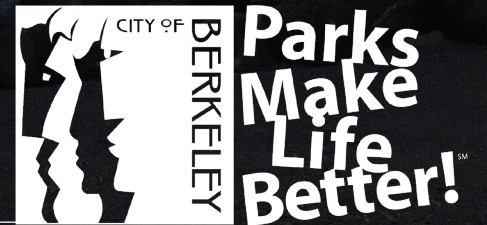


Waterfront Specific Plan

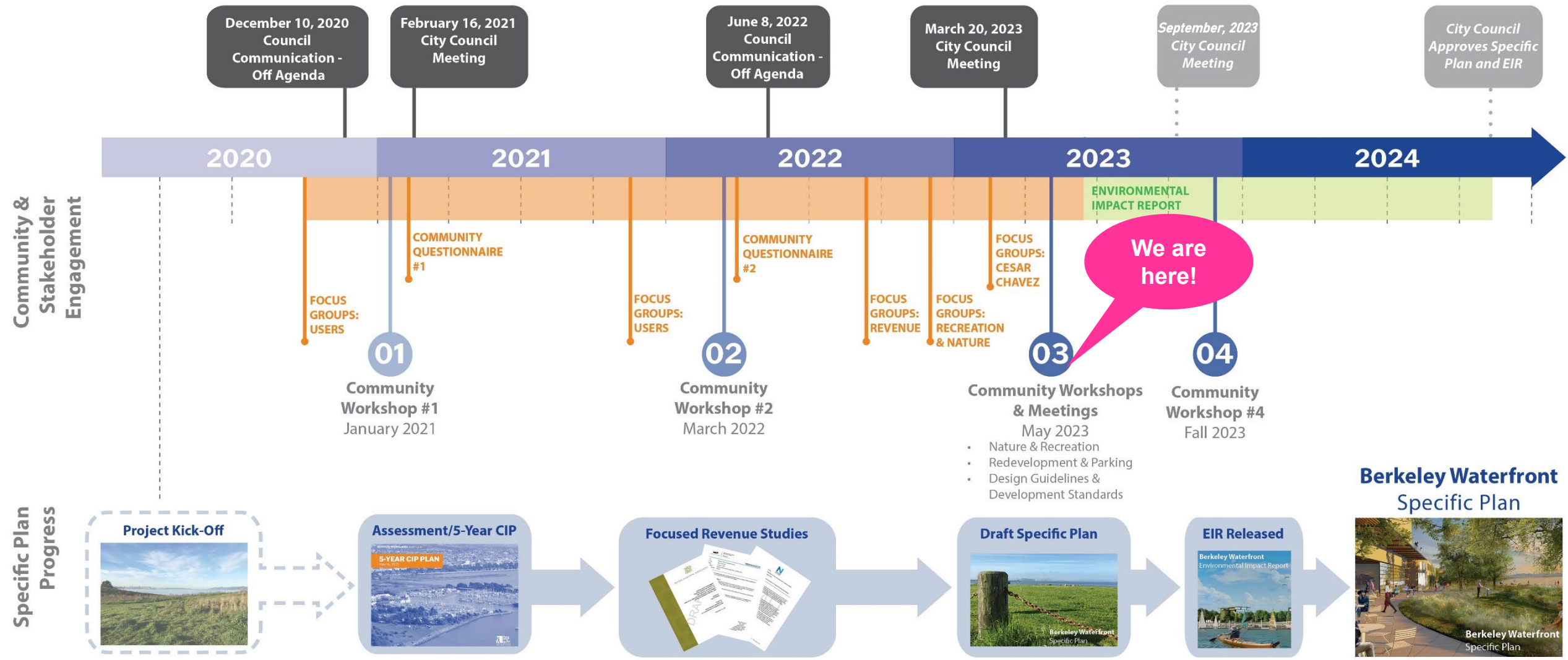
for the City of Berkeley Public Tidelands Area

