

ARGUMENT IN FAVOR OF MEASURE A-24

**Vote YES on Measure A-24**

Measure A-24 is your opportunity to safeguard the unique character and natural beauty of Morro Bay, balancing environmental preservation with economic vitality.

Measure A-24 protects this balance by maintaining the suitable land uses established in the City's General Plan and approved by the Coastal Commission for the area north of Beach Street on the Embarcadero and Coleman Drive out to the Rock.

Measure A-24, initiated by the citizens of Morro Bay, would require that any proposed change to the General Plan in this area away from tourism and fishing toward industrialization must be approved by Morro Bay voters, ensuring that community interests remain protected.

Measure A-24 has strong support from former elected city officials, business owners, fishermen, and residents. This Measure represents a unified effort to give voters a say in potentially critical changes to our unique City.

Voting YES on Measure A-24 empowers you and your Morro Bay neighbors to protect what makes Morro Bay special today and for future generations.

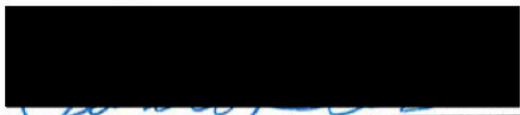
**Vote YES on Measure A-24**

  
\_\_\_\_\_  
Barry F. Branin

7/19/2024  
Date

  
\_\_\_\_\_  
Jefferson Eckles

7-19-2024  
Date

  
\_\_\_\_\_  
Janice Peters

7/19/24  
Date