TO: City Manager

FROM: Elizabeth Caraker, AICP
Principal Planner

DATE: April 6, 2010

SUBJECT: Receive Report and Update on the Waterfront Master Plan Regarding Issue Identification and Direct Staff to Draft Vision and Goals Based on Public Input

RECOMMENDATION

Staff recommends that the City Council receive report and update on the Waterfront Master Plan regarding issue identification and direct staff to draft vision and goals based on public input.

POLICY IMPLICATIONS

The development of a long-term, visionary master plan for the City's waterfront would:

1. Further the City's commitment to being a model city for its quality of life driven by responsiveness of local government, historical and cultural preservation, mobility opportunities emphasizing pedestrians over vehicles, economic sustainability, a strong sense of place, and good stewardship of the natural environment; and,

2. Meet the Monterey Bay Waterfront Park Goals and Objectives to reclaim public access to beaches; open obstructed view sheds; improve waterfront parks and recreational facilities; improve and beautify the primary transportation corridor along the coastline; and protect and reintroduce native flora to the area's fragile sand dunes.

3. Further the City's commitment to soliciting and welcoming input from all.

FISCAL IMPLICATIONS

The Waterfront Master Plan is part of the 2009-11 Planning Commission Work Program. Staff is managing the planning effort that includes participation from a staff level working group, a City Council/Planning Commission/Historic Preservation Commission/Parks and Recreation Commission Subcommittee, stakeholder interviews, and public workshops, and the drafting and design of the master plan. Twenty thousand dollars has been encumbered and a contract has been executed for facilitation services for the public workshops and meetings (Acct #101-310-3121-4240 (Plans and Public Works/Professional Services).

ENVIRONMENTAL DETERMINATION

Adoption of a master plan qualifies as a project under the California Environmental Quality Act. Upon completion of a draft master plan, staff will prepare the appropriate level of environmental analysis for public review and consideration by the City Council.
ALTERNATIVES CONSIDERED

The City Council may select to direct staff to focus on other planning efforts that do not involve the waterfront. The City Council may also select to direct staff to conduct a short-term waterfront planning effort that addresses only improvements to existing facilities and/or updates existing documents as necessary without facilitating a longer-term comprehensive visioning exercise. However, these alternatives would not fulfill existing policy direction to provide for long-term visioning planning.

BACKGROUND

On December 1, 2009, the City Council provided direction to staff to initiate a master plan process to develop a long-term vision for the proposed Waterfront Planning Area (Attachment 1) and according to the proposed work plan (Attachment 2). Accomplishments to date include the hiring of an outreach program manager, assembling of a City Staff Technical Working Group and Decisionmaker Subcommittee, completion of an Existing Conditions Report, and facilitation of the first of a series of public workshops.

DISCUSSION

Since last reporting to Council, Staff has completed the “Initialize Outreach Program” and “Existing Conditions, Issues” work program tasks. The project web page (www.monterey.org/waterfrontmasterplan) hosts the project work plan and schedule, frequently asked questions, Existing Conditions report, community survey, newsletter sign-up (Constant Contact), public meetings and workshop information, project manager contact information, and a project email for readers to use to comment. Future work products and meeting summaries will be added to the web page as the project work plan progresses. Staff has also set up a Monterey Waterfront Master Plan Facebook page that provides announcements and updates on the planning process and directs readers to the web page for the latest information and work products and directs comments through the project’s email. Staff has published two “Constant Contact” newsletters to the on-line subscribers.

The Existing Conditions report establishes a baseline for the waterfront planning effort. The report provides an inventory of existing uses, structures, and facilities within the planning area. The report also summarizes controlling policies that have been adopted and implemented over time. Many policies overlap and repeat. Some policies are outdated. Others will continue to implement state and federal regulations applicable to the planning area. Many policies will likely be preserved and will continue to express the future vision of the planning area that evolves through the planning process. The Existing Conditions report and associated figures can be accessed on the project web page. A hard copy of the report is available for viewing at the Planning Counter in Colton Hall.

On February 11 and February 25, 2010, respectively, the Working Group and Subcommittee met to review the Existing Conditions report, work plan, and roles and responsibilities. While the formulation of the master plan will be based on input gathered during the public workshops, the Working Group and Subcommittee each play a vital role in the process. The Working Group, consisting of representatives from a cross section of City Staff, provides technical support to ensure that the plan is viable and implementable. The Subcommittee, consisting of Council members and Planning, Historic Preservation, and Parks and Recreation commissioners, serve as a liaison between the public, staff and the decisionmakers to ensure
that the plan adequately reflects the project vision. Their meetings are open to the public and the agendas are posted at City Hall, the Library, and on the project web page.