June 7, 2023

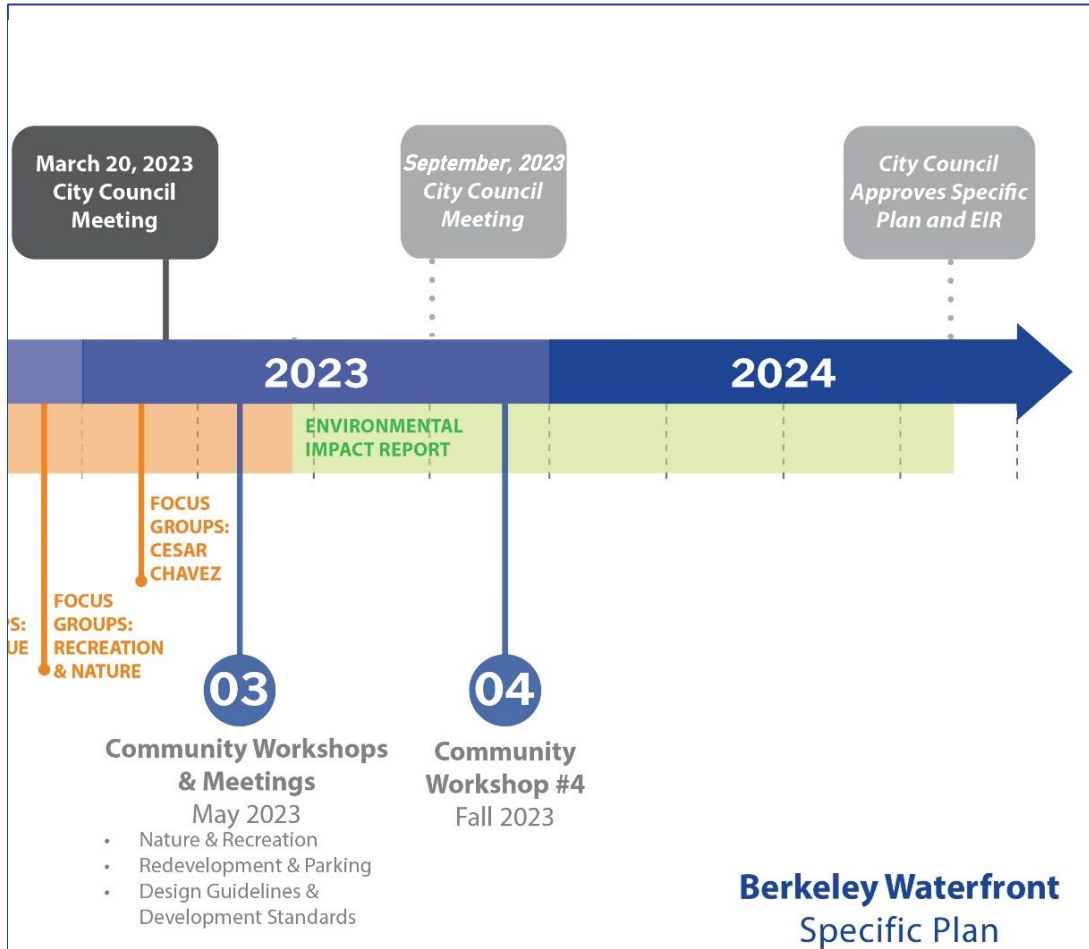
PLANNING COMMISSION MEETING



Hargreaves Jones



Waterfront Specific Plan Process



Upcoming Meetings – Waterfront Specific Plan

- May 10, 2023 – Parks, Recreation & Waterfront Commission
- June 7, 2023 – Planning Commission
- Mid-June, 2023 – Parks, Recreation & Waterfront Commission
- July-September – Public Outreach
- September, 2023 – City Council Meeting
- Fall, 2023 – Community Workshop #4

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.

What is the Specific Plan?



Specific Plan Vision | Berkeley Waterfront Potential Opportunities



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Key Goals:

- Support diverse opportunities to experience waterfront and water-based recreation
- Encourage new visitors to experience passive and active recreation at the Berkeley Waterfront
- Support non-profits that share Waterfront recreation and access goals
- Support the Nature Center and Adventure Playground programming
- Promote information about recreation and access opportunities



Key Goals:

- Increase biodiversity of plant communities for long-term resilience, and maximize plantings for environmental benefits
- Improve urban forest at the Waterfront to provide shade, habitat, stormwater benefits, wind mitigation, and strategic placemaking/identity
- Maintain an evolving plant species list with ongoing trials and adaptations to account for flexibility with climate change



Cesar Chavez Park

Urban Marina

Marina Natural

Shoreline

CENTRAL COAST

CHAPARRAL / CENTRAL COAST

COASTAL SCRUB / OAK WOODLAND

COASTAL STRAND

Planting Priorities

- Plant broader diversity of species that considers different shapes, heights, and colors
- Reduce & manage existing invasive species
- Introduce more pollinator gardens

Planting Priorities

- Plant diverse range of native & adapted species that thrive in urban context
- Plant species with varied seasonal qualities
- Increase canopy cover on streetscapes and in parking lots

Planting Priorities

- Establish a diverse range of native grasses and shrubs that considers different shapes, heights, and colors
- Decrease impervious surfaces
- Increase canopy cover with native coastal tree species

