



ATARIM

IN TEL AVIV-YAFO COASTLINE

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STATUS REPORT

2018



Photo: Barak Brinker

TEL AVIV-YAFO COASTLINE

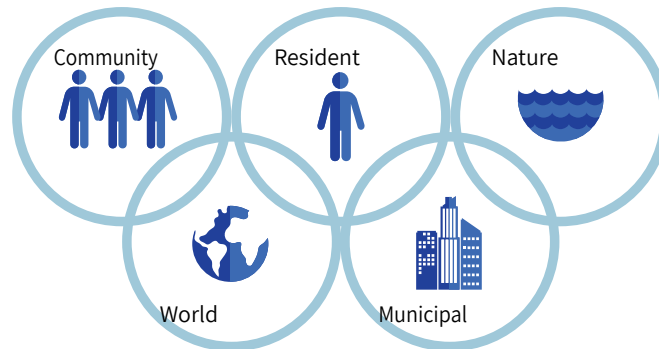
STATUS REPORT

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INTRODUCTION

The Atarim Group is a municipal corporation that is responsible for the development and management of the Tel Aviv Yafo coastline. The urban coastline is composed of a diverse range of spaces that can be used for multiple purposes and services for city residents and visitors.

The strategic plan of the Atarim Group breaks down the coastline by the following areas:



NATURE

The beach and coastline are the most important blue vistas in the city teeming with natural values and sites. The Atarim Group strives to develop the coastline in a manner that maintains and preserves this precious natural resource. **In 2018, the Atarim Group set up an innovative marine urban space at the Jaffa Port, for environmental solutions that are adapted to the urban coastline surrounding in order to promote innovation and technology, while compiling data on the blue economy, which will help develop the coastline, city and around the world.**

RESIDENTS

The coastline is a spacious public resource that offers multi-purpose services and facilities to city residents and visitors. **The Atarim Group aims to create an accessible, open and safe coastline for residents through a variety of activities**, beginning with renovation of the promenade and creation of a pedestrian and riding area along the coastline from Herzliya to Bat Yam, to the establishment of a beach patrol unit to safeguard visitors to the coastline. The Atarim Group also set up a control center that supervises public arrangement and personal security along the coastline.

COMMUNITY

The coastline is the largest and most important community center in the city. The coastline is open and accessible 24/7/365, at no cost to the general public. **The Atarim Group sponsors dozens of events that are free to the general public.** The content is meticulously selected to provide a response to the diverse range of communities.

CITY

The coastline is the backbone of the Tel Aviv Yafo Municipality, serving as a second home for recreation and commerce, parks, promenade and four anchors. **The Atarim Group develops and manages the various facilities of the coastline with intelligent information-based management in conjunction with all municipal parties.** In 2018, the Atarim Group completed the unified management of the coastline by integration of all active facilities on the coastline. The Eastern Fair, the Tel Aviv Port, the Tel Aviv Marina, the station, the Jaffa Port, Old Jaffa and assets managed along the coastline. **The Atarim Group aims to implement a uniform strategy in the intelligent management of all coastline facilities.**

WORLD

The coastline is the most popular tourist site in the city. Old Jaffa and the Tel Aviv Port are among the six top tourist sites in Israel in 2018. **The Atarim Group is promoting cooperation and mutual study with other coastal cities around the world to foster and develop the coastline.**

This report is part of the smart coastline management. Every year, the Atarim Group collects, monitors and tests a group of site data in a composite of areas that comprise the coastline for information-based management of the coastline.

In 2018, the Atarim Group generated the “Tel Aviv Yafo Coastline Status Report” – 2017 Report”. The report surveys the status of the coastline. Following trends presented in the report and the needs that arose, the Company mapped projects for development that were the basis for the proposed infrastructures in the plan. Another conclusion of the report was that the Atarim Group was to start ongoing monitoring of several entities that reflect Company goals. The 2018 report includes the ongoing monitoring data such as visitor behavior in the Atarim Group facilities and opinion of community events. At the end of 2019, the Company is striving to continue monitoring additional measures such as offshore natural surveys, collection of data on urban marine innovations.

This year, we chose to present information compiled in the map atlas. The maps that appear below visually display the quantity, concentration and geographical spread of all data.

This tool, the map atlas, conveniently indicates the shortages, needs and opportunities along the coastline, facilitating decision-making on infrastructure sites, types of content and diversity of uses for coastline development.

Sincerely,

Adv. Yaron Klein

CEO of Atarim

VALUES OF NATURE AND NATURAL SITES

The city's coastline is teeming with various habitats: **kurkar ridges, sandy coasts, beach rocks, and abrasion platforms.**

The city is making efforts to preserve and develop urban nature in the coastline by grooming urban nature sites and marine nature reserves as well as landscaping with species of local flora.

