



waterfront master plan

Adopted February 16, 2016

This page left intentionally blank

Contents

Introduction

Vision	8
Past Waterfront Planning Efforts	8

Planning Area Setting

Waterfront Master Plan Area	13
Description of Surrounding Land Uses	13
Planning Area Features	19

Challenges and Opportunities

Monterey Bay National Marine Sanctuary	35
Monterey State Beach General Plan (California State Parks)	35
State Tidelands Regulations	36
City Charter	36
Southern Pacific Rights Of Way (SP ROW) Development Agreement	36
Revenue Sources and Funds	36
Coastal Erosion and Sea Level Rise	38
Property ownership and management	42

Goals, Programs, and Projects

Goal A: Mobility	48
Goal B: Parking	49
Goal C: Natural Resources and the Environment	

Goal D: Recreation	52
Goal E: Public Facilities	53
Goal F: Fiscal Benefits	54
Goal G: Implementation	55

Financing and Implementation

Revenue and Expenditures	59
Financing	59

Land Use and Development:

Objectives, Standards & Design Guidelines

Uses	65
Development	67
Signs	70
Lighting	73

Administration

Purpose and Intent	78
Amendments to the MASTER Plan	78
Development Review Process	79
Implementation	80

Contents

Table of Figures

1	Regional Map	13
2	Surrounding Land Uses	14
3	Planning Area Features	18
4	Opportunities and Constraints	37
5	Flood Inundation Areas	41
6	Property Ownership	43
7	Fisherman’s Wharf and Municipal Wharf Ownership	44
8	Character Areas	64

01 introduction

This page left intentionally blank

Introduction

The City of Monterey possesses many attractive features that are recognized world-wide. The City has successfully showcased its waterfront's history and natural features and realized its economic benefits for many years. Over the years, many plans have been adopted that address all or portions of the waterfront area. Along Monterey's waterfront, a patchwork of improvements has occurred over time. Today, portions of the waterfront area remain vacant and/or require improvements.

The purpose of the Waterfront Master Plan is to create a comprehensive, far-reaching, and visionary plan for the waterfront that will ensure the City's future as a multi-day destination that is convenient, fun, and beautiful. The Waterfront Master Plan will serve as an implementation tool for the General Plan and Local Coastal Land Use Plan (LUP) and replaces all existing land use documents that address the planning area, which is bordered by the Coast Guard pier to the west and Sloat Avenue to the east, Del Monte Avenue to the south, and the north end of the harbor to the north.

Specifically, the Waterfront Master Plan achieves the following:

- Addresses the relationship of the waterfront to Custom House Plaza, the Monterey Conference Center, and the downtown in terms of parking and mobility;
- Defines the types of commercial and recreational land uses that are appropriate and desirable for the waterfront;



- Defines the design and character of the planning area; and
- Addresses the potential effects of coastal erosion and sea level rise.

At the start of the Waterfront Master Plan process, staff developed a work plan and outreach program for the planning process. The outreach program consisted of a webpage, Facebook page, online newsletters, and several community workshops, Town Hall meetings, City Council meetings, and meetings of various Boards and Commissions.

Because the planning area involves a wide cross-section of City departments and divisions, the City formed a City staff working group and a Subcommittee consisting of members from the City Council, Planning

Adopted February 16, 2016

introduction

Commission, Parks and Recreation Commission, and Historic Preservation Commission. These groups held over 30 meetings to: 1) review and evaluate work products for accurate reflection of the community's input during the workshops; and 2) evaluate the feasibility of the plan concepts based on financial, legal, or regulatory constraints.

Hundreds of Waterfront Master Plan community workshop participants had several opportunities to engage in the planning process. Four specific workshops were designed to focus on identifying issues, opportunities, and constraints, setting goals, developing alternative programs and projects, and evaluating the alternatives. The Working Group and Subcommittee further refined the concepts generated from the workshops and compiled a comprehensive and cohesive vision and set of goals, programs and projects for the Waterfront Master Plan.

VISION

The vision for the Monterey Waterfront is that of a world class recreational and scenic destination and gathering place, which honors its historic and present harbor uses, and provides inviting signage and gateway entrance that integrates the waterfront with Downtown Monterey. Commercial activity in all areas of the waterfront shall provide significant net revenue to fund the waterfront operations and improvements, and be a modern, first class, eclectic mixture of one-of-a-kind and local retail and food service tenants that will be coastal-dependant and/or enhance the visitor experience; and will be equally attractive to visitors

waterfront master plan

and residents. Open park space and pedestrian scale will predominate, with numerous venues to encourage recreational uses.

This vision provides a basis for the Waterfront Master Plan Goals, Programs and Projects, that also serve to implement the goals and policies of the General Plan and LUP.

PAST WATERFRONT PLANNING EFFORTS

The use and development of Monterey's waterfront over time has preserved and embraced many aspects of Monterey's history, including its discovery and settlement, development as a fishing community, and continued evolution as a tourist destination.

1939 General Plan

Some of the earliest planning efforts for the waterfront include the 1939 General Plan. This General Plan provided for the first time the objective of creating Monterey Bay Park, also known as "Window-on-the-Bay," though the vision also included the general cleanup along the beach frontage eastward from the Custom House. Another plan objective called for the removal of Fisherman's Wharf. As we know, a portion of the first objective has been met, but the second was not. Because stakeholders, issues, and needs change over time, understanding and acknowledging past thinking and visioning is an important part of the re-visioning process that is the objective of this master planning effort.

The City Council adopted the City of Monterey Parks and

Recreation Master Plan in 1986 as an implementation tool for the City's General Plan. This plan sets forth a 20-year vision that includes goals, objectives, policies for the acquisition and development of the City's parks system. Goals, policies, and objectives relevant to the planning area address San Carlos Beach Park, Fisherman's Shoreline Park, and Monterey Bay Park and have been fulfilled.

Wharf Master Plan and Resolution 9000

The Wharf Master Plan and Resolution 9000 were adopted in 1958-1959 as land use regulatory tools for Fisherman's Wharf. The Wharf Master Plan established the development regulations and permit procedures needed to maintain the uniqueness that makes the City-owned Fisherman's Wharf a popular attraction for both local residents and visitors. Resolution 9000 outlines the types items allowed to be sold in the lease spaces on Fisherman's Wharf.

The Waterfront Master Plan replaces both the Wharf Master Plan and Resolution 9000 as the regulatory tool for the planning area.

Waterfront Enhancement Project

The Waterfront Enhancement Project was another past planning effort that focused on the improvement of Monterey's waterfront. Launched in 1982, the Waterfront Enhancement Project responded to the deterioration of the coastline and the disarray of the waterfront economy. This project addressed every sector of the City's four mile shoreline as three distinct waterfront zones. The

project's aim was to diligently balance historic and environmental resource preservation with economic development and modest growth. Project objectives included reclaiming public access to beaches, opening obstructed viewsheds, improving waterfront parks and recreational facilities, widening and beautifying the primary transportation corridor along the coastline, protecting and reintroducing native flora to the area's fragile sand dunes, constructing spacious parking lots and garages in key locales, and renovating the City's marina facilities.

Catellus Phased Improvement Plan

The Catellus Phased Improvement Plan is the most recent planning project within the planning area. In 2002, the City Council certified the Catellus Properties Phased Improvement Plan Environmental Impact Report (EIR) that analyzed potential environmental impacts related to a phased improvement plan for the reuse of two properties on Figueroa Street acquired by the City. Though the improvement plan itself was never adopted, some of the components have been implemented, with the exception of the following:

- Construction of a traffic roundabout on Figueroa Street at the entrance to Municipal Wharf No. 2
- Landscaping and screening along Del Monte Avenue
- Screening and improved fencing of the dry boat storage area
- Construction of a pedestrian plaza and public use plaza

introduction

- Construction of an information kiosk adjacent to Municipal Wharf No. 2
- Relocation of the multi-use recreational trail
- Construction of a permanent wave run-up barrier adjacent to the pedestrian plaza that connects Municipal Wharf No. 2 to the Del Monte Beach House building
- Improvements to the public parking lots on the project site to improve circulation and provide additional public parking

City of Monterey Fishing Community Sustainability Plan 2013

In mid 2012, the Cities of Monterey and Morro Bay were awarded a National Fish and Wildlife Foundation grant to develop Community Sustainability Plans (CSP), one for each City. Community Sustainability Plans are cited in the Magnuson Stevens Act as one potential method to avoid negative impacts in small fishing communities of the newly instated catch share program.

The Monterey CSP takes a broad approach to understanding the economic, social and environmental implications of fishing and makes recommendations to improve the performance and sustainability of the entire industry. A further motivation for the project was to fulfill federal requirements under the catch share or Individual Transferable Quota structure imposed in the groundfish fishery in 2011. Ultimately the CSP addresses the question: Does commercial fishing have a future in Monterey? Findings in the CSP clearly indicate that it does, and that that future may be assured, stabilized, and even grown by adopting key commercial

fishing community-driven recommendations. Recommendations in the CSP are based on findings on economic, social and environmental background and existing conditions and extensive input and guidance from the community. As such, the study suggests a path forward for Monterey's historic commercial fishing. The recommendations are consistent with the Waterfront Master Plan Goals, Programs, and Projects regarding preservation of Monterey's fishing heritage.

02 planning area setting

This page left intentionally blank

Planning Area Setting

WATERFRONT MASTER PLAN AREA

The Waterfront Master Plan Planning Area (planning area) is located in the City of Monterey, an ocean side community that is recognized nationally for its historic setting. The Monterey Bay, a National Marine Sanctuary, borders the Downtown, and offers a plethora of ocean access opportunities, such as diving, surfing, sport fishing, boating, whale watching and kayaking. Monterey's resident population is approximately 30,000 persons. It is a frequent and favorite of destination of San Francisco Bay residents. Figure 1 shows the City's regional location.



Figure 1: Regional Map



DESCRIPTION OF SURROUNDING LAND USES

The planning area stretches from the west end of San Carlos Beach to the eastern end of Monterey Bay Park and includes Del Monte Avenue as its southern boundary.

The planning area is surrounded by many significant features that required consideration throughout the waterfront planning process (Figure 2 – Surrounding Land Uses). For example, the enhancement of visual and physical linkages to Custom House Plaza and the Downtown is an important objective of the Waterfront Master Plan. Surrounding key features include the following:

Cannery Row

Cannery Row borders the Project Area to the west and is the original location of Monterey's prolific sardine

planning area setting

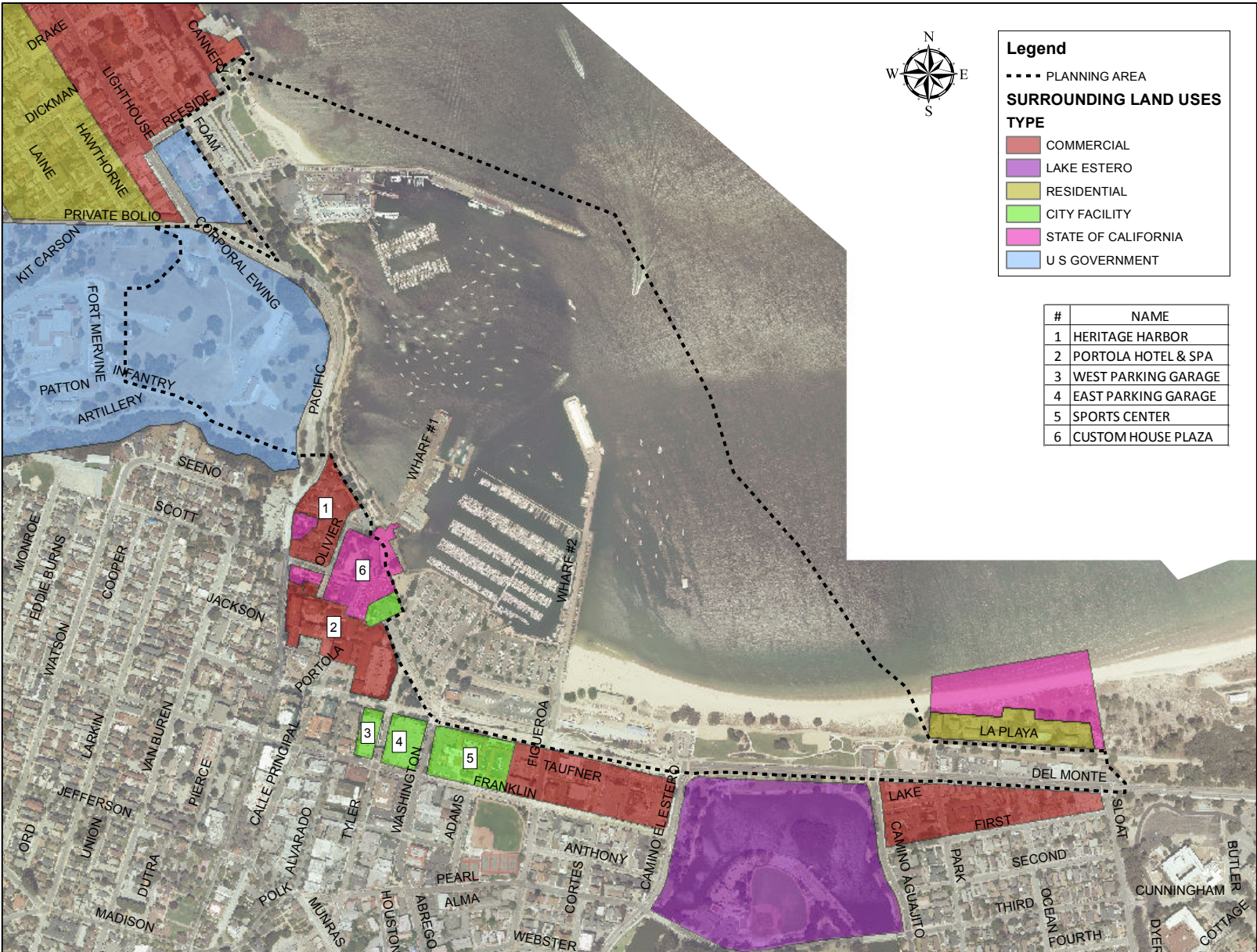


Figure 2: Surrounding Land Uses

planning area setting



Cannery Row

industry. Since the collapse of the sardine industry in 1960, the City has restored beaches and public access. Cannery Row now consists of many visitor-serving businesses and the Monterey Bay Aquarium, which serves as a major attraction for Monterey.

