



## PARKS, RECREATION, AND WATERFRONT COMMISSION

### Regular Meeting

Wednesday, June 21, 2023, 7:00 P.M.  
2800 Park St, Berkeley, CA 94703  
(Frances Albrier Community Center – Auditorium)

Parks and Waterfront Commission

### Agenda

The Commissions may discuss any items listed on the agenda, but may take action only on items identified as Action.

1. **Call to Order** (Chair).
2. **Roll Call** (Secretary).
3. **Land Acknowledgement:** The City of Berkeley recognizes that the community we live in was built on the territory of xučyun (Huchiun (Hooch-yoon)), the ancestral and unceded land of the Chochoyeno (Cho-chen-yo)-speaking Ohlone (Oh-low-nee) people, the ancestors and descendants of the sovereign Verona Band of Alameda County. This land was and continues to be of great importance to all of the Ohlone Tribes and descendants of the Verona Band. As we begin our meeting tonight, we acknowledge and honor the original inhabitants of Berkeley, the documented 5,000-year history of a vibrant community at the West Berkeley Shellmound, and the Ohlone people who continue to reside in the East Bay. We recognize that Berkeley's residents have and continue to benefit from the use and occupation of this unceded stolen land since the City of Berkeley's incorporation in 1878. As stewards of the laws regulating the City of Berkeley, it is not only vital that we recognize the history of this land, but also recognize that the Ohlone people are present members of Berkeley and other East Bay communities today. The City of Berkeley will continue to build relationships with the Lisjan Tribe and to create meaningful actions that uphold the intention of this land acknowledgement.
4. **Action: Approval of Agenda** (Chair).
5. **Action: Approval of Minutes** for May 10, 2023 (Chair).\*
6. **Public Comment.**
7. **Chair's Report.**
8. **Director's Report** (Ferris): PRW Divisions: Recreation; Parks; Waterfront; Capital; Budget.
9. **Discussion: Update on DBAW loan for D&E Dock Project** (Ferris).\*\*
10. **Discussion: Update on Marina Fund fiscal gap FY2024** (Ferris).\*\*
11. **Discussion: Update on Aquatic Park Capital Projects** (Ferris). See link:  
<https://berkeleyca.gov/your-government/our-work/capital-projects/aquatic-park-capital-improvement-projects>
12. **Discussion: Parking at the Berkeley Waterfront** (Kawczynska).\*
13. **Discussion: Waterfront Specific Plan subcommittee report** (Abshez/ Cox/ Diehm/ Kawczynska).\*
14. **Discussion: Update on Pier and Water Transportation Ferry Project** (Ferris).
15. **Discussion: Update on Civic Center Vision Plan Project** (Diehm).
16. **Discussion/Action: PRW Commission Workplan 2023 (DRAFT) and approval of new liaisons** (Kawczynska/Diehm).\*
17. **Information: Recent Council Reports.**\*
18. **Future Agenda Items:** Priorities for parks capital projects FY2023-24; PRW Commission Workplan 2023; Parks Development Fee; Citywide Accessibility Plan; Dogs in Parks; Berth Fee Waivers for community service organizations.
19. **Communications.** McGrath parking letter, 60-08-23; Skate Park Survey of Parks, 05-10-2023; G. Stout Comments on Berkeley Marina, 05-03-2023.
20. **Next PRW Commission meeting:** Wednesday, July 12, 2023 (in-person).
21. **Adjournment.**

\* document is attached to agenda packet and on the commission website.

\*\* document will be provided at the meeting.

**ADA Disclaimer:** This meeting is being held in a wheelchair accessible location. To request disability-related accommodations to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at 981-6418 (V) or 981-6347 (TDD) at least three business days before the meeting date. Please refrain from wearing scented products to this meeting.

**SB343 Disclaimer:** Any writings or documents provided to a majority of the Commission regarding any item on this agenda will be made available for public inspection at Parks Recreation & Waterfront Department Office at 2180 Milvia Street, Berkeley, CA.

**Communications Disclaimer:** Communications to Berkeley boards, commissions or committees are public record and will become part of the City’s electronic records, which are accessible through the City’s website. **Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record.** All communications to the Commission should be received at least 10 days before the meeting date. If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the secretary to the commission or committee for further information.

**Commission Information:** The agenda packets for the Parks and Recreation Commission and the Waterfront Commission are available for review at [www.cityofberkeley.info/commissions](http://www.cityofberkeley.info/commissions); the Berkeley Main Library and the Parks Recreation & Waterfront Department Office at 2180 Milvia Street –3<sup>rd</sup> Floor, during their normal business hours. If you have questions, call Commission Secretary, Roger Miller at 981-6704 at 2180 Milvia Street, Berkeley, CA 94704 or by email at [rmiller@cityofberkeley.info](mailto:rmiller@cityofberkeley.info).

**MISSION STATEMENT – PARKS AND WATERFRONT:** Reviews and advises the City Council on issues related to all City/public parks, open space, greenery, pools, programs, recreation centers, the Waterfront, and resident camps: their physical conditions, policies, projects, programs, planning efforts, activities, and funding; early childhood education programs; and animal care issues in parks.

**COMMISSION MEMBERS**

<b>Mayor</b> - Gordon Wozniak	<b>District 3</b> - Gianna Ranuzzi	<b>District 6</b> - Anna Avellar
<b>District 1</b> - Reichi Lee	<b>District 4</b> - Erin Diehm	<b>District 7</b> -
<b>District 2</b> - Claudia Kawczynska	<b>District 5</b> - Brennan Cox	<b>District 8</b> - Allan Abshez

**Current assignments**

Subcomm on Marina Fund (12-14-2022)  
 Subcomm on dogs and parks (02-08-2023)

Liaison - Civic Center Planning – Erin Diehm  
 Liaison - Civic Arts in Parks – Brennan Cox  
 Liaison - Commission on Aging – Anna Avellar

## 2023 Commission Meeting Dates

Name of Commission: Parks, Recreation, and Waterfront Commission

Commission Secretary: Roger Miller

Location: Frances Albrier Community Center, 2800 Park St

Month	Meeting Day and Date (2 <sup>nd</sup> Wednesday per month)	Time	Notes
<b>2023</b>			
<b>January</b>	Wednesday, January 11	7:00 p.m.	Regular Mtg (Zoom)
<b>February</b>	Wednesday, February 8	7:00 p.m.	Regular Mtg (Zoom)
<b>March</b>	Wednesday, March 8	7:00 p.m.	Regular Mtg – Albrier Ctr
<b>April</b>	Wednesday, April 12	7:00 p.m.	Regular Mtg – Live Oak Ctr
<b>May</b>	Wednesday, May 10	7:00 p.m.	Regular Mtg – Albrier Ctr
<b>June</b>	Wednesday, June 21	7:00 p.m.	Regular Mtg – Albrier Ctr
<b>July</b>	Wednesday, July 12	7:00 p.m.	Regular Mtg – Albrier Ctr
<b>August</b>	No meeting		
<b>September</b>	Wednesday, September 13	7:00 p.m.	Regular Mtg – Albrier Ctr
<b>October</b>	Wednesday, October 11	7:00 p.m.	Regular Mtg – Albrier Ctr
<b>November</b>	Wednesday, November 8	7:00 p.m.	Regular Mtg – Albrier Ctr
<b>December</b>	No Meeting		
<b>2024</b>			
<b>January</b>	<i>Wednesday, January 10</i>	<i>7:00 p.m.</i>	<i>Regular Mtg</i>

**PARKS AND WATERFRONT COMMISSION  
Regular Meeting**

Wednesday, May 10, 2023, 7:00 P.M., Zoom Meeting

**Minutes – Draft**

The Commissions may discuss any items listed on the agenda, but may take action only on items identified as Action.

1. **Call to Order** (Chair): 7pm.
2. **Roll Call** (Secretary). Present: Abshez; Cox; Diehm; Kawczynska; Lee; Ranuzzi; Srioudom; Wozniak; Absent: Avellar.
3. **Land Acknowledgement**: The City of Berkeley recognizes that the community we live in was built on the territory of xučyun (Huchiun (Hooch-yoon)), the ancestral and unceded land of the Chochenyo (Cho-chen-yo)-speaking Ohlone (Oh-low-nee) people, the ancestors and descendants of the sovereign Verona Band of Alameda County. This land was and continues to be of great importance to all of the Ohlone Tribes and descendants of the Verona Band. As we begin our meeting tonight, we acknowledge and honor the original inhabitants of Berkeley, the documented 5,000-year history of a vibrant community at the West Berkeley Shellmound, and the Ohlone people who continue to reside in the East Bay. We recognize that Berkeley's residents have and continue to benefit from the use and occupation of this unceded stolen land since the City of Berkeley's incorporation in 1878. As stewards of the laws regulating the City of Berkeley, it is not only vital that we recognize the history of this land, but also recognize that the Ohlone people are present members of Berkeley and other East Bay communities today. The City of Berkeley will continue to build relationships with the Lisjan Tribe and to create meaningful actions that uphold the intention of this land acknowledgement.
4. **Action: Approval of Agenda** (Chair). (M/S/C: Wozniak/Cox/U): Ayes: Abshez; Avallar; Cox; Diehm; Kawczynska; Lee; Ranuzzi; Srioudom; Wozniak; Noes: None; Absent: None.
5. **Action: Approval of Minutes** for April 12, 2023 (Chair).\* (M/S/C: Cox/ Ranuzzi/ U): Ayes: Abshez; Avallar; Cox; Diehm; Kawczynska; Lee; Ranuzzi; Srioudom; Wozniak; Noes: None; Absent: None.
6. **Public Comment**. a) Susan Schwartz, how to do it better; b) Phil Allen, City flag; c) Sarah Ranney, Berkeley Waterfront; d) Sean O'Loughlin, skate boarding; e) Tetsu Tokanaga, skate park at James Kenney; f) Paul Kamen, Ferry planning.
7. **Chair's Report**. Attended Berkeley Project Day at Cesar Chavez Park (to fill holes) (Kawczynska); Attended Berkeley Project Day at James Kenney Park (Diehm); Attended Berkeley Project Day at Adeline (Ranuzzi).
8. **Presentation – Undergrounding Interstate 80 in Berkeley** (Tony Bruzzoni).<sup>\*</sup> Presentation was provided. Public Comment: a) Kelly Hammargren; b) Naomi Friedman; Martin Nicolaus.
9. **Presentation/Action – Waterfront Specific Plan [Webinar 1](#)<sup>1</sup> and [Webinar 2](#)<sup>2</sup> and subcommittee report**\* (Abshez/Cox/Diehm/Kawczynska).<sup>\*</sup> Presentation was provided. Public Comment: a) Kelly Hammargren; b) Martin Nicolaus; Susan Schwartz.
10. **Discussion/Action – Measure T1 Proposed Reductions** ([link](#))<sup>3</sup> (Wozniak).<sup>\*</sup> Item was discussed. Public Comment: a) Martin Nicolaus.

<sup>1</sup> <https://berkeleyca.gov/community-recreation/events/waterfront-specific-plan-webinar-1>

<sup>2</sup> <https://berkeleyca.gov/community-recreation/events/waterfront-specific-plan-webinar-2>

<sup>3</sup> <https://berkeleyca.gov/sites/default/files/legislative-body-meeting-attachments/2023-04-20%20Item%2002%20Supplemental.pdf>

- 11. Discussion – Proposed Fee Increases to City Recreation and Waterfront fees and programs** (Ferris). \*\* Held over.
- 12. Discussion/Action: PRW Commission Workplan 2023 (DRAFT) and approval of new liaisons** (Kawczynska/Diehm).\* Held over.
- 13. Director’s Report** (Ferris): Divisions: Recreation; Parks; Waterfront; Capital; Budget. Held over.
- 14. Information: Recent Council Reports.** \*
- 15. Future Agenda Items:** priorities for parks capital projects FY2023-24; PRW Commission Workplan 2023; Parks Development Fee; Citywide Accessibility Plan; Dogs in Parks; Berth Fee Waivers for community service organizations
- 16. Communications.** McGrath ltr, 2023-05-02; Schwartz ltr, 2023-05-05; Schwartz ltr, 2023-05-01; Schwartz ltr, 2023-05-01; Dean, CESP ltr, 2023-04-26; Kawczynska, Sewage in the Bay article; Beverley Spencer, Marine Mammals in the Bay article; Eleanor Hollandar, 2023-05-05.
- 17. Next PRW Commission meeting:** (M/S/C: Avellar/Abshez/U) to reschedule the next regular meeting of the PRW Commission to Wednesday, June 21, 2023 (in-person):  
Ayes: Abshez; Avallar; Cox; Diehm; Kawczynska; Lee; Ranuzzi; Srioudom; Wozniak;  
Noes: None; Absent: None.
- 18. Adjournment.** 10pm.

\* document is attached to agenda packet and on the commission website.  
 \*\* document will be provided at the meeting.

