

LEADING THE WAY
IN MARINA AND
WATERFRONT
DEVELOPMENT



ATMSM
APPLIED TECHNOLOGY & MANAGEMENT

ATM Knows the Waterfront

Applied Technology & Management (ATM) is known throughout the industry for a full-service, turnkey approach to waterfront and marina development.



We are able to provide innovative engineering, business, and environmental solutions because of our highly-skilled and interdisciplinary staff— marina specialists, coastal and environmental engineers, ecologists, and marina operations specialists. We approach development holistically with an eye toward generating maximum, sustainable benefits from each project.

We believe that waterfront projects cannot be engineered effectively without integrating economic, market, and environmental issues. This is key to our business model and critical for

both private and public projects. Is the return worth the investment? Is the market sustainable over time? What are the boater trends that affect slip absorption and occupancy? Does the budget provide for future dock expansion or dock replacement? Are there additional revenue opportunities in the development that aren't being considered? Does project vision meet regulatory requirements or can it be modified to restore or enhance the local ecosystem? ATM's experience-driven planning process results in economically sound *and* environmentally acceptable development.

Market Analysis

Due Diligence

Feasibility Studies

Planning and Design

Financial Analysis and Pro Formas

Environmental Permitting

Construction Administration

Public-Private Partnerships

Operation Plans





Marine Structures

Marine structures pose uncommon challenges for the developer and the engineering team. These structures must be designed to survive unpredictable and extreme



pressures from storms, waves, tides, currents, winds, and vessel and human loads. They must endure constant wet-dry cycles and a corrosive environment. Additionally, marine structures have an impact upon local hydrodynamics, sediment transport, and marine habitat.

ATM's coastal engineers are experienced in addressing the challenges of marine structure placement and development. Our extensive working knowledge of coastal environments and hands-on experience give us a unique feel for the site-specific needs of coastal structures and their effect on the natural systems of the location.

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Leading lending institutions call on ATM's expertise to conduct comprehensive due diligence inspections for risk assessment on marine structures and evaluation of marina products being considered for their portfolios.

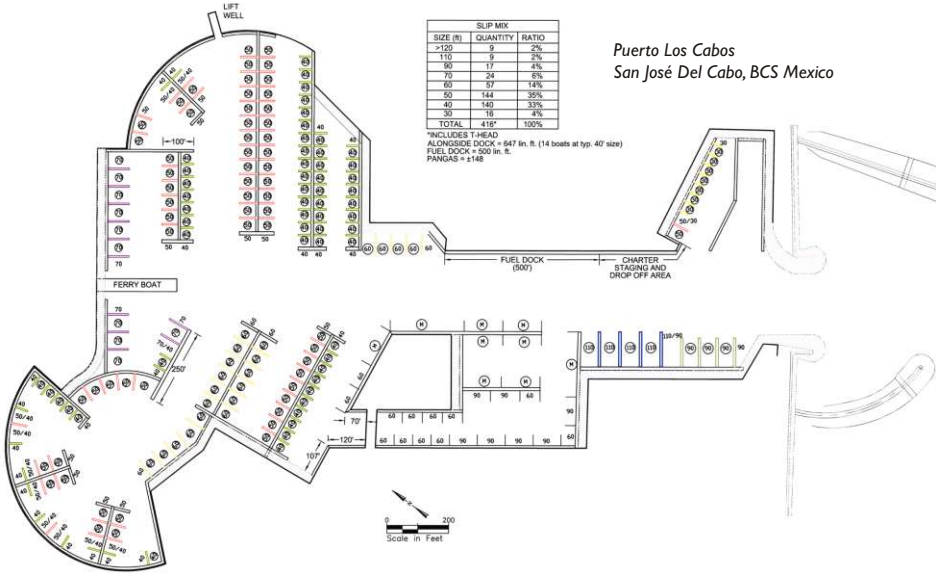
Facilities Planning and Layout

ATM covers "the waterfront" on all aspects of facility planning and development. Our team works comfortably and closely with development teams, land planners, architects and public agencies. For public projects, we are experienced in collecting public opinion and keeping all stakeholders informed of project progress, while striving for consensus.

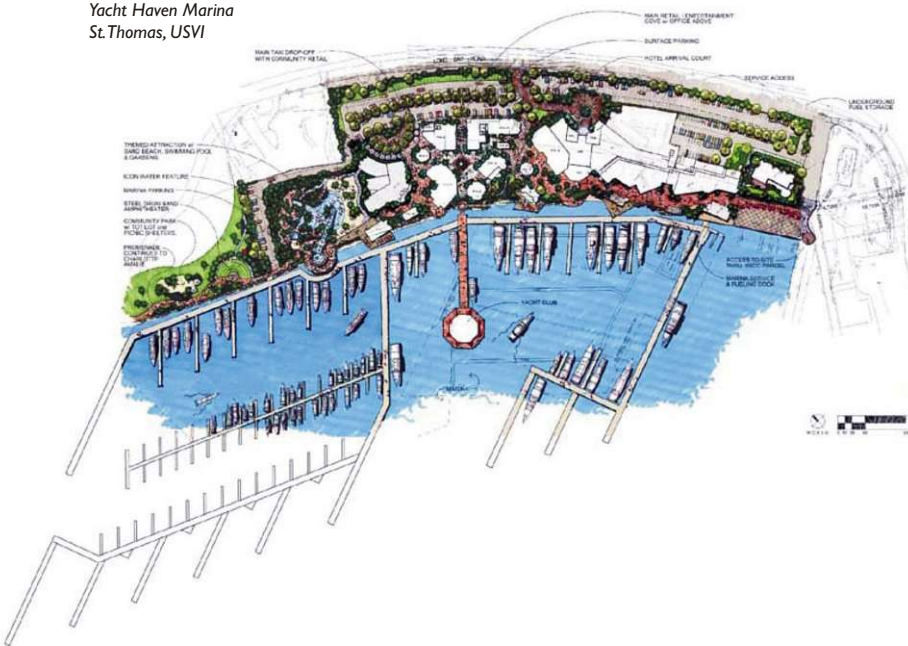
When laying out a new marina or improving an existing facility, ATM goes beyond basic marina design practices. We provide unique layout solutions that integrate client vision, market factors, and practical engineering principals. This results in custom facilities that balance aesthetic requirements and operational effectiveness.