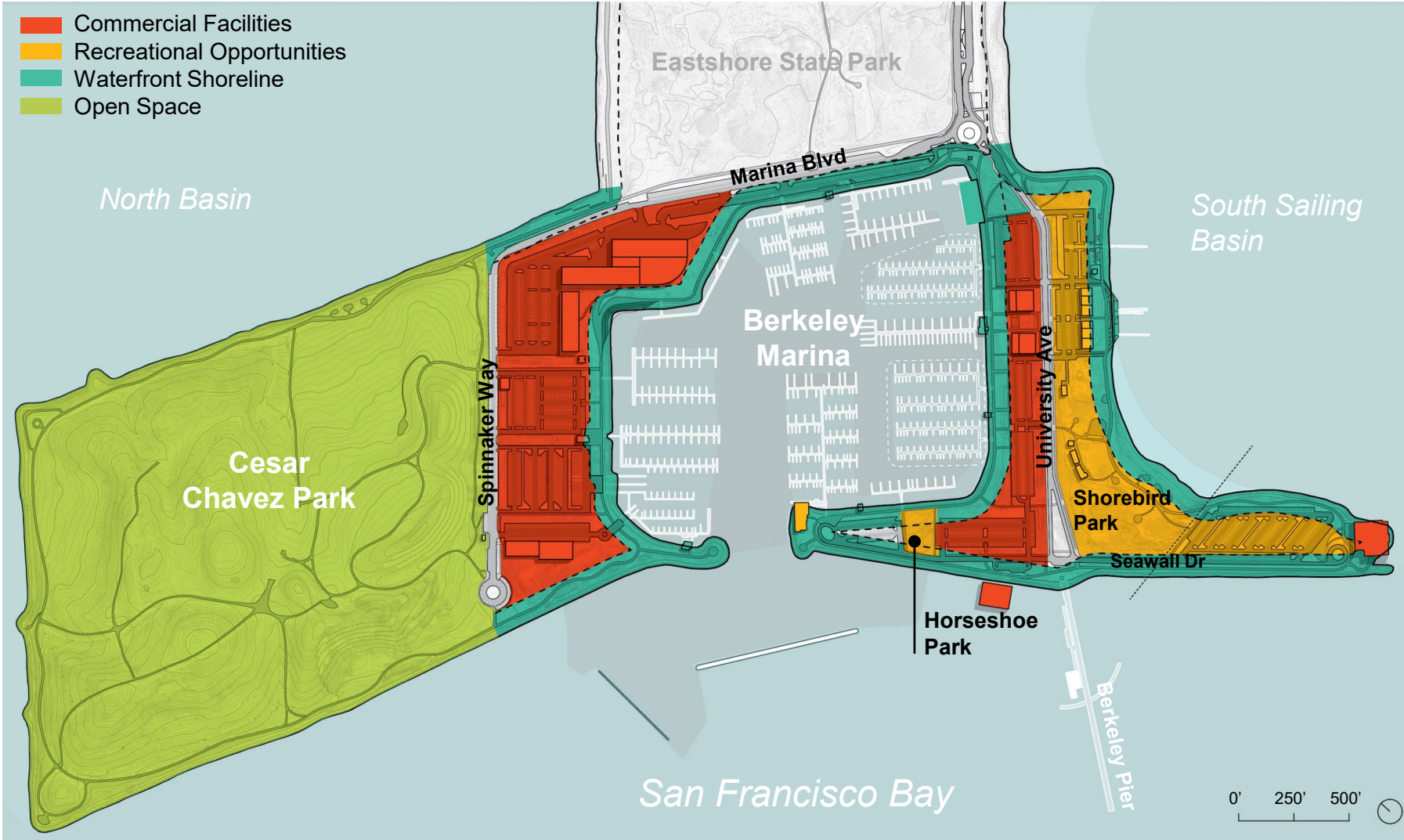
Planting Priorities

- Establish living shorelines where appropriate
- Decrease impervious surfaces
- Increase diverse range of native grasses and shrubs for habitat and better stormwater retention



