

NORTHERN ADVISORY COMMITTEE PRESENTATION

# PIERS 30-32 & SEAWALL LOT 330

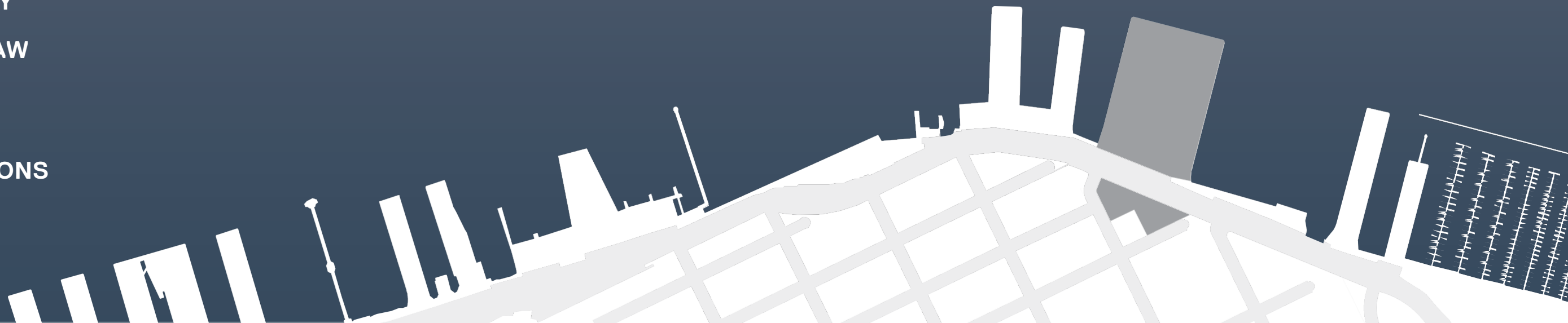
JANUARY 19TH, 2022

STRADA

TRAMMELL  
CROW  
COMPANY

GRIMSHAW

JAMES  
CORNER  
FIELD  
OPERATIONS



# Presentation Overview

1. Project Summary
2. SWL 330 Overview
3. Feedback & Initial Response



**1. Project Summary**

2. SWL 330 Overview

3. Feedback & Initial Response



## MEETINGS TO DATE

February 9, 2021 – Port Commission approval of ENA

March 17, 2021 – NAC presentation

May 6, 2021 – BCDC Commission hearing

June 17, 2021 – BCDC Commission hearing

November 17, 2021 – NAC presentation

Staff-level meeting with BCDC/SLC/Port:

- July 8, 2021
- August 26, 2021
- September 16, 2021
- October 6, 2021
- October 28, 2021

Office Hours:

- December 8, 2021
- December 15, 2021
- January 12, 2022



CRISSY FIELD

SOUTH BEACH

EAST BEACH

MARINA GREEN

FORT MASON CENTER

AQUATIC PARK

PIER 45 FISHERMAN WHARF

PIER 39

PIER 35  
ALCATRAZ FERRY

PIER 27  
CRUISE TERMINAL

PIER 23  
CAFE RESTAURANT & BAR

PIER 15  
EXPLORATORIUM

PIER 7 VISTA

PIER 3  
FERRY BUILDING

RINCON PARK

PIER 30-32

SOUTH BEACH MARINA

ORACLE PARK

CHASE CENTER AND BAY FRONT PARK

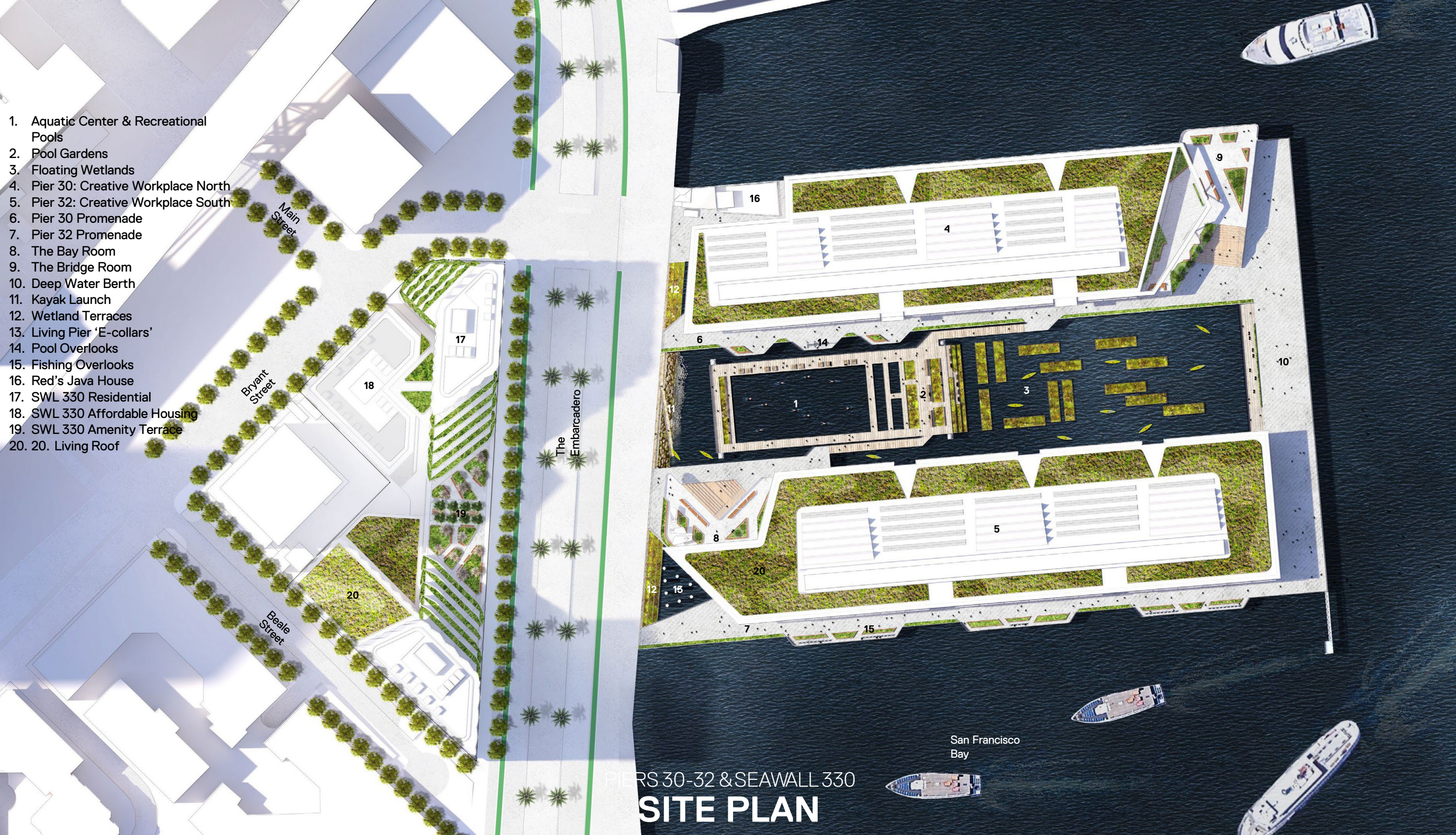
CRANE COVE PARK

PIERS 30-32 & SEAWALL 330  
**STRING OF PEARLS**



PIERS 30-32 & SEAWALL 330  
**OUR VISION**

1. Aquatic Center & Recreational Pools
2. Pool Gardens
3. Floating Wetlands
4. Pier 30: Creative Workplace North
5. Pier 32: Creative Workplace South
6. Pier 30 Promenade
7. Pier 32 Promenade
8. The Bay Room
9. The Bridge Room
10. Deep Water Berth
11. Kayak Launch
12. Wetland Terraces
13. Living Pier 'E-collars'
14. Pool Overlooks
15. Fishing Overlooks
16. Red's Java House
17. SWL 330 Residential
18. SWL 330 Affordable Housing
19. SWL 330 Amenity Terrace
20. Living Roof



PIERS 30-32 & SEAWALL 330  
**SITE PLAN**

San Francisco Bay

Grounded in Precedent

375,000 SF Office Program Mirrors AB 1389 and Historic Finger Pier Configuration

Minimizes Pier Footprint

Replacement Pier Removes 6 Acres of Bay Fill

Maximizes Trust Benefits

3.8 Acres of Public Access and Maritime Uses

Fulfills Port Objectives

\$369M of Resiliency Investment

Balances Uses

208 Affordable Units (25%)  
642 Market Rate Units (75%)

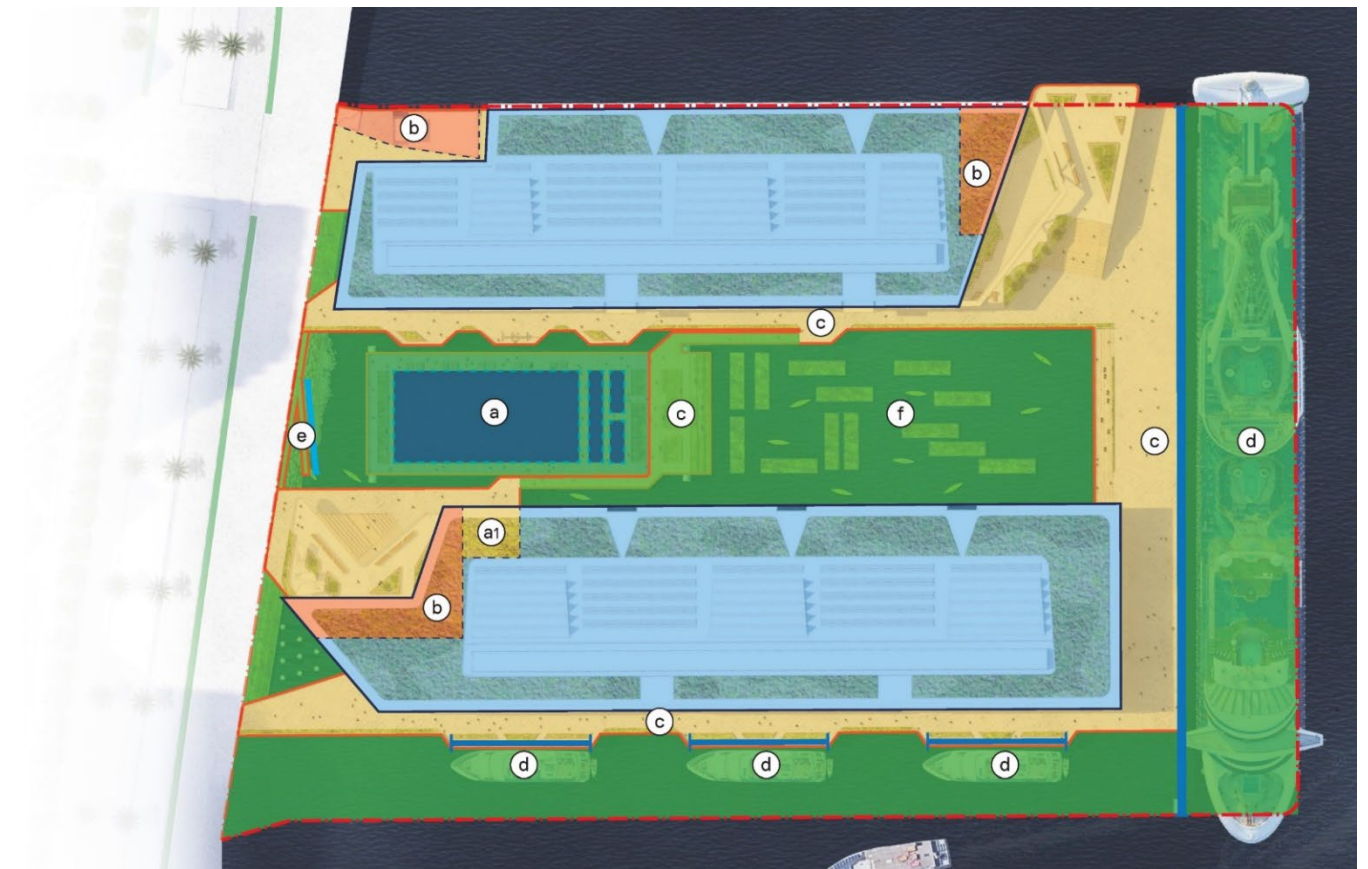
PIERS 30-32 & SEAWALL 330








**A PRAGMATIC AND BALANCED APPROACH**



## PROJECT FINANCING OVERVIEW

- Development of both components (Piers 30-32 & Seawall 330) of the proposed project are required to finance the entire project
  - Holistic financing approach delivers public amenities, maritime/public safety resources, resiliency, and accomplishes Port's policy goals



