



# CAPITOLA WHARF MASTER PLAN - CONCEPTS



DIRECTIONS FROM SANTA CRUZ  
FOLLOW CA-1 NORTH | 7.5 MILES / EXIT BAY AVE  
TOWARDS CAPITOLA VILLAGE

CITY OF CAPITOLA + CAPITOLA + CALIFORNIA + 95010  
CONCEPTS FOR PUBLIC OUTREACH  
05.01.2025



# ALTERNATIVE ANALYSIS / INITIAL CONCEPTS FOR PUBLIC OUTREACH

## PROJECT / TABLE OF CONTENTS / CAPITOLA WHARF :

- i. TABLE OF CONTENTS / PROJECT SUMMARY
- ii. GENERAL NOTES FOR CLARITY

---

### CONCEPTUAL LAYOUT / USE PLANS

- 01. **OPTION 01** | OPEN SPACE
- 02. **OPTION 02** | OPEN SPACE & MOBILE VENDORS
- 03. **OPTION 03** | EXISTING FISHING CONCESSION
- 04. **OPTION 04** | NEW FISHING CONCESSION
- 05. **OPTION 05** | FISHING CONCESSION & MOBILE VENDORS
- 06. **OPTION 06** | FISHING CONCESSION & FLEXIBLE MARKET SPACE
- 07. **OPTION 07** | PERMANENT STRUCTURES

- 
- iii. COST APPROXIMATION SUMMARY
- 

END OF DOCUMENT

STAGE

# CONCEPTUAL LAYOUT - GENERAL NOTES FOR CLARITY :

**01: Conceptual Layout Note:**

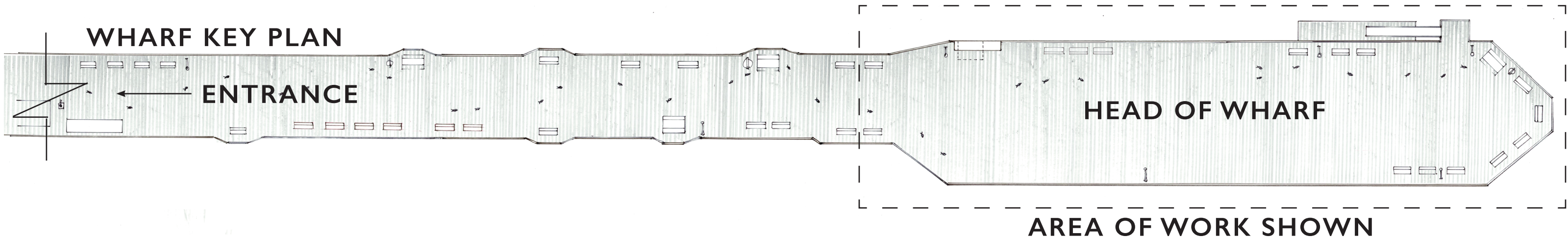
The images included in the 7 Options are illustrative examples from other locations, intended for conceptual use only. These options are meant to help identify the preferred types of uses and improvements for the Wharf. The final design—including layout, structures, materials, and colors — will be developed in later phases.

**02: How Will The City Pay For The Wharf Improvements:**

The City may utilize Grant Money or General Fund money for Option 1 – 5. Options 6 and 7 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 for up to 50 years.

**03: What Area Of The Wharf Is Included In The 7 Concepts?:**

The 7 concepts are focused on the end (head) of the wharf.

