

# MARINA MARKET & WATERFRONT DEVELOPMENT STUDY

PORT ARANSAS, TEXAS



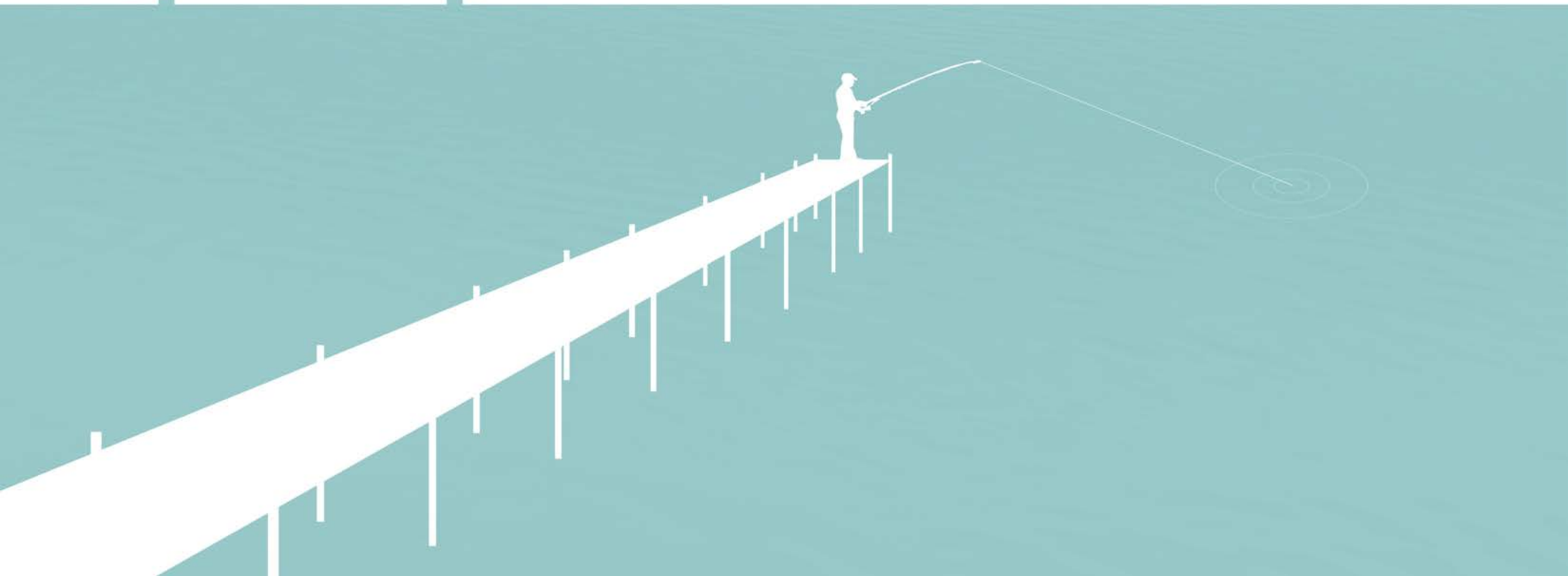
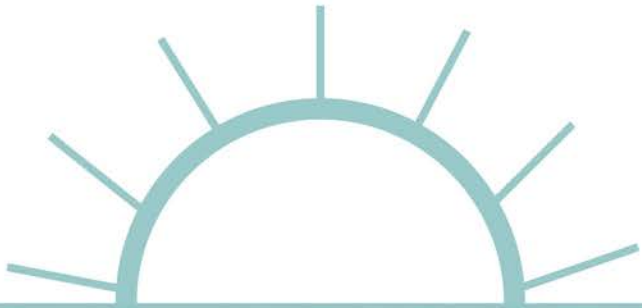
FEBRUARY 2015

S A S A K I

 GIGNAC | ARCHITECTS

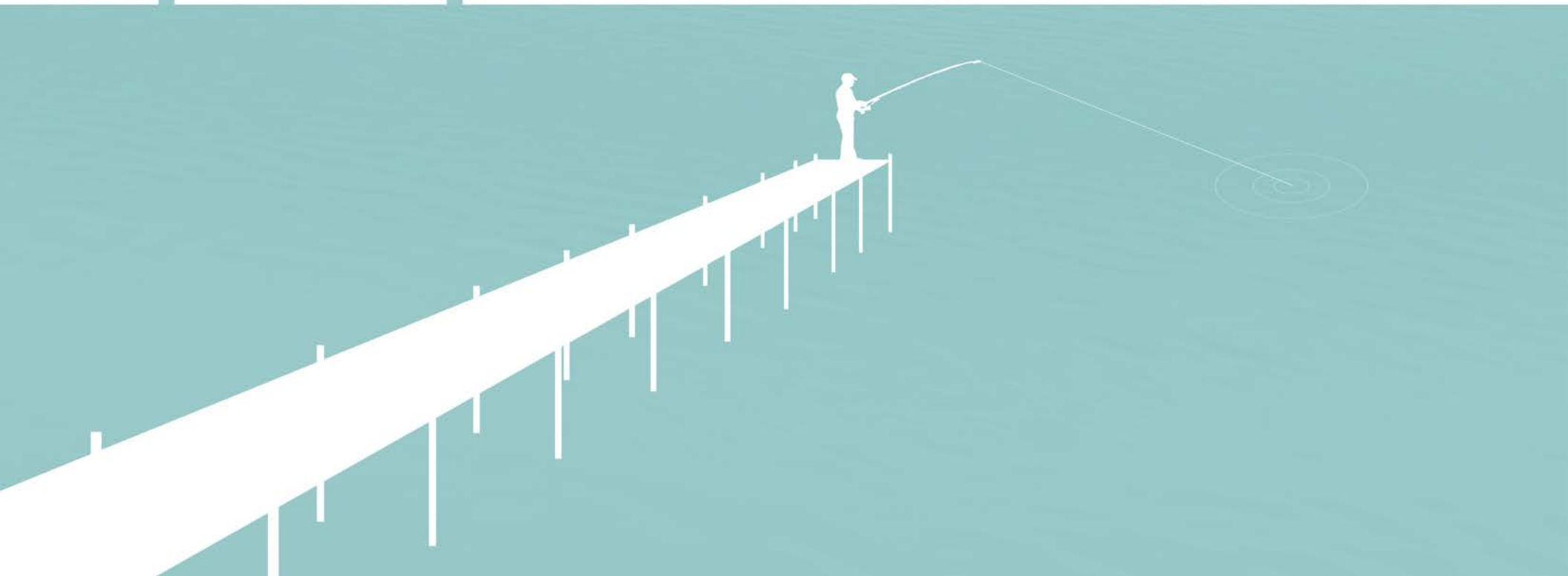
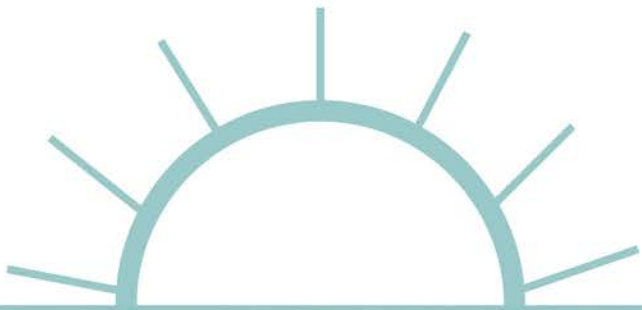
# PRESENTATION OUTLINE

- 1 REGIONAL POSITIONING
- 2 SITE IMPRESSIONS
- 3 PLANNING & DESIGN PRINCIPLES
- 4 EXISTING IMPROVEMENTS
- 5 DESIGN FRAMEWORKS
- 6 REALIZING THE VISION
- 7 NEXT STEPS

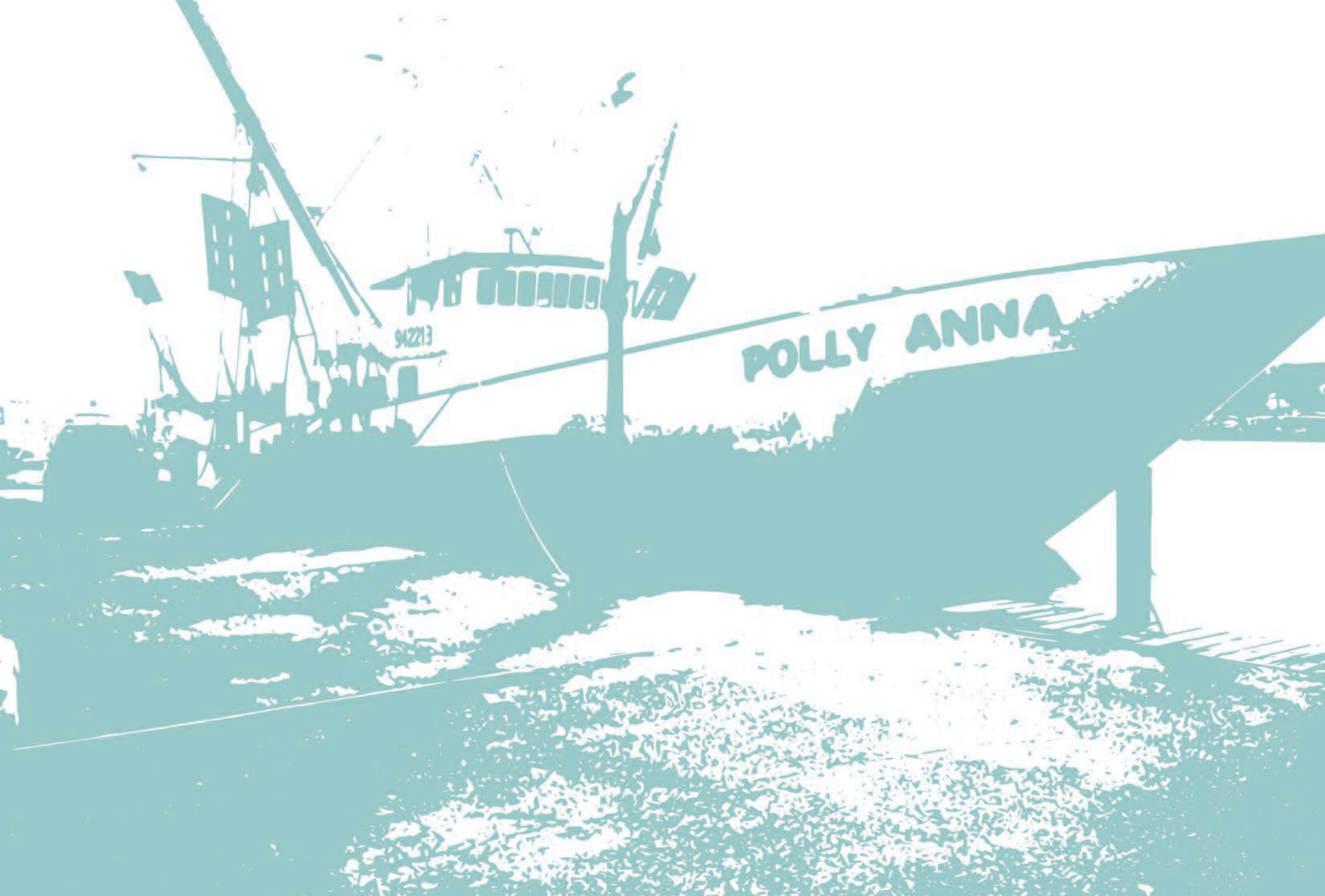


# MISSION

LEVERAGING THE POTENTIAL OF A NEW MARINA TO ENHANCE WATERFRONT ACCESS AND CREATE A NEW PUBLIC AMENITY FOR THE CITY OF PORT ARANSAS.