Our planning and design experience covers the full spectrum of waterfront facilities ranging from local private marinas to remote hotel and resort developments. Marinas are often an integral part of residential developments and revitalized urban waterfronts. A marina may serve as the focus of mixed use resort destinations that may include cruise ship terminals, megayacht harbors, ecotourist attractions, and sandy beaches.



Yacht Haven Marina
St. Thomas, USVI



WATERFRONT REDEVELOPMENT

More and more municipalities and private interests are recognizing the public's desire to return to their riverfronts, harbors, and lakefronts. This refocus on undeveloped or industrialized waterfronts presents unique challenges and opportunities.

Redeveloping waterfront property has multiple benefits— it can revitalize a sluggish downtown, attract new business opportunities, and build community relations. It's about aesthetics and quality of life, as well as creating an incentive to invest private dollars for the economic well being of the community.

Because of our broad interdisciplinary experience, ATM has led numerous waterfront revitalization efforts. While every project is unique, they all serve as case studies. The solutions applied and lessons learned become part of our experience that we apply to all projects.



Market Studies and Business Planning

In addition to standard business yardsticks, our engineers and analysts have developed tools specifically designed for the evaluation of marinas. These tools facilitate the assessment of market demand, existing facility value, and potential future performance.

Accurate market demand projections provide a clear vision of facility size, characteristics and amenities needed to attract boaters. Market position will dictate rate structures and initial capital investment while boater trends, cruising circuits and seasonality will drive occupancy and slip absorption.

One of the more valuable tools in marina planning is ATM's marina-specific pro-forma analyses that predict the income and expenses over time (usually ten years). By combining estimated construction costs, market data, income opportunities, and the costs of doing business into a single numerical tool, the effect of multiple "what-if" scenarios can be quickly evaluated. Once developed, the tool can be used to predict the effect of phasing construction, using alternative construction materials, increasing staffing, or a slower absorption of the proposed slips. In this way, both project feasibility and a recommended course are determined upfront.

ATM provides answers:

What is the anticipated demand for this facility?

What upland facilities are required or desirable?

How many wet slips should be built and in what size categories?

Would dry stack storage be a profitable addition?

How should build-out be phased to match market demand within budget constraints?

What margins can be expected in years 1, 5, and 10?

Environmental Permitting and Negotiation

Recreational waters are shared by many. Access points are limited. The continued use of these waters depends on protection and enhancement of the ecological resource diversity of the biological community, quality of the water and sediment, respect for the hydraulic forces and impact on nearby rivers and estuaries.



Our reputation for thorough research and analysis has enabled us to develop strong, cooperative, on-going relationships with federal and state permitting agencies.

We approach each project with the philosophy that responsible waterfront development sustains and enhances shared natural coastal resources. With mutual objectives, and solid scientific and engineering background, we are generally able to negotiate permitting issues with the various agencies in a timely and efficient manner.





MUNICIPAL & PRIVATE MARINAS

Marinas are no longer just parking lots for boats. A marina is a critical waterfront attraction used to provide access to the water, transient visitation by boat, and a gathering place for upland community use. A marina is also a business and therefore must be located, designed, and operated to address market demand and provide a reasonable return on investment.

ATM has assisted in the development, redevelopment and value analysis of over 250 marina projects. We offer unparalleled expertise gained from nearly 20 years of unique project experience in diverse locations.

RESORT DEVELOPMENTS

Resort development is under a strong demand to be financially feasible, while still appealing to an increasingly particular consumer. Greater emphasis is being placed on the elements of environmental sensitivity, authenticity of experience, and ecological attraction, while still addressing the business and design demands of a working marina. ATM continues to be the leading consultant in solving the complex concerns surrounding resort marina development.

MEGAYACHT HARBORS

Over 5,000 megayachts— 1,000 in the southeastern US alone— are cruising the world's waters. These vessels, ranging from 80 to over 200 feet in length, demand the highest attention to detail, from berthing to utilities to provisioning. The lack of adequate docking opportunities has prompted a rush to accommodate these magnificent vessels in new and existing facilities worldwide. ATM has led over 25 feasibility and market studies over the past five years catering exclusively to this megayacht demand.



Office Locations:

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Coastal, Environmental, Marine, and Water Resources Engineering