

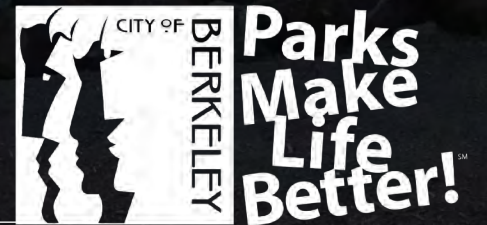
Waterfront Specific Plan

for the City of Berkeley Public Tidelands Area

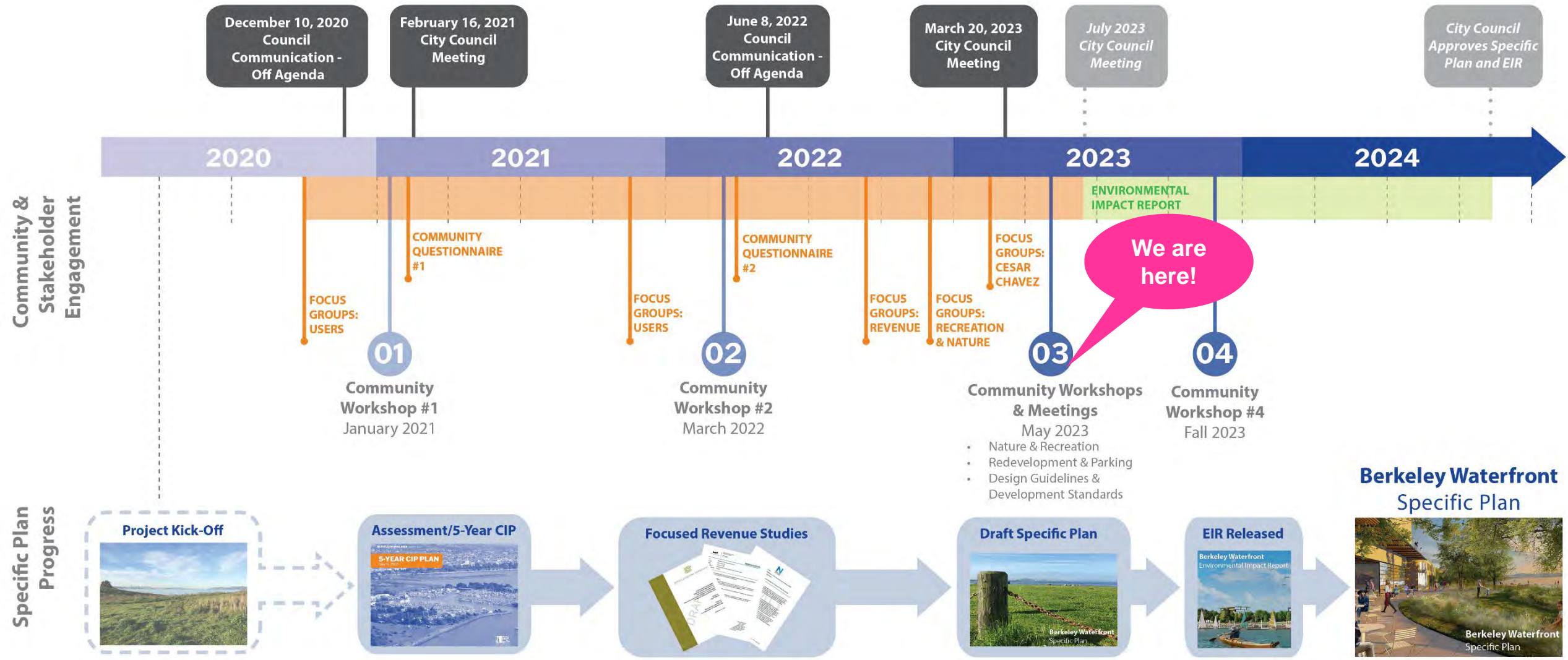
May 3, 2023

COMMERCIAL REDEVELOPMENT & PARKING

COMMUNITY WORKSHOP



Hargreaves Jones



Waterfront Specific Plan Process

4 Community Workshops

240+ participants

24 Focus Groups

+/- 200 participants

2 Community Questionnaires

1,799 responses

1 Project Website

1,127 subscribers

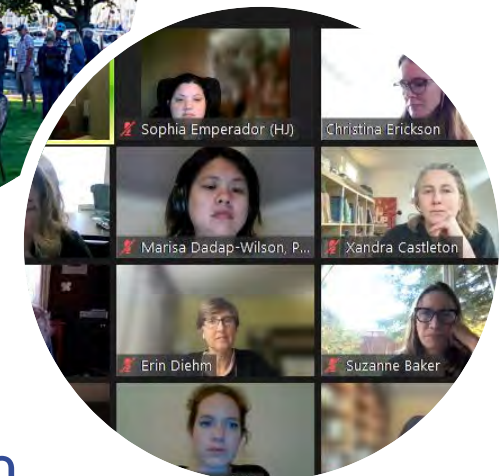
2 Council Updates & **2** Council Work Sessions

2020

2021

2022

2023



Engaged Public Process | Community & Stakeholder Outreach



THEME 1
Existing
Resources

Support and enhance **existing recreation, parks, and open space**, development, and **programming** currently enjoyed by Berkeley residents and visitors.



THEME 2
Unique
Identity

Reinforce the **identity and character** of the unique landscape of the Waterfront for the **recreational, environmental, social** and **economic values** it provides to the surrounding community.



THEME 3
Sensitive
Development

Encourage development opportunities that are **complementary with the land uses** appropriate at the Waterfront, respect the **uniqueness of the site** and maintain shoreline access and **views**.



THEME 4
Equitable
Access

Promote opportunities for all **Berkeley residents and visitors** to **access** and experience the Waterfront, including its remarkable **natural environment, diverse waterfront recreation,** and **community** resources.



THEME 5
Enduring
Waterfront

Establish a sustainable approach to **long-term revenue generation** and funding to effectively **operate and maintain** the Waterfront, and **proactively plan** for and implement capital improvements.

The Berkeley Waterfront Specific Plan will not:

1. **Design or implement** any of the **examples shown today** - these are illustrations to **represent potential development** within the development standards and guidelines that the Specific Plan will articulate.
2. **Guarantee** that **any new development will happen** - that will depend on the private market and city support.
3. **Guarantee** that **any proposed capital improvements will occur** - that will develop through **on-going CIP plans** that will include budget considerations and financing options, balanced against maintenance urgency and City priorities.

The Berkeley Waterfront Specific Plan will:

1. **Document** a vision for the Waterfront that is **adaptable** and **guides civic decisions** about nature, recreation and development for the next 50 years.
2. **Identify** what the **land use regulations** for the Waterfront should be and where specific uses can occur.
3. **Establish development standards** for **new buildings or redevelopment** of existing buildings at the Waterfront - setting **clear zoning parameters** on what the City identifies as 'appropriate' in this context.
4. **Establish design guidelines** for development projects at the Waterfront - providing **design guidance** to developers and City zoning and permitting boards to **evaluate** specific **project proposals** at the Waterfront.

- 1 Orientation to the *DRAFT* Waterfront Specific Plan
- 2 Goals & Priorities for Potential Commercial Redevelopment
- 3 Goals & Priorities for Parking
- 4 Overview of *DRAFT* Waterfront Design Guidelines & what the future changes might look like
- 5 Breakout Discussions

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- 1.6 How to Use this Document

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- 2.3 Pedestrian & Bicycle Circulation
- 2.4 Transportation & Parking
- 2.5 Marina Operations
- 2.6 Recreation & Water Access
- 2.7 Nature & Shoreline Ecology
- 2.8 Placemaking & Wayfinding
- 2.9 Land Use & Development
- 2.10 Infrastructure
- 2.11 Income / Revenue