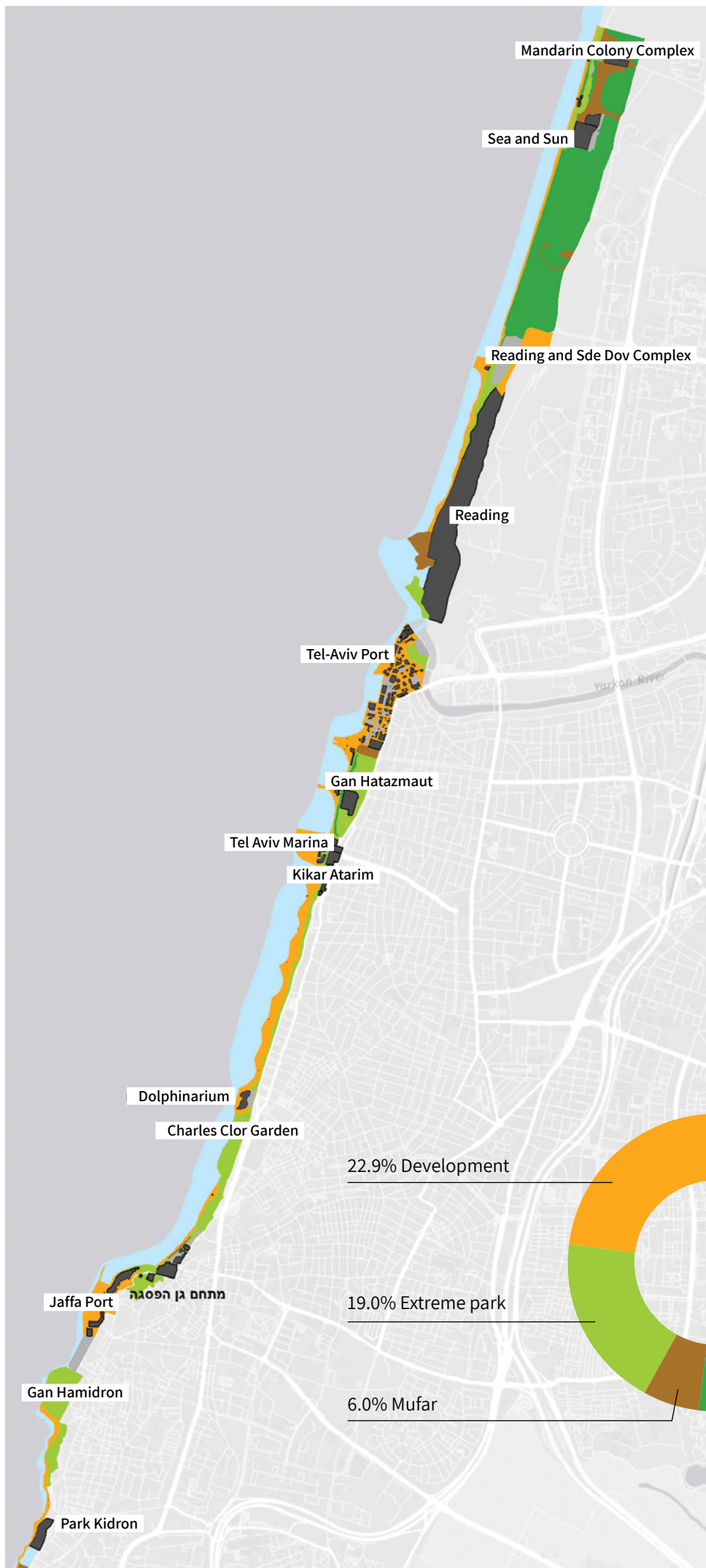
-  Marine nature reserve
-  Rocks near the beach
-  Urban nature site
-  Landscaping with local species
-  Kurkar ridge
-  Sandy beach
-  Abrasion platform
-  Hard bed

Comment: This data was created from a combination of various sources and are not for duplication purposes



SURFACE ELEMENTS

67.6% of the coastline is open public space that is accessible to the entire city public. This space includes nature sites, reserves, parks, beaches and promenades.



