



WHARF PUBLIC OUTREACH

City Council
June 26, 2025





WHARF PUBLIC OUTREACH

Background

- | | |
|-----------------------|--|
| February 2024 | Initiate short- and long-term plans for Wharf |
| Summer 2024 | Implemented short-term plan, funded long-term plan |
| Fall 2024 | Contract with Fuse for long-term plan |
| March 13, 2025 | City Council review concepts for long-term plan
Direction to proceed with 7 concepts. |
| May 2025 | Month of Public Outreach <ul style="list-style-type: none">• Stakeholder Groups• Survey• Community Meeting |





WHARF PUBLIC OUTREACH

The Concepts

Option 1	Open Space
Option 2	Open Space with Mobile Vendors
Option 3	Existing Fishing Concession
Option 4	New Fishing Concession
Option 5	Fishing Concession and Mobile Vendors
Option 6	Fishing Concession and Flexible Market Space
Option 7	Permanent Structure (Fishing Concession and Restaurant)



WHARF PUBLIC OUTREACH

Stakeholder Groups

Planning Commission

Commission on Environment

Art & Cultural Commission

Historical Museum Board

New Brighton Middle School Student Council

Capitola Wharf Enhancement Project (CWEP)

Capitola Village and Wharf Business Improvement Area (BIA)

Coastal Commission Staff



STAKEHOLDER GROUPS

Common Themes

1. Strong Support for Preserving and Enhancing Fishing Use

- Fishing universally valued as a historic, cultural, and recreational use.

2. Broad Support for a Second Bathroom and Lifeguard Station

3. Conditional Support for Mobile Vendors

- Caution over-saturating or detracting from Village businesses.
- Support for small-scale pilot approaches (start with 1–2 vendors).





STAKEHOLDER GROUPS

Common Themes

4. Concerns Related to Large, Permanent Structures (6 & 7)

- Storm vulnerability, climate change, and fiscal responsibility are recurring concerns.
- Concerns about height, massing, and view obstruction. Stakeholders call for modest, visually compatible design.

5. Call for Additional Economic and Climate Analysis

Planning Commission and Commission on the Environment call for:

- Weighing resiliency and long-term maintenance before committing to large buildings.
- Economic viability assessments of proposed business/
- Climate risk modeling for long-term Wharf integrity and cost.



STAKEHOLDER GROUPS

Common Themes

6. Value in Open Space and Public Access

Art & Culture Committee, Coastal Commission, CWEP, and NB Student Council all voiced importance/preference to integrate plenty of open space into site planning.

- Avoid crowding, over-benching, over-programming.
- Maintain peacefulness, views, and walkability.
- Some recommended keeping the middle open and minimizing fixed elements (planters, seating, stage, concessions)





STAKEHOLDER GROUPS

Common Themes

7. Miscellaneous Practical & Design Considerations

- Address electrical infrastructure and trash/waste management.
- Ensure access for deliveries and maintenance.
- Level the Wharf decking for safety and accessibility.
- Historic character, public art, and interpretive elements are appreciated (e.g., bronze fish, museum content).



SURVEY RESULTS & DATA ANALYSIS

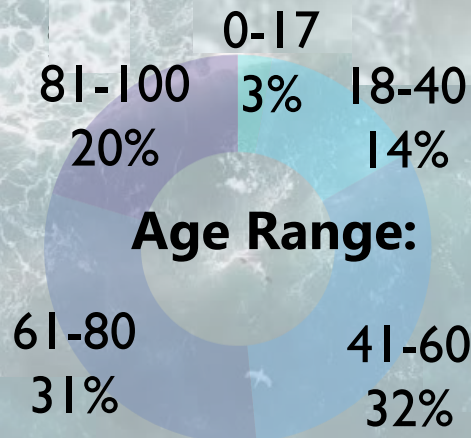
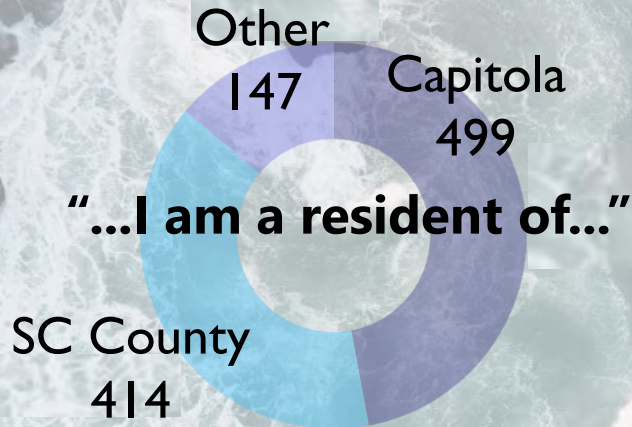