On March 10, 2010, staff facilitated Public Workshop #1 that focused on Existing Conditions and Issues (Attachment 3). Over 150 community members were in attendance, providing an adequate representation of planning area stakeholders. Staff opened the workshop by summarizing the Existing Conditions report and work plan to provide participants with a common introduction and understanding of the planning area and master planning process. Workshop participants then divided into small discussion groups to address a list of questions and categories about the planning area, including likes and dislikes, suggestions for improvement, and what it should look like in 20 years (Attachment 4). Each group provided a summary of their discussion and ideas.

Staff has studied survey results from three sources, the City’s on-line community survey located on the project web page, the Monterey County Visitors Bureau 2009 visitors survey, and the Monterey Bay Aquarium 2009 survey, previously presented to the City Council by Monterey Bay Aquarium staff. In part, the Aquarium survey findings contributed to the City’s motivation to prioritize the Waterfront Master Plan process as a means to identify opportunities to enhance and create new attractions that will entice visitors to add a day to their visit or make a return trip to the area. Though staff will continue to solicit on-line survey data through March 31, 2010, a summary of results received to date has been incorporated into the workshop results. Staff has summarized and categorized the Workshop and on-line survey results into three categories as follows:

Valued Features
- The Recreation Trail as a means of connecting the many distinct areas of the Waterfront.
- The Waterfront’s natural setting and views - 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).
- Enhance views of the Waterfront Area from Del Monte Ave.
- Improve the sense of entry to the Waterfront.
- Restore historical features, such as the passenger depot.
- Enhance other historic connections, such as Monterey State Historic Park
- Solicit a more regular presence of tall ships.
- Incorporate and improve multiple modes of transportation: pedestrians, bicycles, transit (buses, trolley, light rail), cars, delivery vehicles, etc.
- Provide better pedestrian links to downtown and other adjacent land uses.
- Improve way-finding system.
- Renovate the restrooms.
- Address coastal erosion and sea level rise
- 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)

The next steps of the work plan include compiling a draft vision and goals that is based on the workshop summary and survey results. Staff will then present the draft vision and goals for discussion and refinement at the next public workshop on April 22, 2010. During this workshop, participants will also begin to formulate alternative plan scenarios that implement the vision and goals. The differences of opinion on key issues will continue to be addressed. Staff will return to the City Council for acceptance of a final Vision and Goals on May 18, 2010.

In conclusion, staff recommends that the City Council receive report and update on the Waterfront Master Plan regarding issue identification and direct staff to draft vision and goals based on public input.

[Signatures]

Elizabeth Caraker, AICP
Principal Planner

Approved by Chip Rerig, AICP
Chief of Planning, Engineering, and Environmental Compliance

Attachments:
1. Waterfront Master Plan area
2. Work Plan
3. Workshop #1 Agenda
4. Workshop #1 Questions
5. Summary of Workshop #1

C: All Neighborhood Associations
All Business Associations
New Monterey Business Assoc., Rick Johnson, 321 Alvarado St., Suite G, Monterey, CA 93940
Cannery Row Business Association, Bonnie Adams, Executive Director, 65 Prescott Avenue, Monterey, CA 93940
Cannery Row Business Association, Michele Knight, President, 299 Cannery Row, Monterey, CA 93940
Old Monterey Business Assoc., Rick Johnson, 321 Alvarado St., Suite G, Monterey, CA 93940
Old Monterey Business Association, Jerry Anderson, Ventana Asset Management, 156 Bonifacio Place, Monterey, CA 93940
Fisherman's Wharf Association, Mary Alice Cerroto Fettis, President, P.O. Box 1877, Monterey, CA 93942
Fisherman's Wharf Association, Bob Massaro, Administrator, 98 Del Monte Ave., #202, Monterey, CA 93940
Kristen Hoschouer, TAMC, 55-B Plaza Circle, Salinas, CA 93901-2902
Hunter Harvath, MST, One Ryan Ranch Road, Monterey, CA 93940
Monterey County Convention & Visitors Bureau, Katie Besmer, P.O. Box 1770, Monterey, CA 93942
Monterey County Hospitality Association, Steve Wille, 765 Wave St., Monterey, CA 93940
SAN CARLOS BEACH
COAST GUARD PIER
FISHERMAN'S SHORELINE PARK
MUNICIPAL WHARF No.1
PEDESTRIAN CAUSEWAY
MUNICIPAL WHARF No.2
PLANNING AREA
MONTEREY MUNICIPAL BEACH
RECREATIONAL TRAIL
MONTEREY BAY PARK
MONTEREY STATE BEACH