22.9% Development

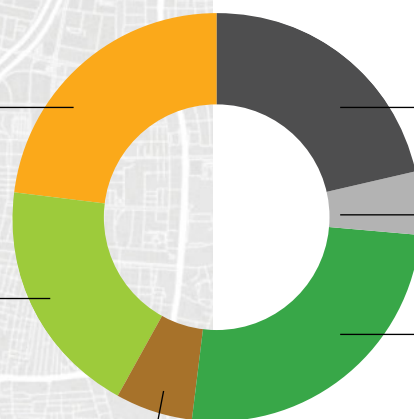
19.0% Extreme park

6.0% Mufar

21.6% Built

4.8% Parking

25.7% Natural



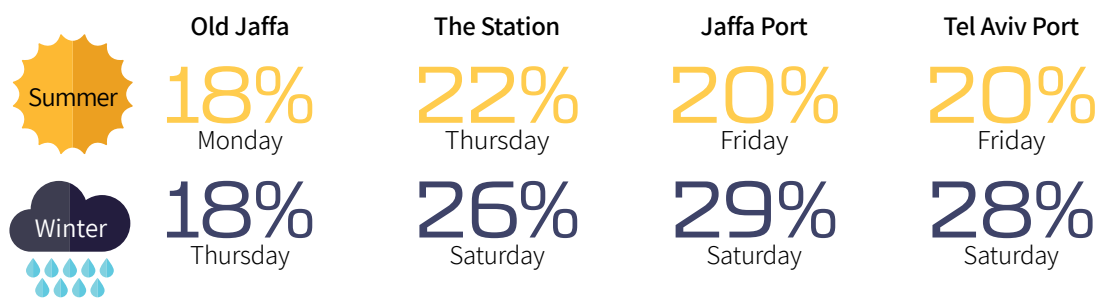
MONITORING VISITORS

Visitors and residents use the coastal facilities throughout the day and in all seasons.

At most sites, the most popular time of the day is evening.

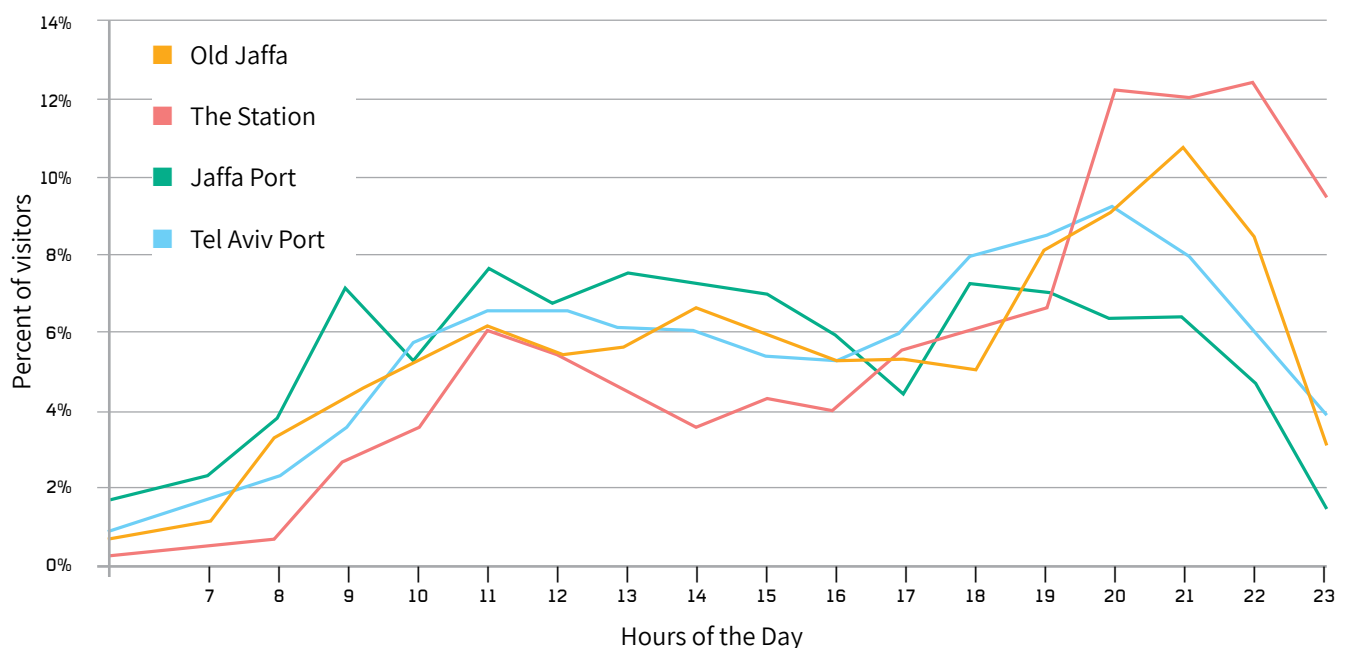
The patterns of visitors broken down by days of the week changes based on season. During the winter, on Saturdays, with the exception of Old Jaffa, the number of visitors is almost double the average number in the summer. In contrast, the breakdown of visitors is more balanced between the days of the week, with the peak day being 1.3 times larger.

