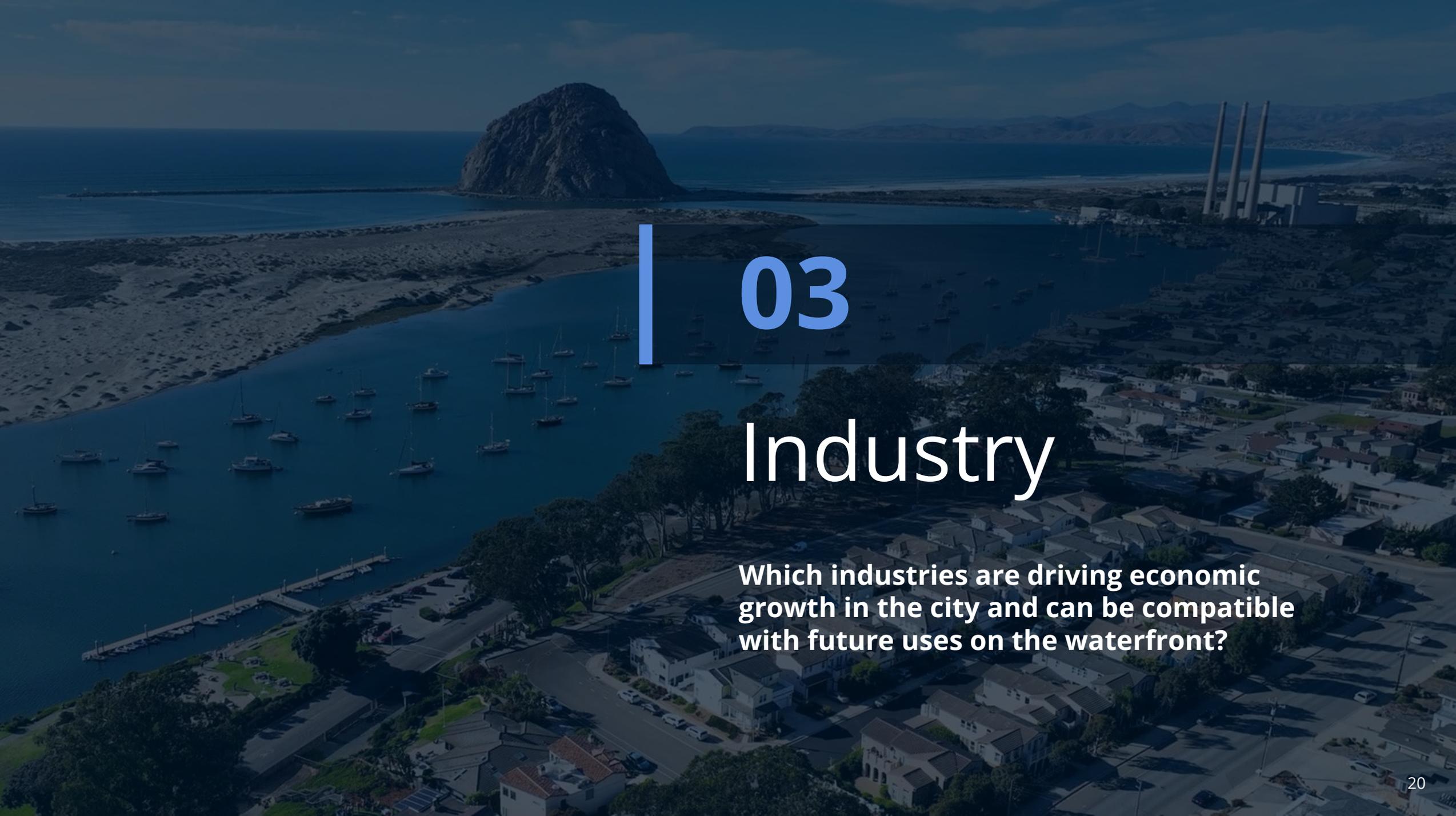


Implications for the Waterfront



Morro Bay's resident population is too small to support the waterfront on its own. Morro Bay's population of largely older, upper-middle-class retirees can support some waterfront uses but is insufficient to generate long-term demand.

Morro Bay needs to continue to attract new visitors to sustain economic growth. Morro Bay's capacity for population growth is limited, but the waterfront can play a pivotal role in attracting visitors by developing uses that appeal to a more diverse consumer base.

An aerial photograph of a coastal city, likely Astoria, Oregon. In the background, a large, prominent rock formation (Sea Stack) rises from the ocean. The middle ground shows a marina filled with numerous sailboats. The foreground is dominated by residential buildings and streets. In the distance, industrial structures with tall smokestacks are visible. The image is overlaid with a semi-transparent dark blue rectangle containing text.

03

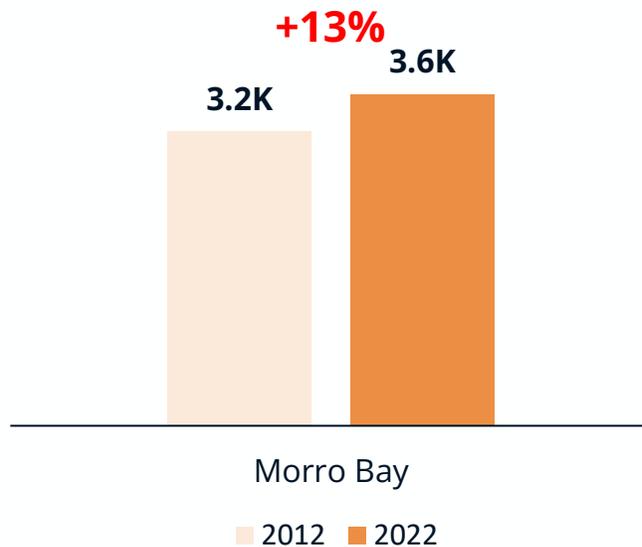
Industry

Which industries are driving economic growth in the city and can be compatible with future uses on the waterfront?

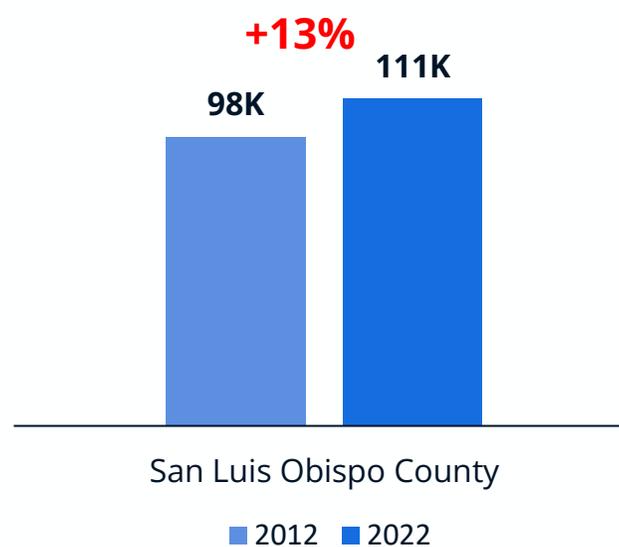
JOB GROWTH

Since 2012, Morro Bay job growth matched countywide growth yet lagged behind statewide job growth.

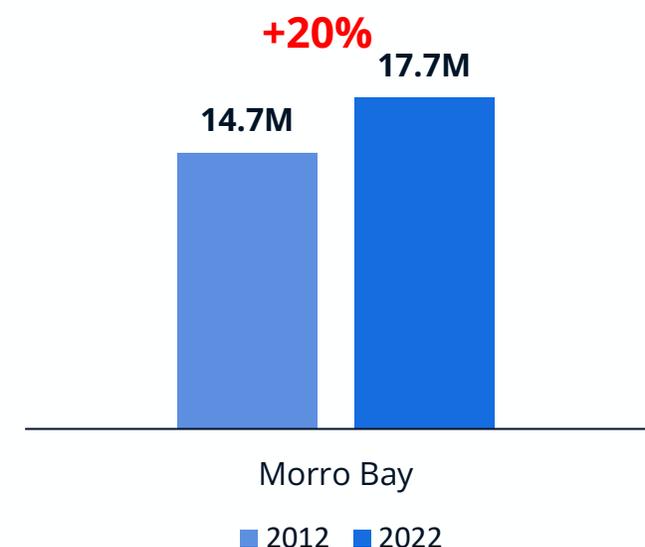
Morro Bay Total Jobs (2012 to 2022)



San Luis Obispo County Total Jobs (2012 to 2022)



California Total Jobs (2012 to 2022)



Source: U.S. Census Longitudinal Employer-Household Dynamics Data



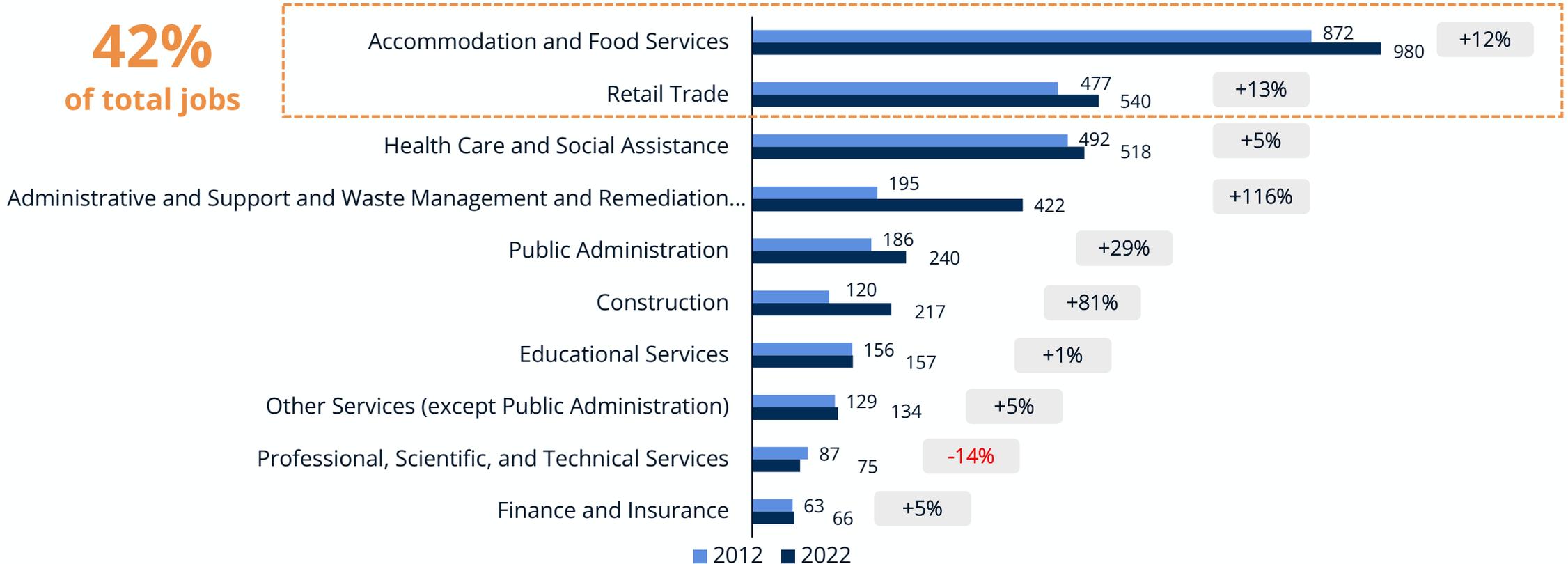
Morro Bay is largely a **visitor economy**.

TOP TEN INDUSTRIES IN MORRO BAY

Accommodation and Food Services as well as Retail Trade are the largest industries in Morro Bay and have both increased in the last ten years, reflecting Morro Bay's strength as a tourist destination.

Top Ten Industries in Morro Bay by Total Job Count (2012 to 2022)

42%
of total jobs

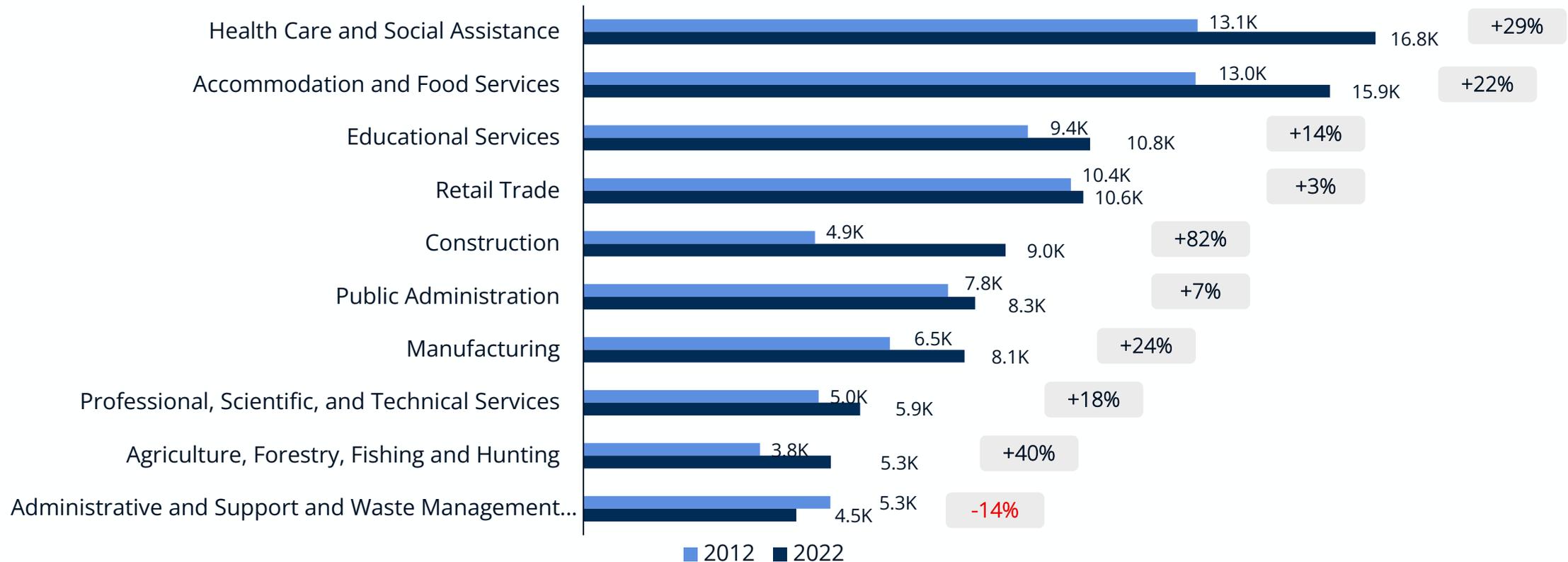


Source: U.S. Census Longitudinal Employer-Household Dynamics Data

TOP TEN INDUSTRIES IN SLO COUNTY

Most of the largest industries in SLO County reflect those in Morro Bay.

Top Ten Industries in SLO County by Total Job Count (2012 to 2022)



Source: U.S. Census Longitudinal Employer-Household Dynamics Data

Commercial Fishing in Morro Bay

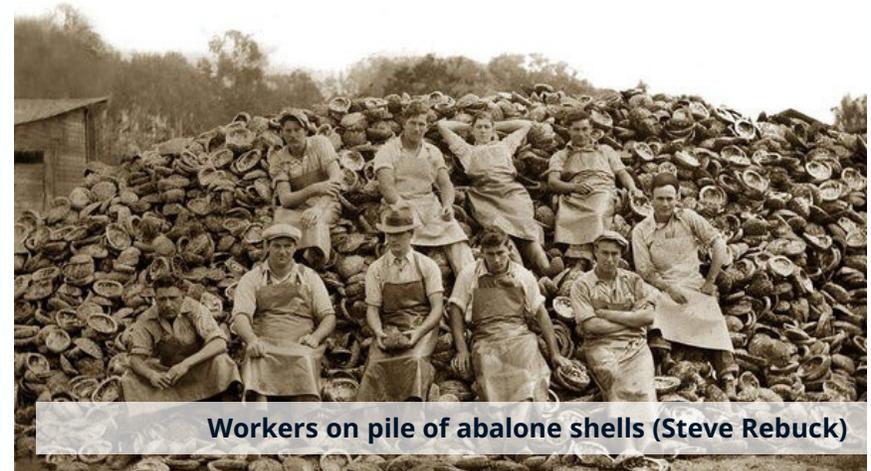


COMMERCIAL FISHING IN MORRO BAY

Morro Bay has had a long history of commercial fishing and continues this legacy.

Commercial fishing has been part of Morro Bay's history since the city's founding in the late 19th century. In the early and mid-20th century, commercial fisheries of abalone, sardines, groundfish, salmon, and albacore thrived.

However, by the mid-20th century, tourism began to compete with commercial fishing for waterfront access. To protect the industry, **a ballot measure called Measure D was passed in 1981 to restrict new development between Beach Street and Target Rock to uses related to commercial and recreational fishing.** This measure persists to this day, restricting new and existing businesses.



COMMERCIAL FISHING TODAY

Commercial Fishing in Morro Bay has experienced a sharp decline since 2012.

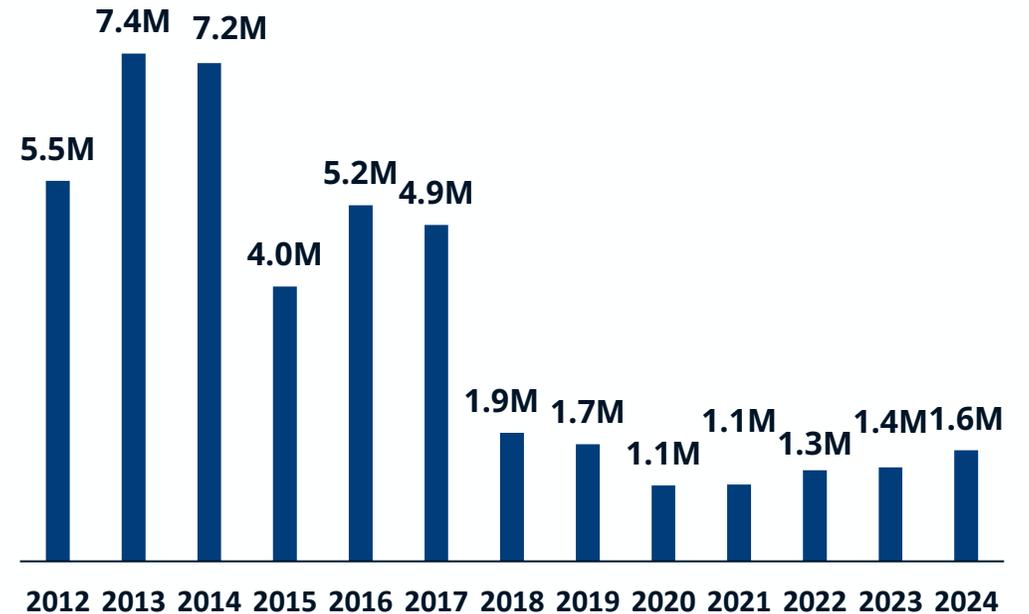
Due to challenges faced by fisheries across the state and especially because of the decrease in Dungeness crab harvesting, commercial fishing in **Morro Bay has faced a steep decline.**



Source: California Department of Fish and Wildlife; "The Rise and Fall of Commercial Fishing in Morro Bay," 2019, Historical Society of Morro Bay

Commercial fishing landings in Morro Bay have **decreased by nearly 71%.**

Total Commercial Fishing Landings in Morro Bay (lbs) (2012-2024)



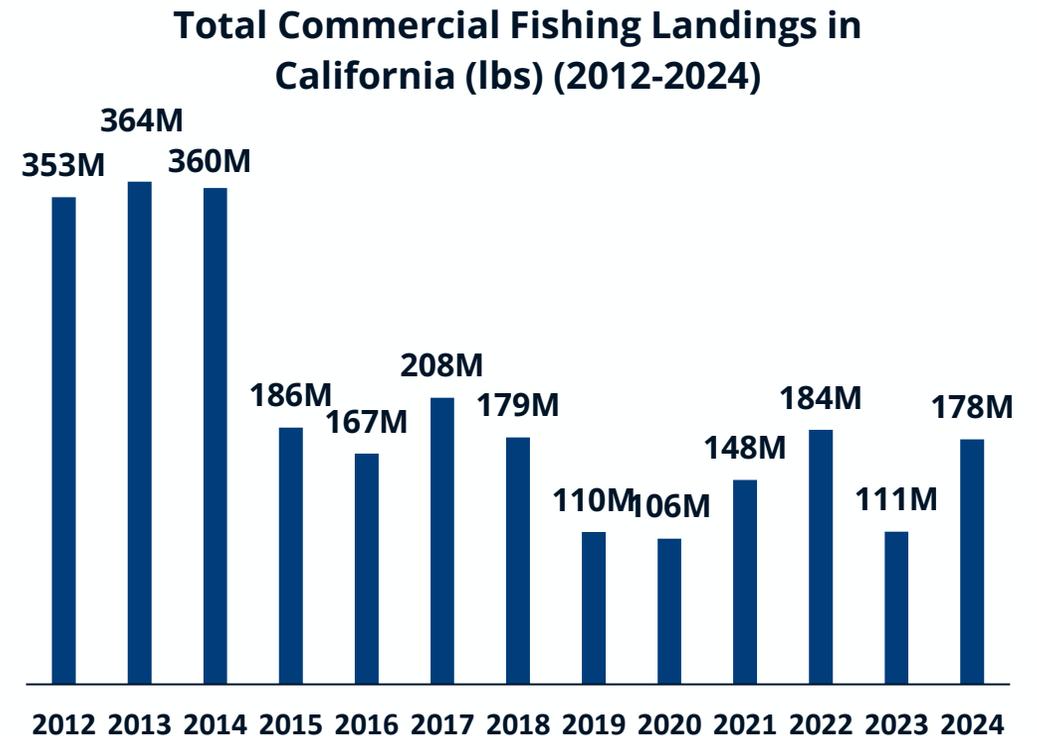
STATEWIDE COMMERCIAL FISHING TRENDS

The commercial fishing trends in Morro Bay mirror those of the state, which has seen a 50% decline in fishing landings since 2012.

Statewide, commercial fishing has been in decline for years, **driven by cost and regulation, and threats to wildlife populations.** Furthermore, the State of California has imposed increasing restrictions on fishing, **including banning commercial fishing of Chinook salmon for an unprecedented three years in a row and strictly limiting Dungeness crab harvesting.**

“The gear has gone from \$50 a pot to \$350 a pot, plus the rope is more expensive. The regulations are more stringent...If you sit back and look at what’s happening, **it’s getting to the point where you just can’t make a living.**” – Fisherman from Bodega Bay

Commercial fishing landings statewide have **decreased by 50%** since 2012.



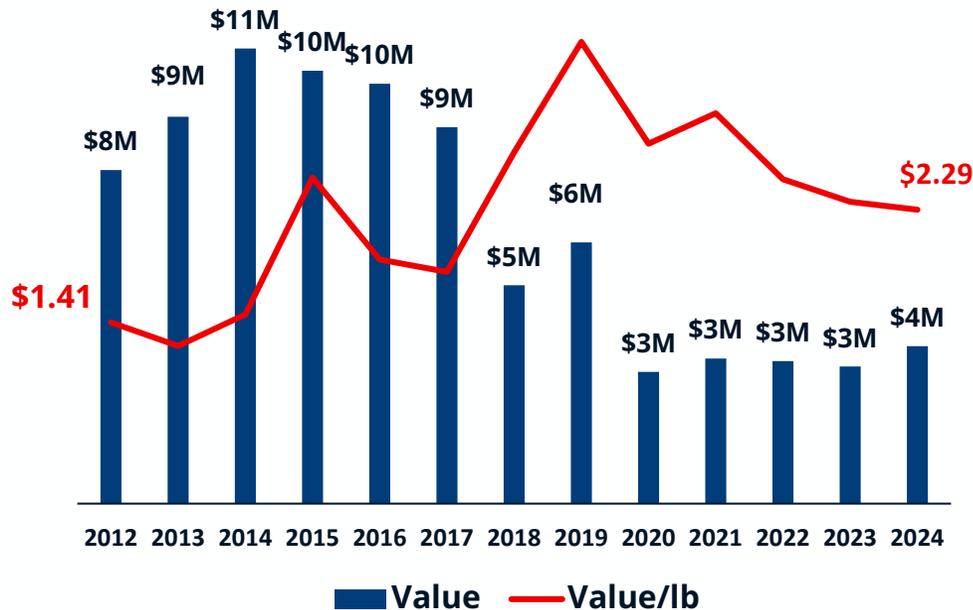
STATEWIDE COMMERCIAL FISHING TRENDS

While both total pounds and value of commercial fishing yields decreased statewide and in Morro Bay from 2012 to 2024, value per pound increased, though not enough to make up the declines.

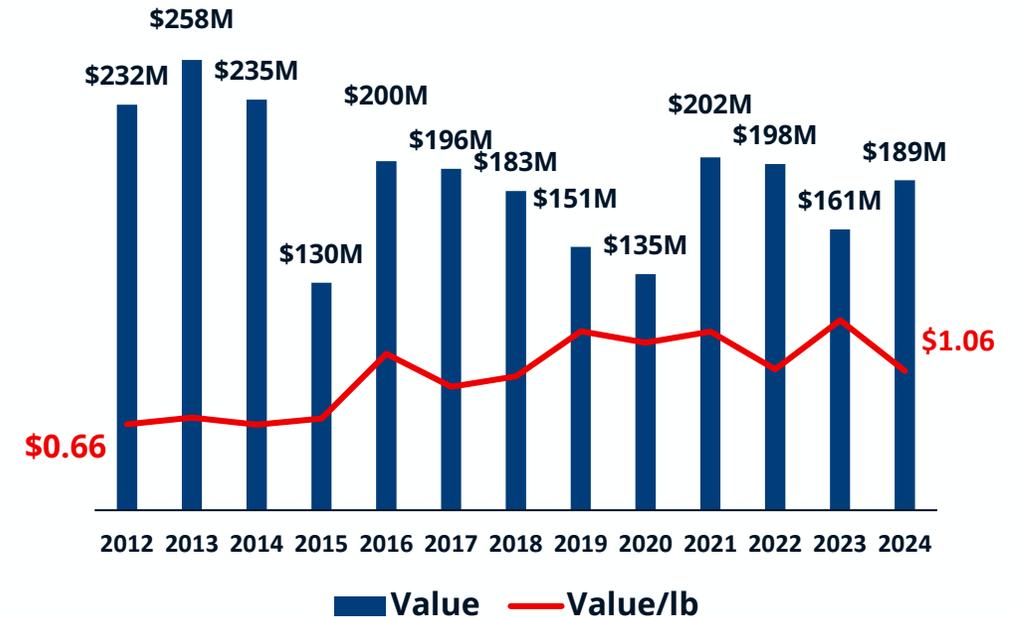
Total value of catches in Morro Bay decreased by 53% while value/lb fluctuated and landed 62% higher in 2024.

Total value of catches in California decreased by 19% while value/lb increased by 62% to \$1.06 in 2024.

Total Commercial Fishing Landings in Morro Bay (2012-2024)



Total Commercial Fishing Landings in California (2012-2024)



Tourism in Morro Bay



EXISTING WATERFRONT TOURISM ASSETS

The Morro Bay waterfront is anchored by a concentrated cluster of visitor assets including shopping and natural attractions.

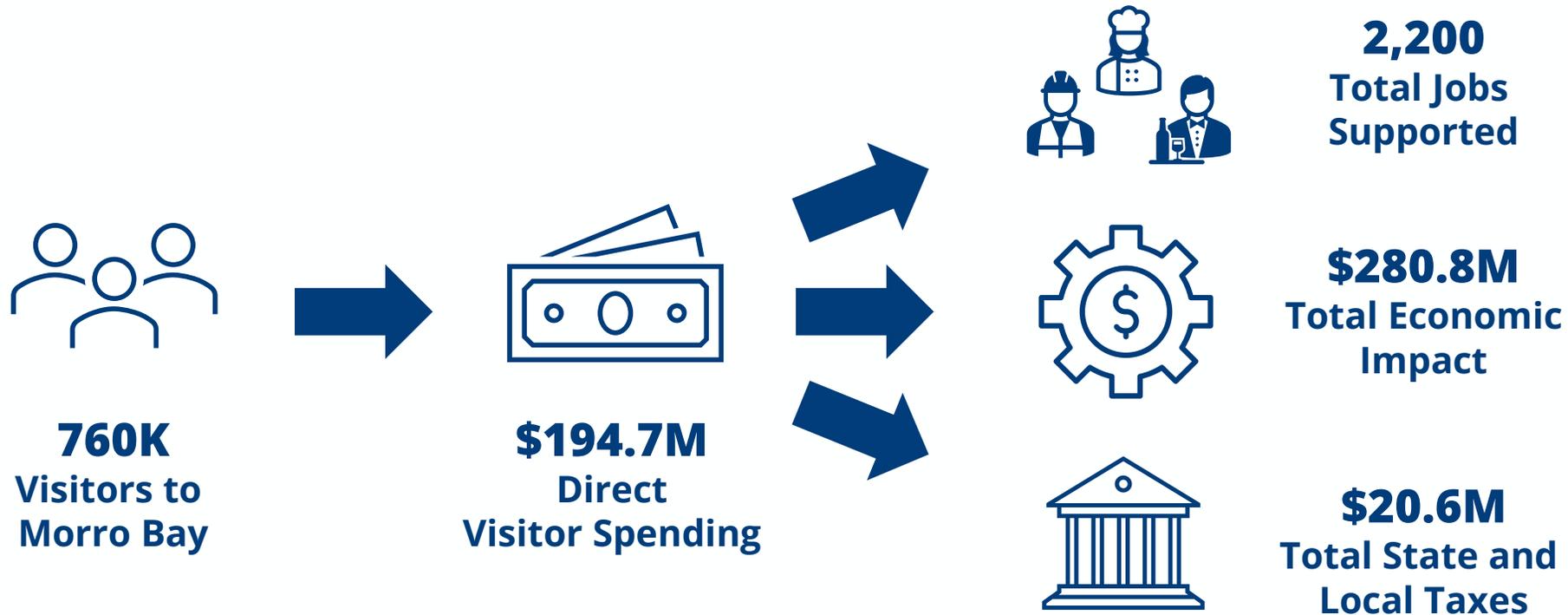
The Embarcadero serves as the primary economic and pedestrian spine of the area.



TOURISM IN MORRO BAY

Tourism is a thriving industry in Morro Bay, supporting 2,200 jobs and generating over \$280M in total economic impact in 2024.

2024 Economic Impact of Visitors to Morro Bay



Source: 2024 Economic Impact of Visitors to Morro Bay, CA, 2025, Tourism Economics.

VISITOR SPENDING

Visitors to Morro Bay spent nearly \$195M in 2024, including \$129M in Lodging, Food and Beverage, and Recreation, supporting Morro Bay's largest industries.

\$194.7M in Direct Visitor Spending



Lodging
\$47M
24%



Food & Beverage
\$46M
23%



Retail
\$36M
19%



Recreation
\$33M
17%



Transportation
\$32M
17%

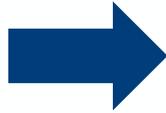
66%
(\$129M) of tourists' spending in Morro Bay contributes to Accommodation and Food Services and Retail Trade, the city's top two industries by employment.

TAX REVENUE CONTRIBUTIONS OF VISITATION

Of Morro Bay's 760K visitors, 590K (78%) were overnight guests. Lodging captured 24% of visitor spending and contributed to \$4.5M in Transient Occupancy Tax.



590K
Overnight
Visitors



\$47M
Visitor Spending
On Lodging

The City's adopted budget projects that Transient Occupancy Tax will account for 7.2% of total revenue in 2026.



\$4.5M
2024 Transient
Occupancy Tax



760K
Total Visitors



\$46M
Visitor Spending
On Food & Beverage

Dining has consistently generated about one-third of the City's sales tax revenue for the past five years.



\$670K
2024 Sales Tax
From Dining

FUTURE VISITOR SEGMENTS

There are three major population centers and over 20 million California residents within a four-hour drive of Morro Bay, providing the city with a massive pool of potential visitors across a range of demographics.



760K Annual Visitors to Morro Bay (2024)



21.7M Estimated Visitor Capture Market

~3.4% of Estimated Visitor Capture Market (Today)

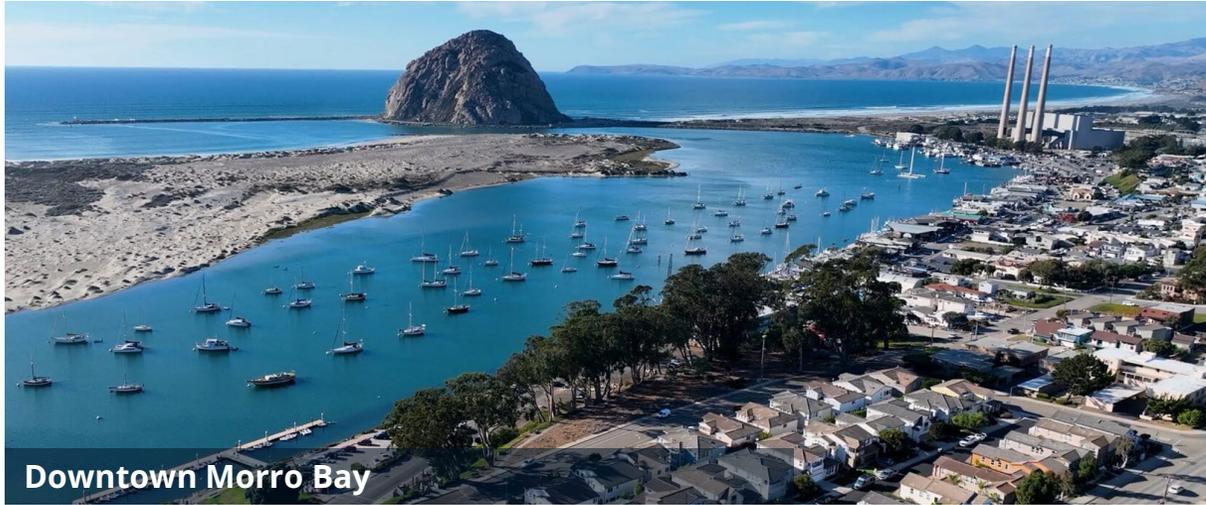
+ 1% increase in visitor capture (Future)

~1M Future Annual Visitors to Morro Bay

For illustrative purposes only

PEER CITY COMPARISON

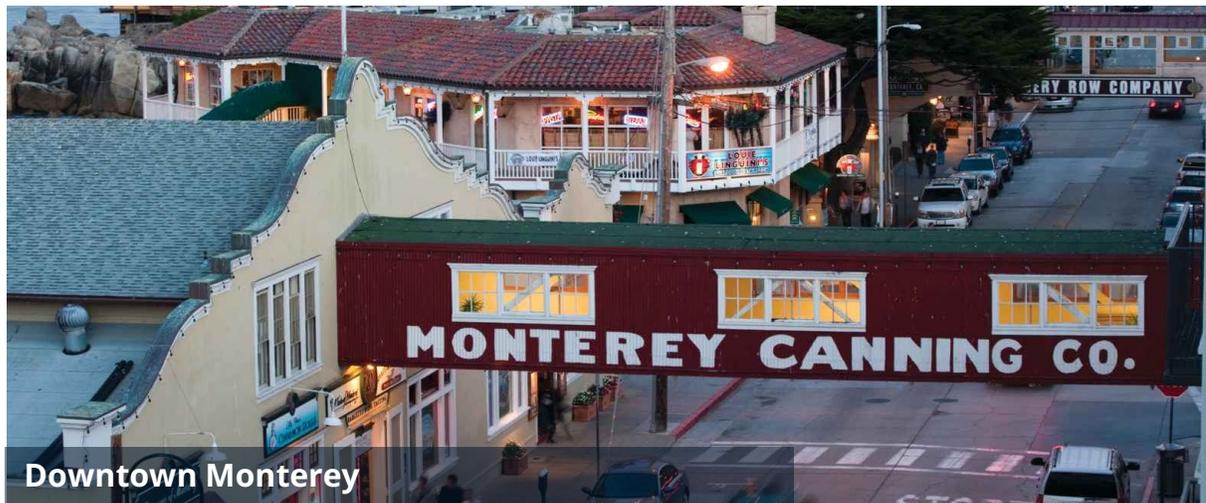
Monterey, Pismo Beach, and Half Moon Bay are peer cities comparable to Morro Bay with vibrant waterfront and downtown areas.



Downtown Morro Bay



Downtown Pismo Beach



Downtown Monterey



Downtown Half Moon Bay

TOT AND TOTAL TAXABLE SALES COMPARED TO PEER CITIES

Compared to peer cities, Morro Bay has relatively low TOT per capita and lower total taxable sales per capita, indicating opportunity for growth in its retail and hospitality sectors.

