CITY OF BERKELEY PARKS, RECREATION & WATERFRONT

## Berkeley Water Transportation Pier Ferry Project

# PARKING MANAGEMENT IMPLEMENTATION PLAN

11/2/2026

Parks, Recreation & Waterfront

# Table of Contents

**1 Purpose ..... 1**
**2 Existing Conditions ..... 2**
2.1 Parking Inventory ..... 2
2.2 Existing Parking Management ..... 2
2.2.1 Paid Parking ..... 2
2.2.2 Existing Permits & Passes ..... 4
2.2.3 Time Limited / Access-Restricted Parking ..... 5
2.3 Existing Parking Use & Availability ..... 5
2.3.1 Skates / N Lot ..... 6
2.3.2 Marina Blvd ..... 7
2.3.3 Seawall Parking Lot & Drive ..... 8
**3 Berkeley Ferry Parking Management ..... 8**
3.1 Ferry Parking Demand & Assumptions ..... 8
3.2 Year 1 Parking Management Plan ..... 9
3.3 Parking Management Implementation ..... 11
3.3.1 Time Limits ..... 11
3.3.2 Paid Parking ..... 12
3.3.3 Permits ..... 13
3.3.4 Signage & Wayfinding ..... 14
3.3.5 Enforcement ..... 14
3.4 Long Term Dynamic Parking Management ..... 14
**4 Regulatory Approvals ..... 15**
4.1 Berkeley City Council ..... 15
4.2 San Francisco Bay Conservation & Development Commission (BCDC) ..... 15
**5 Next Steps ..... 16**
5.1 Public Feedback ..... 16
5.2 San Francisco Bay Conservation & Development Commmission ..... 16
5.3 Berkeley City Council ..... 16

## LIST OF TABLES

Table 1: Berkeley Waterfront Parking Inventory ..... 3
Table 2: Existing Paid Parking Fee Structure ..... 4
Table 3: Skates/N Lot Spaces Available ..... 6
Table 4: Marina Blvd Spaces Available ..... 7
Table 5: Parking Management Plan, Year 1 of Ferry Operations ..... 10
Table 6: Ferry Terminal and Transit Parking Fee Comparison ..... 13

## LIST OF APPENDICES

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

## VERSION CONTROL & NOTES

This is a living document, and ongoing updates are anticipated.

| VERSION | DATE | NOTES |
|---|---|---|
| 1 | 5/8/2026 | Initial Public Review |
| 2 | 11/2/2026 | Adjust time limited parking durations and hours based on public feedback |
| | | |

# 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, September 25, 2026 (WTPF Parking and TDM Plan).
- Kittelson & Associates, Inc., Water Transportation Pier-Ferry Project Parking and TDM Plan – Addendum, September 25, 2026 (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, aside from special events, 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 implementing parking fees in these 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, via text-to-pay, or at the Waterfront Office 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

| PARKING LOT / FACILITY (SPACES) | AREA | EXISTING PARKING TYPE / REGULATIONS[1] |
|---|---|---|
| D & E (129) | North | Slipholder Permit Only |
| Spinnaker Way Lot (36) | North | Public – Free<br>Open 5 AM – 10 PM |
| Marina Boulevard (150) | North | Public (On-Street) – Free, |
| 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[2], Slipholder Permit only 12 AM – 10 AM |
| South Cove West (85) | Central | Public – Paid[2] |
| South Cove East (96) | Central | Public – Paid[2] |
| L & M (148) | Central | Leased / Slipholder Permit Only |
| University Ave Shoulder (70) | Central | Public (On-Street) |
| Doubletree Leased Lot (408) | Central | Leased – Paid Public Parking |
| O Lot (72) | South | Public – Free<br>Slipholder Permit only 12 AM – 10 AM |
| Seawall Drive South of University (84) | South | Public (On-Street) – Free |
| Skates / N (137) | South | Public – Free<br>Slipholder permit only 12 AM – 10 AM |
| Seawall Lot (320) | South | Public – Free, partially open |

[1] All Parking is limited to 72-hours per Berkeley Municipal Code. This table does not include overnight parking restrictions, which vary by lot.
[2] Paid parking is in the process of being implemented at South Cove East, South Cove West and J&K Lots as of October, 2026.

