

CAPITOLA WHARF

MASTER PLAN | CITY COUNCIL MEETING: 01
SURVEY RESULTS & DATA ANALYSIS



+ **fuse** 

INTRODUCTIONS:

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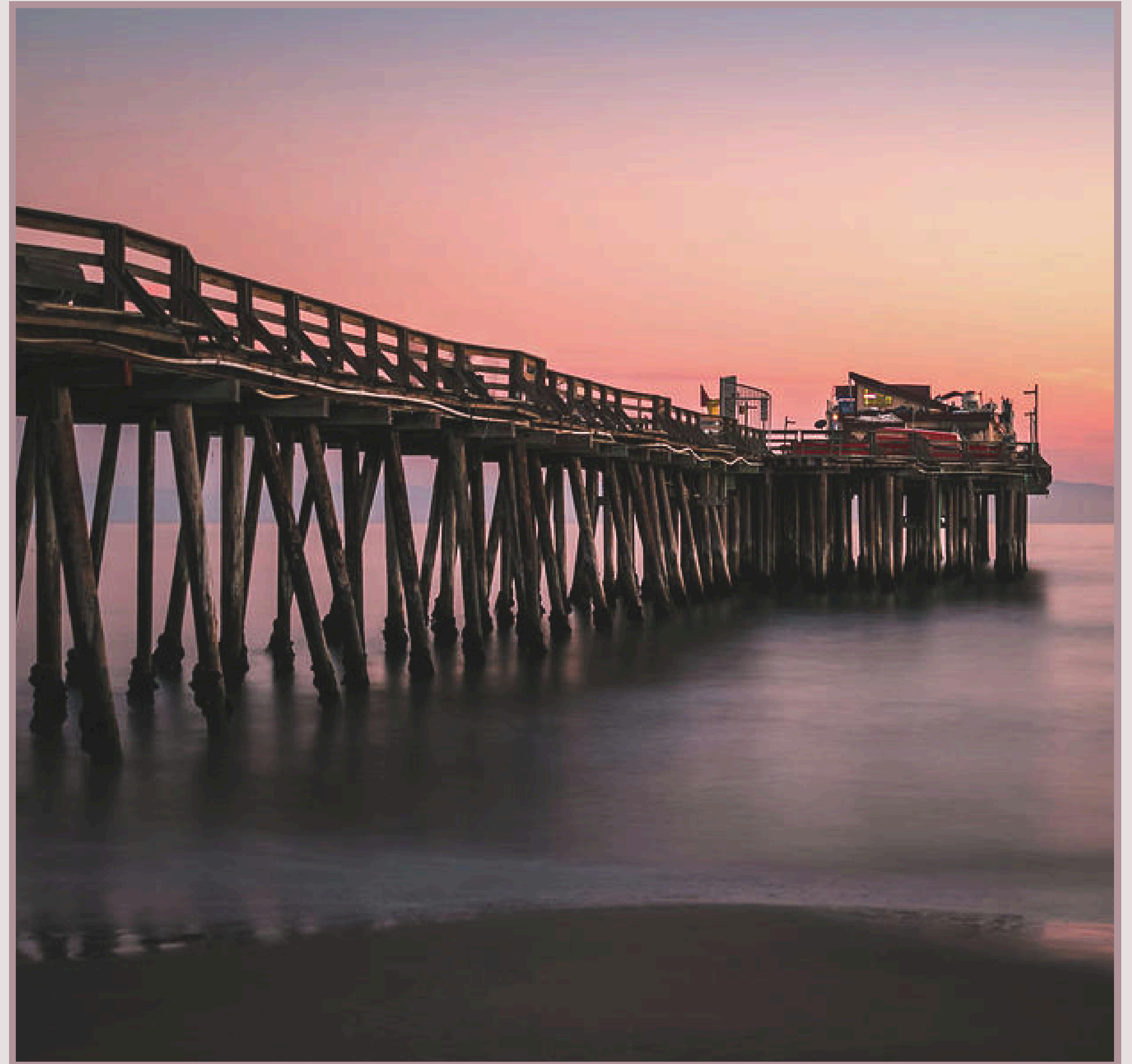
Jessica Kahn

Kailash Mozumder

Robin Woodman

&

Capitola City Council



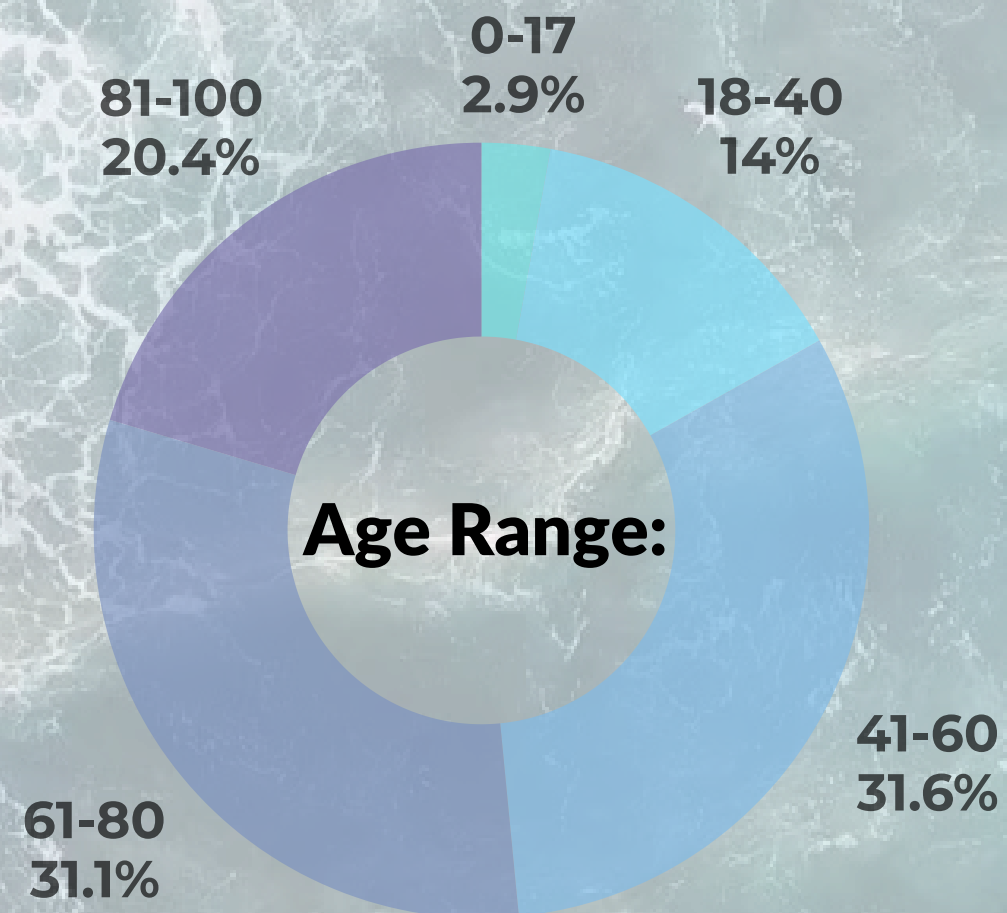
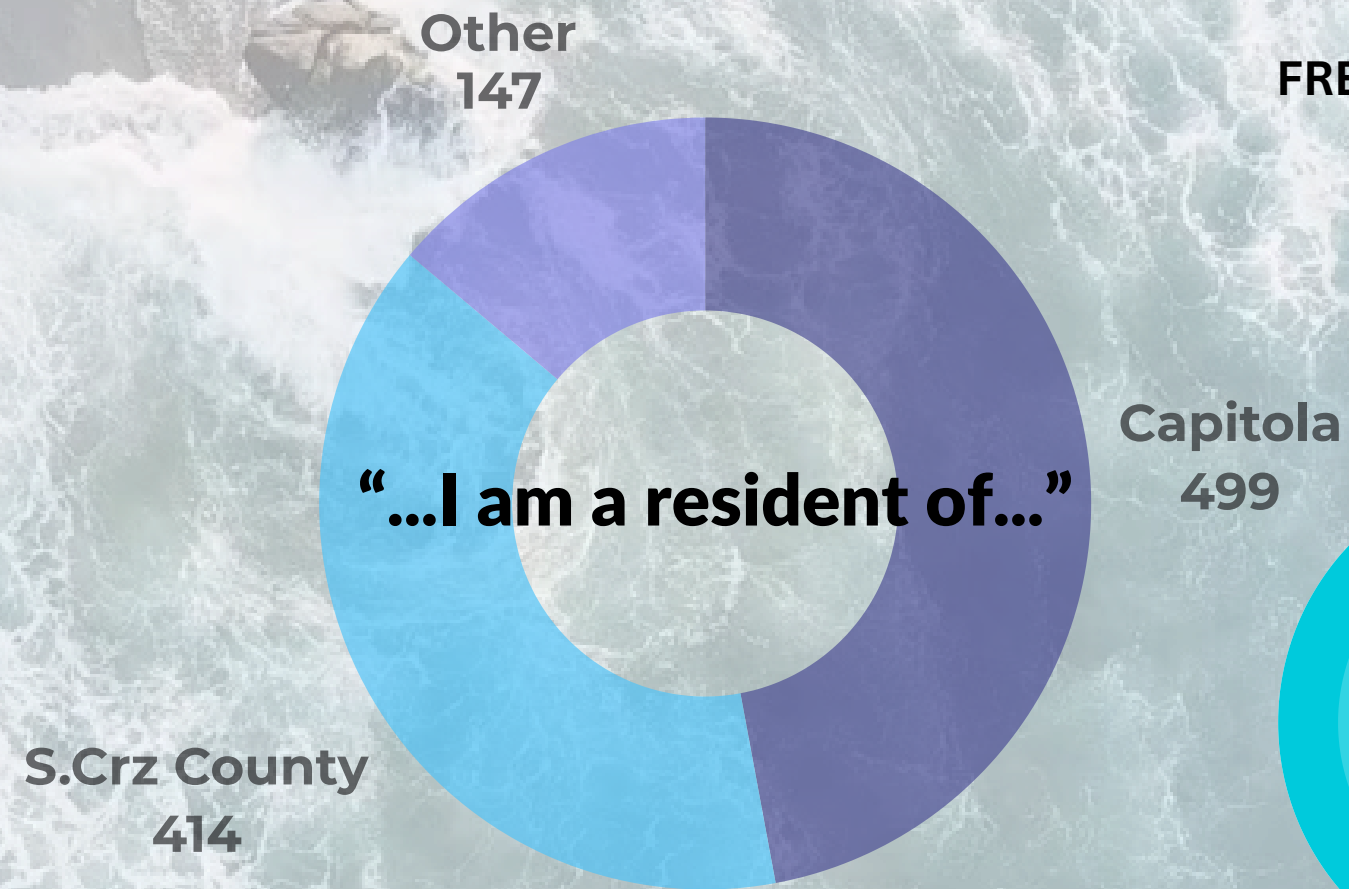
SURVEY GENERAL DEMOGRAPHIC INFORMATION:



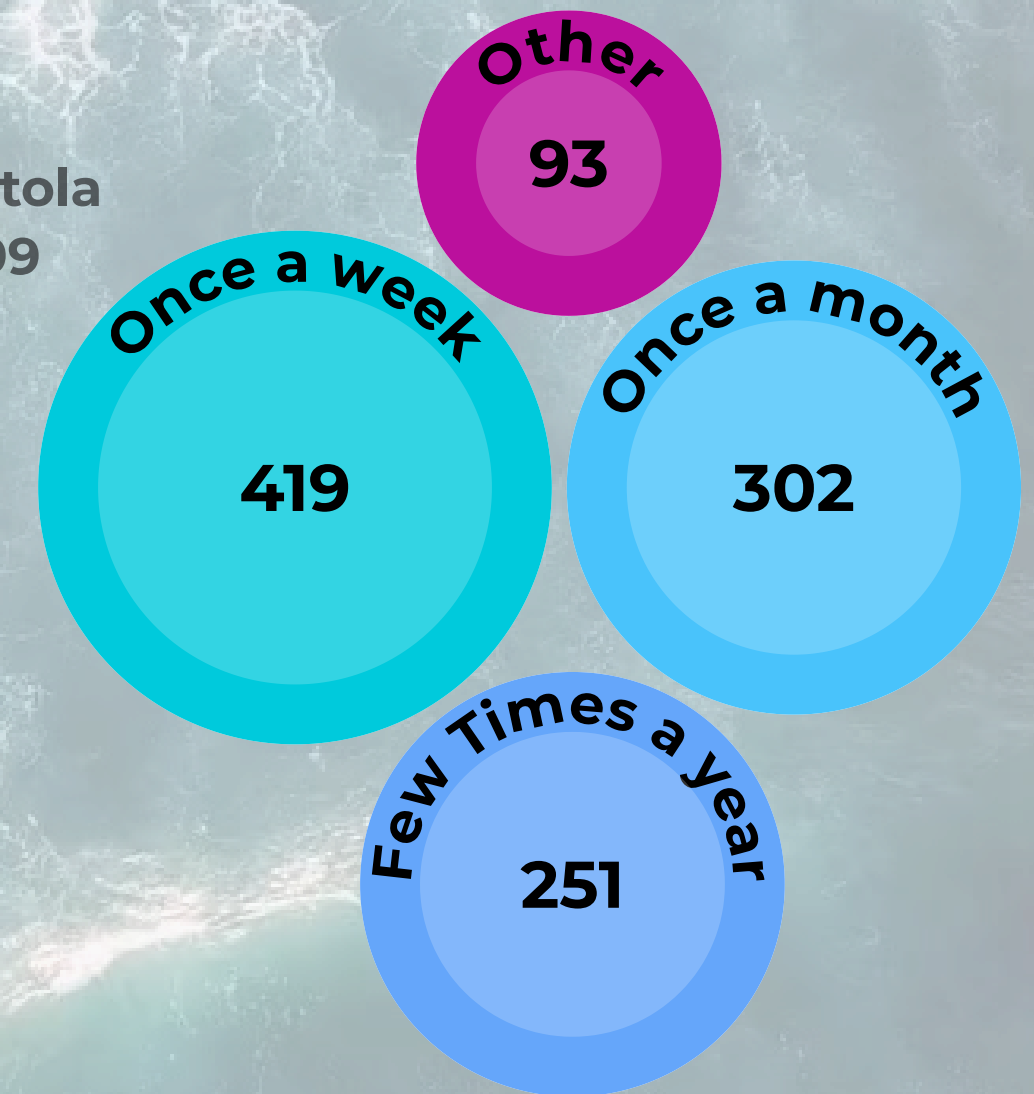
+ **fuse** 

1067 Survey Responses

Total number of respondents
gathered over 31 days during the
month of May 2025



FREQUENCY OF WHARF VISITS



84.81%

899 (84.81%) Respondents claim
to have visited the Capitola
Wharf since it reopened in 2024.