The most popular day in every facility by season



*100% is the total number of visitors throughout the week

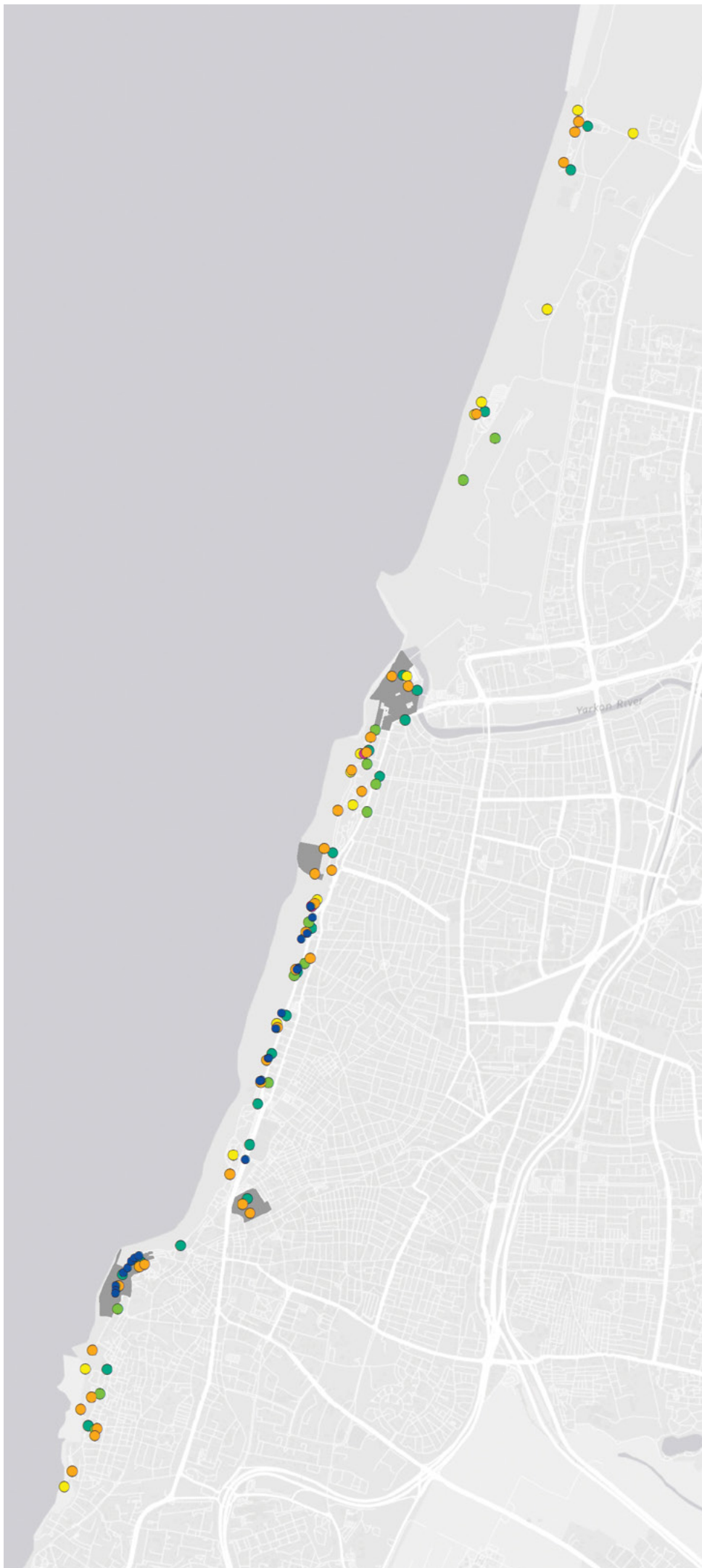
Percentage of visitors per hour on an average day throughout the year by sector



SERVICES OFFERED TO THE RESIDENT

Services offered to the resident are available along the coastline. On the beaches of the center of the city is a large concentration of all services that correspond with the larger number of visitors in this section. The main shortage is WIFI access points in the north of the city and in southern Jaffa.

- 18 points WIFI
- 34 public bathrooms
- 30 playgrounds
- 2 mobile libraries
- 14 playground exercise machines
- 4 dog parks
- 33 Tel-o-Fun stations