Lower Presidio

The City of Monterey leases 25.15 acres of the Presidio of Monterey from the U.S. Army with the understanding that it would be developed as an historic park. To facilitate establishment of the Lower Presidio Historic Park, the City prepared a master plan in conjunction with the U.S. Army Presidio of Monterey and the Monterey State Historic Parks. Major components of the plan include restoration of the site to an open space setting; create continuous views, provide access to monuments, museums, historic sites, interpretive trails, and other activity areas.

Heritage Harbor Complex

Located north of Scott Street on both sides of Pacific Street and adjoining the Fisherman's Wharf and Custom House Plaza areas, the Heritage Harbor complex was originally developed as a visitor-commercial shopping complex as part of the City's Custom House Redevelopment Project. The existing structures in the complex represent the first phase of the project. The Aquarium Foundation now owns the property.

On the west side of Pacific Street is a 266-space parking garage. A second phase, calling for the construction of additional buildings around the parking garage, has not been undertaken. At present, there are no known specific plans for the development of the now vacant upper site surrounding the parking structure.



Custom House

planning area setting



Monterey Conference Center

Custom House Plaza/State Historic Park

The State Historic Park forms a physical and visual link between Downtown Monterey and the planning area. The State Historic Park consists of many historic buildings in and around the Custom House Plaza and presents a unique and significant visual resource and historic experience for the visitor. In 1983, collaboration between the State Department of Parks and Recreation working with the City of Monterey produced a General Plan for the State Historic Park. The General Plan contains specific recommendations for the enhancement of the listed historic buildings and sites, including improved landscaping, directional signing, and improved visitor orientation programs. A majority of the proposed improvements in the 1983 State Historic Parks General Plan have been accomplished, including the selective removal of waterfront master plan

vegetation and the removal of walls around Custom House Plaza that previously blocked views to the degree that many visitors to Fisherman's Wharf never realized the existence of the State Historic Park. Furthermore, additional landscaping and lighting improvements for the Custom House Plaza area have enhanced the visual resources of this area.

Portola Plaza/Monterey Conference Center

The City of Monterey's Conference Center and the 380-room Portola Plaza Hotel occupy a site lying between the State Historic Park and Del Monte Avenue. A 420-space parking structure serves the Portola Plaza Hotel. Renovation of the Monterey Conference Center is currently underway and is to be completed in 2017.

Museum of Monterey

The Museum of Monterey was built in 1992 on what was then Redevelopment Agency property and now is City property operated by the Monterey History and Art Association. The structure includes a 100-seat theater and a public community room. Construction was financed largely by community foundation and private grants.

La Playa Townhomes and Commercial Uses

Residential and commercial uses border the planning area to the east. A residential neighborhood/townhouse complex is located on the north side of the recreation

planning area setting

trail and a variety of commercial uses occupy parcels between the recreation trail and Del Monte Avenue.

Del Monte Avenue Frontage

Del Monte Avenue provides a southern border for the eastern half of the planning area. Major features on the south side of Del Monte Avenue include the Monterey Sports Center Complex, various commercial businesses, and Lake El Estero.

Del Monte Avenue

Del Monte Avenue is the City's main entry point and carries vehicles to the City's commercial, business, and tourism centers. Del Monte Avenue enters the planning area from the east. Monterey's Waterfront provides a dramatic backdrop for the driver, public transit rider, or Recreation Trail user that enters the planning area from this direction.

Del Monte Avenue is a five-lane divided street from the east City limit to Palo Verde Avenue. From Palo Verde it transitions to a four-lane undivided street to Camino El Estero. This segment of roadway is often very congested during the peak morning and evening commute periods on weekdays and weekend afternoons. Del Monte Avenue is a six-lane divided street between Camino El Estero and Washington Street. At Washington Street, Del Monte Avenue connects with the Lighthouse Tunnel to provide access to New Monterey, Lighthouse Avenue, Cannery Row, and Pacific Grove. The north side of the tunnel connects

to Lighthouse Curve, which leads to Lighthouse Avenue and the Cannery Row area via Foam Street. Lighthouse Curve is presently divided with two travel lanes southbound and three travel lanes northbound. With average daily traffic of over 53,000 vehicles per day on peak days, Lighthouse Curve is the City's most heavily traveled street and experiences a service level of D (severe congestion with some long-term backups from both directions on critical approaches).

A combination of circulation network and parking changes will improve circulation in and around the harbor area. These are discussed in detail in the Mobility Programs and Projects, but include

- widening Del Monte Avenue between Camino El Estero and Sloat Avenue to accommodate a third eastbound lane and left turn lanes at intersections;
- improved signal operations;
- a reconfiguration of the Del Monte Avenue and Washington Street intersection;
- improved bicycle and pedestrian connections between the Downtown and waterfront;
- a dedicated guideway for transit along Del Monte Avenue; and
- increased shuttle service throughout the planning area

planning area setting

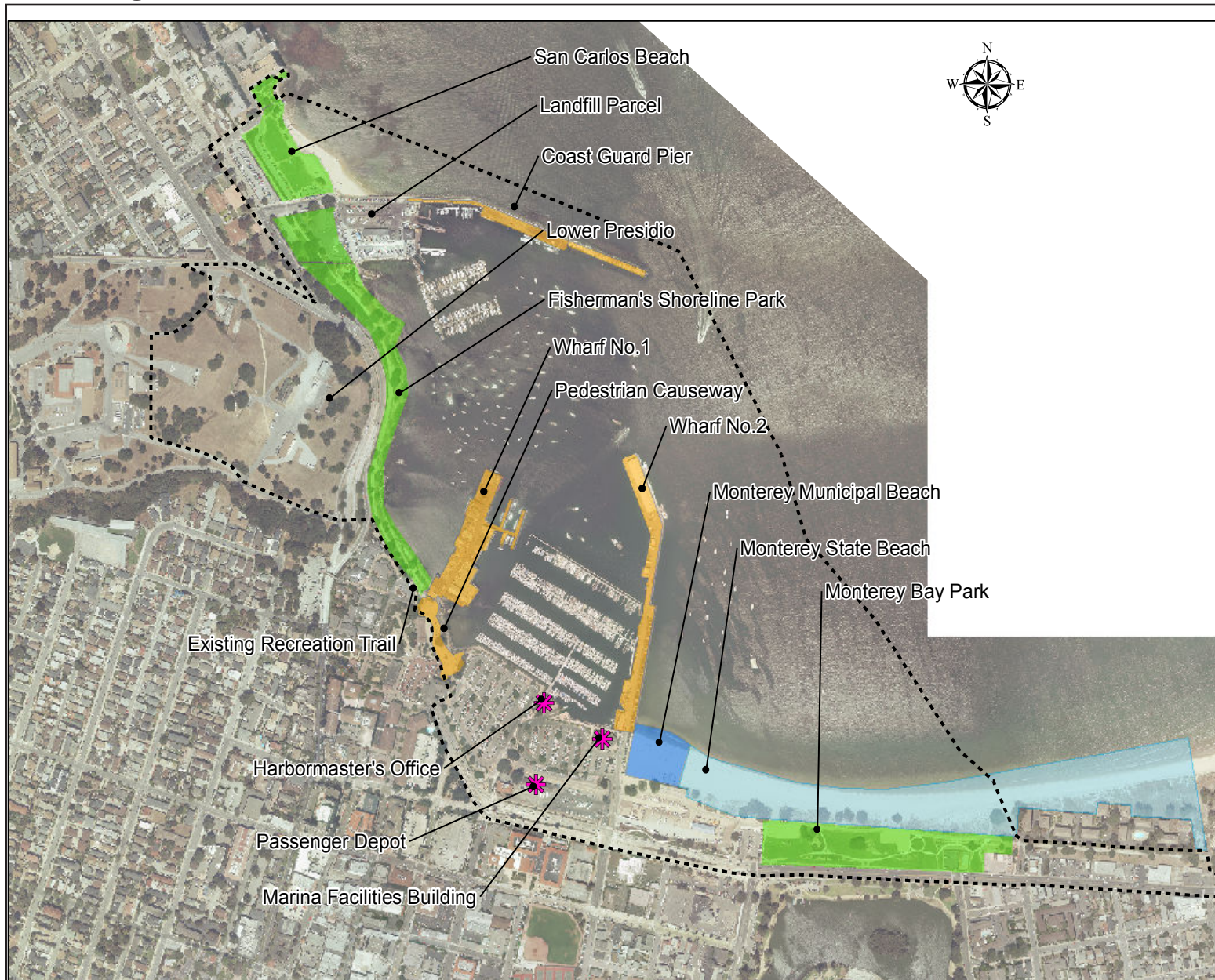


Figure 3: Planning Area Features

PLANNING AREA FEATURES

The three major land use categories within the planning area include Commercial, Open Space/Recreation and Public Facilities. The major land use features within the planning area are shown in Figure 3 - Planning Area Features and include:

Commercial:

- Fisherman's Wharf
- Municipal Wharf No. 2
- Boat Hoist
- Marina Facilities Building (265 Figueroa Street)
- Passenger Depot (290 Figueroa)
- Dry Boat Storage (693 Del Monte Avenue)
- Del Monte Beach House Building (285 Figueroa)
- Monterey Bay Kayaks Building (693 Del Monte Avenue)

Open Space/Recreation:

- San Carlos Beach
- Lower Presidio Park
- Fisherman's Shoreline Park
- Monterey Municipal Beach
- Recreation Trail
- Monterey Bay Park (Window on the Bay Park)

Public Facilities:

- Coast Guard Pier, Cap Road, Docks, and adjacent parking area
- Restrooms
- Monterey Marina and Harbor
- Harbormaster Building (250 Figueroa Street)
- Truck Turn Around Area
- Parking Areas
- Southern Pacific Rights of Way

planning area setting

Commercial Land Uses

Coast Guard Pier and Breakwater

The Coast Guard Pier area, located in the northwest portion of Monterey Harbor, consists of the U.S. Coast Guard-owned breakwater, and a City-owned 2.4-acre former landfill site at the foot of the pier. The Cannery Row Land Use Plan designates the breakwater and the parking lot/landfill area for coastal dependent uses.

The United States Coast Guard's marine safety operations for Monterey Bay are headquartered on and around the Coast Guard breakwater. The Coast Guard Pier provides a mooring station for the Coast Guard. The Coast Guard owns and maintains the breakwater cap road. Two structures on the pier provide lease space for marine related storage. All Coast Guard



Coast Guard Pier

structures sit on City owned tidelands. The U.S. Coast Guard had started a master planning process for the improvement of these facilities in 2004 but the plan was never completed.

Presently located on the 2.4-acre site at the foot of the pier is a City-owned launch ramp with supporting restrooms and parking. This ramp is intensely used by scuba divers, their vessels, and other recreational boaters. The launch ramp parking occupies approximately one-half of the site. A marine repair facility, marine-oriented shops, and marine services offered to visiting fishing boats are located on the other half of the site. A 87-berth marina is located adjacent to the site. The only fueling facilities in the Monterey Harbor area are located on fuel docks within this marina. Sailing charters are also operated from this location.

Fisherman's Wharf

Fisherman's Wharf is a major commercial area within the planning area. Businesses include fishing and boating enterprises, fish markets, retail shops, restaurants, and a theater. Tall Ship berthing and cruise ship shuttle landings occur on City-owned piers. Up to 20,000 persons visit Fisherman's Wharf on a peak day. Vehicular access to Fisherman's Wharf, except for service vehicles, is restricted.

planning area setting



Fisherman's Wharf

Fisherman's Wharf presently provides loading and docking facilities for four fishing trip concessionaires. These concessionaires presently operate a total of eighteen boats. In addition to sport fishing trips, these concessionaires operate their boats for whale watching and sightseeing trips and is the only location in the harbor that offers sailboat rentals. A 156-foot multi-purpose float on the west side of the Wharf allows boats to tie up while loading and unloading passengers or visiting the Wharf as also serve Tall Ships and Cruise Ship shuttles.

Municipal Wharf No. 2

Municipal Wharf No. 2 is also owned by the City and houses uses serving commercial fisherman,

recreational boaters, and other commercial uses. Presently existing on Municipal Wharf No. 2 is a private yacht club, a multi-purpose hoist, two restaurants, a warehouse complex for the unloading of commercial fishing boats, two fish pump houses, abalone farming, retail and wholesale fish sales, and a boardwalk along the east side for fishing and sightseeing. Also, there are two controlled entrances to the marina from Municipal Wharf No. 2.

The City installed the boat hoist in 1999. It is classified as a three-ton hoist, which can lift small boats. It is customer operated with a 15-minute required training session. In addition, some of the fishing boat owners are using the hoist to deliver larger items to the fishing boats or to unload certain kinds of fresh fish.

A narrow, inaccessible seawall extends from Municipal Wharf No. 2 towards Fisherman's Wharf.



Municipal Wharf No. 2

planning area setting

At the entrance to Municipal Wharf No. 2 is a commercial complex with two restaurants. Alongside the west side of the wharf in the marina is the clubhouse for the Monterey Peninsula Yacht Club. There is presently a small tie-up area in front of the Yacht Club.

Municipal Wharf No. 2 serves as a base for Monterey's fishing industry. The season is almost year round with a peak during the summer months. The mainstays of the fishing industry operation in Monterey Harbor are squid, sardines, anchovy, mackerel, spot prawn, salmon, white sea bass, Dungeness crab, and groundfish (sablefish, sole, rockfish). Seasonal fishing attracts additional boats to the Monterey Harbor. The Monterey harbor also serves as a permanent base for a number of fishermen who journey to Alaska each year for the salmon runs.

