



BERKELEY MARINA AREA

Specific Plan

**COMMUNITY
WORKSHOP 01**

January 28, 2021

HargreavesJones

community workshop #1

purpose for tonight

- ✓ **Introduce BMASP: Team, Scope/Objectives, Timeline.**
- ✓ **Study the site closely.**
- ✓ **Hear your ideas for the Specific Plan.**

workshop agenda

6:30 Welcome & Introductions

6:35 Overview of **Specific Plan Process**

6:50 Site Understanding & Challenges/Opportunities

7:20 Q&A on Presentation

Enter in Chat!

— Break 5 mins —

7:30 Breakout Sessions

8:25 Next steps & Adjourn

project background

Alexandra Endress

Nelson Lam

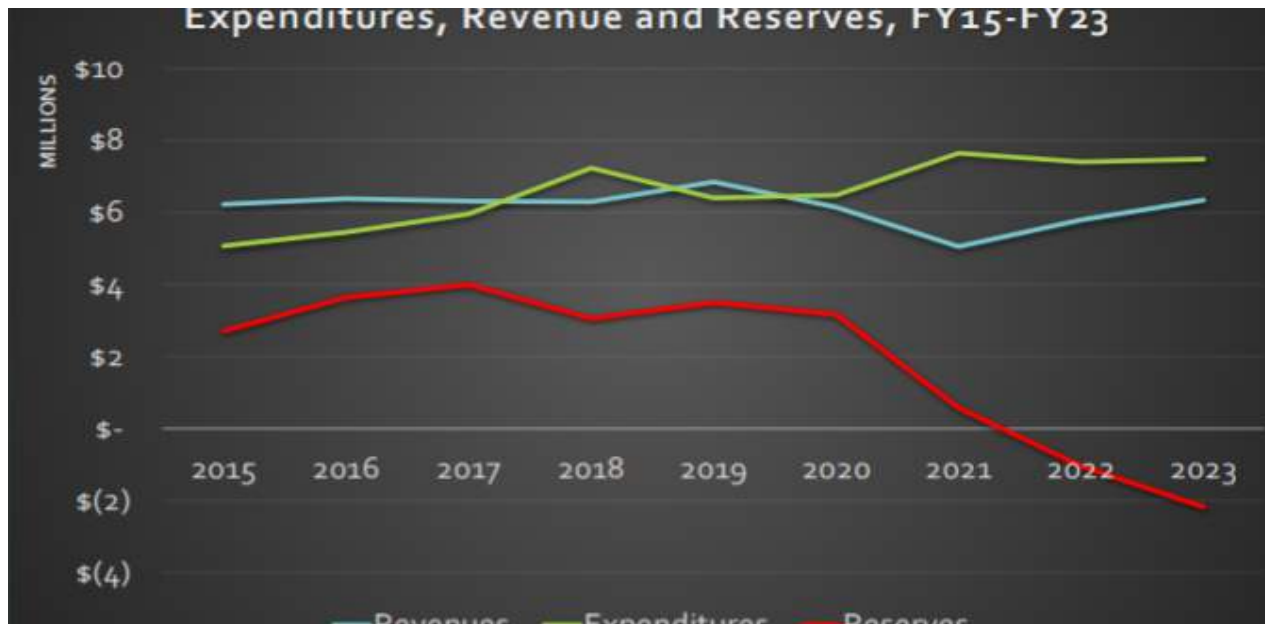
City of Berkeley

financial challenges and opportunities

Current Status

- Existing Marina Fund operations model is not viable
- Capital Waterfront expenditure needs exceed \$100M

Marina Fund - Expenditures, Revenues, Reserves FY15-23



Opportunity

- ✓ Pier-Ferry Project
- ✓ BMASP underway



Provide a vision and plan for achieving a financially self-sustainable, publicly-owned marina area with infrastructure and amenities to support current and future community needs, while adapting to climate changes and promoting recreation and environmental stewardship.

Capital Projects Update



- 1. South Cove East Parking Lot & Restroom
- 2. Bay Trail Extension – Segment 3
- 3. South Cove ADA Accessible Gangway at Middle Dock
- 4. South Cove Floating Docks Replacement

Complete

- 5. Marina Streets Reconstruction
 - University Ave (W Frontage Rd to Marina Blvd)
 - Spinnaker Way
 - Marina Blvd
- 6. O&K Docks Electrical Upgrade
- 7. Electronic Bicycle Lockers

2021

- 8. D&E Docks Replacement
- 9. South Cove West Parking Lot
- 10. Selective Timber Pile Replacement
- 11. Cesar Chavez Park Restroom

Design

- 12. K-Dock Restroom Renovation
- 13. Municipal Pier Structural Assessment & Ferry Facility Feasibility Study
- 14. Marina-wide Sea Level Rise Vulnerability Study
- 15. Berkeley Marina Area Specific Plan

Planning



CalTrans University Ave/I-80 Interchange Improvement

major capital projects – funding source

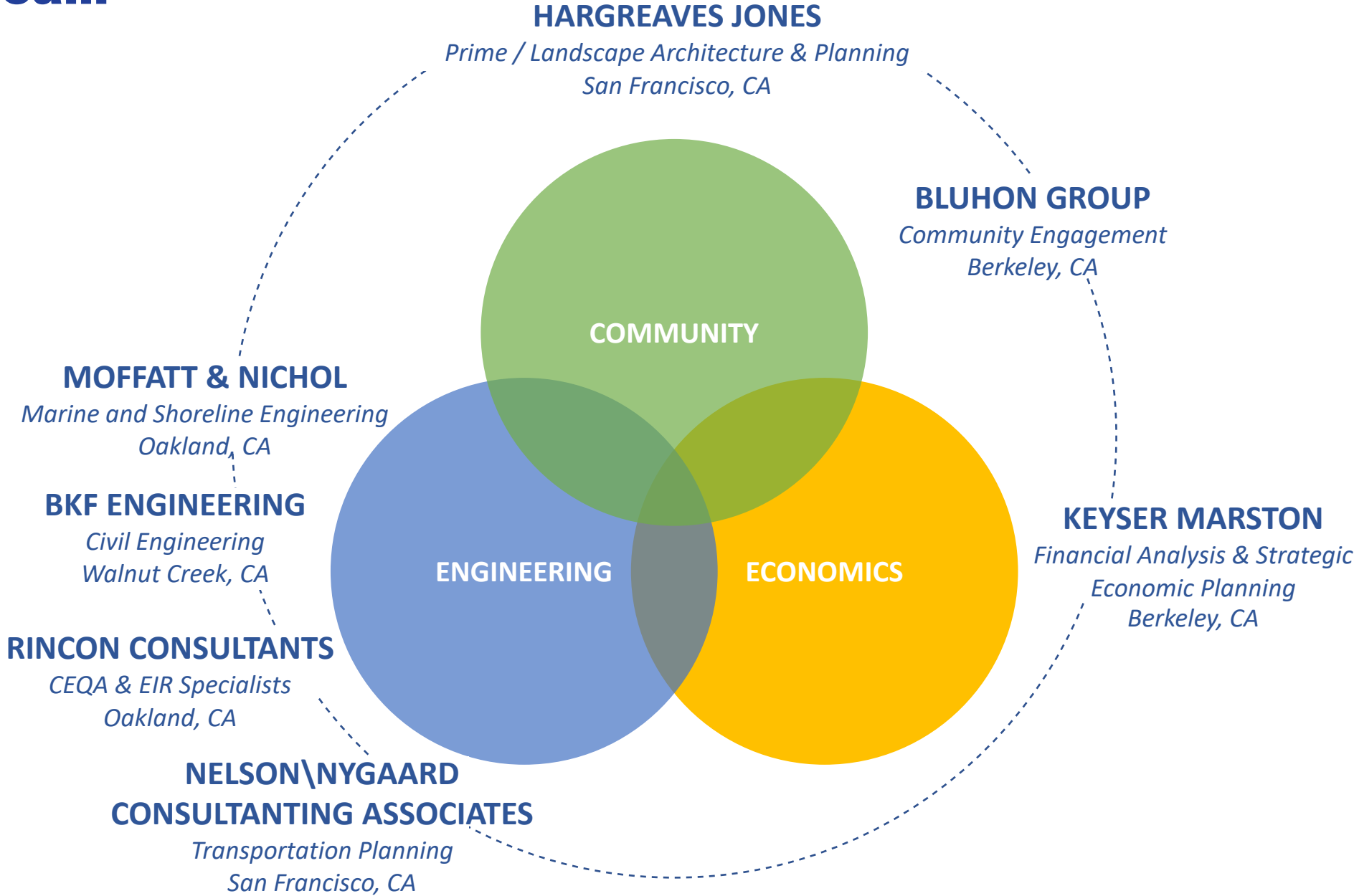
PROJECT	Marina Enterprise Fund	Grants	State Loans	Measure T1	Parks Tax	Public Works	General Fund
1. South Cove East Parking Lot & Restroom	✓	✓					
2. Bay Trail Extension – Segment 3	✓	✓					
3. South Cove ADA Accessible Gangway at Middle Dock		✓					
4. South Cove Floating Docks Replacement (East & West Docks)	✓						
5. Marina Streets Reconstruction (University Ave/Spinnaker Way/Marina Blvd)				✓		✓	
6. O&K Docks Electrical Upgrade	✓						✓
7. Electronic Bicycle Lockers	✓	✓					
8. D&E Docks Replacement			✓	✓			
9. South Cove West Parking Lot							✓
10. Selective Timber Pile Replacement				✓			✓
11. Cesar Chavez Park Restroom (On Spinnaker Way)				✓			
12. K-Dock Restroom Renovation				✓			
13. Municipal Pier Structural Assessment & Ferry Facility Feasibility Study	✓	✓		✓	✓		
14. Marina-wide Sea Level Rise Vulnerability Study	✓			✓			
15. Berkeley Marina Area Specific Plan							✓