- Commissioners in attendance: 9 of 9 appointed.
- Public in attendance: 12
- Public speakers: 13

**\*Note:** For any handouts distributed at the meeting, please see the Draft Minutes for May 10, 2023 on the Parks, Recreation, and Waterfront Commission webpage at the following link online:  
<https://berkeleyca.gov/your-government/boards-commissions/parks-recreation-and-waterfront-commission>



## MEMORANDUM

To: City of Berkeley Department of Parks, Recreation and Waterfront (PRW)

From: Nelson\Nygaard Project Team

Date: September 11, 2018

Subject: Revised Short-Term Recommendations for Waterfront Parking Management -  
DRAFT

### INTRODUCTION

The purpose of this memo is to identify a clear path forward over the next two years for the City of Berkeley's Waterfront with regards to managing their public parking supply. Based on a number of solutions currently employed and recommended for the Waterfront, this path will help achieve a better balance between the existing supply of parking, and the extreme peaks of parking demand during the busiest seasons, days, and times of the year at the Berkeley Waterfront by various user groups.

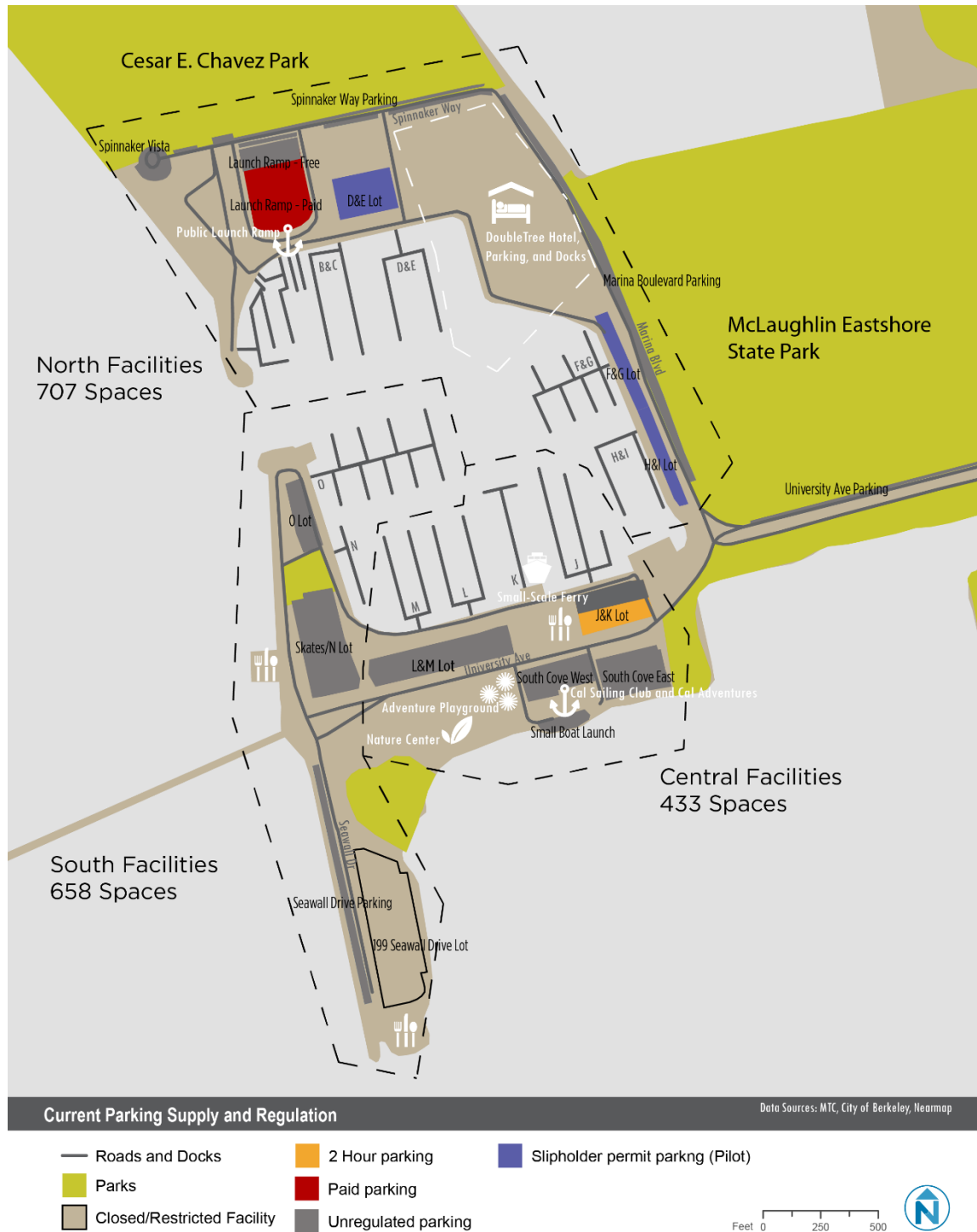
### Context

The Berkeley Waterfront is three miles west of downtown Berkeley between the San Francisco Bay and the Eastshore Freeway (Interstate 80/580) and accessible by vehicle via University Avenue, the pedestrian overcrossing bridge, and the Bay Trail for people walking and riding bikes. The Waterfront surrounds the Berkeley Marina, and essentially comprises three distinct sections (North, South, and Central). Each section of the Waterfront evaluated by this study (excluding the University Avenue Approach) is accessible by a single two-lane road. Parking lots are well distributed throughout the Waterfront, combining to approximately 1,700 spaces across 14 off-street facilities. Figure 1 on the following page illustrates the existing parking inventory.

Our team reviewed satellite data, which indicated peak parking demand met or exceeded 85% in the Central Parking Lots during days when the Waterfront is especially popular with a variety of visitors (such as Sunday afternoons in August and September). During weekdays, centrally-located lots, particularly the J&K Lot and L&M Lot, experience as much as 89% and 93% occupancy, respectively<sup>1</sup>. These findings were corroborated by City of Berkeley Parks Recreation and Waterfront (PRW) Staff.

<sup>1</sup> See Appendix of Satellite Parking Utilization Counts

**Figure 1 Existing Parking Inventory**



## KEY ISSUES AND RECOMMENDED STRATEGIES

### Summary of Waterfront Parking Issues and Needs

As expected in a dynamic recreation area containing a variety of amenities, parks, services, and destinations, the Berkeley Waterfront has several distinct users, each with unique needs.

1. **Overcrowding at South Cove lots due to mixed uses/user groups.** The South Cove lots have multiple users that come to the Waterfront at similar or overlapping times, resulting in a peak period in which the lots are full. Users of South Cove include Adventure Playground patrons, ferry passengers, and employees who work on the Waterfront.
2. **All-day parking (charter and ferry customers) occupy spaces for relatively long periods of time in order to seek access to central docks and locations.** Ferry and charter boat customers tend to arrive early and utilize the highest demand spots closest to the K-Dock. Their vehicles remain in the prime spots in excess of eight hours per day and leave no room for turnover. This creates an issue for those making quicker trips to the South Cove, Adventure Playground, Nature Center, Summer Camp drop off, and customers of the marina office, Berkeley Sportsman's Center, and the 125-127 University Avenue office buildings. Many ferry and charter boat customers show a preference for the newly paved South Cove East Lot over the unpaved South Cove West Lot, in addition to J&K and J&M Lots. Ferry customers have not heeded recent signage (placed on South Cove, J&K, and L&M Lots) to park on Marina Boulevard instead.
3. **Locations needed for watersports community to park.** Many recreational watersports activities (such as windsurfing) require the use of the new green turf area on the northern edge of the South Cove East lot (to prepare and rig their large equipment), the adjacent parking stalls (for convenient loading and unloading), and the adjacent wide path of travel (to access the launching docks in the South Sailing Basin). The parking spaces adjacent to the green space are also desirably located spaces for ferry and charter customers because of their proximity to K-Dock and attractive appearance. Over the summer, many watersports users reported that they were unable to find parking next to the green space on weekday afternoons. Several complaints by watersports users seeking safe and convenient access to the rigging area from their vehicles were filed with PRW Staff in the months of June, July, and August of 2018. A-Frame signs placed in August 2018, have since been moderately effective at reserving the parking stalls adjacent to the green space for watersports users.
4. **Importance of maintaining adequate slipholder parking close to docks.** Every dock at the Marina has a nearby shared parking lot. Some shared lots fill with the vehicles of other park users, limiting access for slipholders at peak times.
5. **Importance of maintaining parking for Hana Japan customers in lot.** Hana Japan is only open for dinner when other Waterfront users tend to be leaving. However, in the summer, parking for Hana Japan customers often overflows to the unlit South Cove lots across University Avenue. This is an issue, as stakeholders have reported multiple vehicle break-ins over the course of an average week at the Marina.<sup>2</sup>

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<sup>2</sup> See Appendix of Stakeholder Survey Results



6. **Minimize overnight parking/camping, long-term parking, and vehicles as storage.** Although overnight parking is permitted only for slipholders and their guests, there are people staying overnight in RVs and other vehicles.<sup>3</sup>

Overall, there is a consistent need to optimize and facilitate convenient parking for Waterfront user groups.

## Solutions Currently Employed

Efforts to date to remedy current imbalances between parking supply and demand include a permit program for slipholders and guests. This pilot permit program became effective on June 4, 2018 for four of the North Lots (B&C, D&E, F&G, H&I Lots)<sup>4</sup>. For slip-holders at those locations, hangtags are distributed to slipholders by Marina staff, and guest permits are granted by request. Waterfront staff have issued citations at the aforementioned locations as well as the Paid Launch Ramp to vehicles parked without a permit in B through I Lots, or without payment in the Launch Ramp lot. Plans are being made to roll out a similar program for J&K lot, L&M lot, and N&O Lot..

Since the implementation of the pilot permit program, vehicle counts have indicated:

- a **60% reduction of illegitimately parked vehicles** in B through I Lots.<sup>5</sup>
- a **reduction of up to 20% for all vehicles** parked in B&C, D&E, F&G, and H&I Lots on summer weekend afternoons.<sup>6</sup>

Additional solutions were employed with the initiation of Small Scale Ferry Service.<sup>7</sup> With as many as 91 passengers<sup>8</sup> using Prop SF services and 129 passengers using Tideline services<sup>9</sup>, the ferry has increased demand for all-day parking at the Waterfront, particularly surrounding K-Dock, where ferries depart.

During the reconstruction of South Cove East Lot (from November 20<sup>th</sup>, 2017 to May 31<sup>st</sup>, 2018), all ferry passengers and charter boat users were directed to the J&K and L&M Lots, which have a combined capacity of 229 cars. However, during summer month weekdays, office staff, Adventure Playground patrons, and summer camp staff could not access these lots because they were usually full. For example, aerial images on Thursday, May 10<sup>th</sup>, 2018 showed J&K Lot to be 88% occupied, despite the two-hour time limit in effect in half of that lot. Meanwhile, on the same day, the 200-space Marina Boulevard Lot (the southern end of which is approximately 1,000 feet walking distance from K-Dock) was only 31% occupied.<sup>10</sup> During this timeframe, several complaints were made by slipholders about congestion in J&K and L&M Lots.

In June, upon the reopening of the South Cove Lot in June, ferry passengers were directed to park in the South Cove Lots to reduce the burden on J&K and L&M Lots from all day parkers. This

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<sup>3</sup> Overnight parking is permitted for up to three consecutive nights (72 hours) in parking lots at the Waterfront (BMC 6.20.250). Overnight camping, however, and vehicles used as storage, are not permitted by the Berkeley Municipal Code (BMC 6.20.260).

<sup>4</sup> The Parking Permit Program does not apply to the paid launch ramp lot.

<sup>5</sup> Counts were conducted by PRW Staff

<sup>6</sup> See Appendix of Satellite Parking Utilization Counts

<sup>7</sup> Small Scale Ferry Service began in November 2016 with the introduction of Tideline.

<sup>8</sup> One-way ridership count from Tuesday, July 24, 2018

<sup>9</sup> One-way ridership count from Tuesday, February 6, 2018

<sup>10</sup> See Appendix of Aerial Parking Utilization Counts

coincided with the busiest months at the Waterfront for the South Cove Lots and resulted in substantial congestion, and limited access for watersports and recreational users at South Cove. Since re-opening, South Cove East Lot experiences as much as 90% occupancy (Figure 2).

Since August 29<sup>th</sup>, 2018, ferry passengers have been directed to park in the Marina Boulevard Lot with signage and communication by PropSF and Tideline to their customers. However, very few users, if any, have heeded this request. Ferry customers continue to park in South Cove East, J&K, and L&M Lots due to a lack of enforcement. Since re-opening, South Cove East Lot experiences as much as 90% occupancy (Figure 2).

Figure 2 Aerial of South Cove East Lot after Reconstruction (July 7th, 2018)<sup>11</sup>



Lastly, signage was recently placed on many facilities (including South Cove Lots) stating applicable parking regulations. However, this signage should be improved with larger fonts and less information. In Figure 3, the new sign can be seen on the light pole above the old sign and in Figure 4, the new sign is the only one on the light pole.

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<sup>11</sup> Source: Nearmap

Figure 3 Photo of South Cove East Lot with New Sign



Figure 4 Photo of South Cove West Lot with New Sign



## Proposed Policies

The policies in this memo are proposed to be employed over the next two years.

