workshop agenda

6:00  Welcome
6:05  Review Funding Gap Challenges
6:15  What We Heard in Workshop #1
6:20  Market Opportunities & Trends Analysis
6:30  Proposed Revenue-Generating Alternatives
6:45  Breakout Sessions
7:25  Summary of Breakouts & Discussion
7:30  Adjourn
why are we here tonight?

✓ Review infrastructure need & funding challenges
✓ Introduce potential revenue-generating uses
✓ Evaluate pros/cons of new uses
Berkeley Marina Area Specific Plan Vision

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.
specific plan process

BMASP Planning

Step 1
Intro

Step 2
Alternatives

Step 3
Refinement

Specific Plan & CEQA Req's

Governing Policies

Public Input

Site Challenges
Current Projects
Recent Studies
Sea-Level Rise
Ferry Feasibility

Site Factors

• Policy Plan
• CEQA

Programmatic EIR

Specific Plan
<table>
<thead>
<tr>
<th>Meeting #1</th>
<th>January 28, 2021</th>
</tr>
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<tbody>
<tr>
<td>Project Introduction</td>
<td>Challenges and Conceptual Opportunities</td>
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<table>
<thead>
<tr>
<th>Meeting #2</th>
<th>March 16, 2022</th>
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<tr>
<td>Specific Plan Design Alternates</td>
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<th>Meeting #3</th>
<th>TBD 2022</th>
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<td>Specific Plan Refinement Workshop</td>
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<th>TBD 2023</th>
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<tr>
<td>EIR Public Scoping Meeting</td>
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**COMMUNITY WORKSHOP #2**

**BERKELEY MARINA AREA specific plan**
agenda

01 funding gap challenges
02 what we heard from CW#1
03 market opportunities & trends analysis
04 revenue generating alternates
05 breakout sessions
Marina Fund overview

Operating Revenues
$5.7M – FY22

Berth Rental Fees (61%)
Hotel Lease (17%)
Other Leases (10%)
Other Boating Fees (11%)
Water-Based Recreation (1%)
Youth Programming (0%)

Marina Fund

Operating Expenses
$6.6M – FY22*

Marina Operations
Waterfront Maintenance
Lease Management
Security
Debt Service
Minor Maintenance
Capital Projects
Recreation Programs
Indirect Costs
Refuse
Special Events

*excludes $5M in carryover capital
Fund status

Status

- Structural deficit of >$1.1M/yr even after Covid recovery.
- Fund reserves exhausted.
- $1.15M needed in FY23; ARPA funds identified would cover gap.
- $1.36M needed in FY24; no funding identified.
- Unfunded capital needs > $130M

REVENUE

Covid recovery not expected until FY25
- Leases: DoubleTree is a minimal % rent
- Berthers: occupancy at 78%; no slip fee increases since 2015

EXPENDITURES

- Personnel: COLAs of 8% over 3 years
- Minor mtc: $150k in FY22; increasing to $250k in FY23
- Capital: $350k/year
- Debt service: additional $342k for D&E dock loan
Revenue needs

FY23-24:
• Need ARPA & additional funds to close the deficit.

FY25 and beyond:
• Need to maximize existing revenue sources and identify new ones.
• Need to do more than close the deficit each year.
• Need to also build a prudent reserve (a requirement of our loan); and to establish a capital set-aside.

Existing revenue is $7M; need added >$4.1M in revenue to meet these goals:
• $1.1M to close the structural deficit
• $1M to meet loan covenants (and establish a prudent reserve)
• $2M for capital set aside to address unfunded needs over next 20 years

$4.1M funding gap
Revenue needs

- $7M Existing Revenue
- $1.1M Needed to Cover Expenses
- $1M Needed for Loan (Prudent Reserve)
- $2M Needed for Capital Reserve

Total Need $4.1M
Closing funding gap of $4.1M/YR raises $60M capital over 20 YRS

$2M capital set-aside + $1M from loan-required reserve = $3M/YR available for capital
Decaying infrastructure

