

CITY OF BERKELEY PARKS, RECREATION & WATERFRONT  
**Berkeley Water Transportation Ferry Pier Project**

**DRAFT PARKING MANAGEMENT  
IMPLEMENTATION PLAN**

Public Review Draft

5/8/2026



Parks, Recreation & Waterfront



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## 1 PURPOSE

This Parking Management Plan (Plan) establishes implementation strategies to manage parking demand resulting from the Berkeley Water Transportation Pier Ferry (WTPF) Project to mitigate parking conflicts and ensure balanced, equitable access for recreational users, slip holders, and local business patrons at the Berkeley Waterfront.

Specifically, this Plan:

- Identifies designated full-day parking areas that could be used by ferry commuters within the existing Waterfront parking supply;
- Establishes management strategies (including time limits, paid parking, and permit systems) to mitigate parking conflicts and optimize parking turnover;
- Protects existing public shoreline access and accommodates the continued needs of City, non-profit, and commercial businesses operating within the Waterfront; and
- Supports long-term flexibility in deploying parking management options in response to changing conditions over time.

This Plan is consistent with the Metropolitan Transportation Commission (MTC) Transit-Oriented Communities (TOC) parking management policy, which classifies ferry terminals as Tier 4 facilities and establishes parking maximums for associated commercial and residential development. It also addresses applicable Bay Conservation and Development Commission (BCDC) permit requirements governing public access to the Bay shoreline.

Primary technical references used in the preparation of this Plan include:

- Kittelson & Associates, Inc., Water Transportation Pier-Ferry Project Parking and TDM Plan, City of Berkeley, March 7, 2025 (WTPF Parking and TDM Plan).
- Kittelson & Associates, Inc., Water Transportation Pier-Ferry Project Parking and TDM Plan – Revised Draft Addendum, May 2025 (TDM Plan Addendum).
- City of Berkeley, Selected Marina Fee Increases – City Council Agenda Packet (Public Hearing), June 17, 2025 and January 27, 2026.
- City of Alameda, Planning, Building, and Transportation Department. (August 2024). Alameda Ferry Terminal Parking Pricing Strategy. Prepared with support from Dixon Resources Unlimited.

This plan is intended to establish parking management strategies for daily, routine Waterfront uses. Special events occur infrequently and would implement short-term special parking management rules determined on a case-by-case basis.

The Parking Management Plan outlined herein would be implemented concurrent with the start of Ferry operations, currently anticipated to be early 2030, pending identification of construction funding for the Pier-Ferry Project.

## 2 EXISTING CONDITIONS

### 2.1 PARKING INVENTORY

The Berkeley Waterfront currently has approximately 2,250 parking stalls distributed across 19 parking areas or facilities. The Waterfront is organized into three geographic sub-areas—North Facilities, Central Facilities, and South Facilities—with parking facilities distributed throughout each. Table 1 summarizes the existing Waterfront parking inventory, types and regulations.

### 2.2 EXISTING PARKING MANAGEMENT

The City currently uses a variety of parking management tools at the Berkeley Waterfront, including paid parking (with hourly, daily or annual paid options at some parking lots), permits, gated access, and overnight parking restrictions. Table 1 provides a summary of existing parking regulations for each parking facility at the Waterfront.

#### 2.2.1 Paid Parking

Prior to the introduction of Waterfront parking fees in 2025, the only paid public parking at the Waterfront was at the Launch Ramp facility (used for launching trailered vessels) and Doubletree Hotel. The Launch Ramp uses gate-controlled paid parking, with payment collected at the entrance gate. Doubletree Hotel also uses gate-controlled paid parking.

In June 2025, the Berkeley City Council adopted new parking fees for three of the most heavily utilized public parking lots: South Cove East, South Cove West, and J/K Lots (Resolution No. 71,840-N.S.). The City is now in the process of installing parking meters and implementing parking fees in these three lots. Table 2 summarizes the Council-approved paid parking fee structure at the Berkeley Waterfront.

Once implemented, payment at these lots may be made by payment card at one of six pay stations (two per lot), via text-to-pay from any mobile phone, or in cash at the Waterfront Office (8 AM – 4 PM, Monday through Saturday). Visitors may also pre-pay at a pay station or via text-to-pay prior their arrival. Cars with a valid permit (see Section 2.2.2) are not required to pay parking fees.

