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
4. TAMC Presentation on Light Rail Transit
   Debbie Hale  6:50-7:10
5. Small Group Discussion and Plans
   Lee Steinmetz  7:10-7:55
6. “Open House” Review of Small Groups
   Lee Steinmetz  7:55-8:10
7. Selected Small Group Report Back
   Lee Steinmetz  8:10-8:25
8. Closing Comments/Next Steps
   Lee Steinmetz  8:25-8:30
9. “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.