project team & schedule
what is a specific plan
site understanding

Meghen Quinn

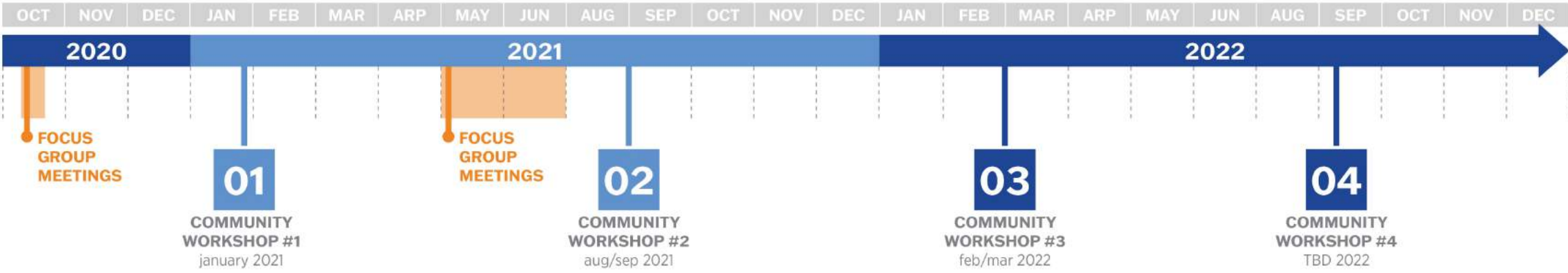
Hargreaves Jones

project team



schedule

City Council Work Session
Feb 16




Meeting #1
January 28, 2021
*Project Introduction
Challenges and
Conceptual
Opportunities*



Meeting #2
Aug/Sept 2021
*Specific Plan Design
and Financial Model
Options*



Meeting #3
Feb/Mar 2022
*Specific Plan
Refinement
Workshop*



Meeting #4
TBD 2022
*EIR Public Scoping
Meeting*

about a specific plan

what is a specific plan?

Sets long-term goals & policies to guide development & preservation in a specific area.

Desired Land Uses

Standards and Guidelines

Supporting Infrastructure

Implementation Measures

specific plan goals

Vision & policies to guide development & preservation in the Marina.



achieve financial sustainability

- keep Marina Fund operational
- develop a viable financial model



address infrastructure needs

- prioritize capital projects
- Identify funding sources



support community needs

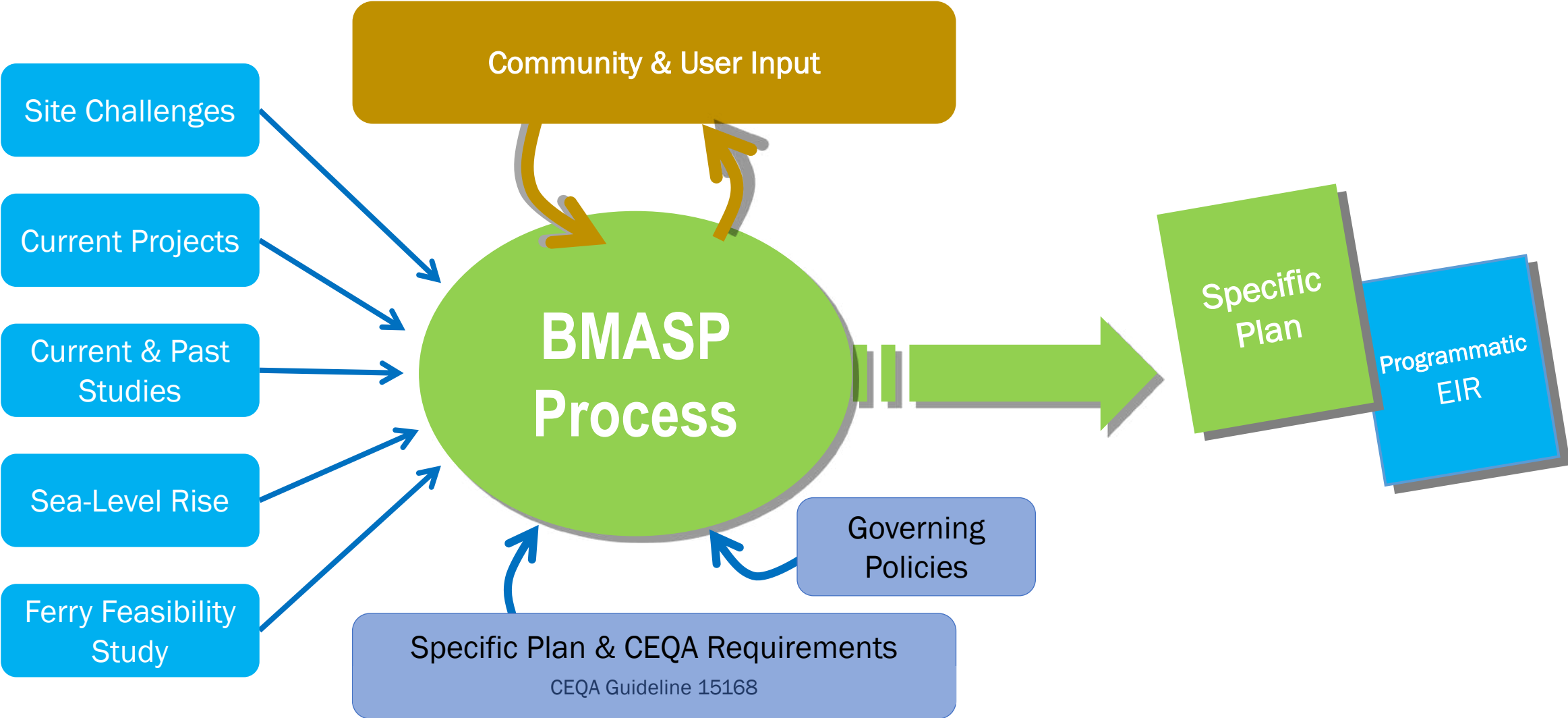
- Marina: slips, business, clubs, etc.
- Recreation and environmental stewardship



adapt to climate change

- Assess SLR vulnerability
- Identify mitigation and adaptation measures

what is a specific plan?



BMASP study area

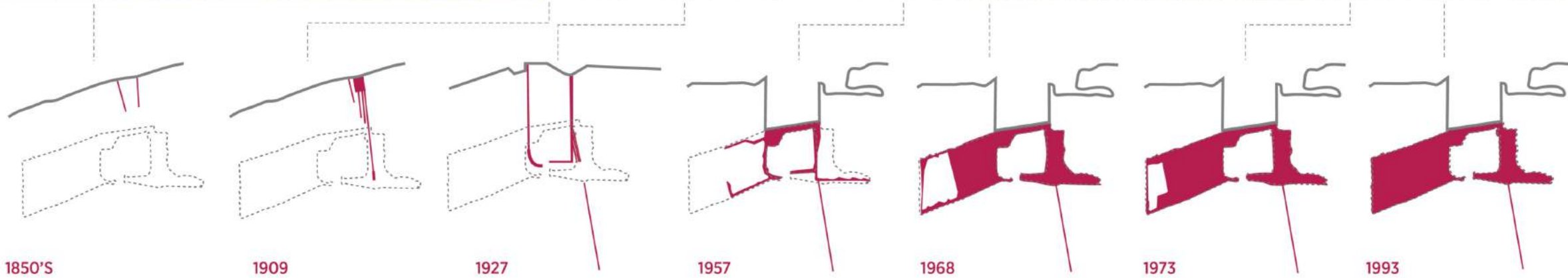
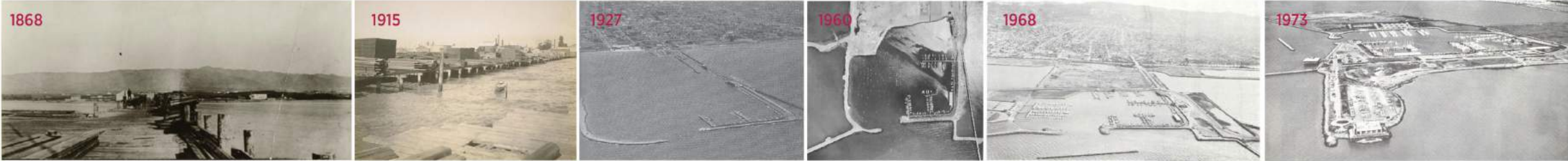
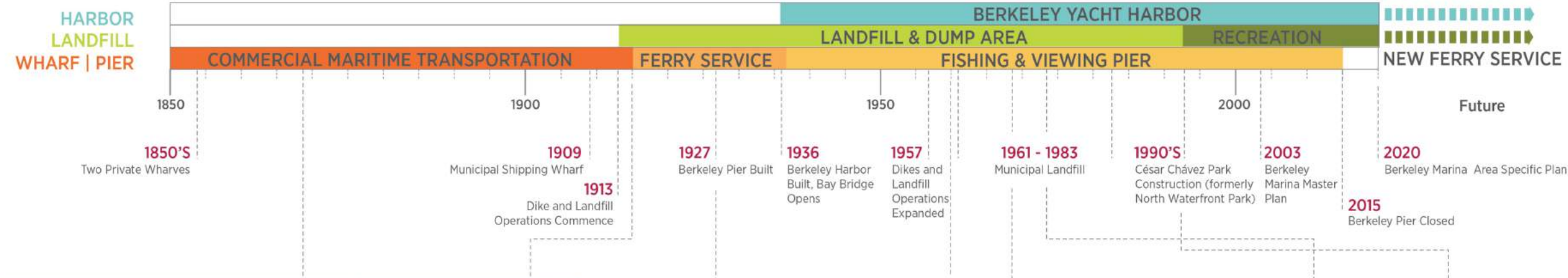
LEGEND