The City-owned warehouse at the end of Municipal Wharf No. 2 has, over the years, been converted to serve the commercial fishing industry. The building has undergone numerous structural improvements in recent years and currently serves five fishing companies. Three of the companies only unload fish and the other two unload, cut and filet fish. The fresh fish is then transported elsewhere for freezing and canning.

The location of the warehouse and the configuration of the wharf constrain the movement of the large semi-trailer trucks that transport the fish. Large trucks are unable to turn around at the warehouse and therefore must back approximately 1,100 feet from the foot of the wharf. This causes trucks to form a cue at the base of



Passenger Depot

the wharf when waiting to load. This condition creates considerable traffic congestion during the fishing season's peak periods.

Marina Facilities Building (265 Figueroa Street)

The City currently leases this building to the Surfside Enterprises, Inc. Subleases include two restaurants.

Passenger Depot (290 Figueroa)

The Passenger Depot is the only designated historic structure within the planning area. The City building was recently renovated and is in use as a fresh fish and produce market and café.

planning area setting



Del Monte Beach House

Del Monte Beach House (285 Figueroa)

This building abuts the Monterey Municipal Beach and provides some protection from wave run-up activity. The current lease holder hosts private events, often using portions of the beach adjacent to the structure. Fabricated sand dunes are constructed adjacent to the building to provide additional protection from storm events. Marina dredge materials are used for this purpose every few years.

Monterey Bay Kayaks (693 Del Monte Avenue)

This building provides a storage and staging area for a private kayaking school and outrigger canoe racing team.

planning area setting

Open Space/Recreation

San Carlos Beach

San Carlos Beach Park marks the western boundary of the planning area. It contains benches, picnic tables, a pedestrian promenade, lawn area, and parking. The portion of the bay abutting the west side of the Coast Guard Pier is rated as the number one beach cold water access spot in the world, thereby making San Carlos Beach Park a popular staging location for divers. Approximately 65,000 divers utilize this area per year, which includes “from-the-beach” dive instruction.

Fisherman's Shoreline Park

The City of Monterey, the City of Pacific Grove, the California Coastal Conservancy, and several local and state transportation and redevelopment agencies collaborated on a grant proposal that resulted in the redevelopment of the Southern Pacific Right of Way, and ultimately the construction of Fisherman's Shoreline Park. The park area is seven acres and 2,250-foot-long stretching from San Carlos Beach Park to Fisherman's Wharf.

Generally not more than 100 to 200 feet wide, the area contains the old railroad right-of-way, now part of the Recreation Trail. This portion of the Recreation Trail lies approximately ten feet below Lighthouse Avenue and fifteen feet above the water and is used heavily by pedestrians and bicyclists traveling between Fisherman's Wharf and Cannery Row. Access to the Fisherman's Shoreline Park area is primarily from the waterfront master plan



Municipal Beach

ends at either the San Carlos Beach Park side or the Fisherman's Wharf side.

The shoreline along Fisherman's Shoreline Park is mostly rocky with several small sand beaches nestled between outcrops of rock. There are three unimproved access points to the water. There is no access signing and the steepness of the three points over the rocky shoreline presents a physical barrier.

Monterey Municipal Beach

In 1920, the Southern Pacific Railroad granted to the City a 0.75-acre portion of the beach adjacent to Municipal Wharf No. 2. Approximately 300 feet from the wharf is the boundary that marks the beginning of the portion of the beach under the jurisdiction of the

planning area setting



Window on the Bay

State of California Parks and Recreation Department.

Uses of the beach include kayaking, swimming, wading, strolling, jogging, fishing, windsurfing, multi-hull sailing and skin diving. Through a contract with the State Department of Parks and Recreation, the City provides seasonal lifeguarding services. Four to five times a year, the beach is used as a staging area for multi-hull regattas. Launching is undertaken from Figueroa Street and across the beach to the water.

Monterey Bay Park

Monterey Bay Park (also known as Window on the Bay Park) is located adjacent to Monterey Municipal Beach and Monterey State Beach on land purchased by the City from a variety of property owners along Del Monte Avenue between Figueroa Street and Sloat Avenue. Acquisition efforts began in 1983. The City

has removed a number of structures to open up views to the water and has developed the park area for public use. The Recreation Trail passes through the park. The 3.9 acre park includes turf and landscaped areas, sand volleyball courts, picnic and BBQ facilities, and parking.

Recreation Trail

The Recreation Trail was constructed in 1988 along the Southern Pacific Railroad rights-of-way that were purchased through a Caltrans grant by the City in 1983. The Recreation Trail connects Seaside to Pacific Grove and runs the length of the planning area, serving as a key pedestrian and bicycle transportation corridor. The paved trail is also used by quadricycles, and skaters. Landscaping, lighting, picnic tables, benches, and signs are located along the Recreation Trail. The Recreation Trail brings life and vitality to the area and is a key asset to the City and, in particular, to the waterfront.

planning area setting

Public Facilities

Restrooms

Seven public restrooms are located throughout the planning area. Their location and condition is as follows:

- Coast Guard Pier (fair condition, heavily used)
- Fisherman's Wharf (less than fair condition, heavily used)
- Maritime Museum (good condition, not heavily used)
- Harbormaster Office (two restroom sets, one limited to persons with slips in the marina: fair condition, heavily used, and the other set is open to the public: fair to poor condition, heavily used)
- Municipal Wharf No. 2 (boater's only, remodeled in 1996: fair condition, heavily used)
- Municipal Wharf No. 2 beach area (poor condition, heavily used)
- Municipal Wharf No. 2 Warehouse (fair condition, not heavily used)

Coast Guard Pier and Adjacent Area

Public facilities adjacent to the Coast Guard Pier include a boat launch ramp providing access to Monterey Bay. A disabled access ramp is also provided, with ample dock space available for vessel staging and passenger loading. Twenty dual vehicle/ boat trailer parking spaces are provided at the foot of the pier.

Monterey Marina

Monterey Harbor is one of three protected boating facilities in Monterey Bay. It serves as the major berthing facility in the south Bay for approximately 600 recreational and commercial fishing vessels. Approximately one-quarter of these vessels hold commercial fishing licenses. Approximately 30 are full-time commercial vessels and 34 in the squid and sardine fishing fleet. Some slips are occupied by boats used as residences.

The City owns and operates the 413-slip marina between Fisherman's Wharf and Wharf No. 2. The marina is served by water, electrical, and phone facilities. A sewage waste pump-out facility is located



Monterey Marina

planning area setting

on the marina utility dock. There is a long waiting list for slip rentals. Approximately three-quarters of the slips are occupied by recreational boats and one-quarter by commercial fishing boats.

In 1996, the City obtained a loan from the State Department of Boating and Waterworks to replace the pilings and docks that comprise Monterey's marina. The renovation project increased the size of the berths, provided new power and water service to all dock areas, improved transient docking facilities, and constructed new dinghy docks and a zigzag gangway that adjusts to fluctuating sea levels and insures access for disabled users. A frontal seawall extends from Municipal Wharf No. 2, which protects the slips in the marina. Trailer access to the Harbor is provided by a two-lane launch ramp within the marina parking lot.

The outer harbor contains 130 registered, low-cost moorings. These moorings are protected by the Coast Guard breakwater and are located to avoid interfering boats entering and exiting the marina. Approximately 130 feet of Fisherman's Wharf is dedicated for dinghies that provide transportation to moored boats. Forty moorings located east of Municipal Wharf No. 2 serve vessels in fair weather. These moorings are not protected by the Coast Guard breakwater and boats moored in this area are especially susceptible to wave surge action.

A two-lane, launch ramp is provided within the marina near the Harbormaster's office. While once the primary launch ramp in the Harbor area, this launch ramp now supplements the newer two-lane launch ramp adjacent

to the Coast Guard breakwater. Parking for this ramp consists of eighteen pull-through trailer spaces.

The K dock, which is the closest dock to the shore, provides for formal loading and unloading in the harbor/marina area for boat passengers and skin divers. Twelve vessels currently hold K dock (also known as "Yellow Boat Dock") permits for chartered dive trips.

Several cruise line companies conduct daytime port calls to the City of Monterey. The ships set anchor in the bay and ferry (by small boats) the passengers to loading and unloading areas in the harbor.

Monterey is an important harbor to transient boaters and is officially recognized by the State as one of a number of "harbors of refuge" along the California Coast. The next harbor down the coast to the south is Morro Bay, a distance of approximately 120 nautical miles and a twenty-four-hour sail under normal conditions. The next harbor to the north is Moss Landing, a distance of approximately 14 nautical miles and a three-hour sail under normal conditions. As Moss Landing is in the middle of the arc of Monterey Bay, boaters coming from San Francisco usually find it more convenient to navigate a straight line to Monterey after rounding Santa Cruz point. Also, unlike Morro Bay, Moss Landing, or Santa Cruz harbors, Monterey harbor, given its protected location on the north side of the Monterey Peninsula, can be entered in any weather condition. This accessibility can be of critical importance to the transient boater.

Facilities for transient boaters are limited on a space-

planning area setting

available basis in the marina. Members of other yacht clubs can tie up to the Monterey Peninsula Yacht Club's floating dock. When boats are away from their slips for extended periods of time, the slips are made available to transient boaters. The capacity of the marina to accommodate transient boats ranges from 25 to 60 boats. The Harbor office is staffed twenty-four hours a day and transient boaters can make contact by radio or from dock phones regarding berthing availability and instructions. Informational and directional signing is also provided.

Harbormaster Building (250 Figueroa Street)

The building located at 250 Figueroa Street contains public restrooms and shower facilities for marina slip holders. The Harbormaster's office occupies the building's second story.

Dry Boat Storage (693 Del Monte Avenue)

Currently, the storage yard has 54 spaces. Due to the mast heights, the location of dry boat storage must allow a clear overhead passage of the masts between the storage area and the launch ramp or hoist without the interference of overhead wires. MPYC also uses the Dry Boat Storage Area to host regattas of out-of-town area trailered sailboats.

Dredging

Harbor dredging is limited to the marina area and an area near the fuel pier and Coast Guard Pier Parking Lot launch ramp. Dredge material that meets Regional Water Quality Control Board and U.S. E.P.A. Clean Water Act beach disposal standards is deposited on the beach east of Municipal Wharf No. 2. Dredge material that does not meet these standards is removed to a landfill. A major ten-year, ten-phase dredging operation, the first since 1960, was begun in 2010, removing about 8,000 cubic yards of sand per phase from the Marina Area at a cost of approximately \$130,000 per phase.

Parking

In support of the visitor amenities and attractions throughout the waterfront area, and as an interim use of acquired parcels, the City has developed a series of parking lots. These parking lots can be described under 5 categories, which address the myriad of users within the planning area. In general, these parking categories can be summarized as either attendant spaces, loading zones, specialized zones (Fish Market), restricted time zones, metered spaces, or monthly permit spaces. Spaces are also designed to accommodate motorcycles, RVs, busses, and boats with trailers.

Adjacent to the Waterfront, parking is available in the City's Downtown East and Downtown West garages located on Tyler Street between Del Monte Avenue and Franklin Street. A private parking lot is located on Del Monte Avenue between Tyler Street and Alvarado Street that primarily serves Portola Plaza.

City-owned parking lots and garages are managed by the City's Parking Division. Most parking spaces require a fee, whether as a monthly permit, daily pass, hourly meter, or pull-tabs in the attendant lot. The fees collected are deposited into either the Parking Fund or the Marina Fund, which each have its own set of restrictions.

The parking lots are, for the most part, physically and functionally independent of one another. The Monterey Bay Kayaks lot, for example, is unpaved and primarily serves the adjacent uses. The Olivier Street lot primarily



serves patrons, employees, and concessionaires of Fisherman's Wharf. The layout and interconnectivity of these lots reflects their incremental acquisition by the City. Consequently, there is no apparent rhythm, pattern or logical relationship between some of these lots or their methods of payment.

Based on a field count and observations in December 2009, parking lots within the planning area contain a total of 1,365 parking spaces, which can be categorized as follows:

- 1,097 available for normal vehicles for an hourly fee,
- 119 for monthly parking pass holders,
- 25 special vehicles (RVs, busses, motorcycles, and fish market vehicles),
- 26 time restricted without fee,
- 39 reserved for vehicles displaying disabled person placards.

planning area setting

The 2011 Citywide Transportation and Parking Study serves as a resource document for the land use plans prepared for North Fremont Street, Downtown, Lighthouse Avenue/Foam Street, and the Waterfront. The Citywide Transportation and Parking Study was updated using August 2014 parking count data and evaluated existing and future parking needs based on maximizing access to a variety of transportation modes.

The purpose of the parking study was to:

- Analyze transportation and parking opportunities and challenges,
- Assist the City of Monterey in obtaining original data to assess existing parking conditions for on- and off-street facilities throughout the study area,
- Conduct a parking demand analysis that examined current land uses and future development potential in the study area, and
- Develop cost-effective strategies and program recommendations designed to make the most efficient use of the existing parking supply and plan for future parking demand in accommodating economic growth.

The recommendations in the parking study are established on the premise that parking and transportation are not ends in themselves, but means to achieve broader community goals. The recommendations leverage the planning area's existing assets, respond to its challenges, further the overall

vision for the area; and to support Monterey's effort to meet community goals related to the reduction of auto trips, the improvement of access to businesses, and the provision of adequate amounts of parking.

The parking study reveals that there are some "pockets" of high demand during peak hours. For example, on Saturday there was high occupancy in the planning area with the likely influx of visitors. Overall, utilization of the planning area parking was 35 percent for Thursday, 36 percent for Friday, and 78 percent for Saturday peak hour. It is important to note that the Downtown East and Downtown West garages reflected similar peak utilization as the waterfront parking areas, with the exception of the Saturday peak. On Saturday, while the waterfront parking areas were at 78 percent utilization, the Downtown East and Downtown West garages were at 33 percent utilization.