COMMUNITY EVENTS

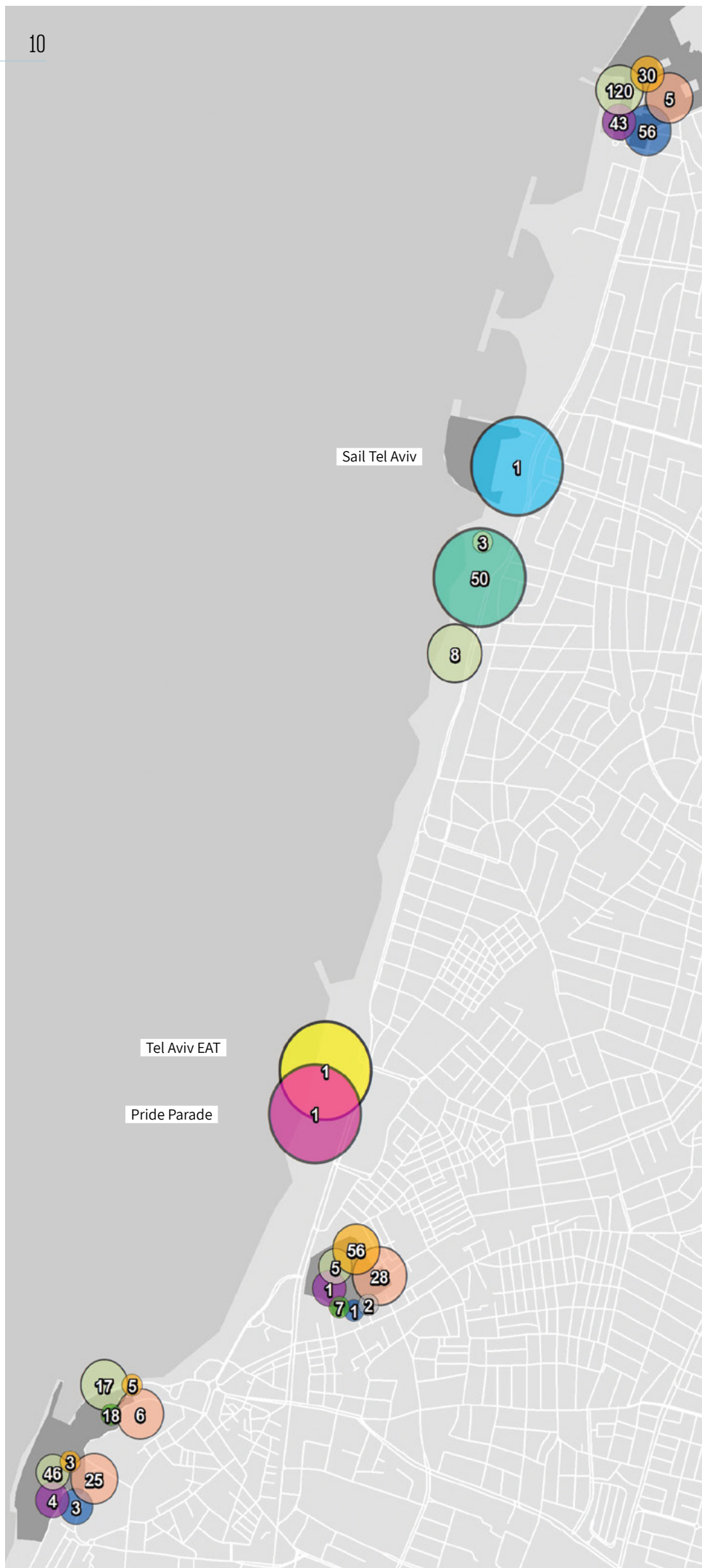
Thousands of various types of event took place along the coastline in 2018 including:

The three largest events were the Pride Parade, Sail Tel Aviv & EAT-TLV

In terms of coastline facilities, the majority of events in Old Jaffa focused on art and culture, at the Jaffa Port and The Station – music, and the majority of events on the beach involved sports, at the Tel Aviv Marina marine sports and at the Tel Aviv Port – a variety of cultural events.

- Art 25 events
- Culture 199 events
- Music 64 events
- Children 94 events
- Sports 48 events
- Community 60 events
- Hitech 2 events