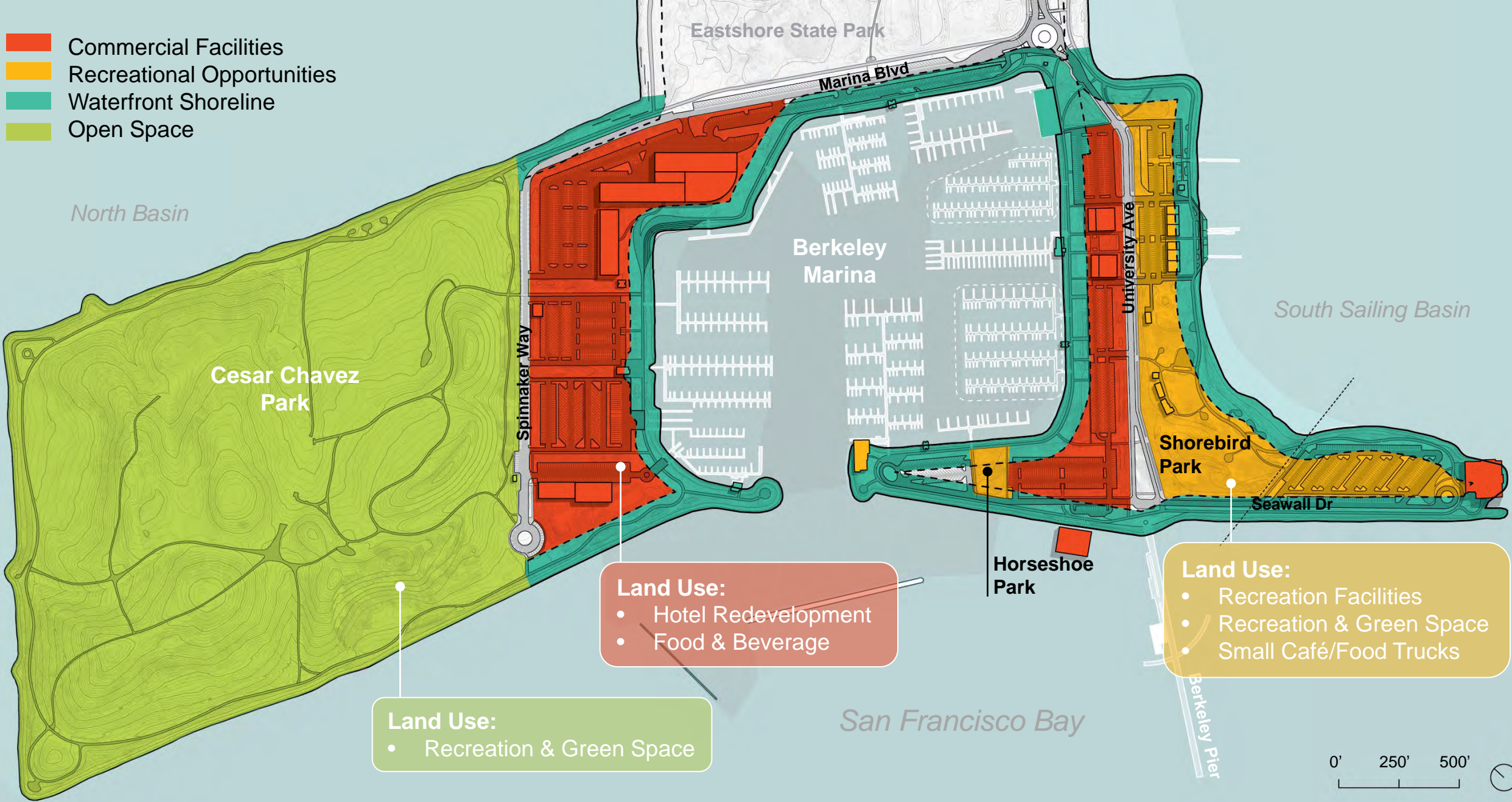
SECTION 3 | Implementation & Financing

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- 4.8 Infrastructure Assessment Draft

- Commercial Facilities
- Recreational Opportunities
- Waterfront Shoreline
- Open Space



Land Use:

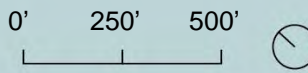
- Recreation & Green Space

Land Use:

- Hotel Redevelopment
- Food & Beverage

Land Use:

- Recreation Facilities
- Recreation & Green Space
- Small Café/Food Trucks



The development shown here is for illustrative purposes only and reflects more than what the current market supports. Only one additional hotel at the Waterfront is likely due to market demand.





Specific Plan Vision | Berkeley Waterfront Potential Opportunities

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Key Goals:

- Generate new revenue at the Waterfront through appropriate redevelopment that is sensitive to the Waterfront's natural and recreational resources
- Generate additional funding from outside the Waterfront to supplement the Marina Fund, in order to sustainably support current and future community needs
- Promote commercial redevelopment opportunities that support overall Waterfront priorities for recreation, environmental stewardship, and resilience to climate change



Assessment Revenue Generating Potential & Financial Feasibility of New Hotel and Food & Beverage Development

Keyser Marston Associates (September 2022)

New Hotel Opportunities:

- Boutique
- Select-service hotel
- 120 – 200 rooms



Food & Beverage Opportunities:

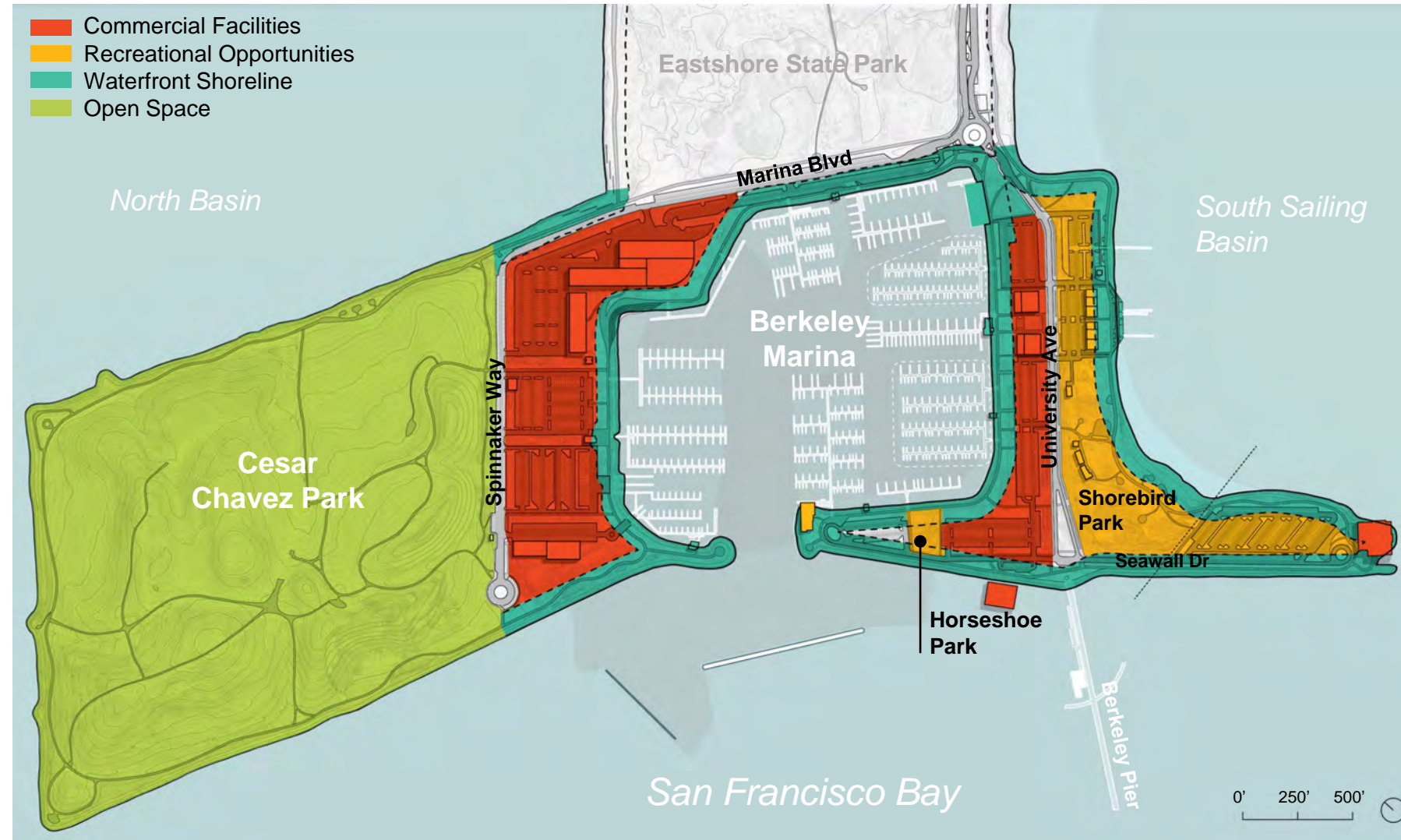
- Mix of upscale and casual
- 4,000 – 12,000 SF new space
- \$3M – \$8M in net new sales

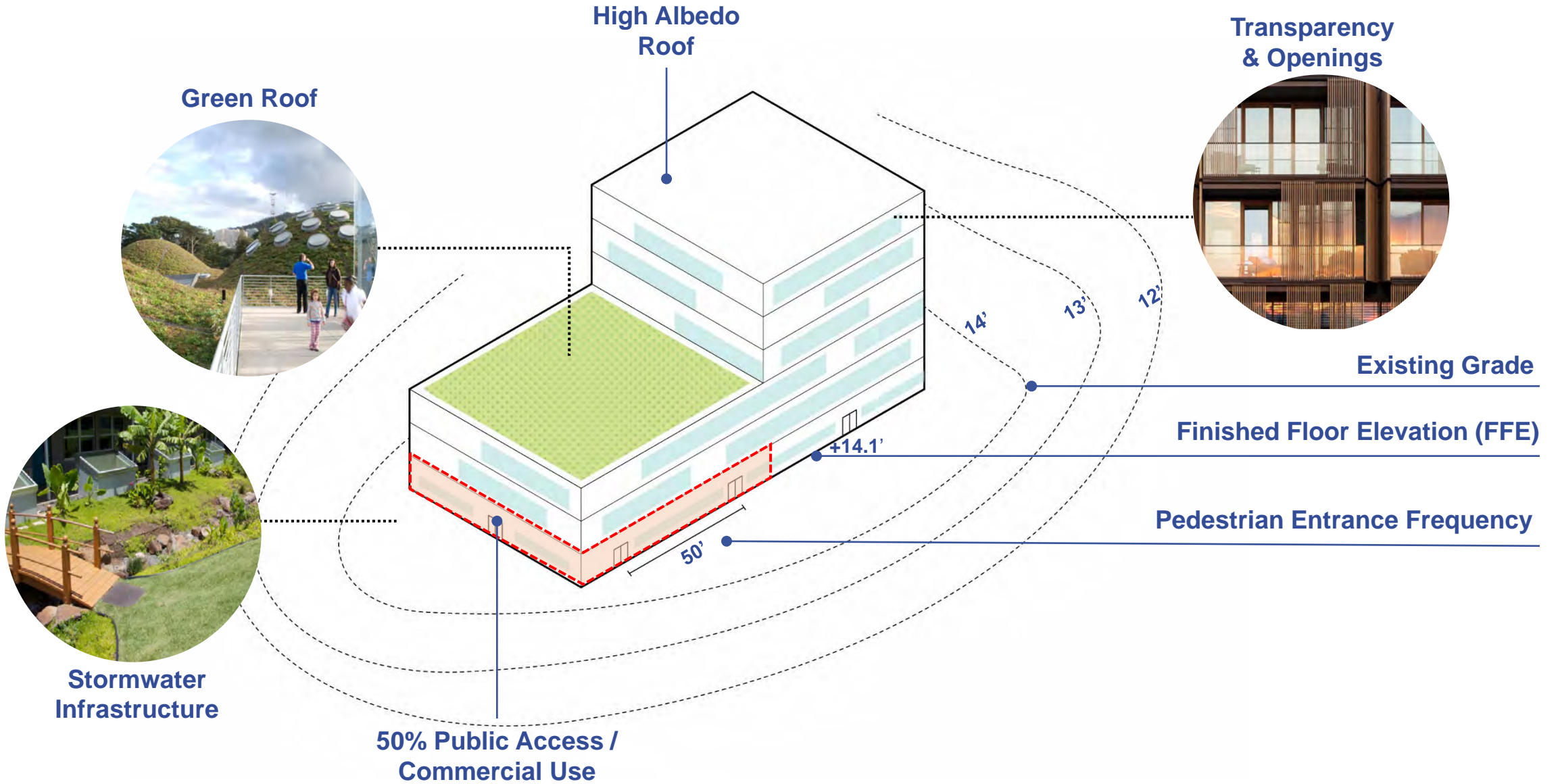


What We Learned | Market Demand – Potential Hotel / Food & Beverage Opportunities

Key Goals:

- Designate areas for commercial redevelopment in the Waterfront where development and parking already exist
- Promote opportunities for diverse recreational enhancements and public shoreline access at the Waterfront
- Preserve and enhance existing recreational and natural resources





Only one additional hotel at the Waterfront is likely due to market demand.