Figure 1: Planning Area & Major Features

EXISTING CONDITIONS

Draft Waterfront Master Plan
City of Monterey
Waterfront Master Plan – Draft Work Plan

Project Initiation

- Assign City Department representatives to Working Group – DONE

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
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<tbody>
<tr>
<td>Fred C</td>
<td>PPW/Admin</td>
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<tr>
<td>Chip</td>
<td>PPW</td>
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<tr>
<td>Elizabeth</td>
<td>Planning</td>
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<tr>
<td>Forrest</td>
<td>Planning</td>
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<tr>
<td>Anne</td>
<td>Communications</td>
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<td>Tom</td>
<td>Engineering</td>
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<td>Rick</td>
<td>Property Management</td>
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<td>Sam</td>
<td>Real Estate</td>
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<td>Rich</td>
<td>Traffic</td>
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<td>Jo</td>
<td>Public Facilities</td>
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<td>Wayne</td>
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<td>Steve</td>
<td>Harbormaster</td>
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<td>Doug</td>
<td>Parks</td>
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<td>Kay</td>
<td>Recreation</td>
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<tr>
<td>Don</td>
<td>Finance</td>
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<tr>
<td>Jeff</td>
<td>Police</td>
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<tr>
<td>Fred M</td>
<td>Kickoff meeting only</td>
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- Assign representatives to subcommittee - DONE

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Chuck Della Sala</td>
<td>Councilmember</td>
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<tr>
<td>Jeff Haferman</td>
<td>Councilmember</td>
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<tr>
<td>Leon Garden</td>
<td>Planning Commission</td>
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<tr>
<td>Bill McCrone</td>
<td>Planning Commission</td>
</tr>
<tr>
<td>David Canepa</td>
<td>Parks and Rec Commission</td>
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<tr>
<td>Jean O'Brien</td>
<td>Historic Preservation Commission</td>
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- Gather all controlling documents - DONE
- Create maps of planning area – DONE
- Meet with TAMC to provide station alternatives – IN PROCESS
- Pursue Council Direction to Initiate Project - DONE
  - Define issue (need for comprehensive overhaul/upgrade of waterfront)
  - Provide examples of what is possible/success stories (from other communities)
  - Define project vision and objectives
  - Present work plan and outreach program
- Conduct individual working group member interviews - DONE
- Identify stakeholders - IN PROCESS

Initialize Outreach Program

- Hire outreach program manager - DONE
- Review work program and schedule - DONE
- Identify notification strategy - DONE
- Develop agenda for Working Group and Subcommittee Meeting, and Workshop #1 - DONE
- Develop website: Monterey.org/waterfrontmasterplan - DONE
- Post web-based community questionnaire and conduct visitor survey - DONE
Existing Conditions, Issues
- Conduct land use and infrastructure inventory - DONE
- Draft Existing Conditions Report - DONE
- Working Group Meeting #1 - DONE
- Subcommittee Meeting #1 - DONE
- Workshop #1 - DONE
- Conduct stakeholder interviews as needed
- Report to Council - progress

Vision, Goals, Objectives
- Draft Vision and Goals
- Working Group Meeting #2 — Review vision and goals, preview workshop
- Workshop #2 — Review vision and goals, brainstorm alternatives
- Refine vision and goals
- Subcommittee Meeting #2 — Review refined vision and goals for alternatives
- Pursue Council acceptance of vision and goals for alternatives

Develop Alternatives
- Develop alternative land use plans — work with TAMC
- Working Group Meeting #3 — Review alternatives - preview workshop
- Workshop #3 - Review alternatives
- Refine one preferred alternative concept plan — work with TAMC
- Working Group Meeting #4 — review preferred alternative, preview workshop
- Workshop #4 - Refine preferred alternative
- Subcommittee Meeting #3 to review refined preferred alternative
- Solicit Planning, Parks and Recreation, and Historic Preservation Commission recommendation on preferred alternative
- Pursue Council acceptance of preferred alternative

Develop Master Plan
- Commence environmental review
- Develop draft master plan
- Working Group Meeting #5
- Subcommittee Meeting #4 — review refined master plan
- Refine master plan
- Study sessions on draft master plan — October - December
- Solicit Planning, Parks and Recreation, and Historic Preservation Commission recommendation
- Pursue Council adoption
- Coastal Commission review and approval
# Tentative Schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
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<tbody>
<tr>
<td><strong>EXISTING CONDITIONS</strong></td>
<td>2010</td>
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<tr>
<td>Working Group Meeting #1</td>
<td>February 11 - <strong>DONE</strong></td>
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<td>Subcommittee Meeting #1</td>
<td>February 25</td>
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<td>Workshop #1</td>
<td>March 10</td>
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<tr>
<td>Stakeholder interviews</td>
<td>March 15 – 31</td>
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<tr>
<td>Report to Council</td>
<td>April 6</td>
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<tr>
<td><strong>VISION AND GOALS</strong></td>
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<td>Draft Vision and Goals</td>
<td>March 15 – 31</td>
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<td>Working Group Meeting #2 – vision, goals</td>
<td>April 8</td>
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<td>Workshop #2 – vision, goals, alternatives</td>
<td>April 22</td>
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<tr>
<td>Refine vision, goals</td>
<td>April 26 – May 7</td>
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<td>Subcommittee Meeting #2 – review vision, goals</td>
<td>April 29</td>
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<td>Council acceptance of vision, goals</td>
<td>May 18</td>
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<td><strong>ALTERNATIVES</strong></td>
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<tr>
<td>Develop alternatives</td>
<td>April 26 – June 4</td>
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<td>Working Group Meeting #3 – review alternatives</td>
<td>May 27</td>
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<td>Workshop #3 – review alternatives</td>
<td>June 10</td>
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<td>Refine Preferred Alternative</td>
<td>June 14 – July 30</td>
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<td>Working Group Meeting #4 – review pref. alt.</td>
<td>August 12</td>
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<tr>
<td>Workshop #4 – review preferred alternative</td>
<td>August 26</td>
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<tr>
<td>Subcommittee Meeting #3 – review pref. alt.</td>
<td>September</td>
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<td>Solicit PC/PRC recommendation for pref. alt.</td>
<td>September – October</td>
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<tr>
<td>Council acceptance of preferred alternative</td>
<td>November</td>
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<td><strong>DRAFT MASTER PLAN</strong></td>
<td>2011</td>
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<td>Draft master plan</td>
<td>December – May</td>
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<tr>
<td>Draft environmental</td>
<td>December – May</td>
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<tr>
<td>Working Group Meeting #5 – review master plan</td>
<td>March</td>
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<td>Subcommittee Meeting #4 – review master plan</td>
<td>April</td>
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<tr>
<td>Refine Master Plan</td>
<td>May</td>
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<tr>
<td>Study sessions – Council, PC, P&amp;R, HPC</td>
<td>May – June</td>
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<tr>
<td>Recommend to Council – PC, P&amp;R, HPC</td>
<td>July – August</td>
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<tr>
<td>Council Adoption</td>
<td>September</td>
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<tr>
<td>Coastal Commission Approval</td>
<td>October</td>
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The City of Monterey

Waterfront Master Plan

Community Meeting #1
Wednesday March 10, 2010 • 6:30-8:30 p.m.
Gilbert's Restaurant – Upstairs Banquet Room

Agenda

1. Welcome, Logistics and Introductions  
   Elizabeth Caraker  
   6:30-6:40
2. Project Significance  
   Councilmember Jeff Haferman  
   6:40-6:50
3. Project Process  
   Elizabeth Caraker  
   6:50-7:00
4. Existing Conditions  
   Elizabeth Caraker  
   7:00-7:30
5. Desired Outcomes / Small Group Discussion  
   Lee Steinmetz  
   7:30-8:00
   Lee Steinmetz  
   8:00-8:15
7. Closing Comments/Next Steps  
   Elizabeth Caraker  
   8:15-8:20
8. "Post-it" Exercise  
   Lee Steinmetz  
   8:20-8:30

For more information, please contact Elizabeth Caraker, Principal Planner at 831-646-1739

Or visit the website at www.monterey.org/waterfrontmasterplan

Comments and questions can also be emailed to waterfront@ci.monterey.ca.us
The City of Monterey

Waterfront Master Plan

Community Meeting #1
Wednesday March 10, 2010 • 6:30-8:30 p.m.
Gilbert's Restaurant – Upstairs Banquet Room

Small Group Discussion
Think about these categories when discussing the following questions. You may have other categories to add to this list:
- Parks and Open Space
- History and Culture
- Natural Environment
- Commercial Activity: Fishing, Local-Serving, Visitor-Serving
- Recreation
- Transportation and Parking (Cars, trucks, buses, light rail, bicyclists, pedestrians)

1. What do you currently like about the Waterfront Area?

2. What do you think are the most pressing issues or challenges facing the Waterfront?

3. What suggestions do you have to make the Waterfront better?

4. What should Monterey's Waterfront be like 20 years from now?
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

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