## **Progressive Pricing**

When employed in any context, pricing should be seen as a means to encourage safe and legal use of parking facilities, as well to promote sufficient turnover to ensure adequate access to a location across the course of a day. The primary goal of pricing parking should *not* be a source of revenue, as the price needed to cover program expenses vs. that to promote turnover are not always aligned. In the case of the Berkeley Waterfront, the key need is to reduce overcrowding in centrally-located facilities and encourage all-day users to park their car at slightly more distant facilities, thus opening up more central access to short-term parkers.

## **Fees**

There are precedents for user fees in Berkeley, on the Berkeley Waterfront, and nearby East Bay marinas. For example, the City Council has approved a \$1 entry fee for Adventure Playground (although it has yet to be implemented). There is also a gate-controlled parking and launch ramp area on the northern side of the Waterfront, charging \$15 per entry, along with Doubletree Hotel parking charging \$20 per day for self-parking and \$9 for the first three hours<sup>12</sup>. Nearby marinas, including Richmond and Emeryville, charge \$10 for 24-hour access to the launch and central slips.

To that end, a \$10 fee is proposed for users that need all-day parking at the South Cove Lot, a centrally-located, high-demand, and recently paved facility on the Waterfront. Users who desire to park for fewer than four hours would not have to pay a fee, thus ensure that casual visitors to Hana Japan and the Adventure Playground are not deterred from visiting those destinations.

## **Payment Methods**

The most advantageous payment method is a pay-by-phone mobile app service, because it bears the lowest capital and implementation costs. Payments should be linked to a registered vehicle and license plate, and should produce no physical receipts, reducing the risk of additional trash on the Waterfront. Visitors without a smartphone or credit card should have the option of paying in cash at the Waterfront offices.

In the immediate implementation timeline (Phase 1), an attendant/ambassador should be stationed at the South Cove Lots from 5 am to 9 am, accepting flat fee payments in cash.

Perhaps in the future (Phase 2), a shared automatic pay station could be installed to serve the South Cove Lots and Adventure Playground.

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<sup>12</sup> <http://doubletree3.hilton.com/en/hotels/california/doubletree-by-hilton-hotel-berkeley-marina-JBKCADT/about/policies.html>

Figure 5 Example Mobile Payment Signage



## Increased Enforcement

### Parking Compliance

Violations of existing codes may be cited by PRW staff. However, from an efficiency standpoint, after Phase 1, staff should look into City of Berkeley Parking Enforcement playing a broader role. If the City's budget limits the ability of Parking Enforcement to incorporate the Waterfront, PRW should consider having a third-party conduct enforcement, which the City of Berkeley is empowered to do as a Charter City in California.

The enforcement of parking elsewhere in the City of Berkeley is currently performed by parking enforcement officers using mobile license plate recognition (mLPR) and handheld ticketing equipment. These technologies recently replaced the use of chalk markings, a low-tech method, of tracking compliance with a time limits. This approach is easy to defeat and can cause repetitive strain injuries (RSI) in enforcement personnel.<sup>13</sup>

The Berkeley Waterfront staff has been conducting parking enforcement at the Waterfront, however, in doing so, this team bears the opportunity cost of staff not tending to other important work. The amount of time spent on enforcement will also increase if Waterfront staff continue using outdated technologies, such as handwritten triplicate tickets and chalk markings (with colored chalk corresponding to specific days and times). To the extent that the City can furnish

<sup>13</sup> [http://losgatos.granicus.com/MetaViewer.php?view\\_id=2&clip\\_id=1137&meta\\_id=123143](http://losgatos.granicus.com/MetaViewer.php?view_id=2&clip_id=1137&meta_id=123143)

PRW staff with handheld devices with LPR capability, implementation will be much smoother and cost-effective over the long run.

In the immediate implementation timeline (Phase 1) PRW staff should continue to enforce regulations. In doing so, PRW may be able to more-cost-effectively cover parking enforcement on bicycles and document violations with a camera or handheld device. To optimize use of staffing time, we recommend that the PRW staff establish a random enforcement schedule that minimizes staff time, and prevents users from predicting enforcement patterns and thus avoiding payment/time limits.

From the standpoint of continuing to increase efficiency during and after Phase 1, PRW should look into the City of Berkeley's Parking Enforcement playing a broader role in enforcing parking on the Waterfront, as it will continue to be a location of significant public parking demand within City Limits. If the City's budget limits the ability of Parking Enforcement to incorporate the Waterfront into their routes, PRW should consider having a third party conduct parking enforcement, which the City of Berkeley is empowered to do as a Charter City in California.

### Parking Security

Simultaneous with all other short-term policies, the Waterfront must improve the perception of safety for people parking and/or walking greater distances from their parking spot to their final destination. Simply placing signs which expect people to call the police to report suspicious activity places a reactive burden on visitors and may encourage unnecessary confrontations, while placing cameras may invite vandalism and visitor discomfort. To that end, the following tactics are proposed:

- Consistent pedestrian-scaled lighting and regular trimming of all overgrowth and berms, particularly along the walkways between:
  - o South Cove Lots and Hana Japan Restaurant
  - o 199 Seawall Drive Lot and South Cove
  - o Skates / N Lot and J&K Lot
  - o Marina Boulevard and J&K Lot
- Establishing the placement of parking lot security personnel as part of future restaurant operational agreements and contracts

### Improved Parking Information

As PRW communicates parking regulations to the public, it is important to ensure that information is updated, aesthetically consistent (using a limited palette of colors, and a maximum of two typefaces), and also available online. The following examples of signage and pamphlets are just two components of a larger conceptual design plan for the entire Waterfront which extends beyond the phasing of the initial parking regulations. Nevertheless, good practice in information design and communications should be utilized at any phase, including on temporary signage.

### Wayfinding and Signage

Clear and concise signage is a key piece of any parking communications plan. Signage should serve two primary functions. The first is to complement wayfinding, in providing essential details on parking options for drivers arriving with little or no information. By complementing effective

wayfinding elements, this information should be visually discrete and textually concise, while effectively guiding parking searches. The second function is to confirm to each driver that the space she/he has found is indeed priced and regulated as expected. Preferably, this happens without the drivers having to leave their cars.

As the most prominent component of a wayfinding system, signage must take advantage of its prominence while accounting for the limited amount of time one can safely and reasonably devote to reading a sign. Different types of signage should be thoughtfully placed at each decision point of the process in which somebody arrives at a location until they finish the parking transaction. At gateways to facilities, a general sign with hours and the most important regulations (capped at just two or three) may be displayed as shown in Sedona (Figure 6 below). Text must be at a size to be easily read by a driver in a moving vehicle without causing distraction.

Figure 6 Example Parking Gateway Signage



Upon entering a facility, a sign at the entrance should contain the most important regulations specific to the facility, including a “P” icon conveying that public parking is available, as well as the price, payment process, and primary destination served (Figure 7). Entrance signage to each facility should include the name of the lot to ensure parkers successfully navigate to a directed location, as well as remember the location where they parked.

Figure 7 Example Facility Entrance Sign



Icons should also be used to convey the availability of overnight parking along with other regulations, as shown in Figure 8.

Figure 8 Example Icon Signage for Overnight Parking



Increasing the prominence and visibility of signage within parking lots to concise statements when spaces are available to the public – rather than just where members of the public cannot park – will increase the public’s awareness of available supply/location.

In locations where there may be two regulations applicable to two different types of users (e.g., visitors and slipholders), the leading information should always be targeted towards irregular and



first-time users of the Waterfront are less familiar with the Waterfront’s parking regulations. The placement of permit information should be secondary to short-term, visitor-oriented information, because visitors may be unfamiliar with their parking options; most permit users should already be familiar with their options. In Figure 9 below, the regulations for public users are posted above the regulations specific to permit holders.

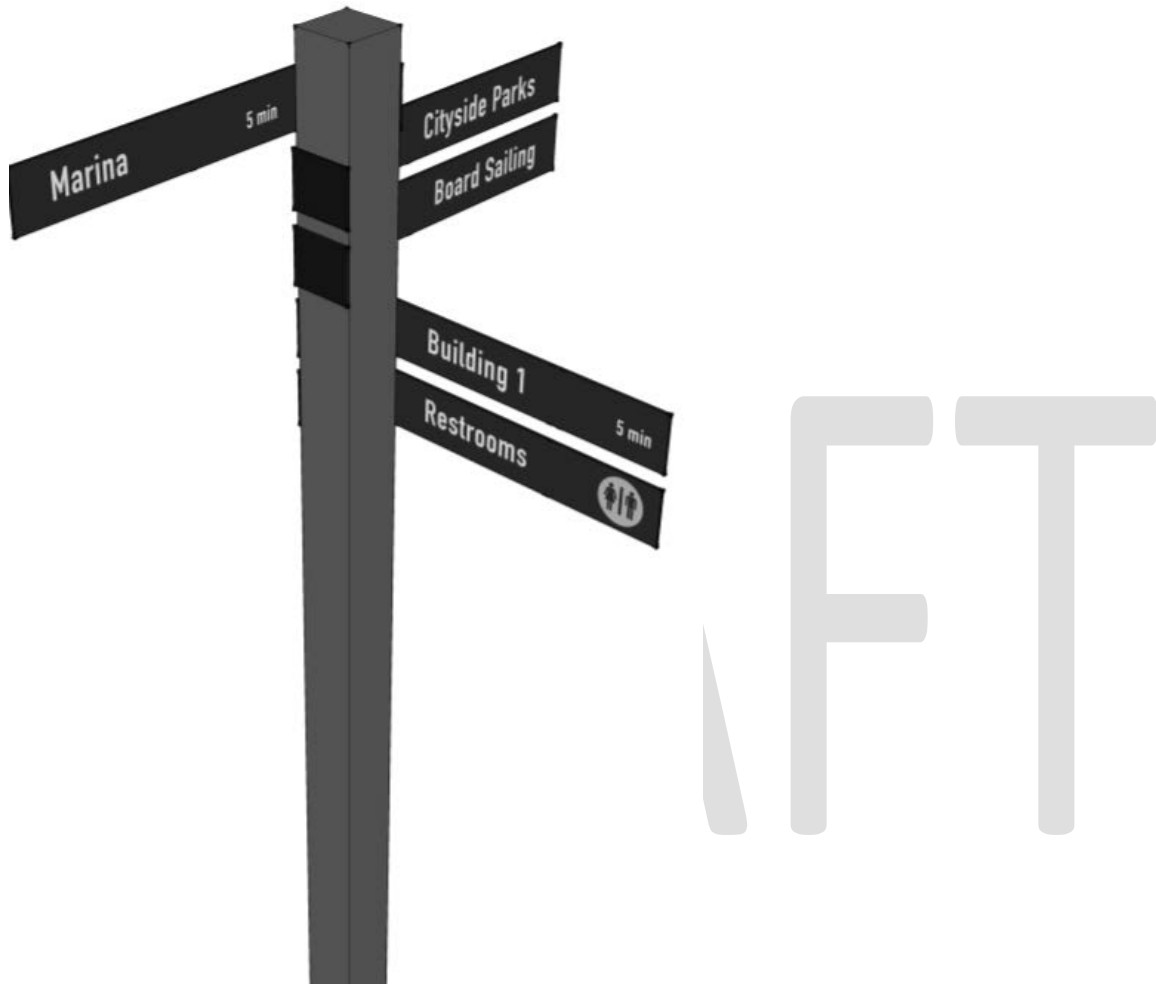
Because of the volume of information and complexity regarding permit options, it may be more useful to direct interested parties to a phone number or website for permit-related information.

Figure 9 Example Sign Showing Parking For Two User Types



To encourage the use of more remote parking facilities, wayfinding signage with estimated walking times to important Waterfront destinations and other land uses should be provided at the sidewalk/pedestrian exits of parking facilities (Figure 10). Approximate walking times (e.g., “Five minutes”) are generally more relatable than walking distances, which are fixed to a specific amount (e.g., “0.3 miles”).

Figure 10 Example Directional Signage



### Pamphlets

All-day parkers, including ferry patrons, will need to be informed of upcoming changes to parking regulations. The message should be positive and progressive. Although a notice that citations will be provided for noncompliance, a map should also be provided showing future parking options for people who are parking all day. Additionally, these pamphlets should be provided for all first-time violations as part of a “grace period” or “one-time exemption” for each vehicle. Redwood City engages in this practice for people parking in its downtown (Figure 11 and Figure 12).

Figure 11 Example Informative Parking Warning Pamphlet (Obverse)

### Why Have I Received a Warning?

Downtown Redwood City has recently made some changes to its parking system. You have violated one or both of the following new regulations:


1. Failure to properly pay the new "pay-by-space" parking meters.
2. Failure to pay during new extended hours of meter enforcement in the Downtown "Core" zones. The new hours of meter enforcement in the Core are 10am to 10pm every day.

We understand that this is new, so you have **NOT received a citation** for this violation. Tips for avoiding citations in the future are included in this flyer for your convenience.

We hope you have a great experience in our Downtown and we look forward to seeing you again!

