Waterfront Master Plan
Summary of Public Workshop #1
Wednesday March 10, 2010 • 6:30-8:30 p.m.
Gilbert’s Restaurant – Upstairs Banquet Room

Common themes:

Valued Features
- The Recreation Trail as a means of connecting the many distinct areas of the Waterfront.
- The Waterfront’s natural setting - Monterey Bay, beach and open space
- The diversity of activities offered - sailing, boating, diving, shopping, dining, fishing, festivals, etc.
- The Waterfront’s link to the fishing industry.

Suggestions
- While the Waterfront is a regional destination that serves visitors, it should also serve locals.
- The Waterfront seems a bit worn and in need of an update, but keep it authentic (related to fishing, Monterey’s history and natural setting).
- Incorporate and improve multiple modes of transportation: pedestrians, bicycles, transit (buses), cars, delivery vehicles, etc.
- Provide better pedestrian links to downtown.
- Improve way-finding system.
- Enhance views of the Waterfront Area from Del Monte Ave.
- Improve the sense of entry to the Waterfront.
- Restore historical features, such as the train station.
- Enhance other historic connections, such as Monterey State Historic Park
- Solicit a more regular presence of tall ships.
- Renovate the restrooms.
- Address coastal erosion
- Address pollution.

Differences of Opinion:
- Include/Exclude light rail from waterfront master planning area.
- Widen/narrow Del Monte Avenue
- More/less parking
- Preserve/demolish/relocate/improve buildings and facilities on East Catellus (Sea Scout House, Monterey Bay Kayaks, dry boat storage)
Discussion Group Questions:

What do you like about the Waterfront Area?

Environmental & Open Space
- The view, beauty, ambience
- Natural seascape
- Marine Sanctuary
- Provides access to the ocean and open space
- Recreation trail provides access to natural beauty and open walking areas
- Large open area, grass
- Animal life
- Good trash pickup, clean
- It is visually inspiring

Historical/Cultural/Educational
- Rich history
- Many historical buildings
- Tourist attraction, destination
- View of aquarium, nice architecture
- Fairs and special events at Custom House plaza
- Educational access to bay, waterfront, MBARI, CSUMB, Monterey schools
- Personal memories & area history
- It is a historical area with a unique layout

Recreation & Commercial Activity
- Beautiful, active and dynamic
- It is a tourist attraction and also supports many residents
- Financial incentives offered to locals
- Stimulates jobs and economic activities
- The recreational activities including the newer open areas
- Variety of uses and activities: commercial fishing, abalone growing, scuba diving, picnicking, tourist activities, recreational fishing, walking, biking, shopping, volleyball, soccer, sailing, surfing, kayaking, skin diving, boating, working, living, ecotourism, fishing off wharf
- Variety of bike routes
- Recreation trail
- Volleyball nets
- Great area for sailing
- Public sailing activities
- Fishing and sailing culture – good synergy between them
- Public fishing off Wharf 2
- Residential-serving facilities on Wharf 2
- Monterey Bay Kayak and Sea Scout buildings
- San Carlos Beach and the Coast Guard Pier are fine “as is”
- San Carlos Beach as a world famous dive spot

Transportation/Parking/Layout
- Unique layout
- Adequate parking
- Low cost of parking
- It is friendly to bike commuting and pedestrians
- Limited conflict between pedestrians and cars
- Not too much traffic
- Trolley access
- Access from municipal to state parks is nice and easy to navigate
- Easy access to water and beaches and wharf by bike, cars, walking

Social Issues
- Dynamic place with opportunity for interaction
- Balance between visitors and locals
- Home for locals, memories
- A lot of people have a personal connection to it (long time residents, fishermen, etc.)
- It is an asset to visitors and locals
- There are a lot of stakeholders who care about it and its future for the city
- Dense residential nearby
What are the biggest challenges facing the Waterfront?