# REGIONAL POSITIONING



## REGIONAL POSITIONING

Where the Gulf of Mexico meets Corpus Christi

GULF OF MEXICO

CORPUS CHRISTI  
BAY

PORT ARANSAS

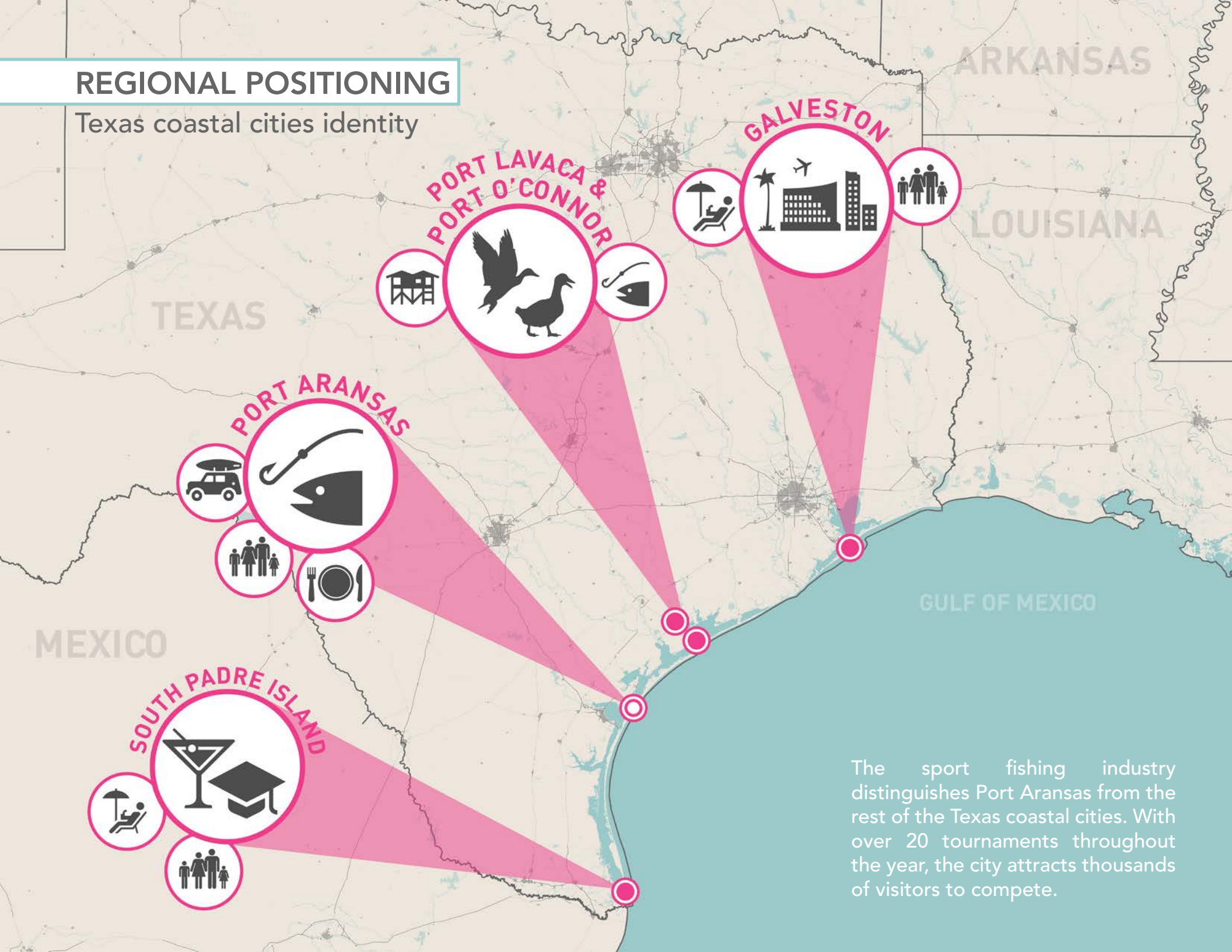
TO GULF OF  
MEXICO

TO CORPUS  
CHRISTI

Located on a barrier island, Port Aransas is the entry gate into Corpus Christi Bay and the only established town on Mustang Island.

## REGIONAL POSITIONING

Texas coastal cities identity



PORT LAVACA & PORT O'CONNOR

GALVESTON

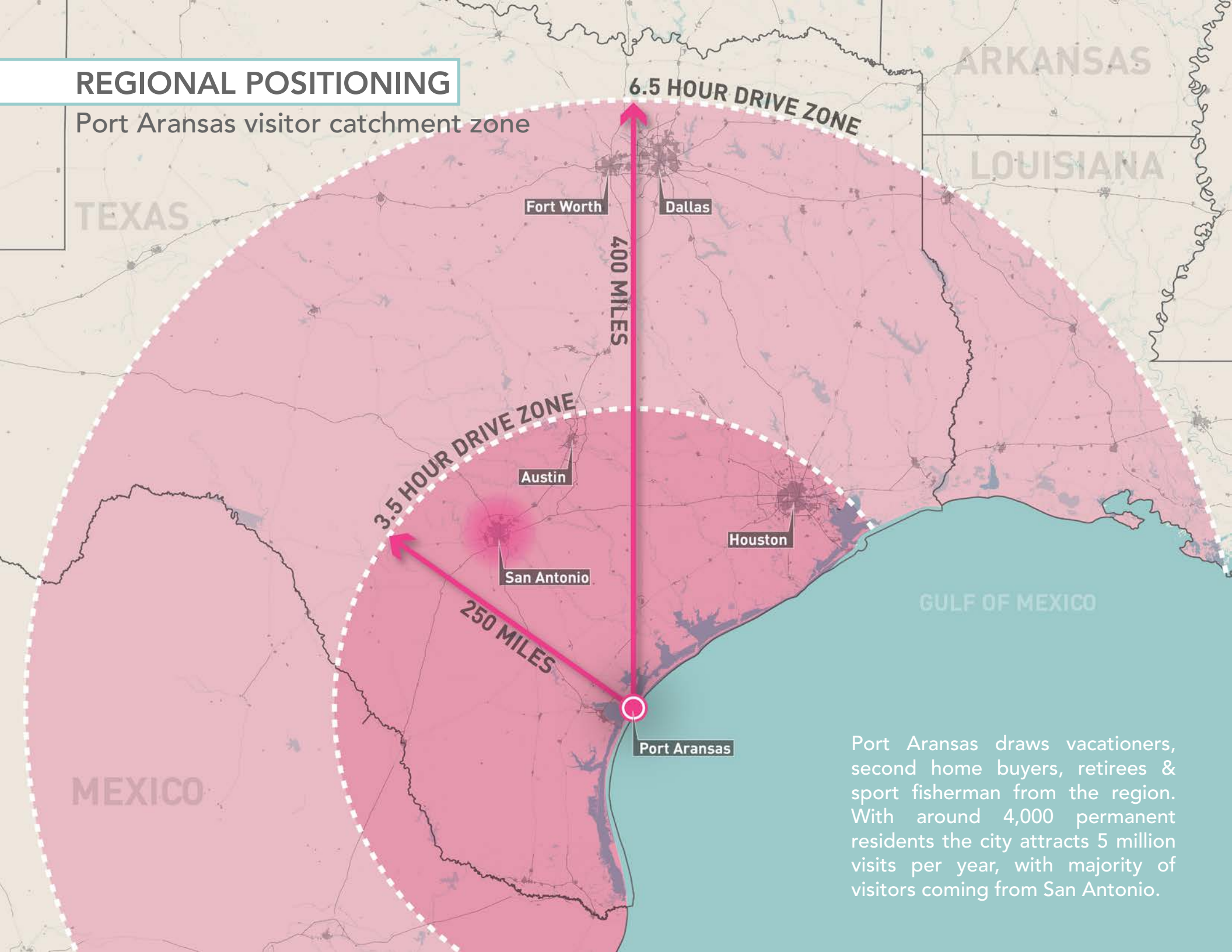
PORT ARANSAS

SOUTH PADRE ISLAND

The sport fishing industry distinguishes Port Aransas from the rest of the Texas coastal cities. With over 20 tournaments throughout the year, the city attracts thousands of visitors to compete.

## REGIONAL POSITIONING

Port Aransas visitor catchment zone



Port Aransas draws vacationers, second home buyers, retirees & sport fisherman from the region. With around 4,000 permanent residents the city attracts 5 million visits per year, with majority of visitors coming from San Antonio.