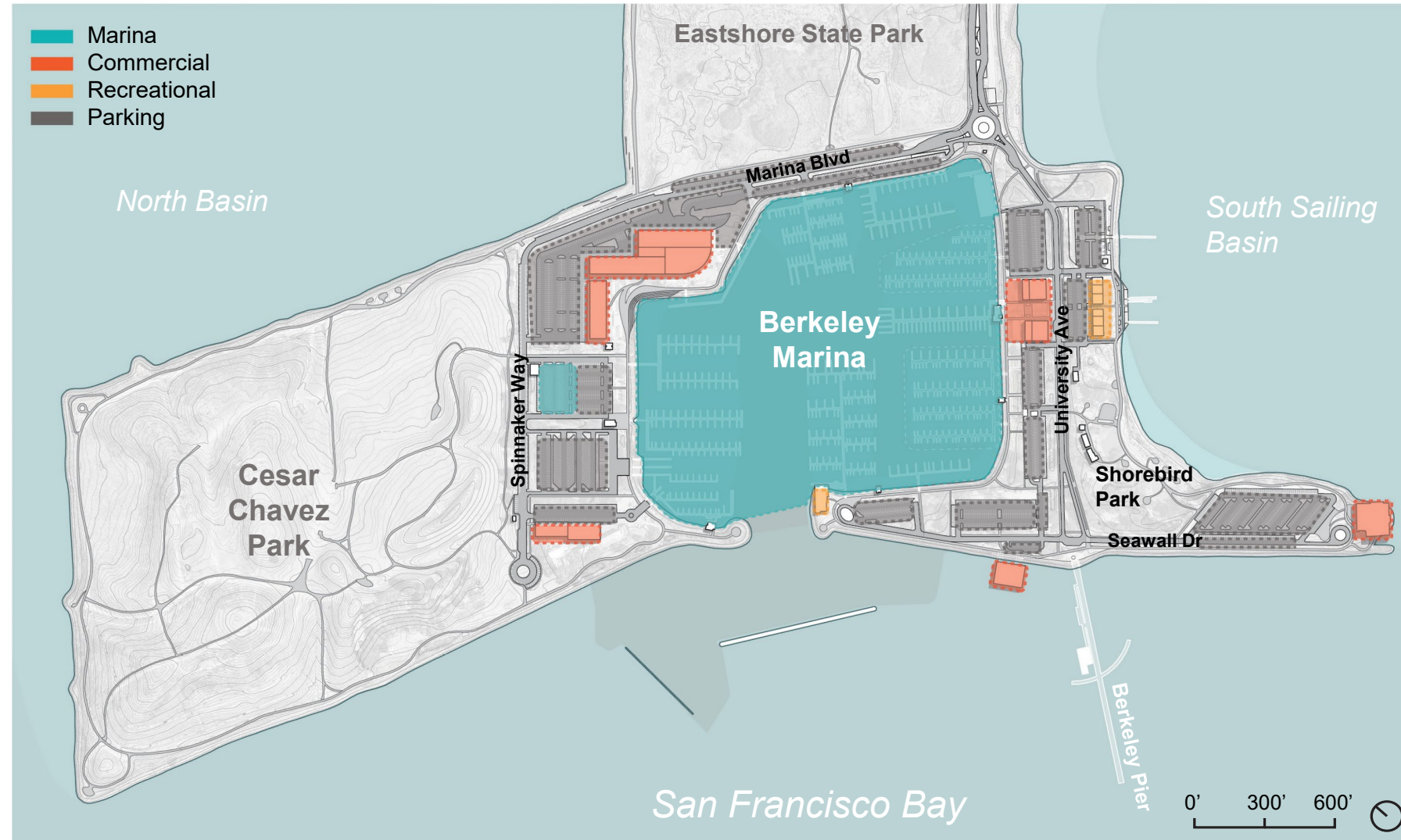
Key Goals:

- 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



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

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

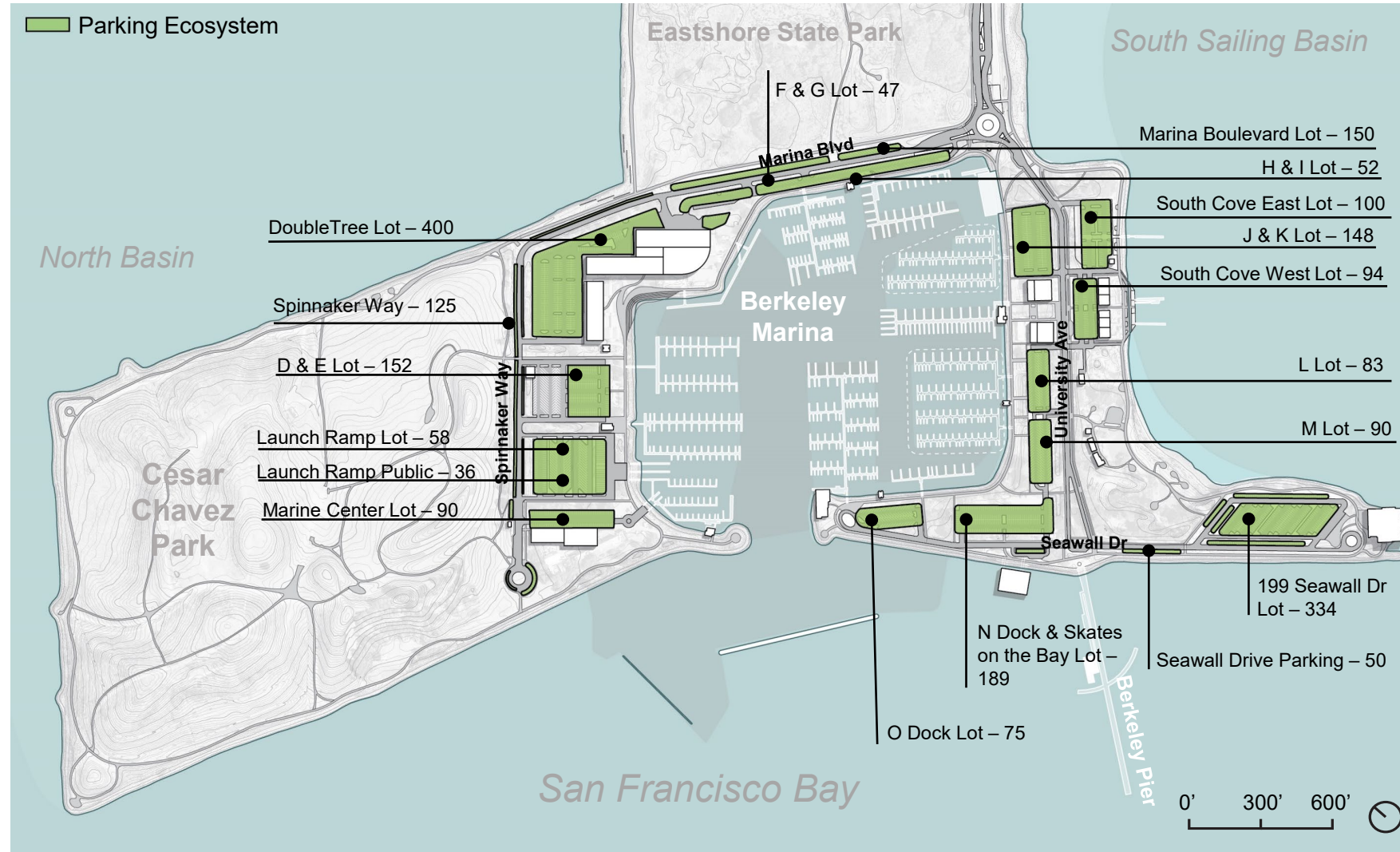
- **Height:** 3-4 Stories
- **Parking:** 0.5 Cars / Room
- **FFE:** Per State Permitting Guidelines

