

THE PORT OF SAN FRANCISCO

# WATERFRONT DESIGN & ACCESS

An Element Of The Waterfront Land Use Plan

- ◆ Public Access & Open Space
- ◆ Views
- ◆ Historic Resources
- ◆ City Pattern
- ◆ Architectural Design Criteria

Prepared by:  
The Port of San Francisco  
and the San Francisco Planning Department  
with the guidance of the  
Waterfront Urban Design Technical Advisory Committee

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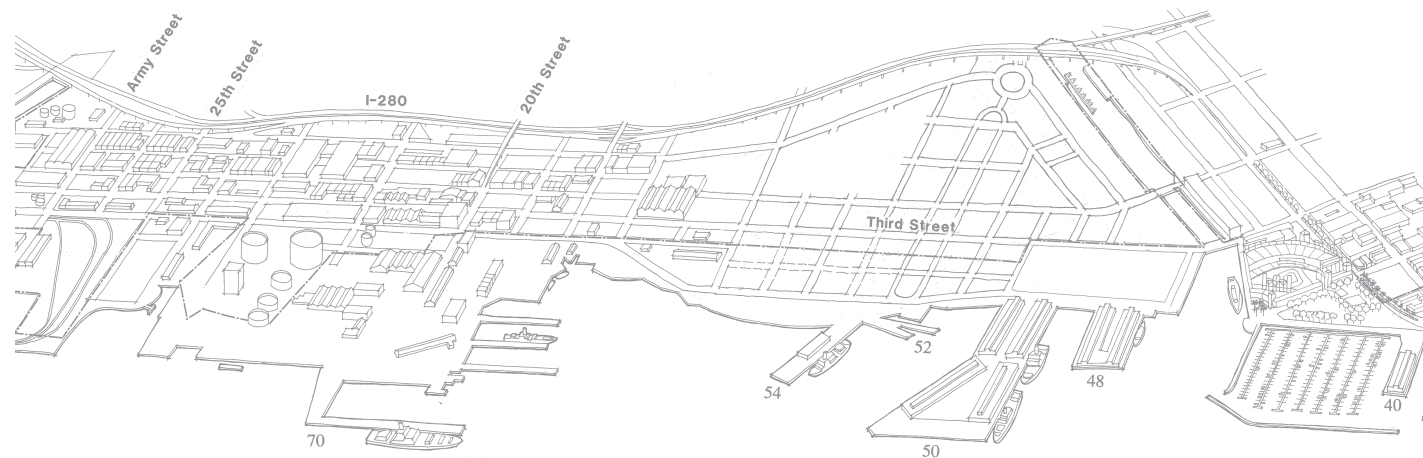
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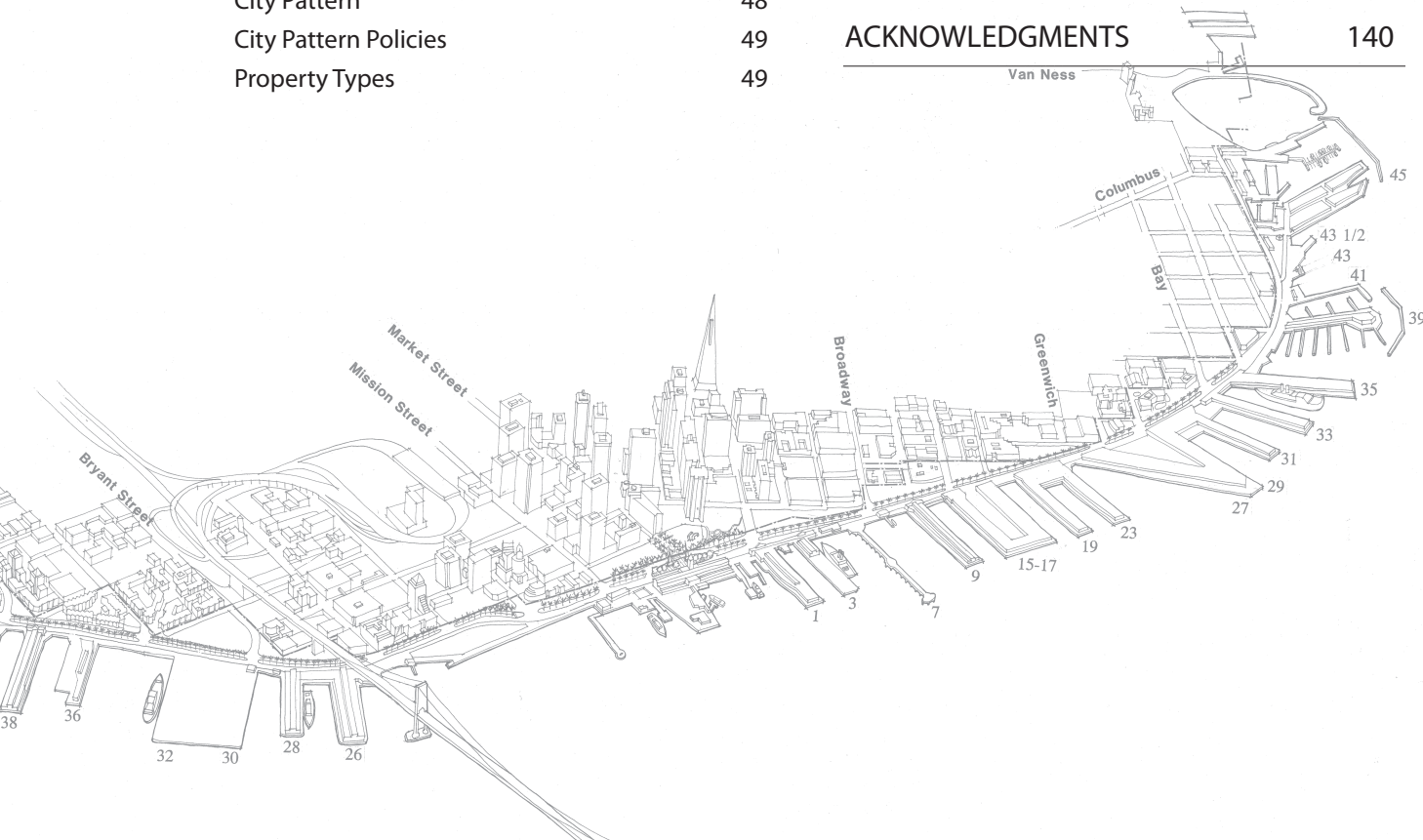
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# Introduction

## The Waterfront Design & Access Element

This Waterfront Design & Access Element (the “Design & Access Element”) is a component of the Port of San Francisco Waterfront Land Use Plan (“Waterfront Plan”). As such, it is intended to guide the physical form of the waterfront revitalization envisioned in the Waterfront Plan. The Design & Access Element provides policy for the preservation and development of public access and open space, views, and historic resources, as well as architectural design criteria that will be applied to new development.

## The Waterfront Land Use Plan

The Waterfront Plan is the Port’s comprehensive land use policy document governing all property under its jurisdiction, generally from Fisherman’s Wharf to India Basin. It describes how and where existing and new land uses will be located along the waterfront over the next twenty years.



*Fishing Boats in San Francisco Bay*

Most of the Port’s property consists of former tidelands which are held in “public trust” for all the people of California. As trustee of the property since 1969, the Port is required to promote maritime commerce, navigation and fisheries, as well as to protect natural resources and develop recreational facilities for public use. The Waterfront Plan therefore provides for the long-term land use needs of each of the Port’s maritime activities - cargo shipping, ship repair, passenger cruises, fishing, ferries and excursions, recreational boating, etc. - by reserving approximately two-thirds of the Port’s property for these uses. For properties not needed exclusively for water-dependent activities, the Waterfront Plan identifies other uses which provide public benefits and can thrive in a setting where maritime use, open space and public access also occur. In these locations, the Waterfront Plan strongly encourages new waterside commercial uses which bring day and nighttime activities to the waterfront, such as assembly and entertainment, retail, restaurants and museums.



The Waterfront Plan is the product of an intensive, five year public planning process conducted primarily by a 27 member Waterfront Plan Advisory Board. During the planning process, it became clear that one of the greatest public concerns about the Port's future is how the waterfront will interface with the City both visually and functionally. Thus the overarching vision of the Waterfront Plan is "the City reunited with its waterfront."

Four of the seven goals which guided development of the Waterfront Plan touch on how the design and access of new waterfront activities can help achieve this vision:



*End of Pier 31 in the Northeast Waterfront*

**Urban Design Worthy of the Waterfront Setting:**

The design of new developments should be of exemplary quality and should highlight visual and physical access to and from the Bay, while respecting the waterfront's rich historic context and the character of neighboring development.

**Access To and Along the Waterfront:**

A network of parks, plazas, walkways, open spaces and integrated transportation improvements should improve access to, and enhance the enjoyment and appreciation of, the Bay environment.

**An Evolving Waterfront, Mindful of its Past and Future:**

Improvements should respect and enhance the waterfront's historic character, while also creating new opportunities for San Franciscans to integrate Port activities into their daily lives.

**A Diversity of Activities and People:**

Port lands should host a diverse and exciting array of maritime, commercial, entertainment, civic, open space, recreation and other waterfront activities for all San Franciscans and visitors to enjoy.

When the Port Commission endorsed the Draft Waterfront Plan in January 1995, it added a requirement that the Port develop design guidelines to address the public's overwhelming concern about how the revitalized Port will look and feel, and to ensure that waterfront redevelopment occurs in a manner sensitive to and compatible with the beauty of the San Francisco Bay. This requirement led to the development of this Design & Access Element.

### Adopted Public Plans

- Port of San Francisco Waterfront Land Use Plan
- San Francisco General Plan
- BCDC Bay Plan and Special Area Plan (SAP)

### Other Related Urban Design & Public Access Documents

- Waterfront Plan Workshop Reader, December 1994
- Fisherman's Wharf Urban Design Plan, Skidmore, Owings & Merrill, May 1989
- BCDC Public Access Design Guidelines, September 1985
- The Embarcadero Plan, SFAIA April 1986
- Waterfront Transportation Projects - Urban Design Review of Overall Project, Sasaki & Team, December 1991
- Signing Study for The Embarcadero Sasaki & Team, January 1995
- Waterfront Transportation Projects Urban Design — Design and Development guidelines, Bechtel, 1988
- Central Embarcadero Urban Design Strategy, ROMA, June 1993

## Preparation of The Design & Access Element

The Design & Access Element was prepared by staff from the Port of San Francisco and the San Francisco Planning Department, based on the guidance of a nine member Technical Advisory Committee (TAC). The TAC was composed of representatives from agencies and organizations with particular concerns or mandates that relate to the waterfront environment, including the Waterfront Plan Advisory Board, the San Francisco Bay Conservation and Development Commission (BCDC), the San Francisco Planning and Urban Research Association, the San Francisco Planning Department, the American Institute of Architects, the American Society of Landscape Architects, the Save San Francisco Bay Association (Save the Bay), and individuals with specific experience in waterfront design and historic preservation. The TAC met regularly for over one year to direct, review and critique the Design & Access Element. Additional input and review by BCDC and Save the Bay focussed on public access and open space and resulted in special emphasis on these resources in this document.

Throughout the past 20 years, the San Francisco waterfront has been the subject of many different planning and design studies initiated primarily by the San Francisco Planning Department, BCDC, or in response to public or private development projects proposed on or near the waterfront. Over a dozen such studies identified common urban design or public access principles which today are embraced by the public and appointed decision-makers. Based on these common principles, the TAC used the following working goals which they applied and balanced as they developed their recommendations for goals, policies, and design criteria for design and access along the waterfront.

#### •City Connection

Create clear access and connections to the waterfront from adjoining neighborhoods.

#### •Views

Frame and create views from publicly accessible areas, including views of the Bay and across the water, of maritime activities, back to the City, and from City streets and hilltops.

#### •Identity

Each waterfront planning area should have its own identity, yet be compatible with adjacent City neighborhoods.

#### •Maritime Character

Enhance the working waterfront character with development that is in context with maritime uses.

#### •Historic Resources

Recognize and preserve historic resources, while creating greater public access to the waterfront.

#### •Continuous Public Access

On piers within specified planning areas, provide a continuous flow of public access, including open spaces and pier edges, where compatible with maritime operations.

#### •Clear Destination

Public access on piers should lead to clearly defined destination points. Destination points may range from a simple widened public access point with a view, to a major commercial attraction.



*Urban Design Technical Advisory Committee*

## Who Will Use The Design & Access Element

The Design & Access Element will be used on a regular basis by agencies, organizations, and individuals interested in ensuring that good design and access remain a priority along the San Francisco waterfront.

### The Port of San Francisco

Port staff and the Port Commission will review proposed waterfront improvements and leases to ensure that they are consistent with the Waterfront Plan and the Design & Access Element. The Element's policies ensure that those urban design features which make the San Francisco waterfront a unique and wonderful urban place - public access and open space, views, historic resources - will be protected and enhanced while the Port balances its public trust responsibilities and implements the Waterfront Plan. The Port will update the Waterfront Plan and, if necessary, the Design & Access Element, every five years to ensure that these documents provide current direction to decision-makers and the public.



*Fishing boats along Jefferson Street in Fisherman's Wharf*

### Other Public Agencies

The San Francisco Planning Department and BCDC also have jurisdiction over many aspects of waterfront development. The Planning Department has worked with the Port to ensure consistency between its planning documents (the San Francisco General Plan and Planning Code) and the Waterfront Plan and Design & Access Element. Likewise, BCDC has worked with the Port to ensure consistency between its planning documents, the Bay Plan and Special Area Plan (SAP), and the Waterfront Plan and Design & Access Element. Amendments have been adopted by the Port, Planning Department and BCDC to ensure such consistency. Port projects must be consistent with all these plans. The Design & Access Element provides design standards that can be used by the Port, the Planning Department and BCDC in a coordinated project review process to shape and evaluate new waterfront development projects.

### The Public

The Waterfront Plan and Design & Access Element were developed with extensive public input and oversight to ensure that they represent a thoughtful public consensus about how waterfront revitalization should unfold. The public can therefore refer to these documents to ensure that public agencies with jurisdiction over various

aspects of waterfront development are being responsive to public concerns and consensus as they conduct project reviews and approvals. They also may use these documents to learn about the future plans for specific areas of the waterfront.

### Developers & Port Tenants

In the past, many development projects proposed for the waterfront were met with well-organized citizen opposition. While often justifiable, this opposition has led some developers to view the waterfront as a risky place for development because of the lack of a consensus about the appropriate type and amount of development. Fortunately, developers can now look to this document and the Waterfront Plan to determine the land use, design and access requirements that are considered important to the community and that will be applied to proposed projects. While approvals from all agencies can never be guaranteed, developments which are designed to meet the goals and objectives of these documents will have the optimum potential for success.

## How to Use the Design & Access Element

The Design & Access Element sets forth the policies and objectives which will be applied to revitalization of waterfront property operated by the Port of San Francisco from Fisherman's Wharf to Pier 70. It provides concerned citizens, waterfront developers and public servants with the information they need to ensure that proposed waterfront projects meet required standards for public access and open space, views, historic preservation and architectural design.

The Design & Access Element must be used in conjunction with the Waterfront Land Use Plan to fully understand the range and character of land uses permitted on Port property. In addition, development projects on the waterfront must be consistent with the plans and policies of the San Francisco Planning Department and BCDC.



**The Introduction** ...discusses the relationship of the Design & Access Element to the Waterfront Land Use Plan.

**Chapter One**...describes the unique **form and evolution** of the San Francisco Waterfront.

**Chapter Two**... describes the **goals** of the Design & Access Element and identifies “**City Connection Areas**” where waterfront revitalization and connections to the City are most likely to occur.

**Chapter Three**... describes and provides **policies and qualitative standards** for **public access and open space**, including the PortWalk, and for **views and historic resources**.

**Chapter Four**... provides **general architectural criteria** for piers, bulkhead sites and seawall lots and **site specific criteria** for specific sites in each of six subareas of the Port.



**If You:**

Would like a quick and specific description of the **future of a particular site**...

Would like to know the **detailed policies and objectives** which will be applied by the Port when reviewing a proposed project...

Would like to know which **views** to, from, and along the waterfront will be preserved...

Would like to know how the Port will protect the waterfront's **historic resources**...

Would like to know where you will be able to walk along the waterfront and enjoy **parks, plazas, new open water areas** and other **open spaces**...

Want more information about the relationship between this document and the **Waterfront Land Use Plan**...

Have your eye on a piece of property and would like information about the **land uses** which are allowed on Port property...

Would like any **further information** about this Design & Access Element or the Waterfront Land Use Planning process...

**Then:**

Refer to the site-specific design criteria for the particular site in **Chapter Four**.

Refer to the policies and qualitative standards for public access and open space, views and historic resources in **Chapter Three**, and the general criteria for piers, bulkhead sites and seawall lots (depending on the site) and the site specific criteria in **Chapter Four**.

Review the maps and discussion of existing and future view sites, street views and view intervals in **Chapter Three (pp. 42-49)**.

Review the maps and discussion of the Port's historic resources in **Chapter Three (pp. 50-57)**.

Review the maps and discussion of existing and future open spaces, and the policies, qualitative standards and concepts for public access and open space and the PortWalk in **Chapter Three (pp. 20-41)**.

Read the discussion of the Waterfront Land Use Plan in the **Introduction (p. 4)**.

Refer to the **Waterfront Land Use Plan** by reviewing the Port's website at [www.sfport.com](http://www.sfport.com) and click on Planning & Development.

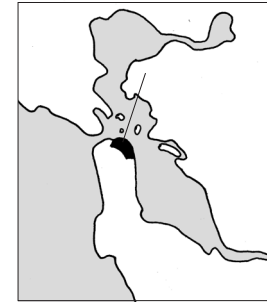
Please call the **Port of San Francisco**, and ask to speak to a member of the Planning & Development staff, we would be glad to help you.

# Waterfront Form

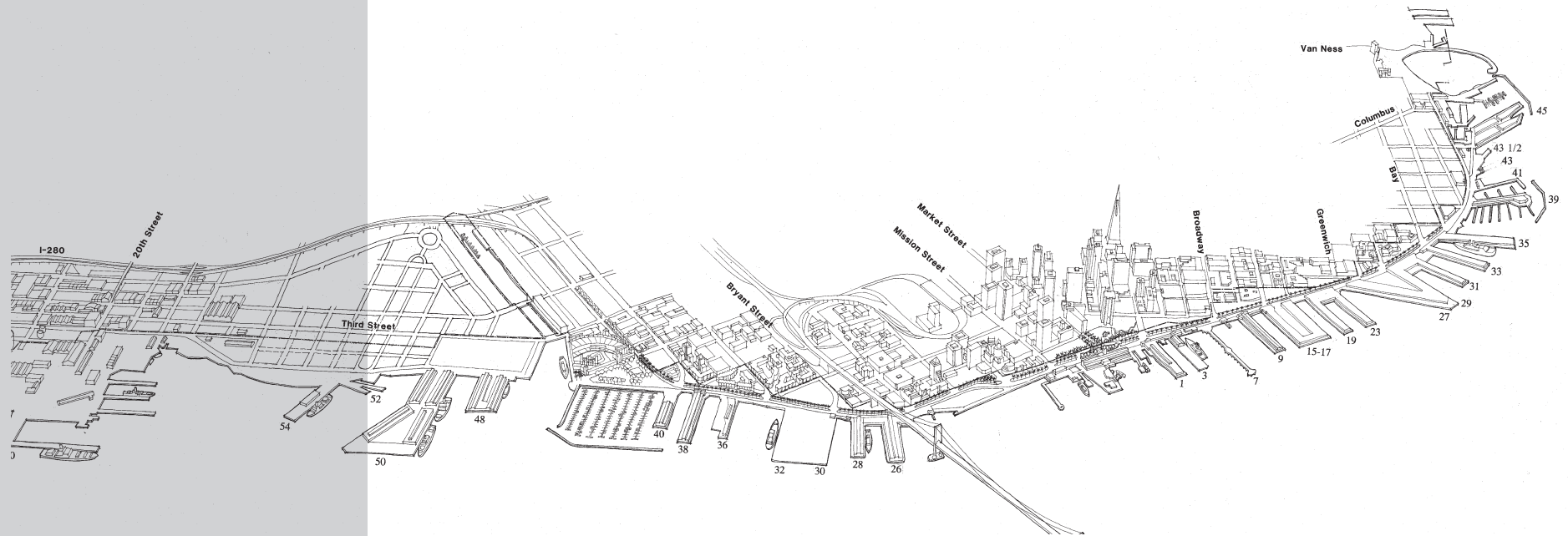
## Chapter One

### An Urban Waterfront

Of the over 400 miles of shoreline that encircles San Francisco Bay, the Port of San Francisco oversees a five mile stretch of unique urban waterfront from Fisherman's Wharf to Pier 70. Here, the waterfront possesses built features which distinguish it from the less developed or natural shoreline found elsewhere around the Bay. These features include: The finger piers which extend into the Bay; The Embarcadero roadway - a major arterial that parallels much of the northern waterfront; the City street grid pattern that begins and ends at the waterfront in a variety of unusual angles; the City's famous hilly topography and densely developed waterfront neighborhoods and districts; historic waterfront buildings; and a rich mix of urban activities. From the San Francisco waterfront, one can enjoy views of maritime activities, the Bay, historic architecture and the City's vibrant neighborhoods and commercial districts.