Floating Docks

Aged sheet pile wall – South Cove

Parking Lots

Low lying Area – Marina Blvd

Low lying Area – University Ave
Landside infrastructure needs: estimated $35.3M

Vital improvements needed within the next 20 years to upgrade decaying infrastructure.
Waterside infrastructure needs: estimated $66.9M

- **Shoreline & Over-Water**
  - Shoreline South of University Ave, Marina Blvd
  - South Sailing Basin Seawall Replacement
  - Total: $14M

- **Dredging, Pier, and Breakwaters**
  - Dredging (South Cove Sailing Basin & Marina Entrance)
  - Total: $28.9M

- **Docks**
  - Dock Replacement
  - Total: $35M

- **Infrastructure Maintenance**
  - Total: $5.5M

Landside and Waterside: 30+ Unfunded projects, $120M+
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
5. Bicycle Electric Lockers [6/2021]
6. Pier/Ferry Facility Planning Study [12/ 2021]

7. Marina Streets Reconstruction [In Progress]
   • Spinnaker Way
   • Marina Blvd
   • University Ave (W Frontage Rd to Marina Blvd)
8. O&K Docks Electrical Upgrade [Starting soon]

9. D&E Dock Replacement
10. South Cove West Parking Lot
11. Selective Timber Pile Replacement

12. Berkeley Marina Area Specific Plan
13. South of University Avenue Bike Park

14. Cesar Chavez Park Restroom
15. K-Dock Restroom Renovation
16. Marina Main Channel Dredging

Interagency Project

CalTrans University Ave/I-80 Interchange Improvement
Examples of Construction Projects

Bay Trail Extension – Phase 3 - South Cove

ADA Gangway – South Cove

Spinnaker Way Traffic Circle (In-Progress)

Bicycle Electronic Locker

University Avenue (In-Progress)
## Recent Capital Projects – Funding Source

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Marina Enterprise Fund</th>
<th>Grants</th>
<th>State Loan</th>
<th>T1</th>
<th>Public Works</th>
<th>Others</th>
<th>General Fund</th>
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<tbody>
<tr>
<td>1. South Cove East Parking Lot &amp; Restroom</td>
<td>Match</td>
<td>✓</td>
<td>-</td>
<td>-</td>
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<tr>
<td>2. Bay Trail Extension – Segment 3</td>
<td>Match</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>3. South Cove ADA Accessible Gangway at Middle Dock</td>
<td>Match</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>4. South Cove Floating Docks Replacement (East &amp; West)</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>5. Electronic Bicycle Lockers</td>
<td>Match</td>
<td>✓</td>
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<tr>
<td>6. Pier/Ferry Facility Planning Study</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>7. Marina Streets Reconstruct (University Ave/Spinnaker Way/Marina Blvd)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>8. O&amp;K Docks Electrical Upgrade</td>
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<td>✓</td>
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<tr>
<td>9. D&amp;E Docks Replacement</td>
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<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>10. South Cove West Parking Lot [$$ for Design Only]</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>-</td>
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<td>✓</td>
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<tr>
<td>11. Selective Timber Pile Replacement</td>
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<td>✓</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
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<tr>
<td>13. South of University Avenue Bike Park [$$ for Planning]</td>
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<td>-</td>
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<td>-</td>
<td>✓</td>
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<tr>
<td>14. Cesar Chavez Park Restroom</td>
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<td>-</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>15. K-Dock Restroom Renovation</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>16. Marina Main Channel Dredging [$$ for Design Only]</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
</tbody>
</table>

Complete: ✓
Current: -
CIP Planning

Current Financial Model

Capital Projects Priorities

1. Protect existing revenue-related assets
2. Respond to user safety concerns
3. Temporary measures addressing community amenities (if funding is available)

Issues with current Marina Fund

- Lack of a long-term CIP, as self-generating funds are insufficient for the scale of need
- Funding stream fluctuates with loans/grants/one-time general fund (reactive)
- Inability to do desired projects that are ineligible for grants, or a matching grant

BMASP Financial Model with New Revenue

Enhanced Capital Projects Prioritization:

- Improve community amenities
- Proactively address user safety concerns
- Further protects/enhances existing revenue-generation assets

Benefits with BMASP

- Comprehensive CIP to implement projects on a timely basis from a more-established stream of revenue
- More leverage to attract loans/grants/one-time general fund
- Develop rec amenities/programs to meet need
- Future-proof marina assets to cover life-cycle costs
01 funding gap challenges

02 what we heard from CW#1

03 market opportunities & trends analysis

04 revenue generating alternates

05 breakout sessions
community workshop 01 questionnaire: WHAT WE HEARD

Where are respondents from?

