WATERFRONT MASTER PLAN – VISION, GOALS, AND STRATEGIES

Waterfront Master Plan 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.

Fiscal Goal: 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.

Strategies:

- Contribute to the overall sustainable fiscal health of the City
- Create attractive, user-friendly, safe environment
- Support small businesses
- Streamline the business process for small businesses on the waterfront
- Streamline process for opening new businesses (City economic development point-person assigned as a main contact source for questions, problems and approvals)
- Create festivals for families to attract visitors and locals – use park space and/or parking lots
- Upgrade transportation system necessary to provide a healthy environment for business to succeed
- Identify highest and best use of Passenger Depot that will improve and maintain the historic resource, provide public access, and generate revenue for the City
- Promote breakwater cove
- Encourage coastal dependent businesses, such as fishing/water sports equipment rentals and fresh fish market
- Encourage active use of Maritime Museum that is kid-friendly
- Complete fisheries business plan that directs the success of fishing industry and highest and best use of the warehouse

Circulation and Parking Goal: 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.

Strategies

- Increase connectivity (visual and physical) between the waterfront and downtown
- Create attractive, functional (international) wayfinding system; possibly use flags and small signs (like Morgan Hill) to lead visitors to their destination (Wharf, Cannery Row, Alvarado Street)
- Install waterfront directory maps in parking lots, on restrooms, and at the entrance to Wharf 1
- Create attractive gateway feature at Figueroa/Del Monte
- Increase bicycle parking and amenities, including free city bikes
- Improve bicycle and pedestrian circulation and safety:
  - Separate bicycle and pedestrian pathways
  - Widen bicycle path through planning area
  - Create pedestrian plaza/promenade along the harbor that allows for temporary uses and incorporates artistic tiles and other types of public art that embodies the culture of the fishing industry
- Enhance all intersections for safety
- Address any kayak crossing conflicts
- Provide safe connection across Del Monte, Washington, and Lighthouse; address intersection in Citywide Transportation and Parking Study,
- Preserve existing pull-through lot adjacent to boat ramp to accommodate needs of boat and trailer circulation
- Construct new parking on the east side of Park Avenue
- Locate designated passenger drop-off area at Camino El Estero
- Identify Wharf #1 parking lots, Urgent Care site, and parking area surrounding the Passenger Depot as “Opportunity Site.” Consideration of possible relocation of the existing parking in these areas to the south side of Del Monte will be based on parking study findings. If parking study does not support the relocation of the waterfront parking, improve parking areas to serve as multi-functional, allowing temporary uses (no wheelstops); improve layout, circulation, drainage (porous paving), and function (single payment method; longer time limits)
- Continue to work with TMC and MST to ensure adequate public transit options serving the waterfront
- Locate potential LRT station adjacent to the Maritime Museum

Facilities and Amenities Goal: 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

Strategies:
- Locate information center within Planning Area
- Increase lighting on the recreation trail for evening use
- Encourage Presidio to give up space for improvements and public access
- Provide police presence (kiosk? Waterfront patrol?)
- Improve City-owned center section of Coast Guard Pier and provide public access
- Consider Boatworks proposal to expand breakwater cove boat facilities
- Upgrade buildings and environment at Wharf #1, (including more bathrooms and personal lockers)
- Make Beach House available during the daytime in the summer months for family friendly and public oriented uses
- Change City Marina policies to increase accommodation of sailing tour boarding
- If supported by the parking study, consider relocating waterfront parking to the south side of Del Monte and:
  - Replace Wharf #1 parking lot with active, pedestrian-oriented uses that will allow for temporary uses and a possible entertainment venue as determined in conjunction with Custom House Plaza program planning; and
  - Replace Passenger Depot parking with active, pedestrian-oriented uses, including temporary uses, that are appropriate for the gateway and historic settings
- Renovate and preserve Passenger Depot; determine highest and best use through RFP process that provides public access and is appropriate for the gateway and historic settings
- Designate storage area for fishing nets
- Allow part-time historic ship docking at Wharf #1
- Increase safety for public access to the Wharf #2 warehouse
- Paint Wharf #2 warehouse, expand lease activity to include commercial, industrial, and educational uses
• Construct structures on east side of Wharf #2 near the beach to accommodate commercial opportunities and educational opportunities presented by non profits, aquarium annex, CSUMB, etc.
• Construct truck turnaround at Wharf #2
• Construct new public fishing piers at Wharf #2
• Improve appearance of existing dry boat storage area
• Construct BBQ/gazebos on west side of Park Avenue
• Construct active/kid-friendly area on west side of Park Avenue
• Construct new restroom on the west side of Park Avenue
• Improve restroom at Wharf #1
• Replace restroom at foot of Wharf #2
• Improve restroom at A dock
• Construct new restroom at Depot