The piers and bulkhead structures which line the waterfront are reminders of San Francisco's rise in trade and commerce from the 1860's through the 1930's. Today, the pattern of piers and bulkhead buildings, interspersed with open water along the City's edge, provides a unique urban form that contributes to the City's identity. The contrast of built form with public open spaces and the natural setting of the Bay, the interplay of diverse uses within a compact area, and the architectural style and scale of buildings, creates an exciting and renowned urban experience. This Design & Access Element seeks to preserve these qualities that are unique to the



San Francisco waterfront by expanding and protecting public access and open space, views, and historic resources as the waterfront continues to evolve.

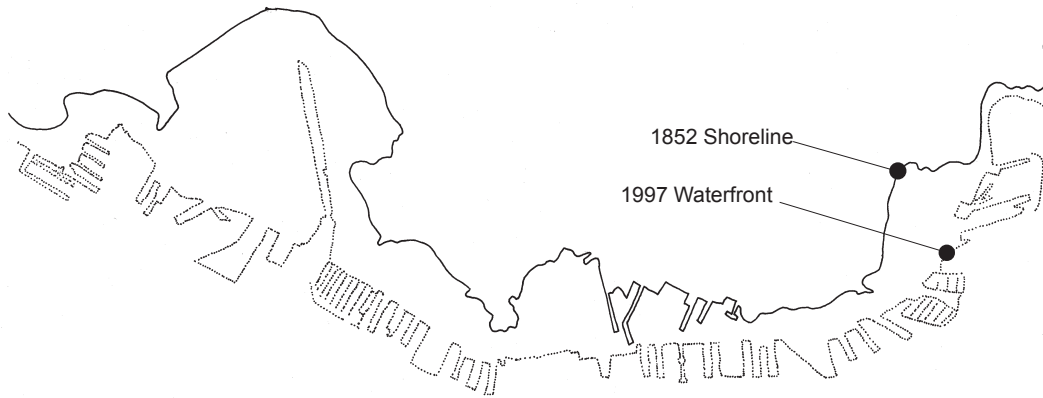


*Above: view of the waterfront and Downtown San Francisco from south of the Bay Bridge. Upper right: new South Beach neighborhood and The Embarcadero roadway. Lower right: a fireboat at Pier 221/2*



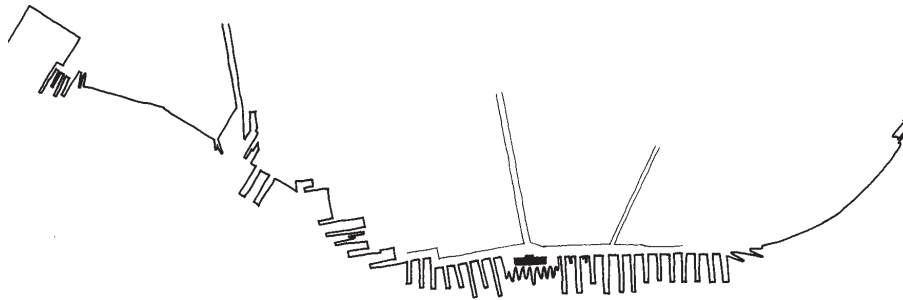
## Evolution of San Francisco's Shoreline

The following figures illustrate how San Francisco's shoreline has evolved over the past 150 years. Starting in the 1850's, the waterfront edge and adjacent inland properties were shaped to accommodate maritime industry. As technological innovations transformed the shipping and transportation industries, the waterfront edge was altered accordingly. More recently, increased use of the shoreline and adjacent areas north of China Basin for residential and commercial uses and public recreation has led to additional changes in the shoreline. The waterfront will continue to accommodate maritime needs, provide opportunities for public recreation and enhancement of the Bay and provide new commercial recreation uses that draw people to the shore. These future physical changes will be guided by policies in this Design & Access Element which are based on an understanding of how the waterfront has evolved, why its form is unique to San Francisco, and how it can be enhanced.



### 1852 Shoreline

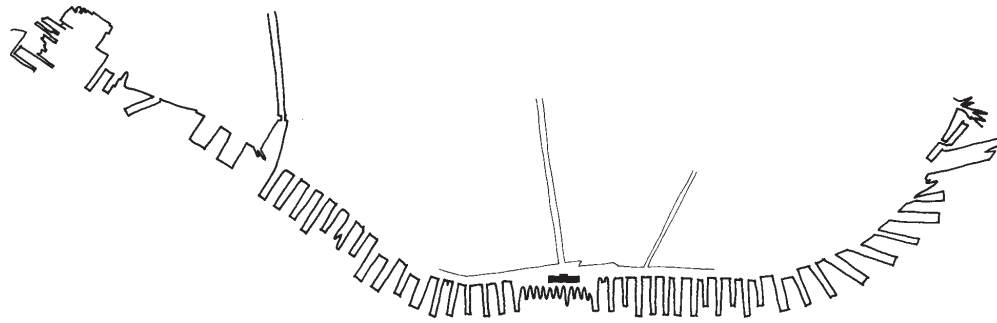
The San Francisco shoreline as it existed two years after California's official admission into the United States (solid line), compared to the 1997 shoreline (dotted line).



### 1908 Shoreline

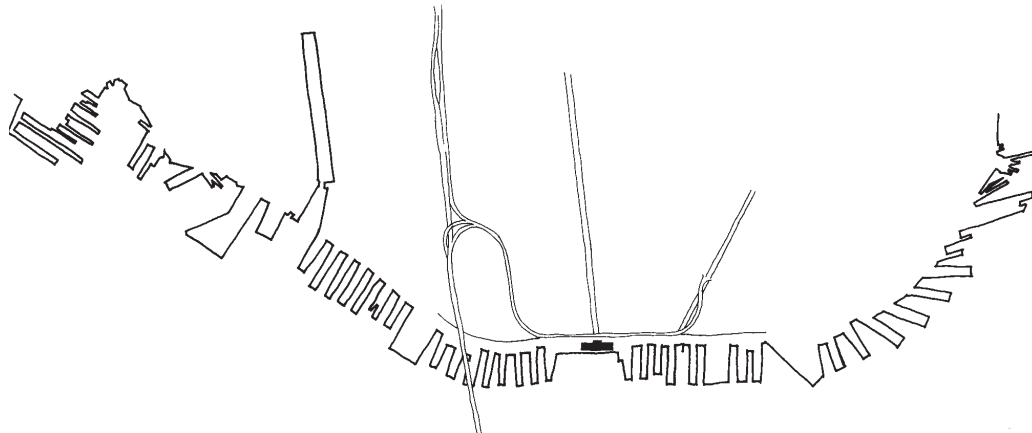
Between 1852 and 1908, the Gold Rush and an explosion of shipping and trading activity led to Bay fill for a harbor and supporting warehouse district. An initial seawall was completed in the Northern Waterfront and a second, longer seawall was begun. By 1908, just two years after the Great Quake, twenty-eight piers were in operation.





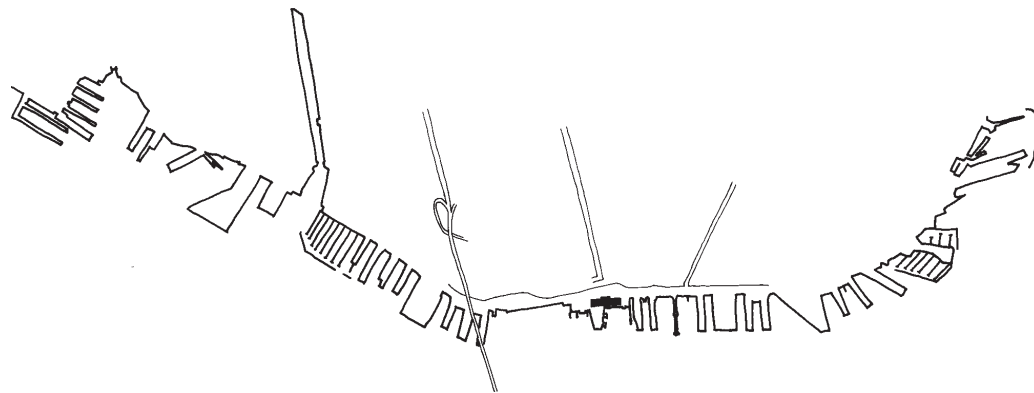
### 1931 Shoreline

Between 1908 and 1931, the Port undertook major harbor improvement and “beautification” projects. The second seawall was completed, new “finger” piers and bulkhead buildings were constructed, and the Beltline railway system was expanded along the entire length of the waterfront. By 1931, forty-nine piers and twenty-one ferry slips were operating along the waterfront. Through the end of World War II, the Port of San Francisco was the dominant West Coast shipping port.



### 1969 Shoreline

By 1969, the number of piers was reduced to 45, mainly because some “finger” piers were combined into larger piers to meet modern warehousing and shipping needs. The ferry slips at the foot of Market Street were removed because commuters preferred to travel by automobile--a mode of transportation which was encouraged by the construction of the Bay Bridge and the Embarcadero freeway.



### 1997 Shoreline

By 1997, the number of “finger” piers was further reduced, making way for a new recreational retail center at Pier 39, the Pier 7 public access pier, views of the Bay along the Embarcadero Promenade north of the Bay Bridge, and a small boat marina in South Beach. These changes in the shoreline were regulated, in part, by BCDC, which was created in 1965 to regulate Bay fill. The northern waterfront today contains a mix of maritime support, passenger cruise, fishing, ferry and excursion, office, and retail uses. Most cargo operations have moved south to modern cargo terminals at Piers 80 and 94-96.

# Waterfront Design & Access Goals

## Chapter Two

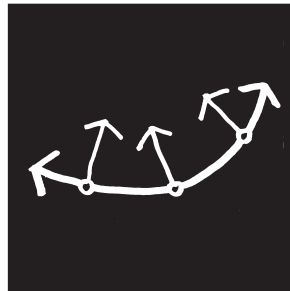
### Waterfront Urban Design

Urban design addresses the physical character and built environment of a city. Good urban design reinforces the visual and sensory relationship of an urban area and the physical relationships that give character to a city. It concerns both preservation and development, and the fitting together of pieces with appropriate scale and visual interest, without unsettling contrasts. Urban design incorporates our cultural heritage and values things that explain our past. In the end, good urban design should help make a city efficient, safe, healthy, enjoyable, and valued by its residents.

The Design & Access Element is an effort to recognize the positive attributes of the San Francisco Waterfront, conserve and enhance these attributes, and improve the physical character of the waterfront where it is less than adequate. It defines the qualities that make the San Francisco waterfront a glorious edge to a great City, and provides direction for the physical form of development and open spaces envisioned in the Waterfront Plan.

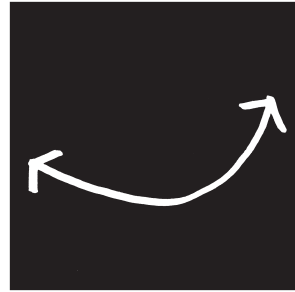
### Waterfront Design & Access Goals

The unique character of the San Francisco waterfront derives from a rich mix of urban activities, variety of views and open spaces, cohesive historic context, and extraordinary natural setting. The Design & Access Element seeks to ensure that this unique waterfront character is preserved and enhanced as waterfront revitalization occurs. Towards this end, the Design & Access Element takes a comprehensive approach to identifying how public access and open space and views will be maintained, enhanced and expanded, in ways which are sensitive to existing urban patterns and historic waterfront resources. This Element also includes design criteria specific to geographic segments (“subareas”) and individual sites along the waterfront. As new development occurs along the waterfront, the following three goals will guide the enhancement of the waterfront as a public asset.

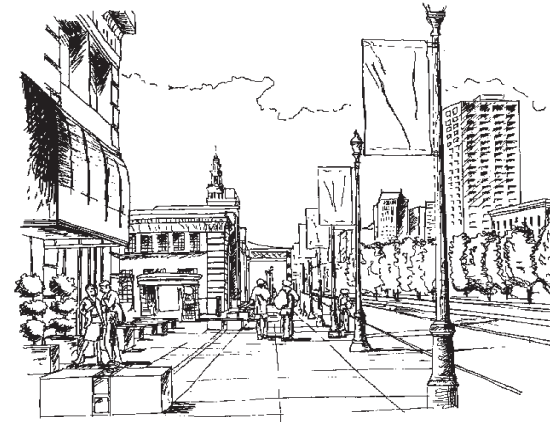


***Reunite the City with the Waterfront.*** This is the overarching goal of the Waterfront Plan and this Design & Access Element. The waterfront is an asset that has evolved from maritime industrial uses to a variety of maritime and public serving recreation and open space, business, and commercial uses. From the late 1800’s to the early 1900’s the waterfront was the physical and economic center of the City’s bustling transportation and trade activities. Subsequent technological and infrastructure changes, such as the transition to container shipping and construction of the Embarcadero Freeway, caused San Franciscans to turn their backs to the waterfront. Today, the removal of the Embarcadero Freeway and its redesign as an urban boulevard with transit and pedestrian improvements, have rekindled the public’s desire to enjoy the waterfront. The Waterfront Plan sets forth land use policies which continue to give priority to maritime uses, but also promote public, cultural and commercial activities which activate and draw people to the waterfront and provide strong visual and physical connections to surrounding neighborhoods. It is in this way that the Waterfront

Plan will guide reunification of the City and the waterfront. The policies and design criteria in this Element address how the design and location of new development, new public access and open spaces, protection and expansion of views, and preservation of historic resources will help achieve this goal.

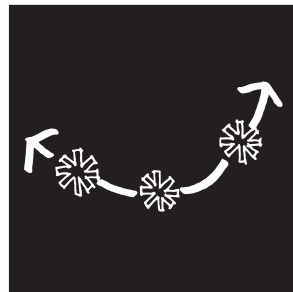


**Create a continuously accessible waterfront from Aquatic Park to Pier 70.** The convergence of the City and the Bay provides a distinct edge to the City of San Francisco. This waterfront edge already provides many areas where the public can enjoy views of spectacular natural and built features and maritime uses that contribute to the fascination of the waterfront. In addition, the public can enjoy continuous waterfront access as they stroll along the Embarcadero Promenade or drive along the roadway. In many places, the edge can be enhanced with more access extending onto piers and wharfs and better continuity of access, views, and circulation along the waterfront edge.



**Recognize the unique identity of the waterfront's districts.** From Aquatic Park to Pier 70, the waterfront passes through seven different City districts: Fisherman's Wharf, Base of Telegraph Hill, Downtown, Rincon Hill, South Beach, Mission Bay, and Pier 70. Each of these districts has a distinct architectural character that has been created by the land

uses, scale of buildings, and architectural features of the district. The historic and current uses of the waterfront also have affected the character of different areas. For example, Fisherman's Wharf is characterized by many simply-detailed, one story industrial buildings, the Northeast Waterfront by its bulkheads and piers that were developed for cargo operations, and the Ferry Building area by its civic character. As improvements are made along the waterfront, the character of new buildings and public improvements should help strengthen the unique architectural character and identity of each of the subareas identified in this Design & Access Element. Attention to subarea identity will also strengthen the relationship between each subarea of the waterfront and its adjacent City district.



## City Connection Areas

The Waterfront Design & Access goals will have the greatest opportunity to be fully realized in the “City Connection Areas”--important places where the City and the waterfront converge and where reunification of the City and the waterfront is most likely to occur. Each of these areas possesses one or more of the following features:

### *Open Space*

A significant existing or future public waterfront open space;

### *Unique Character*

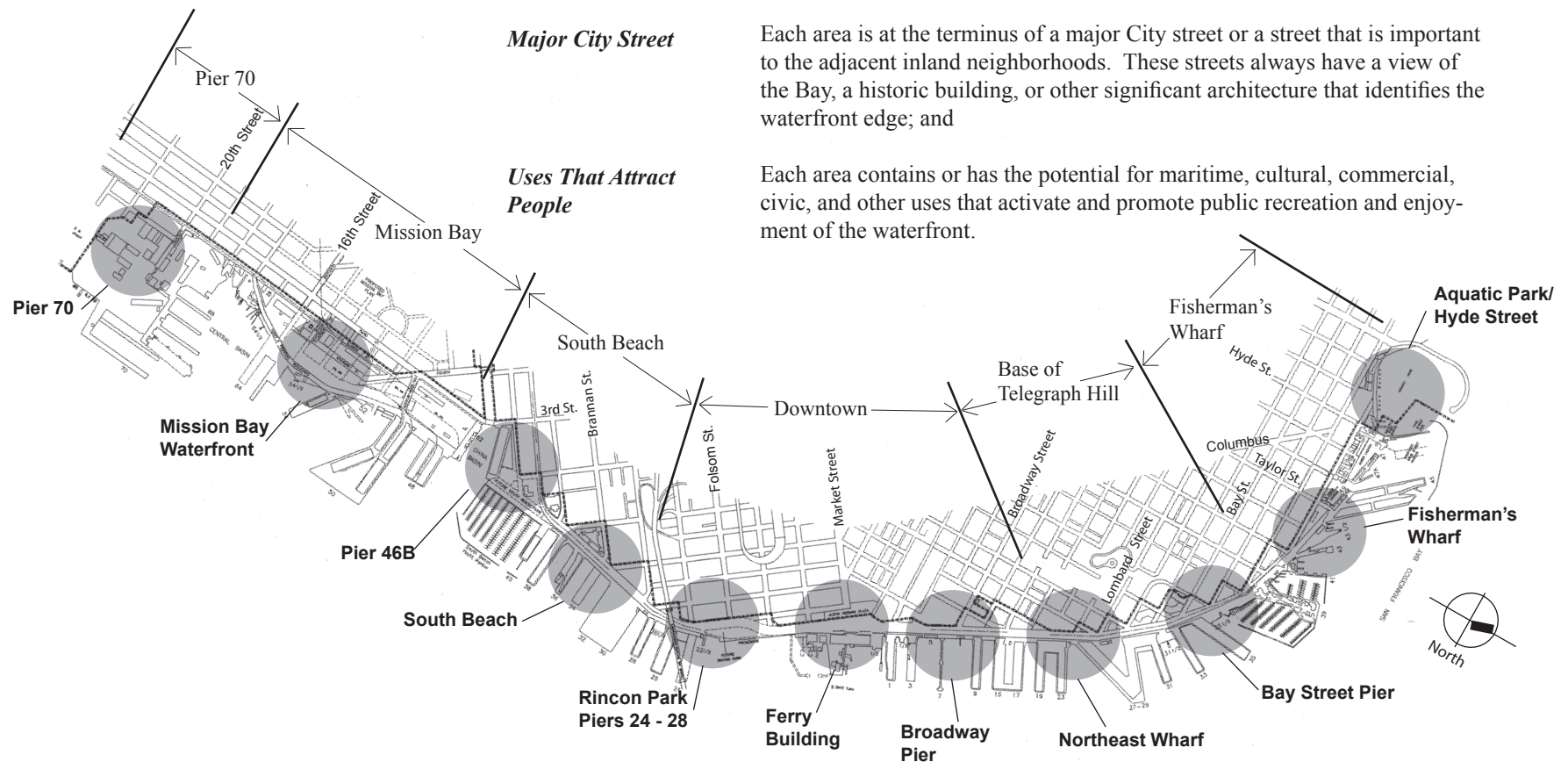
An architectural or maritime character of improvements that is unique to that area of the waterfront and adjacent neighborhood;

### *Major City Street*

Each area is at the terminus of a major City street or a street that is important to the adjacent inland neighborhoods. These streets always have a view of the Bay, a historic building, or other significant architecture that identifies the waterfront edge; and

### *Uses That Attract People*

Each area contains or has the potential for maritime, cultural, commercial, civic, and other uses that activate and promote public recreation and enjoyment of the waterfront.



The City Connection Areas are located at regular, five to ten minute walking intervals along the waterfront. Together, they establish a comprehensive network of individual places from Aquatic Park to Pier 70 where public access and open space, view and historic preservation objectives will be applied to new developments. Some of the areas are already well established such as Fisherman's Wharf. Others are identified in the Waterfront Plan as

“Mixed Use Opportunity Areas” where the development of new open spaces and/or public access, maritime activities, and commercial uses is targeted. Port properties south of Pier 70 are largely developed or reserved for container terminals which preclude their redevelopment as City Connection Areas.