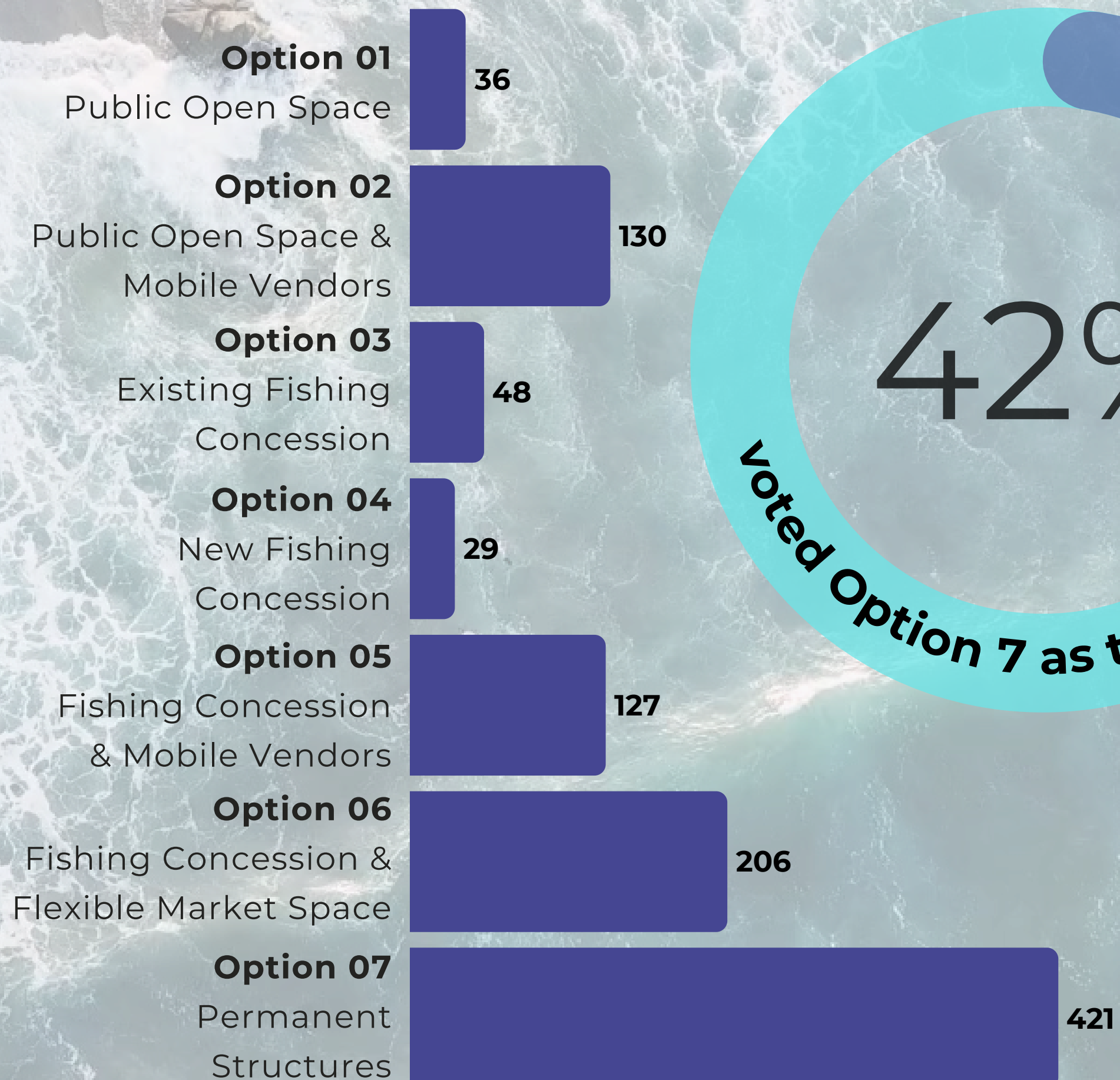
SURVEY OVERALL RESULTS:



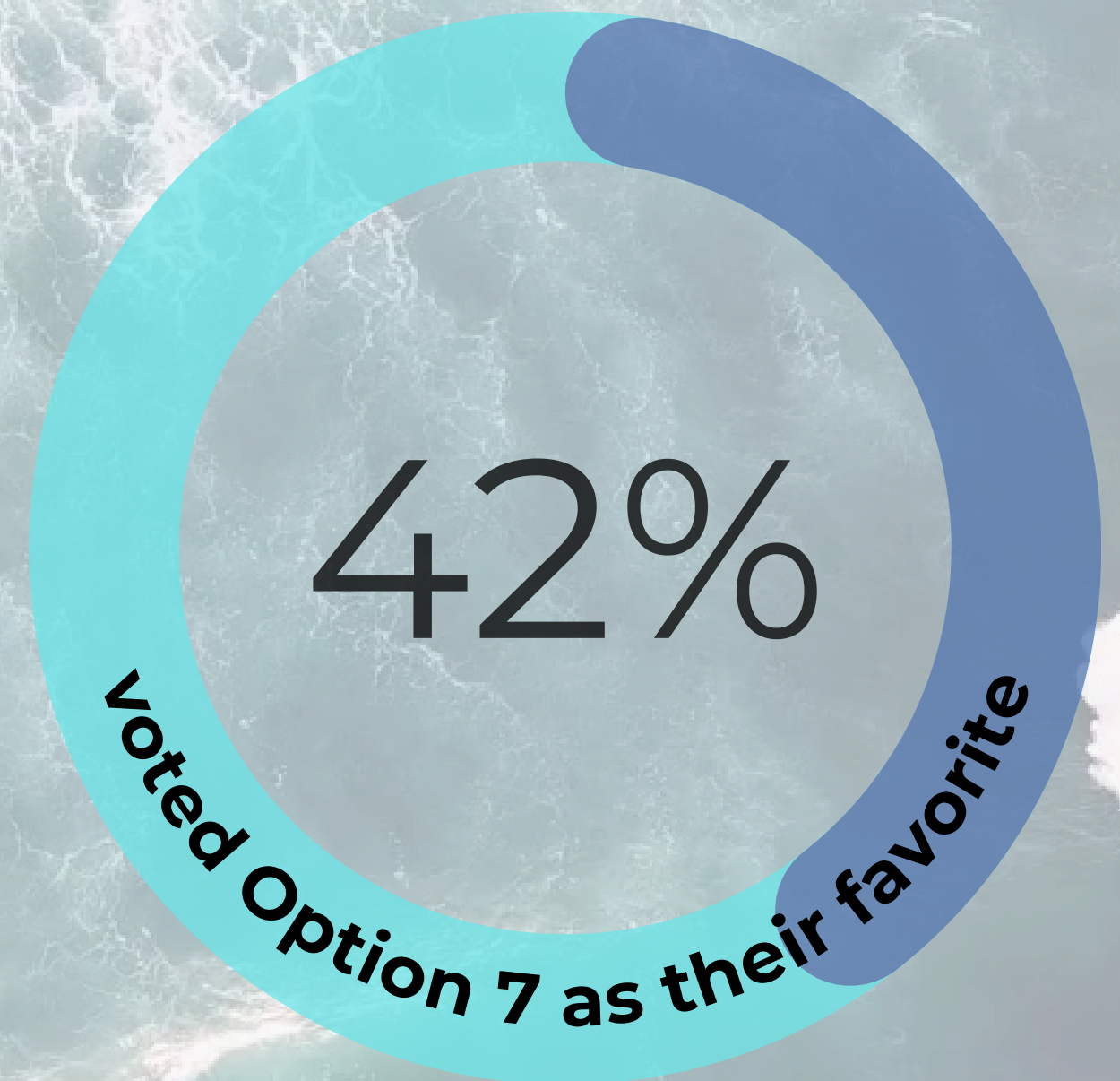
+ **fuse**

1067 Survey Responses

Total number of respondents
gathered over 31 days during the
month of May 2025



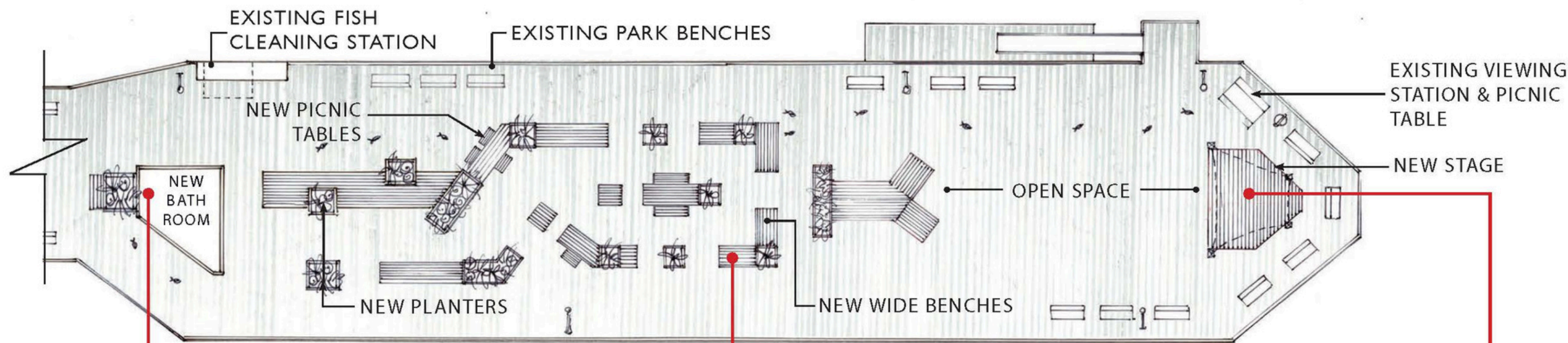
NUMBER OF RESPONDENTS



OPTION 01 | OPEN SPACE

- A. Wharf With All Areas Open To The Public. No Leased Space.
- B. Public Gathering Infrastructure Including: Benches (13) / Planters (14) / New Stage (1) / Three Picnic Tables (3)
- C. Additional Public Bathroom
- D. Remove Existing Boat Hoist, Rental Boats & Fishing Concession Building
- E. Keep Existing Park Benches (40), Picnic Tables (4), Viewing Stations (4)
Fish Cleaning Station (1), Bathroom near entrance (3) & Bike Racks (10)

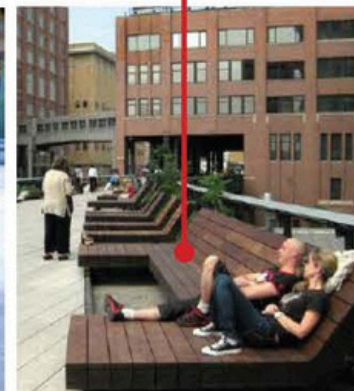
TOTAL ESTIMATE: 950K - 1.1M
Demolish Hoist: (+/-) \$60k
Enhanced Public Space / Park: (+/-) \$450k
Public Restroom: (+/-) \$600k
Any Necessary Engineering: T.b.d.



PUBLIC BATHROOMS



WIDE BENCHES & PLANTERS



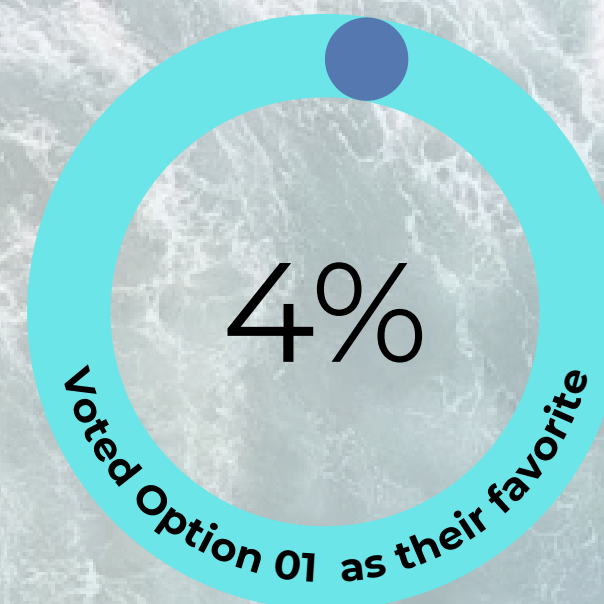
STAGE

Option 01 Survey Results

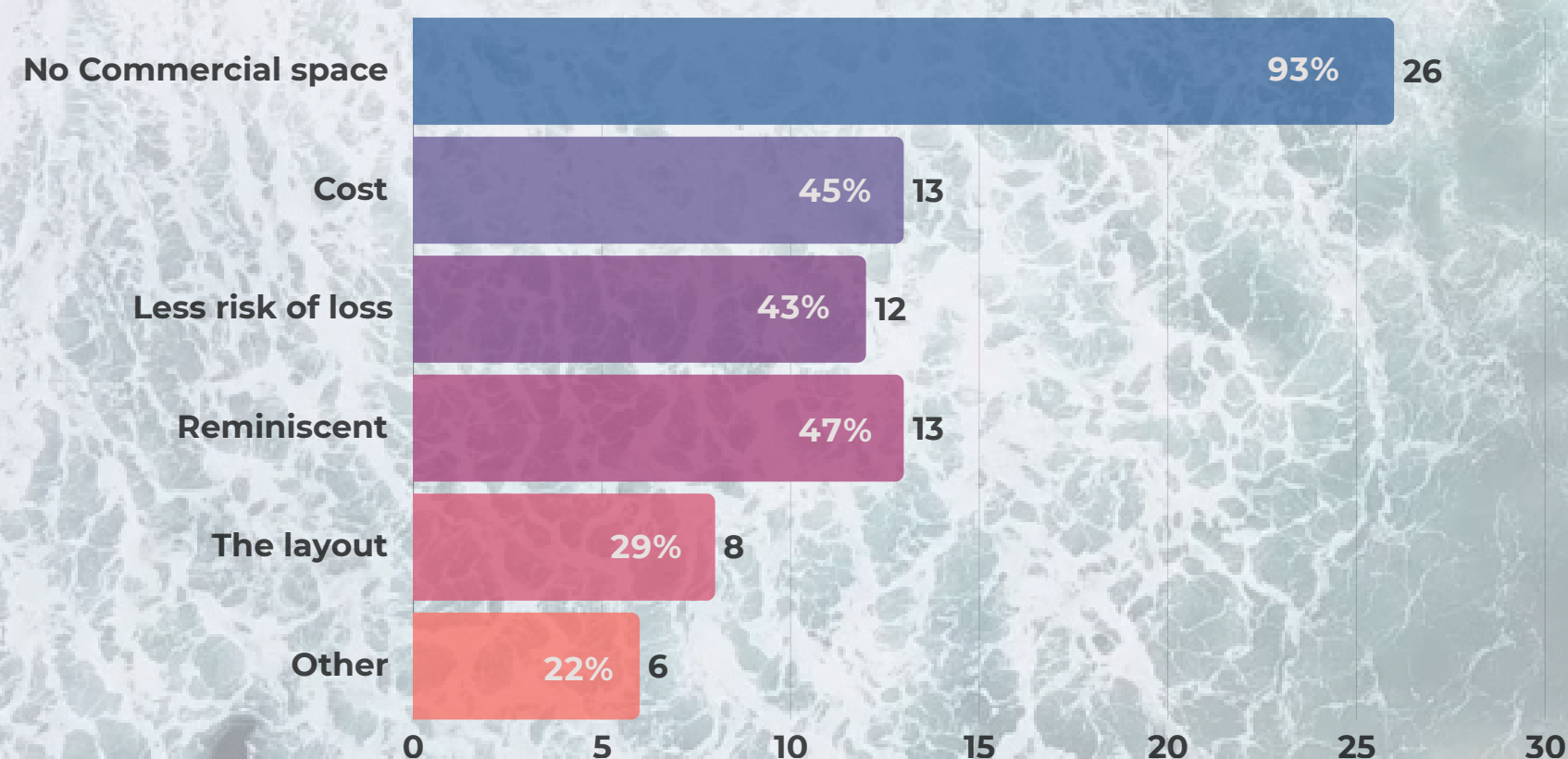
Option 01 / Public Open Space - Overall Tally:

36 TOTAL VOTES / 3.61%

...Out of 1067 total votes, 36 people chose Option 01 as their favorite option.