**Table 1: Berkeley Waterfront Parking Inventory**

<b>PARKING LOT / FACILITY (SPACES)</b>	<b>AREA</b>	<b>EXISTING PARKING TYPE / REGULATIONS<sup>1</sup></b>
D & E (129)	North	Slipholder Permit Only
Spinnaker Way Lot (36)	North	Public – Free Open 5 AM – 10 PM
Marina Boulevard (150)	North	Public (On-Street) – Free, No Parking 2 AM– 6 am
Spinnaker Way (127)	North	Public (On-Street) – Free
F & G (63)	North	Slipholder Permit Only
H & I (52)	North	Slipholder Permit Only
Launch Ramp (Paid) (76)	North	Public - Paid
Dry Boat Storage Lot (73)	North	Dry Storage Permit Only
Berkeley Marine Center & Boatyard (39)	North	Leased; not open to the Public
J & K (92)	Central	Public – Paid, Slipholder Permit only 12 AM – 10 PM
South Cove West (85)	Central	Public – Paid
South Cove East (96)	Central	Public – Paid
L & M (148)	Central	Leased / Slipholder Permit Only
University Ave Shoulder (70)	Central	Public (On-Street) No Parking 2 AM – 6 AM
Doubletree Leased Lot (408)	Central	Leased – Paid Public Parking
O Lot (72)	South	Public – Free Slipholder Permit only 2 AM – 10 AM
Seawall Drive South of University (84)	South	Public (On-Street) – Free 2-Hour limit at 6 stalls north of University Ave No Parking 11 PM – 5 AM
Skates / N (137)	South	Public – Free Slipholder permit required 12 AM – 10 AM
Seawall Lot (320)	South	Public – Free, partially open

<sup>1</sup> All Parking is limited to 72-hours per Berkeley Municipal Code. This table does not include overnight parking restrictions, which vary by lot. Paid Parking at South Cove East, South Cove West and J/K Lot is in the process of being implemented as of May 2026

**Table 2: Existing Paid Parking Fee Structure**

PARKING FACILITY	FEE STRUCTURE <sup>2</sup>	PAID PARKING HOURS	PRIMARY USERS
South Cove East Lot (96 spaces)	\$1/hr, \$6/day or \$500 / Year Waterfront Parking Pass	9 AM – 5 PM daily	Recreation water access
South Cove West Lot (85 spaces)	\$1/hr, \$6/day or \$500 / Year Waterfront Parking Pass	9 AM – 5 PM daily	Recreation water access, charters, park, playground
J & K Lot (92 spaces)	\$1/hr, \$6/day or \$500 / Year Waterfront Parking Pass	9 AM – 5 PM daily	Boaters, charters, diners
Doubletree (408 spaces)	0–3 hrs: \$24; 3–6 hrs: \$30; 6+ hrs: \$45; Valet \$47/day	24 hours	Hotel Visitors
Launch Ramp (76 spaces)	\$20/day; \$120/month; \$400/season	24 hours	Boaters with trailered vessels

## 2.2.2 Existing Permits & Passes

The City manages a variety of parking permit / pass programs.

### Slipholder Permit

The City maintains a slipholder (AKA berth) permit program for the 1,000-slip Berkeley Marina, the largest public marina in San Francisco Bay. Permits authorize exclusive use of designated permit parking lots (D&E, F&G, H&I, L&M) by berth holders and provide an exemption from hourly parking rates at the South Cove East, South Cove West, and J/K Lots.

### Dry Boat Storage

The dry boat storage lot operates as a stand-alone, permitted lot. After entering into an agreement with the City, a dry-boat storage permit is issued that allows parking / storage within this lot. This permit is limited to this parking lot and does not confer slipholder parking permit benefits.

### Waterfront Parking Pass

The Waterfront Parking Pass was introduced in 2026 as part of the paid parking program. Holders of a Waterfront parking pass (whether issued through a tenant allocation or public purchase) are exempt from the standard hourly (\$1/hour) and daily (\$6/day) parking fees in the South Cove East, South Cove West, and J/K Lots. Each Waterfront business tenant receives a baseline allocation of annual parking passes, scaled to reflect the business's revenue and employee needs. This baseline allocation is provided at no additional cost as part of the tenancy. Tenant staff requiring parking

<sup>2</sup> Paid Parking at South Cove East, South Cove West and J&K Lot has been approved by Berkeley City Council and is in the process of being implemented

beyond this allocation may purchase additional annual Waterfront Parking Passes at \$200 per pass per year. Members of the public may purchase an annual Waterfront parking pass for \$500.

### 2.2.3 Time Limited / Access-Restricted Parking

Currently, time-limited parking at the Berkeley Waterfront is restricted to no-parking or permit-only periods (i.e. restricted hours). Duration-limited parking, which limits the length of a continuous stay, is not currently enforced at any Waterfront parking facility apart from the City-wide 72-hour parking limit established under the Berkeley Municipal Code (BMC Chapter 14.52).

The most common access-restricted parking tool at the Waterfront is limiting specific parking lots to slipholder permit holders only during designated hours. Initiated in 2018, this program effectively reserves overnight capacity for Marina users with a direct operational relationship with the facility, while maintaining daytime public access. The restricted hours vary by lot, weekday versus weekend, and are routinely adjusted to reflect evolving needs.

Prior to the implementation of new parking fees, the South Cove East Lot used manual gate controls to restrict access during early morning hours, preventing all-day parking by private charter boat customers.

## 2.3 EXISTING PARKING USE & AVAILABILITY

Parking utilization data was collected by City of Berkeley Waterfront Monitors from May 2021 through September 2024, over a total of 748 days. The WTPF Parking and TDM Plan supplemented this data with detailed continuous parking counts conducted over five days by Quality Counts (QC) from April through August 2024. Key findings from the WTPF Parking and TDM Plan and the May 2025 Addendum are summarized below. These documents are published on the City's Pier-Ferry Project website.

- The peak month for parking utilization during the 2021 – 2024 data collection period was June, followed closely by August, July and May. Peak parking utilization occurs on Saturdays followed by Sundays. On average, weekday parking utilization is 33 percent lower than on Saturdays.
- Some parking lots reach or exceed 100 percent capacity on peak Saturdays in June, including Spinnaker Way Lot, South Cove East/West Lots, and O Lot.
- Only one parking lot - Spinnaker Way Lot – is at capacity on an average Saturday in June.
- No parking lots in the Berkeley Waterfront are at capacity on average or peak weekdays in June.
- Average duration of stay (6 AM – 9 PM) was under four hours at Spinnaker Way and Lot, Marina Blvd, South Cove East, Skates/N Lot, Seawall Drive and Seawall Lot.
- Average duration of stay (6 AM – 9 PM) was between four and six hours at D&E, F&G, H&I, J&K, L&M, O and South Cove West Lots. The average duration of stay did not exceed six hours in any parking lot between 6 AM – 9 AM.
- Public review of draft documents raised concerns that the primary count times of 10 AM and 8 PM might miss a midday peak. In response, the TDM Addendum isolated mid-day count data

(collected at 2 PM and 4 PM over 29 days from April through August 2024), which found similar occupancy trends, including that no parking lot is at capacity mid-day on weekdays.

Based on these findings, the City plans to use the Skates/N Lot, Seawall Lot and Marina Blvd for shared use parking with ferry riders. Each of these facilities, and their suitability for shared use, is described in more detail below.

### 2.3.1 Skates / N Lot<sup>3</sup>

The Skates/N Lot has 140 parking stalls and is located north of University Avenue. The lot primarily serves Skates Restaurant to its west and provides overflow parking for the O and M Lots located to the north and east. Peak occupancy in the Skates/N Lot generally occurs in the evening hours (6-8 PM weekdays, 7-9 PM weekends), making it well suited for shared use with ferry commuters, whose demand is generally concentrated during daytime hours.

Table 3 summarizes the number of parking stalls unoccupied in the Skates/N Lot under different analysis scenarios from the WTPF Parking and TDM Plan.

**Table 3: Skates/N Lot Spaces Available**

ANALYSIS METHODOLOGY / DATA SOURCES	NO. OF AVAILABLE PARKING SPACES
Weekday (June, 2021 – 2023) <sup>4</sup> All Data	127 - 136
Weekend (June, 2021 – 2023) <sup>5</sup> All Data	73 - 96
Weekday (April – August 2024) Mid-Day Data Only <sup>6</sup>	74 - 99
Weekday, 6 AM – 6 PM <sup>7</sup> Quality Counts Data	80 - 137
Weekend, 6 AM – 6 PM <sup>8</sup> Quality Counts Data	75 - 137

<sup>3</sup> The Skates/N Lot is being repaved / restriped in Summer 2026; stall count reflects permitted plans for the restriping.

<sup>4</sup> WTPF Parking and TDM Plan Table 2

<sup>5</sup> Ibid.

<sup>6</sup> WTPF Parking and TDM Plan Addendum, Figure 3

<sup>7</sup> WTPF Parking and TDM Plan Addendum Table 1

<sup>8</sup> WTPF Parking and TDM Plan Addendum Table 2

### 2.3.2 Marina Blvd

Marina Blvd refers to the unpaved area on the eastern side of Marina Blvd between University Avenue and Spinnaker Way. The area is not striped and has an estimated capacity of 150 vehicles. The northern end of the parking area, farthest from the proposed Ferry terminal, primarily serves visitors accessing Cesar Chavez Park or McLaughlin Eastshore Parkway. The remainder serves as overflow parking from surrounding lots and DoubleTree guests and staff.

Table 4 summarizes the number of parking stalls unoccupied on Marina Blvd under different analysis scenarios from the WTPF Parking and TDM Plan.

**Table 4: Marina Blvd Spaces Available**

ANALYSIS METHODOLOGY / DATA SOURCES	NO. OF AVAILABLE PARKING SPACES
Weekday (June, 2021 – 2023) <sup>9</sup> All Data	91 - 109
Saturday (June, 2021 – 2023) <sup>10</sup> All Data	59 - 91
Weekday (April – August 2024) Mid-Day Data Only <sup>11</sup>	83 - 116
Weekend (April – August 2024) Mid-Day Data Only <sup>12</sup>	101
Weekday, 6 AM – 6 PM <sup>13</sup> Quality Counts Data	83 - 103
Weekend, 6 AM – 6 PM <sup>14</sup> Quality Counts Data	92 - 105

### 2.3.3 Seawall Parking Lot & Drive

The Seawall Parking Lot currently has 320 parking stalls. The adjacent Seawall Drive has about 84 stalls south of University Avenue (the six stalls on Seawall Drive north of University are included in the 140 Skates/N Lot stalls). The Seawall Parking Lot was intermittently closed during most of the 2021 – 2024 data collection period, opened only during high-visitation weekend days or holidays. Weekday parking counts from this period therefore reflect the redistribution of vehicles to other

<sup>9</sup> WTPF Parking and TDM Plan Table 2

<sup>10</sup> Ibid.

<sup>11</sup> WTPF Parking and TDM Plan Addendum, Figure 3

<sup>12</sup> WTPF Parking and TDM Plan Addendum, Figure 4

<sup>13</sup> WTPF Parking and TDM Plan Addendum Table 1

<sup>14</sup> WTPF Parking and TDM Plan Addendum Table 2

parking facilities. Notably, during this period of Seawall Parking Lot closure, Skates/N Lot - immediately north of the Seawall Parking Lot - was not routinely full outside of special event periods. This substantiates that sufficient capacity exists at the Berkeley Waterfront to accommodate new uses such as ferry service, given that a multi-year closure of the Waterfront's largest parking lot did not result in an adjacent lot reaching capacity.

Observed parking on Seawall Drive ranged from 24 to 38 spaces occupied on an average to peak weekday and between 35 to 77 stalls occupied on an average to peak Saturday in June<sup>15</sup>.

### **3 BERKELEY FERRY PARKING MANAGEMENT**

The goal of this Plan is to provide reasonable parking options for ferry riders while protecting existing public shoreline access accommodating the ongoing needs of City, non-profit, and commercial businesses operating within the Waterfront. This will be achieved by directing ferry riders to specific, underutilized parking lots designated for shared use and restricting full-day parking by ferry riders in higher-demand areas through a combination of time limits and permit requirements. Paid parking is also used to encourage alternative transportation and improve turnover for recreation visitors.

This Plan proposed targeted parking management tools at designated locations in the Waterfront, however the City will continue to adjust the implementation of these tools to respond to actual parking patterns and needs over time.

#### **3.1 FERRY PARKING DEMAND & ASSUMPTIONS**

WETA projects that the Berkeley ferry terminal will initially serve 915 average weekday boardings (conservatively assumed to all originate in Berkeley), increasing over 20-years to 1,160 unique riders under full service, including connecting service to Mission Bay. With TDM measures incorporated into the Project, including paid parking, this ridership results in a weekday parking demand of 314 to 347 stalls and a weekend demand of 236 - 269 stalls in the first year of service<sup>16</sup>.

Actual Year 1 ferry ridership is unlikely to reach WETA's projected levels immediately upon service launch. Ridership typically builds incrementally as a new service gains ridership, and mode shift to non-driving alternatives tends to increase over time as riders become familiar with the service and TDM infrastructure matures. This Plan is designed to be responsive to actual ridership patterns and will be revisited and adjusted to respond to actual parking patterns and demand.

In summary, this Plan proposes to allocate a total of 265 stalls to full-day, paid parking (200 in Seawall Lot, 65 in Skates/N Lot). These stalls will be available to any waterfront visitor who needs full day parking, including ferry riders. Free full-day parking will remain available on Marina Blvd and University Avenue for Waterfront visitors as an alternative option to paid parking. Four-hour

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<sup>15</sup> WTPF Parking and TDM Plan, Table 2

<sup>16</sup> WTPF Parking and TDM Plan, Section 3.4.3, assuming implementation of paid parking on weekdays

time limits will be used in combination with permits and an early-bird access option to ensure that the remaining parking is not occupied by commuter ferry riders.

### **3.2 YEAR 1 PARKING MANAGEMENT PLAN**

The initial parking management plan is summarized below. This Plan would be implemented concurrent with the start of Ferry operations (i.e., “Year 1”) and adjusted in response to actual parking demand, patterns and public feedback. Future adjustments could include changes to parking fees, permit types and restrictions, and the location and extent of time and duration limits.

The Year 1 Parking Management Plan proposes **no changes** to existing parking regulations (refer to Table 1) for the following facilities:

- Slip holder / Leased Lots D&E, F&G, H&I, L&M, Berkeley Marine Center, Dry Boat Storage, DoubleTree, Launch Ramp
- Spinnaker Way
- Spinnaker Way Lot
- Marina Blvd
- University Ave (west of Marina Blvd)

**Table 5: Parking Management Plan, Year 1 of Ferry Operations**

PARKING LOT / FACILITY (SPACES)	EXISTING PARKING TYPE / REGULATIONS <sup>17</sup>	YEAR 1 PARKING TYPE / REGULATIONS <sup>18</sup>
J & K	Paid, 9 AM – 5 PM, 7 days / week Slipholder Permit only 12 AM – 10 AM	Paid, 9 AM – 5 PM, 7 days / week 4-hour Limit 9 am – 5 pm Six stalls reserved for Slipholder Permit
South Cove West	Paid, 9 AM – 5 PM, 7 days / week	Paid, 9 AM – 5 PM, 7 days / week 4-hour Limit 9 am – 5 pm Early Bird Paid Full Day Parking
South Cove East	Paid, 9 AM – 5 PM, 7 days / week	Paid, 9 AM – 5 PM, 7 days / week 4-hour limit 9 am – 5 pm
O Lot	Free Slipholder Permit only 2 AM – 9 AM on weekdays / 2 AM – 6 AM on weekends	Free 4-hour limit 8 AM – 5 pm, 7 days / week Slipholder Permit only 2 AM – 8 AM on weekdays & 2 AM – 6 AM on weekends
Skates / N	Free Slipholder permit required 12 AM – 10 AM	65 Stalls: Paid 8 AM – 5 pm weekdays; Free on Weekends
		75 Stalls: Free, 4-hour limited 9 AM – 5 pm; Slipholder permit required 12 AM – 10 AM
Seawall Lot	320 Stalls (existing) Free, partially open on weekends only	13 Stalls: Free, 4-hour limited 8 am – 5 pm
		150 Stalls: Restaurant Parking
		200 Stalls: Paid, Full Day Parking, 8 AM – 5 PM
Seawall Drive	84 Stalls (existing) Free No Parking 11 PM – 5 AM	96 Stalls Free 4-Hour limit 8 AM – 5 PM No Parking 11 PM – 5 AM

As reflected in Table 5, the Year 1 Parking Management Plan allocates 265 paid, full day parking spaces available to Ferry riders. The remaining 49 – 82 vehicles generated by ferry riders would park on Marina Blvd or University Avenue. All other spaces in closer proximity to the Ferry landing (O Lot, Seawall Drive, South Cove East, South Cove West, L&M and J&K) would have restrictions

<sup>17</sup> All Parking is limited to 72-hours per Berkeley Municipal Code. Implementation of paid parking at J&K, South Cove West and South Cove East Lots is currently underway

<sup>18</sup> All Parking is limited to 72-hours per Berkeley Municipal Code

limiting parking to permit holders or to a maximum of four hours, which does not accommodate ferry commuters. A detailed description of how these tools would be implemented follows.

This Parking Management Plan assumes that the restaurant at 199 Seawall Drive (former HS Lordships) is re-opened by Year 1 of Ferry operations and allocates a total of 150 parking stalls for restaurant use. If the restaurant is not yet opened then other parking management tools described in this Plan would be implemented in those stalls until such time as the restaurant is re-opened.

Appendix A of this Plan provides figures showing the Year 1 Parking Management Plan summarized in Table 5.

### **3.3 PARKING MANAGEMENT IMPLEMENTATION**

The City has authority under the Berkeley Municipal Code to implement and modify parking regulations throughout the Waterfront. The following describes the proposed application of each management tool under this Plan.

#### **3.3.1 Time Limits**

Time limits, whether restricted no-parking hours or duration limits, are critical parking management tools.

##### Restricted Hours

Under this Plan, restricted hours via permit rules or gate controls will continue to be used as a tool to protect slipholder parking and public access. The Year 1 Parking Management Plan proposes no changes to existing restricted hours and practices, except for a small adjustment of slipholder only hours in the O Lot. In the future the City may consider adjustments to restricted hours and expanding gate-controlled management in lots where all-day unauthorized parking is a persistent challenge.

##### Duration Limited

Duration limits with strict enforcement are the primary tool used to protect recreational parking access. Duration limits are proposed at selected lots that serve primarily recreational or short-stay users, where all-day ferry commuter parking would reduce access for the intended user groups. An initial duration limit of four hours is proposed, subject to adjustments based on public feedback and observed parking patterns. In the Seawall Drive, Seawall Lot, O, and Skates/N Lot, the duration limit is proposed to be in effect from 8 AM to 5 PM. In the South Cove East/West and J/K Lots, the duration limit is proposed from 9 AM to 5 PM. This allows for longer stays by early-morning recreators (for example, a 6-hour kayak trip is accommodated if departure is by 7 am) while preventing full-day occupation by ferry commuters.

Duration-limited parking would be implemented through: (1) posted time-limit signage with enforcement by parking officers or (2) paid parking with time limits (supported by existing pay station infrastructure). Duration limits will be coordinated with permit systems to allow permit holders to exceed the time limit where appropriate.

### Early Bird Full Day Parking

Early Bird parking is a tool to allow pre-payment for full-day parking where time limits normally apply. Proposed for use at the South Cove West lot, the program would allow visitors who arrive before 6 am to pre-pay for full day parking in that lot. For parking paid for after 6 AM, only the maximum four-hour time duration would be available. This allows early morning recreation visitors, including charter boat passengers, to access full day parking while excluding ferry commuters (ferry operations begin at 6:30 am).

### **3.3.2 Paid Parking**

As described in Section 2.3.1, paid parking is in place at some Waterfront facilities and is currently being implemented at South Cove East, South Cove West, and J/K Lots.

Paid parking serves multiple management objectives:

- **Revenue Generation:** Parking revenue helps offset the structural deficit in the Marina Fund, and is important to ensuring that the Waterfront and its amenities are maintained and open to the public.
- **Increased Access:** Paid parking discourages extended parking in high-demand lots, improving turnover and increasing access for short-stay recreational users<sup>19</sup>.
- **Transportation Demand Management:** A well-implemented paid parking program at the Berkeley Waterfront would reduce ferry rider parking demand by approximately 42 vehicles<sup>20</sup>. Paid parking can also direct vehicles to less utilized parking areas to manage overall occupancy and demand.
- **Equity:** Paid parking programs can be designed to accommodate users with varying financial circumstances while ensuring parking resources are not monopolized by any single user group.

This plan does not propose specific fees for full day parking. Fees would be developed nearer to implementation, and subject to approval by Berkeley City Council. Proposed parking fees for full day parking spaces would consider fees charged at comparable ferry terminal and transit parking facilities, and may incorporate demand-based fee structures.

Table 6 provides a summary of current ferry terminal and BART parking programs.

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<sup>19</sup> 2014, Impacts of Parking Pricing and Parking Management on Passenger Vehicle Use and Greenhouse Gas Emissions, Policy Brief, California EPA Air Resources Board

<sup>20</sup> WTPF Parking and TDM Plan, Appendix C

**Table 6: Ferry Terminal and Transit Parking Fee Comparison**

Facility / Jurisdiction	Base Daily Rate	Paid Parking Hours	Notes
Alameda Harbor Bay Ferry Terminal	\$3/day	6:00 AM–4:00 PM Tues-Thurs	Demand-responsive pricing; quarterly adjustments up to \$7/day
Alameda Seaplane Lagoon Ferry Terminal	\$3/day	6:00 AM–4:00 PM, Tues-Thurs	Demand-responsive pricing; quarterly adjustments up to \$7/day
Alameda Main Street Ferry Terminal	Free (as of May, 2026)	N/A	Demand-responsive pricing; quarterly adjustments up to \$7/day
Vallejo Ferry Terminal	\$8/day	All days/hours	\$50/month
Golden Gate Ferry – Larkspur	\$2/day	5:00 AM–1:00 PM Mon–Fri	\$20/month
BART (Ashby, North Berkeley)	\$3.80 - \$6.60/day	4:00 AM–3:00 PM Mon–Fri	\$115.50/month
Jack London Square Ferry (Oakland)	Free (12 hrs)	N/A	Requires validation

### 3.3.3 Permits

As summarized previously, the City currently administers four parking permit types at the Waterfront:

- Slipholder Permit: Issued to holders of an active berth permit at the Berkeley Marina or tenants. Authorizes parking during restricted hours and in designated slipholder lots (D&E, F&G, H&I, and portions of L&M), exempts permit holder from payment of hourly or daily fee. Additional permits for slipholders and tenants may be purchased for \$200/year.
- Annual Waterfront Parking Pass: Established by Council Resolution in June 2025 at \$500/year. Authorizes parking in the three paid parking lots (South Cove East, South Cove West, J/K) without payment of the hourly or daily fee.
- Launch Ramp: Parking available in Launch Ramp lot, with payment of launch ramp fee (\$20/day, \$105/month, or \$350/6-months).
- Dryboat Storage: While not formally classified as a permit, this effectively operates as one, authorizing long term parking (typically of vessels) in the Dryboat Storage Lot.

This Plan proposes to retain the existing Slipholder, Tenant, Launch Ramp and Dryboat Storage parking permits. A public annual parking pass would no longer be offered, as there is no mechanism to ensure that purchasers are recreational visitors rather than ferry commuters.

### 3.3.4 Signage & Wayfinding

Effective signage and wayfinding are critical to directing ferry riders to designated parking areas and communicating restrictions to all Waterfront visitors. The WTPF Parking and TDM Plan emphasizes wayfinding as a foundational Year 1 strategy, noting that it allows the City to leverage existing underutilized capacity rather than requiring costly new construction.

For the WTPF Project, static wayfinding would be added at existing vehicle wayfinding locations along University Avenue, and at parking lot entrances and drive aisles throughout the Waterfront. Signage will clearly distinguish between free and paid parking and between day-long and duration-limited parking areas.

### 3.3.5 Enforcement

Consistent, predictable enforcement is essential to the effectiveness of this Plan. The following principles would guide enforcement under this Plan.

- **Consistency:** Enforcement would be applied consistently across all lots, establishing clear expectations among Waterfront visitors.
- **Proportionality:** Initial enforcement would emphasize education and warning notices before transitioning to citations, particularly for newly implemented duration limits where users may be unfamiliar with the regulations.
- **Digital Support:** License plate recognition (LPR) technology reduces the personnel cost of enforcing duration-limited parking, particularly in larger lots. The City plans to deploy LPR for Waterfront lots as part of the implementation plan.

## 3.4 LONG TERM DYNAMIC PARKING MANAGEMENT

The City has historically adjusted parking management tools at the Waterfront in response to changing conditions, including security concerns, lease modifications, evolving user group needs, and public feedback. This adaptive approach has been essential to maintaining an effective and equitable parking program at a complex, multi-use facility. This Plan is designed to continue this tradition of dynamic management.

This Plan and its Appendix describe the Year 1 implementation in detail. Parking patterns and demand will evolve based on ferry ridership growth relative to WETA projections, mode shifts as riders become familiar with the service and alternative options, changes in recreation demands, lease agreements, and programmatic uses at the Waterfront as well as the growth of shared mobility services and autonomous vehicles. The City will routinely review and modify parking management, including the designation of all-day parking spaces, time limits and durations, permit fee structures and paid parking rates. Additional tools that may be implemented in the future include:

- **Additional Transportation Demand Management Measures:** The City has identified locations throughout the Waterfront for additional bike parking and micro-mobility shared stations (scooters or e-bikes). The WTPF Parking and TDM Plan identifies a suite of additional TDM

strategies including shuttle service, valet parking, transit subsidies, and capital improvements to Marina Blvd.

- **Demand-Based Parking Fees:** Demand responsive parking fees can manage vehicle use of specific lots and encourage alternative modes of transportation.
- **Dynamic Wayfinding:** Dynamic wayfinding uses real-time occupancy sensors and electronic message boards to communicate parking availability to drivers at key access points before they commit to a specific parking location. This technology can reduce circling, deter illegal parking, and distribute demand more efficiently across available facilities.
- **Expanded Permit Programs:** The City could implement a monthly parking permit for ferry riders, like the Vallejo and Larkspur/Golden Gate Ferry models. Daily, monthly or annual permits for recreational visitors could also be implemented with appropriate controls to prevent abuse by ferry commuters.

## 4 REGULATORY APPROVALS

As described above, the City plans to regularly revisit and update parking management tools described in this Plan, including the designation of ferry commuter lots, time limit durations, permit fee structures, and paid parking rates. Some parking management changes will require regulatory approvals.

### 4.1 BERKELEY CITY COUNCIL

Under the California Government Code (Sections 66014 et seq.) and the City of Berkeley's charter and fee ordinance provisions, new or increased fees for City-provided services, including parking fees, must be approved by the Berkeley City Council following a noticed public hearing. The City Council must find that the proposed fees do not exceed the reasonable cost to the City of providing the parking service.

This requirement applies to all paid parking fees at the Waterfront, including daily, hourly, and annual pass fees, as well as any new permit fees established in connection with this Plan. Administrative changes to time limits and permit eligibility criteria (not involving fee changes) may generally be made without Council action, subject to existing delegated authority under the Berkeley Municipal Code.

### 4.2 SAN FRANCISCO BAY CONSERVATION & DEVELOPMENT COMMISSION (BCDC)

The Pier Ferry Project, including the physical pier reconstruction and associated landside modifications, will require a BCDC permit under the McAteer-Petris Act. The Final Parking Management Plan will be submitted as part of the WTPF Project's BCDC permit application.

## 5 NEXT STEPS

Successful implementation of this Parking Management Plan will require coordinated action by City staff, the Berkeley City Council, BCDC, and WETA. The following summarizes the key next steps associated with each major phase of Plan implementation.

### **5.1 PUBLIC FEEDBACK**

The City will solicit input on this Parking Management Plan through a public engagement process prior to finalizing the Plan and initiating BCDC permitting. This Draft Plan will be published on the City's project website, and in addition to accepting written comments, the City will conduct community and focus group meetings to gather public input. The Plan will be revised to incorporate public input before submission to BCDC.

### **5.2 SAN FRANCISCO BAY CONSERVATION & DEVELOPMENT COMMISSION**

The WTPF Project will require a BCDC permit under the McAteer-Petris Act, including review of this Parking Management Plan as part of the public access analysis. The permit application will document how the Plan protects and enhances public access to the Bay shoreline in connection with the ferry service. The City will work with BCDC to ensure that the permit framework provides adequate operational flexibility for the dynamic management approach described in Section 3.4, while satisfying BCDC's public access protection requirements.

### **5.3 BERKELEY CITY COUNCIL**

The Berkeley City Council is not expected to formally adopt this Parking Management Plan as a standalone action. Rather, this Plan serves as a technical document informing future City Council decisions regarding the WTPF Project, including decisions related to Use Permit issuance and other discretionary Project approvals.

## **Appendix A: Pier Ferry Parking Management Plan Year 1 Figures**



# Pier-Ferry Parking Management Plan: Year 1 Weekday

\* Early-Bird Paid Full Day Parking at South Cove West Lot  
 \*\* Assumes Restaurant at 199 Seawall Drive is re-opened



# Pier-Ferry Parking Management Plan: Year 1 Weekend

\* Early-Bird Paid Full Day Parking at South Cove West Lot  
 \*\* Assumes Restaurant at 199 Seawall Drive is re-opened



**SEAWALL DRIVE AND LOT (459 Stalls) WEEKDAY**

- Public Free Parking: 4-Hour Time Limit 8 am – 5 pm  
(78 stalls on Seawall Drive, 13 stalls in Seawall Lot)
- Public EV Charging: 4-Hour Limit, 8 am – 5 pm  
(18 stalls on Seawall Drive)
- Public Paid Parking 8 am – 5 pm (182 Stalls)
- Paid Parking EV Charging, 8 am–5 pm (18 Stalls)
- Restaurant Parking (138 Stalls)
- Restaurant EV Charging (12 Stalls)

**SEAWALL DRIVE AND LOT (459 Stalls) WEEKDAY**

- Public Free Parking: 4-Hour Time Limit 8 am – 5 pm  
(78 stalls on Seawall Drive, 13 stalls in Seawall Lot)
- Public EV Charging: 4-Hour Limit, 8 am – 5 pm (18 Stalls)
- Public Free Parking (182 Stalls)
- Public EV Charging, 8 am–5 pm (18 Stalls)
- Restaurant Parking (138 Stalls)
- Restaurant EV Charging (12 Stalls)