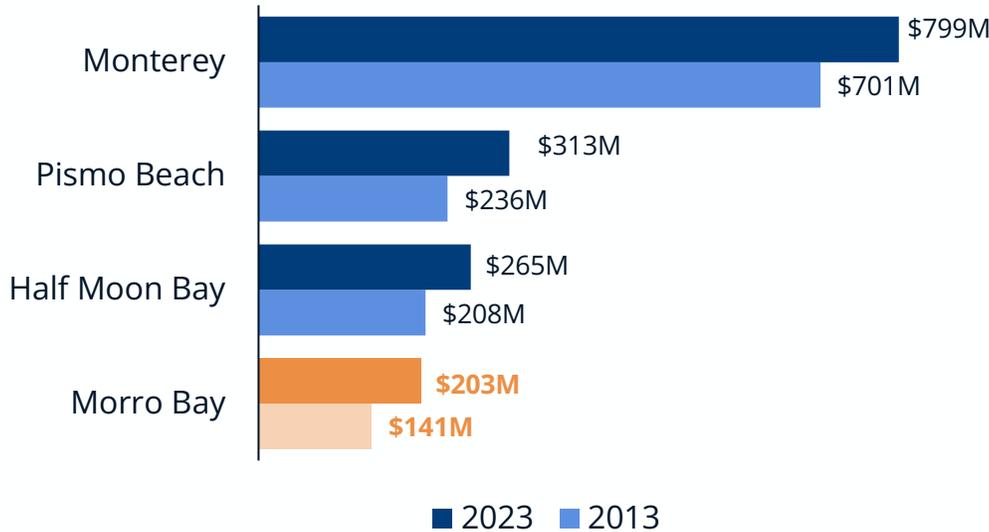
				
TOT per capita (2024):	\$420	\$760	\$1,890	\$1,020
All Taxable Sales per capita:	\$19,000	\$23,100	\$39,000	\$26,800
Population (2023):	10,700	11,500	8,000	29,800

Source: City of Morro Bay FY 2025-26 Operating and Capital Budget; FY 2024-25 City of Half Moon Bay Annual Budget – Adopted; Pismo Beach Fiscal Year 2025 Financial Status Report; City of Monterey 2025-26 Adopted Budget; California Department of Tax and Fee Administration; US Census ACS 5-Year Data

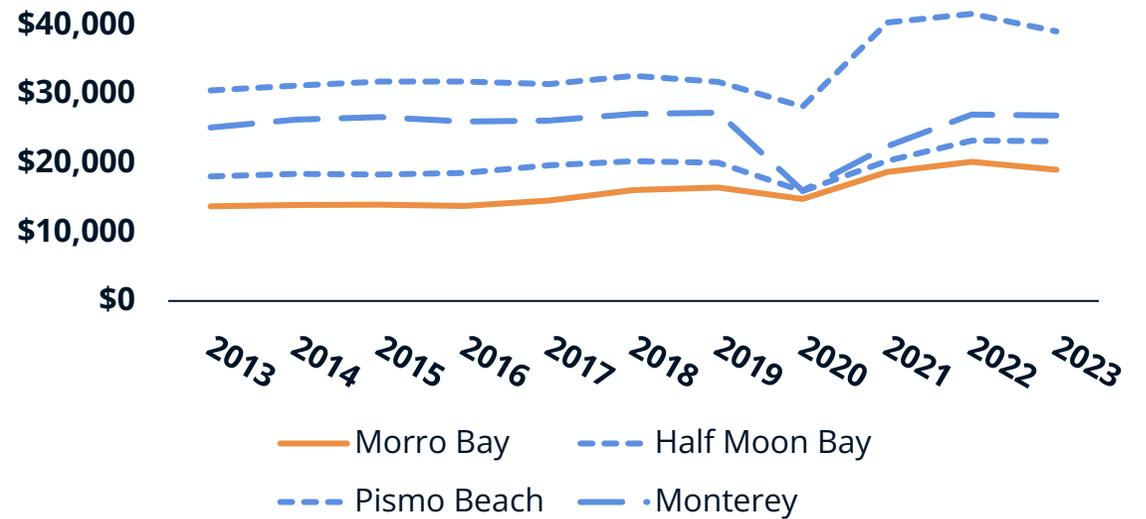
TOTAL TAXABLE SALES COMPARED TO PEER CITIES

Though total and per capita taxable sales in Morro Bay are lower than its peers, it has seen more growth in the last ten years than comparison cities.

Total Taxable Sales



Total Taxable Sales per Capita

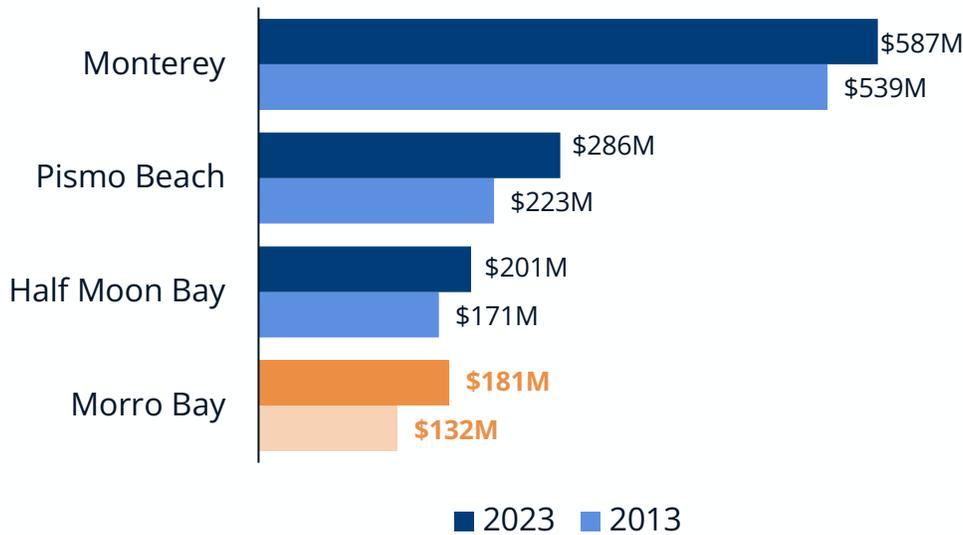


	Morro Bay	Half Moon Bay	Pismo Beach	Monterey
2023 Per Capita	\$19K	\$23K	\$39K	\$27K
2013-23 Change	39%	28%	28%	7%

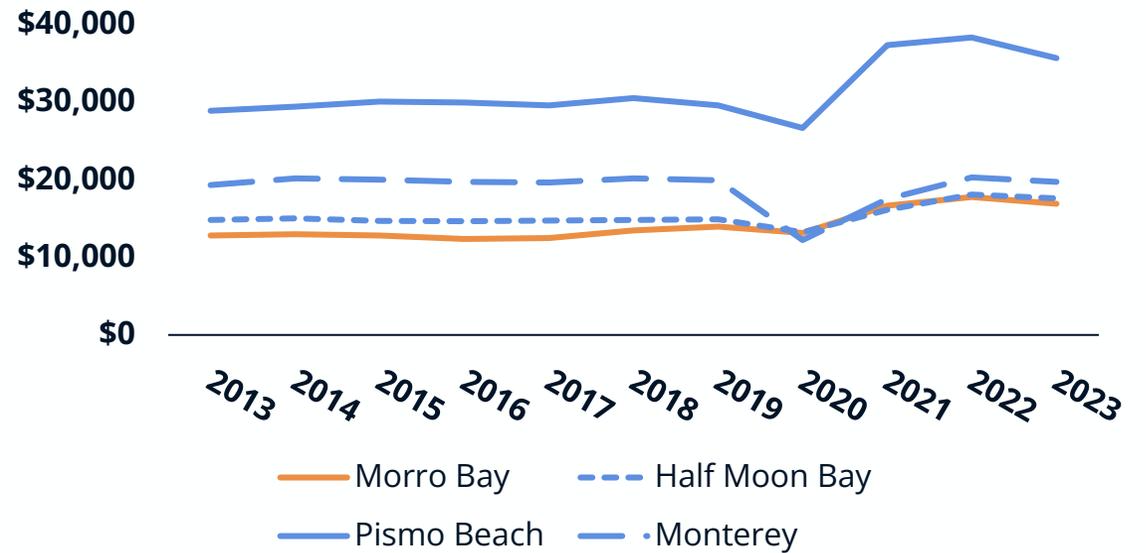
FOOD AND RETAIL TAXABLE SALES COMPARED TO PEER CITIES

Compared to peers, Morro Bay attributes a larger proportion of its total taxable sales from food and retail sales, which also have grown at a faster rate than peers since 2013.

Total Food and Retail Taxable Sales



Food and Retail Taxable Sales per Capita



	Morro Bay	Half Moon Bay	Pismo Beach	Monterey
2023 Per Capita	\$17K	\$20K	\$36K	\$20K
2013-23 Change	32%	19%	24%	2%

CONSTRAINTS TO VISITOR ECONOMY

Morro Bay's visitor economy is constrained by factors that impact both visitor supply and demand.

Lower-Cost Visitor-Serving Accommodations

The Coastal Act restricts a percentage of accommodations offered in Morro Bay to low-cost accommodations. These accommodations may not attract a certain percentage of visitor segments who are seeking more upscale and luxury accommodations and who can find them elsewhere along the Central Coast.

Highway 1 Closure

The closure of Highway 1 limits access to Morro Bay for visitors traveling from around the region and state, creating less opportunity for unplanned visits by travelers driving along the coast.

The region (Monterey and San Luis Obispo counties) has lost an estimated \$13-\$14M in visitor spending each month, totaling \$438M, since the highway closure. (Source: Pacific Coast Business Times)

Limited Capture of the Visitor Market

Current visitation to Morro Bay is tapping into a relatively small share of the potential visitor market. However, attracting more visitors will be dependent on fostering more tourism infrastructure and visitor-serving uses that are "itinerary" attractions for visitors traveling along the coast.

INDUSTRY ANALYSIS KEY TAKEAWAYS

- Morro Bay's economy is largely **driven by tourism-related industries** that will continue to be important industries to nurture in order to sustain economic growth in the city.
- Morro Bay is **well located between three major population centers** to attract a range of visitors and families that can support its visitor economy, though future visitation growth may be constrained.
- Though a legacy industry, the **commercial fishing industry in Morro Bay stands at a crossroads** and requires a new approach for how it can support economic development in the city.
- The waterfront has a **few existing assets that can support a tourist economy**, with an opportunity to foster a more “experiential” commercial fishing industry that anchors future tourism, such as by offering rides on commercial fishing vessels and tours of industry processes.

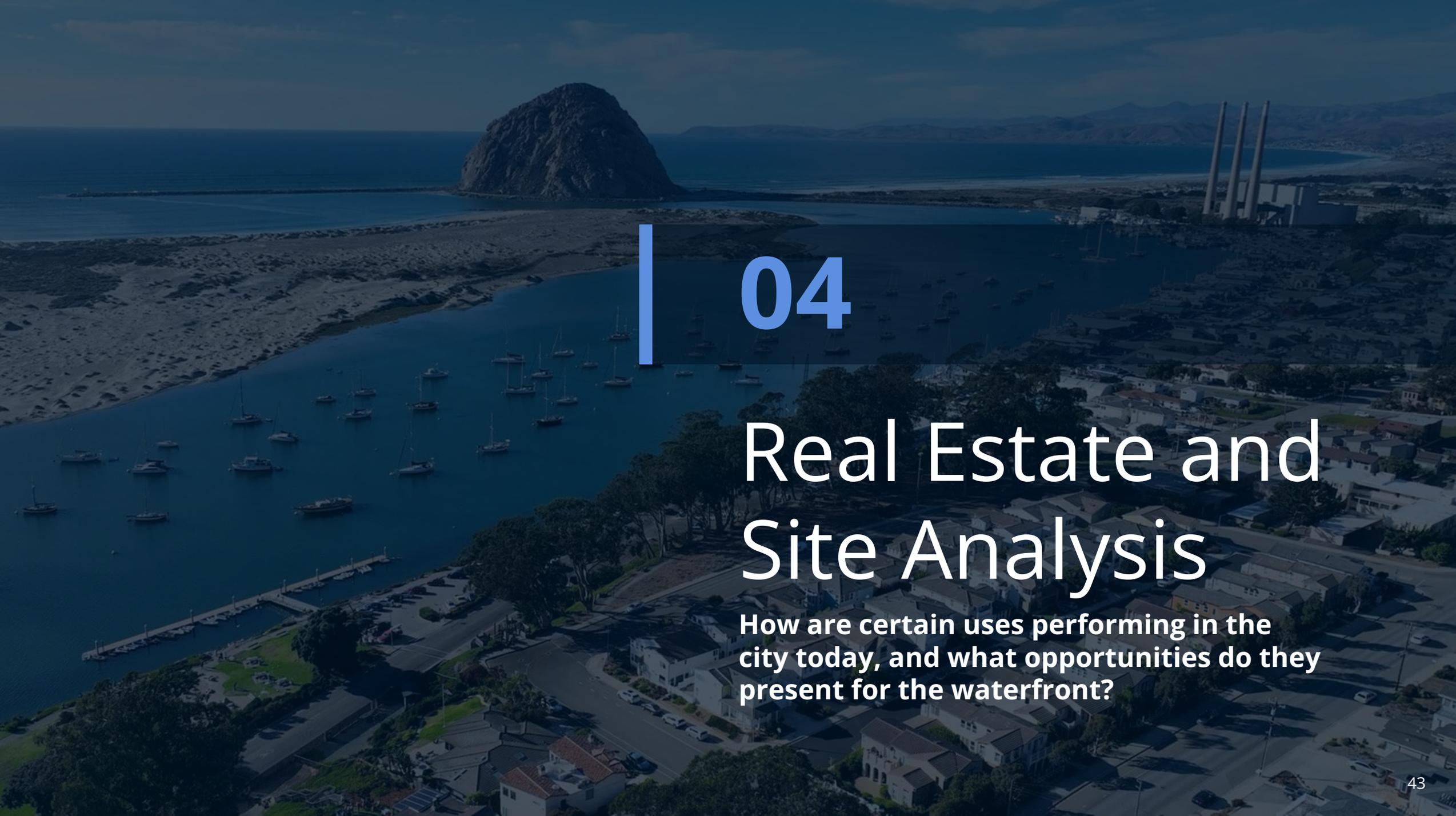


Implications for the Waterfront



The waterfront is key to driving and capturing value from visitation. Development along the waterfront can attract visitors from the surrounding region to drive growth in the flourishing tourism economy. The right uses could be attractive to millions of regional young adults and families.

Commercial fishing remains key to the waterfront's success. Fishing and related activities must be part of the waterfront's strategy and should consider creative uses and experiences that support the commercial fishing industry.

An aerial photograph of a coastal town. In the foreground, there's a residential area with houses and streets. A harbor filled with many sailboats is in the middle ground. To the left, a large, rounded rock formation (Sea Stack) sits in the ocean. In the background, there are industrial buildings with tall chimneys and a range of mountains under a clear sky.

04

Real Estate and Site Analysis

How are certain uses performing in the city today, and what opportunities do they present for the waterfront?

An aerial photograph of a coastal town, likely Astoria, Oregon. The image shows a harbor filled with numerous sailboats. In the background, a large, prominent rock formation (Sea Stack) rises from the water. To the right, there are industrial buildings with tall smokestacks. The foreground shows residential houses and streets. The text "Retail Real Estate" is overlaid in white on the left side of the image.

Retail Real Estate

MORRO BAY RETAIL OVERVIEW

Though retail space in Morro Bay experienced minimal growth in the last decade, rents have increased significantly while vacancy remains low, indicating a healthy market.

RENT (NNN)	
Morro Bay \$23.48* PSF +43% change	SLO County \$26.33 PSF +25% change

VACANCY	
Morro Bay 1.2% no change	SLO County 2.9% -1 point

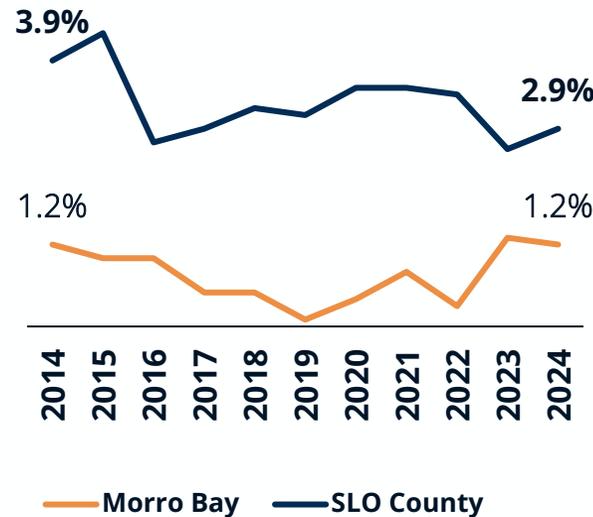
TOTAL INVENTORY	
Morro Bay 958K SF +1% change	SLO County 15.4M SF +3% change

All Retail Rent (2014-2024)

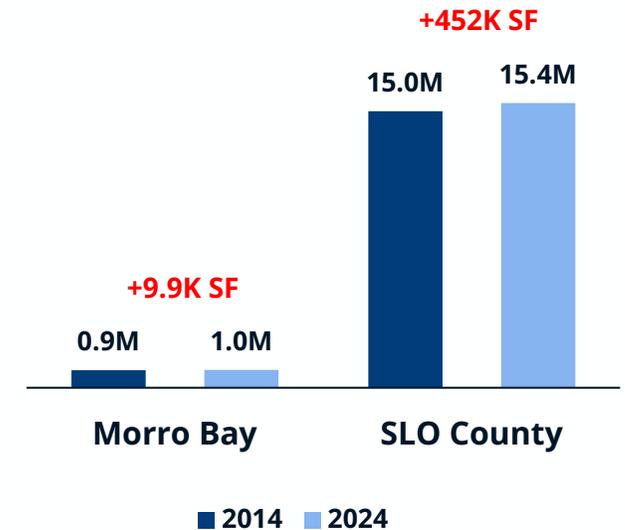


Harbor Rents
In 2024, the average annual rent for Harbor leasehold properties was **\$59,516**, growing from \$34,671 in 2014.

Vacancy (2014-2024)



Total SF (2014-2024)



Source: HR&A analysis of CoStar data. * Reflects rents for all retail establishments in the city.

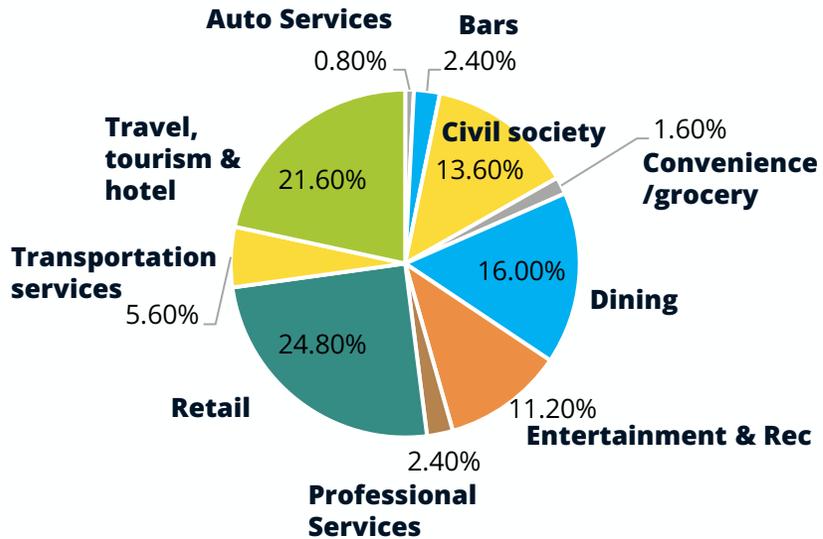
WATERFRONT BUSINESSES

Hospitality, Retail, and Food and Beverage businesses dominate the waterfront business landscape.

125 total businesses

in the study area

Businesses by Type (%)



Source: Dataplor

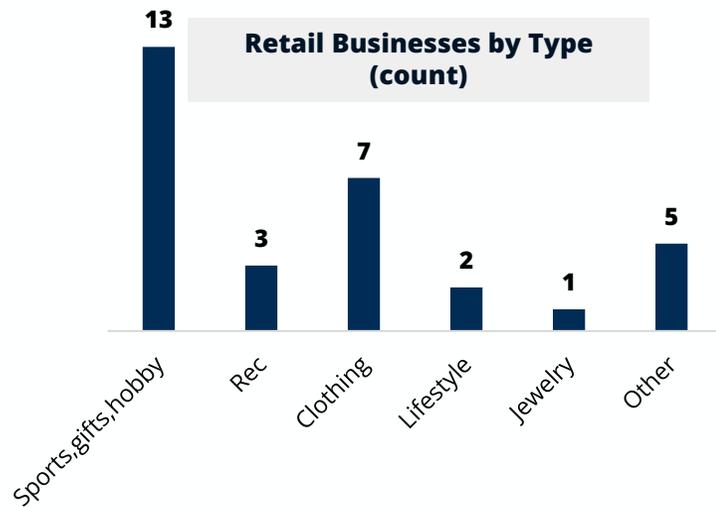


TYPES OF RETAIL

The waterfront's retail offerings are tourist-centric offering souvenir and other small hobby shops, however, providing limited options for boutique shopping for clothing and other goods.

31 retailers

in the study area



Source: Dataplor



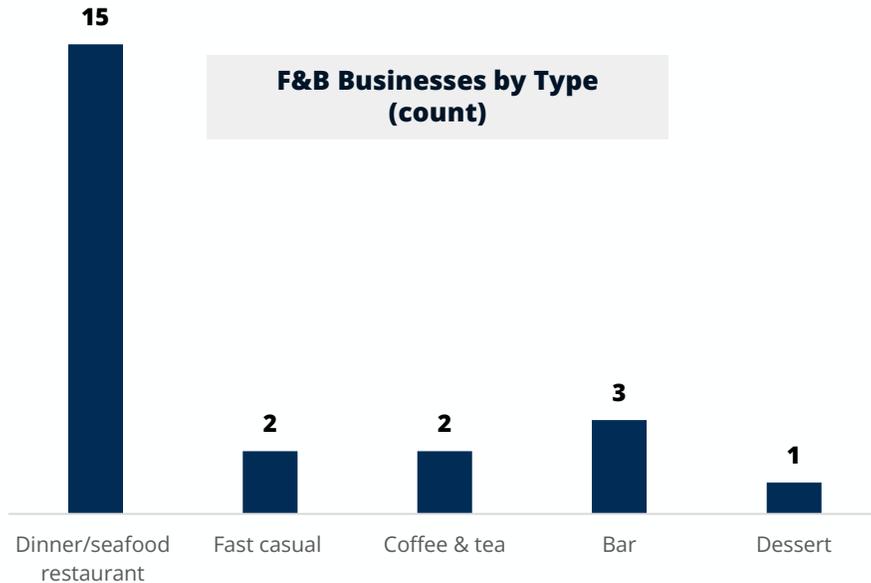
Opportunity for more boutique retail experiences and shopping to keep visitors and residents roaming the streets

TYPES OF F&B

Seafood restaurants and shacks largely drive the waterfront dining scene, along with a few other F&B experiences.

23 F&B related businesses

in the study area



Source: Dataplor



An aerial photograph of a coastal town, likely Astoria, Oregon. In the background, a large, prominent rock formation (Sea Stacks) rises from the ocean. The town is built on a hillside overlooking a harbor filled with numerous sailboats. To the right, industrial structures with tall chimneys are visible. The foreground shows residential buildings and streets.

Office Real Estate

OFFICE REAL ESTATE OVERVIEW

Overall, Morro Bay's office inventory is limited and has not experienced any new deliveries in the last decade. However, the office rents have increased dramatically in the last ten years.

RENT	
Morro Bay \$24.69 PSF +428% change*	SLO County \$25.26 PSF 21% change

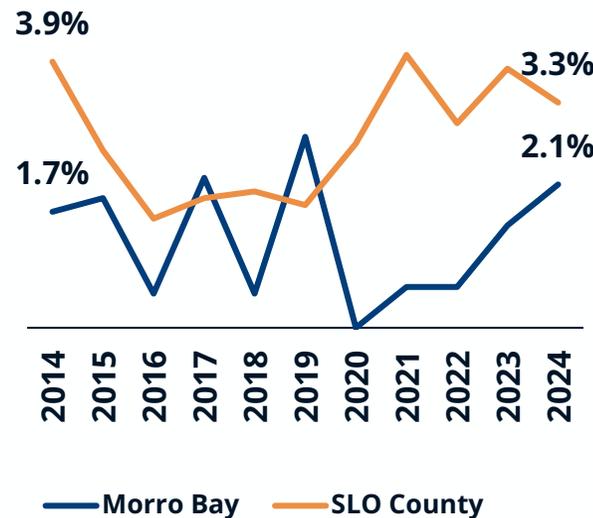
VACANCY	
Morro Bay 2.1% +0.4-point change	SLO County 3.3% -1-point change

TOTAL INVENTORY	
Morro Bay 200K SF No change	SLO County 6.8M SF +7.6% change

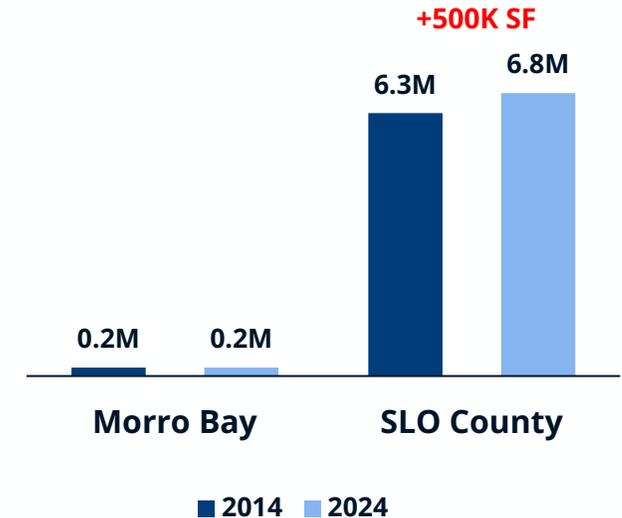
Rent (2015-2024)



Vacancy (2014-2024)



Total SF (2014-2024)



Source: HR&A analysis of CoStar data

*Change from 2015 instead of 2014; due to the small supply, CoStar data for the waterfront may contain some inaccuracies

**These are NNN rents as identified by CoStar and not derived from data acquired directly from the City or leaseholders.



Multifamily Real Estate

MULTIFAMILY OVERVIEW

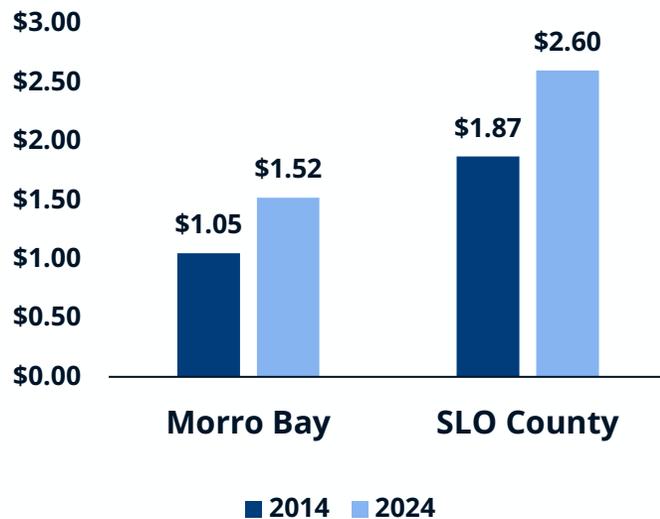
With only 65 new units delivered in the last decade, low vacancy, and increasing rents, Morro Bay's multifamily market remains constricted, indicating supply challenges.

RENT	
Morro Bay \$1.52 PSF +40% change	SLO County \$2.60 PSF +39% change

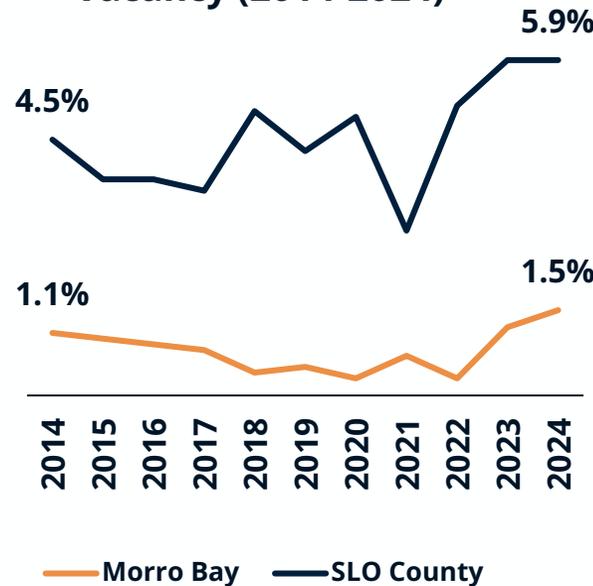
VACANCY	
Morro Bay 1.5% +0.4-point change	SLO County 5.9% +1.4-point change

TOTAL INVENTORY	
Morro Bay 860 Units +8.2% change	SLO County 17.6K Units +24% change

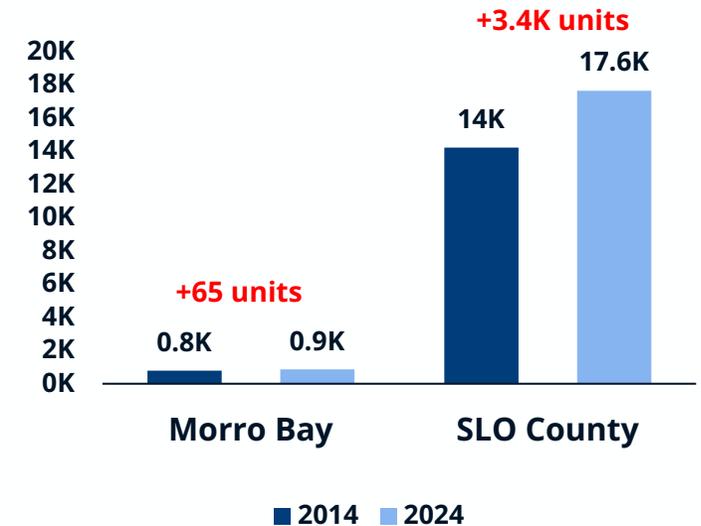
Rent (2014-2024)



Vacancy (2014-2024)



Total Units (2014-2024)



Source: HR&A analysis of CoStar data



Hospitality Real Estate

HOTEL OFFERINGS

Waterfront hotels in Morro Bay make up 10% of all hotel rooms in city and tend to have fewer rooms than hotels across the rest of the city and county.

	Total Inventory	Avg Rooms per Building	12-Month Revenue per Available Room	12-Month Average Daily Rate	12-Month Occupancy
Morro Bay Waterfront*	96 rooms	14 rooms	N/A	N/A	N/A
Morro Bay	964 rooms	31 rooms	\$92	\$151	61%
San Luis Obispo County	10,328 rooms	54 rooms	\$126	\$130	68%

Source: HR&A analysis of CoStar data

*Due to the small supply, CoStar cannot provide data for RevPAR, ADR, or Occupancy for the waterfront

HOTEL TRENDS

Morro Bay hotels have lower occupancy, ADR, and RevPar than the county as a whole, with occupancy rates in both the city and county still recovering since 2020.

12-Month Occupancy Rate

12-Month Average Daily Rate

12-Month RevPar

CAGR:

-0.5%

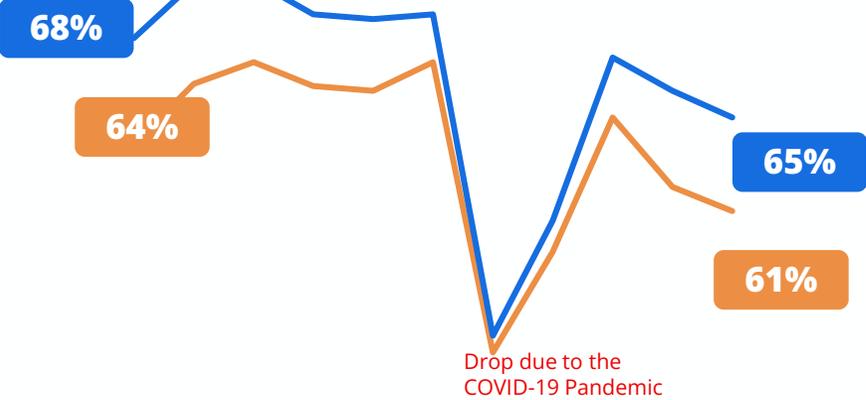
-0.5%

+3.4%

+4%

+3%

+3.5%



2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

— Morro Bay — SLO County

— Morro Bay — SLO County

— Morro Bay — SLO County

HOTEL MIX

While Morro Bay offers a diverse mix of hospitality options, nearly half of its rooms are Economy class with very limited upper scale and luxury options.



Class* <i>Example</i>	Economy <i>Morro Shores Inn & Suites</i>	Midscale <i>Fireside Inn</i>	Upper Midscale <i>Inn at Rose's Landing</i>	Upscale <i>Anderson Inn</i>
Total Properties	17	6	10	4
Average Building SF	15,000 SF	11,900 SF	17,600 SF	12,400 SF
Total Rooms	464 (46%)	136 (13%)	331 (33%)	87 (9%)

Source: HR&A analysis of CoStar data

*CoStar defines hotel class for chain hotels based on their chain scales. For independent hotels, their class is determined by comparing their average daily rate with nearby chain hotels.

PEER CITY HOTEL MIX

Compared to most peer cities, Morro Bay's hotel mix features a significantly higher proportion of Economy and Upper Midscale properties and much fewer Upscale/Luxury properties.

	Economy		Midscale		Upper Midscale		Upscale/Luxury	
	Properties	Rooms	Properties	Rooms	Properties	Rooms	Properties	Rooms
Morro Bay	17	464 (46%)	6	136 (13%)	10	331 (33%)	4	87 (9%)
Half Moon Bay	1	12 (13%)	0	0 (0%)	1	52 (57%)	3	28 (30%)
Monterey	28	957 (20%)	15	607 (13%)	9	462 (10%)	16	2,779 (58%)
Pismo Beach	5	363 (17%)	8	236 (11%)	4	265 (12%)	14	1,263 (59%)



Peer City Comparison

RETAIL MIX

Peer waterfront cities feature a mix of boutique, dining, and experiential retail that blends both tourist-oriented destinations and locally-oriented businesses.



Half Moon Bay

Boutique-oriented retail (art galleries, cafés, specialty food shops) that serve a **mix of locals and day-trippers**



Pismo Beach

Tourist-driven mix of surf shops, **souvenir stores**, casual dining; movement is concentrated during weekends



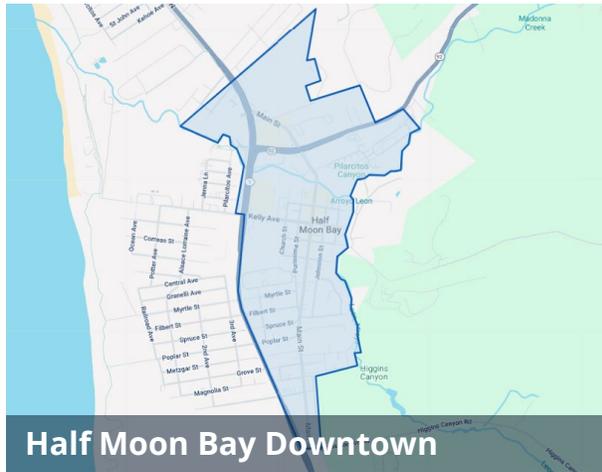
Monterey

Experience-oriented retail such as aquariums, fine dining, wine tasting, branded attractions, with heavy visitor orientation

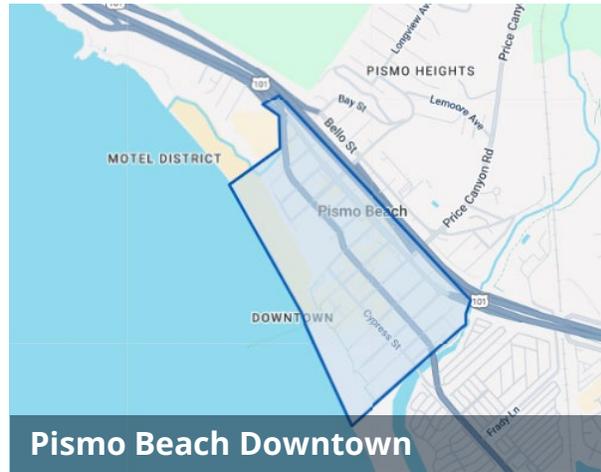
Compared to peers, Morro Bay's retail core is more limited in scale and diversity, with concentration along the Embarcadero primarily serving short-term visitors with few experiential retail options.

PEER CITY WATERFRONT AND DOWNTOWN AREAS

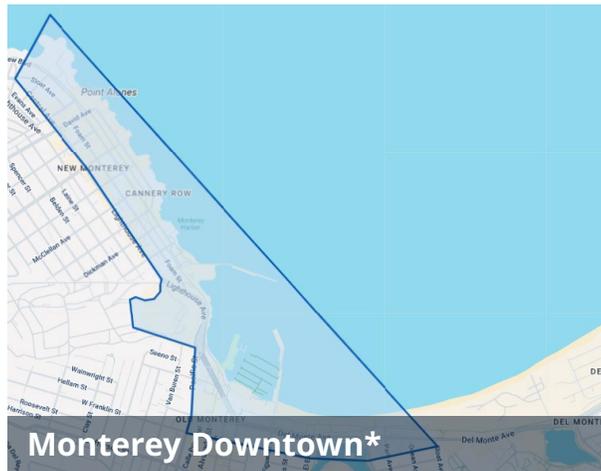
Morro Bay's waterfront/downtown area is less dense and differently zoned than its peers, which contributes to its divergent mix of uses.