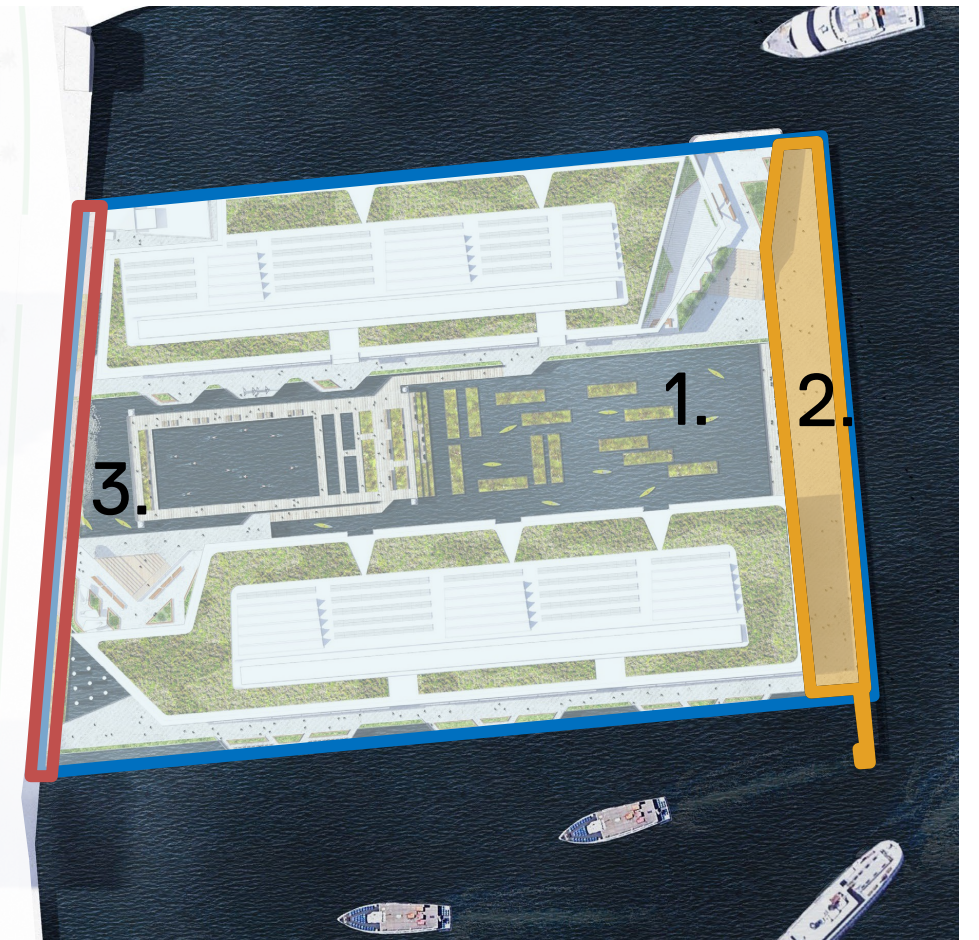
a - Pool		
a1 - Pool Support		
b - Retail		
c - Public Access		
d - Berthing		
e - Human Powered Boating		
f - Habitat		
Existing Pier Area	13.2 acre	
Fill Removed Pier	6 acre	
Public Access Traditional Trust Area	3.8 acre	
Office Footprint	4.2 acre	
Linear Feet Berthing	625 ft	
Human Powered Boating		
Swimming Pool		

PIERS 30-32 & SEAWALL 330

## ECONOMIC FEASIBILITY ANALYSIS

## PROJECT FINANCING OVERVIEW

- ◆ Total public access, infrastructure and resiliency costs are \$369MM
  - ◆ Removal of existing deteriorated pier
  - ◆ Rebuilding of new, sea level rise-compliant pier (in a smaller footprint)
  - ◆ Public amenities (e.g., pool, kayak launch, viewing decks, etc.)
  - ◆ Restoration of deep-water east berth (maritime, emergency response)
  - ◆ Seawall strengthening and raising of marginal wharf height



1. Overall Pier Redevelopment
2. East Deep Berth
3. Seawall Enhancement

## PROJECT FINANCING OVERVIEW

- ◆ Consequently, the revenue-generating components ('economic engines') of the project are appropriately sized to deliver the \$369MM infrastructure investment
  - ◆ 375,000 GSF Office program grounded in precedent and mirrors AB 1389
  - ◆ Residential program on Seawall 330 fills the funding gap
    - ◆ 642 market rate units (75%)
    - ◆ 208 affordable units (25%)
  - ◆ In addition, Infrastructure Finance District proceeds contribute
    - ◆ Bond against portion of future property taxes → \$85MM
    - ◆ Standard practice in similar City projects (Pier 70, Mission Rock, Hunters Point Shipyard, Mission Bay)

1. Project Summary

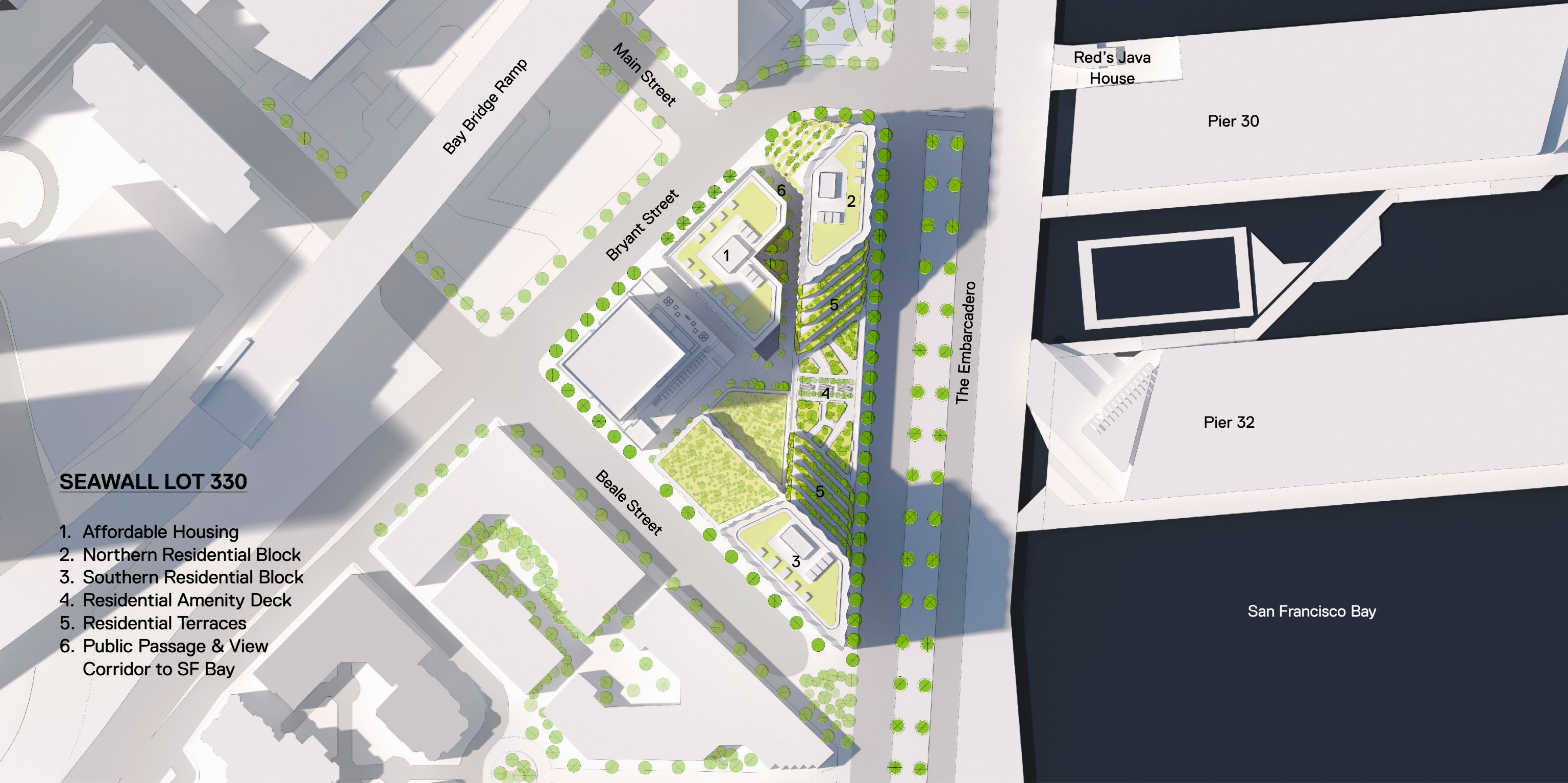
**2. SWL 330 Overview**

3. Feedback & Initial Response





PIERS 30-32 & SEAWALL 330  
**SEAWALL LOT 330**

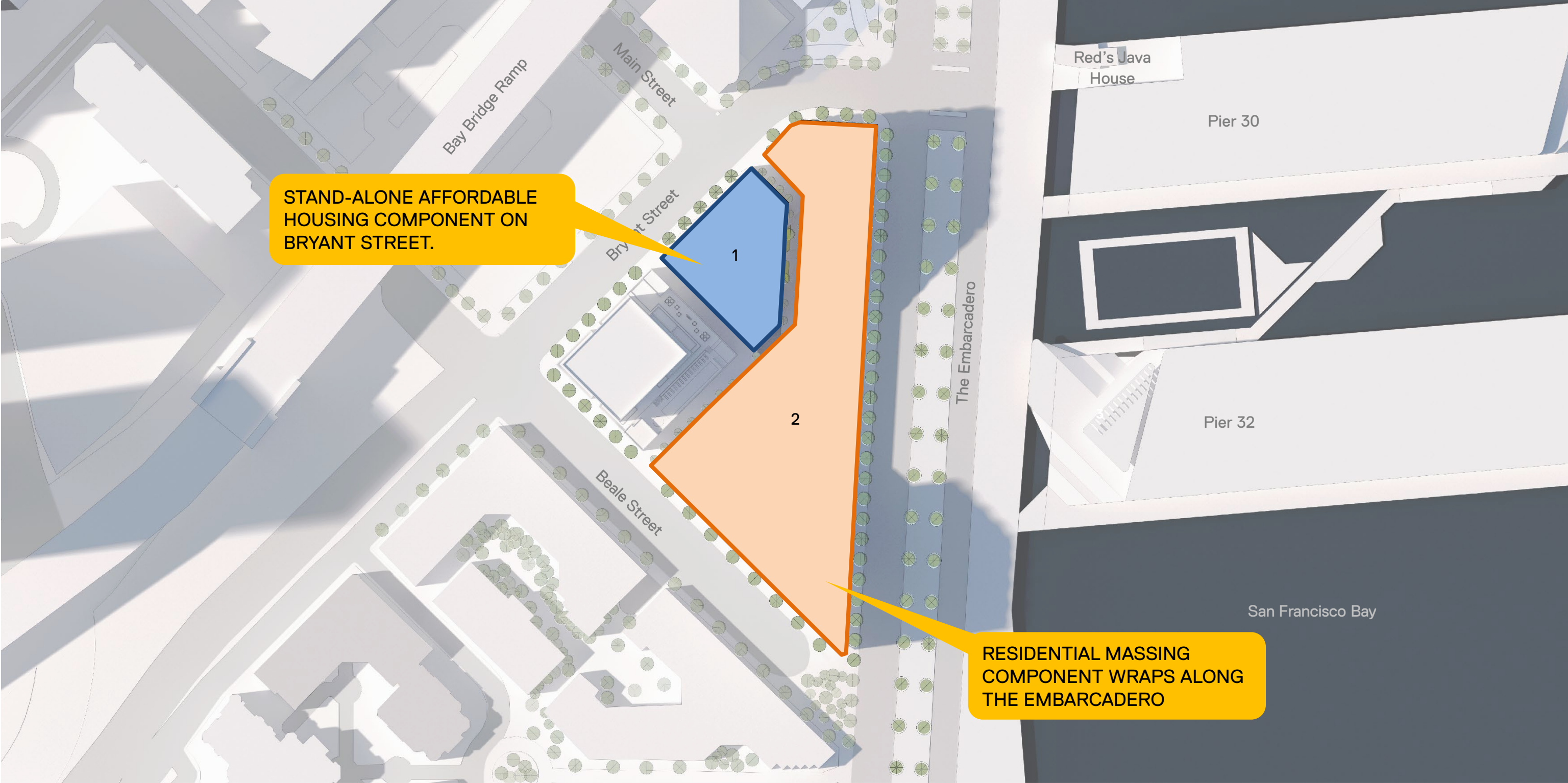


**SEAWALL LOT 330**

- 1. Affordable Housing
- 2. Northern Residential Block
- 3. Southern Residential Block
- 4. Residential Amenity Deck
- 5. Residential Terraces
- 6. Public Passage & View Corridor to SF Bay

PIERS 30-32 & SEAWALL 330

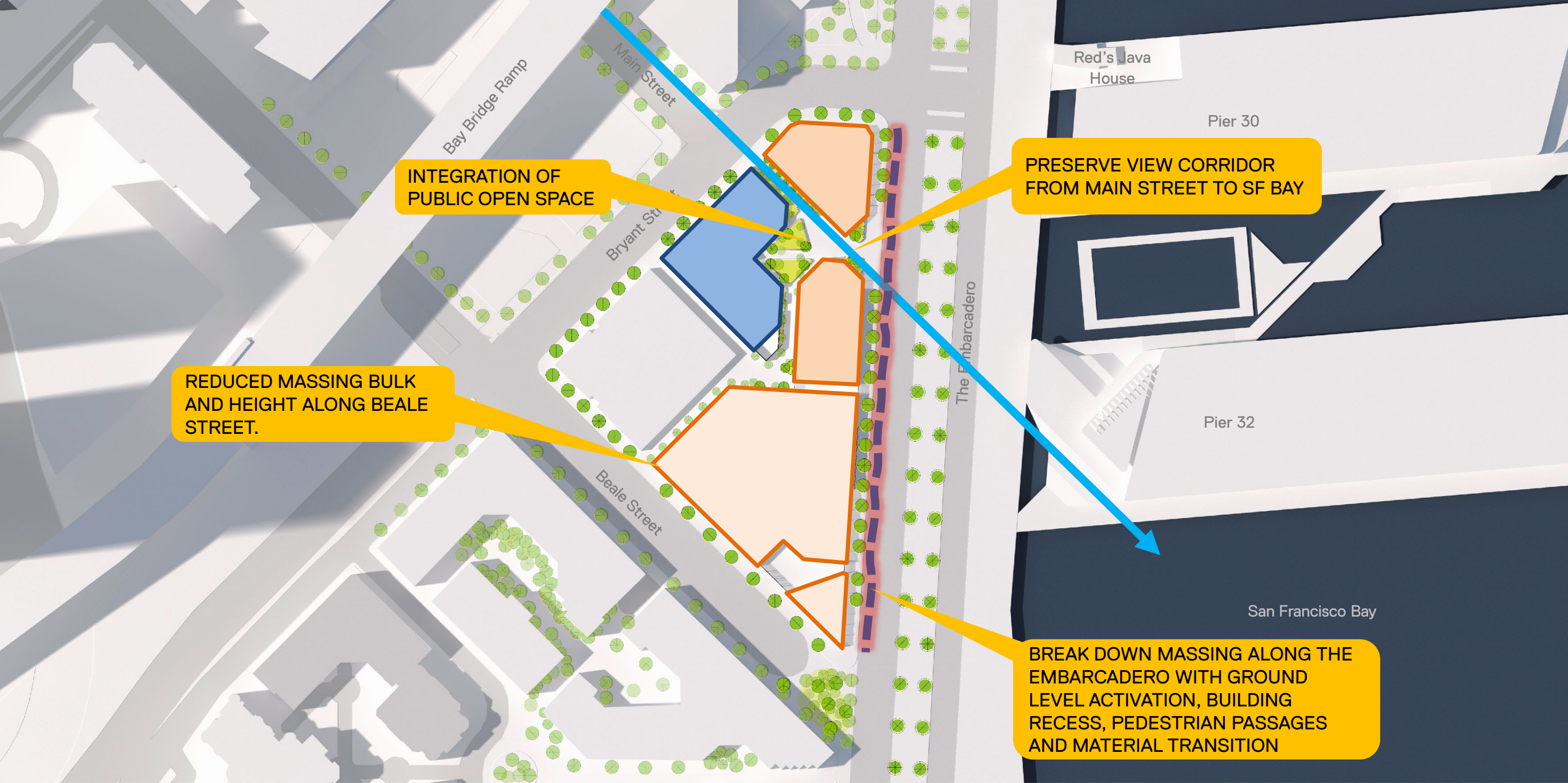
**SWL 330 SITE PLAN OVERVIEW**



STAND-ALONE AFFORDABLE HOUSING COMPONENT ON BRYANT STREET.