979 questionnaire responses
Q1: How do you use the Waterfront and Marina?

- walking / biking pathways: 848 (87%)
- parks: 769 (79%)
- playgrounds/family use: 401 (41%)
- dog park / dog walking: 320 (33%)
- boating clubs: 184 (19%)
- south cove watersports: 175 (18%)
- other: 146 (15%)
- existing ferry services or rec charter: 142 (15%)
- swimming: 94 (10%)
- marina use or slip holder: 61 (6%)
- charter fishing: 45 (5%)

combined by category:
- Parks / Trails: 2338 (73%)
- Water Activities: 559 (18%)
- Ferry/Charters: 142 (4%)
- Other: 146 (4%)
Q2: How do you currently access the Berkeley Marina and Waterfront?

- **Drive**: 92%
- **Bicycle**: 44%
- **Walk/run**: 25%
- **Bus**: 6%
- **Carpool**: 6%
- **Other**: 4%
- **Rideshare (app-based/taxi)**: 1%
- **Shared/rented transport**: 1%

A high percentage of people currently DRIVE to the Marina & Waterfront.
Q3: How **WOULD YOU** access the Waterfront by any of the following non-single-occupancy auto modes, if they were provided or made more convenient?

- Bicycle: lockers, safer routes 60%
- Walk/jog: safer environment, vehicle separation 51%
- AC Transit busline 38%
- Shuttle lines (e.g. UC Berkeley, Emeryville, Bayer, etc) 33%
- Shared bike/scooter service; app-based rideshare 20%
- Other 19%

**better alternate transportation modes could decrease automobile trips**
Q5: The Marina Fund is in a fiscal crisis. What new potential funding mechanisms would you support?

- **New Commercial Development**: 63%
- **A Bond Measure to Support the Waterfront**: 63%
- **Special Tax Assessment for the Waterfront**: 42%
- **Parking Fees**: 41%
- **A Modest Vehicle Entrance Fee to the Waterfront**: 24%
- **Other**: 21%
Q4: Indicate your support for the following revenue-generating facilities

- **Casual outdoor dining**: 91% Strongly Like + Like, 7% Neutral, 2% Don't Like
- **Restore Pier with ferry service**: 88% Strongly Like + Like, 5% Neutral, 7% Don't Like
- **Additional restaurants**: 82% Strongly Like + Like, 12% Neutral, 6% Don't Like
- **Fish market & commercial fishing amenities**: 66% Strongly Like + Like, 24% Neutral, 10% Don't Like
- **New recreation activities (business offerings)**: 61% Strongly Like + Like, 26% Neutral, 14% Don't Like
- **Party or event areas – indoor/outdoor**: 53% Strongly Like + Like, 34% Neutral, 13% Don't Like
- **Additional hotel**: 45% Strongly Like + Like, 36% Neutral, 21% Don't Like
- **Reconfigured marina slips**: 23% Strongly Like + Like, 74% Neutral, 3% Don't Like
Q6: What new or enhanced amenities would you like to see?

<table>
<thead>
<tr>
<th>Amenities</th>
<th>Strongly Like + Like</th>
<th>Neutral</th>
<th>Don't Like + Strongly Don't Like</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature viewing areas</td>
<td>88%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Ecological/environmental features</td>
<td>86%</td>
<td>12%</td>
<td>2%</td>
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<tr>
<td>Shorebird Park Beach improvements</td>
<td>82%</td>
<td>16%</td>
<td>1%</td>
</tr>
<tr>
<td>Picnic areas and BBQ</td>
<td>77%</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>Children's play structures</td>
<td>72%</td>
<td>23%</td>
<td>5%</td>
</tr>
<tr>
<td>Aquatic center</td>
<td>67%</td>
<td>29%</td>
<td>5%</td>
</tr>
<tr>
<td>Public art</td>
<td>62%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>Fishing areas/amenities</td>
<td>53%</td>
<td>40%</td>
<td>8%</td>
</tr>
<tr>
<td>Sports amenities</td>
<td>51%</td>
<td>33%</td>
<td>16%</td>
</tr>
<tr>
<td>Exercise course</td>
<td>43%</td>
<td>39%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Q7: Indicate your level of support for the following programming ideas

- Outdoor dining/bar/brew areas: 84% Strongly Like + Like, 11% Neutral, 5% Don't Like
- Festivals (art, hobby, environmental, boat): 83% Strongly Like + Like, 12% Neutral, 4% Don't Like
- Environmental education programs: 82% Strongly Like + Like, 16% Neutral, 2% Don't Like
- Food/snack stands: 82% Strongly Like + Like, 13% Neutral, 5% Don't Like
- Concerts: 75% Strongly Like + Like, 15% Neutral, 10% Don't Like
- Movie Nights: 61% Strongly Like + Like, 27% Neutral, 12% Don't Like
- Fishing amenities: 53% Strongly Like + Like, 39% Neutral, 8% Don't Like
Enjoying Nature
(viewing areas, ecological features, education)

Expand Dining Options
(casual outdoor, markets, beer garden, food trucks)

Expand Hospitality Options
(hotel, retreat center)

Recreation
(aquatic center, beach improvements, play structures)

Regional Events / Gathering
(festivals, concerts, movie nights)

Restore/Expand Maritime Uses
(Restore Pier, fishing, small craft, Ferry)
agenda

01 funding gap challenges
02 what we heard from CW#1
03 market opportunities & trends analysis
04 revenue generating alternates
05 breakout sessions
framework of assessment of revenue-generating opportunities

Evaluate opportunities for new development and use of existing facilities to generate additional net revenue over a 20-year period.

Uses that capitalize on Marina’s location:

• Marina operations: slip rentals, support facilities
• Food and beverage
• Hotels
• Events and festivals

Constraints:

• Preference to not encroach on existing parkland open space.
• Developed sites subject to leases, some up to 60 years.
• Redevelopment could eliminate existing revenues & create need to replace parking.
• Regulatory constraints.
KEY THEME: EXPAND HOSPITALITY OPTIONS
HOSPITALITY

Existing Use

<table>
<thead>
<tr>
<th>Property</th>
<th>Hotel Type</th>
<th>Rooms</th>
<th>Lease Expiration</th>
</tr>
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<tbody>
<tr>
<td>DoubleTree</td>
<td>Upscale, Full Service</td>
<td>378 rooms</td>
<td>2080</td>
</tr>
</tbody>
</table>

DoubleTree Berkeley Marina
Built 1972, recently renovated

Trends

- 20K rooms in Alameda Co. incl. under construction – Approx. 15% built since 2010
- Bay Area tourism not projected to fully recover until 2025/2026
- Large pipeline of proposed hotel projects, post-Covid status uncertain

Alameda County Development Activity

<table>
<thead>
<tr>
<th>Rooms Built Since 2010</th>
<th>Rooms Under Construction</th>
<th>Rooms Proposed</th>
<th>Total Built 2010-U/C Proposed</th>
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<tbody>
<tr>
<td>1,358</td>
<td>1,552</td>
<td>2,968</td>
<td>5,878</td>
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</table>

- Upper Upscale
- Upscale
- Upper Midscale
revenue opportunity – new hotel or retreat center

**SMALL**
- 100 rooms
- upscale boutique with dining & spa

$375,000 / year

**MEDIUM**
- 160 rooms
- with conference space & dining

**LARGE**
- 265 rooms
- with conference space, dining & amenity

$840,000 / year

Annual hotel room tax revenues to City General Fund = $2,250,000
KEY THEME: EXPAND DINING AND MARKET OPTIONS

- Casual indoor/outdoor dining
- Beer garden
- Market
- Food trucks
FOOD & BEVERAGE

Trends

• Berkeley
  - 3% annual sales growth 2015-2019
  - 60% drop in sales estimated in 2020

• Nationally
  Casual dining (esp. fast casual) grew more quickly than fine dining over prior decade.

• Food trucks, outdoor dining: lower-cost formats in a competitive industry.

Opportunity

Add casual indoor/outdoor dining, beer gardens, food market to the Waterfront.
revenue opportunity – food & beverage

SMALL
6000sf with indoor/outdoor dining with parking

$110,000 / year

MEDIUM
(more)

$170,000 / year

LARGE
(more)

$380,000 / year

Annual sales tax revenue to City General Fund = $60,000

SAMS ANCHOR BAR, Tiburon

LAKE CHALET, Oakland

MERSEA RESTAURANT, Treasure Island
revenue opportunity – fish markets / food hall

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Annual Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMALL</td>
<td>(less, day stalls only)</td>
<td>$120,000/year</td>
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<tr>
<td>MEDIUM</td>
<td>10 permanent stalls, 10 day-stalls</td>
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<tr>
<td>LARGE</td>
<td>(more)</td>
<td>$360,000/year</td>
</tr>
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</table>

**Examples:**
- GREEN MARKET, Czechoslovakia
- MARKET HALL, Rockridge
KEY THEME: REGIONAL EVENTS / GATHERINGS

- Seafood festivals
- Movie nights
- Concerts
- Art / Art festivals
- Art exhibits
revenue opportunity – events & festival venues

SMALL
12,000 people
$57,000/ year

MEDIUM
20,000 people

LARGE
30,000 people
$170,000/ year

City staff estimates that there is demand for 4 large events and 3 large festivals. The additional/expanded events would generate an additional $940,000 of revenue per year.
KEY THEME: RESTORE or EXPAND INTERPRETIVE USES
revenue opportunity – museum / interpretive center

SMALL
(approx. 1 acre)

$116,000/ year

MEDIUM
(more)

EXPLORATORIUM, San Francisco, CA (5 acres)

LARGE
(approx. 5 acres)

$388,000/ year

MARITIME MUSEUM, San Francisco, CA (1 acre)

BAY AREA DISCOVERY MUSEUM, Sausalito (5-6 acres)
KEY THEME: RECREATION

aquatic center

outdoor fitness

play structures
revenue opportunity – adventure park II

**SMALL**  
(least)  
$40,000/ year

**MEDIUM**  
(less)  
includes ziplines, ropes courses

**LARGE**  
$120,000/ year

ROPE COURSE, Orange County

TAHOE TREETOP ADVENTURE PARK, Tahoe

SONOMA CANOPY TOURS, Sonoma
Complementary Uses

**FOOD TRUCKS**
Off the Grid, San Francisco

**AQUACULTURE**
Tomales Bay Oyster Co., Marshall

**BIKE RENTALS**
Griffith Park, Los Angeles

**SMALL BOAT RENTALS**
Coyote Point Park, San Mateo

**AQUATIC CENTER**
Jack London Aquatic Center, Oakland

**MARINE RESEARCH CENTER**
Scripps Institute of Oceanography, La Jolla

**PARK PAVILIONS**

**DOG AGILITY COURSE**

modest revenue / revenue neutral / community benefit
KEY THEME: ENJOYING NATURE

- seating / overlooks
- living shoreline
- viewing area, decks, and overlooks
- fishing amenities
- environmental classes / programs
enjoying nature / park enhancements
## OPPORTUNITIES MATRIX

### Revenue Opportunities

- **$$$$** Hotel/Retreat Center
- **$$** Interpretive Museum
- **$$** Food Market
- **$$** Dining/Beer Garden
- **$$** Regional Events
- **$** Adventure Park II