<b>Aquatic Park/Hyde Street</b>	This area includes those portions of the swimming and rowing club docks and Bay waters which are within Port jurisdiction on the east side of Aquatic Park, the San Francisco Maritime National Historical Park at the Hyde Street Pier, and the new Hyde Street fishing harbor. Along with the Fisherman’s Wharf Historic Walking Tour completed in 2001, these facilities will continue to enhance the maritime, historic and recreational character of Fisherman’s Wharf.
<b>Fisherman’s Wharf</b>	The Wharf exhibits a unique mix of fishing and visitor-oriented uses, and an eclectic built form. Expanded fishing industry operations, harbor facilities, ferry operations, and public open space on Seawall Lots 300 and 301 will complement existing visitor attractions and draw City residents to the area.
<b>Bay Street Pier</b>	This area will provide an important connection to the City where Bay Street meets the historic bulkhead buildings along The Embarcadero. Piers 31-35 and Seawall Lot 314 form a development opportunity area which, together with East Wharf Park, will provide a gateway to Fisherman’s Wharf from the Northeast Waterfront.
<b>Northeast Wharf</b>	A new waterfront open space will be located at Pier 27, and include removal of a portion of the pier shed. It will provide a connection to the waterfront and views of Treasure Island for residents, workers and visitors to the base of Telegraph Hill area.
<b>Broadway Pier</b>	Pier 9 is a prime maritime site and Seawall Lots 322-I, 323 and 324 are prime sites for infill development. New uses should take advantage of the major public access amenities at Pier 7 and provide a focal point for the area where Broadway meets The Embarcadero.
<b>Ferry Building</b>	The Ferry Building is the focal point of the area. This historic landmark building and its environs will be restored as a regional transportation hub with public and commercial uses, a grand boulevard and new public plaza. Views from Herb Caen Way to the Bay will be enhanced.
<b>Rincon Park &amp; Piers</b>	Rincon Park will provide a new downtown open space with spectacular Bay views. The Park will be enhanced by the removal of dilapidated Pier 24 and development of new maritime and commercial recreation uses on Piers 26 and 28. Pier development will include new public access with views of the Bay Bridge and the City skyline.
<b>South Beach &amp; Pier 46B</b>	The South Beach area, which includes the new Giants ballpark, has undergone a transition from industrial uses to mixed residential and commercial uses. Piers 34 and 36 will be removed to create “Brannan Street Wharf,” a major public open space to serve local residents and businesses, and ballpark visitors. This open space will also serve future maritime and commercial recreation uses on adjacent Piers 30-32.
<b>Mission Bay Waterfront</b>	This area’s unique character is derived from an active mix of maritime uses along the shoreline ranging from cargo operations to recreational boating. Waterfront public access improvements will include new waterfront walkways along Terry Francois Boulevard and China Basin Channel with maritime and City views.
<b>Pier 70</b>	Located adjacent to the Port’s ship repair yard in the heart of the industrial waterfront, this area includes historic Union Iron Works buildings (Buildings 101, 102, 104 and 113-114) which should be preserved and adaptively reused.

# Policies for the Waterfront: Public Access & Open Space, Views, Historic Resources, City Pattern

## Chapter Three

This chapter examines the four most important “waterfront design resources” which define the urban design character of the Port waterfront -- open space and public access, views, historic resources, and city pattern. These resources are evaluated in their existing condition, and policies and future actions are specified to:

- *Preserve* the existing resource;
- *Enhance* the resource where appropriate; and
- *Create* new resources where needed along the waterfront.

Applying these concepts requires an understanding of how the open space, views, historic resources, and city pattern work together to create the waterfront’s unique character, and how preservation, enhancement, and creation of these resources fits into the Port’s overall public trust responsibilities and economic capabilities.

To provide a baseline for analysis, inventories were prepared to record the types and location of existing open space and public access areas, views and vantage points, historic and non-historic buildings, and components of the City’s pattern. Analysis of how people use and enjoy San Francisco’s dynamic urban waterfront led to an understanding of the interdependence of views, open spaces, and historic resources with the Port’s maritime, commercial and recreation activities. For example, dramatic views of the Bay or maritime activities are often framed by historic buildings that house commercial activities and restaurants and/or that are the major feature of an open space. An open space next to an historic or non-historic building often emphasizes the building’s importance and increases its visibility, while activating the open space and making it safer. The interplay of rectangular finger piers and open water areas creates a city pattern that is unique to San Francisco.



In order to enhance existing resources or provide well designed new resources, the Port will balance the opportunities and constraints of public access and open space, views and historic resource preservation with the Port’s commercial and maritime activities. In some areas, the placement or protection of one type of resource can limit the opportunity for another resource. Between Piers 19 and 35, for example, the distance between waterfront views is greater than in other parts of the waterfront because many bulkhead buildings and piers remain in this area. While wholesale removal of bulkhead buildings and piers would open up views in this area, it would do so at the expense of erasing part of San Francisco’s architectural heritage and splendor, and removing dynamic waterfront commercial and maritime activities. Views could, however, be created through openings in historic buildings and by selective removal of non-historic buildings.



*Embarcadero Promenade between Piers 28 and 30-32*

The architectural character of Port development will be directed to enhance San Francisco's unique city pattern. Development on piers and on the seawall will emphasize the edge where land and water meet. Development on the "inland" seawall lots will complement the character of adjacent city districts. By preserving, enhancing and creating a unique combination of waterfront resources and land uses, the Port will provide a balanced variety of waterfront experiences for San Franciscans and visitors to enjoy.

Implementation of the policies in this chapter will create a scenic and publicly accessible waterfront, while allowing the Port to continue to meet its maritime land use needs, and provide opportunities for new activities and uses to draw people to the shore.



*Fishing boats at Pier 45 in Fisherman's Wharf*

# Public Access and Open Space

The Port's network of existing and future public access and open space areas is one of the City's most significant waterfront resources. It extends the City's park and open space system, connects the City with the expansive waters of the Bay, and offers tremendous opportunities for public enjoyment of the waterfront.

This section provides an overview of the primary waterfront public access and open space policies, a summary description of the Port's open spaces and public access areas, and standards and objectives that addresses the location and siting of open spaces and the character of improvements within those spaces.

## Public Access & Open Space Policies

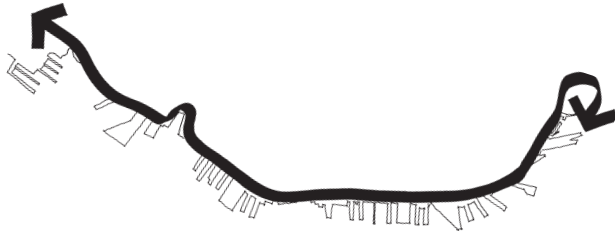
The Port's public access and open space plan reflects five primary policies: a 'continuous' public access and open space program that encourages people to explore the entire waterfront; a 'sequence' of significant open spaces occurring at frequent walkable intervals; a 'variety' of public access and open spaces to experience the waterfront's many activities; public access and open spaces which provide 'connections' between the City and the Bay; and open space 'character' that

is an architectural backdrop to the magnificence of the Bay. In developing new public access and open space, the Port will build upon its base of existing public access and open space, create opportunities for people to explore the entire waterfront through a variety of recreational opportunities and connections with the water, and provide opportunities for spectacular views of the Bay and its maritime activities. In addition, the Waterfront Land Use Plan calls for the creation of a 'PortWalk' along the waterfront that integrates new public access and open space on piers with the Port's continuous waterfront walkway. Concepts for the design and qualities of the 'PortWalk' and other public access to be included as part of pier development are discussed on the following pages.



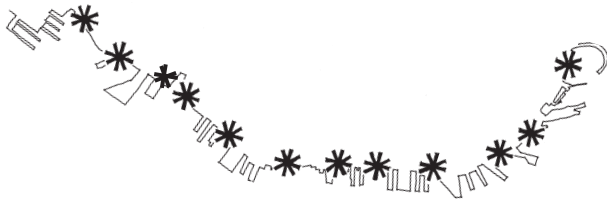
*Pier 7 public access and fishing pier*





### Continuity

**Develop a continuous waterfront walkway that connects public access, open spaces and activity areas from Fisherman's Wharf to Pier 70.** The Embarcadero Promenade already provides a major portion of this walkway from Pier 39 to South Beach. Proposed future walkway improvements from China Basin to Pier 70 and improvements to the Jefferson Street sidewalks in Fisherman's Wharf will improve pedestrian access and enjoyment and will complete a continuous walkway along the waterfront. This concept is a fundamental part of the PortWalk, which will extend public access onto piers.

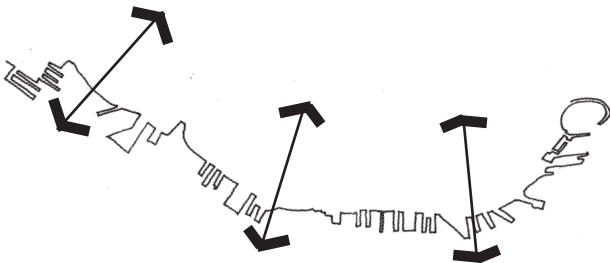


### Sequence

**Create a sequence of major open spaces and Open Water Basins that occur frequently and regularly at significant points along the waterfront.** East Wharf Park at Pier 39, Pier 7, the Ferry Building (Harry Bridges Plaza) and South Beach Park are major existing open spaces north of China Basin. They will soon be joined by a landscaped park at Rincon Point. Additional future open spaces at Fisherman's Wharf, Northeast Wharf at Pier 27, Brannan Street Wharf, and in the Mission Bay area also will contribute to this network. These open spaces will be complemented by a variety of smaller open spaces on piers and in other locations along the waterfront. Existing Open Water Basins at Broadway and Rincon Point will be complemented by new Open Water Basins at the Northeast Wharf and Brannan Street Wharf, and new open water areas between Piers 15 and 17 and at Piers ½, 2 and 24.

### Variety

**Develop a variety of public access and open spaces that offer many recreational opportunities and enhance other uses along the waterfront.** The waterfront has a variety of public access and open spaces including natural areas, landscaped parks, plazas, waterfront walkways and open water areas. New public access and open space should continue to expand the diverse opportunities for recreation, views and appreciation of the waterfront and the Bay.



### Connection

**Design public access and open spaces to encourage connections between the City, the waterfront and the Bay.** Many people will be drawn to those waterfront access areas, which are most visible from the City. New public access and open spaces should therefore be designed to maximize visibility or other connections between the City, the waterfront and the Bay.

### Character

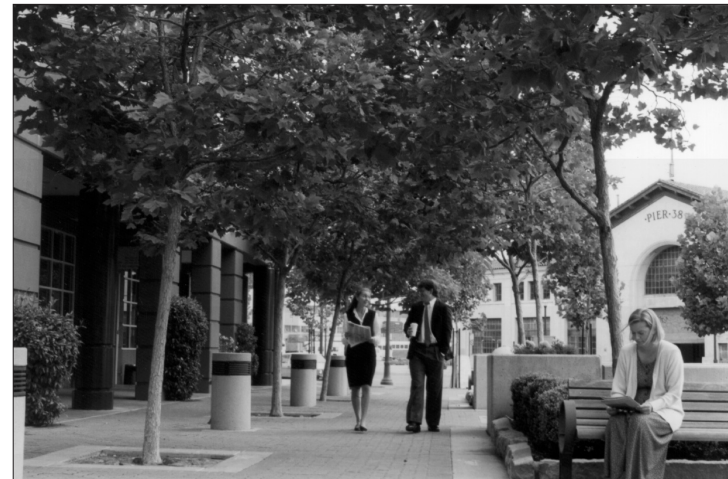
**Emphasize San Francisco's waterfront setting by designing most public open spaces as an architectural backdrop to the waterfront's spectacular natural and built features.** Improvements to the PortWalk should be simple and minimalist in form and character to allow the natural beauty of the waterfront and its view to and from the Bay to cast the strongest visual image. Certain locations along the waterfront that are planned for major development or large open spaces may warrant different design features reflective of their use or area (e.g. PacBell Ballpark, Ferry Building).

## Summary of Public Access and Open Spaces

The development of the industrial and maritime Port from the 1860's through the 1930's offered few opportunities for public access or open space. Over the last 20 years, however, the shift of industrial activities to the southern waterfront and land use changes along the northern waterfront between China Basin and Fisherman's Wharf have encouraged the development of public access and open spaces on Port property.

Waterfront Plan policies call for developing additional public access, open spaces and other uses to attract people to the waterfront as part of maritime mixed-use projects. These new projects will incorporate recreation-oriented maritime and commercial uses and new public access and open space improvements. The Port will further improve waterfront public access by providing major public open spaces, such as Rincon Park, and new open spaces in Fisherman's Wharf, the Northeast Waterfront and South Beach.

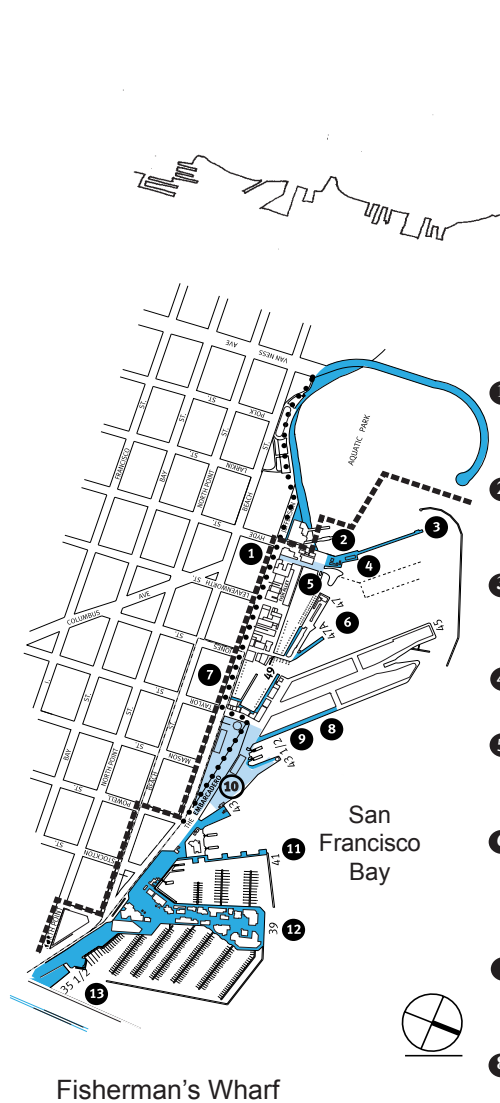
The following pages provide a brief description of existing and planned public access and open spaces on Port property. The network of open spaces is organized on the following pages by subareas: Fisherman's Wharf, Northeast Waterfront, Ferry Building, South Beach, Mission Bay, and the Southern Waterfront. Also illustrated on the following map are Open Water Areas and Open Water Basins. These areas are further described along with a listing of permitted uses for each Open Water Area or Basin in the BCDC Special Area Plan.



*Plaza and park amenities included as part of new developments in the South Beach area*

## Fisherman's Wharf

Fisherman's Wharf has a variety of types of open spaces to observe the fishing industry, learn about maritime history, or take in views of the north Bay. There are open spaces for viewing on Piers 39, 41, 43 and 43½. The Hyde Street Pier is the home to the San Francisco Maritime National Historical Park with its collection of tall ships and other boats, and the Fisherman's Wharf Interpretive Signage program provides a fun and memorable self-guided tour of the fishing industry.



Fisherman's Wharf

### Existing

#### 1 Jefferson Street Sidewalk

Sidewalk connecting the Embarcadero Promenade to Aquatic Park from Powell to Hyde Streets.

#### 2 Swimming and Rowing Club Docks

Public access to swimming and rowing club docks which are within Port jurisdiction.

#### 3 Hyde Street Pier

San Francisco Maritime National Historic Park -- historic ships and related exhibits located at the foot of Hyde Street.

#### 4 San Francisco Maritime National Historical Park

On the Hyde Street Pier in Fisherman's Wharf.

#### 5 Hyde Street Harbor

Pier edge access at the entrance to the fishing harbor immediately east of the Hyde Street Pier.

#### 6 Fisherman's Wharf Interpretive Signage Program

Interpretive sign program describing the fishing industry through Fisherman's Wharf between Powell and Hyde Streets.

#### 7 Inner Lagoon Walkways

Areas to view the fishing harbor adjacent to Jefferson Street between Taylor and Jones Streets.

#### 8 Pier 45 East Apron

Public access alongside existing Pampanito historic ship.

#### 9 Pampanito Submarine at Pier 45

Berthed along the east side of Pier 45.

#### 11 Pier 41

Ferry landing facilities and public access pier.

#### 12 Pier 39/Aquarium

Commercial recreation uses, central plazas, and perimeter access. Also included are landscaped open spaces adjacent to The Embarcadero.

#### 13 Sydney Rudy Waterfront Park, East Wharf Park

Lawn and children's play area fronting on the Embarcadero between Piers 35 and 39.

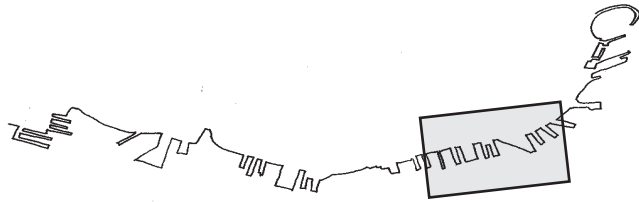
### Future

#### 10 Fisherman's Wharf Plaza

Opportunity to develop a major public plaza extending to the Bay in the area generally bounded by Jefferson, Taylor, and Powell Streets and the Bay.



Pampanito submarine at the east side of Pier 45.



## Northeast Waterfront

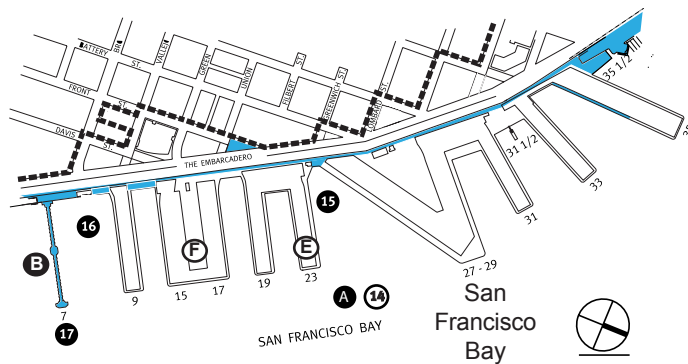
Public access and open spaces in the Northeast Waterfront combine the “Herb Caen Way” (Embarcadero Promenade) with a variety of public aprons along the historic “finger piers”. Also included is the spectacular Pier 7 public access and fishing pier and a planned destination open space at Pier 27.

### Existing

- 15 **Pier 23**  
Improvements adjacent to the Promenade between Piers 23 and 27.
- 16 **Wharf Improvements**  
Marginal wharf and pier edge improvements between Piers 7 and 9 and between Piers 9 and 15.
- 17 **Pier 7**
- B **Public access and fishing pier within the Broadway Open Water Basin between Pier 3 and 9.**

### Future

- 14 **Northeast Wharf**  
A new plaza to be developed by the Port adjacent to The Embarcadero at Pier 27.
- A **Northeast Wharf Open Water Basin.** Piers 19-27, partial removal of Pier 23 shed (and potentially the underlying pier decking and piles).
- E **Pier 23 East End**  
Remove eastern portion of pier and shed building.
- F **Pier 15-17 Valley Open Water Area**  
Remove decking and piles between the piers, 1950’s building additions also to be removed.

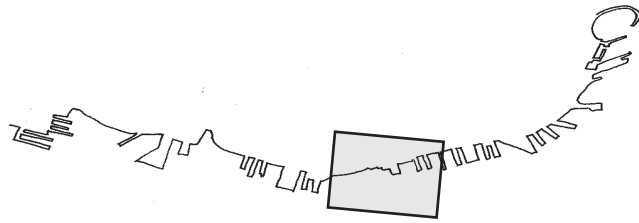


Northeast Waterfront



Pier 7



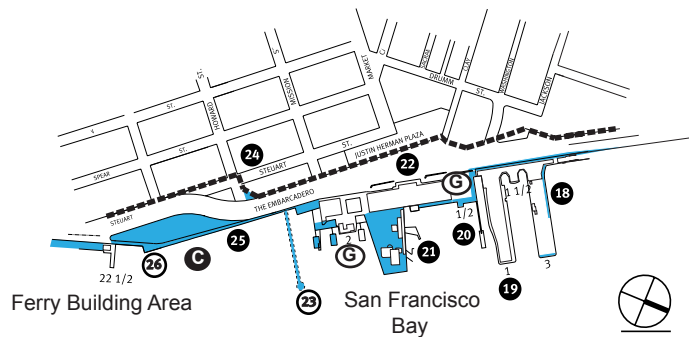


## Ferry Building Area

The major open spaces in this area are centered around the attraction of the historic Ferry Building. The new Harry Bridges plaza on the City-side of the Ferry Building provides a grand civic forecourt to the Ferry Building that complements the adjacent Justin Herman plaza and park. The recently renovated Pier 1 includes complete perimeter access with viewing opportunities of the Ferry Terminal activities, and Rincon Park (construction 2001) will be a new two-acre landscaped park within walking distance of Downtown and South Beach.