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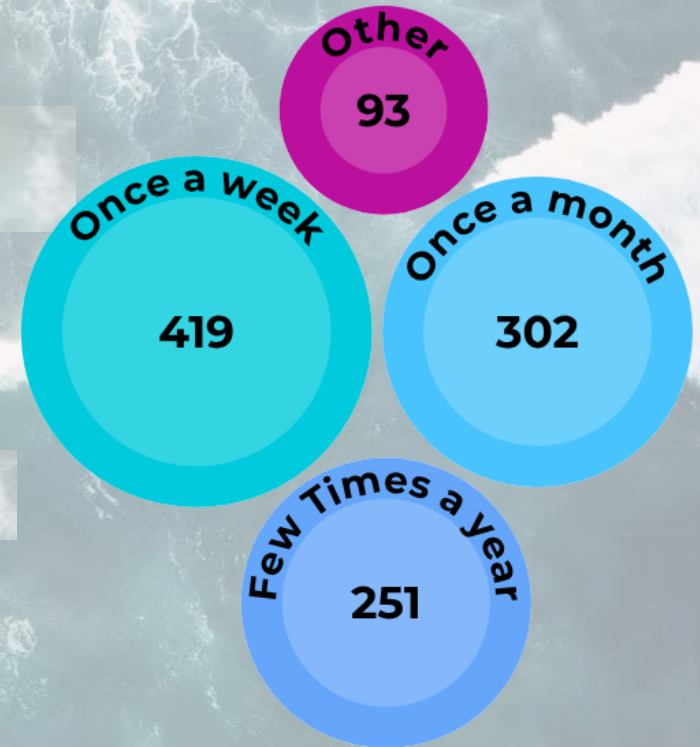
fuse 