**Environmental & Open Space**
- Need for more park space
- Pollution
- Cleanliness, trash pickup
- Sea level rise
- Erosion, loss of sand at the beach
- Sand buildup at foot of Wharf 2
- Dredging the marina
- Unsustainable design
- Sea lion management
- Odors from animal life and diesel emissions
- Control of invasive species

**Historical/Cultural**
- Getting the Maritime Museum back on track
- Improvements and public access to historic passenger depot

**Recreation & Commercial Activity**
- Long-term master leases limit the City’s revenue
- Lack of room to expand commercial activity
- Building and facility maintenance
- Water supply limits on new development
- Threat of new hotel development
- How to maintain tourist base while managing growth
- Both wharves look tired
- Both wharves are too small
- Wharf 2 is underused
- Wharf 2 is a financial drain on the City
- The wharves are not tied together with any type of theme
- Lack of diversity of Wharf #2 uses
- Lack of fresh fish sales both Wharfs
- Overregulation of fishing is causing commercial fishing to disappear
- Shortage of boat and sailboat boarding areas
- Problems with parking meters, debit card machines, pay stations
- Views obscured by unattractive buildings

**Transportation/Parking Layout**
- Traffic
- The light rail may impact Window on the Bay Park, may not have adequate ridership, and may create safety issues, congestion, and noise
- Oversupply of on-surface parking
- There’s not enough parking
- Parking tickets
- Views obscured by unattractive parking
- Vehicular, pedestrian and bicycle circulation is congested and unsafe
- Recreational trail alignment and interaction
• Lack of safe pedestrian access from El Estero and downtown
• There’s no connection between the wharves and recreation trail
• Parking needs to be located away from the waterfront

Social Issues
• Dogs: off-leash vs. leashed
• Community involvement in businesses
• Wharf families fighting
• Noise at residential areas if layout/circulation were to be changed
• Homeless campout and congregation/intimidation
• Homeless population and safety issues caused by them
• Security on recreation trail

Other
• Funding for implementation and accomplishing goals
• Signage does not provide adequate directions to historical and educational uses
What suggestions do you have to make the Waterfront better?

Environmental & Open Space
- Plan for sea level rise
- Keep beach from eroding away
- Keep beach clean
- Keep cruise ships out of Marine Sanctuary
- Need sardines back
- Expand public BBQ areas
- Improve views from wharf
- Expand Window on the Bay all the way to Sloat

Historical/Cultural
- Maintain Monterey’s history and preserve its culture
- Expand historic context and district to include Presidio and Fort Ord
- Re-establish Maritime Museum (see the Santa Barbara Maritime Museum)
- Keep State Historic Buildings open
- Use passenger depot as museum or archive for fishing and railway or art gallery
- Use passenger depot for commercial activity
- Increase activities at the Custom House Plaza
- Increase visits of historic ships and tall ships

Recreation & Commercial Activity
- Provide gazebo and other outdoor infrastructure to attract events like weddings
- Improve signage off Del Monte
- Improve signage inside the parking lot
- Create a cohesive, attractive entrance to wharf
- Locate a fisherman's market (like a farmer's market) in the parking lot, visible from the street
- Balance green type business with non green
- Maintain and encourage ecotourism base and sustainable type growth
- Increase hotels
- Prevent more hotels
- Locate a fresh fish market on Wharf 2
- Increase fish markets on Wharf 1 to keep fishing heritage alive
- Include fisherman’s wharf master plan in study
- Treat Fisherman’s wharf as a shopping center
- Have an attraction at the Wharf that will balance the Aquarium
- Increase the variety of business on Wharf 2
- Fix up both wharves
- Fix up the area & buildings in front of Wharf 2 (Scout House, Monterey Bay Kayak, Passenger Depot, Boat Yard)
- Demolish buildings on Catellus property and convert to park space
- Add beach-side café at east end of Window on the Bay Park
- Add attractions for locals such as fireworks, barbeque pits, places to rent out for parties, comedy clubs, bandstands, and dog-friendly areas
- Provide events kiosk
- Protect more boats with sea walls
• Improve moorage facilities
• Provide storage for fishing nets
• Expand sailing culture, hold big events, expand docking space
• Increase commercial sailing
• Expand dry boat storage
• Move dry boat storage to behind train station
• Move dry boat storage to a better location and make more attractive
• Add restrooms to Wharf 1
• Replace restroom on Wharf 2
• Move trash compactor off Wharf 1
• Improve signage
• More interpretive signage
• Electric signage that Cannery Row is congested
• Improve lighting