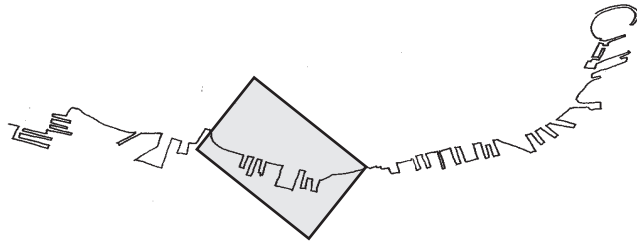
### Existing

- 18 Ferry Boat Santa Rosa**  
North side of Pier 3 adjacent to the Santa Rosa.
- 19 Pier 1**  
Perimeter access around Pier 1 and through the bulkhead rail corridor.
- 20 Pier 1/2**  
Public access walkway with views of ferry activities.
- 21 Ferry Plaza**  
Public plaza on the waterside of the Ferry Building that serves the Downtown Ferry Terminal
- 22 Harry Bridges Plaza**  
A new civic plaza on the City side of the Ferry Building located between the north and south lanes of the Embarcadero Roadway.
- 24 Seawall Lot 347N**  
An office building plaza with Bay views at the northeast corner of Howard Street and The Embarcadero.
- 25 Herb Caen Way (“Embarcadero Promenade”)**  
25 foot wide (minimum) Embarcadero shoreline walkway with “Art Ribbon” project extending from Fisherman’s Wharf to China Basin.
- C Rincon Park**  
A new landscaped park on the east side of The Embarcadero with views of the Bay Bridge, between Howard and Harrison Streets adjacent to the Rincon Point Open Water Basin between the Ferry Terminal Breakwater and the Pier 22 1/2 Fireboat house.
- 23 Future Ferry Terminal South Breakwater**  
Public access on top of the breakwater located immediately south of the Downtown Ferry Terminal.
- G Pier 1/2 and 2 Open Water Areas**  
Remove portions of Pier 1/2 and 2 consistent with BCDC-SAP.



Harry Bridges Plaza on the City-side of the Ferry Building.





## South Beach

South Beach is home to the new South Beach Marina and Park and the waterfront walkway on the edge of the new ballpark. The area is also planned to have a major new open space – the Brannan Street Wharf, to be constructed immediately south of the planned cruise terminal on Pier 30-32. Both the Brannan Street Wharf and the South Beach Park will serve the vibrant new South Beach neighborhood.

### Existing

- 27** **Jeremiah O'Brien**  
Last World War II liberty ship currently berthed at Pier 30-32 or at Fisherman's Wharf along Pier 45.
- 30** **South Beach Harbor Public Access Pier**  
Recreational boat harbor and public access pier.
- 31** **South Beach Park**  
Lawn and other park improvements adjacent to the South Beach Harbor and the ballpark.
- 32** **Ballpark Public Access**  
Public access walkway extending along the waterside of the ballpark adjacent to China Basin Channel between South Beach Park and the Third Street Bridge.

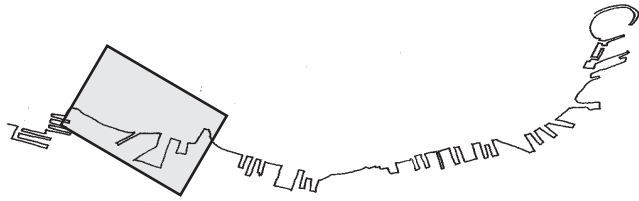
- H** **Pier 24**  
Remove Pier 24 to create Open Water Area

### Future

- 28** **Brannan Street Wharf**  
**I** A plaza and promenade open space to be developed and  
**D** financed by the Port, including the removal of Piers 34 and 36 to create the Brannan Street Wharf Open Water Basin.
- 29** **Pier 38**  
Perimeter pier edge access on Pier 38.



*PacBell Park and waterside Promenade.*



## Mission Bay

The planned Mission Bay project adjacent to Port lands includes a complete open space system ranging from mini-parks, to landscaped boulevards, to a major waterfront open space east of the realigned Terry Francois Boulevard. The entire south edge of China Basin Channel will also be a landscaped park or other natural open space area.

### Existing

#### 38 Agua Vista Park

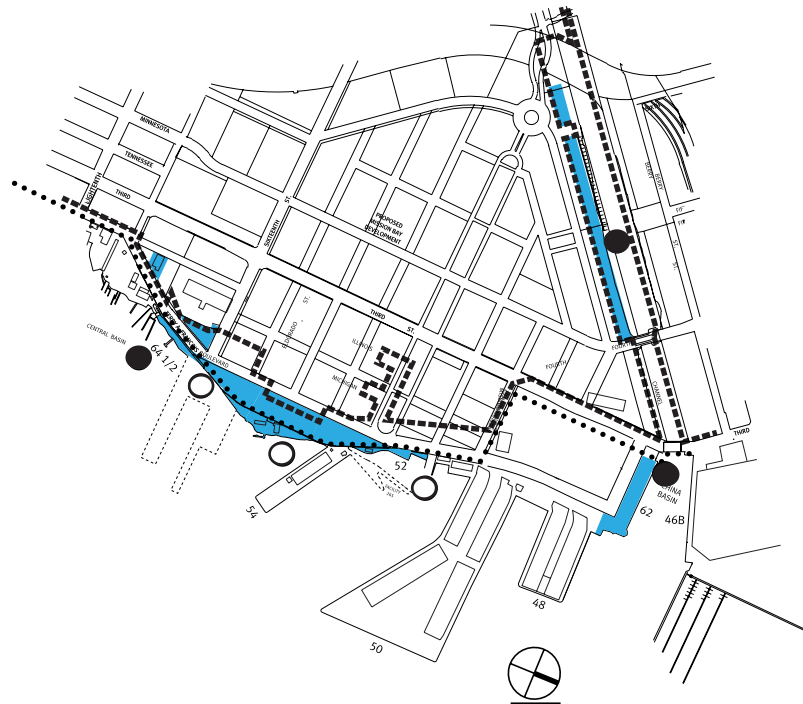
Planted area and fishing pier with views of Pier 70 along Terry Francois Boulevard in the Mission Bay area.

#### 33 Mission Creek Harbor & South Shore Park

Landscaped park and plazas along the south side of China Basin Channel between Fourth and Sixth Streets to be constructed with Mission Bay improvements. Mission Creek Harbor landscaping is located on Port property adjacent to South Shore Park.

#### 34 China Basin Park

Landscaped park with ballpark and bridge views adjacent to China Basin Channel and Third Street.



### Future

#### 35 Pier 52 Boat Launch

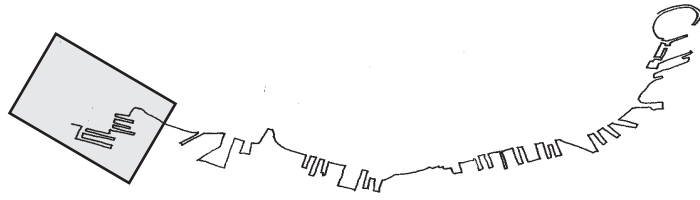
Public boat launch in the Mission Bay area with adjoining waterfront edge access.

#### 36 Mission Bay Walkway

Waterfront walkway on Port property east of Terry Francois Blvd. connecting the Third Street Bridge at China Basin with the Pier 70 area, to be constructed with Mission Bay improvements.

#### 37 Mission Bay Open Space

Landscaped area adjacent to the Bay along Terry Francois Boulevard in the Mission Bay area and on adjacent Port property, to be constructed with Mission Bay improvements.



## Southern Waterfront

The most prominent open space in the Southern Waterfront area is the new Heron's Head Park located on the Pier 98 area. This new wetland and natural area was improved by the Port as a quiet place to enjoy bird watching, fishing or viewing the adjacent Pier 94-96 container terminal.

### Existing

#### 39 Warm Water Cove Park

Native planting and walkways at the foot of Twenty-Fourth Street.

#### 40 Islais Creek

Public improvements coordinated by The Friends of Islais Creek on the north edge of Islais Creek east of Third Street.

#### 41 SWL 344 Existing Wetlands

North of Pier 94 in the Southern Waterfront area.

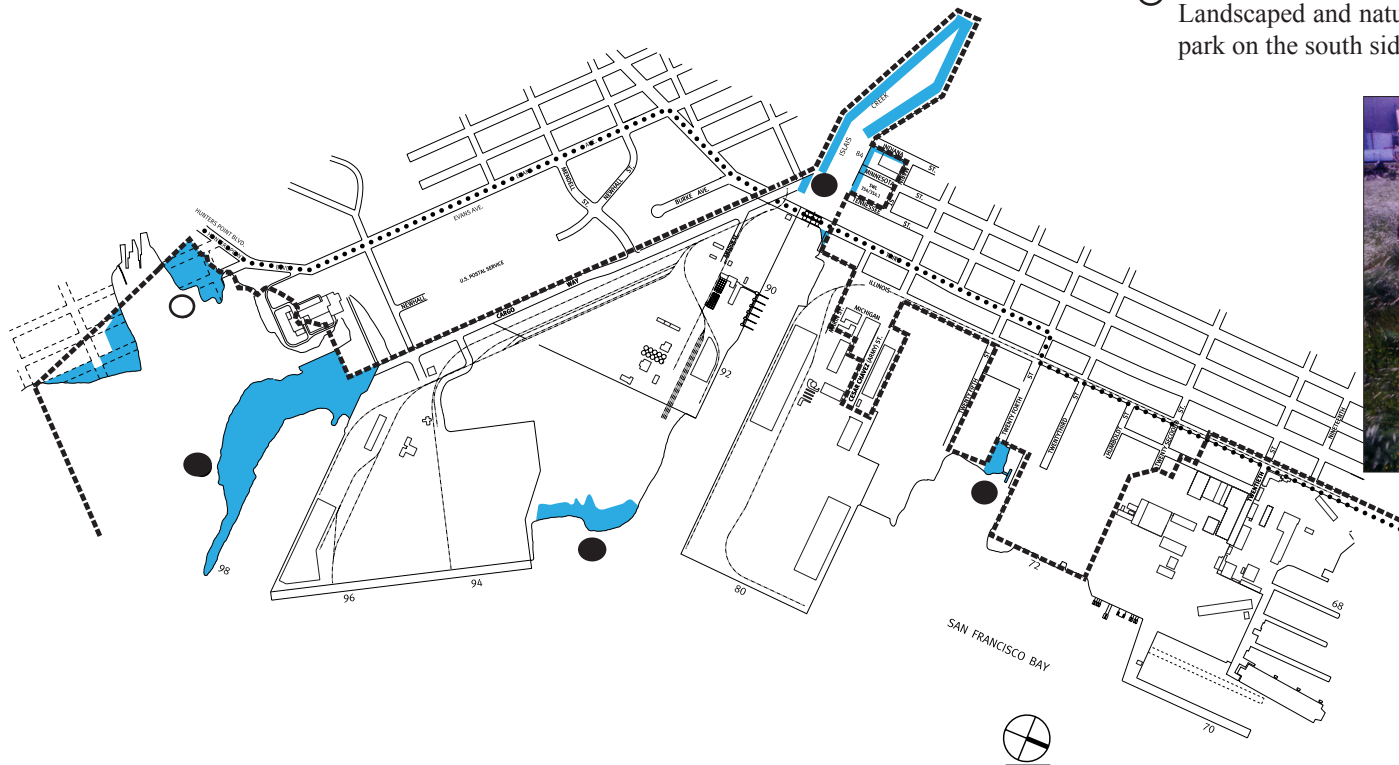
#### 42 Heron's Head Park

Wetland and natural park located at Pier 98 between India Basin and Pier 96.

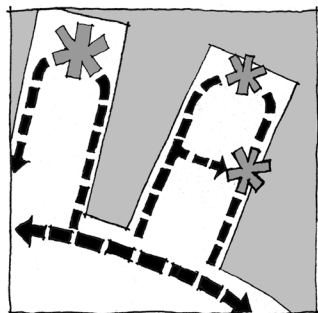
### Future

#### 43 India Basin Park

Landscaped and natural area that is part of a larger City park on the south side of India Basin.



*Heron's Head Park*



*The PortWalk provides the ability to walk along the Port's waterfront roadways and out to destinations on piers.*

## The PortWalk

The 'PortWalk' will be created through a combination of the continuous waterfront walkway along The Embarcadero Promenade – Herb Caen Way, and along other waterfront roadways, waterfront public plazas and parks, and public access on piers. There will be visible connections between public access and open spaces that complement development destinations over the water. On piers, the 'PortWalk' will take many different forms, depending on site location, view opportunities, and the type and design of the development project of which it is a part. It will include a "Bayside History Walk" to provide access behind and within historic buildings on piers.

PortWalk improvements will be created as Port property is redeveloped with new uses. Major developments on piers will be required to provide public access on the pier apron, a Bayside History Walk, and an additional public access area consistent with the project and size of the pier. These public access improvements also are required under planning policies of the San Francisco Bay Conservation and Development Commission, particularly in the *San Francisco Waterfront Special Area Plan* (BCDC-SAP). For major development on large piers, it is expected that a higher proportion of public access will be necessary than for finger piers. Smaller projects also will be required to provide maximum feasible public access consistent with the project.

The following pages describe siting and character design standards to be considered when developing or improving public access and open space areas on piers, the shoreline or wharf areas as follows:

- **General Siting and Location** – The placement of open space within a project, making the most of climate and views, making public spaces feel safe, and making open spaces and public access obvious and accessible to the public;
- **Perimeter Access on Piers** – How new or renovated piers can include perimeter public access;
- **Destination Open Spaces on Piers** – How new development on piers can include "Destination" open space areas that add recreational opportunities;
- **Bayside History Walk** – A public access walkway that creates physical and visual access to and through historic resources; and
- **PortWalk Design Criteria** – "Design Criteria" to ensure a consistent and complementary approach to the design of improvements and furnishings within open spaces.

Additional criteria are included in the BCDC-SAP in its General Policies, in its Geographic-Specific Policies for Fisherman's Wharf, and the Southern Waterfront, and elsewhere as indicated in the standards which follow.



*Embarcadero Promenade is a part of the PortWalk*



## General Siting and Location

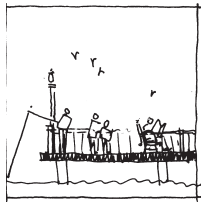
New public access and open spaces should meet siting and location design standards that address placement of the open space within a project, how it visually and physically connects to The Embarcadero and the Bay, microclimate conditions, and security. These standards will be used to review the design of public access and open spaces in future projects. How the design standards apply varies depending on the size of the open space, location along the waterfront, type of adjacent or associated use, and location and type of other open spaces in the area. More specific design criteria for individual sites can be found in Chapter 4.

### Connection to The Embarcadero



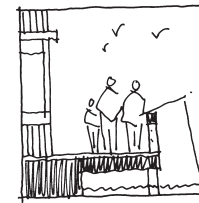
If not directly connected to the water's edge, new public access and open spaces should include a clear walkway or other circulation route identifying how to reach it from the Embarcadero Promenade.

### Visible Connection to the Water



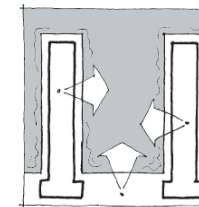
New public access and open spaces should include views to the Bay, maritime activities, and if feasible, the City. New public access and open spaces also should include contact with a pier edge, seawall edge, or other waterfront edge wherever feasible. (Refer to Chapter 3 Waterfront Views, and Chapter 4 Subarea Design & Access Criteria for a complete discussion of views. Also see BCDC-SAP Northeastern Waterfront “Waterfront Design Policies, Waterfront Form and Structure”.)

### Location of Required BCDC Public Access



BCDC public access policies require public access areas to be located at ground or platform level, be open to the sky (except limited covering is allowed if it enhances public access and does not support private uses above), and along the waterfront edge. Other uses may extend to the edge if the uses enhance the total project design and do not occupy more than 20 percent of the public access edge. Also see BCDC-SAP Northeastern Waterfront “Public Access Policies.”

### Open Water Basins



To preserve views of the Bay as the predominant features between Pier 35 and China Basin, create Open Water Basins within which new fill should be limited, consistent with BCDC-SAP Northeastern Waterfront “Open Water Basin and Public Access Policies”.



## General Siting and Location (continued)

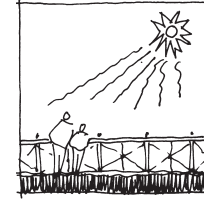
### Commercial Facilities Within and Adjacent to Public Access and Open Space



Design public access so that the user is not intimidated nor is the user's appreciation restricted by structures or incompatible uses.

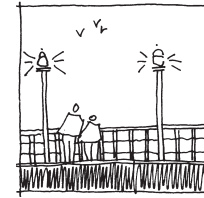
Allow accessory commercial activities (e.g. food and beverage services, bike or skate rentals, ferry queuing) within open space and public access areas after maintaining adequate pedestrian circulation and minimizing blockage of the waterfront edge. Allow adjacent commercial uses (e.g. restaurants) to spill out onto public access and open space areas. Clearly delineate adjacent commercial uses areas from public use areas with signs, planting, fences, elevation changes, or other distinguishing characteristics.

### Microclimate Conditions



The design and placement of new public access and open spaces should address microclimatic conditions by providing, for example, places that are sheltered from wind and places which receive maximum sun exposure.

### Design For Security



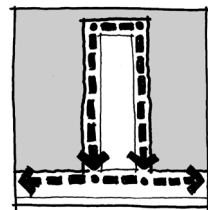
The location of open spaces and their visibility from adjacent uses can affect the safety and comfort of the public. Open spaces and site improvements should therefore be designed to avoid concealed areas and include adequate lighting.

## Perimeter Access on Piers

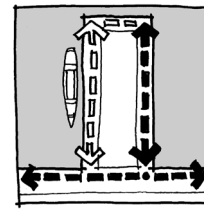
New major development on piers will include PortWalk public access around the pier perimeter to maximize contact between people and the water's edge. On the historic finger piers this is accommodated on the existing pier aprons which are generally about 20-feet wide or greater. Newly constructed, reconfigured, or renovated piers with new commercial or recreation uses should also include perimeter public access.

In certain instances, safety considerations or maritime operational needs (e.g. ship loading and service areas at the cruise terminal) may preclude complete perimeter access. In other cases, priority viewing locations or microclimate conditions may warrant emphasizing public access on certain sides over others. Site-specific situations are addressed in the Subarea Design and Access Criteria presented in Chapter 4. For example, the criteria for Piers 26-28 call for aligning pier public access with the Harrison Street view corridor, and creating a public access edge on the north side of Pier 26 to take advantage of spectacular City views. Shown here are just two examples of how PortWalk circulation on piers could be modified from the standard pier perimeter public access design.

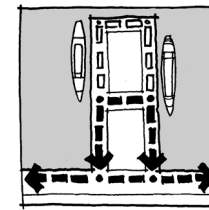
*Many perimeter access layout options are possible*



**Standard:  
Perimeter Access**



**Alternative:  
Single Edge**



**Alternative:  
Half Pier**

of Pier 26 to take advantage of spectacular City views. Shown here are just two examples of how PortWalk circulation on piers could be modified from the standard pier perimeter public access design.



Edge circulation

### Perimeter Access Design Criteria

Open spaces and public access along pier aprons and wharf edges should be designed to take advantage of their unique location of being over the water and at its edge. Apply the following design criteria for open space and public access on pier aprons and wharf edges:

- Minimize the use and appearance of railings along the water’s edge to take advantage of views;
- Allow circulation at the edge;
- Provide seating and a primary path of circulation along the apron;
- Place site furnishings – e.g. lights, commercial signage, and planters adjacent to the pier shed where they will not conflict with circulation.