Sincerely,  
The City of Redwood City

For more information go to [www.redwoodcity.org/parking](http://www.redwoodcity.org/parking)



## OFFICE OF PARKING VIOLATIONS

# WARNING

**YOU HAVE COMMITTED A PARKING VIOLATION  
BUT YOU HAVE NOT RECEIVED A CITATION**

**READ REVERSE SIDE TO LEARN HOW TO  
AVOID CITATIONS IN THE FUTURE**

Figure 12 Example Informative Parking Warning Pamphlet (Reverse)

### Using the New Pay-By-Space Parking Meters

If your parking space doesn't have an old-fashioned parking meter, it is regulated by our new "Pay-By-Space" meters. These meters are very convenient and offer many benefits, such as credit card payment, cell phone payment, dollar bill payment, the ability to add time from any meter, and less sidewalk clutter.



**How to use them:**

1. Note your stall number (for on-street parking it is on the curb, for parking lots it is at the back of the stall).
2. Go to any pay-by-space meter and enter the stall number.
3. Pay and go!

### Free Parking on Nights and Weekends

Yes. In Downtown Redwood City we now charge for parking in some areas on nights and on weekends. We know that many of you want to park right in the heart of the action and keeping the meters on helps ensure that you can get a spot as close as you want. What good is free parking if it is all full?

But if you are a connoisseur of FREE PARKING, don't worry! We've got something for everyone!

The map below shows which areas are free at night and on the weekends, and which areas aren't. Freebies are available within one block of Broadway!



**LEGEND**

- Core Streets: Metered 10am - 10pm everyday
- Core Lots: Metered 10am - 10pm everyday
- 4 hours FREE with validation from Century Theatres
- Other Streets: FREE after 6pm Mon - Fri and all day Sat - Sun

## Summary of Proposed Policies (By Lot)

Figure 13 Summary of Proposed Policies

Facility	Existing Policy	Proposed Policy (Phase 1)	Future Considerations (After Phase 1 Evaluation)
<b>South/Central Facilities North of University Avenue</b>			
O Lot	Slipholder & Public Parking	Slipholder Permit Parking & Yacht Club Member/Staff Parking Only	Increased enforcement (in the form of citations and warnings) as needed.
Skates / N Lot	Primarily Skates Customers and Slipholders	N/A	Increase security through pruning and lighting. Incorporate parking management and security into future restaurant leases. Possible designation for ferry passengers. Increased enforcement (in the form of citations and warnings) as needed.
L&M Lot	Public Parking Allowed	Daytime: 4-Hour Public Parking Overnight: Slipholders Only	Increased enforcement (in the form of citations and warnings) as needed.
J&K/Hana Japan Lot	Public Parking Allowed (2-Hour Parking in Selected Spaces).	Daytime: 4-Hour Public Parking Overnight: Slipholders Only	Increased enforcement (in the form of citations and warnings) as needed.
<b>South/Central Facilities South of University Avenue</b>			
South Cove East and West Lots	Public Parking Allowed	Free parking up to 4 hours (Northern row adjacent to rigging area 9 am-9 am weekdays, Entire lot 9 am-10 pm weekdays and 5 am-10 pm weekends) \$10 for 4 hours and above, charged 5 am-9 am weekdays.	Increased enforcement (in the form of citations and warnings) as needed. Implementation of automated pay system as warranted.
South Cove East Lot Rigging Area	Public Parking Allowed	30-minute loading for recreational watersports users in selected spaces adjacent to rigging area and crosswalk along northernmost rows, 4-hour maximum at all times	Increased enforcement (in the form of citations and warnings) as needed. Implementation of automated pay system as warranted.
Small Boat Launch	Public Parking Allowed	30-minute loading for recreational watersports users	Increased enforcement (in the form of citations and warnings) as needed.
Seawall Drive	Public Parking Allowed	Street Parking	Increase security through pruning and lighting. Post "No Parking 2 am to 6 am" signs per current regulations. Increased enforcement (in the form of citations and warnings) as needed.
199 Seawall Drive Lot	Temporarily Closed	N/A	Increase security through pruning and lighting. Incorporate parking management and security into future restaurant leases. Changes may be affected by master plan process. Increased enforcement (in the form of citations and warnings) as needed.
<b>North Facilities off Marina Boulevard</b>			
F&G Lot	Slipholder Parking Only	Slipholder Permit Parking	Increased enforcement (in the form of citations and warnings) as needed.
H&I Lot	Slipholder Parking Only	Slipholder Permit Parking	Increased enforcement (in the form of citations and warnings) as needed.
Marina Boulevard	Public Parking Allowed	Street Parking (Direct ferry and commuter passengers here)	Post "No Parking 2 am to 6 am" signs per current regulations. Increased enforcement (in the form of citations and warnings) as needed.
<b>North Facilities off Spinnaker Way</b>			
Launch Ramp (Public)	Public Parking Allowed	N/A	Increase security through pruning and lighting. Increased enforcement (in the form of citations and warnings) as needed.
Launch Ramp (Paid)	\$15 / day (Vehicles with trailers only)	N/A	Continued enforcement (in the form of citations and warnings) as needed.
B&C Lot	Slipholder Permit Parking and Paid Access to Public Ramp	Slipholder Permit Parking	Continued enforcement (in the form of citations and warnings) as needed.
D&E Lot	Slipholder Permit Parking	Slipholder Permit Parking	Continued enforcement (in the form of citations and warnings) as needed.
Spinnaker Way and Vista	Public Parking Allowed	Street Parking	Increased enforcement (in the form of citations and warnings) as needed.

Figure 14 Proposed Parking Regulations (Phase 1)



- |                              |  |
|------------------------------|--|
| — Roads and Docks            | ■ Slipholder Permits Only  |
| ■ Parks                      | ■ Paid Parking for All-Day Users (South Cove) + Launch Ramp Access (North) |
| ■ Closed/Restricted Facility | ■ Free 4-Hour Public Parking; Overnight for Slipholders                    |
| ■ 30-Minute Loading Only     | ■ Street Parking   |
- Feet 0 250 500

## Conclusion

Going forward, there will continue to be an ongoing need to calibrate the correct balance between existing supply and seasonal demand, but it is important that Phase 1 lasts at least a half year , and ideally a full year (to include the peak season at the Waterfront between May and October). People parking on the Waterfront should be given ample opportunity to adjust their choices in parking location based on the information they have received and their preferences based on convenience, price sensitivity, and willingness/ability to walk to their destination. Parking occupancy data collected in those locations (ideally during a “peak” period) will help inform which adjustments need to be made afterwards.

By the time the master planning process enters a new stage, restaurant leases make progress, and stakeholders have registered their feedback on the adjusted parking regulations, it will be appropriate to consider future regulatory adjustments beyond Phase 1.

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## Appendix of Aerial Parking Utilization Counts

Date	Aerials	Weekend Utilization Counts				Weekday Utilization Counts				
		7/7/18	10/22/17	9/24/17	8/31/14	5/10/18	3/9/17	8/8/16	10/30/15	9/9/15
Day of Week		Saturday	Sunday	Sunday	Sunday	Thursday	Thursday	Monday	Friday	Wednesday
Source		Nearmap	Nearmap	Nearmap	Nearmap	Google Earth	Nearmap	Nearmap	Nearmap	Nearmap
Time of Day		Afternoon	Afternoon	Near Noon	Early Afternoon	Near Noon	Late Morning	Near Noon	Afternoon	Late Morning
<b>Central Facilities</b>										
L&M	135	99	87	66	105	91	126	73	62	62
J&K	94	84	43	90	86	83	25	42	26	51
South Cove West	98	75	74	108	115	55	37	24	7	16
South Cove East	96	86	18	84	73	--	17	55	8	3
Small Boat Launch	10	11	11	12	11	6	11	11	7	2
<b>South Facilities</b>										
Skates N Lot	100	59	60	78	84	39	20	22	37	32
O Lot	70	49	59	48	66	21	55	33	28	34
199 Seawall Drive Lot	320	90	174	170	170	313	52	21	30	30
Seawall Drive	168	43	28	46	67	82	21	37	24	19
<b>North Facilities</b>										
H&I Lot	52	32	33	36	26	34	32	24	29	23
F&G Lot	47	30	30	40	39	46	30	13	24	22
Marina Blvd	200	130	50	49	21	61	52	19	24	11
D&E Lot	138	51	53	65	66	53	59	30	40	38
Launch Ramp	112	69	50	69	72	52	36	13	21	36
Spinnaker Vista	25	29	15	24	25	48	22	19	21	11
Spinnaker Way	108	105	66	81	67	18	55	24	35	23
University Ave	25	0	1	0	1	5	0	3	2	1

## **Appendix of Stakeholder Survey Results**

The following pages contain a complete export of ten responses to a survey electronically distributed (via SurveyMonkey) to Waterfront stakeholders in March and April of 2018.

*Note: Survey results to be omitted from public drafts to maintain confidentiality as promised in the survey prompt.*

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Based on its participation in the workshops and focus groups conducted by Staff regarding the proposed Waterfront Area Specific Plan, and the public hearings it has conducted, the Parks, Recreation & Waterfront Commission submits the following recommendations to the City Council.

**I. The Specific Plan Must be Organized Around a Vision for the Berkeley Waterfront Area**

The Waterfront Area Specific Plan must be more than a regulatory document. It must reflect a long-term vision for the Berkeley Waterfront Area. The Berkeley Waterfront Area is a municipal treasure and regional asset reflecting years of public investment, community initiative, creativity and activism. The contributions and interests of existing Waterfront Area organizations and users to the vitality and existing experience of the Waterfront Area should be celebrated and supported. The Waterfront also lies within a global biodiversity hotspot, and certain areas of the Waterfront have significant ecological value that should be protected and enhanced. The Waterfront Area lies adjacent to a half a million East Bay Residents whose access to the Bay is blocked by I-80 and at most points is limited to a narrow strip between the shoreline highway and the Bay. The Waterfront is one of the few areas of Berkeley that extends deep into the Bay that provides a myriad of water and Bayfront experiences.

Notwithstanding its strengths, the Waterfront Area lacks a comprehensive vision, supported by a plan that would enable its recreational, environmental, tourism, and economic development potential for the Berkeley community to be more fully realized. The Waterfront Area lacks a sense of “place,” and is presently comprised of loosely organized stand-alone ‘nodes’ of activity (Doubletree Hotel; Marina offices; Marine Center/Boat Launch; Cesar Chavez Park; Cal Sailing Club/Cal Adventures; Shorebird Park/Nature Center; Abandoned Pier; Seawall Drive Parking Strip). These nodes of activity don’t integrate with one another as they might, and their constituent users can find themselves in competition or conflict.

The Parks, Recreation and Waterfront Commission believes that a well-crafted Specific Plan should guide the Berkeley Waterfront Area towards becoming a resource with the broad appeal to the entire community comparable to public recreation areas like Presidio/Tunnel Tops/Crissy Field by focusing on the following objectives:

- Enhance and revitalize the Waterfront Area’s current nodes of activity;
- Discover and reveal the synergies between the nodes of activity;
- Link the nodes of activity together (through bike, pedestrian, water taxi, shuttle connections, or new uses); and
- Introduce an array of complementary new uses, services and activities that will make the Waterfront Area not only a destination for discrete stand-alone activities, but also a place where new and diverse users will be attracted, as well as a place where residents, families and visitors will want to spend the entire day (or lodge) exploring and enjoying its multiple dimensions.

A successful Specific Plan should build upon, protect and enhance the best aspects of the existing Waterfront Area experience, acknowledge and correct its weaknesses, and add responsibly

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planned uses and activities that will invite new and diverse users. This approach will attract and invite the additional public and private investment that is necessary to maintain and enhance the Waterfront Area's utility, attractiveness and environmental value for the entire Berkeley community, the residents of the East Bay, and visitors to the area.

Activities and festivals that build upon those strengths will promote broader awareness and appreciation of Waterfront Area as a "place." For example, the Berkeley Kite Festival is recognized as one of the greatest kite festivals in the United States. It ought to be supported by the City of Berkeley. The once popular annual Berkeley fishing derby should be restarted. An annual "Superbloom" festival might be created in Cesar Chavez Park. Summertime weekend afternoon lawn concerts should be produced in Shorebird Park. Community businesses and brands should be featured throughout the Waterfront Area to reinforce the Waterfront Area's Berkeley identity and to promote Berkeley as a destination and as a wonderful place to live, work and play.

## **II. Fiscal Recommendations**

The Commission is concerned that the Marina Fund concept is unsustainable as it presently exists. It has insufficient operating revenues to meet its operational expenses and inadequate capital funds for capital projects. Revenue from new uses enabled by the Specific Plan will take significant time to arrive and, in any event, will not be sufficient to address even the current fiscal of the Marina needs.

Though it is treated differently, the Waterfront is in effect another business district of the City of Berkeley. It includes 100 acres of parks, miles of public streets & sidewalks and 20 acres of parking lots that are basic public infrastructure and are not Marina-related. In other business districts, the costs of maintaining such basic public infrastructure are assigned to Parks Department, Public Works Department and the General Fund budgets. The Marina Fund should not be burdened by non-Marina expenses including street/parking lot/path maintenance, trash collection, the maintenance of Cesar Chavez Park, landscaping throughout the Waterfront, recreational programs charges by other departments for special events that are not charged in other parts of the City.