# REGIONAL POSITIONING

## Regional marinas

MARINAS	DISTANCE TO JETTIES (nautical miles)
Bluff's Landing	25.6
Corpus Christi	20.7
Aransas Co. Nav. Dist. (Fulton)	16.2
Key Allegro	15
Aransas Co. Nav. Dist. (Rockport)	13.5
Aransas Co. Nav. Dist. (Cove Harbor)	11.7
Redfish Bay Boathouse	7.8
San Patricio County Nav. Dist.	8.2
Island Mooring	6.3
Potential Future Marina ●	3.2
Dennis Dryer	2.1



# SITE IMPRESSIONS



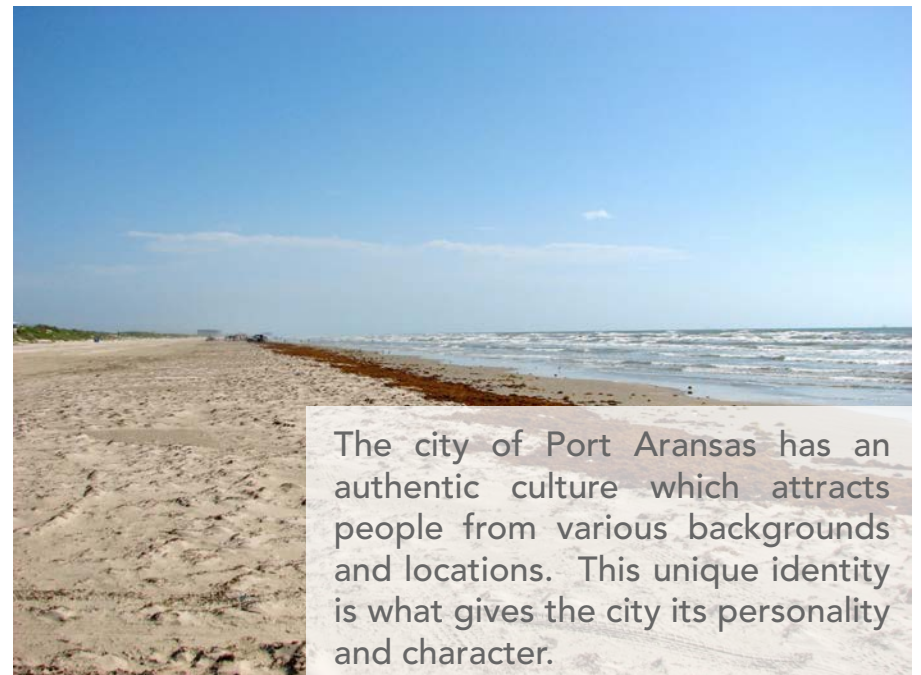
# SITE IMPRESSIONS

City of Port Aransas existing conditions



# SITE IMPRESSIONS

## City of Port Aransas context



The city of Port Aransas has an authentic culture which attracts people from various backgrounds and locations. This unique identity is what gives the city its personality and character.

# PLANNING & DESIGN PRINCIPLES



## PLANNING & DESIGN PRINCIPLES

### 1 IMPROVE PUBLIC ACCESS TO WATER

Create opportunities for the citizens to interact with the surrounding waterfront by enhancing the physical environment and connection to water.

### 2 FACILITATE EXISTING MARINA'S NEEDS & SERVICES

Alleviate pressure on existing marina's infrastructure through the renovation of its current facilities. Meet current and future needs with creation of the new marina.

### 3 ENHANCE RECREATIONAL RESOURCES FOR CITIZENS

Improve recreational resources for residents with new facilities and opportunities to encourage public health and community engagement.

### 4 CONNECT & STRENGTHEN ACCESS TO ADJACENT PUBLIC AMENITIES

Incorporate landscape and design strategies to infuse neighboring public amenities into the site and enhance their uses.

### 5 PROVIDE AMENITIES FOR EVERYONE

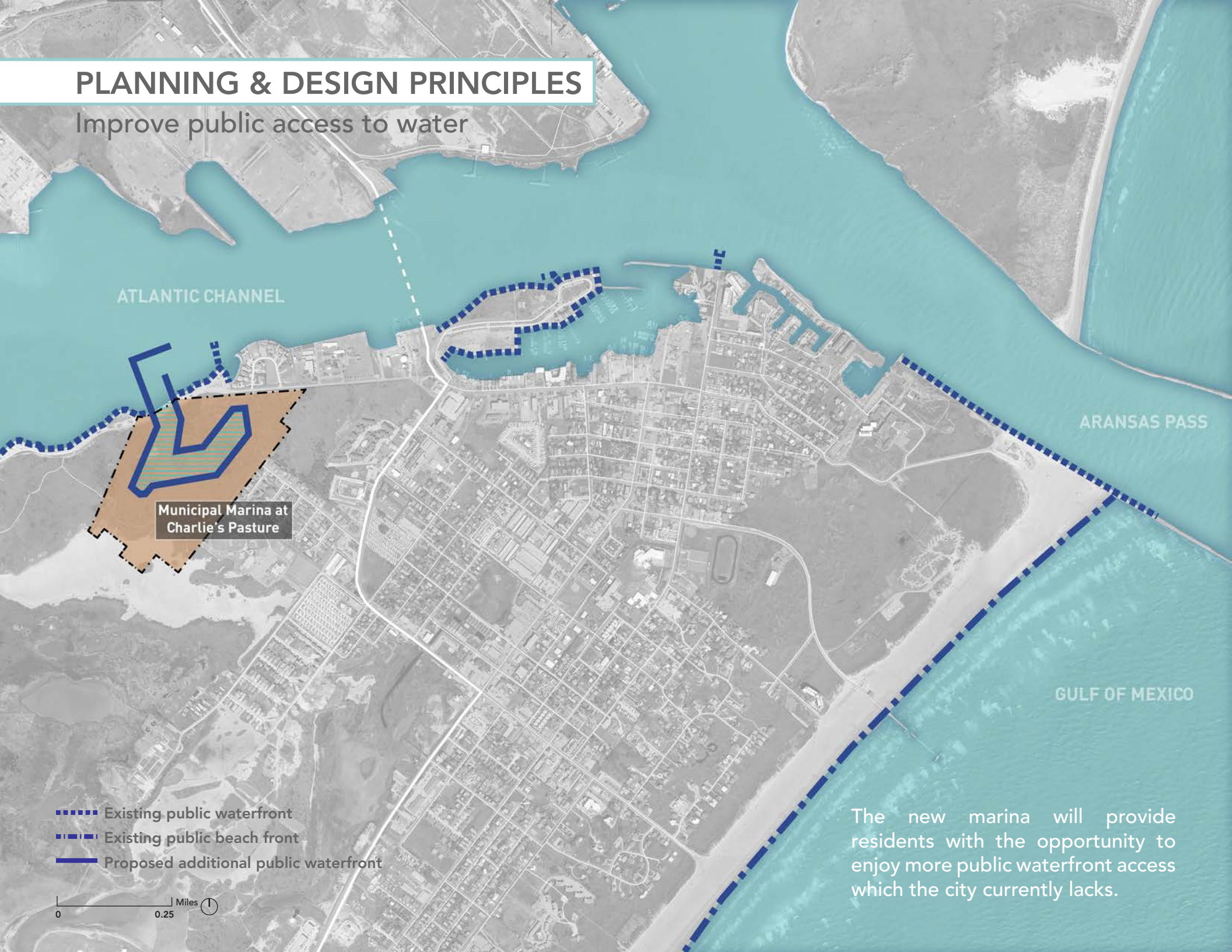
Incorporate a mix of program and design elements to accommodate the interests of local residents and visitors and create a place that is inviting to everyone.

### 6 ESTABLISH A RELATIONSHIP BETWEEN EXISTING AND NEW MARINA

Develop a strong connection between both marinas to encourage the mix of uses and shared interests by creating one marina instead of two separate sites.

# PLANNING & DESIGN PRINCIPLES

Improve public access to water



ATLANTIC CHANNEL

ARANSAS PASS

GULF OF MEXICO

Municipal Marina at  
Charlie's Pasture

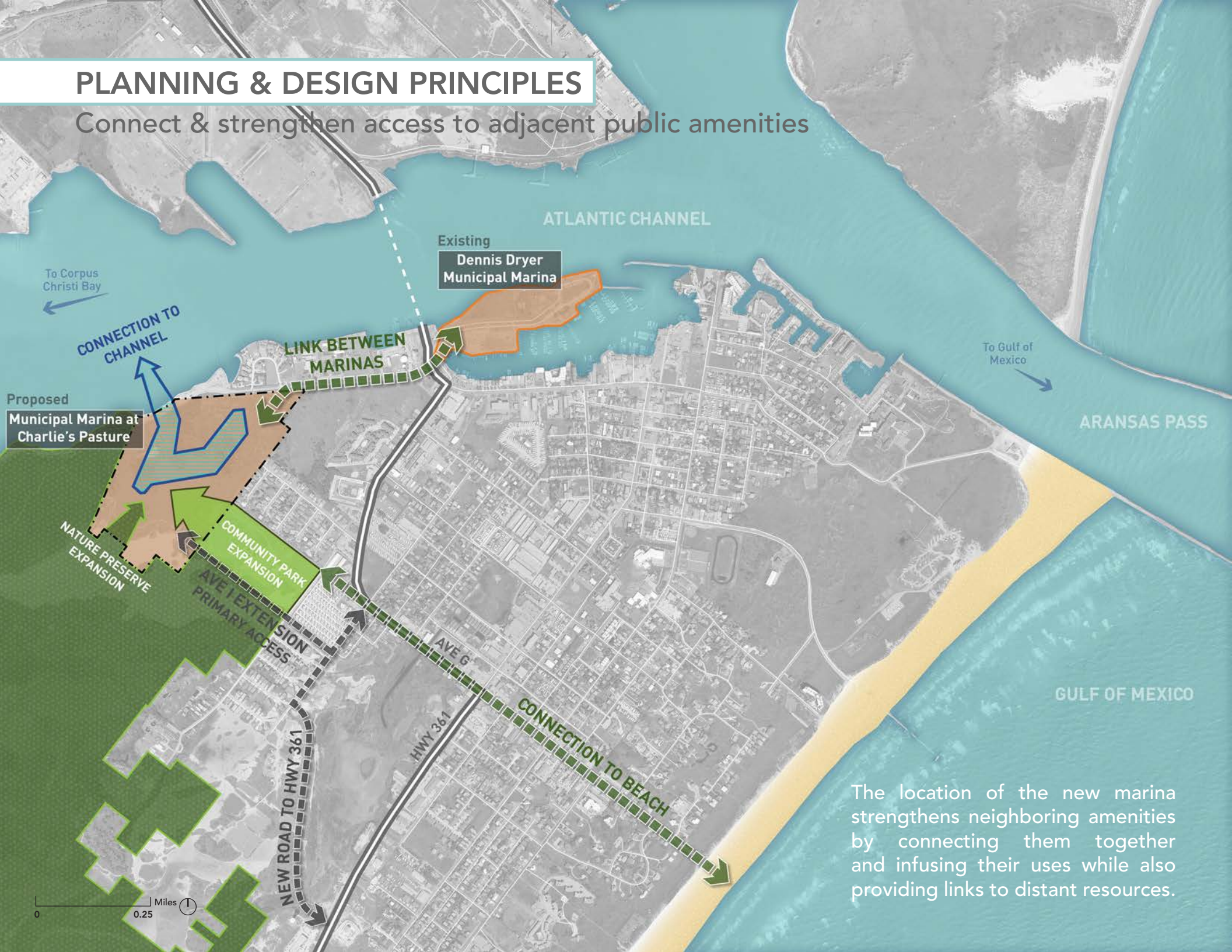
- Existing public waterfront
- Existing public beach front
- Proposed additional public waterfront

0 0.25 Miles

The new marina will provide residents with the opportunity to enjoy more public waterfront access which the city currently lacks.