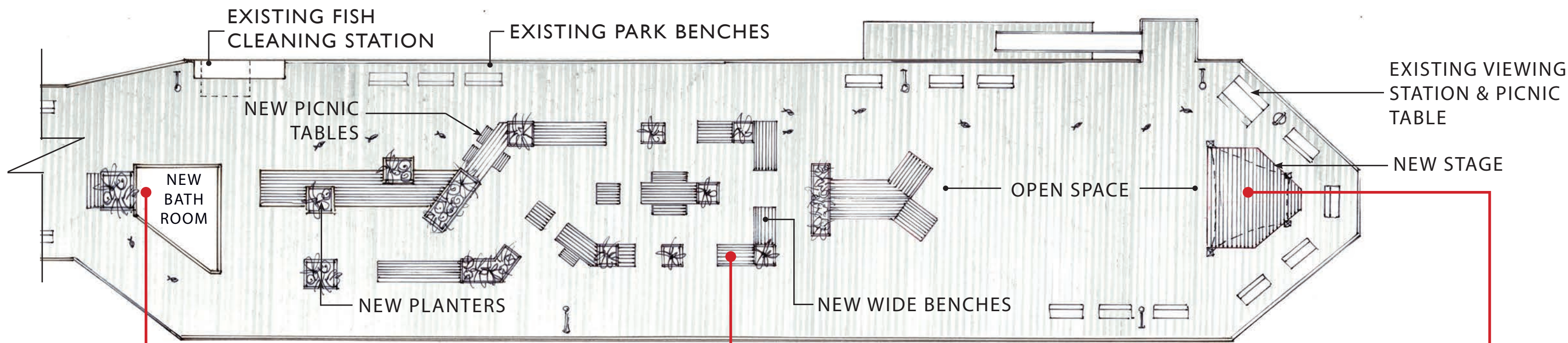




# OPTION 01 | OPEN SPACE

- 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)

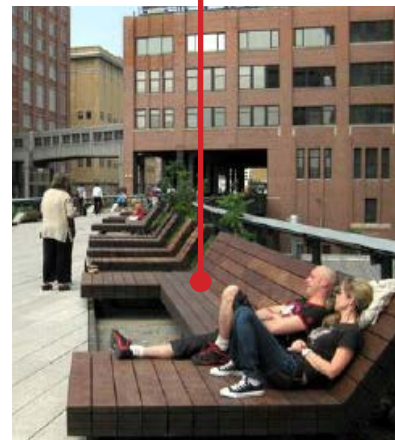
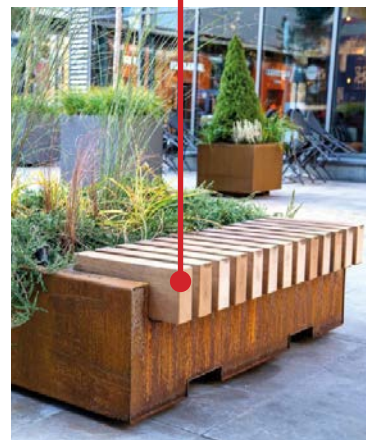
**TOTAL ESTIMATE: 950K - 1.1M**  
Demolish Hoist: (+/-) \$60k  
Enhanced Public Space / Park: (+/-) \$450k  
Public Restroom: (+/-) \$600k  
Any Necessary Engineering: T.b.d.



PUBLIC BATHROOMS



WIDE BENCHES & PLANTERS



STAGE



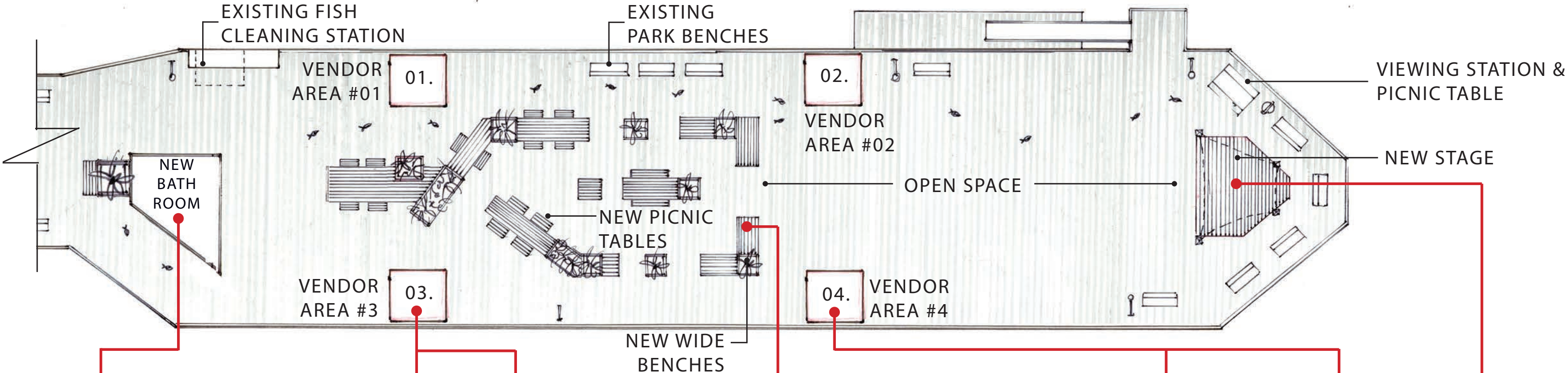


# OPTION 02 | OPEN SPACE & MOBILE VENDORS

- 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.



