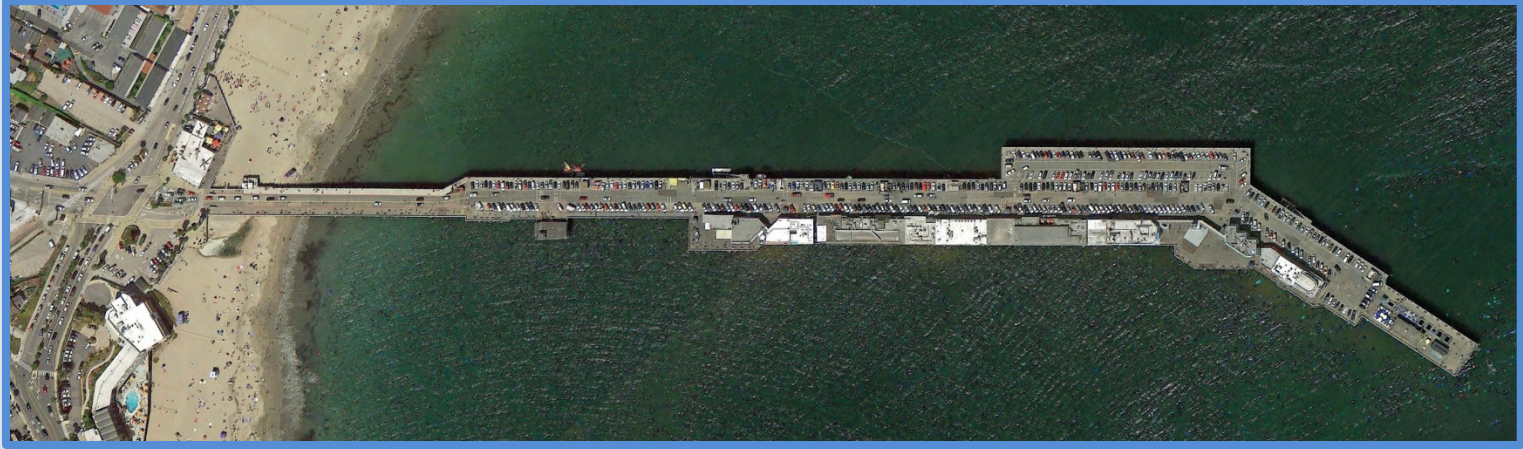


# Santa Cruz Wharf Improvement Project



Prepared by

City of Santa Cruz  
Economic Development Department

for



October 29, 2015

# **Santa Cruz Wharf Improvement Project**

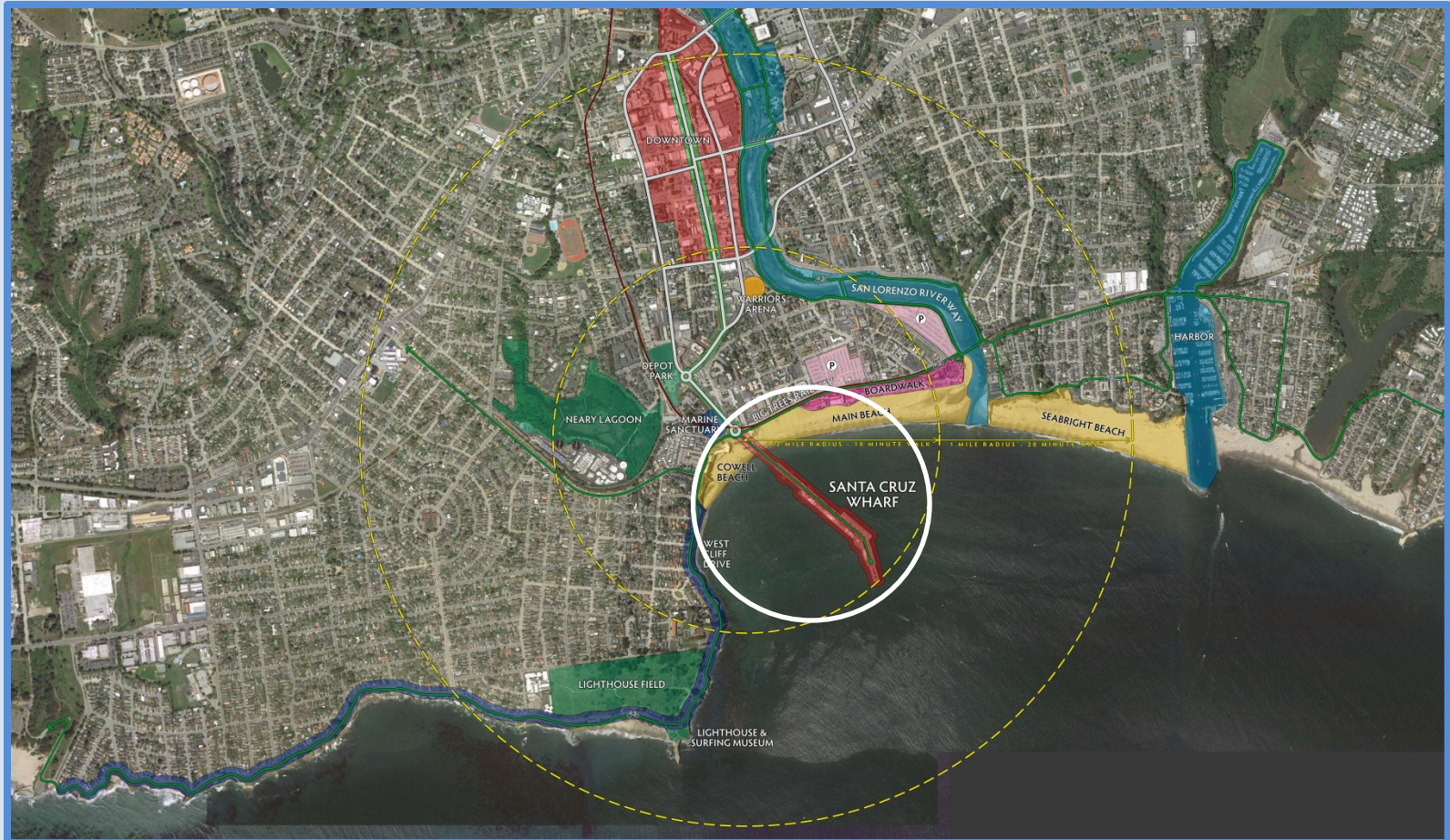


**Constructed on a base of over 4,400 Douglas-fir piles, the Santa Cruz Wharf is the longest timber-supported structure in the United States.**

**The Santa Cruz Wharf Improvement Project encompasses a 2.5 acre expansion for public access, recreation, and engagement with the Monterey Bay National Marine Sanctuary.**

# Santa Cruz Wharf Improvement Project

## Location Map



# **Santa Cruz Wharf Improvement Project**

## **Project Summary**

### **Existing Wharf (300,100 sq.ft. and 4,440 piles)**

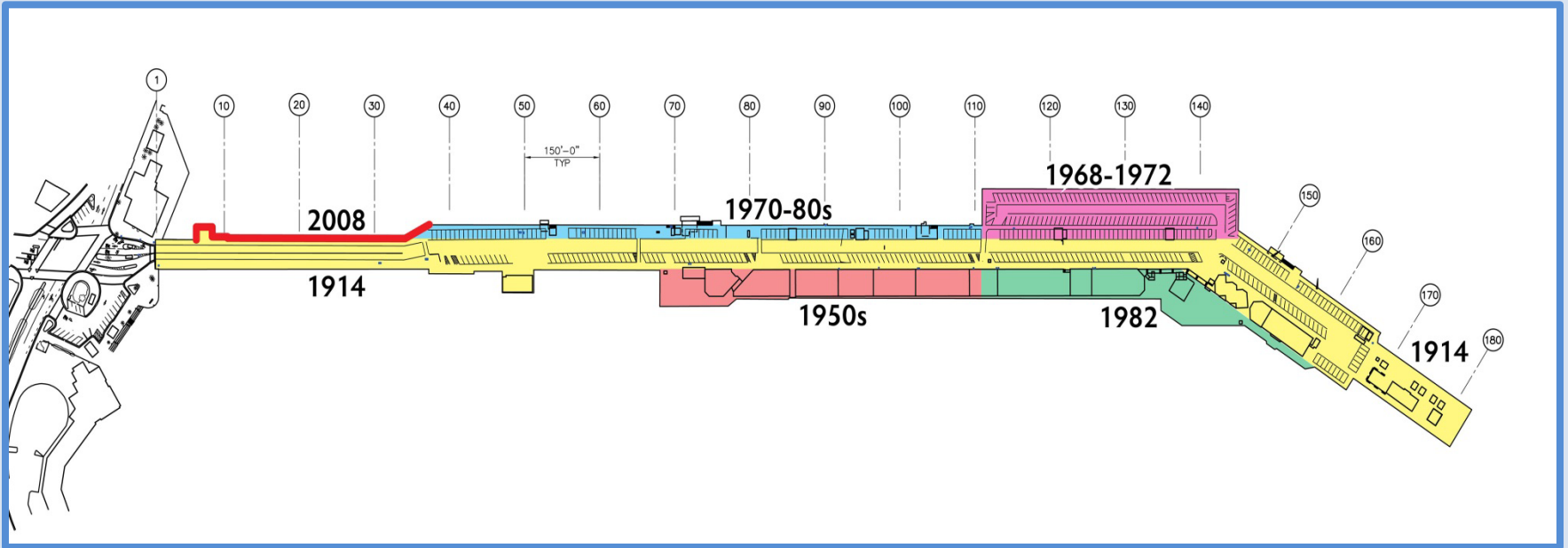
- **Parking and vehicular circulation** 178,400 sq.ft.
- **Commercial and retail uses** 54,600 sq.ft.
- **Wharf Operations** 11,100 sq.ft.
- **Public Access** 56,000 sq.ft.