A DoubleTree Densification

- Height: 4-6 Stories
- Parking: 0.7 Cars / Room
- FFE: Per State Permitting Guidelines

B North Bayfront Hotel

- Height: 3-4 Stories
- Parking: 0.5 Cars / Room
- FFE: Per State Permitting Guidelines

C South Bayfront Hotel

- Height: 4-6 Stories
- Parking: 0.5 Cars / Room
- FFE: Per State Permitting Guidelines



Example A

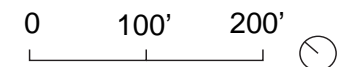
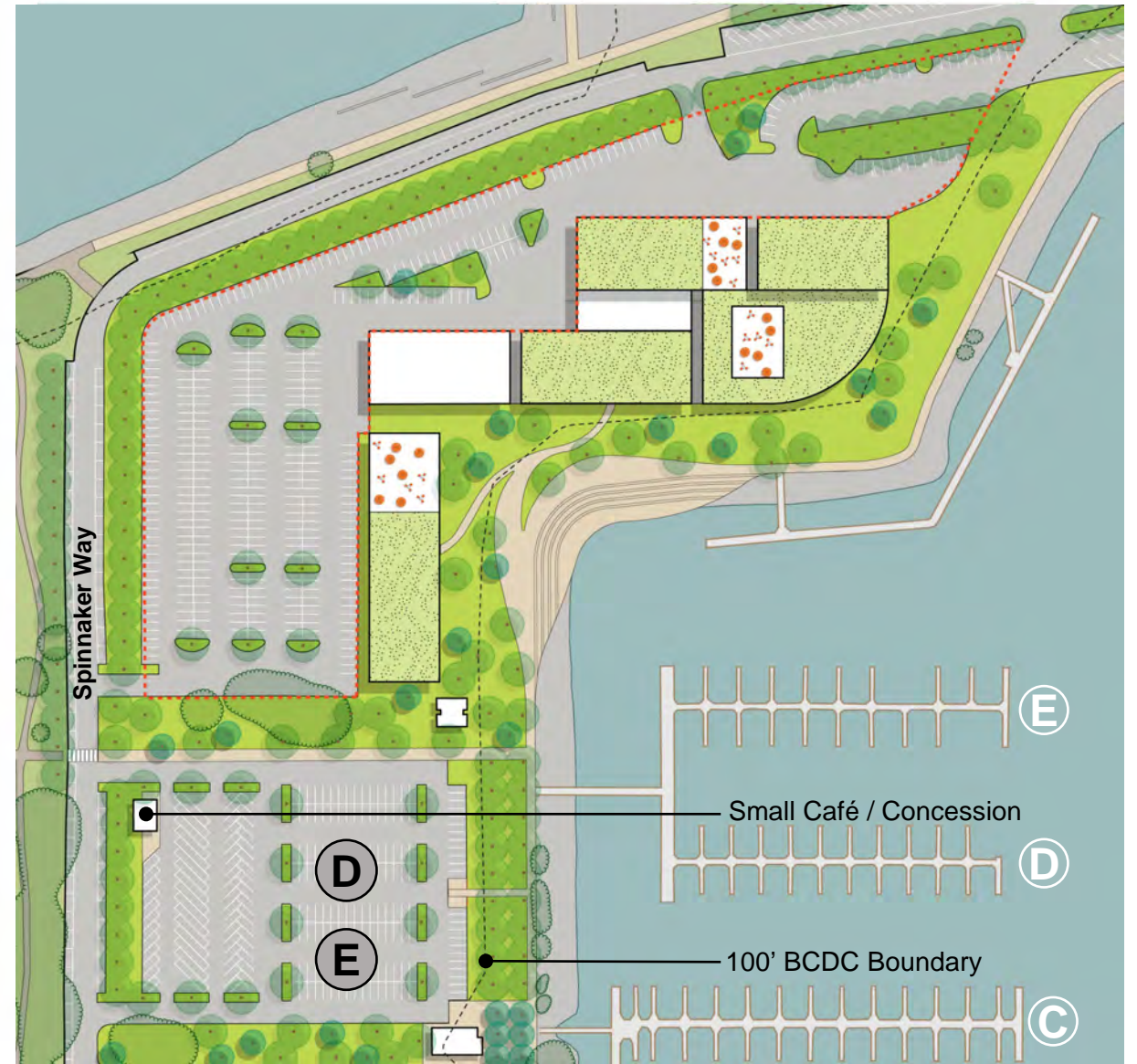
Densify & Rebuild DoubleTree Hotel

Development Metrics

- +/- 375,000 GSF
- 578 Hotel Rooms (+200 Hotel Rooms)
- 400 Parking Spaces
- No more than 0.7 parking spaces per room (no net new parking)

Opportunities

- Limit new building development at the Waterfront
- Expand public realm
- Utilize rooftops for gathering and green roof
- Opportunity for more efficient parking
- New source of revenue at the Waterfront





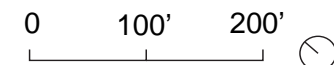
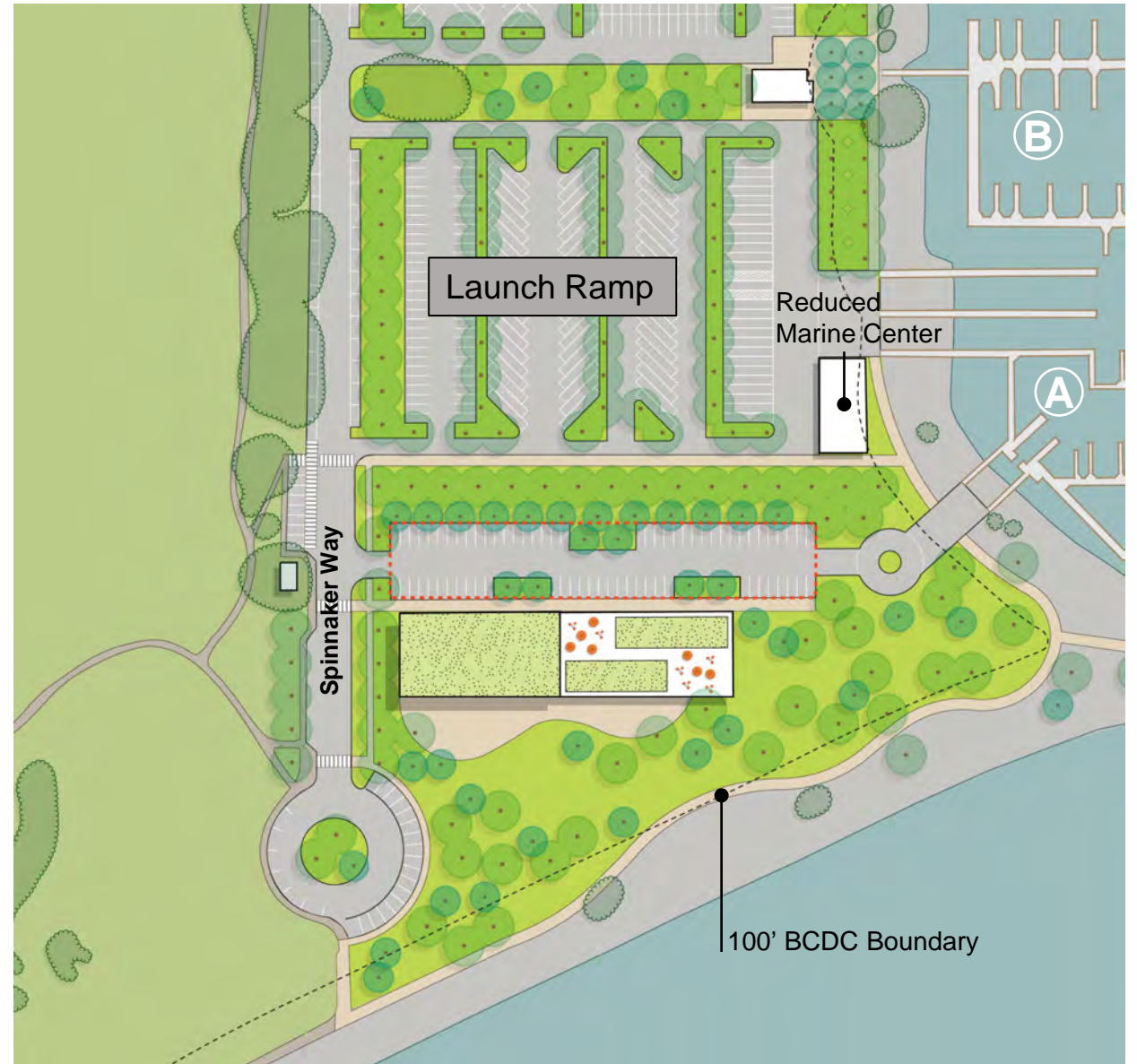
Example B
North Bayfront Hotel

Development Metrics

- +/- 70,000 GSF
- 120 Hotel Rooms
- 60 Parking Spaces
- No more than 0.5 parking spaces per room