**SURVEY
GENERAL
DEMOGRAPHIC
INFORMATION:**

**1067
Survey
Responses**

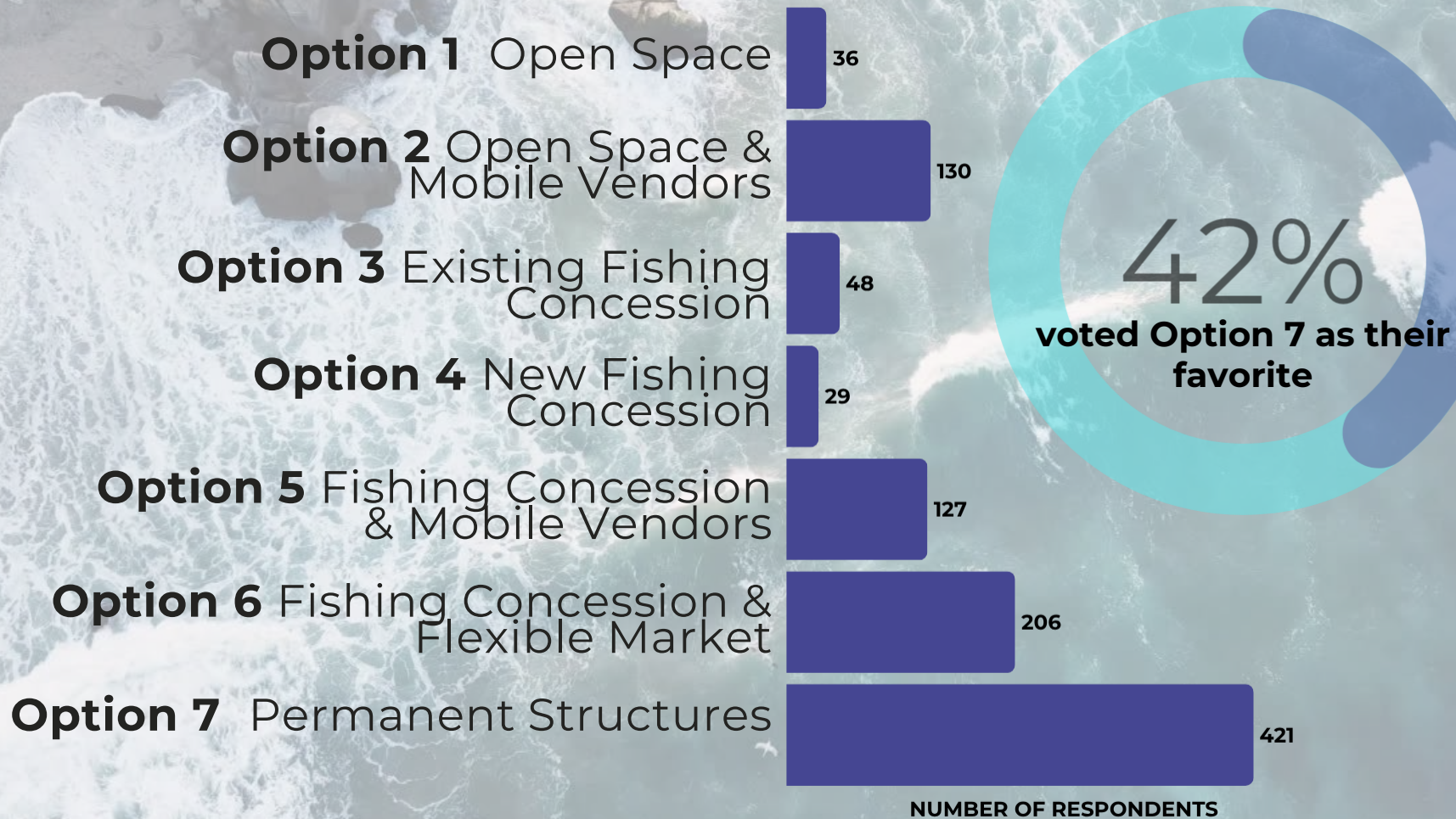


FREQUENCY OF VISITS



84.81%

Respondents visited Wharf since it reopened in 2024.



OPTION 06 | FISHING CONCESSION & FLEXIBLE MARKETSPACE

- A.** Fishing Concession & Enclosed Rental Boat Storage & Boat Repair
- B.** Flexible Open Air Market (1e: Fish Market, Food & Beverage)
- C.** New Stage (1) & New Wide Benches (2) & Planters (2)
- D.** Lifeguard Station With Marine Rescue Water Craft Storage (Jetski)
- E.** Additional Public Restroom
- F.** Keep Existing Benches (40), Picnic Tables (4), Viewing Stations (4), Fish Cleaning Station (1),
Bathrooms Near Entrance (3 Stall), Bike rack (10), Boat Hoist & Bouys

TOTAL ESTIMATE: 2.5M - 3.2M

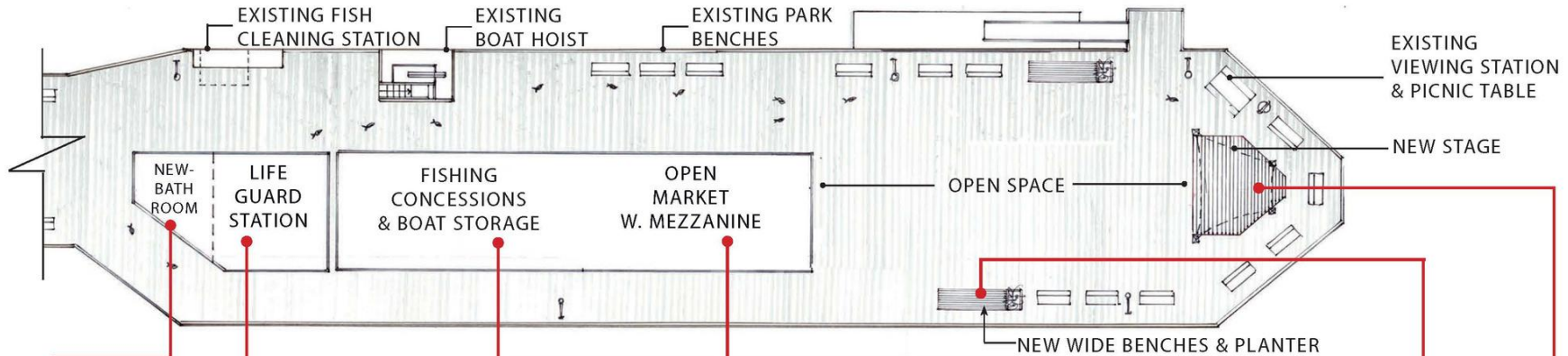
Enhanced Public Space / Park: (+/-) \$150k