Non-Marina-related costs should be reassigned to Parks Department, Public Works Department and the General Fund budgets. A life-cycle Asset Management Program including a capital reserve for the Marina assets should be created. Net revenue from Marina commercial uses, slip rentals, and Marina hotel operations (including Transient Occupancy and Sales Taxes) should be dedicated to the Marina Fund and the Asset Management Program.

## **III. Planning Principles**

The Specific Plan Should Be Flexible and Administratively Simple to Implement: The Specific Plan should be designed to be flexible and adaptable to community interests and opportunities that emerge or change over time without having to be frequently reopened. In order to attract public and private investment, the Specific Plan should be administratively easy to navigate and implement. Planning and siting guidelines and design standards should ensure the preservation of the Waterfront Area's scenic and ecological values, but should be sufficiently flexible to enable the consideration of creative proposals that would be evaluated during future site-specific project review.

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The Specific Plan Should Prioritize Key Infrastructure Investments: The Specific Plan should recognize key infrastructure fiscal investments that must be prioritized. The Marina Harbor entrances and South Sailing Basin must be periodically dredged to be functional. The closed, seismically unsafe, pier must be replaced with a new pier. The roads, sidewalks, bike paths, and parking lots must be paved or suitably surfaced to be functional.

Ecologically Sensitive Planning Should Be Prioritized: Areas of particular ecological value throughout the Waterfront Area should be identified, protected and enhanced. New development should be consistent with the highest design and environmental standards and should complement and actively protect the nearby natural environment. Observation and education stations should be planned at appropriate locations.

More and Diverse Users Should Be Attracted to the Waterfront Area: A broader variety of recreational activities, visitor-serving and hospitality uses that complement the waterfront setting and its natural resources should be encouraged and accommodated. As discussed below, such activities include, but are not limited to, food service and lodging. Access to the water and shoreline should be expanded for members of the general public without boating skills. A family-friendly bike rental facility should be centrally-located to encourage bicycling at the Waterfront Area and can function as an East Bay focal point of the nearby Bay Trail. A kayak rental and launch facility should also be provided.

Connectivity and Circulation within the Waterfront Area Should Be Improved: To link the Waterfront Area's nodes of activity together and encourage longer visits to it, all areas of the Waterfront Area should be connected with easy-to-navigate pedestrian, ADA accessible and bicycle pathways. These pathways should be activated with amenities and appropriate uses to link nodes of activity together and encourage non-automotive movement around the Waterfront Area. Access to the shoreline area should also be maximized with a continuous pedestrian, ADA accessible, and bicycle shoreline trail corridor activated with amenities, appropriate uses, and opportunities to engage and enjoy the water. As part of this corridor, the dirt pathway along Marina Boulevard should be improved and made ADA accessible. A central bicycle hub and rental facility should be developed with connection to the East Bay Shoreline regional bike trail. Bike share and e-scooters pick-up/drop-off locations should also be established in central locations near activity centers. A circulating shuttle service should be explored. Establishing a pedestrian and bicycle ferry or water taxi across the 100-yard wide Marina Harbor Channel would link the Pier to Cesar Chavez Park and create a popular public attraction in the process. The Waterfront Area's pedestrian and bicycle pathways should extend to facilities east of I-80, including Bay Area Outreach and Recreation Program (BORP) and Aquatic Park. Revetment-fronting parking along Seawall Drive should be replaced with a landscaped pedestrian promenade and bikeway extending along Seawall Drive with appropriate visitor-serving uses located close to the Pier, while maintain ADA accessible parking in the vicinity.

Great and Sustainable Design should be a Key Feature of the Waterfront Area: Great and creative sustainable design should be encouraged throughout the Waterfront Area. Great design can be a problem solver as well as an attraction. The implications of climate change and sea level rise should be considered in designing and implementing the Specific Plan. Opportunities to make the Berkeley Waterfront Area carbon-neutral through solar and wind power should be pursued.

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**IV. Cesar Chavez Park**

Cesar Chavez Park should be one of the Anchors of the Specific Plan: At approximately 90 acres in size, Cesar Chavez Park is the City's largest park and is also the most utilized public attraction within the Waterfront Area. Unlike the Waterfront Area's private and semi-public facilities, the enjoyment of Cesar Chavez Park does not require membership in an organization, special equipment or training. Accordingly, it should not be left out of the Specific Plan. Rather, it should be treated as a centerpiece of the Specific Plan; and one that can attract complementary investment and nearby synergistic uses. To this end, Cesar Chavez Park requires and deserves public investment. Accordingly, the Specific Plan should include a comprehensive Master Plan for the Park, including a Landscape Plan that will increase the Park's biodiversity, scenic attraction, and the number of sheltered areas. Access to nature is a social-equity issue, and increasing access to, the attractiveness of, and use of Cesar Chavez Park by more and diverse users will promote social-equity. A list of permitted and prohibited activities and programs should be included in the Master Plan.

Maintain and Improve the Off-Leash Area (OLA): The 17-acre Off-Leash Area of Cesar Chavez Park is an important City-wide amenity, and a core use of Cesar Chavez Park. Its boundaries should be appropriately demarcated to protect sensitive ecological areas and marked to deter off-leash activity in park areas not intended for that purpose. Bulletin board improvements, including maps depicting the boundaries of the OLA should be added. A mowing plan and schedule should be adopted for the OLA, and a viable and sustainable foxtail management program and reseeding plan should be implemented. Consideration should be given to dedicating the OLA to the memory of Cesar Chavez's dogs, Boycott and Huelga (Strike), with a public artwork memorial. Seating amenities, including boulders, strawbales, and appropriately located seating walls and artwork should be located at hilltops with panoramic view opportunities. The use of wood chips should be minimized in the OLA, as it makes many areas unusable for dogs and people and covers native burrowing bee habitats. Other plantings, such as trees and shrubs should be considered for this area.

The Biodiversity of the Park should be Increased: The landscaping biodiversity of the Park should be increased to improve its ecological value, scenic diversity, and attractiveness. The Waterfront Area is biologically rich, with more than 946 unique species documented to date, including 215 species of birds and 151 species of insects. The Waterfront Area is also ecologically connected with nearby Aquatic Park, Eastshore State Park, the Albany Bulb and beyond, and landscape and aquatic connectivity should be a key design principle.

Increasing the biodiversity and ecological value of Cesar Chavez Park is particularly important because North America bird populations have declined 29% since the 1970s, and two-thirds of the remaining birds are at risk of extinction. Several threatened avian species are documented to seasonally frequent the Waterfront Area, including *two* Federally listed Species (Brown Pelican, Least Tern) and *three* Species of Special Concern (White-tail Kites, Northern Harriers, Burrowing Owls). There has also been a 33% decline of butterflies and moth populations since 1999, with an ongoing decline of 2% per year, and global declines of insects up to 75% or more. More biodiverse green spaces are a public health benefit, and deliver greater benefits for children's cognitive development.

To address these issues, the Landscape Plan for Cesar Chavez Park should create unstructured natural spaces filled with native vegetation that reflect California's 30x30 and Biodiversity Initiative guidelines and goals. Observational stations, wayfaring and interpretative signage, such as

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bird and wildlife identification, as well as panoramic landmark signage should be provided along perimeter trail and elsewhere. Working with the Shorebird Nature Center (and utilizing citizen science platforms like iNaturalist and eBird), identify a list of insect, bird, and amphibian—abundant and declining/disappeared—species to support through the Landscape Plan component of the Park’s Master Plan.

Great Design should be a Key Feature of the Park: Cesar Chavez Park’s current picnicking areas are not inviting. More and better picnicking and seating amenities—reflecting the best aspects of contemporary park design – should be provided in appropriate locations; integrated with landscaping and topography to provide shade and shelter from windy conditions. As part of the Master Plan, a superior solution should be found to the concrete drainage swales that crisscross the Park. ADA access to the Park should be improved and new ADA accessible trails should be added. The Park should be enlivened with public art. The land/water edge of the Park should be softened in areas where it is appropriate, and opportunities to engage the water should be provided.

Activate the Park with Additional Public Uses and Amenities: As Berkeley’s largest public park at approximately 90 acres, Cesar Chavez Park is large enough to preserve existing areas and experiences, while accommodating new ones that increase the Park’s attractiveness and utility. In this regard, the Commission notes that the City’s initial plan for the Park envisioned that a variety of experiences could be accommodated in the Park and identified three potential ‘zones’ of use: a Natural Zone; a Transition Zone and a Recreation Zone.<sup>1</sup> These concepts should be reevaluated as part of the Master Plan for the Park. The Specific Plan should permit the consideration of well-planned festivals and events on a case-by-case basis by the Parks, Recreation and Waterfront Commission (for example, the Berkeley Kite Festival or an annual “Superbloom Festival”). The Master Plan for the Park should also facilitate uses and amenities (including temporary and pop-up uses and amenities) in or proximate to the Park that complement and support existing uses, and that invite broader use of the Park by a diverse public, including parents and children. For example:

- A public café
- A nature/art/science interpretive and education center akin to the ‘Field Station’ at the Tunnel Tops
- Public bike rental and support facilities
- A kayak rental facility and launch ramp
- An outdoor activity and adventure center for children and teens; perhaps including outdoor camping opportunities, and
- Areas for outdoor weddings and other celebrations.

Public safety groups, such as the ham radio operators, who provide such a valuable safety service to the City, should be permitted to use certain areas of the Park for their annual practice sessions as they used to do.

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<sup>1</sup> North Waterfront Park Land Use Plan, Environmental Impact Report, November 1978, pp. 7-9.

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**V. The Defunct Pier and Seawall Drive**

The Berkeley pier should be a Centerpiece of the Specific Plan: The now-closed and unsafe Berkeley Pier was a key feature of the Waterfront Area since its construction in 1926, and originally extended from University Avenue and Second Street. The pier, which is an important amenity for area fisherman, should be replaced or repaired. The revetment-fronting parking along Seawall Drive should be replaced with a landscaped pedestrian promenade and bikeway, with appropriate visitor-serving and recreational uses located close to the Pier. A sandy beach accessible to children and swimmers should be enlarged and enhanced at Shorebird Park, and a dedicated windsurfing launch facility should be considered nearby.

**VI. Waterfront Area Development**

The Parks Recreation and Waterfront Commission is concerned that the Specific Plan process has become confused and the object of public anxiety because the role of adding commercial/retail uses to the Waterfront Area has not been properly communicated. The Market Study prepared by Keyser Marston and its conclusion that the Waterfront Area could foreseeably support up to 200 new hotel rooms and 12,000 square feet of cafes has been misunderstood as a rationale or vision for the Specific Plan, while it should not be. Rather, the Keyser Marston report should be understood for just what it is—a market study of the foreseeable demand for only two types of uses that might be added to the Waterfront Area and the revenue they might produce; not more than that. Specific Planning should not revolve around the Keyser Marston study.

**The Role of New Commercial Uses within the Waterfront Area should be to Support Realizing the Vision of the Specific Plan:** While additional uses may provide new net revenue to the Marina Fund, development for the sake of new net revenue should not be an objective of the Specific Plan or drive development within the Waterfront Area. Rather, the role of new commercial uses within the Waterfront Area should be to further the realization of the Specific Plan’s vision for the Waterfront Area discussed in Section I, above.

The overall quantity of commercial development should be appropriately limited, but a broad variety of well-planned visitor-serving uses that would complement and enhance the Waterfront Area experience should be permitted. The DoubleTree Hotel is comprised of 378 hotel rooms, 24 meeting rooms and 14,000 square feet of event space, with capacity for 850 guests. Other existing development (public, privately operated, marine servicing, and non-profit association) needs to be accurately quantified to establish a baseline so that a reasonable amount of new development, sufficient to support the Specific Plan vision, can be evaluated for CEQA purposes and authorized by the Specific Plan.<sup>2</sup>

Besides food service and lodging, these include outdoor-activity rental and sale (kite shop/bike rental/kayak); wellness facilities (yoga, pilates, gymnasium); nature, book and art studios/stores; museums; marine equipment and services; waterside cafes, beer gardens and entertainment; as well

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<sup>2</sup> The existing consultant reports do not accurately quantify existing uses and the square footage of buildings in the Waterfront Area, or present the information in a simple table format.

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as other creative uses that would broaden and enhance public enjoyment of the Waterfront Area. Berkeley businesses, brands and arts should be encouraged to have a presence in the Waterfront Area so that they can play a central role in promoting the Waterfront Area’s identity as an expression of the Berkeley community.

Use proposals, their siting and the structures that house them should be consistent with the Planning Principles set forth in Section II, above, and should complement the Specific Plan vision by:

- Enhancing and/or revitalizing the Waterfront Area’s current nodes of activity;
- Creating synergies with current nodes of activity;
- Helping to link the nodes of activity together; and
- Attracting new and diverse users and helping to make the Waterfront Area a place where residents, families and visitors will want to spend the entire day (or lodge) exploring and enjoying its multiple dimensions.