Opportunities

- Maximize scenic views of the Bay
- New source of revenue at the Waterfront
- Expanded public open space on the water
- Utilize rooftops for gathering and green roof





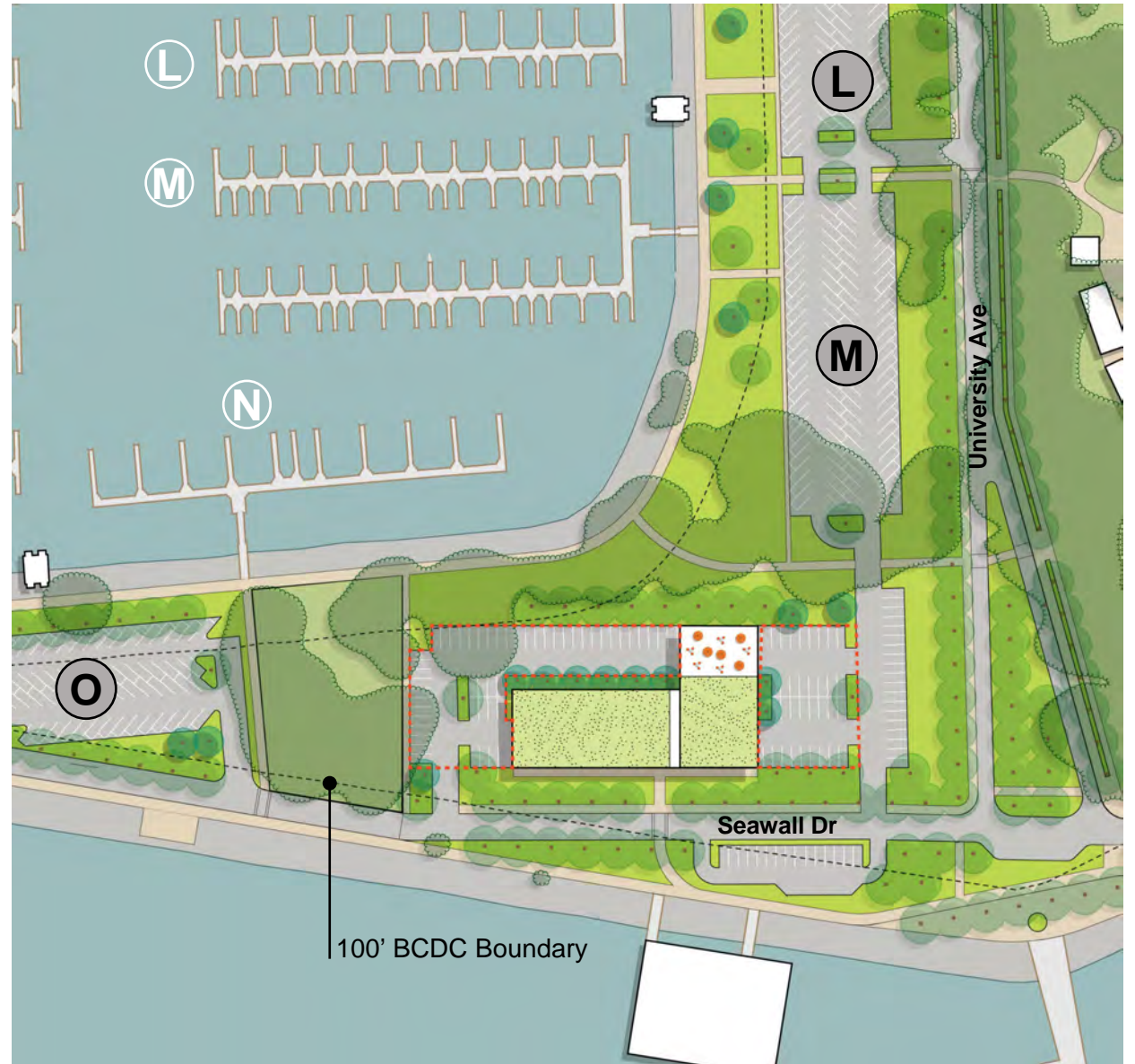
Example C South Bayfront Hotel

Development Metrics

- +/- 115,000 GSF
- 170 Hotel Rooms
- 85 Parking Spaces
- No more than 0.5 parking spaces per room
- Parking strategies to include, but not limited to, valet options

Opportunities

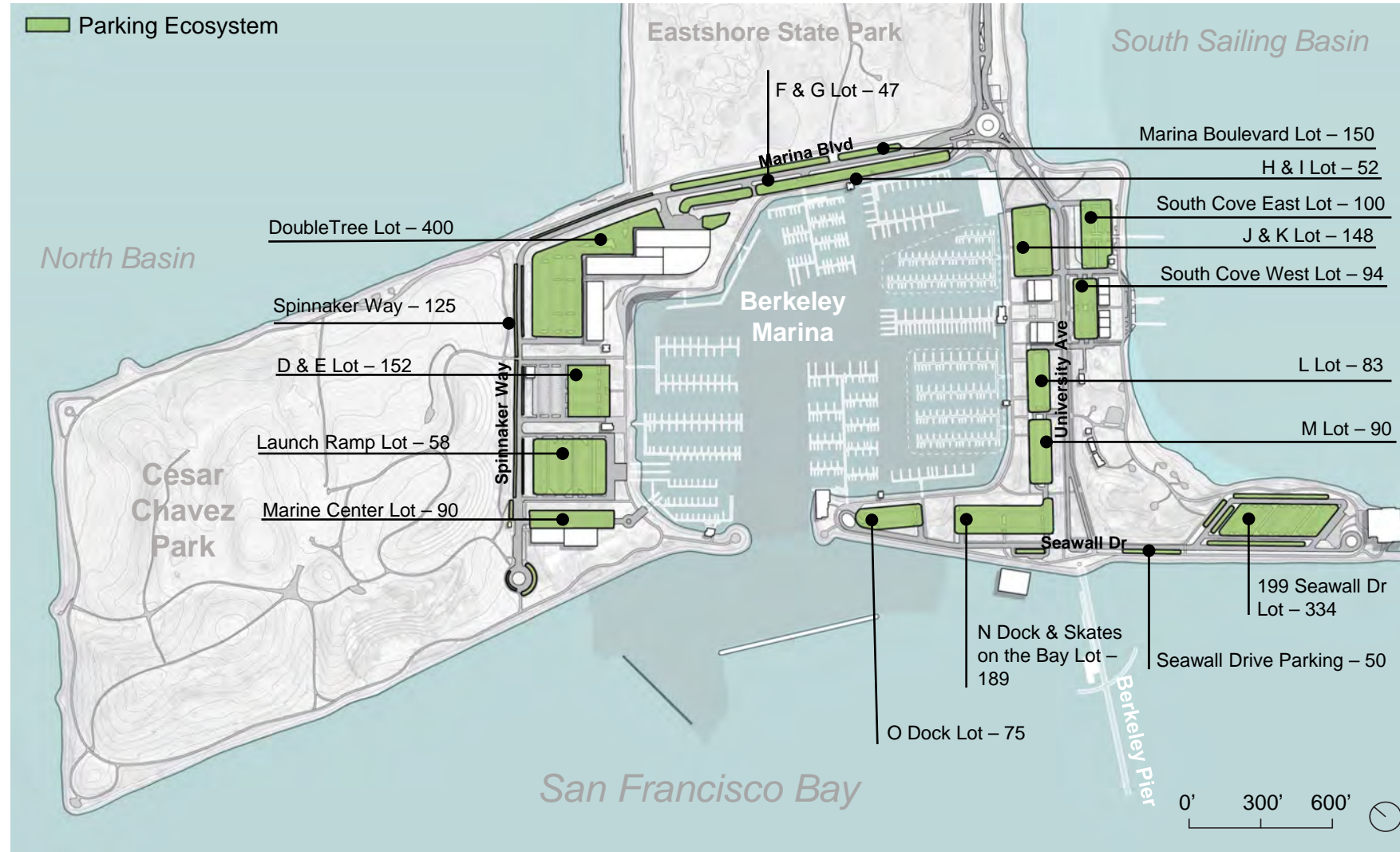
- Maximize scenic views of the Bay
- New source of revenue at the Waterfront
- Utilize rooftops for gathering and green roof



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Key Goals:

- Support a shared approach to Waterfront parking that more efficiently utilizes existing lots for multiple uses at the Waterfront (“one parking ecosystem”)
- Accommodate the parking needs of all visitors at the Waterfront, while also integrating targeted site improvements to address parking needs associated with specific user groups
- Manage parking so that people can come to the Waterfront, park in one place, and then access different Waterfront destinations without the need to drive and re-park