### **Proposed (108,000 sq.ft. and 900 piles)**

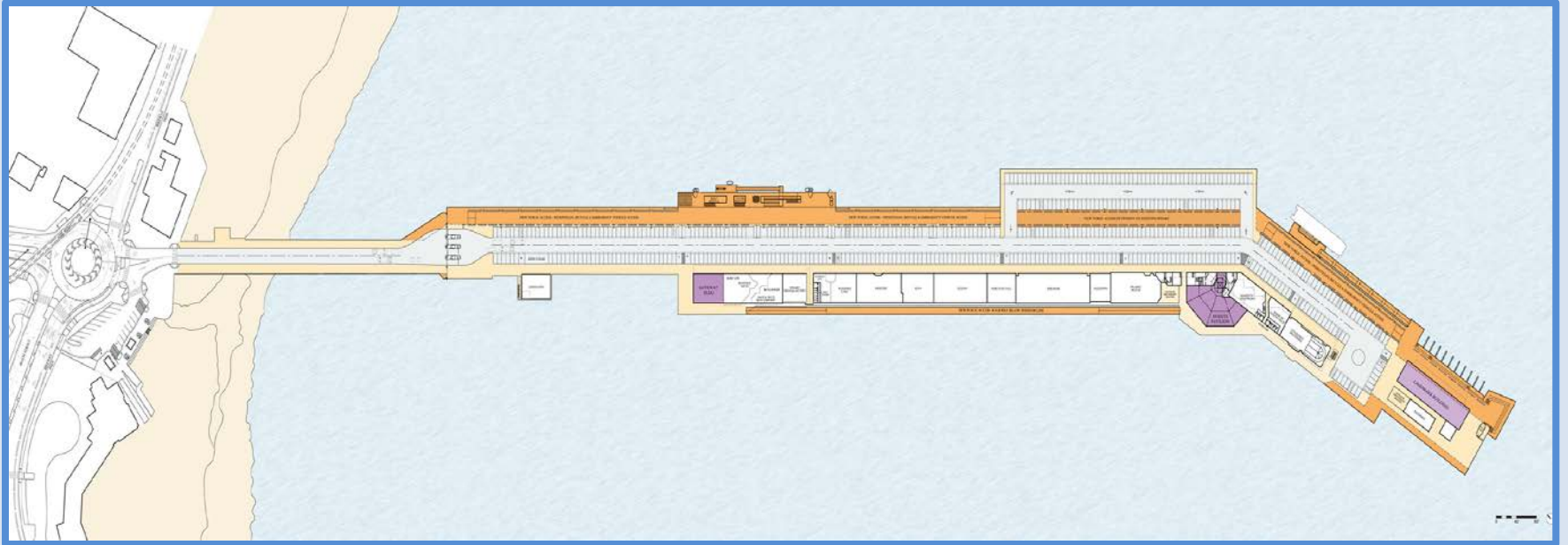
- **Parking and vehicular circulation** 0 sq.ft.
- **Commercial and retail uses** 2,960 sq.ft.\*
- **Wharf Operations** 0 sq.ft.
- **Public Access** 108,000 sq.ft.

**\* Infill only; no additional square footage added to Wharf footprint.**

# The Wharf Has Been Expanded by 3.1 Acres for Commercial Use and Parking



# Proposed 2.5 Acre Wharf Expansion for Public Access, Recreation & Boating



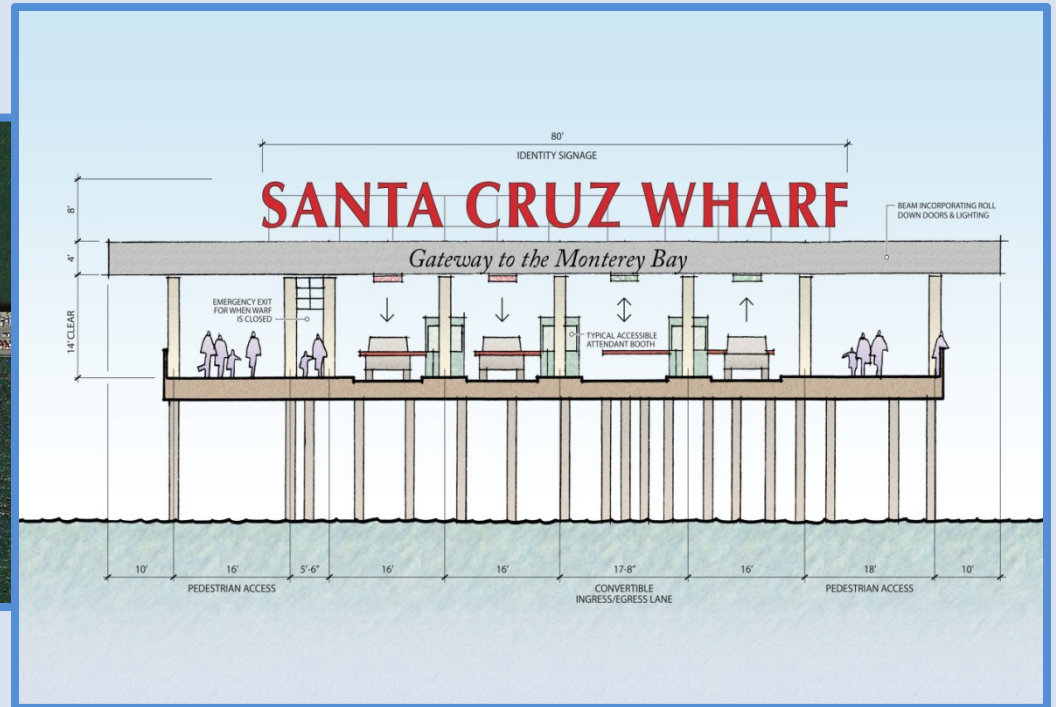
# Public Access, Recreation, and Engagement with the Monterey Bay National Marine Sanctuary



# Santa Cruz Wharf Master Plan

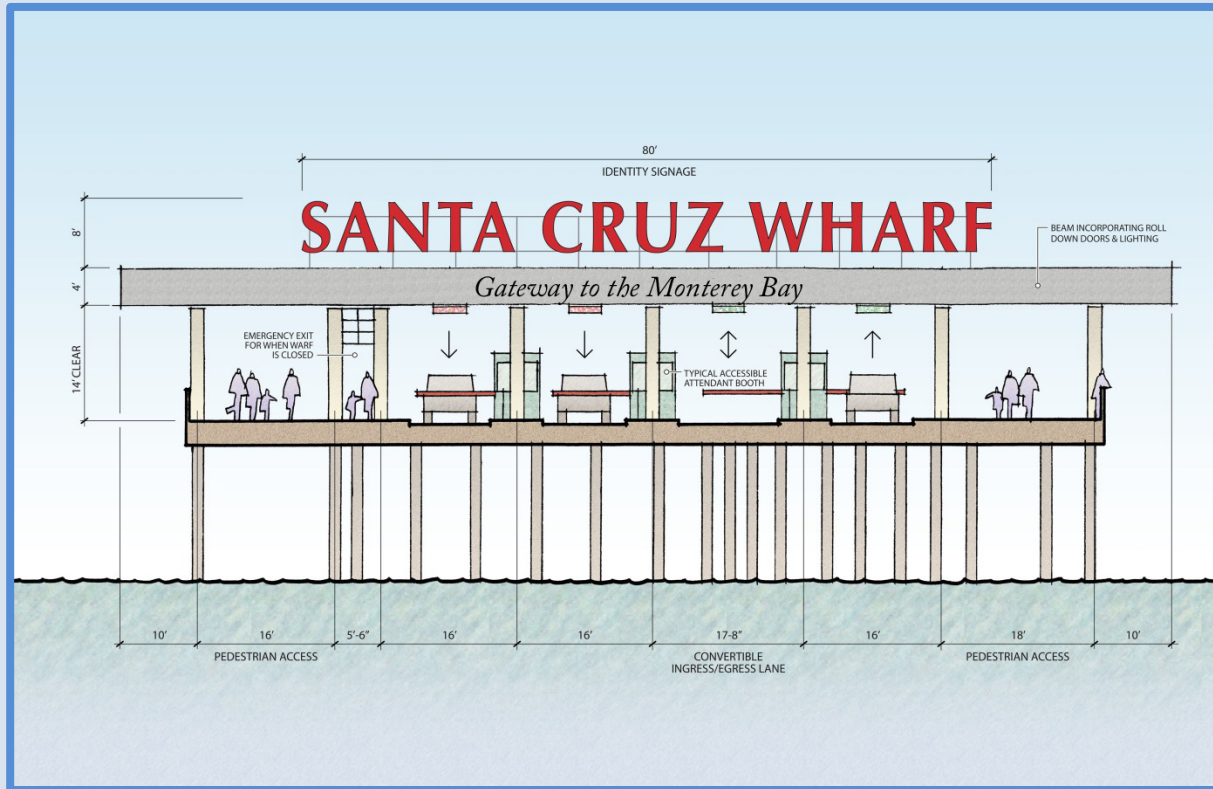
## Concepts, Proposals, and Recommendations