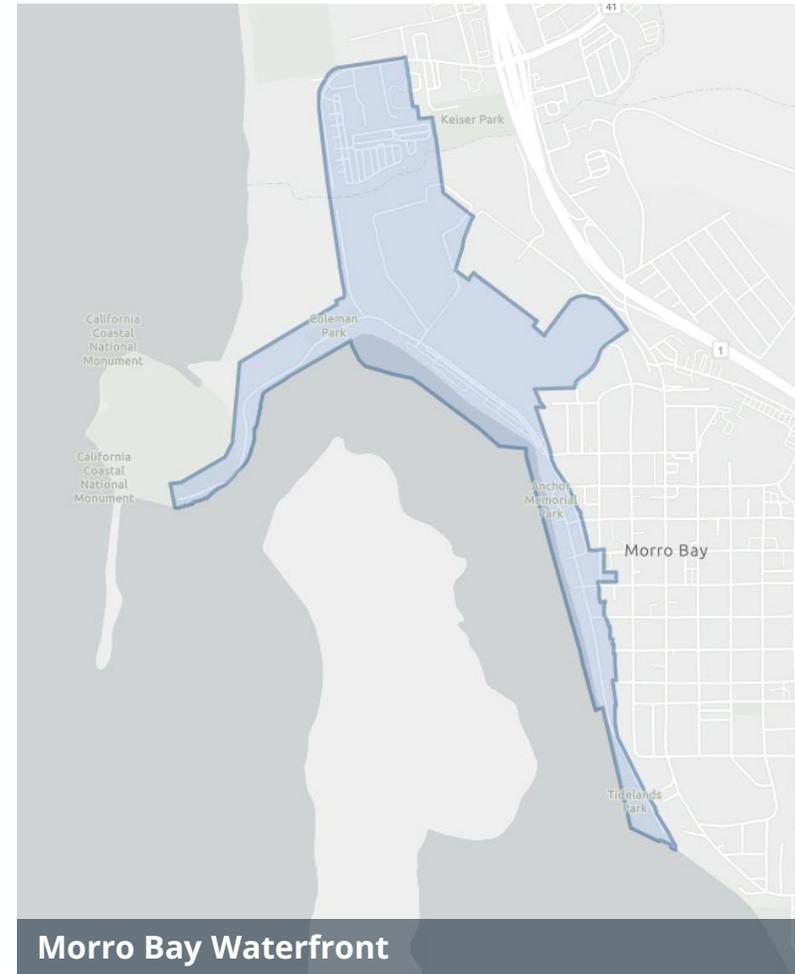
Half Moon Bay Downtown



Pismo Beach Downtown



Monterey Downtown*

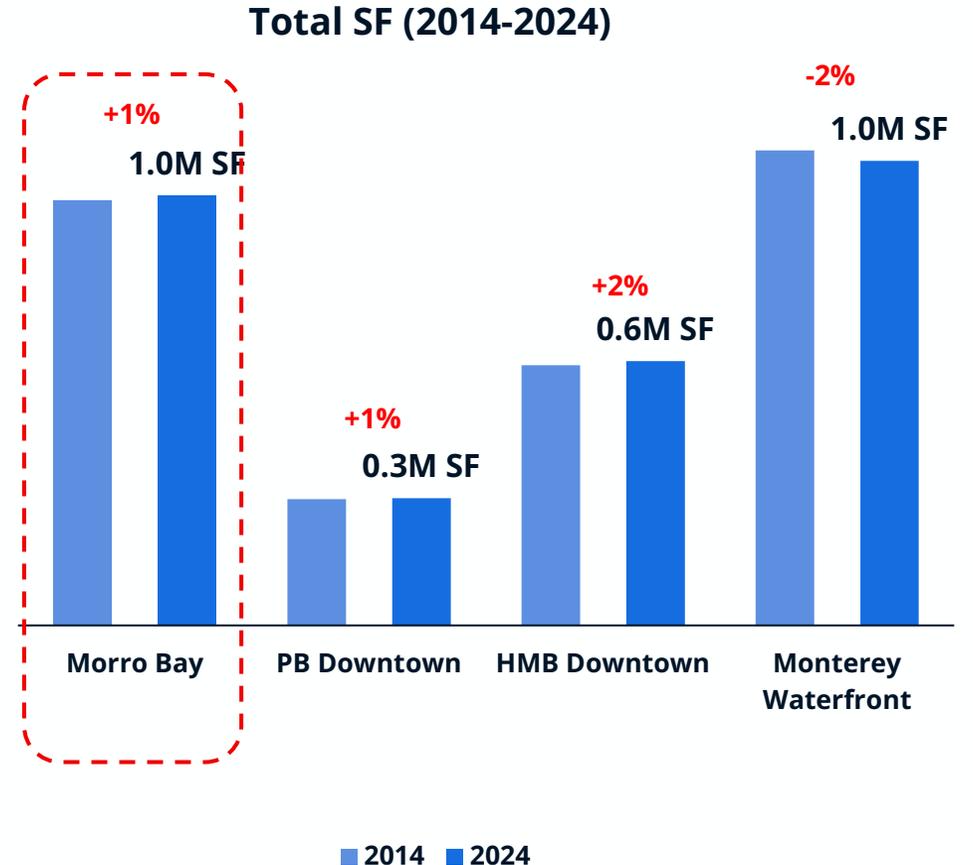
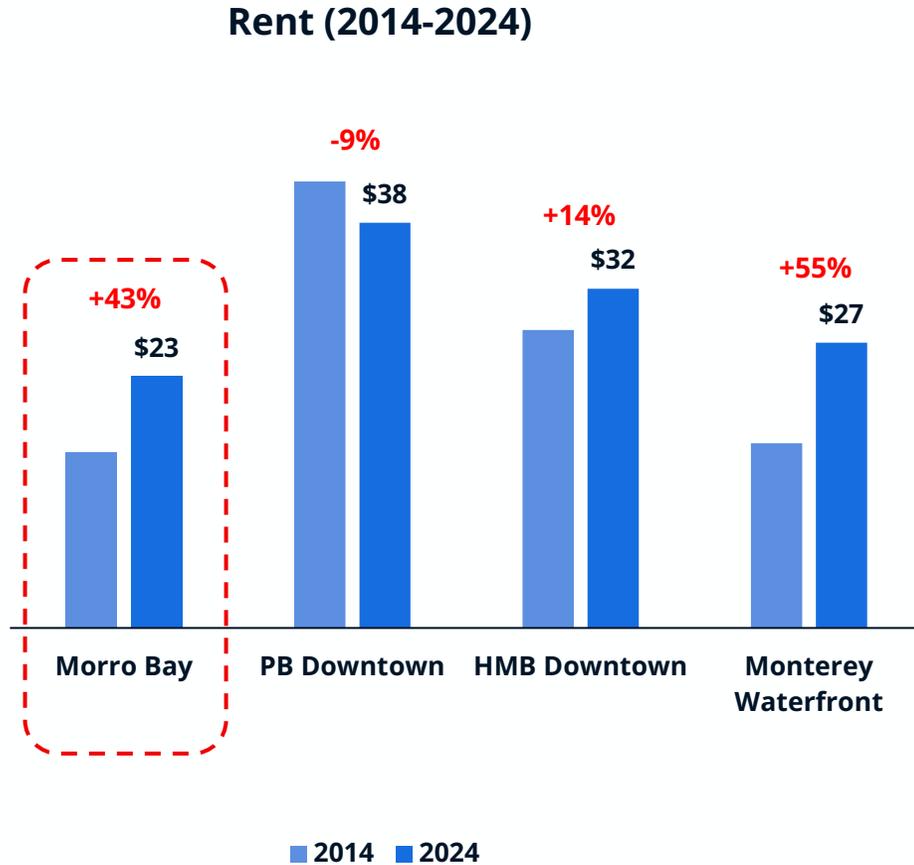


Morro Bay Waterfront

*The Monterey Downtown is derived from combining the boundaries of their waterfront study area, as well as the areas surrounding Cannery Row and the Monterey Bay Aquarium

COMPARISON OF MARKET TRENDS

Compared to peer cities, Morro Bay's waterfront retail rents saw significant growth, and vacancy rates continue to remain low, suggesting high demand for retail space.



HOTEL COMPARISON

With the exception of Half Moon Bay which is comparable to Morro Bay's waterfront, both Morro Bay and its waterfront lag other geographies across hotel market trends.

	Total Inventory	Avg Rooms per Building	Avg Hotel Size	12-Month RevPAR	12-Month ADR	12-Month Occupancy
Morro Bay	964 rooms	31 rooms	14,900 SF	\$92	\$151	61%
Morro Bay Waterfront	96 rooms	14 rooms	7,700 SF	N/A	N/A	N/A
Half Moon Bay Downtown	101 rooms	17 rooms	9,300 SF	N/A	N/A	N/A
Monterey Waterfront	1,550 rooms	129 rooms	102,000 SF	\$242	\$324	75%
Pismo Beach Waterfront	731 rooms	52 rooms	30,800 SF	\$163	\$234	70%

HOTEL TRENDS COMPARISON

Comparing the whole of Morro Bay to the waterfront/downtown areas of peer cities, peer cities are consistently performing better on occupancy, ADR, and RevPAR.

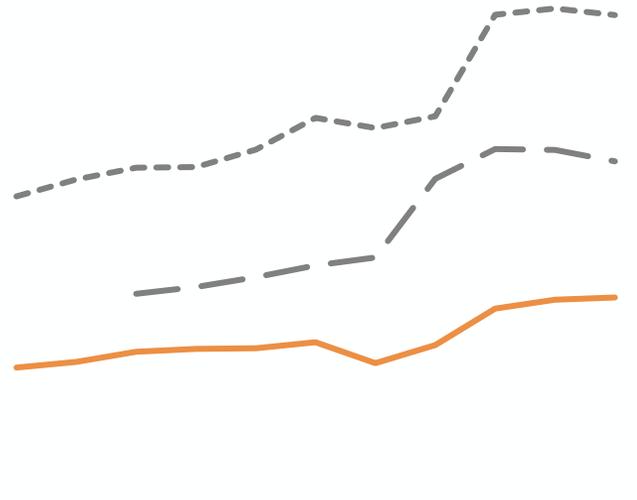
12-Month Occupancy Rate



2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

- Morro Bay
- - - Monterey Waterfront
- Pismo Beach Downtown

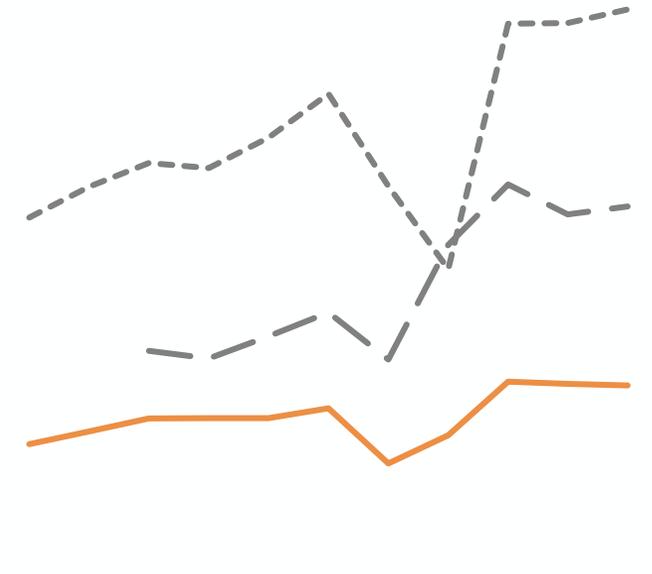
12-Month Average Daily Rate



2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

- Morro Bay
- - - Monterey Waterfront
- Pismo Beach Downtown

12-Month RevPar



2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

- Morro Bay
- - - Monterey Waterfront
- Pismo Beach Downtown

An aerial photograph of a coastal town, likely Astoria, Oregon. The image shows a harbor filled with numerous sailboats, a large rock formation (Sea Stack) in the distance, and a residential area with houses and streets in the foreground. Industrial buildings with tall chimneys are visible on the right side. The text "Site Analysis" is overlaid in white on the harbor area.

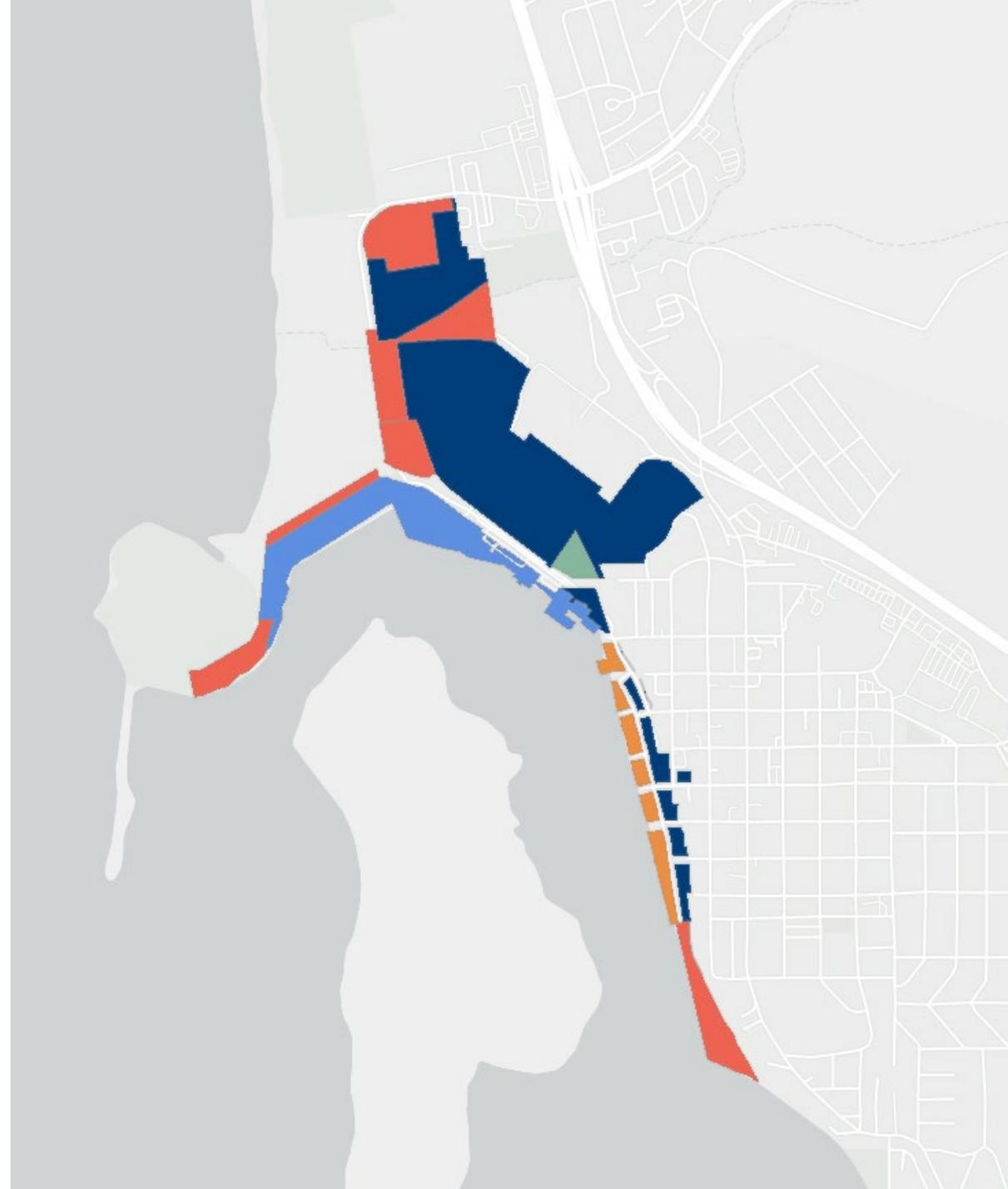
Site Analysis

MIX OF WATERFRONT USES

The waterfront study area is a mix of commercial and recreational land uses that support the visitor experience along with the commercial fishing industry.

USE	ACRES*	SHARE
Visitor Serving Commercial	101	29%
Open Space / Recreation	214	63%
Commercial / Recreational Fishing	21	6%
Mixed Uses (Harbor)	0.1	0%
Public/Institutional	2	0%

Source: Land use data from the City of Morro Bay
*Based on available parcel data.



POTENTIAL OPPORTUNITY SITES

There are several vacant and underutilized sites along the waterfront area, both large and small, that could be positioned for redevelopment and support more activity at the waterfront.

USE	ACRES	SHARE
Vacant	1	>0%
Parking Lot	3	1%
Opportunity Sites*	104	39%



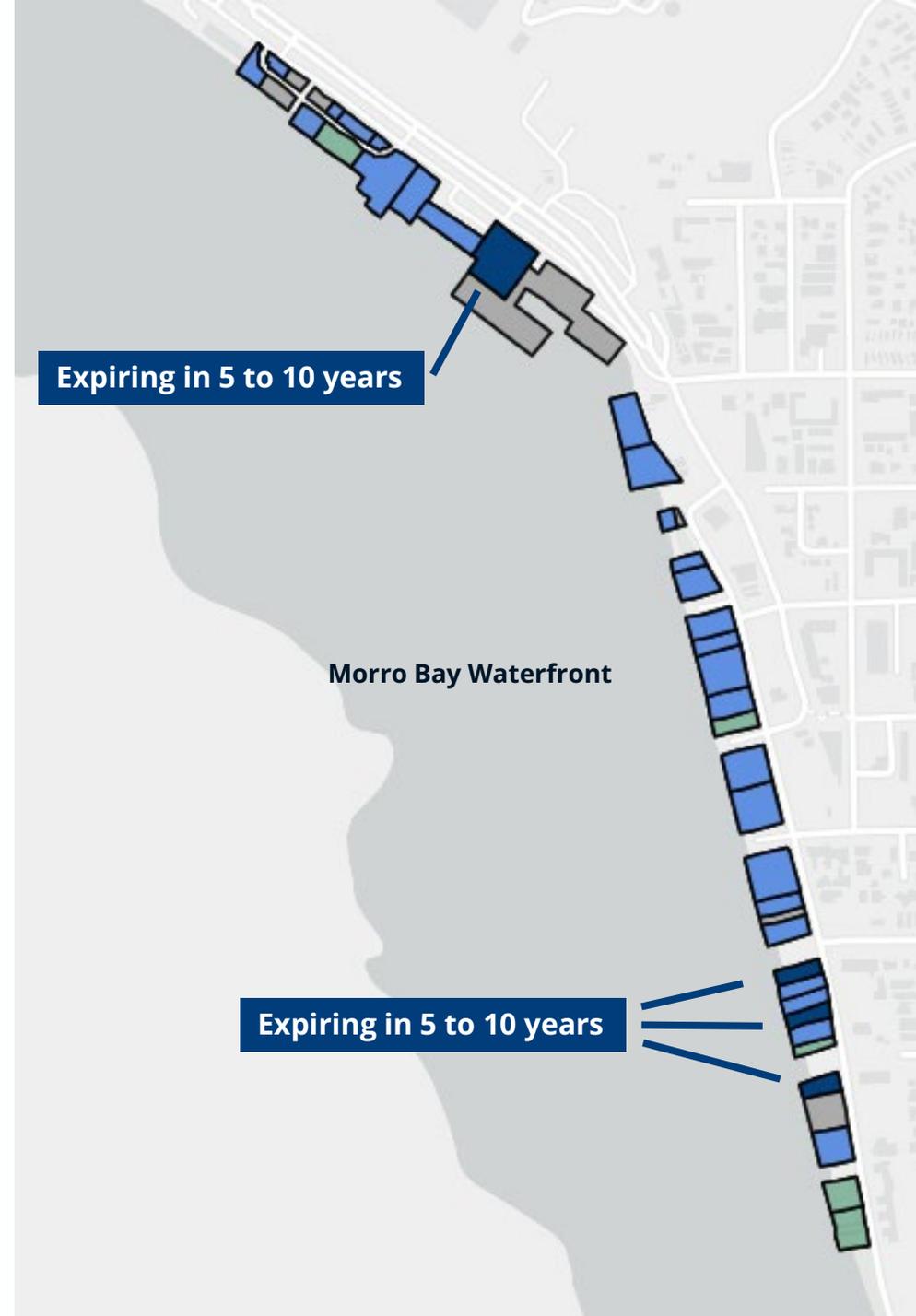
Source: Parcel data from the City of Morro Bay

*Opportunity Sites are non-vacant but underutilized sites with redevelopment potential

CITY LEASE PROPERTIES

Of the over 30 active waterfront leases, 7 expire in the next ten years, offering an opportunity to redevelop up to 11% of the total leased area.

Expiration	Leases	Acres	Area Share
5 to 10 Years	4	1.02	9%
10+ Years	23	5.94	50%
Pending	5	0.95	8%
Unknown	Unknown	3.86	33%



WATERFRONT DEVELOPMENT CHALLENGES

Conversations with waterfront leaseholders revealed physical and regulatory challenges that make development along the waterfront difficult.

The waterfront faces **infrastructure challenges**, such as a lack of maintenance, mooring fields that need redesign, retaining walls and rocks that need installation, and piers and launch ramps in disrepair.

The Embarcadero and waterfront **could benefit from public improvements** such as better lighting, cleaning and beautification of the street and harbor walk, public restrooms, and better connectedness to downtown.

Compliance with the many rules and regulations from different entities (including the Tidelands Trust Act, the California Coastal Commission, and the City) make waterfront development challenging.

Due to proximity to the ocean, **foundational construction costs are more expensive on the waterfront** than they are inland, and construction materials such as piping, insulation, HVAC, and outer building materials all must be able to withstand saltwater.

REAL ESTATE SCAN KEY TAKEAWAYS

- Across all uses, the city and waterfront **experienced very little new construction**, leading to tight markets with very low vacancy rates and increasing rents, particularly for retail and multifamily.
- **Hotel offerings in the city and along the waterfront remain limited**, with need for a broader diversity of hotel offerings that can support a growing tourism industry.
- **Morro Bay's waterfront has a strong retail presence but lacks having a variety of retail experiences**, such as fine dining and boutique shopping, that can support attracting new visitor segments.
- In the next 10 years, there are a few waterfront leases set to expire, **creating opportunities for redevelopment** that align the future vision for the waterfront.
- **Development on the waterfront can be difficult and expensive** due to regulatory, environmental, and maintenance challenges.



Implications for the Waterfront

The waterfront is the most valuable real estate in the city. Renewal of leases and new development on the waterfront have the potential to generate significant revenue for the City as well as for leaseholders.

The waterfront is a prime location for expanded mid-scale to luxury hotel offerings. Nearly half the hotels in Morro Bay are economy class, and hotels on the waterfront tend to be small despite massive potential for visitation and revenue generation.

Soon-to-expire leases provide a potential opportunity for redevelopment. A private initiative or public-private partnership could take advantage of lease expirations to introduce a new visitor-attracting use to the waterfront.



05

Opportunities for Future Uses

Strengths

Established visitor economy. Future economic growth can build on Morro Bay's already established tourist-driven economy, shaped by the legacy of the commercial fishing industry, its location on Hwy. 1, and ocean access.

Existing assets. Among other assets, Morro Bay's waterfront continues to be an economic asset to the city that can serve as a catalyst to diversify experiences for residents and visitors while contributing to the city's economic and fiscal health. Morro Bay's natural beauty and bay allows for a vast array of recreational opportunities such as kayaking, paddleboarding, swimming, recreational fishing, beach access, and more.

Location and regional market. Located in the Central Coast Region, Morro Bay and the waterfront can leverage tourism from other cities and submarkets, such as wine tourism in Paso Robles, while also tapping into a broader pool of visitors of different ages and backgrounds coming from California's larger metro areas.

Strategic sites. A few strategic sites along and near the waterfront provide future opportunities for redevelopment that can maximize the City's ability to capture real estate value.

Proximity to university. Morro Bay's proximity to Cal Poly San Luis Obispo, provides an opportunity to market to a younger crowd and "market test" waterfront experiences and attractions.

Challenges

Less developed brand. Morro Bay's waterfront competes with surrounding "destination" waterfronts in the Central Coast Region that have stronger brands and can access a broader pool of visitors. Future visitation to the Morro Bay waterfront cannot rely on the city's location alone, but will require developing a stronger brand supported by destination uses that are at the top of the itinerary for visitors traveling along the coast.

Limited overnight visitor amenities. While there are a number of economy and midscale hotel rooms, there is a limited supply of higher-end and luxury hotel rooms and amenities that will attract a new segment of overnight visitors.

Rising costs. With rising construction costs and strict environmental requirements, development along the waterfront is becoming increasingly less feasible without public-private partnership.

Regulatory constraints. Existing regulatory and land use policy may constrain future uses at the waterfront, limit the range of experiences offered to future residents and visitors, and impact the City's ability to capture value from strategic sites.

Fragmented leases. The waterfront is fragmented with small footprints and varying lease agreements, making it difficult to curate future development that advances a compelling vision for the waterfront.

A large, rugged rock formation dominates the left side of the frame, extending from the foreground into the ocean. The rock is dark and textured, with many vertical fissures. The sky is a deep, dark blue with some light, wispy clouds. The ocean in the foreground is calm, reflecting the light from the sky. In the distance, to the right, a smaller, isolated rock formation stands in the water. The overall mood is serene and majestic.

The **future success of the waterfront** relies on generating demand to support future market and visitor-serving uses.

Goals for Future Uses



Build on Morro Bay's flourishing **tourism industry** while aligning with the city's desired level of growth.



Attract a younger and more diverse user base to the waterfront, including families and other visitors from surrounding areas, including families, college students, and other visitors and locals from surrounding areas.



Creatively work within the constraints of Measure D to develop new uses that **synergize with the fishing industry.**



Take advantage of lease expirations to **assemble available parcels** and develop a new, larger-scale waterfront use.

Potential Uses

Experiential Retail and F&B

Pop-up retail shops, boutique clothing stores, food hall, beer garden, fine dining establishments

Industry as Tourism

Commercial fishing tourism, a larger seafood market, water-based tours and recreation

Recreation and Entertainment

Pocket parks, destination playground, event space, pickleball courts

Day-time Worker Uses

Conference center

Activation and Events

Street festivals and markets, flexible event spaces

Education

Immersive museum oriented toward youth, commercial fishing, or marine biology; research facility

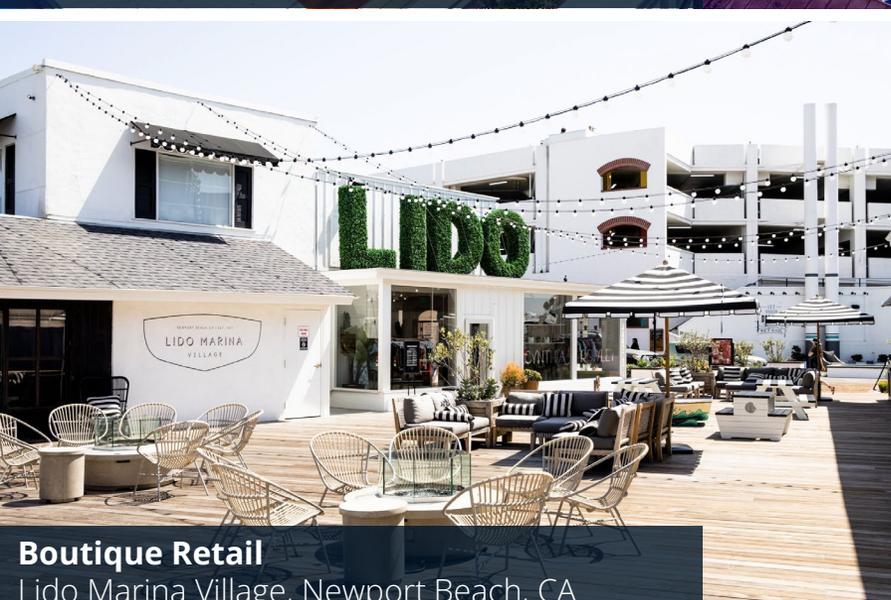
EXAMPLES OF FUTURE USES



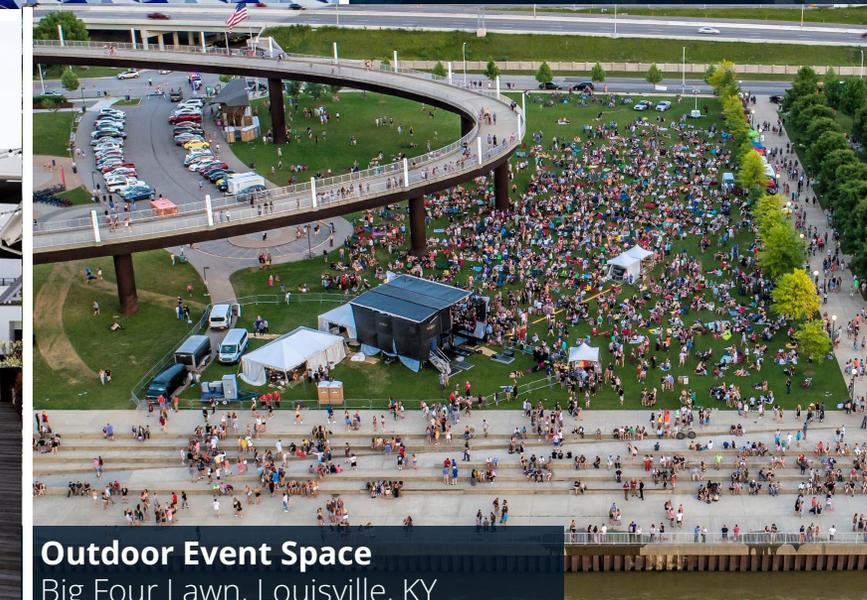
Rooftop Dining
Cypress Beach House Pismo Beach, CA



Immersive Fishery Experience
Lobster Boat Tours, Corea, ME



Boutique Retail
Lido Marina Village, Newport Beach, CA



Outdoor Event Space
Big Four Lawn, Louisville, KY



Destination Playground
Seattle Waterfront, Seattle, WA

HR&A

+



PLACEWORKS

+



Morro Bay
California

Morro Bay Waterfront Master Plan

Market Scan

January 2026

Morro Bay Waterfront Master Plan

Transportation Background Report

Prepared For: Placeworks and the City of Morro Bay

Central Coast Transportation Consulting

895 Napa Avenue, Suite A-6

Morro Bay, CA 93442

(805) 316-0101

January 2026



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0.0 Executive Summary

This report summarizes the transportation network, background traffic conditions, parking supply and demand, transportation safety and current/past planning documents related to circulation within the Waterfront study area. The following planning documents were reviewed and circulation-related issues and recommendations are briefly summarized:

- Waterfront Master Plan (1996)
- Parking Management Plan (2007)
- Morro Bay Bicycle & Pedestrian Master Plan (2011)
- Downtown Waterfront Strategic Plan (2018)
- SLOCOG Bike and Pedestrian Count Report (2020)
- Plan Morro Bay (2021)
- Morro Bay Public Parking Management Study (2021)
- Pavement Management Program Update (2022)
- Capital Projects Update (2022)
- Local Road Safety Plan (2023)

New seven-day roadway segment counts were conducted at eight locations capturing flows into and out of the plan area. Approximately 6,000 vehicles enter and exit the plan area south of Morro Creek on weekdays, increasing to over 7,000 vehicles on weekends. Holidays, special events, and busy summer weekends produce temporary congestion and queueing on roads in and near the plan area. Intersections are congestion choke points during busy periods, notably Beach Street/Main Street and Beach Street/Embarcadero Road.

Traffic collisions were reviewed for the plan area for the past ten years (2015 through 2024). There were 72 collisions reported during this period, including four involving pedestrians and three involving cyclists. There were 11 injury collisions. In addition, one fatality was reported in 2014 involving a bicycle and motor vehicle.

Parking is a key community concern that was studied in detail in the 2021 Public Parking Management Study and 2007 Parking Management Plan. Parking is free within the City, and time restrictions are infrequently enforced. Parking is nearly fully utilized (over 80 percent occupancy) during peak periods in the Morro Rock parking lot and along the Embarcadero. Ample parking is available within two blocks of the Embarcadero during all studied time periods. The parking studies recommend implementation and enforcement of parking time limits, improved wayfinding, and paid parking for prime parking spaces.

The Harborwalk, envisioned in the 1996 Waterfront Plan and implemented in phases since, is nearly complete. It provides a well-used connection along the waterfront to Morro Rock. Bicycle and pedestrian facilities are present in most of the plan area, but there are key gaps in the network that reduce user comfort and convenience.

Plan Morro Bay evaluates an intense redevelopment scenario for the former wastewater treatment plant and power plant sites. This scenario triggers new vehicular connections across Morro Creek and to Main Street, as well as improvements to the SR 1/Atascadero Road interchange. The need for these improvements will depend on the land use intensities for these redevelopment sites.

1.0 Existing Transportation Conditions

This section summarizes the existing transportation conditions within the Morro Bay Waterfront Master Plan Study Area.

1.1 ROADWAY NETWORK

The study area and roadway network are shown on **Figure 1**.

Highway 1 is a four-lane state highway and carried 18,000-26,500 daily vehicles in 2023 in Morro Bay. Three Highway 1 interchanges provide access to the project area. Caltrans traffic data shows that volumes at these interchanges have remained relatively steady from 2014 through 2021.

Atascadero Road is classified as a collector west of Highway 1 and becomes State Route 41 east of Highway 1.

Embarcadero Road is classified as a collector south of Beach Street and a minor arterial north of Beach Street. Class II bike lanes are provided on the segment between Beach Street and the power plant driveway.

Beach Street is classified as a minor arterial and has discontinuous Class II bike lanes. Beach Street has an 18 percent grade where it drops steeply to Embarcadero Road.

Harbor Street, Pacific Street, and Marina Street are collector roadways that connect to Embarcadero Road. These roads drop down to Embarcadero Road with between 12 and 16 percent grades.

Morro Bay Boulevard is a minor arterial that ends at Market Street above the Embarcadero. A wooden staircase provides pedestrian access to Embarcadero Road from Market Street.

Beach Street and Harbor Street are designated truck access points to Embarcadero Road.

1.2 VEHICULAR TRAFFIC

This section summarizes vehicular traffic conditions, including automobiles and trucks. **Figure 1** shows the daily traffic data and Waterfront study area.

Seven-day roadway segment counts were collected in July and October 2025 at the following locations:

- Embarcadero Road north of Beach Street
- Embarcadero Road north of Pacific Street
- Embarcadero Road south of Marina Street
- Atascadero Road west of Highway 1 Southbound Ramps
- Beach Street east of Embarcadero Road
- Harbor Street west of Market Avenue
- Pacific Street east of Embarcadero Road
- Marina Street east of Embarcadero Road

Table 1 shows average weekday average daily traffic (ADT) during the mid-week (Tuesday-Thursday) and weekend ADT for the eight study locations, also shown on **Figure 1**.

Table 1: 2025 Waterfront Master Plan Counts

2025 Waterfront Master Plan Counts			
Road	Data Collection Location	Weekday ADT	Weekend ADT
Embarcadero Rd	North of Beach St	6,900	10,800
Embarcadero Rd	North of Pacific St	2,800	5,500
Embarcadero Rd	South of Marina St	3,200	5,100
Atascadero Rd	West of Highway 1 Southbound Ramps	3,500	3,600
Beach St	East of Embarcadero Rd	7,000	6,600
Harbor St	West of Market Ave	2,000	3,000
Pacific St	East of Embarcadero Rd	1,800	2,500
Marina St	East of Embarcadero Rd	1,700	2,300

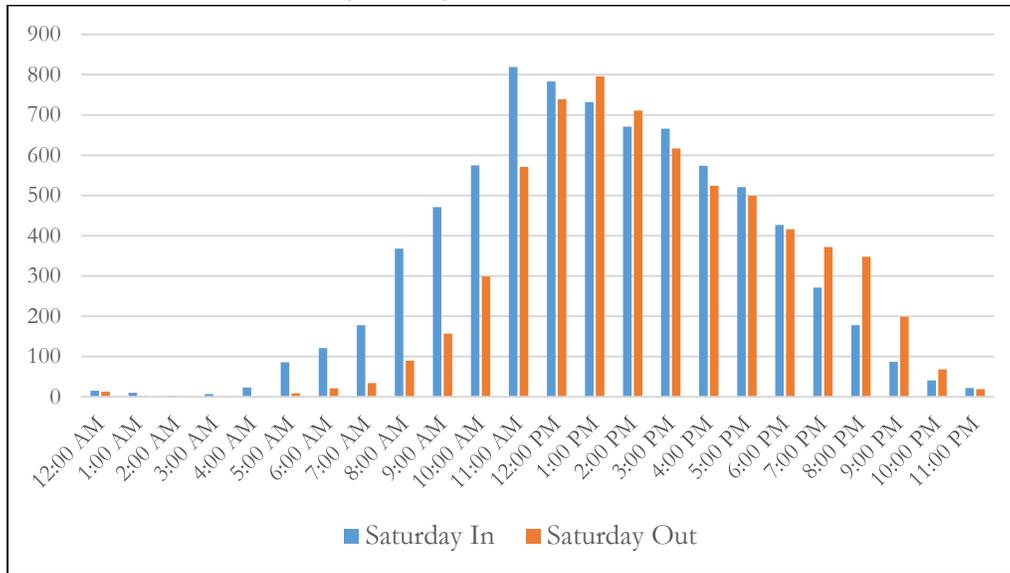
ADT = Average Daily Traffic.

Weekend flows are generally higher than flows on weekdays, particularly along Embarcadero Road. All of the two-lane roadway segments in the Plan area are well below their functional traffic capacity (roughly 13,500 ADT for LOS E operations on a two-lane collector road).