- BMASP STUDY AREA
- TIDELANDS GRANT BOUNDARY



site understanding

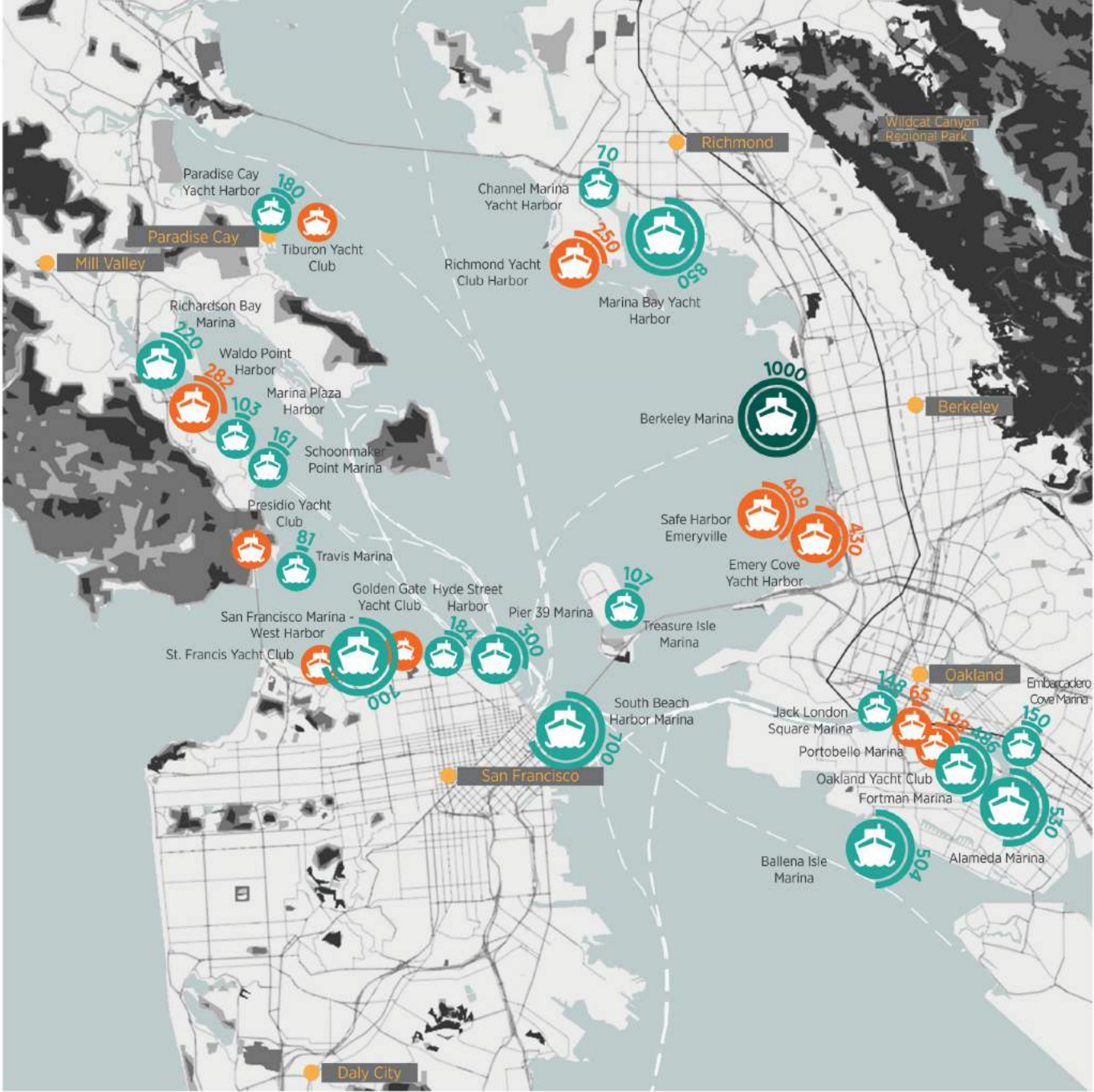
history of Berkeley Marina



bay area marinas

LEGEND

Number of Slips	0-200	200-500	500-1000
Public			
Private			



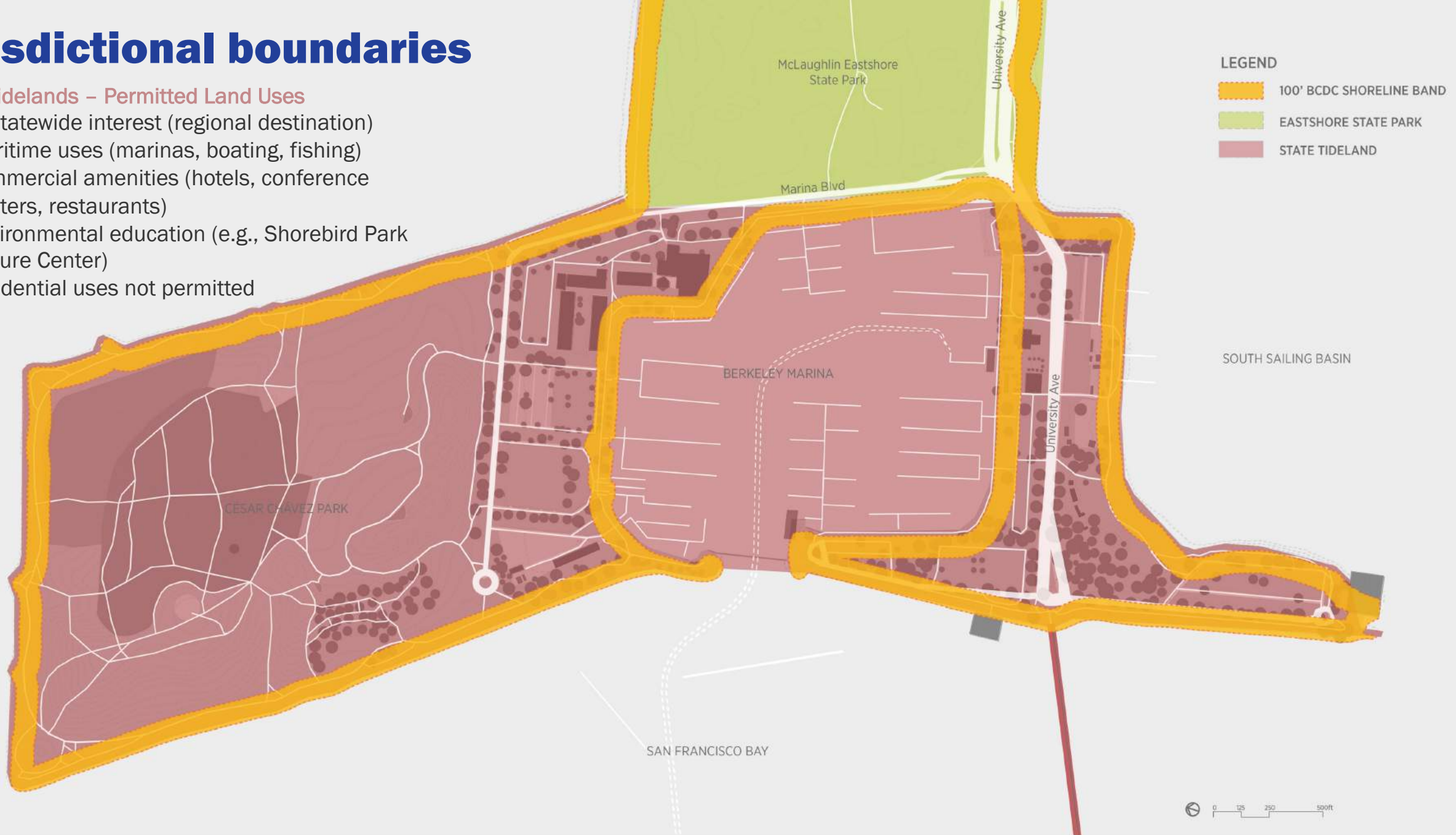
Berkeley Marina existing conditions



jurisdictional boundaries

State Tidelands – Permitted Land Uses

- of statewide interest (regional destination)
- maritime uses (marinas, boating, fishing)
- commercial amenities (hotels, conference centers, restaurants)
- environmental education (e.g., Shorebird Park Nature Center)
- residential uses not permitted



City of Berkeley zoning

land use zoning districts 2014

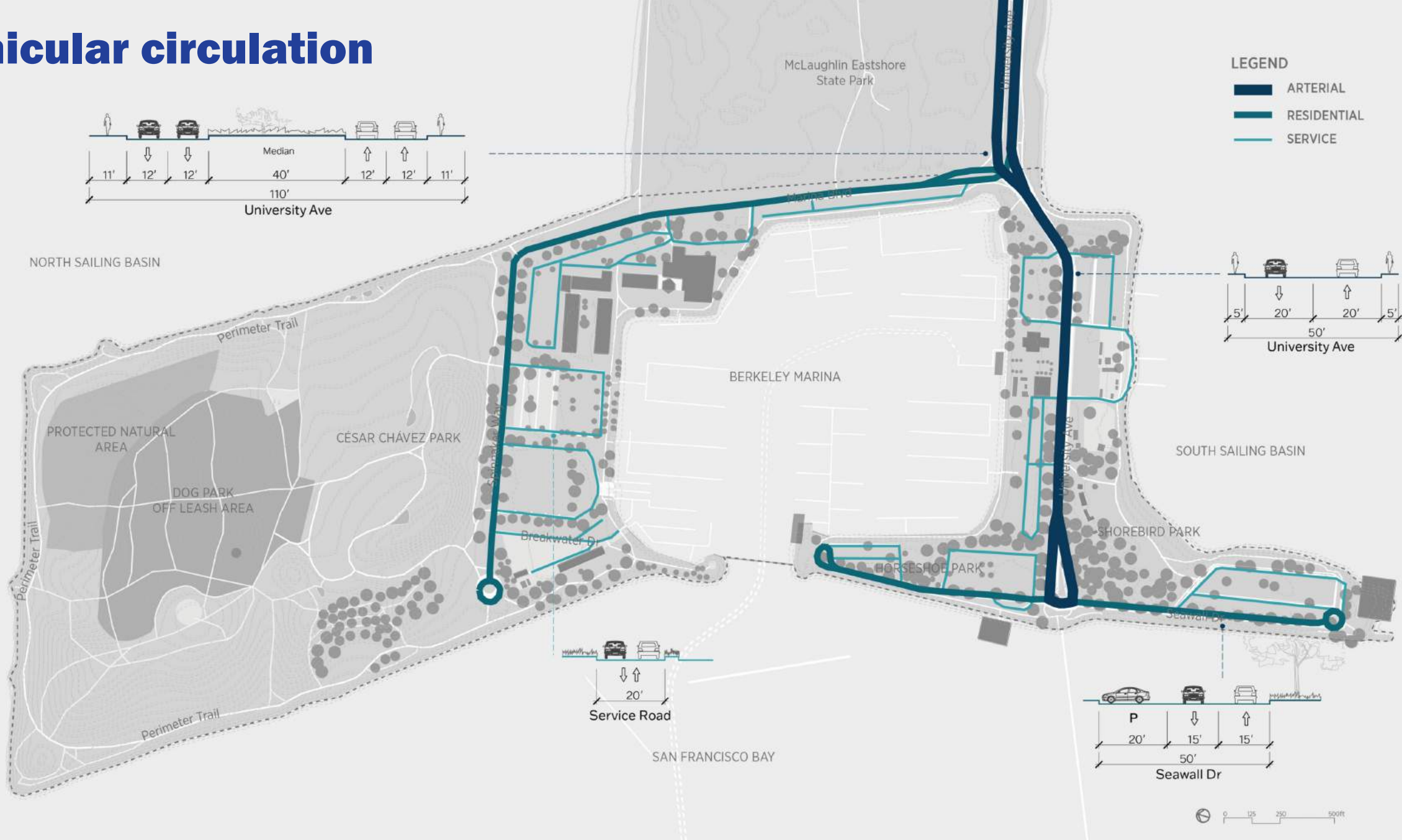


local land use

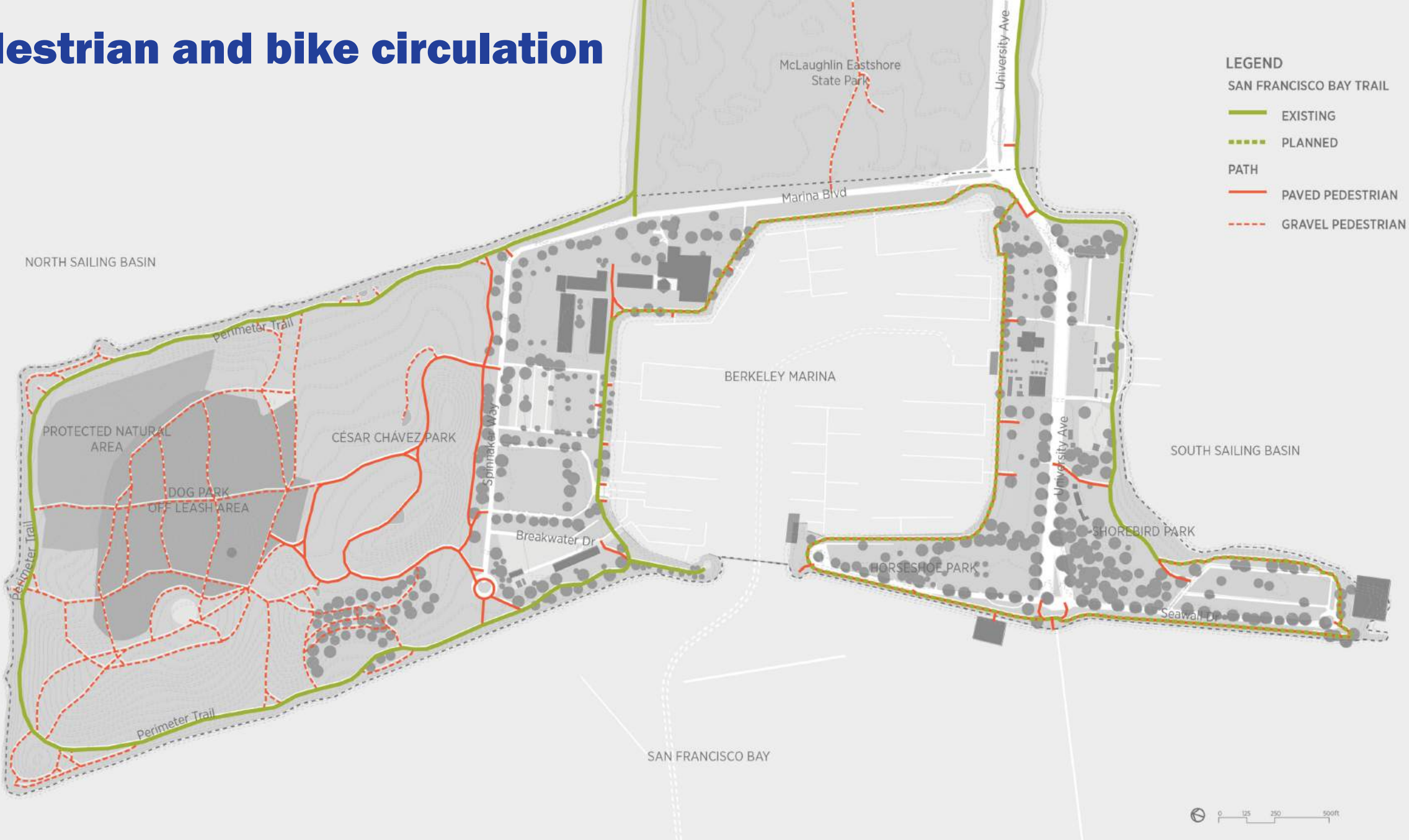
general plan land use plan 2002



vehicular circulation



pedestrian and bike circulation

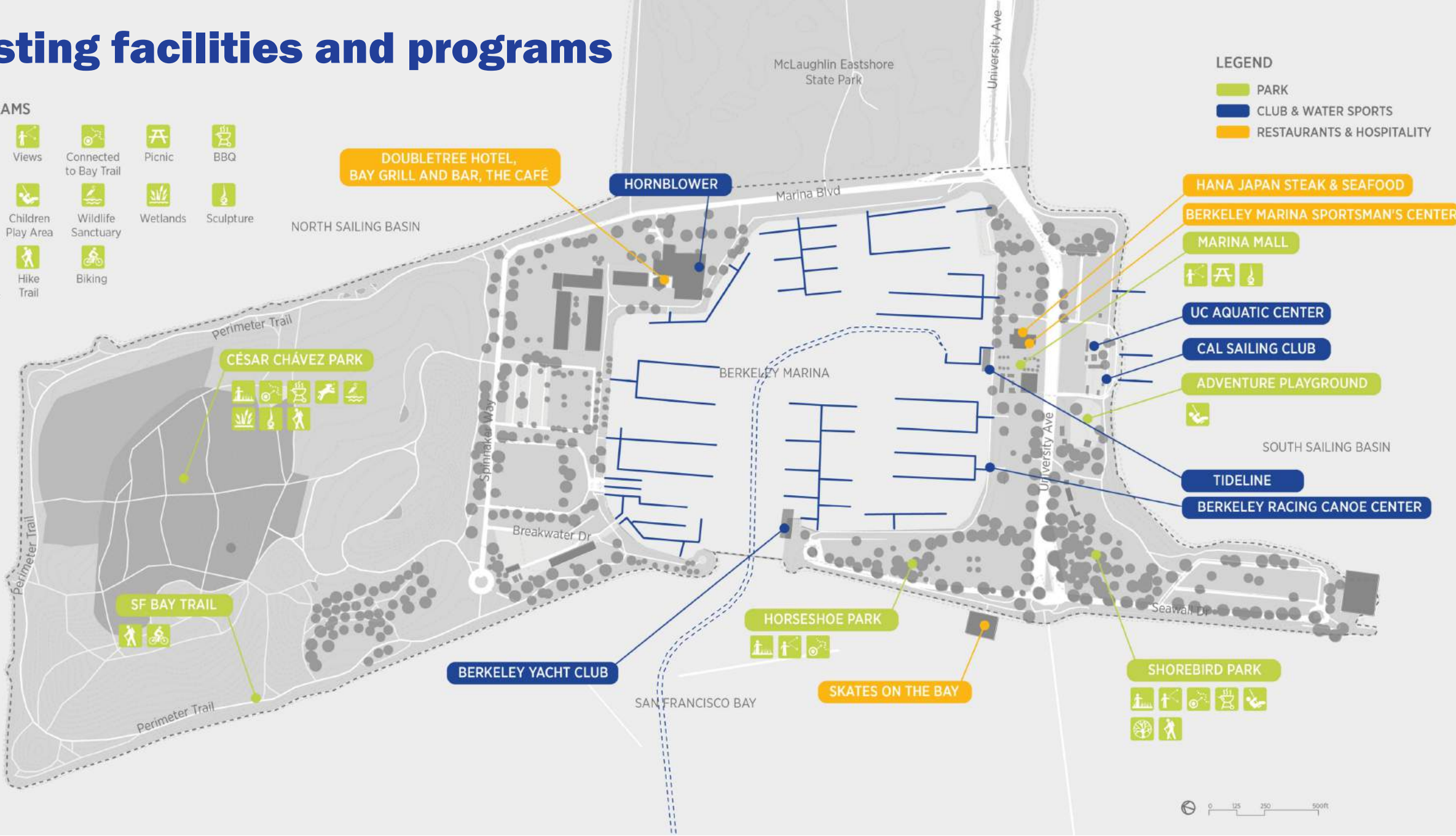




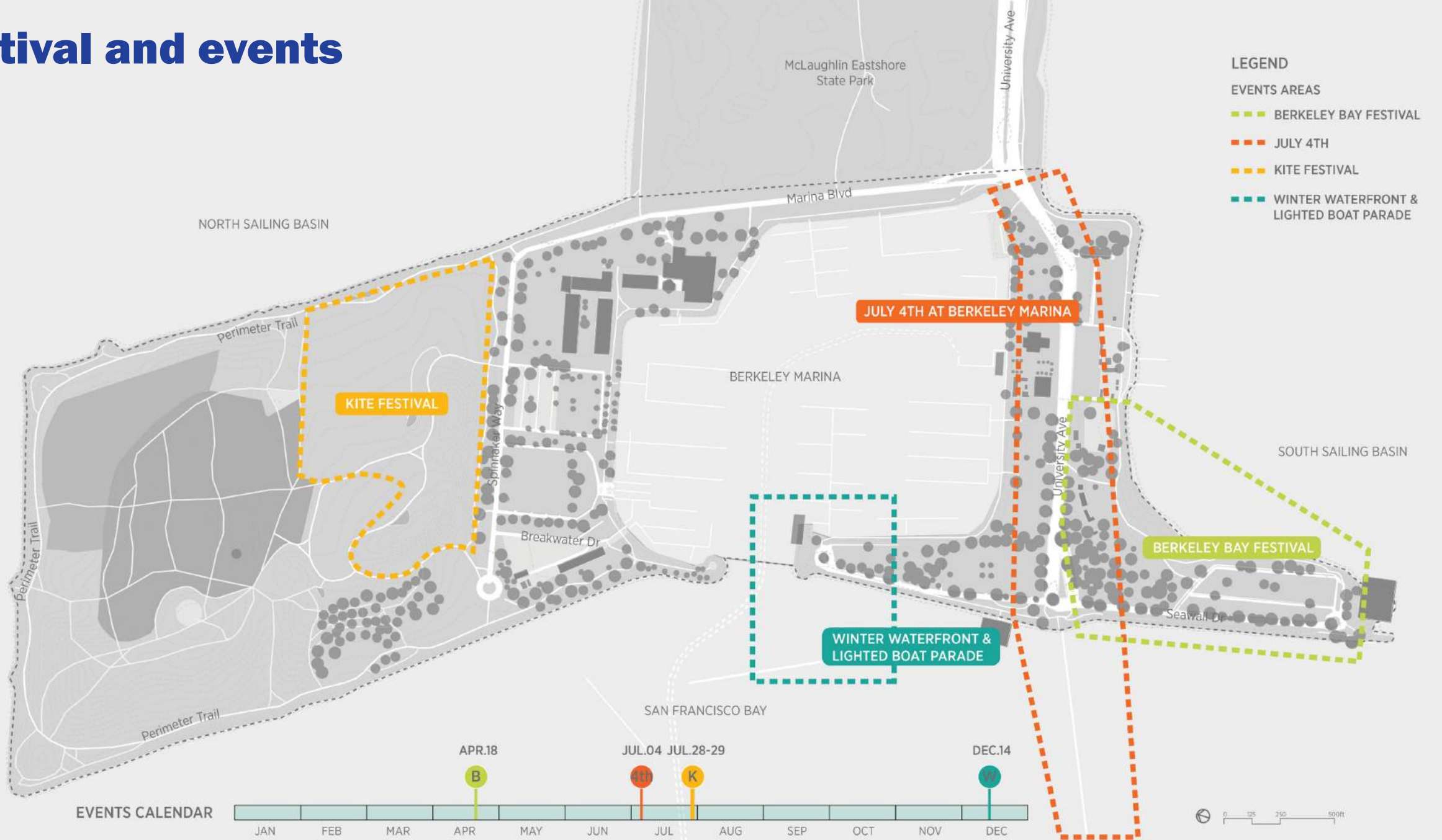
existing facilities and programs

- PROGRAMS**
- Open Lawn
 - Views
 - Connected to Bay Trail
 - Picnic
 - BBQ
 - Off-leash Dog Area
 - Children Play Area
 - Wildlife Sanctuary
 - Wetlands
 - Sculpture
 - Visitor & Nature Center
 - Hike Trail
 - Biking

- LEGEND**
- PARK
 - CLUB & WATER SPORTS
 - RESTAURANTS & HOSPITALITY



festival and events



programming and events opportunities

Music Concerts in César Chávez Park



Movie Nights in César Chávez Park



Food/ Snack Stands



Temporary Beer Gardens



Seafood Festival



Art Festival



Public Art



Environmental Educational Opportunities



Public Fishing Areas



Boating Center



Swimming Center or Club



Park Pavilions for Special Events



what we heard (focus group meetings)

Sept 29
8 participants

group 1

**Slip holders &
Live-aboards**

Sept 30
13 participants

group 2

**Business
Tenants**

Oct 27
5 participants

group 3

**Water-based
Recreation**

Oct 28
12 participants

group 4

**Land-based
Recreation**

what we heard (focus group meetings)

What *qualities* draw you here?

Convenient public
access

Diverse Social
Character

A superb marine
environment for sailing
& nature

Diverse ways to
interact with the
Marina

Sun Setting

Ecosystem of
mutually supportive
businesses

what we heard (focus group meetings)

What *limits* your use?

Vehicle
vandalism &
uneasy sense of
personal safety

Poor road conditions
at University and
Marina impact cars

Parking & restroom
capacity insufficient on
weekend

Shallow entrance
channel to marina
basin

what we heard (focus group meetings)

What **changes** could enhance your experience?

Design & Infrastructure Ideas

- Create an **entry kiosk**, locked at nighttime
- **Dredge channel** at marina entrance
- Create **softer edges** for “living shoreline”
- **Expand** South Cove **beach**
- Add public **interpretive art & information**
- Construct **community room**
- Develop **more public fishing areas**
- Create **a boating center**
- **Repave University Avenue**

Safety, Op & Maintenance Ideas

- Install **more security cameras**
- **Increase lighting** at docks
- **Rebuild docks** over time
- Enhance sense of public safety:
address homeless encampment
- Add **new bathrooms & parking at Cesar Chavez**
- Increase frequency of **litter** pickup, add waste receptacles

what we heard (focus group meetings)

What **changes** could enhance your experience?

Programming & Event Ideas

- Promote **fresh fish sales** at docks
- Create a **farmers/fish market**
- Increase **youth activities** for sailing, kayaking, swimming
- **Expand events**, esp. music
- Provide **food/snack stands**
- Consider **beer garden** model where kids/adults are welcome
- **Engage community, education, gov, research groups** in programming

Development & Land Use Ideas

- Develop a **'boutique' hotel**
- Establish a **new restaurant at Hs Lordship's site**
- **Enhance physical environment** for businesses
- **Support DoubleTree** in potential expansion plans
- **Support establishing WETA ferry service**

challenges & opportunities

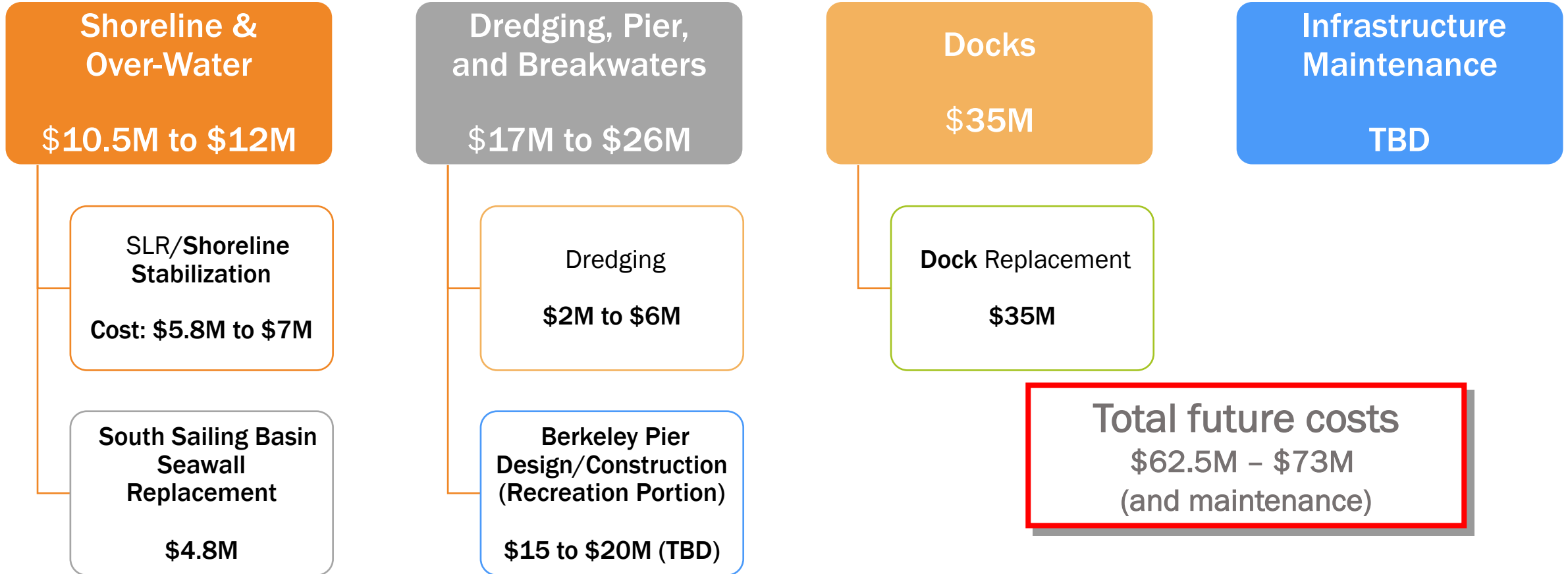
Project Team

WATERSIDE INFRASTRUCTURE

Danny Jordan

Moffatt & Nichol

future waterside infrastructure costs



shoreline & over-water

Unfunded Capital Improvements

South Sailing Cove Seawall Replacement

- Est. \$4.8M



Shoreline Stabilization and SLR Flooding

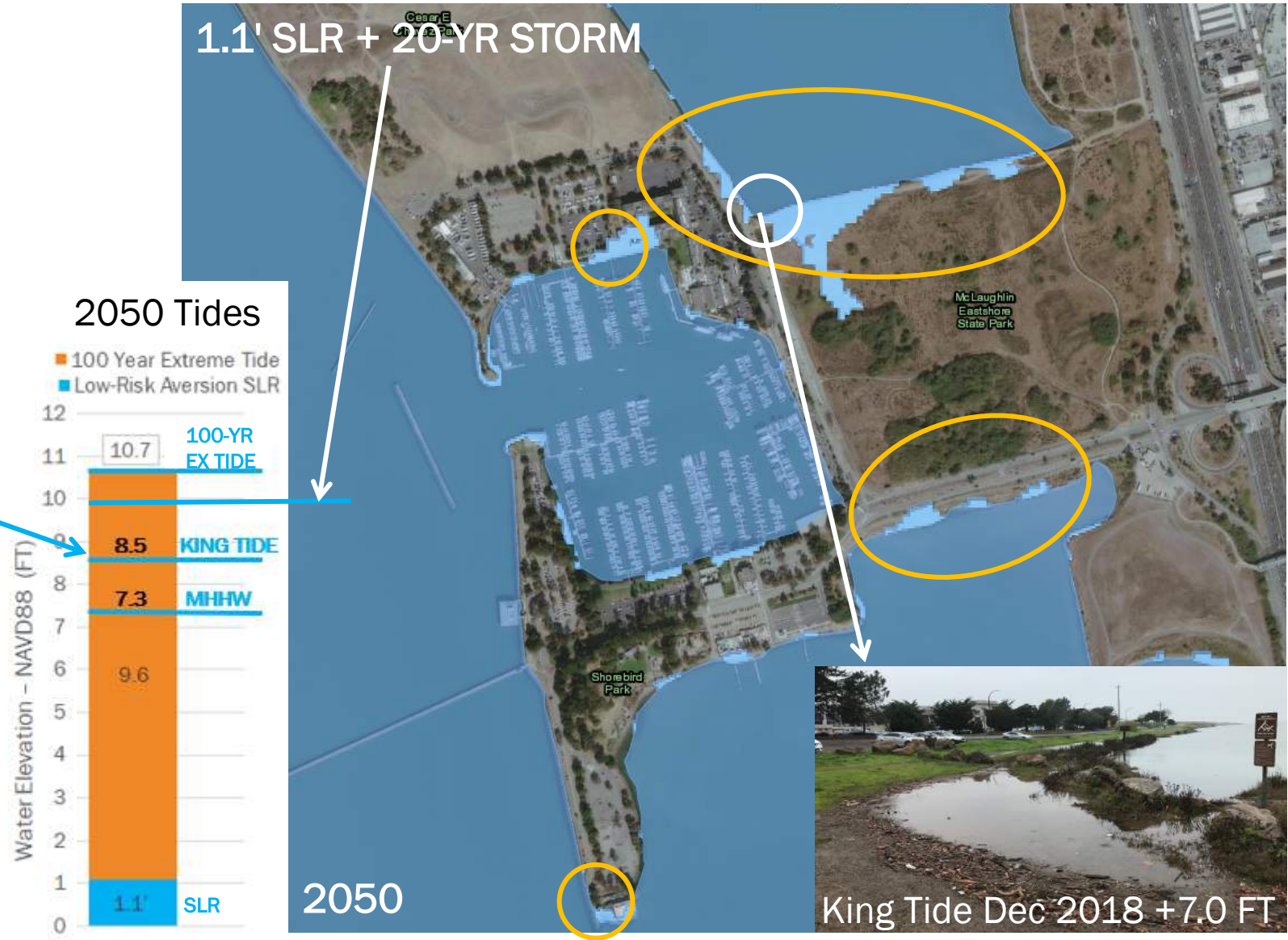
Cost: \$5.8M to \$7M

- Stabilization at:
 - East Side of Cesar Chavez
 - Groin below 199 Seawall Dr



2050 sea level rise (SLR) impacts

- 2019 Draft Study
- Berkeley Marina less affected
- Shoreline: +10 FT NAVD88
- 2050 SLR (+1.1 FT)
 - 17% Likely to Occur
- Waves make a difference



dredging, pier and breakwaters

Unfunded Capital Improvements

Marina Dredging

- Main channel & entrance, ≈\$2M–\$6M (2018)
- Main Basin, TBD

Berkeley Pier Design/Construction (Recreational portion)

- \$15M to \$20M
- Feasibility study underway for potential WETA/Ferry use



docks and piles

Unfunded Capital Improvements

Dock Replacement of J, L, M, N

- Aging docks
- \$35M (2018)



LANDSIDE INFRASTRUCTURE

Eric Swanson, PE

BKF Engineers

existing landside infrastructure

Vital improvements needed within the next 20 years to upgrade decaying infrastructure.