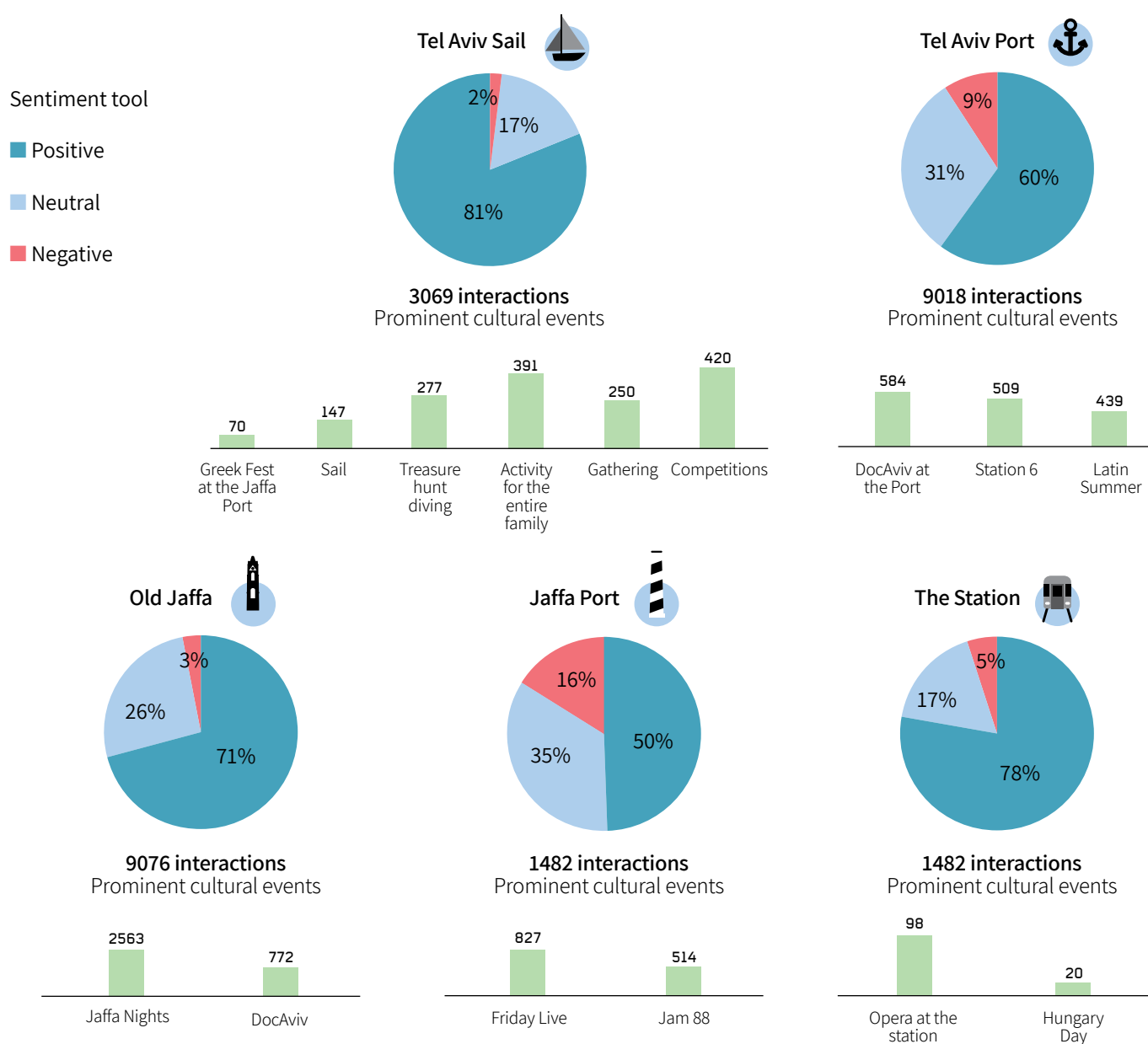
The size of the marking symbolizes the number of people who participated in the events, the number symbolized the number of events in the same facility, color symbolizes the theme of the vent



PUBLIC OPINION ON COMMUNITY EVENTS ALONG THE COASTLINE

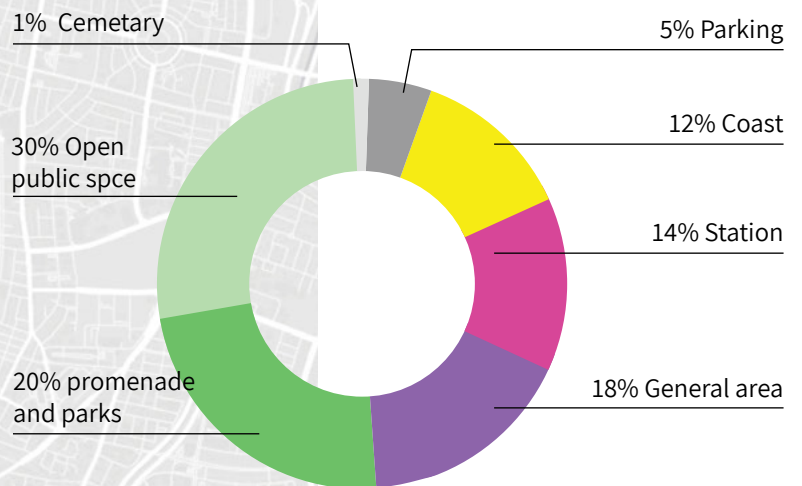
The main online chat on the four company events involved recreational cultural events. Over **60%** of the respondents were positive vs. **44%** of positive responses in the general Tel Aviv chat [annual average]. Old Jaffa and the Tel Aviv Port presented the highest number of responses.





In addition to the cultural events, the yoga events at the Tel Aviv Port sparked a tremendous discourse.



