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

<table>
<thead>
<tr>
<th>MARINAS</th>
<th>DISTANCE TO JETTIES (nautical miles)</th>
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<tbody>
<tr>
<td>Bluff’s Landing</td>
<td>25.6</td>
</tr>
<tr>
<td>Corpus Christi</td>
<td>20.7</td>
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<tr>
<td>Aransas Co. Nav. Dist. (Fulton)</td>
<td>16.2</td>
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<tr>
<td>Key Allegro</td>
<td>15</td>
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<td>Aransas Co. Nav. Dist. (Rockport)</td>
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<tr>
<td>Aransas Co. Nav. Dist. (Cove Harbor)</td>
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<tr>
<td>Redfish Bay Boathouse</td>
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<tr>
<td>San Patrico County Nav. Dist.</td>
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<td>Island Mooring</td>
<td>6.3</td>
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<td>Potential Future Marina</td>
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<tr>
<td>Dennis Dryer</td>
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Regional marinas

- Bluff’s Landing
- Corpus Christi
- Aransas Co. Nav. Dist. (Fulton)
- Key Allegro
- Aransas Co. Nav. Dist. (Rockport)
- Aransas Co. Nav. Dist. (Cove Harbor)
- Redfish Bay Boathouse
- San Patrico County Nav. Dist.
- Island Mooring
- Potential Future Marina
- Dennis Dryer
SITE IMPRESSIONS
SITE IMPRESSIONS
City of Port Aransas existing conditions
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
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.
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.
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
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 MARINA FACILITY & SERVICES NEEDS

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

**EXISTING IMPROVEMENTS**

**Dennis Dryer Municipal Marina**

**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

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.
DESIGN FRAMEWORKS
IMPROVEMENT TO PORT STREET

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

ATLANTIC CHANNEL

Fishing Pier/Jetty
Commercial Marina Amenity Leases
Parking
Lookout Tower
Dry Stack Facility
Bird Watch Towers
Pavilion
Views to Channel
Views to Nature Preserve
Soccer Field
Boat Trailer Parking
Boat Ramp
Harbor Master
Rec Center
Existing Community Park Facility

Entrance Road

0 250 500 FT
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.
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.
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.
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.
Various types of boats help cater to the local marina needs and accommodate different user types.
DESIGN FRAMEWORKS

Option #1 (with Dry Stack Facility)

Urban Design Framework

- Fishing Pier/Jetty
- Dry Stack Facility
- Lookout Tower
- Pavilion
- Harbor Master
- Rec Center
- Soccer Field
- Bird Watch Towers
- Commercial Marina Amenity Leases
- Existing Community Park Facility

ATLANTIC CHANNEL
DESIGN FRAMEWORKS
Option #2 (without Dry Stack Facility)

Urban Design Framework

- Fishing Pier/Jetty
- Commercial Marina Amenity Leases
- Lookout Tower
- Pavilion
- Bird Watch Towers
- Harbor Master
- Rec Center
- Existing Community Park Facility
- ATLANTIC CHANNEL
DESIGN FRAMEWORKS
Urban Design Framework

Option #1 (with Dry Stack Facility)

Option #2 (without Dry Stack Facility)
REALIZING THE VISION
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 ft²
- Avg monthly rate PSF (NNN): $1.25
- Assumed Occupancy: 85%
- Total annual revenue: $637K

EXISTING DENNIS DRYER MARINA
- Total slips: 275
- Total leasable slips: 227
- Total annual revenue: $624K

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
### SUMMARY OF ASSUMPTIONS

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<tr>
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<th>ANNUAL REVENUE</th>
<th>COMMENTS</th>
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<td>Existing Marina</td>
<td>$620,000</td>
<td>Per Adopted Budget FY 13-14, City of Port Aransas</td>
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<tr>
<td>Revenues</td>
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<td>New Marina at</td>
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<td>Per Murray 2014 Marina Study, assumes 80% occupancy</td>
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<td>Charlie’s Pasture</td>
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<tr>
<td>Commercially</td>
<td>$640,000</td>
<td>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.</td>
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<td>Leasable Space at</td>
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<td>New Marina</td>
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<tr>
<td>Total Annual Revenue</td>
<td>$2,710,000</td>
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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