Permits, time limits and other **restrictions**



Demand-based pricing/paid parking strategy & increased enforcement



Valet options that can be implemented across the Waterfront

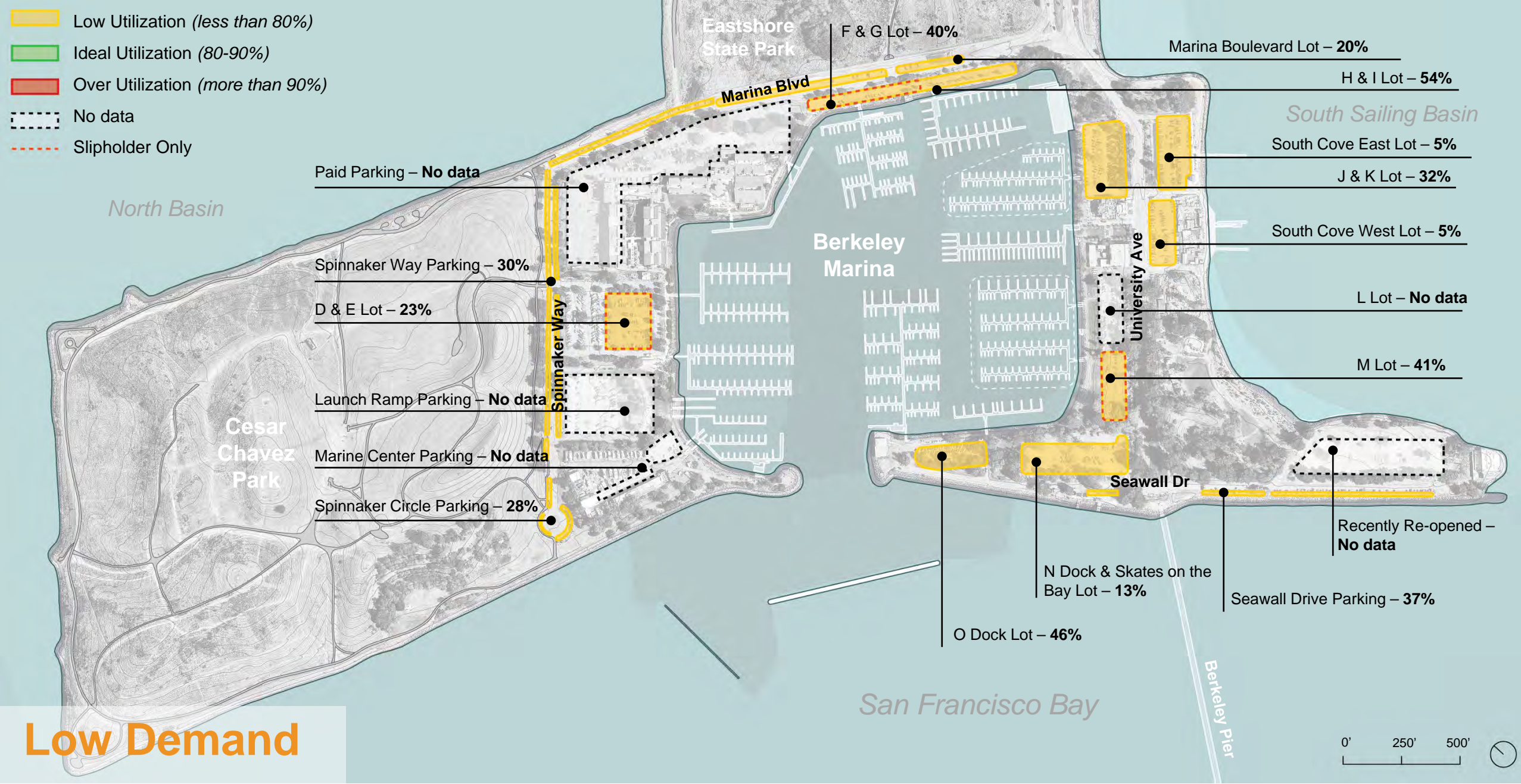


Waterfront-wide **wayfinding** and information strategy



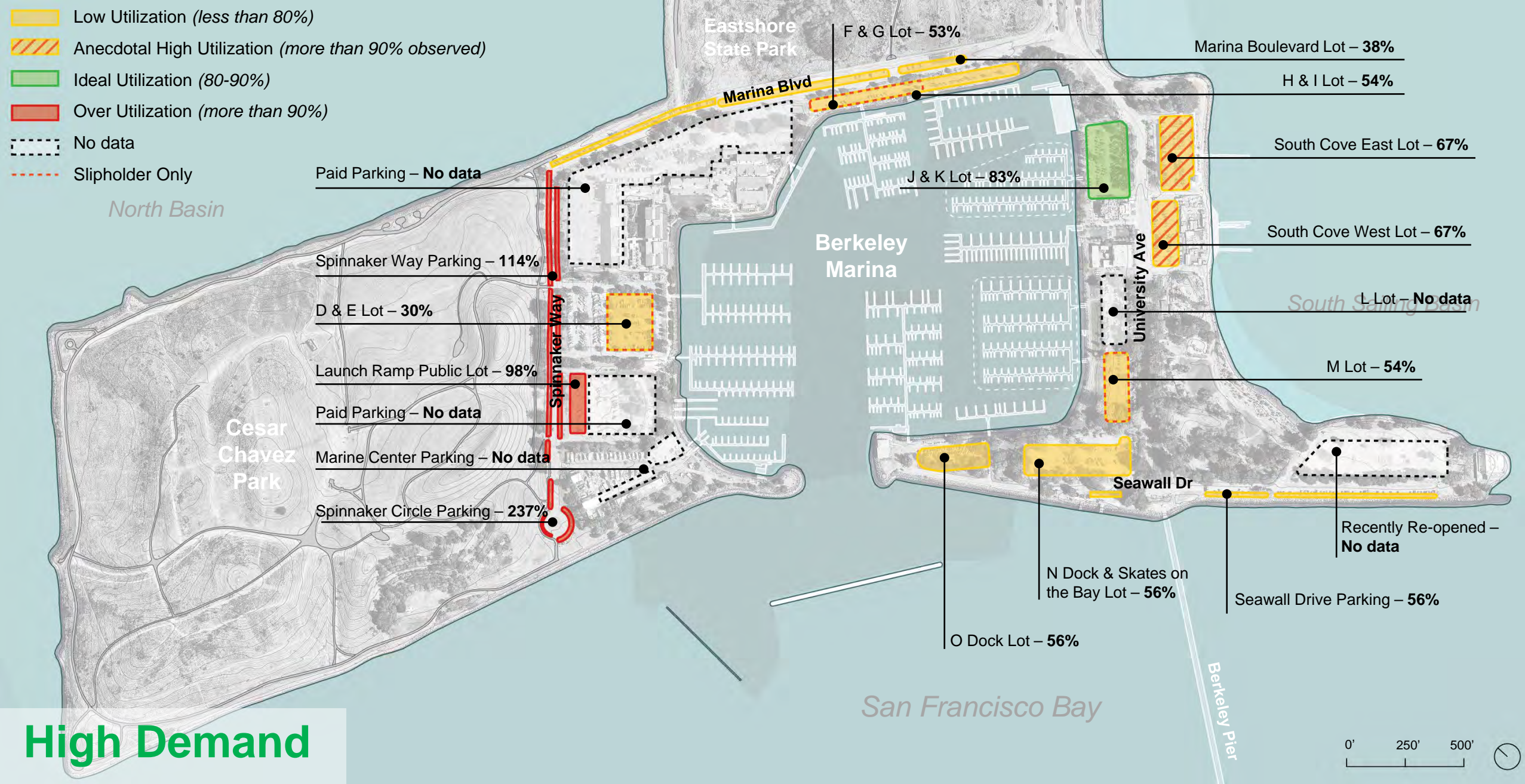
Transportation Demand Management (TDM) strategies that support bicycle, pedestrian, and transit access, including shuttle bus system