### The Gateway Entrance





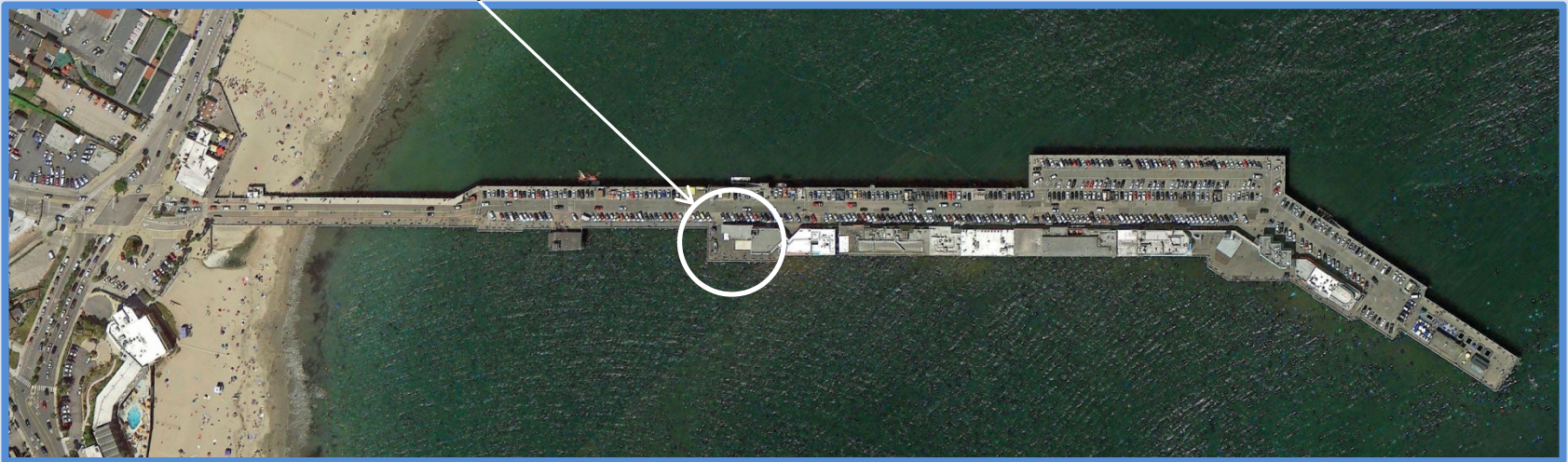
# The Gateway Entrance



Create a new and more attractive gateway to the Wharf to be more visible, create a more positive transition from the land to the Monterey Bay, and provide a better sense of arrival.

# Santa Cruz Wharf Master Plan Concepts, Proposals, and Recommendations

The Welcome Center



# The Welcome Center

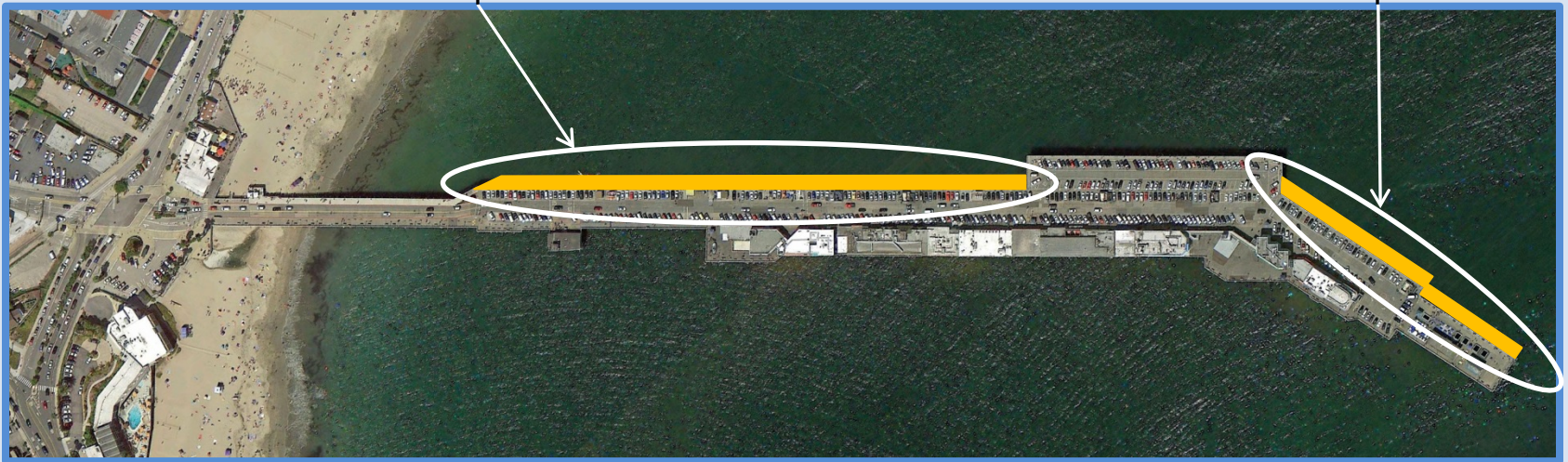


**Construct a Welcome Center at the beginning of the line of buildings on the west side of the Wharf, facing the shore and greeting visitors to the commercial and recreational experiences that follow. Include an open water swim facility.**