Approximately 6,000 vehicles enter and exit the plan area south of Morro Creek on weekdays, increasing to over 7,000 vehicles on weekends. Holidays, special events, and busy summer weekends produce temporary congestion and queuing on roads in and near the plan area. Intersections are congestion choke points during busy periods, notably Beach Street/Main Street and Beach Street/Embarcadero.

Exhibit 1 shows hourly flows to the Embarcadero area from Beach Street, Harbor Street, Pacific Street, and Marina Street on a Saturday.

Exhibit 1: Saturday Hourly Vehicle Flows to Embarcadero Area



Vehicles flow into the area through the morning, peaking near lunchtime when parking occupancy is highest. Patterns are similar on weekdays, but with lower volumes.

Beach Street and Pacific Street are designated truck routes. Trucks regularly block one lane of Embarcadero Road while delivering goods.

1.3 PEDESTRIAN AND BICYCLE FACILITIES

Figure 2 shows key bicycle and pedestrian facilities in the study area.

The Harborwalk is a pedestrian path connecting Morro Rock to the Embarcadero on the bay side of the restaurants and other bay-front businesses. As properties redevelop Harborwalk gaps are closed. The largest gap is near the Coast Guard station across from the power plant where most pedestrians walk through the parking lot.

Sidewalks are present along most of Embarcadero Road, but are often too narrow to comfortably accommodate the high volumes of visitors along key blocks. No striped crosswalk exists on Embarcadero Road near the Maritime Museum and adjacent parking lot.

In 2015 the Morro Creek Multi-Use bridge was completed providing a connection from Atascadero Road to Embarcadero Road for bicycles, pedestrians, and emergency vehicles. Embarcadero Road has a variety of bicycle and pedestrian facilities:

- A Class I multi-use path with separated boardwalk parallels Embarcadero Road from Coleman Park to Morro Rock.
- Class II bike lanes are provided between Beach Street and the power plant driveway. Most of these lanes parallel curbside parking and cyclists ride within the ‘door zone’ at risk of opening driver-side doors.
- A bicycle and pedestrian path easement exists on the landscaped strip between Embarcadero Road and the power plant site from the Maritime Museum to the power plant driveway.
- South of Beach Street Embarcadero Road is striped with Class III sharrows and has on-street parking on both sides.

Class II bike lanes are provided on Atascadero Road east of Park Street with Class III sharrows striped west of Park Street.

SLOCOG deployed an automatic counter in 2018 on the Morro Creek bridge connecting Embarcadero Road to Atascadero Road to count pedestrian and bicycle usage. Data was collected 24 hours a day, seven days per week for at least three consecutive months. No delineation was made between bicyclists and pedestrians in the count.

- Annual Activity: 249,207
- Monthly Activity: 26,364
- Weekly Activity: 4,756
- Daily Activity: 681

The bridge is well used and is an important connection for residents, commuters, visitors, students, and emergency services.

1.4 TROLLEY AND TRANSIT

Morro Bay is currently served by two summer trolley lines, San Luis Obispo Regional Transit Authority Routes (SLO RTA) 12 and 15, the Morro Bay Fixed Route, and the Morro Bay Call-A-Ride service all of which are operated by SLO RTA as of June 1, 2025.

The Morro Bay Trolley routes are the North Trolley and Downtown Trolley. The North Trolley operates from Spencer’s Market to Morro Strand campground and then back downtown and to the Embarcadero. The

Downtown Trolley operates from the State Park campground to downtown and the Embarcadero. These routes are seasonal and were in service from June 7th to September 28th in 2025.

RTA Route 12 operates in a loop from downtown San Luis Obispo to Morro Bay and Los Osos with a stop at Cuesta College. RTA Route 15 operates between Morro Bay, Cayucos, and San Simeon with special service to the Hearst Castle Visitor's Center on Saturdays and Sundays. These routes stop at the Morro Bay City Park, roughly ½ mile from the Waterfront Plan area.

Morro Bay Transit operates in a one direction loop that serves downtown, the Embarcadero, north and south Morro Bay. Morro Bay Call-A-Ride provides pick-up and drop-off service within ¾ of a mile of the Morro Bay Transit route.

While only the North Trolley, Downtown Trolley, and Morro Bay Fixed Route operate in or on the boundary of the Waterfront Master Plan Study Area, RTA Routes 12 and 15 are likely used by visitors accessing the study area when not using a car as their mode of travel and Morro Bay Call-A-Ride could serve destinations in the study area if requested.

1.5 WATER TRANSPORTATION

The bay is a major community asset, supporting recreation, commercial and recreational fishing, a Coast Guard Station, and hosting transient vessels. Transient and permanent moorings and slips are available from the City of Morro Bay and private entities.



Figure 1: Daily Traffic Volumes (2025)
Morro Bay Waterfront Master Plan



Legend

- Morro Bay Waterfront Master Plan Boundary
- Class I Multi-Use Path
- Class I Multi-Use Path (Planned)
- Class II Bike Lane
- Class III Bike Route
- Harborwalk
- Harborwalk (Planned)

Data Sources: Imagery by ESRI, 2025.
Roads by County of San Luis Obispo, 2025.

Figure 2: Bicycle and Pedestrian Facilities
Morro Bay Waterfront Master Plan

Map Last Updated: 1/25/2026
Map Created By: SierraGIS

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Feet

Central Coast Transportation Consulting
Traffic Engineering & Transportation Planning

2.0 Parking

Parking is a key community concern. Parking is free within the City, and areas with time restrictions are infrequently enforced. The following section summarizes parking counts and demand in the study area and highlights key parking-related information from the Public Parking Study (2021), Plan Morro Bay Circulation Element (2021), Parking Management Plan (2007), and Waterfront Master Plan (1996).

2.1 PUBLIC PARKING MANAGEMENT STUDY (2021)

This study evaluated the Embarcadero and Downtown areas, collecting extensive parking occupancy data during summer weekday and weekend conditions. **Table 1** summarizes the existing parking supply by study area. Where spaces were not clearly delineated, reasonable projections of the number of spaces existing were calculated. Refer to **Attachment B** for a summary occupancy map from this study.

Table 2: 2021 Public Parking Study Inventory

2021 Public Parking Study Inventory		
Study Area	Embarcadero	Morro Rock
On-Street	383	-
Off-Street	753	384
Total	1,136	384

Source: Walker Consultants, 2021 Public Parking Study

Over 1,500 parking spaces are provided in the study area.

2.1.1 Morro Rock

Morro Rock parking demand peaked during summer on the weekend at 2 PM, with 341 spaces occupied, corresponding to an approximate utilization rate of 89 percent. Summer demands were significantly higher than off-season. The study recommends consideration of paid parking at parking lots close to Morro Rock.

2.1.2 Embarcadero

Demand for parking in the Embarcadero area peaked Saturday at noon, with 981 spaces occupied, an 86 percent utilization rate. Embarcadero Road between Pacific Street and Beach Street experienced higher demand and many prime spaces were occupied by long-term parkers such as business employees.

The following were recommended for this study area:

- Remove some on-street parking on Embarcadero Road to widen sidewalks and increase pedestrian access.
- Implement three-hour time limits for on-street parking between 9 AM and 7 PM.
- Implement time limits by facility type, with off-street parking tentatively unrestricted, but monitored.
- Paid Parking for “Prime Spaces” (multi-space meters, pay-by-phone, etc.) – especially a pilot on spaces between Harbor Street and Pacific Street.
- Maintain a free parking area in the lot currently used for vessel storage adjacent to the Maritime Museum.
- Implement a parking ambassador form of enforcement.

2.2 PLAN MORRO BAY (2021)

The Circulation Element of Plan Morro Bay identifies several public parking locations within the Waterfront Master Plan Study Area. They include:

- Informal dirt lots and curbside parking north of Morro Creek on the Embarcadero
- Dirt lot just south of Morro Creek on the Embarcadero
- Several lots along Coleman Drive north of the Embarcadero and south of Morro Rock
- Parking on-street along the Embarcadero and Lots along the T-piers

Policy Cir-2.2 calls for improved lateral connections by relocating parking away from street-end parking lots west of Embarcadero Road. These street-end lots currently supply approximately 63 of the 1,136 spaces in the Embarcadero.

Plan Morro Bay's Land Use Element calls for consolidation of parking into concentrated areas in the Embarcadero to allow for a pedestrian promenade along Embarcadero Road.

Recommendations in the Circulation Element include establishing paid parking, expanding in-lieu fee programs, adding more EV charging stations, and reconfiguring coastal access lots to increase parking supply.

2.3 PARKING MANAGEMENT PLAN (2007)

The 2007 Parking Management Plan finds that on average a vehicle parks for 90-100 minutes during a weekday in Morro Bay and 65-80 minutes on the weekend. **Attachment B** shows a summary map showing observed parking occupancies.

Parking demand is found to peak on the weekends between 1 and 2 PM where parking in public spots from Beach Street to Pacific Street on the Embarcadero is greater than 100 percent (meaning all legal spots are full, but motorists are parking illegally in places where their car fits) and between 85-100 percent on the Embarcadero between Pacific and Driftwood Street.

On weekdays, demand peaks between 1 and 2 PM and ranges from 85-100 percent from Beach Street and Harbor Street and Morro Bay Boulevard and Pacific Street while Embarcadero north of Beach Street, between Harbor Street and Morro Bay Boulevard, and between Pacific and Marina Street sits between 75-85 percent demand.

2.4 WATERFRONT MASTER PLAN (1996)

Appendix B: Areawide Transportation and Harbor Improvements Section b.2: Public Parking identifies several parking deficiencies in the study area that include:

- Strained parking resources near the T-piers and Morro Rock during peak demand.
- Poorly laid out parking lots that are ill defined or lack key infrastructure like a turnaround area for larger recreational vehicles.
- Conflicts with pedestrians and service vehicles at the T-pier parking lots.
- Too few ADA spots.

While many of these issues have been addressed, the parking lots at the T-piers remain a barrier to connecting the Harborwalk further south on the Embarcadero.

3.0 Transportation Safety

The following section summarizes transportation safety within the Waterfront Master Plan area.

3.1 LOCAL ROAD SAFETY PLAN (2023)

The 2023 Local Roads Safety Plan states the following are prioritized projects for the waterfront on Embarcadero Road between Marina Street and Beach Street:

- Lower speed limits per California Assembly Bill 43 (15-20mph)
- Implement delivery time restrictions to reduce truck congestion
- Install high visibility crosswalk striping, install bulb-outs at intersections
- Install Rectangular Rapid Flashing Beacon, install raised crosswalks

In addition, the plan lists the following safety priorities for all local roads:

- Lower speeds
- Reduce cut-through traffic
- Improving lighting

Multiple collision hot-spots are noted at intersections along Embarcadero Road. Community input received on the plan notes difficulty connecting to the waterfront area by bicycle.

3.2 COLLISIONS

Collision data was compiled for the plan area for the past ten years (Start of 2015 through 2024) using the Statewide Integrated Traffic Records System (SWITRS) and its successor, the California Crash Reporting System (CCRS) Data. SWITRS data was used for collisions ranging from the start of 2015 through 2021, and CCRS was used from the start of 2021 through 2024. The bullet list below summarizes collision statistics from the ten-year survey.

- 72 crashes were reported throughout the survey period.
- 17 hit fixed object or other object crashes were reported.
- 61 property damage (labeled hit object fixed or otherwise and no injury listed) only crashes were reported.
- Four pedestrian involved crashes were reported.
- Three bike crashes were reported.
- 11 injury crashes were reported (2015-2020, 2 other visible injury crashes, two complaints of pain, 2021-2024, 7 just listed as injury, no delineation of severity).
- No fatalities were reported in the study area from 2015 through 2024. A fatality was reported in 2014 at the intersection of Beach Street and Front Street involving a bicycle and motor vehicle.

Over 1/3 of all collisions in the study area involved parked vehicles. Almost 60 percent of the collisions occurred on a Friday, Saturday, or Sunday.

4.0 Current and Past Planning Documents

This section summarizes the current and past planning documents pertinent to the development of the new Morro Bay Waterfront Mater Plan

4.1 WATERFRONT MASTER PLAN (1996)

The Waterfront Master Plan provides a history of the waterfront, issues in the planning areas, and recommends guidelines for development of the area.

Appendix B: Areawide Transportation and Harbor Improvements identifies traffic congestion on Embarcadero, dead-end roads at Morro Rock and Tidelands Parks, lack of continuous bike and pedestrian routes, lack of disabled access amenities as key transportation issues within the Waterfront Master Plan Area, and lack of public transportation within the study area. Chapter 3: Transportation and Harbor Improvements recommends the following improvements in the study area:

- Constructing a two-lane bridge across Morro Creek with pedestrian and bike access to provide additional emergency routes for key areas, allow Coleman Park to be accessed from another route to reduced congestion, and provide an alternate route to T-Pier area for trucks and fishing support vehicles.
- Reconfiguring Embarcadero as a one-way street and making Front Street the main traffic carrier between Beach Street and Harbor Street to improve circulation, parking operation, and to improve pedestrian access and enable beautification projects like sidewalk widening and landscaping.
- Connecting South Street to Embarcadero to remove cul-de-sac issues allowing alternative exit from Tidelands Park.
- Constructing a continuous pathway from Beach Street to Coleman Park and the State Park while also more generally providing additional bike paths, lateral access to the waterfront, and other pedestrian and disabled access facilities within the study area.
- Implementing a trolley that carries passengers to the State Beach, Morro Rock, Tidelands Park, and major stops in between

Several of these recommendations have been implemented in some form like the Morro Creek Bridge, the seasonal Morro Bay Trolley, and the Morro Bay Harborwalk, others have yet to be constructed like the connection between South Street and Embarcadero and the conversion of Embarcadero to a one-way street.

4.2 2011 MORRO BAY BICYCLE & PEDESTRIAN MASTER PLAN

This document provides proposed biking and walking policies, programs, and projects over a 15-year period and summarizes the various planning processes that led to their development. Though the document focuses on Morro Bay as a whole, Appendix J – Proposed Bikeway and Pedestrian Projects, is particularly relevant to the Waterfront Master Plan Study Area. Tables 21 and 22 from Appendix J list bike and pedestrian projects within Morro Bay ranked by a weighted system that includes public input, connectivity, proximity to activity centers, transit, and collisions. Many potential projects in the Waterfront Master Plan Study Area were ranked highly.

The relevant rankings from Table 21: Compiled List of Bicycle Projects & Programs determined by Stakeholder Priority and Weighted Ranking are listed below:

- #1 Bicycle and pedestrian bridge over Morro Creek & connector paths to Atascadero Road & Embarcadero (completed in 2015).
- #3 Bicycle and pedestrian path through Power Plant.
- #4 Make Embarcadero more bike friendly.
- #17 ADA compliant ramp up bluff from Embarcadero to Olive Street.

The relevant rankings from Table 22: Compiled List of Pedestrian Projects & Programs determined by Stakeholder Priority and Weighted Ranking are listed below:

- #1 Bicycle and pedestrian bridge over Morro Creek & connector paths to Atascadero Road and Embarcadero.
- #3 Make Embarcadero more pedestrian-friendly.
- #5 Bicycle and pedestrian path through Power Plant.
- #9 construct pedestrian stairs from Rock parking lot to beach.
- #10 ADA compliant ramp up bluff from Embarcadero to Olive Street.

The report also lists existing bicycle facilities and expenditures for bicycle and pedestrian projects within the study area.

4.3 DOWNTOWN WATERFRONT STRATEGIC PLAN (2018)

The Downtown Waterfront Strategic Plan outlines the direction for both private and public development in Morro Bay's waterfront and downtown for the next five to ten years. The area of study pertinent to the Morro Bay Waterfront Master Plan is bounded by Embarcadero Road from Beach Street to Pacific Street.

Chapter 1: Introduction includes transportation projects that were identified as priorities by the General Plan Advisory Committee (GPAC) are listed below:

- Centennial Staircase (including an outdoor performance area).
- Walkability along the water.
- Wayfinding signage to and between downtown and the waterfront.
- Improving the discontinuity of lateral access.
- Circulation improvements for all modes along the Embarcadero.

Chapter 2: Vision Plan addresses these needs through the introduction of catalyst projects within the study area. Transportation project relevant to the Morro Bay Waterfront Master Plan are listed below:

- Catalyst Project A: Harbor Walk – a continuous path along the western edge of Embarcadero Road so pedestrians and cyclists can comfortably access coastal amenities.
- Catalyst Project I: Embarcadero Streetscape Furnishing Palette – Stylistically consistent palette of amenities that improve the character and safety of the Embarcadero for pedestrians and cyclists.

Chapter 3: General Design Guidelines provides direction for transportation relevant topics and Chapter 4: Implementation provides guidance on project priority level, groups responsible for planning and implementation, and funding sources and schemes.

4.4 PLAN MORRO BAY (2021)

The Plan Morro Bay Circulation Element outlines the city's existing transportation network, coastal parking facilities, and multimodal transportation facilities. It also identifies Morro Bay's transportation deficiencies and various goals and policies.

The Circulation Element calls for the construction of sidewalks on Embarcadero Road north of Beach Street and providing a vehicular connection to relocate traffic away from Beach Street to serve projected traffic growth associated with redevelopment of the power plant site.

While many of the goals, policies, and implementation actions are aimed at improving circulation, safety, connectivity, greenhouse gas emissions, and multimodal access as whole within Morro Bay, a few policies and implementation actions within the Circulation and Land Use Elements directly target the Waterfront Master Plan Study Area:

- Policy CIR-2.2: Street End Pedestrian Connections. Create safer and more distinct lateral access connections across the street ends on the west side of the Embarcadero at Dunes, Harbor, Morro Bay Boulevard, Front, Pacific, Marina, and Driftwood Streets, including by relocating parking from these areas.
- Policy LU-8.4: Embarcadero. Investigate the feasibility of one-way closure or full closure of Embarcadero to create a pedestrian plaza.
- Policy LU-8.5: Wayfinding. Design and install comprehensive wayfinding signage along the Embarcadero Road that addresses all modes of travel, including transit, trucks, bicycles, and cars. Excessive signs and other visually intrusive landscape features shall be avoided.
- Policy LU-8.14: Work to make the streets in the Embarcadero pedestrian friendly by widening sidewalks, adding bulb outs, and improving crossings.
- Implementation Action LU-19: Name and brand the entire lateral accessway through the lateral access focus area and beyond (as applicable) as the Morro Bay Harborwalk. This should be reflected in all wayfinding and signage and city materials.

Many of the above policies and implementation actions echo issues and projects highlighted in earlier planning documents. Other mentions of the Embarcadero throughout the General Plan tangential to transportation point to both sea level rise, lateral access to the bay, accessibility, and the noise produced by vehicles as being points of concern within the study area.

4.5 PAVEMENT MANAGEMENT PLAN UPDATE (2022)

The 2022 Pavement Conditions Index (PCI) for roads within the Waterfront Master Plan are as follows:

- The Embarcadero: Category II - Good (Non-Load)
- Coleman Drive: Category II - Good (Non-Load)
- Emergency Access Section of Embarcadero: Category V - Very Poor
- Embarcadero north of Morro Creek to Atascadero Road: Category IV – Poor
- Atascadero to Highway One: Category I - Very Good
- Park Street: Category II - Good (Non-Load)
- Front Street north of Harbor Street: Category II - Good (Non-Load)
- Front Street south of Harbor Street: Category I - Very Good

Some of these roads, notably northbound Embarcadero Road from Marina Street to Harbor Street, were resurfaced in 2025.

5.0 References

City of Morro Bay. 2011. Bicycle and Pedestrian Master Plan.

_____. 2022. Capital Projects Update.

_____. 2023. Local Road Safety Plan.

_____. 2021. Morro Bay Public Parking Management Study

_____. 2007. Parking Management Plan.

_____. 2022. Pavement Management Program Update.

_____. 2021. Plan Morro Bay.

_____. 1996. Waterfront Master Plan.

_____. 2018. Waterfront Strategic Plan.

San Luis Obispo Council of Governments. 2020. Bike and Pedestrian Count Report

Transportation Research Board. Highway Capacity Manual, 2000 and 6th Edition.

Appendix A: Traffic Counts



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Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No. 1

Road Name Embarcadero

Nearest Cross St n/o Beach St

Survey Date 7/25/25 thru 7/31/25

Latitude 35.3692144

Longitude -120.854595

Peak Day Saturday

Number of Lanes 2

Comments

Hour	Northbound					Southbound					Hourly Totals	
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	2	1	0	0	3	4	0	1	3	8	11	
1:00 AM	2	2	0	0	4	1	0	0	0	1	5	
2:00 AM	1	0	0	0	1	1	1	1	0	3	4	
3:00 AM	0	1	1	3	5	0	2	0	0	2	7	
4:00 AM	0	3	3	4	10	0	0	2	3	5	15	
5:00 AM	3	4	9	11	27	4	0	1	4	9	36	
6:00 AM	10	12	29	32	83	6	5	6	14	31	114	
7:00 AM	28	33	23	42	126	16	10	19	26	71	197	
8:00 AM	35	53	50	112	250	33	25	32	43	133	383	
9:00 AM	51	42	47	65	205	69	60	35	48	212	417	
10:00 AM	71	65	50	89	275	58	56	69	49	232	507	
11:00 AM	109	94	101	122	426	70	63	76	89	298	724	
12:00 PM	108	84	98	87	377	107	157	129	91	484	861	
1:00 PM	74	83	98	91	346	107	115	143	140	505	851	
2:00 PM	78	86	85	97	346	121	133	120	114	488	834	
3:00 PM	72	70	87	81	310	164	186	135	97	582	892	
4:00 PM	79	75	67	68	289	93	117	68	99	377	666	
5:00 PM	58	69	68	73	268	85	95	67	83	330	598	
6:00 PM	50	51	44	35	180	58	53	84	52	247	427	
7:00 PM	50	35	46	33	164	59	45	50	37	191	355	
8:00 PM	20	22	15	12	69	40	39	59	41	179	248	
9:00 PM	15	8	11	3	37	27	24	25	8	84	121	
10:00 PM	6	8	4	4	22	11	15	17	3	46	68	
11:00 PM	2	3	1	3	9	2	2	1	3	8	17	
Total	3832					8358					4526	
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	724					AM PHF	0.858
PM Peak Hr 2:45 pm to 3:45 pm					PM Peak	925					PM PHF	0.903

Hour	Northbound					Southbound					Hourly Totals	
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	3	2	2	0	7	4	1	2	3	10	17	
1:00 AM	2	4	2	2	10	2	1	3	0	6	16	
2:00 AM	0	0	1	0	1	4	2	3	0	9	10	
3:00 AM	0	2	0	3	5	0	1	0	1	2	7	
4:00 AM	0	5	2	3	10	1	1	1	1	4	14	
5:00 AM	11	10	22	14	57	0	3	1	12	16	73	
6:00 AM	12	13	22	20	67	7	7	6	8	28	95	
7:00 AM	19	23	21	39	102	9	11	11	8	39	141	
8:00 AM	35	35	54	65	189	36	29	26	38	129	318	
9:00 AM	44	46	73	62	225	30	35	40	51	156	381	
10:00 AM	104	101	110	118	433	62	76	83	78	299	732	
11:00 AM	97	148	148	133	526	74	97	97	117	385	911	
12:00 PM	120	164	128	133	545	112	116	168	133	529	1074	
1:00 PM	137	119	152	127	535	139	134	120	119	512	1047	
2:00 PM	130	119	123	92	464	128	181	133	182	624	1088	
3:00 PM	103	96	98	91	388	162	137	158	152	609	997	
4:00 PM	105	104	95	102	406	175	159	188	139	661	1067	
5:00 PM	79	89	81	81	330	164	127	130	151	572	902	
6:00 PM	84	61	60	56	261	121	96	97	98	412	673	
7:00 PM	71	53	42	57	223	90	95	72	79	336	559	
8:00 PM	36	25	27	17	105	79	81	56	40	256	361	
9:00 PM	11	11	6	9	37	33	28	30	22	113	150	
10:00 PM	7	7	5	2	21	18	12	9	11	50	71	
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Total	4959					10731					5772	
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PM Peak Hr 2:15 pm to 3:15 pm					PM Peak	1095					PM PHF	0.913

Hour	Northbound					Southbound					Hourly Totals	
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
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1:00 AM	1	0	3	1	5	1	4	2	1	8	13	
2:00 AM	1	0	0	1	2	0	2	0	0	2	4	
3:00 AM	0	0	2	0	2	4	2	1	0	7	9	
4:00 AM	2	2	3	4	11	0	0	1	0	1	12	
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6:00 AM	19	17	18	21	75	3	6	3	13	25	100	
7:00 AM	21	31	20	28	100	13	5	12	23	53	153	
8:00 AM	31	25	34	39	129	24	31	31	40	126	255	
9:00 AM	36	39	62	67	204	33	34	28	36	131	335	
10:00 AM	68	73	82	104	327	62	70	67	58	257	584	
11:00 AM	99	101	146	144	490	59	101	91	83	334	824	
12:00 PM	129	130	140	123	522	89	120	125	100	434	956	
1:00 PM	131	130	90	111	462	184	133	118	142	577	1039	
2:00 PM	100	109	75	93	377	158	138	141	179	616	993	
3:00 PM	83	87	90	92	352	123	152	153	121	549	901	
4:00 PM	93	81	55	65	294	113	112	102	143	470	764	
5:00 PM	55	61	66	48	230	105	107	106	97	415	645	
6:00 PM	62	57	52	44	215	75	66	69	52	262	477	
7:00 PM	34	33	39	40	146	60	49	34	60	203	349	
8:00 PM	31	20	18	12	81	72	52	47	26	197	278	
9:00 PM	6	8	1	2	17	28	10	11	6	55	72	
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AM Peak Hr 11:00 am to 12:00 pm					AM Peak	824					AM PHF	0.869
PM Peak Hr 0:30 pm to 1:30 pm					PM Peak	1066					PM PHF	0.846

Hour	Northbound					Southbound					Hourly Totals	
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
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1:00 AM	1	1	2	1	5	0	0	2	1	3	8	
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3:00 AM	0	0	1	1	2	1	1	1	0	3	5	
4:00 AM	1	0	0	6	7	0	0	0	3	3	10	
5:00 AM	3	5	6	7	21	3	3	3	2	11	32	
6:00 AM	10	10	11	22	53	4	3	5	8	20	73	
7:00 AM	28	31	31	61	151	19	19	15	28	81	232	
8:00 AM	36	49	80	92	257	35	24	28	47	134	391	
9:00 AM	46	30	46	40	162	52	92	47	43	234	396	
10:00 AM	50	79	60	66	255	44	49	58	43	194	449	
11:00 AM	109	83	88	122	402	63	57	63	93	276	678	
12:00 PM	91	80	89	62	322	83	151	125	85	444	766	
1:00 PM	64	92	86	91	333	93	84	120	87	384	717	
2:00 PM	64	59	63	61	247	94	104	85	91	374	621	
3:00 PM	59	62	70	78	269	82	72	86	77	317	586	
4:00 PM	78	61	62	65	266	79	77	72	77	305	571	
5:00 PM	51	65	51	62	229	81	76	68	57	282	511	
6:00 PM	53	56	48	41	198	49	70	60	51	230	428	
7:00 PM	52	49	42	44	187	53	47	35	38	173	360	
8:00 PM	42	22	15	13	92	40	88	43	53	224	316	
9:00 PM	11	8	10	8	37	26	27	15	11	79	116	
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PM Peak Hr 12:00 pm to 1:00 pm					PM Peak	766					PM PHF	0.829

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
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1:00 AM	0	1	0	0	1	0	1	1	0	2	3
2:00 AM	0	1	0	1	2	0	0	0	0	0	2
3:00 AM	0	0	0	2	2	0	0	1	0	1	3
4:00 AM	0	0	1	3	4	0	0	0	2	2	6
5:00 AM	5	6	7	8	26	5	4	4	3	11	37
6:00 AM	10	8	28	22	68	5	3	10	10	28	96
7:00 AM	25	25	16	42	108	13	9	15	23	60	168
8:00 AM	38	50	79	109	276	16	29	41	34	120	396
9:00 AM	46	39	49	59	193	66	41	29	48	184	377
10:00 AM	66	78	64	81	289	48	47	56	48	199	488
11:00 AM	88	85	111	98	382	59	59	64	63	245	627
12:00 PM	107	85	91	66	349	77	90	103	74	344	693
1:00 PM	78	71	85	71	305	72	79	103	87	341	646
2:00 PM	60	87	55	49	251						



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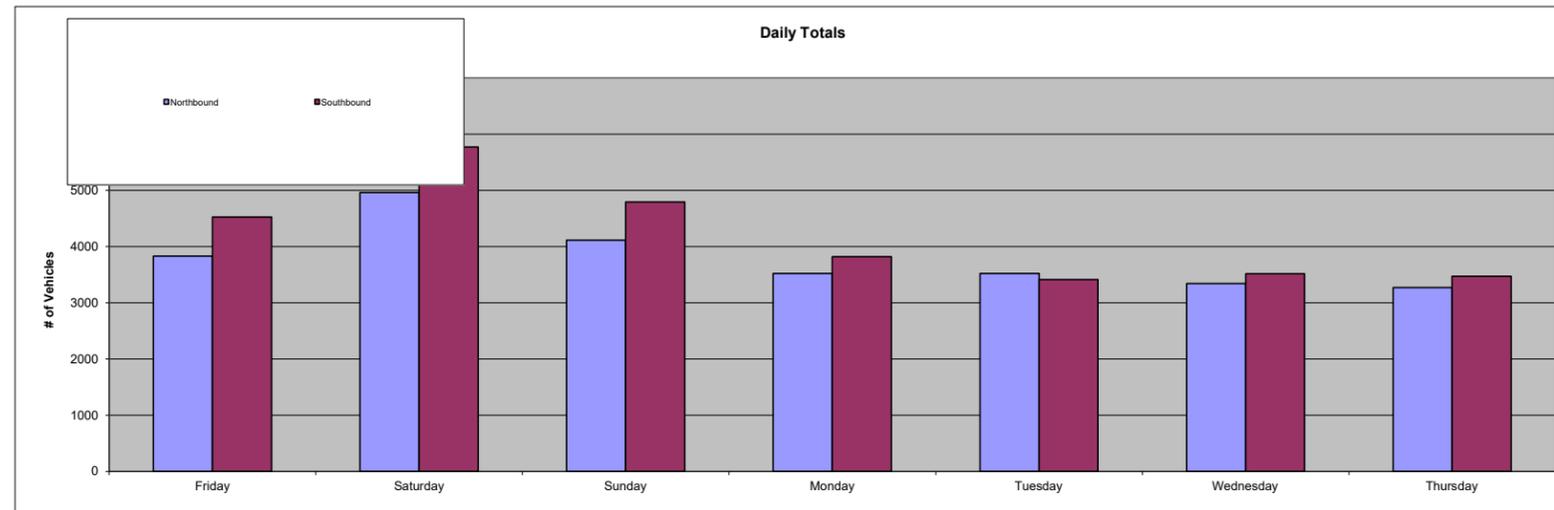
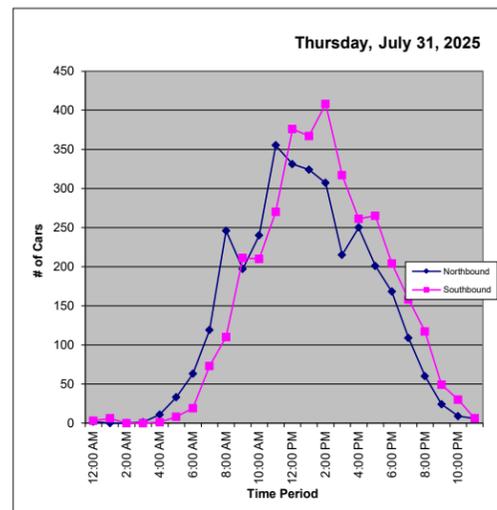
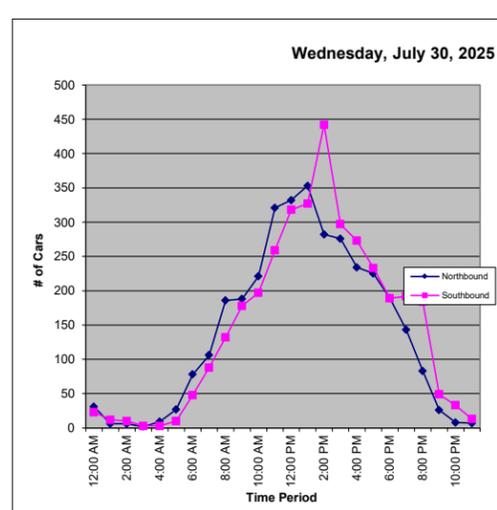
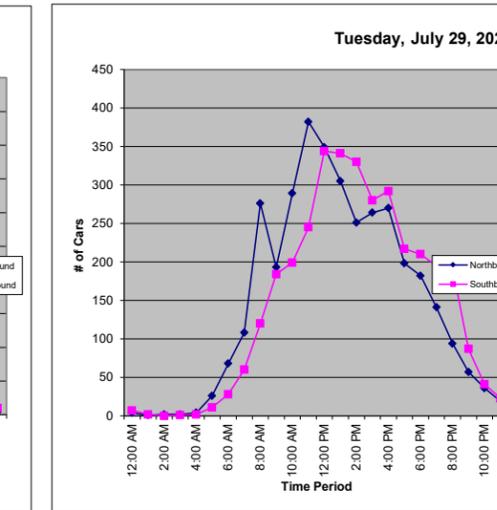
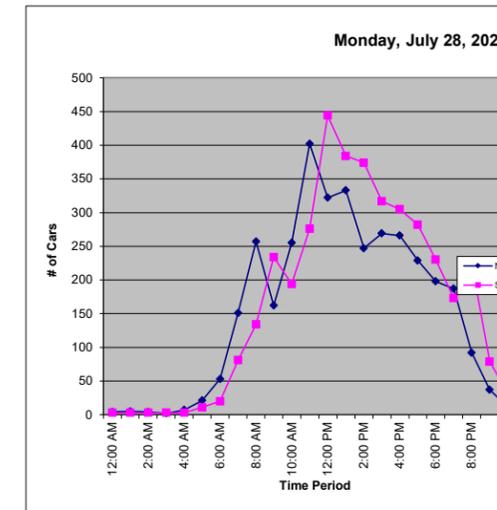
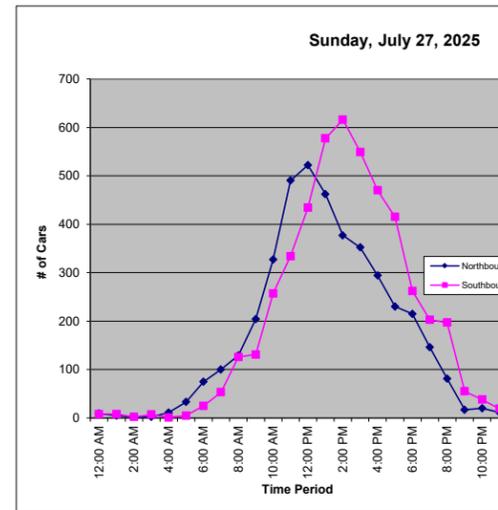
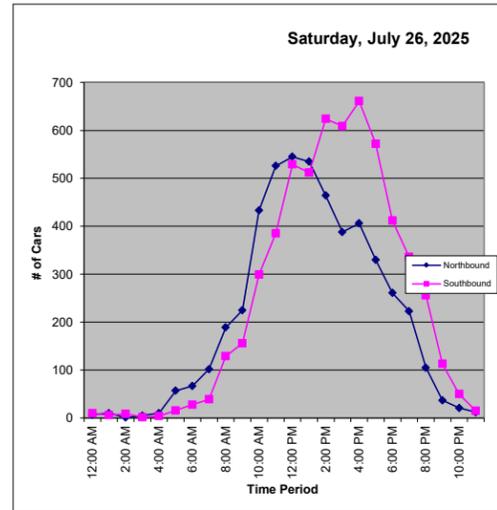
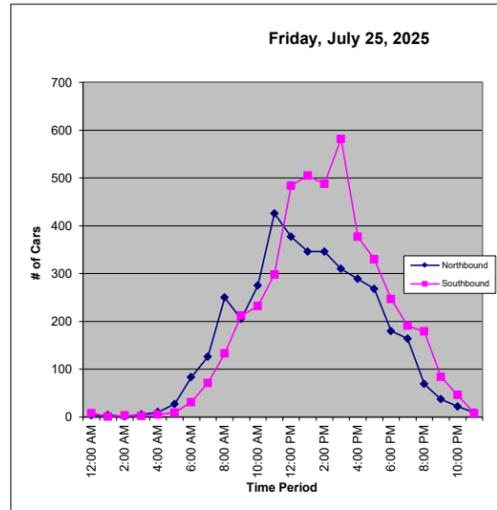
Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No.	1
Road Name	Embarcadero
Nearest Cross St	n/o Beach St
Survey Date	7/25/25 thru 7/31/25
Latitude	35.3692144
Longitude	-120.854595
Peak Day	45864
Number of Lanes	2
Comments	

Hour	SUMMARY							Total	ADI	Wkday Avg	Wkend Avg
	25-Fri	26 Sat	27 Sun	28 Mon	29 Tue	30 Wed	31 Thu				
12:00 AM	11	17	17	7	11	54	5	122	17	18	17
1:00 AM	5	16	13	8	3	18	6	69	10	8	15
2:00 AM	4	10	4	7	2	16	0	43	6	6	7
3:00 AM	7	7	9	5	3	5	1	37	5	4	8
4:00 AM	15	14	12	10	6	12	12	81	12	11	13
5:00 AM	36	73	38	32	37	37	41	294	42	37	56
6:00 AM	114	95	100	73	96	126	82	686	98	98	98
7:00 AM	197	141	153	232	168	194	192	1277	182	197	147
8:00 AM	383	318	255	391	396	318	356	2417	345	369	287
9:00 AM	417	381	335	396	377	366	408	2680	383	393	358
10:00 AM	507	732	584	449	488	418	450	3628	518	462	658
11:00 AM	724	911	824	678	627	580	625	4969	710	647	868
12:00 PM	861	1074	956	766	693	650	707	5707	815	735	1015
1:00 PM	851	1047	1039	717	646	680	691	5671	810	717	1043
2:00 PM	834	1088	993	621	581	724	715	5556	794	695	1041
3:00 PM	892	997	901	586	544	573	532	5025	718	625	949
4:00 PM	666	1067	764	571	562	507	511	4648	664	563	916
5:00 PM	598	902	645	511	415	458	466	3995	571	490	774
6:00 PM	427	673	477	428	392	378	372	3147	450	399	575
7:00 PM	355	559	349	360	336	335	267	2561	366	331	454
8:00 PM	248	361	278	316	286	267	177	1933	276	259	320
9:00 PM	121	150	72	116	144	75	73	751	107	106	111
10:00 PM	68	71	58	44	77	41	39	398	57	54	65
11:00 PM	17	27	30	14	42	20	12	162	23	21	29
Total	8358	10731	8906	7338	6932	6852	6740	55857	7980	7244	9819
Percentages	14.96%	19.21%	15.94%	13.14%	12.41%	12.27%	12.07%	100.00%	14.29%	12.97%	17.58%





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Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No. 2

Road Name Embarcadero

Nearest Cross St n/o Pacific St

Survey Date 7/25/25 thru 7/31/25

Latitude 35.3654102

Longitude -120.853093

Peak Day Saturday

Number of Lanes 2

Comments

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	0	0	0	0	2	1	0	0	3	3
1:00 AM	1	0	0	0	1	1	0	1	0	2	3
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	0	1	1	0	2	0	0	0	0	0	2
4:00 AM	0	2	1	3	6	0	1	1	1	3	9
5:00 AM	0	3	1	2	6	2	0	0	1	3	9
6:00 AM	0	3	9	6	18	6	2	4	3	15	33
7:00 AM	8	13	6	15	42	9	6	5	10	30	72
8:00 AM	12	14	26	22	74	19	14	15	16	64	138
9:00 AM	22	11	25	23	81	12	13	18	38	81	162
10:00 AM	28	31	18	45	122	15	46	41	26	128	250
11:00 AM	29	37	49	48	163	43	29	46	53	171	334
12:00 PM	54	60	34	35	183	50	46	55	62	213	396
1:00 PM	50	44	63	69	226	56	48	67	60	231	457
2:00 PM	45	58	47	46	196	65	58	72	58	253	449
3:00 PM	53	44	46	47	190	61	55	36	67	219	409
4:00 PM	37	38	37	47	159	39	51	43	57	190	349
5:00 PM	36	47	46	50	179	40	42	39	38	159	338
6:00 PM	29	33	29	38	129	47	36	35	22	140	269
7:00 PM	29	33	36	25	123	42	29	15	25	111	234
8:00 PM	17	18	16	10	61	17	16	19	17	69	130
9:00 PM	12	12	9	8	41	11	12	6	10	39	80
10:00 PM	4	1	1	1	7	1	7	5	1	14	21
11:00 PM	1	3	0	0	4	3	1	0	1	5	9
Total	2013					4156					2143

AM Peak Hr 11:00 am to 12:00 pm AM Peak 334 AM PHF 0.827
PM Peak Hr 1:30 pm to 2:30 pm PM Peak 485 PM PHF 0.933

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	2	2	0	4	2	1	2	1	6	10
1:00 AM	1	0	0	1	2	0	1	1	1	3	5
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	0	0	0	2	2	0	0	0	0	0	2
4:00 AM	0	2	1	0	3	0	1	0	0	1	4
5:00 AM	3	0	6	1	10	1	0	0	2	3	13
6:00 AM	2	5	7	3	17	7	3	7	3	20	37
7:00 AM	6	8	10	15	39	6	10	7	11	34	73
8:00 AM	21	20	13	23	77	8	14	14	20	56	133
9:00 AM	16	23	22	27	88	21	24	19	20	84	172
10:00 AM	31	57	64	56	208	39	35	29	47	150	358
11:00 AM	71	60	51	76	258	79	55	79	57	270	528
12:00 PM	67	79	83	71	300	59	83	78	68	288	588
1:00 PM	64	73	77	56	270	73	59	73	77	282	552
2:00 PM	86	75	88	53	302	68	52	65	69	254	556
3:00 PM	71	40	63	70	244	63	48	60	71	242	486
4:00 PM	58	82	60	60	260	62	57	61	56	236	496
5:00 PM	63	42	45	41	191	45	65	60	62	232	423
6:00 PM	52	42	39	24	157	56	58	55	46	215	372
7:00 PM	60	46	27	35	168	34	36	33	24	127	295
8:00 PM	38	19	19	10	86	29	34	15	21	99	185
9:00 PM	17	5	9	6	37	18	18	7	11	54	91
10:00 PM	5	5	9	2	21	4	5	4	3	16	37
11:00 PM	1	1	0	3	5	5	1	1	1	8	13
Total	2749					5429					2680

AM Peak Hr 11:00 am to 12:00 pm AM Peak 528 AM PHF 0.880
PM Peak Hr 12:15 pm to 1:15 pm PM Peak 599 PM PHF 0.924

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	0	1	0	1	3	1	1	0	5	6
1:00 AM	1	0	0	1	2	0	0	0	0	0	2
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	0	0	1	0	1	0	0	0	0	0	1
4:00 AM	0	2	3	3	8	1	2	1	2	6	14
5:00 AM	2	1	2	1	6	2	0	1	1	4	10
6:00 AM	5	1	4	3	13	3	1	1	7	12	25
7:00 AM	6	5	5	12	28	5	4	8	9	26	54
8:00 AM	22	17	14	19	72	13	17	8	21	59	131
9:00 AM	23	21	27	25	96	10	21	23	15	69	165
10:00 AM	34	54	40	46	174	26	26	35	38	125	299
11:00 AM	65	61	59	70	255	43	53	60	49	205	460
12:00 PM	66	61	49	58	234	38	72	54	70	234	468
1:00 PM	54	39	48	52	193	79	91	61	57	288	481
2:00 PM	83	57	49	51	240	77	54	77	67	275	515
3:00 PM	58	48	66	43	215	48	49	59	68	224	439
4:00 PM	47	46	38	47	178	44	51	46	34	175	353
5:00 PM	33	34	41	34	142	23	51	41	37	152	294
6:00 PM	40	35	22	18	115	37	26	28	29	120	235
7:00 PM	28	22	21	34	105	23	26	26	27	102	207
8:00 PM	20	16	14	10	60	30	27	22	15	94	154
9:00 PM	5	1	5	4	15	12	5	5	1	23	38
10:00 PM	2	3	0	1	6	4	7	0	1	12	18
11:00 PM	3	2	2	1	8	3	2	3	1	9	17
Total	2167					4386					2219

AM Peak Hr 11:00 am to 12:00 pm AM Peak 460 AM PHF 0.966
PM Peak Hr 2:00 pm to 3:00 pm PM Peak 515 PM PHF 0.805

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	1	1	0	3	1	0	1	2	4	7
1:00 AM	0	1	0	0	1	1	0	1	1	3	4
2:00 AM	1	1	0	0	2	0	0	0	0	0	2
3:00 AM	0	0	1	2	3	0	0	0	0	0	3
4:00 AM	0	0	1	4	5	0	0	1	0	1	6
5:00 AM	3	3	2	2	10	0	1	3	1	5	15
6:00 AM	7	5	2	3	17	4	2	4	5	15	32
7:00 AM	7	8	16	23	54	9	10	7	20	46	100
8:00 AM	20	18	26	20	84	18	13	12	8	51	135
9:00 AM	11	27	28	19	85	10	18	35	21	84	169
10:00 AM	31	32	29	34	126	17	15	26	35	93	219
11:00 AM	39	49	43	65	196	40	34	45	37	156	352
12:00 PM	43	26	57	45	171	41	42	45	26	154	325
1:00 PM	29	42	45	37	153	45	58	45	27	175	328
2:00 PM	35	36	26	39	136	41	31	28	34	134	270
3:00 PM	57	26	31	34	148	45	36	34	39	154	302
4:00 PM	27	35	30	24	116	35	49	19	38	141	257
5:00 PM	30	53	23	28	134	29	35	36	29	129	263
6:00 PM	19	18	36	28	101	29	21	29	25	104	205
7:00 PM	21	45	20	25	111	24	28	19	19	90	201
8:00 PM	13	6	9	10	38	12	22	16	16	66	104
9:00 PM	7	10	5	1	23	8	12	8	6	34	57
10:00 PM	1	2	0	0	3	5	2	3	1	11	14
11:00 PM	1	2	0	0	3	1	4	0	1	6	9
Total	1723					3379					1656

AM Peak Hr 11:00 am to 12:00 pm AM Peak 352 AM PHF 0.863
PM Peak Hr 0:30 pm to 1:30 pm PM Peak 347 PM PHF 0.850

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	1	0	1	2	0	3	0	0	3	5
1:00 AM	0	1	0	0	1	0	1	0	1	2	3
2:00 AM	0	0	0	0	0	1	0	0	0	1	1
3:00 AM	0	2	0	1	3	0	0	0	0	0	3
4:00 AM	0	3	0	2	5	0	0	0	0	0	5
5:00 AM	1	4	2	2	8	3	3	3	2	11	19
6:00 AM	1	4	7	3	15	5	1	1	6	13	28
7:00 AM	9	8	6	13	36	7	8	6	11	32	68
8:00 AM	9	15	13	12	49	12	9	18	8	47	96
9:00 AM	16	23	30	29	98	29	9	21	26	85	183
10:00 AM	23	35	24	37	119	18	34	40	34	126	245
11:00 AM	35	43	34	47	159	30	36	40	47	153	312
12:00 PM	48	53	32	47	180	64	54	46	43	207	387
1:00 PM	53	43	37	41	174	47	51	50	55	203	377
2:00 PM	47	45	27	23	142	51	33	39	55	178	320
3:00 PM	50	48	36	56	190	43	41	33	40	157	347
4:00 PM	39	38	36	49	162	43	35	38	34	150	312
5:00 PM	31	37	29	36	133	35	27	27	47	136	269
6:00 PM	35	34	19	27	115	26	28	23	32	109	224
7:00 PM	21</										



Metro Traffic Data Inc.
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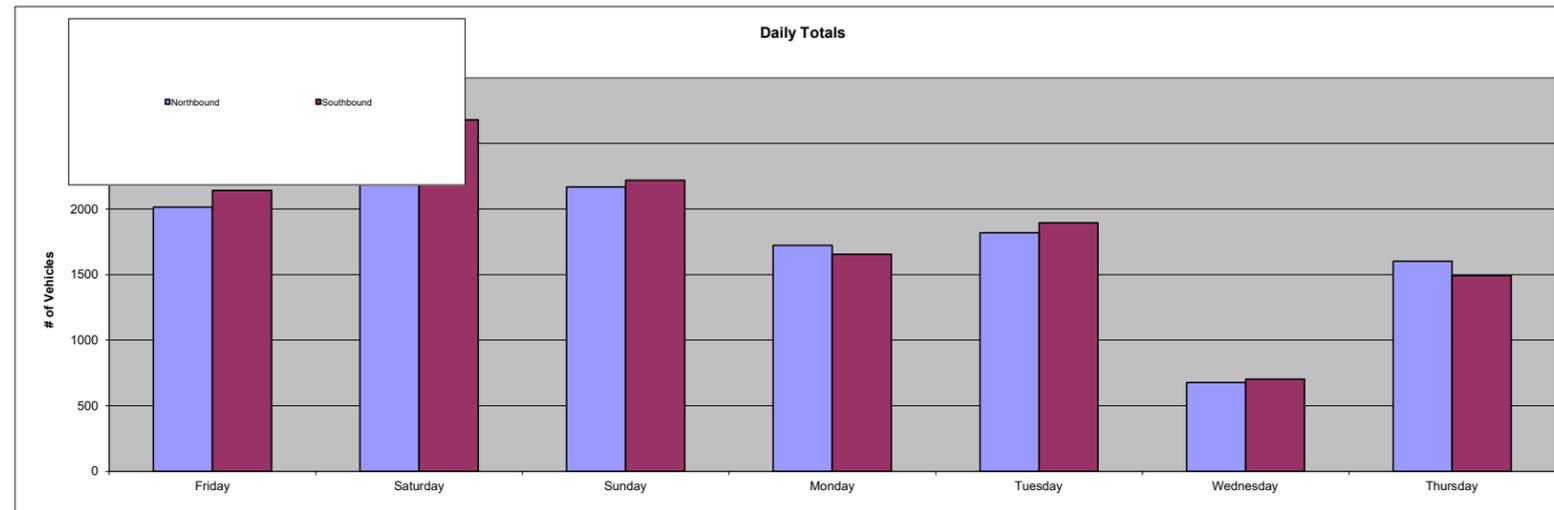
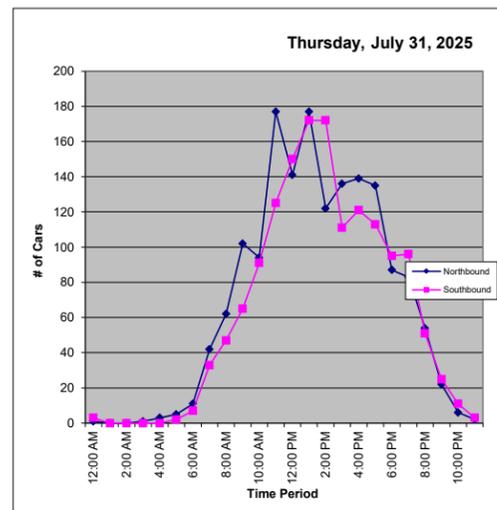
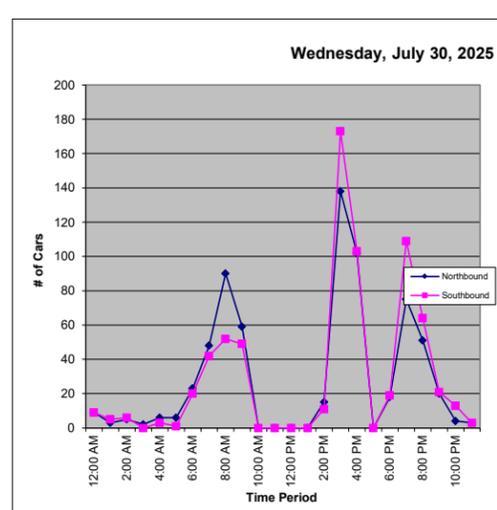
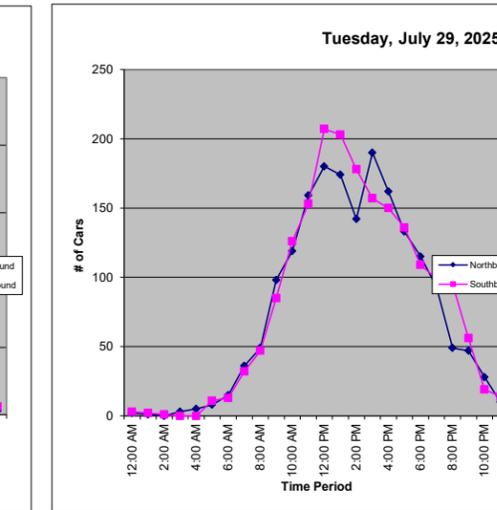
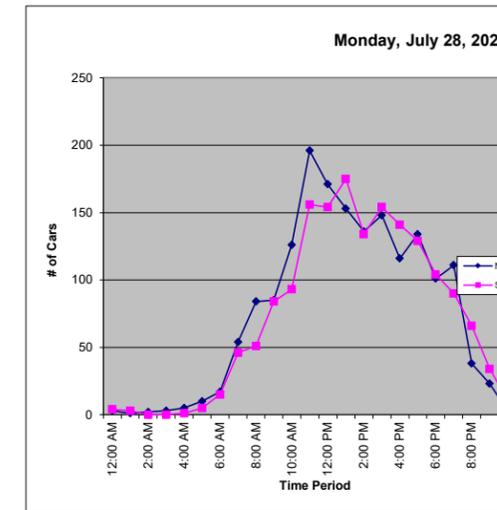
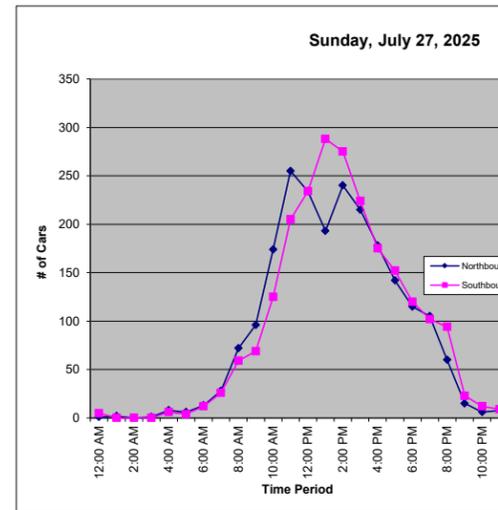
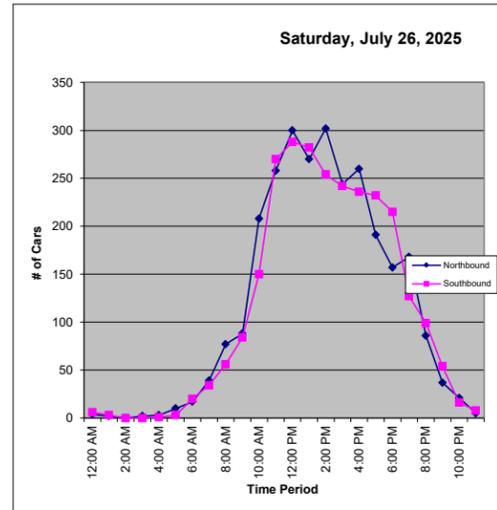
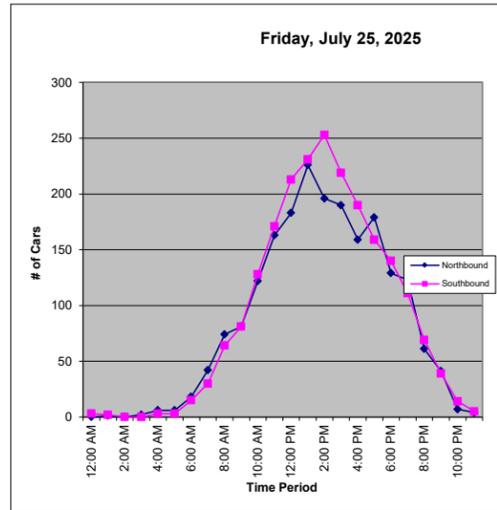
Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No.	2
Road Name	Embarcadero
Nearest Cross St	n/o Pacific St
Survey Date	7/25/25 thru 7/31/25
Latitude	35.3654102
Longitude	-120.853093
Peak Day	45864
Number of Lanes	2
Comments	

Hour	SUMMARY							Total	ADI	Wkday Avg	Wkend Avg
	25-Fri	26 Sat	27 Sun	28 Mon	29 Tue	30 Wed	31 Thu				
12:00 AM	3	10	6	7	5	18	4	53	8	7	8
1:00 AM	3	5	2	4	3	8	0	25	4	4	4
2:00 AM	0	0	0	2	1	11	0	14	2	3	0
3:00 AM	2	2	1	3	3	2	1	14	2	2	2
4:00 AM	9	4	14	6	5	9	3	50	7	6	9
5:00 AM	9	13	10	15	19	7	7	80	11	11	12
6:00 AM	33	37	25	32	28	43	18	216	31	31	31
7:00 AM	72	73	54	100	68	90	75	532	76	81	64
8:00 AM	138	133	131	135	96	142	109	884	126	124	132
9:00 AM	162	172	165	169	183	108	167	1126	161	158	169
10:00 AM	250	358	299	219	245	0	185	1556	222	180	329
11:00 AM	334	528	460	352	312	0	302	2288	327	260	494
12:00 PM	396	588	468	325	387	0	291	2455	351	280	528
1:00 PM	457	552	481	328	377	0	349	2544	363	302	517
2:00 PM	449	556	515	270	320	26	294	2430	347	272	536
3:00 PM	409	486	439	302	347	311	247	2541	363	323	463
4:00 PM	349	496	353	257	312	205	260	2232	319	277	425
5:00 PM	338	423	294	263	269	0	248	1835	262	224	359
6:00 PM	269	372	235	205	224	37	182	1524	218	183	304
7:00 PM	234	295	207	201	192	184	179	1492	213	198	251
8:00 PM	130	185	154	104	144	115	105	937	134	120	170
9:00 PM	80	91	38	57	103	41	47	457	65	66	65
10:00 PM	21	37	18	14	47	17	17	171	24	23	28
11:00 PM	9	13	17	9	24	6	5	83	12	11	15
Total	4156	5429	4386	3379	3714	1380	3095	25539	3648	3145	4908
Percentages	16.27%	21.26%	17.17%	13.23%	14.54%	5.40%	12.12%	100.00%	14.29%	12.31%	19.22%





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Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No. **3**

Road Name **Embarcadero**

Nearest Cross St **s/o Marina St**

Survey Date **7/25/25 thru 7/31/25**

Latitude **35.3637081**

Longitude **-120.8525631**

Peak Day **Saturday**

Number of Lanes **2**

Comments

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	0	0	1	2	1	1	1	0	3	5
1:00 AM	3	0	0	0	3	1	0	1	0	2	5
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	0	0	0	0	0	0	0	0	1	1	1
4:00 AM	0	2	1	0	3	0	2	0	0	2	5
5:00 AM	1	2	2	0	5	1	1	2	1	5	10
6:00 AM	0	3	5	0	8	3	5	4	5	17	25
7:00 AM	2	13	10	14	39	10	13	12	13	48	87
8:00 AM	11	18	15	14	58	18	12	13	14	57	115
9:00 AM	13	8	12	17	50	9	15	10	20	54	104
10:00 AM	29	21	26	30	106	23	36	25	20	104	210
11:00 AM	30	35	26	32	123	36	29	37	49	151	274
12:00 PM	47	39	33	50	169	26	38	36	66	166	335
1:00 PM	49	42	49	53	193	51	46	32	56	185	378
2:00 PM	47	46	67	51	211	47	36	39	46	168	379
3:00 PM	50	43	52	54	199	37	47	32	36	152	351
4:00 PM	27	31	71	42	171	31	46	41	35	153	324
5:00 PM	43	45	41	34	163	43	44	32	33	152	315
6:00 PM	32	44	30	29	135	36	36	22	20	114	249
7:00 PM	43	36	26	17	122	28	21	9	20	78	200
8:00 PM	13	20	16	14	63	9	7	9	8	33	96
9:00 PM	11	9	9	7	36	10	7	10	6	33	69
10:00 PM	5	0	2	2	9	3	3	4	2	12	21
11:00 PM	2	1	0	1	4	0	2	1	3	6	10
Total	1872					3568					1696

AM Peak Hr 11:00 am to 12:00 pm AM Peak 274 AM PHF 0.846
PM Peak Hr 1:45 pm to 2:45 pm PM Peak 391 PM PHF 0.897

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	1	2	2	6	3	0	1	1	5	11
1:00 AM	1	0	0	1	2	1	0	0	1	2	4
2:00 AM	0	0	0	0	0	1	0	0	0	1	1
3:00 AM	0	0	0	0	0	1	0	0	0	1	1
4:00 AM	0	1	1	1	3	0	2	1	1	4	7
5:00 AM	1	1	0	0	2	1	0	3	3	7	9
6:00 AM	2	3	3	5	13	11	5	14	4	34	47
7:00 AM	4	6	6	17	33	9	7	9	13	38	71
8:00 AM	11	16	9	15	51	8	24	14	23	69	120
9:00 AM	18	25	37	21	101	32	34	23	26	115	216
10:00 AM	22	38	33	27	120	30	23	34	53	140	260
11:00 AM	35	32	50	63	180	54	64	51	79	248	428
12:00 PM	66	68	81	68	283	60	89	96	76	321	604
1:00 PM	72	75	84	75	306	69	99	71	74	313	619
2:00 PM	95	90	75	52	312	65	44	48	63	220	532
3:00 PM	55	52	76	78	261	41	50	60	61	212	473
4:00 PM	70	83	66	79	298	36	56	54	30	176	474
5:00 PM	105	77	51	70	303	36	43	38	41	158	461
6:00 PM	56	37	44	31	168	46	33	23	24	126	294
7:00 PM	45	32	32	22	131	24	18	18	19	79	210
8:00 PM	36	16	26	15	93	11	18	4	17	50	143
9:00 PM	13	8	11	5	37	9	8	2	3	22	59
10:00 PM	4	2	7	1	14	4	2	1	1	8	22
11:00 PM	1	0	0	1	2	0	0	2	1	3	5
Total	5071					2352					

AM Peak Hr 11:00 am to 12:00 pm AM Peak 428 AM PHF 0.754
PM Peak Hr 1:15 pm to 2:15 pm PM Peak 638 PM PHF 0.917

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	1	1	0	3	1	1	1	1	4	7
1:00 AM	1	2	0	3	6	1	1	0	0	2	8
2:00 AM	0	0	0	0	0	0	0	0	1	1	1
3:00 AM	0	0	1	1	2	0	0	1	2	3	5
4:00 AM	2	1	1	4	8	1	2	1	2	6	14
5:00 AM	0	2	0	0	2	3	3	3	7	16	18
6:00 AM	4	3	4	3	14	12	6	8	6	32	46
7:00 AM	8	8	10	15	41	13	9	15	15	52	93
8:00 AM	9	18	11	15	53	18	13	16	23	70	123
9:00 AM	19	22	20	33	94	11	19	35	30	95	189
10:00 AM	30	30	24	38	122	20	20	49	31	120	242
11:00 AM	56	47	42	61	206	50	43	41	48	182	388
12:00 PM	41	48	67	63	219	46	48	64	63	221	440
1:00 PM	36	48	68	64	216	50	55	46	48	199	415
2:00 PM	65	75	57	76	273	47	50	77	71	245	518
3:00 PM	77	86	67	45	275	39	54	35	32	160	435
4:00 PM	55	53	31	2	141	33	36	27	3	99	240
5:00 PM	23	37	40	32	132	16	26	20	21	83	215
6:00 PM	35	19	21	24	99	14	14	24	23	75	174
7:00 PM	17	23	19	21	80	14	15	19	14	62	142
8:00 PM	21	7	13	17	58	15	9	17	8	49	107
9:00 PM	3	4	3	1	11	3	4	2	0	9	20
10:00 PM	3	3	5	0	11	2	1	0	1	4	15
11:00 PM	1	2	1	1	5	4	1	4	0	9	14
Total	3869					1798					

AM Peak Hr 11:00 am to 12:00 pm AM Peak 388 AM PHF 0.890
PM Peak Hr 2:30 pm to 3:30 pm PM Peak 537 PM PHF 0.913

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	1	1	0	3	1	1	0	0	2	5
1:00 AM	2	0	0	2	4	2	0	1	2	5	9
2:00 AM	1	0	0	0	1	0	0	0	0	0	1
3:00 AM	0	0	0	1	1	0	0	1	0	1	2
4:00 AM	0	0	1	1	2	0	0	2	0	2	4
5:00 AM	0	1	2	4	7	1	0	4	0	5	12
6:00 AM	4	1	3	3	11	6	2	6	6	20	31
7:00 AM	6	9	14	15	44	8	9	12	21	50	94
8:00 AM	8	12	21	12	53	11	13	19	17	60	113
9:00 AM	18	21	27	16	82	13	23	31	21	88	170
10:00 AM	33	30	22	28	113	16	21	21	19	77	190
11:00 AM	39	30	24	25	118	35	24	31	31	121	239
12:00 PM	26	33	34	49	142	40	33	32	34	139	281
1:00 PM	52	34	39	57	182	56	34	36	30	156	338
2:00 PM	46	29	30	31	136	35	26	32	33	126	262
3:00 PM	44	33	35	38	150	23	35	22	40	120	270
4:00 PM	29	33	36	44	142	19	25	21	36	101	243
5:00 PM	32	31	27	24	114	22	21	18	29	90	204
6:00 PM	15	18	26	17	76	21	17	18	19	75	151
7:00 PM	25	20	18	9	72	15	19	9	11	54	126
8:00 PM	9	11	11	19	50	7	10	6	14	37	87
9:00 PM	6	5	6	2	19	6	5	10	1	22	41
10:00 PM	6	6	0	0	12	3	1	1	1	6	18
11:00 PM	1	2	0	0	3	1	2	1	1	5	8
Total	1537					1362					

AM Peak Hr 11:00 am to 12:00 pm AM Peak 239 AM PHF 0.807
PM Peak Hr 1:00 pm to 2:00 pm PM Peak 338 PM PHF 0.782

Hour	Northbound					Southbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	2	1	0	3	0	1	2	1	4	7
1:00 AM	0	1	0	2	3	1	1	0	1	3	6
2:00 AM	0	0	1	0	1	0	0	0	0	0	1
3:00 AM	1	0	0	0	1	0	0	2	2	4	5
4:00 AM	0	1	0	0	1	0	0	0	0	0	1
5:00 AM	1	3	1	3	8	2	4	7	3	16	24
6:00 AM	3	3	2	3	11	5	1	3	10	19	30
7:00 AM	3	7	10	8	28	4	13	5	12	34	62
8:00 AM	16	7	18	11	52	11	18	18	14	61	113
9:00 AM	17	13	20	24	74	24	17	27	26	94	168
10:00 AM	40	24	25	26	115	22	15	25	24	86	201
11:00 AM	25	40	33	34	132	24	36	31	29	120	252
12:00 PM	36	37	33	40	146	31	34	36	42	143	289
1:00 PM	30	44	32	46	152	33	27	40	35	135	287
2:00 PM	57	47	23	50	177	41	32	33	51	157	334
3:00 PM	53	48	29	51	181	32	19	30	51	132	313
4:00 PM	36	43	35	51	165	39	31	37	22	129	294
5:00 PM	22	28	21	26	97	30	26	19	44	119	216
6:00 PM	23	28	23	28	102	23	17	25	22	87	189
7:00 PM	19	29	24	22	94	19	17	24	1		



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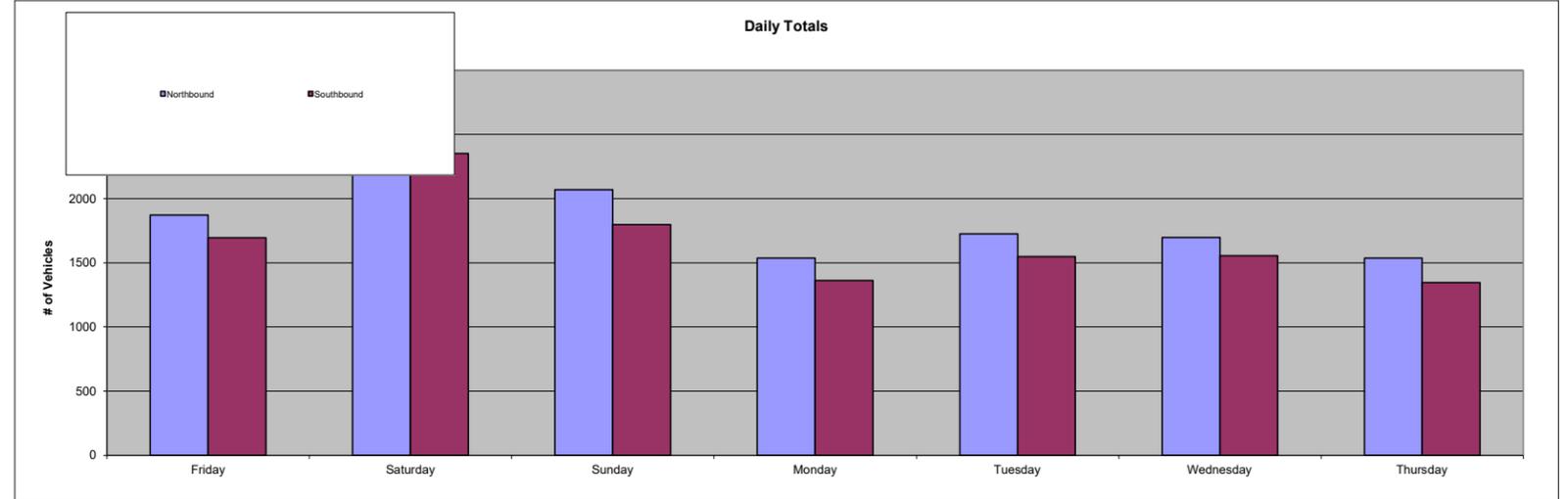
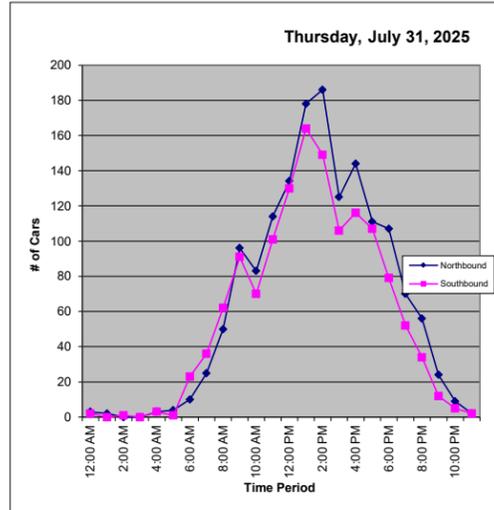
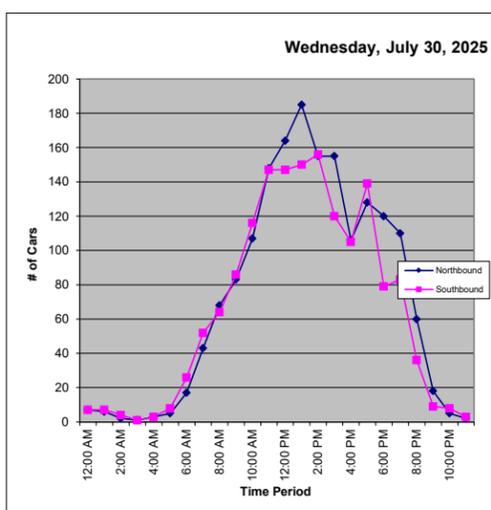
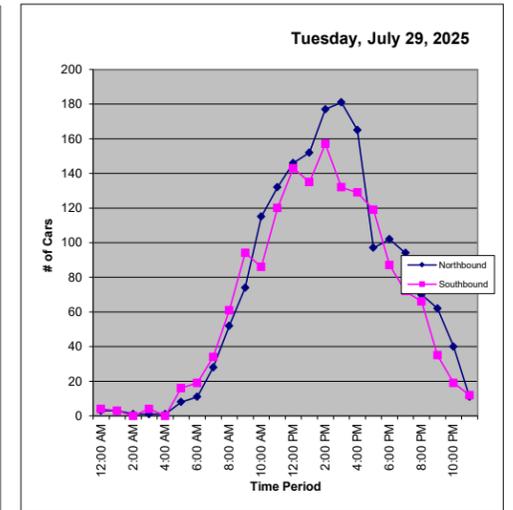
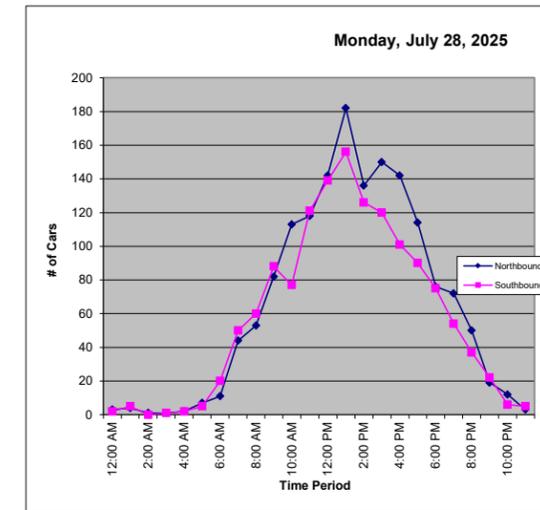
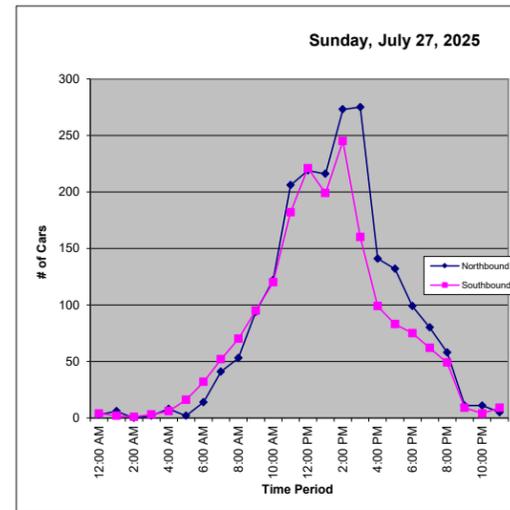
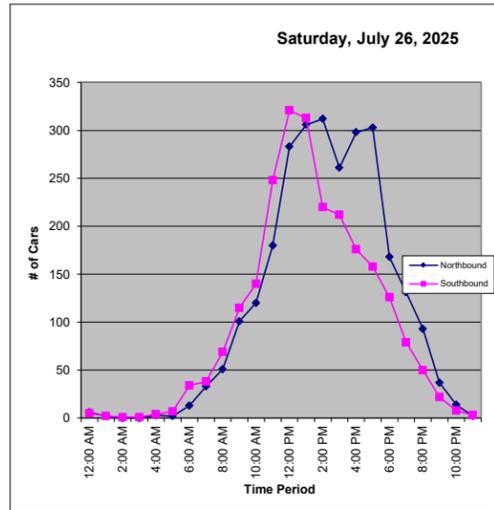
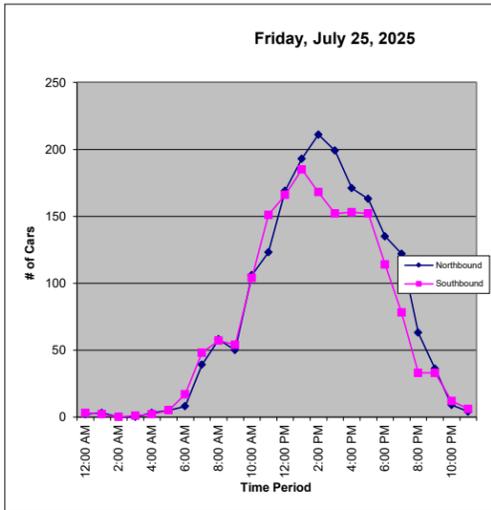
Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No.	3
Road Name	Embarcadero
Nearest Cross St	s/o Marina St
Survey Date	7/25/25 thru 7/31/25
Latitude	35.3637081
Longitude	-120.8525631
Peak Day	45864
Number of Lanes	2
Comments	

