



Office of the City Manager

June 8, 2022

To: Honorable Mayor and Members of the City Council

From: *DWR* Dee Williams-Ridley, City Manager

Subject: Berkeley Marina Area Specific Plan Update

In 2019, the Berkeley Marina Area Specific Plan (BMASP) was authorized by City Council in order to provide a long-term vision for achieving a financially self-sustainable publicly-owned Waterfront in the City of Berkeley. Leading up to this authorization, Council had received numerous reports identifying the growing operational deficit in the Marina Fund, the decreasing Marina Fund balance, and the list of significant unfunded capital needs at the Waterfront.

The City is currently about half way through the BMASP planning process, which involves an extensive public process to brainstorm ideas for potential new revenue-generating and complementary¹ uses at the Waterfront and to engage with the community. To-date, the following has been completed:

- An updated inventory of the Waterfront's capital needs (approx. \$146M)²,
- A review of the fiscal makeup of similar marinas in California for potential solutions³.
- A draft Sea Level Rise Study⁴.
- A preliminary modeling of revenue needed to operate the Berkeley Waterfront.
- A list of potential new revenue sources and complementary uses, and
- A list of potential regulatory constraints.
- Public process - 7 focus groups, 2 large community meetings.
- Presentations – City Council (February 2021) and Parks and Waterfront Commission (various dates from 2019 through 2022).

¹**Complementary Uses** are new uses and amenities at the Berkeley Waterfront suggested by the public that would be great to have, but won't generate significant new revenue. Examples include short-term bicycle and boat rentals, more food trucks, shade structure pavilions, more picnic areas, etc.

² See slide 21 in the PRW Budget Presentation from 4/28/2022; see also potential revenue opportunities being explored on slide 18 [PowerPoint Presentation Slides for 4/28/22 meeting](#)

³ See slides 53 through 64 in the [PowerPoint Presentation Slides for 1/28/21 meeting](#)

⁴ See slides 39 through 40 in the [PowerPoint Presentation Slides for 1/28/21 meeting](#)

- See the BMASP project website with all documents: <https://berkeleyca.gov/your-government/our-work/capital-projects/berkeley-marina-area-specific-plan-bmasp-project>).

Still to come in this process are 2 more large community meetings, multiple focus groups, another City Council update in the Fall of 2022, further analysis of potential selective development in the Waterfront, and final adoption of a Specific Plan and Environmental Impact Report.

After receiving community feedback from the focus group meetings and Community Workshop No. 1, the consultant team and City staff compiled a range of suggestions for potential new revenue-generating and new complementary uses and potential challenges at the Berkeley Waterfront. These ideas were presented at Community Workshop No. 2 on March 16, 2022. During the workshop breakout sessions, project staff received community feedback on which ideas should be analyzed further for possible inclusion in the BMASP Specific Plan. It should be noted that the ideas discussed thus far are part of the standard brainstorming processes that should be done for planning projects, and no decisions will be made without further engagement with the community and Council.

NEXT STEPS

Based on community feedback from Community Meeting No. 2, the focus groups, and the community questionnaire, the consultant team and staff will revise the draft list of potential new revenue-generating and complementary uses at the Berkeley Waterfront for additional discussion with multiple focus groups in September 2022. The revised list will then be presented to the City Council in October 2022 for feedback and guidance and a final list of ideas will be presented at Community Meeting No. 3 in late 2022 for additional community feedback. A Draft Specific Plan will be completed in the early Spring of 2023. Also in the Spring of 2023, Community Meeting No. 4 will be held to conduct the public scoping process for the Draft Environmental Impact Report (DEIR) on the proposed Draft Specific Plan. In 2024, the BMASP Final Specific Plan and the Final Environmental Impact report (FEIR) will be presented to Council for adoption. Once the Specific Plan has been adopted, the City will have a roadmap with a specific set of potential new revenue-generating and complementary uses at the Berkeley Waterfront that will ensure that current and future generations of Berkeleyans can enjoy the Berkeley Waterfront for the next 25-50 years.