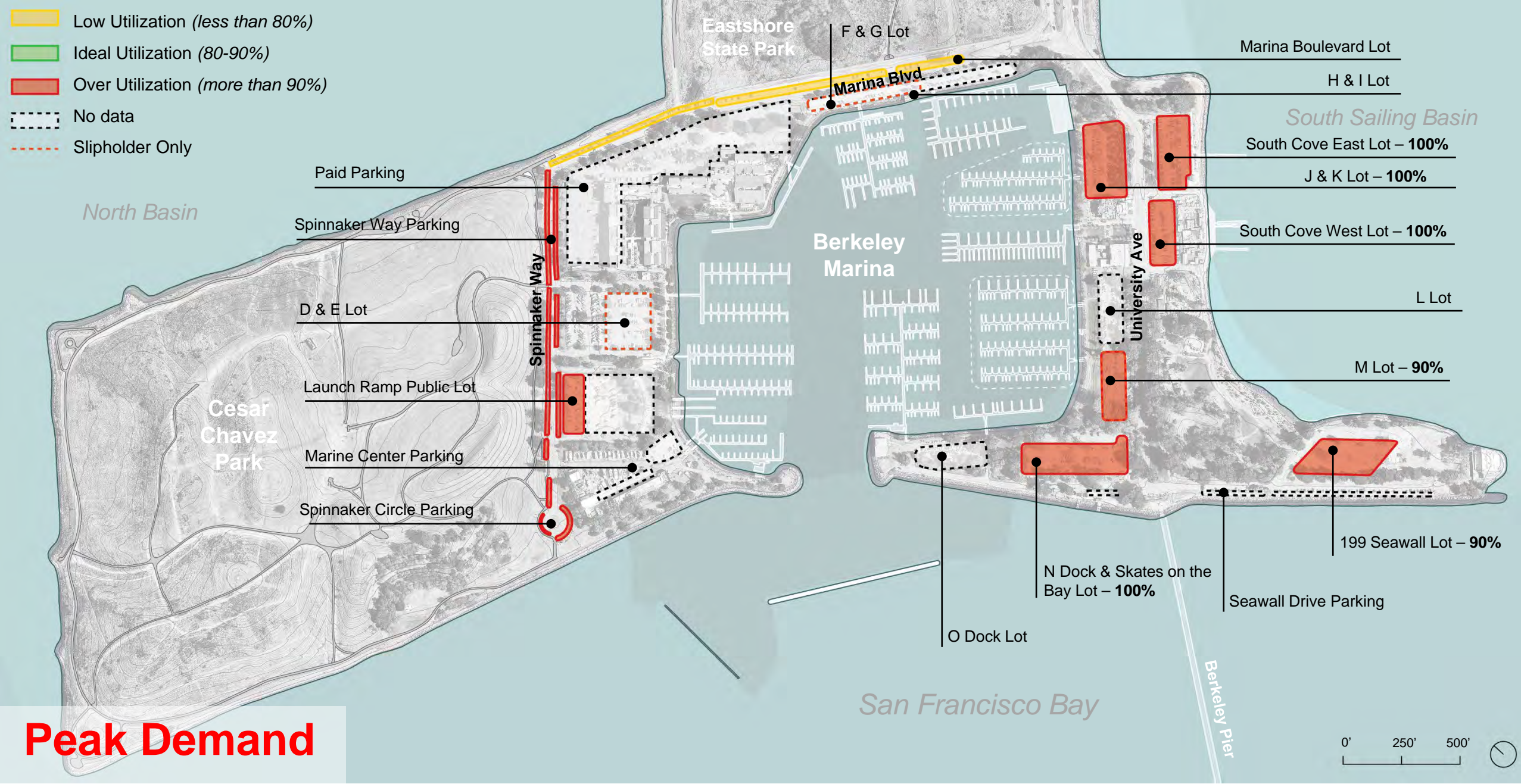
Low Demand

Parking Utilization | Weekdays Noon – 6 pm



High Demand

Parking Utilization | Weekend Noon – 6 pm

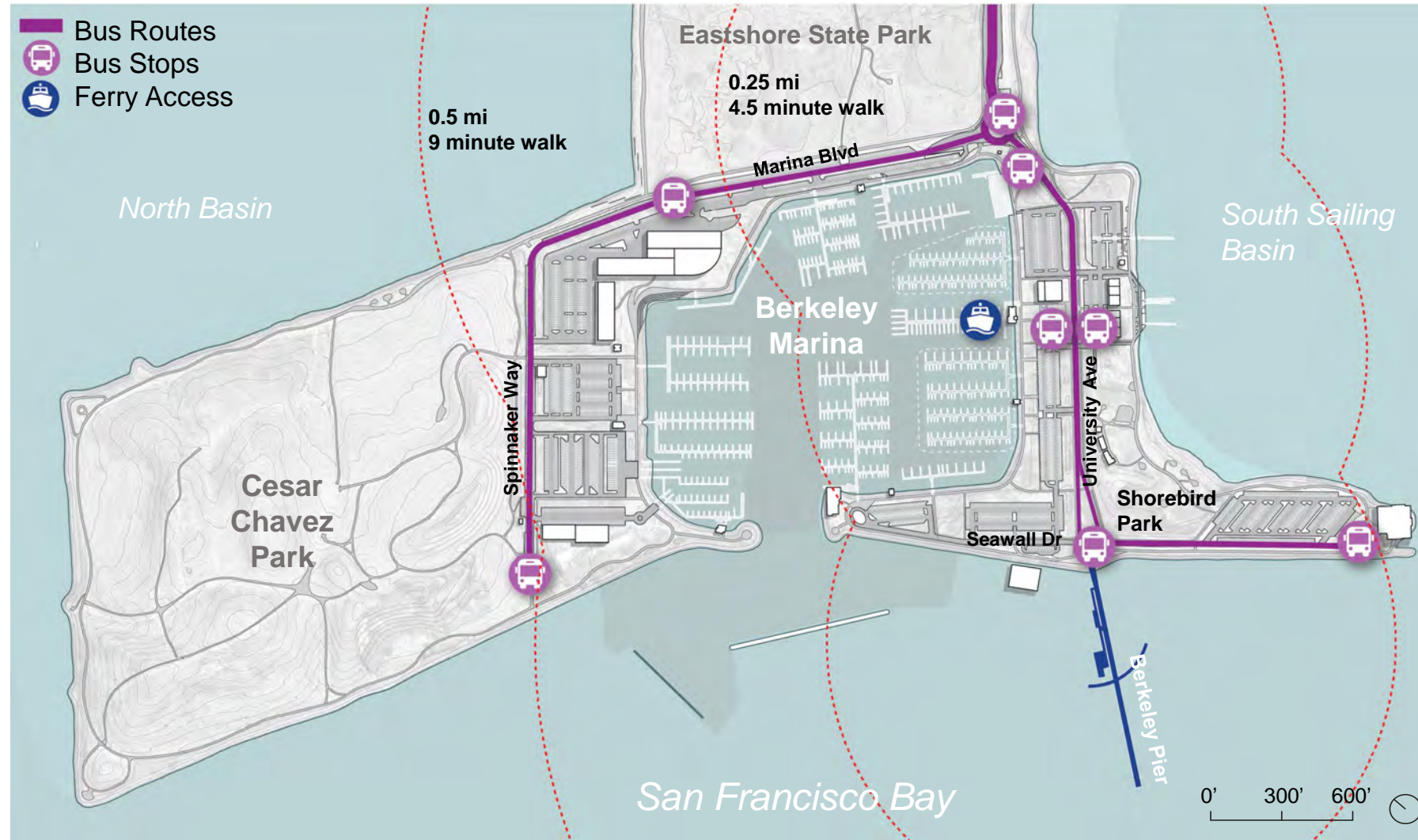


Peak Demand

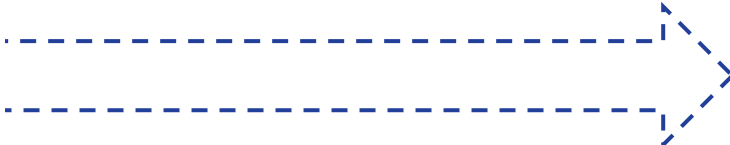
Parking Utilization | Bay Festival Event 04/22/2023

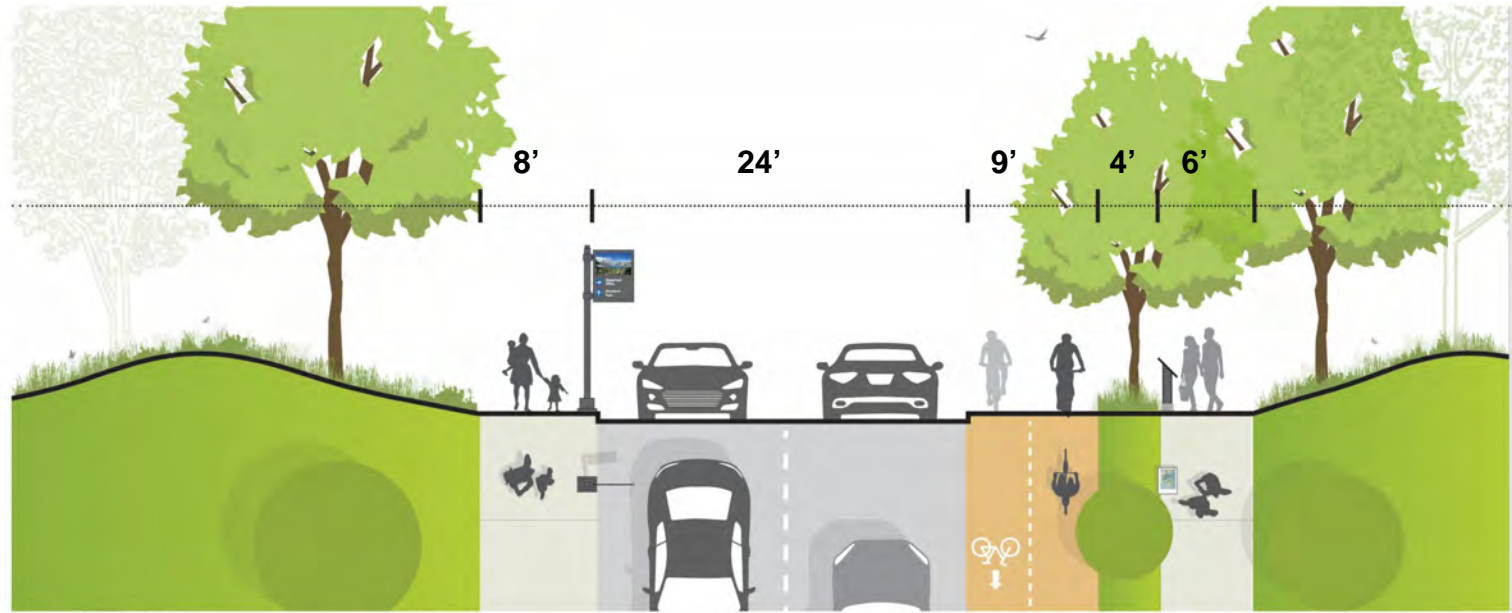
Key Goals:

- Promote public transportation opportunities for all users to access and experience the Waterfront
- Enhance public transportation and site connectivity amongst Waterfront destinations for transit riders, including integration of pedestrian and bicycle pathways to and from transit stops