C South Bayfront Hotel

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

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



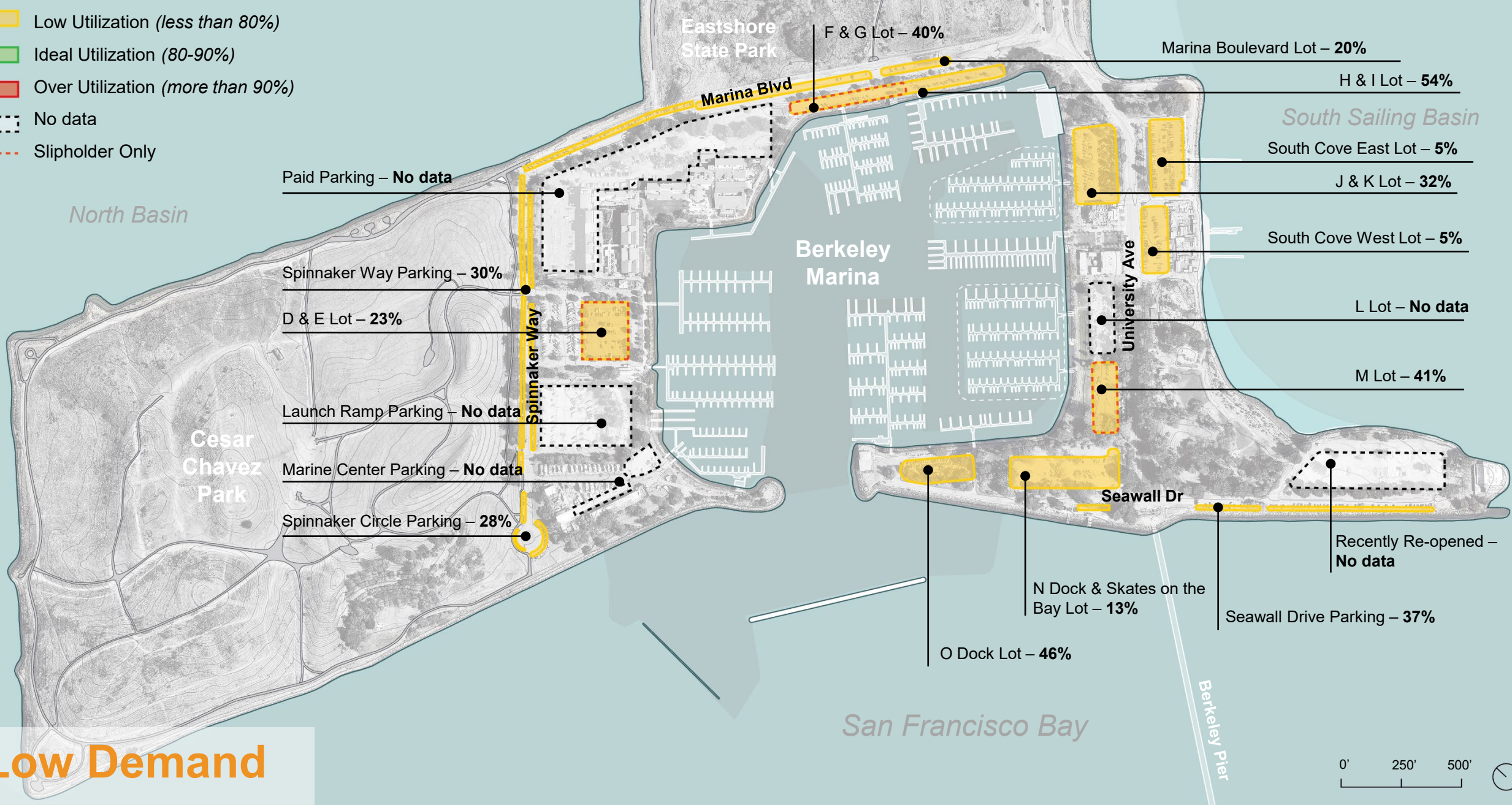
Waterfront-wide **wayfinding** and information strategy



