# Monterey Waterfront Master Plan
## Alternatives Evaluation

**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 community; and
- Highlights the waterfront’s history, culture, and natural setting

### Goals:

#### 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 and Amenities

- 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 and Environment

- 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

- 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.)

**PREFERRED OVERALL CONCEPT**
If light rail moves forward (this decision has not yet been made and will be made separately by City Council), what is your preferred location for the terminal light rail station? *This information will help guide the planning process but will not be construed as a position of support or opposition to light rail.*

- Terminal Station at existing Depot Building

- Terminal Station near Maritime Museum (existing Wharf parking lot)

Comments: