



SANTA CRUZ
ECONOMIC
DEVELOPMENT

COMMUNITY MEETING
MAY 30, 2023

*WHARF MASTER PLAN AND
RECIRCULATED PARTIAL DRAFT
ENVIRONMENTAL IMPACT REPORT*

CHOOSESANTACRUZ.COM

AGENDA

- Welcome + Introductions
- Meeting Framework
- Wharf Master Plan + EIR Presentation
- Public Comment
- Closing



MEETING FRAMEWORK

- Background + process to date
- Present the Revised EIR Findings
- Answer clarifying questions + introduce comment form
- Feedback will be responded to in the Final EIR
- Please identify yourself before making any verbal comments
- Speak clearly
- Meeting will be recorded

OVERVIEW

- Background
- What is the Master Plan?
- Why is it needed?
- Public Process
- Revised EIR
- Design Guidelines

WHARF TODAY

- SCC Population (+45% since last Wharf expansion)
 - 273,000 (2019) from 188,000 (1980)
- 2M+ annual visitors
- Top 3 regional attractions
- 2+ business partners (95+% local)
 - 400+ employees = 10% of City restaurant workforce
- \$30M annual sales
- \$2.9M annual revenue to City (2015-20 avg.)
- Valued at over \$119.3M (2018)





WHAT IS THE WHARF MASTER PLAN?

- Result of public engagement process + engineering report
- A framework, not a prescription
- 20-30 year plan
- Financing tool (req'd by law)
- Set rules, goals, + guidelines
- Expands public access
+2.5 acres



THE WHARF MASTER PLAN WILL NOT

- Immediately authorize or fund any development
- Allow Ocean-liners or cruise ships
- Remove “Sea lion viewing” holes
- Mandate tall buildings (40’ max)
- Significantly impact bird or marine life
- Close the door on community engagement on Wharf projects
- Reduce fishing or sight-seeing opportunities



Santa Cruz Wharf Master Plan Report

PREPARED FOR THE CITY OF SANTA CRUZ BY ROMA DESIGN GROUP

OCTOBER 2014

Dear Friends
Due to a variety of
circumstances we have
decided not to re-open
Gilda's. Thank you all so
very much for your loyalty
and friendship for these
many years.
Our love to everyone!
Dino, Malia
Gilda's Staff
and the entire Stagnaro Family

GOAL MORE RESILIENT WHARF



WHAT'S NEW?



WHY A MASTER PLAN?

- **1998 Beach/South of Laurel Comprehensive Area Plan**
 - Objectives for the Wharf, including need for design and development standards
- **Update regulatory + permitting framework**
 - Last Wharf Plan was 1980 Beach Area Plan + SC Muni. Wharf Design Framework
- **Wharf serves a number of roles:**
 - Feature of historic significance
 - Recreational + community resource
 - Habitat + open space values
 - Real estate asset contributing to City budget and Beach Area economy
- **Framework + guidance for future decisions about the Wharf**
- **Needed to seek grant funding for both new or existing infrastructure**



THE GREATER NEED

- Infrastructure backlog of \$12-14+ million
- Unsustainable financials
- City Budget crisis
- Cost of business increasing
- **Outside funding needed**

Santa Cruz Wharf Engineering Report



Prepared for:



Prepared by:



moffatt & nichol

2185 North California Blvd, Suite 500

Walnut Creek, CA 94596

October 8, 2014

INFRASTRUCTURE BACKLOG

\$14M+ likely needed today

Engineering Report Prepared in 2014

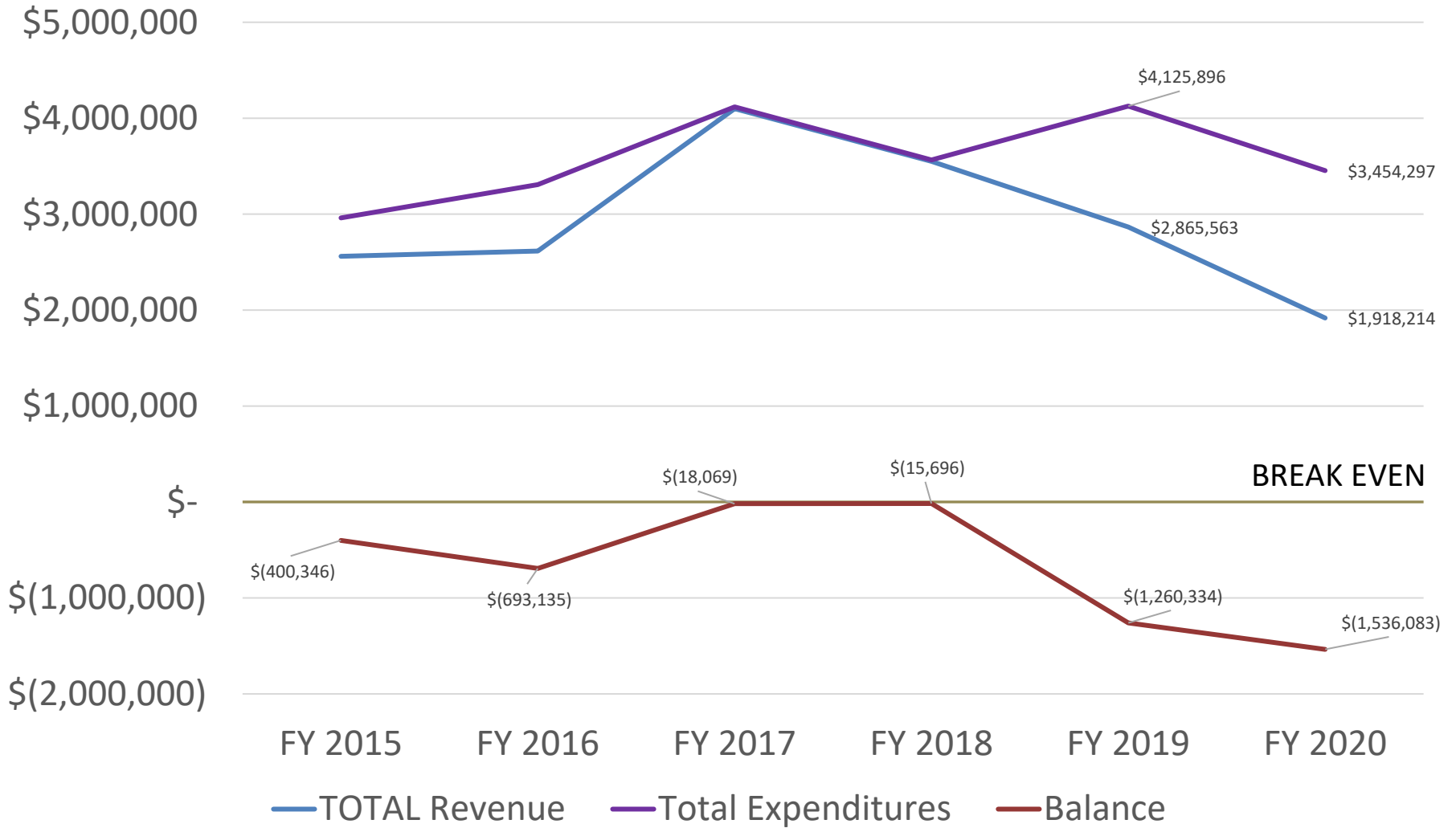
Result of age, wear + deferred
maintenance (i.e. budget constraints)

Cost to rehab existing structure

- Pilings
- Deck + Paving
- Utilities, sewer, + landings

Grants are rare for rehab vs. new
construction

Wharf Revenues vs. Expenses (2015-2020)





PUBLIC PROCESS **VISIONING**

August 2013 – March 2014

- 8 Stakeholder + Focus Group Meetings
- Commission Meetings
- 1,400 mailed notices
- Ongoing stakeholder engagement
- FYI updates to City Council, Planning Commission, + Parks and Recreation Commission

PUBLIC PROCESS DRAFT PLAN

APRIL 2014 – OCT 2014

- Draft Master Plan prepared
- Milestone meeting
 - 1,400 mailed notices
 - ¼ page twice weekly ad
 - Press release (75+ media orgs.)
- Briefing Paper released through “SC Neighbors”
- Web page posted
- Showcase 100th Anniversary



EIR HISTORICAL TIMELINE

- **October 28, 2014** – City Council (CC) accepts Master Plan + Engineering Report
- **March 14, 2016** – Mitigated Negative Declaration (MND) released for 30-day public comment
- **October 18, 2016** – Revised MND released for 30-day public comment
- **November 17, 2016** – Planning Commission recomm'd MND/IS for CC approval
- **November 22, 2016** – City Council Directed staff to prepare full EIR
- **May 24, 2017** – Notice of preparation issued for EIR
- **June 14, 2017** – Public Scoping Session
- **October 17, 2017** – Administrative Draft EIR prepared
- **March 30, 2020** – Notice of Completion + Availability of Draft EIR
- **March 30 – May 27, 2020** – Public Review Period (45 days + 2 week extension)
- **Sept 9, 2020** – Notice of Availability of Final EIR
- **Sept 14, 2020** – Parks and Recreation Commission Update
- **October 14, 2020** – Historic Preservation Commission
- **October 15, 2020** – Planning Commission
- **November 24, 2020** – **City Council Approval**

CEQA CHALLENGE

- Don't Morph the Wharf
- Court ruling primarily req'd City to correct:
 - Recreational analysis
 - Rationale for rejection of "Environmentally Superior Alternative" (#2)



REVISIONS UNDER REVIEW

Clarifying updates to WMP and EIR Project Description

Added recreational analysis based on ***most expansive definition*** of recreation in CA law:

- “*Recreation*” means any voluntary activity which contributes to the education, entertainment, or cultural, mental, moral, or physical development of the individual, group, or community that attends, observes, or participates. “Recreation” includes, but is not limited to, any activity in the fields of art, athletics, drama, habitat conservation, handicrafts, literature, music, nature study, open-space conservation, science, sports, and any formal or informal play that includes these activities.
- “*Recreation facility*” means an area, place, structure, or other facility under the jurisdiction of a public agency that is used either permanently or temporarily for community recreation, even though it may be used for other purposes. “Recreation facility” includes, but is not limited to, an arts and crafts room, auditorium, beach, camp, community center, golf course, gymnasium, lake, meeting place, open space, park, parkway, playground, playing court, playing field, recreational reservoir, river, and swimming pool. A recreation facility may be owned or operated jointly by a district and other public agencies.



RECREATIONAL USES

- Walking, Biking, and Active Transportation
- Nature and Wildlife Viewing
- Recreational Fishing
- Small Craft Boating
- Open Water Sports
- Education and Science
- Cultural Activities, Events, and Entertainment
- Dining and Shopping
- Temporary “Pop-up” Recreation

WALKING, BIKING, AND ACTIVE TRANSPORTATION

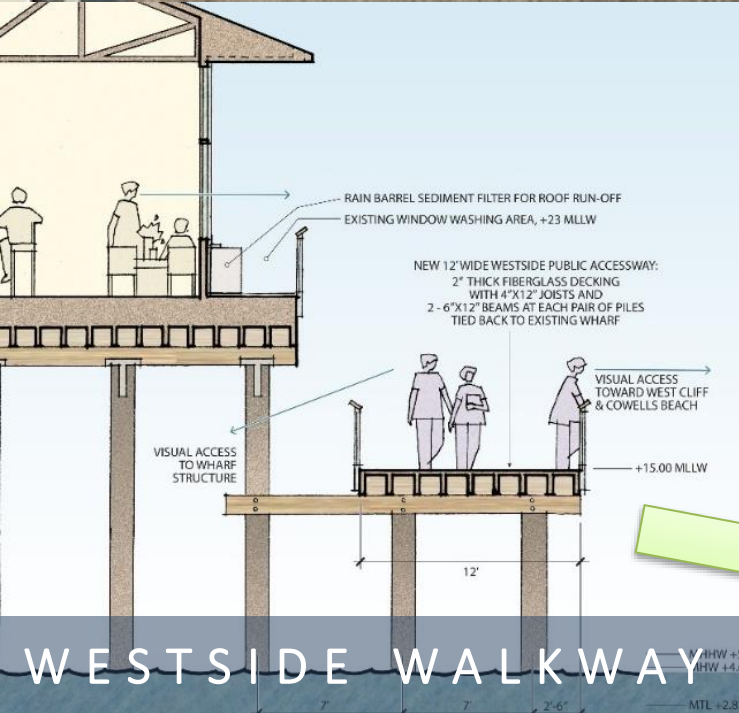
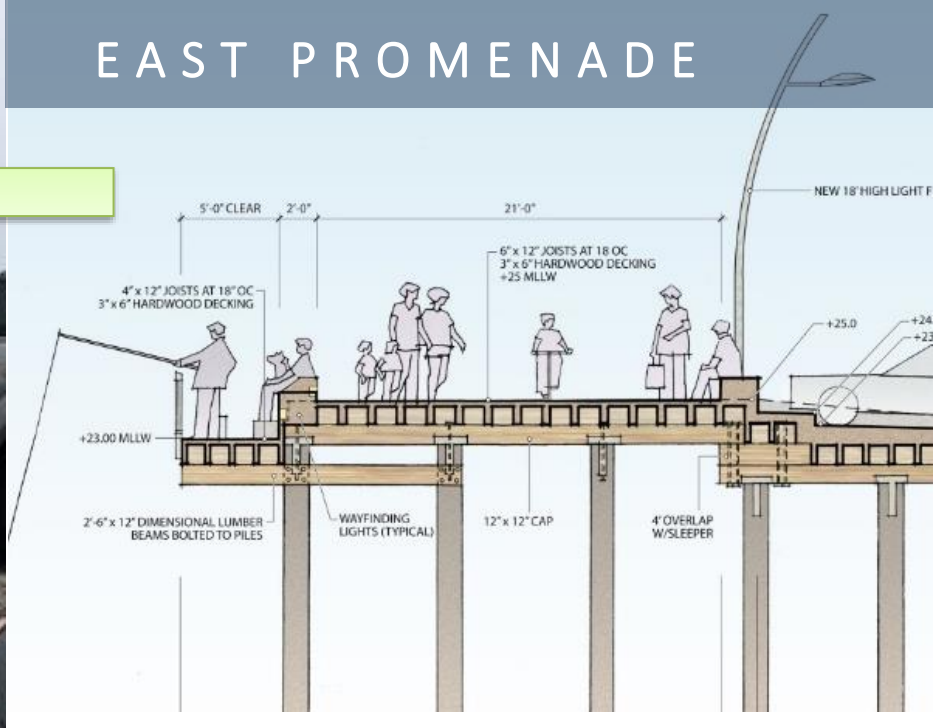
- East Promenade
- West Side Walkway
- End of Wharf widening
- Entrance Gate Relocation



POTENTIAL IMPACTS

- Reduce use conflicts (ADA Access)
- Separate bike/ped. from vehicles
- Improve emergency access
- 11% increase in Wharf perimeter (677')
- Create a 1-mile seasonal circuit around Wharf

EAST PROMENADE



WESTSIDE WALKWAY

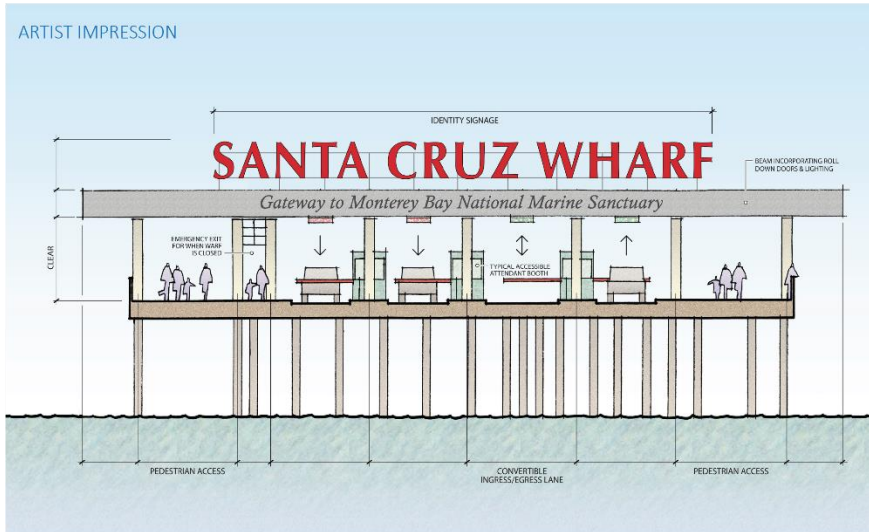
ENTRANCE GATEWAY



Santa Cruz Wharf signage will be developed through future community engagement. Inspirational images are provided here as examples of effective landmark signage.



ARTIST IMPRESSION



EXAMPLE – SIGNAGE SUBJECT TO FURTHER COMMUNITY PROCESS



NATURE AND WILDLIFE VIEWING

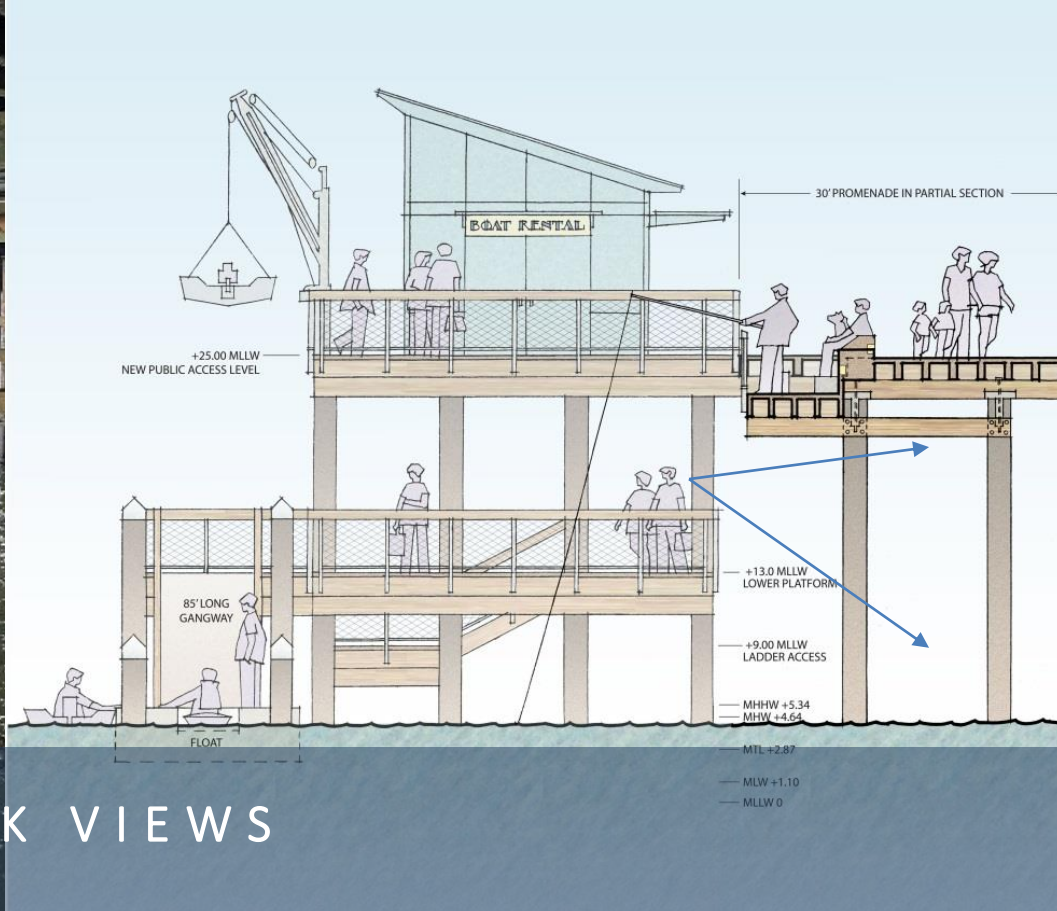
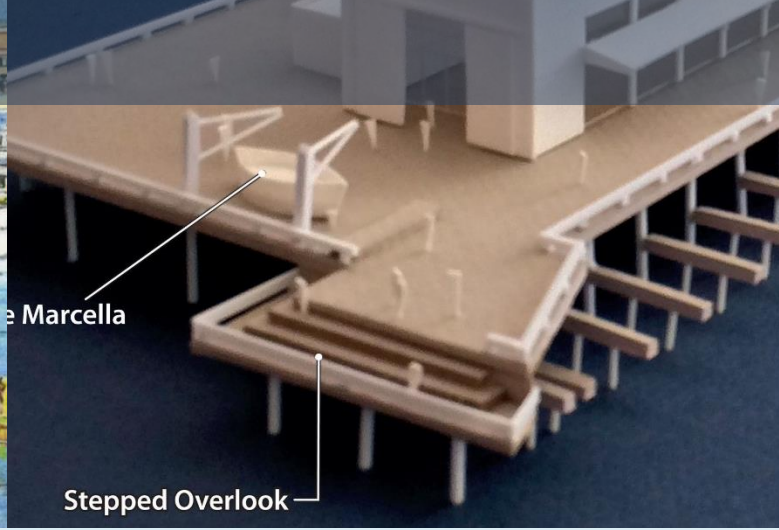
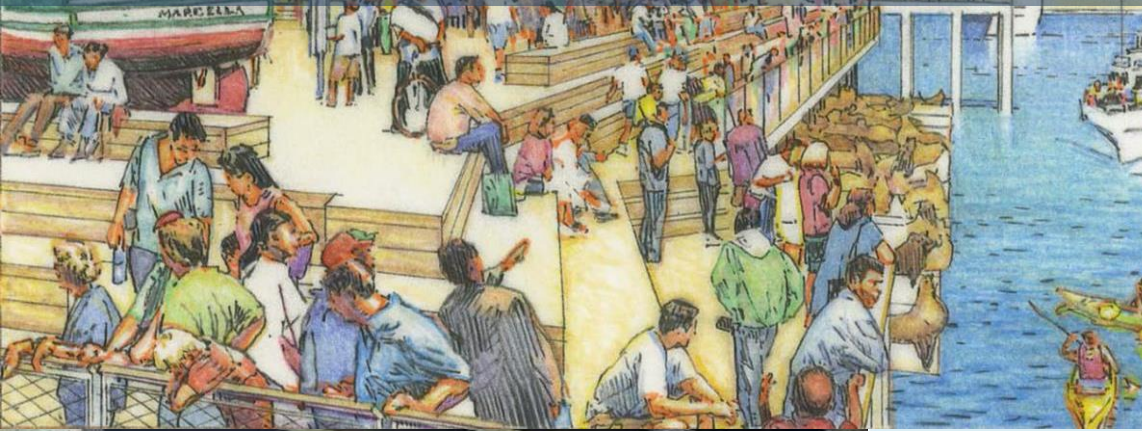
- Terrace Overlook
- Westside Walkway
- Small Boat + South Landings
- Landmark Building
- “Sea lion” hole modification
- 2nd floor commercial



POTENTIAL IMPACTS

- Increased viewing opportunities
- Provide ADA access to water
For intimate wildlife viewing
- Unique “overwater” and “under
Deck experiences + viewing

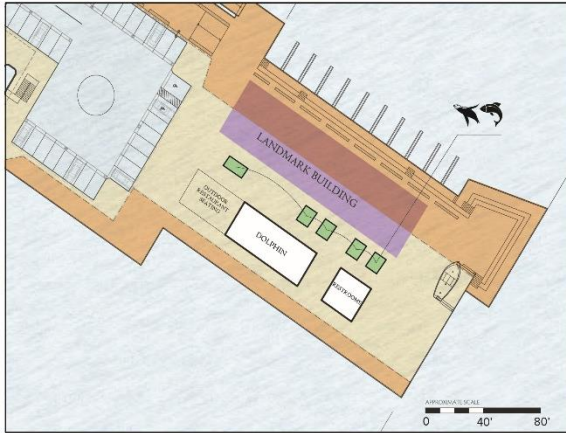
TERRACE OVERLOOK



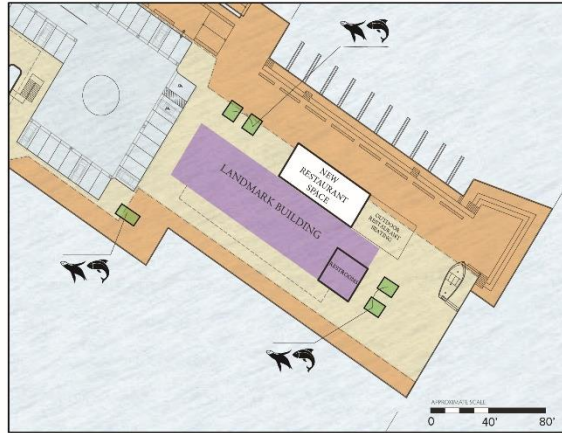
EXAMPLE - BELOW DECK VIEWS

“SEA LION HOLE” OPTIONS

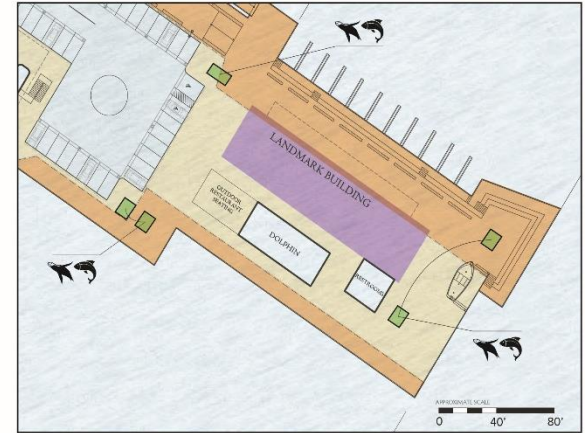
RPDEIR examined options to preserve or relocate the “sea lion viewing holes,” if needed to construct the landmark building



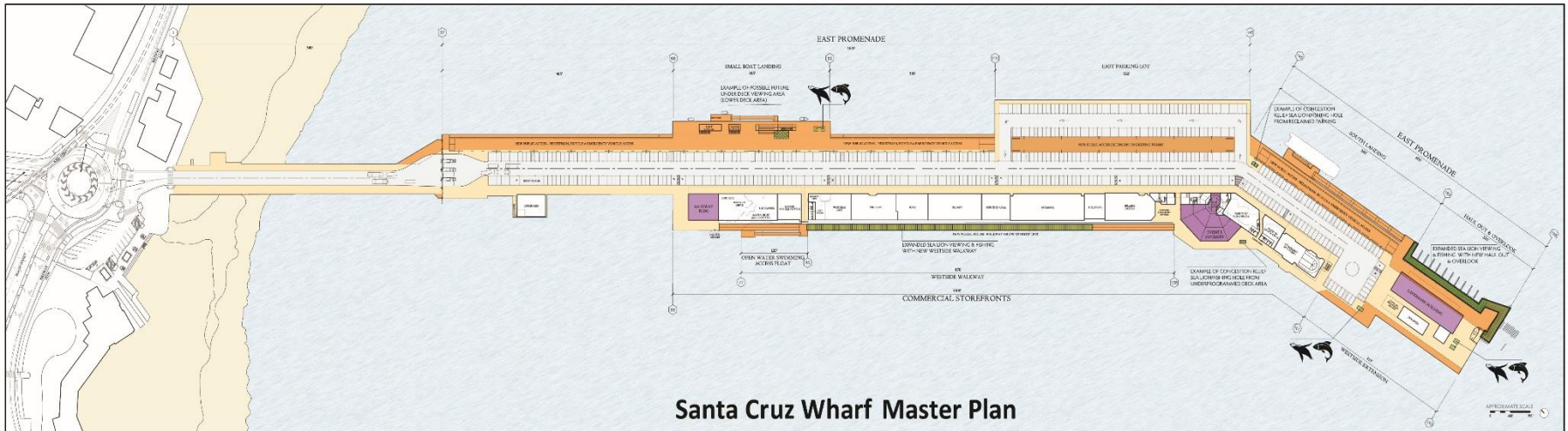
EXAMPLE 1 - The landmark building is moved eastward to preserve the sea lion/fishing holes at their current location. Circulation areas would be narrowed, which may require relocation or the elimination of proposed seating atop the new lowered overlook. Step seating in the amphitheater and overlook would still be available. The holes would become more sheltered from winds, but outward looking views from the holes would be greatly diminished.



EXAMPLE 2 - Repair of the Wharf beneath the Dolphin will eventually require demolition of the building. This will allow realignment and possible integration of building uses. This would free ample deck space for reconfiguration of the sea lion/fishing holes and create distinct views and experiences from each. Circulation would be maximized around the Wharf edges.



EXAMPLE 3 - Maintaining the layout proposed in the Wharf Master Plan, the sea lion/fishing holes could be relocated around the end of the Wharf creating unique perspectives and viewsheds from each. Circulation around the sea lion/fishing holes would change, although wharf widening would ensure ADA accessibility compliance and comfortable spacing similar to existing conditions. Wind exposure may sometimes exceed current levels at certain holes.



Santa Cruz Wharf Master Plan

EXAMPLE 4 - Wharf master plan improvements like the Westside Walkway and Haul Out and overlook are anticipated to increase sea lion viewing and fishing opportunities dramatically. Existing sea lion/fishing holes could also be redistributed to areas around the Wharf to reduce congestion and redevelop the end of the Wharf. Additional opportunities to preserve or even expand the sea lion/fishing hole experience could also be integrated into projects as they progress to final design and permitting. For example, underprogrammed deck space could be converted to sea lion/fishing holes, parking spaces could be reclaimed during restriping, and even viewing areas beneath the deck could eventually be considered near the new landings. This approach could also be considered to maintain this type of recreational wildlife viewing and fishing during project phasing.



RECREATIONAL FISHING

- East promenade
 - Westside Walkway
 - Terrace overlook
-

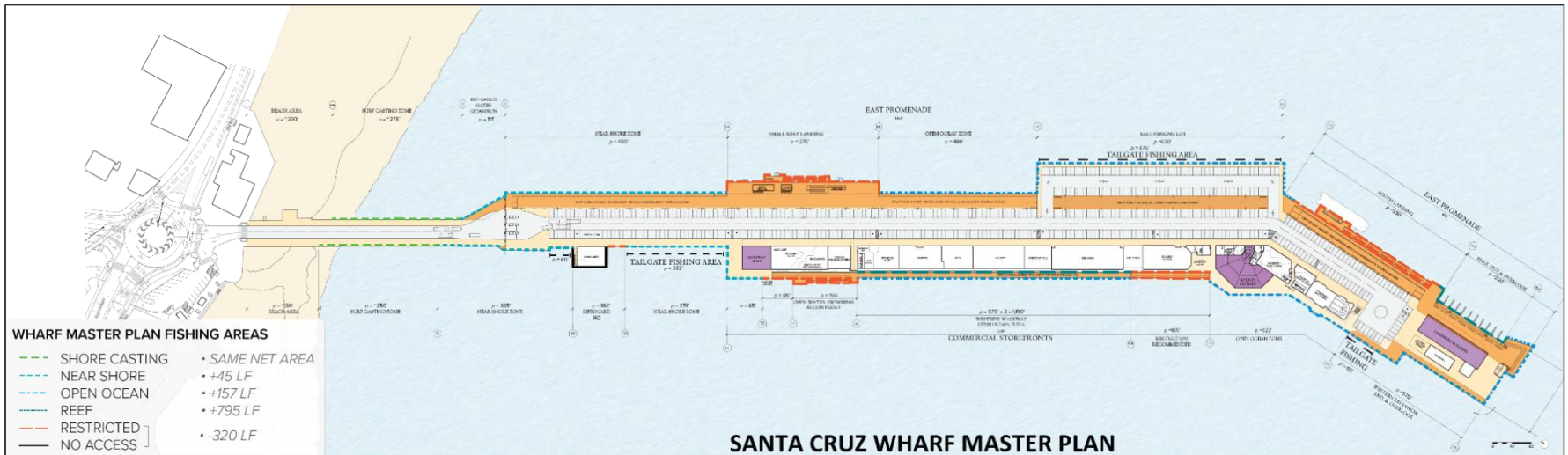
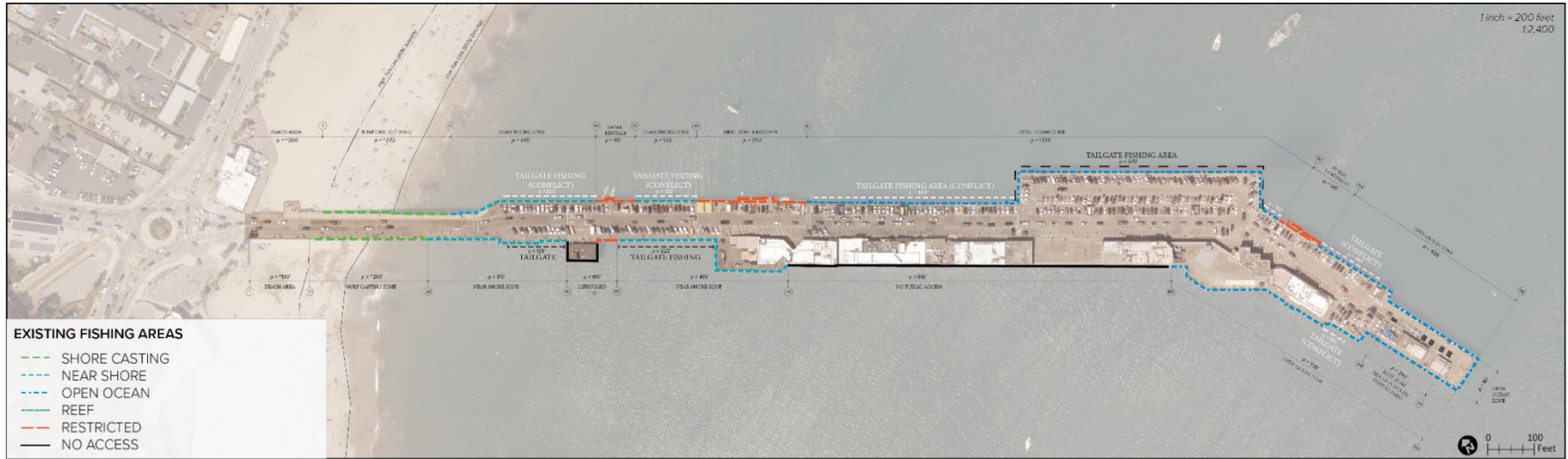
POTENTIAL IMPACTS

- 21% increase in allowable fishing
- 430% in reef style fishing
- Tailgate fishing reduced by ~1,705'
 - 80-100 spaces preserved
- Dedicated seating areas
- Reduced conflicts between fishing + pedestrian/bicycle access
- Expanded boat + westside fishing



COMPARISON OF FISHING

- RPDEIR compared existing fishing opportunities with that proposed by WMP
- Analysis included linear feet and type of fishing by habitat + catch opportunities



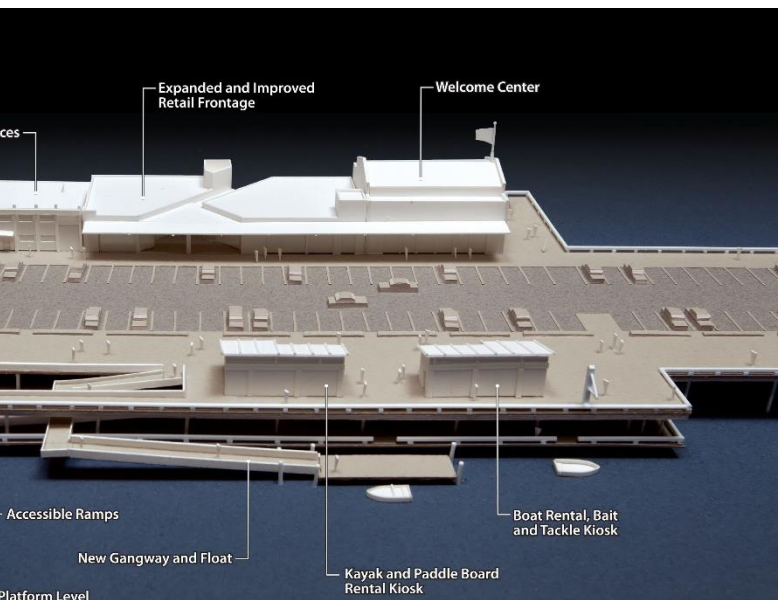
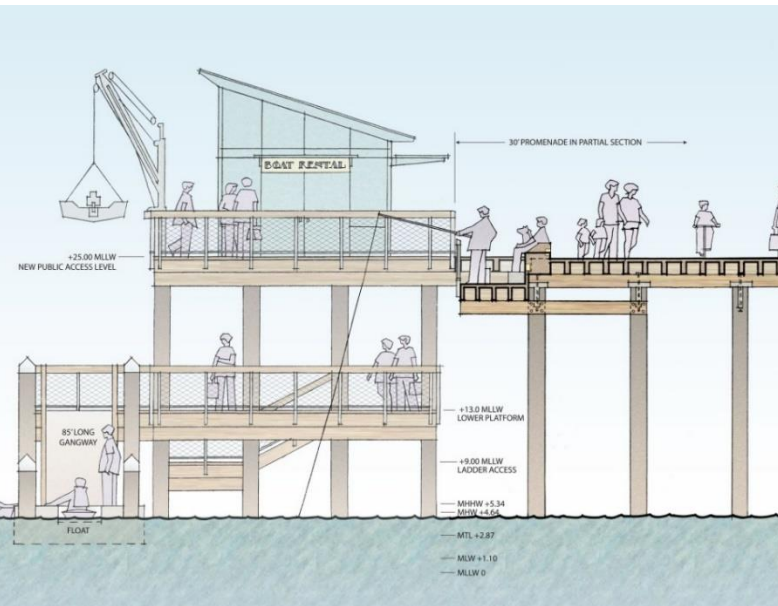
COMPARISON OF FISHING AREAS
WHARF MASTER PLAN + EXISTING CONDITIONS

BOATING + OPEN WATER SPORTS

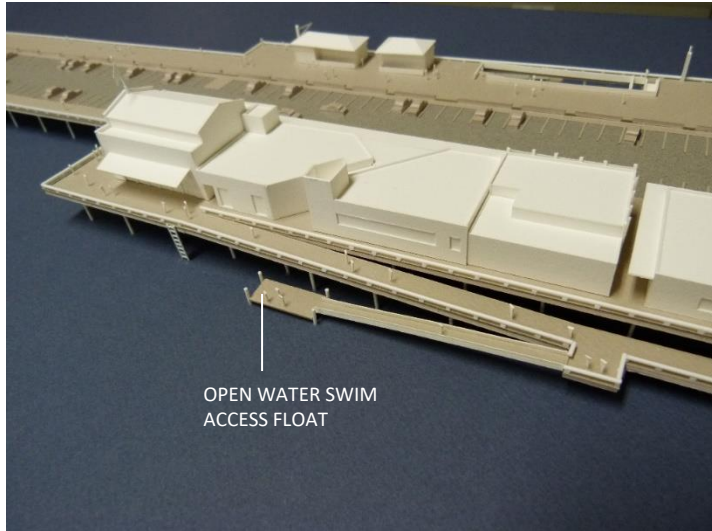
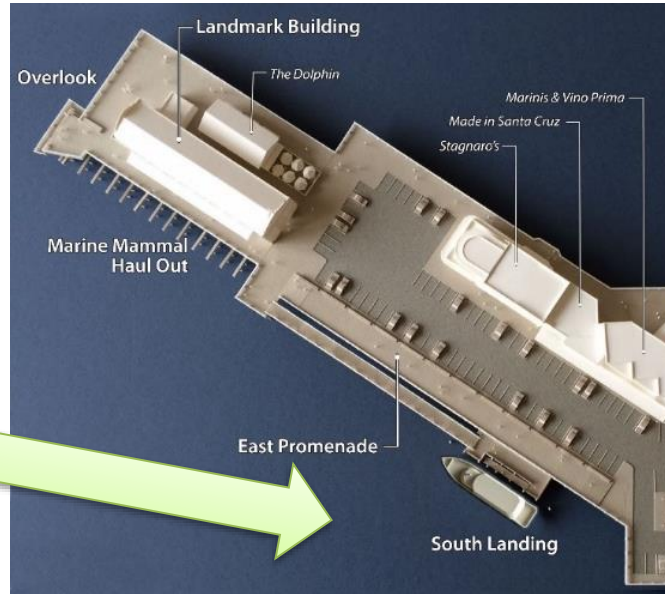
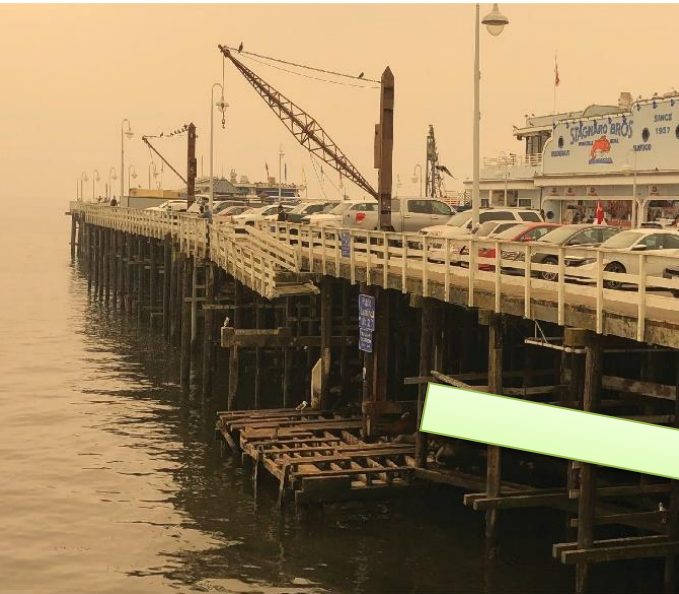
- Small Boat Landing
- South Landing
- Open Water Swim Access Float

POTENTIAL IMPACTS

- Universal water access (ADA compliant)
- Increased launch + landing options
- Support for day boat tours
- New water access for open water sports
 - Surfing, paddleboard, etc.
- Warming and shower facilities



BOATING + OPEN WATER SPORTS



EDUCATION + SCIENCE



- Public Buildings
- Interpretive Plan
- South Landing
- Education + Research Partners

POTENTIAL IMPACTS

- New public facilities to house exhibits + educational lectures, tours, + events.
- Integrated exhibits
- Diverse narratives
- Immersive + participatory science



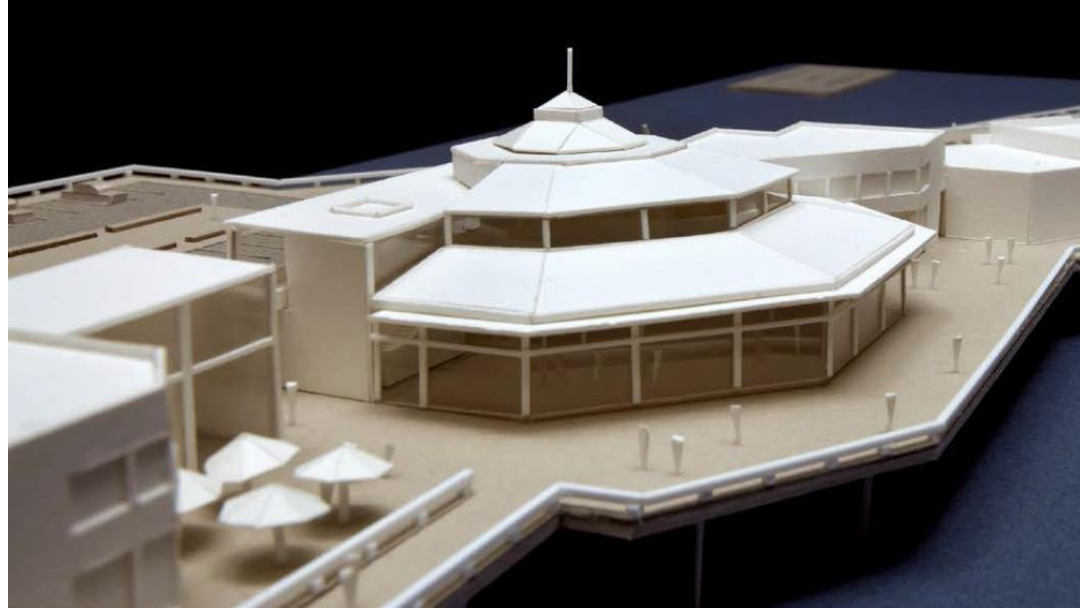
CULTURAL ACTIVITIES, EVENTS, AND ENTERTAINMENT

- Public Buildings
 - Interpretive Plan + Public Art
 - Circulation improvements
 - Communications Infrastructure
-

POTENTIAL IMPACTS

- New public facilities to house exhibits + educational lectures, tours, + events.
- Integrated exhibits
- Diverse narratives
- Immersive + participatory science





3 new cultural buildings

- Welcome Center
- Pavilion
- Landmark Building

CULTURAL ACTIVITIES, EVENTS, AND ENTERTAINMENT

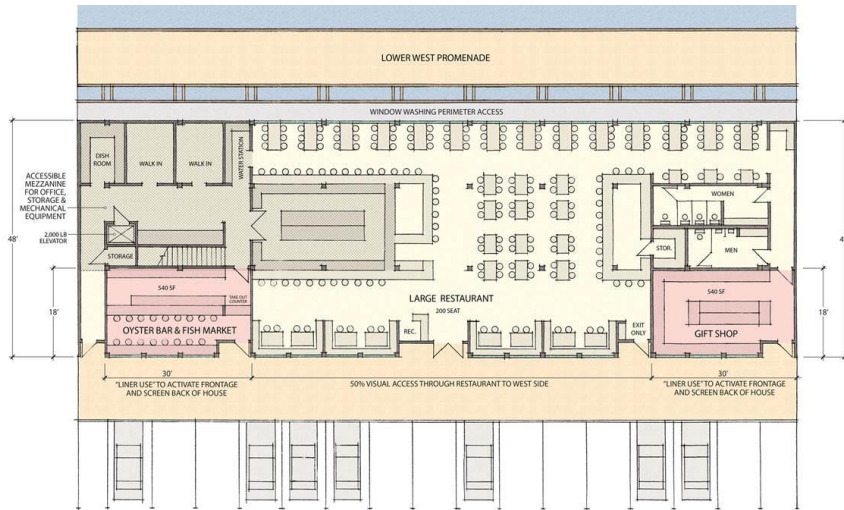
- Public Buildings
 - Interpretive Plan
 - Circulation improvements
 - Communications Infrastructure
-

POTENTIAL IMPACTS

- New public facilities to host events
- Replacement of existing stage with new year round Event Pavilion
- Possible event space at Landmark Building
- Expansion of public art
- Enhanced infrastructure + restrooms



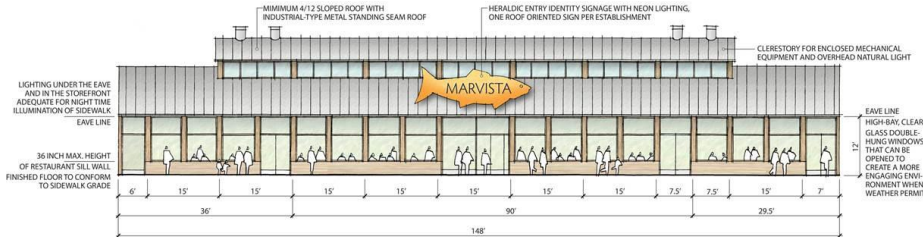
SHOPPING & DINING



- Limited commercial
- Second floor uses
- Pop-up and licensed vendors

POTENTIAL IMPACTS

- Expanded opportunities for shopping + dining
- Potential increase in Wharf visitation, impacts offset by increased revenue



SECOND FLOOR USES



The potential of rooftop dining should be explored and encouraged.

TEMPORARY “POP-UP” USES



- Future development sites
- Underutilized areas
- Pop-up and licensed vendors



POTENTIAL IMPACTS

- Temporary by nature
- Intended to be dynamic and allow the community to explore options for new recreational experiences.

DESIGN STANDARDS

DESIGN STANDARDS (REVISED 2023)

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 40 feet, not including special appurtenances such as flagpoles and architectural projections.

Ground Floor Height: High bay spaces with transom windows to bring in light from above are encouraged for single story buildings. In two story buildings, the minimum ground floor height shall be 12 feet floor to floor.

Windows and Glazed Openings: The minimum below canopy glazed storefront shall be 8 feet in total height of windows. The solid base of the storefront 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.

Sidewalk Canopy: A sidewalk canopy or roof overhang of a 12-foot depth and 12 to 15 foot height is required over the entire sidewalk adjacent to and the length of each of the premises to provide continuous weather protection for pedestrians. The canopy shall be structured to be a permanent part of the façade. Awnings or fabric extensions are not an acceptable alternative. Lighting must be incorporated in the overhang to improve the uniformity ratio of parking area lighting, and provide for sidewalk 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 by 20 feet in size and locations 15 feet above grade are encouraged.

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.

Storefront Displays: In retail shops, displays must be undertaken in a way that allows for adequate visibility into forty percent of the shop. Any temporary signage related to sales or events must be coordinated with the City before they are displayed and only for a limited period of time.

Restrooms: Restrooms will not be required for small establishments less than 600 square feet in size; all 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.

PUBLIC COMMENT

- Clarifying Questions
- Comments on revised EIR