Individual use proposals, their siting outside of park areas, and proposed design should be considered on a case-by-case basis by the Planning Commission to evaluate how they would contribute to the enhancement of the Waterfront Area and its enjoyment by the public. Siting in areas that are subject to BCDC jurisdiction should not be excluded provided that the use is consistent with the existing Bay Plan. A limited amount of sensitively planned food service, educational retail, and recreational uses in Cesar Chavez Park and other park areas should be permissible subject to the review and approval of the Parks, Recreation and Waterfront Commission.

Planning and siting guidelines and design standards should ensure the preservation of the Waterfront Area’s scenic and ecological values, but should be sufficiently flexible to attract and enable creative design proposals. The Specific Plan should establish appropriate height limit zones to guide future site-specific proposals. Until permanent commercial services are established, pop-up rentals and food-trucks should be authorized pursuant to Use Permit.

Existing leases should not be prematurely terminated. Marine services (boatyard, chandlery, fuel dock) should be optimized for more efficient use of land area and retained. Long term leases for areas that may be the subject of redevelopment should not be entered into or extended.

**VIII. Marina Docks and Berthing Slips**

The Berkeley Marina has 15 publicly owned docks with more than 1,000 slips. But the Berkeley Marine Center leases A Dock, with its 44 slips, from the city. Recreational vessels in California and Alameda have decreased by 20%. Berkeley Marina’s slips are generally smaller, and 48% of them are less than 30 ft. in length. The market trend is towards larger vessels. Accordingly, the Parks Recreation and Waterfront Commission recommends that as docks reach the end of their useful life, that the slips be reconfigured to address this market demand for boats greater than 35 ft in length. As discussed earlier, an asset management plan, as well as a Marina Area 5-Year Capital Improvement Plan, should be created.

**PARKS, RECREATION & WATERFRONT COMMISSION  
REPORT & RECOMMENDATIONS TO CITY COUNCIL  
REGARDING  
BERKELEY WATERFRONT AREA SPECIFIC PLAN**

**VII. Parking & Circulation**

Regrettably, after the 90 acres of Cesar Chavez Park, surface parking lots are the biggest consumer of land area in the Waterfront Area. Consistent with the City's climate and transportation demand management goals, parking as a land use should not predominate a significant percentage of the Waterfront Area, and over time the amount of parking provided at the Waterfront Area should be reduced. In the meantime, existing parking should be used more efficiently by implementing a shared parking strategy as recommended by Nelson/Nygaard. Though free parking in the closest and most convenient location is viewed as a 'personal right' by many, if not most, of the Waterfront Area's current users, Nelson/Nygaard also argues that paid parking would better support the City's equity and sustainability goals; that it better reflects the true public cost of parking in the Waterfront Area; and that it can create a revenue stream which can be used to fund multimodal investments and rebalance the local transportation network.

TDM strategies recommended in Nelson/Nygaard report should be pursued including: Free transfers with AC Transit bus service; secure and well-designed bicycle parking throughout the waterfront; a circulator shuttle connecting waterfront destinations and parking locations; shared mobility services such as car share, bike share, and e-scooters; and pick-up/drop-off locations in central locations near activity centers. Establishing a pedestrian and bicycle ferry or water taxi across the 100-yard wide Marina Harbor Channel would link the Pier to Cesar Chavez Park and create a popular public attraction in the process.

**VIII. Specific Plan Procedures**

The Specific Plan (including the recommended Master Plan for Cesar Chavez Park) should become the primary land use regulatory document and 'zoning' for the Waterfront Area. To attract and guide its implementation, it should be transparent and easy to navigate. The layering of approvals by different administrative bodies should be avoided. Uses authorized by the Specific Plan outside of park areas should be subject to site-specific review and approval by the Planning Commission, with lease review by the City Council. New public recreation uses and amenities within park areas should be subject to review and approval by the Parks, Recreation & Waterfront Commission, with lease review by the City Council. Temporary activities, events and concerts in park areas should be subject to review and approval by the Parks, Recreation & Waterfront Commission.



Agenda Item 16. PRW Commission Workplan 2023-2024

**Parks and Waterfront Commission 2023-2024 Work Plan**

**DRAFT**

**FUNCTION**

(BMC 3.26.040) The Parks, Recreation and Waterfront Commission shall be an advisory board and shall review the following related to all City/public parks, open space, greenery, pools, programs, recreation centers, the Waterfront, and resident camps: their physical conditions, policies, projects, programs, planning efforts, activities, and funding; early childhood education programs; and animal care issues in parks, and shall advise the City Council on these matters.

**LIAISONS**

- Civic Center Planning – Erin Diehm
- Civic Arts in Parks – Brennan Cox
- Commission on Aging – Anna Avellar

**STRATEGIC OBJECTIVES**

- Fiscal Matters - understand challenges facing Waterfront and identify solutions
- Fiscal Matters - requesting funds from City - develop a Prioritized list of funds needed for PRW to be submitted to the Budget and Finance Committee for regular review
- Fiscal Matters - bringing in funds for Parks - Parks Development Fee, Increased Parks Tax, Philanthropy
- Dogs in Parks
- Promoting Equity and Inclusivity in the Parks
- Promoting Nature into Our Parks (Aquatic Park, Birdability, Habitat Gardens, Biodiversity Initiative)
- Adding amenities in our parks targeted specifically to seniors

**WORK ITEMS**

<b>PROJECT</b>	<b>STATUS</b>	<b>DESCRIPTION</b>	<b>LEAD</b>
BMASP	Ongoing	Evaluate proposed development strategies while ensuring recreational availability to current and future stakeholders	
Liaisons	Ongoing		
T1 Phase 2 oversight	Ongoing		
Waterfront Fiscal	Established Dec '22		Subcommittee: Gordon Wozniak, Brandon FLoyd, Allan Abshez, Claudia

<b>PROJECT</b>	<b>STATUS</b>	<b>DESCRIPTION</b>	<b>LEAD</b>
			Kawczynska
Dogs in Parks	Initiated Q1-23	Establishing a dogs in park subcommittee to review new opportunities for off leash recreation.	Subcommittee: Claudia Kawczynska, Anna Avellar, Davina Srioudom
Budgetary Priority List		Development of a priority list of projects for funding and to be submitted to the Budget and Finance Committee for regular review	Gordon Wozniak, Erin Diehm, Allan Abshez
Promoting Nature in Our Parks		Explore opportunities to promote nature in our parks and accessibility (e.g. Birdability, Habitat Gardens, Aquatic Park)	Erin Diehm
Fundraising Opportunities		Bringing in funds for Parks - Parks Development Fee, Increased Parks Tax, Philanthropy	Brennan Cox/Gordon Wozniak
Promoting Equity and Inclusivity in the Parks		Meet with community based organizations	Reichi Lee
BUSD and Parks		Exploring opportunities to expand cooperative agreements for green space usage	Reichi Lee

**PARKS AND WATERFRONT COMMISSION****RECENT COUNCIL REPORTS**

The following recent PRW council reports can be accessed from the City Council Website by using the following URL's:

**June 23, 2023 (regular)**

11.-FY 2024 Tax Rate: Fund the Maintenance of Parks, City Trees and Landscaping

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-06-13%20Item%2011%20FY%202024%20Tax%20Rate%20Fund%20the%20Maintenance.pdf>

19.-Contract: Chemical Procurement Services, LLC for King and West Campus Swim Centers

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-06-13%20Item%2019%20Contract%20Chemical%20Procurement%20Services.pdf>

25.-Provide Direction on Closing the Funding Gap to Complete Remaining Measure T1 Projects

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-06-13%20Item%2025%20Provide%20Direction%20on%20Closing.pdf>

Revised material (Supp 2)

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-06-13%20Item%2025%20Measure%20T1%20Kesarwani%20Rev2.pdf>

**June 6, 2023 (regular)**

4.-Grant Application: The Surrendered and Abandoned Vessel Exchange (SAVE) Grant Program of the California Division of Boating & Waterways

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-06-06%20Item%2004%20Grant%20Application%20The%20Surrendered.pdf>

5.-Contract Amendments for As-needed Trees Services with Bay Area Tree, Hamilton Tree, Professional Tree, and West Coast Arborist

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-06-06%20Item%2005%20Contract%20Amendments.pdf>

6.-Donation from the Bessemer Trust for Tree Planting

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-06-06%20Item%2006%20Donation%20from%20the%20Bessemer.pdf>

**May 23, 2023 (regular)**

23.-Contract: Delta Charter – Bus Transportation Services for Echo Lake Camp and Select Recreation Division Summer Programs

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-05-23%20Item%2023%20Contract%20%20%20Delta%20Charter%20%E2%80%93%20Bus%20Transportation%20Services.pdf>

24.-Contract: Baldoni Construction Services, Inc. for Echo Lake Camp Accessibility Upgrades

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-05-23%20Item%2024%20Contract%20%20Baldoni%20Construction%20Services%2C%20Inc.%20for%20Echo%20Lake%20Camp%20Accessibility%20Upgrades.pdf>

44.-Selected Marina Fee Increases

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-05-23%20Item%2044%20Selected%20Marina%20Fee%20Increases.pdf>

45.-Changes to Selected Parks and Recreation Fees

URL: <https://berkeleyca.gov/sites/default/files/documents/2023-05-23%20Item%2045%20Changes%20to%20Selected%20Parks%20and%20Recreation%20Fees.pdf>

## RECREATIONAL PARKING IN BERKELEY MARINA

“Why there’s plenty of parking in the marina, there are 2500 parking spaces.” A comment like this could only be made by someone who doesn’t spend much time at the marina. Politicians all know that the first amendment allows them to say just about anything. So we get council members describing a diesel particulate belching ferry as a “truly sustainable” form of transportation, when it emits 3 times the amount of CO2 of a conventional car, and 17 times the carbon signature of a bus for every passenger. How someone can call a ferry that costs \$66 in subsidy for a round trip ride to San Francisco sustainable is a mystery to me. But the claim about parking is just wrong.

Let’s look at the claim that there is plenty of parking. First, there aren’t 2500 spaces. Different city documents have different numbers, from 1800 in the parking study referenced below to 2200, with no real effort to explain or accurately represent the total. How much of it, for example, is paid parking controlled by the Doubletree Hotel? What really matters for public use of their largest park are the areas near the recreational amenities-- the parking adjacent to Cesar Chavez Park, the parking on either side of University Avenue, and the west facing parking used by people fishing and looking at the view. Those are the prime recreational areas. According to the city’s own documents, there are 96 spaces in South Cove East and 98 spaces in South Cove West. There are another 77 stalls in the J & K lot, just east of Hana Japan. On the peninsula just north of the former H’s Lordships lot there are another 320 spaces, mostly now fenced off, with 84 along Seawall Drive used by anglers and people enjoying the view. That’s a total of 591 spaces. Those spaces provide access for the following recreational uses:

- Shorebird Park
- Adventure Playground
- Cal Sailing Club
- Cal Adventures
- Fishing charters
- Swimming
- Fishing, once from the pier and now from the shoreline
- Watersports in the south basin including kayaking, windsurfing, stand up paddling, and the new sport of winging

In addition to these recreational uses, the city allows all-day parking for riders of the two small ferry operations, with an indeterminate number of daily parkers, in several of these lots. Despite submitting multiple public records requests, the city has not provided any tabulation of this use in the planning effort so far.

On most spring and summer weekends, like June 3, every stall in the two south basin lots is occupied, with people parking on every inch of curb space as well. The good news is that those spaces turn over 2 to 4 times during the afternoon. Although many of the improvements in the South Basin were supported by grants to improve access onto the water, at least 2/3 of those parked are not using water sports, but are staging bicycle rides for their whole family, picnicking, or just walking along the trails.

Some have argued that the marina is underutilized during the weekdays. Again, this can only be said by someone who doesn’t spend much time in the marina. On a recent weekday there were 75 cars parked in the South Cove west lot and more than 40 parked in the South Cove East lot—before the wind came up. On any day, you can find about half of the 84 stalls along seawall drive occupied with people fishing

from shore or enjoying the view. On June 2, a Friday, I counted 63 cars and trucks parked in the J & K lot. That makes a total of about 200 parking spaces occupied on a typical weekday.

Parking adjacent to Cesar Chavez, Berkeley's largest park, is just as heavily used—and just as under studied in the city documents. Some of it is used by workers at the hotel, where parking costs a pretty penny.

Don't forget the fishing pier. Reports of its opening estimated that 100,000 people went fishing from the pier every year. That's an average of 280 a day. If only half of them drive—far more do—that's another 140 spaces.

But don't take my word for it, the city has admitted that their approval of the two small ferry operations—approved administratively after hours with no notice to other stakeholders—immediately usurped much of the recreational parking. In a letter dated April 15, 2019, Scott Ferris admitted that “on nice days ...over 300 customers depart from K-dock in the early morning hours, occupying the majority of the 400 total parking spaces...” In essence, the letter acknowledges that fishing customers—a bona fide recreational use—and ferry commuters, which are not a recreational use, have “... had the effect of squeezing out visitors ... [who wish] to use the Berkeley Waterfront's many recreational facilities, programs, parks, amenities and businesses.” As I noted, the city did not plan for parking for the ferry operations before they approved those operations, ignoring the language in the Bay Plan that insists that ferry use not usurp parking for recreational purposes.