MIX OF USES

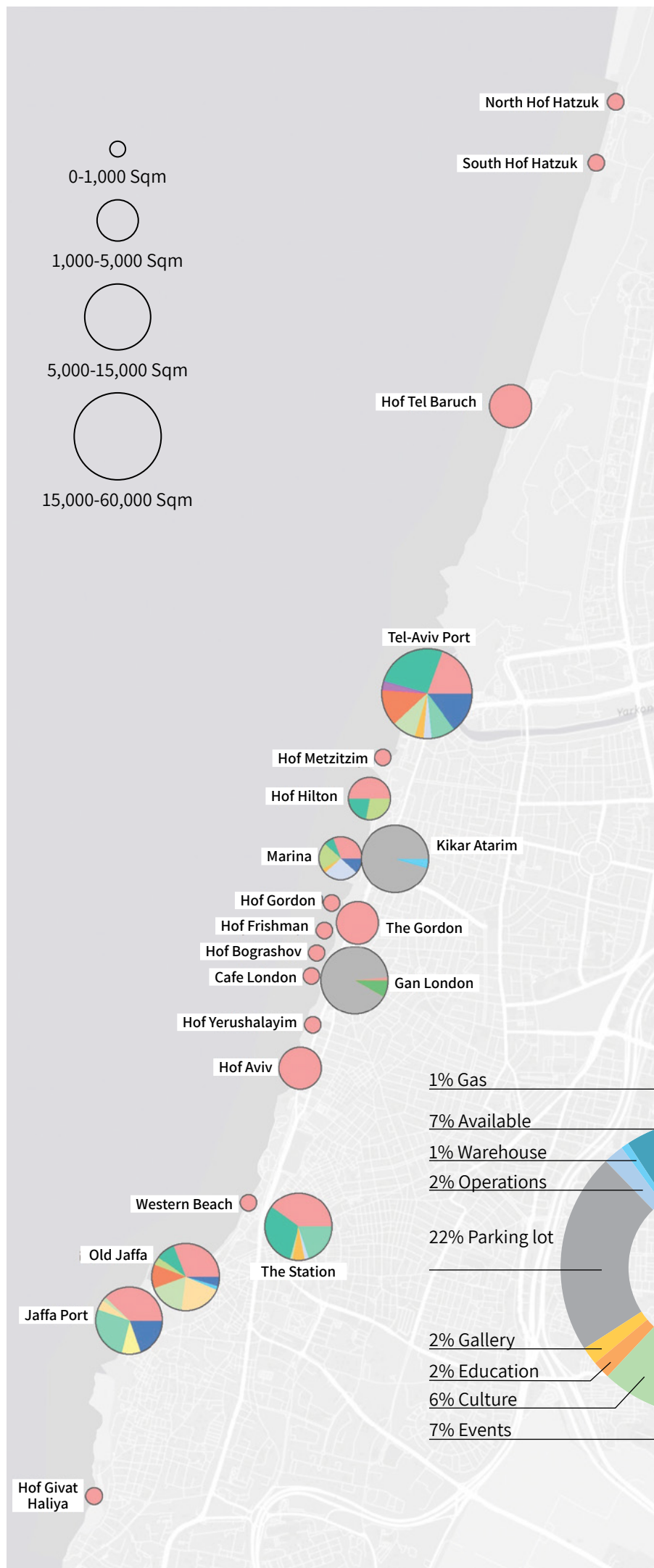
The Tel Aviv Yafo coastline offers its citizens an urban scene, cultural centers, beaches, marine sports and four anchors. **The coastline balances recreation and tourism, an infrastructure for blue economy such as fishing, nature sites and accessible parks.** The coastline reflects dedication coupled with innovation and progress – while protecting the unique eco structure of the city, coast and ocean.

