Waterfront Design Guidelines

- Character Areas
  - Municipal Wharf No. 1
  - Municipal Wharf No. 2
  - Waterfront Parking Lot
  - Breakwater Cove
  - Window on the Bay

**Guidelines – General**

Goal: To visually enhance the Waterfront by ensuring that new construction and improvements create a cohesive and distinctive visual experience.

1) Policy – Architectural Style
   a) The architectural style of any new building should complement the established buildings and should not impose a contrasting architectural style.

2) Policy – Colors
   a) Paint colors should reflect the traditional appearance of the individual character areas.
   b) Bright or distinctive paint colors should not be used to draw attention to a particular building, except on Municipal Wharf No. 1.
   c) Paint colors should complement the existing building, regardless of tenant, and should not be used to express a particular tenant’s identity or commercial theme.
   d) Fluorescent or day-glow colors should not be used. Paint sheens should be muted rather than high gloss.

3) Policy – Materials
   a) Materials should be true to the architectural style of the building.

4) Policy – Lighting
   a) Flood lights are prohibited, including those directed at buildings, walkways, boats, signs, or the water.
   b) Rope lighting of buildings is prohibited.
   c) Exterior light fixtures, used for general or sign illumination, should demonstrate an exceptional level of design
   d) Focused up-lighting of buildings may be appropriate in certain situations when used to accentuate exceptional building architecture.

5) Policy – Landscaping
   a) Landscaping should reflect the design concepts of the immediate area.

6) Policy – Utilities
   a) Trash cans, bicycle racks, and other similar devices should be coordinated and should reflect the building architectural and design concepts in each character area.
      i) Generic trash cans, bicycle racks, etc. are strongly discouraged.
   b) Above-ground utilities should be painted out to match the immediate background.
   c) Utilities should be located so that they do not obstruct views of the bay.
   d) Consolidated newspaper racks should be provided to replace the variety of existing mismatched newspaper racks throughout the Waterfront.
7) Policy – Signs
   a) Signs should be externally illuminated.
   b) Signs for individual tenants should be located only on the buildings containing the tenant. Remote signs are prohibited.
      i) If necessary, individual destinations or buildings within the Waterfront should be described on common City-installed directory signs.
   c) Signs should be designed to be visible from the interior of the site or adjacent parking lot.
      i) Signs should not be oriented towards Del Monte Avenue, the beach, the Recreation Trail, the marina, or Monterey Bay.
   d) Public-installed signs should be located so that they do not obstruct views of the bay.
Municipal Wharf No. 1

Goal: To promote the lively character of the Wharf through interesting and exciting architecture and design.

8) Policy – Wharf Character: Preservation and promotion of ‘Wharf Character’ is the primary objective of these design guidelines. The following definition shall apply:
   a) Wharf Character – The distinctive architectural concept of Monterey’s Old Fisherman’s Wharf that was created during the early transition of the working fishing wharf to a visitor destination during the 1950s and 1960s. This theme is characterized by
      i) eclectic and simple building styles,
      ii) diverse and interesting color schemes,
      iii) prominent and charismatic commercial signage,
      iv) unplanned and improvisational building forms, and
      v) a visual expression of the wharf’s historic relationship to the City’s fishing industry.

9) Policy – Architectural Style: The architectural style of the buildings on Municipal Wharf No. 1 should reflect the traditional style, form, and development pattern.
   a) Building forms should be basic rectangular forms with occasional and random bump-outs or modulation.
   b) Industrial forms are encouraged.
   c) Building forms should contain 20’-30’ wide architectural units to reflect the traditional building widths on the wharf and to increase pedestrian interest.
   d) Roof forms should be basic gable forms
      i) Flat roofs should be hidden behind gabled parapets.
   e) Exotic or novelty architectural styles (tropical, pirate, Mediterranean, etc.) are prohibited.
   f) Building forms should be utilitarian.
   g) Large windows or openings in the front of buildings are encouraged.
      i) Blank walls wider than 10’ are prohibited.

10) Policy – Colors: The colors used on Municipal Wharf No. 1 should reflect the long-standing tradition of bright and lively colors combined with basic gray and brown tones.
    a) Colors should be a combination of bright colors such as pink, blue and yellow and muted industrial tones of gray or brown
    b) Fluorescent or day-glow colors are strongly discouraged.
    c) Paint sheens should be muted rather than high gloss.

11) Policy – Materials: The materials of Municipal Wharf No. 1 should convey the traditional methods of light-weight, utilitarian construction and provide a unique visual experience.
    a) Materials should reflect traditional materials historically used on Fisherman’s Wharf.
    b) Siding should be wood, painted or left natural
    c) Board-and-batten siding and horizontal wood sidings are encouraged.
    d) Roof materials should reflect traditional materials, including shingles, standing seam metal, and corrugated steel.
    e) Contemporary materials, such as T1-11 siding or vinyl siding, are discouraged.
    f) Heavy materials, including tile roofing, stucco siding, stonework, brick, slate, or concrete, are discouraged.
g) Exceptions to these materials should be considered for the Harbor House building which has traditionally conveyed unique Spanish-inspired architecture. A tile roof is encouraged for this building.