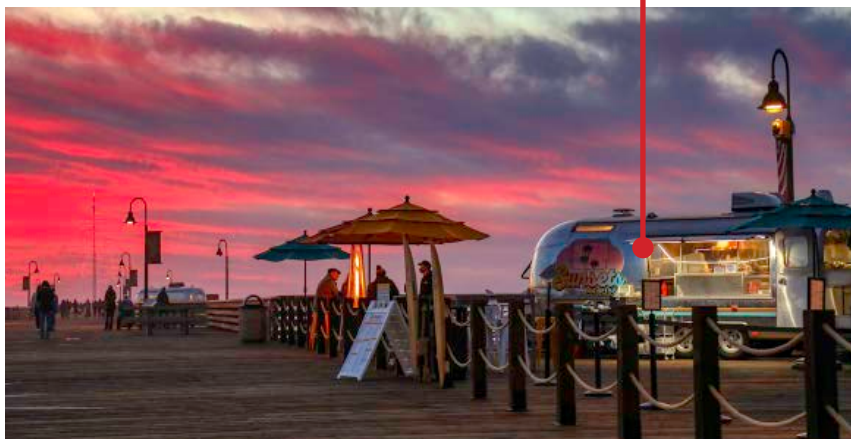
PUBLIC BATHROOM



MOBILE SURF / KAYAKS RENTALS



WIDE BENCHES & PLANTERS



MOBILE VENDORS



STAGE





# OPTION 03 | EXISTING FISHING CONCESSION

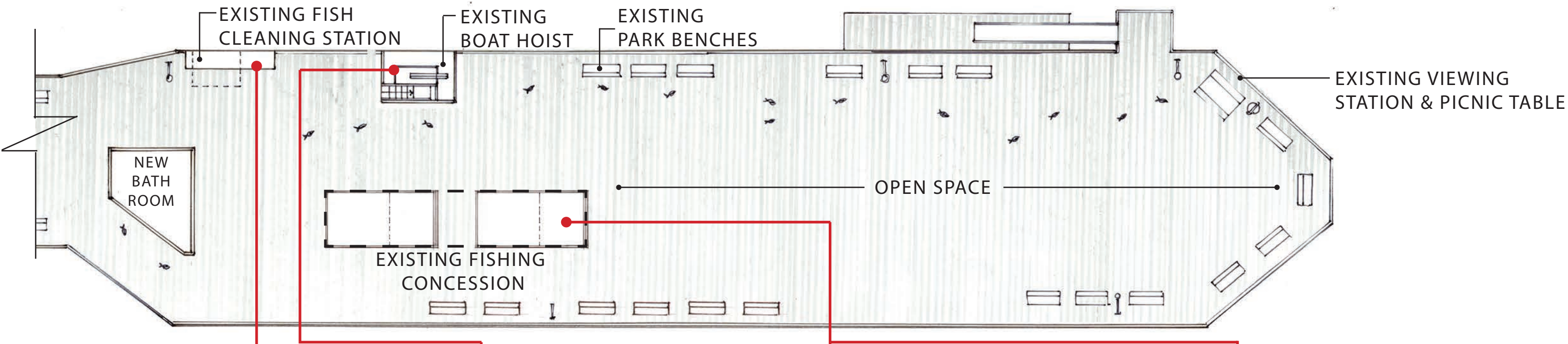
- A. Keep Existing Fixed Low-Cost Structure For Fishing Concession With Boat Rental / Uncovered Boat Storage & Repair Area / Mooring Buoys, Dingy Service And Hoist.
  - B. Additional Public Restroom
  - C. Keep Existing Benches (40), Picnic Tables (4), Viewing Station (4), Fish Cleaning Station (1), Bathrooms Near the Entrance (3), Bikeracks (10) & Boat Hoist (1)
- \*\*\* Option 03 | Please Note: \*\*\*

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

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

Any Necessary Engineering: T.b.d.