RESIDENTIAL MASSING COMPONENT WRAPS ALONG THE EMBARCADERO

PIERS 30-32 & SEAWALL 330  
**SWL 330 SITE ZONING**



INTEGRATION OF PUBLIC OPEN SPACE

REDUCED MASSING BULK AND HEIGHT ALONG BEALE STREET.

PRESERVE VIEW CORRIDOR FROM MAIN STREET TO SF BAY

BREAK DOWN MASSING ALONG THE EMBARCADERO WITH GROUND LEVEL ACTIVATION, BUILDING RECESS, PEDESTRIAN PASSAGES AND MATERIAL TRANSITION

PIERS 30-32 & SEAWALL 330  
**SWL 330 SITE RESPONSE**



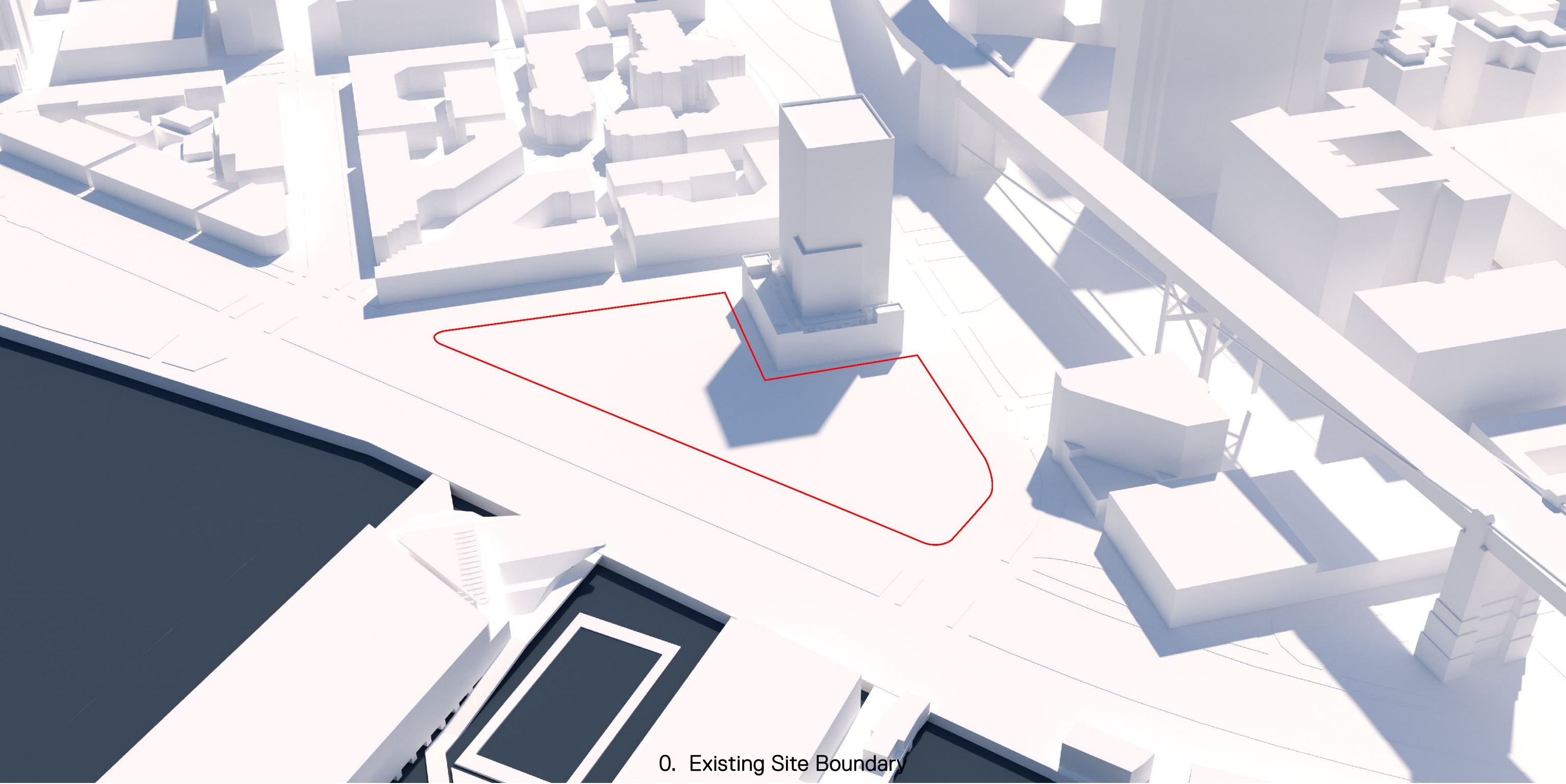
## PROPOSED PROGRAM

1. Affordable Housing – Lobby
2. Affordable Housing – Ground Floor Units
3. Residential Lobby
4. Retail
5. Residential Amenity
6. Shared Courtyard
7. Community Room & Amenity
8. Residential & Pier Parking
9. Main Street Through-Passage & View Corridor



PIERS 30-32 & SEAWALL 330

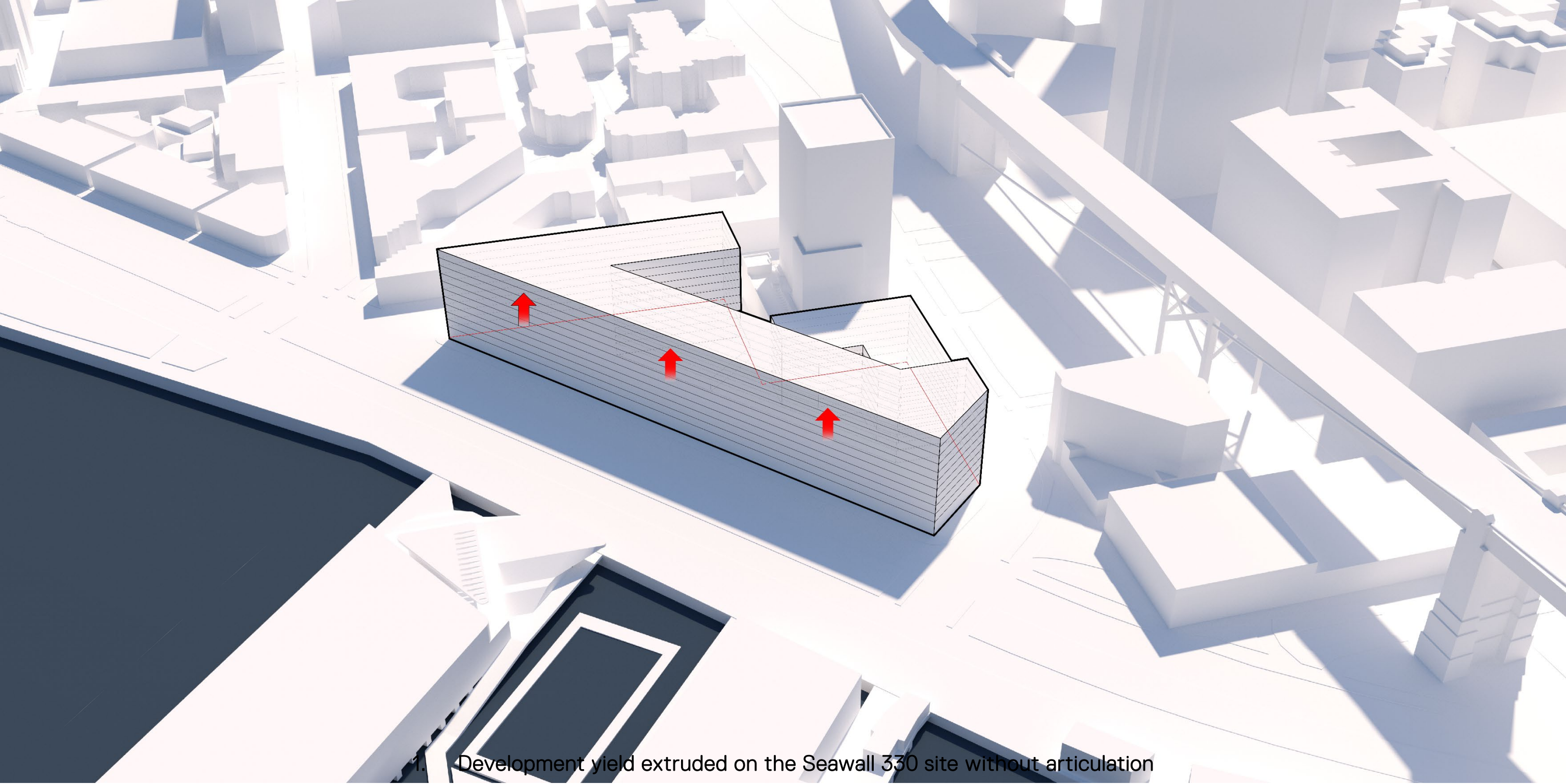
# SEAWALL LOT 330 GROUND LEVEL PROGRAMMING