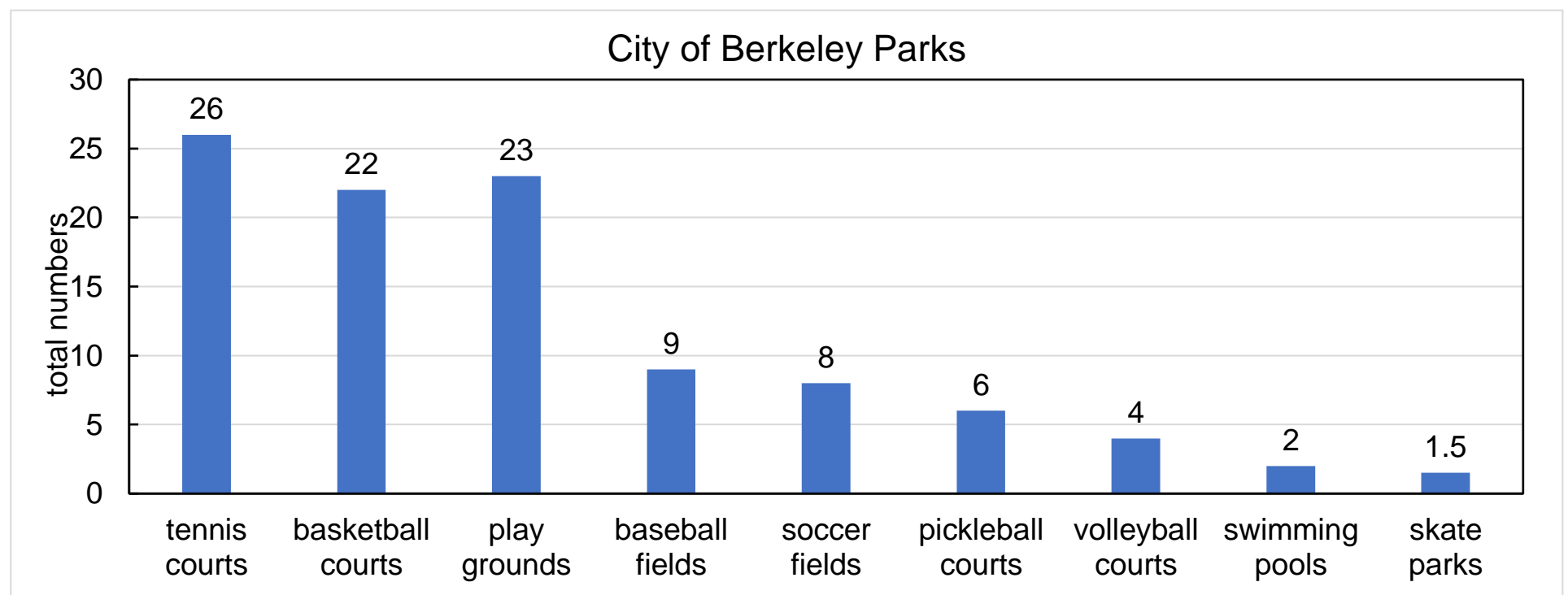
So now the city proposes to approve –and subsidize--a ferry terminal for up to 2,000 departing passengers. While the city has finally issued a draft “Feasibility Study, Ferry Facility at Berkeley Municipal Pier”, dated November 12, 2021, the information on parking demand is incomplete and incorrect. The “Berkeley Marina Ferry Parking and TDM Strategy”, dated April 2021, only uses 427 departing passengers, rather than the 950 that were planned in other parts of the feasibility study, and the 2,000 that are now part of WETA's long term vision document. That's right, they underestimated departing passengers by a factor of more than four!

That parking study predicts that 54% of passengers are expected to arrive by driving alone, with another 9% carpooling. So about 60% of the passengers—1200—would arrive by car and look for a parking spot. Once the promised 250 space parking lot is full, you can well predict that they will try to park in the recreational spaces—just as occurred in 2018 when the two small ferry operations were approved without advanced planning.

Existing City of Berkeley outdoor playgrounds, sports fields, courts, and facilities (counts based on city website and Google Maps) updated on 5/10/2023

<https://dev.berkeleyca.gov/community-recreation/parks-recreation/parks>

park	tennis courts	basketball courts	play grounds	baseball fields	soccer fields	pickleball courts	volleyball courts	swimming pools	skate parks
Aquatic Park			1						
Bateman Mall Park			1						
Berkeley Way Mini-park			1						
Greg Brown Park		1	1						
Dorothy Bolte Park			1						
Cedar-Rose	2		1			4	1		
Crystal Red		1				1			
Cordonices, Rose Garden	3	1	1	1					
Charlie Dorr Mini-park			1						
George Florence Minipark			1						
Gilman (Tom Bates) Fields				1	4				
Glendale- La Loma		0.5	1	1					
Grizzly Peak Park		0.5	1						
Grove	3	2.5	1	1					
Harrison (+Gabe Catelfo/ Fielding)				1	2				1
Haskell-Mabel Mini-park			1						
James Kenney	2	2	1	1		1	1		
John Hinkel			1						
King School Park	5	3.5	1		1			1	
Le Conte School Park			1						
Live Oak	2	2	1				1		
Malcolm X School Park		1	1						
MLK Civic Center Park			1						0.5
John Muir School Park			1						
Ohlone		1		1	1		1		
San Pablo	6	3		2					
Strawberry Creek	1	2							
Temko Tot Park			1						
Terrace View		1							
West Campus Pool								1	
Willard	2		1						
<b>totals</b>	<b>26</b>	<b>22</b>	<b>23</b>	<b>9</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>1.5</b>



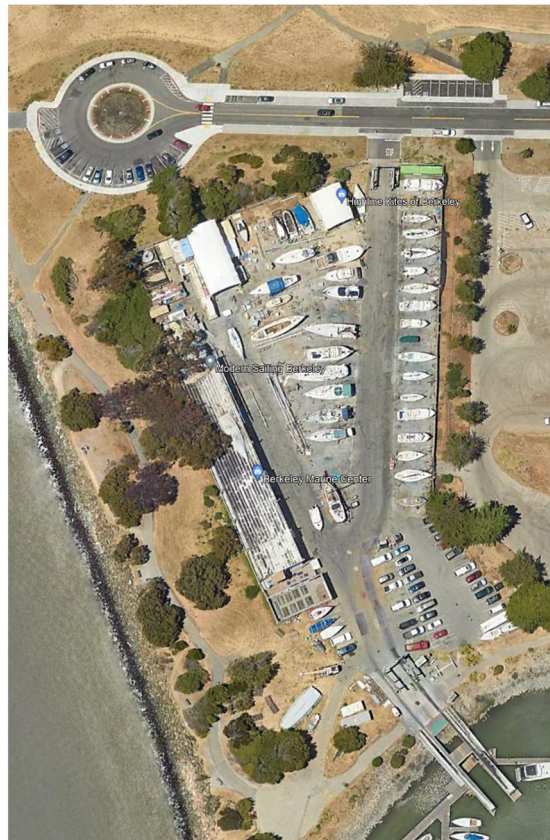
## Keep the Marina Available for Everyone

I spend a lot of time in the South Sailing Basin, and watch families with young children exiting their minivans to play at Adventure Playground or picnic at Shorebird Park. I also sail at the Cal Sailing Club, and appreciate the amazing, high-quality, low-cost sailing that that the club's enthusiastic, energetic members have created.

I do not believe that young families—or Cal Sailing Club members, or swimmers, or kayakers, or windsurfers, or Cal Adventures people, or Cesar Chavez walkers—should be required to pay for access to the Marina, or to park their minivans or cars there. The Marina, Berkeley's finest park, should be open to all, regardless of income, like other Berkeley parks.

## Berkeley Marine Center

The Berkeley Marine Center is a significant resource for Berkeley Marina slip holders, who otherwise would have to go five miles to the nearest boatyard in Richmond, or ten miles to the nearest boatyard in Alameda or Marin. Boats are a lot slower than cars, so I'd say a 5- or 10-mile distant boatyard is the equivalent of living in Berkeley and having your car's mechanic be down in Fremont—far from ideal. The Marine Center also has Berkeley's fuel dock, so either you would need to staff the fuel dock, or leave slip-holders with a trip to Emeryville to buy fuel. Don't replace the Berkeley Marine Center with a hotel or a restaurant, it would be one more reason for slip-holders to leave the marina—and do remember that slip-holders provide more than 60% of the marina's revenue.

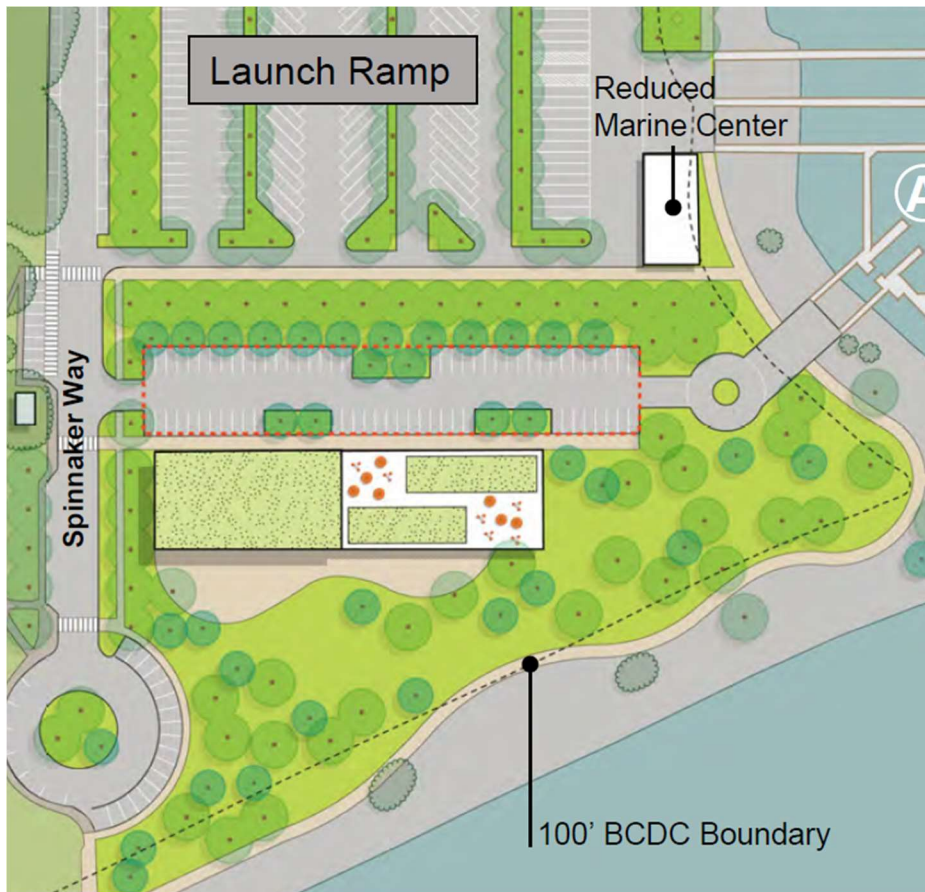


There might be space for a narrow eating establishment along the western edge of the existing BMC building, though it would not provide much revenue, maybe spruce up the walkway that is there now.



**Berkeley Marine Center (cont.)**

It is not completely clear whether the dotted red rectangle shows a new parking lot for the hotel or a part of the reduced marine center—see detail picture below.



Huh? Are those boats in a shrunken BMC, or cars in the hotel lot? (p. 19 & see below)



Looking at the Google Earth picture of BMC (previous page), it is clear that the “Reduced Marine Center” is **very** reduced, and not a viable boat yard. **Keep** the boatyard, it is part of what makes the marina work for slip-holders.