Public Restroom: (+/-) \$600k

Marine Rescue Watercraft Storage (Jetski): (+/-) \$200k

Indoor Market Space / Food + Fish Concession: (+/-) 1.2m

Any Necessary Engineering: T.b.d.



PUBLIC
BATHROOM



LIFEGUARD
STATION



FLEXIBLE MARKET SPACE: FISHING CONCESSION / FOOD & BEVERAGE SERVICES

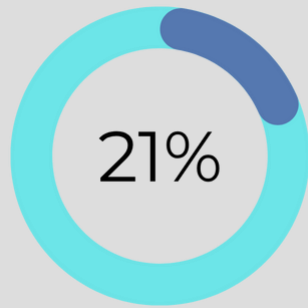


WIDE
BENCHES



STAGE

Option 6 Fishing Concession & Flexible Market Space



Favorite

Why favorite?

1. Use of Space
2. The Layout
3. Reminiscent of Past

Favorite Features:

1. Flexible Market Space
2. Structure Away from Railing
3. Additional Bathroom

Disliked Features:

1. Cost
2. Bait Shop too big
3. Stage

Suggest Additions:

1. Stage on Roof Only
2. More Benches / Tables / Shade
3. Area to Cut Bait / Messy

Desired Market Vendors:

1. Coffee Bakery
2. Cocktails / Beer / Wine
3. Picnic Foods

OPTION 07 | PERMANENT STRUCTURE

- A.** Fishing Concession & Enlosed Rental Boat Storage & Boat Repair, Mooring Buoys, Dingy Service & Boat Hoist
- B.** Full Restaurant
- C.** Lifeguard Station With Marine Rescue Water Craft Storage (Jetski)
- D.** New Stage (1)
- E.** Additional Public Restroom
- F.** Keep Existing Benches (40), Picnic Tables (4), Viewing Stations (4) , Fish Cleaning Station (1), Bathrooms Near Entrance (3 Stall) & Bike rack (10), Boat Hoist (1) & Bouys

