

# Main Findings

**Nature:** 25.7% of the coastal strip is preserved in its natural state (sand, limestone cliffs, and local plant growing areas). 19% are landscaped natural parks (developed and protected). altogether, almost 45% of the coastal strip is in its natural state.

**Ecosystem:** Of all the natural sites in the city, almost a quarter are located on the coast and the sea, and a wealth of local vegetation grows through rehabilitation activities and restoration of local species in landscaped gardens.

**Sand:** 0.78 square meters of sand per resident.

**Handicap Accessibility:** Tel Aviv Marina, Tel Aviv Port, and all the declared beaches are accessible to the disabled and every designated beach has a unique chair to access the sea.

**Accessibility:** Along the strip is a 16 km long bicycle trail that connects Ha'Tzuk Beach with Givat Aliya Beach. Most of the trail is separated from the road and sidewalks. However, there are very few bicycle paths to the beach, and in fact only the bike paths of the Yarkon Promenade and Keren Kayemet Street reach the coastline.  
4.8% of the coastal strip is populated by regulated parking lots.

**Cost of Living:** There are 150 thousand vacationers on average on the beaches on Saturdays, and a total of 5000 subsidized beach umbrellas. This is in addition to supervised prices on the 8 most popular items on the beach in all beach restaurants.

**13 Declared Beaches:** The largest number of declared beaches in the country. There are 33,300 residents per each declared beach.

**Security:** During this past year, a coastal policing unit was established. The unit includes 52 policemen and conducts an average of 6 patrols per day. Over the past year, 60% more cases were dealt with in the coastal strip.

**Mixed Uses:** 63% of the coastal strip is an open public area: sand, promenades, parks and natural areas. 28.2% are dedicated to recreation and leisure areas.  
Of the businesses in the leisure areas: 25% are food services, 25% commerce, 20% operating space and service facilities, and 14% are for culture and sports.

**Water Sports:** The coastal strip has nine areas that are permitted for non-motorized water sports (in addition to the city's ports and marinas).  
Over 500 vessels anchored in Tel Aviv-Yafo, 93 of which are fishing vessels.

**Resources:** The coastal strip produces about 18 tons of waste per day which is about 1.5% of municipal waste.

**International:** 86% of the city's hotel rooms are on the front line opposite the beach.

Touch

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## תמונת מצב החוף והים תל-אביב-יפו

דוח שנתי 2017



צילום: דורון סהר

# Introduction

In 2015, with the integration of the coastal strip, Atarim began developing a management model that combines various factors; balances needs, opportunities and challenges; and strives to create improved space for the benefit of the community, the city and the environment.

The coastal strip consists of many spaces and features: the sea up to 400 meters from the coastline, declared beaches, coastal park, leisure and commercial areas, and the four harbors: the Jaffa Port - active fishing port, Tel Aviv Marina, the Green Marina at the Tel Aviv Port, and the future Reading Marina . It includes a total of 8000 square meters along 14 kilometers- from the border of Herzliya until the border of Bat Yam in the south. The coastal environment extends from 300 meters east of the coastline to 400 meters westward into the sea.

Within this space one can find 203 species of plants, 91 hotels, 5,000 subsidized beach umbrellas, 15,000 water sport enthusiasts, hostels, more than 278 bars and restaurants, and more than 9 million visitors a year. **All of these require a combined management that facilitates each aspect of the coastal strip individually, and all of them together.**

To this end, we are formulating the Tel Aviv-Jaffa model for integrated and sustainable management of the coastal strip. Our process is based on four anchors:

1. The strategic plan of Tel Aviv-Jaffa
2. The Maritime Spatial Plan of Israel
3. The ICZM model, ratified in 2014 by the Mediterranean countries, including Israel
4. The vision of Atarim for the coastal strip, which presents 5 basic values:
  - a. Nature - the Blue Lung, conservation
  - b. Resident - a place for everyone, accessibility, safety, and fairness
  - c. Community - the involvement of all interested parties, open community space
  - d. City - intelligent and knowledge-based management in cooperation with all municipal authorities
  - e. World - promoting cooperation and mutual learning for the cultivation and development of the coastal strip

This year we established an initial base for a knowledge center, which will connect the community to the coast and to the sea and provide the city and Atarim Group both information and a deeper understanding of the entire strip as an urban and ecological habitat.

