



Meeting Summary, Draft

San Mateo County Harbor District Business Strategic Plan

Public Workshop, Oyster Point Marina/Park

Oyster Point Yacht Club, December 1, 2014 6:00 – 8:00 p.m.

As part of the community outreach on the SMCHD Business Strategic Plan and based on feedback received at the July 10 kickoff meeting (in Pillar Point Harbor), Lisa Wise Consulting, Inc. (LWC) held a public workshop at the Oyster Point Yacht Club on Monday December 1st 2014, 6:00 – 8:00 pm. The intent of the workshop was to gather input from the community on the highest priority issues facing the Harbor District.

There were forty two (42) in attendance in total; thirty five (35) attendees signed in and 7 people did not. Attendees included the Mayor, City Manager and Finance Director of the City of South San Francisco, several members of the City Council, CEO of the Chamber of Commerce, several tenants and residents of South San Francisco and two San Mateo County Harbor District Commissioners.

The workshop began with a brief PowerPoint presentation that included an introduction of the Project Team, summary of the scope of work, progress to date, a brief description of the relationship of the Harbor District and the City of South San Francisco, a map of the study area, and moved to break out groups at three 'stations' where LWC staff took notes as attendees provided comments on: 1) Marine Infrastructure and Facilities, 2) Shore Side Facilities and Circulation and Parking, and 3) Environmental and Sea level Rise. The information collected will guide the Consultant Team's research and analysis, and ultimately inform recommendations in the Strategic Business Plan. Below is a summary of the input:

Marine Facilities and Environmental Quality:

- **Sea Level Rise (SLR)** – the Strategic Business Plan should take very seriously into account the potential impacts of SLR and coordinate and draw from, where possible, the work that Dave Pine and Jackie Spear are leading on a regional scope.
- The plan should include collaboration and communication with the **Department of Parks and Recreation** for better promotion and assure that multiple events are not planned on the same day, etc.
- **Better promote** the harbor to the general public, orient harbor activities towards families.
- Consider scuba or **sailing lessons and facilities for smaller vessels**, kayaks and paddleboards.
- The District should **host more events** at the harbor.
- Consider facilities that will make the OPM/P a **destination**, such as an aquarium (e.g., Cabrillo Aquarium in Long Beach)
- OPM/M needs a (better) **laundry** facility. Currently, the closest is 5 miles away, and there is no convenient **public transit**.



- **Upgrade wooden docks**, which are “rotting”, “slippery”, and “warping/twisting”, and which cause splinters. Concrete top decks, like Dock 11 are better/safer.
- Fix drainage and pothole issues on **uneven parking lot**.
 - Parking lot **dangerous, flooding, and unattractive**
 - Unpaved/uneven/potholed parking lot “sends the wrong message” if OPM/P want to be promoted as a **destination** and attract more visitors
- **Street cleaning/maintenance** responsibility of the City of South SF
- **Steel ramps to docks** present a safety hazard when wet (slippery). Consider replacing or covering with new material (e.g., a cement top deck is preferred).
- **Safety ladders for self-rescue** in the event someone falls in water should be installed.
- Better wayfinding, educational **signage** is needed
- **Better lighting** at the harbor would make it safer, reduce speeding, and enable extended hours of operation.
- The **District has done a good/GREAT job** on:
 - Facility maintenance
 - Showers, Hot water
 - Remove derelict/damaged boats
 - Responsive, capable staff
 - Coordinating SSFDD involved/presence
 - Power and water at the slips is reliable
 - Entrance gate is secure and reliable
 - Installation of benches, bbq and wind breaks
- **Marine Center** with boat storage (all types) is needed.
 - Tenant space for marine-related business would serve tenants and attract visitors, generate lease and tax revenue and employment
 - **Long(er) term leases** will incentivize leaseholder investment and economic vibrancy.
- **Storage** for dinghy (small vessels) training/racing would serve current tenants and attract more activity and business.
- Promote educational /environmental **outdoor education** at the harbor.
 - Work with the **School District**, Judy Bush (School Board) best “contact”
 - Focus on: **Science, Recreation**
 - **Guided tours** could/would attract visitors (App or Docent)
 - Develop partnerships with high schools and junior colleges to provide science programs based at OPM.
 -
- Create/augment current **beach**, would draw more visitors
 - Marinas and ports are looking for ways to reuse clean dredge spoils
 - Potential **destination** if improved (E.g. the Marinship in Sausalito)
- Provide **kayak storage and rental concession**.
- Provide a **bicycle locker facility for kayaks**, convenient, close to water, inexpensive
 - Potential site at Drakes, Water sport center
- Offer **long(er) leases**, perhaps up to 30 years, as an incentive for investment.
- **District staff is excellent**, responsive, and respectful (“Can’t speak well enough”)