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



FISH CLEANING STATION  
(SHOWN IN PROGRESS)



BOAT HOIST



FISHING CONCESSION



RENTAL BOAT STORAGE



# 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 Buoys

**TOTAL ESTIMATE: 1.6M - 2.5M**

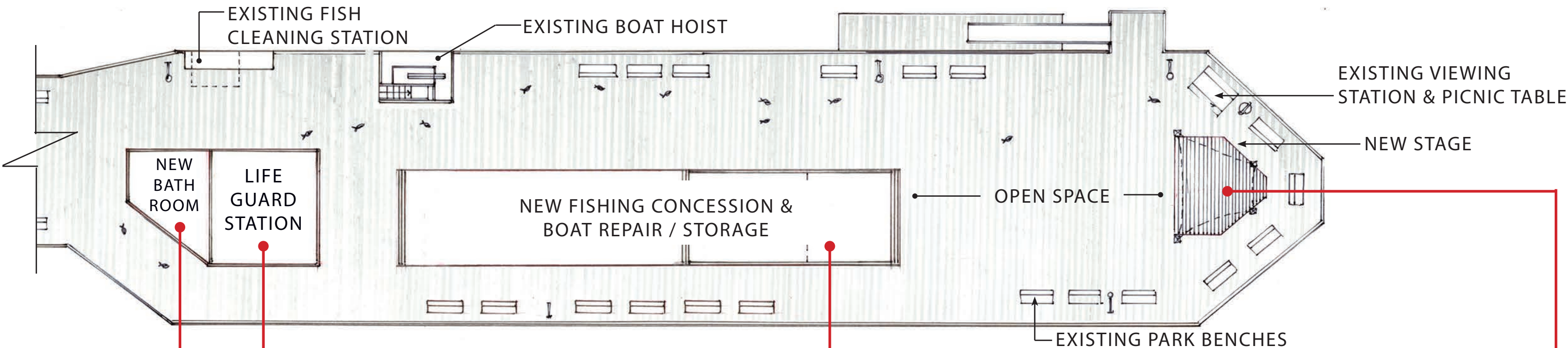
Enhanced Public Space / Park: (+/-) \$150k

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 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

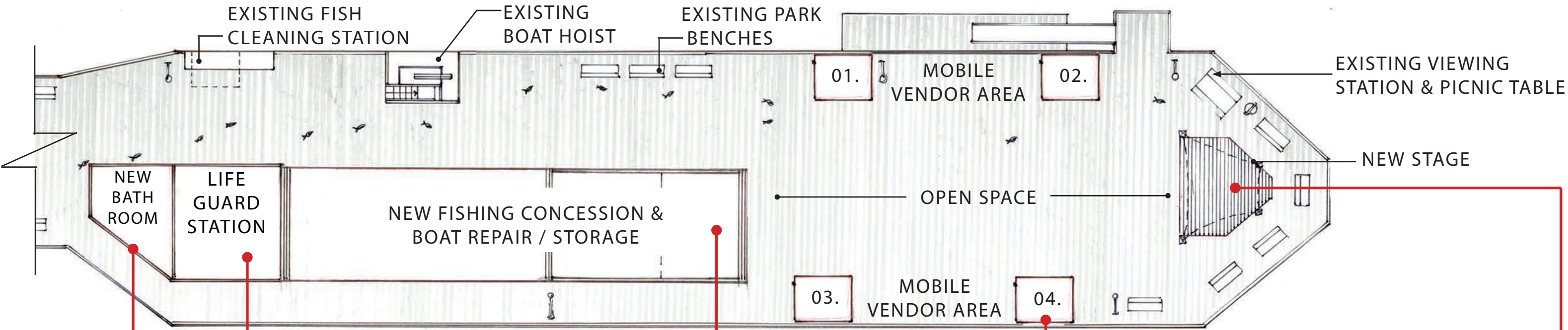
Enhanced Public Space / Park: (+/-) \$150k