12) Policy – Lighting: Lighting on Municipal Wharf No. 1 should highlight the interesting activities within the shops and restaurants and establish a comfortable outdoor ambiance.
   a) The primary light source on all buildings should be through windows on the storefront to highlight the indoor activities.
   b) The secondary light source should be from the overhead string lights and public street lights.
   c) Private exterior light fixtures on individual storefronts should be avoided along the main Wharf corridor.
   d) Focused up-lighting of buildings may be appropriate in certain situations when used to accentuate exceptional building architecture.
   e) Exterior light fixtures, used for general or sign illumination, should demonstrate an exceptional level of design and should resemble traditional gooseneck or other industrial fixture types.
      i) Modern or generic light fixtures are strongly discouraged.
   f) Signs should be externally illuminated or use exposed neon.

13) Policy – Outdoor Accessory Structures: The use of outdoor dining areas, displays, signs, chowder carts, and similar devices should be very closely considered to ensure a high quality visual presentation.
   a) Outdoor Accessory Structures, such as chowder carts, should be designed to complement the building and use identical color and materials.
      i) Alternative designs that better convey Wharf Character may also be appropriate.
   b) Outdoor Dining Areas
      i) Outdoor dining area enclosures should match the building architecture.
      ii) Plexiglass windscreens should be avoided because of design incompatibility.
      iii) Heaters should be discretely located.
   c) No part of an outdoor accessory structure may extend more than 6’ beyond the building face.
   d) All outdoor accessory structures should be designed for exterior exposure.
   e) Potted plants and flowers are discouraged as they conflict with the established Wharf Character.
   f) Clothing and merchandise racks are not appropriate outdoor accessory structures as they give an appearance of a shopping mall rather than a fishing wharf.

14) Policy – Utilities:
   a) Trash cans, cigarette receptacles and similar devices should be enclosed in wharf-themed wooden or similar enclosures. Generic trash cans, etc. should not be used.
15) Policy – Signs: Signs on Municipal Wharf No. 1 should reflect the diverse and lively character of the buildings and spirit of the Wharf.

a) Signs shall only be oriented to the interior of the wharf. No sign shall be oriented towards, or across the water.

b) The maximum sign area for a concession shall be as follows:

<table>
<thead>
<tr>
<th>Type</th>
<th>Primary Wharf frontage</th>
<th>Number of Signs (Max.)</th>
<th>Sign 1 Area (Max.)</th>
<th>Sign 2 or 3 Area (Max.)</th>
<th>Projection (Max.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Wharf frontage of 0’- 30’</td>
<td></td>
<td>3 signs</td>
<td>40 square feet</td>
<td>10 square feet</td>
<td>4 feet</td>
</tr>
<tr>
<td>Primary Wharf frontage of 31’-60’</td>
<td></td>
<td>4 signs</td>
<td>60 square feet</td>
<td>10 square feet</td>
<td>6 feet</td>
</tr>
<tr>
<td>Primary Wharf frontage of 61’+</td>
<td></td>
<td>5 signs</td>
<td>80 square feet</td>
<td>10 square feet</td>
<td>6 feet</td>
</tr>
</tbody>
</table>

c) Sign Types – Each of the following sign types contribute to the maximum number of signs allowed above.

i) A-frame signs – Portable A-frame signs contribute to a lively pedestrian environment.
   (1) One A-frame sign may be used at each concession.
   (2) A statue may be used instead of an A-frame sign.
   (3) The entire A-frame sign must be located within 6’ of the building.
   (4) A-frame signs must contain either permanent copy or a chalkboard surface –
       attached leaflets or dry erase boards are not permitted.
   (5) A-frames constitute a sign and contribute to the maximum number allowed.

ii) Changeable Copy Signs – The use of changeable copy allows for the display of menu items, promotions, and departure times.
   (1) Chalkboards are the preferred medium for changeable copy signs
       (a) Dry erase boards, paper attachments, or similar are not permitted as changeable
           copy signs.
   (2) Interchangeable wooden or plastic number signs/plaques for departures times are
       appropriate design.

iii) Roof Signs – Roof signs are a traditional sign method on the wharf and contribute to its unique character.
   (1) Roof signs should be light weight and dimensional.
       (a) Simple board signs are not appropriate.
   (2) Exposed framing is appropriate for roof signs.
   (3) The use of neon on board signs is appropriate.

iv) Internally-Illuminated Signs – The design of internally-illuminated signs is very contemporary and does not contribute to Wharf Character.
(1) Internally-Illuminated signs are prohibited.

v) Caricature Signs – The wharf traditionally contained a variety of unique and whimsical caricature signs depicting cats, fish, an octopus and similar.