0. Existing Site Boundary

PIERS 30-32 & SEAWALL 330

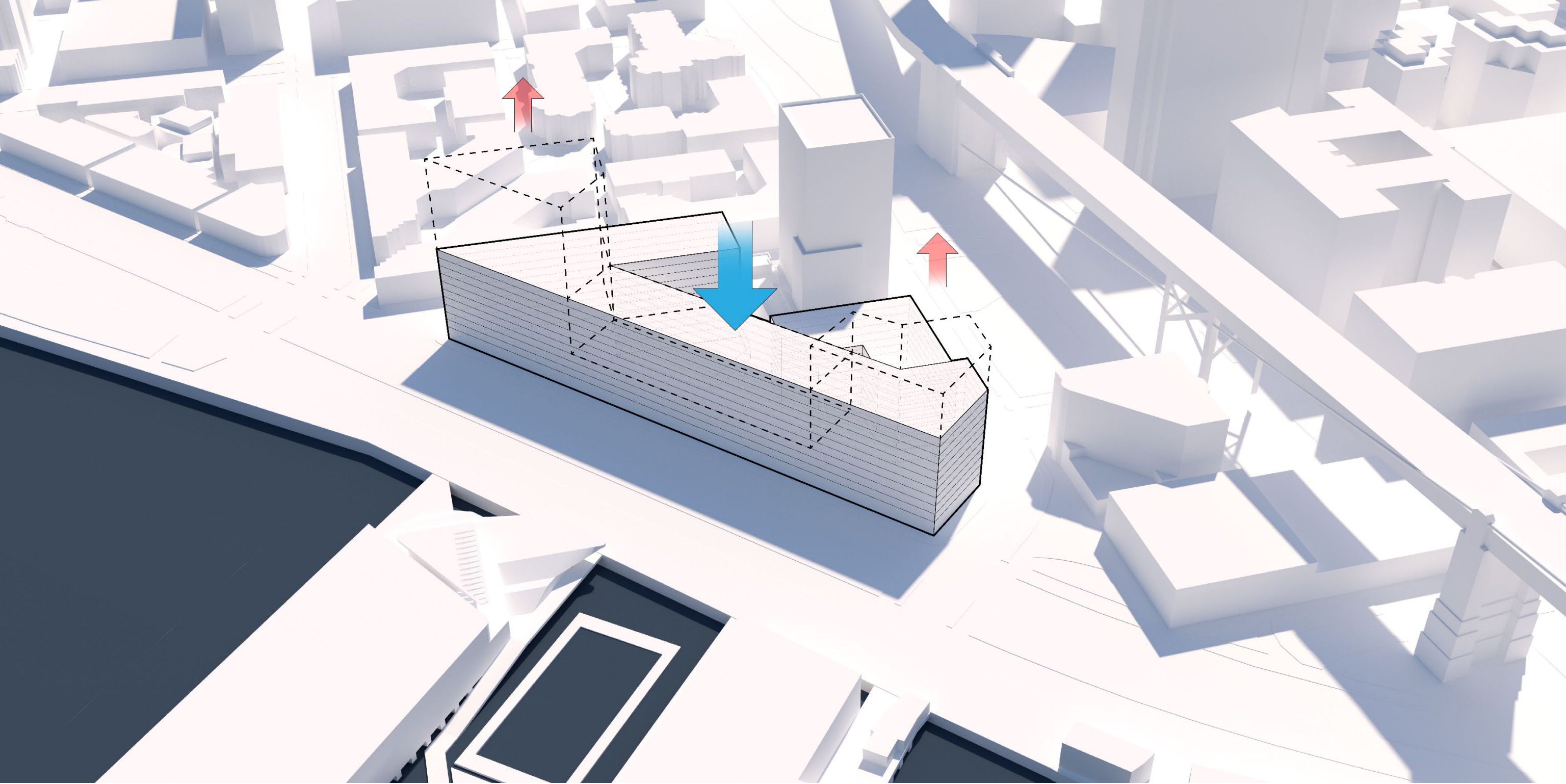
# SEAWALL 330 DEVELOPMENT



1. Development yield extruded on the Seawall 330 site without articulation

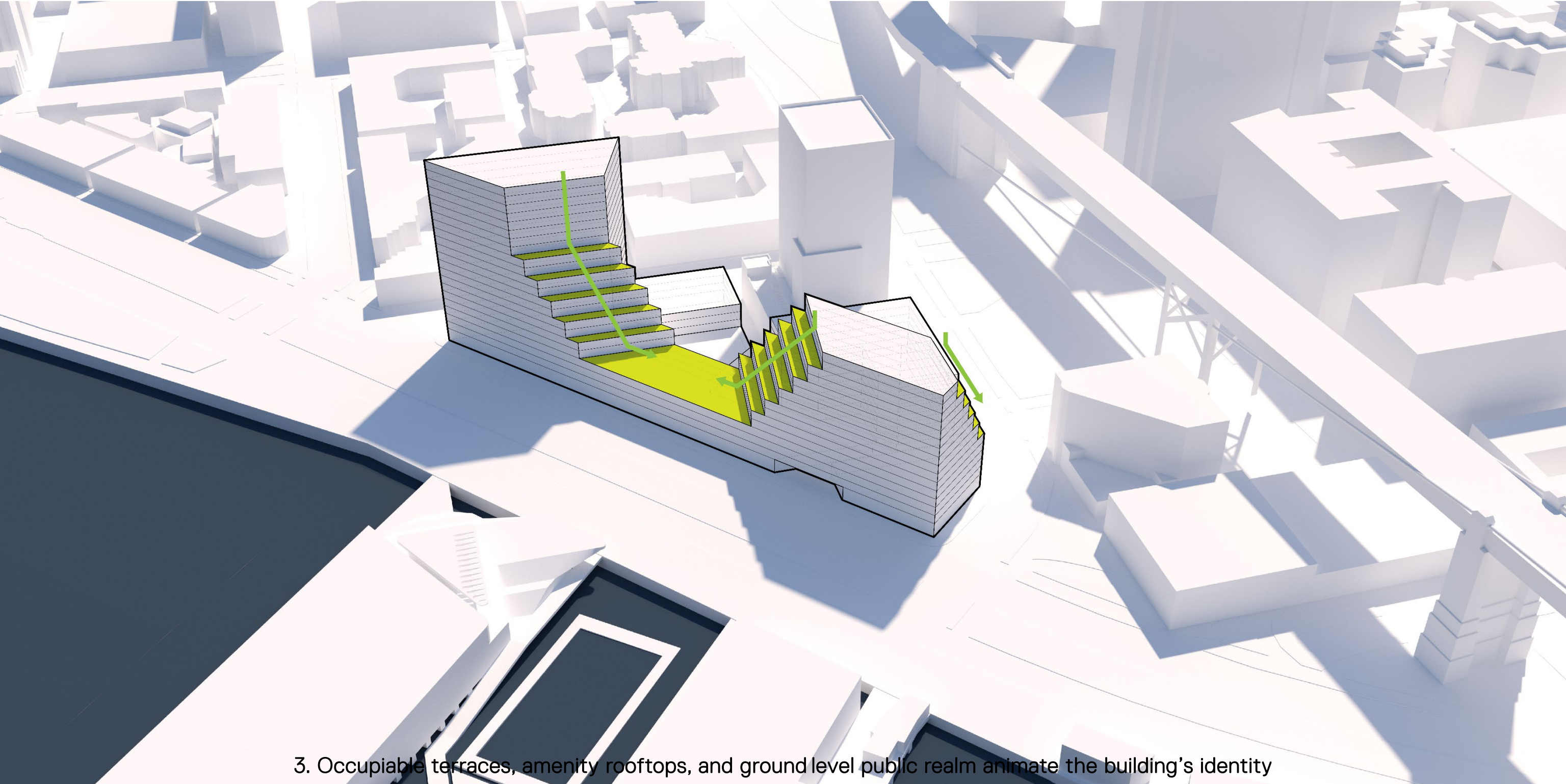
PIERS 30-32 & SEAWALL 330

# SEAWALL 330 DEVELOPMENT



PIERS 30-32 & SEAWALL 330

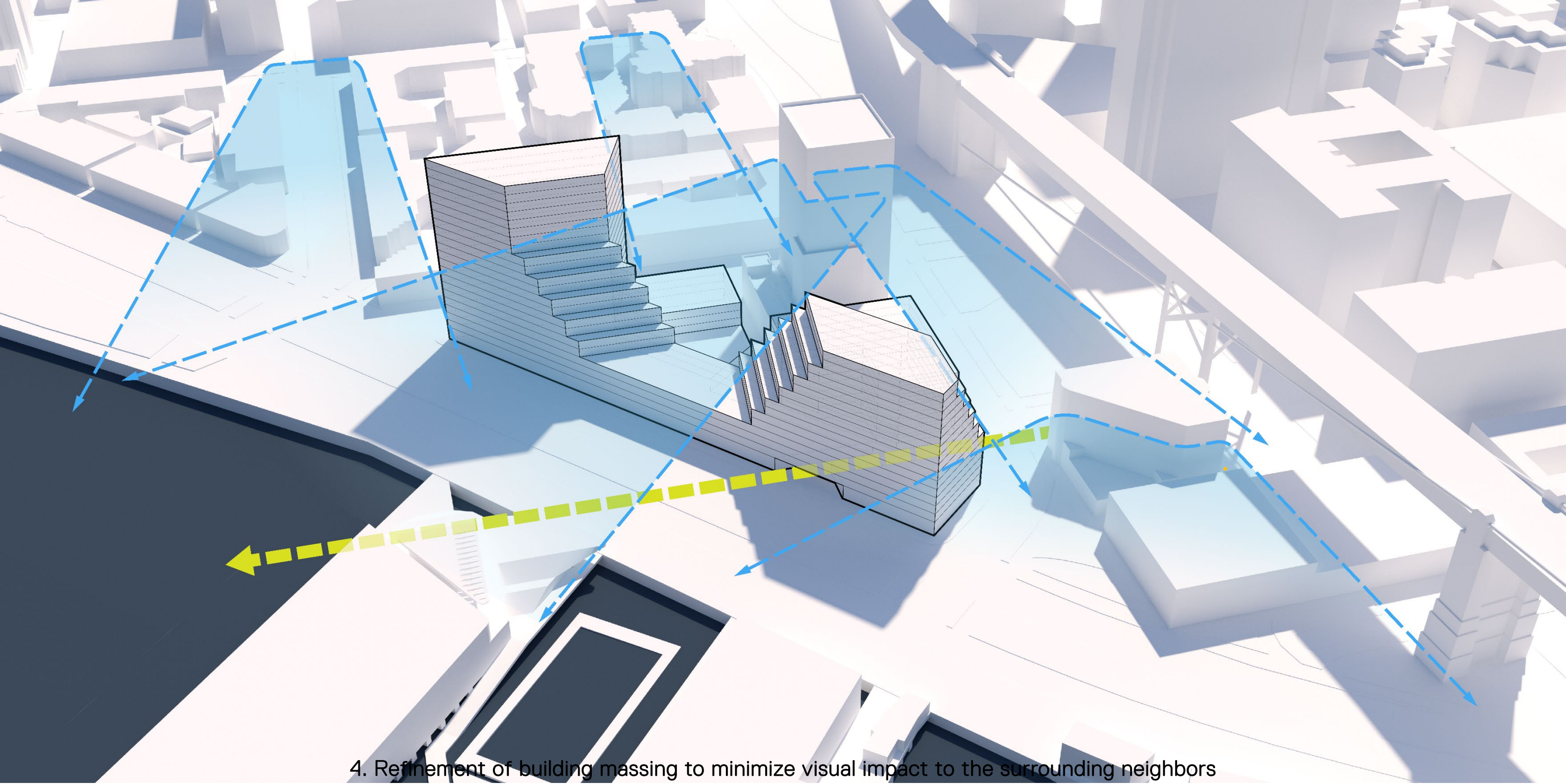
# SEAWALL 330 DEVELOPMENT



3. Occupiable terraces, amenity rooftops, and ground level public realm animate the building's identity

PIERS 30-32 & SEAWALL 330

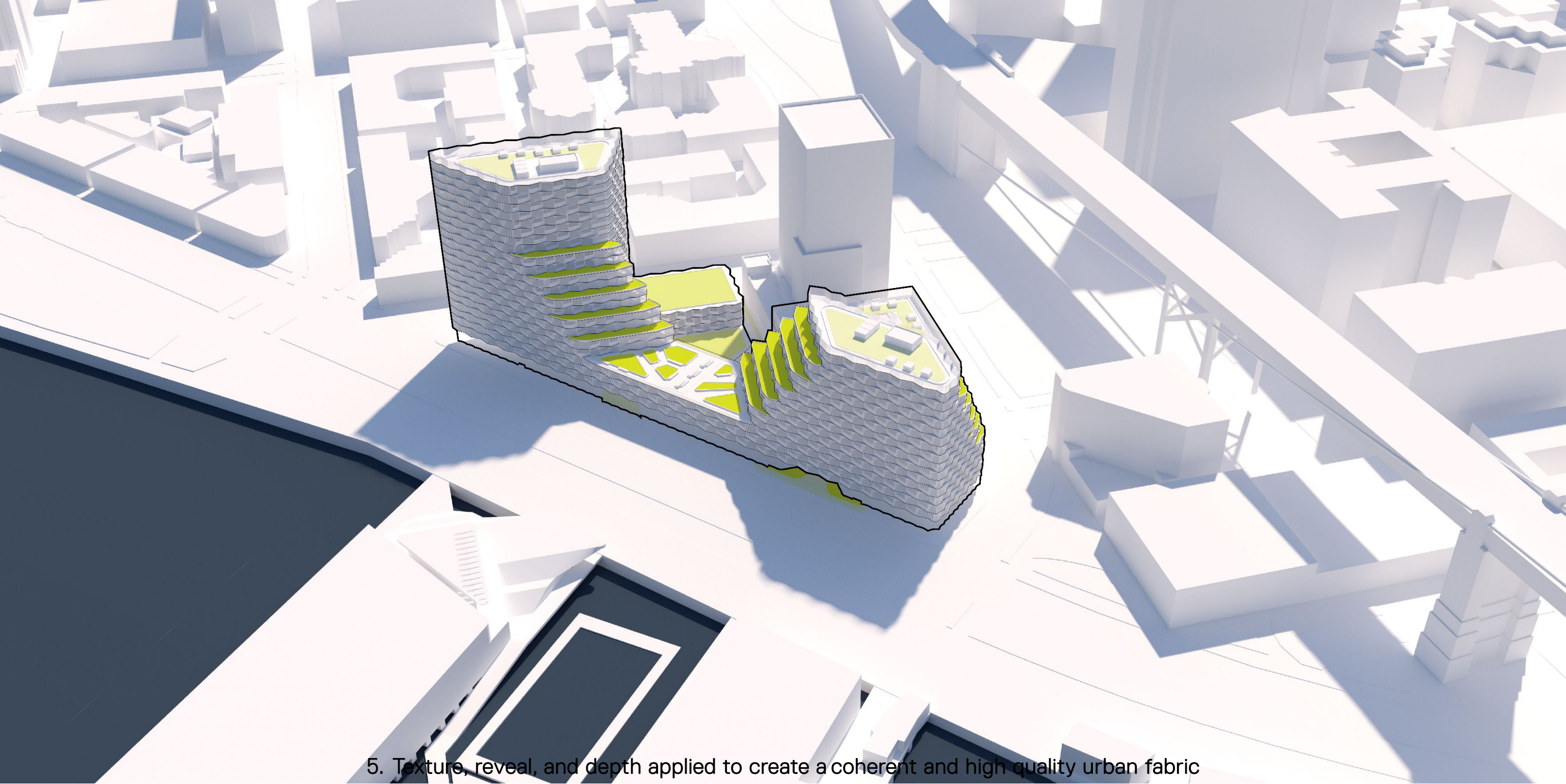
## SEAWALL 330 DEVELOPMENT



4. Refinement of building massing to minimize visual impact to the surrounding neighbors

PIERS 30-32 & SEAWALL 330

## SEAWALL 330 DEVELOPMENT



5. Texture, reveal, and depth applied to create a coherent and high quality urban fabric

PIERS 30-32 & SEAWALL 330

## **SEAWALL 330 DEVELOPMENT**



Typical development of individual apartment module based on the combination of a warm timber slats wall and open unobstructed balcony with views to the waterfront.