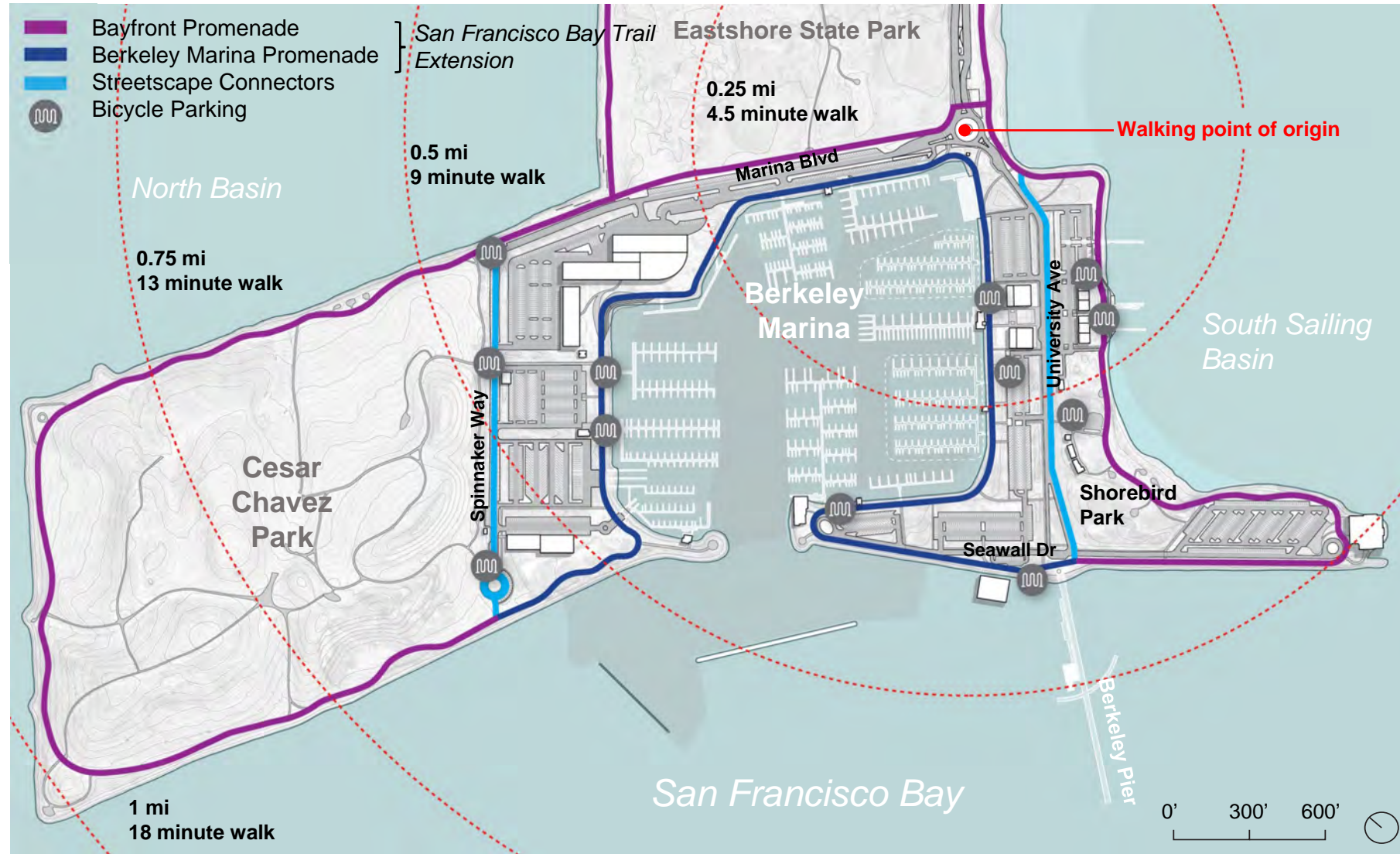
University Ave

Existing  Proposed

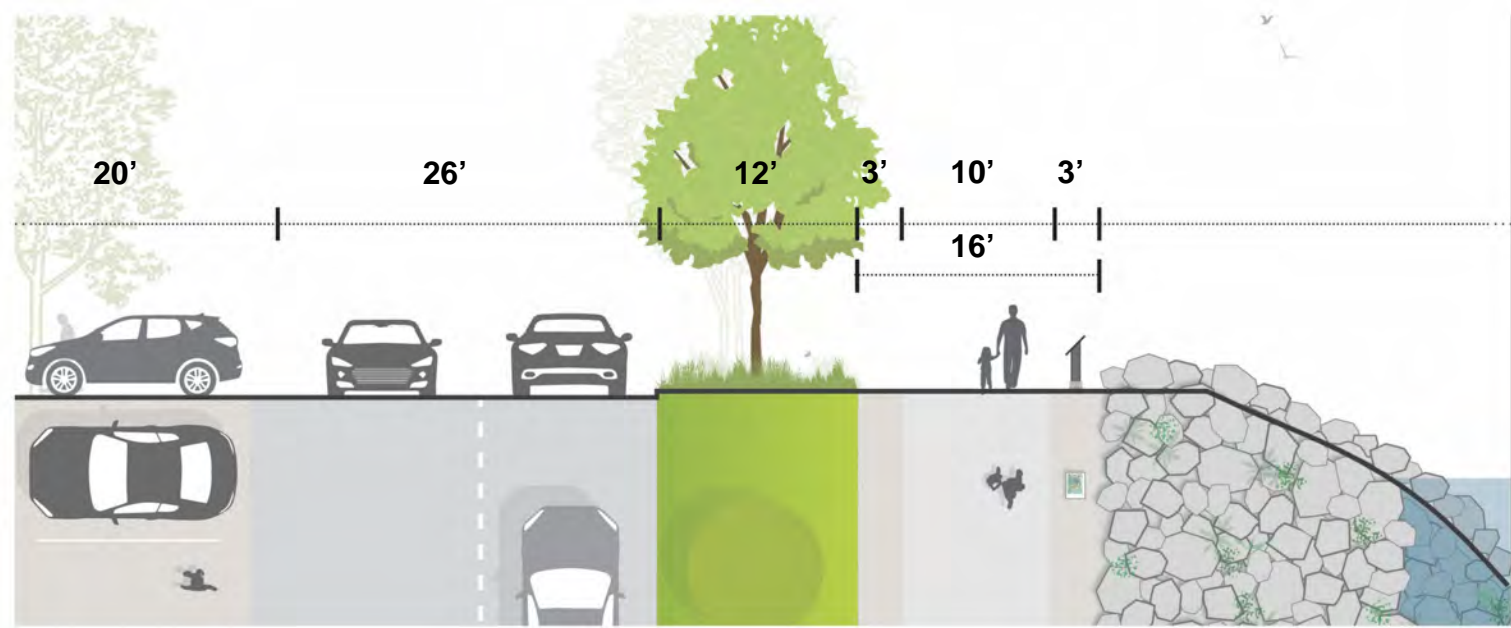
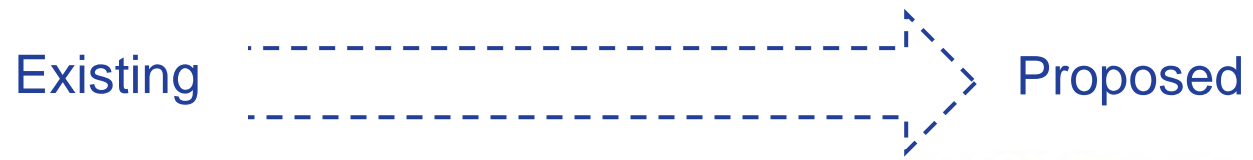


Key Goals:

- Reinforce a continuous shared-used trail around entire perimeter of the Berkeley Waterfront
- Create streetscape and pathway improvements for interior connectivity
- Reinforce connections to the Waterfront from other parts of the City, and connections between destinations within the Waterfront



Seawall Dr

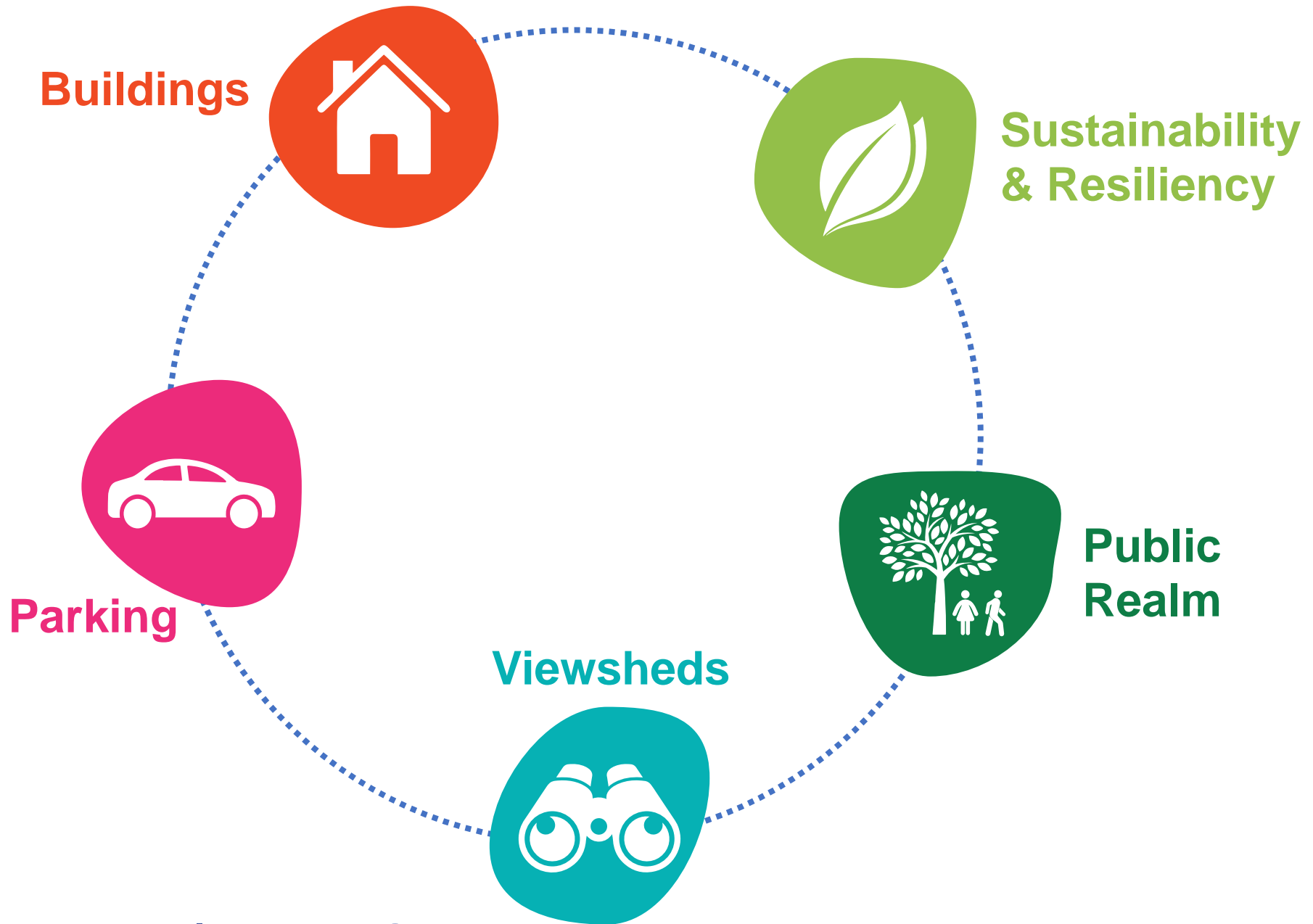


Key Goals:

- Highlight unique water access, diverse recreation, and nature-focused open space as core to visitor experience of the Waterfront
- Reinforce cohesive identity to Waterfront, while accommodating and celebrating unique character of individual destinations
- Establish clear wayfinding to and within the Waterfront for all visitors



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Design Guidelines | Buildings



Mass & Bulk

Buildings at the Waterfront should be designed to integrate with the landscape, with an emphasis on appropriate mass and bulk.