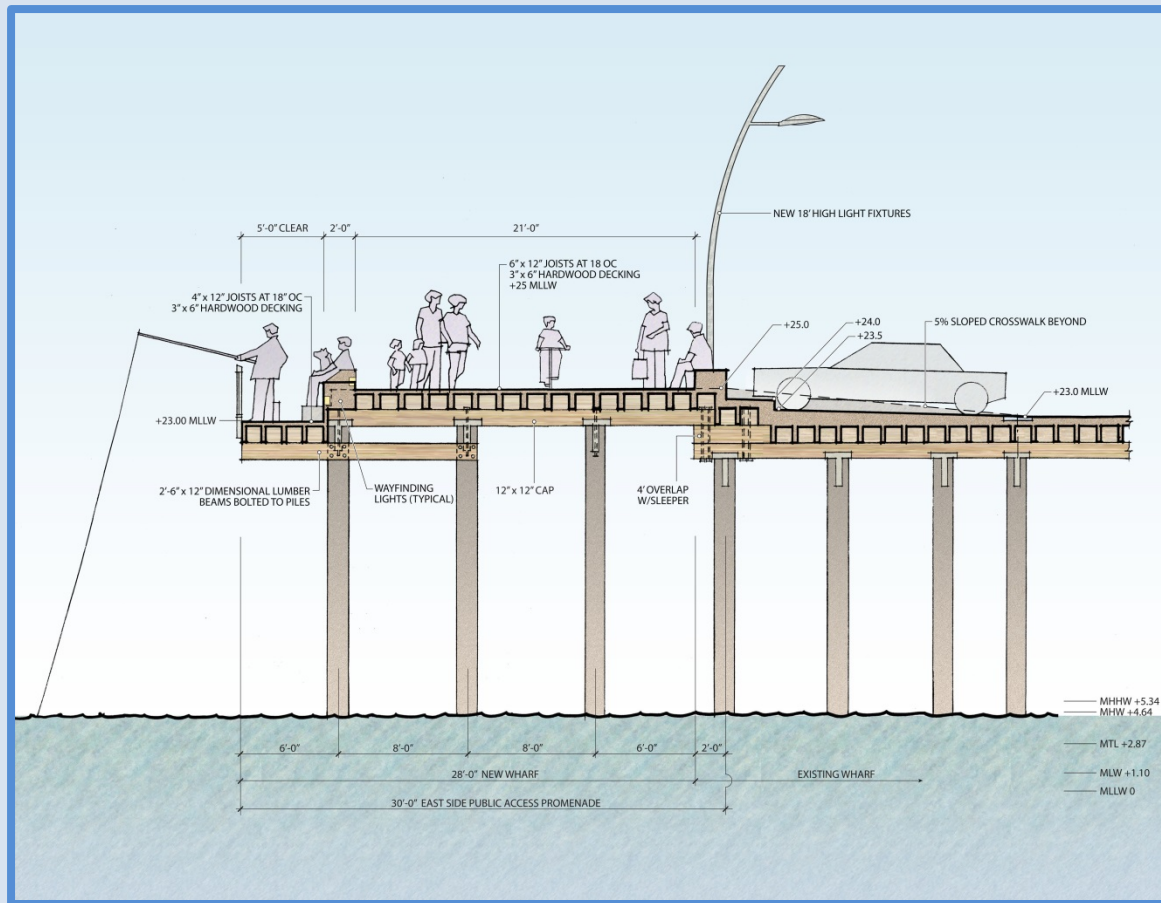
# Santa Cruz Wharf Master Plan

## Concepts, Proposals, and Recommendations

The East Promenade



# The East Promenade

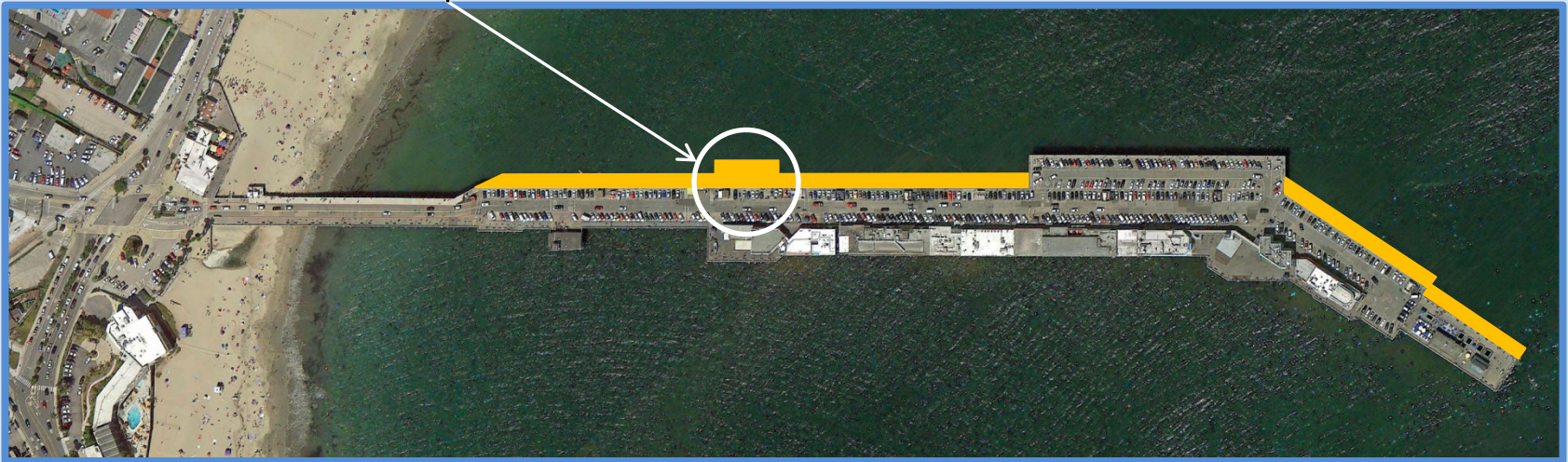


Construct a 24' wide promenade along the Wharf's eastern edge to create uninterrupted opportunities for recreation, to reduce pedestrian/vehicular conflicts, and to provide for an alternate emergency access route.

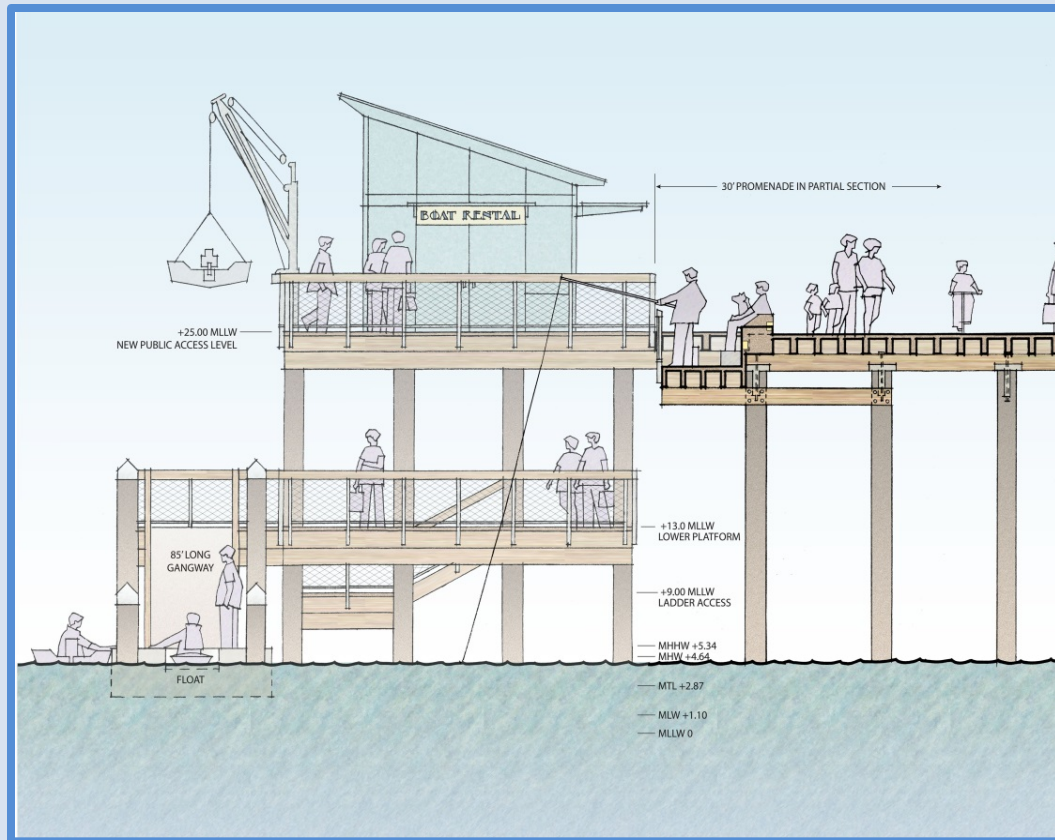
# Santa Cruz Wharf Master Plan

## Concepts, Proposals, and Recommendations

The Small Boat Landing



# The Small Boat Landing



**Construct a small boat landing facility on the east side of the Wharf adjacent to the new East Promenade for kayak, paddleboard, and fishing boat rentals as well as for Wharf Operations.**

# Santa Cruz Wharf Master Plan Concepts, Proposals, and Recommendations

The Events Pavilion





# The Events Pavilion



**Construct a multi-sided Events Pavilion that creates a continuity of the commercial uses where the Wharf bends to the southwest and provides a large, weather-protected space.**