# PLANNING & DESIGN PRINCIPLES

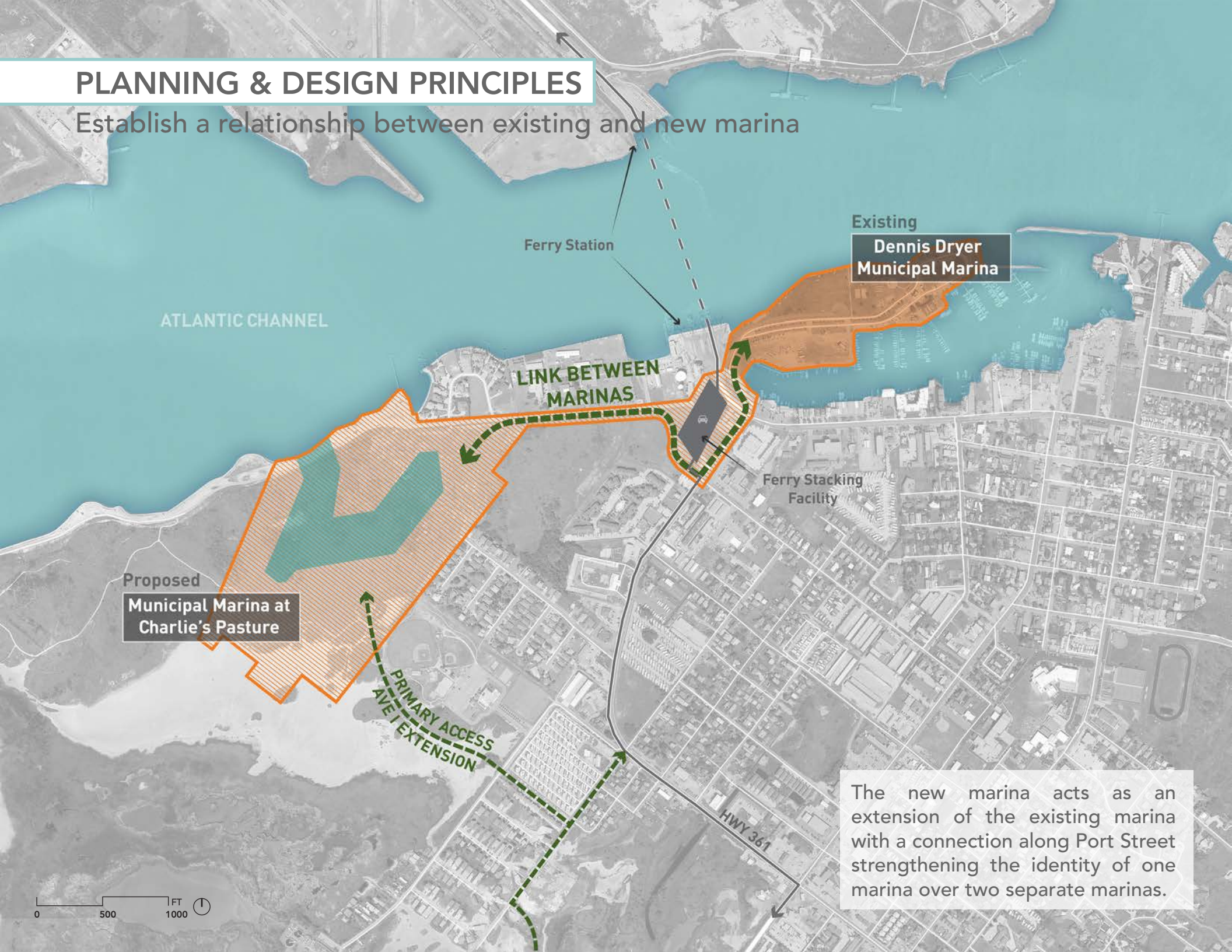
Connect & strengthen access to adjacent public amenities



The location of the new marina strengthens neighboring amenities by connecting them together and infusing their uses while also providing links to distant resources.

# PLANNING & DESIGN PRINCIPLES

Establish a relationship between existing and new marina



The new marina acts as an extension of the existing marina with a connection along Port Street strengthening the identity of one marina over two separate marinas.

# EXISTING IMPROVEMENTS



# EXISTING IMPROVEMENTS

## Dennis Dryer Municipal Marina

### Existing Conditions



Dennis Dryer Municipal Marina consists of a waterfront park with family oriented amenities, boat dock with trailer parking, and a large pavilion for private and public events.

# EXISTING IMPROVEMENTS

## Dennis Dryer Municipal Marina

# Existing Conditions



### EXISTING MARINA FACILITY & SERVICES NEEDS

- Removal of Ferry stacking line within park
- Improved waterfront park design & uses
- Renovations to improve existing pavilion
- Address slip shortage

# EXISTING IMPROVEMENTS

## Dennis Dryer Municipal Marina

# Concept Improvements



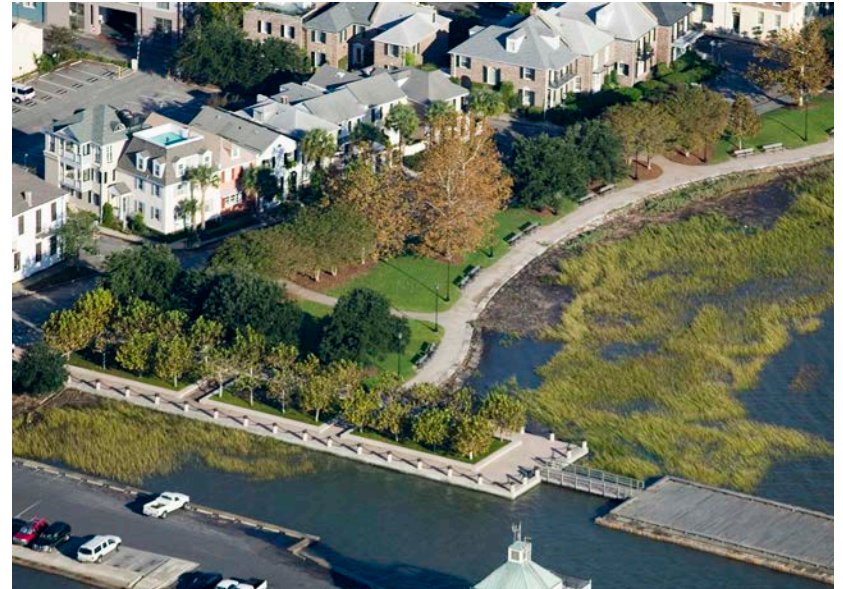
### CONCEPT MARINA FACILITY & SERVICES IMPROVEMENTS

- Additional marina slips with reduction of trailer parking (new marina also to have boat dock with trailer parking)
- New Ferry stacking facility located outside of marina (removal of stacking line within park)
- Removal and relocation of soccer field to new marina (addition of multi-functional open space)
- Renovate and improve existing pavilion
- Landscape improvements to create more shade and interaction with water

# EXISTING IMPROVEMENTS

## Dennis Dryer Municipal Marina

### ↳ Improvement Example Precedents



Improvements create a destination marina with a new multi-use waterfront park that serves as a iconic feature for the city. Decreasing boat trailer parking and renovation of existing pavilion also strengthens the public realm and experience of the marina.