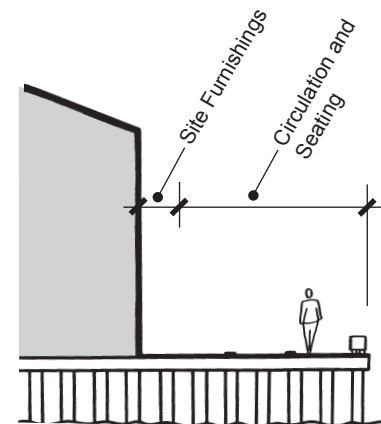
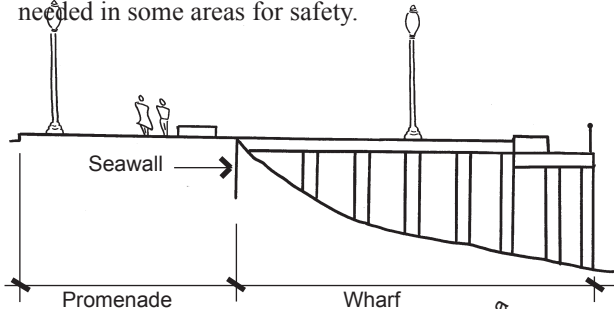
The following illustrations show how pier and wharf edge layouts could meet the above criteria. Using bullrails at the edge or stepping the edge down provides the most visual access. Railings may be needed in some areas for safety.



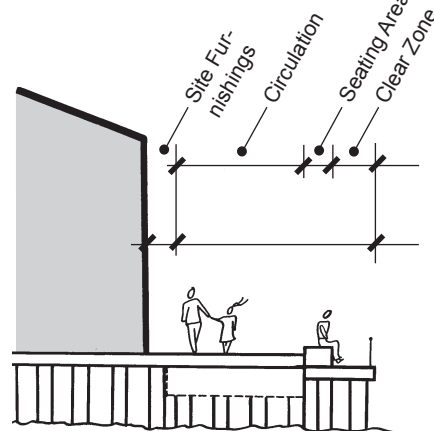
Wharves are structures that generally run parallel and adjacent to the seawall. Shown above is the wharf between Piers 17 and 19.



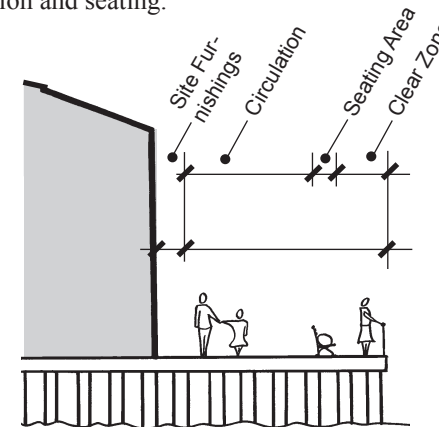
Piers extend out from the seawall edge. Shown above is Pier 9’s south apron.



**Flat Pier Apron with a Bullrail Edge.** The bullrail edge maximizes views and accommodates boat tie-up. Bullrails are typically 12 by 12-inch wood set on 3 by 12-inch spacers. They may be located at the edge or slightly set back from the edge. Most of the apron is reserved for circulation and seating.



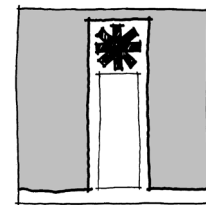
**Stepped Wharf and Pier Aprons.** The stepped apron minimizes the appearance of the railing while providing seating opportunities and the security of a railing that is sometimes necessary at the edge.



**Flat Pier Apron with Railing Edge.** If a railing is used at the edge of the apron, consideration must also be given to ADA accessible viewing opportunities.

## Destination Open Spaces on Piers

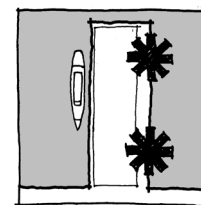
New pier developments will provide opportunities to create a variety of on-site public access and open spaces as part of the PortWalk. Destination open spaces vary in size and location. They may be at the far end of the pier to take advantage of spectacular views across the Bay, or set midway along a pier apron focusing on adjacent boats in the water and views back to the City or pier activities. They may be combined with commercial uses located next to important entrances, or be a quiet refuge away from the City. View opportunities, microclimate conditions and overall site planning will dictate the best locations for open spaces, whether at the edge or interior of the pier, or close to The Embarcadero. Taken together, there are innumerable combinations of circulation and destination public access designs that could be incorporated in new pier developments and integrated with pedestrian access from The Embarcadero to meet public access and open space policies and implement the PortWalk.



**End**



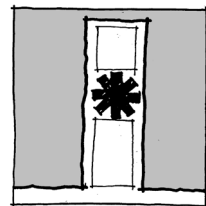
Pier End Destination



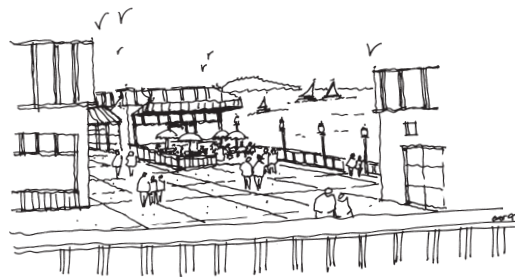
**Edge**



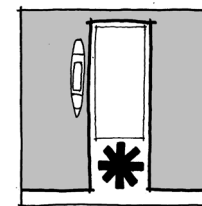
Edge Destination



**Interior**



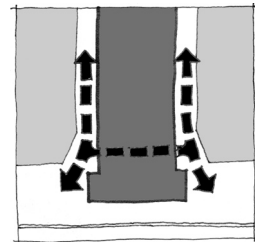
Interior and Edge Destination



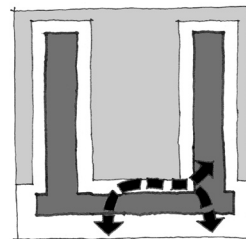
**Street**

### Bayside History Walk

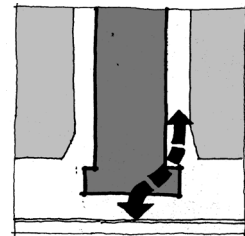
The adaptive reuse of historic waterfront buildings in new developments presents the opportunity to create another way to explore San Francisco’s historic waterfront. The ‘Bayside History Walk’ will be a part of these developments that will provide public access behind historic bulkhead and connector buildings to the Bay’s intimate and quiet spaces. The Bayside History Walk will include views of the inner structure of the historic pier buildings and connections to pier aprons and walkways behind the bulkhead buildings. This Walk can be a self-guided tour of the waterfront with historic photographs, explanatory text and maritime artifacts. Below are illustrative examples of where this Walk could occur.



**Edge**



**Behind bulkhead  
and connector  
building**



**Rail corridor  
through  
bulkhead**



*Rail corridor through Pier 1*



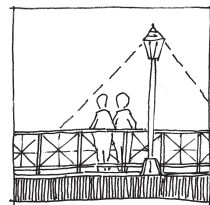
## PortWalk Design Criteria

The PortWalk Design Criteria with accompanying examples of furnishings contained in Appendix C, give guidance for improvements within the Port’s public access and open space system to ensure a certain standard of design consistency, while also preserving opportunities for creativity. The Design Criteria address the design and guide the selection for the following types of architectural components commonly found in the Port’s waterfront open spaces:

- Bulkhead Building Colors
- Bulkhead Lighting
- Benches
- Trash & Recycling Containers
- Railings and Bullrail Edges
- Paving
- Planting
- Pier Apron Lighting
- Interpretive Signage

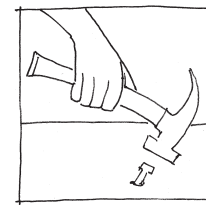
Consistent with the Public Access and Open Space “Character” policy (on page 21) open spaces are to be improved as “*an architectural backdrop to the waterfront’s natural and built features*”. This policy allows the natural beauty of the waterfront to be the strongest visual image, and directs open space improvements to be “simple” and “minimalist” in their design. Implementation of this policy through the PortWalk Design Criteria and accompanying examples in Appendix C, addresses the character of architectural components that are appropriate in waterfront open spaces.

The architectural improvements addressed in the PortWalk Design Criteria are not prescriptive (except for Bulkhead Building Colors and Bulkhead Lighting). Instead, the Criteria define recommended types of architectural improvements that also meet the following four general design principles for improvements within open space areas:



### Functionally Appropriate

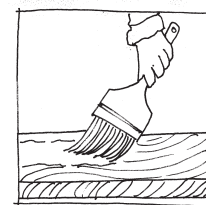
– Open space improvements should first be functionally appropriate for their intended purpose.



**Durability** – Materials should be selected and designed for permanence, waterfront conditions and a high level of public use.



**Character** – Open space elements should complement and enhance the waterfront setting.



**Maintainable** – Open space elements should be designed for achievable maintenance requirements.

### Design Criteria Building Colors

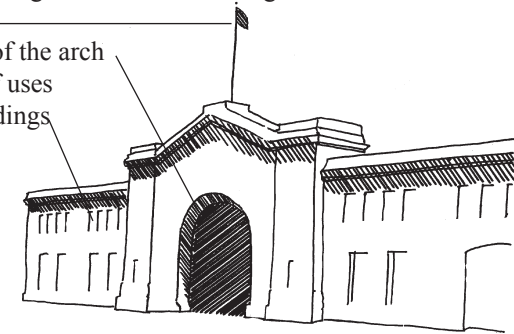


The front and sides of historic Bulkheads and other similar buildings fronting the Embarcadero Roadway shall be painted standard Port colors. Standard colors shall also apply to historic structures on Pier 43, 45 and 48. Consult Port staff for specifications of standard Port colors for the Bulkhead buildings.

### Design Criteria Bulkhead Lighting

The following concepts shall guide lighting improvements on bulkhead buildings along the Embarcadero:

- The Ferry Building should be the dominantly lit building on the waterfront.
- The existing street lighting along The Embarcadero Roadway should be the main source of light on the bulkhead buildings.
- Any additional lighting on bulkhead buildings should illuminate:
  - The flag
  - The inside of the arch
  - Evidence of uses within buildings



Consult Port staff for specifications on light fixtures for the flag and arch lighting. To provide lighting through street facing windows consider using independent light circuits to keep lights on through early evening hours.



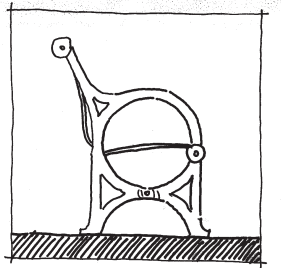
*Existing night view along The Embarcadero*

## Design Criteria

## Benches

Benches let us know we are invited into a public area and provide us with a comfortable resting place. When selecting benches consider the criteria stated below. Benches should also include end and mid-rails at some locations for accessibility. Consider the following criteria for the selection of benches and refer to Appendix C for examples:

- Simple and Minimalist Form;
- Timeless Design;
- Comfortable;
- Durable and Maintainable Materials;
- Appropriate Scale for the Waterfront;

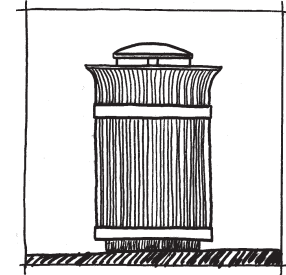


## Design Criteria

## Trash &amp; Recycling Containers

Trash and recycling containers serve an important function in every open space. Their design should be noticeable without attracting unnecessary attention. Consider the following criteria for the selection of trash and recycling containers and refer to Appendix C for examples:

- “Background” Character;
- Simple or Minimalist Form;
- Functional;
  - Easy to Service;
  - Limit Blowing Debris;
  - Not Inviting to Birds;
- Durable and maintainable materials;
- Appropriate scale for the waterfront;

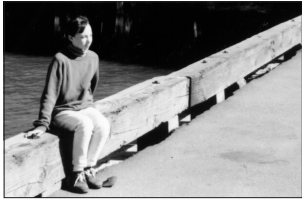


Recycling containers should be provided in some locations to accommodate the level of activity for the open space. Recycling containers can be a minor addition to a trash container in low intensity areas or may need to be separate containers for sorting of materials in higher use areas.

Design Criteria

## Railings

Railings and bullrails are both used along edges of pier aprons and marginal wharves. See page 33 for typical edge treatment layouts. Railings for pier and seawall locations are discussed separately.

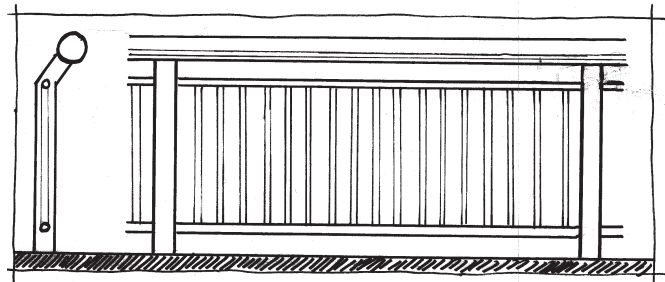


Bullrails are often a preferred edge treatment because of their minimal view blockage, ability to moor boats at them, and maintaining the waterfront character. Railings may be located in public access areas along non-maritime edges, or if determined necessary by the adjacent uses.

Consider the following criteria when selecting or designing railings and refer to Appendix C for examples:

- Top rail should be **inviting to lean on**;
- Railings should **not be easily climbable** (no climbable horizontal bars or cables);
- Create a **rhythm** established by a regular spacing of posts;
- Consider including a mid-rail slightly below the handrail for added interest;
- Consider using posts that break the line of the handrail to minimize the appearance of alignment imperfections;
- Maximize **transparency**;
- **Durable** and **maintainable** materials;
- Appropriate **scale** for the waterfront.

Sample sections of railings constructed on the project site may be required for design review on larger projects.



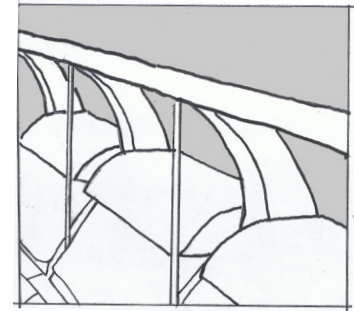
Design Criteria

## Railings

### Seawall Railings

A railing located along a seawall marks the edge of the city – where land meets water. Because of the location on the edge of land, rather than on a pier over the water, a seawall railing should be a heavier design and use materials appropriate to its location on solid ground.

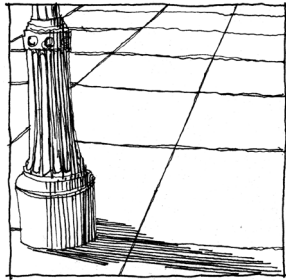
Consider the criteria cited for ‘Railings’ when selecting or designing seawall railings, with particular attention to the appropriate scale of a seawall location, and refer to Appendix C for examples.



## Design Criteria

### Paving

Continuing the paving of the heavily used Embarcadero Promenade onto other adjoining open spaces helps inform users that these areas are there for public use and they are invited to be there. The Embarcadero Promenade is a simple dark concrete with a five-foot scoring grid. Although not mandatory, this paving should always be considered as an option or as the dominant paving material in waterfront open spaces that are contiguous to the Embarcadero walkways. Accent paving of other colors or materials may also be used in combination with the dark concrete where appropriate, or the dark concrete may be selected as the unifying material in larger open spaces.



## Design Criteria

### Planting

Planting may be used to accent entries, create a more intimate scale, add color or shield the wind or sun. Historically plants were not commonly found on San Francisco's industrial piers. While proper use of plants may enhance an open space, plantings should be used carefully so as not to detract from historic character or from a pier or wharf's unique construction of being a structure over the water, rather than on solid land.

Consider the following criteria when including planting on pier or wharf open space areas:

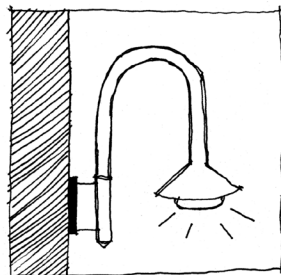
- Planting should be minimal on pier aprons, wharves, or near historic structures;
- Planting should be used primarily for up-close accent of entrances, cafe areas or other similar uses;
- Plants should be placed in pots or planters above the pier deck;
- Planting located along the pier apron should not be obvious from afar;
- Greater amounts of planting may be considered away from pier edges or inland from the seawall.



## Design Criteria

## Pier Apron Lighting

San Francisco's historic "finger piers" have a unique linear shape being about 150 feet wide and 600-900 feet long. The historic pier sheds are simple industrial warehouse structures with regular spaced roll-up doors for servicing ships. Lighting the pier aprons for public access use should emphasize the length of the piers with a rhythm of doors, windows, perimeter lighting, and other edge improvements.



Lighting on pier aprons should meet the following criteria:

- Lighting along the apron adjacent to historic pier sheds should be attached to the shed or be on a pole very close to the shed;
- Accent the linear form of the piers using the rhythm of supports or openings on the sheds with regularly spaced fixtures;
- Lights should be shielded so that distant views of the pier, although noticeable, do not compete with City and Bay views;
- Additional lighting for entrances or other uses along pier edges should be shielded so as not to create bright spots or detract from the larger City and Bay views;

## Design Criteria

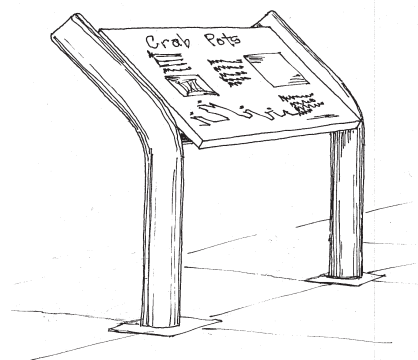
## Interpretive Signage

Working maritime activities and rich history of the waterfront are interesting stories just waiting to be told. Interpretive signage exists along the Embarcadero Roadway, through Fisherman's Wharf and at Heron's Head Park. New open spaces, public access areas and sections of the Bayside History Walk should include interpretive signage to enhance the enjoyment of the waterfront. Consider the following criteria when developing content for interpretive programs:

- Include interpretive information in all major open spaces and other areas that have significant cultural, historic or educational interest and where possible along the Bayside History Walk;
- Coordinate content of interpretive information with that of nearby programs and signage; and
- Message content should appeal to a broad range of ages, interests, and ability to understand interpretive information.

Sign supports should have the following architectural characteristics:

- Simple or Minimalist Form;
- Durable and Maintainable Materials;
- Appropriate Scale for the Waterfront.



# Waterfront Views

## Existing Views

The waterfront offers a stunning array of views thanks to the natural beauty of the Bay, the City's hilly topography and downtown highrises, the compactness of adjacent districts and neighborhoods, and the historic maritime character of the waterfront. These views are a major component of the urban setting of the Port's waterfront. The waterfront is also a strong part of San Francisco's identity because it can be viewed in so many contexts and from so many vantage points: from near or far, from hills or at the water's edge, from City streets or from the water.

The public views now enjoyed along the waterfront are summarized as follows:

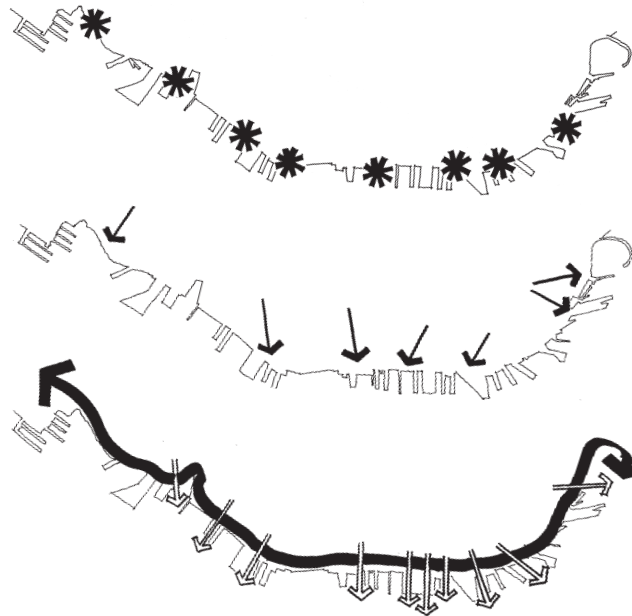
- Major views of the Bay, the bridges, and across water
- Views of maritime activities
- Street views
- Views back to the City
- Hilltop or elevated views of the waterfront



The design policies which will be applied to new development and open space projects along the waterfront address ways to preserve and enhance existing views and to create a variety of new views. These views provide “visual access” to the waterfront and will help reunite the City with the waterfront.

## View Policies

The location of new development, public access and open spaces, and other improvements to Port property will be evaluated against the following three view policies as changes to the waterfront occur. These policies were developed in coordination with, and will continue to be balanced with application of, the public access and open space and historic resource policies of this Design & Access Element.



### View Sites

Establish new views at specific points or areas that afford exceptional views of the Bay and waterfront.

### Street Views

Streets connecting to the waterfront should have views of the Bay, historic structures, or architecture that provides a waterfront identity.

### View Intervals

Provide views of the Bay and maritime activities at frequent intervals along the Embarcadero Promenade.

