An aerial photograph of a coastal town, likely San Francisco, with a large rock formation (Pillbox Point) in the foreground. The town is built on a hillside overlooking the ocean. In the background, there are mountains and a large body of water. The text is overlaid on the image.

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

National Working Waterfronts & Waterway Symposium
November 17, 2015

Henry Pontarelli
Vice President & Co-Founder
Lisa Wise Consulting, Inc.
San Francisco, CA

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

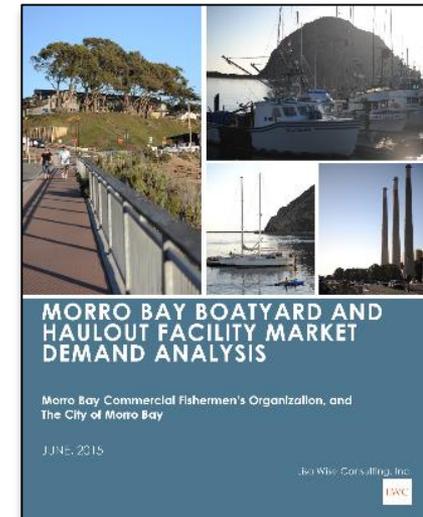
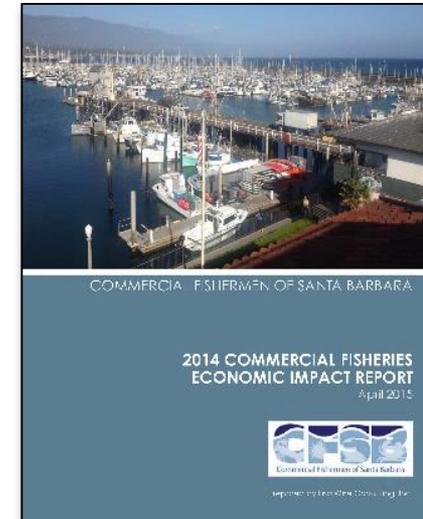
B.S. Architecture

LWC's Working Waterfront Project Sites



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

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

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

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.



Q&A

Thank You.

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