PIERS 30-32 & SEAWALL 330

## **SEAWALL 330 FAÇADE ARTICULATION**





PIERS 30-32 & SEAWALL 330

## **MATERIAL & FACADE ARTICULATION**

SOUTHERN RESIDENTIAL  
BLOCK – 218', 22 STORIES

NORTHERN RESIDENTIAL  
BLOCK – 160', 16 STORIES

GROUND LEVEL PROGRAM  
ACTIVATION & MASSING  
ARTICULATION

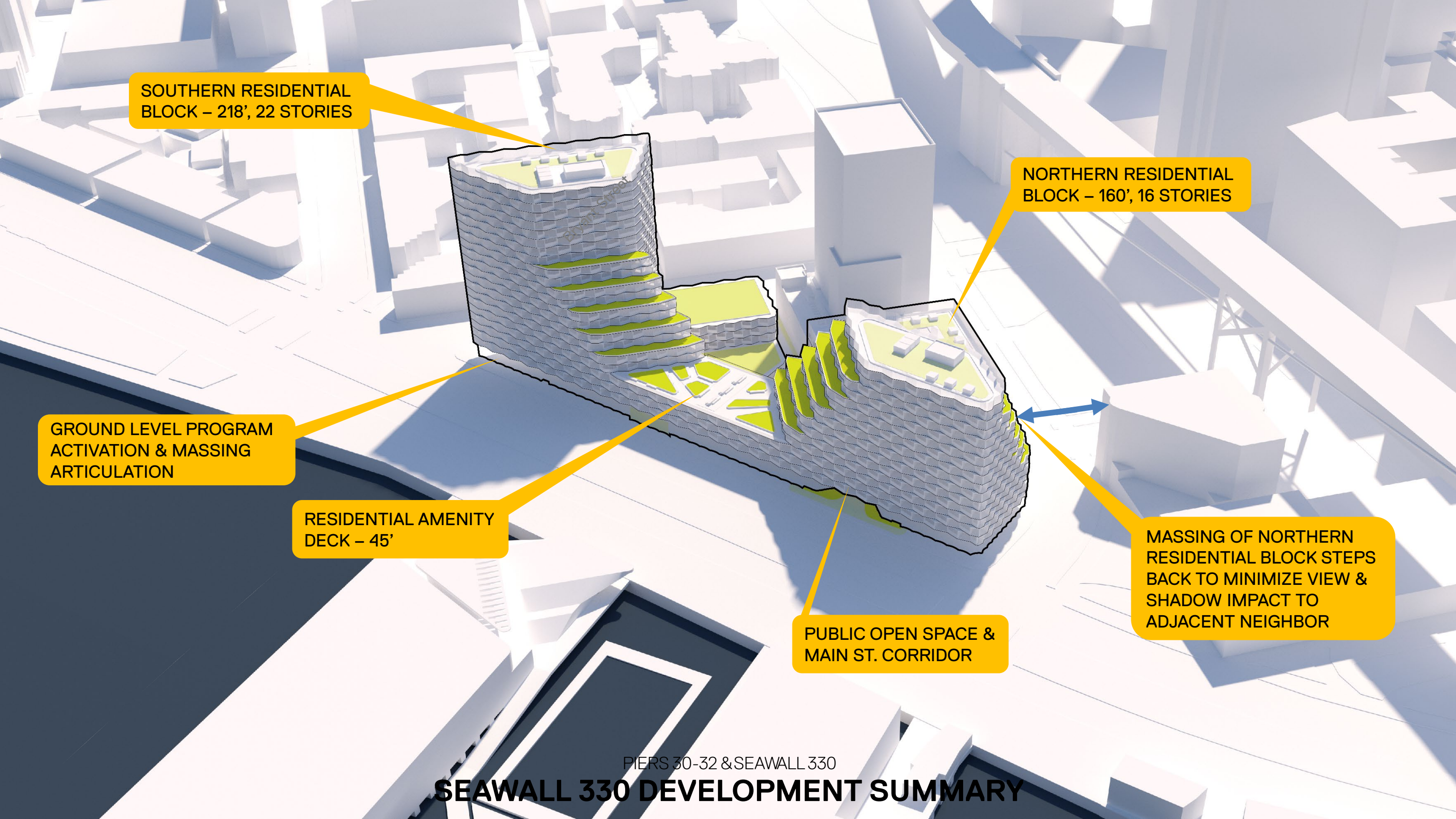
RESIDENTIAL AMENITY  
DECK – 45'

MASSING OF NORTHERN  
RESIDENTIAL BLOCK STEPS  
BACK TO MINIMIZE VIEW &  
SHADOW IMPACT TO  
ADJACENT NEIGHBOR

PUBLIC OPEN SPACE &  
MAIN ST. CORRIDOR

PIERS 30-32 & SEAWALL 330

# SEAWALL 330 DEVELOPMENT SUMMARY





PIERS 30-32 & SEAWALL 330

# SWL 330 VIEW FROM THE PIERS



PIERS 30-32 & SEAWALL 330

# AFFORDABLE BUILDING APPROACH



PIERS 30-32 & SEAWALL 330  
**OUR VISION**

## WHAT WE'VE HEARD...

- “The design of the residences reminds me of how it looks when an old ship is being built... one sees all the lapstrake lumber that curves into the bow getting wider and wider as the sides go up.”
- “Will this be drawing more traffic to the site than today?”
- “This design ignores the Waterfront Plan we participated in; please explain how Prop B allows that.”
- “These towers are too tall and will obstruct my view and cast shadows on our pool.”
- “It would be great to activate this dead stretch of The Embarcadero.”
- “The proposed project on SWL 330 is too large, too high, and distinctly out of scale with its surrounding environment.”
- “The buildings should step down to the waterfront more.”
- “Could you consider reducing the tower heights and filling in the ‘valley’ more?”
- “The [south] tower should not exceed height limits, and worst case, must not be taller than the lower deck of the bridge as is the case with the [north] tower to preserve treasured bridge views.”

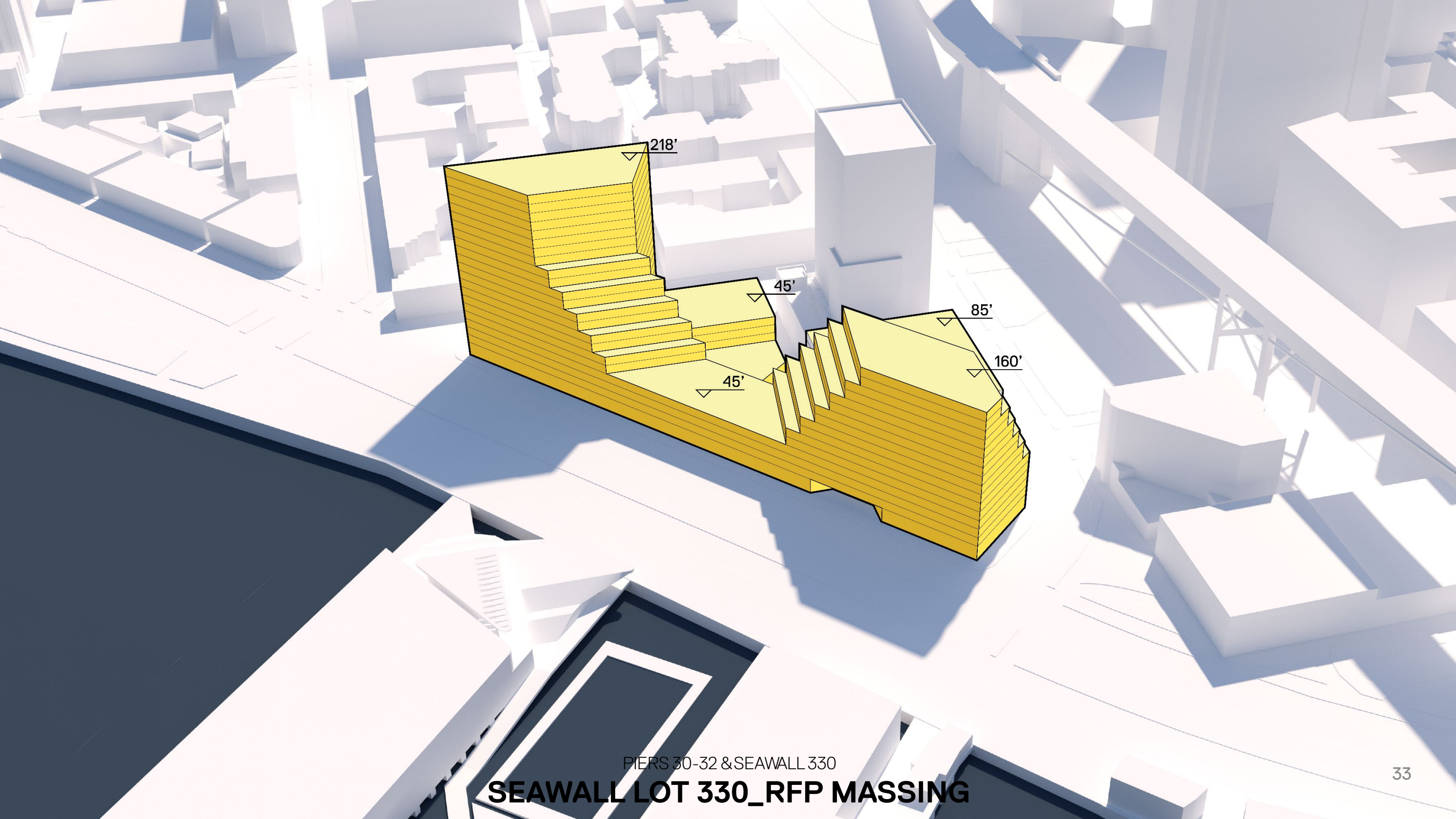
## QUESTIONS FOR DISCUSSION

- Is the view corridor down Main St. a coveted view for the community which should be protected?
- A community space is offered in the project on The Embarcadero; what type and size meetings are most common?
- Current plan is to offer ~0.25 stalls of parking per unit (~175 total) on the SWL site; does the neighborhood prefer more? Less?
- What role should this project play in improving resiliency and sea level rise protection for the neighborhood? What adaptation strategies is the neighborhood currently contemplating which this project can support?

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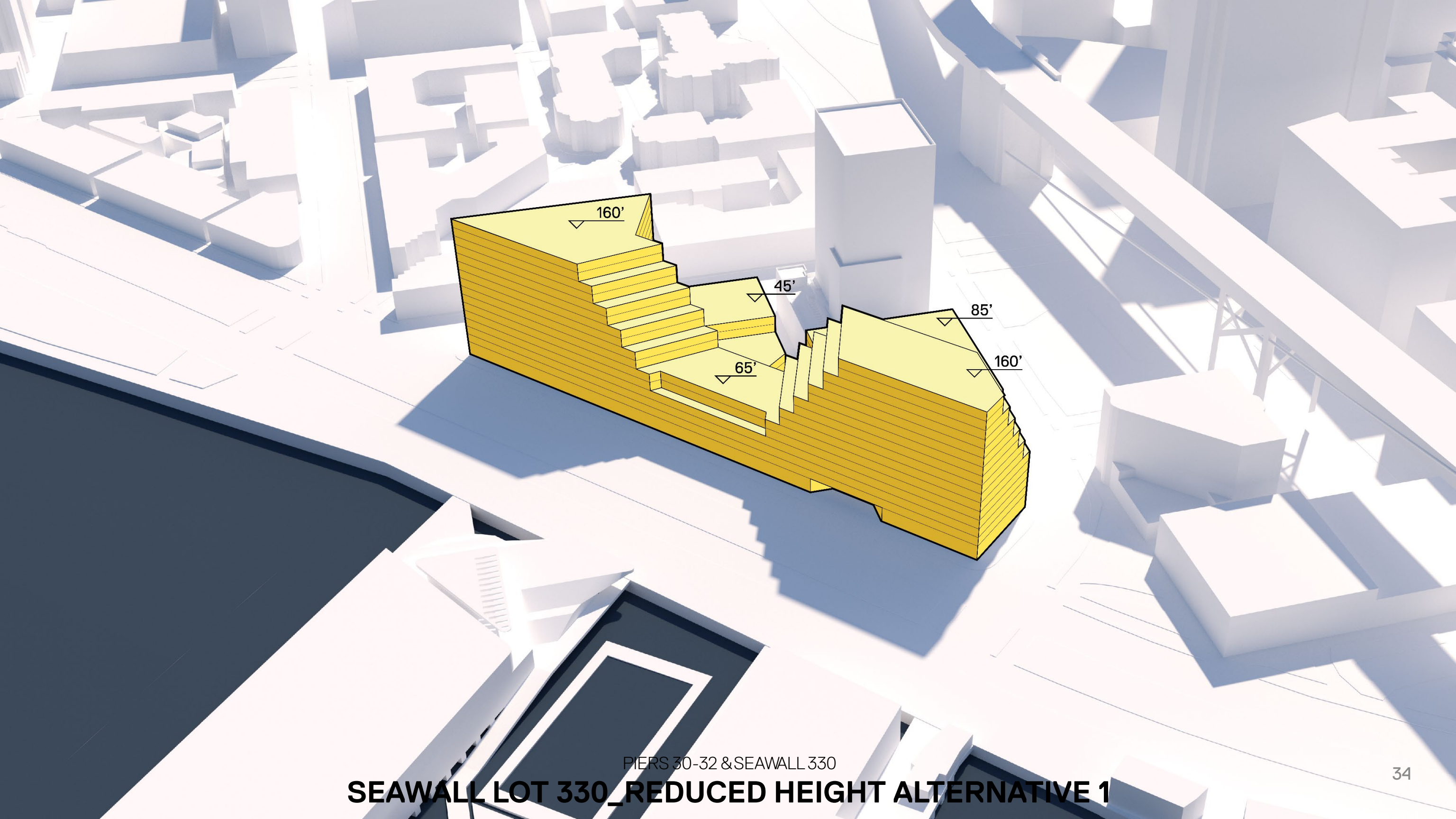