PUBLIC PROCESS TO DATE AND MOVING FORWARD

The BMASP project has involved an extensive public process and has provided announcements of public meetings via numerous communications channels: the City's website, the City's Community Calendar, the Berkeleyside newspaper, as well as email announcements to residents interested in the BMASP and Measure T1 projects. Below is a list of public meetings conducted to-date as shown on the City's BMASP project website:

- 2020-09-29: BMASP small focus group 1 (slipholders).
- 2020-09-30: BMASP small focus group 2 (business entities).
- 2020-10-27: BMASP small focus group 3 (water-based users).
- 2020-10-28: BMASP small focus group 4 (land-based users).
- 2021-01-28: BMASP Community Workshop No.1 – [Presentation](#) to introduce the Project and receive community feedback (124 attendees).
- 2021-02-16: Council Worksession – BMASP and Pier/Ferry Update. [Presentation](#)
- 2021-06-30: BMASP Community Questionnaire No. 1 concluded (377 responses).
- Parks and Waterfront Commission – various discussions (2019 through 2022).
- 2021-10-20: BMASP small focus group (Marina users).
- 2021-10-21: BMASP small focus group (Marina users).
- 2021-10-22: BMASP small focus group (Marina users).
- 2022-03-16: BMASP Community Workshop No. 2 – [Presentation](#) of potential concepts for new revenue-generation and new complementary uses suggested by earlier community feedback and the consultant team (80 attendees).
- 2022-04-22 – BMASP Community Questionnaire No. 2 concluded (820 responses).
- Upcoming: September 2022 – focus group discussions.
- Upcoming: October 2022 – Council Presentation – to discuss concepts for revenue-generation and new complementary uses for inclusion in the Draft BMASP Specific Plan.
- Upcoming: later in 2022 – BMASP Community Workshop No. 3 to discuss concepts for new revenue-generation and new complementary uses for inclusion in the Draft BMASP Specific Plan.
- Upcoming: Spring 2023 – BMASP Community Workshop No. 4 – Public Scoping Meeting for the Draft Environmental Impact Report (DEIR).
- Upcoming: 2024 – Presentation of the BMASP Final Specific Plan and Final Environmental Impact report (FEIR) to Council for adoption.

STAFF RESPONSE TO RECENT COMMENTS ABOUT BMASP PROCESS

1. Why is Cesar Chavez Park being developed into an amusement park?

City Response: There is some potentially incorrect information being circulated in the public realm about possible new uses at Cesar Chavez Park. During the BMASP public process to-date, we heard about some ideas for a potential new ropes course or other type of outdoor adventure activity that could potentially generate revenue or additional recreation opportunities. These ideas were described at BMASP Community Meeting No. 2 as potential ideas in order to receive community feedback. Another possibility for Cesar Chavez Park is to increase the number of

special events (e.g., concerts) at the eastern side of the park, and to develop either a portable or permanent stage area and pathway for event equipment. Before COVID restrictions were implemented, large public events were held at the Berkeley Waterfront for several decades, including the Kite Festival, July 4th celebration, and occasional musical concerts. It should be noted that these new ideas are just ideas for further discussion and community feedback and no final decisions have been made.

2. Community questionnaire no. 2 is inadequate. Most of the ideas won't generate revenue.

City Response: The community questionnaire was another tool for feedback on ideas generated thus far from meetings with the community for potential new revenue-generating and complementary uses at the Berkeley Waterfront. It should be noted that the complementary uses being discussed are new uses the community would like to see, even if they don't generate significant new revenue. If residents did not get a chance to complete the questionnaire or had more feedback to provide, we continue encourage residents to send us an email at bmasp@cityofberkeley.info

3. Did the City already decide that the Marine Yard is going to be removed?

City Response: The Marine Yard is an existing long-term tenant at the Marina that does not generate significant revenue to the City. Their lease will expire in less than ten years. Very few marinas in the Bay Area have a working boat yard like the Marine Center. Given these facts, the use of this property for potential revenue-generating uses is being discussed. Once again, these are just ideas and no final decisions have been made.

4. The BMASP Meetings are not being noticed or publicized.

City Response: Both BMASP public meetings have been highly publicized through a variety of mailing lists (including the BMASP Project, Waterfront, and T1 Mailing lists), the City website, advertisements in Berkeley Times and Berkeleyside, and posters throughout the City. Hundreds of residents have participated in the process thus far.

cc: Paul Buddenhagen, Deputy City Manager
LaTanya Bellow, Deputy City Manager
Scott Ferris, Director, Parks, Recreation & Waterfront Department
Jenny Wong, City Auditor
Mark Numainville, City Clerk
Matthai Chakko, Assistant to the City Manager