TOTAL ESTIMATE: 5.5M - 6.2M

Enhanced Public Space / Park: (+/-) \$250k

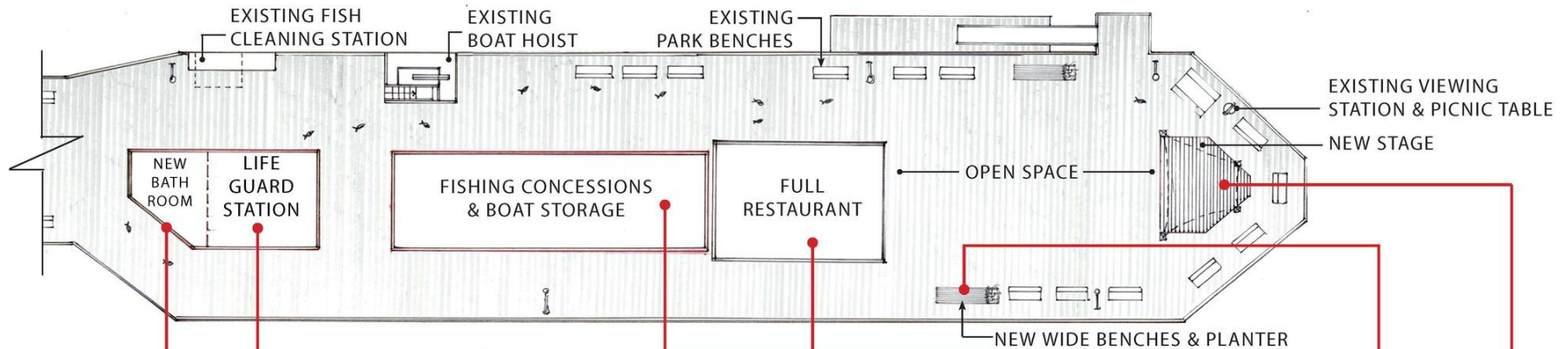
Public Restroom: (+/-) \$600k

Marine Rescue Watercraft Storage (Jetski): (+/-) \$200k

Permanent Boat Storage & Fishing Concession: (+/-) \$1.2k

Permanent Restaurant: (+/-) \$3.3m

Any Necessary Engineering: T.b.d.



PUBLIC BATHROOM



LIFEGUARD STATION



ENCLOSED RENTAL BOAT STORAGE



FULL RESTAURANT

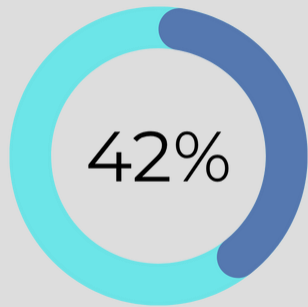


PLANTERS & BENCHES



STAGE

Option 7 - Permanent Structures:



Favorite

Why favorite?

1. Use of Space
2. Reminiscent of Past
3. The Layout

Favorite Features

1. Restaurant
2. Structure Away from Railing
3. Additional Bathroom

Suggested Additions:

- Shade structures / Seating
- Roof Top Stage / Dancing
- Living Roof on Structure

Disliked Features:

1. The Stage
2. The Planters
3. Electric Bathrooms

62% ...Of respondents would support a two-story structure on wharf.

- 37% would only support if it was a rooftop deck

SURVEY

Key Takeaways

1. **Survey was taken by over 1,000 people**

Representation of all age groups, except under 18 (2.9%).

Majority from Capitola (499) or Santa Cruz County (419).

2. **Significant support for permanent structures**

(Option 6 / 21% + Option 7 / 42% = 627 votes / 63% overall):

Permanent year-round structures for Flexible Market Space (Option 6) or Restaurant (Option 7); both with fishing.

Costs difference due to structure type and a restaurant with full kitchen being included in Option 7.

SURVEY

Key Takeaways

3. Some support for Mobile Vending

(Options 2 / 13% + Option 05 / 13% = 260 votes / 26% overall):

If incorporated, recommend light weight mobile vendors associated with main marketplace / restaurant.

Do not recommend food trucks due to weight limitations and impacts to brick-and-mortar businesses in Village.

4. Least popular option was Option 4 (29 votes / 3% overall):

Option 4: Replace the existing fishing concession with a new enclosed fishing concession

SURVEY

Key Takeaways

4. Feedback on specific features

Overall Support for bathroom, fishing concession, lifeguard station for personal rescue watercraft vehicles, and shade structures.

Mix of opinions related to the stage, planters, and enclosed boat area.

SURVEY

Key Takeaways

5. Biggest concerns : Cost & more frequent, destructive storms.

Costs:

Options 1 – 5 may potentially be paid for through grant money, donations, or general fund money.

Options 6 and 7 will likely require a public/private partnership.

