

An aerial photograph of a coastal town, likely San Francisco, with a large rock formation (Pier 14) in the foreground. The town is built on a hillside, and the ocean is visible in the foreground. The text is overlaid on the image.

# Updates from California's Working Waterfronts: Strategies for Protection and Enhancement

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# OUR PEOPLE



## RESUMÉ

Founded in 2006

Over 112 projects including:

20 housing elements

20 development codes

30 working waterfront projects

17 specific and master plans in California and the U.S.

## DEGREES and CERTIFICATES

Masters of City and Regional Planning

Masters of Business Administration

M.S. Accountancy

Juris Doctor

Registered Architect

A.I.C.P. Members

California State Bar Member

B.A. Economics & Marketing

B.A. Environmental Studies

B.A. Political Science

B.A. Geography

LEED Accredited Professional

B.A. Anthropology & Government

B.A. Environmental Planning & Design

B.S. Architecture



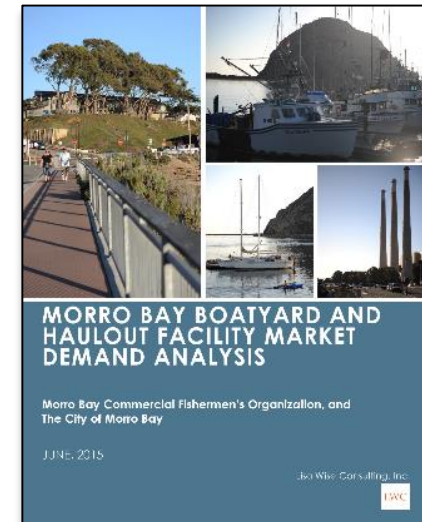
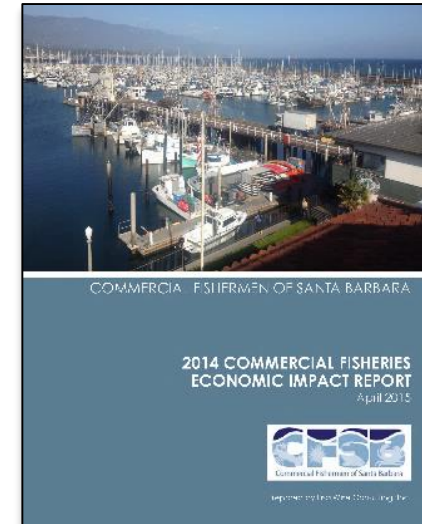
# LWC's Working Waterfront Project Sites

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# LWC: Working Waterfront Projects

- Economic Impact Reports
- Community Sustainability Plans
- Revitalization & Business Plans
- Infrastructure Feasibility Studies
- Facility Cost-Benefit Analyses
- Market Assessments & Strategies
- Land Use Analyses & Plans
- Environmental Constraints Analyses
- Movement of Goods Studies



# Consistent Needs Across CA Working Waterfronts

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1. Infrastructure

2. Value Capture & Connection

3. Regulation

4. Zoning & Leases

5. Marketing





# 1. Infrastructure

## Port of San Diego

### **Implementation:**

Rebuilding of Pier 4  
(offloading pier)

### **Funding:**

Port of San Diego  
(\$500,000)

### **Managing Entity:**

Port of San Diego

### **Key Takeaway:**

Political will to carry out  
identified goal



## 2. Value Capture & Connection

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### Half Moon Bay

**Implementation:**

Robust off the Boat Sales

**Funding:**

Self Funding

**Managing Entity:**

Fishermen, Harbor  
Districts

**Key Takeaway:**

Provides connection with  
community, increases  
earnings, but small  
volume.



# Stability & Value

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## Port San Luis – Harbor Terrace

### **Implementation:**

Regulatory approval:  
Coastal Development  
Permit

**Funding:** California Coastal  
Conservancy, loan  
(\$400,000)

**Managing Entity:** Port San  
Luis Harbor District

**Key Takeaway:** Codified in  
policy, diverse collaboration,  
innovative approach





# 3. Regulation

## Morro Bay

### **Implementation:**

Formation of community non-profit

### **Funding:**

California Fisheries Fund (CFF)

### **Managing Entity:**

MBCQF; diverse leadership

### **Key Takeaway:**

Anchors resource in the community



## 4. Zoning & Leasing

### Terminal Island, PoLA

**Implementation:**

Longer lease terms for tenants

**Funding:**

Port and Developer Split  
(\$1.5M/\$6M)

**Managing Entity:**

Port of LA

**Key Takeaway:**

Incentivized long-term  
land use investments



# 5. Marketing & Promotion

## Santa Barbara

### **Implementation:**

Harbor Festival

### **Funding:**

City, sponsorships

### **Managing Entity:**

City of Santa Barbara

Harbor Department

### **Key Takeaway:**

Enhance distributor-consumer relationship;  
inform seafood purchase choices.





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# Q&A

# Thank You.

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