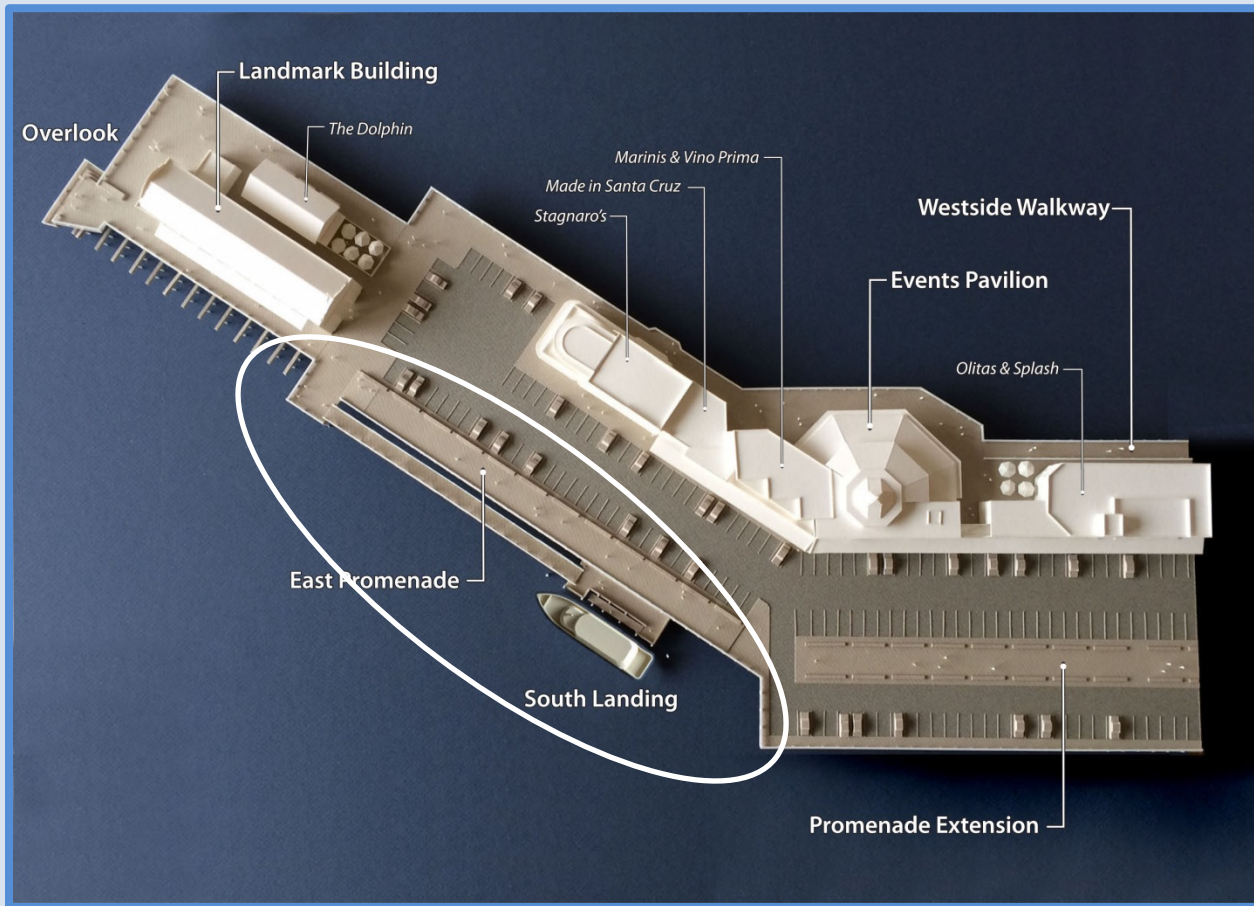
# Santa Cruz Wharf Master Plan

## Concepts, Proposals, and Recommendations

The South Landing



# The South Landing



**Construct a landing facility for the docking of larger vessels at the end of the Wharf for science, education, research, sports fishing and whale watching.**

# Santa Cruz Wharf Master Plan

## Concepts, Proposals, and Recommendations

The Landmark Building



# The Landmark Building



**Construct a new Landmark Building reminiscent in scale and form of the structure once located at the end of the Wharf. Provide a visual focus and destination attraction which entices visitors to venture out to the end of the Wharf.**

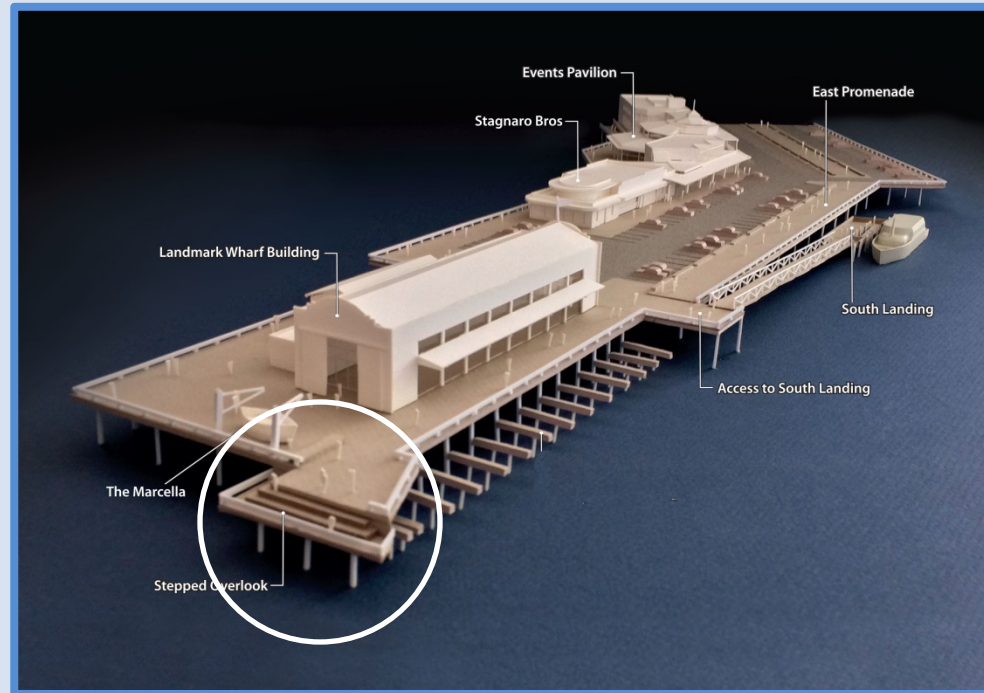
# Santa Cruz Wharf Master Plan

## Concepts, Proposals, and Recommendations

### The Stepped Overlook



# The Stepped Overlook

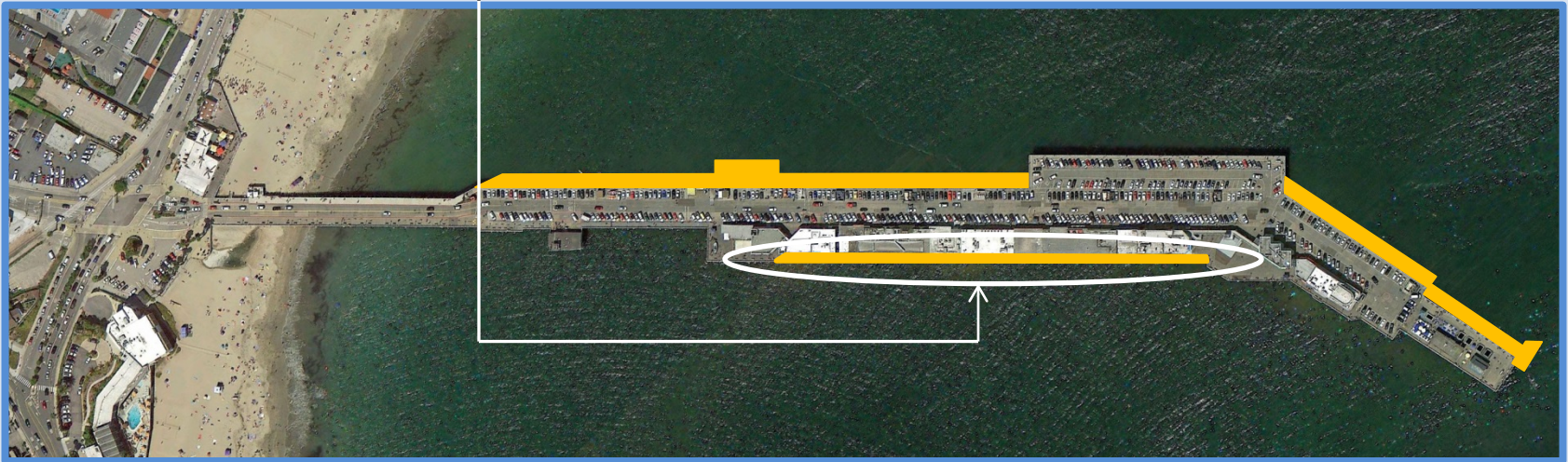


Heighten the experience of the dynamic qualities of water, the variability of waves and tides, and the exhilaration of being out over water by creating a Stepped Overlook that extends out into the Monterey Bay.