Truck Turn Around Area

The area south of the dry boat storage area, generally along the area of removed railroad tracks on the east side of Figueroa, is used as a truck turn-around area for trucks loading fish at the end of Municipal Wharf No. 2. Given the width of Wharf No. 2, the large tractor-trailers picking up fish at the end of the wharf must back the 1,100-foot length of the wharf. As many as ten trucks a day make this movement during the height of the fishing season.

planning area setting

Transit Service

Monterey/Salinas Transit (MST) currently provides bus service to the planning area. The City of Monterey and the Monterey Bay Aquarium have contracted with Monterey/Salinas Transit to operate a shuttle system linking Downtown, Cannery Row, and the Aquarium. This shuttle system was instituted because of traffic congestion through the downtown area and traffic congestion and parking shortages in the Cannery Row area created by visitors to the Monterey Bay Aquarium.

The shuttle has received heavy use and has served to significantly reduce traffic congestion in both the downtown and Cannery Row areas. The shuttle system encourages motorists to park in the downtown parking garages and then shuttle to Cannery Row. The shuttle operates daily during the peak summer months between Memorial Day and Labor Day. While the shuttle is free, there is a parking fee for the downtown garages, which is less than parking fees in the Cannery Row area.

In 1983, the City, through a Caltrans grant, purchased the portion of the 100 foot-wide Southern Pacific rights-of-way (ROW) between the Seaside City Limits and Fisherman's Wharf with an agreement to construct "an exclusive mass transit guideway project." The Recreation Trail has been constructed on a portion of the ROW. TAMC and Monterey Salinas Transit have both developed concept plans for the proposed "Monterey Branch Line" that connects Castroville to downtown Monterey via the ROW. The concepts

require the acquisition of additional rights-of-way for station platforms and parking at the east end of the planning area.

Bicycle and Pedestrian Circulation

The Recreation Trail provides the main bicycle access through the planning area. Major bicycle route links to the Recreation Trail include Washington Street, Aguajito Road, Alvarado Street, Scott Street/Olivier Street, Cannery Row, and Reeside Avenue.

The Recreation Trail also provides the main pedestrian access into and through the planning area. Pedestrian pathways also link Reeside Avenue to the Coast Guard Pier along San Carlos Beach, Fisherman's Wharf, and Municipal Wharf No. 2.

This page left intentionally blank

03 challenges & opportunities



This page left intentionally blank

challenges & opportunities

Challenges and Opportunities

The intent of the Waterfront Master Plan is to implement the City of Monterey General Plan and the Local Coastal Land Use Plan. Additional regulatory, legal, financial, and physical/environmental constraints to future use and development within the planning area need to be considered.

MONTEREY BAY NATIONAL MARINE SANCTUARY

Portions of the planning area are within the Monterey Bay National Marine Sanctuary (MBNMS). The area inclusive of the breakwater, across to the northern end of Municipal Wharf No. 2, and along the eastern edge of Municipal Wharf No. 2 is not included in the MBNMS; however, the waters outside this area, as well as portions of San Carlos Beach and Monterey Municipal Beach, which are below the mean high tide line, are within the Sanctuary and its jurisdiction (Figure 4 – Challenges and Opportunities).

The MBNMS regulations generally prohibit new structures or alterations of the seabed. However, a permit process allows consideration of certain activities with adequate environmental review. Additionally, MBNMS regulations prohibit the use of any other areas outside of the area adjacent to Municipal Wharf No. 2 for the disposal of dredged materials. MBNMS authority supersedes the authority of the Army Corps of Engineers and the California Coastal Commission in that permits issued for projects that affect MBNMS resources by those Federal and State agencies must

first receive MBNMS authorization. The updated MBNMS management plan lists “coastal development and storm water runoff” as potential threats to MBNMS resources.

MONTEREY STATE BEACH GENERAL PLAN (CALIFORNIA STATE PARKS)

The Monterey State Beach borders the Monterey Municipal Beach approximately 300 feet east of Municipal Wharf No. 2 (Figure 3 – Planning Area Features). In 1987 the California State Park and Recreation Commission adopted the Monterey State Beach General Plan. The portion of the Monterey State Beach between Monterey Municipal Beach and the Del Monte Townhomes is included in the planning area and the following key recommendations of the Monterey State Beach General Plan are applicable and incorporated into the Waterfront Master Plan:

- Continued acquisition and planning efforts by the state and City of Monterey to achieve the objectives of open space and improved beach access;
- The development of visitor parking and restroom facilities outside the bay view corridor; and
- Continued coordination between State Parks and the City of Monterey to provide the necessary law enforcement, maintenance, visitor control, as well as operating and development agreements.

challenges & opportunities

STATE TIDELANDS REGULATIONS

The shoreline portions of the planning area are located within the Monterey Bay tidelands. These tidelands are held in public trust and regulated by the State of California, but the use and leasing of the lands was granted to the City of Monterey in 1868 for uses benefiting the public. In general, the grant defines the tidelands as measured from the mean high tide line at shore to a depth of 10 fathoms (60 feet). Within this area, uses are limited to those that benefit the public trust such as commerce, fisheries, navigation and recreation.

CITY CHARTER

The City Charter controls two key aspects of the planning area: lands designated as “Open Space” and visitor accommodation facilities. Voter approval is required for any changes with respect to either of these topics. While no visitor accommodation facilities currently existing within the planning area, the majority of the planning area is designated as “Open Space.”

SOUTHERN PACIFIC RIGHTS OF WAY (SP ROW) DEVELOPMENT AGREEMENT.

The City purchased the SP ROW with State funding. Funding and development agreements require development of the site for future transit service (Figure 4). Both TAMC and MST are in the process of developing long-term and short-term plans for the fixed guideway transit service along the SP ROW. This service would connect downtown Monterey and Marina, waterfront master plan

and in the future extend to Castroville to connect to the commuter rail line from San Francisco.

REVENUE SOURCES AND FUNDS

A variety of land uses within the planning area generate revenue for the City (Figure 4). These include land leases, building leases, berth and mooring rentals, boat hoist fees, and parking. Revenues generated within the planning area are allocated to four funds: the General Fund, the Marina Fund, the Tidelands Fund, and the Parking Fund.

The Marina Fund was created in 1959 through an agreement with the State as a result of a loan from the Department of Boating and Waterways (then known as the Division of Small Craft Harbors) for the construction of the Marina. The agreement requires that all revenues collected within the Marina Enterprise Zone boundary (created by the agreement) are deposited into a single fund for the maintenance of the facilities within the boundary as well as repayment of the loan (Figure 4). Revenues to the General Fund and Parking Fund also reflect debt service and loan repayments for capital projects completed as non-housing projects within the redevelopment areas. The Parking Fund will be the major funding source for proposed improvements to the parking areas.

Major City expenditures within the planning area include maintenance for parks, buildings (owned by the City), parking lots and driveways, lighting, wharf/pier structures (excluding buildings), and the harbor. Major repairs to both Fisherman's Wharf

challenges & opportunities



Figure 4: Opportunities and Constraints

challenges & opportunities

and Municipal Wharf No. 2 were completed in 2012. These included structural repairs and pipe hangers for Fisherman's Wharf and survey and design work for the reconstruction of Municipal Wharf No. 2.

COASTAL EROSION AND SEA LEVEL RISE

Under state and federal laws, there are a number of agencies with responsibility to plan for and respond to coastal erosion issues. Responding to coastal erosion at the state level is the responsibility of the Department of Boating and Waterways. The Department of Boating and Waterways is California's primary agency responsible for working to restore eroded beaches and protecting public coastal infrastructure. Sections 65 through 67.3 of the State Harbors and Navigation Code assign the responsibility for studying shoreline erosion, constructing protective works, and administering state funds for the local share of federal projects to the Department.

Sections 69.5 through 69.9 assign responsibility to the Department for administering the California Public Beach Restoration Program. The mission of the program is to preserve and protect the California shoreline by restoring and maintaining natural and recreational beach resources and minimizing economic losses caused by natural and human-induced beach erosion.

Land use planning for addressing coastal erosion is shared between multiple agencies in California. The federal Coastal Zone Management Act requires that

state coastal management programs include a "... planning process for shoreline erosion... and restore areas that have been adversely affected by such erosion" (Section 306d.2.I. of the CZMA, as amended through PL 104-150, 1996). The California Coastal Act assigns primary responsibility for carrying out the California coastal management program to the California Coastal Commission and the State Coastal Conservancy.

The Public Resources Code (Section 3000 et seq.) designates the Coastal Commission as the lead agency responsible for carrying out California's coastal management program by planning for and regulating development in the coastal zone consistent with the policies of the Coastal Act.

The policies of the Coastal Act deal with public access to the coast, coastal recreation, the marine environment, coastal land resources, sea level rise, and coastal development of various types, including energy facilities, ports, and other industrial development.

Public Resources Code (Section 31100 et seq.) established the California Coastal Conservancy complementing the planning and regulatory activities of the Coastal Commission through coastal land acquisition and resource restoration and enhancement programs. The Coastal Conservancy uses entrepreneurial techniques to purchase, preserve, improve, and restore public access and natural resources along the California coast. (Resources Agency of California 2001)

challenges & opportunities

Coastal erosion results from beach-ocean interaction coupled with human activity. The beach system is one that is considered to be in dynamic equilibrium. This means that sand is moved from one location to another but it does not leave the system. For example, winter storms may remove significant amounts of sand, creating steep, narrow beaches. In the summer, gentle waves return the sand, widening beaches and creating gentle slopes. Because there are so many factors involved in coastal erosion, including human activity, sea-level rise, seasonal fluctuations, and climate change, sand movement will not be consistent year after year in the same location.

Wind, waves, and longshore currents are the driving forces behind coastal erosion. This removal and deposition of sand permanently changes beach shape and structure. Sand may be transported to land-side dunes, deep ocean trenches, other beaches, and deep ocean bottoms.

The coastal processes at Monterey Municipal Beach are governed to a great extent by the regional coastal processes and by the seawall that is beneath a portion of Municipal Wharf No. 2. The sand arrives to the beach from the east and moves to the west until it reaches the Wharf seawall. The sand is then transported along the seawall to offshore areas with some of the sand possibly reaching the Monterey Harbor entrance and travelling into the Harbor. The harbor breakwater also plays a large role in the local coastal processes

in that it blocks much of the northern wave energy from reaching the site. A review of available historical photographs shows that the beach in front of the site is relatively stable. Studies of the site have concluded that the shoreline at the site has an annual erosion rate of about zero.

The size of the beaches can fluctuate greatly seasonally, and year to year. Areas behind the beach have been, and will continue to be, subject to wave run-up and overtopping, as well as erosion. A few instances of overtopping over the past few decades have occurred. For many years, the City has maintained an artificial berm next to the Del Monte Beach House building during the storm season in the area most susceptible to wave run-up. The Del Monte Beach House building itself also provides significant protection from wave run-up reaching the areas behind the building.

The Del Monte Beach House building has been in place for approximately 50 years and appears not to have been damaged from the effects of wave run-up. In addition to the artificial berm and the Del Monte Beach House building, there is a natural small sand dune that provides significant protection for the low-lying areas behind the beach. A low height rock wall is also located on top of the sand dune, most likely placed there by the railroad operators to prevent wave run-up from reaching the tracks in the low lying areas behind the beach. This wall is not structural in design. This wall indicates that the sand dune has most likely been overtopped by waves in the past and at a minimum

challenges & opportunities

created a nuisance for the railroad facilities behind the dunes (Skelly Engineering 2000).

The Municipal Wharf No. 2 seawall was constructed between 1977 and 1983 to prevent sand from drifting under the wharf and onto the adjacent harbor basin. As a result of this impoundment of sand immediately east of Municipal Wharf No. 2, the shoreline fronting the plaza has advanced seaward. The shoreline fronting the Del Monte Beach House building has advanced between 100 and 180 feet seaward over a period of 41 years from 1945 through 1986. A wave run-up barrier had been proposed as part of the Catellus Phased Improvement Plan.

Flooding and Sea Level Rise

Storm waves arriving at the project site are extensively refracted and arrive at the project site nearly parallel to the shoreline. Within the planning area, the entire shoreline, piers, wharfs, harbor, and beaches are located in a Coastal High Hazard Area or V Zone subject to high velocity wave action such as the impact of waves and waterborne debris and the effects of severe scour and erosion as delineated on the Federal Emergency Management Agency (FEMA) Flood Rate Insurance Map (FIRM) (Panel 0307G).

The area east of Figueroa is within the AE flood zone, which is also subject to flooding from wave overtopping during severe storm events. The City currently places a six-foot high sand berm adjacent to Monterey Municipal Beach from November to February every

year to reduce the occurrence of wave overtopping. However, the berm does not completely eliminate these storm impacts.

Tide records indicated that there has been an historic worldwide rise in sea level. In the last 100 years, tide gauges have shown the world's oceans have been rising to about 0.0039 feet per year for a total of approximately 4 to 5 inches. However, the rate of increase over the past 10-year tidal epoch is estimated to be approximately 0.0072 feet/year or almost double the 100 year historic yearly average. Using the rate of 0.0072 feet per year, an increase in sea level of nine to ten inches may be anticipated over the next 100 years. A 2009 study completed by the Pacific Institute mapped areas that could potentially be impacted by sea level rise. Figure 5 shows a broad-brush depiction of the areas subject to current Coastal Base Flood (approximate 100-year flood extent) and a possible future sea level rise scenario measured at Coastal Base Flood plus 1.4 meters (55 inches).