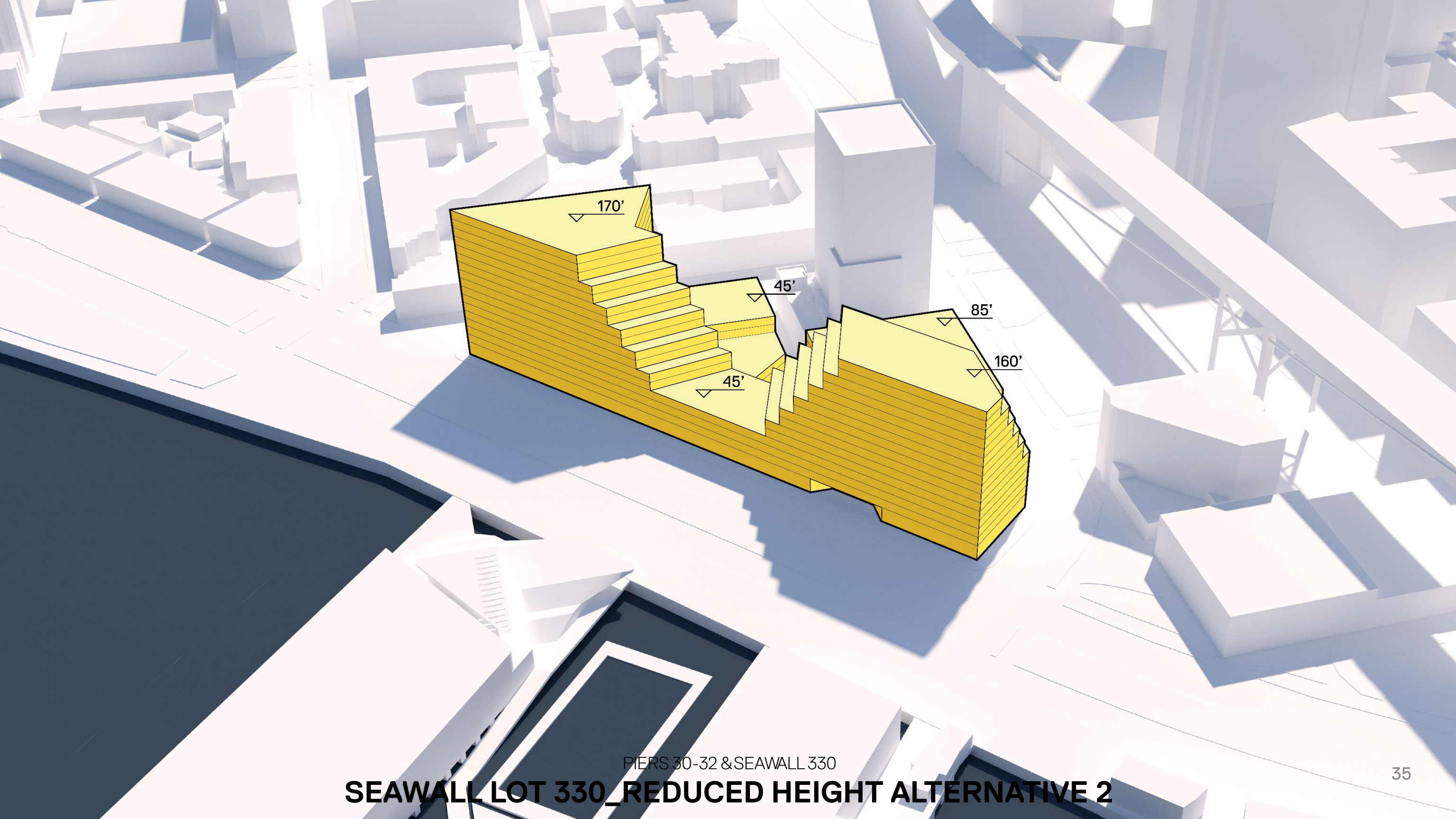
PIERS 30-32 & SEAWALL 330

# SEAWALL LOT 330\_RFP MASSING



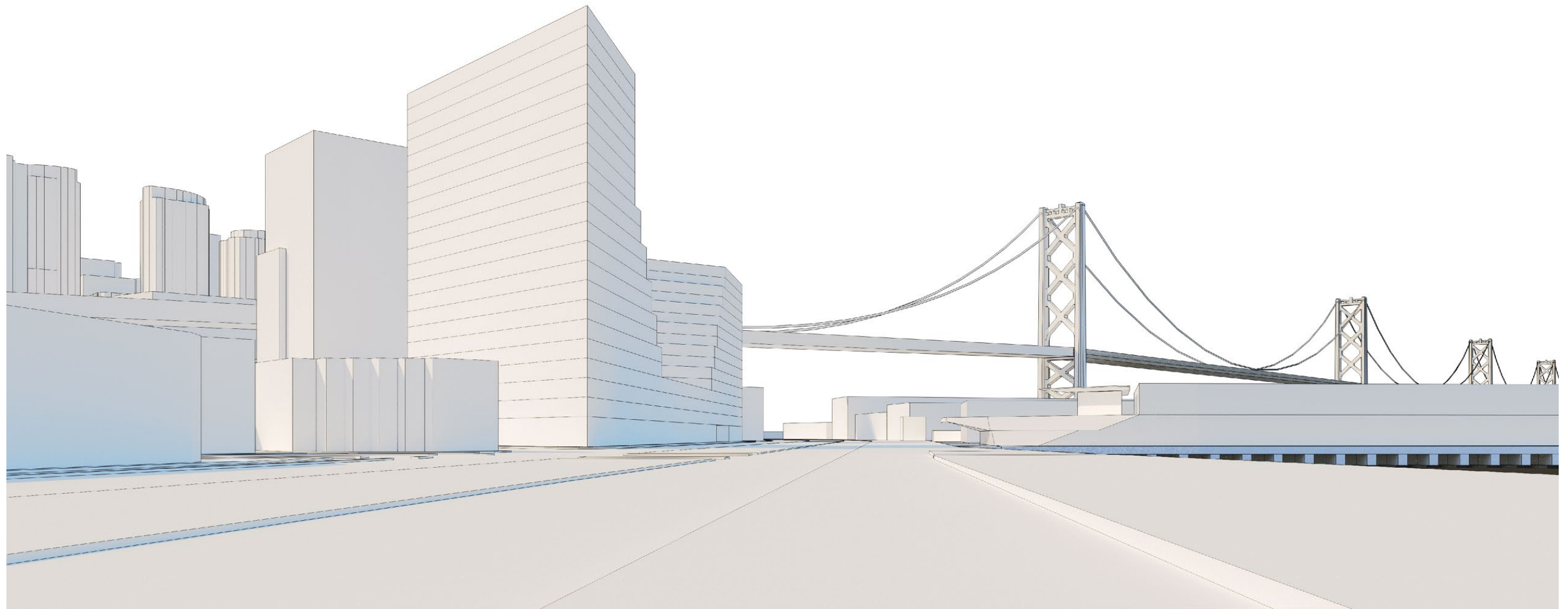
PIERS 30-32 & SEAWALL 330

**SEAWALL LOT 330\_REDUCED HEIGHT ALTERNATIVE 1**



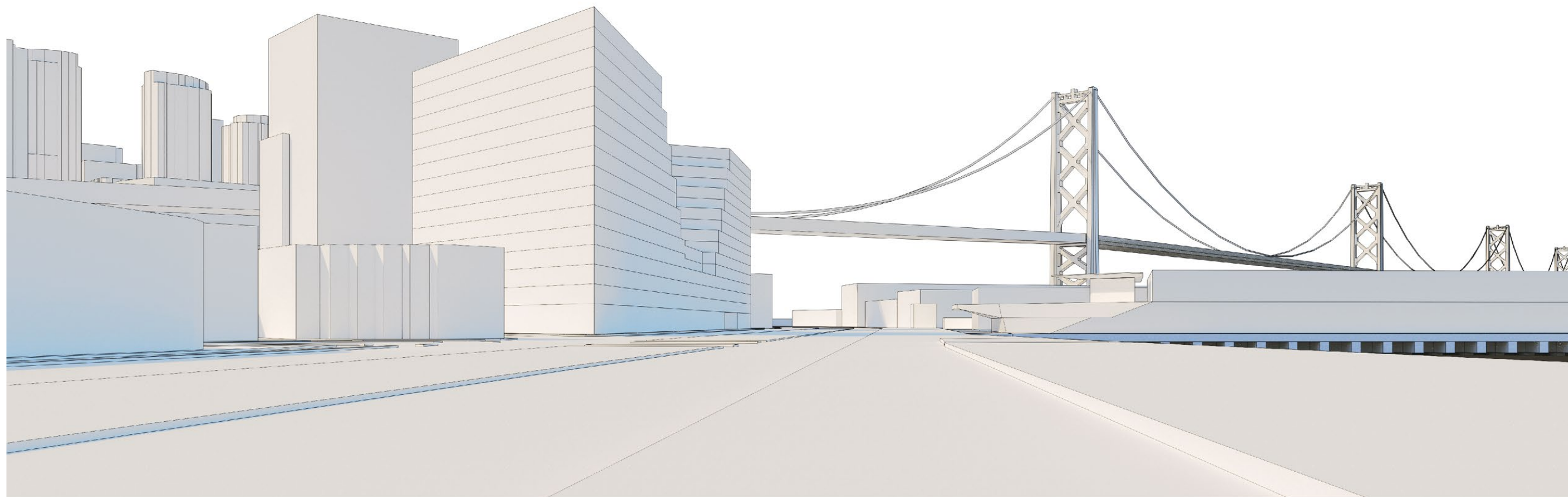
PIERS 30-32 & SEAWALL 330

**SEAWALL LOT 330\_REDUCED HEIGHT ALTERNATIVE 2**



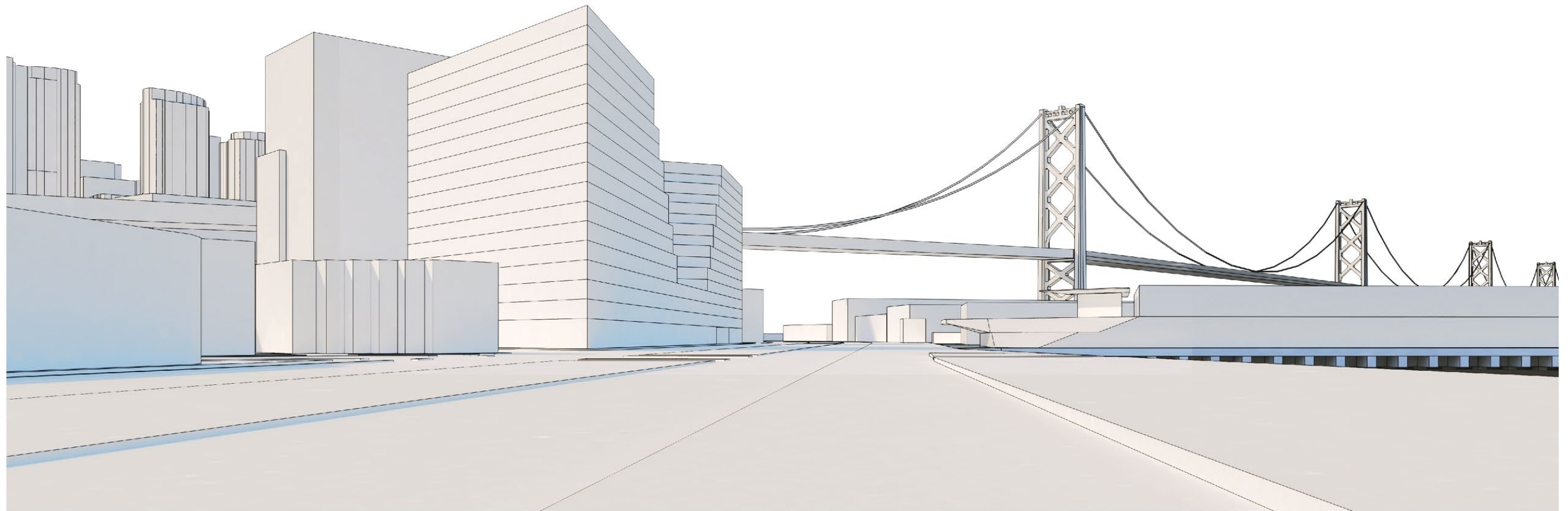
PIERS 30-32 & SEAWALL 330

**SEAWALL LOT 330\_RFP MASSING**



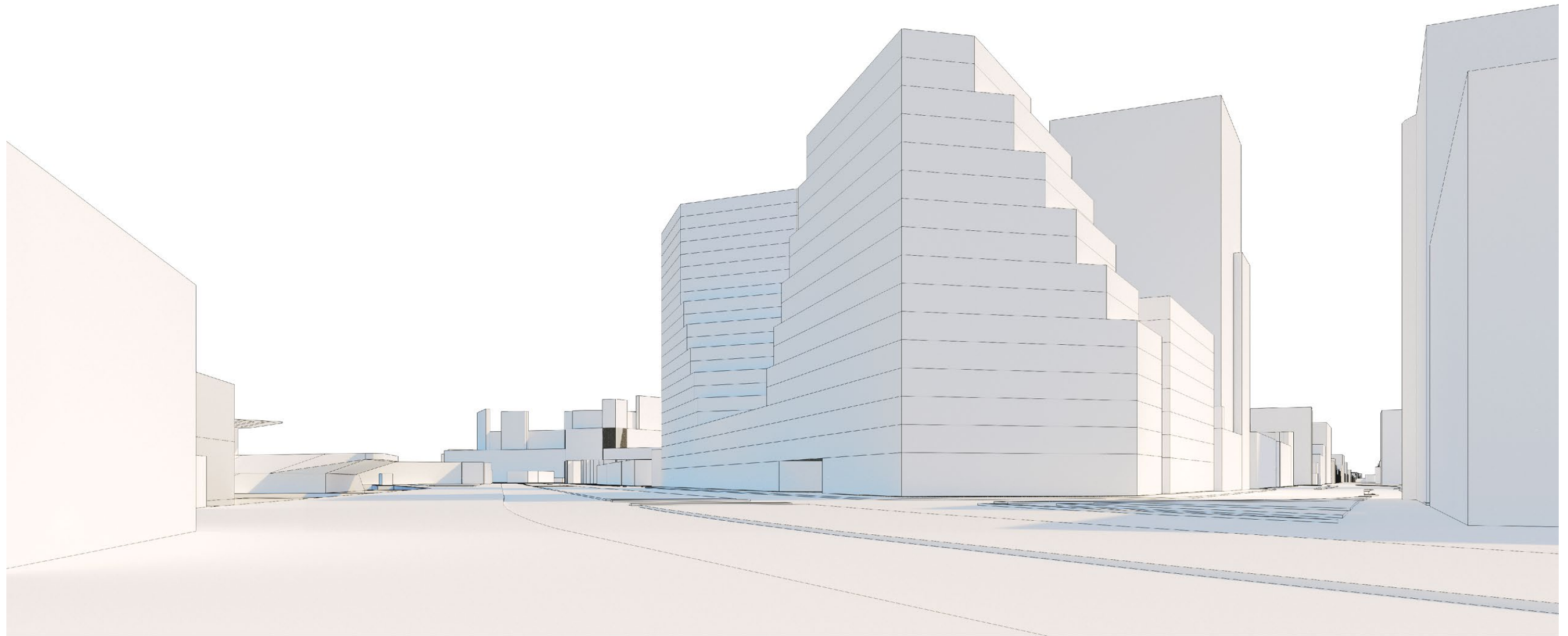