# Santa Cruz Wharf Master Plan

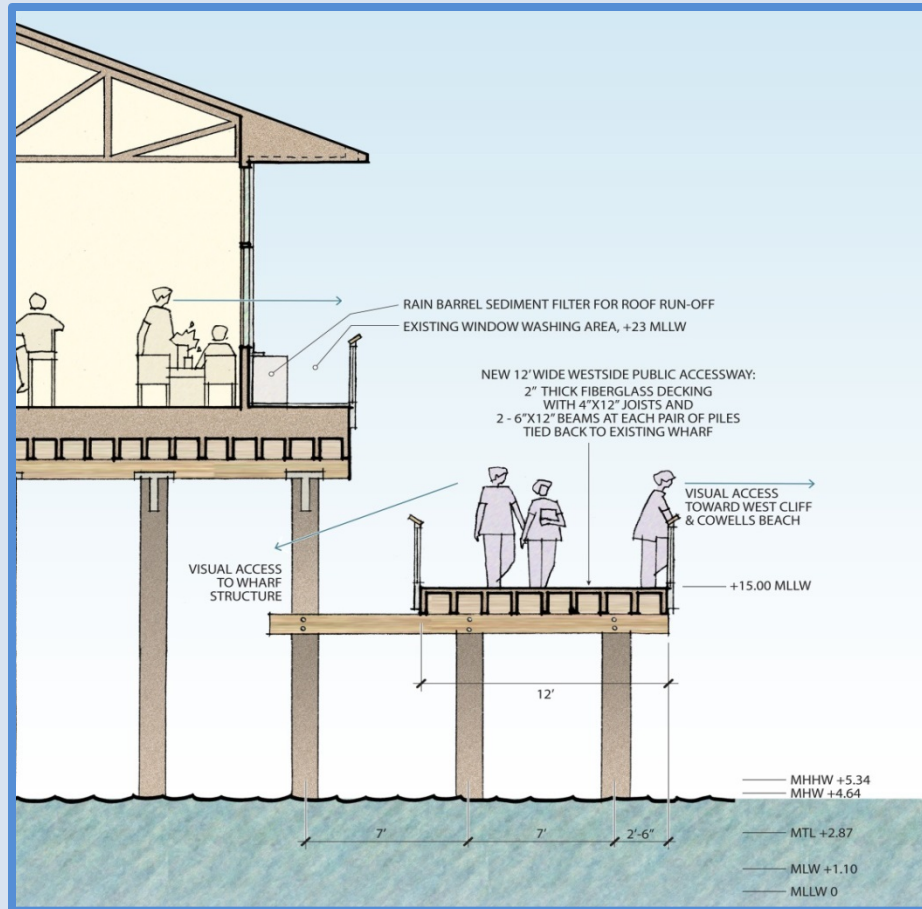
## Concepts, Proposals, and Recommendations