The City will be using the Coastal Commission Sea Level Rise Adaptation Guidance document to formulate policies addressing sea level rise during its upcoming Local Coastal Program update.

challenges & opportunities

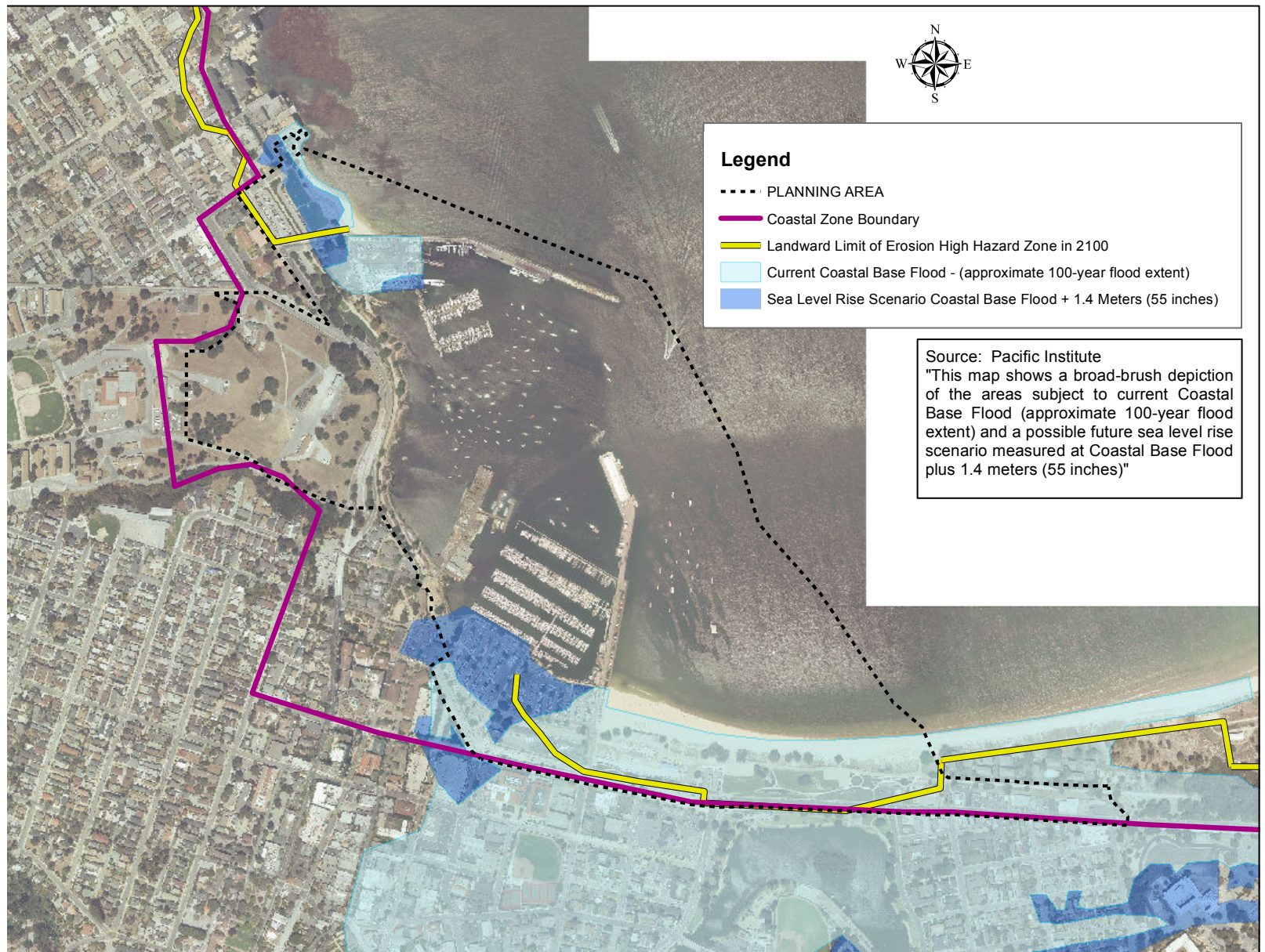


Figure 5: Flood Inundation Areas

challenges & opportunities

PROPERTY OWNERSHIP AND MANAGEMENT

Figure 6 shows the property ownership patterns within the Planning Area. The City owns the majority of the property with the following exceptions:

- Coast Guard Pier and adjacent properties (Coast Guard)
- Pedestrian way between Fisherman's Wharf and Custom House Plaza (State Parks)
- Urgent Care facility
- Properties to the east and west of Park Avenue

The City manages 48 leases and concession agreements within the Planning Area for a variety of commercial uses. Lease types include building leases and ground leases, some of which are over the water and some are over the land. Lease areas that are over water past the mean high water line are within the Tidelands. Tidelands are owned by the public and held in trust for the people by the government. Allowed uses within these public trust areas include commerce, fisheries, navigation, environmental preservation and recreation. Additionally, revenue generated from leases in tidelands areas are to be used to support allowed public trust uses and further public access and benefit.

Forty-three of these Planning Area leases are located within the Tidelands area. Included within the 43 Planning Area leases are 24 Fisherman's Wharf concession leases. Currently all Fisherman's Wharf

concession leases are ground leases. The City owns the land below the individual concessions and the concessionaire owns all of the improvements, which include pilings, piling foundations, deck structure and building. The City also owns the public portions of the Wharf that provide access to the individual concessions (Figure 7).

challenges & opportunities



Figure 6: Property Ownership

challenges & opportunities

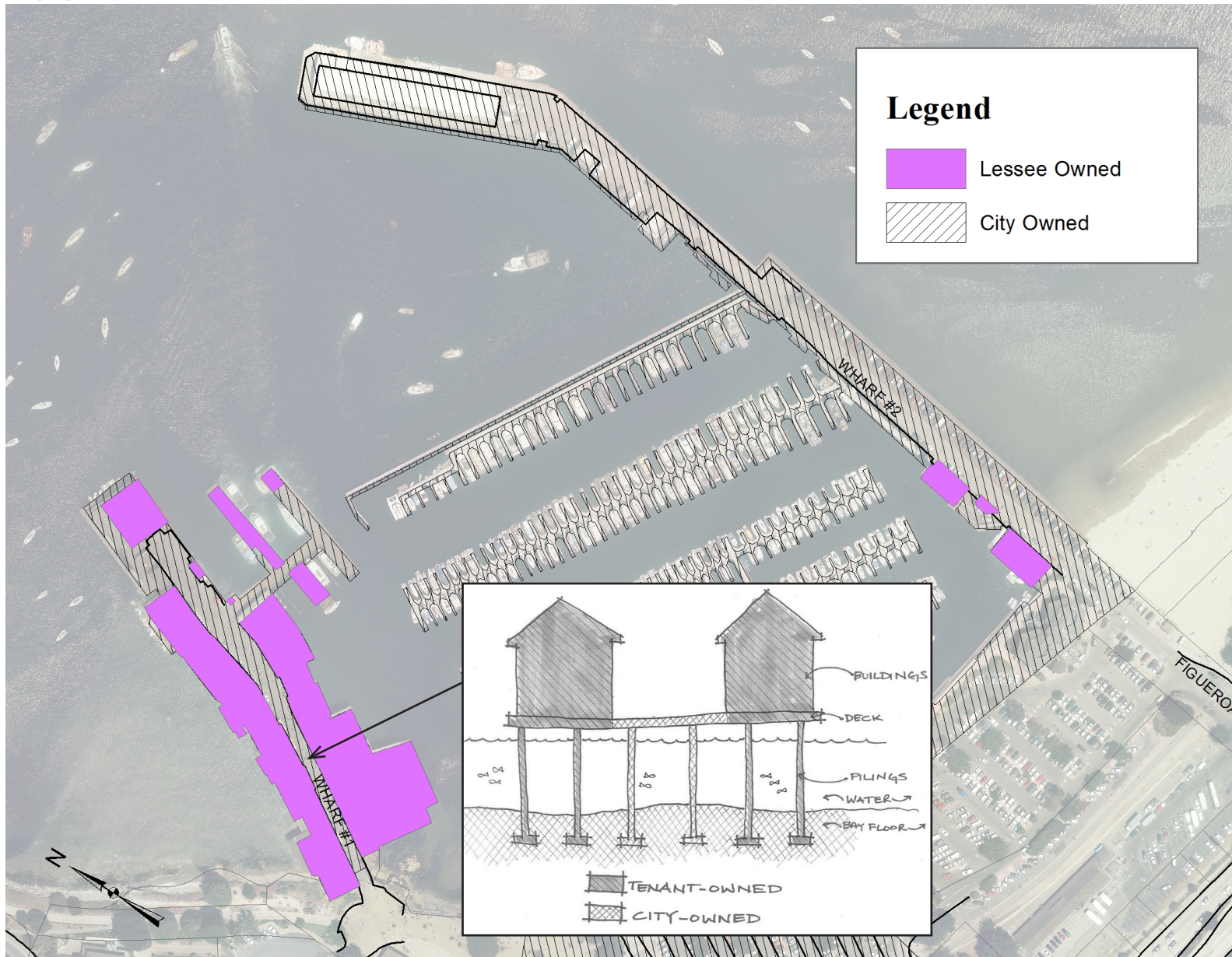


Figure 7: Fisherman's Wharf and Municipal Wharf Ownership

04 goals, programs & projects

This page left intentionally blank

goals, programs & projects

Goals, Programs, and Projects

This section lists the Waterfront Master Plan Goals, Programs, and Projects, which are organized by the following topics:

- Mobility
- Parking
- Natural Resources and the Environment
- Recreation
- Public Facilities
- Financial Feasibility and Implementation

Many of the projects will require funding from the City, private enterprise, grants, or a combination of these and other sources. The list below is not listed in order of any particular priority. The less expensive projects or the projects that qualify for available grant funding may be implemented sooner than other projects. Implementation is discussed further in Chapter 5.

goals, programs & projects

GOAL A: MOBILITY

Develop a pedestrian, transit (mass, trolley and shuttle), and bicycle friendly environment that will encourage, direct, and facilitate visitors to bicycle or walk to the waterfront.

Program A.1. Create a continuous pedestrian boulevard/concourse throughout the planning area that takes advantage of the best views, links points of interest within the planning area, and connects the waterfront to the Downtown and other surrounding destinations.

Project A.1.a. Create pedestrian plaza/promenade along the harbor that allows for temporary uses and incorporates public art, such as artistic tiles and sculptures, that embodies the history and culture of the fishing industry.

Project A.1.b. Provide a pedestrian connection between the waterfront and the Lower Presidio via Scott Street/Pacific Street, Scott Street/Van Buren Street, and through Heritage Harbor and over the pedestrian bridge.

Project A.1.c. Construct a safe pedestrian crossing accessing the west side of the Lower Presidio from the Recreation Trail to the Sloat Monument.

Project A.1.d. Craft system of maps and signs to direct public to and from the planning area.

Project A.1.e. Partner with the National Marine Sanctuary and others to enhance learning experience on the environment throughout the planning area, including along the pedestrian plaza/promenade.

Project A.1.f. Design a line of sight from the Tyler Street garages towards the planning area and ensure adequate signage and pedestrian access along that sight-line.

Project A.1.g. Pursue elimination of non-historic walls surrounding the Custom House that would increase visual access between Custom House Plaza and Fisherman's Wharf.

Program A.2. Enhance and maintain the Recreation Trail as a safe and viable bicycle and pedestrian link through the planning area.

Project A.2.a. Increase bicycle parking and amenities.

Project A.2.b. Combine a northern Recreation Trail route with the new pedestrian promenade along the harbor. Design visual separation between bicycle and pedestrian pathways to improve safety, such as through the use of textural distinctions in the pathway.

Project A.2.c. Provide alternative bicycle routes along and adjacent to Scott Street between Figueroa and the Tyler Street Bridge.

goals, programs & projects

Project A.2.d. Enhance all intersections for safety.

Project A.2.e. Improve lighting on the recreation trail to enhance safe evening use but ensuring that lighting does not shine into the Bay.

Project A.2.f. Study the potential for providing free City bicycles for temporary use and/or encourage a commercial enterprise that rents bicycles.

Project A.2.g. Reduce bicycle and pedestrian conflicts.

Program A.3. Implement bicycle and pedestrian connections between the waterfront and the downtown per the Downtown Specific Plan, Monterey on the Move (Multi-Modal Mobility Plan), and this Waterfront Master Plan.

Project A.3.a. Create a continuous pedestrian boulevard/concourse that encourages visitors and residents alike to walk from the Waterfront to Monterey's historic resources throughout the Downtown and visa versa.

Project A.3.b. Implement Monterey on the Move projects that establish primary bicycle access routes to the waterfront, including Scott Street, Alvarado Street, the Tyler Street bridge, Washington Street, Figueroa Street, Camino Aguajito, and Sloat Avenue.

Project A.3.c Design for future consideration a multi-modal bridge over the Lighthouse Tunnel that

provides a multi-modal connection between the waterfront and the downtown by connecting Tyler Street and the Scott Street extension.

Project A.3.d. Increase safe access across the Del Monte/Washington intersection for pedestrians and bicycles by creating a three-phased crossing on the west side of the intersection.

Program A.4. Continue to work with TAMC and MST to ensure adequate public transit options serving the waterfront.

Project A.4.a. Prohibit a train from crossing through Window on the Bay.

Project A.4.b. Identify/design theme-based shuttle service that would trademark/brand the planning area and provide "fun, frequent, and free" transportation between downtown and the waterfront.

GOAL B: PARKING

Ensure that adequate parking is available and properly located and programmed.

Program B.1. Identify the various needs of the multiple users that park in the waterfront parking lot and appropriate parking locations for each use.

Project B.1.a. Construct new parking on the east side of Park Avenue adjacent to the Del Monte Townhomes.

goals, programs & projects

Project B.1.b. Locate designated passenger drop-off area at Camino El Estero.

Project B.1.c. Improve existing pull-through lot adjacent to the boat ramp to accommodate the needs of boat and trailer circulation.

Project B.1.d. Reconfigure parking area south of the proposed extension of Scott Street to maximize usability for parking and temporary events.

Project B.1.e. Direct traffic to the Downtown East and West garages and improve convenience of access via the Tyler Street bridge.

Project B.1.f. Should future parking demand indicate that the existing parking supply is insufficient (falls below 15% vacancy), study the possibilities for constructing additional parking.

Project B.1.g. Price parking accordingly so that motorists pay more for the most convenient parking.

Project B.1.h. Install real-time parking availability information which should be displayed and made accessible online.