**This report is part of the mapping process of the current situation of the urban coastal strip. The document consists of five chapters respective to the five values (listed above) in Atarim Group's strategic plan: each chapter consists of displays of quantitative data along with text explanations, successful examples, and insights from the world.**

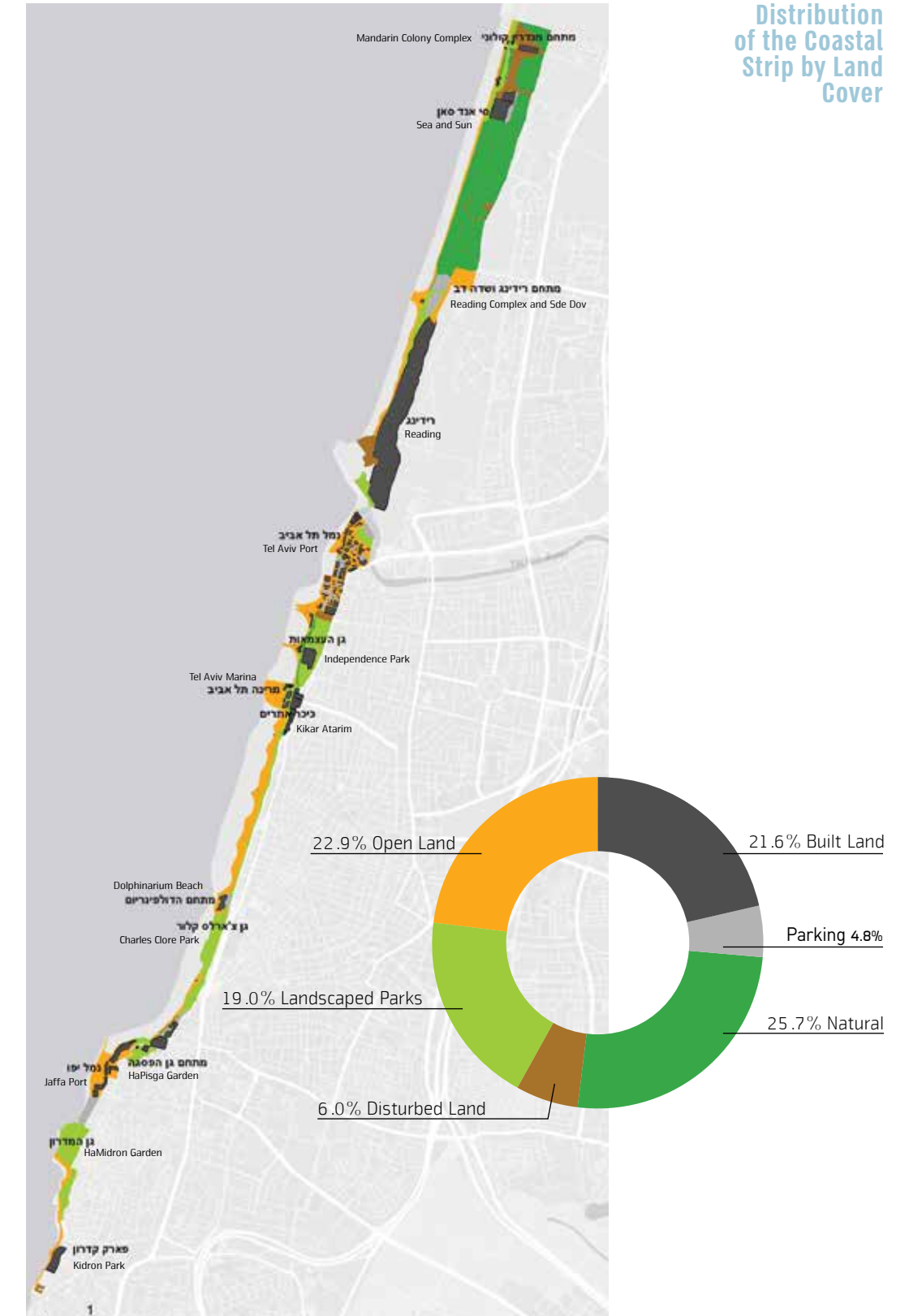
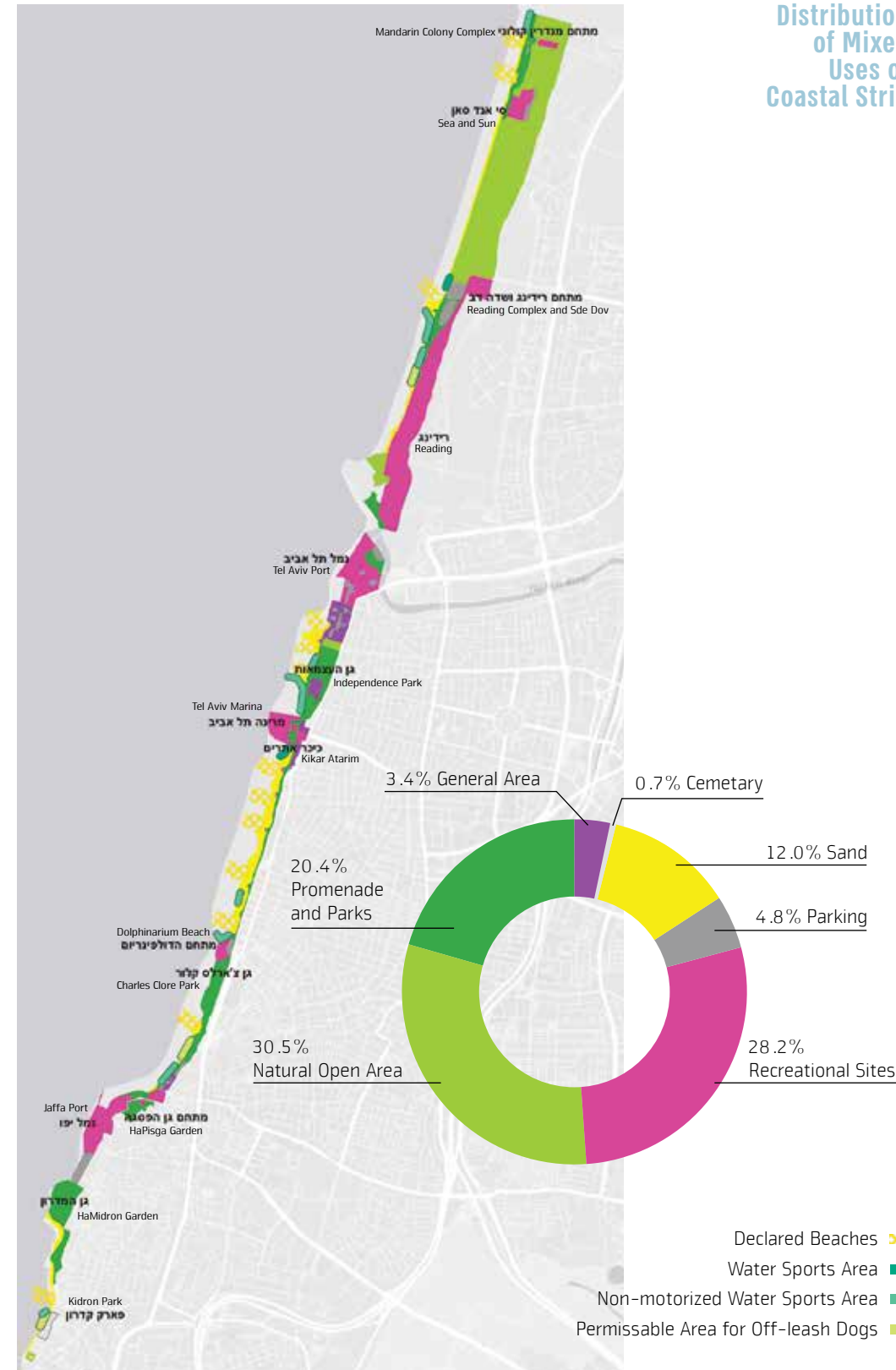
As part of the process, Atarim has conducted extensive research on the management of urban beach strips around the world, in order to learn and implement innovative projects in the city of Tel Aviv-Jaffa. The document includes selected examples, which constitute a learning point in the development processes of city's coastal strip.

At the local level, selected examples of urban coastal strip development from recent years are presented.

The primary objective of writing this first report is to identify the most relevant indicators of the current state of the coastal strip. With this data, we can identify trends and behaviors on the coastal strip, identify challenges and opportunities, and turn them into targets for years to come.

This is a first status report on the Tel Aviv-Yafo coast. Its purpose is not only to present an inventory, but to identify data and information deficiencies and to define issues requiring follow-up in future years. A list of data that is not yet available appears as an appendix below.

Adv. Yaron Klein  
CEO of Atarim Group



- Declared Beaches
- Water Sports Area
- Non-motorized Water Sports Area
- Permissable Area for Off-leash Dogs