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

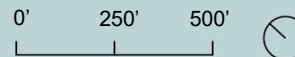


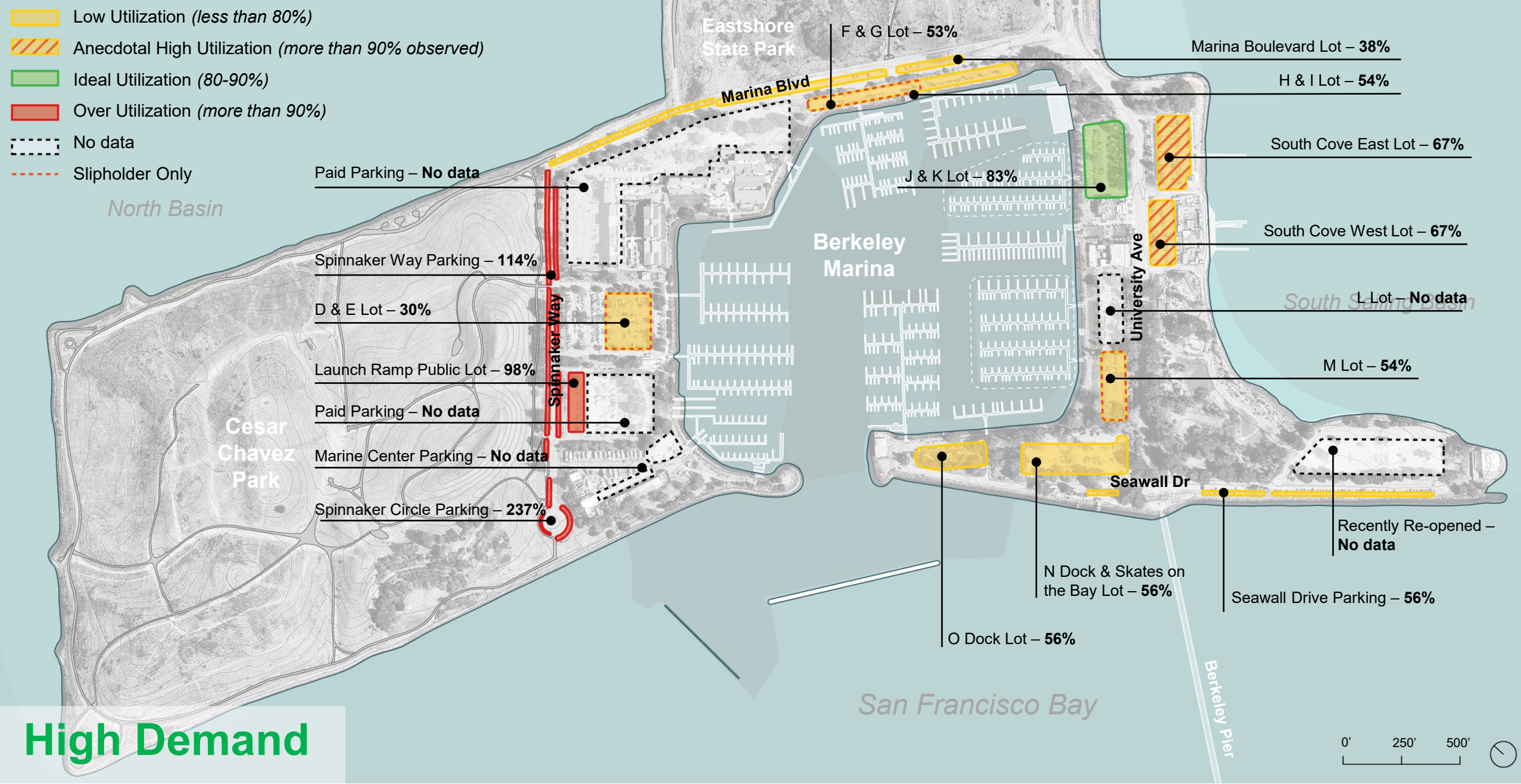
- Low Utilization (*less than 80%*)
- Ideal Utilization (*80-90%*)
- Over Utilization (*more than 90%*)
- No data
- Slipholder Only



Low Demand

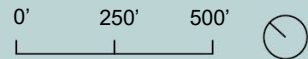
Parking Utilization | Weekdays Noon – 6 pm