Project B.1.i. Install wayfinding signs to major parking facilities (Downtown parking garages, Waterfront lots, and public lots) at key locations (e.g. on Del Monte Avenue as a visitor approaches downtown). Such a strategy will direct visitors to underutilized off-street facilities.

Project B.1.j. Implement valet and tandem

parking at the Waterfront lots during peak summer weekends. Valet parking can maximize off-street lot and garage spaces for long-term parkers.

GOAL C: NATURAL RESOURCES AND THE ENVIRONMENT

Improve/enhance the visual quality of the waterfront and preserve natural resources such as the natural setting of the waterfront within the Monterey Bay Sanctuary, the harbor, the marina, and the beach. Address environmental issues and natural hazards, such as sea level rise, flooding, and coastal erosion.

Program C.1. Expand and protect open space, both passive and recreational active.

Project C.1.a. Improve east side of Figueroa to allow for temporary events, active uses, and BBQ/gazebos away from Monterey Branch Line alignment. Allow truck staging and beach access parking adjacent to Figueroa Street. Locate activity areas requiring hardscape near Park Avenue.

Project C.1.b. Reesign for future consideration the parking area between the proposed extension of Scott Street and the pedestrian promenade as a greenspace for passive recreation uses that will accommodate temporary events, but not parking.

Project C.1.c. Redesign Passenger Depot site as a spectacular gateway to the waterfront and Downtown; and to function as a transitional area between the two that incorporates gateway

goals, programs & projects

treatments at the corner of Del Monte and Figueroa, active open space, commercial, and visitor-serving uses, overflow parking towards the north or east, and permanent and temporary interpretive, interactive, educational, and artistic displays of Monterey's history and culture.

Project C.1.d. Coordinate with the Lower Presidio Master Plan to address appropriate improvements and public access.

Project C.1.e. Improve public pedestrian access along the Coast Guard Pier.

Project C.1.f. Coordinate transfer of the State beach east of the Municipal Beach to City ownership to increase control of access and uses.

Project C.1.g. Examine desirability, legal issues, restriction, etc. of renaming the Waterfront Planning Area as the Waterfront Park.

Program C.2. Expand viewsheds within and throughout the waterfront.

Project C.2.a. Once an adequate site is identified to house the kayak and outrigger canoe activities, demolish the existing Monterey Bay Kayaks building.

Project C.2.b. Develop and implement an attractive and appropriate design for the dry boat storage area in its current location so that it does not independently restrict or disturb views of the Bay. The design shall include drive-through access, 45

spaces (including keel boat spaces aligned with the Del Monte Beach House), and attractive fencing and landscaping to achieve adequate safety and security.

Program C.3. Develop implementation plan that incorporates storm water quality control techniques.

Program C.4. Develop multi-phased mitigation plan for sea level rise/coastal erosion.

Project C.4.a. As a temporary strategy, construct wave run-up barrier at foot of Wharf #2 along the beach that ties into the pedestrian promenade and continues to allow convenient public access to the beach.

Project C.4.b. As an adaptation strategy, remove the Beach House and Monterey Bay Kayak buildings but preserve the Beach House platform as a protection/barrier.

Project C.4.c. Institute warning system to alert the public of potential tsunami event.

Project C.4.d. Require all new waterfront construction to be designed/located to survive 100-year flood zone.

goals, programs & projects

GOAL D: RECREATION

Preserve, enhance and expand the diversity of amenities that draw both visitors and locals such as sailing, boating, diving, fishing, and festivals.

Program D.1. Develop leasing strategies that expand the diversity of recreational activities available.

Project D.1.a. Encourage Beach House availability for family friendly and public oriented uses.

Project D.1.b. Develop leases for shared commercial boat landings.

Project D.1.c. Develop a leasing strategy that will increase the diversity of restaurant and boating uses on Fisherman's Wharf and Municipal Wharf #2.

Program D.2. Develop program for the temporary location of a historic ship and/or other waterfront attractions.

Project D.2.a. Improve berthing and shore support at Municipal Wharf #2 to accommodate a ship that interprets history.

Program D.3. Develop program for phased development of new facilities, such as new outer wall, commercial/educational buildings, boat slips, truck turn-around, and recreational facilities.

Project D.3.a. Construct permanent structures on Municipal Wharf #2 (east side near the beach) to accommodate commercial opportunities and educational opportunities.

Project D.3.b. Construct truck turnaround at Wharf #2 as necessary to support the fish processing activities.

Project D.3.c. Construct new public fishing piers at Wharf #2.

Project D.3.d. Construct BBQ/gazebos on west side of Park Avenue away from Monterey Branch Line alignment.

Project D.3.e. Construct new restroom on the west side of Park Avenue.

Project D.3.f. Designate locations for storage and mending of fishing nets as necessary.

Project D.3.g. Explore constructing a new outer wall at Municipal Wharf #2 to allow expansion for additional berths, commercial uses and public access.

Project D.3.h. Demolish kayak building and beach house, preserve beach house foundation/platform, and construct new building to accommodate these and/or other Waterfront Dependent uses, such as the outrigger canoe clubs, at the foot of Wharf #2.

Program D.4. Examine possible expansion of marina and harbor uses.

goals, programs & projects

Project D.4.a. Increase accommodation of sailing rental, instruction, touring and boarding.

Project D.4.b. Create community-serving, public sailing opportunities, both within the City marina and possibly at the Coast Guard Pier Navy facilities.

Project D.4.c. Encourage expansion of boat rentals.

Project D.4.d. Expand personal recreational activities (such as kayaking and paddle boarding) to the west side of Fisherman's Wharf to reduce watercraft conflicts at the harbor mouth.

GOAL E: PUBLIC FACILITIES

Maintain a high standard of design and maintenance of all public facilities that preserves and showcases the history of the waterfront and ensures a safe, clean, and peaceful setting.

Program E.1. Preserve and support the fishing industry in its historic context

Project E.1.a Implement recommendations from the Monterey Fishing Community Sustainability Plan for the preservation of such future uses that addresses an appropriate level of City subsidies balanced against benefits.

Project E.1.b Determine best use of the opportunity site on Fisherman's Wharf that is created when the trash compactor is relocated.

Project E.1.c Endeavor to maximize the use of

lease space consistent with City Council-adopted list of prioritized uses (Resolution 14-018) within the Wharf #2 warehouse and pump houses. Should chronic vacancies occur, the prioritized list shall be reexamined.

Project E.1.d Improve and enhance tender reception facilities for cruise ships. Possible reception locations include along Wharf #2, within the City marina, and a location at Fisherman's Wharf that is more stable than the floating dock that is currently used.

Program E.2. Identify improvement and maintenance program needs for existing buildings and facilities (restrooms, warehouse, passenger depot, etc.) that will enhance public access, attractiveness and safety.

Project E.2.b. Improve restrooms at Wharf #1 and at A dock.

Project E.2.c. Enhance or relocate restroom at foot of Wharf #2. Explore whether the visual impacts could be reduced by identifying a more appropriate location, such as at the Del Monte Beach House or the Marina Facilities Building.

Project E.2.d. Construct a new restroom towards the east end of the Monterey Bay Park.

Project E.2.e. Use of passenger depot shall achieve the following criteria:

- 1. Allow public access into the building and not be restricted to a private use such as a*

goals, programs & projects

private club or membership only access.

2. *Showcase the history of the building.*

3. *Function with minimal or no dedicated parking spaces and operate within a parking environment that relies on shared parking among a variety of waterfront uses and activities.*

4. *Reserve a portion of the building for visitor center or interpretive center type use/service.*

Program E.3. Develop public safety program to ensure that a safe environment is maintained.

Project E.3.a. Develop specific implementation measures for increasing safety for public access to the Wharf #2 warehouse. The City may consider life rings, throw rings, horseshoe buoys or other rescue devices at some appropriate distance along the entire facility, but particularly at the northern end of the Wharf.

Project E.3.b. Define safety zone for swimming at Monterey Municipal Beach. Restrict boating activity and other incompatible uses.

Project E.3.c. Consider constructing appropriately staffed life guard stations along Monterey Municipal Beach and Monterey State Beach.

Project E.3.d. Divert any storm water flow away from Monterey Municipal Beach.

Project E.3.e. Build safe fire pits at and beyond Monterey Municipal Beach for evening use away from residential areas.

Program E.4. 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.

Project E.4.b. Create attractive, functional, multi-lingual wayfinding system to lead visitors to their destination (points within and surrounding the Waterfront), to include an information center, and Waterfront directory maps in parking lots, on restrooms, and at the entrance to Fisherman's Wharf. Integrate internal wayfinding system with surrounding systems.

Project E.4.c. Install a sign on each building within the Waterfront Planning Area that relates to the overall Waterfront directory maps.

GOAL F: FISCAL BENEFITS

Contribute to the overall sustainable fiscal health of the City.

Program F.1. Provide management of the commercial areas of the waterfront so as to achieve fair market value for use in the waterfront.

Project F.1.a. Create a financial structure that

goals, programs & projects

ties costs of implementation and maintenance to revenues generated within the Waterfront Planning Area and minimizes impacts on the General Fund.

Project F.1.b. Assign a special property manager to the waterfront (may be outsourced).

Project F.1.c. As leases become available, negotiate with performing lease holders first, otherwise create an open, public bidding or listing process.

Project F.1 d. Expand City policies to ensure that all commercial activities (such as dive instruction at San Carlos Beach) are appropriately approved and provide revenue to the City.

Program F.2. Prioritize recreational and coastal dependent retail activities to enhance personal participation opportunities to city residents.

Project F.2.a Encourage more personal recreational opportunities at Fisherman's Wharf such as kayaking, etc.

Program F.3. Develop and define an inventory of desirable, diverse and high quality business activities which are compatible with the Vision and which will attract regular resident visitation and use to the waterfront.

Program F.4. Develop opportunities for temporary events (in coordination with the Custom House Plaza programs) that attract visitors and locals to generate incremental revenue.

GOAL G: IMPLEMENTATION

Develop phased implementation plan to ensure long-term financing, implementation, operations, and maintenance.

Program G.1. Create a phased Waterfront Capital Improvement Program that includes all master plan projects, operations, and maintenance.

Project G.1.a. Create an accounting of operation and maintenance costs within the Planning area.

Program G.2. Develop financing alternatives to implement the Vision and Goals which address the cost of all municipal improvements and services, including but not limited to, grants, bonds, special assessment districts, net market leases, wharfage fees, and parking meter and fee strategies.

Project G.2.a. Identify a sustainable funding source to fund waterfront capital projects to avoid negative impacts to the General Fund. Possibly retain a financial consultant to assist with building a sustainable funding program for implementation, operations, and maintenance.

Program G.3. Develop community and industry standards based on empirical information, fact, and evidence to provide a firm foundation for the decisions and plans to implement the master plan goals. Communicate and educate the citizens, as well as the "special interests", as to the possible means and existing examples of similar initiatives to establish a

goals, programs & projects

world class waterfront.

Project G.3.a. Research waterfront areas in other cities similar in climate and character and research financing strategies.

Project G.3.b. Organize and foster a design competition for architects and landscape architects to design the gateway area.

The background of the slide features a large, powerful wave crashing against a dark, rocky shore. The water is a deep blue, while the white foam of the breaking wave is highlighted with vibrant, ethereal colors of purple, pink, and light blue. The scene is captured from a low angle, emphasizing the scale and power of the ocean.

05 financing & implementation

This page left intentionally blank

Financing and Implementation

Implementation of the Waterfront Master Plan requires a financing strategy that identifies capital costs, operation and maintenance costs, and existing and anticipated new revenue sources over a set period of time.

REVENUE AND EXPENDITURES

A variety of land uses within the planning area generate revenue for the City. These include land leases, building leases, berth and mooring rentals, boat hoist fees, and parking. Revenues generated within the planning area are allocated to four funds: the General Fund, the Marina Fund, the Tidelands Fund, and the Parking Fund.

The Marina Fund was created in 1959 through an agreement with the State as a result of a loan from the Department of Boating and Waterways (then known as the Division of Small Craft Harbors) for the construction of the Marina. The agreement requires that all revenues collected within the boundary (created by the agreement) are deposited into a single fund for the maintenance of the facilities within the boundary as well as repayment of the loan. Revenues to the General Fund and Parking Fund also reflect debt service and loan repayments for capital projects completed as non-housing projects within the redevelopment areas.

Major expenditures within the planning area include maintenance for parks, buildings (owned by the City), parking lots and driveways, lighting, wharf/pier

structures (excluding buildings), and the harbor.

FINANCING

The City is in the process of formulating a long-range capital improvement program (CIP). Besides the types of public improvements identified for the master plan, the City faces the need to finance public improvements in other areas of the City, renovation of facilities and areas that are key for tourism, and a generalized need for repairs and rehabilitation of aging roads and other infrastructure.

As part of the long-term CIP development, the City is currently looking at phasing options for spreading public improvement work over the next 20 years, as well as evaluating a full range of financing options, including identifying grant opportunities. This will include engagement of a public finance advisor for development and review of options.

The outcome of the CIP development and evaluation of financial alternatives will be the formulation of a City-wide strategy for addressing its wide-ranging public improvement needs. As part of this process, a financing plan will be developed for the Waterfront Master Plan improvements that identifies both the timing and sources of funding for the work.

This page left intentionally blank

06 land use & development

This page left intentionally blank

Land Use and Development:

Objectives, Standards & Design Guidelines

The purpose of this section is to provide objectives, standards and design guidelines for new uses and development within the planning area. The purpose of the objectives is to provide a measurement for how adequately a project implements the Waterfront Master Plan vision and goals. When a project is analyzed for consistency with the Master Plan, the objectives will serve as findings for approval. A citation of how the project meets a specific standard or guideline could serve as support for the findings.

What's the Difference Between a Standard and a Guideline?

A standard is a requirement for all new development. However, a guideline suggests how a development might achieve a particular objective. If a project incorporates features that are inconsistent with a particular guideline, the features may be deemed appropriate if adequate support is provided to make the finding that the features achieve the particular

objective.

