

CAPITOLA WHARF ENHANCEMENT PROJECT











**CWEP
LEADERSHIP
TEAM**

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WHY



The Wharf is the most iconic part of Capitola with a rich history



The wharf destruction from the January 5th storm was devastating to many people statewide



There was a huge outcry from the community to work with the city to **“Build it Back Better”**



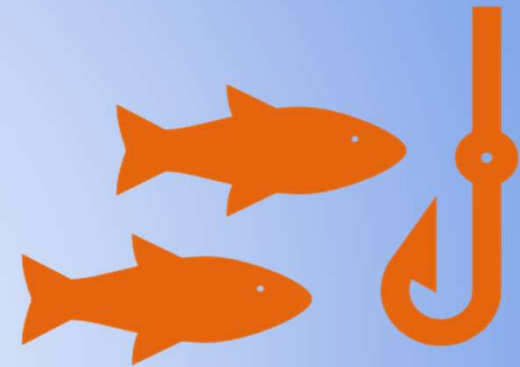
Support for the wharf spans years, proven again in 2018 when Measure F was approved with 81% of the vote to help rebuild the wharf

OUR MISSION

Mission: The Capitola Wharf Enhancement Project will raise funds to enhance the rebuilt Capitola Wharf.

Goal: Our goal is to provide funding to help create a welcoming destination that celebrates the rich history and natural beauty of Capitola, while also promoting economic growth and recreational inclusivity.

In collaboration with the City of Capitola, we are committed to working with residents, businesses, and local organizations to ensure the Wharf remains a cherished gathering place and a source of pride for generations to come.





CWEP OUTREACH

- **1039 Survey responses**
- **Over 65 community members attended community meeting**
- **Partnership with Wharf to Wharf Race**
- **Informational table at Wednesday night evening concerts**
- **Informational table at Wharf to Wharf Race**
- **Instagram site**
- **Website**
- **Volunteer solicitation through multiple platforms**

COMMUNITY OUTREACH





Intuitive Signage

Better Lighting

Better Seating

Water Drinking
Station

Shaded Areas

Keep The
Iconic Look

More Family
Oriented

Artistic Features

Enhanced Fish
Cleaning Station

Viewing Stations

Shower

THE CITY WHARF RESILIENCY PROJECT SUMMARY

- Structural upgrades as needed
- Repair, replace and add additional pylons
- Replace decking
- Replace railings
- Replace damaged and missing items, such as benches and light standards

SUMMARY OF THE COMMUNITY'S NEW VISION

- **Replace all old lighting standards so they match**
- **Replace all old benches so they match**
- **Replace all old disposal cans**

THE COMMUNITY'S NEW VISION CONTINUED

- **Fish scavenger hunt**
- **Viewing stations**
 - ADA accessible
 - Usable for all ages
 - Educational opportunities for youth
- **Children/family mosaic art in locations**
 - Community engagement opportunity
 - Building on the success of the “Sea Wall Tile Project”
 - Community ownership
- **Shade/tables**
 - ADA accessible

CAPTOLA WHARE

Enhancement Project

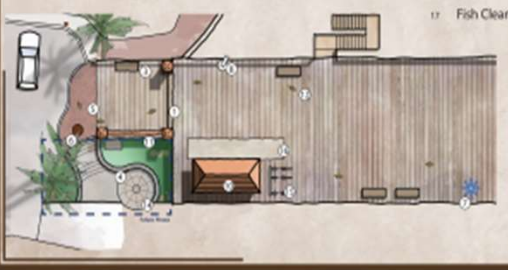


SHARE THE VISION



LEGEND

- 1 Enhanced Entry Monument
- 2 Restrooms
- 3 Benches
- 4 Retaining Seat Wall
- 5 Pavers
- 6 Public Art
- 7 Donor Opportunity
- 8 Binoculars
- 9 Shade Canopy
- 10 Kayak Launch
- 11 Consolidated Signage Wall
- 12 Fish Scavenger Hunt
- 13 Educational Signage
- 14 Shower and Surfboard Rack
- 15 Bike Rack
- 16 Accessible Ramp
- 17 Fish Cleaning Station



FISH CLEANING STATION

SHADE CANOPY

BENCHES

TRASH RECEPTACLE

BINOCULARS



ENHANCED ENTRY MONUMENT

PUBLIC ART OPPORTUNITY



FISH SCAVENGER HUNT



PAVERS



DONOR ART



EDUCATIONAL SIGNAGE



LIGHTING

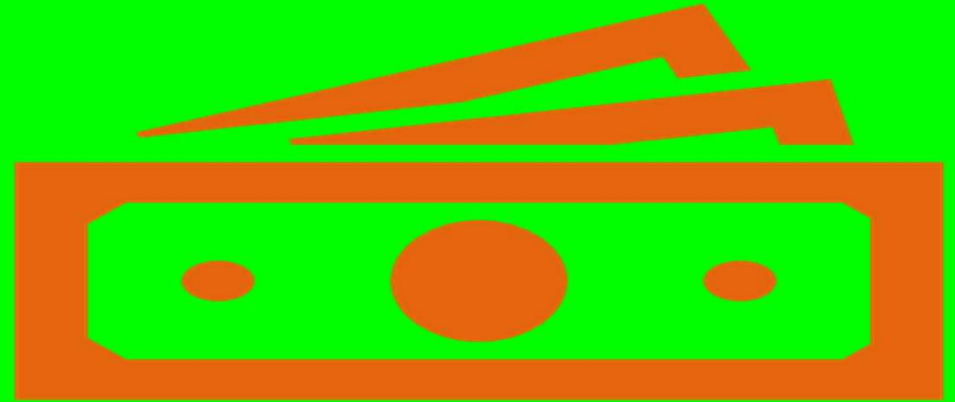


SHOWER TOWER

JULY 2023



THE CAMPAIGN



Our goal is to raise \$250,000

Soft donation phase of the campaign is completed - Raised over \$125,000

Once we receive final direction from the city council, the second phase of the campaign will start

APPRECIATION

- The AMAZING Community
- City Council
- City Staff
- Wharf 2 Wharf
- KSBW Channel 8
- Santa Cruz Sentinel
- Lookout Santa Cruz
- Capitola Soquel Times
- Santa Cruz Local
- Capitola Soquel Chamber





Support and Learn More

www.capitolavillage.com/wharf