CITY OF MONTEREY

AGENDA ITEM: 16
SERIES: 201-12

TO: City Manager

FROM: Elizabeth Caraker, AICP
Principal Planner

DATE: May 11, 2010

SUBJECT: Receive Report and Update on the Waterfront Master Plan Process and Consider Accepting the Vision and Goals and Directing Staff to Develop Three Master Plan Concepts Based on the Vision and Goals

RECOMMENDATION

The Waterfront Subcommittee recommends that the City Council receive report and update on the Waterfront Master Plan process, consider accepting the Vision and Goals, and direct staff to develop three Master Plan concepts based on the Vision and Goals as previously developed by the community.

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 Office Work Program. Staff is coordinating 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 a master plan. Twenty thousand dollars has been encumbered and a contract has been executed for facilitation services for the public workshops and meetings.

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 update 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 and according to the proposed work plan. On April 6, 2010, the City Council received a report and update on the Waterfront Master Plan regarding issue identification and directed staff to draft vision and goals based on public input. At that time, accomplishments to date included 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 community meetings.

DISCUSSION

Progress on the Waterfront Master Plan Work Program

Since the April 6, 2010 Council meeting, staff developed the Draft Vision and Goals based on public input, and facilitated Working Group Meeting #2, Community Meeting #2, and Subcommittee Meeting #2, which focused on reviewing and refining the Draft Vision and Goals (Attachments 1-3). Staff has also continued to post meeting agendas, work products, reports, and meeting summaries on the project website (www.monterey.org/waterfrontmasterplan/). The public has utilized the website, on-line newsletter, Facebook page, and project email to receive information and provide comments on the project and the process.

Community Meeting #2 was held at the newly renovated Del Monte Beach House (former “Sea Scout” building). Attendees included the project team (Working Group, Subcommittee, volunteers, and the project consultant), and approximately 70-80 members of the community representing a variety of stakeholder groups. Staff had also arranged for the meeting to be videotaped so that those interested members of the community who were unable to participate will be able to watch the video either on Youtube or on Channel 25.

The meeting agenda included presentation of:
- A summary of public input received to date (the first community meeting plus the on-line survey results) (Attachment 4);
- The Draft Vision and Goals and how staff developed them based on public input to date (Attachments 5-6); and,
- The proposed Monterey Branch Line Light Rail Transit by Transportation Agency of Monterey County (TAMC) staff.

Following the presentations, participants broke out into 11 small groups and the Working Group facilitated small group discussions. Each group worked from a series of questions requesting
input on the Draft Vision and Goals and requesting that the group create a “plan” for the waterfront that reflects the Draft Vision and Goals (Attachment 7). Each group created a plan by drawing on their own set of large maps of the planning area and providing written descriptions to communicate their ideas. Four of the 11 group plans were presented back to the meeting participants. Participants also submitted specific comments on certain plans using post-it notes.

The next step of the work plan is to compile the 11 group plans received at the community workshop into three alternative concept plans for the Waterfront Master Plan that can then be evaluated and refined. This “refinement of alternatives” exercise will be the focus of Community Meeting #3 (scheduled for June 9, 2010 in the Monterey Conference Center). Specifically, participants will be asked to evaluate components of each alternative for consistency with the previously-developed Vision and Goals. Specifically, participants will be asked to evaluate components of each alternative for consistency against the Vision and Goals.

**Council Acceptance of the Draft Vision and Goals**

As noted above, the Draft Vision and Goals are based on public input to date. Participants of Community Meeting #2 provided comments as part of the small group exercise. The Subcommittee also reviewed and discussed the Draft Vision and Goals. After discussion, the Subcommittee supported forwarding the Draft Vision and Goals to the City Council for acceptance. The Subcommittee also noted that the Vision and Goals, while providing a basis for the formulation of the Master plan, may require further refinement during the planning process.

In conclusion, the Waterfront Subcommittee recommends that the City Council receive report and update on the Waterfront Master Plan process, consider accepting the Vision and Goals, and direct staff to develop three Master Plan concepts based on the Vision and Goals.