The Western Walkway



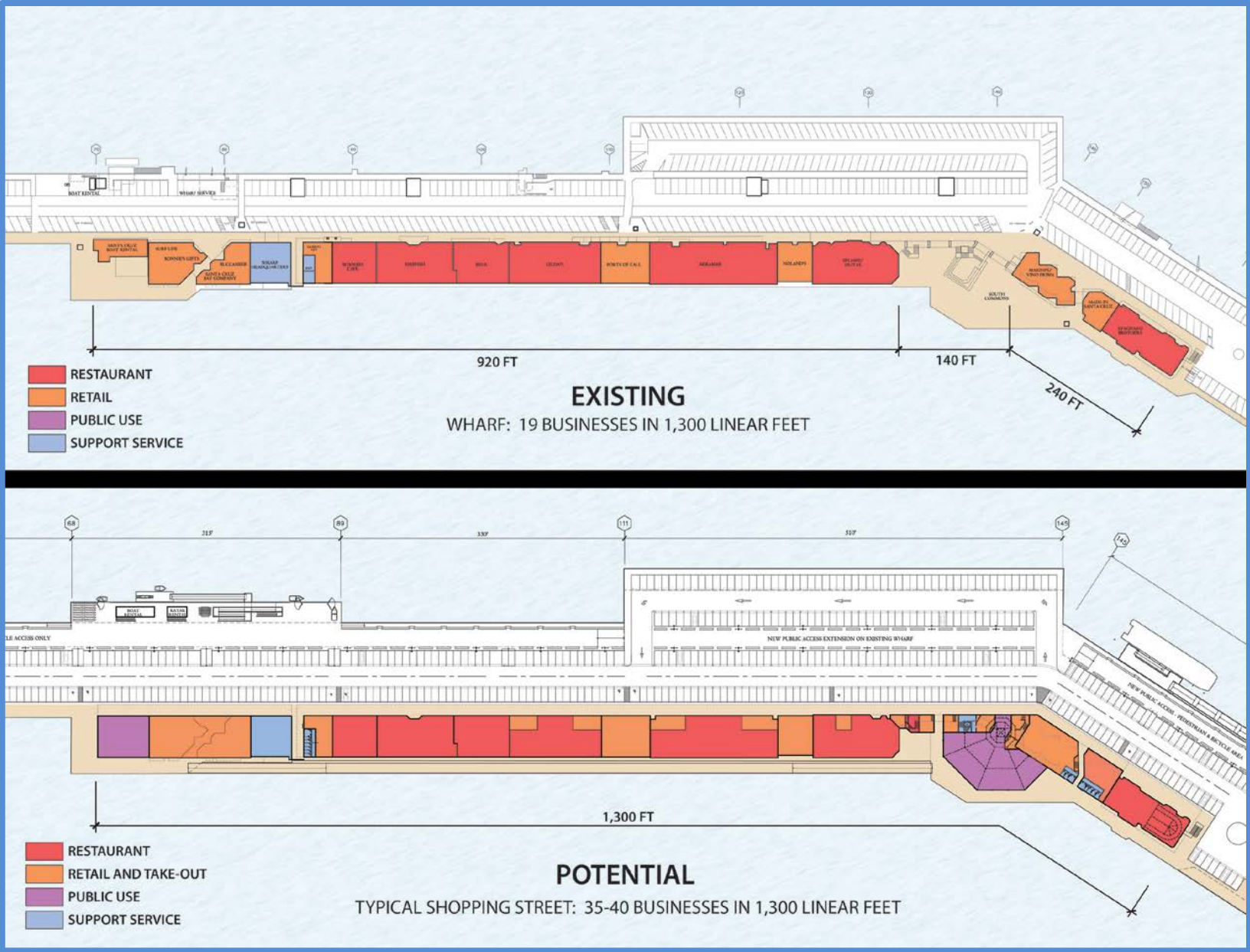


# The Western Walkway

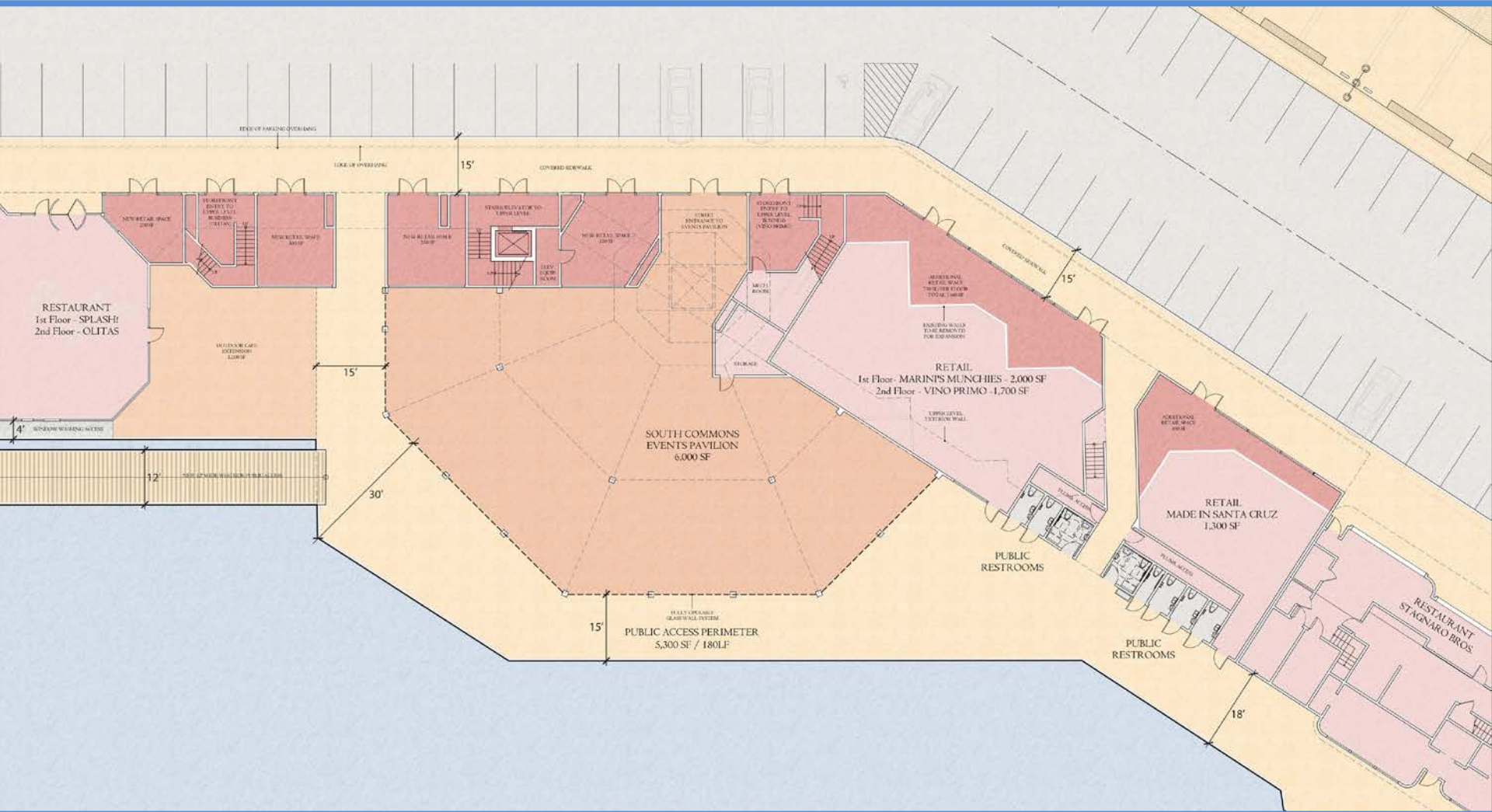


**Construct a 12' wide walkway on the western side of the Wharf that provides for continuity of access in a manner that does not conflict with visual access from adjacent commercial uses.**

# Potential for Greater Commercial Intensity and Diversity



# The Events Pavilion and Retail Continuity



# Design Guidelines

## DESIGN STANDARDS

The design standards establish a framework to guide future development and renovation of commercial uses as they evolve and intensify over time. However, it is recognized that there may be a project that, by design or use, is of significant merit and warrants special consideration and discretion so long as the intended design quality and Master Plan objectives are not compromised.

**Building Form:** For in-line commercial establishments along the western edge of the Wharf, buildings are encouraged to balance individual identity within a collective form that is simple, straightforward and appropriate to the maritime setting.

**Building Height:** Second floor uses and rooftop dining are encouraged within a maximum height of 35 feet for commercial in-line buildings. For the three landmark buildings, the maximum height shall be 45 feet, not including special appurtenances such as flagpoles and architectural projections.

**Ground Floor Height:** High bay spaces in light from above are encouraged for buildings, the minimum ground floor height shall be 12 feet.

**Windows and Glazed Openings:** The storefront shall be 12 feet in height. The height shall be no more than 36 inches in height. No dark or mirrored glass is permitted anywhere. All glazing shall be tempered or safety glass on the western façade of buildings.

**Finished Floor Grade:** The finished floor of all buildings shall be at sidewalk grade and any change in elevation shall be accommodated internally within the premises. Where possible, incorporate floor drains throughout all areas of buildings to facilitate recovery from internal or exterior flooding events.

**Build-To Line:** All storefronts shall be built to a consistent line from the face of curb of the sidewalk.

**Building Transparency:** Blank walls shall be strongly discouraged and the maximum length of blank walls within a storefront shall not exceed 5 feet. For each premise, 40% of the ground floor façade along the sidewalk shall be open or glazed and visually accessible to the interior of the restaurant or storefront. For large restaurants, 100 feet of frontage or more, a minimum of 50% of the frontage shall provide for visual access through the premises

to the west side views. Reasonable interruption of the visual plane for such elements as hoods, cooking lines, structural columns, etc. is allowed so long as visual access is maintained.

**Liner Uses:** Back of the house functions shall be encapsulated with liner uses that are either operated by the same tenant or a sub-tenant. These liner uses may include small vendors, such as take-out food, ice cream, oyster bar, coffee bar and gift shops. A minimum 15-foot depth, 30-foot width and 450 square feet size is recommended.

**Roof:** Flat roofs are discouraged, except when used for rooftop dining. A sloped standing seam roof of no less than 4 in 12 pitch is encouraged with a light reflective color and corrosion-resistant material. Mechanical equipment shall be enclosed to prevent creating an attractive nuisance for bird nesting and hidden from view within a clerestory portion of the roof.

**“The design standards establish a framework for future development and renovation of commercial uses as they evolve and intensify over time.”**

walk illumination.

**Second Floor Use:** Second floor uses are encouraged where an accessible elevator and two means of egress can be provided. Any second floor use that is separate from the ground floor must have a storefront entrance at sidewalk grade.

**Mezzanines:** To open up the ground floor for publicly-oriented dining and shopping activities in large restaurants, mezzanine level spaces, comprising up to 1/3 of the ground floor, over the back-of-the-house functions are encouraged to provide additional storage, office and mechanical space. These areas shall be served by stairs and a 2,000 pound lift for accessibility.

**Signage:** Pedestrian scale signage is encouraged. The principal identity signage shall be below canopy blade type heraldic signage that is no more than 7 square feet in size, located perpendicular to the path of movement, and providing for at least 8 feet of vertical clearance from the sidewalk. Identity signage on the front edge of the canopy is permitted but shall be limited to two feet in height and no more than half of the frontage length.

Major identity signage is only permitted for large restaurants and only one sign per establishment with 100 feet or more of frontage including liner uses. Major identity signage shall be fabricated in metal and of high quality materials and limited in size to 1.5 square feet for each linear foot of frontage. These signs shall be no more than 7 feet in height and 20 feet in width and located 15 feet above grade.

No advertising signs can be placed on the storefront. Identity signs placed within the window area of the storefront shall be no more than 10% of the glazed area with individual letters or an identity logo that permits visibility to the interior and that creates an appropriate juxtaposition between the activity within the storefront, the identity on the glass and the outside area. In addition, menu displays on the storefront shall be limited to 24 inches by 17 inches in size. No backlit, flashing or canned signage is permitted. No rooftop signs or any sign that is silhouetted against the sky is permitted.

Signage, displays must be undertaken in a way that does not detract from the storefront. Temporary signage shall be no more than 40% of the storefront. Any temporary signage must be coordinated with the City and removed for a limited period of time.

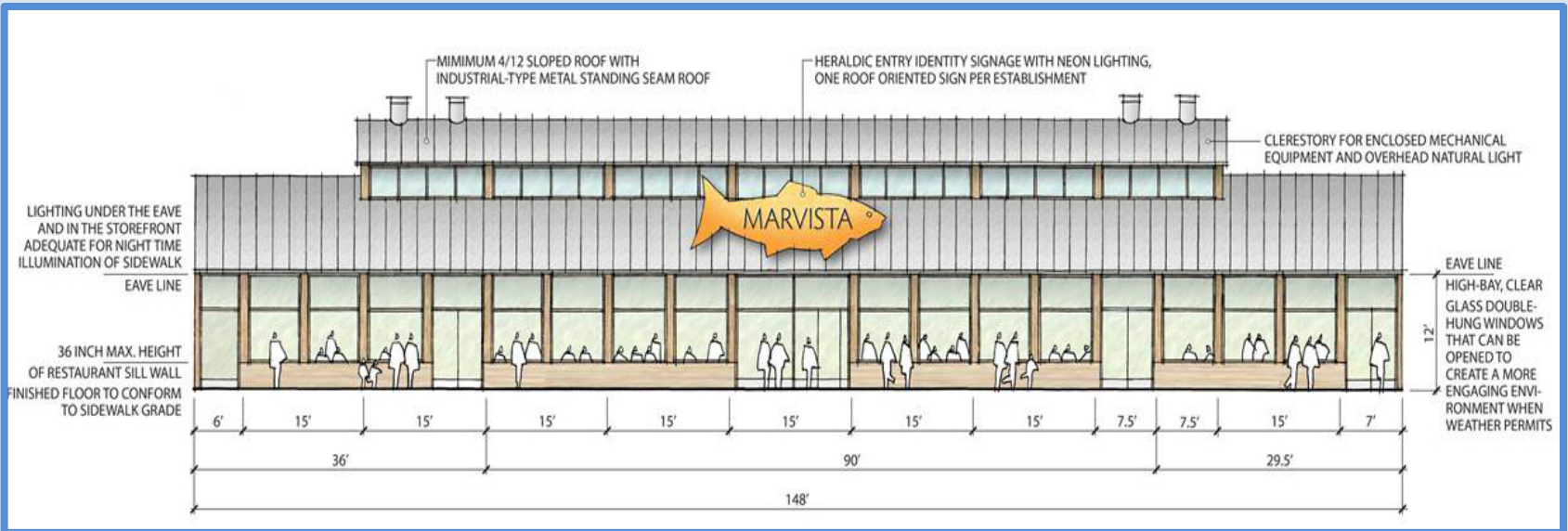
Restrooms shall be required for small establishments less than 1,000 square feet. Restrooms shall be ADA accessible. Public restrooms will serve the smaller establishment requirements. In establishments where liner uses are integrated with the restaurant, a single set of restrooms can serve both the liner uses and the restaurant.