Total Future Landscape Infrastructure Costs \$23M (plus O&M)

UTILITY IMPROVEMENTS (\$4.5 M)

Sewer Collection System

Emergency Fire Service

Stormwater Quality Improvements



PAVEMENT REHABILITATION (\$3.4 M)

University Ave (Marina Blvd to Seawall Dr)

Seawall Dr



PARKING LOTS (\$10.5 M)

F & G Dock Lot, O Dock and Yacht Club Lot, J & K Dock Lot

N Dock and Skates Lot, Launch Ramp Lot, L & M Dock Lot, Lordships' Lot

Construction of South Cove West Lot



SIDEWALKS/ PATHWAYS (\$4.6 M)

Cesar Chavez Park Perimeter Trail

Marina Boulevard Trail

Completion of Bay Trail Master Plan

General Sidewalk/ Pathway Upgrades

ECONOMICS

Kevin Feeney

Keyser Marston Associates

economics of Berkeley Marina Area

Operating Revenues

Berth Rental Fees
Commercial Leases



**Marina
Fund**



Marina O&M
Lease Administration
Rec. Programs
Special Events
Park Maintenance*
Private Security

Sales Tax
Property Tax
Transient Occupancy Tax



**General
Fund**



Basic Police
& Fire Services

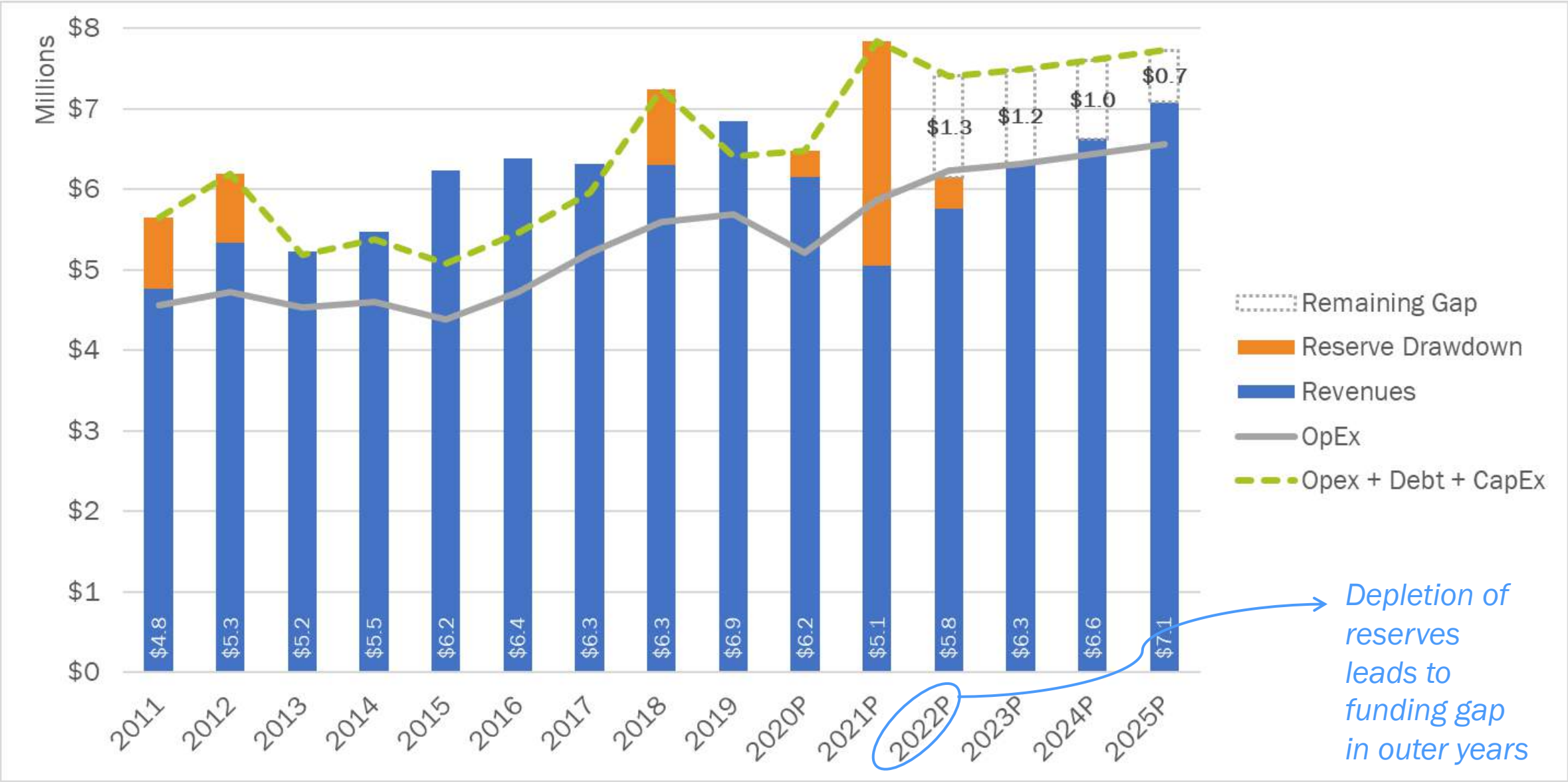
Capital costs
Varies by project

*Additional park maintenance provided by Park Tax Fund.

marina fund reserve balance



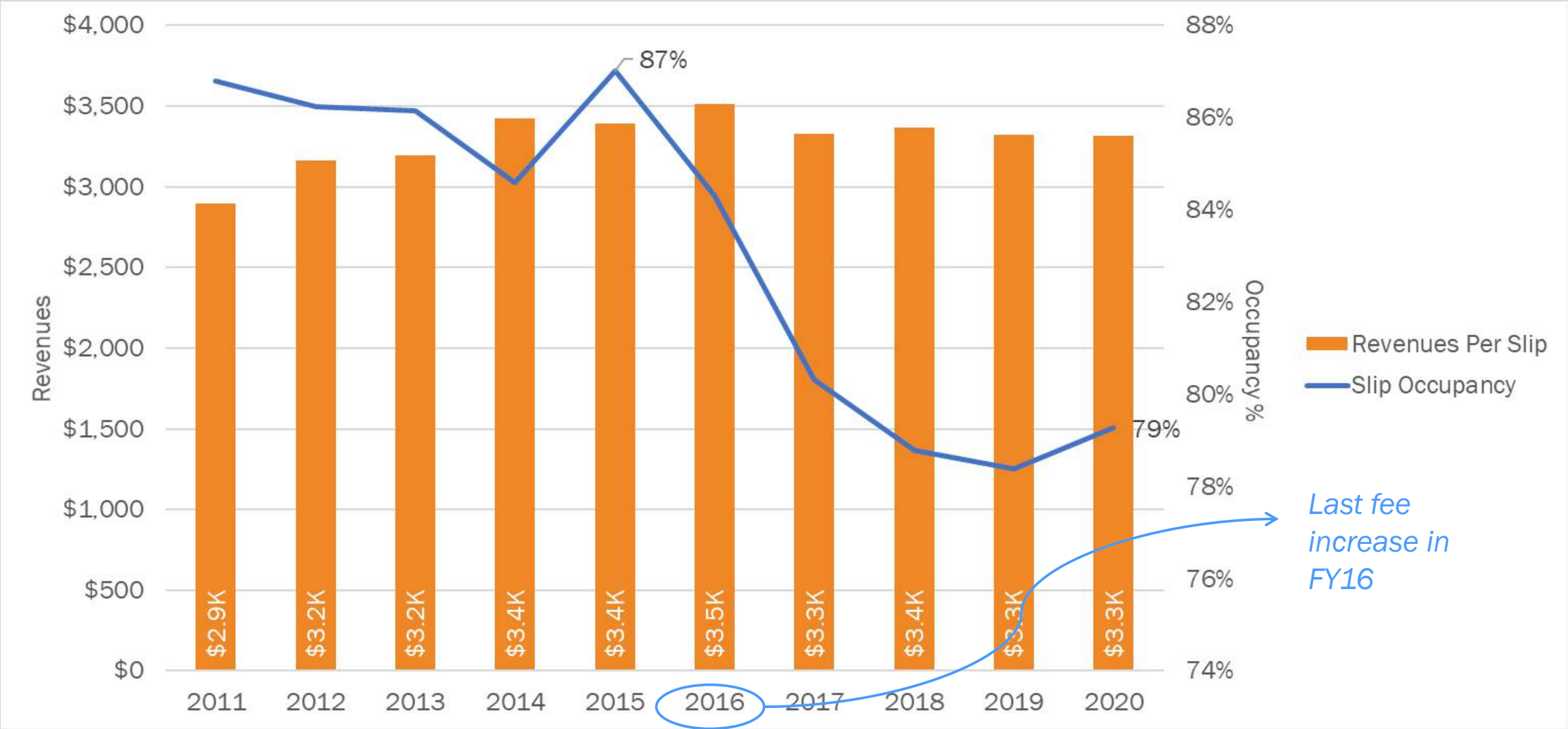
marina fund revenues and expenditures



marina fund revenue components



marina fund slip occupancy and revenue trends



unfunded capital needs

Order-of-magnitude unfunded capital needs = **\$100M+**

	25% of Need	50% of Need	100% of Need
New Capital Investment	\$25M	\$50M	\$100M
Annual Debt Service (Illustrative)	\$1.5M	\$3.1M	\$6.1M
Reqd. Growth in Marina Fund Revenue	+22%	+45%	+89%

revenue generation and funding options

Direct revenue generation

- Improve performance of marina slips, restaurants, hotel
- Increase slip rates, lease rates, parking fees or other user fees
- Attract new upland development (subject to tidelands restrictions)

External funding

- Measure T1 bond funding
- State and federal grants and loans

Cost / revenue transfers

- Recapture tax revenues from marina (TOT, sales tax, property taxes)
- Shift certain operating expenses to General Fund

marina case studies



San Francisco Marina



Pillar Point Harbor



Alamos Bay Marina



Dana Point Harbor

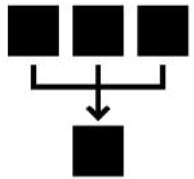


Former San Leandro Marina

San Francisco Marina



San Francisco | State Tidelands



Public Owner/Operator
City & County of San Francisco



667 marina slips



39 acres | water
19 acres | land



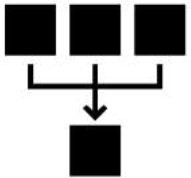
	Onsite
1	West Harbor
2	East Harbor
3	Marina Green
4	Yacht Clubs