Hour	SUMMARY							Total	ADI	Wkday Avg	Wkend Avg
	25-Fri	26 Sat	27 Sun	28 Mon	29 Tue	30 Wed	31 Thu				
12:00 AM	5	11	7	5	7	14	5	54	8	7	9
1:00 AM	5	4	8	9	6	13	2	47	7	7	6
2:00 AM	0	1	1	1	1	6	1	11	2	2	1
3:00 AM	1	1	5	2	5	2	0	16	2	2	3
4:00 AM	5	7	14	4	1	6	6	43	6	4	11
5:00 AM	10	9	18	12	24	13	5	91	13	13	14
6:00 AM	25	47	46	31	30	43	33	255	36	32	47
7:00 AM	87	71	93	94	62	95	61	563	80	80	82
8:00 AM	115	120	123	113	113	132	112	828	118	117	122
9:00 AM	104	216	189	170	168	169	187	1203	172	160	203
10:00 AM	210	260	242	190	201	223	153	1479	211	195	251
11:00 AM	274	428	388	239	252	295	215	2091	299	255	408
12:00 PM	335	604	440	281	289	311	264	2524	361	296	522
1:00 PM	378	619	415	338	287	335	342	2714	388	336	517
2:00 PM	379	532	518	262	334	311	335	2671	382	324	525
3:00 PM	351	473	435	270	313	275	231	2348	335	288	454
4:00 PM	324	474	240	243	294	211	260	2046	292	266	357
5:00 PM	315	461	215	204	216	267	218	1896	271	244	338
6:00 PM	249	294	174	151	189	199	186	1442	206	195	234
7:00 PM	200	210	142	126	166	193	122	1159	166	161	176
8:00 PM	96	143	107	87	136	96	90	755	108	101	125
9:00 PM	69	59	20	41	97	27	36	349	50	54	40
10:00 PM	21	22	15	18	59	13	14	162	23	25	19
11:00 PM	10	5	14	8	23	5	4	69	10	10	10
Total	3568	5071	3869	2899	3273	3254	2882	24816	3545	3175	4470
Percentages	14.38%	20.43%	15.59%	11.68%	13.19%	13.11%	11.61%	100.00%	14.29%	12.79%	18.01%





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Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No. **4**

Road Name Atascadero Rd

Nearest Cross St w/o HWY 1 SB Ramps

Survey Date 7/25/25 thru 7/31/25

Latitude 35.379943

Longitude -120.8563475

Peak Day Friday

Number of Lanes 2

Comments

Hour	Eastbound					Westbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	4	2	1	0	7	2	3	4	0	9	16
1:00 AM	1	0	0	0	1	2	2	0	1	5	6
2:00 AM	0	1	0	0	1	0	0	0	0	0	1
3:00 AM	2	0	1	0	3	0	1	1	1	3	6
4:00 AM	2	0	2	1	5	0	0	0	1	1	6
5:00 AM	1	1	3	0	5	1	1	2	3	7	12
6:00 AM	2	3	6	2	13	3	3	5	8	19	32
7:00 AM	8	11	10	16	45	12	10	7	19	48	93
8:00 AM	14	40	30	20	104	26	24	21	19	90	194
9:00 AM	30	26	16	37	109	6	23	24	20	73	182
10:00 AM	35	20	58	49	162	20	24	22	39	105	267
11:00 AM	50	68	50	37	205	43	63	31	48	185	390
12:00 PM	38	33	53	51	175	38	58	34	47	177	352
1:00 PM	51	37	35	34	157	41	34	43	44	162	319
2:00 PM	75	61	37	28	201	43	35	33	35	146	347
3:00 PM	28	36	36	28	128	43	37	41	26	147	275
4:00 PM	30	28	43	30	131	35	53	50	65	203	334
5:00 PM	42	33	39	48	162	45	59	44	35	183	345
6:00 PM	40	22	54	44	160	36	51	35	40	162	322
7:00 PM	45	36	39	37	157	31	30	32	29	122	279
8:00 PM	20	13	36	30	99	16	24	23	22	85	184
9:00 PM	17	12	3	6	38	13	11	12	11	47	85
10:00 PM	6	4	3	6	19	7	14	5	7	33	52
11:00 PM	8	2	1	2	13	7	2	1	2	12	25
Total	2100					4124					2024

AM Peak Hr 10:45 am to 11:45 am AM Peak 393 AM PHF 0.750
PM Peak Hr 12:15 pm to 1:15 pm PM Peak 368 PM PHF 0.939

Hour	Eastbound					Westbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	2	4	0	7	0	1	4	0	5	12
1:00 AM	2	2	3	0	7	3	3	3	0	9	16
2:00 AM	0	0	0	2	2	0	1	2	2	5	7
3:00 AM	0	0	1	2	3	1	0	0	0	1	4
4:00 AM	0	1	0	0	1	0	0	0	0	0	1
5:00 AM	1	1	4	5	11	1	2	4	2	9	20
6:00 AM	4	2	7	6	19	1	1	6	7	15	34
7:00 AM	12	12	10	14	48	6	12	6	13	37	85
8:00 AM	15	14	28	19	76	15	13	30	31	89	165
9:00 AM	25	32	33	48	138	18	20	11	23	72	210
10:00 AM	41	48	31	34	154	25	24	31	30	110	264
11:00 AM	43	64	40	51	198	36	36	42	34	148	346
12:00 PM	59	40	43	31	173	49	46	45	49	189	362
1:00 PM	40	41	39	53	173	44	50	45	34	173	346
2:00 PM	50	53	40	35	178	44	48	47	56	195	373
3:00 PM	49	43	31	26	149	43	41	30	43	157	306
4:00 PM	32	39	34	36	141	37	32	31	24	124	265
5:00 PM	36	36	29	33	134	27	31	25	37	120	254
6:00 PM	30	28	27	23	108	31	23	0	0	54	162
7:00 PM	26	27	21	35	109	0	0	0	0	0	109
8:00 PM	18	21	32	13	84	0	0	0	0	0	84
9:00 PM	13	17	11	8	49	0	0	0	0	0	49
10:00 PM	6	5	6	5	22	0	0	0	0	0	22
11:00 PM	7	3	3	6	19	0	0	0	0	0	19
Total	2003					3515					1512

AM Peak Hr 11:00 am to 12:00 pm AM Peak 346 AM PHF 0.865
PM Peak Hr 2:00 pm to 3:00 pm PM Peak 373 PM PHF 0.923

Hour	Eastbound					Westbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	5	2	3	11	0	0	0	0	0	11
1:00 AM	0	4	0	1	5	0	0	0	0	0	5
2:00 AM	1	0	0	1	2	0	0	0	0	0	2
3:00 AM	0	1	1	2	4	0	0	0	0	0	4
4:00 AM	2	2	3	0	7	0	0	0	0	0	7
5:00 AM	4	1	2	5	12	1	0	1	3	5	17
6:00 AM	2	2	7	3	14	1	3	2	5	11	25
7:00 AM	7	5	15	11	38	2	11	8	11	32	70
8:00 AM	18	20	13	27	78	16	6	9	28	59	137
9:00 AM	23	27	33	40	123	17	34	29	32	112	235
10:00 AM	42	45	46	51	184	28	26	31	35	120	304
11:00 AM	70	58	35	35	198	36	28	30	33	127	325
12:00 PM	32	44	39	41	156	41	55	39	42	177	333
1:00 PM	35	44	32	33	144	48	47	45	42	182	326
2:00 PM	45	40	33	33	151	36	33	34	35	138	289
3:00 PM	41	41	34	26	142	44	31	28	24	127	269
4:00 PM	35	31	20	37	123	29	30	29	28	116	239
5:00 PM	34	22	35	28	119	32	12	24	24	92	211
6:00 PM	24	18	20	15	77	22	20	20	20	82	159
7:00 PM	16	18	21	19	74	19	20	22	24	85	159
8:00 PM	26	16	15	9	66	15	13	16	14	58	124
9:00 PM	2	8	4	5	19	8	7	7	4	26	45
10:00 PM	1	3	3	3	10	2	4	1	7	14	24
11:00 PM	5	3	0	2	10	5	3	5	3	16	26
Total	1767					3346					1579

AM Peak Hr 10:30 am to 11:30 am AM Peak 355 AM PHF 0.837
PM Peak Hr 12:15 pm to 1:15 pm PM Peak 343 PM PHF 0.866

Hour	Eastbound					Westbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	0	0	2	3	1	0	1	1	3	6
1:00 AM	2	0	1	1	4	0	0	2	2	4	8
2:00 AM	1	0	0	0	1	2	0	0	0	2	3
3:00 AM	0	0	0	0	0	0	0	0	0	0	0
4:00 AM	4	0	1	1	6	1	0	2	0	3	9
5:00 AM	5	0	2	0	7	0	0	2	2	4	11
6:00 AM	3	3	1	6	13	4	2	7	7	20	33
7:00 AM	8	11	8	14	41	9	5	8	8	30	71
8:00 AM	8	17	21	27	73	14	10	23	24	71	144
9:00 AM	37	23	21	34	115	17	19	16	37	89	204
10:00 AM	37	37	32	38	144	28	32	24	29	113	257
11:00 AM	35	34	47	41	157	31	29	47	36	143	300
12:00 PM	43	41	35	26	145	43	21	38	31	133	278
1:00 PM	35	29	39	35	138	42	49	37	51	179	317
2:00 PM	42	41	40	15	138	40	29	28	39	136	274
3:00 PM	31	39	25	21	116	31	35	29	32	127	243
4:00 PM	27	34	30	26	117	29	34	31	34	128	245
5:00 PM	21	41	66	39	167	32	43	45	61	181	348
6:00 PM	36	19	22	48	125	40	35	34	25	134	259
7:00 PM	30	14	41	58	143	36	36	31	27	130	273
8:00 PM	18	48	20	15	101	21	15	17	20	73	174
9:00 PM	29	20	5	7	61	16	9	14	3	42	103
10:00 PM	7	4	5	2	18	1	4	4	6	15	33
11:00 PM	3	2	2	0	7	4	5	1	1	11	18
Total	1840					3611					1771

AM Peak Hr 11:00 am to 12:00 pm AM Peak 300 AM PHF 0.798
PM Peak Hr 5:15 pm to 6:15 pm PM Peak 371 PM PHF 0.836

Hour	Eastbound					Westbound					Hourly Totals
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	2	0	0	3	0	3	0	2	5	8
1:00 AM	1	0	2	0	3	1	1	2	0	4	7
2:00 AM	0	1	0	1	2	0	3	1	0	4	6
3:00 AM	0	0	0	0	0	0	0	0	0	0	0
4:00 AM	0	0	0	1	1	0	0	0	2	2	3
5:00 AM	2	3	2	2	9	0	1	4	7	12	21
6:00 AM	2	7	5	6	20	8	10	15	9	42	62
7:00 AM	14	24	17	33	88	4	10	11	11	36	124
8:00 AM	14	22	31	19	86	13	15	18	20	66	152
9:00 AM	22	27	22	13	84	24	18	17	13	72	156
10:00 AM	13	24	31	29	97	18	21	17	30	86	183
11:00 AM	44	42	24	43	153	25	30	37	33	125	278
12:00 PM	34	28	32	28	122	32	37	27	34	130	252
1:00 PM	33	24	35	38	130	21	34	26	33	114	244
2:00 PM	35	32	43	46	156	29	26	49	49	153	309
3:00 PM	27	35	29	26	117	47	49	29	31	156	273
4:00 PM	23	15	30	28	96	25	27	31	35	118	214
5:00 PM	50	28	25	57	160	33	32	37	41	143	303
6:00 PM	30	29	25	23	107	29	15	26			



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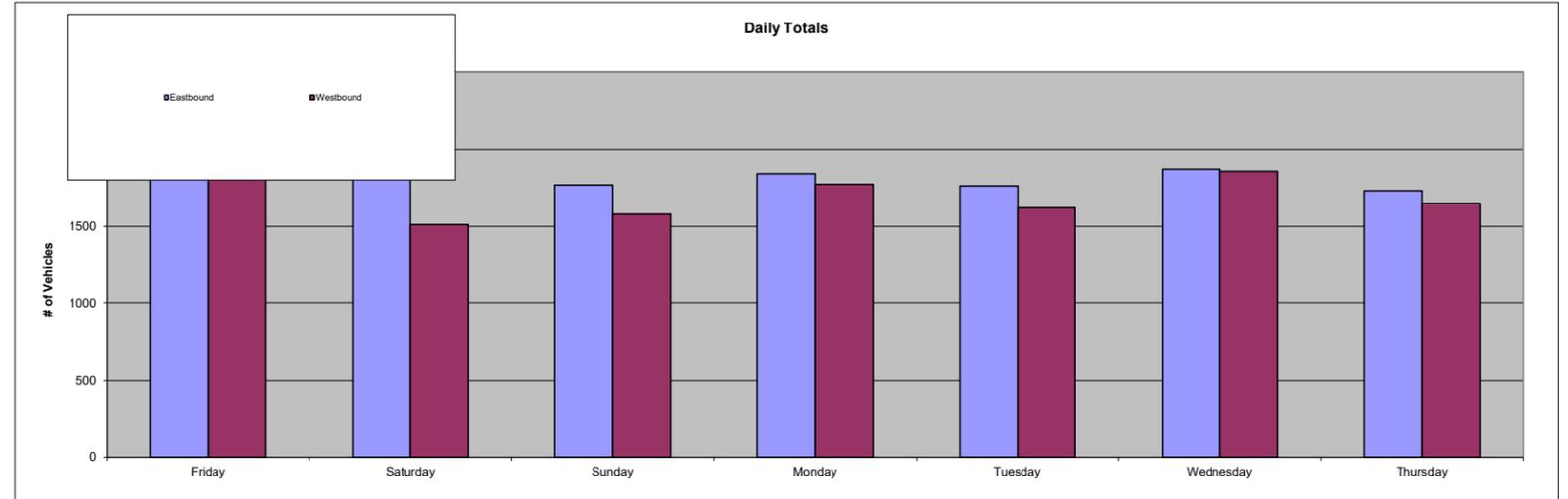
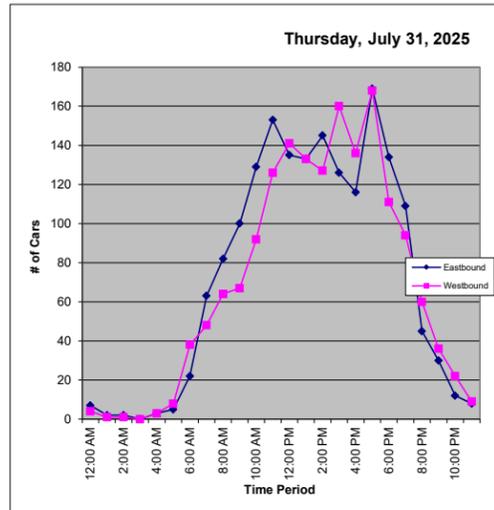
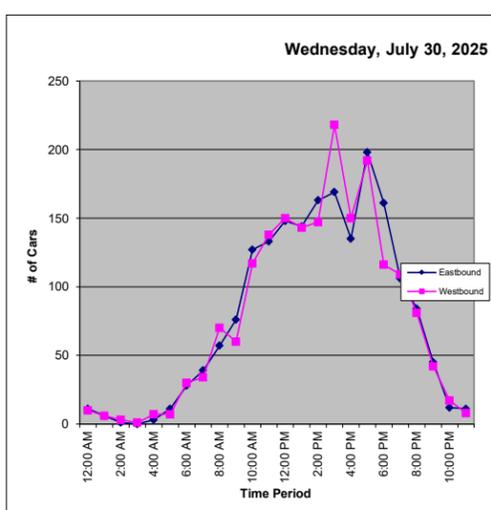
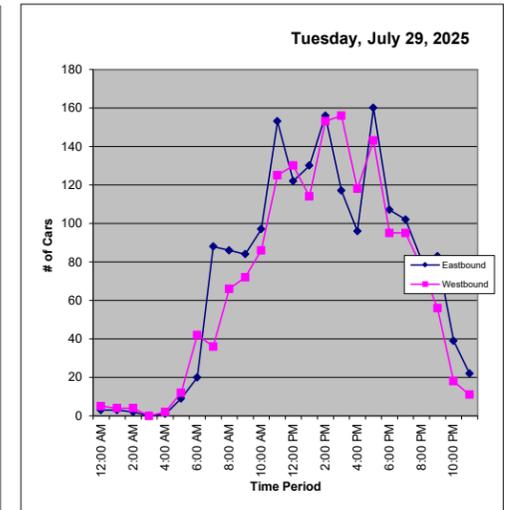
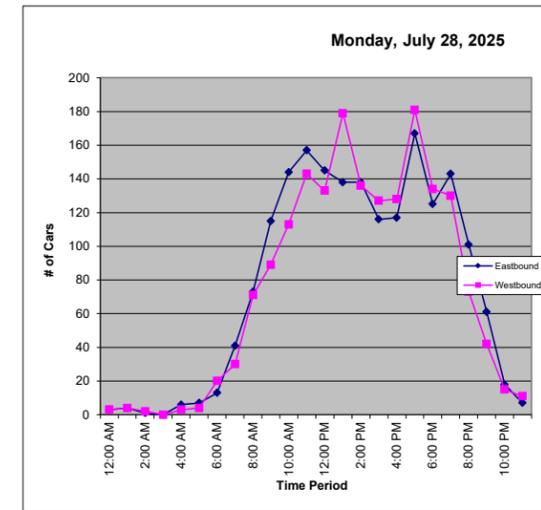
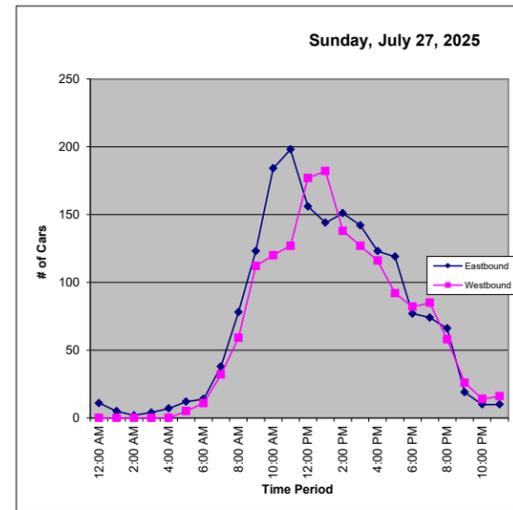
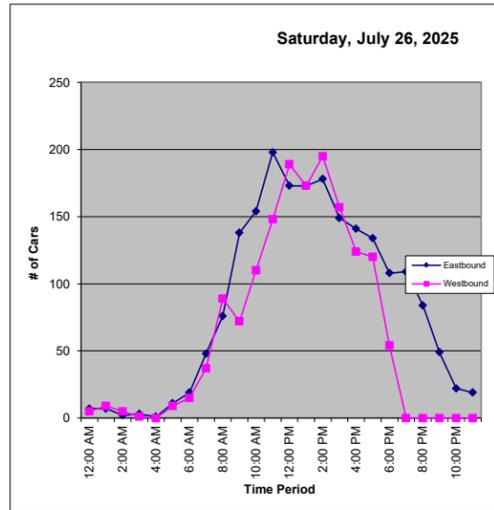
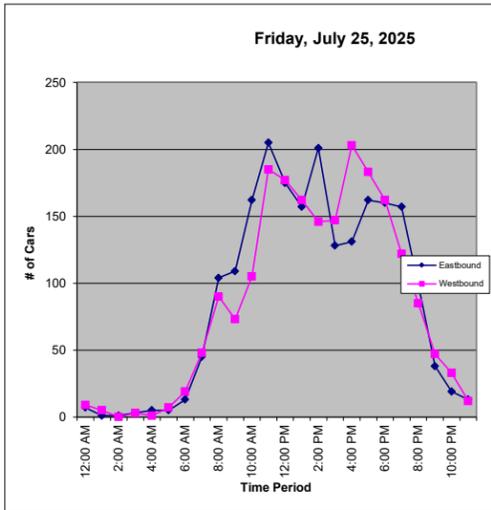
Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No.	4
Road Name	Atascadero Rd
Nearest Cross St	w/o HWY 1 SB Ramps
Survey Date	7/25/25 thru 7/31/25
Latitude	35.379943
Longitude	-120.8563475
Peak Day	45863
Number of Lanes	2
Comments	

Hour	SUMMARY							Total	ADI	Wkday Avg	Wkend Avg
	25-Fri	26 Sat	27 Sun	28 Mon	29 Tue	30 Wed	31 Thu				
12:00 AM	16	12	11	6	8	21	11	85	12	12	12
1:00 AM	6	16	5	8	7	12	3	57	8	7	11
2:00 AM	1	7	2	3	6	4	3	26	4	3	5
3:00 AM	6	4	4	0	0	1	0	15	2	1	4
4:00 AM	6	1	7	9	3	10	6	42	6	7	4
5:00 AM	12	20	17	11	21	18	13	112	16	15	19
6:00 AM	32	34	25	33	62	58	60	304	43	49	30
7:00 AM	93	85	70	71	124	73	111	627	90	94	78
8:00 AM	194	165	137	144	152	127	146	1065	152	153	151
9:00 AM	182	210	235	204	156	136	167	1290	184	169	223
10:00 AM	267	264	304	257	183	244	221	1740	249	234	284
11:00 AM	390	346	325	300	278	271	279	2189	313	304	336
12:00 PM	352	362	333	278	252	298	276	2151	307	291	348
1:00 PM	319	346	326	317	244	287	266	2105	301	287	336
2:00 PM	347	373	289	274	309	310	272	2174	311	302	331
3:00 PM	275	306	269	243	273	387	286	2039	291	293	288
4:00 PM	334	265	239	245	214	285	252	1834	262	266	252
5:00 PM	345	254	211	348	303	390	337	2188	313	345	233
6:00 PM	322	162	159	259	202	277	245	1626	232	261	161
7:00 PM	279	109	159	273	197	215	203	1435	205	233	134
8:00 PM	184	84	124	174	158	165	105	994	142	157	104
9:00 PM	85	49	45	103	139	87	66	574	82	96	47
10:00 PM	52	22	24	33	57	29	34	251	36	41	23
11:00 PM	25	19	26	18	33	19	17	157	22	22	23
Total	4124	3515	3346	3611	3381	3724	3379	25080	3583	3644	3431
Percentages	16.44%	14.02%	13.34%	14.40%	13.48%	14.85%	13.47%	100.00%	14.29%	14.53%	13.68%





Metro Traffic Data Inc.
310 N. Irwin Street - Suite 20
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Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No. 5

Road Name Beach St

Nearest Cross St e/o Embarcadero

Survey Date 7/25/25 thru 7/31/25

Latitude 35.3687494

Longitude -120.8536743

Peak Day Thursday

Number of Lanes 2

Comments

Friday, July 25, 2025												Hourly Totals
Hour	Eastbound					Westbound						
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	1	0	1	1	3	1	1	0	0	2	5	
1:00 AM	0	0	0	0	0	0	2	0	1	3	3	
2:00 AM	2	1	0	0	3	1	0	0	1	2	5	
3:00 AM	0	2	0	0	2	0	1	1	4	6	8	
4:00 AM	0	0	1	4	5	0	3	3	5	11	16	
5:00 AM	4	0	2	5	11	3	2	11	13	29	40	
6:00 AM	0	4	3	12	19	16	18	16	26	76	95	
7:00 AM	11	12	13	15	51	33	37	30	48	148	199	
8:00 AM	19	18	20	37	94	33	49	51	96	229	323	
9:00 AM	62	54	29	32	177	55	49	42	70	216	393	
10:00 AM	42	41	54	52	189	63	68	56	90	277	466	
11:00 AM	53	64	65	80	262	108	90	104	113	415	677	
12:00 PM	87	106	86	78	357	99	89	87	85	360	717	
1:00 PM	92	89	85	92	358	71	75	77	78	301	659	
2:00 PM	82	108	101	91	382	78	69	83	80	310	692	
3:00 PM	109	111	124	97	441	63	59	70	75	267	708	
4:00 PM	78	95	48	51	272	67	62	62	58	249	521	
5:00 PM	33	24	23	56	136	56	73	56	62	247	383	
6:00 PM	7	17	36	24	84	39	50	32	37	158	242	
7:00 PM	3	5	20	8	36	34	29	22	20	105	141	
8:00 PM	0	4	55	36	95	8	13	17	11	49	144	
9:00 PM	36	25	23	9	93	9	6	7	4	26	119	
10:00 PM	11	9	21	2	43	8	7	5	3	23	66	
11:00 PM	2	1	3	3	9	2	2	2	0	6	15	
Total	3122					6637					3515	
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	AM PHF					0.877	
PM Peak Hr 12:00 pm to 1:00 pm					PM Peak	PM PHF					0.919	

Saturday, July 26, 2025												Hourly Totals
Hour	Eastbound					Westbound						
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	3	1	1	1	6	4	0	3	0	7	13	
1:00 AM	0	0	0	0	0	2	4	2	1	9	9	
2:00 AM	0	0	0	0	0	0	0	1	1	2	2	
3:00 AM	0	0	0	0	0	0	2	0	2	4	4	
4:00 AM	0	0	0	0	0	0	3	3	7	13	13	
5:00 AM	0	0	0	1	1	11	10	16	19	56	57	
6:00 AM	0	0	1	0	1	12	12	25	20	69	70	
7:00 AM	0	1	0	0	1	15	23	19	36	93	94	
8:00 AM	0	1	2	4	7	30	22	56	64	172	179	
9:00 AM	4	1	4	6	15	43	47	71	69	230	245	
10:00 AM	12	51	18	41	122	91	81	61	56	289	411	
11:00 AM	67	70	83	80	300	85	100	109	102	396	696	
12:00 PM	82	94	98	102	376	91	140	102	104	437	813	
1:00 PM	108	114	107	100	429	103	98	131	98	430	859	
2:00 PM	112	119	63	75	369	89	91	76	73	329	698	
3:00 PM	93	75	57	34	259	68	72	67	62	269	528	
4:00 PM	131	23	14	11	179	80	57	56	62	255	434	
5:00 PM	4	20	85	43	152	40	43	61	61	205	357	
6:00 PM	33	62	28	33	156	50	56	35	43	184	340	
7:00 PM	42	19	74	42	177	34	18	34	31	117	294	
8:00 PM	51	61	37	42	191	25	19	18	13	75	266	
9:00 PM	18	13	25	12	68	10	7	8	8	33	101	
10:00 PM	2	3	0	4	9	9	3	2	1	15	24	
11:00 PM	3	0	0	2	5	3	3	4	0	10	15	
Total	2823					6522					3699	
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	AM PHF					0.906	
PM Peak Hr 0:45 pm to 1:45 pm					PM Peak	PM PHF					0.911	

Sunday, July 27, 2025												Hourly Totals
Hour	Eastbound					Westbound						
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	1	1	0	0	2	2	8	1	0	11	13	
1:00 AM	0	0	0	0	0	1	0	2	1	4	4	
2:00 AM	0	0	0	0	0	1	0	0	1	2	2	
3:00 AM	0	0	1	0	1	0	1	7	4	12	13	
4:00 AM	0	0	0	0	0	6	2	3	4	15	15	
5:00 AM	0	0	0	0	0	5	7	10	19	41	41	
6:00 AM	0	0	0	0	0	18	13	13	23	67	67	
7:00 AM	0	0	1	0	1	18	25	26	28	97	98	
8:00 AM	1	0	3	1	5	23	34	29	44	130	135	
9:00 AM	1	0	3	4	8	37	39	39	40	155	163	
10:00 AM	5	3	9	9	26	60	56	73	70	259	285	
11:00 AM	32	48	49	45	174	81	90	90	91	352	526	
12:00 PM	15	80	96	115	306	79	81	84	98	342	648	
1:00 PM	92	69	54	101	316	102	101	68	80	351	667	
2:00 PM	114	103	65	65	347	76	82	64	71	293	640	
3:00 PM	86	62	59	34	241	58	58	66	64	246	487	
4:00 PM	127	23	13	9	172	73	55	53	52	233	405	
5:00 PM	3	21	72	42	138	42	37	57	57	193	331	
6:00 PM	33	52	26	34	145	50	45	34	36	165	310	
7:00 PM	41	18	64	41	164	33	16	33	28	110	274	
8:00 PM	51	56	34	38	179	20	18	15	13	66	245	
9:00 PM	17	13	22	12	64	8	6	8	7	29	93	
10:00 PM	3	4	1	4	12	8	1	0	1	10	22	
11:00 PM	1	4	3	0	8	0	2	0	2	4	12	
Total	2309					5496					3187	
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	AM PHF					0.946	
PM Peak Hr 0:30 pm to 1:30 pm					PM Peak	PM PHF					0.888	

Monday, July 28, 2025												Hourly Totals
Hour	Eastbound					Westbound						
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	1	3	4	1	9	0	4	3	0	7	16	
1:00 AM	3	0	3	1	7	0	2	3	0	5	12	
2:00 AM	3	2	3	3	11	0	2	2	1	5	16	
3:00 AM	4	0	1	4	9	1	4	3	0	8	17	
4:00 AM	2	2	4	0	8	3	1	1	4	9	17	
5:00 AM	0	1	3	4	8	2	1	9	11	23	31	
6:00 AM	1	4	0	12	17	15	18	16	25	74	91	
7:00 AM	10	10	12	14	46	31	30	30	40	131	177	
8:00 AM	16	15	16	33	80	31	51	49	84	215	295	
9:00 AM	52	47	24	26	149	52	47	41	63	203	352	
10:00 AM	40	34	53	42	169	57	64	48	85	254	423	
11:00 AM	46	52	59	64	221	111	73	97	97	378	599	
12:00 PM	90	88	76	65	319	85	76	85	85	331	650	
1:00 PM	83	89	70	87	329	71	67	75	75	288	617	
2:00 PM	71	99	100	80	350	75	70	75	82	302	652	
3:00 PM	108	104	113	78	403	62	61	67	61	251	654	
4:00 PM	69	76	42	43	230	60	63	60	47	230	460	
5:00 PM	34	20	23	52	129	51	66	46	54	217	346	
6:00 PM	6	16	34	21	77	36	51	29	30	146	223	
7:00 PM	4	5	19	8	36	32	25	21	21	99	135	
8:00 PM	3	4	56	31	94	8	11	16	9	44	138	
9:00 PM	35	20	20	9	84	9	5	6	0	20	104	
10:00 PM	11	8	21	3	43	7	7	5	0	19	62	
11:00 PM	0	4	2	4	10	2	4	4	3	13	23	
Total	2838					6110					3272	
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	AM PHF					0.930	
PM Peak Hr 2:45 pm to 3:45 pm					PM Peak	PM PHF					0.940	

Tuesday, July 29, 2025												Hourly Totals
Hour	Eastbound					Westbound						
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	3	4	4	4	15	4	4	0	3	11	26	
1:00 AM	2	0	2	2	6	4	1	3	4	12	18	
2:00 AM	4	2	2	0	8	3	1	4	2	10	18	
3:00 AM	4	0	3	2	9	2	0	3	1	6	15	
4:00 AM	3	0	3	3	9	2	0	1	1	4	13	
5:00 AM	4	3	1	5	13	1	3	12	17	33	46	
6:00 AM	3	4	1	11	19	17	20	19	30	86	105	
7:00 AM	9	14	10	13	46	42	54	33	51	180	226	
8:00 AM	20	17	20	41	98	29	44	71	122	266	364	
9:00 AM	57	53	25	31	166	69	40	39	78	226	392	
10:00 AM	41	45	61	52	199	90	59	55	57	261	460	
11:00 AM	61	47	48	64	220	78	105	134	100	417	637	
12:00 PM	66	97	82	48	293	114	130	126	46	416	709	
1:00 PM	85	100	84	75	344	68	95	70	140	373	717	
2:00 PM	117	79	64	78	338	50	65	71	59	245	583	
3:00 PM	88	88										