Development of the Waterfront use and development standards and design guidelines resulted in defining the planning area by six Character Areas (Figure 8):

- Breakwater Cove
- Fisherman's Wharf
- Municipal Wharf No. 2
- West Catellus/Waterfront Parking Lot
- East Catellus/Monterey Bay Park
- Priority Area B

Therefore, the land use and development objectives, standards, and design guidelines are organized by character area, with a "General" category that applies to the entire planning area.

land use & development

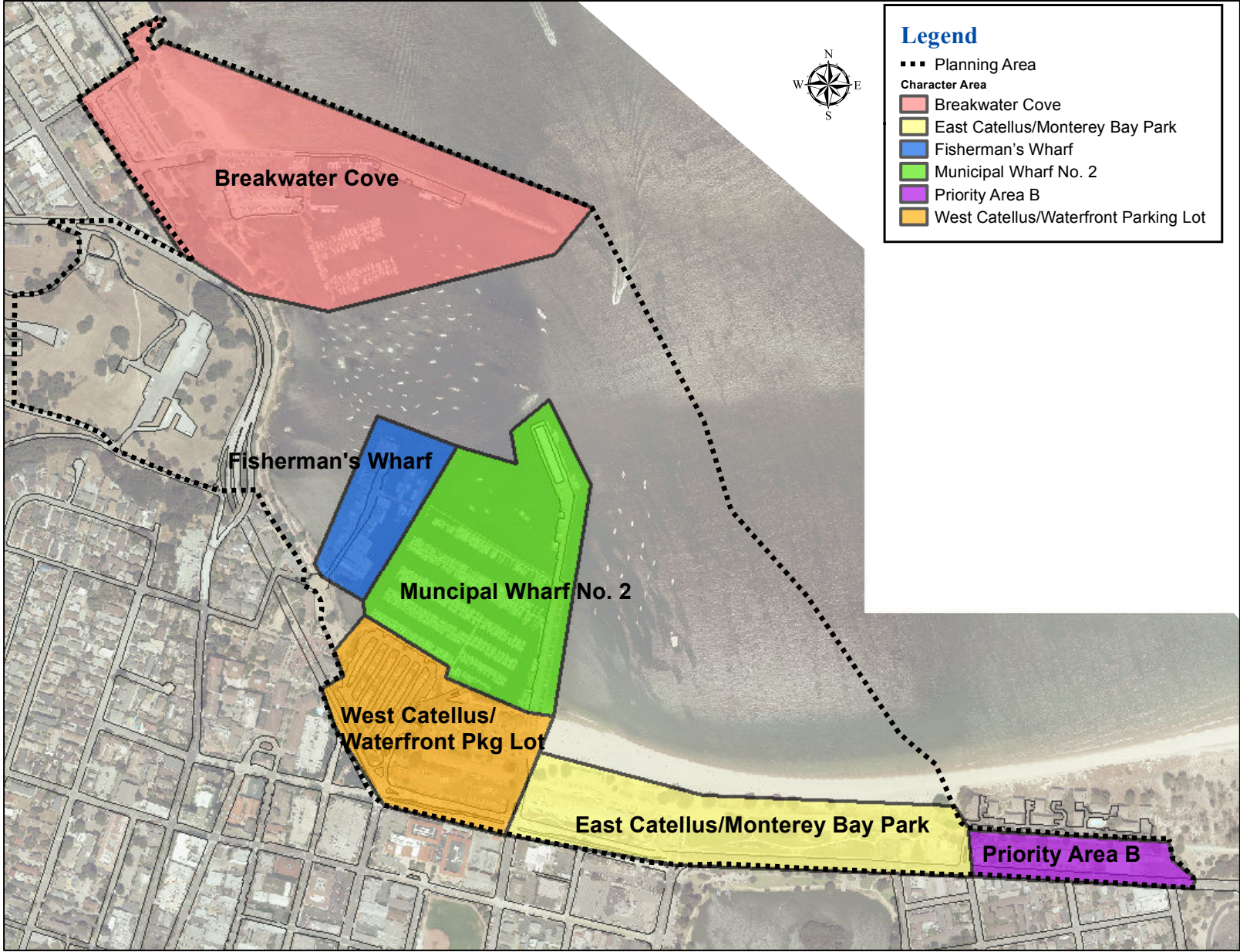


Figure 8: Character Areas

Use Categories

Allowed uses within the planning area relate to its relationship with the beach, harbor, and fishing industry. Allowed uses are consistent with Coastal Act regulations and the City's General Plan and Local Coastal Land Use Plan policies. Three categories of allowed uses are defined as follows:

"Coastal-dependent development or use" means any development or use which requires a site on, or adjacent to, the sea to be able to function at all.

"Waterfront Linked use" means a use that does not require a waterside site but must be located in close proximity to the water to capitalize on the benefits derived as a result of reduced material handling cost, reduced onsite storage requirements, faster deliveries, reduction of industrial or other unusual types of traffic on public roads, and special service to water dependent uses.

"Waterfront Enhancing use" means a use that does not require waterfront sites but can, with special effort, lend enhancement to the waterfront. Such uses draw from the coastal dependent and water linked use activities as well as from other activities.

Objectives, Standards, and Design Guidelines

The following use and development objectives, standards and design guidelines shall apply to the entire planning area unless otherwise specified.

USES

Objectives

General - All Character Areas

- O.1.1. The use encourages visitation based on Monterey's natural setting and history, rather than generic visitor uses without a strong tie to Monterey's unique features.
- O.1.2. The use is coastal-dependent, waterfront linked, or waterfront enhancing and is appropriate to the surrounding natural resources.

Municipal Wharf No. 2 -

- O.1.3. The use encourages and supports the preservation of the Monterey fishing industry.
- O.1.4. The use serves commercial fisherman and recreational boaters.
- O.1.5. The use is consistent with the existing scale and intensity of uses on the Municipal Wharf #2.

West Catellus/Waterfront Parking Lots

- O.1.6. To create a harmonious and pleasant environment as the Waterfront Gateway and setting for the historic passenger depot.

land use & development

Standards

General - All Character Areas

S.1.1. Temporary events may be allowed within the planning area if the following conditions are met:

- Events are scheduled in a staggered manner throughout the summer months so as to not unduly limit unimpeded beach public access.
- Impacts to public access, recreation, and coastal resources are minimized.
- Events shall not block through lateral and vertical access.
- Any associated temporary fencing shall be as low as appropriate to demarcate the temporary event area from the public area.
- Events shall include signage informing the public of the temporary event and any fees associated with the event and available public access around the event.
- The operator of the temporary event shall restore (e.g., remove temporary fencing/signs/trash, undertake beach grooming, etc.) the area to pre-event conditions within 48 hours of conclusion of the temporary event.

S.1.2. Temporary events shall require a coastal development permit if the event either:

- Is held between Memorial Day and Labor Day; occupies any portion of

a public, sandy beach area; and involves a charge for general public admission where no fee is currently charged for use of the same area;

OR

- Has the potential to result in a significant adverse effect to public access and/or coastal resources.

Breakwater Cove

S.1.3. Permitted uses include uses that are coastal dependent.

S.1.4. Conditionally permitted uses include:

- Aquaculture
- Marine research
- Food service
- Retail sales

Fisherman's Wharf

S.1.5. Permitted uses include coastal dependent, waterfront linked, and waterfront enhancing.

Municipal Wharf No. 2

S.1.6. Principal permitted uses are limited to coastal dependent uses serving the commercial fishing industry and boating uses in the marina and harbor area, such as fish off-loading operations and boat hoists.

S.1.7. Other uses shall require a coastal development permit, with the exception of the existing restaurant and yacht club uses as they exist at the time of plan adoption.

land use & development

West Catellus/Waterfront Parking Lot

S.1.8. Principal permitted uses are limited to coastal dependent, waterfront enhancing and waterfront linked categories, that support and serve the marina, Wharf #2, and Monterey Beach.

S.1.9. Specific uses for the passenger depot shall be consistent with Project E.2.e.

East Catellus/Window on the Bay

S.1.10. Permitted uses are limited to

- Active and passive recreation,
- Parking/multi-use
- Public restrooms
- Equipment rentals and sales
- Small snack bar/small restaurant
- Beach entertainment
- Boat sales and chandleries
- Bait and tackle/sundry shops
- Boat storage and rental

Priority Area B

S.1.11. Any properties fronting on Del Monte Avenue on the bay side between Park Avenue and Sloat Avenue, as well as to the west of Park Avenue, that have not been purchased by the City of Monterey for inclusion into Monterey Bay Park, shall be allowed principally permitted uses consistent with commercial visitor serving.

S.1.12. General commercial uses may also be allowed with a coastal development permit. Prior to City purchase, any new development on these parcels shall be limited to the scale and intensity of existing uses.

DEVELOPMENT

O.2.1. The project does not obstruct views of the Monterey Bay as defined in the Local Coastal Plan (LCP).

O.2.2. The project creates a cohesive and distinctive visual experience by visually enhancing the planning area.

O.2.3. The architectural style of the project reflects the traditional style, form, and development pattern of the character area.

Fisherman's Wharf

O.2.4. The project preserves and promotes the lively character of the Wharf through the use of utilitarian forms.

O.2.5. The use of outdoor dining areas, displays, signs, chowder carts, and similar devices provides a high quality visual presentation.

Municipal Wharf No.2

O.2.6. The project continues to visually convey the setting of a working commercial fishing wharf.

land use & development

East Catellus/Window on the Bay

O.2.7. The project does not degrade the natural beach and dunes appearance.

O.2.8. The project supports the recreational boating and fishing industry and/or coastal dependent recreation.

Standards

General - All Character Areas

- S.2.1. New development shall not exceed 25 feet in height. Obstructions of views of the Bay as defined in the LCP are not permitted
- S.2.2. Chain-link fencing is prohibited where visible from public ways.
- S.2.3. Store trash and recycling within an enclosed area in accordance with the City's Waste Enclosure Guidelines.
- S.2.4. Screen equipment from view. Screening devices may include building parapets, landscape elements, and architectural features.
- S.2.5. Locate utility meters out of public view when feasible.

Municipal Wharf No. 2

- S.2.6. For any changes in types of new coastal dependent development, there shall be an analysis of parking needs and circulation patterns, provision for parking, and evidence that parking can be provided and

traffic accommodated without displacing other uses.

East Catellus/Window on the Bay

- S.2.7. Only native, drought tolerant species are permitted.

Guidelines

- G.2.8. Outdoor accessory structures, dining areas, and enclosures should be designed to complement the adjacent building
- G.2.9. Umbrellas should be patterned and contain no text or sign.
- G.2.10. Heaters should be discretely located.
- G.2.11. Exotic or novelty architectural styles (tropical, pirate, Mediterranean, etc.) are discouraged.
- G.2.12. Bright or distinctive paint colors should not be used to draw attention to a particular building, except on Fisherman's Wharf.
- G.2.13. Paint sheens should be muted rather than high gloss.
- G.2.14. Use durable materials that have proven performance in the Monterey climate.
- G.2.15. Designs for trash cans, bicycle racks, and other similar devices should be coordinated for each character area to reflect the building architectural and design concepts in each character area.
- G.2.16. Design service areas to be on site and away from public walkways when feasible.
- G.2.17. Paint rooftop equipment to match the roof.

land use & development

G.2.18. Use mechanical units on rooftops that are not visible from public ways.

G.2.19. Consolidated newspaper racks should be provided to replace the variety of existing mismatched newspaper racks throughout the planning area.

Fisherman's Wharf

The distinctive character of Monterey's Old Fisherman's Wharf was defined and created during the early transition of the working fishing wharf to a visitor destination during the 1950s and 1960s. This theme is characterized by:

- eclectic and simple building styles;
- diverse and interesting color schemes;
- prominent and visually-interesting commercial signage;
- unplanned and improvisational building forms; and
- a visual expression of the wharf's historic relationship to the City's fishing industry.

G.2.20. Building forms should be basic rectangular forms with occasional and random bump-outs or modulation.

G.2.21. Industrial forms are encouraged.

G.2.22. Building forms should contain 20'-30' wide architectural units to reflect the traditional building widths on the wharf and to increase pedestrian interest.

G.2.23. Roof forms should be predominantly basic gable forms.

G.2.24. Flat roofs should be hidden behind gabled parapets.

G.2.25. Large windows or openings in the front of buildings are encouraged.

G.2.26. Blank walls wider than 10' are discouraged.

G.2.27. Colors should be a combination of bright colors such as pink, blue and yellow and muted industrial tones of gray or brown.

G.2.28. The following materials are encouraged:

- wood, painted or natural,
- board-and-batten siding and horizontal wood sidings;
- traditional roof materials, including shingles, standing seam metal, and corrugated steel.

G.2.29. The following materials are discouraged:

- heavy materials, including tile roofing, stucco siding, stonework, brick, slate, or concrete,
- ceramic tile, if used sparingly as an exterior material and limited to wainscot or similar details.
- 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.

G.2.30. Windscreens are discouraged.

G.2.31. All outdoor accessory structures should be designed for exterior exposure.

land use & development

G.2.32. Outdoor accessories, such as chowder carts, furniture, benches, trash receptacles, etc. should complement the building and use complimentary color and materials. Alternative designs that better convey Fisherman's Wharf character may also be appropriate.

G.2.33. Outdoor dining area enclosures should match the building architecture.

Municipal Wharf No. 2

G.2.34. New buildings should reflect the industrial warehouse style conveyed by the large warehouse building, using simple utilitarian forms.

G.2.35. Paint colors that are visible from the public way should reflect the industrial tones used on the warehouse building, including grey, light blue, rust and white.

G.2.36. Materials should be corrugated metal siding or a similar industrial finish.

East Catellus/Window on the Bay

G.2.37. New structures, fences, sign supports, etc. should use natural wood and natural colors such as worn grays, sand and wood colors.

G.2.38. Exposed or masonry construction is discouraged.

G.2.39. Metal fencing is discouraged.

G.2.40. Underutilized lawn areas should be restored to natural landscaping areas when appropriate and when recreation opportunities will not be lost.