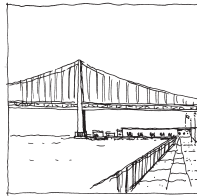


*Tugboats in the Northeast Waterfront*

## Summary of Existing Views

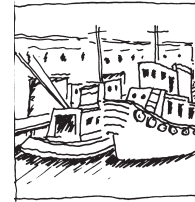
The following analysis of existing views is organized by view type and by vantage points from where the views can be publicly enjoyed.

### Major Views of the Bay & Across Water \*



Views of the Bay, bridges and destinations or other points of interest across the Bay from piers or the waterfront edge.

### Views of Maritime Activities



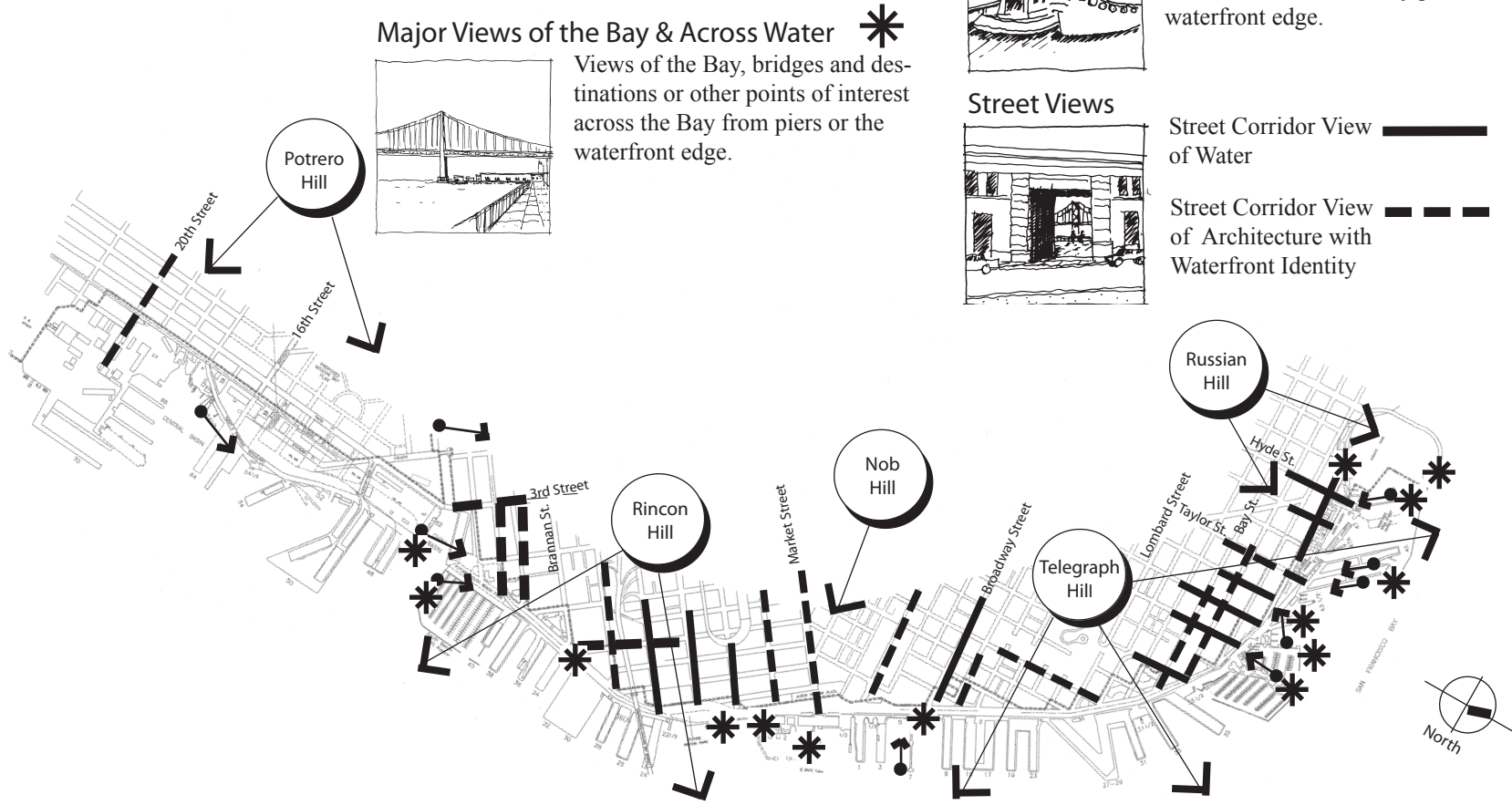
Views of harbors or maritime activities from piers or the waterfront edge. Views of maritime activities occur at almost every pier and waterfront edge.

### Street Views



Street Corridor View of Water

Street Corridor View of Architecture with Waterfront Identity



### Hilltop Views of the Waterfront ↗



Panoramic views of the Bay, the City, and the waterfront from City hilltops and other elevated places.

### Views Back to the City ↗

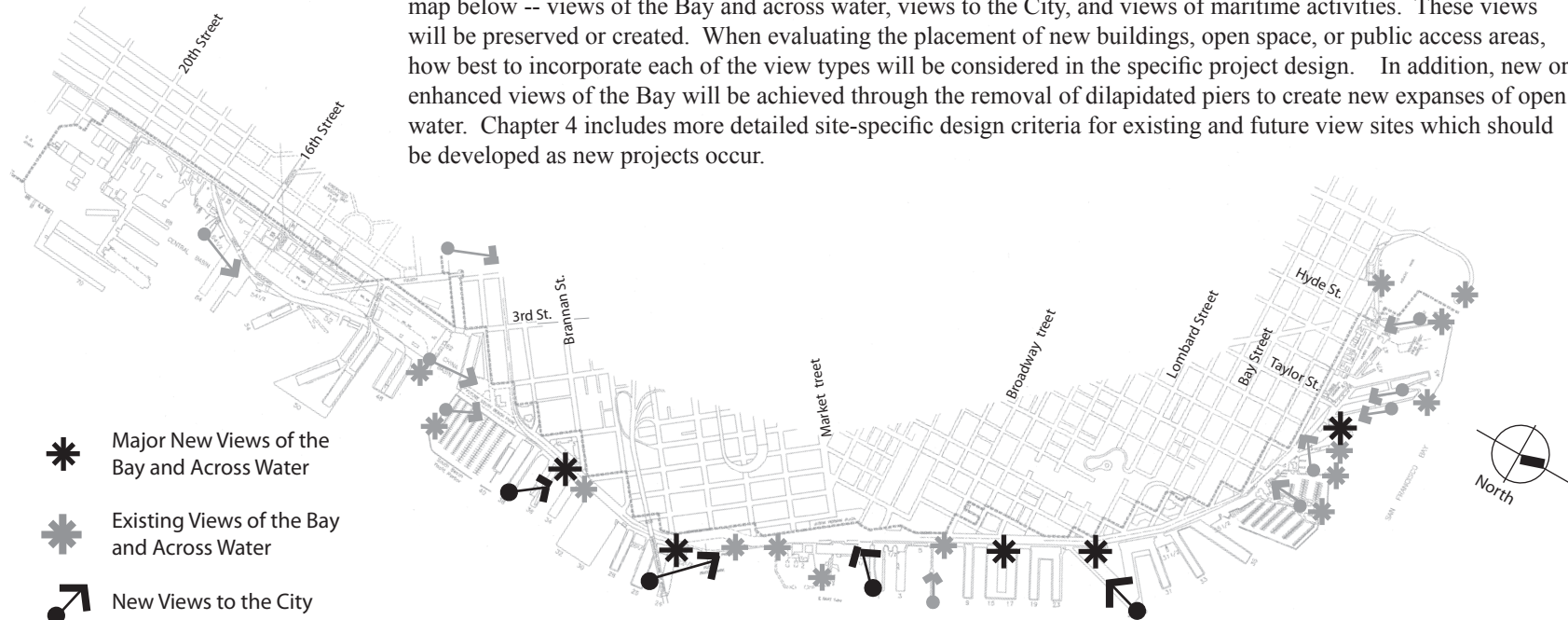






Views of the City form or skyline from piers or the waterfront.

# View Sites

*Establish new views at specific points or areas that afford exceptional views of the Bay, waterfront and City.*

View sites are defined as specific points or areas along the waterfront that afford exceptional views of the Bay, the City, or points across the water. Many of these views exist today and, as Port property is redeveloped, additional view opportunities will be available. Three types of existing and future views are defined and summarized on the map below -- views of the Bay and across water, views to the City, and views of maritime activities. These views will be preserved or created. When evaluating the placement of new buildings, open space, or public access areas, how best to incorporate each of the view types will be considered in the specific project design. In addition, new or enhanced views of the Bay will be achieved through the removal of dilapidated piers to create new expanses of open water. Chapter 4 includes more detailed site-specific design criteria for existing and future view sites which should be developed as new projects occur.



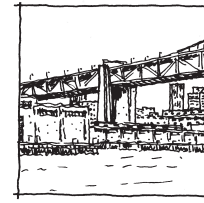
-  Major New Views of the Bay and Across Water
-  Existing Views of the Bay and Across Water
-  New Views to the City
-  Existing Views to the City

## Major Views of the Bay & Across Water



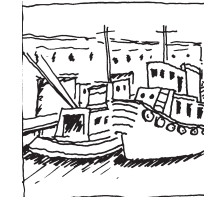
Provide new or expanded views to and from the Bay and points of interest across the Bay.

## Views to the City



Provide opportunities for new views of the City, as part of new developments.

## Views of Maritime Activities

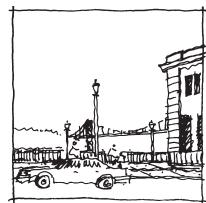
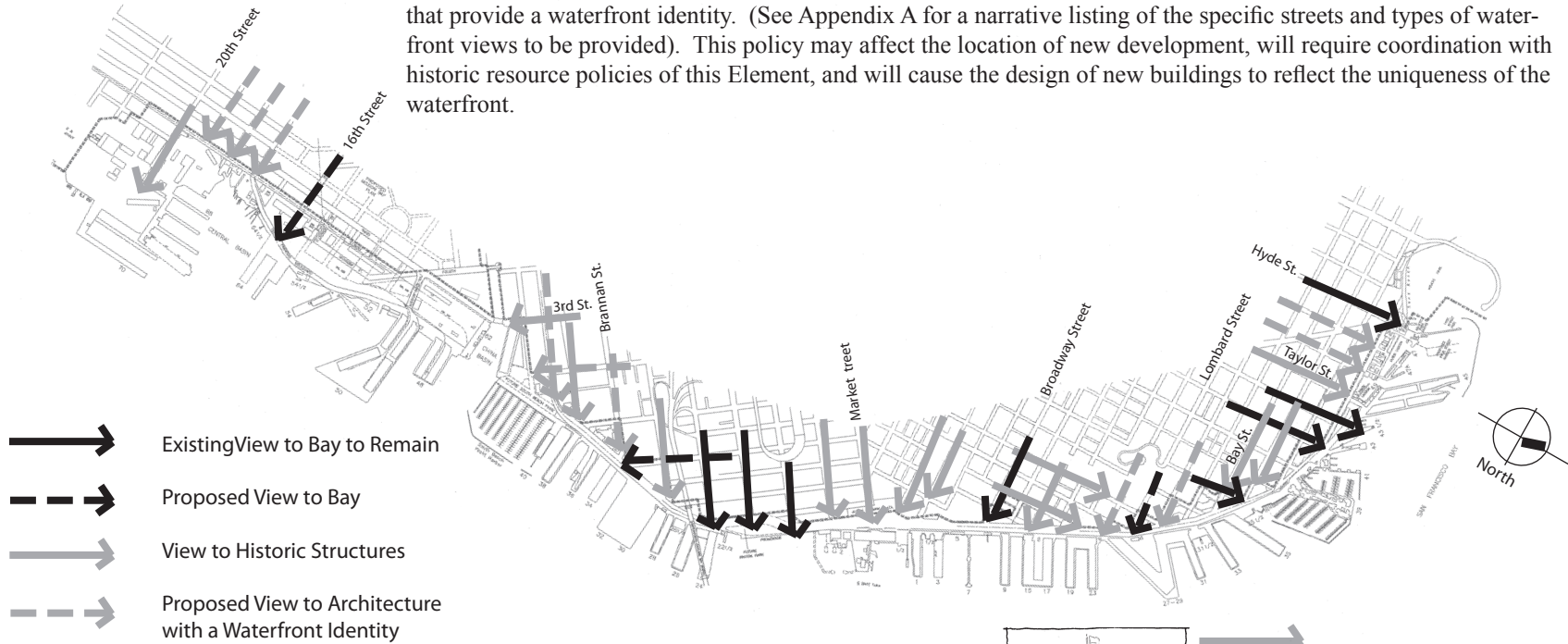


Increase views of harbors or maritime activities from piers or the waterfront edge.



## Street Views

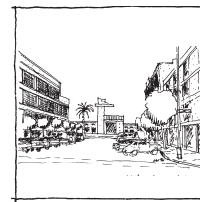
*Streets that connect to the waterfront should have views of the Bay, historic structures, or architecture that provides a waterfront identity.* Streets make up approximately 30 percent of the land area in San Francisco and provide most public views of the Bay or waterfront from within the City. Currently, streets leading to the waterfront have desirable views of the Bay or buildings located along the waterfront edge, or both, depending on how streets rise up into the hills of adjacent neighborhoods. Three types of street views indicated in the map below will be preserved or created: unobstructed views of the Bay; views of an existing historic structure; or views of new buildings that provide a waterfront identity. (See Appendix A for a narrative listing of the specific streets and types of waterfront views to be provided). This policy may affect the location of new development, will require coordination with historic resource policies of this Element, and will cause the design of new buildings to reflect the uniqueness of the waterfront.



**Views of Bay**  
Street corridors with an unobstructed view of the Bay.



**Views of Historic Structures**  
Street views that terminate with a view of a Historic Building.



**Waterfront Identity**  
Streets that terminate with views of architecture that provides a waterfront identity.



*Harrison Street*



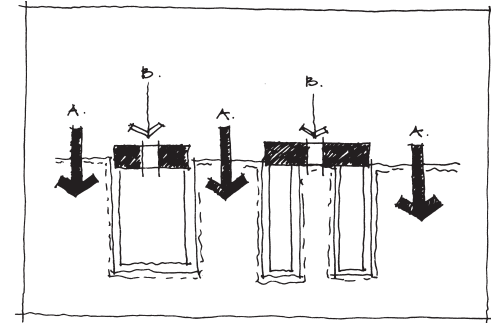
*Green Street*



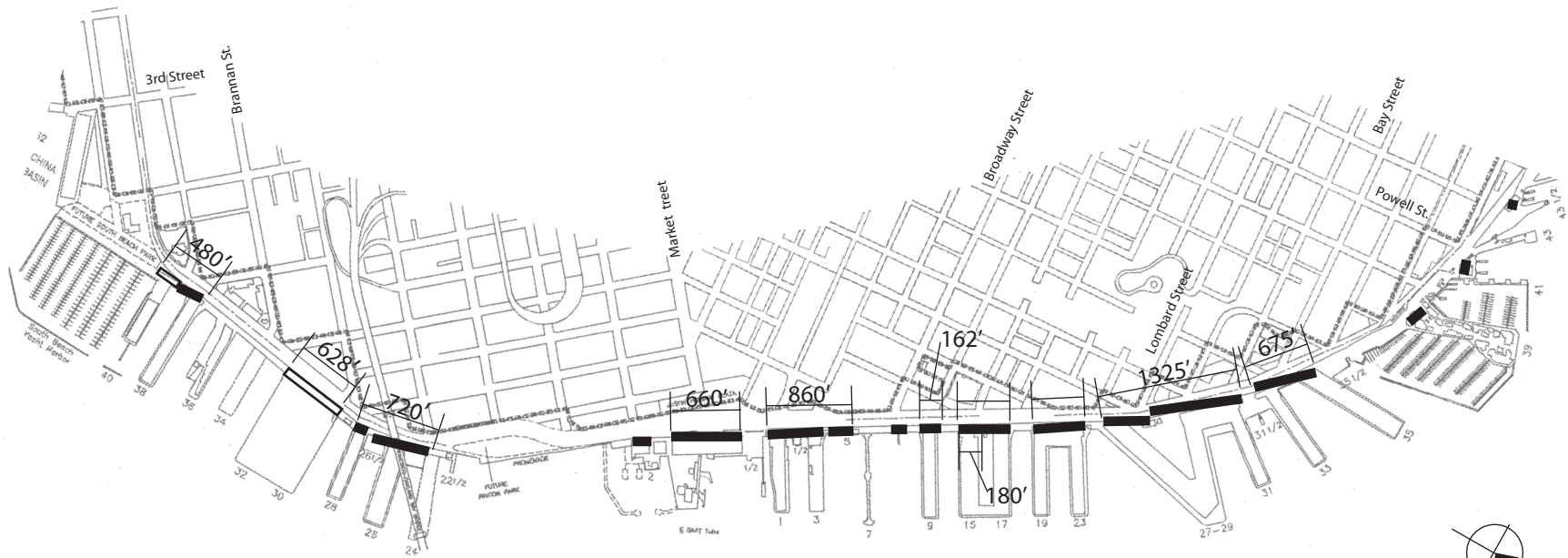
*Nineteenth Street*

## View Intervals



*Provide additional Bay and maritime views from the Embarcadero Promenade.* The waterfront north of China Basin is characterized by a rhythm of bulkhead buildings and openings between and within them which frame waterfront views. These view and access openings range greatly in size, from 20 foot wide openings, such as those in several areas between Piers 1 and 5, to expansive waterfront stretches which afford wide-angle Bay views, such as the 1800 foot long Embarcadero Promenade south of the Agriculture Building. The contrasts between waterfront buildings and view openings between and within them highlight and enhance the variety of view experiences that make the San Francisco waterfront unique.



*Views between and within piers and bulkhead buildings.*



### Existing and Potential Buildings Along the Bulkhead Edge

-  Existing Buildings
-  Potential Buildings

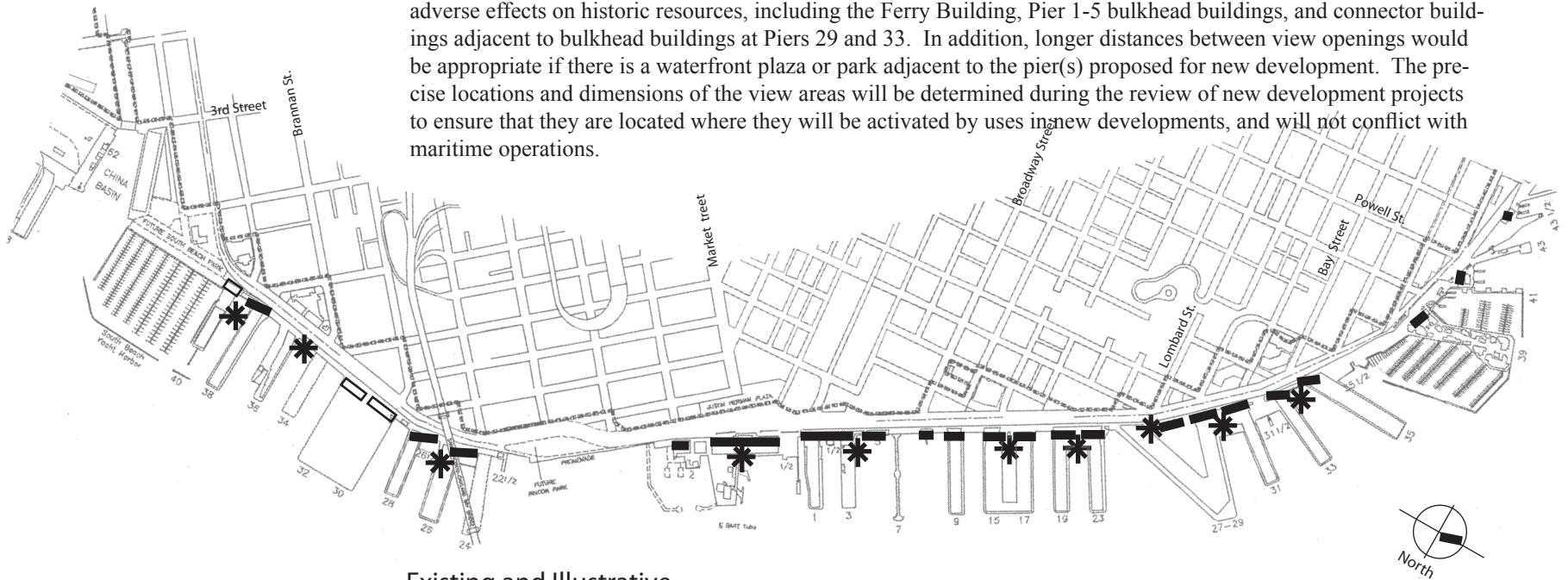


Potential opening in Bulkhead Connector Building 29 through service doors.