# EXISTING IMPROVEMENTS

## Dennis Dryer Municipal Marina

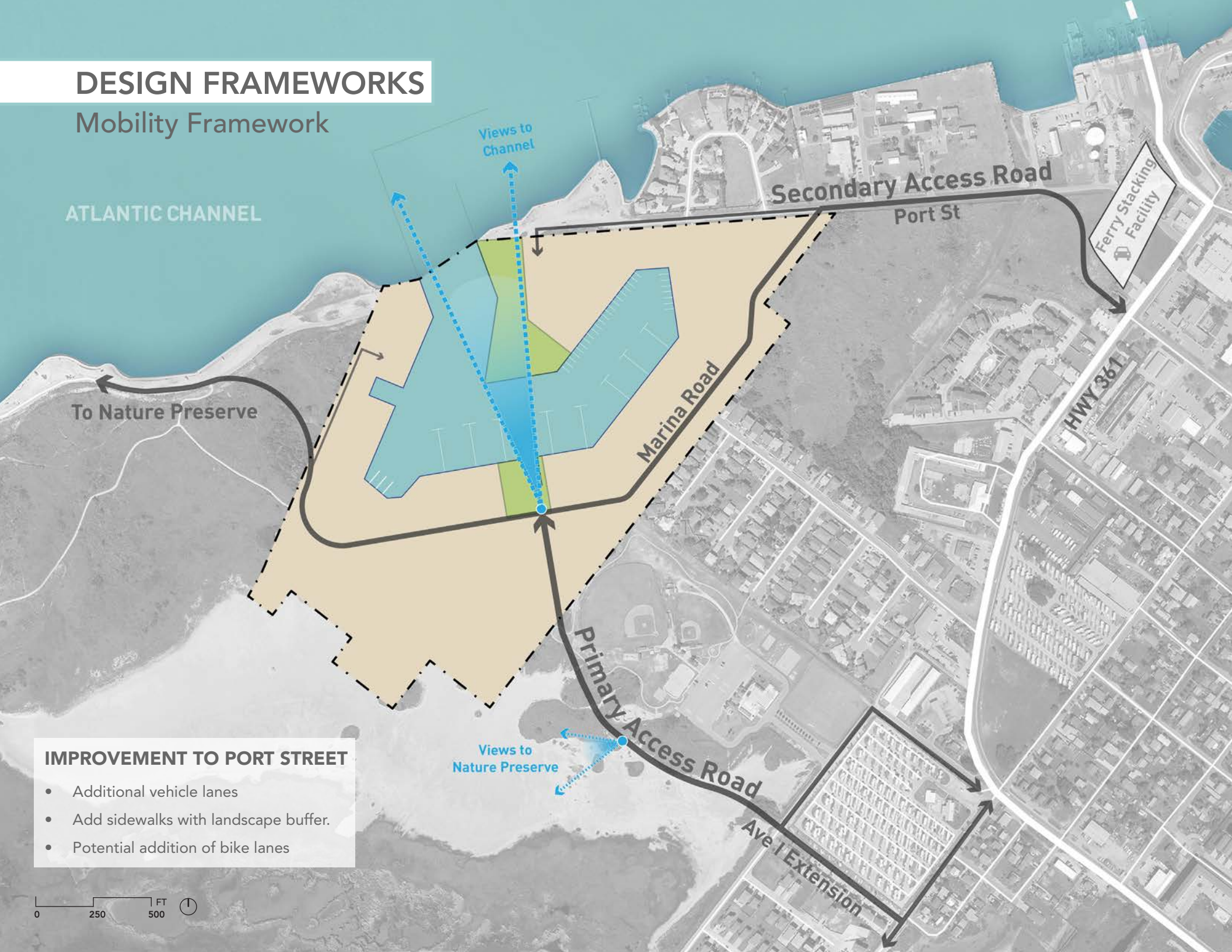


# DESIGN FRAMEWORKS



# DESIGN FRAMEWORKS

## Mobility Framework



ATLANTIC CHANNEL

To Nature Preserve

Views to  
Channel

Secondary Access Road  
Port St

Ferry Stacking  
Facility

HWY 361

Marina Road

Primary Access Road

Ave I Extension

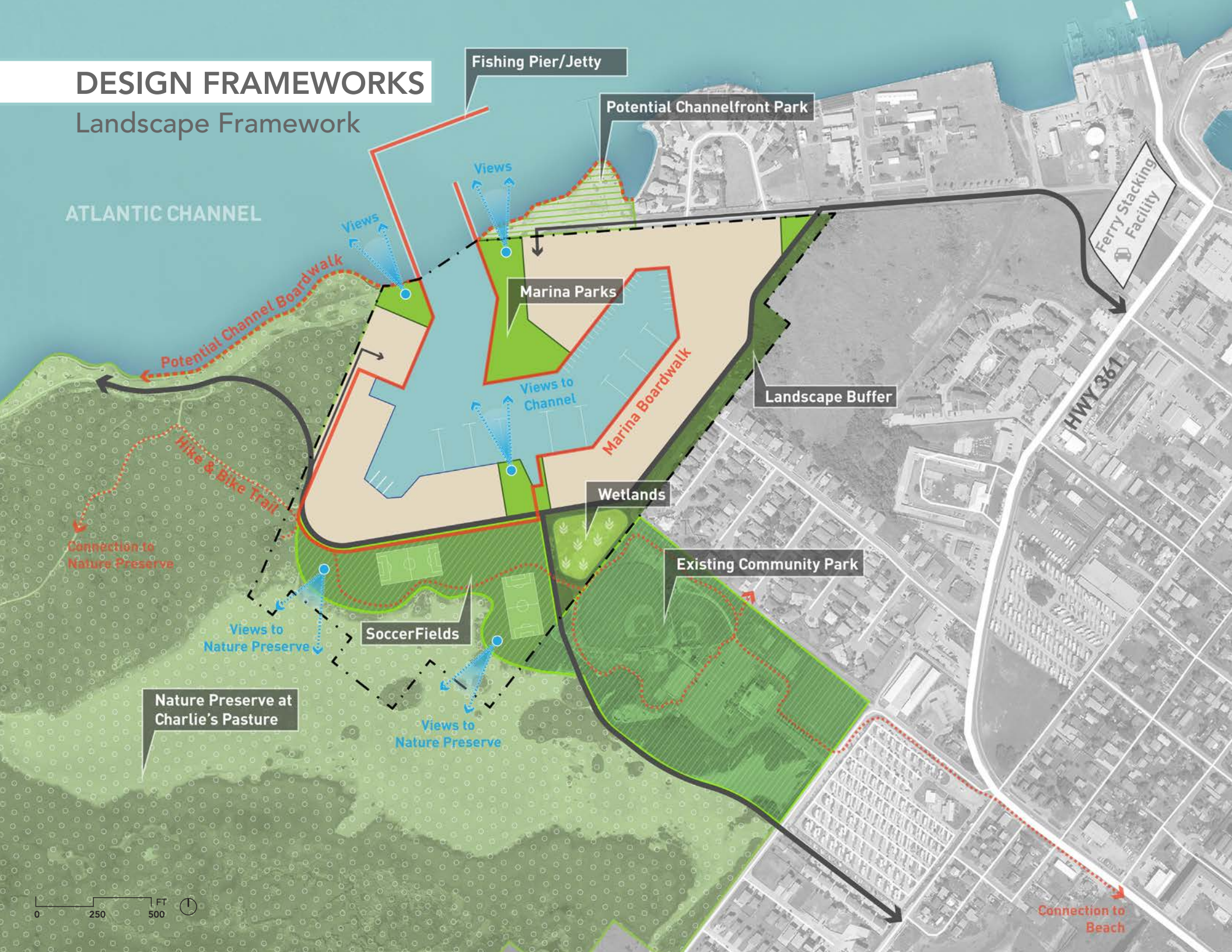
Views to  
Nature Preserve

### IMPROVEMENT TO PORT STREET

- Additional vehicle lanes
- Add sidewalks with landscape buffer.
- Potential addition of bike lanes

# DESIGN FRAMEWORKS

## Landscape Framework



# DESIGN FRAMEWORKS

## Landscape Framework

### ↳ Fishing Piers/Jetties

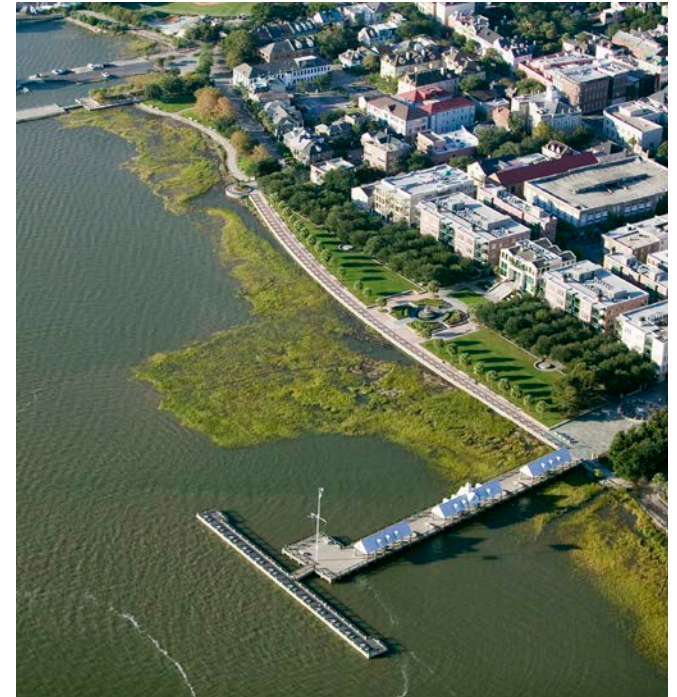


Jetties for the marina that provide the option of a boardwalk allow for fishing opportunities and other pedestrian oriented experiences which compliment the local culture of the city.

# DESIGN FRAMEWORKS

## Landscape Framework

### ↳ Marina Waterfront Parks



Marina waterfront parks create a desirable place where people can enjoy the pleasures of a park with the interaction and views of adjacent water. Various design elements and programs also elevate the public use of the parks.

# DESIGN FRAMEWORKS

## Landscape Framework

### ↳ Marina Boardwalk

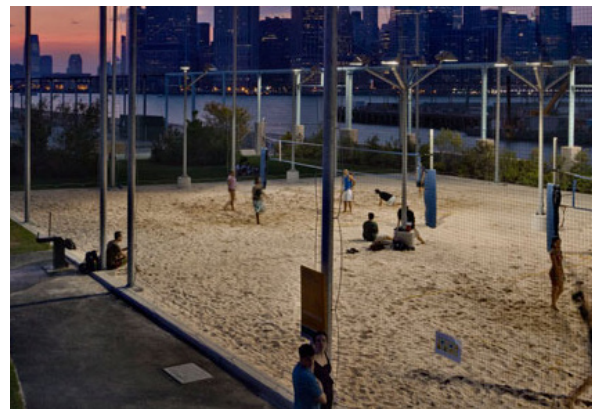


A continuous boardwalk around the marina connects users with adjacent water and generates a better pedestrian environment and experience with nearby restaurants and bars, views to marina boats and channel, and integration with landscape.

# DESIGN FRAMEWORKS

## Landscape Framework

### ↳ Recreation / Community Park

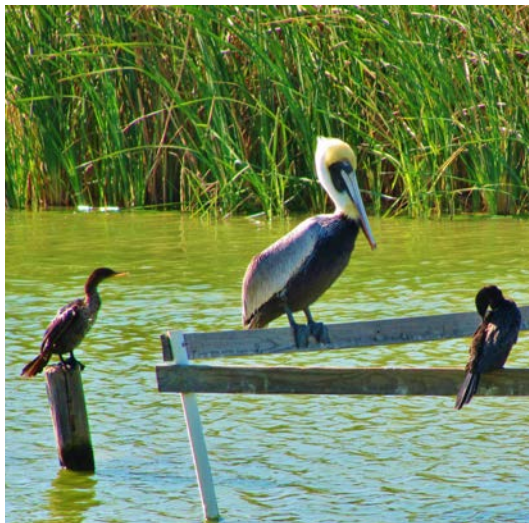


Anchored by the recreational facility, the recreation fields are an extension of the local community park integrating into the natural landscape of the nature preserve and enhancing the local recreational resources.