Parking
• Improve existing parking lot
• Move parking lot
• Dedicate parking for workforce
• Dedicated parking for waterfront activities
• Provide RV parking, particularly to support scuba divers at Coast Guard Pier.
• Keep parking away from area in front of Del Monte townhouses and maintain landscaped area to their west
• Provide regional parking outside of area and service with a shuttle
• Add properly functioning parking meters, debit card machines, pay stations
• Lower parking costs
• Make parking spaces permeable
• Increase bike racks

Circulation
• Improve traffic flow
• Provide better access off Del Monte
• Dedicate lane from Del Monte into the Marina Lot
• Widen Del Monte
• Install roundabouts
• Extend tunnel to Figueroa Street
• Light rail will reduce parking needs and brings more people to wharf
• Locate light rail away from Window on the Bay. Construct station farther to the west
• Locate light rail station in front of the Custom House
• Increase bus service, increase WAVE service, use smaller busses
• Provide MST bus line trolley service to waterfront all year
• Improve public transportation options – would reduce need for parking lots
• Use Lower Presidio for improved/alternate bike trail
• Divide recreation trail into wheeled vehicles vs. pedestrian
• Maintain recreation trail and promenade
• Reroute recreation trail around parking lots
• Construct bridge from Wharf 1 to Wharf 2
• Construct footbridge over Del Monte/Washington
• Increase pedestrian access between Window on the Bay and El Estero such as a foot bridge

Social
• Create forum for bringing groups together for collaboration
What should Monterey’s Waterfront be like 20 years from now?

- Keep it basically the same, but freshened up
- No light rail
- Light rail ending at the Roto Rooter site
- Fresh fish sales
- Fishing fleet back in Monterey
- California Plaza active

Environmental & Open Space
- Window on the Bay is expanded
- Clean, natural beach areas protected from erosion
- Plan implemented for sea level rise
- Water issues resolved
- Limited growth
- Sustainability
- Surfaces are permeable, roofs are green
- Plants in Window on the bay are drought-resistant, not grass
- No boat pollution or smell

Cultural/Historical
- No changes
- Character of historic buildings is maintained
- Culture of fishing and canning industries are maintained
- Educational components are preserved
- Area is modernized while maintaining history
- Wharf is a little more upscale
- Presence of Tall ships or Western flyer

Recreation & Commercial Activity
- Area is local-friendly and tourist-friendly
- Hosts unique artists, industries
- Contains desirable businesses
- Essential uses of harbor for all types of boat are preserved
- Any changes have been geared towards water activities
- Continued diverse uses at waterfront
- Well-maintained Recreation trail
- Presence of eco-friendly activities
- Feels like Santa Barbara without the palm trees
- Some commercial development on the seawall off Wharf 2
- Commercial sailing and fishing is alive
- Commercial businesses that offer visitors and locals access and activity by the beach
- Improved and expanded boatyard
- Sea Scout building is removed
- Gazebo and public uses present on east side
- No hotels

Transportation/Parking/Layout
• Less parking / less cars
• Adequate parking / transportation
• Parking shuttle from MPC
• Cars and parking are directed away from waterfront
• Del Monte is narrower
• Integrated transportation options
• Trolley - all year round
• Pedestrian bridge connects Wharf 1 and 2
• Easier access onto beach
• Access preserved for coastal development uses
• Promenades maintained

Social
• No begging on wharf
• State properties are open and maintained