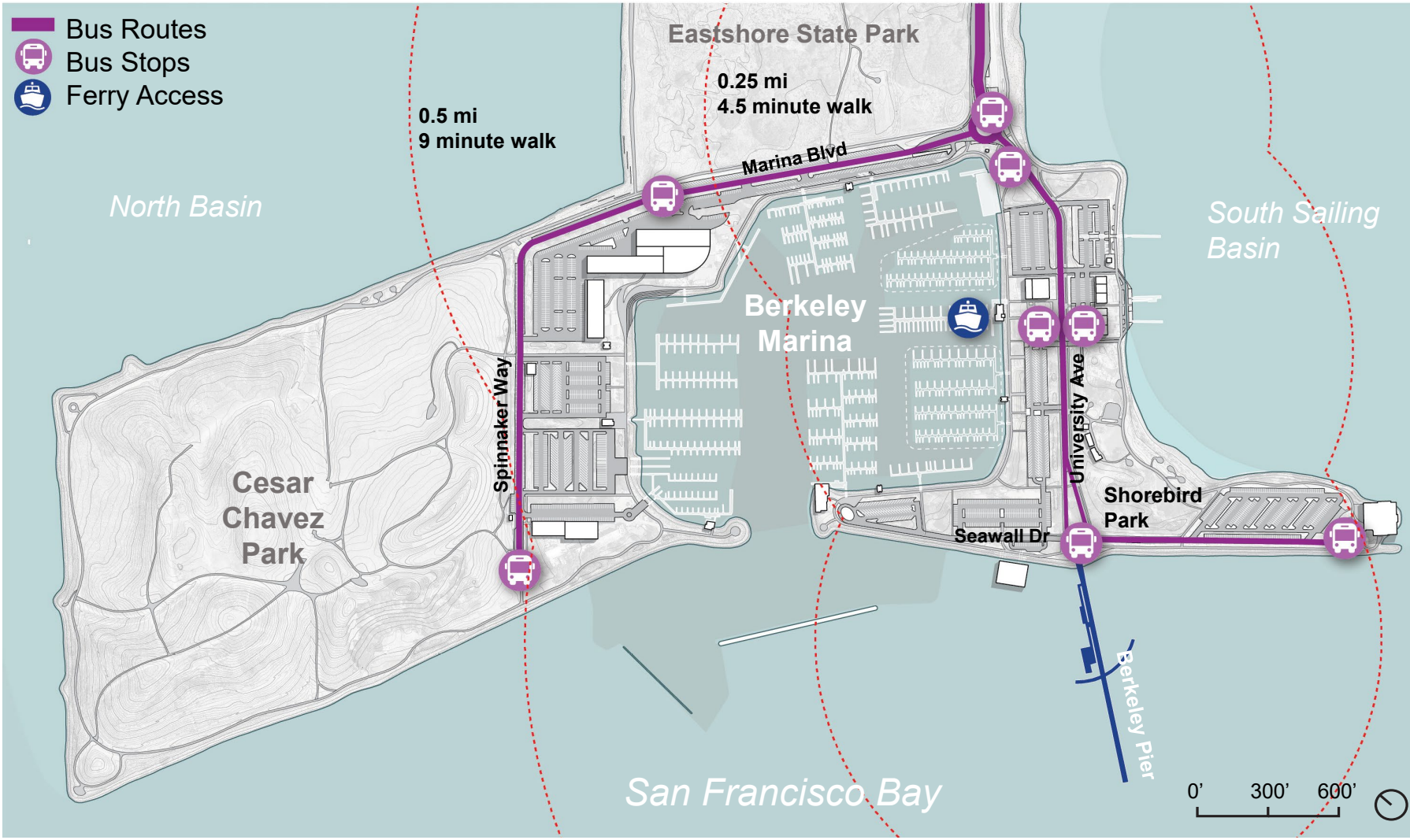
High Demand

Parking Utilization | Weekend Noon – 6 pm



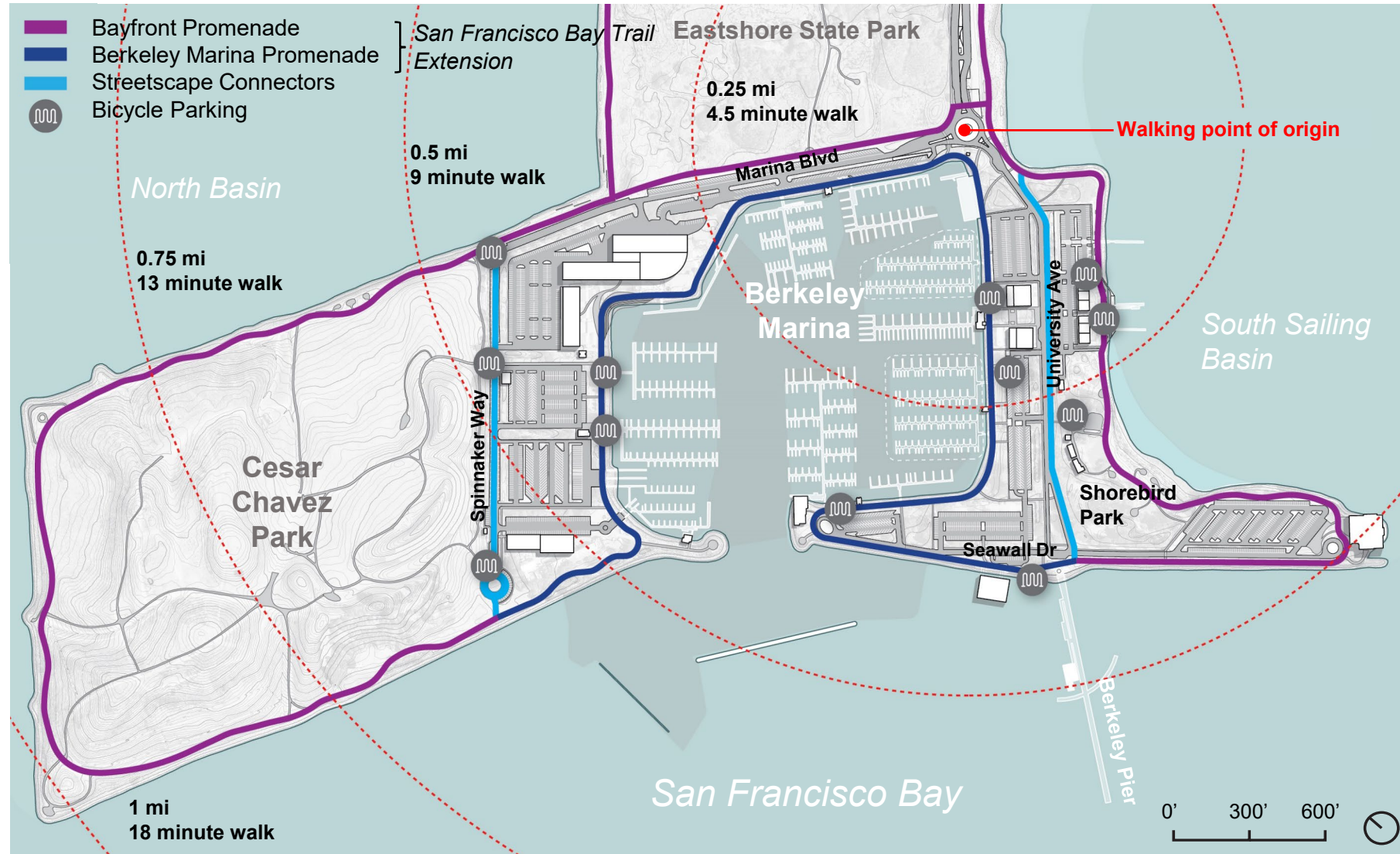
Key Goals:

- 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



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





Cesar Chavez

Potential
Small Cafe

Potential
Hotel / F&B
Redevelopment

Potential
Inner Harbor
Promenade

Berkeley Marina

Potential
Hotel / F&B
Redevelopment

San Francisco Bay

Waterfront North | Potential Redevelopment & Recreation Opportunities



Occupiable
Green Roof

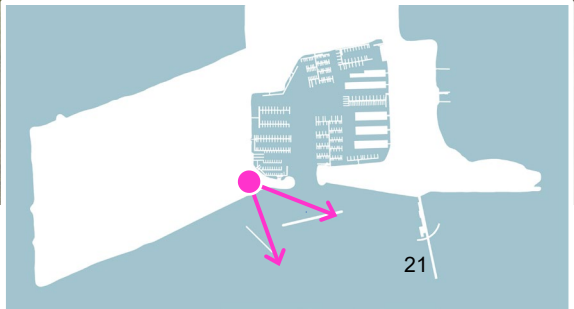
Public Access &
Commercial Space

Maintain
Viewsheds