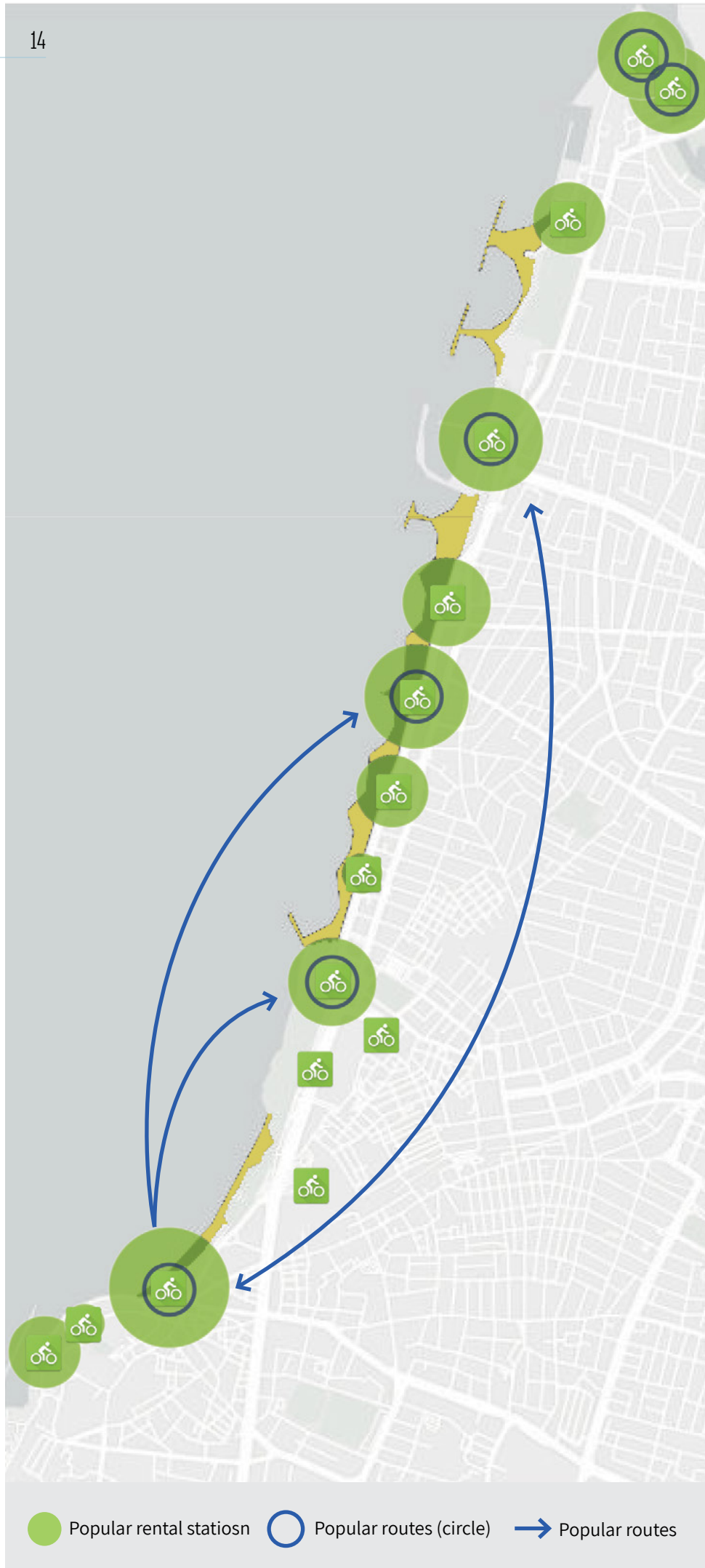


-  Bathing permitted
-  Area for water sports
-  Area for non-motorized water sports
-  Dog beach

BUSINESS MIX

The diverse business mix is the basis for successful management of recreational and commercial facilities. The majority of the businesses on the coastline involves dining – nearly one-quarter of the businesses in all facilities [with the exception of one]. **Approximately 20%** of the space is designated parking and **approximately 15%** for commerce. The first five facilities of Atarim are characterized by a wide range of businesses, including at least six types of businesses (in the marina and at the Station, and up to twelve in the other facilities).





TOURIST PATTERS IN BIKE RENTALS

86% of the bike rentals on the coastal stations are made by random users (not subscribers) – largely to tourists and visitors approximately **50%** of all random rentals in all 207 stations in the city were made at 18 coastal stations.

Of the **18** Tel-o-Fun stations along the coastline, approximately **13** of stations, the most popular route is the circular route [the bikes were rented and returned at the same station] and in the remaining five stations, the most popular route was between the coastline stations. The bikes rented at the coastal stations are used for touring more than any other area in the city.

Of the bike stations on the coastline, one-third are located at Atarim Group facilities, where **30%** of bikes are rented. At Atarim Group facilities, the most popular season for bike rentals is spring.

THANKS

Gratitude to Atarim Group management and employees. The Jaffa port, Old Jaffa, The Station, Marina, Tel Aviv Port and Eastern Fair.

Thank you to members of the Board of Directors of the Atarim Group.

Thank you to the Tel Aviv-Yafo Municipality:

Operations Division – Management and Operations of the city coastline and parks along the coastline

- Coastline division
- City improvement Division
- Environmental Protection Authority

The Community Culture and Sports Administration – Management and Operations of Community and Sports Events and Activities along the coastline.

- Community and recreation division (north, center, south)
- Sports Authority – Coastal and marine sports
- Culture and Arts Division

Buildign and Infrastructures Administration

- Roads and Lighting Division

Engineering Administration

- Municipal engineer
- Business Licensing
- Municipal architect
- Strategic planning

Organization Planning and Information Systems Division

- Center for Economic Social Research

A special thank you to the Communications and Information Systems Division

Municipal Spokesperson

Municipal Assets Division

Hamishlama for Jaffa

100 Global Cities

Global City and Tourism Administration

Steering and management: Susana Kramer, VP of Strategy and Content

Author: Rotem Tribitzky, Marine Ecology

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Touch