Elizabeth Caraker, AICP
Principal Planner

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

EC:tl

Attachments:
1. Working Group Meeting #2 Agenda
2. Community Meeting #2 Agenda
3. Subcommittee Meeting #2 Agenda
4. Summary of Public Input
5. Evolution of Draft Vision and Goals (Step 2)
6. Draft Vision and Goals
7. Small Group Discussion Questions and Summary of Responses

e: Planning Commission
   Waterfront Master Plan Outreach List
c: Waterfront Subcommittee
All Business Associations
All Neighborhood Associations
Kristen Hoschouer, TMC, 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, PO Box 1770, Monterey, CA 93942
Monterey County Hospitality Association, 765 Wave Street, Monterey, CA 93940
Waterfront Master Plan Working Group Meeting #2 – Vision, Goals, Alternatives
Thursday April 8, 2010 • 9:00 – 11:00 a.m.
Council Chambers

Agenda

1. Review Community Meeting #1 summary and on-line questionnaire results (attached)
2. Review 4/6 Council Discussion/Direction
3. Review Draft Vision and Goals (attached)
4. Identify outstanding issues/opportunities/constraints
5. Review Community Meeting #2 agenda and necessary small group facilitation (attached)
6. TAMC Presentation on Light Rail Transit
7. Status of Working Group assignments
   a. Leaseholder inventory - Rick
   b. Water inventory - Rick
   c. Financial/fiscal analysis of existing conditions – Don

Attachments: 1. Community Meeting #1 Summary
              2. Draft Vision and Goals Evolution and Draft Vision and Goals
              3. Community Meeting #2 Agenda
              4. Small Group Exercise
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
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
Waterfront Master Plan – Draft Subcommittee Meeting #2 Agenda
Date: April 29, 2010 Time: 1:00 – 3:00 p.m.  Place: Council Chambers
Participants:

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Chuck Della Sala</td>
<td>Councilmember</td>
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<td>Jeff Haferman</td>
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<td>Leon Garden</td>
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<td>Bill McCrone</td>
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<td>Luis Osorio</td>
<td>Planning Commission Alternate</td>
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<td>David Canepa</td>
<td>Parks and Recreation Commission</td>
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<td>Jean O’Brien</td>
<td>Historic Preservation Commission</td>
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<td>Elizabeth Caraker</td>
<td>City Staff</td>
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<td>Lee Steinmetz</td>
<td>Outreach Consultant</td>
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1. Community Meeting #2 - Debrief
2. Council Acceptance of Draft Vision and Goals - May 18
3. TAMC Presentation to Council – May 18
4. Next Steps
   a. Develop, Define and Evaluate 3 Alternatives
   b. Working Group Meeting #3 – May 27 – Review Alternatives
   c. Community Meeting #3 – Review Alternatives
   d. Develop Preferred Alternative
   e. Working Group Meeting #4 – August 12 – Review Preferred Alternative
   f. Community Meeting #4 – Review Preferred Alternative
   g. Subcommittee Meeting #3 – September – Review Preferred Alternative
   h. Council Acceptance of Preferred Alternative - September
Summarize Comments from Community Meeting #1 and On-line Survey

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

*Attachment 4*
• 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
STEP 2 – Evolution of Vision and Goals
Reorganize Issues, Re-categorize Themes

Fiscal
- 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 further expand the diversity of activities offered (sailing, boating, diving, shopping, dining, fishing, festivals, etc.)
  - Maintain and encourage green businesses, ecotourism base and sustainable type growth
  - Have an attraction at the Wharf that will balance the Aquarium
  - Allow modernization and upgrading while maintaining history
  - Commercial businesses that offer visitors and locals access and activity by the beach
  - Solicit a more regular presence of tall ships
  - Increase boat and sailboat boarding areas
  - Offer fresh fish sales at both Wharfs/locate a fisherman’s market in the parking lot, visible from the street
  - Upgrade quality of Wharf #1 businesses and create more diversity
  - Expand uses on Wharf #2 that adds to the diversity of commercial uses
  - Provide gazebo and other outdoor infrastructure to attract events like weddings
  - Add beach-side café at east end of Window on the Bay Park
  - Provide events kiosk
  - Some commercial development on the seawall off Wharf 2
  - Provide storage for fishing nets
  - Expand sailing culture, hold big events, expand docking space
  - Host unique artists, industries
  - Add attractions for locals such as fireworks, barbeque pits, places to rent out for parties, comedy clubs, bandstands, and dog-friendly areas

- Improve public facilities
  - Develop improvement/expansion plan for boat dry storage area and parking lot
  - Improve/expand moorage facilities
  - Add restrooms to Wharf 1
  - Replace restroom on Wharf 2

