



WATERFRONT PLAN WORKING GROUP LAND USE SUBCOMMITTEE

Accepted at June 21, 2017 Land Use Subcommittee meeting

The March 22, April 12 and May 10 Subcommittee meetings on Embarcadero Historic District leasing and development strategies included discussions about public-oriented uses. This document provides background, summarizes meeting discussions and recommended criteria for Public-Oriented Uses based on Subcommittee discussions on May 24th and May 31st.

Improved Definition and Criteria for Public-Oriented Uses

A key public trust objective is to foster activities that draw the public to the waterfront and into San Francisco's historic piers to enjoy the maritime history and architecture of the Embarcadero Historic District. Visitor-serving retail, restaurant, and public plazas/promenade are public-oriented uses that have been found to comply with the trust. The Waterfront Plan also promotes additional activities that offer different ways to attract public use and enjoyment of the waterfront. The following categories of uses are not traditional public trust consistent uses but, depending on the specific proposal and using the Public Trust Objectives Matrix, may be found to not interfere with public trust needs and in fact further public trust purposes and values:

- Assembly and Entertainment
- Recreational enterprises
- Artist/Designer Studios and Galleries
- Academic Education and Cultural Institutions

Public –Oriented Uses – Recommended criteria:

- Equitably serve and attract visitors of all ages, income levels and abilities from California and the world. Design public oriented uses to be inclusive (e.g. lower cost take-out, happy hour offerings from restaurants; more creative public access/public realm design amenities; public lobbies)
- Plan for diversity—of uses and of users
- Include tenant improvements that invite and enhance (rather than impede) visitors' enjoyment of the historic architecture within the bulkhead building and pier shed
- Focus on visitor experience and sense of place that is oriented to San Francisco Bay
- Balance - commercial revenue generation with public-oriented uses and benefits
- Provide waterfront views, shoreline public access or direct access to/from the Bay for visitors' enjoyment of the natural environment
- Prioritize water-oriented and water-dependent uses