Waterfront Setbacks

All new landscape and building designs shall have particular sensitivity within the 100' setback from mean high water to maximize indoor outdoor flow and an inviting design that integrates the user experience with the waterfront setting.

Public Entrances

Building entrances should be located where they are most visible and welcoming from adjacent public areas and pathways.

Ground Floor Uses

Ground floors of all buildings should include publicly-accessible uses on the ground floor, including lobby, restaurant, or café areas. Maximize visibility between the inside and the outside at the ground level at these areas as well as non-public areas to reduce the creation of visual “walls” within the landscape of the Waterfront.

Horizontal & Vertical Articulation

Include regular articulation of upper levels, in order to diminish perceived height. Use step backs, recesses, structural bays, and façade articulation to further break up the massing and perceived vertical height of the building.

Cohesive Materials

A broad range of construction products is acceptable, with an emphasis on natural and sustainable materials such as FSC-certified wood, glass, and recycled metals. Opaque surfaces should be colored to recede into the landscape, based on adjacency to vegetation or water.



Design Guidelines | Parking



Electric Vehicle Charging Stations

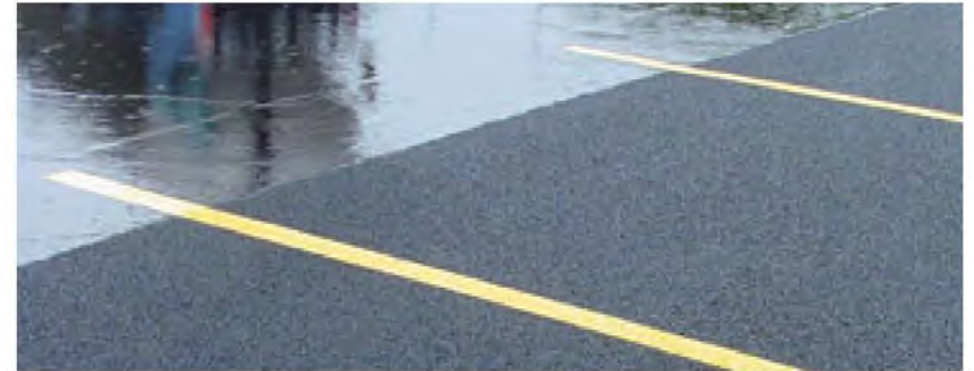
Parking lots should consider incorporating more electric vehicle charging stations on both the north and south side of the Waterfront, in addition to the electric vehicle charging stations that already exist.

Cool Materials & Solar Shading

New or renovated parking lots should include elements such as large canopy trees and solar power shade structures where possible.

On-Site Stormwater Management

New or renovated parking lots should strive to manage stormwater on site using a combination of raingardens, permeable pavements, and underground cisterns as appropriate. Captured stormwater may be reused for building systems or landscape irrigation, reducing potable water use and contributing to enhanced resiliency during periods of extreme drought.



Design Guidelines | Sustainability & Resilience



Sea Level Rise

All proposed re-development projects for recreational or commercial opportunities will comply with state Sea Level permitting guidelines.

Ecological Sensitivity

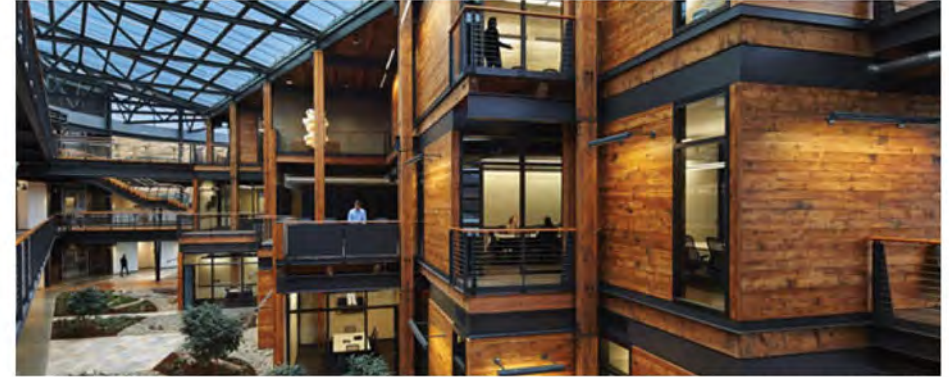
Protecting and enhancing the ecological vitality of the Waterfront is critical to placemaking character and enduring value of the Waterfront as a shared natural resource for all residents and visitors.

Regional & Renewable Materials

New and renovated structures should prioritize inclusion of regional and rapidly renewable materials, including recycled steel, wood, stone, and concrete.

Low Carbon Design

New and renovated buildings should include decarbonization strategies, including electrification, energy efficiency, renewable energy generation, storage, and demand management.



Design Guidelines | Public Realm



Shared Public Open Space

Integration with adjacent public realm may include open space with open lawns, shaded seating, or small plazas that engage community use, and emphasize the integration of development and landscape. Safe lighting should also be incorporated between all buildings and adjacent public trails and streets.

Pedestrian Circulation

New developments should incorporate clear and welcoming connections to Waterfront trails and pathways. Fences at the edge of development are not allowed, except where they are associated with storage of recreational equipment.

Waterfront Plant Communities

Recommended native and adapted species are included as a resource – targeted to the specific objectives of the Waterfront’s diverse landscape typologies. All new plantings should be reviewed and approved for consistency with the Waterfront’s identified plant communities, maintenance requirements, and resilience to evolving climate conditions.

Outdoor & Rooftop Patios

Programmed outdoor spaces are recommended as part of any new development or renovation (i.e. outdoor dining or seating). In addition, rooftop patios with programmed space and intensive or extensive green roofs are recommended as a way to further engage the spectacular views at the Waterfront.





Viewsheds to Water

Development should be designed with attention to how it impacts views from the Berkeley Waterfront or adjacent urban areas out to the San Francisco Bay. Massing should be strategically designed so that buildings block views to water as little as possible, and material palettes should help buildings to visually recede within the waterfront landscape as much as possible.

Viewsheds from Water

Views from watercrafts on the Bay back towards Berkeley are also a priority, requiring similar massing and material considerations so that land based natural resources such as the Eastshore State Park, Cesar Chavez Park and Shorebird Park and the Berkeley skyline are prioritized

Viewsheds from Redevelopment

High-quality long-term development will include leveraging the spectacular natural setting of the Waterfront. Views to the water should be prioritized from both indoor and outdoor spaces, as well as attention to how development may enhance views from other buildings or structures at the Berkeley Waterfront.





Cesar Chavez

Potential
Small Cafe

Potential
Hotel / F&B
Redevelopment

Potential
Inner Harbor
Promenade

Berkeley Marina

Potential
Hotel / F&B
Redevelopment

San Francisco Bay



Public Access & Commercial Space

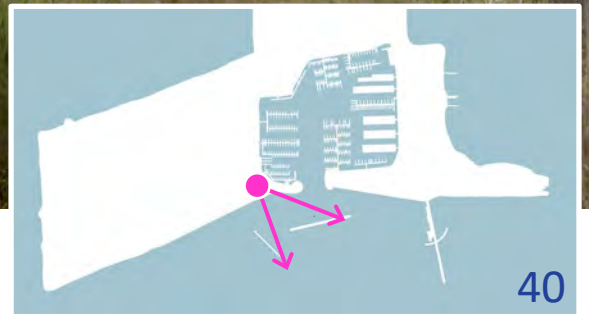
Occupiable Green Roof

Maintain Viewsheds

Native Pollinator Gardens

Open Space Requirements

Spinnaker West | Café Plaza and Bayfront Green







Façade Transparency

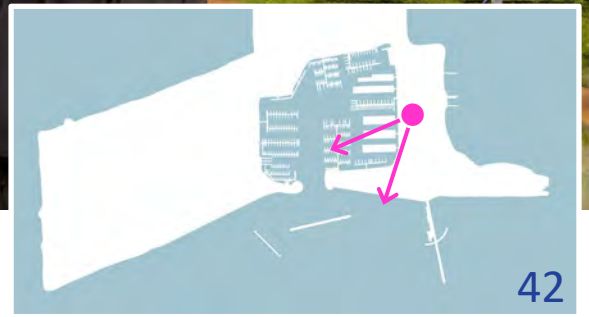
Step Backs

Green Roof

Maintaining Viewsheds

Occupiable Green Roof

Inner Harbor | Rooftop Terrace & Promenade





Max 6 Stories

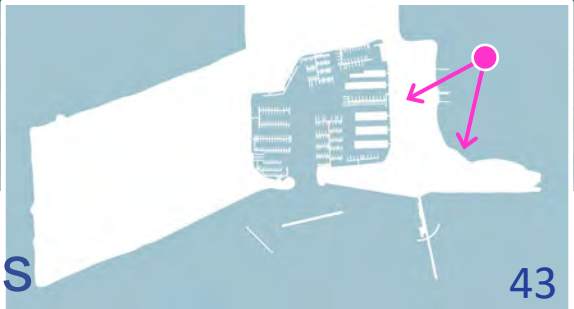
Green Roof

Façade Transparency

Ecological Sensitivity

Minimizing Bulk

Maintaining Viewsheds



South Cove | Aquatic Center & Enhanced Recreation Opportunities

We Want to Hear From You!

- 1 Do the potential redevelopment examples presented feel appropriate for the Waterfront? Is there anything you would change?
- 2 Which potential parking strategies shown would improve the experience for everyone at the Waterfront? Where does it feel most appropriate to implement these strategies?
- 3 Do you have additional feedback you want to share on any of the topics presented today?

- Your comments today will help us refine the **DRAFT Specific Plan**, which will be reviewed by City Council at a special meeting in **July**.
- This *DRAFT* Specific Plan will establish the basis for an **EIR – a comprehensive evaluation of the environmental impacts** of proposed changes to land use and related impacts at the Waterfront.
- The **EIR will take up to a year** – and will be followed by **review and revision** of the Waterfront Specific Plan based on the results.