- Preserve and showcase history of waterfront
  - Restore historic features and public access to the passenger depot.
  - Expand historic context and district to include Presidio and Fort Ord
  - Support efforts that will improve Maritime Museum success and operations
  - Maintain culture of fishing and canning industries

- 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
  o Address dog control
  o Create on-going forum for bringing groups together for collaboration
  o Promote healthy and peaceful relationships between businesses
  o Mitigate noise impacts resulting from changes to the waterfront
  o Ensure security on recreation trail
  o State properties are open and maintained

Natural Resources/Environment
• Preserve and enhance the Waterfront's natural setting within the Monterey Bay, beach and open space areas
• Address environmental issues and natural hazards
  o coastal erosion and sea level rise
  o sand buildup at foot of Wharf 2
  o pollution and trash.
  o invasive species
  o odors from animal life and diesel emissions
  o Encourage access to students of science and educational institutions for research
• Increase park space
  o Increase BBQ areas
  o Expand Window on the Bay all the way to Sloat
• Protect viewsheds within and through the Planning Area
• Improve/enhance the visual quality of the Planning Area

Transportation and Parking
• Improve pedestrian links
  o From Monterey Historical State Park
  o Between the wharves and recreation trail
  o To the ocean and open space
  o Via the Recreation Trail to connect the many distinct areas of the Waterfront.
  o From El Estero and downtown
  o Construct bridge from Wharf 1 to Wharf 2
  o Construct footbridge over Del Monte/Washington
• Improve traffic flow
  o access off Del Monte
  o Along Del Monte
  o Widen Del Monte
  o Install roundabouts
  o Dedicate lane from Del Monte into the Marina Lot
  o Extend tunnel to Figueroa Street
• Ensure adequate parking is available and properly located
  o Parking needs to be located away from the waterfront and Del Monte townhouses
  o Provide dedicated parking for workforce, waterfront activities, RV (particularly to support scuba divers at Coast Guard Pier)
  o Make surface parking spaces permeable
• Provide for convenient access by public transit
- 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

- Increase bicycle access
  - Increase bike racks
  - Divide recreation trail into wheeled vehicles vs. pedestrian

- Maintain and enhance the Monterey Bay Coastal Trail (recreation trail) as a viable means of transportation and recreation.

**Implementation/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.

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

VISION - Create and maintain a unique 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, such as sailing, boating, diving, shopping, dining, fishing, and festivals.
- 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 such as signs, colors, architecture, lighting, public art, and waterfront gateway treatment.
- 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, such as pedestrians, bicycles, transit, cars, and delivery vehicles.
- 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 mandates 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.

Attachment 6
The City of Monterey

Waterfront Master Plan

Community Meeting #2 – Vision, Goals, Alternatives
Thursday April 22, 2010 • 6:30-8:30 p.m.
Del Monte Beach House (former Sea Scout building)

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!
Community Meeting #2 – Small Group Discussion/Exercise - SUMMARY

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

Vision:
- "Economic Vitality" should be a consideration, not a driving force. It should be a lower priority.
- Add "Promote Waterfront history"—the City's vitality should be a result of the plan, not part of the plan.
- Add education component, such as the Sanctuary and renewable energy.

Fiscal Goal
- "Maximizing revenue to the City thru leases" is too limiting. Change to "Provide incentive to maximize revenue to the City".

2. Prepare elements of a Waterfront Master Plan that meet the Vision and Goals:

Fiscal
- Contribute to the overall sustainable fiscal health of the City
- Support small businesses
- Use depot to generate revenue
- Streamline the business process for small businesses on the waterfront
- Currently there are too many City departments involved in creating or operating a small business on the waterfront.
- Have an economic development point-person assigned by the City to new businesses as a main contact source for questions, problems and approvals.

Facilities, Amenities
General
- Maximize use of and retain existing buildings and resources to attract visitors and locals.
- Provide waterfront directory maps in parking lots
- Provide international signage
- Use flags as wayfinding and small signs (like Morgan Hill) to lead visitors to their destination (Wharf, Cannery Row, Alvarado Street)
- Provide building lockers
- Create information center
- Increase lighting on the recreation trail for evening use
- Add berthing slips – expand Marina
- Extend WOB park beyond Park Street
- Encourage Presidio to give up space for improvements and public access
- Create festivals for families to attract visitors and locals
- Create fish and farmers markets
- Create a "Santa Barbara-like" entry at Figueroa.
- Provide group BBQ/gazebo/entertainment venue
- Continue Monterey Bay Park toward Figueroa and add bathrooms, picnic, gazebo
- Bury utility lines
- Provide accommodations for non profits, aquarium annex, CSUMB
- Consider storm run-up.