Why is this your favorite?



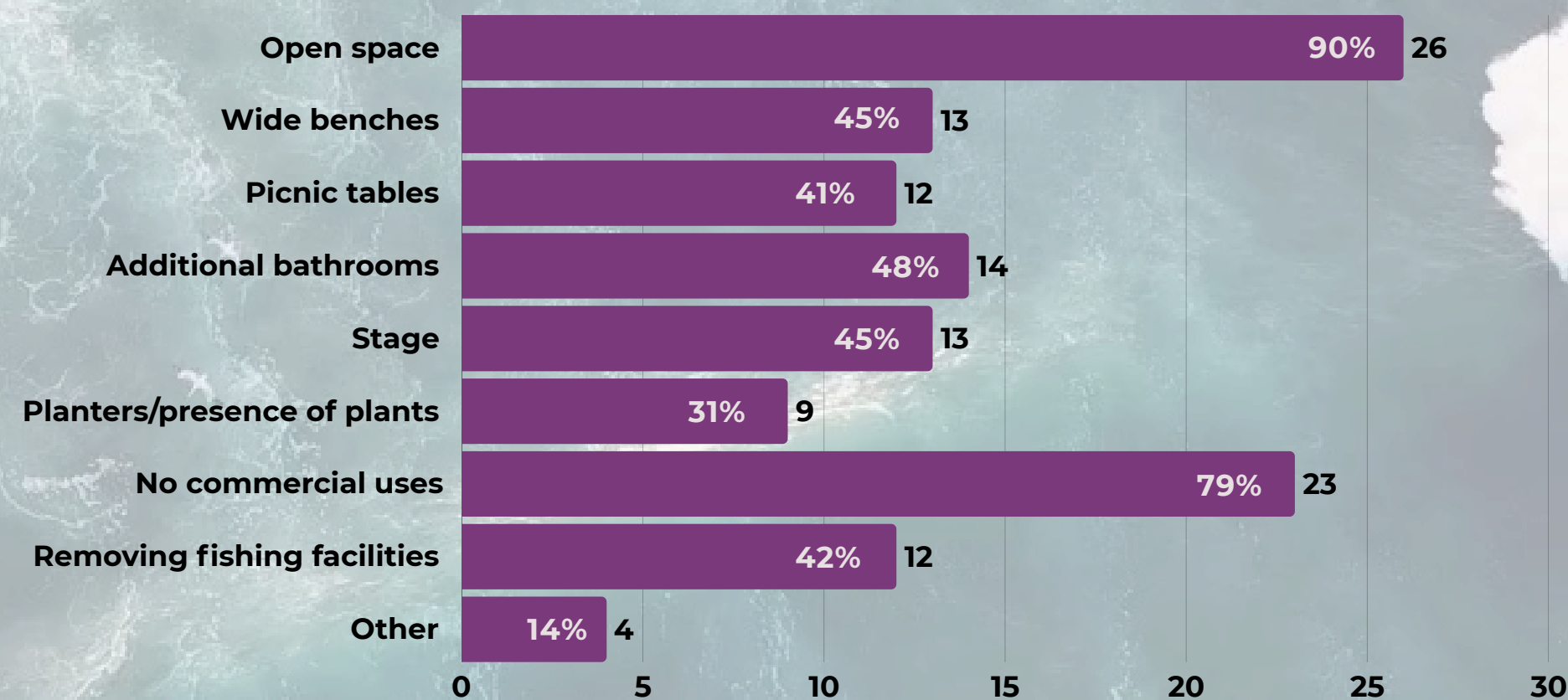
Suggested Additions:

- Shade structure
- Lifeguard station
- Seasonal Lighting

71.43%

...Of respondents would support keeping the hoist and adding a Marine Rescue Watercraft Storage area

Favorite Features



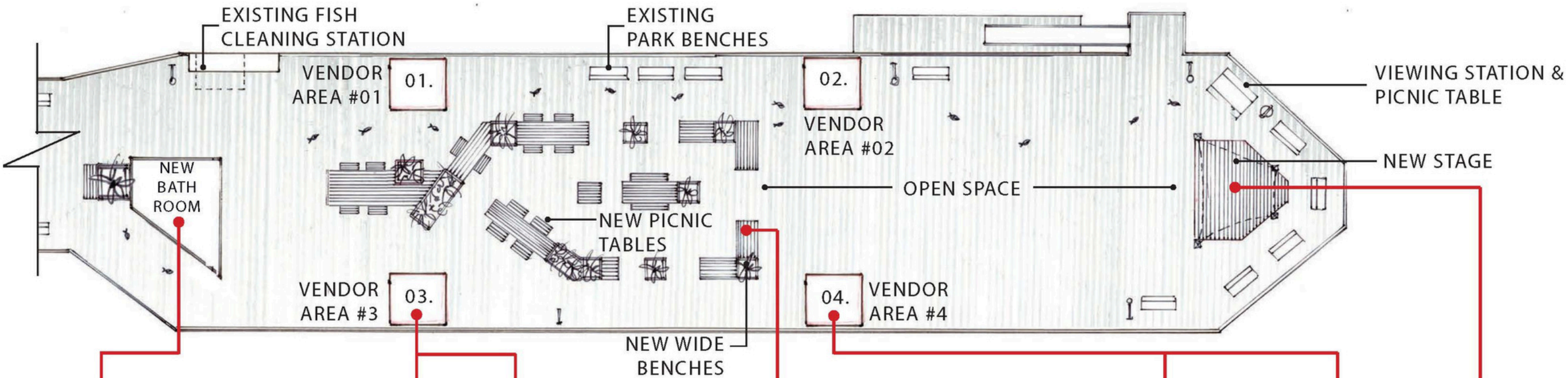
Most Disliked Feature:

- The Stage
- The Presence of Plants
- Any new benches

OPTION 02 | OPEN SPACE & MOBILE VENDORS

- A.** Up To Four (4) Mobile Vendors For Variety Of Uses
(Examples: Food/Drink/Mobile Shop/Rental - Kayaks, Paddle Boards, Etc.)
- B.** Public Infrastructure: New Wide Benches (5) / New Picnic Tables (5) / New Stage (1)
- C.** Additional Public Restroom
- D.** Remove Existing Boat Hoist / Mooring Bouys & Fishing Concession Building
- E.** Keep Existing Park Benches (40), Picnic Tables (4), Viewing Stations (4)
Fish Cleaning Station (1), Bathroom near entrance (3) & Bike Racks (10)

TOTAL ESTIMATE: 1.5M - 1.6M
Demolish Hoist: (+/-) \$60k
Enhanced Public Space / Park: (+/-) \$450k
Public Restroom: (+/-) \$600k
Mobile Vendors: (+/-) \$120k / Each (\$480k total)
Any Necessary Engineering: T.b.d.



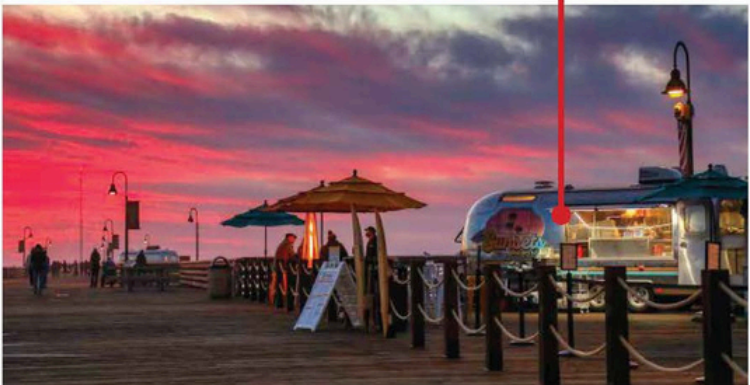
PUBLIC BATHROOM



MOBILE SURF / KAYAKS RENTALS



WIDE BENCHES & PLANTERS



MOBILE VENDORS



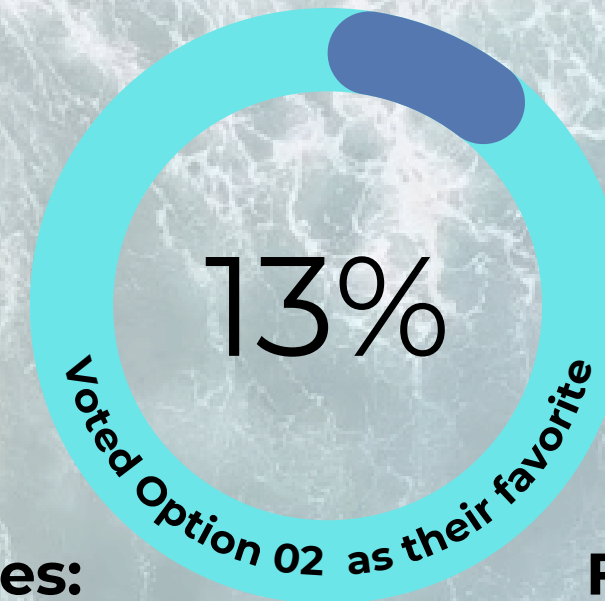
STAGE

Option 02 Survey Results

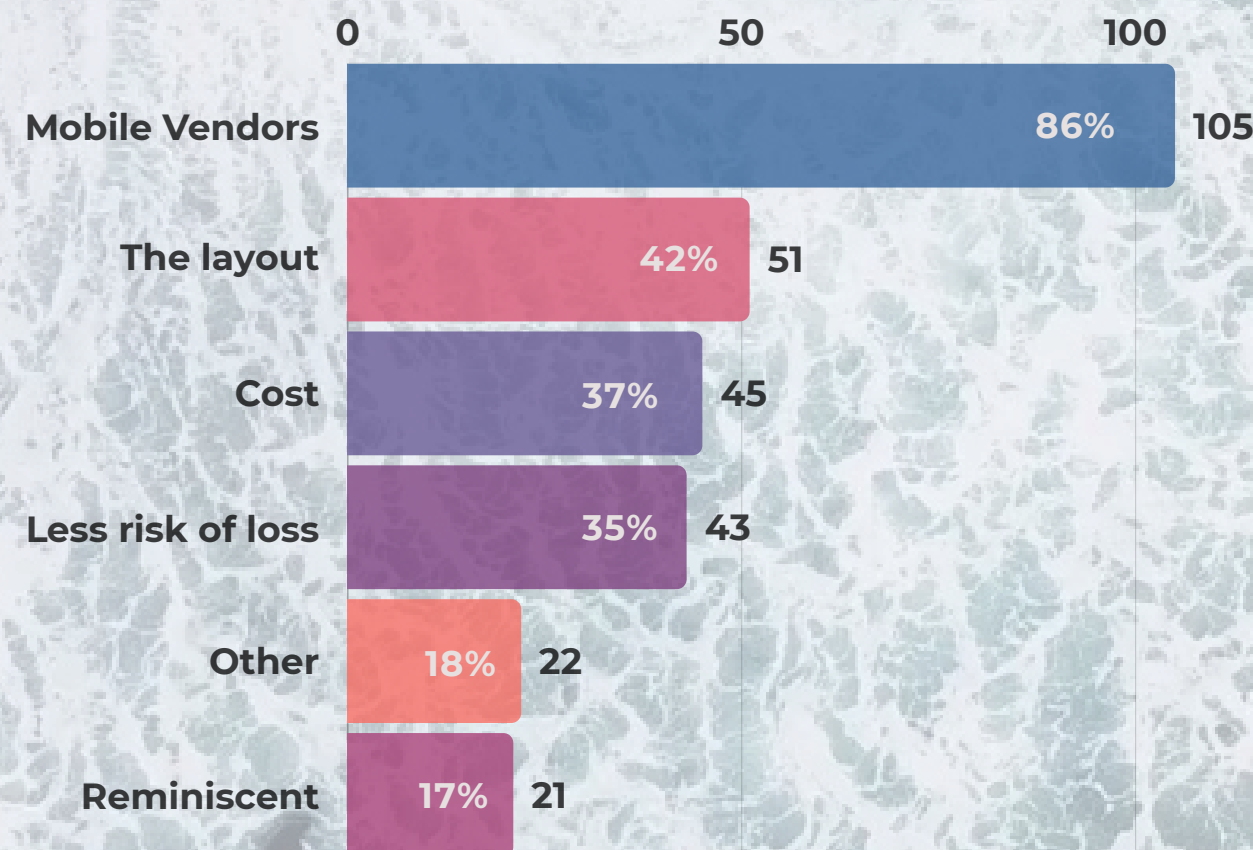
Option 02 / Open Space & Mobile Vendors - Overall Tally:

130 TOTAL VOTES / 13.04%

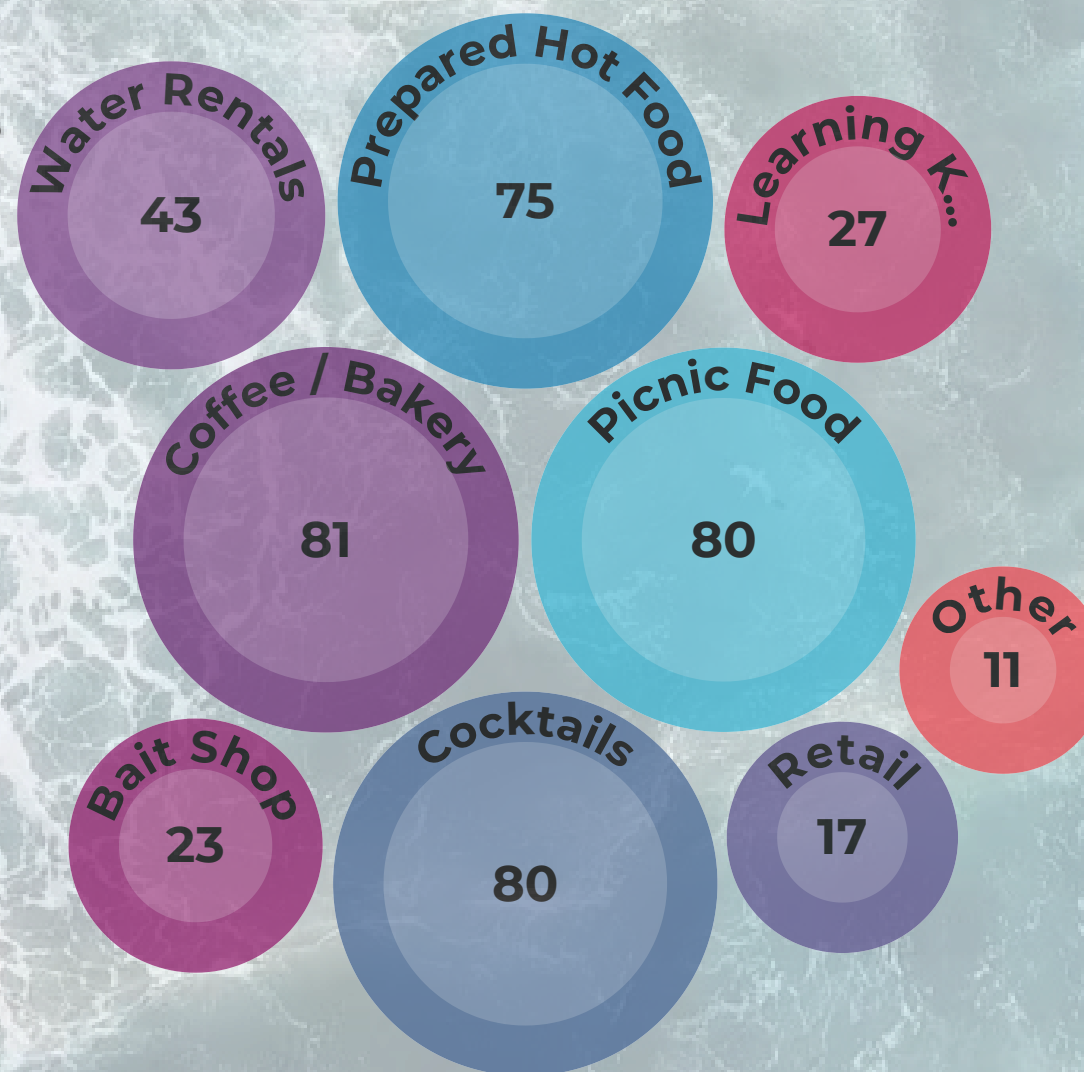
...Out of 1067 total votes, 130 people chose Option 02 as their favorite option.