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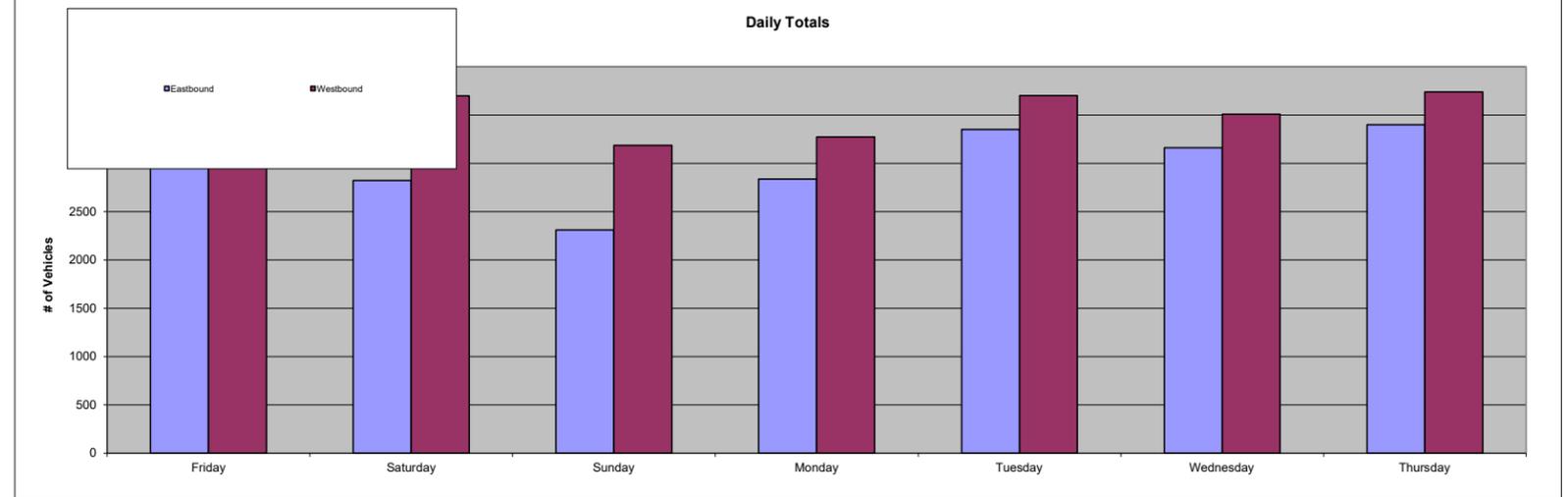
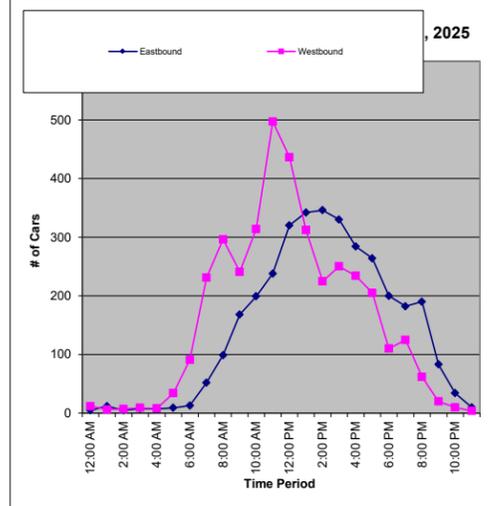
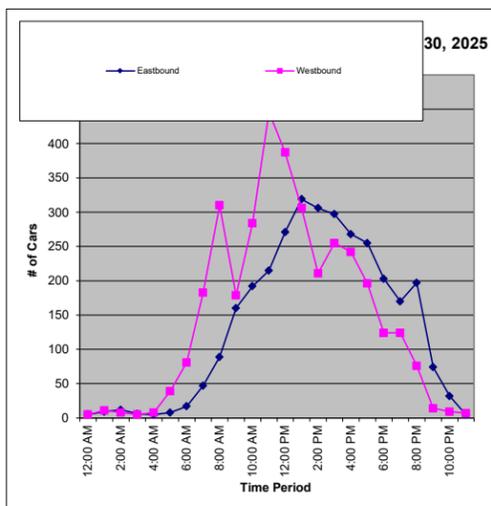
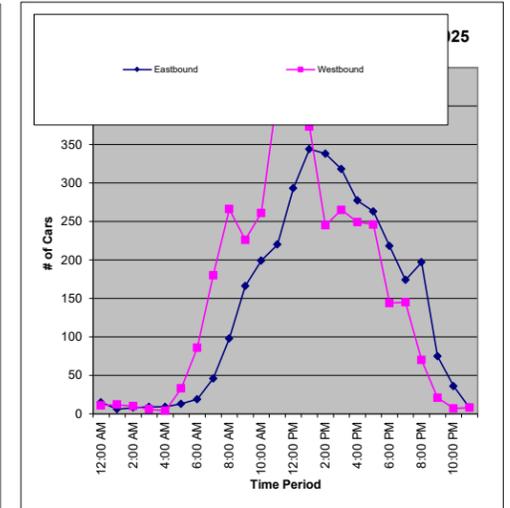
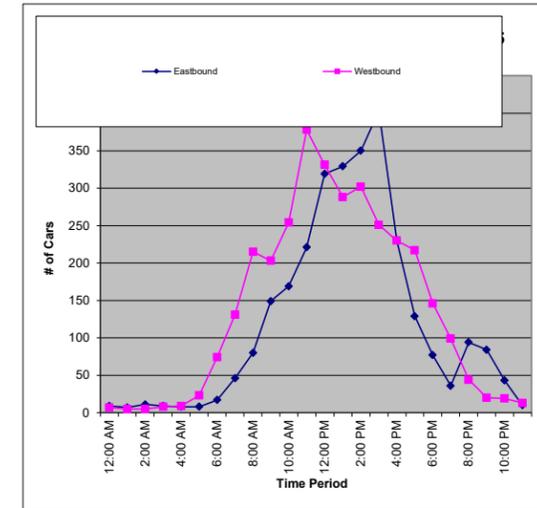
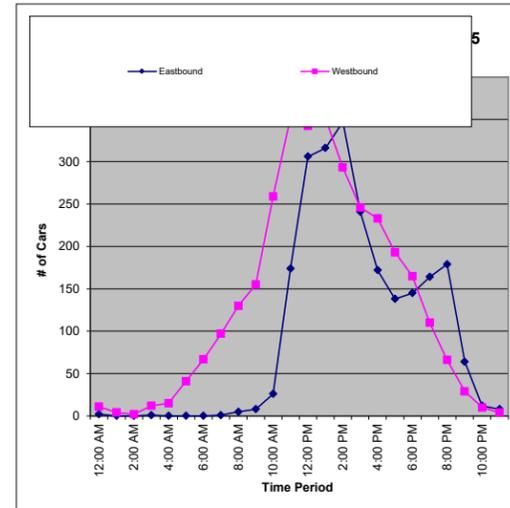
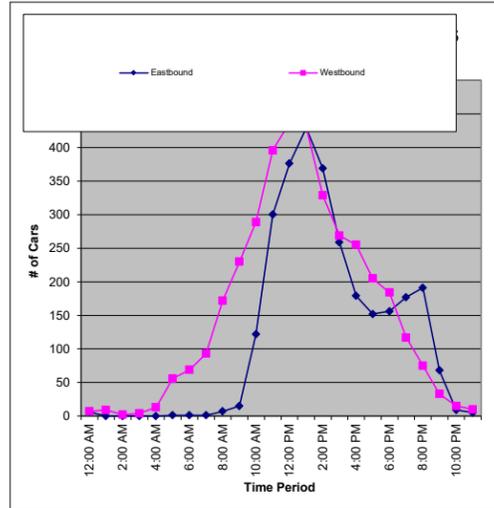
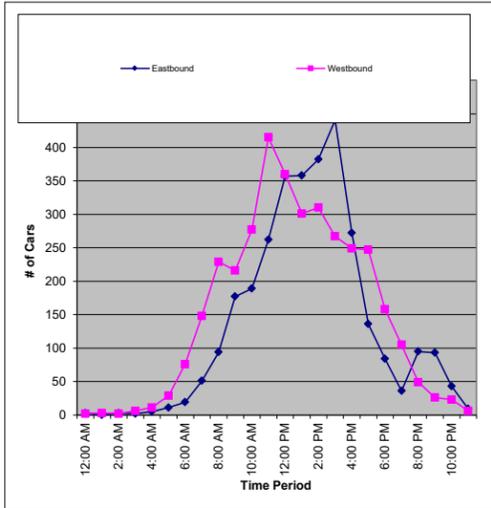
Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No.	5
Road Name	Beach St
Nearest Cross St	e/o Embarcadero
Survey Date	7/25/25 thru 7/31/25
Latitude	35.3687494
Longitude	-120.8536743
Peak Day	45869
Number of Lanes	2
Comments	

Hour	SUMMARY							Total	ADI	Wkday Avg	Wkend Avg
	25-Fri	26 Sat	27 Sun	28 Mon	29 Tue	30 Wed	31 Thu				
12:00 AM	5	13	13	16	26	10	17	100	14	15	13
1:00 AM	3	9	4	12	18	20	18	84	12	14	7
2:00 AM	5	2	2	16	18	20	12	75	11	14	2
3:00 AM	8	4	13	17	15	11	17	85	12	14	9
4:00 AM	16	13	15	17	13	13	15	102	15	15	14
5:00 AM	40	57	41	31	46	47	43	305	44	41	49
6:00 AM	95	70	67	91	105	98	104	630	90	99	69
7:00 AM	199	94	98	177	226	230	283	1307	187	223	96
8:00 AM	323	179	135	295	364	399	395	2090	299	355	157
9:00 AM	393	245	163	352	392	339	409	2293	328	377	204
10:00 AM	466	411	285	423	460	476	513	3034	433	468	348
11:00 AM	677	696	526	599	637	661	735	4531	647	662	611
12:00 PM	717	813	648	650	709	658	756	4951	707	698	731
1:00 PM	659	859	667	617	717	625	654	4798	685	654	763
2:00 PM	692	698	640	652	583	517	571	4353	622	603	669
3:00 PM	708	528	487	654	583	552	580	4092	585	615	508
4:00 PM	521	434	405	460	526	510	518	3374	482	507	420
5:00 PM	383	357	331	346	509	451	469	2846	407	432	344
6:00 PM	242	340	310	223	362	327	310	2114	302	293	325
7:00 PM	141	294	274	135	319	294	307	1764	252	239	284
8:00 PM	144	266	245	138	267	273	252	1585	226	215	256
9:00 PM	119	101	93	104	96	88	103	704	101	102	97
10:00 PM	66	24	22	62	43	41	44	302	43	51	23
11:00 PM	15	15	12	23	16	12	14	107	15	16	14
Total	6637	6522	5496	6110	7050	6672	7139	45626	6518	6722	6009
Percentages	14.55%	14.29%	12.05%	13.39%	15.45%	14.62%	15.65%	100.00%	14.29%	14.73%	13.17%





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Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No. **6**

Road Name **Harbort St**

Nearest Cross St **w/o Market Ave**

Survey Date **8/12/25 thru 8/18/25**

Latitude **35.3668683**

Longitude **-120.8527167**

Peak Day **Saturday**

Number of Lanes **2**

Comments

Tuesday, August 12, 2025											Hourly Totals	
Hour	Eastbound					Westbound						
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	0	0	0	0	0	0	2	0	0	2	2	
1:00 AM	0	0	0	0	0	0	0	0	0	0	0	
2:00 AM	0	1	0	0	1	0	0	0	1	1	2	
3:00 AM	0	0	1	0	1	0	0	0	0	0	1	
4:00 AM	0	0	0	1	1	0	0	4	1	5	6	
5:00 AM	1	0	1	0	2	1	3	1	1	6	8	
6:00 AM	0	0	1	1	2	4	1	2	4	11	13	
7:00 AM	3	2	2	4	11	6	5	6	14	31	42	
8:00 AM	6	7	5	5	23	5	11	11	16	43	66	
9:00 AM	6	11	7	12	36	18	16	26	25	85	121	
10:00 AM	8	10	13	7	38	22	22	34	29	107	145	
11:00 AM	12	12	15	11	50	33	35	37	28	133	183	
12:00 PM	16	13	19	18	66	37	23	40	35	135	201	
1:00 PM	23	20	26	19	88	36	28	20	18	102	190	
2:00 PM	27	16	14	24	81	33	32	19	30	114	195	
3:00 PM	19	21	15	13	68	20	27	15	25	87	155	
4:00 PM	25	20	15	15	75	24	26	25	26	101	176	
5:00 PM	14	10	22	17	63	16	20	20	27	83	146	
6:00 PM	18	6	23	14	61	18	15	20	10	63	124	
7:00 PM	5	9	10	15	39	9	15	19	11	54	93	
8:00 PM	13	15	5	8	41	13	7	3	4	27	68	
9:00 PM	5	3	3	8	19	1	2	2	3	8	27	
10:00 PM	5	2	3	0	10	3	0	0	1	4	14	
11:00 PM	1	0	0	0	1	0	1	2	0	3	4	
Total	777					1982					1205	
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	183					AM PHF	0.880
PM Peak Hr 12:30 pm to 1:30 pm					PM Peak	219					PM PHF	0.928

Wednesday, August 13, 2025											Hourly Totals	
Hour	Eastbound					Westbound						
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	1	0	0	0	1	0	0	0	2	2	3	
1:00 AM	0	3	0	0	3	0	2	0	0	2	5	
2:00 AM	0	2	0	0	2	0	0	1	0	1	3	
3:00 AM	0	0	0	0	0	0	0	0	0	0	0	
4:00 AM	0	0	0	0	0	0	0	2	3	5	5	
5:00 AM	1	0	0	1	2	5	0	1	0	6	8	
6:00 AM	1	1	3	1	6	6	2	2	8	18	24	
7:00 AM	5	2	2	6	15	8	7	6	8	29	44	
8:00 AM	2	7	3	10	22	6	5	14	15	40	62	
9:00 AM	6	2	4	6	18	14	14	18	24	70	88	
10:00 AM	6	10	14	10	40	17	32	15	32	96	136	
11:00 AM	10	15	19	15	59	31	21	32	45	129	188	
12:00 PM	20	15	23	15	73	31	25	33	35	124	197	
1:00 PM	21	30	22	24	97	33	31	31	25	120	217	
2:00 PM	27	16	21	16	80	23	22	19	32	96	176	
3:00 PM	17	18	21	10	66	30	23	28	40	121	187	
4:00 PM	17	19	16	22	74	20	26	15	35	96	170	
5:00 PM	14	11	14	16	55	18	27	28	18	91	146	
6:00 PM	21	10	10	9	50	20	17	24	8	69	119	
7:00 PM	17	11	11	12	51	14	15	15	13	57	108	
8:00 PM	13	9	9	7	38	13	10	3	8	34	72	
9:00 PM	11	8	10	5	34	3	4	5	3	15	49	
10:00 PM	6	5	3	0	14	3	0	0	0	3	17	
11:00 PM	3	0	0	0	3	0	1	0	1	2	5	
Total	803					2029					1226	
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	188					AM PHF	0.783
PM Peak Hr 0:30 pm to 1:30 pm					PM Peak	221					PM PHF	0.906

Thursday, August 14, 2025											Hourly Totals	
Hour	Eastbound					Westbound						
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	0	0	0	0	0	1	0	0	0	1	1	
1:00 AM	0	0	1	0	1	0	0	0	1	1	2	
2:00 AM	0	0	0	0	0	0	0	0	0	0	0	
3:00 AM	0	0	0	0	0	0	0	0	0	0	0	
4:00 AM	0	0	0	0	0	0	1	0	3	4	4	
5:00 AM	0	0	0	1	1	0	0	3	2	5	6	
6:00 AM	1	2	1	7	11	3	7	4	6	20	31	
7:00 AM	3	1	4	2	10	4	6	9	5	24	34	
8:00 AM	8	3	7	5	23	11	16	16	12	55	78	
9:00 AM	5	16	8	2	31	22	16	23	18	79	110	
10:00 AM	7	6	9	8	30	17	17	30	14	78	108	
11:00 AM	6	15	16	23	60	26	29	28	30	113	173	
12:00 PM	12	17	28	24	81	31	40	42	32	145	226	
1:00 PM	22	18	24	15	79	30	28	24	27	109	188	
2:00 PM	17	11	12	15	55	19	29	27	25	100	155	
3:00 PM	24	18	17	24	83	20	18	19	31	88	171	
4:00 PM	10	12	15	16	53	34	23	20	27	104	157	
5:00 PM	18	11	21	7	57	19	16	21	20	76	133	
6:00 PM	15	11	19	12	57	17	15	12	20	64	121	
7:00 PM	18	11	13	16	58	16	7	23	5	51	109	
8:00 PM	10	11	14	12	47	16	4	7	4	31	78	
9:00 PM	10	9	7	1	27	5	3	4	3	15	42	
10:00 PM	10	5	3	1	19	1	3	1	0	5	24	
11:00 PM	2	0	1	0	3	2	1	0	1	4	7	
Total	786					1958					1172	
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	173					AM PHF	0.816
PM Peak Hr 12:15 pm to 1:15 pm					PM Peak	235					PM PHF	0.839

Friday, August 15, 2025											Hourly Totals	
Hour	Eastbound					Westbound						
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total		
12:00 AM	1	1	0	0	2	0	3	0	0	3	5	
1:00 AM	0	0	0	0	0	0	0	0	0	0	0	
2:00 AM	0	0	0	2	2	0	0	1	0	1	3	
3:00 AM	0	0	0	0	0	0	0	0	0	0	0	
4:00 AM	0	0	0	3	3	0	0	0	4	4	7	
5:00 AM	0	0	1	1	2	1	0	1	1	3	5	
6:00 AM	1	3	5	5	14	5	9	3	5	22	36	
7:00 AM	0	3	3	3	9	3	10	7	11	31	40	
8:00 AM	9	12	1	9	31	6	9	15	28	58	89	
9:00 AM	9	6	3	11	29	13	40	20	19	92	121	
10:00 AM	8	13	12	16	49	24	26	26	42	118	167	
11:00 AM	23	25	19	17	84	27	24	30	34	115	199	
12:00 PM	15	18	17	14	64	25	29	29	24	107	171	
1:00 PM	11	21	19	25	76	36	24	32	27	119	195	
2:00 PM	27	20	21	19	87	30	19	38	19	106	193	
3:00 PM	22	20	18	17	77	28	39	24	37	128	205	
4:00 PM	17	15	22	13	67	26	28	23	21	98	165	
5:00 PM	8	21	21	11	61	30	29	34	16	109	170	
6:00 PM	21	13	17	15	66	17	21	17	17	72	138	
7:00 PM	12	20	20	17	69	15	26	10	13	64	133	
8:00 PM	21	15	8	16	60	16	5	11	5	37	97	
9:00 PM	14	6	16	5	41	0	3	5	8	16	57	
10:00 PM	6	8	1	1	16	1	3	1	2	7	23	
11:00 PM	3	0	1	1	5	1	3	0	1	5	10	
Total	914					2229					1315	
AM Peak Hr 10:45 am to 11:45 am					AM Peak	206					AM PHF	0.888
PM Peak Hr 2:30 pm to 3:30 pm					PM Peak	206					PM PHF	0.873

Saturday, August 16, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	0	0	0	1	2	0	0	1	3	4
1:00 AM	0	0	0	0	0	0	0	0	0	0	0
2:00 AM	0	0	1	0	1	0	0	0	0	0	1
3:00 AM	0	0	0	0	0	1	0	0	1	2	2
4:00 AM	0	0	0	0	0	0	3	2	3	8	8
5:00 AM	2	2	0	0	4	5	2	1	0	8	12
6:00 AM	2	2	2	2	8	2	4	5	6	17	25
7:00 AM	0	2	4	2	8	3	5	8	6	22	30
8:00 AM	2	4	8	8	22	17	11	13	28	69	91
9:00 AM	8	7	3	10	28	16	21	24	38	99	127
10:00 AM	13	9	12	23	57	27	31	30	38	126	183
11:00 AM	19	23	12	22	76	46	52	56	44	198	274
12:00 PM	25	25	28	39	117	54	57	48	52	211	328
1:00 PM	31	29	34	31	125	37	44	47	51	179	304
2:00 PM	22	29	25	27	103	51	25	34	39	149	252
3:00 PM	30	28	33	28	119	47	48	26	62	183	302
4:00 PM	22	30	29	24	105	27	39	27	35	128	233
5:00 PM	34	20	19	17	90	27	46				



Metro Traffic Data Inc.
310 N. Irwin Street - Suite 20
Hanford, CA 93230

800-975-6938 Phone/Fax
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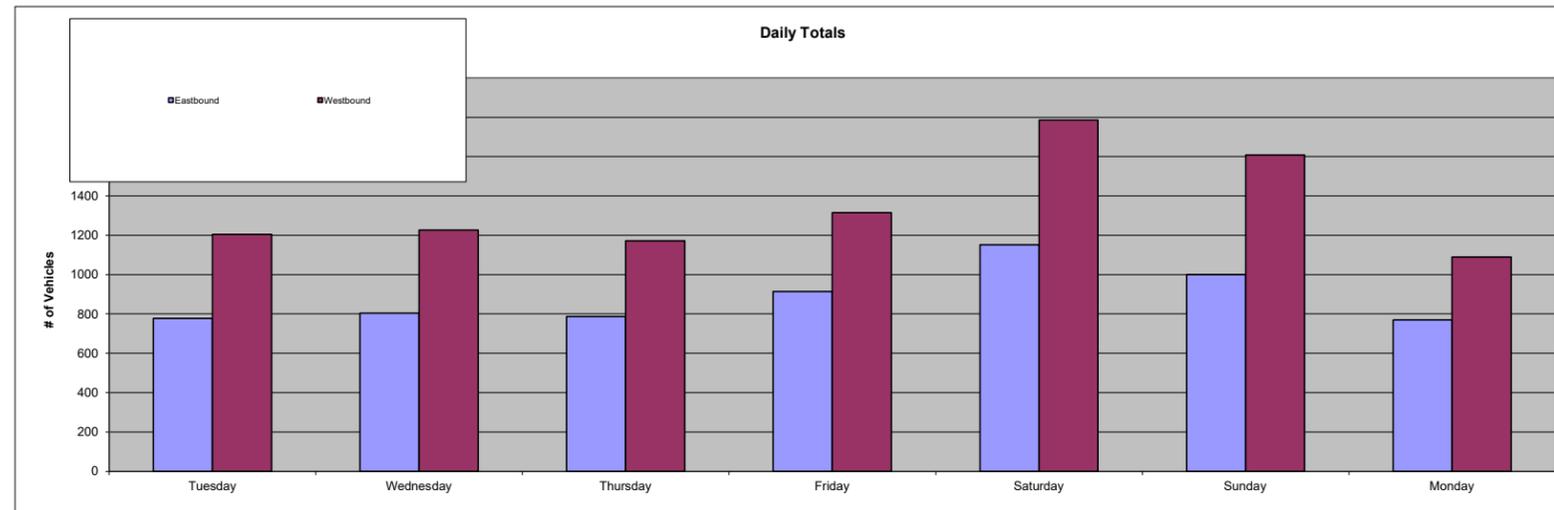
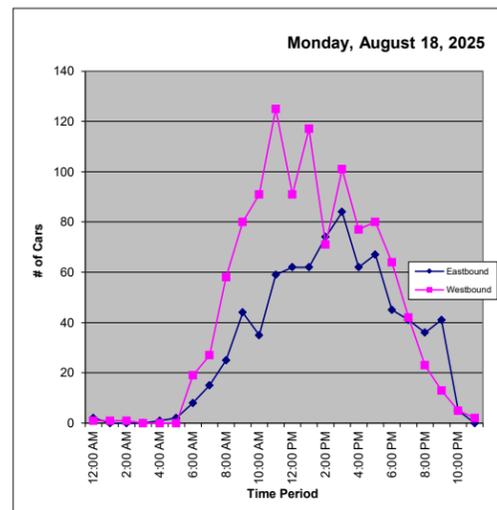
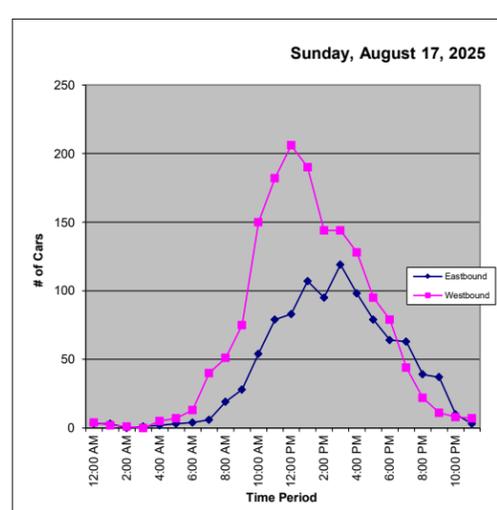
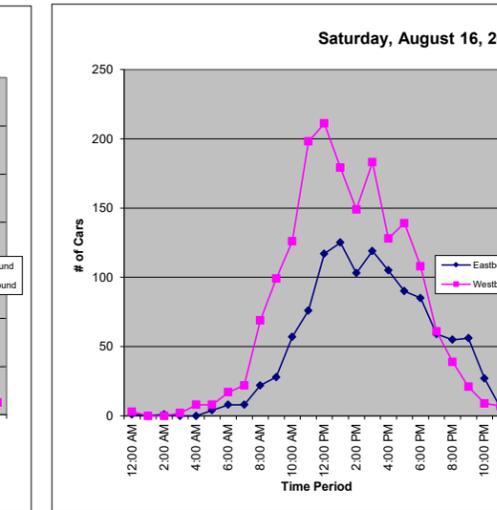
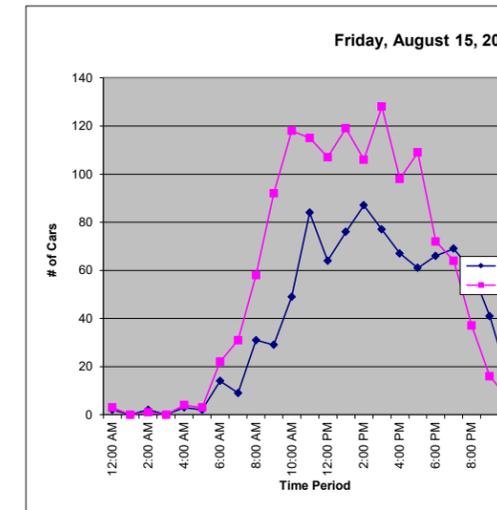
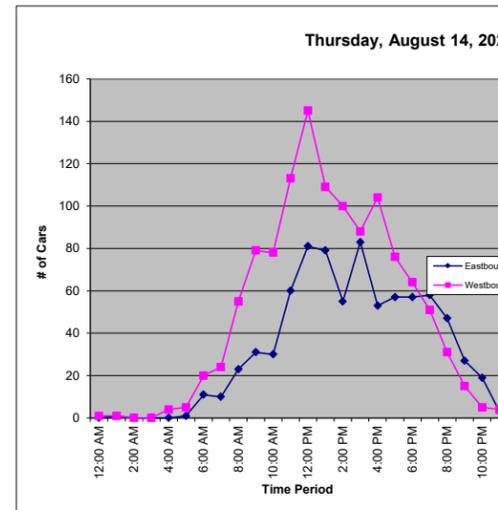
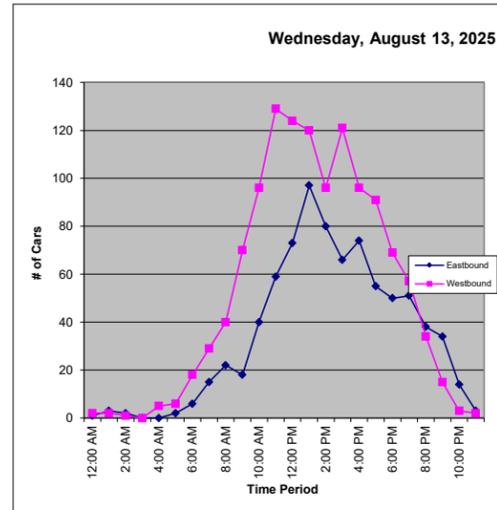
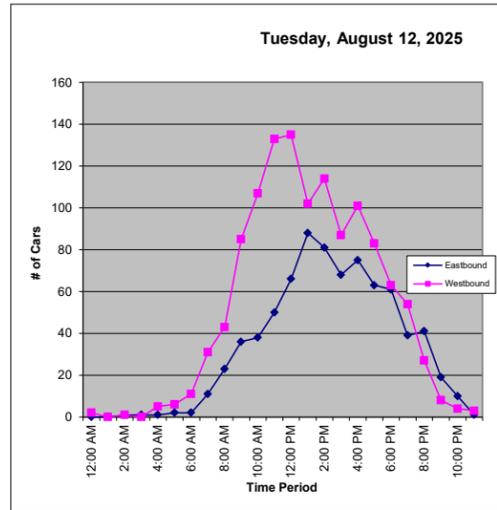
Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No.	6
Road Name	Harbort St
Nearest Cross St	w/o Market Ave
Survey Date	8/12/25 thru 8/18/25
Latitude	35.3668683
Longitude	-120.8527167
Peak Day	45885
Number of Lanes	2
Comments	

Hour	SUMMARY							Total	ADI	Wkday Avg	Wkend Avg
	12-Tue	13 Wed	14 Thu	15 Fri	16 Sat	17 Sun	18 Mon				
12:00 AM	2	3	1	5	4	7	3	25	4	3	6
1:00 AM	0	5	2	0	0	5	1	13	2	2	3
2:00 AM	2	3	0	3	1	1	1	11	2	2	1
3:00 AM	1	0	0	0	2	1	0	4	1	0	2
4:00 AM	6	5	4	7	8	7	1	38	5	5	8
5:00 AM	8	8	6	5	12	10	2	51	7	6	11
6:00 AM	13	24	31	36	25	17	27	173	25	26	21
7:00 AM	42	44	34	40	30	46	42	278	40	40	38
8:00 AM	66	62	78	89	91	70	83	539	77	76	81
9:00 AM	121	88	110	121	127	103	124	794	113	113	115
10:00 AM	145	136	108	167	183	204	126	1069	153	136	194
11:00 AM	183	188	173	199	274	261	184	1462	209	185	268
12:00 PM	201	197	226	171	328	289	153	1565	224	190	309
1:00 PM	190	217	188	195	304	297	179	1570	224	194	301
2:00 PM	195	176	155	193	252	239	145	1355	194	173	246
3:00 PM	155	187	171	205	302	263	185	1468	210	181	283
4:00 PM	176	170	157	165	233	226	139	1266	181	161	230
5:00 PM	146	146	133	170	229	174	147	1145	164	148	202
6:00 PM	124	119	121	138	193	143	109	947	135	122	168
7:00 PM	93	108	109	133	120	107	83	753	108	105	114
8:00 PM	68	72	78	97	94	61	59	529	76	75	78
9:00 PM	27	49	42	57	77	48	54	354	51	46	63
10:00 PM	14	17	24	23	36	18	10	142	20	18	27
11:00 PM	4	5	7	10	13	10	2	51	7	6	12
Total	1982	2029	1958	2229	2938	2607	1859	15602	2229	2011	2773
Percentages	12.70%	13.00%	12.55%	14.29%	18.83%	16.71%	11.92%	100.00%	14.29%	12.89%	17.77%





Metro Traffic Data Inc.
310 N. Irwin Street - Suite 20
Hanford, CA 93230

800-975-6938 Phone/Fax
www.metrotrafficdata.com

Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No. 7

Road Name Pacific St

Nearest Cross St e/o Embarcadero

Survey Date 8/12/25 thru 8/18/25

Latitude 35.3649742

Longitude -120.8525698

Peak Day Saturday

Number of Lanes 2

Comments

Tuesday, August 12, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	0	0	0	1	2	0	0	0	2	3
1:00 AM	0	0	0	0	0	0	0	0	0	0	0
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	0	0	0	0	0	0	0	1	2	3	3
4:00 AM	0	0	1	0	1	1	0	5	2	8	9
5:00 AM	0	2	0	0	2	2	1	0	1	4	6
6:00 AM	3	2	0	1	6	0	3	2	3	8	14
7:00 AM	1	6	2	2	11	9	6	9	13	37	48
8:00 AM	4	12	3	7	26	16	20	23	12	71	97
9:00 AM	11	8	6	6	31	20	23	8	16	67	98
10:00 AM	9	17	12	10	48	36	34	22	20	112	160
11:00 AM	11	13	16	11	51	0	0	0	0	51	51
12:00 PM	14	17	20	18	69	0	0	0	0	69	69
1:00 PM	22	15	20	16	73	0	0	0	0	73	73
2:00 PM	24	30	16	25	95	0	0	0	0	95	95
3:00 PM	25	10	30	9	74	0	0	0	1	75	75
4:00 PM	21	18	17	12	68	25	36	20	41	122	190
5:00 PM	20	14	16	9	59	29	24	19	17	89	148
6:00 PM	14	15	26	11	66	21	16	19	21	77	143
7:00 PM	12	19	13	16	60	10	10	18	9	47	107
8:00 PM	13	7	10	9	39	4	4	4	4	16	55
9:00 PM	7	5	7	4	23	0	1	3	1	5	28
10:00 PM	2	2	0	1	5	2	1	0	2	5	10
11:00 PM	0	0	3	0	3	1	2	1	1	5	8
Total	811					1490					679

AM Peak Hr 10:00 am to 11:00 am AM Peak 160 AM PHF 0.784
PM Peak Hr 4:15 pm to 5:15 pm PM Peak 193 PM PHF 0.894

Wednesday, August 13, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	0	0	0	0	0	0	0	0	0	0
1:00 AM	0	1	0	0	1	0	0	0	0	0	1
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	0	0	0	0	0	0	1	0	0	1	1
4:00 AM	0	0	1	1	2	0	0	0	2	2	4
5:00 AM	2	0	0	0	2	2	0	1	5	8	10
6:00 AM	2	1	1	1	5	2	3	3	6	14	19
7:00 AM	2	3	3	6	14	7	4	5	8	24	38
8:00 AM	6	2	7	7	22	12	14	13	18	57	79
9:00 AM	10	6	15	3	34	18	13	21	12	64	98
10:00 AM	6	16	7	17	46	14	15	22	18	69	115
11:00 AM	14	12	13	10	49	29	21	42	28	120	169
12:00 PM	11	12	24	30	77	28	31	31	26	116	193
1:00 PM	11	15	24	17	67	17	20	20	19	76	143
2:00 PM	20	13	18	14	65	27	27	26	19	99	164
3:00 PM	20	8	15	11	54	34	23	25	25	107	161
4:00 PM	20	16	18	12	66	25	26	48	28	127	193
5:00 PM	21	10	11	13	55	31	16	23	15	85	140
6:00 PM	13	12	15	12	52	17	17	11	18	63	115
7:00 PM	9	9	10	9	37	4	11	4	7	26	63
8:00 PM	11	9	7	17	44	8	4	5	2	19	63
9:00 PM	7	9	3	4	23	4	3	1	1	9	32
10:00 PM	2	1	1	1	5	3	1	0	0	4	9
11:00 PM	2	0	0	0	2	0	1	0	0	1	3
Total	722					1813					1091

AM Peak Hr 11:00 am to 12:00 pm AM Peak 169 AM PHF 0.768
PM Peak Hr 12:00 pm to 1:00 pm PM Peak 193 PM PHF 0.862

Thursday, August 14, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	0	0	0	0	1	0	0	0	1	1
1:00 AM	0	0	0	1	1	0	0	0	0	0	1
2:00 AM	0	0	0	0	0	0	1	1	0	2	2
3:00 AM	0	0	0	0	0	0	0	1	0	1	1
4:00 AM	0	0	0	0	0	1	0	0	1	2	2
5:00 AM	0	0	0	0	0	1	0	1	0	2	2
6:00 AM	0	3	0	1	4	1	1	2	7	11	15
7:00 AM	2	5	4	8	19	9	4	10	10	33	52
8:00 AM	6	12	2	7	27	16	10	16	18	60	87
9:00 AM	8	12	10	6	36	15	14	16	13	58	94
10:00 AM	5	11	15	12	43	22	13	17	21	73	116
11:00 AM	12	17	7	13	49	24	32	29	34	119	168
12:00 PM	15	10	27	12	64	37	29	29	25	120	184
1:00 PM	23	20	17	22	82	34	25	22	21	102	184
2:00 PM	24	16	9	21	70	23	20	21	23	87	157
3:00 PM	13	16	12	23	64	15	36	26	22	99	163
4:00 PM	17	14	14	15	60	16	22	29	26	93	153
5:00 PM	9	11	9	11	40	28	25	25	24	102	142
6:00 PM	23	19	20	9	71	20	16	23	11	70	141
7:00 PM	18	10	12	20	60	20	8	10	8	46	106
8:00 PM	6	11	16	9	42	8	6	4	5	23	65
9:00 PM	15	9	7	2	33	3	3	2	1	9	42
10:00 PM	7	5	1	0	13	4	2	1	0	7	20
11:00 PM	0	0	0	0	0	0	1	0	0	1	1
Total	778					1899					1121

AM Peak Hr 11:00 am to 12:00 pm AM Peak 168 AM PHF 0.857
PM Peak Hr 12:30 pm to 1:30 pm PM Peak 195 PM PHF 0.855

Friday, August 15, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	1	0	0	1	0	0	0	0	0	1
1:00 AM	0	0	0	0	0	0	0	0	0	0	0
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	0	0	0	0	0	0	0	0	0	0	0
4:00 AM	0	1	0	0	1	2	2	0	1	5	6
5:00 AM	0	2	0	0	2	0	1	1	2	4	6
6:00 AM	1	3	4	1	9	3	0	6	14	23	32
7:00 AM	3	4	5	8	20	12	7	9	14	42	62
8:00 AM	6	8	6	3	23	16	20	19	22	77	100
9:00 AM	10	16	11	5	42	15	16	21	18	70	112
10:00 AM	10	9	21	8	48	14	33	21	17	85	133
11:00 AM	17	15	9	24	65	36	21	26	29	112	177
12:00 PM	20	13	25	24	82	34	27	43	38	142	224
1:00 PM	17	20	22	22	81	18	18	34	31	101	182
2:00 PM	16	21	17	17	71	22	22	16	33	93	164
3:00 PM	24	28	20	18	90	25	22	13	31	91	181
4:00 PM	16	14	23	12	65	31	23	16	20	90	155
5:00 PM	17	12	20	11	60	31	22	16	15	84	144
6:00 PM	12	14	12	13	51	31	10	24	18	83	134
7:00 PM	12	17	21	15	65	13	12	18	12	55	120
8:00 PM	14	8	7	17	46	11	12	9	10	42	88
9:00 PM	9	8	7	8	32	4	3	4	2	13	45
10:00 PM	7	4	0	4	15	9	2	3	1	15	30
11:00 PM	1	1	0	0	2	0	2	0	0	2	4
Total	871					2100					1229

AM Peak Hr 11:00 am to 12:00 pm AM Peak 177 AM PHF 0.835
PM Peak Hr 12:00 pm to 1:00 pm PM Peak 224 PM PHF 0.824

Saturday, August 16, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	0	0	0	1	2	1	0	0	3	4
1:00 AM	0	1	0	1	2	0	0	0	0	0	2
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	1	0	0	0	1	0	0	0	0	0	1
4:00 AM	0	0	0	0	0	1	0	0	0	1	1
5:00 AM	1	1	0	0	2	0	2	5	4	11	13
6:00 AM	0	1	1	3	5	7	4	7	6	24	29
7:00 AM	3	1	4	7	15	7	9	8	18	42	57
8:00 AM	8	6	8	15	37	28	18	17	28	91	128
9:00 AM	7	21	12	23	63	21	17	33	11	82	145
10:00 AM	20	7	17	13	57	27	24	22	30	103	160
11:00 AM	22	20	33	28	103	22	33	24	46	125	228
12:00 PM	35	29	28	36	128	32	0	0	0	32	160
1:00 PM	24	28	24	21	97	0	0	0	16	16	113
2:00 PM	28	25	23	18	94	37	25	28	23	113	207
3:00 PM	34	20	25	30	109	27	32	37	38	134	243
4:00 PM	25	19	35	21	100	29	44	33	26	132	232
5:00 PM	28	19	22	20	89	33	25	30	32	120	209
6:00 PM	12	14	19	27	72	26	27	20	20	93	165
7:00 PM	17	15	18	19	69	17	12	14	18	61	