# DESIGN FRAMEWORKS

## Landscape Framework

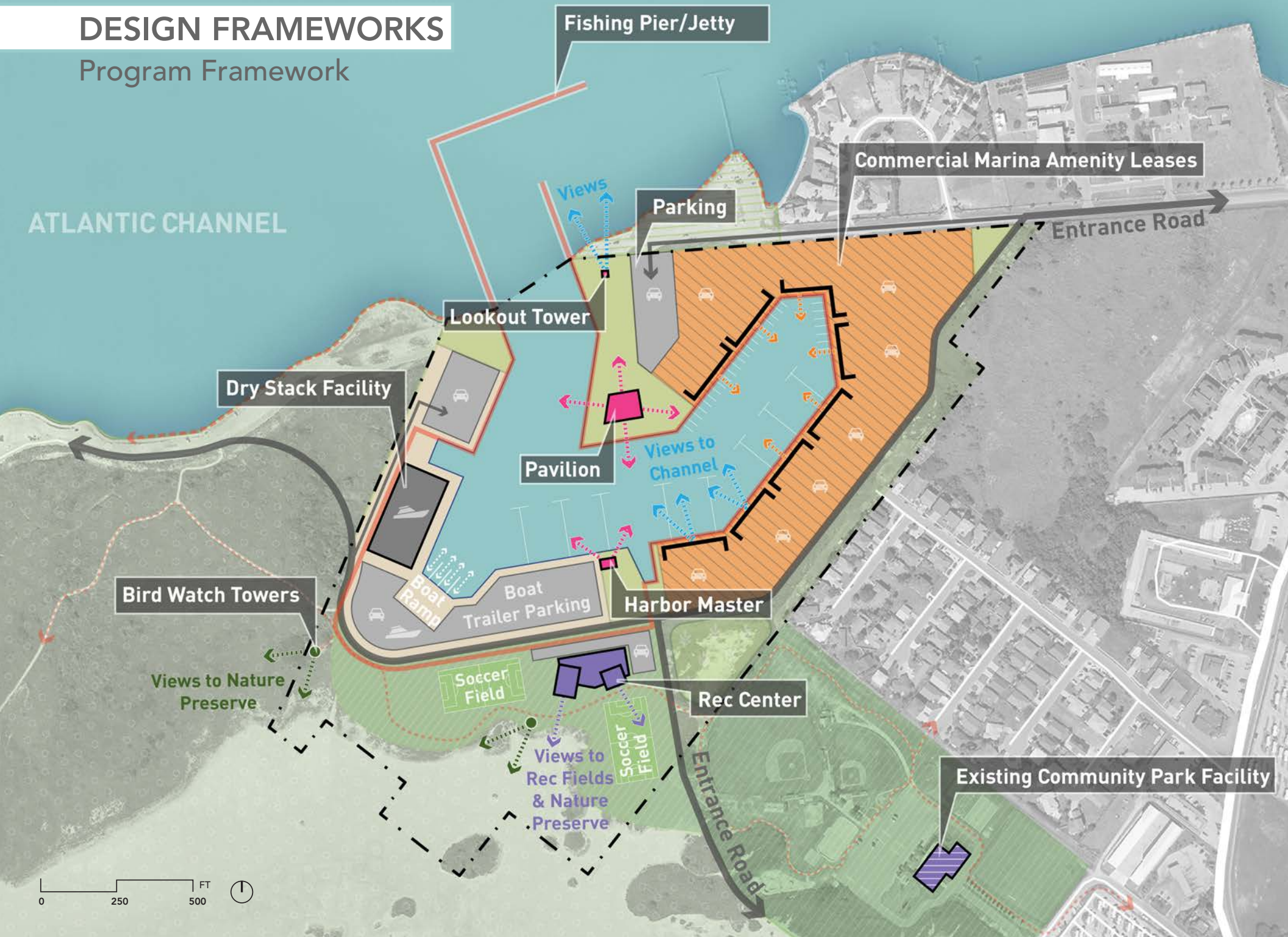
### ↳ Nature Preserve



The Nature Preserve at Charlie's Pasture provides opportunities for people to engage with Port Aransas's natural setting with bird watching, kayaking, and hike and bike trials. The new marina's location allows the site to enhance the interaction with the local natural ecosystem.

# DESIGN FRAMEWORKS

## Program Framework



# DESIGN FRAMEWORKS

## Program Framework

### ↳ Commercial Marina Amenity Leases



Commercial marina amenity leases provide a multitude of facilities and services for the boating community as well as a pedestrian friendly environment with places to eat and drink overlooking the marina and shipping channel.

# DESIGN FRAMEWORKS

## Program Framework

### ↳ Public Amenity Facilities



Public amenity facilities cater to both residents and visitors with various public and private events as well as recreational and ecological features that are integrated into the landscape.

# DESIGN FRAMEWORKS

## Program Framework

### ↳ Recreation Center



The recreation center improves the quality of recreation for the city and acts as a catalyst for the new marina. Its location and integration with the existing community park and nature preserve grant easy access and scenic views.

# DESIGN FRAMEWORKS

## Program Framework

### ↳ Dry Stack Facility



The dry stack facility helps alleviate the water based boat parking by furnishing enclosed boat storage. The design could also contribute to the aesthetic character of the marina.

# DESIGN FRAMEWORKS

## Program Framework

### ↳ Boat Types

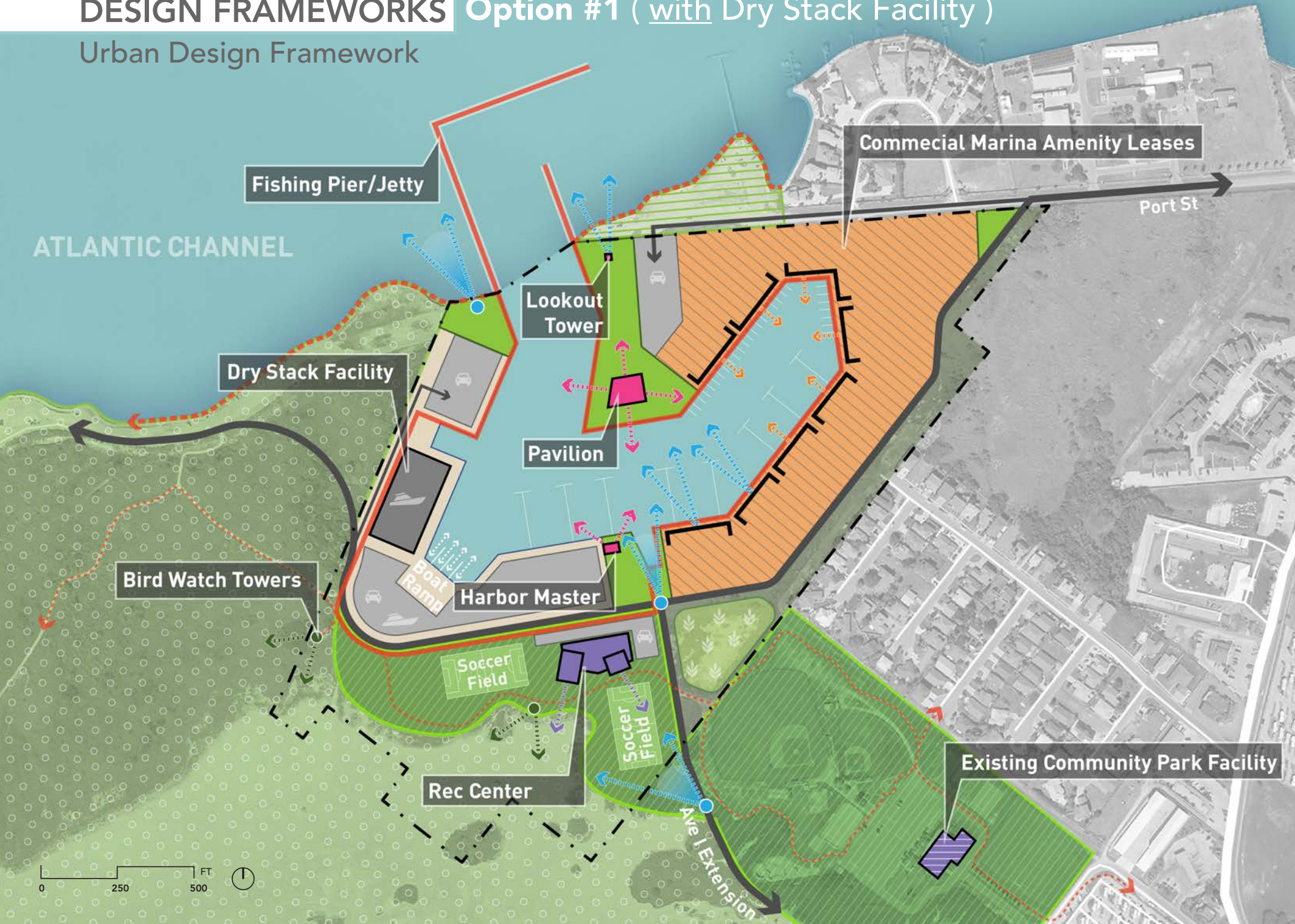


Various types of boats help cater to the local marina needs and accommodate different user types.