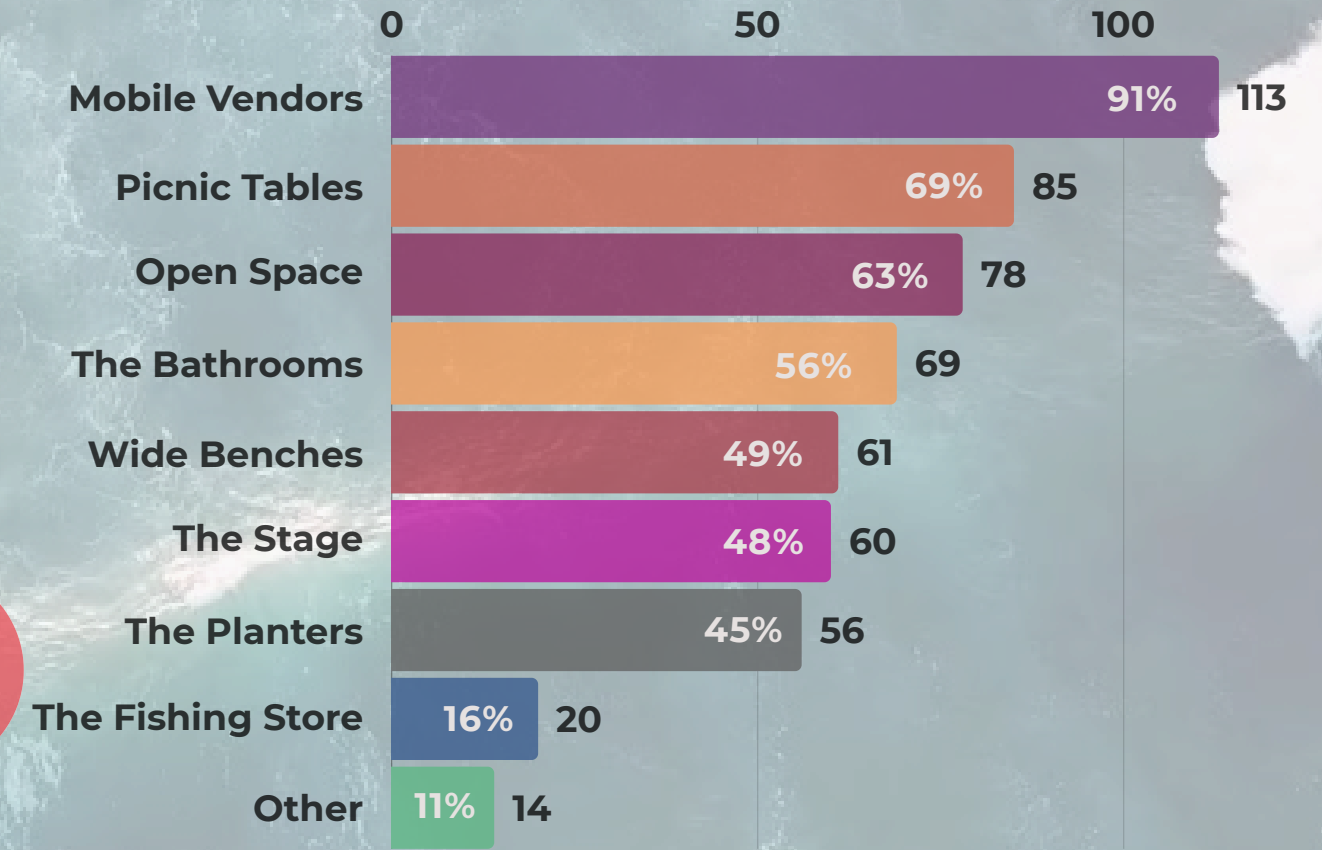
Why is this your favorite?



Desired Vendor Services:



Favorite Features



Suggested Additions:

- Shade structure
- Lifeguard station
- Seasonal Lighting

79.67%

...Of respondents would support keeping the hoist and adding a Marine Rescue Watercraft Storage area.

Most Disliked Feature:

- Any Fishing Services
- The Stage
- Any Plants

OPTION 03 | EXISTING FISHING CONCESSION

- A. Keep Existing Fixed Low-Cost Structure For Fishing Concession With Boat Rental / Uncovered Boat Storage & Repair Area / Mooring Buoys, Dingy Service And Hoist.
- B. Additional Public Restroom
- C. Keep Existing Benches (40), Picnic Tables (4), Viewing Station (4), Fish Cleaning Station (1), Bathrooms Near the Entrance (3), Bikeracks (10) & Boat Hoist (1)

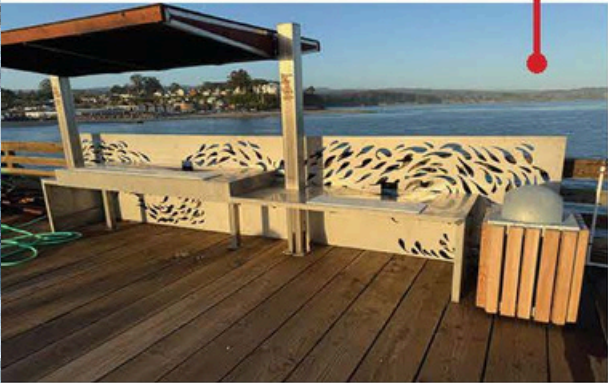
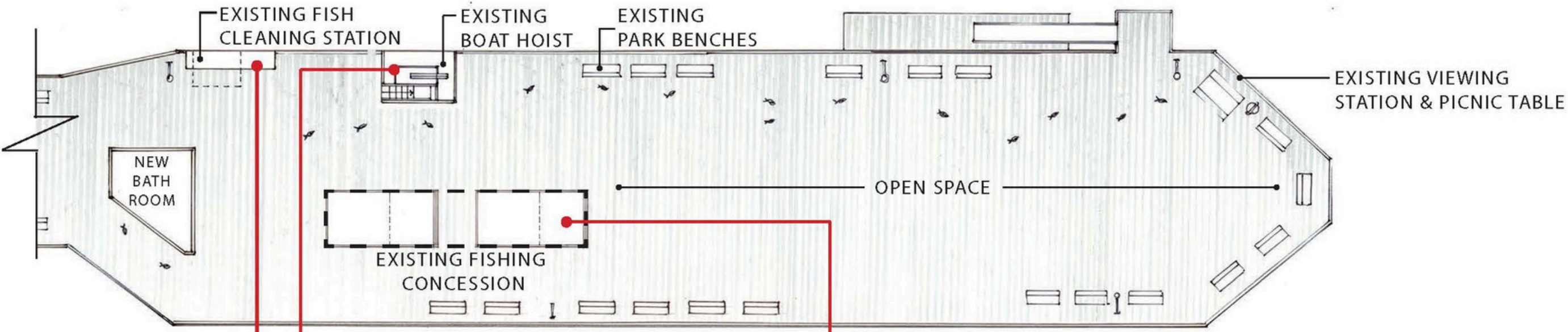
*** Option 03 | Please Note: ***

Wharf Is Shown As It Is Today With A Fishing Concession & No Other Leased Space, A Public Bathroom Is Added

TOTAL ESTIMATE: (+/-) \$600k

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

Any Necessary Engineering: T.b.d.



FISH CLEANING STATION
(SHOWN IN PROGRESS)



BOAT HOIST



FISHING CONCESSION



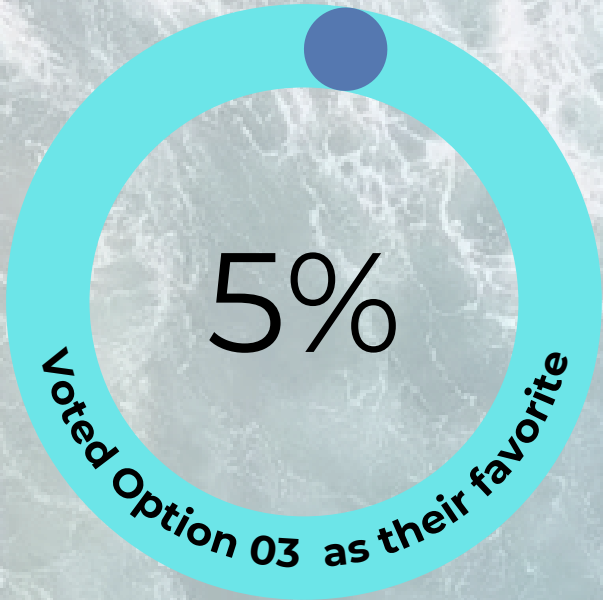
RENTAL BOAT STORAGE

Option 03 Survey Results

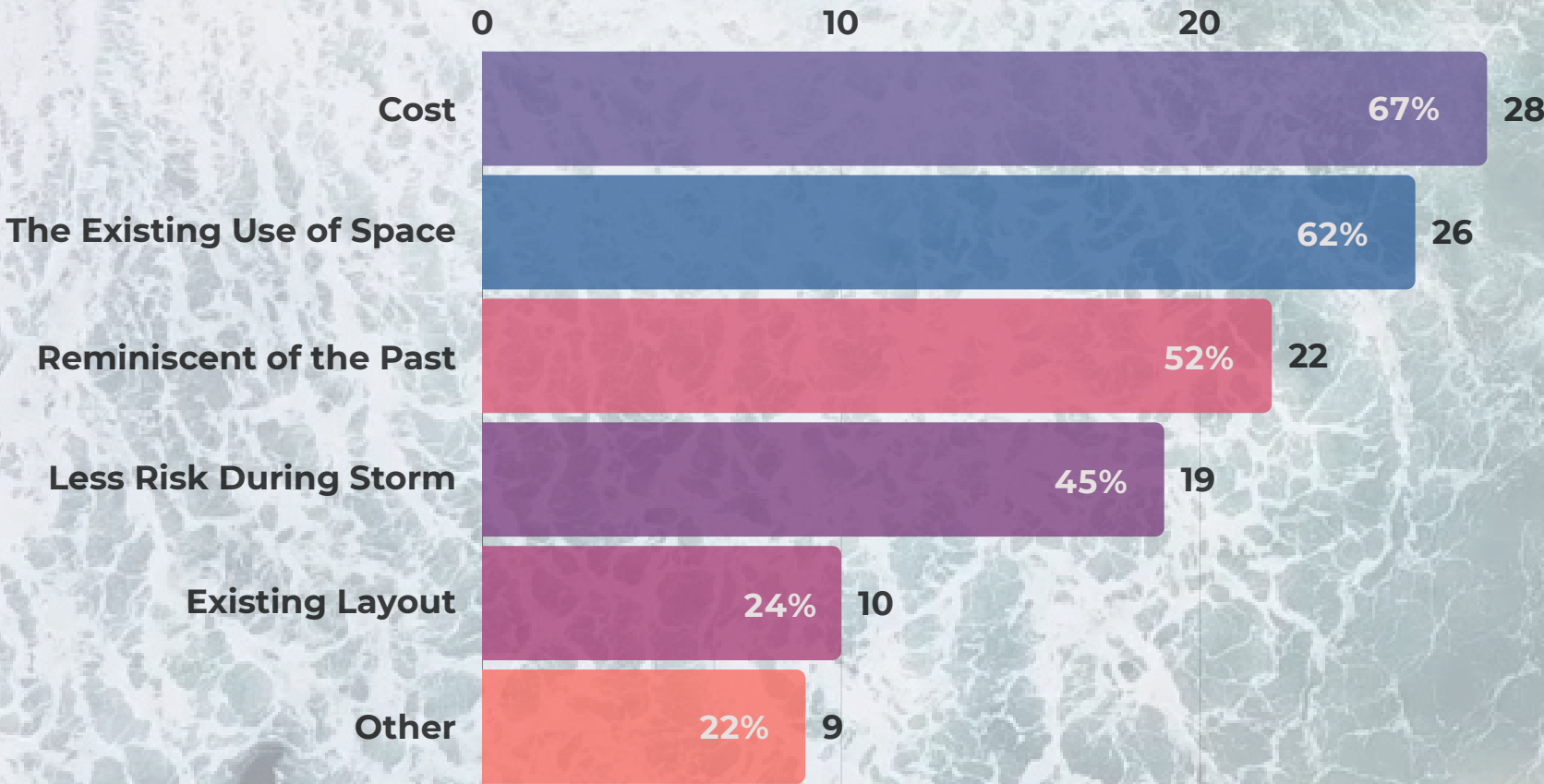
Option 03 - Existing Fishing Concession / Overall Tally:

48 TOTAL VOTES / 4.81%

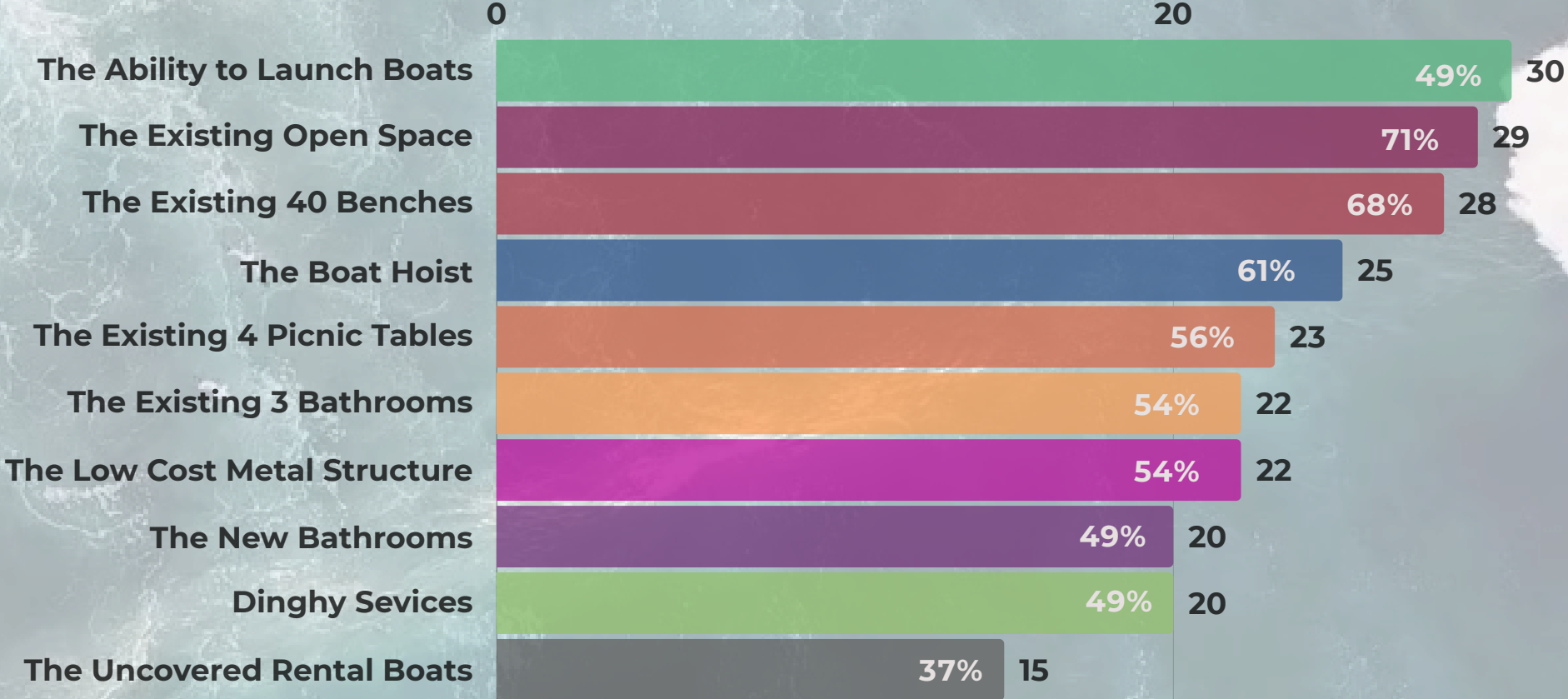
...Out of 1067 total votes, 48 people chose Option 03 as their favorite option.



Why is this your favorite?



Favorite Features



Suggested Additions:

- Shade structure
- Additional Benches
- Additional Picnic Tables

75.0%

...Of respondents would support adding a Marine Rescue Watercraft Storage area / Lifeguard Station

Most Disliked Feature:

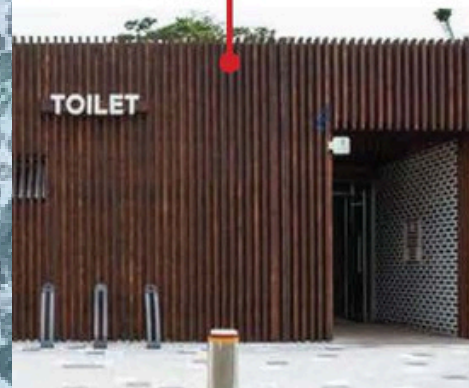
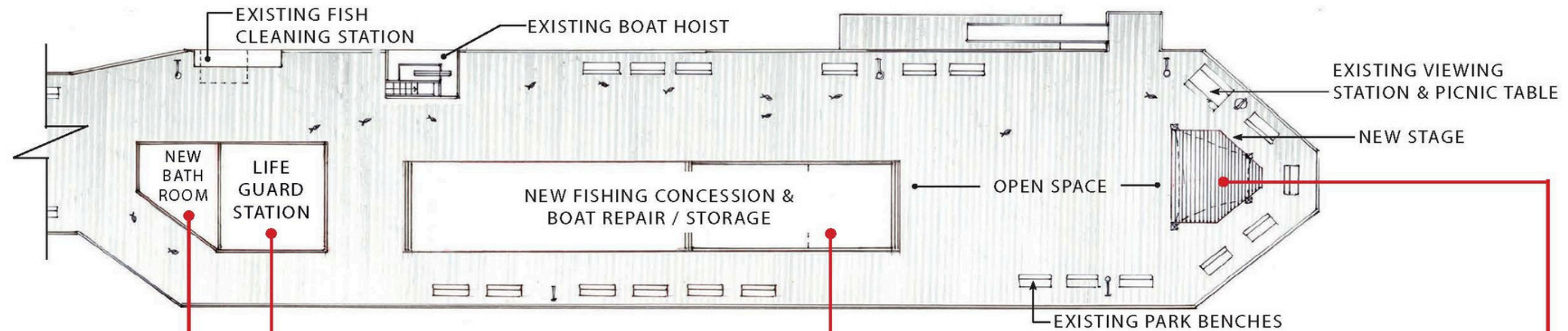
- The Bathroom
- The Stage
- Launching Private Boats

OPTION 04 | NEW FISHING CONCESSION

- A. New Larger Enclosed Fishing Concession With Enclosed Boat Storage And Boat Repair
- B. New Stage (1)
- C. Fixed Lifeguard Station With Marine Rescue Water Craft Storage (Jetski).
- D. Additional Public Restroom
- E. Keep Existing Park Benches (40), Picnic Tables (4), Viewing Stations (4) & Fish Cleaning Station (1), Bathroom near entrance (3), Bike Rack (10) & Boat Hoist (1) & Mooring Bouys

TOTAL ESTIMATE: 1.6M - 2.5M

Enhanced Public Space / Park: (+/-) \$150k
Public Restroom: (+/-) \$600k
Marine Rescue Watercraft Storage (Jetski): (+/-) \$200k
Fixed Boat Storage & Fishing Concession: (+/-) \$650k
Any Necessary Engineering: T.b.d.



PUBLIC BATHROOM



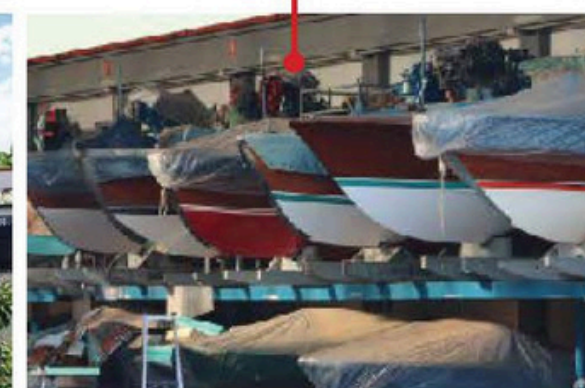
LIFEGUARD STATION



FIXED STRUCTURE / FISHING CONCESSION / REPAIR / STORAGE



ENCLOSED RENTAL BOAT STORAGE



STAGE

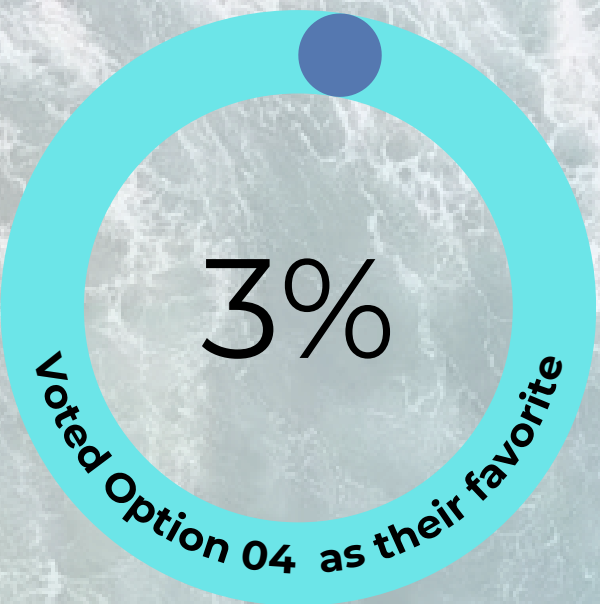


Option 04 Survey Results

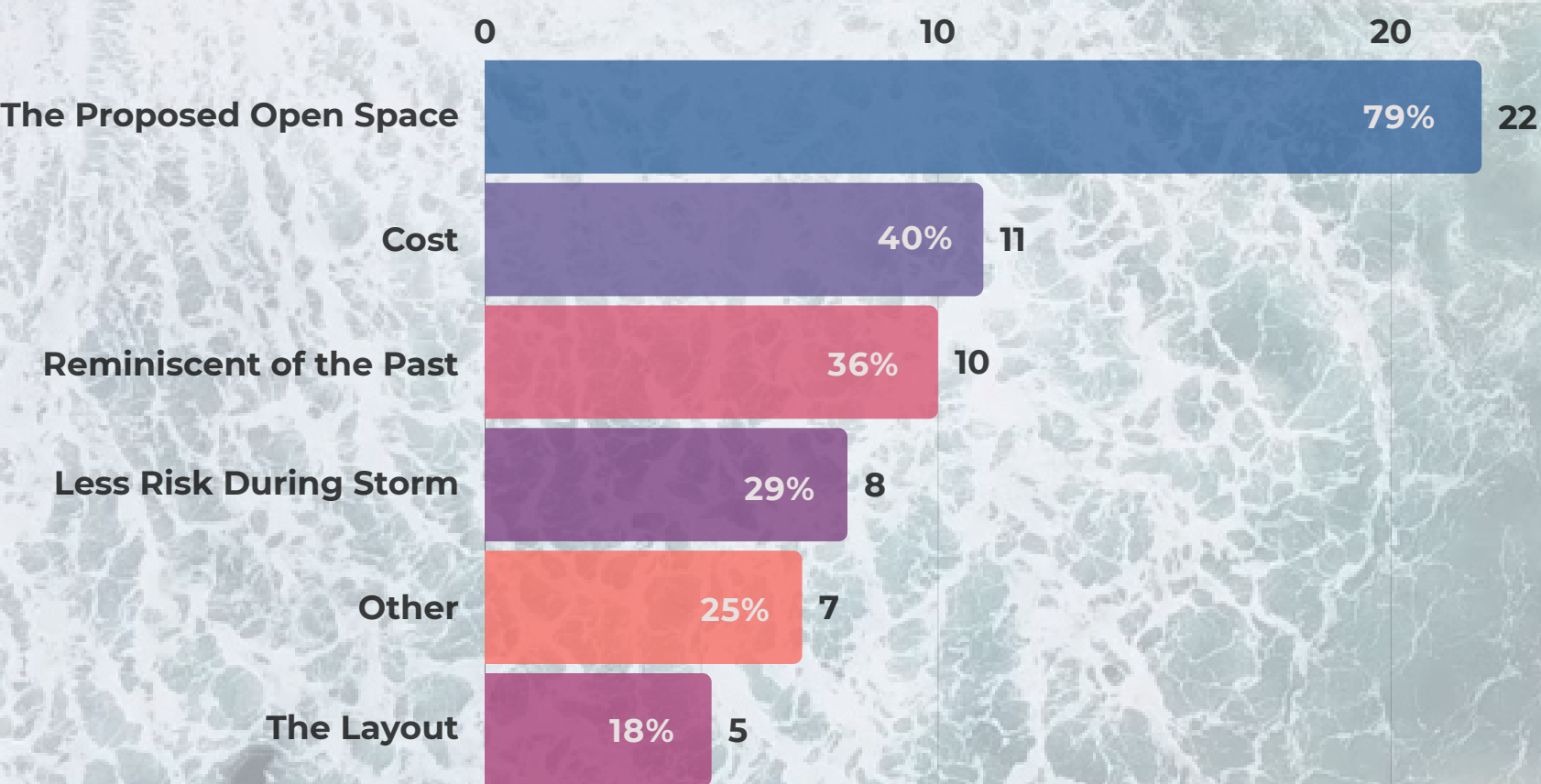
Option 04 / New Fishing Concession - Overall Tally:

29 TOTAL VOTES / 2.91%

...Out of 1067 total votes, 29 people chose Option 04 as their favorite option.



Why is this your favorite?



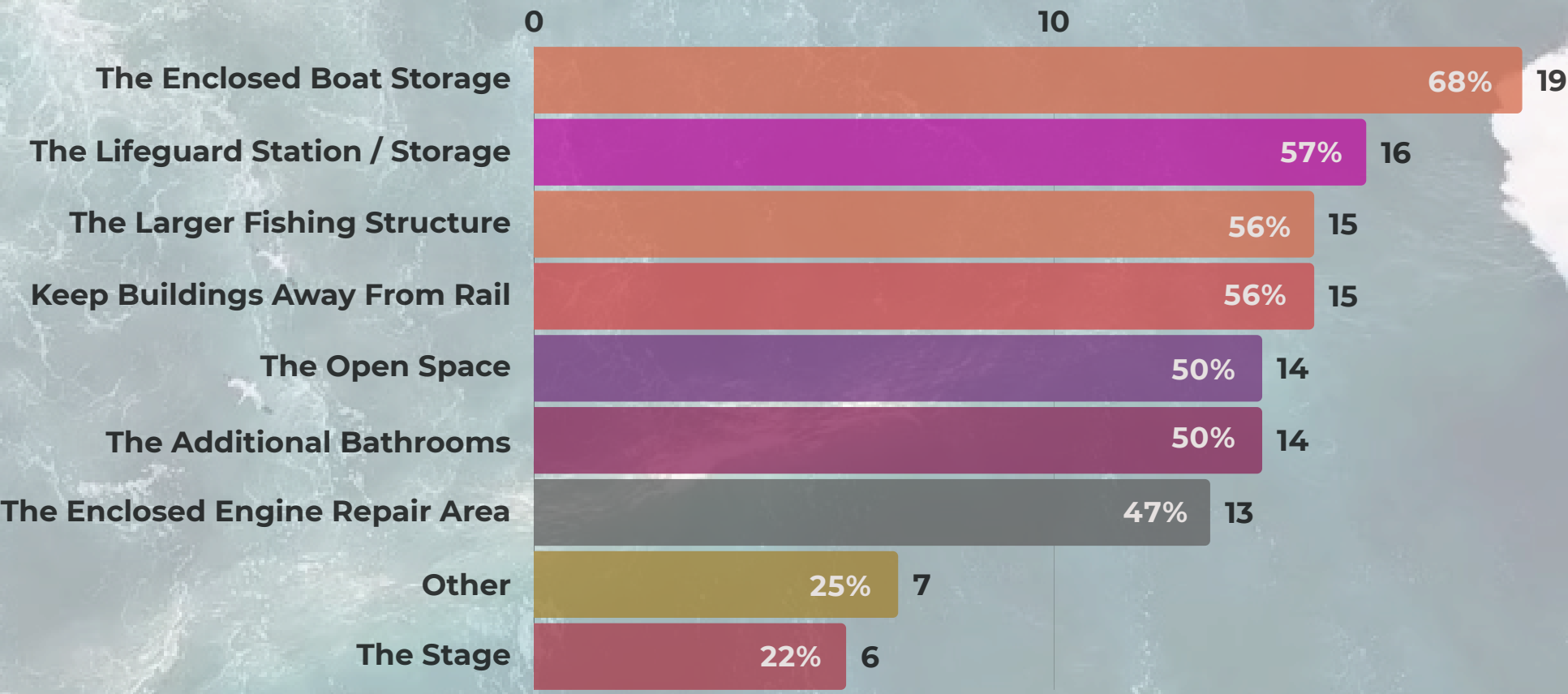
Suggested Additions:

- Picnic Tables & Benches
- Lifeguard & Jr. Guard Area
- More Fishing Areas

58%

...Of respondents would support keeping the hoist and adding a Marine Rescue Watercraft Storage area

Favorite Features



Most Disliked Feature:

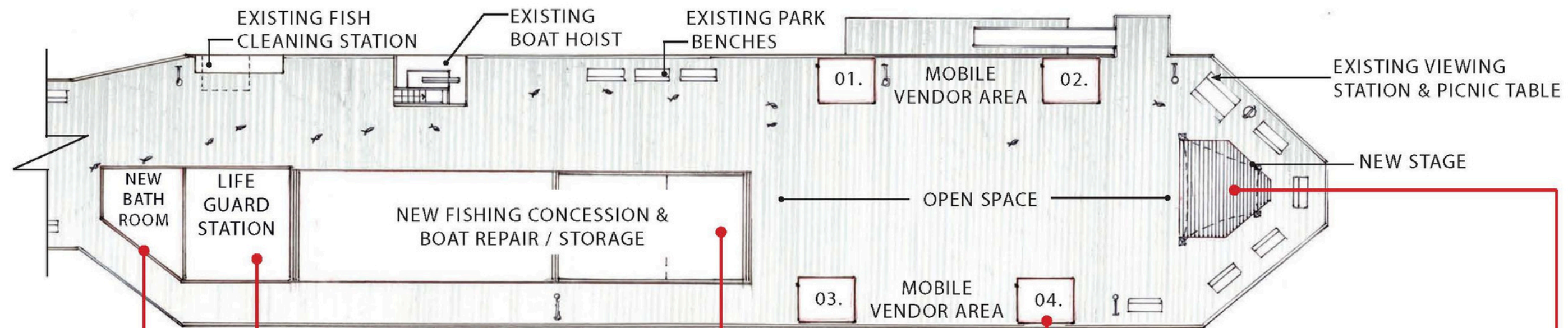
- The Stage
- The Cost
- The Enclosed Engine Area

OPTION 05 | FISHING CONCESSION & MOBILE VENDORS

- A.** New Larger Enclosed Fishing Concession with Enclosed Boat Storage & Boat Repair
- C.** Dedicated Areas For Mobile Vendors
- D.** New Stage (1)
- E.** Fixed Lifeguard Station With Marine Rescue Water Craft Storage (Jetski).
- F.** Additional Public Restroom
- G.** Keep Existing Park Benches (40), Picnic Tables (4), Viewing Stations (4)
Fish Cleaning Station (1), Bathroom near entrance (3), Bike Racks (10), Boat Hoist & Bouys

TOTAL ESTIMATE: 2.5- 3M

Mobile Vendors: (+/-) \$120k / Each
Enhanced Public Space / Park: (+/-) \$150k
Public Restroom: (+/-) \$600k
Marine Rescue Watercraft Storage (Jetski): (+/-) \$200k
Fixed Boat Storage & Fishing Concession: (+/-) \$650k
Any Necessary Engineering: T.b.d.



PUBLIC BATHROOM



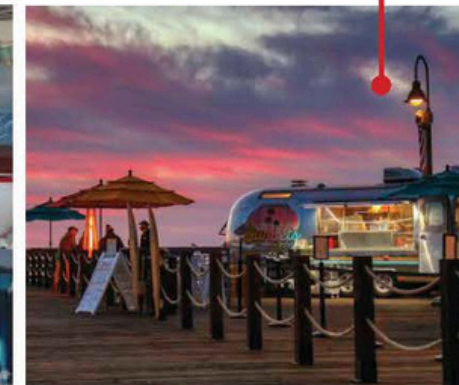
LIFEGUARD STATION



FISHING CONCESSION



ENCLOSED RENTAL BOAT STORAGE



MOBILE VENDOR / SMALL / LARGE CONCEPTS



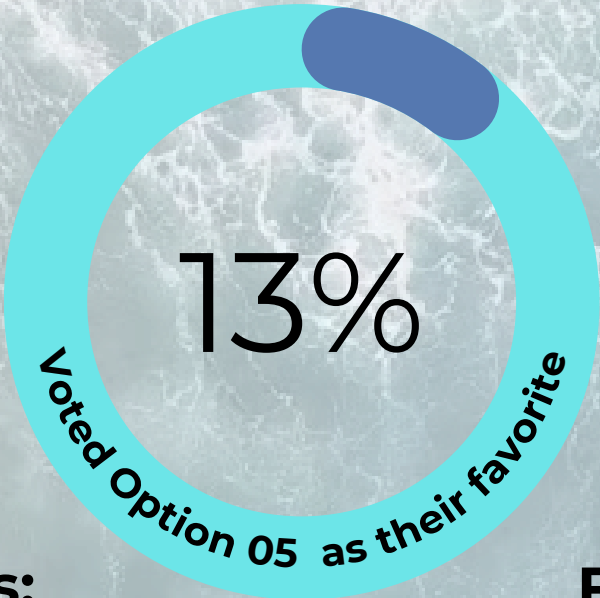
STAGE

Option 05 Survey Results

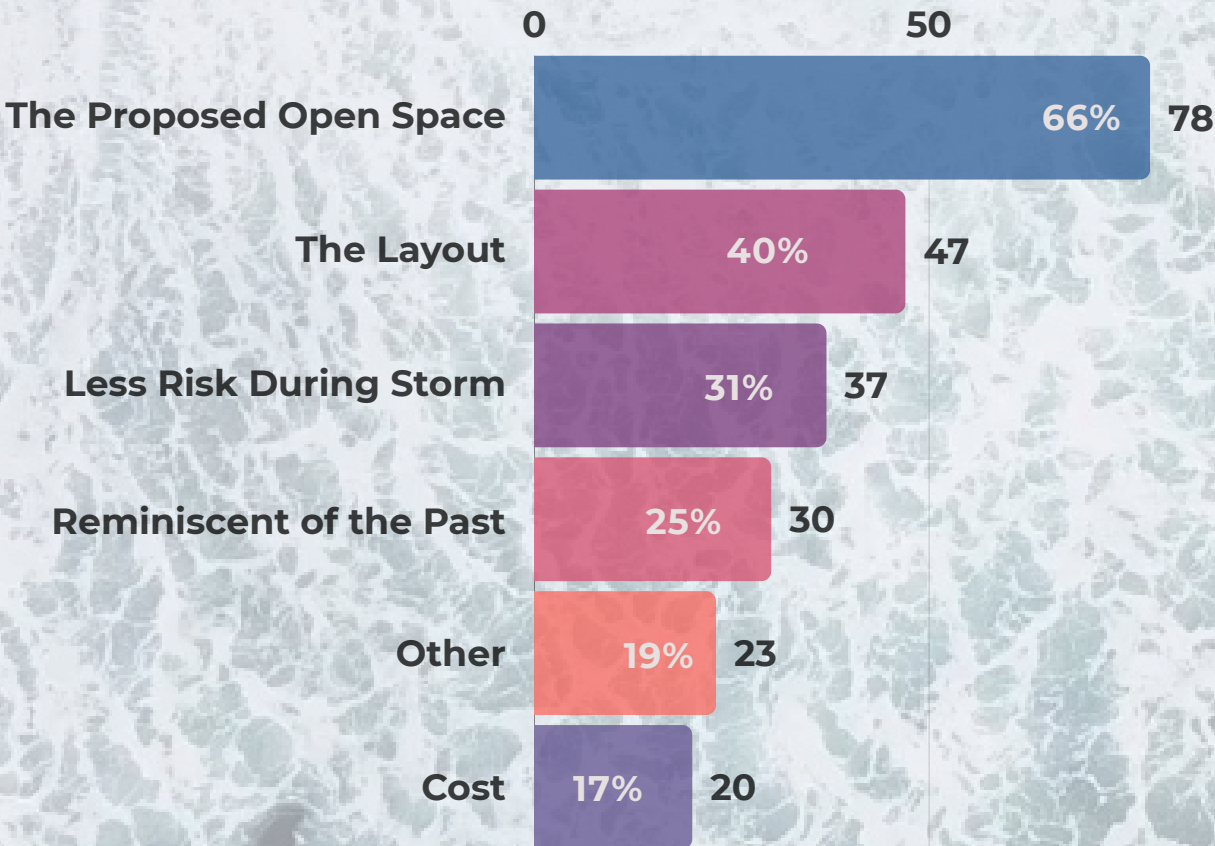
Option 05 / New Fishing Concession & Mobile Vendors - Overall Tally:

127 TOTAL VOTES / 12.74%

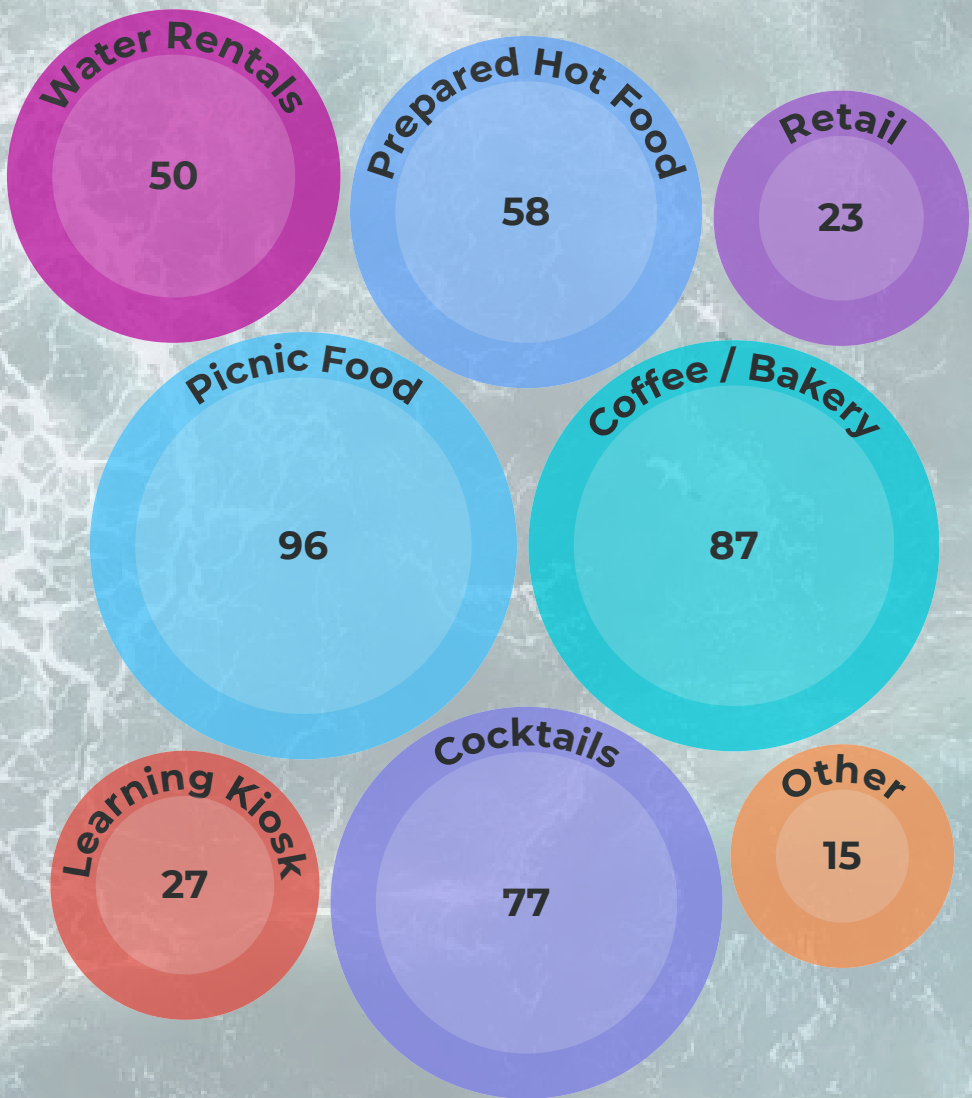
...Out of 1067 total votes, 127 people chose Option 05 as their favorite option.



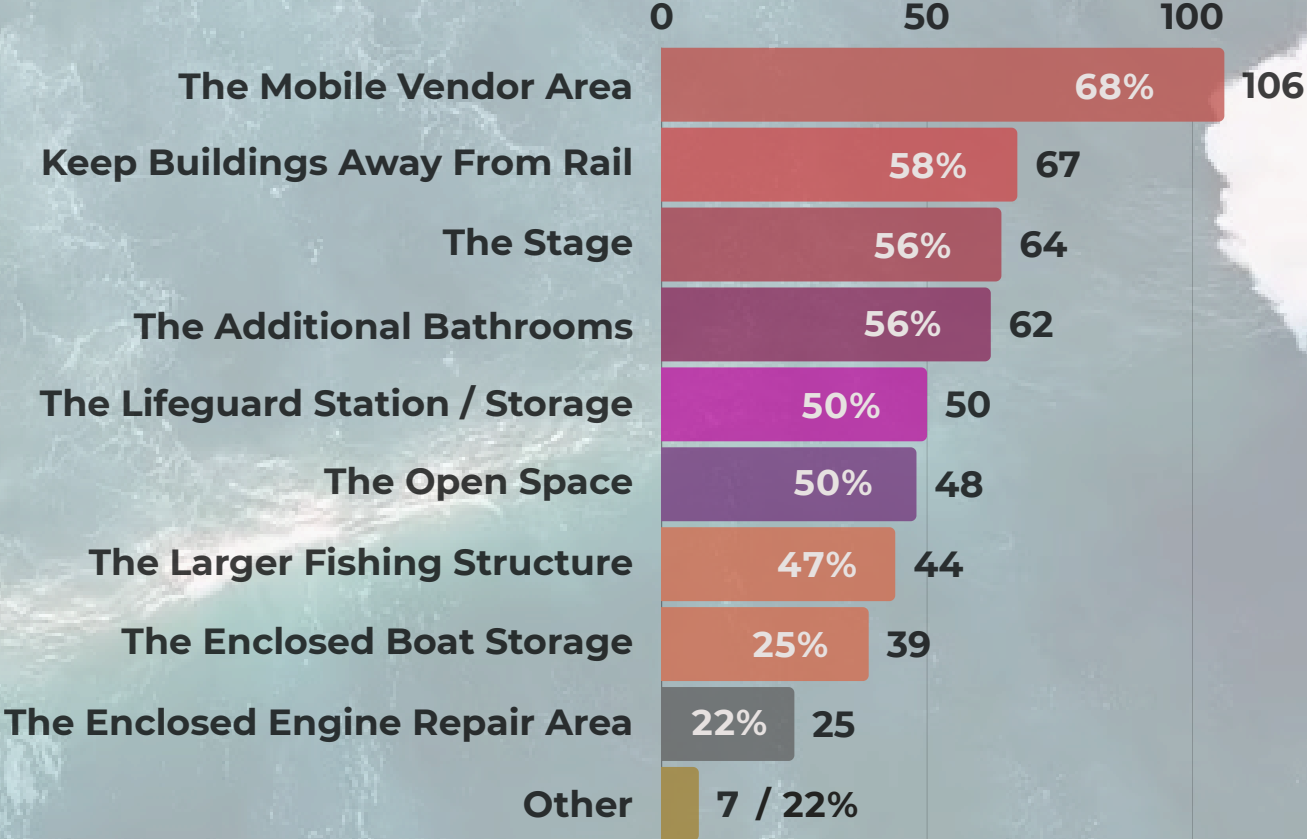
Why is this your favorite?



