



## PARKS & RECREATION COMMISSION AGENDA REPORT

DATE: February 21, 2014

AGENDA OF: March 3, 2014  
FROM: Dannettee Shoemaker, Director  
SUBJECT: Wharf Master Plan

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RECOMMENDATION: Receive Informational Report on the Status of the Wharf Master Plan and Engineering Report.

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Prior to the preparation of the final draft of the Wharf Master Plan and Engineering Report, the Economic Development Department is providing informational updates of the draft plan to various Commissions, the Public and City Council. The purpose is to provide early consultation and status reports to interested parties.

ROMA Design Group is assisting the City with the preparation of the Wharf Master Plan and Engineering Report. Economic Development staff and Boris Dramov and Bonnie Fisher of ROMA will attend the meeting and provide the Commission with an update and answer questions that Commission members may have.

The attached report shows the various components that are being considered under the Wharf Master Plan and Engineering Report. For additional information, please visit the Wharf Master Plan and Engineering Report Resource Page at <http://www.cityofsantacruz.com/index.aspx?page=1914>.

Submitted by:

Dannettee Shoemaker  
Director of Parks and Recreation and Interim  
Director of Administrative Services (HR & IT)

Attachment – March 3, 2014 Santa Cruz Wharf Master Plan Report Update.

**SANTA CRUZ WHARF MASTER PLAN AND ENGINEERING REPORT  
UPDATE TO PARKS AND RECREATION COMMISSION – MARCH 3, 2014**

Provide update on the Wharf Master Plan and view the view the latest graphics relative to the following Wharf Master Plan concepts:

- Relocation of parking control booths and implementation of a pay station system. Provides new entrance to the Wharf and allows for faster and more efficient ingress and egress as well as enhanced security measures relative to closure of the Wharf after hours.
- New gateway signage at relocated entrance to Wharf. Provides a better sense of destination and welcome and is visible from a wider area adjacent to the Wharf.
- Creation of a Wharf visitor center at location of Marcella fishing boat. Would incorporate a surfing, fishing, and Monterey bay history-related museum with café, Monterey Bay National Marine Sanctuary-themed gift shop, and space for educational and scientific initiatives and Wharf parking operations staff.
- New 28' wide promenade on eastern side of Wharf and a new 12' wide promenade on western side of Wharf. Provides enhanced public access to the Wharf and the Monterey Bay National Marine Sanctuary consisting of a one mile long biking, jogging, and walking circuit, and emergency vehicle access during high traffic impact days. Also provides additional structural stabilization to the Wharf during extreme weather and seismic events.
- Relocation and consolidation of kayak and boat rental operations and Wharf maintenance operations to a fully ADA compliant system of ramps and a floating dock. Provides efficiencies of cost and operations and provides hitherto unavailable ADA compliant public access to the water.
- New pavilion-like structure at South Commons area. Conceptually an all public access roofed structure with the ability to convert from exterior to interior use. Will serve as assembly space for new and existing public uses and extend usability of the area year round.
- Creation of a new landing at the south eastern side of the Wharf capable of handling up to a 200 ton vessel. Will provide landing facilities for research vessels, whale watching and other marine-related tourism vessels, Coast Guard and Marine Services Division vessels. Also can be used for emergency evacuation purposes.
- Dedicated sea lion haul-out area. Replaces existing sea lion viewing holes at the end of the Wharf with a 200' long series of perches and platforms projecting out from the side of the Wharf just above water-level. Wharf patrons will have excellent views of the marine life from topside on the Wharf.
- New high-roofed building at the end of the Wharf housing smaller scale local "farm and sea to table" eateries and enterprises. Would also have space for exhibitry related to the National Marine Sanctuary. Creates a destination at the end of the Wharf designed to attract return visits while reducing emphasis on large footprint dinner restaurants.
- A clean, technologically advanced, sustainable, and cost effective pneumatic refuse and recycling system. Users deposit trash and recyclables in secure, sealed load points or stations located within the Wharf businesses and at strategic locations on the Wharf itself, and high speed air moves the material through a stainless steel piping system mounted under the Wharf to a central collection point where it is automatically sorted, stored for pick-up, or converted to energy.
- Design and development guidelines for buildings and public spaces. Provides the framework for repurposing existing or developing new commercial/retail buildings and public spaces.