**Active Storefronts:** Exhibition kitchens and other making of products sold on premises is encouraged to be directly visible through the storefront. Large operable windows are encouraged to create an engaging environment between indoors and outdoors.

**Building Materials and Color:** High quality building materials shall be utilized that are capable of withstanding the marine environment. Standing seam silver metallic roofs are encouraged in an industrial vocabulary. Buildings are encouraged to be light in color, however the storefront below the canopy can be distinctively painted for individual identity.

**Garbage Collection:** All garbage shall be stored on site until it is collected. In food and beverage establishments, garbage storage areas shall be enclosed and mechanically ventilated.

**Green Building Design:** All buildings shall be designed to green building standards at minimum equivalent to a LEED silver rating.



# Santa Cruz Wharf Master Plan

## Concepts, Proposals, and Recommendations

### On-Demand Vacuum Assisted Refuse and Recycling Collection System



# **Santa Cruz Wharf Engineering Report**

## **Findings and Recommendations**

- 1. Piling Survey**
  - **4,400 piles inspected; 5% need replacement.**
  - **Add additional piles for lateral stability.**
  
- 2. Structural Evaluation**
  - **Wharf in serviceable shape for a 100 yr. old structure.**
  - **Add additional connectors at unsupported splices.**
  - **Increase load capacity at roadway turnarounds.**
  
- 3. Roadways/Parking**
  - **Install rubberized AC throughout.**
  - **Install plywood/waterproofing layer between AC and deck boards to minimize cracking.**
  - **Install drain inlets in vehicle area to treat runoff with media filtration to address water quality.**

# **Santa Cruz Wharf Engineering Report**

## **Findings and Recommendations**

- 4. Walkways/Commons**
  - **Fair to good condition.**
  - **Address reflective cracking with plywood/waterproofing underlayment.**
  - **Relocate/remediate impediments to pedestrian movement.**
  
- 5. Sanitary Sewer**
  - **Existing gravity mains are well within their capacity carrying about 50% of total possible flow rate.**
  - **Given the present age and condition of the existing gravity mains, it is estimated they have at least 25 years of serviceable life remaining.**
  
- 6. Fire Systems**
  - **Extend coverage of the under deck fire suppression system at the public access dock and boat rental dock.**
  - **Limit boat anchorage to outside 200 feet of the west side.**



# **Santa Cruz Wharf Engineering Report**

## **Findings and Recommendations**

- 7. Building Supports**
  - **Adequate structural capacity to support one- and two-story buildings, including those identified in the Wharf Master Plan.**
  - **Provides structural requirements for new construction.**
  
- 8. New Landing**
  - **Preliminary berthing analysis was performed in order to determine the berthing energy demand for the design of the landing structure. The design vessel was a 200 LT Coast Guard Marine Protector Class vessel, with a 110 ft. length overall.**
  - **Fixed landing system is the most feasible for all year access at the Wharf.**
  
- 9. Weather Impacts**
  - **Widen the Wharf with vertical timber piles to increase its resistance to lateral wave and tsunami forces.**

# Santa Cruz Wharf Master Plan

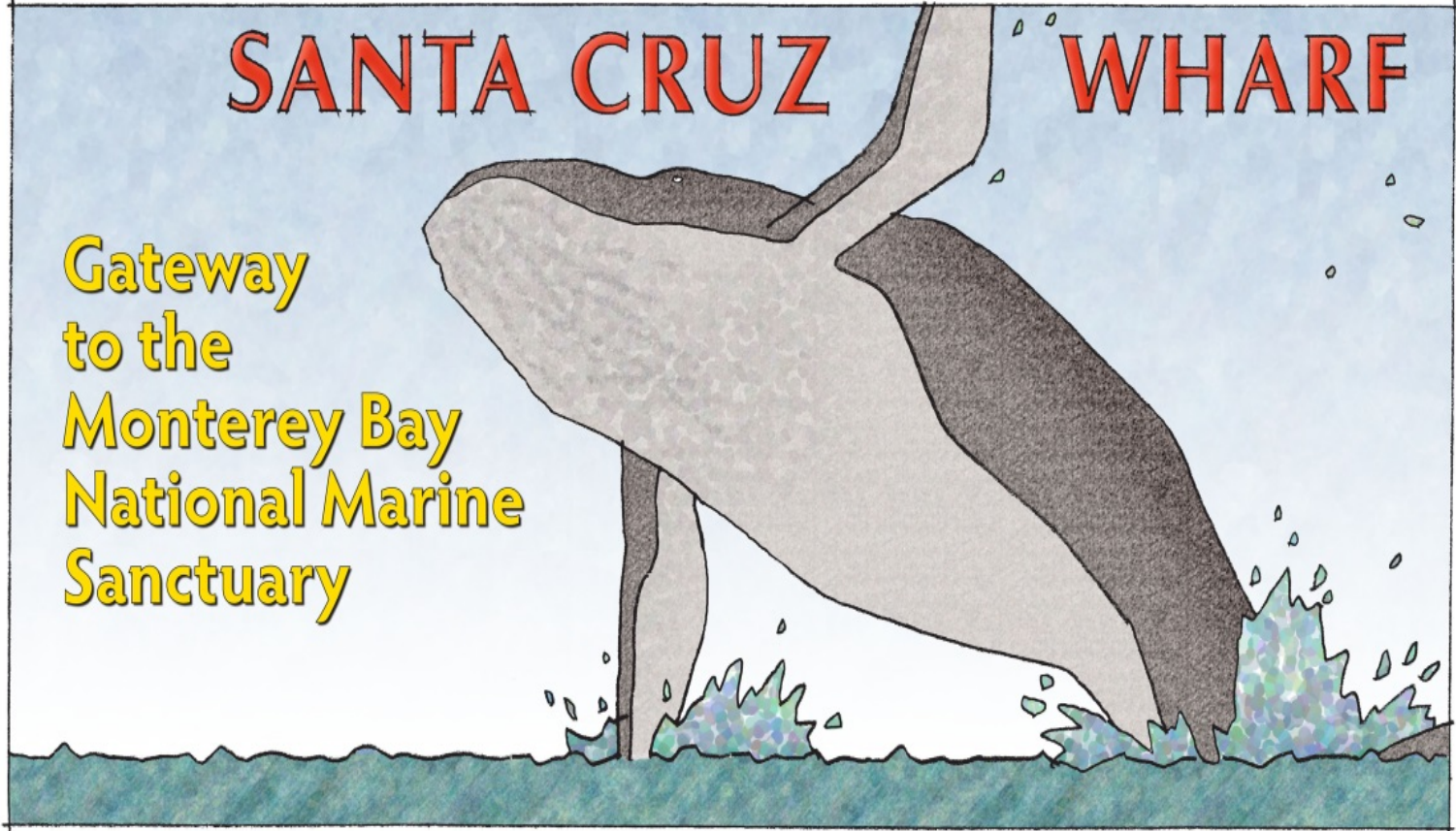
## Capital Improvements Budget Estimate

<b>Gateway Entrance and Pay Stations</b>	<b>\$1,200,000</b>	<b>to</b>	<b>\$1,400,000</b>
<b>Welcome Center</b>	<b>\$810,000</b>	<b>to</b>	<b>\$972,000</b>
<b>Open Water Swim Facility</b>	<b>\$245,000</b>	<b>to</b>	<b>\$294,000</b>
<b>East Promenade:</b>	<b>\$11,900,000</b>	<b>to</b>	<b>\$14,300,000</b>
<b>West Walkway/Access:</b>	<b>\$2,500,000</b>	<b>to</b>	<b>\$3,000,000</b>
<b>Small Boat Landing:</b>	<b>\$2,900,000</b>	<b>to</b>	<b>\$3,500,000</b>
<b>Events Pavilion:</b>	<b>\$1,240,000</b>	<b>to</b>	<b>\$1,488,000</b>
<b>South Landing:</b>	<b>\$1,000,000</b>	<b>to</b>	<b>\$1,200,000</b>
<b>Landmark Building:</b>	<b>\$2,100,000</b>	<b>to</b>	<b>\$2,520,000</b>
<b>Total:</b>	<b>\$24,000,000</b>	<b>to</b>	<b>\$29,000,000</b>

**SANTA CRUZ**

**WHARF**

**Gateway  
to the  
Monterey Bay  
National Marine  
Sanctuary**



# **Santa Cruz Wharf Improvement Project**

## **Santa Cruz Wharf Master Plan and Engineering Report Environmental Review**

- **Strelow Consulting**
- **Coastal Commission Input**
- **Public Works Project – Umbrella Permit/Review**
- **Next Steps/Process**

