PLAN STRATEGIES AND CONCEPTS – by Goal Category

“Strategies” are comments received that may evolve into Master Plan written policies or implementation action items.

“Concepts” are comments received that are shown graphically on the Concept Plans.

Fiscal Goals:
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
- Support small businesses
- Streamline the business process for small businesses on the waterfront
- Streamlined 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
- Upgraded transportation system necessary to provide a healthy environment for business to succeed
- Use depot to generate revenue
- Create attractive, user-friendly, safe environment
- Promote breakwater cove
- Need a surf board rentals business
- Need to work with State Parks to develop annual program for scheduling events

Transportation and Parking Goals:
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
- Relocated parking opportunities to south side of Del Monte
- Reduction of parking payment methods (remove parking meters)
- Allow longer parking time limits, free parking for locals
- Improved parking layout, circulation – consider needs of boat and trailer circulation
- Work with MPC to provide overflow parking on busy days.
- Increased bicycle options – including free city bikes
- Widen recreation trail to accommodate multiple users
- Alternative bike and pedestrian travel routes for commuters v. recreational users
- Safe pedestrian/bicycle cross walks
- Safe and direct pedestrian connection across Del Monte, Washington, and Lighthouse.

Facilities/Amenities Goals:
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**

- Maximized use of and retain existing buildings and resources to attract visitors and locals.
- Police presence (kiosk? Waterfront patrol?)
- Waterfront directory maps in parking lots, on sides of restrooms, at the entrance to Wharf 1
- Information center
- International signage
- Use flags as wayfinding and small signs (like Morgan Hill) to lead visitors to their destination (Wharf, Cannery Row, Alvarado Street)
- Increased lighting on the recreation trail for evening use
- Encourage Presidio to give up space for improvements and public access
- Accommodations for non profits, aquarium annex, CSUMB
- Improved appearance of the Marina Parking lot - use turf block.
- Increased safety by raising stations and tracks above street level, controlling speed to 10 mph around volleyball area, and installing pedestrian light in dangerous areas.
- Building lockers
- Permanent fresh, local market
- “Santa Barbara-like” entry at Figueroa.
- Improved entrance of Wharf #2
- Increased activity at Custom House Plaza
- Kid-friendly exhibits at Maritime Museum
- Consider other uses for the Urgent Care site
- Use Del Monte Beach House during the daytime in the summer months for family friendly and public oriented uses
- Improved appearance and function of dry boat storage
- Renovated, preserved passenger depot used for public access as (variety of ideas):
  - A bus/light rail station
  - Interactive fishing museum
  - Veteran’s history museum
  - Visitor’s center
  - Fresh market
  - A park-like multi-recreational area with bocce ball
  - Make kid-friendly
  - Bike rental
  - Dive shop
  - Restaurant/café/deli
  - Showcase for renewable energy systems and for state of the art sustainable technology.

**Natural Resources/Environment Goals:**

Preserve natural resources, address environmental issues

- Showcase 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**

- Green/LEED Certified buildings (Green Building Ordinance requirement)
- Bury utility lines (already being designed by PG&E)
- Storm water quality techniques (MRSWMP requirements)
- Sea level rise/coastal erosion mitigations
Concepts as shown on all three Plan Concepts
- Expanded Coast Guard Pier for minimal commercial (bait shop)
- Expanded uses at City Marina and Coast Guard Pier for additional berthing slips, commercial boarding for charters, sailing schools and clubs, marine education and conservation, and non-profits
- Alternative pedestrian and bicycle links next to water, improved safety at all intersections
- Upgraded buildings and environment at Wharf #1
- Urgent Care property acquired, structure removed
- Entry treatments at Figueroa ("like Santa Barbara")
- Small shops/teaching sheds/beeche businesses along Wharf #2 and along improved breakwater
- Truck turn-around and fishing pier at Wharf #2
- New / upgraded restrooms (various locations)
- Protected/safe kid’s fishing pier on Wharf #2
- RV Parking at Depot
- WOB extended to Sloat Avenue
- Parking at Park Avenue

<table>
<thead>
<tr>
<th>Variable Concepts</th>
<th>Plan Concept 1</th>
<th>Plan Concept 2</th>
<th>Plan Concept 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Park Space</td>
<td>Waterfront parking lot, E. Catellus</td>
<td>Waterfront parking lot, E. Catellus</td>
<td>Surrounding Depot</td>
</tr>
<tr>
<td>Existing Parking</td>
<td>Keep pull-through lot adjacent to ramp only</td>
<td>Keep pull-through lot adjacent to ramp only</td>
<td>Keep all existing parking, improve function, appearance</td>
</tr>
<tr>
<td>Amphitheater</td>
<td>Waterfront parking lot site</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Temporary Uses (music, events, markets)</td>
<td>E. Catellus site</td>
<td>Waterfront parking lot site</td>
<td>Waterfront parking lot site</td>
</tr>
<tr>
<td>Beach Party House</td>
<td>Remove existing building and preserve platform to accommodate a tent for temporary uses and construct new building at the foot of Wharf #2 for beach parties and kayak use.</td>
<td>Expand Beach House to accommodate kayak use, community room, and retail uses</td>
<td>Keep in place</td>
</tr>
<tr>
<td>Kayaks</td>
<td>Remove Kayak building and either:</td>
<td>Remove Kayak building.</td>
<td>Keep in place</td>
</tr>
<tr>
<td></td>
<td>• Construct new building for kayaks at Park Avenue or</td>
<td>Expand Beach House to accommodate kayak use.</td>
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<tr>
<td></td>
<td>• Accommodate kayak use in new beach party building at the foot of Wharf #2</td>
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<tr>
<td>Dry Boat Storage</td>
<td>Relocate adjacent to Rogue Building</td>
<td>Relocate adjacent to Depot</td>
<td>Keep in place, improve appearance</td>
</tr>
<tr>
<td>Additional new commercial building</td>
<td>NA</td>
<td>NA</td>
<td>Adjacent to Marina Facilities Building</td>
</tr>
<tr>
<td>Active/Kid Friendly</td>
<td>West end of WOB</td>
<td>East end of WOB</td>
<td>Depot lot</td>
</tr>
<tr>
<td>BBQ/Gazebo</td>
<td>None</td>
<td>E. Catellus site</td>
<td>E. Catellus site</td>
</tr>
<tr>
<td>Permanent tall ship or ship with educational/history component</td>
<td>Wharf #2</td>
<td>Coast Guard Pier</td>
<td>Wharf #1</td>
</tr>
<tr>
<td>LRT</td>
<td>Station at Park, terminal station at Depot with adjacent MST transfer</td>
<td>Station at Park, terminal station at Maritime Museum with MST transfer at Tyler</td>
<td>No LRT stations</td>
</tr>
</tbody>
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