### Complementary Uses

- Research center
- Aquaculture
- Commercial fishing
- Food trucks/Pop-Up
- Park pavilion
- Aquatic center
- Park rentals
- Dog agility course

### Park Enhancements

- Living shoreline demonstration
- Pathway improvements
- Tree plantings
- Enhanced picnic
- CCP Dog Park enhancements
- Fitness course
- Streetscape improvements
- Restrooms
- Viewing overlooks
- Fishing amenities
- Seating/gathering areas

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**COMMUNITY WORKSHOP #2**

**BERKELEY MARINA AREA** specific plan

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Parking

NORTH LOTS
714 Spaces

SOUTH LOTS
1,091 Total Spaces

DOUBLETREE LOT
444 Spaces

PRIMARY PARKING TYPE
- Public, free
- Public, 4-hour limit
- Private
- Pass required (all day)
- Public, paid
- Pass required (overnight)
### Parking and Mobility Challenges and Opportunities

<table>
<thead>
<tr>
<th>Existing &amp; Potential Challenges</th>
<th>Opportunities with the BMASP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parking Supply</strong></td>
<td>▪ Use new strategies/tools to leverage 2,000+ existing spaces more efficiently.</td>
</tr>
<tr>
<td>▪ Difficult to find space in some areas at certain times; peripheral lots less used.</td>
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</tr>
<tr>
<td><strong>Parking Management</strong></td>
<td>▪ Create new parking management approaches to make enforcement efficient.</td>
</tr>
<tr>
<td>▪ Limited resources make enforcement difficult; seek to avoid “ticket anxiety.”</td>
<td>▪ Provide and manage long-term parking for potential future ferry users.</td>
</tr>
<tr>
<td>▪ Potential ferry service may increase parking demand in the Waterfront.</td>
<td></td>
</tr>
<tr>
<td><strong>Multimodal Access</strong></td>
<td>▪ Improve access for those who wish to bike/ride transit; improve parking and pick-up/drop-off areas for those who need it.</td>
</tr>
<tr>
<td>▪ Accessing certain parts of the Waterfront without driving/parking is difficult.</td>
<td></td>
</tr>
<tr>
<td>▪ Biking/transit not feasible for all visitors.</td>
<td></td>
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</tbody>
</table>
Goal:

Develop a toolbox of parking & mobility strategies to address existing and potential challenges in the Waterfront today — and to support the long-term BMASP vision.
What Parking Strategies Should Be Considered?

Shared Parking
Increase shared parking for efficient use of existing spaces.

Enforcement
Improved enforcement with a user-friendly “ambassador” approach.

Demand Pricing
Demand-based pricing in places where parking demand is highest.

Benefits District
A Parking Benefit District to manage priced parking & reinvest revenue locally.

Shuttle
Shuttle service to connect Waterfront destinations & parking.
What Mobility and Access Strategies Should Be Considered?

Dedicated Drop
Dedicated pick-up/drop-off for more convenient access to Waterfront activities.

AC Transit
Improved AC Transit service with free or discounted transfers to ferry service.

Shared Mobility
Shared mobility services such as car share, bike share, e-scooters.

Wayfinding
Wayfinding helps visitors find available parking and mobility options.

Bike Parking
Secure and convenient bike parking throughout the waterfront.
agenda

01 funding gap challenges
02 what we heard from CW#1
03 market opportunities & trends analysis
04 revenue generating alternates
05 breakout sessions
jurisdictional boundaries

State Tidelands – Permitted Land Uses
- of statewide interest (regional destination)
- aquatic uses (marinas, boating, fishing)
- commercial amenities (hotels, conference centers, restaurants)
- environmental education (e.g., Shorebird Park Nature Center)
- residential uses not permitted
development constraints

- BCDC Jurisdiction Line
- Doubletree Hotel
- Boat Trailer Parking & Access
- Continous Bay Trail Connection
- Existing Road Network
- Parking & Access to Docks
- 199 Seawall Future Use / BCDC Restrictions
- Maintain access to boat launch and lift
buildings / operators