- Consider installing **electric vehicle charging stations**.
 - (E.g. Walgreens, Brisbane Marina)
- **Harness wind**, perhaps through a small turbine (pilot) program, which would serve as a source of power and as an educational opportunity.
- Attract **competitive events**, classes and promote for: Dinghy, Kayak, Paddleboard
- The general public is unaware of Oyster Point Marina; it should be **better promoted**, including improved wayfinding signage.
- Assure the opportunities and constraints surrounding the **landfill-associated cap and liner** are well described, how they might impact development/construction.
- Install a **picnic table, BBQ, and windbreak at the foot of each pier**.
- Require all vessels to **prove sea worthiness (regularly) to qualify to hold a slip**.
- **Bike path improvements** are needed.

Shore Side Facilities / Circulation and Parking:

- Improve **connectivity between Oyster Point and the surrounding area**.
 - Increase connectivity and transportation between the San Francisco Bay Ferry landing area and greater South San Francisco
 - Consider **partnerships with other transportation agencies** to allow better access to and from Oyster Point (Intermodal)
 - Consider implementing a **hotel and/or general shuttle service**
 - Develop **better signage** in Oyster Point and outside "How to Get to Oyster Point"
 - Facilitate better transportation to/from CalTrain (1 mile from Oyster Point), even if only to make the walking route more attractive or safer
- Build a **public restroom** adjacent to the ferry landing for ferry commuters.
- Build a **café or snack kiosk** adjacent to the ferry landing, which would attract more ferry commuters, create revenue, and replacement for the deli, which closed.
- San Francisco Bay **Ferry should slow down** (no wake zone) when arriving/departing the dock, so as not to shake docked vessels – some of which are liveaboards.
 - Residents have tried to communicate this to the ferry operators with little success.
- Improve **parking**
 - Current parking rules unfairly require drivers to move car every 72 hours, even for vessel owners with permits; intent is to prevent storing vehicles at OPM
 - Pave the **unpaved parking lot**, which becomes dusty or muddy
 - Make the roadway more attractive, **street/parking lot beautification**
 - **Fix uneven road, pot holes** by OPM entrance
 - Roadway fixes are **City responsibility**
 - Much of the damage is caused by **heavy bus traffic** from ferry ridership/biotech.
 - City should approach Genentech and/or other nearby biotech firms to help cover/help **fund repairs for impacts** of their buses.
- Consider a **youth sailing, boating, and/or paddling** program at the harbor to increase harbor revenue and draw community members to the Harbor.
- Improve **laundry facilities**.
 - More **washers/dryers** are needed than the one washer/dryer currently on hand.



- Consider leasing out a laundromat business, **laundry concession**.
- **Improve pavement of bike path**, especially in front of the Inn at Oyster Point.
- Generally, police presence is good, need to increase **police enforcement at night**.
- **Capitalize on spending power of the area's biotech firms** and their employees, who are eager for dining and recreational facilities in the area.
- Consider **small museum/educational center** that is children/family friendly but attractive to the general public.
- District should work with **private shuttles**, currently exclusively for employees of nearby businesses, to also offer their services transportation for Oyster Point residents/users.
- Develop a **watersport facility** with a secure gated storage capacity.
 - Facility should include lessons and equipment rental
 - Pair facility with a café and/or gift shop
- **Replace somewhat dilapidated Dock 14** with a revenue-generating businesses/floating pier for retail.
- Offer **more retail** in the harbor generally.
- District should offer **Public Wifi**.
- Provide **more docking space** for visiting boaters.
 - Consider a **U-shaped dock** similar to Encinal Yacht Club
- Consider building a water/marine-themed **playground**.