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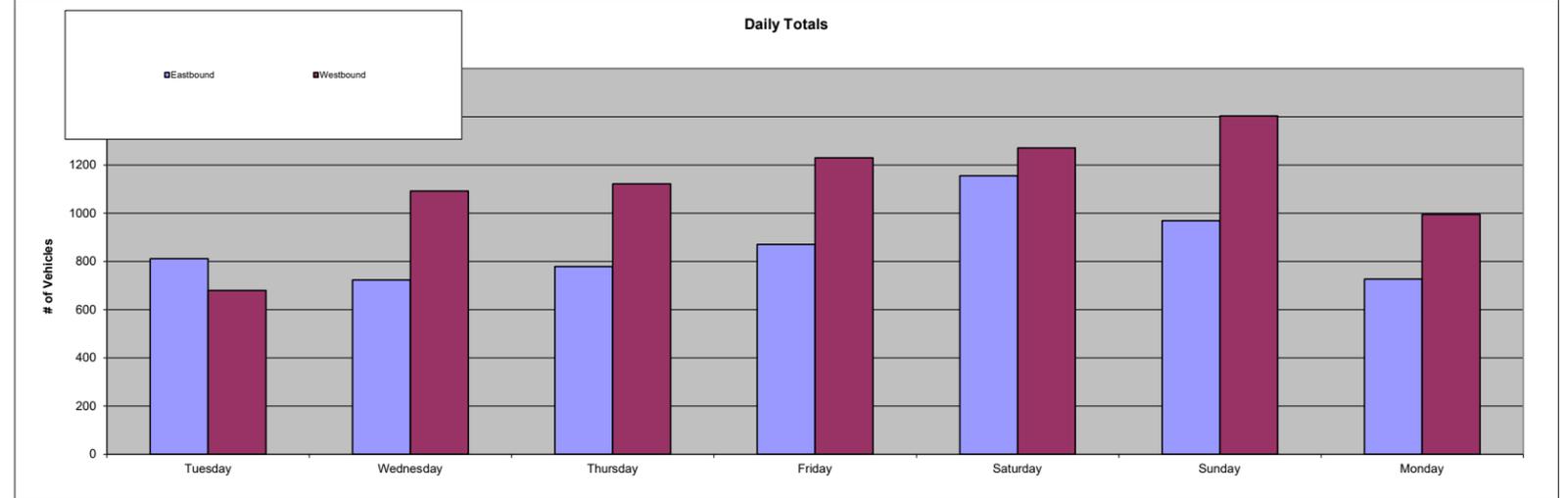
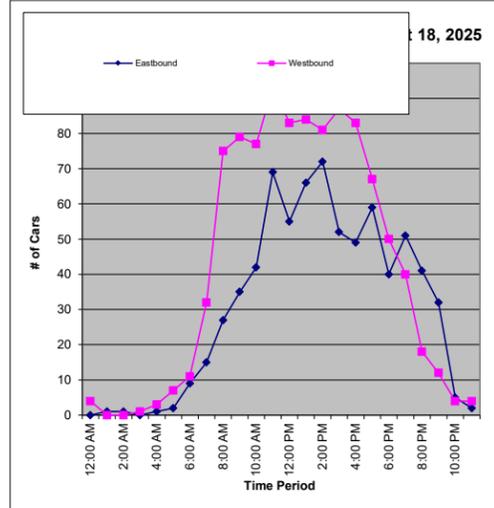
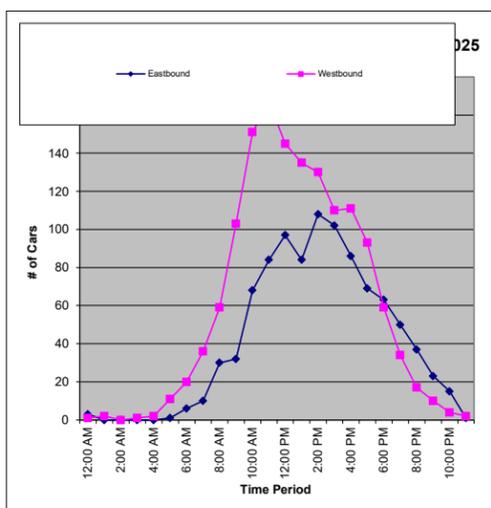
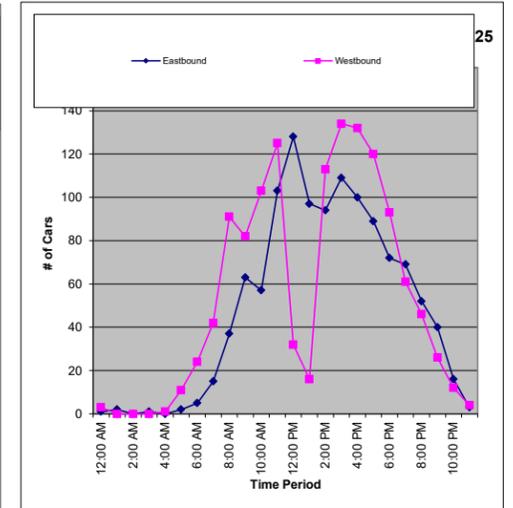
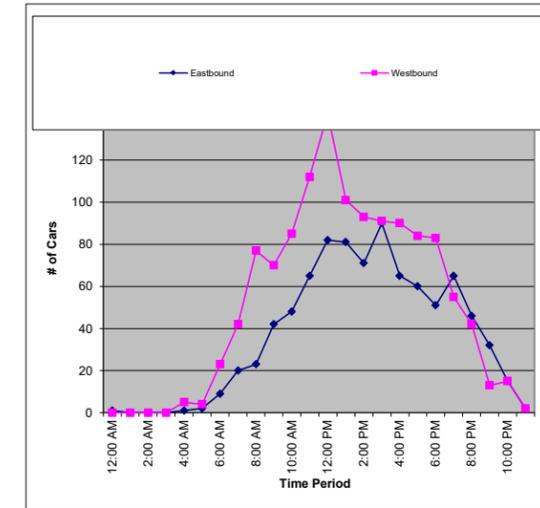
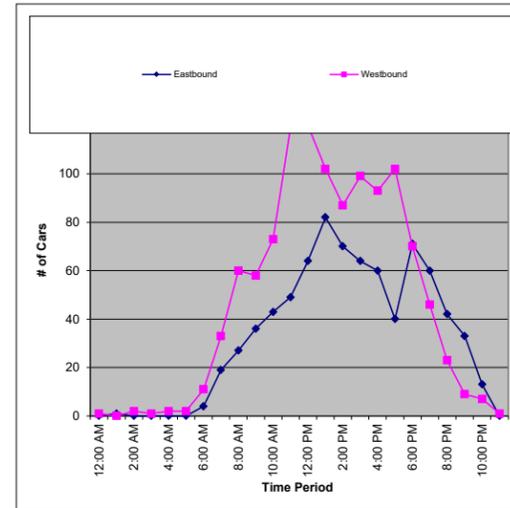
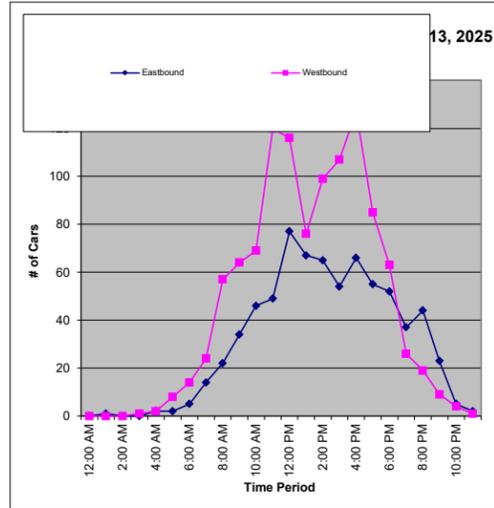
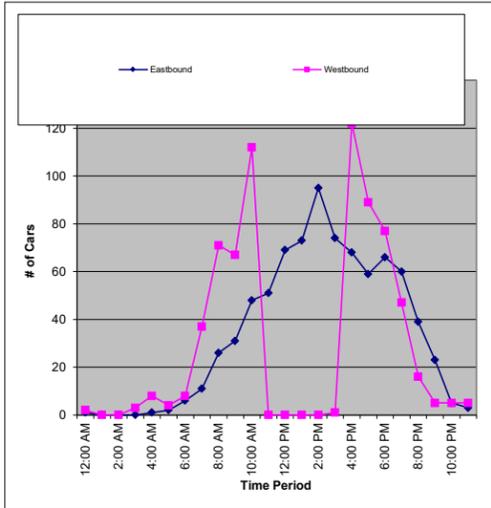
Report Prepared For:

Central Coast Transportation Consulting
895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No.	7
Road Name	Pacific St
Nearest Cross St	e/o Embarcadero
Survey Date	8/12/25 thru 8/18/25
Latitude	35.3649742
Longitude	-120.8525698
Peak Day	45885
Number of Lanes	2
Comments	

Hour	SUMMARY							Total	ADI	Wkday Avg	Wkend Avg
	12-Tue	13 Wed	14 Thu	15 Fri	16 Sat	17 Sun	18 Mon				
12:00 AM	3	0	1	1	4	4	4	17	2	2	4
1:00 AM	0	1	1	0	2	2	1	7	1	1	2
2:00 AM	0	0	2	0	0	0	1	3	0	1	0
3:00 AM	3	1	1	0	1	1	1	8	1	1	1
4:00 AM	9	4	2	6	1	2	4	28	4	5	2
5:00 AM	6	10	2	6	13	12	9	58	8	7	13
6:00 AM	14	19	15	32	29	26	20	155	22	20	28
7:00 AM	48	38	52	62	57	46	47	350	50	49	52
8:00 AM	97	79	87	100	128	89	102	682	97	93	109
9:00 AM	98	98	94	112	145	135	114	796	114	103	140
10:00 AM	160	115	116	133	160	219	119	1022	146	129	190
11:00 AM	51	169	168	177	228	251	162	1206	172	145	240
12:00 PM	69	193	184	224	160	242	138	1210	173	162	201
1:00 PM	73	143	184	182	113	219	150	1064	152	146	166
2:00 PM	95	164	157	164	207	238	153	1178	168	147	223
3:00 PM	75	161	163	181	243	212	139	1174	168	144	228
4:00 PM	190	193	153	155	232	197	132	1252	179	165	215
5:00 PM	148	140	142	144	209	162	126	1071	153	140	186
6:00 PM	143	115	141	134	165	122	90	910	130	125	144
7:00 PM	107	63	106	120	130	84	91	701	100	97	107
8:00 PM	55	63	65	88	98	54	59	482	69	66	76
9:00 PM	28	32	42	45	66	33	44	290	41	38	50
10:00 PM	10	9	20	30	28	19	9	125	18	16	24
11:00 PM	8	3	1	4	7	3	6	32	5	4	5
Total	1490	1813	1899	2100	2426	2372	1721	13821	1974	1805	2399
Percentages	10.78%	13.12%	13.74%	15.19%	17.55%	17.16%	12.45%	100.00%	14.29%	13.06%	17.36%





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Report Prepared For:

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895 Napa Avenue, Suite A-6
Morro Bay, CA 93442

7 Day Volume Count Report

Location No. **8**

Road Name **Marina St**

Nearest Cross St **e/o Embarcadero**

Survey Date **7/25/25 thru 7/31/25**

Latitude **35.3640315**

Longitude **-120.8517638**

Peak Day **Saturday**

Number of Lanes **2**

Comments

Friday, July 25, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	2	0	0	1	3	0	0	1	0	1	4
1:00 AM	0	0	0	0	0	0	0	0	0	0	0
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	0	0	0	0	0	0	0	0	0	0	0
4:00 AM	0	0	0	0	0	0	1	0	2	3	3
5:00 AM	2	2	0	0	4	1	2	1	1	5	9
6:00 AM	3	2	1	0	6	0	1	2	2	5	11
7:00 AM	2	1	3	9	15	2	5	4	8	19	34
8:00 AM	7	9	9	11	36	9	5	6	12	32	68
9:00 AM	7	5	4	10	26	7	11	7	10	35	61
10:00 AM	15	16	14	11	56	13	22	9	17	61	117
11:00 AM	17	17	18	16	68	16	9	23	20	68	136
12:00 PM	31	24	22	32	109	17	26	7	10	60	169
1:00 PM	26	27	26	27	106	22	10	13	20	65	171
2:00 PM	21	30	36	25	112	12	15	11	13	51	163
3:00 PM	30	28	23	30	111	7	14	17	12	50	161
4:00 PM	19	21	29	17	86	17	18	15	15	65	151
5:00 PM	20	26	18	19	83	12	18	17	14	61	144
6:00 PM	22	23	19	15	79	16	14	9	14	53	132
7:00 PM	24	20	13	15	72	10	12	8	8	38	110
8:00 PM	9	13	9	10	41	2	5	3	1	11	52
9:00 PM	8	10	6	4	28	2	6	3	2	13	41
10:00 PM	3	4	2	0	9	2	1	1	0	4	13
11:00 PM	1	0	1	1	3	1	0	0	2	3	6
Total	1053					703					1756
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	AM PHF					0.829
PM Peak Hr 1:45 pm to 2:45 pm					PM Peak	PM PHF					0.915

Saturday, July 26, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	1	0	2	2	5	1	0	1	0	2	7
1:00 AM	0	0	0	0	0	1	0	0	0	1	1
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	0	0	0	0	0	0	0	0	1	1	1
4:00 AM	0	0	0	0	0	0	0	1	0	1	1
5:00 AM	0	1	0	1	2	1	0	7	3	11	13
6:00 AM	0	2	1	4	7	1	2	6	2	11	18
7:00 AM	0	3	3	4	10	3	6	3	9	21	31
8:00 AM	4	7	7	6	24	6	10	4	16	36	60
9:00 AM	11	12	15	13	51	7	15	15	23	60	111
10:00 AM	10	13	24	16	63	15	13	17	12	57	120
11:00 AM	19	19	26	28	92	22	26	17	35	100	192
12:00 PM	29	31	31	27	118	20	28	29	26	103	221
1:00 PM	42	31	36	36	145	19	37	31	20	107	252
2:00 PM	38	45	30	32	145	19	15	28	18	80	225
3:00 PM	30	31	35	34	130	18	17	25	20	80	210
4:00 PM	39	28	36	37	140	7	19	19	14	59	199
5:00 PM	55	47	27	39	168	16	18	12	11	57	225
6:00 PM	32	20	35	16	103	12	17	7	6	42	145
7:00 PM	19	16	16	16	67	12	2	7	11	32	99
8:00 PM	11	12	12	15	50	5	7	3	3	18	68
9:00 PM	6	10	13	6	35	5	1	0	1	7	42
10:00 PM	7	4	1	4	16	2	1	1	1	5	21
11:00 PM	5	0	0	0	5	0	0	1	0	1	6
Total	1376					892					2268
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	AM PHF					0.762
PM Peak Hr 1:00 pm to 2:00 pm					PM Peak	PM PHF					0.926

Sunday, July 27, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	0	0	0	0	1	1	0	0	2	2
1:00 AM	1	2	0	1	4	0	0	0	0	0	4
2:00 AM	0	0	0	0	0	0	0	0	1	1	1
3:00 AM	0	0	0	1	1	1	0	1	0	2	3
4:00 AM	1	0	0	0	1	0	0	0	1	1	2
5:00 AM	1	1	0	0	2	0	2	3	5	10	12
6:00 AM	0	1	1	4	6	3	2	3	2	10	16
7:00 AM	3	4	5	6	18	2	3	3	6	14	32
8:00 AM	4	8	3	6	21	8	4	5	5	22	43
9:00 AM	11	6	6	12	35	11	9	18	20	58	93
10:00 AM	9	12	15	23	59	8	14	20	20	62	121
11:00 AM	11	19	26	28	84	24	15	18	27	84	168
12:00 PM	29	27	27	44	127	24	19	19	26	88	215
1:00 PM	28	26	32	24	110	18	16	14	17	65	175
2:00 PM	29	31	30	34	124	27	14	18	20	79	203
3:00 PM	26	38	38	26	128	15	23	14	11	63	191
4:00 PM	17	33	23	18	91	10	15	8	19	52	143
5:00 PM	17	20	28	13	78	9	10	13	11	43	121
6:00 PM	26	17	15	12	70	4	7	7	7	25	95
7:00 PM	10	18	15	11	54	4	8	9	4	25	79
8:00 PM	8	10	10	13	41	6	5	1	1	13	54
9:00 PM	7	7	5	0	19	2	0	0	0	2	21
10:00 PM	2	3	1	0	6	0	1	0	0	1	7
11:00 PM	0	1	1	1	3	3	0	0	0	3	6
Total	1082					725					1807
AM Peak Hr 11:00 am to 12:00 pm					AM Peak	AM PHF					0.764
PM Peak Hr 12:00 pm to 1:00 pm					PM Peak	PM PHF					0.768

Monday, July 28, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	0	0	0	0	0	1	0	0	1	1
1:00 AM	1	0	0	1	2	0	1	0	0	1	3
2:00 AM	0	0	0	0	0	0	1	0	0	1	1
3:00 AM	0	0	0	0	0	0	0	0	0	0	0
4:00 AM	0	0	0	0	0	0	0	0	0	0	0
5:00 AM	0	1	1	2	4	1	1	1	0	3	7
6:00 AM	1	1	5	2	9	0	3	2	5	10	19
7:00 AM	3	3	5	6	17	4	4	5	11	24	41
8:00 AM	3	9	9	9	30	13	8	16	9	46	76
9:00 AM	12	5	17	10	44	8	8	14	10	40	84
10:00 AM	20	14	16	14	64	11	10	12	9	42	106
11:00 AM	19	13	10	10	52	8	10	19	11	48	100
12:00 PM	17	20	19	18	74	11	7	16	10	44	118
1:00 PM	24	28	15	19	86	15	9	17	11	52	138
2:00 PM	22	18	14	14	68	10	7	14	15	46	114
3:00 PM	34	23	15	22	94	19	9	9	20	57	151
4:00 PM	20	22	16	18	76	10	6	10	9	35	111
5:00 PM	24	14	15	15	68	11	8	9	8	36	104
6:00 PM	10	13	16	18	57	8	12	13	8	41	98
7:00 PM	14	19	10	8	51	8	14	5	5	32	83
8:00 PM	8	15	11	13	47	6	4	2	6	18	65
9:00 PM	8	8	5	4	25	2	2	3	0	7	32
10:00 PM	4	3	2	0	9	1	0	0	0	1	10
11:00 PM	0	2	0	0	2	0	0	0	0	0	2
Total	879					585					1464
AM Peak Hr 10:00 am to 11:00 am					AM Peak	AM PHF					0.855
PM Peak Hr 3:00 pm to 4:00 pm					PM Peak	PM PHF					0.712

Tuesday, July 29, 2025											Hourly Totals
Hour	Eastbound					Westbound					
	1st	2nd	3rd	4th	Total	1st	2nd	3rd	4th	Total	
12:00 AM	0	0	1	0	1	0	0	1	2	3	4
1:00 AM	0	0	0	2	2	0	0	0	0	0	2
2:00 AM	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	1	0	0	0	1	0	0	0	2	2	3
4:00 AM	0	0	0	0	0	0	0	0	0	0	0
5:00 AM	1	1	0	2	4	1	3	4	2	10	14
6:00 AM	2	2	2	2	8	0	0	4	1	5	13
7:00 AM	2	2	3	5	12	3	4	4	8	19	31
8:00 AM	6	5	8	8	27	8	14	7	10	39	66
9:00 AM	7	6	13	8	34	8	11	9	10	38	72
10:00 AM	20	16	14	19	69	9	14	17	12	52	121
11:00 AM	11	16	12	15	54	10	9	15	11	45	99
12:00 PM	18	27	22	21	88	13	13	16	11	53	141
1:00 PM	17	22	15	30	84	16	16	13	12	57	141
2:00 PM	29	23	21	32	105	14	9	10	19	52	157
3:00 PM	37	27	12	24	100	16	9	10	17	52	152
4:00 PM	19	19	16	29	83	15	11	17	7	50	133
5:00 PM	18	17	10	20	65	14	12	11	9	46	111
6:00 PM	8	13	15	13	49	14	13	10	12	49	98
7:00 PM	15										



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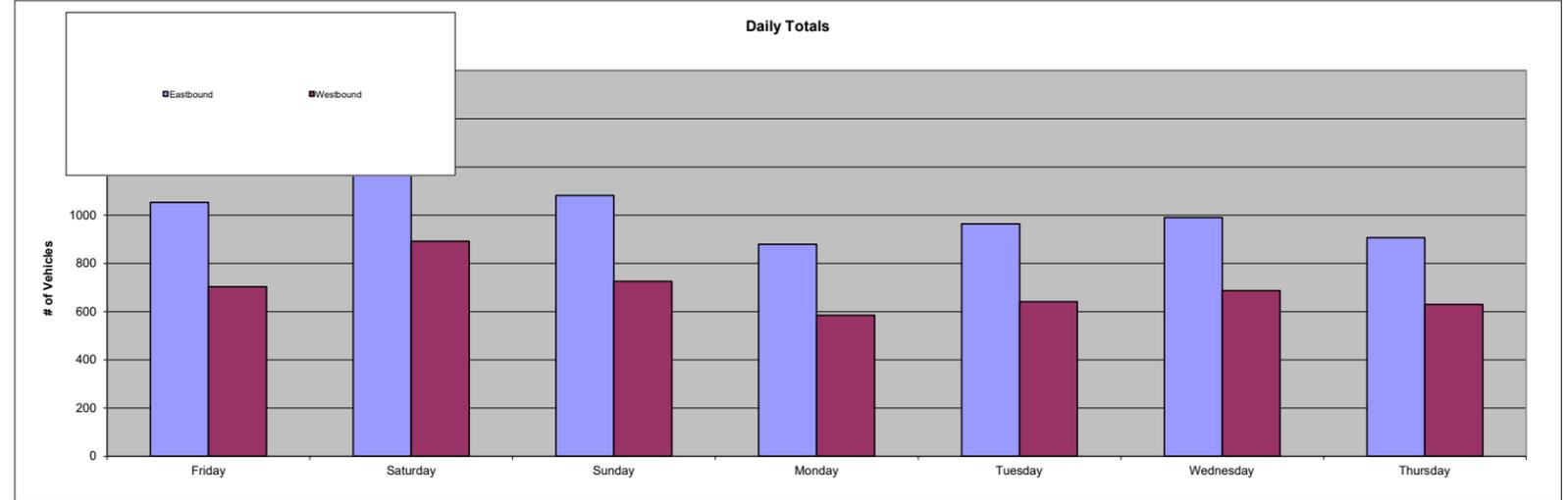
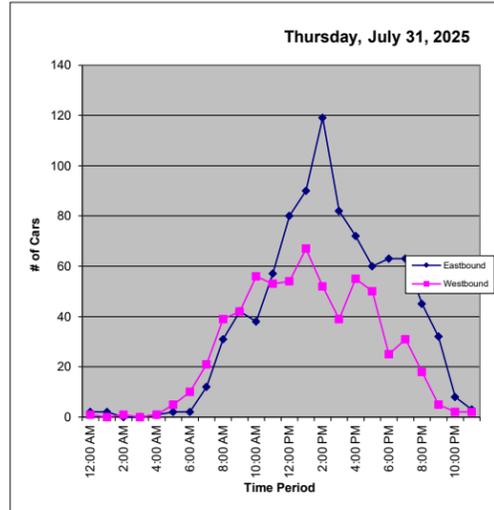
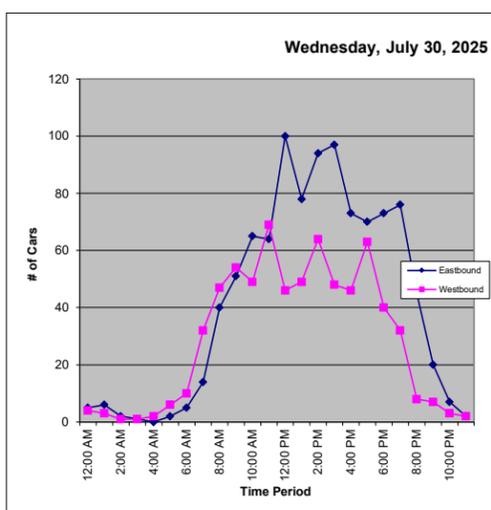
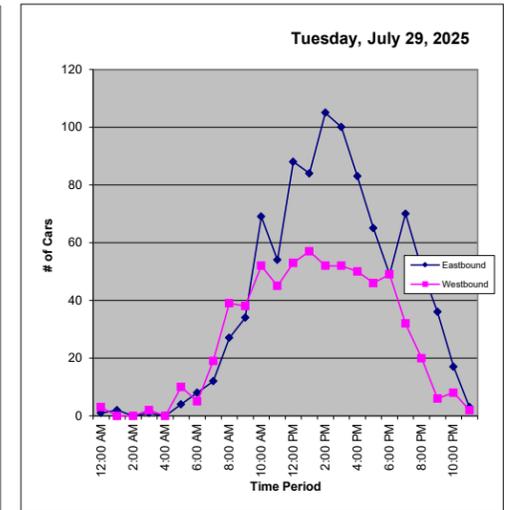
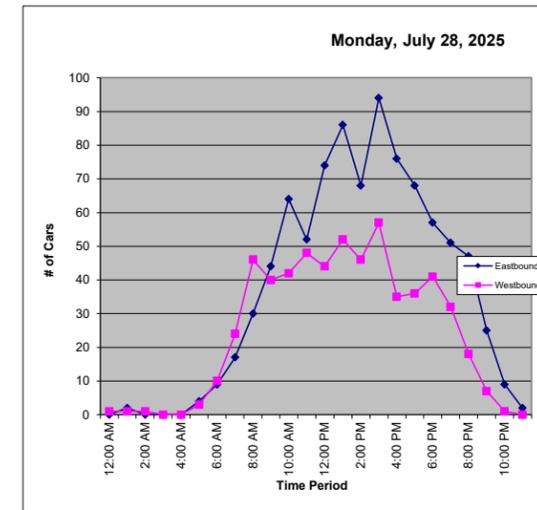
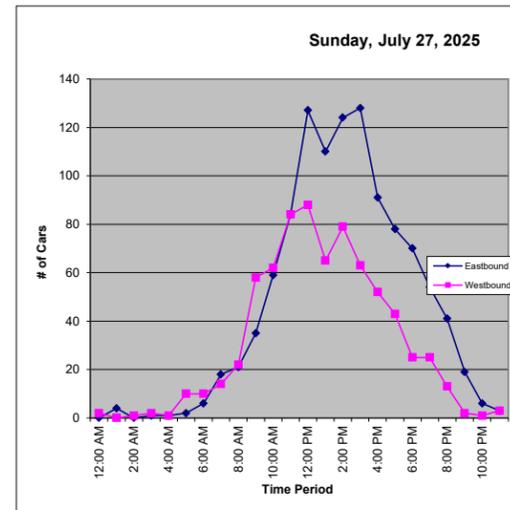
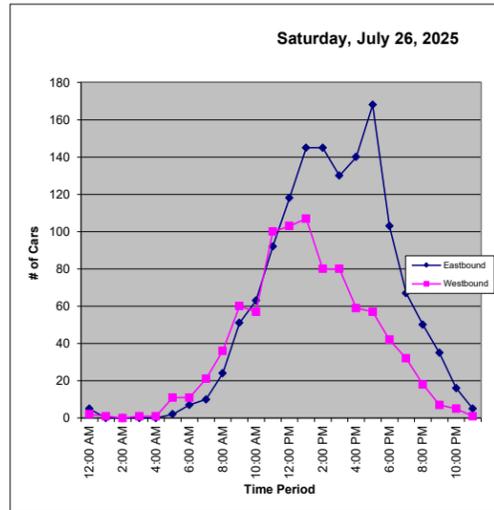
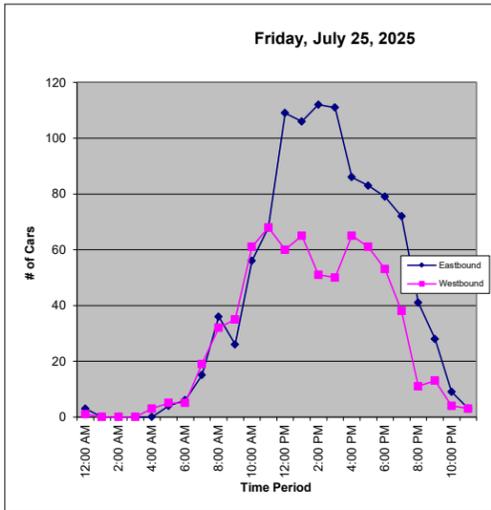
Report Prepared For:

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Morro Bay, CA 93442

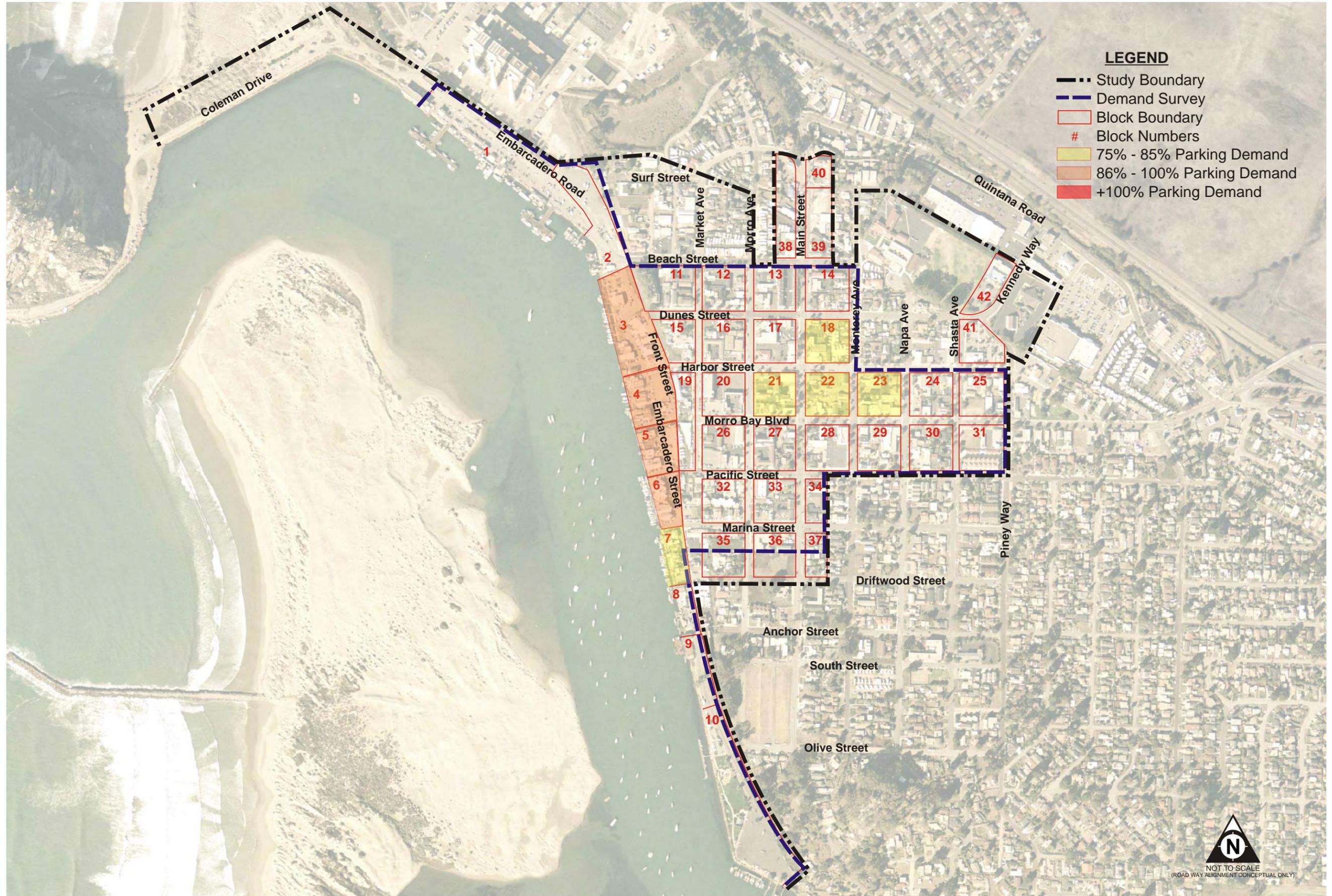
7 Day Volume Count Report

Location No.	8
Road Name	Marina St
Nearest Cross St	e/o Embarcadero
Survey Date	7/25/25 thru 7/31/25
Latitude	35.3640315
Longitude	-120.8517638
Peak Day	45864
Number of Lanes	2
Comments	

Hour	SUMMARY							Total	ADI	Wkday Avg	Wkend Avg
	25-Fri	26 Sat	27 Sun	28 Mon	29 Tue	30 Wed	31 Thu				
12:00 AM	4	7	2	1	4	9	3	30	4	4	5
1:00 AM	0	1	4	3	2	9	2	21	3	3	3
2:00 AM	0	0	1	1	0	3	1	6	1	1	1
3:00 AM	0	1	3	0	3	2	0	9	1	1	2
4:00 AM	3	1	2	0	0	2	2	10	1	1	2
5:00 AM	9	13	12	7	14	8	7	70	10	9	13
6:00 AM	11	18	16	19	13	15	12	104	15	14	17
7:00 AM	34	31	32	41	31	46	33	248	35	37	32
8:00 AM	68	60	43	76	66	87	70	470	67	73	52
9:00 AM	61	111	93	84	72	105	84	610	87	81	102
10:00 AM	117	120	121	106	121	114	94	793	113	110	121
11:00 AM	136	192	168	100	99	133	110	938	134	116	180
12:00 PM	169	221	215	118	141	146	134	1144	163	142	218
1:00 PM	171	252	175	138	141	127	157	1161	166	147	214
2:00 PM	163	225	203	114	157	158	171	1191	170	153	214
3:00 PM	161	210	191	151	152	145	121	1131	162	146	201
4:00 PM	151	199	143	111	133	119	127	983	140	128	171
5:00 PM	144	225	121	104	111	133	110	948	135	120	173
6:00 PM	132	145	95	98	98	113	88	769	110	106	120
7:00 PM	110	99	79	83	102	108	94	675	96	99	89
8:00 PM	52	68	54	65	71	53	63	426	61	61	61
9:00 PM	41	42	21	32	42	27	37	242	35	36	32
10:00 PM	13	21	7	10	25	10	10	96	14	14	14
11:00 PM	6	6	6	2	5	4	5	34	5	4	6
Total	1756	2268	1807	1464	1603	1676	1535	12109	1730	1607	2038
Percentages	14.50%	18.73%	14.92%	12.09%	13.24%	13.84%	12.68%	100.00%	14.29%	13.27%	16.83%



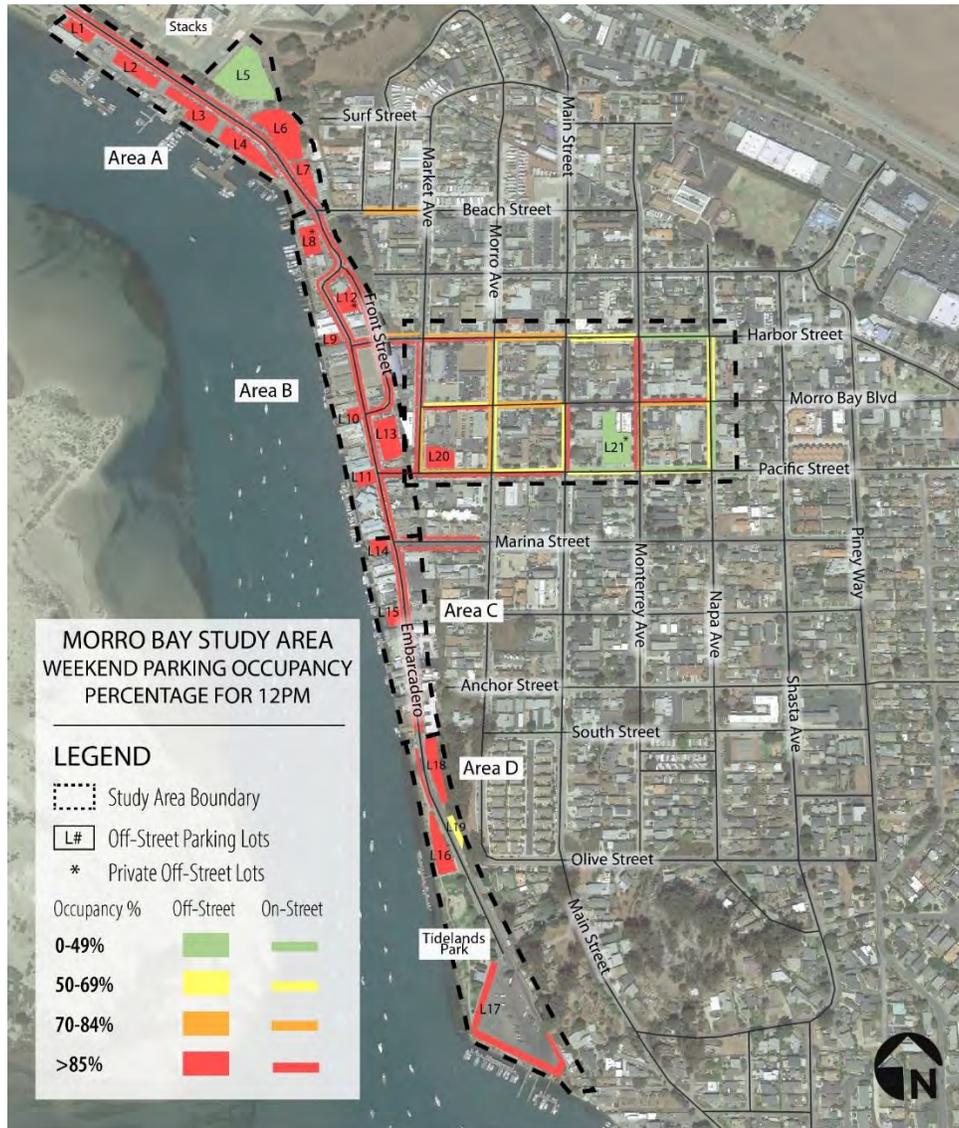
Attachment B: Parking Occupancy Maps



PARKING DEMAND- WEEKEND AVERAGE



ES-Figure 2: Summer Weekend Peak Parking Demand - Noon



Source: Aerial Image – Google Earth Professional, 2020, Graphic – Walker Consultants, 2020