PIERS 30-32 & SEAWALL 330

# SEAWALL LOT 330\_REDUCED HEIGHT ALTERNATIVE 1



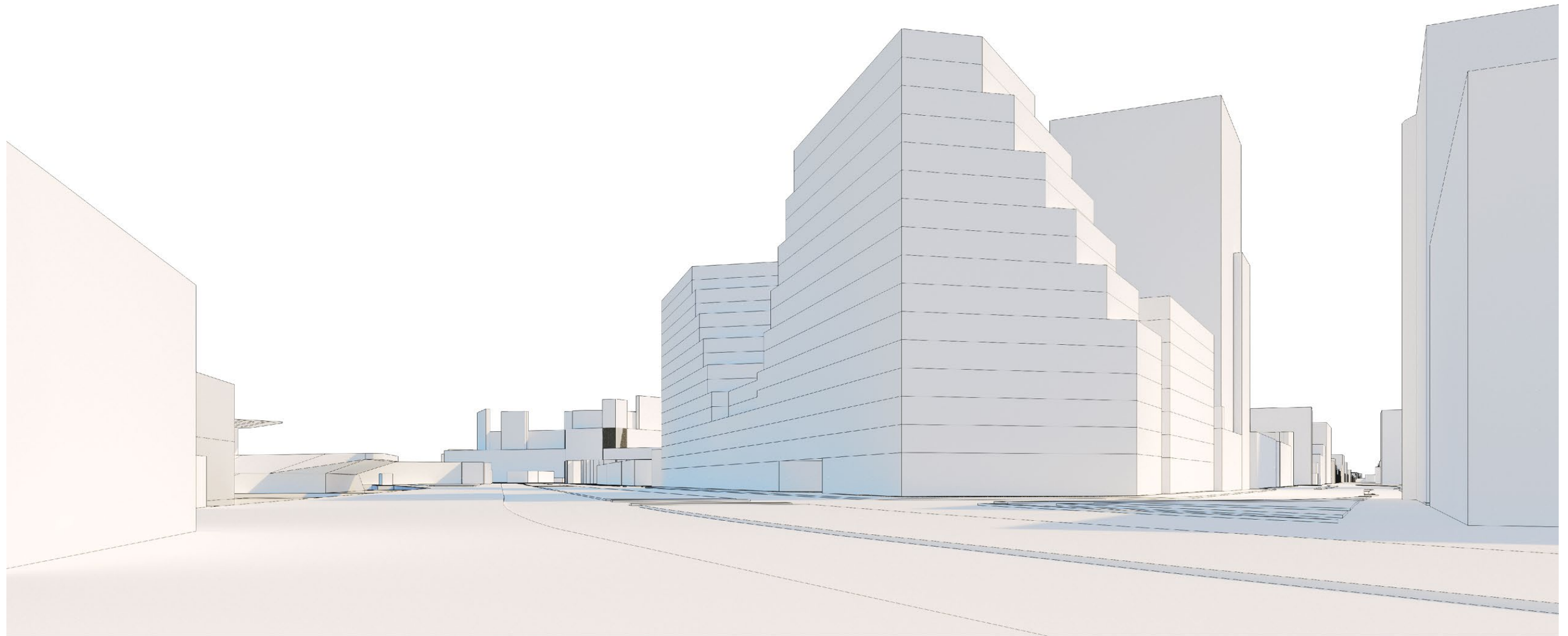
PIERS 30-32 & SEAWALL 330

**SEAWALL LOT 330\_ REDUCED HEIGHT ALTERNATIVE 2**



PIERS 30-32 & SEAWALL 330

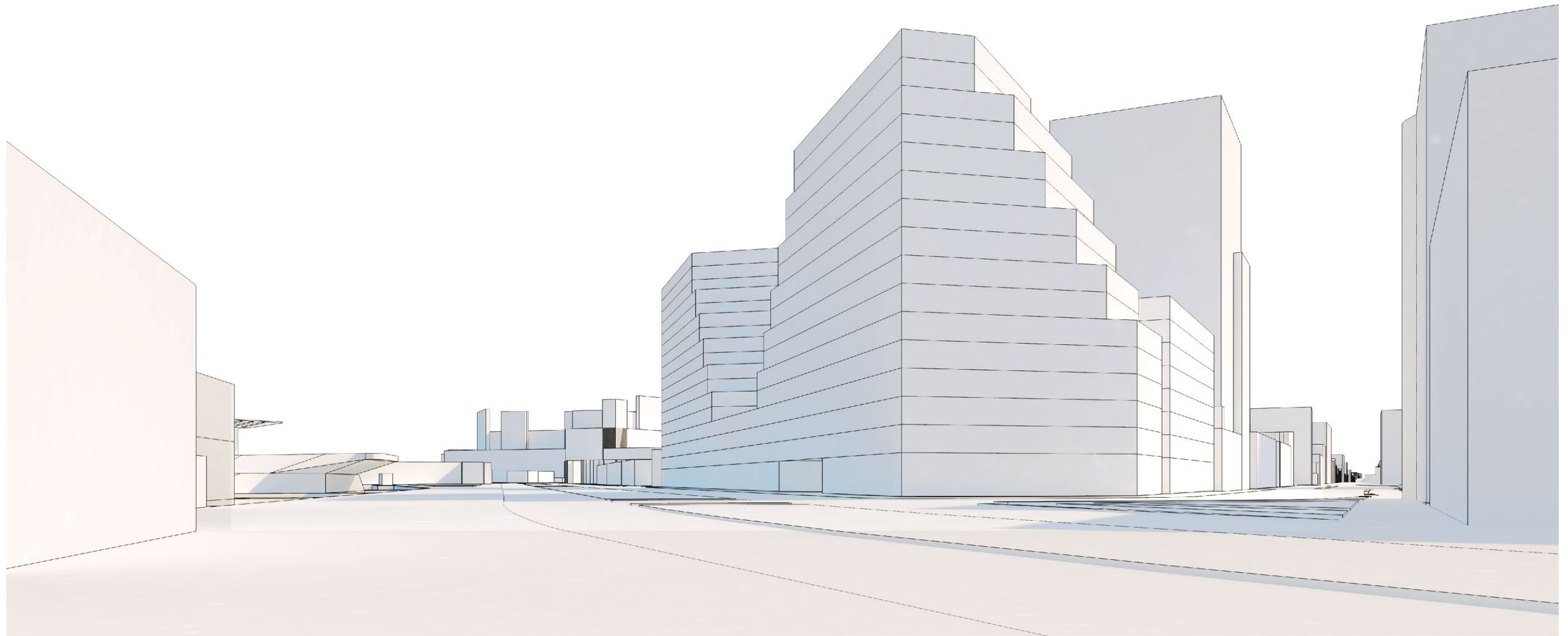
**SEAWALL LOT 330\_RFP MASSING**



PIERS 30-32 & SEAWALL 330

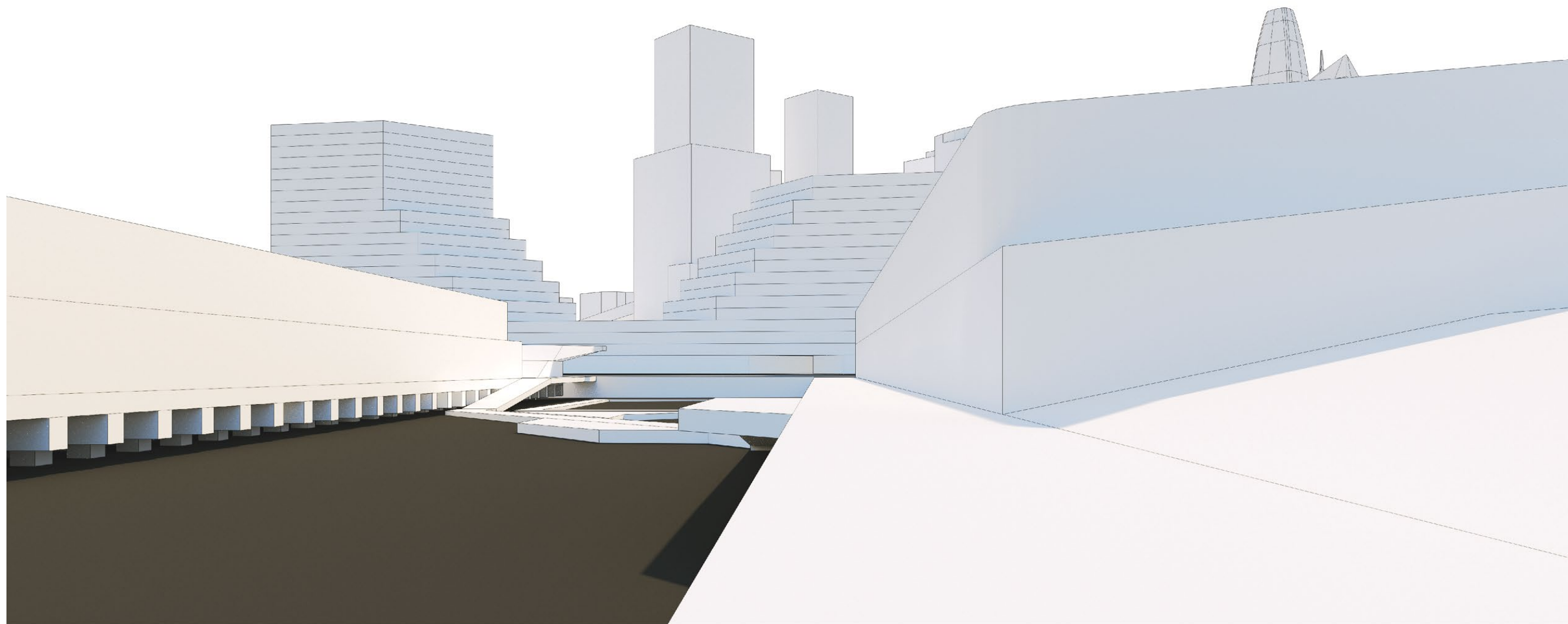
**SEAWALL LOT 330\_ REDUCED HEIGHT ALTERNATIVE 1**