Native
Pollinator
Gardens

Open Space
Requirements

Spinnaker West | Café Plaza and Bayfront Green





Waterfront South | Potential Redevelopment & Recreation



Façade Transparency

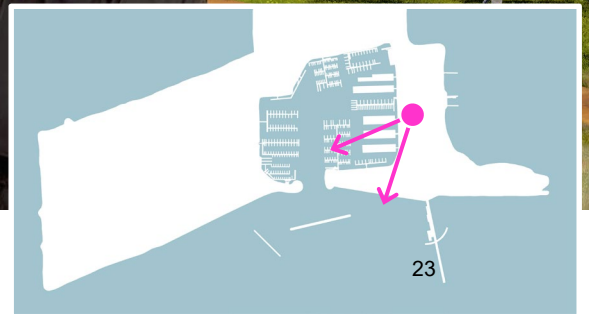
Step Backs

Green Roof

Maintaining Viewsheds

Occupiable Green Roof

Inner Harbor | Rooftop Terrace & Promenade





Max 6 Stories

Façade
Transparency

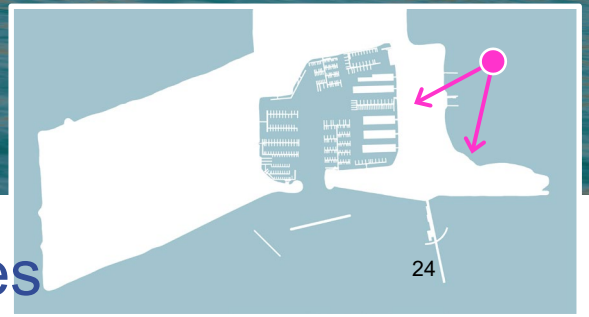
Minimizing
Bulk

Maintaining
Viewsheds

Green Roof

Ecological Sensitivity

South Cove | Aquatic Center & Enhanced Recreation Opportunities





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Make
Life
Better!**