(1) Caricature signs in exposed neon are highly encouraged.

(2) The design of the caricature sign should be highly unique and use wharf-appropriate characters or animals. A caricature horse, for example, would be inappropriate.

(3) Animated caricature signs are also appropriate.

vi) Projecting Signs – Signs that extend outward from a building contribute to an interesting visual environment.

(1) Projecting signs are encouraged, but should be proportionate to the building.

(2) Light fixtures that illuminate projecting signs should be contained on the sign or support bracket to avoid glare or misdirection.

vii) Window Signs – Very limited window signs can contribute to a lively environment.

(1) Neon window signs are encouraged.

(2) Product listings and brand names are appropriate.

(3) One square-foot of window signs for accessory information (credit cards, hours of operation, etc.) are exempt from sign review. Window signs of any greater size require a Sign Permit.
Municipal Wharf No. 2

(includes Scout house and public bathroom building)

Goal: Municipal Wharf No. 2 still visually conveys the setting of a working commercial fishing wharf. The design concepts that follow should support this imagery.

16) Policy - Architectural Style
   a) New buildings should reflect the industrial warehouse style conveyed by the large warehouse building, using simple utilitarian forms.
   b) The existing restaurant building (Loulou’s) may remain in its current form as a unique contrast to other buildings.
   c) New building should not be located near the warehouse building to preserve the distinctive profile of the historic building.

17) Policy – Colors
   a) The colors used on Municipal Wharf No. 2 should reflect the industrial tones used on the warehouse building, including grey, light blue, rust and white.

18) Policy – Materials
   a) On Municipal Wharf No. 2, materials should be corrugated metal siding or a similar industrial finish.

19) Policy – Lighting
   a) Illumination levels should be low – just enough to light driveways and walkways.
   b) Focused up-lighting of the warehouse building is appropriate, but no other buildings should be illuminated.
   c) Exterior light fixtures, used for general or sign illumination, should demonstrate an exceptional level of design and should resemble traditional gooseneck or other industrial fixture types.
      i) Modern or generic light fixtures are strongly discouraged.

20) Policy – Signs
   a) Signs on Wharf No. 2 should be minimal and used for basic wayfinding.
   b) Public-installed signs should be consolidated and installed beneath the railing height wherever possible.
   c) The historic Pegasus sign should be restored on the warehouse building. All other unauthorized signs, including those facing Wharf No. 1, should be removed.
Waterfront Parking Lot

Goal: To create a harmonious and pleasant environment in and around the existing parking lots.

21) Policy – Architectural Style
   a) The architectural style of any new building should complement the existing buildings.
      i) New building should use contemporary interpretations of the Monterey Colonial style.
   b) The architectural integrity of the Harbormaster’s Office should be retained
      i) The building should not be painted and the shingle siding should be preserved.

22) Policy – Materials:
   a) Materials should be typical of the Monterey Colonial Style, including plaster/smooth stucco siding and natural wood shake or shingle roofing.
   b) Other materials should be natural, such as shingle siding and roofing.
      i) Contemporary materials, such as T1-11 siding or vinyl siding, are discouraged.
   c) Wood shingles or shakes should be used on all building, including existing buildings when they are reroofed.

23) Policy – Colors
   a) Colors should be earth tones to complement the Monterey Colonial Architectural Style.

24) Policy – Lighting:
   a) Exterior lighting of individual buildings should be limited to entries and covered corridors.
      All illumination of walkways and parking lots should be through common street light fixtures.
   b) Light fixtures should be as low as possible.
   c) Exterior light fixtures, used for general or sign illumination, should demonstrate an exceptional level of design.
      i) The existing light fixtures along the Recreation Trail, consisting of wooden poles with gooseneck fixtures, should be the design basis for future parking lot lighting.
   d) Signs should be externally illuminated.

25) Policy – Outdoor Accessory Structures:
   a) Outdoor Accessory Structures should be designed to complement the adjacent building
   b) Outdoor Dining Areas
      i) Outdoor dining area enclosures should match the building architecture.
      ii) Umbrellas should be patterned and contain no text or sign.
      iii) Heaters should be discretely located.
   c) All outdoor accessory structures and furniture should be designed for exterior exposure.

26) Policy – Landscaping
   a) Cypress trees or other large specimen trees should be planted throughout the parking lot.
   b) Existing unlandscaped medians should be planted.

