

Section 3 – The Development Opportunity

Policy Objectives for Fisherman's Wharf

The County has two separate but interrelated policy objectives for the property: (1) near-term maintenance of operations at the Wharf; and (2) long-term redevelopment as a destination retail center, which may include the inclusion of rental housing and/or size expansion. The County anticipates that planning to accomplish replacement of the facility will begin immediately after approval of the short-term lease.

Expansion Potential

Expansion of Fisherman's Wharf has been mentioned by many developers interested in the parcel as a key solution to redevelop the parcel, since its current size may be insufficient to accomplish significant redevelopment. The only site that would be possible for expansion purposes is the adjacent site, consisting of a small portion of the parking area for the County's boat launch facility. While the launch ramp is being prepared for replacement, with construction scheduled to begin in late 2012, there is a portion of the launch ramp parking not being improved or replaced because of the large size of the facility. The potential expansion site abuts Fisherman's Wharf, and could increase the total parcel size to between 10 and 11 acres. See Exhibit B which outlines the current Fisherman's Wharf and adjacent launch ramp parking lot parcels.

As discussed earlier, the County's primary long-term goal is the transformation of Fisherman's Wharf into a destination for retail and dining and if entitled, mixed-use (retail/residential) to be a catalyst for activity throughout the Harbor.

Entities Granting Entitlements

Control over the redevelopment and expansion of Fisherman's Wharf is held by several entities. Land use is controlled by the Channel Islands Public Works Plan, as certified and amended, last certified by the California Coastal Commission in December 2008 and implemented by Ventura County. This plan governs issues such as zoning and density. An additional amendment to the Public Works Plan is likely to be required for this proposed project.