# DESIGN FRAMEWORKS

## Urban Design Framework

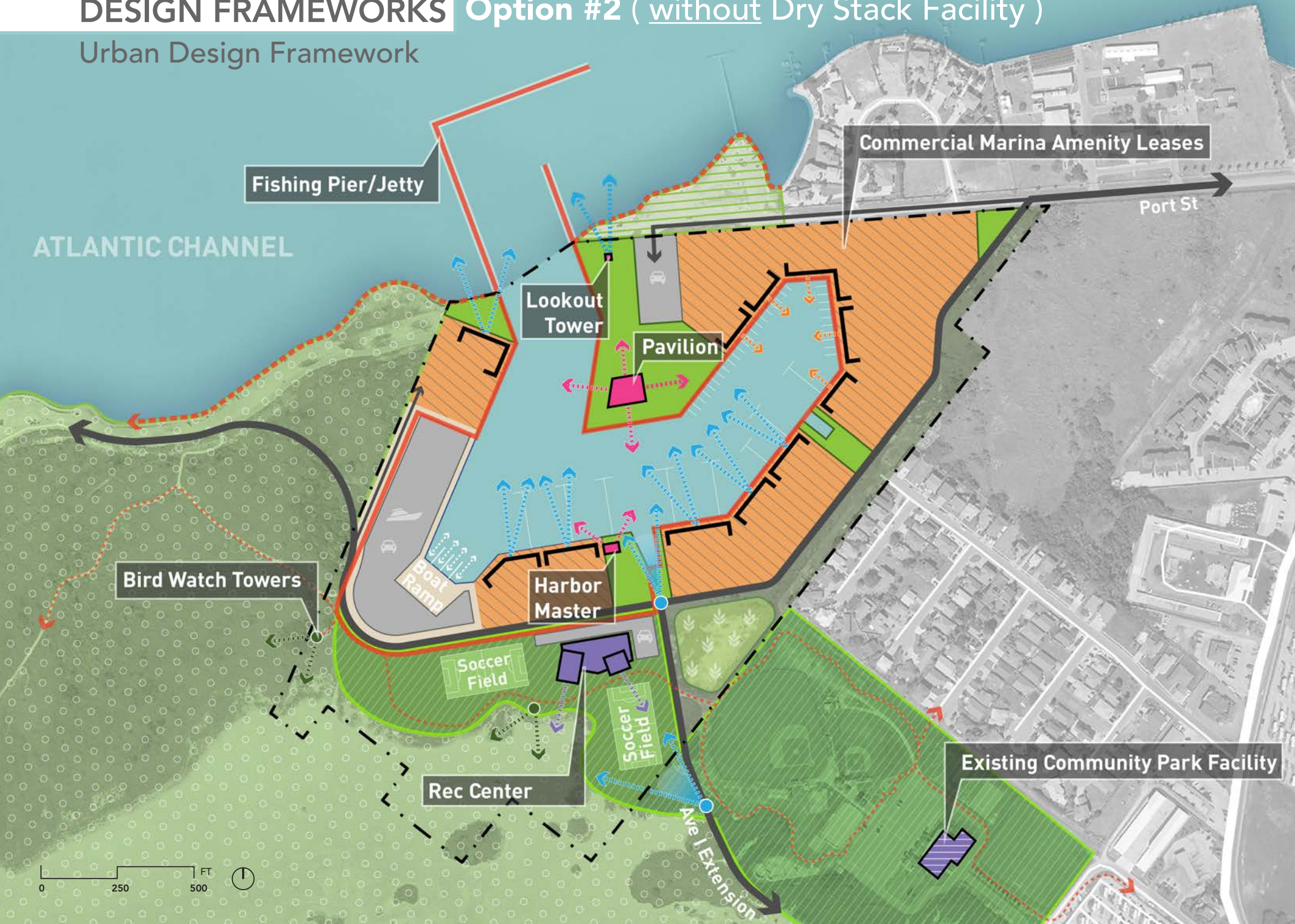
### Option #1 ( with Dry Stack Facility )