Desired Vendor Services:



Favorite Features:



Suggested Additions:

- Picnic Tables & Benches / Shade
- Exercise Equipment
- Evening Cruises on the Water

42%

...Of respondents would support keeping the hoist and adding a Marine Rescue Watercraft Storage area

Most Disliked Feature:

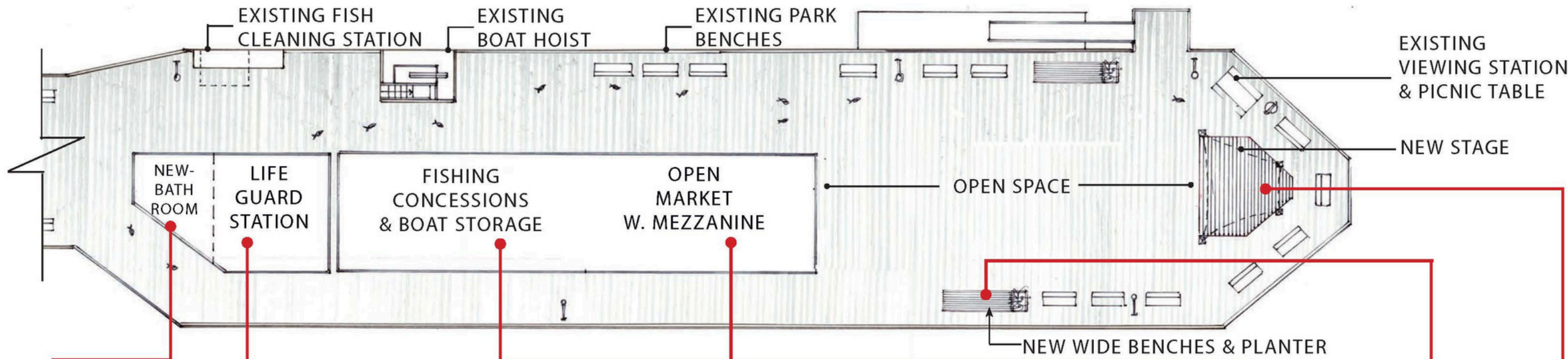
- The Stage
- The Larger Structure
- The Enclosed Engine Area

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

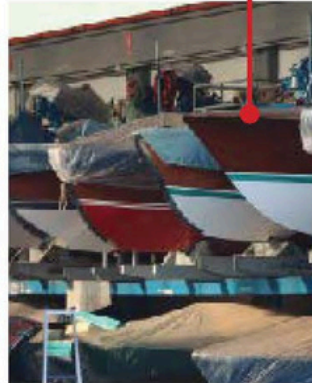
- Enhanced Public Space / Park: (+/-) \$150k
- Public Restroom: (+/-) \$600k
- Marine Rescue Watercraft Storage (Jetski): (+/-) \$200k
- Indoor Market Space / Food + Fish Consession: (+/-) 1.2m
- Any Necessary Engineering: T.b.d.



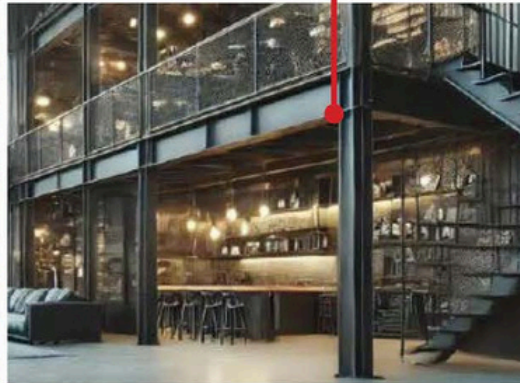
PUBLIC BATHROOM



LIFEGUARD STATION



FLEXIBLE MARKET SPACE: FISHING CONCESSION / FOOD & BEVERAGE SERVICES



WIDE BENCHES



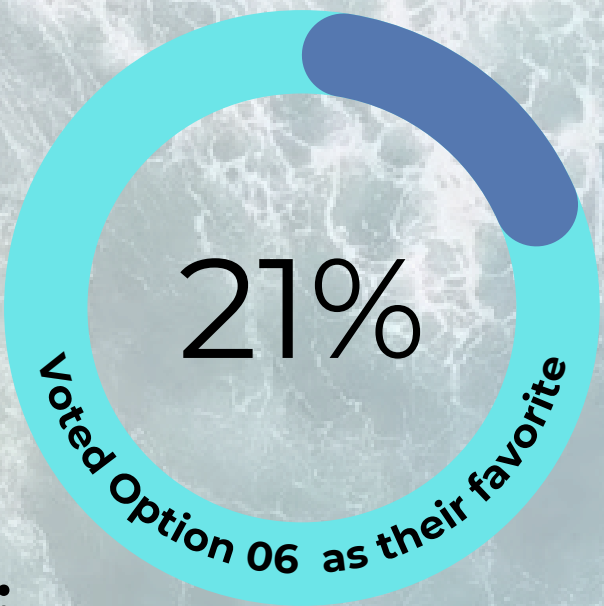
STAGE

Option 06 Survey Results

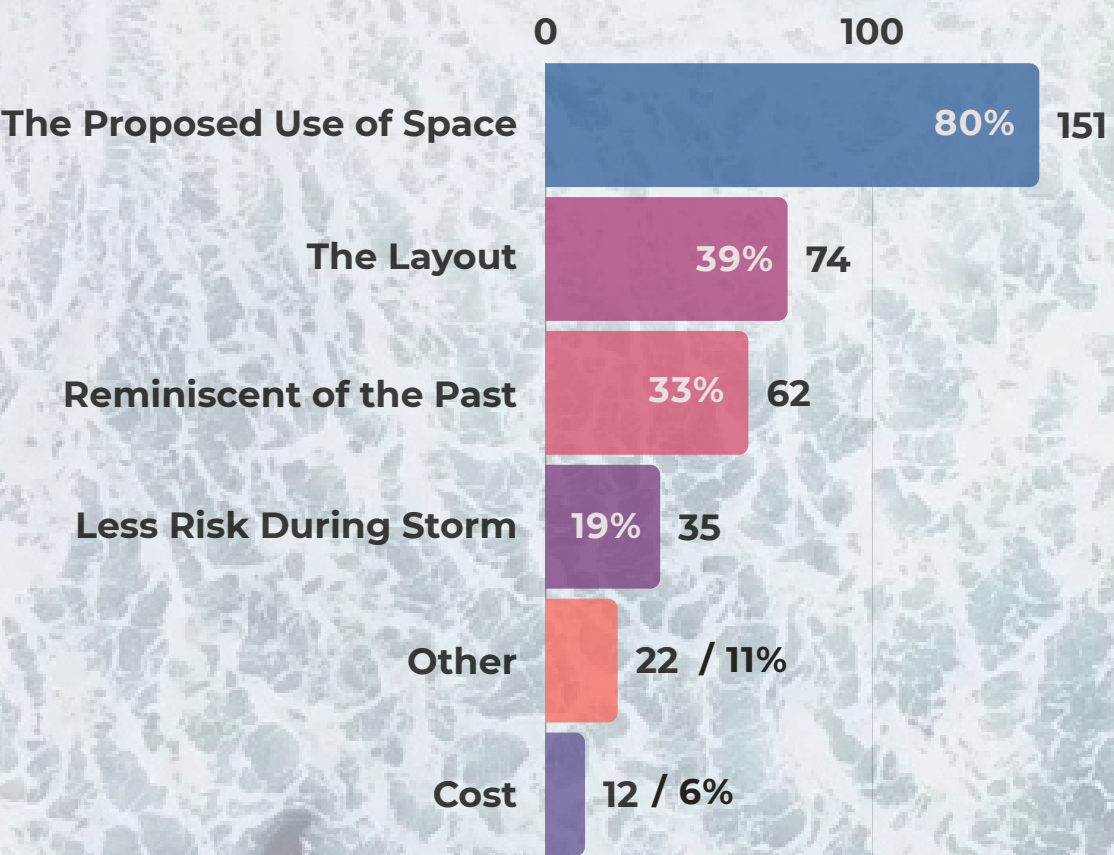
Option 06 - Fishing Concession & Flexible Market Space / Overall Tally:

206 TOTAL VOTES / 20.66%

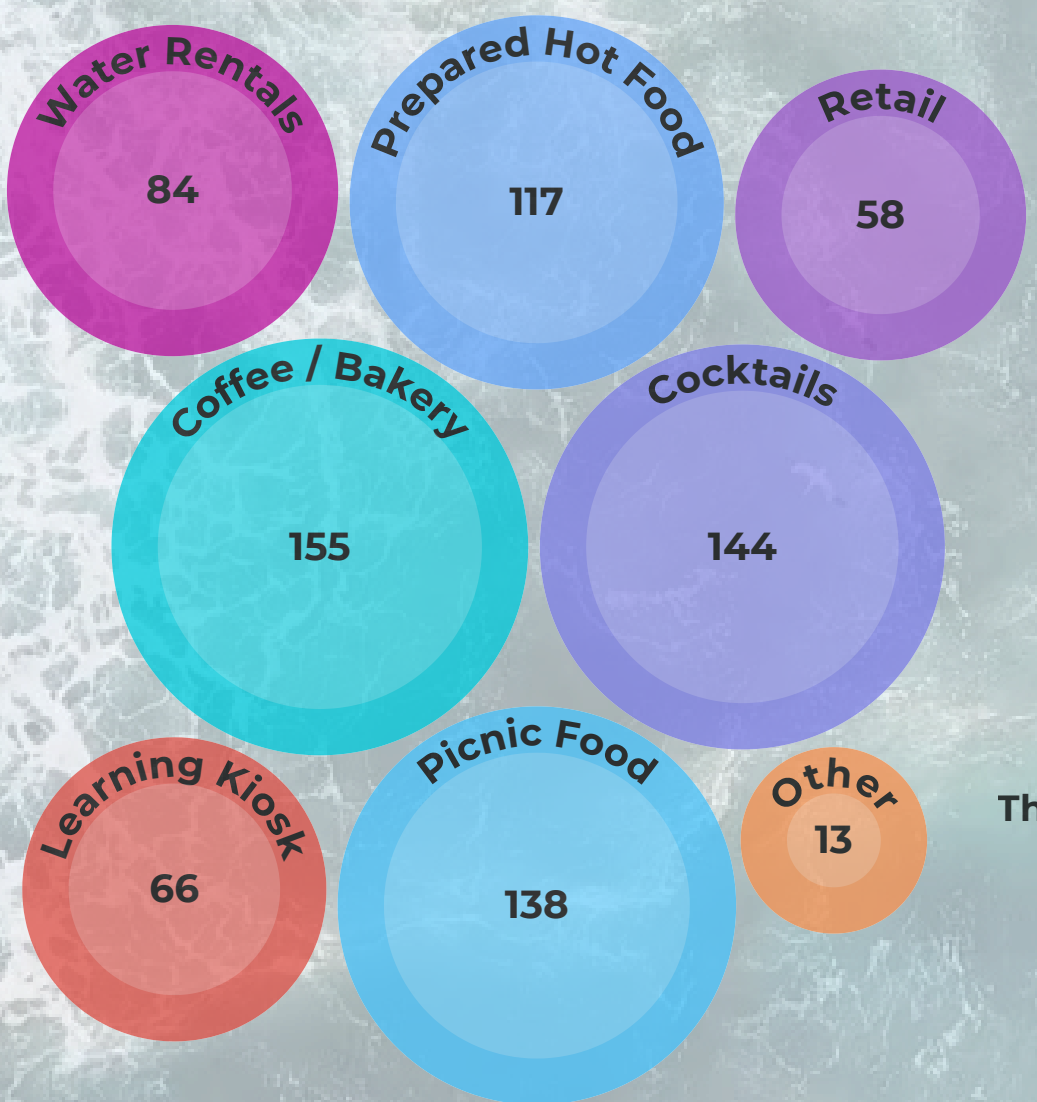
...Out of 1067 total votes, 206 people chose Option 06 as their favorite option.



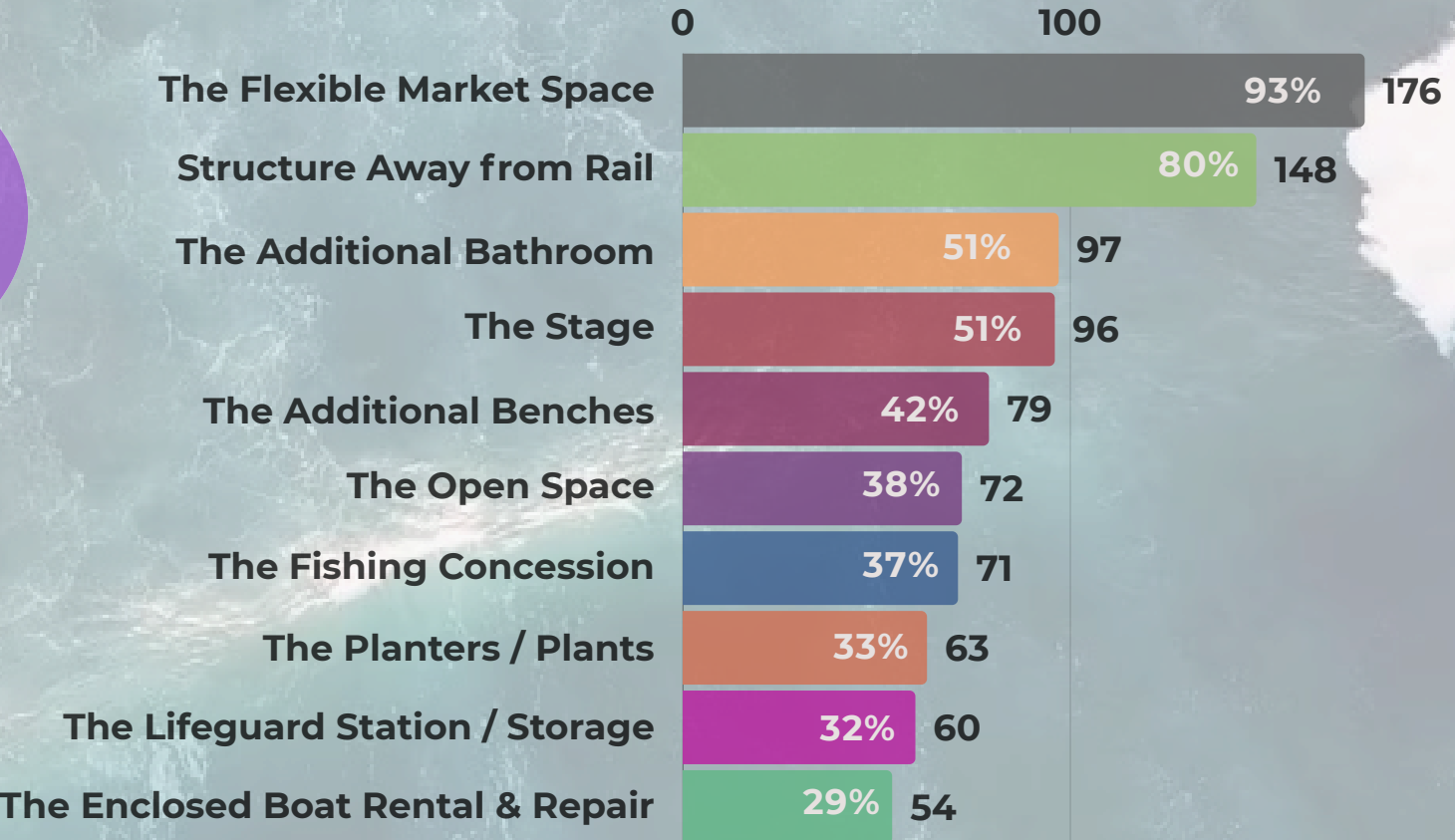
Why is this your favorite?