To continue this pattern, development along The Embarcadero from Pier 40 at China Basin to Pier 35 in the North-east Waterfront will include creation of new views between buildings and/or physical access to:

- The Bay;
- Water-dependent maritime activities (such as vessel berthing, tug and tow operations located in or adjacent to the water); and/or
- Public access, open space or other public attractions that invite the public onto pier areas and provide access to the Bay

The creation of new views, combined with existing views and existing and future public access and open spaces, will create opportunities for the public to enjoy the Bay at frequent intervals. In addition, the Bayside History Walk will offer views of the inner structure of historic bulkhead and connector buildings and of the Bay. As a general rule, these views or access areas should occur every 200-500 feet (roughly the width of a single or pair of bulkheads) and extend for approximately 40 feet or more along the Embarcadero Promenade, except where openings are to be made in historic structures. Where the distance between openings approaches the longer end of this range, the width of the opening should also increase. The width of the view openings may be narrower, or their locations adjusted, to avoid adverse effects on historic resources, including the Ferry Building, Pier 1-5 bulkhead buildings, and connector buildings adjacent to bulkhead buildings at Piers 29 and 33. In addition, longer distances between view openings would be appropriate if there is a waterfront plaza or park adjacent to the pier(s) proposed for new development. The precise locations and dimensions of the view areas will be determined during the review of new development projects to ensure that they are located where they will be activated by uses in new developments, and will not conflict with maritime operations.



### Existing and Illustrative View Interval Points

-  Proposed View Interval Points
-  Existing Buildings
-  Potential Buildings

Pier 15 - 29 Special Study Area -- Open Spaces and view intervals will be reviewed further



# Historic Resources

This section summarizes an inventory of the waterfront's historic resources and presents Port-wide historic resources policies, followed by policies for the most significant waterfront historic resources within two areas: Fisherman's Wharf to China Basin and Pier 70.

## Significance of Waterfront Historic Resources

The waterfront's historic resources help to create San Francisco's identity.

Their significance is derived from:



*Concept for renovated Ferry Building*

### A Convergence of Cultural and Natural Resources

San Francisco's history is rooted in the waters surrounding the City: the San Francisco Bay to the east and the vast Pacific Ocean to the west. Nowhere is this fact more evident than on the waterfront--a man-made landscape which illustrates various phases of human involvement with these important natural resources and where historic buildings and structures have functional and physical links to the Bay and ocean.

### Associations with Historical Events

The waterfront's historic resources are associated with events that determined broad patterns of human development: waves of migration to California and the West, San Francisco's emergence as a major commercial center, the development of international trade routes (especially the opening of the Panama-Pacific Canal), and the victories of World Wars I and II.

### Distinctive Design

The waterfront reflects historical trends in engineering, transportation, architecture and civic design. Some historic resources are individually distinctive. Groups of historic buildings on the waterfront, such as the finger piers and decorative bulkhead buildings, also make important contributions to the City's overall urban form, producing some of our best-known San Francisco "cityscapes."



## Port-wide Historic Resources Policies

The Waterfront Land Use Plan envisions “an evolving waterfront, mindful of its past and future,” which will “continue to serve as a repository for memories of past events, while also providing a stage for new experiences.” To achieve that vision, the following policies apply throughout the Port’s jurisdiction to guide preservation of significant historic resources.

### Formal Recognition

**Nominate significant historic resources to the National Register of Historic Places.**

The Port will work with the State Historic Preservation Office, local historic preservation agencies, and other waterfront constituencies, to nominate significant resources for formal recognition individually and as historic districts, including a Northeast Waterfront National Register Historic District from Piers 45 to 48, and to identify options for coordinating policy for these resources, including programmatic agreements for two areas: Fisherman’s Wharf to China Basin, and Pier 70.

### Preservation

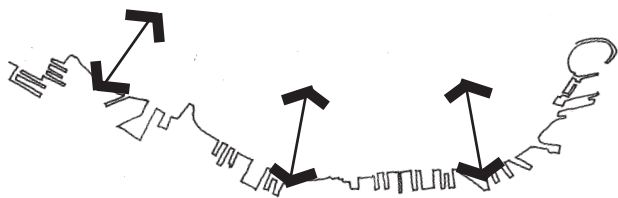
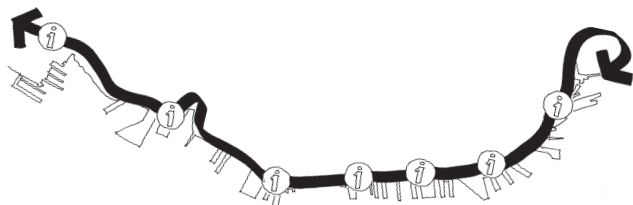
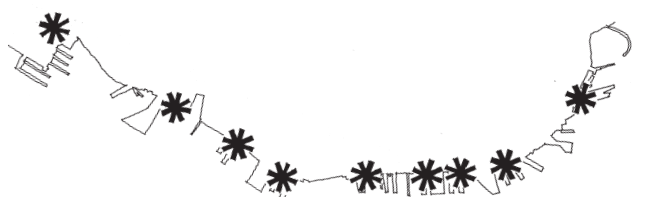
**Preserve and adaptively reuse significant historic resources where feasible.** Nationally recognized methods for adaptively reusing historic buildings are provided by *The Secretary of the Interior’s Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (Secretary’s Standards)*.

### Information

**Help San Franciscans understand and enjoy their heritage, by providing interpretive signage and informational displays about the waterfront’s cultural and natural history.** Depending on the character of specific subareas, interpretive exhibits may focus on maritime, commercial, labor, or industrial history. They will be provided throughout the waterfront. Key locations for exhibits are Fisherman’s Wharf, the Ferry Building, Pier 70, and along the Bayside History Walk.

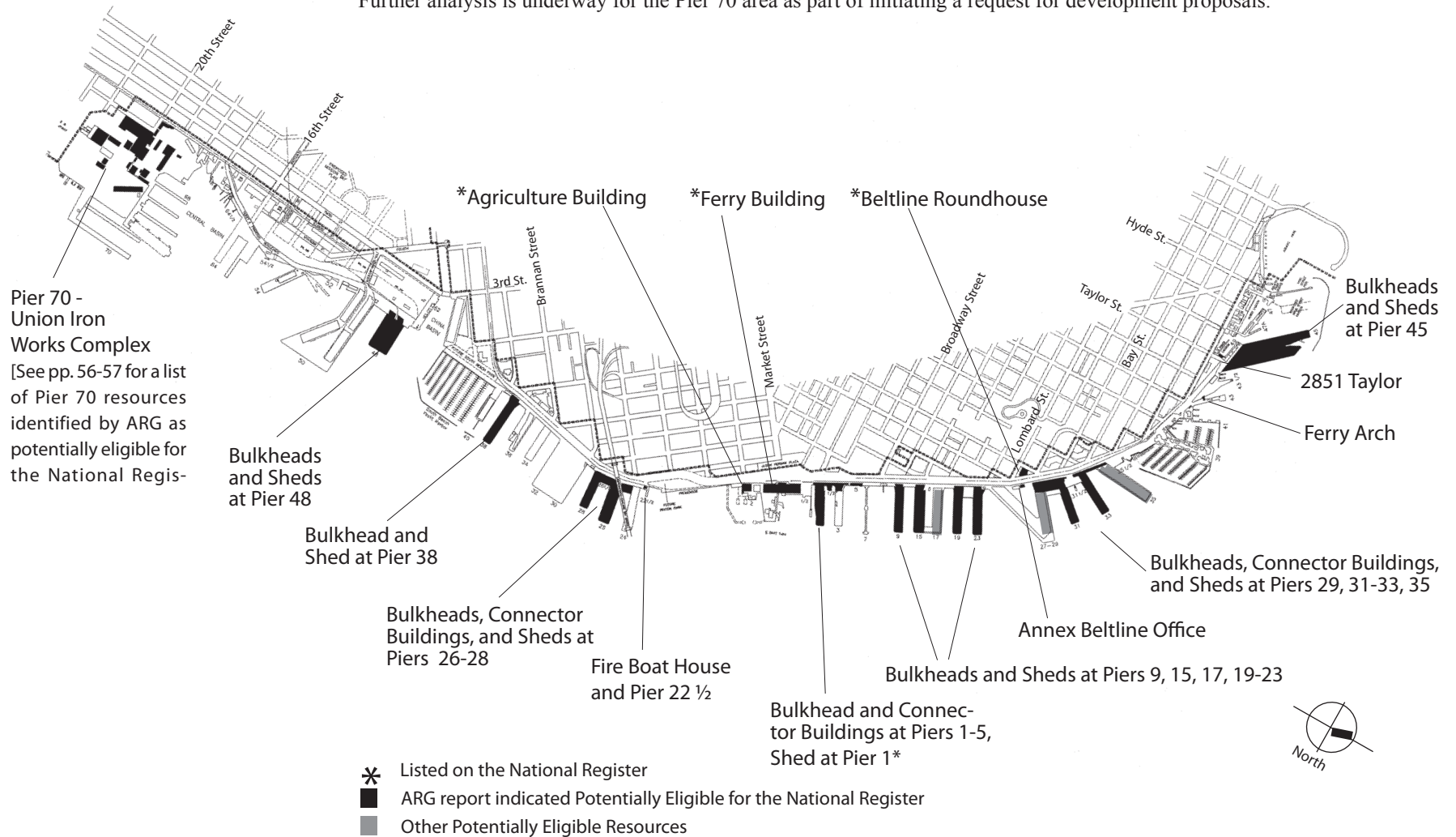
### Waterfront Character

**Require development of the waterfront to be compatible with historic resources.** The design, materials, style, and detailing of new buildings, street furniture and other public improvements should enhance rather than conflict with historic buildings. The character of historic architecture was considered in developing other urban design policies presented in this chapter and specific subarea criteria for avoiding design conflicts.



## Port-wide Historic Resources Summary

The nation's official inventory of significant historic resources is the National Register of Historic Places (National Register). Four Port buildings--the Ferry Building, Agriculture Building, Pier 1 and Beltline Roundhouse--are already listed on the National Register. In addition, the Seawall (not shown) is eligible for the National Register. Port staff are preparing a nomination for a National Register Historic District for the Pier 45 to 48 area, including but not limited to the Ferry Building, Agriculture Building, Beltline Roundhouse and Office Annex, Fire Boat House, Seawall, Pier 43 Ferry Arch and Piers 1-5, 9, 15-23, 29-35, 45, 26-28, 38 and 48 in consultation with the State Office of Historic Preservation. Further analysis is underway for the Pier 70 area as part of initiating a request for development proposals.



The following are four of the waterfront's best-known historic buildings:



*Saturday Farmers Market  
at the Ferry Building*

**The Ferry Building** (known historically as the Union Ferry Depot) officially opened in 1898, and until the late 1930's, was the second busiest passenger terminal in the world. Designed in the neo-classic Beaux Arts style, it survived the 1906 earthquake. Its 235-foot tower still dominates the downtown waterfront.

**The Agriculture Building** (known historically as the Ferry Station Post Office) was the central post office facility for the City from 1915 to 1925. It is one of the finest examples of Mediterranean architecture built by the State Harbor Commission. It is known as the Agriculture Building because it was later occupied by the U.S. Department of Agriculture.



*Agriculture Building*



*Beltline Roundhouse*

**The Beltline Railroad Roundhouse** complex, which includes the Sandhouse, was built to service the Beltline railroad that ran the whole length of the waterfront. In 1913-14, when the Roundhouse was constructed, San Francisco boasted "the most complete harbor beltline railroad switching system in the

**The Fire Boat House**, a 2-story Mediterranean-style structure, was built in 1915 at Pier 22 ½ to serve the special fire-fighting needs of the waterfront. Its original occupant, the San Francisco Fire Department, still uses the building to house its marine crew and Fire Engine Company No. 35.



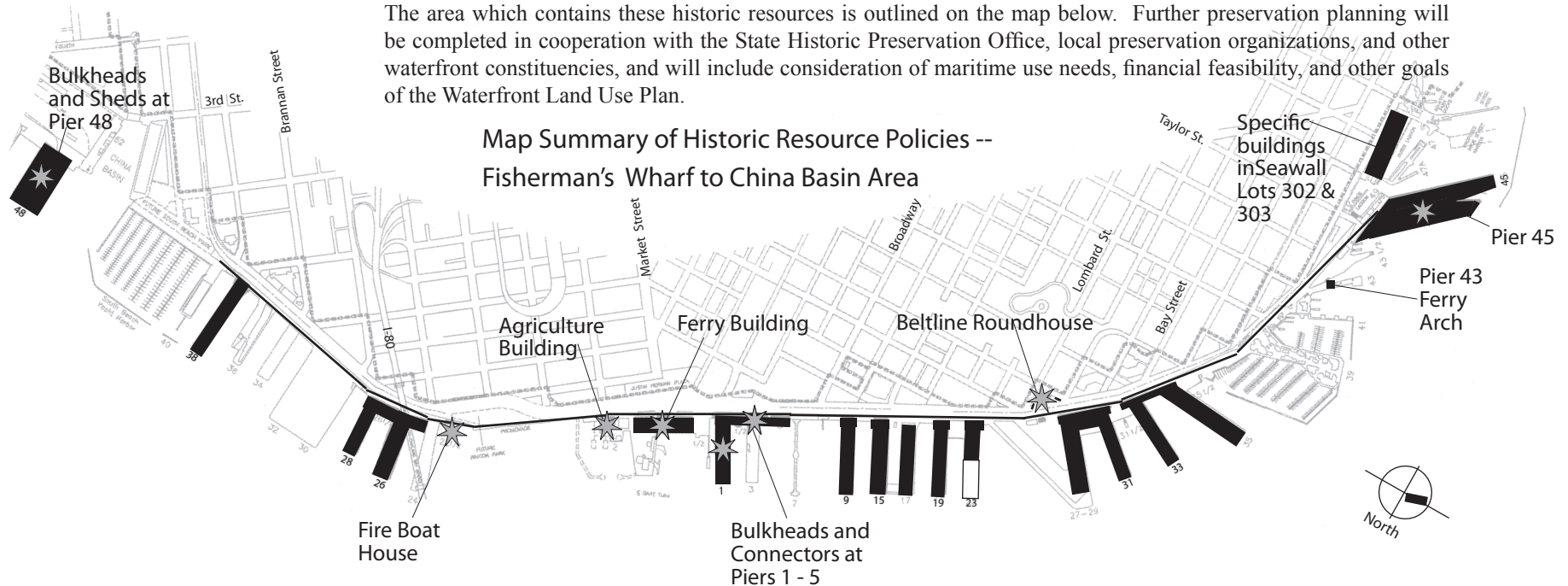
*Pier 22½ Fire Boat*

## Fisherman's Wharf to China Basin Historic Resource Policies

The waterfront between Fisherman's Wharf and China Basin was created by filling portions of the Bay to support industrial maritime uses. The historic Seawall runs under the east edge of the Embarcadero, forming the edge between land and water. North of Pier 45, vestiges of San Francisco's early fishing industry contribute to the character of Fisherman's Wharf. From Pier 45 to 48, twelve intact "finger piers" (out of a total of forty-nine piers constructed) and fourteen historic bulkheads remain from harbor projects completed prior to 1938. The finger piers' long, rectangular form and timber or steel-framed sheds accommodated the berthing and loading of breakbulk ships at a time when San Francisco dominated international shipping on the West Coast. The piers also served passengers traveling by boat.

The bulkhead buildings extend along The Embarcadero and, in several locations, are joined to the next bulkhead building by a connector building. The bulkheads served as office space and as entrances to the piers. As contributors to a design plan initiated during the "City Beautiful" era, the bulkheads' purpose was to beautify and bring a sense of grandeur to the waterfront, as befitting a major seaport. The building program spanned more than two decades and included a variety of architectural styles--beginning with simple Mission Revival bulkheads south of the Ferry Building and continuing with monumental Neoclassical bulkhead buildings to the north.

In recognition of the concentration and collective form of historic resources between Fisherman's Wharf and China Basin, the following page provides policies and follow-up steps for groups of resources identified by building type. The area which contains these historic resources is outlined on the map below. Further preservation planning will be completed in cooperation with the State Historic Preservation Office, local preservation organizations, and other waterfront constituencies, and will include consideration of maritime use needs, financial feasibility, and other goals of the Waterfront Land Use Plan.





Pier 45

## Preservation to The Secretary of the Interior's Standards

*Preserve, rehabilitate and adaptively reuse the following resources consistent with The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (Secretary's Standards): The Ferry Building, Agriculture Building, Beltline Roundhouse, Fireboat House, Bulkhead Buildings and Connectors at Piers 1-5, Pier 1 shed, and Bulkhead Buildings and Pier sheds at Piers 45 and 48.* Between 1995 and 2003, Pier 1, Pier 45 and Pier 48 were upgraded and seismically retrofitted, and renovation of the Ferry Building, a top priority of the Waterfront Plan, was completed.

**Next Step:** Evaluate preservation efforts for these buildings, to ensure consistency with the Secretary's Standards.



Pier 9 Bulkhead Building

## Bulkhead Buildings and Pier Sheds

*Retain and reuse the historic bulkhead buildings and pier sheds at Piers 9, 15, 17, 23 (partial), 29, 31, 33, 35, 26, 28, and 38, the Pier 43 Ferry Arch, and the Neoclassical connector buildings (Piers 29 ½ and 33 ½).*

**Next Step:** Develop criteria for rehabilitation and reuse of these resources, identifying some or all for preservation consistent with the Secretary's Standards, and providing interim protection from alterations inconsistent with the Secretary's Standards until these criteria are adopted. In addition, further evaluate Fisherman's Grotto No. 9 building to analyze its historic significance.



Fish Alley Building

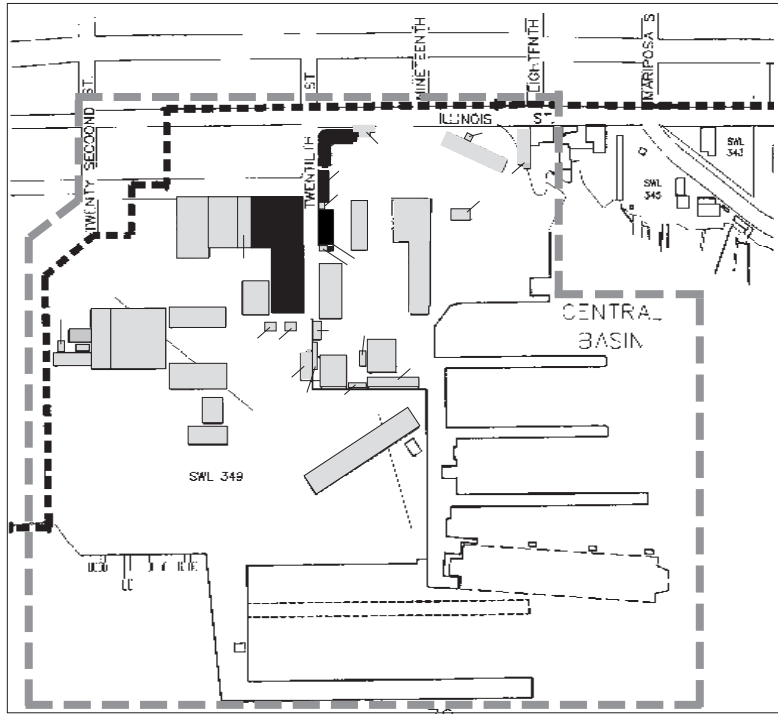
## Fish Alley Area

*Recognize the Fish Alley area as an Architectural Character District with area specific design criteria as described on pages 76 and 77. These design criteria are based upon the Secretary's Standards including that the original fabric be retained whenever possible and that the new fabric be designed to be compatible, but not replicate historic building integrity.*

**Next Step:** Follow the design criteria on pages 76 and 77 for the implementation of incremental improvements in the Fish Alley area.



## Pier 70 Historic Resources Policies



Pier 70 is historically significant because it is the oldest, largest and most intact historic industrial complex in the City. From the 1880’s to the end of World War II, the Union Iron Works/Bethlehem Steel Yard at Pier 70 (also known as the “San Francisco Yard”) dominated life and employment south of Market Street. The San Francisco Yard produced equipment, and built and repaired ships, making important contributions to Western settlement as well as to national war efforts.

The Design & Access Element identifies a cluster of the most significant Pier 70 buildings as the highest preservation priority. Additional historic properties may be identified for preservation after further research is conducted within the boundaries of the Pier 70 historic resources study area shown on the adjacent map.