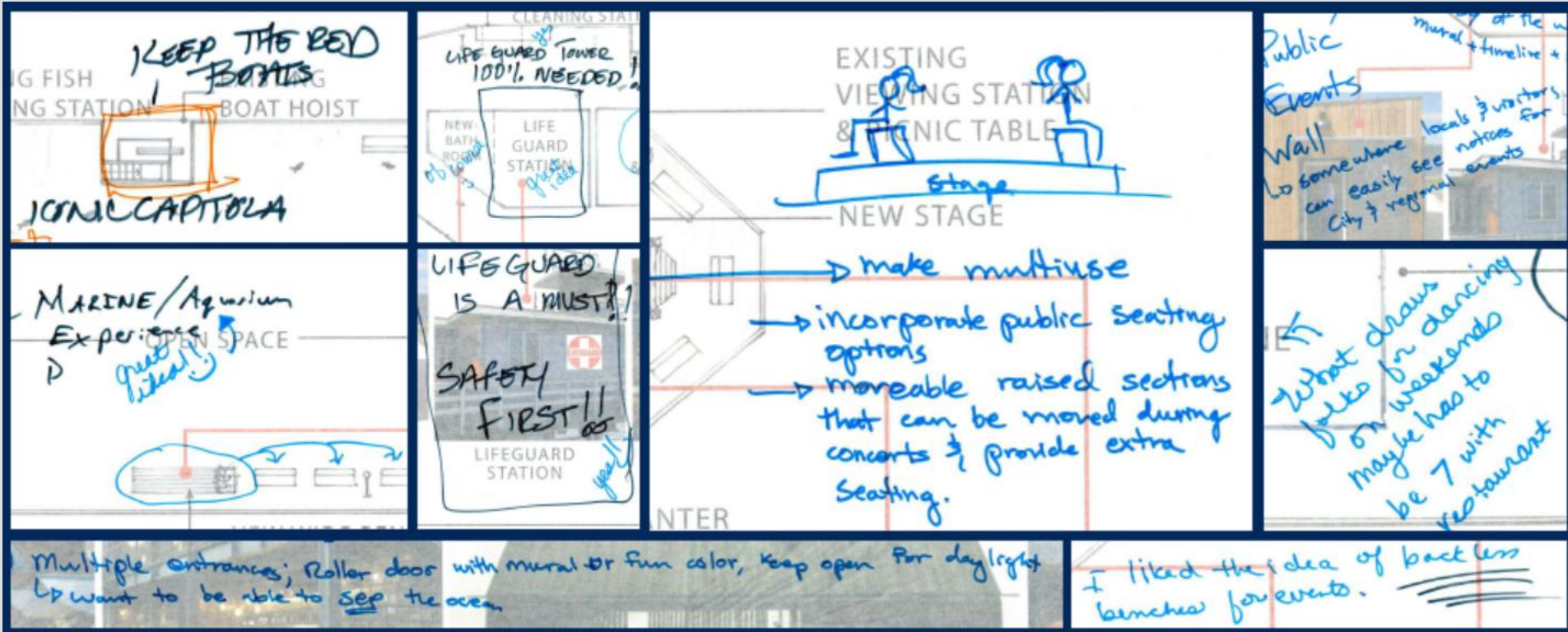
Structures & Storms:

Moffat and Nicholl, wharf engineer team, will design for storm mitigation to greatest extent possible.

COMMUNITY MEETING

May 20, 2025

Open Discussions followed by hands-on sketch activity to suggest enhancements and highlight key features.



COMMUNITY MEETING

Key Takeaways

1. Community Meeting and Survey findings in alignment
2. Options 6 and Option 7 – Greatest support
3. Attendees Emphasized:
 - Balance function, character, and public benefit
 - Improve public access
 - Resilient infrastructure
 - Support local vendors
 - Preservation of Wharf's historic identity and fishing.
4. More in-depth design suggestions regarding tables, benches, murals, public art, history, architecture, etc.
5. Support for bathroom, fishing, and lifeguard station.



CAPITOLA WHARF MASTER PLAN **RECOMMENDATION**

Fuse Architecture recommends hybrid of Option 6 and 7

Wharf Master Plan:

- Economically feasible and flexible conceptual design.
- Flexible for potential public/private partnerships
- Program to align design with stated public intentions and investors' business interests.
- Structural integrity of the wharf - design & engineering
- Utilize for a future Request For Proposals (RFPs) to gauge private investor interest.

CAPITOLA WHARF MASTER PLAN

Next Steps:

Development of Final Wharf Master Plan

Includes: flexible site layout plan, description of uses and programmed area, conceptual massing and renderings, updated cost estimates, and overview of applicable permits and CEQA.

Presented to City Council in fall for adoption.

Wharf Master Plan is for future Request for Proposals

CAPITOLA WHARF MASTER PLAN

Recommendation: Direct staff to proceed with development of final Wharf Master Plan and return to Council in the fall for adoption and consideration of issuance of a Request for Proposals