SIGNS

The sign objectives, standards and guidelines throughout this chapter are in addition to the standards set forth in Chapter 31 of the Monterey City Code and the Citywide Sign Guidelines, which regulate signs and outdoor displays citywide. If any conflict in standard or guidelines is perceived, the standards and guidelines contained in this master plan shall take precedence.

Monterey Municipal Code Chapter 31, Signs, also provides the standards for review and the process for sign applications. In addition, the City of Monterey has adopted Citywide Sign Guidelines. The following guidelines shall preempt any of the Citywide Sign Guidelines for all properties within the planning area.

Objectives

General - All Character Areas

O.3.1. The sign design and scale is compatible with the design character of the Waterfront.

O.3.2. The placement of the sign allows for views of buildings, trees and the Monterey Bay.

O.3.3. Signs, other than business identification signs, are consistent with the Waterfront wayfinding program or required by law.

Fisherman's Wharf

O.3.4. The sign reflects the diverse and eclectic character of the buildings and spirit of Fisherman's Wharf.

land use & development

O.3.5. The sign contributes to a lively pedestrian environment.

East Catellus/Window on the Bay

O.3.6. The sign compliments the natural beach and dunes appearance.

O.3.7. The sign supports the recreational boating and fishing industry and/or coastal dependent recreation.

Standards

General - All Character Areas

- S.3.1. Signs shall only be oriented to the interior of the site. No sign shall be oriented towards, or across the water, with the possible exception of a common sign denoting Fisherman's Wharf or similar common message, consistent with the waterfront wayfinding program.
- S.3.2. Directory/wayfinding signs for individual destinations or buildings within the planning area shall be coordinated with the overall waterfront wayfinding program per Program E.4. and related Projects. The wayfinding program shall be carefully designed to minimize view impacts.
- S.3.3. Multitenant sign programs are required for all multitenant buildings prior to installation of any new signs. The sign program shall establish:
- maximum sign area for each user;
 - use of a consistent material and design; and,

- specific locations for signs that avoid a cluttered and haphazard appearance.

S.3.4. The following are prohibited:

- Off-site signs;
- Dry erase boards; and
- Paper signs.

Fisherman's Wharf

- S.3.5. Each concession shall be allowed one A-frame sign up to 9 square feet. A statue or a chowder cart may be used instead of an A-frame sign and shall count towards this allowance.
- S.3.6. The entire A-frame sign shall be located within 6 feet of the building.
- S.3.7. A-frame signs shall contain either permanent copy or a chalkboard surface.

Guidelines

General - All Character Areas

- G.3.1. Signs should be oriented towards patrons and pedestrians.
- G.3.2. Individual signs should not be oriented towards Del Monte Avenue
- G.3.3. Signs should be of natural materials such as sandblasted redwood/cedar or high density urethane (sign foam) with a wood grain.
- G.3.4. Second-story signs are discouraged on the marina services building.
- G.3.5. Internally-illuminated signs are discouraged.

Adopted February 16, 2016

land use & development

Fisherman's Wharf

- G.3.6. Chalkboards are the preferred medium for changeable copy signs
- G.3.7. Interchangeable wooden or plastic number signs/plaques are appropriate for displaying departure times.
- G.3.8. Roof signs should be light weight and dimensional. Simple board signs are not appropriate.
- G.3.9. Exposed framing is appropriate for roof signs.
- G.3.10. The use of neon on board signs is appropriate.
- G.3.11. Caricature signs in exposed neon are encouraged.

G.3.12. Neon window signs are encouraged.

G.3.13. The design of the caricature sign should be unique and use wharf-appropriate characters or animals. A caricature horse, for example, would be inappropriate.

G.3.14. Menu signs should be installed in professionally-constructed and designed cabinets that complement the building architecture; should only be lit by very small light fixtures that are integral to the menu sign cabinet; and, if consistent with the above rules, menu signs may be installed in addition to the maximum number of signs allowed at a concession, but still require a sign permit.

G.3.15. Projecting signs are encouraged, but should be proportionate to the building.

G.3.16. Product listings and brand names are appropriate.

East Catellus/Window on the Bay

G.3.17. Non business identification signs are consistent with the Waterfront wayfinding program or required by law.

G.3.18. When required, signs should be consolidated onto single poles and use non-metallic materials, unless prohibited by law.

G.3.19. Educational signs may be appropriate if located so as not to be disruptive.

Frontage	Max. # Signs	Maximum Sign Area	Maximum Projection
Primary Wharf frontage of 0'- 30'	3	Sign 1: 40 square feet Signs 2 and 3: 10 square feet each	6 feet
Primary Wharf frontage of 31'-60'	4	Sign 1: 60 square feet Signs 2, 3 and 4: 10 square feet each	6 feet
Primary Wharf frontage of 61'+	5	Sign 1: 80 square feet Signs 2, 3, 4, and 5: 10 square feet each	6 feet

land use & development

LIGHTING

Lighting is an integral component of successful design and has a significant impact on the feeling and character of an area. Lighting standards and guidelines apply to lighting visible from the public way within the planning area. They address the design and placement of poles and fixtures, lighting levels, and lighting quality. Lighting plans shall be prepared and submitted for review as part of the project. Lighting plans must indicate all exterior lighting fixture locations, height, type of light source, fixture type and pole type. A photometric study may be required for parking lots.

Objectives

- O.4.1. The lighting continues a consistent character and level of lighting that protects the dark sky.**
- O.4.2. The lighting is limited to providing an accent for building entrances; lighting signs; and providing a safe and secure environment for public places.**
- O.4.3. The lighting is appropriate for the site.**
- O.4.4. The lighting does not result in glare and does not spill beyond its subject.**
- O.4.5. The lighting establishes a distinct identity for Waterfront at night and during the day.**

- O.4.6. The lighting complements retail display and nighttime activity.**
- O.4.7. The lighting is appropriate for the area's design character and safety needs.**
- O.4.8. The lighting incorporates Crime Prevention Through Environmental Design (CPTED) Standards where feasible.**

Standards

General - All Character Areas

S.4.1. The following are prohibited:

- Flood lights, including those directed at buildings, walkways, boats, signs, or the water;
- Lights that outline building and/or roof elements; and
- Exposed bulbs except filament bulbs.

S.4.2. All lamps shall be directed downward unless highlighting architectural features. Lamp shall not be visible from side or from behind fixture when lighting architectural details.

S.4.3. Lighting shall be in the range of 2700 to 3500 kelvin temperature, however up to 4100K may be used for lighting larger architectural features while cooler colors are appropriate for lighting small architectural features.

land use & development

- S.4.4. Lamps shall be fully shielded or directed away from neighboring businesses and public areas.
- S.4.5. Lighting shall provide sufficient light for safety, but shall not generate excessive glare.
- S.4.6. Interior lighting shall be taken into consideration and included in lighting measurements to achieve appropriate lighting levels and color range.
- S.4.7. Building lighting shall maintain spacing to achieve consistency and meet average maintained illumination levels of a minimum 0.5 footcandles and maximum 2.0 footcandles.
- S.4.8. Lighting of primary building entries shall not exceed average maintained illumination levels of 5.0 footcandles
- S.4.9. Lighting of architectural details shall not exceed average maintained illumination levels of 2-5 footcandles.
- S.4.10. Lighting of canopies shall not exceed average maintained illumination levels 10 footcandles.
- S.4.11. Lighting of service areas shall not exceed average maintained illumination levels of 10 footcandles.
- S.4.12. Lighting of ATMs shall not to exceed California Financial Code footcandle requirements.
- S.4.13. Parking lot lighting shall achieve spacing to meet average maintained illumination

levels of a maximum of 0.5 footcandles and a 15:1 maximum to minimum uniformity ratio.

Guidelines

- G.4.1. Exterior light fixtures should resemble traditional gooseneck or other industrial fixture types.
- G.4.2. 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.
- G.4.3. Exterior lighting of individual buildings should be limited to entries and covered corridors. All illumination of walkways and parking lots should be through common light fixtures.
- G.4.4. Focused up-lighting of buildings may be appropriate when used to accentuate architectural features.
- G.4.5. Avoid “uplighting” of entire building faces.
- G.4.6. In general, building walls should not be illuminated (except where the wall surface is part of a sign). An exception is for the Wharf #2 warehouse building and historic landmarks, with these provisions:
 - Lighting should be indirect, from concealed sources
 - Lighting should not shine up into the sky.

land use & development

- G.4.7. Minimize glare from lamps and instead focus light at intended surfaces.
- G.4.8. Shield lamps to prevent glare unless a filament bulb is used.
- G.4.9. Use simple shade devices consistent with the building design to shield lamps.
- G.4.10. Canopy lighting should be recessed and concealed.
- G.4.11. Provide a relatively warm light color (2700 - 3400 kelvin) that complements product displays and supports nighttime outdoor events.
- G.4.12. Exterior lighting should accomplish a generally subdued and uniform lighting pattern with a minimum potential for glare with combinations of multiple indirect lamps as opposed to fewer, more powerful direct lamps.

07 administration

This page left intentionally blank

Administration

This chapter details the development review procedures for projects within the planning area. The Waterfront Master Plan serves as the guide for design and development of the planning area. Deviation from the Design Guidelines outlined in Chapter 6 may be proposed when alternative design approaches are introduced that are found to be consistent with the the Design Objectives. All leases within the planning area are required to achieve consistency with the Waterfront Master Plan.

Where the Waterfront Master Plan falls silent on any particular topic, City policies and ordinances, such as the City of Monterey General Plan, Local Coastal Plan, Monterey City Code, and other City laws and policy documents shall apply.

PURPOSE AND INTENT

This Waterfront Master Plan is intended to streamline the approval process for projects within the planning area. Projects that are consistent with the development standards and design guidelines of this plan will be reviewed at a staff level, in conjunction with the adopted environmental review as required under the California Environmental Quality Act (CEQA). Projects that are required to obtain a use permit or are inconsistent with the development standards and/or design guidelines will be referred to the Planning Commission or Architectural Review Committee according to Chapter 38 of the Monterey City Code.

AMENDMENTS TO THE MASTER PLAN

Over time, various sections of the Master Plan may need to be revised to respond to changing economic or political conditions. Any amendment to the Master Plan shall require a public hearing of the Planning Commission and the City Council, or, alternatively, procedures for administrative amendments as described in this chapter. Furthermore, the proposed Master Plan amendment must be consistent with the goals, policies, and programs of the City of Monterey General Plan and Local Coastal Plan.

Amendments to the Master Plan will fall under one of two categories, (1) administrative amendments and (2) other amendments, and will follow a separate process as discussed below. A decision as to which category an amendment falls under shall be made at staff level.

Administrative Amendments

Administrative amendments to the Master Plan are considered minor revisions and do not require formal approval by the Planning Commission or City Council. Administrative amendments do not deviate from the overall vision and plan of the planning area. Examples of administrative amendments include, but are not limited to minor text changes, corrections and/or updates to existing conditions information, and other relatively minor changes that do not materially change the nature

administration

or intent of the Master Plan such that it would constitute a change in land use, result in a new environmental impact, or adversely affect the economic development goals of the City.

Administrative amendments shall be granted by the Plans and Public Works Director or designee and are subject to a 10 day appeal period after being publicly noticed by posting a notice on the City Hall and Monterey Library bulletin boards and the City's website. All appeals to administrative amendments shall be submitted to the Planning Commission.

Other Amendments

Other amendments to the Master Plan are considered significant revisions and require public hearings and formal approval by the Planning Commission and City Council. Examples of other amendments include, but are not limited to changes to the land use plan, permitted uses, circulation and streetscape improvements, and/or substantive changes to the development standards.

DEVELOPMENT REVIEW PROCESS

This section establishes the procedural and content requirements for the review and approval for development occurring within the planning area. It is the intent of this section to provide clearly defined procedures for the streamlined review of such development, while insuring consistent implementation of the development standards and design guidelines for each character area.

All development within the planning area must proceed

through a review process. The review process is intended to encourage site design which respects the overall vision of the planning area. The development review process shall determine development consistency with the following components of this Master Plan:

- Goals, Programs, and Projects (Chapter 4)
- Land Use and Development Objectives, Standards and Design Guidelines (Chapter 6)

Development review for all new development and redevelopment within the planning area is a two level process. Review shall begin at the Tier One review level and if deemed necessary, a Tier Two review will follow. Both levels are follows:

Tier One Review. Tier One development review is an administrative, or staff level process, and is applicable to projects that are consistent with the goals, programs and projects and meet the Master Plan's land use and development objectives, standards, and design guidelines. Tier One review allows City staff to make a final consistency determination on development projects, which will streamline and simplify the approval process. If a project is not determined to be consistent with each of the Master Plan elements as noted above, it is subject to a Tier Two review. Furthermore, if a project requires a Use Permit, subdivision, or Historic Permit per the development standards or the zoning ordinance, as applicable, then a Tier Two review will be required.

Tier Two Review. Tier two development review requires review and approval by the City Planning

administration

Commission, Architectural Review Committee, and/or Historic Preservation Commission. Tier Two review is applicable to projects that require conditional approval, or that deviate from the prescribed development standards and design guidelines.

IMPLEMENTATION

Administration and Enforcement

It shall be the duty of the Plans and Public Works Director to enforce the provisions as set forth in the Master Plan. All officers, employees, and officials of the City of Monterey who are vested with the duty or authority to issue permits or licenses shall ensure that the project complies with the provisions of this Master Plan. Any permit, license or approval issued that is in conflict with the requirements of this Master Plan shall be reconsidered. Ongoing training to staff and decisionmakers shall be required to ensure accurate and consistent implementation of the Master Plan and its vision.

Relationship to Zoning Code

The provisions contained in this Master Plan constitute the primary land use and development standards for the project area. Where provisions are not addressed in this Master Plan, regulations as described in the Monterey City Code shall apply.

Severability

If any portion of the Plan is, for any reason, held invalid by a court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and the invalidity of such provision shall not affect the validity of the remaining portion of the Plan.