- DoubleTree Hotel
- Cal Sailing Club
  *Potential for building upgrade
- Shorebird Park Nature Center
- Berkeley Yacht Club
  *Potential to be relocated / removed
  Marine Center lease expires 2028
- Skates on the Bay
- Restaurant & Event Center
- Berkeley Marina Area specific plan

*Potential to be relocated / removed
Hana Japan / offices leases expire 2023 to 2029
areas available for development
areas for development

outward views across the bay

outward views across the bay

connections to Cal Sailing, public dock, and Shorebird Park

inward views to the Marina

inward views to the Marina

connection to Cesar Chavez

connection to Cesar Chavez

outward views across the bay

outward views across the bay
potential timeline for phased implementation

5 Years
$1.25M
- annual concerts & festivals
- new beer garden & casual dining, food trucks
- improve security
- improve pathways & streetscapes
- tree plantings
- improve picnic area
- dog agility course

10 Years
$2.5M
- new retreat center
- more beer garden & casual dining
- adventure park II
- new events pavilion
- new park restrooms
- park rentals
- fitness course

15 Years
$3.5M
- new hotel
- food market & aquaculture
- aquatics center
- commercial fishing & fishing amenities
- living shoreline
- tree plantings

20 Years
$4.5M
- interpretive museum & interpretive center
- more dining
alternates

01 CORRIDORS

02 HUBS

03 DISPERSED

COMMUNITY WORKSHOP #2

BERKELEY MARINA AREA specific plan

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alternate 1

CORRIDORS

- large EVENTS
- large ADVENTURE PARK II
- large RETREAT CENTER
- large HOTEL
- FOOD CORRIDOR Includes Food & Beverage, Market & Beer Gardens
- new AQUATIC CENTER
- medium MUSEUM
- event support

COMMUNITY WORKSHOP #2
BERKELEY MARINA AREA specific plan

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alternate 2
HUBS

- FOOD TRUCK CORRIDOR
- FOOD HUB NORTH: Includes Food & Beverage & Beer Gardens
- FOOD HUB SOUTH: Includes Food & Beverage & Market
- large HOTEL
- large RETREAT CENTER
- large EVENTS
- new AQUATIC CENTER
- medium MUSEUM
- large FOOD HUB SOUTH
- large FOOD HUB NORTH
- large ADVENTURE PARK II
- event support
- large FOOD TRUCK CORRIDOR

COMMUNITY WORKSHOP #2
BERKELEY MARINA AREA specific plan
alternate 3
DISPERSED
agenda

01 funding gap challenges
02 what we heard from CW#1
03 market opportunities & trends analysis
04 revenue generating alternates
05 breakout sessions
breakout session

40 minutes – two discussion topics
Breakout Discussion Results & Workshop Follow-up

- Note-taker to track our conversation and summarize to full group.

- The Workshop Summary (to be posted to the City’s project website) will include the summary from each Breakout.

- Email questions not answered tonight to the project email. Responses will be included to your questions in the Workshop Summary.

Send presentation questions or comments to: bmasp@cityofberkeley.info
1. For Alternates 1, 2 and 3 discuss the pros and cons of how these revenue-generating uses are located:
   - Hotel/Retreat Center
   - Museum/Interpretive Center
   - Food/Beverage/Market
   - Events
   - Adventure Park II

2. Discuss the relative priority of including these Complementary Uses in the Waterfront:
   - Food trucks
   - Aquaculture
   - Bike rentals
   - Small boat rentals
   - Aquatic center
   - Marine research center
   - Park pavilions
   - Dog agility course

Direct additional questions or comments to: bmasp@cityofberkeley.info
thank you!
next steps
next steps

• Online Questionnaire to be posted on project website, Friday 3/18.

• Check for updates at www.cityofberkeley.info/BMASP/ to include:
  • Workshop Summary
  • Questionnaire results
  • New FAQ inclusive of tonight’s questions
  • Schedule updates

• Community Workshop #3 – targeting Fall 2022

• Project inquires send to bmasp@cityofberkeley.info