Revenue Enhancement

- Make the harbor into a **destination** for all residents.
 - Bring all County resident and tourists
 - Enhance efforts to **attract ferry riders** beyond nearby employees
 - Beaches in the Bay are rare, improve the Beach at OPM/P to make it a unique attraction
 - Build and/or lease out **visitor-serving businesses** and a connection to **hotels**; three hotels in SSF are currently in the works
 - Consider providing **bike rentals, and promote "fun" activities**
 - Look to the success at Sierra Point in Brisbane
 - Consider **more wind breaks**, attracts visitors and encourages them to stay longer
 - Offer **boat tours and trips for local schools** and institutes
- Bring in a **high-end, destination restaurant** or other eatery.
 - Consider pros/cons of a **high-end versus casual venue** at the harbor
 - Target patrons: morning/evening **commuters, business lunches, and weekenders**
 - Consider **how a new eatery would impact the Yacht Club**.
 - **Food trucks** would be a welcome addition to the harbor
- **Partner with academic institutions** to house programs at OPM
 - Facilitate programs that incorporate the **marine sciences**
- **More commercialization** at the harbor is needed in order to support infrastructure investments.
 - District should find ways of expanding the working waterfront



- **Utilize OPM land more efficiently** and effectively; both boating/working waterfront uses can thrive given the amount of available land
- **Restaurants and small stores should be priority** developments that should be encouraged, incentivized and promoted.
 - These businesses could support visitors and **transient vessels**, (E.g. Peter's Harbor in Redwood City)
 - Reach out to **nearby biotech** firms for suggestions, serve biotech (Genentech)
 - Consider **partnership with Drake Marine**
 - Consider the dock area adjacent the mailboxes for expansion
- **Expand WETA Partnership** and continue to capitalize on similar investments.
 - Parking was originally anticipated to cause issues, but it has not
- Better, more extensive and modern **laundromat** business at the harbor could help bring in revenue while serving local needs.
- **Café/Bait shop** could be big attraction with right management.
 - Plenty of potential customers as traffic at the harbor is high
 - People still go to the door of the closed bait shop
- Consider welcoming **food trucks** to the harbor.
- **Upgrade and charge more for boat slips; make better use of vacant slips**
 - However, a higher rent will impact residents and the **price point is already at competitive limit**; vacancy already exists
 - Provide discounts to City residents could mitigate potential rent increases
 - Provide incentives for City & District staff to improve security through "eyes on the street" and a sense of ownership
- Confirm and/or determine the property **tax share** between Pillar Point & Oyster Point.
 - There should be **equity in revenue sharing**
- Develop a **Water sport/ recreation center**, including youth/community programs.
- Teaching facilities & **marine recreation/education-related classes**
 - (w/SSF Parks and Recreation Department)
- **Create and publicize an annual program of activities**
 - **Work with the City** to maximize audience
- OPM would benefit from:
 - **Haulout/boatyard**, (consider environmental issues and SWPPP permits)
 - **Comprehensive marine service facility** (electronics, rigging, carpentry, diesel, canvas) for large and small boats
 - Upgrade OPM facilities in general
- **Yacht Club** not open to public but serves members and has reciprocal relationships with other yacht clubs

Other

- City of SSF is exploring a shuttle service to OPM
- City of SSF Parks & Recreation Department claims Youth Sailing Program is in the works
- City of SSF is committed to providing additional signage at OPM and at key locations in/around SSF roadways and freeways to better direct visitors to OPM

lisa wise consulting, inc.

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