# DESIGN FRAMEWORKS

## Urban Design Framework

### Option #2 ( without Dry Stack Facility )



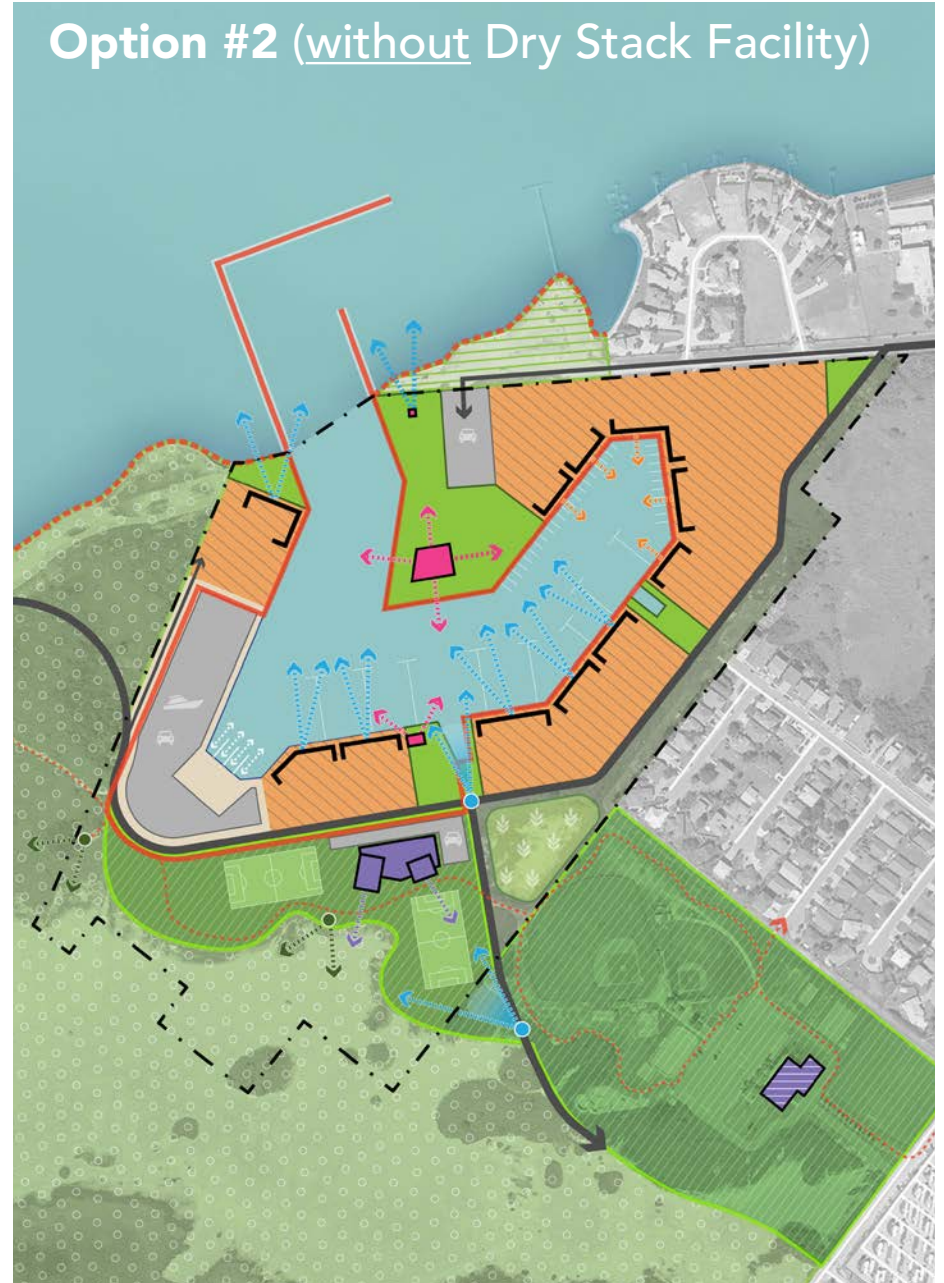
# DESIGN FRAMEWORKS

## Urban Design Framework

### Option #1 (with Dry Stack Facility)



### Option #2 (without Dry Stack Facility)



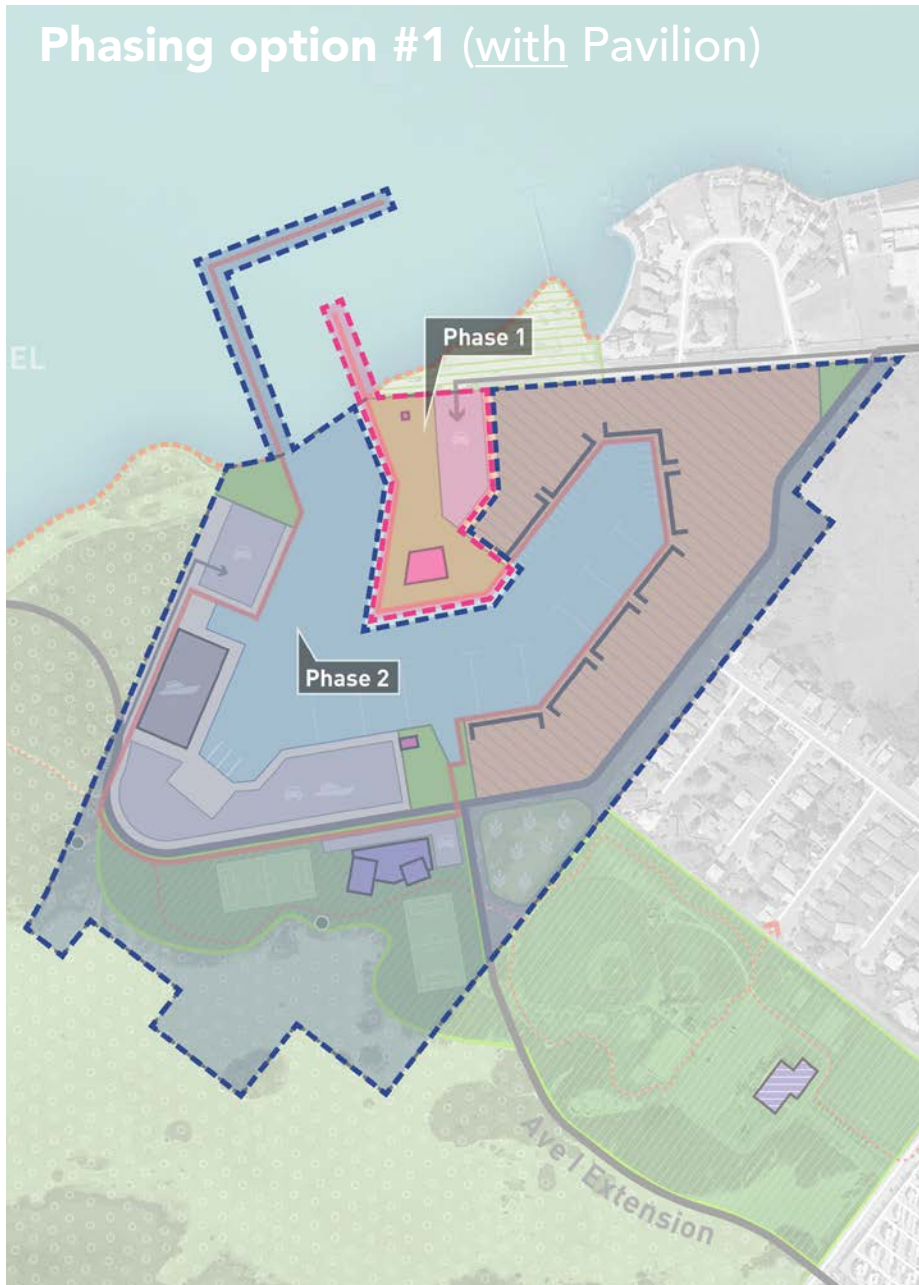
# REALIZING THE VISION



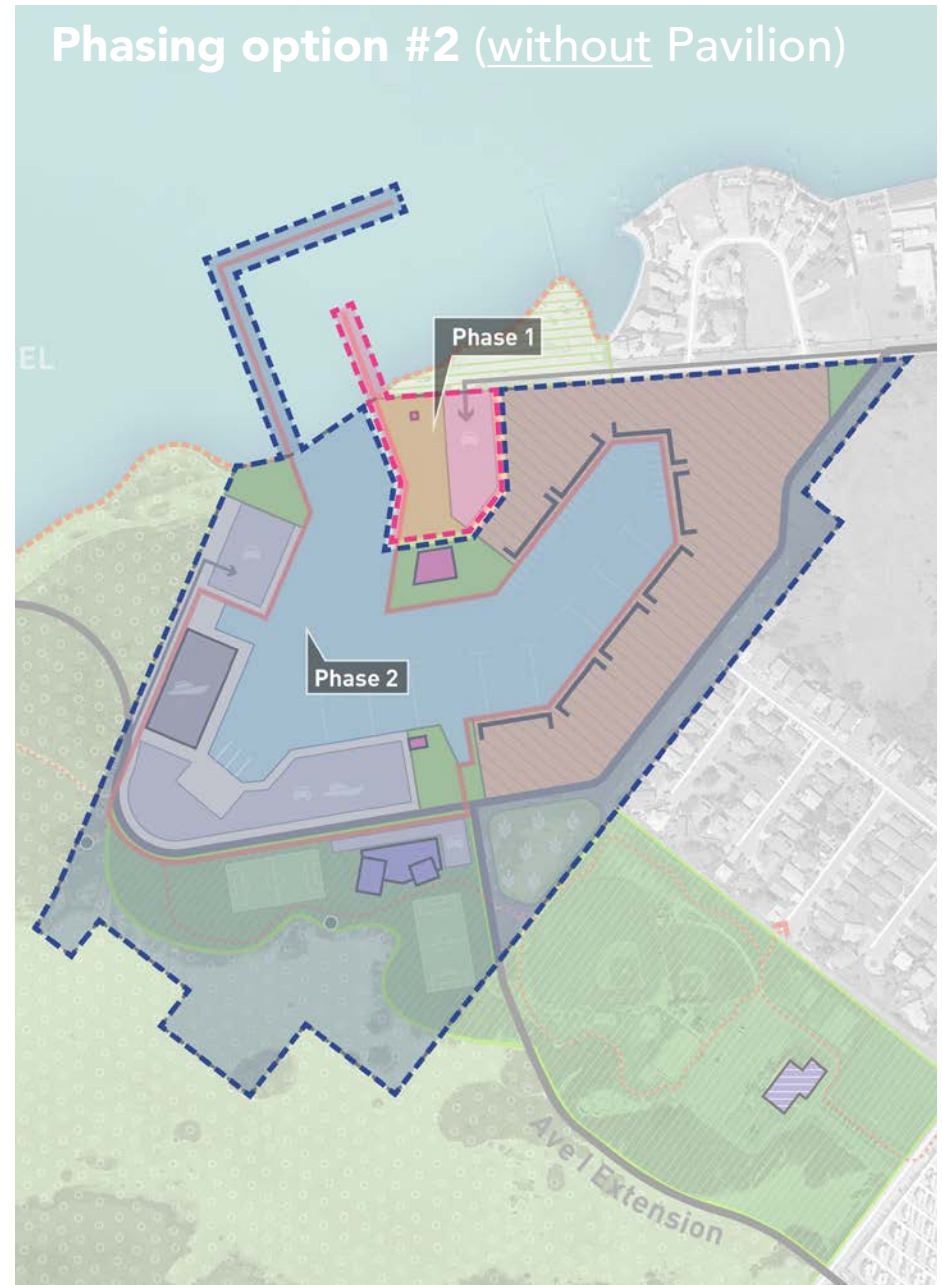
# REALIZING THE VISION

Phasing - (Design framework option #1 with dry stack facility is used as an example)

Phasing option #1 (with Pavilion)



Phasing option #2 (without Pavilion)



# REALIZING THE VISION

## Revenue Sources

### COMMERCIAL MARINA AMENITY LEASES (PHASE 1)

- Total leasable square feet: 50,000 ft<sup>2</sup>
- Avg monthly rate PSF (NNN): \$1.25
- Assumed Occupancy: 85%
- Total annual revenue: \$637K

Existing

**Dennis Dryer  
Municipal Marina**

### EXISTING DENNIS DRYER MARINA

- Total slips: 275
- Total leasable slips: 227
- Total annual revenue: \$624K

Proposed

**Municipal Marina at  
Charlie's Pasture**

### NEW MARINA PROJECTIONS

- 280 Total leasable slips
- Avg slip size: 47 ft
- Avg monthly rate: \$529
- Assumed occupancy: 80%
- Total annual revenue: \$1.45M

**\$2.7M**  
TOTAL ANNUAL REVENUE

## REALIZING THE VISION

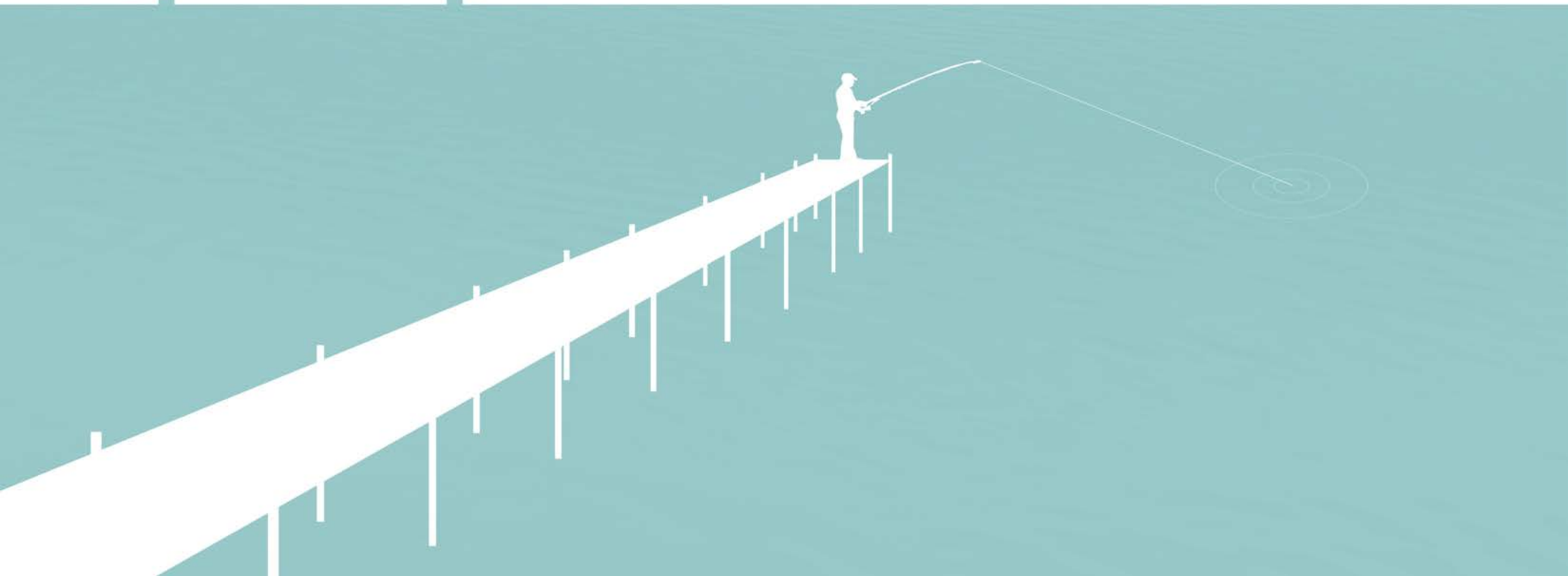
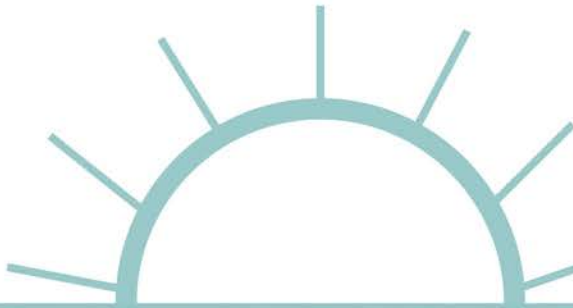
### Revenue Sources (continued)

SUMMARY OF ASSUMPTIONS		
	ANNUAL REVENUE	COMMENTS
Existing Marina Revenues	\$620,000	Per Adopted Budget FY 13-14, City of Port Aransas
New Marina at Charlie's Pasture	\$1,450,000	Per Murray 2014 Marina Study, assumes 80% occupancy
Commercially Leasable Space at New Marina	\$640,000	Per Sasaki Oct 2014 Preliminary Design, assumes 50,000 square feet of leasable retail at 85% occupancy and rental rate of \$1.25 per square foot per month. Subject to change as design process moves forward.
Total Annual Revenue	\$2,710,000	

## NEXT STEPS

### Phase 2 - Next steps for waterfront development study

1. BOUNDARY AND TOPOGRAPHIC SURVEY
2. MARKET STUDY TO IDENTIFY PROGRAM FOR COMMERCIAL MARINA AMENITY LEASES
3. DETAILED MASTER PLAN (PROGRAM ACCOMMODATION & ADJACENCIES, 2D/3D DESIGN, SITE SECTIONS, SITE AMENITIES & LANDSCAPE CONCEPTS, PEDESTRIAN/VEHICULAR CIRCULATION, ILLUSTRATIVE SITE PLAN AND RENDERINGS)
4. PHASING STRATEGY
5. FINANCIAL ANALYSIS (PUBLIC/PRIVATE PARTNERSHIP & FINANCE STRATEGIES)
6. BEGIN ARMY CORPS OF ENGINEER'S PERMIT FOR AVENUE I EXTENSION
7. BEGIN JETTY DESIGN



# DESIGN FRAMEWORKS

## Vision



# DESIGN FRAMEWORKS

## Vision