Long-Term Strategies
• Construct new outer wall at Wharf #2 to allow additional berths, commercial uses and public access
• Demo kayak building and beach house, construct new building to accommodate these and/or other Coastal Dependent Uses at foot of Wharf #2
• Improve east side of Figueroa to allow for temporary uses, active/kid-friendly area, and BBQ/gazebos

Natural Resources and Environment Goal: 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

Strategies:
• Construct seawall at foot of Wharf #2 along the beach that ties into the pedestrian plaza/promenade and continues to allow convenient public access to the beach
• Encourage Green/LEED Certified buildings (Green Building Ordinance requirement)
• Bury utility lines (already being designed by PG&E)
• Ensure that new construction is sensitive to the visual quality of the Planning Area
• Implement storm water quality control techniques (MRSWMP requirements)
• Implement sea level rise/coastal erosion mitigations over time

Implementation/Maintenance Goal: 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.
## Alternatives Matrix

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<thead>
<tr>
<th>Draft Land Use Concept Component</th>
<th>Alternatives Considered</th>
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<tbody>
<tr>
<td><strong>New Outer Wall</strong> – expands public access to views, expands slip capacity within harbor, provides new commercial opportunities, cost savings when combined with truck turn around (combined expense).</td>
<td><strong>Improve existing outer wall</strong> – does not expand slip capacity, does not discount expense for truck turnaround</td>
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<td><strong>Historic Ship Located At Wharf #1</strong> – permanent or semi-permanent location for historic/tall ship, creates new attraction</td>
<td><strong>Historic Ship Located At Wharf #2</strong> – this alternative poses challenges to the fishing fleet during off-loading. It also draws more pedestrians into a high activity area for fishing operations. <strong>Historic Ship Located At Coast Guard Pier</strong> – this location is too rough and rocky</td>
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<td><strong>Opportunity Sites</strong> - If supported by the Citywide parking study, portions of the waterfront parking would be relocated to the south side of Del Monte and • Wharf #1 parking lot is replaced with active, pedestrian-oriented uses that will allow for temporary uses and a possible entertainment venue as determined in conjunction with Custom House Plaza program planning • Passenger Depot parking lot is replaced with active, pedestrian-oriented uses, including temporary uses, that are appropriate for the gateway and historic settings • Marina Lot adjacent to the harbor would be improved and retained • Final Waterfront area parking quantities, circulation and configuration to be determined through the Citywide Parking Study.</td>
<td><strong>Maintain Parking Areas</strong> - Improve parking areas to serve as multi-functional, allowing temporary uses (no wheelstops); improve layout, circulation, drainage (porous paving), and function (single payment method; longer time limits)</td>
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<td><strong>Short -Term Preservation of Existing Uses and Structures on the East side of Figueroa</strong> Continue use of existing beach house and kayaks building. Pursue funding over the long-term for relocation of these uses as the existing structures degrade.</td>
<td><strong>Short-Term Relocation of Existing Uses and Structures</strong> - Pursue funding for relocation of beach house and kayak uses over the short-term. This alternative may be difficult to achieve given the large capital expense/fundraising goal.</td>
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<td><strong>Long-Term Treatment of East side of Figueroa</strong> As funding becomes available, demo kayak building and beach house, construct new building to accommodate these and/or other Coastal Dependent Uses at foot of Wharf #2. Extend Monterey Bay Park to Figueroa. Improvements to allow for temporary uses, active/kid-friendly uses, and BBQ/gazebo area.</td>
<td><strong>Long-Term Preservation of Existing Uses at Existing Locations</strong> – This is not considered feasible over the long term as buildings have a life span and due to current codes most likely cannot be re-built at current locations.</td>
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<td><strong>Retain Existing Dry Boat Storage</strong> – Improve, enhance visual appearance in current location.</td>
<td><strong>Relocate Dry Boat Storage</strong> to the west side of Figueroa. This alternative was determined to not meet the goal to improve circulation and safety.</td>
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<td><strong>Light Rail Terminal Station at Maritime Museum</strong> This location brings passengers closest to downtown and Wharf #1. MST Transfer opportunities would be located at Tyler/Del Monte</td>
<td><strong>Light Rail Terminal Station at Passenger Depot</strong> This location is too close to the gateway, too visually prominent, and may detract from showcasing the historic Passenger Depot. MST transfer opportunities would be located in the adjacent parking lot, which would increase congestion on the site and on Figueroa. <strong>Do not locate a Light Rail Terminal Station</strong> – This does not allow the City to influence the environmental planning currently underway by TMC.</td>
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As a separate process, the City Council will decide in late 2011, when all the information is presented, whether to permit the light rail transit (LRT) project in Monterey. However, to help guide the LRT planning process, a potential terminal station location, should LRT move forward, will be identified in the Waterfront Plan.
Draft Waterfront Master Plan

City of Monterey

DRAFT LAND USE CONCEPT