The City of Monterey

Waterfront Master Plan

Subcommittee Members:
Council Member Chuck Della Sala
Council Member Jeff Haferman
Historic Preservation Commissioner Jean O’Brien
Planning Commissioner Leon Garden
Planning Commissioner Bill McCrone
(Planning Commissioner Alternate Luis Osorio)
Parks & Recreation Committee Member Dave Canepa

City of Monterey Legislative Body Members not on this subcommittee may attend as observers only.

Community Meeting #2 – Vision, Goals, Alternatives

Thursday April 22, 2010 • 6:30-8:30 p.m.
Del Monte Beach House (former Sea Scout building)

Agenda

1. Welcome, Logistics and Introductions  
   Elizabeth Caraker  
   6:30-6:35

2. Review Community Comments to date:  
   Lee Steinmetz  
   6:35-6:45

3. Present Vision and Goals  
   Elizabeth Caraker  
   6:45-6:50

3. TAMS Presentation on Light Rail Transit  
   Debbie Hale  
   6:50-7:10

4. Small Group Discussion and Plans  
   Lee Steinmetz  
   7:10-7:55

5. “Open House” Review of Small Groups  
   Lee Steinmetz  
   7:55-8:10

   Lee Steinmetz  
   8:10-8:25

7. Closing Comments/Next Steps  
   Lee Steinmetz  
   8:25-8:30

8. “Post-it” Exercise  
   Lee Steinmetz  
   8:30

(OVER)
PROJECT INFORMATION

WEBSITE
WWW.Monterey.org/Waterfrontmasterplan - Meeting agendas, workshop summaries, reports, maps, schedules, newsletter articles, and more...

FACEBOOK - http://www.facebook.com/
Search: Monterey Waterfront Master Plan
Read comments, write comments, view pictures.

EMAIL QUESTIONS/COMMENTS - Waterfront@ci.monterey.ca.us

HARD COPIES OF ALL MATERIALS - City Hall Planning Office, Colton Hall

CONTACT - Elizabeth Caraker, Project Manager, 831.646.1739/caraker@ci.monterey.ca.us

UPCOMING MEETINGS

Council Adoption of Vision and Goals: May 18, 2010

Community Meeting #3 – Refine Plan Alternatives: June 10, 2010

Community Meeting #4 – Refine Preferred Plan Alternative: August 12, 2010
The City of Monterey

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Small Group Discussion/Exercise

1. What additions, deletions and edits would you make to the Vision and Goals (over)?

2. Prepare elements of a Waterfront Master Plan that meet the Vision and Goals:
   - plans (use the base sheets provided)
   - written policy statements.

   Address the plan elements by Goal topic:
   - Fiscal
   - Natural Resources and the Environment
   - Facilities, Amenities
   - Transportation and Parking (Cars, trucks, buses, light rail, bicyclists, pedestrians)
   - Implementation, Maintenance, and Operations.

   Be creative and have fun!

(OVER)
Draft Vision and Goals

**VISION** - Create and maintain a destination along Monterey’s waterfront that:
- Serves as a regional destination for both visitors and locals,
- Ensures a level of economic vitality sufficient to support a vibrant and healthy community; and
- Highlights the waterfront’s history, culture, and natural setting.

**GOALS**

**Fiscal**
Contribute to the overall sustainable fiscal health of the City
- Maximize revenue for the City through leases
- Provide a healthy environment for businesses to succeed
- Provide a rich experience for visitors so that they will extend their stay and/or return to Monterey.

**Facilities/Amenities**
Preserve and enhance existing amenities that draw both visitors and locals
- Preserve and further expand the diversity of activities offered (sailing, boating, diving, shopping, dining, fishing, festivals, etc.)
- Improve public facilities
- Preserve and showcase the history of the waterfront
- Create a common theme for the planning area that is displayed through way-finding and interpretation (signs, colors, architecture, lighting, public art, waterfront gateway treatment, etc.)
- Ensure a safe, clean, and peaceful setting

**Natural Resources/Environment**
Preserve natural resources, address environmental issues
- Preserve and enhance the Waterfront’s natural setting within the Monterey Bay, beach and open space areas
- Address environmental issues and natural hazards
- Increase park space
- Protect viewsheds within and through the Planning Area
- Improve/enhance the visual quality of the Planning Area

**Transportation and Parking**
Incorporate and improve transportation systems that facilitate access to the waterfront and support multiple modes of transportation (pedestrians, bicycles, transit, cars, delivery vehicles, etc.)
- Improve pedestrian links, traffic flow, and bicycle access
- Ensure adequate parking is available and properly located
- Provide for convenient access by public transit
- Maintain and enhance the Monterey Bay Coastal Trail (recreation trail) as a viable means of transportation and recreation.

**Regulatory Framework**
Develop plan consistent with Federal and State Regulations and existing legal commitments (grant constraints, legal agreements, etc.)

**Implementation/Maintenance**
Develop plan to ensure implementation, operations, and maintenance
- Create a phased Waterfront Capital Improvement Program [CIP] that includes all master plan projects, operations, and maintenance.
- Create a Waterfront fund that ensures collection of adequate revenue to fund the Waterfront CIP to ensure realization of the Waterfront Master Plan Vision.