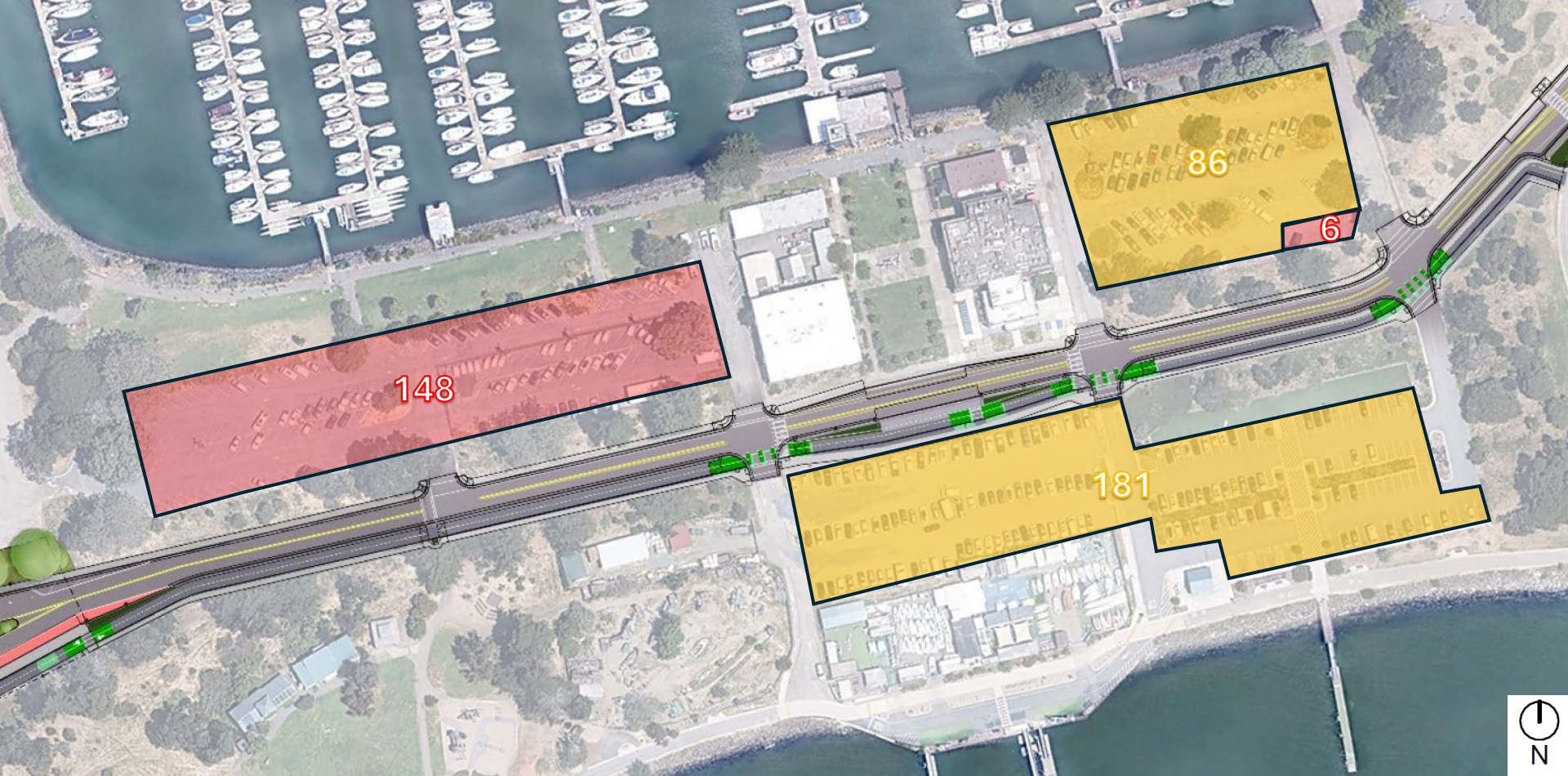


**SKATES/N and O LOTS: WEEKDAY**



- Public Free Parking: 4-Hour Limit 9 am – 5 pm  
(75 Stalls)
- Public Paid Parking 8 am – 5 pm  
(65 Stalls)
- Public Free Parking 8 am – 2 am  
4-hour limit 8 am – 5 pm (slipholder permit exempt)  
Slipholder Permit Only 2 am – 8 am

**SKATES/N and O LOTS: WEEKEND**

- Public Free Parking: 4-Hour Limit 9 am – 5 pm  
(75 Stalls)
- Public Free Parking  
(65 Stalls)
- Public Free Parking 8 am – 2 am  
4-hour limit 8 am – 5 pm (slipholder permit exempt)  
Slipholder Permit Only 2 am – 6 am



### SOUTH COVE, J/K and L/M LOTS: WEEKDAY & WEEKEND

-  Public Paid Parking 9 am – 5 pm (267 Stalls)  
4-hour time limit 9 am – 5 pm except for South Cove West Early Bird (before 6 am) Paid Full Day Parking  
Slipholder / Tenant Permit not subject to fees or time limit
-  Tenant or Slipholder Permit Only (148 Stalls)