Favorite Features:



Favorite Features:



Suggested Additions:

- Stage on Roof Only
- More Benches / Tables / Shade
- Area to Cut Bait / Messy

58%

...Of respondents would support a two story structure on the wharf. 35% would only support this if it was a rooftop deck

Most Disliked Feature:

- Cost
- Bait Shop too big
- The Stage

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

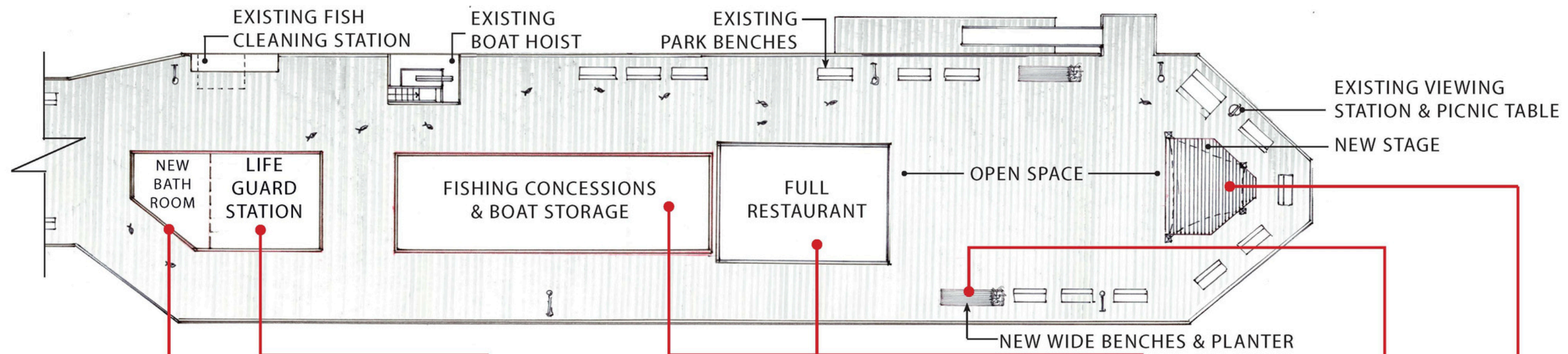
Public Restroom: (+/-) \$600k

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



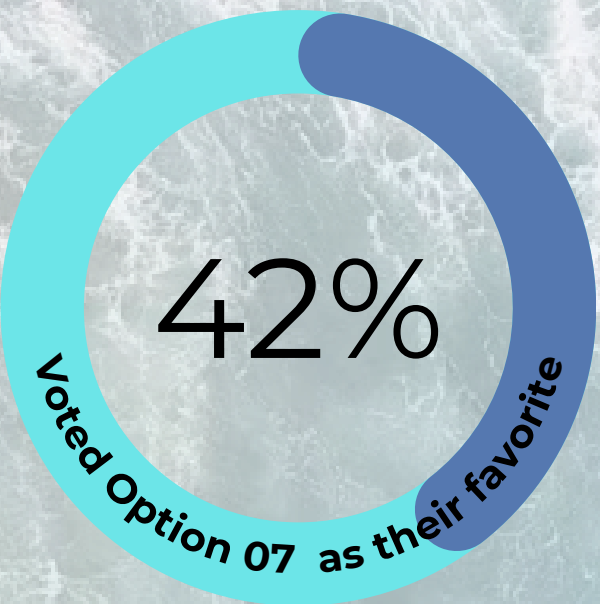
STAGE

Option 07 Survey Results

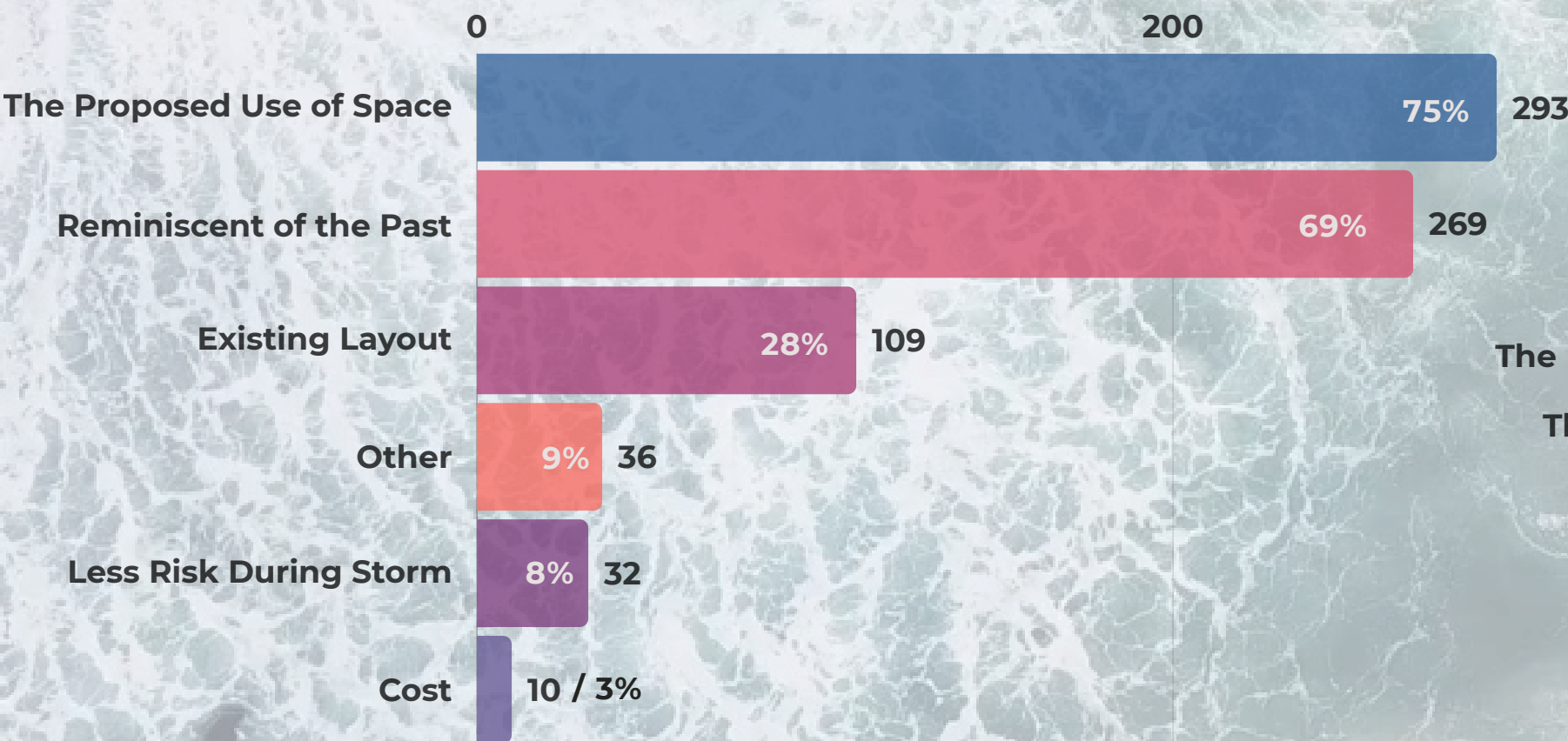
Option 07 - Permanent Structures / Overall Tally:

421 TOTAL VOTES / 42.23%

...Out of 1067 total votes, 421 people chose Option 07 as their favorite option.



Why is this your favorite?



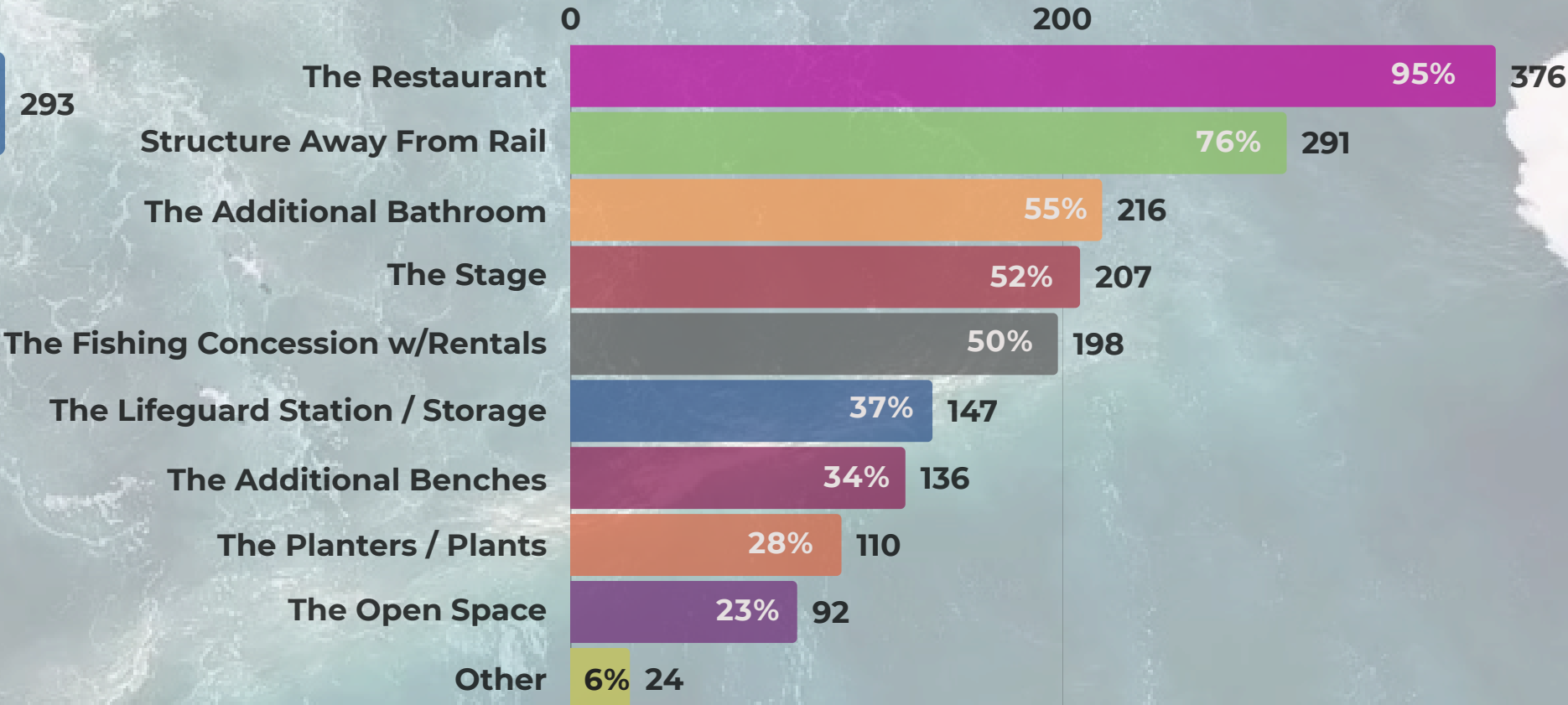
Suggested Additions:

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

62%

...Of respondents would support a two story structure on the wharf. 37% would only support this if it was a rooftop deck

Favorite Features:



Most Disliked Feature:

- The Stage
- The Planters
- Electric Bathrooms



KEY TAKE - AWAYS FROM PUBLIC OUTREACH

- **Survey was taken by over 1,000 people** which included a great representation of all age groups except under 18 (2.9%). The majority of participants either lived in Capitola (499) or Santa Cruz County (419).
- **There is significant support for permanent structures (options 6 / 21% + option 7 / 42% = 627 votes / 63% overall):** The main design intention was to create permanent year round structures for either a marketspace (Option 6) or restaurant (Option 7); both with fishing concession. The difference between the costs associated with Options 6 & Option 7, is due to structure type and a restaurant with full kitchen being included in Option 7.
- **There is support for Mobile Vending (Options 2 / 13% + Option 05 / 13% = 260 votes / 26% overall):** Mobile vendors could be incorporated into the overall master plan. If mobile vending options are pursued, the consultant recommends light weight mobile vendors (not food trucks) due to weight limitations and concerns related to competition with existing businesses in Village.
- **The least popular option was Option 4 (29 votes / 3% overall):** This option simply replaces the existing fishing concession with a new enclosed fishing station.
- **There is support in all options to keep the hoist and add a lifeguard station for personal rescue watercraft vehicles and shade structures.**
- **There was a mix of opinions related to the stage, planters, and enclosed boat area.** The stage location was frequently commented on related to the location (interferes with fishing, decreases open space, and being either on the roof or deck).
- **Biggest concerns were cost and more frequent, destructive storms.**
 - **Related to costs;** The survey informed the public that Options 1 – 5 may be paid for through grant money or general fund money. Options 6 and 7 will likely require a public/private partnership. For example, new commercial structures on the Santa Cruz Wharf require a private investor to pay for commercial structure and lease the space from the City.
 - **Regarding the structure & storms:** Moffat and Nicholl, the wharf engineer team, will assist with final conceptual design to ensure storm mitigation to greatest extent possible.



CAPITOLA WHARF MASTER PLAN

RECOMMENDATION BASED ON SURVEY RESULTS

Given the strong support for Option Seven and significant interest in Option Six;

Fuse Architecture recommends a hybrid approach incorporating elements from both proposed options. The hybrid would be based on the public input received, understanding of the local community, architectural expertise, and the structural integrity of the wharf to create the most economically feasible conceptual design. The hybrid option will be developed to provide future flexibility for potential public/private partnerships, aligning the determined design program with stated public intentions and investors' business interests. The Wharf Master Plan would be utilized for a future Request For Proposals (RFPs) to generate private investor interest.

THANK YOU

FOR YOUR ATTENTION!



+ fuse 

CAPITOLA WHARF

SURVEY RESULTS

CITY COUNCIL

JUNE 26 2025