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



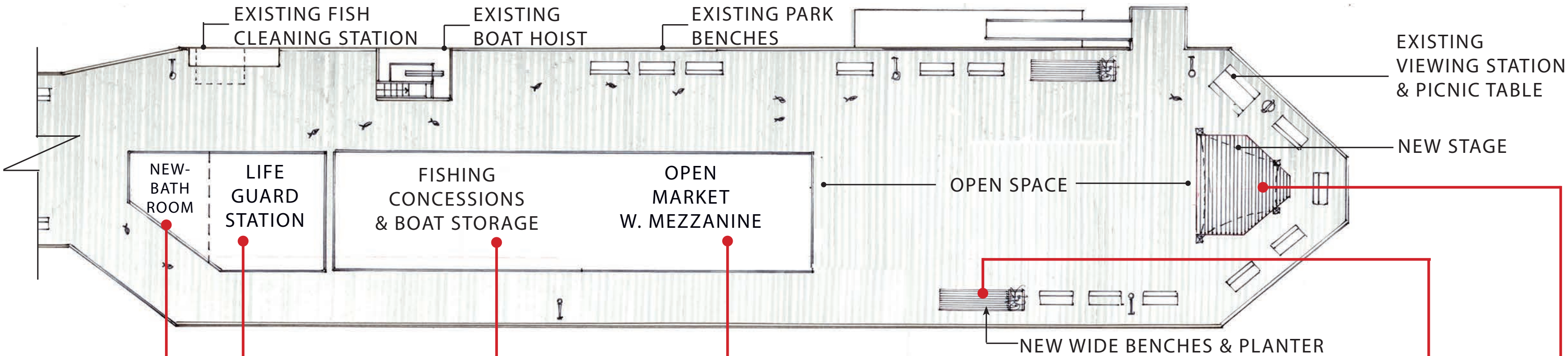
STAGE



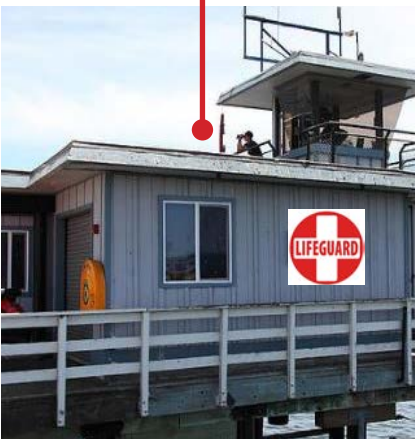
# OPTION 06 | FISHING CONCESSION & FLEXIBLE MARKETSPACE

- A. Fishing Concession & Enclosed Rental Boat Storage & Boat Repair
- B. Flexible Open Air Market (Ie: 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 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

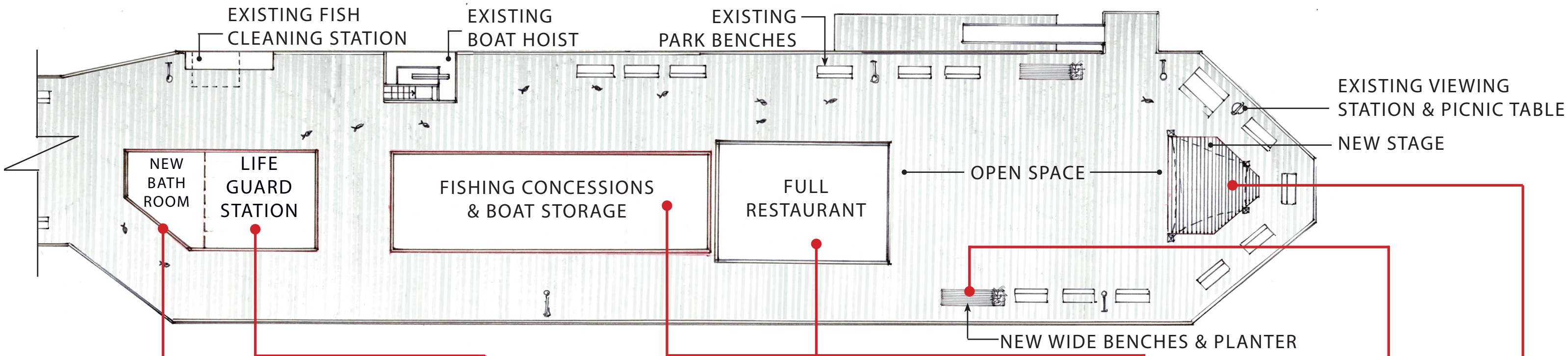
Public Restroom: (+/-) \$600k

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



# CONCEPTUAL LAYOUT - PRELIMINARY COST BREAKDOWN:

## COST APPROXIMATION SUMMARY:

**OPTION 01 | OPEN SPACE**

TOTAL ESTIMATE: 950K - 1.1M

Demolish Hoist: (+/-) \$60k

Enhanced Public Space / Park: (+/-) \$450k

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

Any Necessary Engineering: T.b.d.

**OPTION 02 | OPEN SPACE & MOBILE VENDORS**

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.

**OPTION 03 | EXISTING FISHING CONCESSION**

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

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

Any Necessary Engineering: T.b.d.

**OPTION 04 | NEW FISHING CONCESSION**

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.

**OPTION 05 | FISHING CONCESSION & MOBILE VENDORS**

TOTAL ESTIMATE: 2.5- 3M

Mobile Vendors: (+/-) \$120k / Each (\$480k total)

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.

**OPTION 06 | FISHING CONCESSION & FLEXIBLE MARKET SPACE**

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.

**OPTION 07 | PERMANENT STRUCTURES**

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.