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

| PARKING FACILITY | FEE STRUCTURE[3] | 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, Bay Trail, sightseeing, charters |
| 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 |
| Special Events | $10/space/day (exclusive use parking); $20/vehicle less than 17'; $50/vehicle for more than 17' (attended parking) | 24 hours | Event attendees |

As of October, 2026, the City is still in the process of implementing the Council-approved paid parking program. Implementation of this parking program does not impact the ferry-related parking management strategies outlined in this document.

### 2.2.2 Existing Permits & Passes

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

Slipholder Permit

The City maintains a slipholder (AKA berther) 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. Additional slipholder permits may be purchased by slipholders upon request for visiting crew or guests.

Dry Boat Storage

[3] 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

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 (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 may receive 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 that need parking 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 Parking

Currently, time-limited duration parking at the Berkeley Waterfront is restricted to no-parking or permit-only periods (i.e. restricted hours). In addition, all vehicles parked at the Berkeley Waterfront are subject to the 72-hour parking limit established under the Berkeley Municipal Code (BMC Chapter 6.20.250 and 14.08.090).

Specific parking lots restrict parking to slipholder permit holders only during designated hours. Initiated in 2018, this program reserves overnight parking spaces for Marina users with a direct operational relationship with the facility, while maintaining daytime public access at certain parking lots. The restricted hours vary by lot, weekday versus weekend, and are adjusted from time to time to reflect evolving needs. At times the South Cove lots have used manual gate controls to restrict access during early morning hours.

## 2.3 EXISTING PARKING USE & AVAILABILITY

Parking utilization data has been collected by City of Berkeley Waterfront staff since May 2021. The WTPF Parking and TDM Plan analyzed parking count data from May 2021 through February 2024, supplemented with continuous hourly counts conducted by Quality Counts (QC) on five days between April and August 2024. The WTPF Parking and TDM Plan Addendum provides additional analysis of midday parking counts collected from April through August 2024. Key findings are summarized below (refer to documents posted on the City's website for a detailed description of data sources, methodology and findings).

- 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 during daytimes hours 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 during daytime hours 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 during daytime hours between 6 AM – 9 AM.
- Public comments received on 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 analyzed only mid-day count data and 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

The Skates/N Lot has 137 parking stalls[4] 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, as well as general parking for Waterfront and Marina visitors. 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. Regular ferry service is currently planned with the first departing ferry at 6:30 am and the last arriving ferry at 6 pm. Table 3 summarizes the number of available parking stalls in the Skates/N Lot under different analysis scenarios from the WTPF Parking and TDM Plan.

**Table 3: Skates/N Lot Spaces Available (out of 137 stalls)**

| DAY AND TIME / DATA SOURCES | NO. OF AVAILABLE PARKING SPACES |
|---|---|
| Weekday (June, 2021 – 2023)[5] All Data | 106 - 127 |
| Weekend (June, 2021 – 2023)[6] All Data | 73 - 96 |
| Weekday (April – August 2024) Mid-Day Data Only[7] | 74 - 99 |

[4] Including along Seawall Drive. The Skates/N Lot is being repaved / restriped in Fall of 2026; plan will be updated to reflect current and future restriping efforts.
[5] WTPF Parking and TDM Plan Table 2
[6] Ibid.
[7] WTPF Parking and TDM Plan Addendum, Figure 3

| | |
|---|---|
| Weekday, 6 AM – 6 PM[8] Quality Counts Data | 80 - 137 |
| Weekend, 6 AM – 6 PM[9] Quality Counts Data | 75 - 137 |

### 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, is primarily used by visitors accessing Cesar Chavez Park or McLaughlin Eastshore Park. The remainder is of the parking area is used as overflow parking from surrounding lots and DoubleTree guests and staff.

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

**Table 4: Marina Blvd Spaces Available**

| DAY AND TIME / DATA SOURCES | NO. OF AVAILABLE PARKING SPACES |
|---|---|
| Weekday (June, 2021 – 2023)[10] All Data | 91 - 109 |
| Saturday (June, 2021 – 2023)[11] All Data | 59 - 91 |
| Weekday (April – August 2024) Mid-Day Data Only[12] | 83 - 116 |
| Weekend (April – August 2024) Mid-Day Data Only[13] | 101 |
| Weekday, 6 AM – 6 PM[14] Quality Counts Data | 83 - 103 |
| Weekend, 6 AM – 6 PM[15] Quality Counts Data | 92 - 105 |

[8] WTPF Parking and TDM Plan Addendum Table 1
[9] WTPF Parking and TDM Plan Addendum Table 2
[10] WTPF Parking and TDM Plan Table 2
[11] Ibid.
[12] WTPF Parking and TDM Plan Addendum, Figure 3
[13] WTPF Parking and TDM Plan Addendum, Figure 4
[14] WTPF Parking and TDM Plan Addendum Table 1
[15] WTPF Parking and TDM Plan Addendum Table 2

### 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 Seawall Parking Lot was intermittently closed to the public since 2019, including during most of the 2021 – 2024 data collection period. During this period of time the parking lot was generally only opened only during high-visitation weekend days or holidays. It should be noted that weekday parking counts for all parking lots during this period therefore reflect the total parking demand at the Waterfront with no parking spaces available at the Seawall Lot. 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 confirms 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 parking 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[16].

# 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 and accommodating the ongoing needs of City, non-profit, and commercial businesses operating within the Waterfront. **Shared parking will be achieved by directing ferry riders to specific, underutilized parking lots designated for shared use and restricting full-day parking in higher-demand areas through a combination of time limits and permit requirements.** Paid parking is used at the high-use shared use parking stalls to encourage alternative transportation and increase turn-over to allow for more access for recreation visitors.

This Plan proposes targeted parking management tools at designated locations in the Waterfront. 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 955 average weekday riders (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 303 to 351 stalls and a weekend demand of 217 – 251 stalls in the first year of service[17].

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

[16] WTPF Parking and TDM Plan, Table 2
[17] WTPF Parking and TDM Plan, Table ES-1

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 east of Marina Blvd for Waterfront visitors as an alternative option to paid parking. Time limits (4 – 6 hours, depending on parking lot) 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 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

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

| PUBLIC PARKING LOT / FACILITY | EXISTING PARKING TYPE / REGULATIONS[18] | YEAR 1 PARKING TYPE / REGULATIONS[19] |
|---|---|---|
| J & K | Paid, 9 AM – 5 PM, 7 days / week<br>Slipholder Permit only 12 AM – 10 AM | Paid, 9 AM – 5 PM, 7 days / week<br>6-hour Limit 8 am – 5 pm, weekdays only<br>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<br>6-hour Limit 8 am – 5 pm, weekdays only<br>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<br>6-hour limit 8 am – 5 pm, weekdays only |
| O Lot | Free<br>Slipholder Permit required 12 am – 10 am | Free<br>4-hour limit 8 AM – 5 pm, 7 days / week<br>Slipholder Permit only 12 AM – 10 AM |
| Skates / N | Free<br>Slipholder permit required 12 AM – 10 AM | 65 Stalls: Paid 8 AM – 5 pm weekdays; Free on Weekends |
| | | 75 Stalls: Free<br>4-hour limited 8 AM – 5 pm weekdays only;<br>Slipholder permit required 12 AM – 10 AM |
| Seawall Lot[20] | 320 Stalls (existing)<br>Free, partially open on weekends only | 163 Stalls: Free, 4-hour limited 8 am – 5 pm weekdays only |
| | | 200 Stalls: Paid 8 AM – 5 pm weekdays; Free on Weekends |
| Seawall Drive | 84 Stalls (existing)<br>Free | 96 Stalls[21]<br>Free<br>4-hour limit 8 AM – 5 PM, weekdays only |

Throughout the Waterfront, a vehicle displaying a Disabled Person placard or license plate may park in any space with no time limit or charge. This is unchanged by this Plan. As noted previously the paid stalls in South Cove East, South Cove West and J&K Lot are treated as an existing condition for Year 1 in this report. The proposed six-hour time limit can be implemented independently of paid parking if future changes to that program occur.

[18] All Parking is limited to 72-hours per Berkeley Municipal Code, and table does not include all overnight restrictions. This table reflects the Council approved parking fees at J&K, South Cove West and South Cove East Lots, which have not been implemented as of October, 2026.
[19] All Parking is limited to 72-hours per Berkeley Municipal Code, and table does not include all overnight restrictions
[20] Detailed design may impact final stall counts at Seawall Drive & Seawall Lot; changes are expected to be minor
[21] Of these 96 stalls, 33 are on the west side of Seawall Drive, 63 are on the east side of Seawall Drive

The Year 1 Parking Management Plan allocates 265 paid, full day parking spaces available to Ferry riders. The remaining 38 – 86 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 that limit parking to permit holders or to a maximum of four to six hours, which does not accommodate ferry commuters. At Seawall Parking Lot, electric vehicle charging stalls will be allocated for both full-day and time-limited stalls.

For Year 1, the City intends to utilize time-limited parking only on weekdays with the exception of O Lot, where time limits for non slipholders are proposed 7 days / week. In general, weekend ferry riders are less likely to be 'commuters' and more likely to be accessing the ferry for recreation and/or shorter duration trips. Since weekend parking at the Seawall and Skate/N lots is proposed to be free, it is expected that ferry parkers (217-251 stalls) will naturally park in the spaces nearest to the Pier within Skates/N Lot or Seawall Lot, which together can easily accommodate this demand (refer to prior tables and Parking and TDM Plan). If weekend parking by ferry riders begins to impact other lots or spaces needed by recreation visitors, paid and/or time-limited weekend parking will be implemented.

As shown in Table 5, a total of 259 stalls in the Seawall Drive and Lot would be free, time-limited stalls. The restaurant at 199 Seawall Drive (former HS Lordships) is currently closed, and the City is in the process of negotiating a new lease for this building. Re-opening this restaurant will require future approvals from the Berkeley City Council and other agencies, including BCDC. The City's current agreement with the potential tenant anticipates allocating a total of 150 parking stalls for restaurant patrons, which would come from the 259 free time-limited stalls. This Plan will be updated to reflect the restaurant project as it progresses.

Appendix A 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 limit restrictions, 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. In the future the City may consider adjustments to restricted hours in lots where 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 should be discouraged. An initial duration limit of four to six hours is proposed, subject to adjustments based on public feedback and observed parking patterns. The duration limit is proposed to be in effect from 8 AM to 5 PM on weekdays only, with the exception of the O-Lot where the limit apples 7 days / week.

Duration-limited parking would be implemented through: (1) posted time-limit signage with enforcement or (2) paid parking with time limits (supported by existing pay station infrastructure) with City enforcement. 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 six-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 2.2.1, paid parking is in place at some Waterfront facilities and is currently being implemented at other locations.

Paid parking serves multiple management objectives:

- Revenue Generation: Parking revenue helps cover the cost to operation and maintain the Waterfront for public access.
- Increased Access: Paid parking discourages extended parking in high-demand lots, improving turnover and increasing access for more recreational users[22].
- Transportation Demand Management: A well-implemented paid parking program at the Berkeley Waterfront would reduce ferry rider parking demand by approximately 42 vehicles[23]. Paid parking can also incentivize vehicles to less utilized parking areas to better distribute parking throughout the Waterfront.
- 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 will be developed by the City based on an analysis of market and equity conditions and are subject to approval by the Berkeley

[22] 2014, Impacts of Parking Pricing and Parking Management on Passenger Vehicle Use and Greenhouse Gas Emissions, Policy Brief, California EPA Air Resources Board
[23] WTPF Parking and TDM Plan, Appendix C

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.

**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 unrestricted 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: Paid Parking available in Launch Ramp lot, with payment of launch ramp fee ($20/day, $120/month, or $400/6-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.

A new single-day permit program will be implemented. The City will issue single-day, dated permits to allow full-day parking in time-limited spaces. The initial program is intended to accommodate activities like private events at the Yacht Club, for example, that will exceed the 4-hour time limit. The program could eventually be expanded to allow slip-holders and other recreation visitors to access one-day permits.

### 3.3.4 Signage & Wayfinding

Effective signage and wayfinding are critical to directing ferry riders to designated parking areas and communicating parking 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, 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 fees 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 potential 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 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.

This requirement applies to all paid parking fees at the Waterfront, as well as any new fees established in connection with this Plan. Parking management changes that do not involve new or increased fees, such as adjustments to time limits, restricted hours and permit eligibility may generally be implemented by City staff without Council action, consistent with 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 conducted extensive outreach on the May, 2026 version of this Plan, including focus groups with commercial tenants, non-profit and recreation organizations, slip holders and the public. That outreach resulted in several changes to the May, 2026 Plan, including increasing time limits at the South Cove East, West and J/K lots to 6-hours, revision to weekend vs weekday management measures, adjustments to the proposed O Lot hours of enforcement, and development of the one-day permit program. The City will continue to update this plan based on ongoing public feedback, coordination with BCDC, and actual parking demand and management needs.

## 5.2 SAN FRANCISCO BAY CONSERVATION & DEVELOPMENT COMMMISSION

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 addition of new public 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

There is no requirements for Berkeley City Council action on this Parking Management Plan. Rather, this Plan serves as a technical document informing future City Council decisions regarding the WTPF Project, including action to approve a Use Permit for public ferry service 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*

*A vehicle displaying a valid Disabled Person placard or license plate may park in any space with no time limit or charge*




# Pier-Ferry Parking Management Plan: Year 1 Weekend

*A vehicle displaying a valid Disabled Person placard or license plate may park in any space with no time limit or charge*




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

Public Free Parking: 4-Hour Time Limit 8 am – 5 pm, weekdays only. No time limits on weekends
(229 Stalls)

Public EV Charging: 4-Hour Limit, 8 am – 5 pm, weekdays only. No time limits on weekends.
(30 stalls)

Public Paid Parking Weekdays (8 am – 5 pm), free on weekends. Full day parking allowed 7 days / week.
(182 Stalls)

Paid Parking EV Charging, 8 am–5 pm, weekdays only. Full day parking allowed 7 days / week.
(18 Stalls)

*A vehicle displaying a valid Disabled Person placard or license plate may park in any space with no time limit or charge*




**SKATES/N and O LOTS**

Public Free Parking: 4-Hour Time Limit 9 am – 5 pm, weekdays only. No time limits on weekends
(75 Stalls)

Public Paid Parking Weekdays (8 am – 5 pm), free on evenings and weekends. Full day parking allowed 7 days / week.
(65 Stalls)

Public Free Parking: 4-hour limit 8 am – 5 pm (slipholder permit exempt), 7 days / week
Slipholder Permit Only 2 am – 10 am

*Skates/N Lot is being repaved / restriped in Fall of 2026; plan will be updated to reflect current and future restriping efforts.*
*A vehicle displaying a valid Disabled Person placard or license plate may park in any space with no time limit or charge*




**SOUTH COVE, J/K and L/M LOTS**

Public Paid Parking 9 am – 5 pm, 7 days/week (267 Stalls)
6-hour time limit 8 am – 5 pm except for South Cove West Early Bird (before 6 am), weekdays only. No Time-Limit on weekends
Slipholder / Tenant Permit not subject to fees or time limit

Tenant or Slipholder Permit Only (154 Stalls)

*A vehicle displaying a valid Disabled Person placard or license plate may park in any space with no time limit or charge*