Coast Guard Pier / Breakwater Cove
- Extend breakwater to accommodate cruise ships
- Increase guest boat berthing
• Swap restaurant and bathroom locations
• Expand pier for minimal commercial (bait shop)

Municipal Wharf #1 (Fisherman's Wharf)
• Map with business directory at the entrance to Wharf 1
• Accommodate cruise ships at Wharf 1

Municipal Wharf #2 (Commercial Wharf)
• Add/don't add small shops
• Add beach businesses
• Improve entrance
• Accommodate permanent tall ship with educational/history component
• Expand fish markets for fresh locally caught fish sales and for tourism and locals
• Move fishing closer to road

Maritime Museum/Custom House Plaza
• Re-open Custom House Plaza
• Active Custom House Plaza
• Provide kid-friendly exhibits at Maritime Museum – not history and art.

East Catellus (Del Monte Beach House, Monterey Bay Kayaks, dry boat storage)
• Create a family friendly waterfront entertainment zone by adding a children's playground at the east side of MB Kayak.
• Keep MB Kayak and Del Monte Beach House.
• Consider combining the Del Monte Beach House and MB Kayak building into a new building with a community room and retail because both buildings are aging and won't last forever.
• Use Del Monte Beach House during the daytime in the summer months for family friendly and public oriented uses.
• Remove Del Monte Beach House building – provide platform that could accommodate a tent
• A playground north of MB Kayak
• Move/don't move/keep within proximity/beautify and improve the design of the dry boat storage
• Continue and maximize use of MB Kayak and Del Monte Beach House

Passenger Depot Use
• Bus/light rail station
• Public building with an interactive fishing museum, visitor's center and fish market.
• RV Parking, visitor's center and public restrooms
• Create a park-like multi-recreational area
• Bike rental
• Dive shop
• Restaurant/deli
• Veteran's history and visitor's center
• Retrofit using green technology; historic renovation; adaptive reuse; showcase for renewable energy systems and for state of the art sustainable technology.
• Provide play area adjacent
• Create a functional depot building with a large exterior Monterey visitor's map
• Locate the Western Flyer (ship) at the depot

Restrooms
• Rebuild the restroom at Figueroa
• Expanded public restroom (with Visitor map on the side)
• Add a restroom at Park Avenue.
Natural Resources and the Environment
- Address storm water quality
- Preserve open space and view shed
- Provide attractive, user-friendly, safe environment

Transportation and Parking (Cars, trucks, buses, light rail, bicyclists, pedestrians)
- To provide a healthy environment for business to succeed, we must upgrade the transportation system.
- Extend the tunnel under Washington, consider the water table.
- Pedestrian bridge from Spanish Plaza to Marina Parking lot.
- Bridge over Del Monte

Parking
- Improve the appearance of the Marina Parking lot - use turf block.
- Create a single type of parking
- Remove parking meters – visitors will stay longer
- Allow longer parking time limits
- Provide RV parking by depot
- Provide parking at Park Street
- Consider providing parking for locals - locals don't come to the Wharf because they have to deal with parking.
- Provide underground parking.
- Reduce parking on Wharf 2 – replace with teaching sheds
- Improve parking
- Construct three-story parking garage
- Work with MPC to provide overflow parking on busy days.

Light Rail
- We gained a better understanding of light rail from TAMC's presentation
- Provide light rail from Salinas to the Waterfront
- Divert the light rail toward Del Monte further east of Park Ave
- Move the Park Avenue station to the street side of the tracks.
- Stop light rail at Seaside
- Stop light rail at Navy School
- Locate bus/light rail station at the passenger depot.
- Put light rail underground from the Navy School on.
- Retrofit the doors and windows on the Park Avenue condos to reduce potential noise impacts.
- Increase safety by raising stations and tracks above street level, controlling speed to 10 mph around volleyball area, and install pedestrian light in dangerous areas.
- Place greater consideration on view shed and safety.
- Investigate alternatives to light rail.
- Increase trolley service connecting the waterfront, downtown and Cannery Row

Bicycle and Pedestrian
- Increase bicycle options – including free city bikes
- Create more pedestrian cross walks like those at the Sports Center
- Connect wharfs with drawbridge/walkway
- Move recreation trail closer to water

Implementation/ Maintenance
- Ensure adequate funding