27) Policy – Utilities
   a) The trash cans used throughout the parking lot should be coordinated.
   b) Above-ground utilities should be painted out to match the immediate background.
   c) The existing driveway and yellow-gate leading to the Scout house should be eliminated and the area should be landscaped.
   d) Consolidated newspaper racks should be provided to replace the variety of mismatched newspaper racks throughout the site.

28) Policy – Signs
a) Signs should be located at pedestrian levels and oriented towards on-site patrons and pedestrians.
   i) Individual signs should not be oriented towards Del Monte Avenue
b) A new entry sign should be installed at the Figueroa Street / Del Monte Avenue intersection to denote the entire Monterey Waterfront and replace the existing sign that denotes only the Old Fisherman’s Wharf.
c) Signs should be of natural materials such as sandblasted redwood/cedar or high density urethane (sign foam) with a wood grain.
d) Second-story signs are discouraged on the marina services building.
e) Internally-illuminated signs are strongly discouraged, especially if visible from off-site.
f) All directional and informational signs installed by the City of Monterey must be minimized, consolidated, and only installed upon approval of a comprehensive wayfinding and sign program by the Architectural Review Committee.
   i) City and other common signs should be of exceptional and unique design. Standard metallic street signs are inappropriate for use throughout this visitor destination.
Breakwater Cove
Goal: To promote Breakwater Cove as a unique destination and visual experience.

29) Policy – Architectural Style
   a) The existing two-story building demonstrates an interpretation of the Monterey Colonial style as a two-story building with projecting second-story walkways and a basic hipped roof form. This building should be improved as follows:
      i) This architectural style should be enhanced by returning the building to more typical Monterey Colonial colors of tan/white with darker brown detailing, or a comparable color scheme.
      ii) The existing industrial and commercial building should similarly be returned to complementary colors.
   b) Any new construction should convey the Monterey Colonial architectural style
   c) The scuba and nautical flags are encouraged as exterior decorations.

30) Policy – Colors
   a) Colors should be earth tones to complement the Monterey Colonial architectural style.

31) Policy – Materials:
   a) Materials should be typical of the Monterey Colonial architectural style, including plaster/smooth stucco siding and natural wood shake or shingle roofing.
   b) The existing two-story building should be plastered to better communicate the Monterey Colonial architectural style.
   c) Contemporary materials, such as T1-11 siding or vinyl siding, are discouraged.

32) Policy – Lighting:
   a) The parking lot and surrounding buildings should contain decorative street lighting.
   b) Exterior light fixtures, used for general or sign illumination, should demonstrate an exceptional level of design and should resemble traditional gooseneck or other industrial fixture types.
      i) Modern or generic light fixtures are strongly discouraged.
   c) Signs should be externally illuminated.

33) Policy – Outdoor Accessory Structures:
   a) Outdoor Accessory Structures should be designed to complement the adjacent building
   b) Outdoor Dining Areas
      i) Outdoor dining area enclosures should match the building architecture.
      ii) Heaters should be discretely located.
   c) All outdoor accessory structures should be designed for exterior exposure.

34) Policy – Signs:
   a) A single freestanding sign should be located at the entrance to the parking lot that states “Breakwater Cove”
      i) Individual signs should be only located on the building containing the entity served.
   b) The signs on the two multitenant buildings should be uniform and attractive.
      i) A multitenant sign program for the individual building is required prior to installation of any new signs.
      ii) The signs should be consistent in material and design and installed in appropriate locations to avoid a cluttered and haphazard appearance.
iii) The maximum sign area for each user shall be determined by the Architectural Review Committee in approving the multitenant sign program.
c) The freestanding “Breakwater Cove Marina” sign should be removed to restore views of the marina and eliminate sign clutter.
d) All existing unauthorized signs should be removed.
Window on the Bay

Goal: To preserve the natural beach and dunes appearance.

35) Policy – Architectural Style
   a) New structures should be very modest in size and appearance and use simple, rustic design.

36) Policy – Colors
   a) New structures, fences, sign supports, etc. should use natural colors such as worn grays, sand and wood colors.
   b) The existing kayak rental building should retain its unpainted corrugated metal appearance.

37) Policy – Materials
   a) New structures should be of wood construction with a loose and informal appearance.
      i) Block or masonry construction is strongly discouraged.
   b) Fencing or sign supports should use natural wood or driftwood.
      i) Chain link or metal fencing is highly inappropriate.

38) Policy – Landscaping
   a) Cypress trees should be preserved and reintroduced wherever possible.
      i) Public views from the park should be through the Cypress trees.
   b) Highly ornamental plantings are prohibited. Naturally-occurring species should be used throughout.
   c) Underutilized lawn areas should be restored to natural landscaping areas.

39) Policy – Signs
   a) Signs should only be installed when absolutely required by law
      i) When required, signs should be consolidated onto single poles and use non-metallic materials, unless prohibited by law.
   b) Educational signs may be appropriate if located so as not to be disruptive.