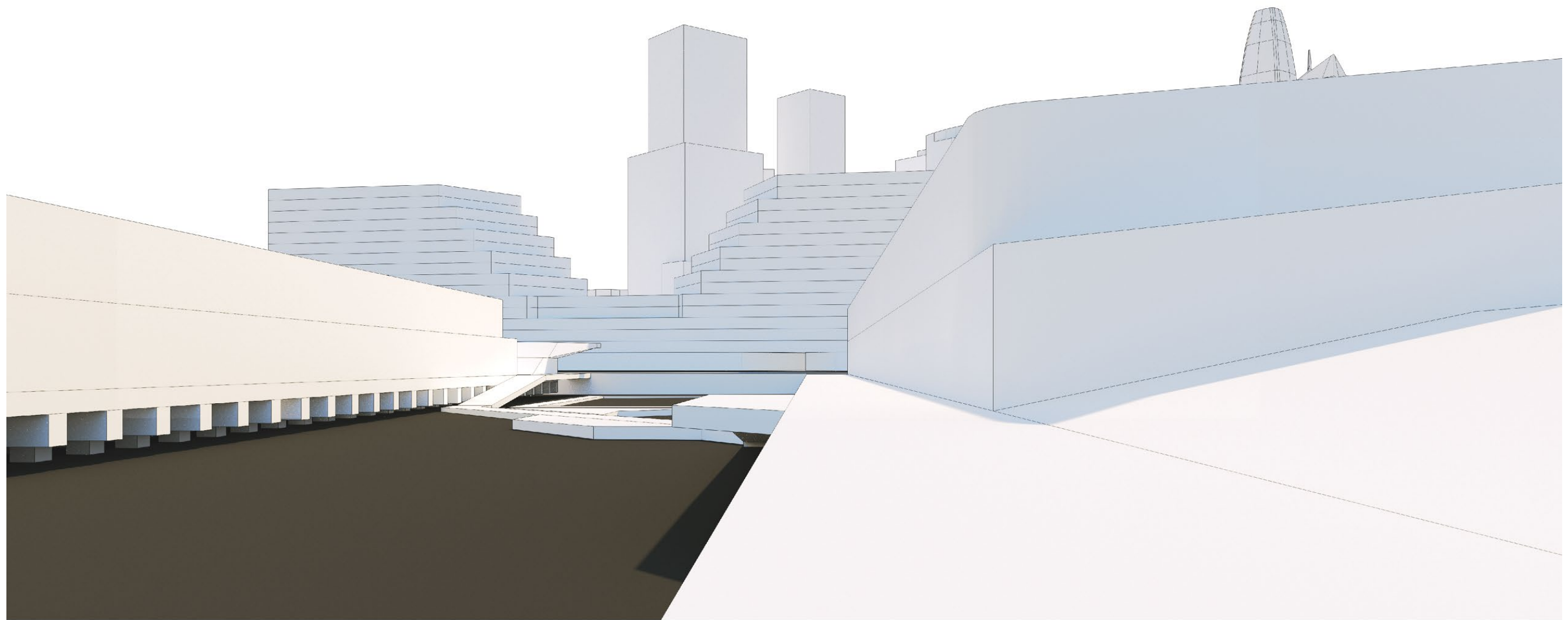
PIERS 30-32 & SEAWALL 330

# SEAWALL LOT 330\_ REDUCED HEIGHT ALTERNATIVE 2



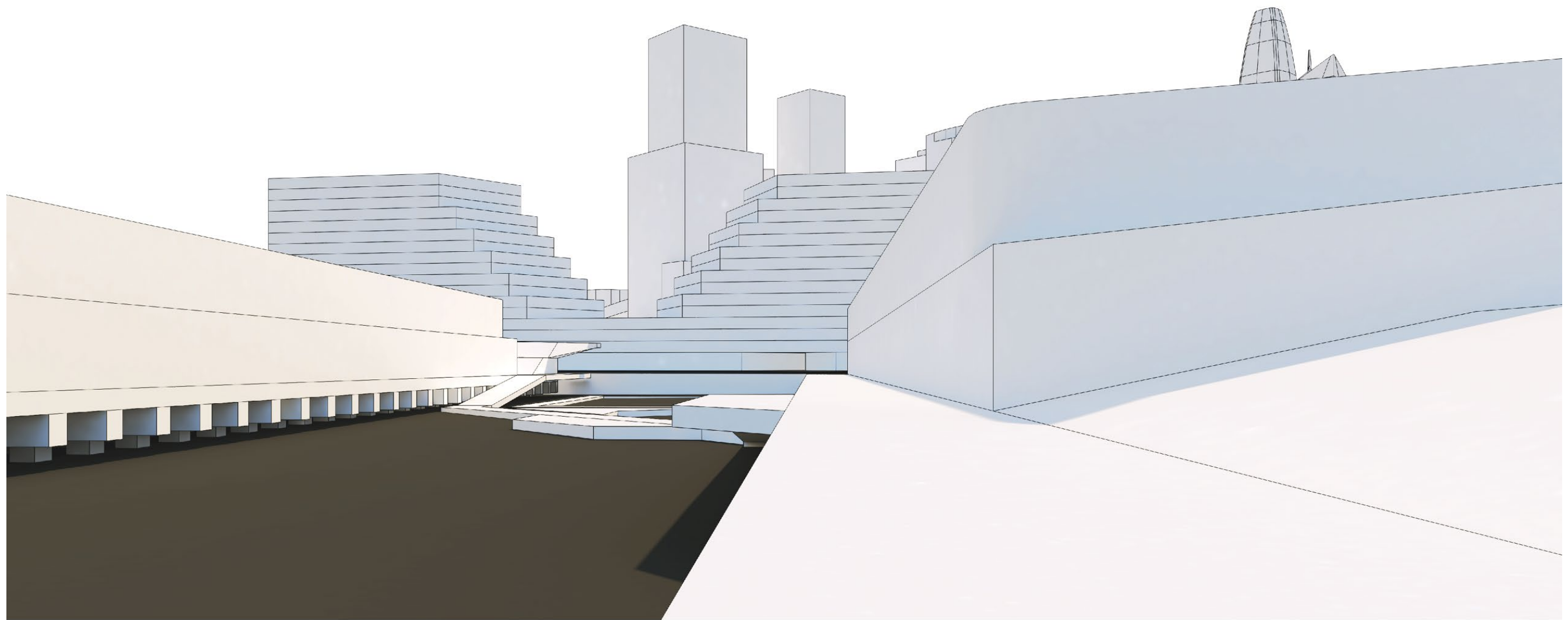
PIERS 30-32 & SEAWALL 330

# SEAWALL LOT 330\_RFP MASSING



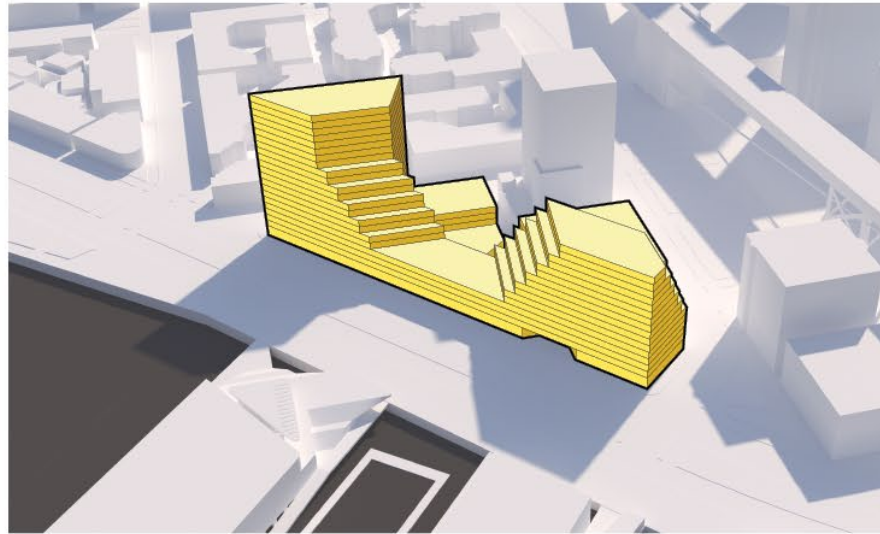
PIERS 30-32 & SEAWALL 330

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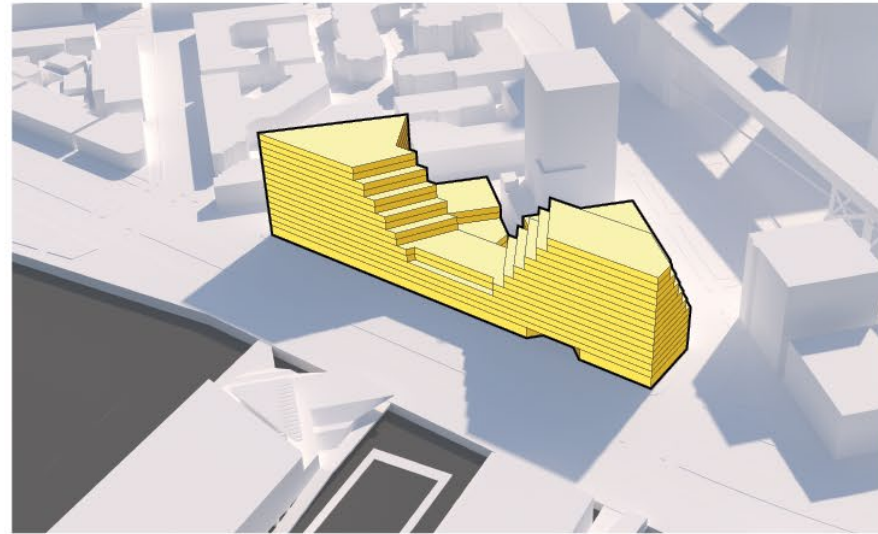


PIERS 30-32 & SEAWALL 330

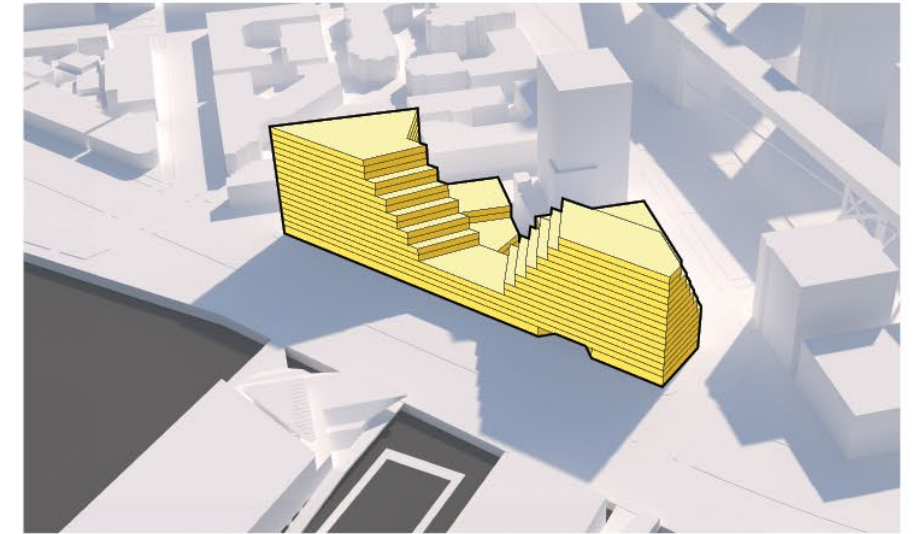
## SEAWALL LOT 330\_ REDUCED HEIGHT ALTERNATIVE 2



RFP Scheme Massing  
Baseline



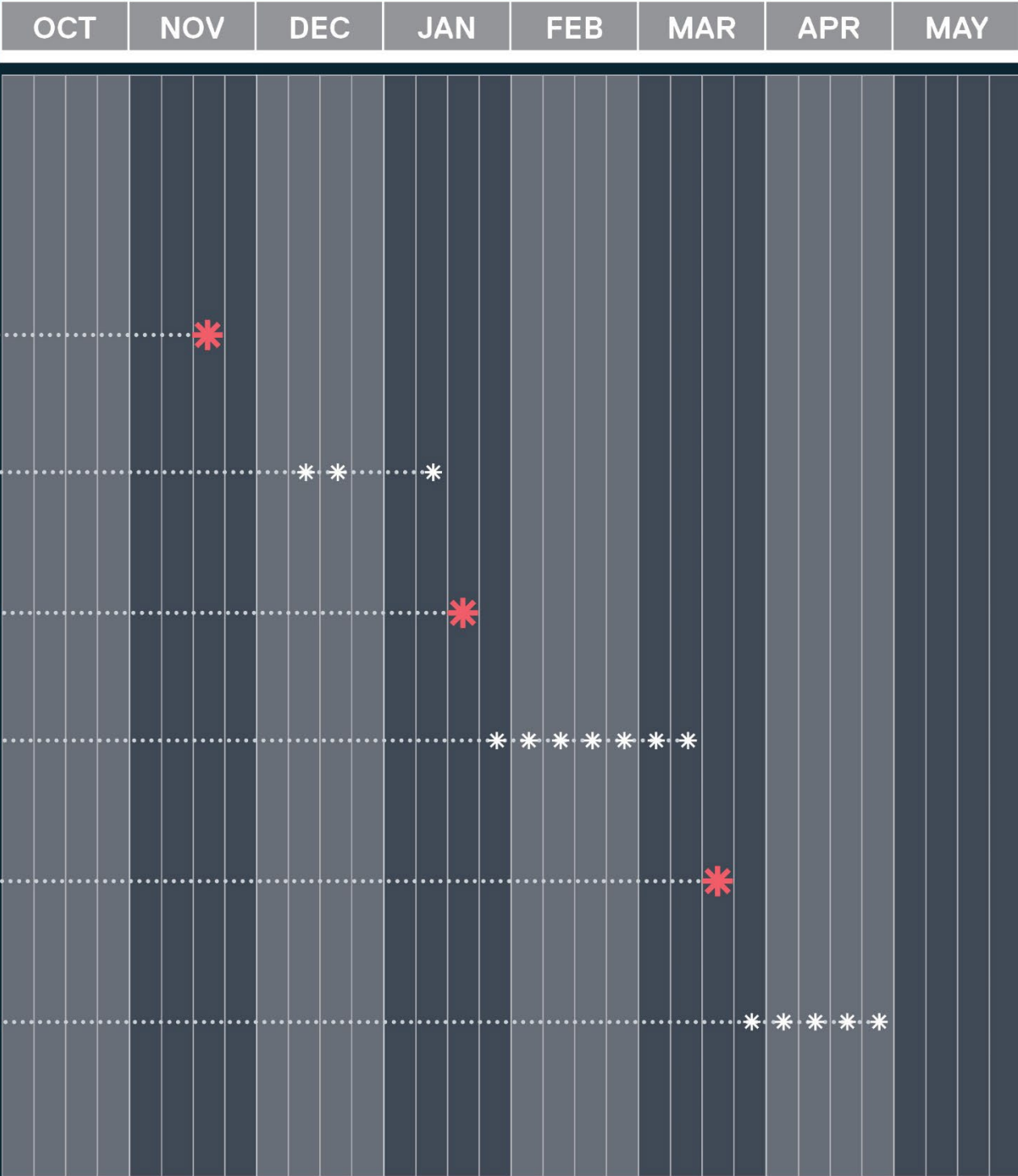
Reduced Height  
Alternative 01



Reduced Height  
Alternative 02

PIERS 30-32 & SEAWALL 330

## SEAWALL LOT 330 MASSING ALTERNATIVES SUMMARY



PIERS 30-32

# COMMUNITY ENGAGEMENT PLAN OVERVIEW

# Q&A



THANK YOU





# CONTACT

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