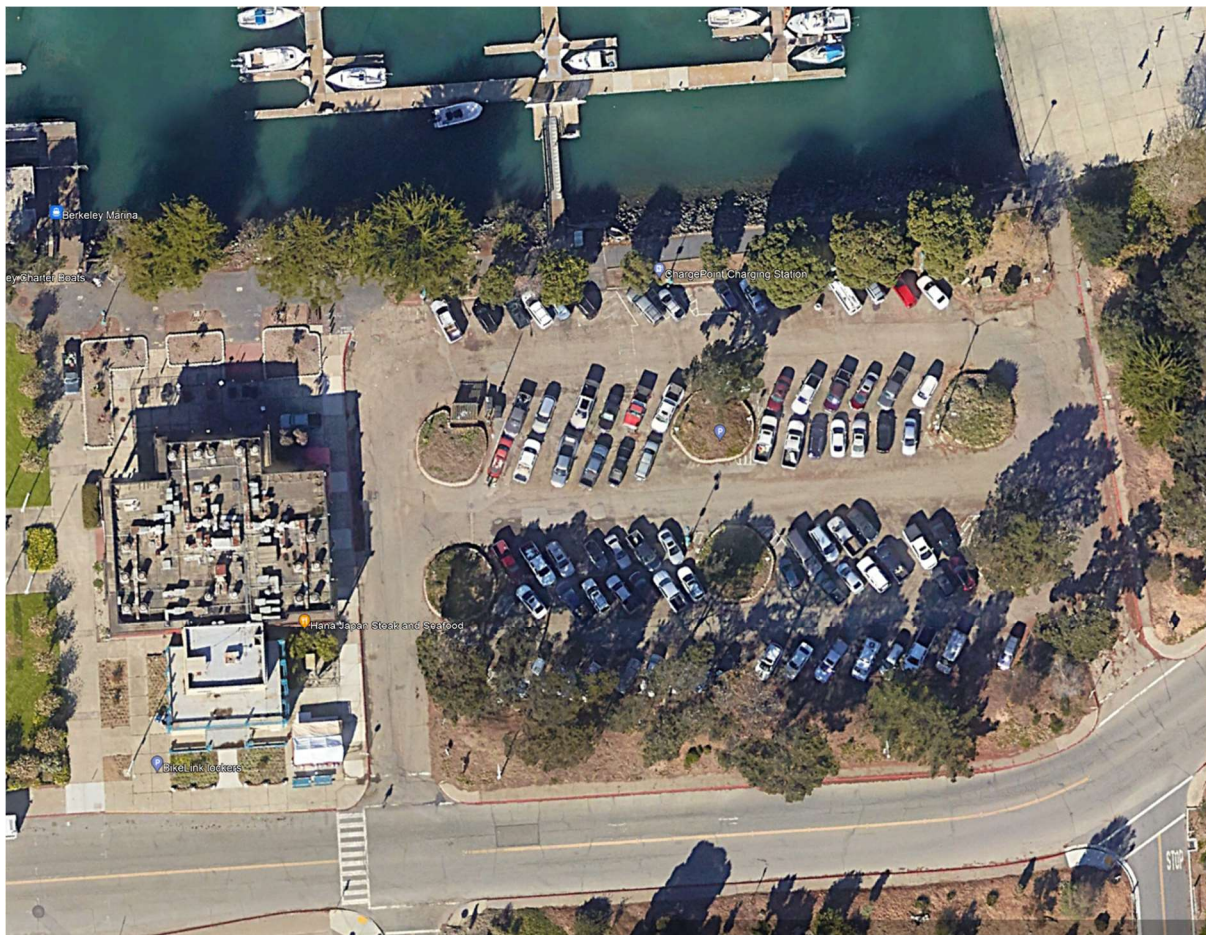
### **Parking: How Full are the Parking Lots?**

It is good to see (pages 24-26) data gathered on actual parking lot use. Gathering such data is difficult and variability is very high, however, and to be useful the data needs to be accurate. Referring to page 24, low demand, I have almost never seen the South Cove West Lot only 5% full—usually the north row is almost full before 10:00 am. What was the counting method used to arrive at these numbers? Were results from multiple days averaged? What has happened to all the citizen reports sent to the City about overfull South Cove parking lots?

### **J&K Lot Capacity Not Correct**

Page 24 shows J&K lot as having 148 spaces. Google Earth (see below) shows it as 6 rows of 15 or 16 cars each, which gives 90 or 96 spaces, not 148. It would be great if this lot did have 148 spaces—Hana Japan needs parking, some spaces get filled with people who fish from charter boats, and slip-holders on J-Dock need parking. When this lot fills up—which it does—there is often no nearby overflow lot that has space.

If we put a pop-up beer bar in this lot that takes 48 parking spaces, we will be left with not 100 spaces but about 50, and parking here will become untenable. The capacity numbers must be accurate.



Google Earth Pro image, July 2020

## What if there is a WETA Ferry?

At this point, it looks like the slim hope for good recreational access at the Marina is for the San Francisco economy to not recover and the WETA ferry project to fail. But if the economy does recover and the WETA ferry proceeds, the marina will be transformed into a commuter hub and parking will become a huge problem for recreation at the marina. An 815 person per day ferry ridership with only 250 spaces for parking is a recipe for disaster, and, yes, probably most of the strategies below will be needed.



**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**

The first strategy must be TDM: get as many people there without driving as possible, by bus, bike, shuttle bus, carpool, anything that minimizes the number of cars coming to the marina. For this to work, the  $815 - 250 = 565$  people need to get there without cars every day. If someone has a time crisis, and the car is the quickest way to get there, they will surely drive to make sure not to miss their ferry and be late to work. And leaving their car in one of the South Cove lots might well be the quickest way to get to the ferry. So, unless the TDM is pure magic, the recreational parking lots will need protection. And even with magic TDM, ferry rider cars need to be incentivized to use the 250-car lot.

## How might the recreational parking lots be protected?

**Early morning parking lot closures** are intended to protect recreational parking lots against ferry riders' cars being parked for many hours while their commuter owners are at work. This strategy was used when cars flooded the newly rehabilitated South Cove East parking lot—the lot was locked in the evening, and kept locked until perhaps 9:00 am. The morning lot closure did protect the South Cove East parking lot against early, all-day parking, though the cars simply moved over to the adjacent South Cove West parking lot, which now has a daily influx of cars that get there early and remain parked there for most of the day.

Morning lot closures also are bad for recreational access, because they eliminate the opportunity to swim or kayak or paddleboard in the early morning, which can be a great way to watch a sunrise.

In any case, morning lot closures would not work with WETA's proposed schedules, which have departures throughout the day—ferry riders would be free to park in recreational lots any time after the

morning lot opening time. The morning lot closure strategy might work if WETA were to limit itself to early morning departures only, but clearly WETA is not planning to do that—especially on weekends, when parking is heavily impacted even without WETA. Morning lot closures are not a good strategy.

**Time limits for the recreational lots** entail expensive enforcement to track the length of time a car has been parked and then to ticket it. And, because the ferry commuters are in a hurry to get to well-paying jobs, the tickets would need to be very substantial in order to deter ferry riders from simply disregarding the time limits and paying the tickets.

Time limits would place a heavy burden on recreational users: if the parking has a five-hour time limit, and you go for a four-hour sail or picnic, or teach a lesson that stretches that long, you will spend a fair amount of that time worrying about getting that ticket that is big enough to deter the ferry riders with the well-paying jobs. Or, perhaps, you will need to go to your car (from the water?) to re-up your parking meter. If you institute a system of permits for extended parking time, it will take a bunch of time and planning to get the permits before going for a sail. It will also take administrative resources to ensure permits are not misused by ferry riders, who may feel (being human) that they have the moral right to park anywhere.

We can be pretty sure that more than a few of those expensive tickets will end up on the windshields of the people for whom we wanted to keep the marina affordable.

If the marina becomes a place where one is more likely to get a parking ticket than enjoy a relaxing day, Berkeley's finest park will be ruined.

**Valet parking**—the idea leaves me at a loss for words. Expensive, logistically difficult (Did you leave the diapers in the car?) most useful when trying to get a bunch of cars into a small space. When a ferry disgorges 250 passengers, is the valet crew going to be able to get people their cars reasonably quickly?

**The WETA Ferry is not the most effective way to get commuters to San Francisco, and it would screw up the Marina. Don't build it!**

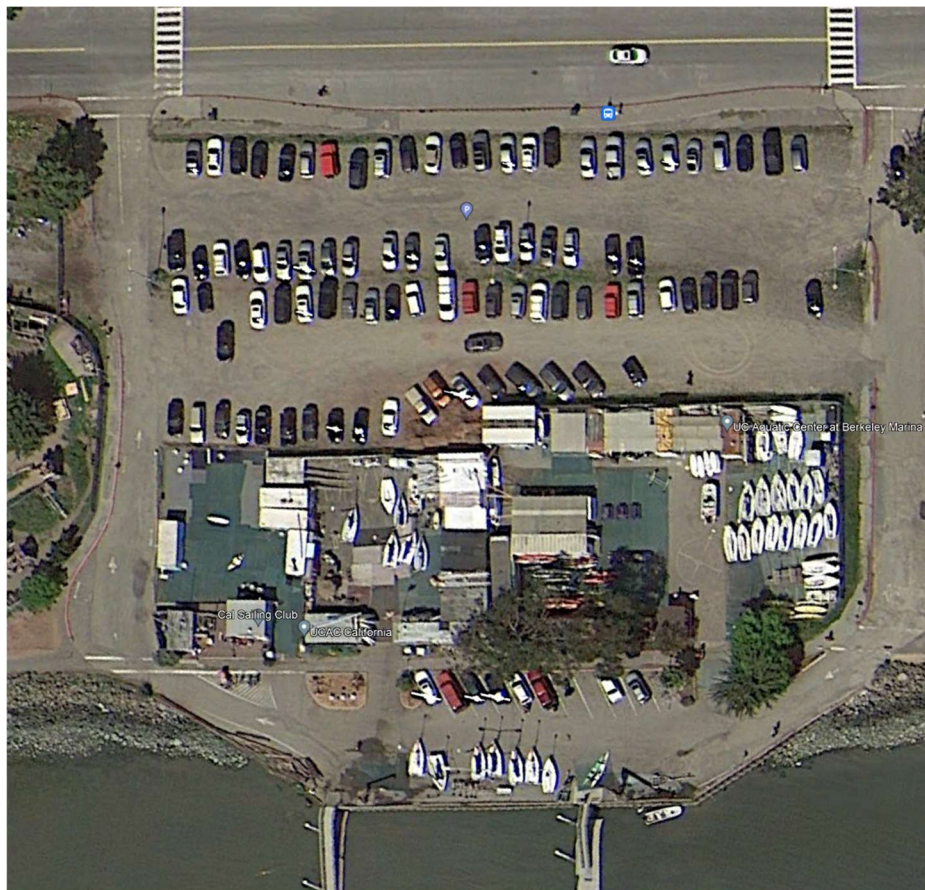
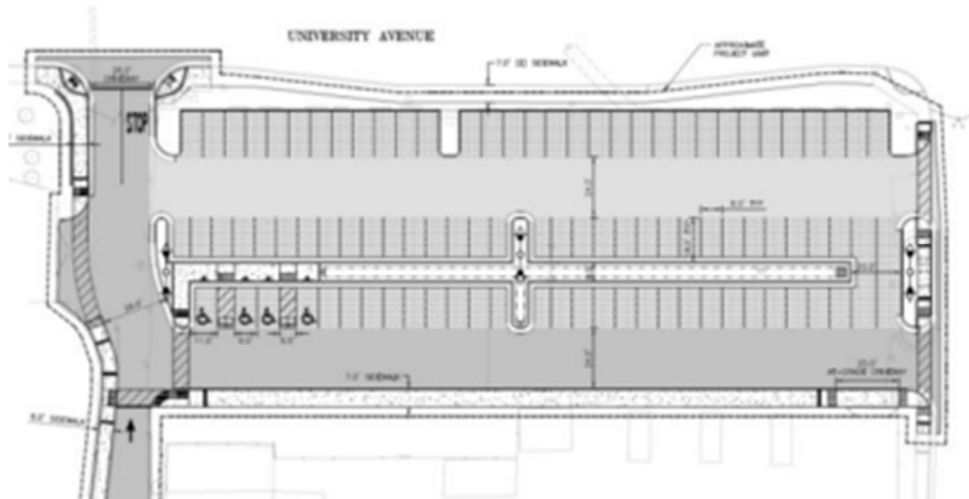
### **Even if there is not a WETA ferry**

Marina parking could easily be so compromised by adding hotels and food amenities as to force the use of parking strategies that will form an economic barrier to access. Don't let it happen! Berkeley has a lot of excellent restaurants, and has no critical hotel shortage. Keep the marina as it is.

### South Cove West Lot Striping

When the South Cove West Parking Lot is paved and striped, great care should be taken to maximize the number of parking spaces. Below is a concept level plan for this lot, which has 4 disabled and 91 general use spaces, many fewer than are available in the unstriped lot. As you can see below, the unstriped lot has an extra row of cars, for a total of about 128 spaces. (See below and next page).

20230406Board07\_Berkeley\_Waterfront\_Improvements\_Ex3.ConceptParkingLotPlan



**South Cove West Lot Striping (cont.)**

Obviously a paved and well-configured lot would be easier to use, in addition to being more attractive and easily maintained, but we should aim for >120 spaces, not 95. Check out the very, very full lot below (bad picture, sorry). June 2011, Google Earth



**Seawall Drive** Page 30 shows the Seawall Drive parking rearranged to emphasize the walkway along the water. The walkway along the water is great, but the layout on page 30 has the parked cars facing to the east, where the view is of the berm and the parking lot. What people historically want to do is park facing the water, and from the shelter of their cars look at the bay and San Francisco—you can see cars parked this way in images on Google Earth going back many years. These parking spaces are a very popular way of enjoying the view, please respect that by allowing the cars to face the water and that great view across the pedestrian walkway.

Cars in these spaces do not block views. The pedestrian walkway is on the water side of the cars, and offers unobstructed views to the west. People who might want to look from the berm would see over the cars to the bay.