	Offsite
A	Fort Mason
B	Crissy Field
C	Palace of Fine Arts
D	Chestnut St

Pillar Point Harbor



Half Moon Bay | State Tidelands



Public Owner/ Operator
San Mateo County Harbor District



369 marina slips



45 acres | water (marina)
+/-20 acres | land



	Onsite
1	Rec Marina
2	Comm. Marina
3	Pier/ Fisheries
4	Shops & Restaurants
5	Boat Launch

	Offsite
A	Harbor Village
B	HMB Brewing
C	Chowder House

Pillar Point's special district funding model

Special district property tax provides flexibility to encourage diversity of uses

Special district owner/operator receives \$0.03/\$1 of county prop taxes

- Property taxes represent 2/3 of district revenues, help fund capital needs

Dedicated funding provides flexibility to encourage uses that generate modest direct revenues, but provides spinoff benefits, such as commercial fishing

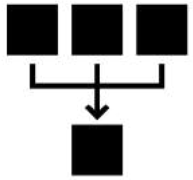
- Commercial fishing vessels occupy half of berths; 98% occupancy
- 3 whole fishery leases on pier (4 hoists)
- Fresh fish sales permitted off boats
- Draws visitors to restaurants & charter boats



Alamitos Bay Marina



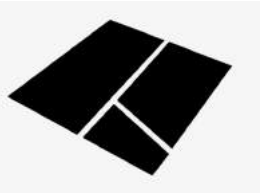
Long Beach | State Tidelands



Public Owner/Operator
City of Long Beach



1,646 marina slips



200 acres | water
10 acres | land



	Onsite
1	Yacht Clubs
2	Commercial Areas
3	Marinas
4	Marina Boatyard
	Water Taxi

	Offsite
A	New Coastal Mall
B	Existing Shopping Center

Alamitos Bay Marina rebuild project

Marina rebuild supported by lean operating budget; upland development follows

Rebuilt & reconfigured 1,646 slips over 13 years

- +/-15% increase in average slip length

\$105M rebuild financed by bonds secured by marina fund net revenues (3 marinas)

- Operating expenses = 56% gross revenues
- Slip fee increases have averaged 2.3%/year

Upland development has followed:

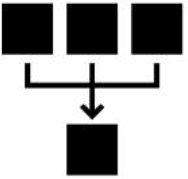
- waterfront restaurant & brew pub (City land)
- 215K sf coastal mall (private land)



Dana Point Harbor



Dana Point | State Tidelands



Public Owner/Private Operator
Orange County



2,254 marina slips



170 acres | water
107 acres | land



	Onsite
1	Marinas
2	Hotel/Commercial
3	Yacht Club
4	Shipyard
5	Ocean Institute

	Offsite
A	Hotels
B	State Beach

Dana Point Harbor revitalization project

Public-private partnership will revitalize marina and waterfront commercial district

Following adoption of land use plan, County entered into a 66-year ground lease with master developer to:

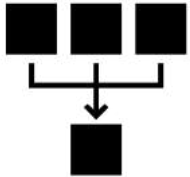
- Operate marina
- Replace/repair/reconfigure existing infrastructure
- Revitalize commercial core, develop new revenue-generating uses in accordance with land use plan:
 - 2 hotels with 266 total rooms
 - 110,000 SF of new commercial uses



Former San Leandro Marina



San Leandro



Formerly Public Owner/Operator
City of San Leandro



462 marina slips (to be dismantled)



23 acres | water (marina)
37 acres | land



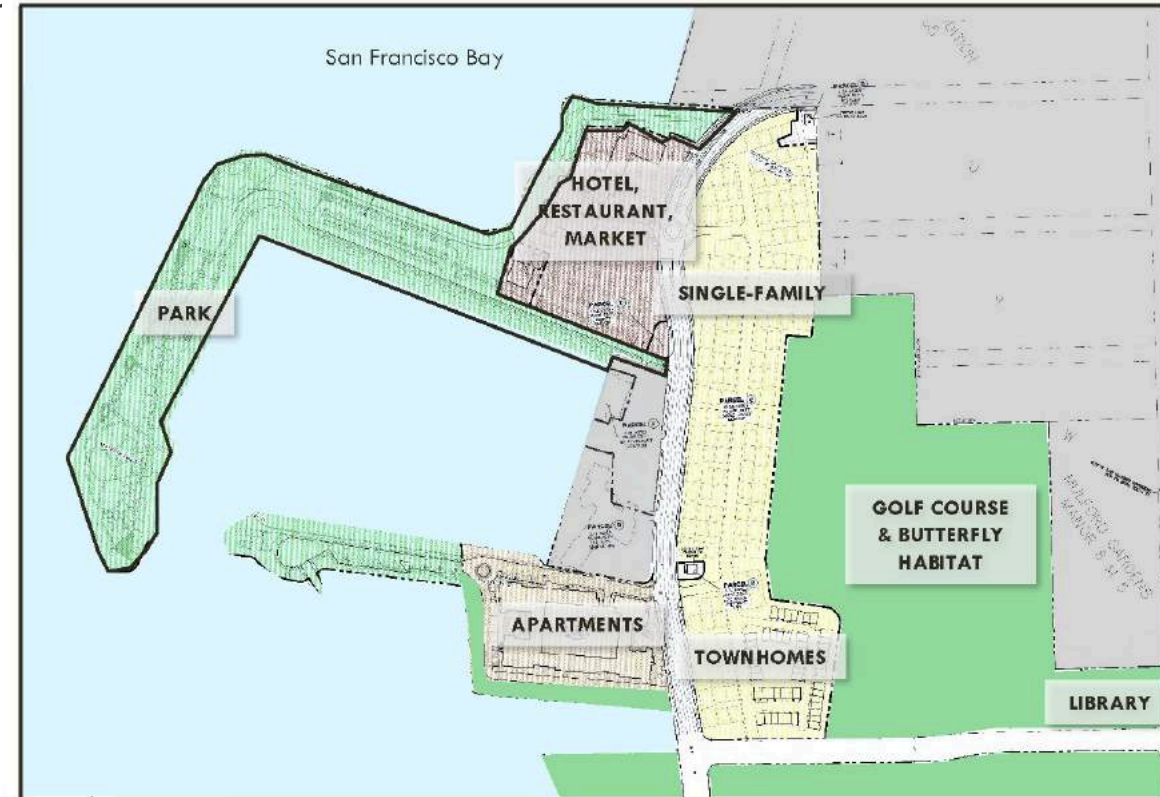
	Onsite
1	Marina
2	Pier/ Yacht Club
3	Hotel/ Commercial
4	Boat Launch

	Offsite
A	City Golf Course
B	Marina Park

redevelopment of former San Leandro Marina

After underinvestment, marina to be replaced with mixed-use development

- With slip occupancy at 40%, City ended marina dredging in 2009
- City entered into agreement to ground-lease marina land, sell adjacent city golf course for mixed-use development with:
 - 220-room hotel
 - 20,000 sf restaurant/ banquet facilities
 - Up to 500 housing units
 - Rec. amenities (boat launch, Bay Trail)
- Marina slips will be dismantled



case study reflections

	San Francisco	Pillar Point	Alamitos Bay	Dana Point
Recent or Planned Marina Investment	325 slips replaced	Planned upgrades to commercial fishing pier & dock	1,646 slips replaced	2,254 slips to be replaced
Recent or Planned Landside Development	None	None	Restaurant, brew pub, coastal mall	Hotel, restaurants, other commercial (incl. boating-related)
Funding Strategies	Higher slip fees, shift to larger slips	Special district property tax	Lean marina operating budget, commercial development	Public-private partnership, commercial development

1. Which **land uses** would you like to see **introduced, expanded, or enhanced**?
2. Which **land uses** have the **greatest potential to increase revenues** to the Marina Fund? (directly or indirectly)
3. Are there other **land uses or funding strategies not reflected in the case studies** that would help address the Marina Fund shortfall?

Questions on presentation?

Enter in Zoom chat feature.

We will respond as time allows

A project FAQ will be prepared to address unanswered questions

Break for 5 minutes!

**When you return, you'll automatically be
entered into a breakout room.**

breakout session discussion topics

- Tell us about you

What draws you to the Berkeley Marina and Waterfront?

- Revenue-generating facilities

What revenue-generating facilities would you support?

- Potential funding mechanisms

What new potential funding mechanisms would you support?

- New amenities or enhancements to existing

What new amenities or enhancements to existing amenities would you like to see at Berkeley Marina?

- Events and programming opportunities

What events would you like to see at Berkeley Marina?

Welcome back to the full group!

Next... Small group reports.

Public Input Opportunities

- **Workshop 1 Questionnaire** at project website.
- **City Council Work Session – BMASP & Ferry Feasibility Study**
 - 6 pm Tues, February 16th
 - Inform Council, receive Council input. (**No action.**)
 - Public attendance/comment welcome.
- **Community Workshop #2** – targeted for Aug/Sept 2021

Project Information

- **Project website www.CityofBerkeley.info/bmasp/**
 - Online questionnaire
 - Project background and Workshop presentation slides
 - FAQs
- **Project email, bmasp@cityofberkeley.info**