Administration Building No. 101

Pier 70 Historic Resources Study Area

- Resources to Retain and Reuse
- Resources for further evaluation

### Pier 70 Buildings and Structures

#### Buildings to be Retained and Reused:

Building #	Common Name	Date of Construction	Building #	Common Name	Date of Construction
101	Union Iron Works Administration Building	1917	104	Union Iron Works Office Building	1896
102	Union Iron Works Powerhouse No. 1	1912	113-114	Union Iron Works Machine Shop/Storage/Foundry	1886/1914

#### Buildings and Structures Identified for Further Evaluation:

##### Constructed between 1900 and 1920

6	Union Iron Works Light Warehouse	1914	111	Union Iron Works Office/Warehouse/Substation No.3	1917
21	Risdon Power House, Electric Shop/Substation No. 5	1900	115	Union Iron Works Foundry/Concrete Warehouse	1917
38	Boiler Shop	1915/1941	116	Union Iron Works Maintenance/Concrete Warehouse	1917
107	Union Iron Works West Lumber Shed	c. 1913	122	Union Iron Works Gatehouse (moved)	1916/ 41
108	Union Iron Works Planing Mill & Joinery Shop	1911/1913	123	Union Iron Works Gatehouse	1916
109	Union Iron Works Plate Shop No. 1	1912/1936			continued on p. 57



Entry to Building No. 102

The following policies will guide preservation and reuse of historic resources in the Pier 70 area.

### Union Iron Works Buildings

*Retain and reuse Union Iron Works Buildings #101, 102, and 104. Rehabilitate consistent with the Secretary's Standards, if feasible. Seek funding for preservation of Building 113-114 (the oldest maritime industrial building on the southern waterfront), consistent with its on-going maritime use.*

### Historic Resources Study Area

*Conduct further research of historic resources to analyze the potential for establishing a National Register Historic District, based on periods of historical significance, unique architectural or industrial qualities, associations with historically significant events, and feasibility of adaptive reuse.* Both the mixed-use and the maritime-use areas of Pier 70 will be studied.

### Resource Stabilization

*Take steps to prevent further deterioration of historic resources at Pier 70, within the financial means of the Port.* The Union Iron Works Buildings 101, 102, 104, and 113-114 will be the highest priority for stabilization and repair.



Building No. 113-114

### Buildings and Structures Identified for Further Evaluation, continued:

#### Constructed between 1930 and 1945

Building #	Common Name	Date of Construction	Building #	Common Name	Date of Construction
2	Bethlehem Warehouse	1941/1944	105	Bethlehem Forge Shop	1937
11	Bethlehem Tool Room & Office	1941	110	Bethlehem West Yard Washroom/Locker Room	1936
12	Bethlehem Plate Shop No. 2	1941	117	Bethlehem Warehouse No. 9	1937/1941
14	Bethlehem Heavy Warehouse	1941	119	Bethlehem East Yard Washroom	1936
15?	(metal, 70x240)	c. 1940	120	North Lumber Shed	unknown
16?	(metal, 50x155)	c. 1940			
19	Bethlehem Garage No. 1 and Warehouse	1941		<u>Structures/Buildings without numbers (not mapped)</u>	
25	(metal, 20x30, 1-story)	1940	--	Check House No. 2	1916/1941
28?	(30x55, not mapped)	c. 1940	--	Union Iron Works Fence	c. 1917
30	(small metal building)	c. 1940	--	Gabled Pier Building	c. 1940
36	Bethlehem Welding Shop	1941	--	Gantry Crane (adjacent to Building 105)	1940's
40	Bethlehem Employment Office	c. 1940	--	Safety Display Board, left of Bldg. 113 entry	1940's
49	Galvanizing Shop	c. 1940	--	Floating Drydock	1944
54	(concrete, 12x40, 1-story)	c. 1940	--	Double Shipway with 2 Cranes (Northwest Quadrant)	unknown
66	Bethlehem Welding Platform	c. 1940	--	Group of cranes	unknown
103	Bethlehem Substation	1937	--	Field Office (wood, 25x25)	unknown

# City Pattern

San Francisco's hilly streets, eclectic architecture and magnificent Bay views contribute to the City's renowned urban character. The waterfront, with its arched bulkhead buildings, rectangular finger piers and pattern of piers and open water between them, also is a key element of the City's built form. This section describes how the waterfront contributes to San Francisco's identity, and how its built character can be enhanced through design and architectural criteria applied to new development.

## City Pattern

San Francisco has a unique "city pattern" comprised of several elements: water, hills and valleys, open spaces, streets, and buildings and structures such as the piers. The varying juxtapositions of these elements create the physical and visual image and character of San Francisco. The waters of San Francisco Bay and the Pacific Ocean provide a distinct edge to the City along three sides, and affect the City's climate and way of life. The hills provide impressive views of the City and water and, together with the valleys between them, help define the boundaries of the City's neighborhoods. The open spaces provide a natural green contrast to, and respite from, the built areas and often further define the City's neighborhoods. The City streets which overlay the hills, allow movement between districts and provide some of San Francisco's most striking views. And, the City's buildings and structures reflect the character and history of districts and provide orientation points to residents and visitors.

People perceive this city pattern from their homes, streets, parks, the waterfront and the Bay. The pattern helps to provide a sense of identity and place for the seven distinct neighborhoods (Fisherman's Wharf, Base of Telegraph Hill, Downtown, Rincon Hill, South Beach, Mission Bay, and Pier 70) that are adjacent to the waterfront. To weaken or destroy the pattern would adversely affect the image of the City.

The waterfront contributes to the city pattern in many ways. It is the edge where the City meets the Bay. It provides a comprehensive series of existing or planned open spaces along the waterfront that connect with the City. The Embarcadero roadway serves as one of the City's most important streets because of its bold design, perimeter location, and ability to accommodate movement along the waterfront for transit, cars, trucks, and pedestrians. Finally, the City's layering of structures begins at the waterfront with low buildings that increase in height on inland property as the City steps up the hills.

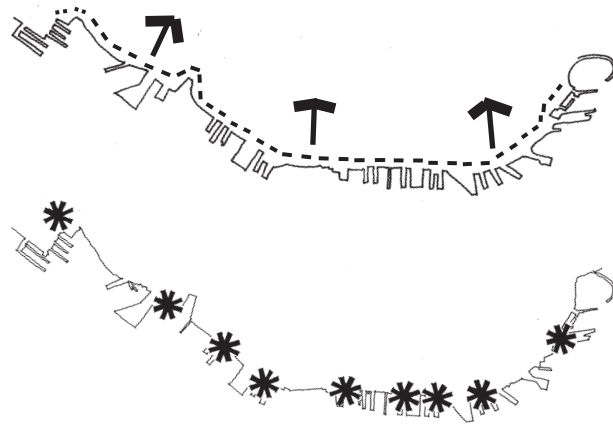
To preserve and enhance the city pattern, the objectives and design criteria which follow address the architectural character and design considerations for different types of Port property. They will guide new waterfront development to ensure that new waterfront buildings and structures contribute to the form of the City, preserve the character of adjacent neighborhoods, and emphasize the uniqueness of the waterfront.



*Aerial view of Fisherman's Wharf and adjacent City.*

## City Pattern Policies

Two architectural design policies are continually expressed in the Design & Access Element for all Port property: 1) celebrating the uniqueness of the waterfront and 2) maintaining compatibility with adjacent City neighborhoods. The Embarcadero roadway and other waterfront roadways in Fisherman’s Wharf and Mission Bay provide logical division points for these two policies. The waterfront roadways are a public space where the waterfront edge is present, and the change in city identity and built character can reflect the changes in the natural and built environment.



### Neighborhood Character

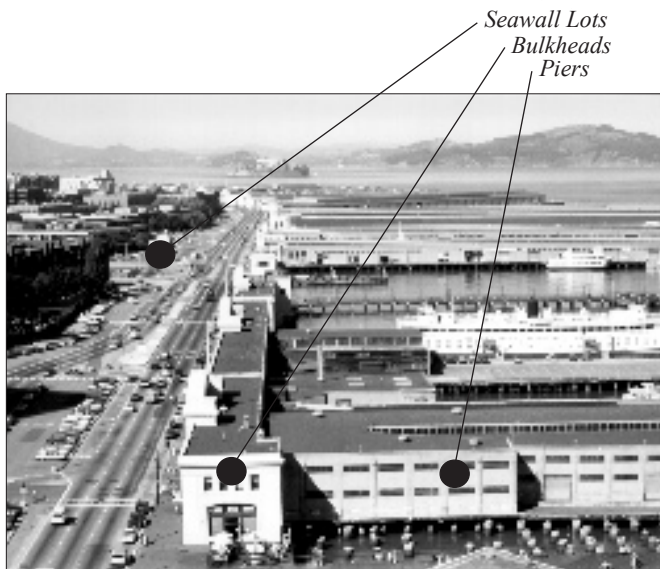
On the land side of The Embarcadero or other waterfront roadway, the character of new development will reflect and enhance the developed character of the adjacent City neighborhoods.

### Waterfront Character

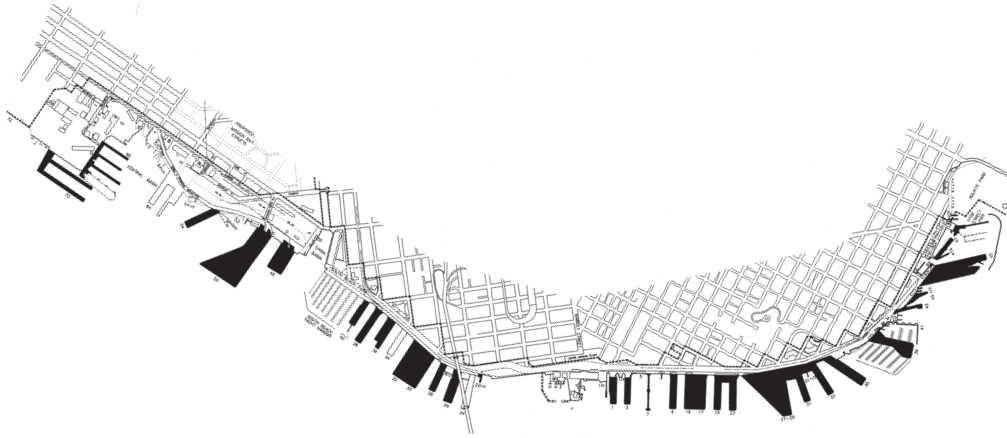
On the waterside of The Embarcadero or other waterfront roadway, the character of new development will reflect its unique location at or over the water.

## Property Types

There are three distinct types of waterfront property under Port jurisdiction: piers, bulkhead sites, and seawall lots. The piers are the structures that extend out over the water. The bulkhead sites are the areas between the Embarcadero Promenade, or other waterfront roadways, and the piers or water. Many bulkhead sites house structures which provide entrances to the piers. The seawall lots are parcels of land, generally located on the City side of The Embarcadero or other waterfront roadways, which were created when the seawall was built. One can think of each of the three property types as a built layer of the City: the layering begins with the piers in the Bay, continues with the bulkhead sites which mark the edge where the land meets the Bay, and the seawall lots which are part of the city fabric that ultimately extends up the hills of San Francisco. Each property type has its own physical characteristics that are the basis for the design criteria which follow. Together, these properties provide a pleasing transition between land and water, and give the San Francisco waterfront its unique visual identity.







area as a “finger pier” but is shorter and wider. Pier 39 is a medium-sized pier with a unique bulb shape framed on two sides by a small boat marina. Pier 27-29 is a triangular-shaped pier with over 500,000 square feet of surface area. Height limits on the piers along the waterfront are generally 40 feet, except Piers 1-5 and the Ferry Building, where the height limit is 84 feet.

The piers now accommodate a variety of activities, including cargo shipping, fishing industry, offices, cruise ship staging, ship repair, excursion boats, warehousing, restaurants, recreation, special events and public access. When new pier development projects are undertaken, the Port will also be able to expand public access onto piers.

## Piers

Today’s shoreline contains a variety of piers. The historic “finger piers” (built before 1931) are the most common type of small pier. They are generally 150 feet wide by 600-900 feet long, and approximately 120,000 square feet in area (excluding bulkhead structures). The historic pier sheds are simple industrial warehouse structures with exposed interior framing and regularly spaced roll-up doors for servicing ships. The linear, rectangular shape of the historic finger piers, which generally extend out perpendicularly to the seawall, contribute to San Francisco’s unique city pattern.

Modern piers vary in size and shape and include a variety of commercial and industrial structures. The BART platform/Ferry Plaza pier has the same approximate

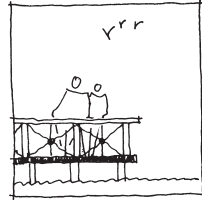


*Piers along the Northeast Waterfront at the Base of Telegraph Hill*



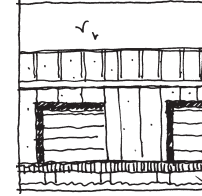
The following policies allow changes to piers that are sensitive to the historic and industrial character of the piers and pier sheds:

### Unique Experience



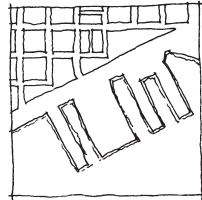
Design development on piers to encourage public access and celebrate the uniqueness of being over water, (e.g. openings within pier decks, transparent or movable exterior walls, views from the interior of large piers to the edge.)

### Industrial Maritime Character



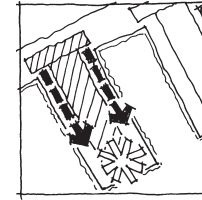
The architectural character of pier development should respect, but not mimic, the historic industrial/maritime character of the waterfront.

### Pier Shape



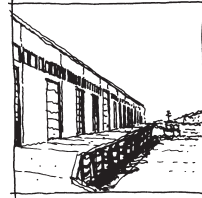
Any extensions beyond existing pier shapes should visually complement the linear, rectangular form of the historic finger piers and not detract from San Francisco's unique city pattern.

### Destination Points



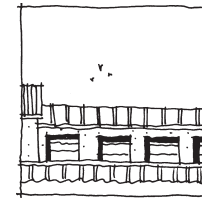
Create pedestrian destination points in new developments on piers including, if feasible, piers in maritime mixed use projects.

### Linear Form

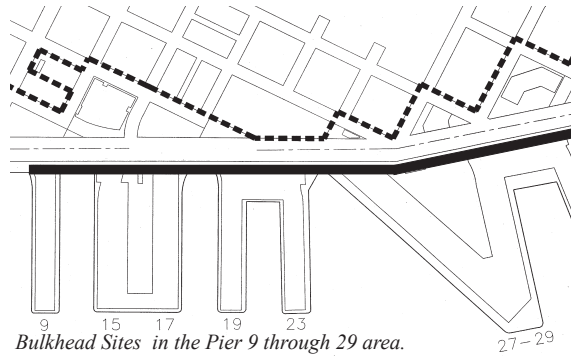


Architecturally emphasize the length and linearity of piers with a rhythm of doors, windows, perimeter lighting, or other pier edge improvements.

### Historic Preservation



Retain and reuse the historic piers and pier sheds.



Bulkhead Sites in the Pier 9 through 29 area.

## Bulkhead Sites

Bulkhead sites are located on top of the seawall and marginal wharf, between The Embarcadero and the piers. They are generally about 30 feet deep, and contain open space, and modern and historic buildings. The modern bulkhead buildings are generally simple and utilitarian in design. The historic bulkhead buildings, which include connector buildings between piers in certain locations, were built between 1912 and 1936 to hide industrial pier uses behind a regularly spaced series of monumental waterfront structures. Today, they contribute to San Francisco's urban waterfront form and identity in many ways: they define both the edge of The Embarcadero roadway

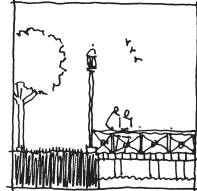
and the edge where land meets the Bay; they serve as the main entrance to their respective piers; and they often create focal points at the terminus of City streets. The highest historic bulkhead building is approximately 55 feet tall. The height limit for new structures on bulkhead sites generally is 40 feet. The following policies of the Design & Access Element seek to ensure that new development on bulkhead sites helps to define The Embarcadero and waterfront edge, and to preserve the architectural rhythm of bulkhead buildings and views between them that is a unique characteristic of the San Francisco waterfront.

### Historic Preservation



Preserve bulkhead buildings 1-5, 45 and 48 consistent with the Secretary of Interior's Standards for Historic Preservation. Retain and reuse bulkhead buildings at Piers 9, 15, 19, 23, 29, 31, 33, 35, 26, 28, 38, Pier 43 Ferry Arch and connector buildings at Pier 29 1/2 and 33 1/2. Develop guidelines for rehabilitation.

### Highlight the Waterfront Edge



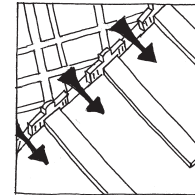
Use design elements such as building placement, materials, etc. to highlight the edge where the City meets the Bay.

### Embarcadero Edge & Scale



Where new structures are located on bulkhead sites, create a built edge at or near the Embarcadero Promenade and use strong and bold building forms and detailing to reinforce the large scale of The Embarcadero.

### Rhythm of Buildings and Views



Create a balanced rhythm of buildings and views which is sensitive to the preservation of historic structures.

### Arched Openings

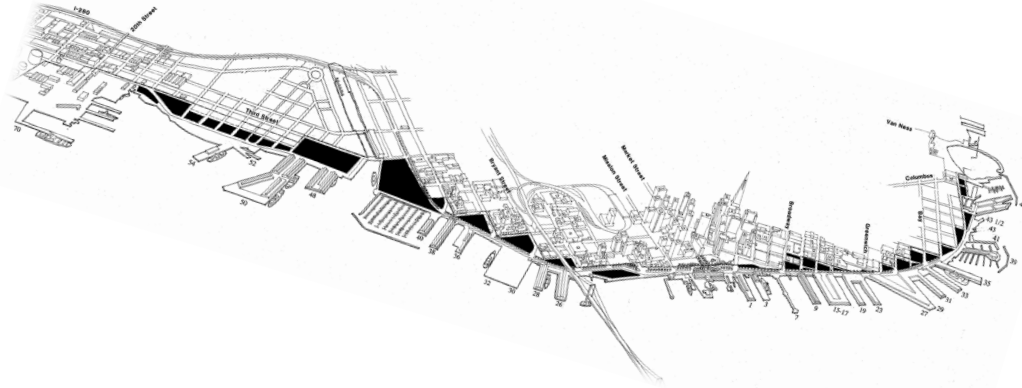


Repeat the use of large, central arched openings to pier uses behind the bulkhead buildings.

### Historic Context



Design new development that complements and does not detract from the historic bulkhead buildings.



## Seawall Lots

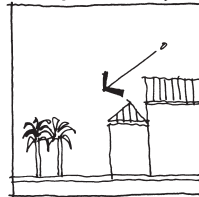
Generally, the Port's 50 seawall lots are parcels of land located inland of The Embarcadero or other waterfront streets. They are often triangular or odd shaped lots because of the angle of the intersection of waterfront streets with the City's street grid. Many of the seawall lots and other adjacent parcels were originally developed with warehouses and industries that served the waterfront. Today, most of the seawall lots north of China Basin have been redeveloped with retail, parking, open space, and some residential and office uses.

The height limit for seawall lots north of Vallejo Street (in the Northeast Waterfront and Fisherman's Wharf areas) and south of China Basin Channel is

40 feet. Seawall lot height limits in the Ferry Building area, up through Broadway, range from minimal structures within the Ferry Building Plaza open space to 84 feet adjacent to downtown. Within the South Beach area, the height limit on seawall lots is 105 feet, except for the ballpark site which is in a 150 foot height district.

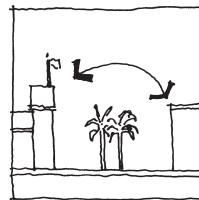
Development of the seawall lots must be consistent with the public trust, and should be compatible with the seven City neighborhoods that begin at the waterfront--Fisherman's Wharf, Base of Telegraph Hill, Downtown, Rincon Hill, South Beach, Mission Bay, and Pier 70--each of which has a distinct architectural character that is derived from original or new land uses, building scale, and architectural finishes. The following policies for seawall lots under Port ownership seek to ensure such compatibility.

### Respect City Form



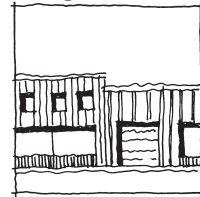
Respect City form by stepping new buildings down toward The Embarcadero or other waterfront roadways.

### Embarcadero Scale



Use strong and bold building forms and detailing on new buildings to reinforce the large scale of The Embarcadero.

### Neighborhood Scale & Character



New buildings should respect the scale and architectural character of adjacent neighborhoods.

### City Street Views



Maintain City street corridor views shown on the City Street View map in Chapter 3.

# Subarea Design & Access Criteria

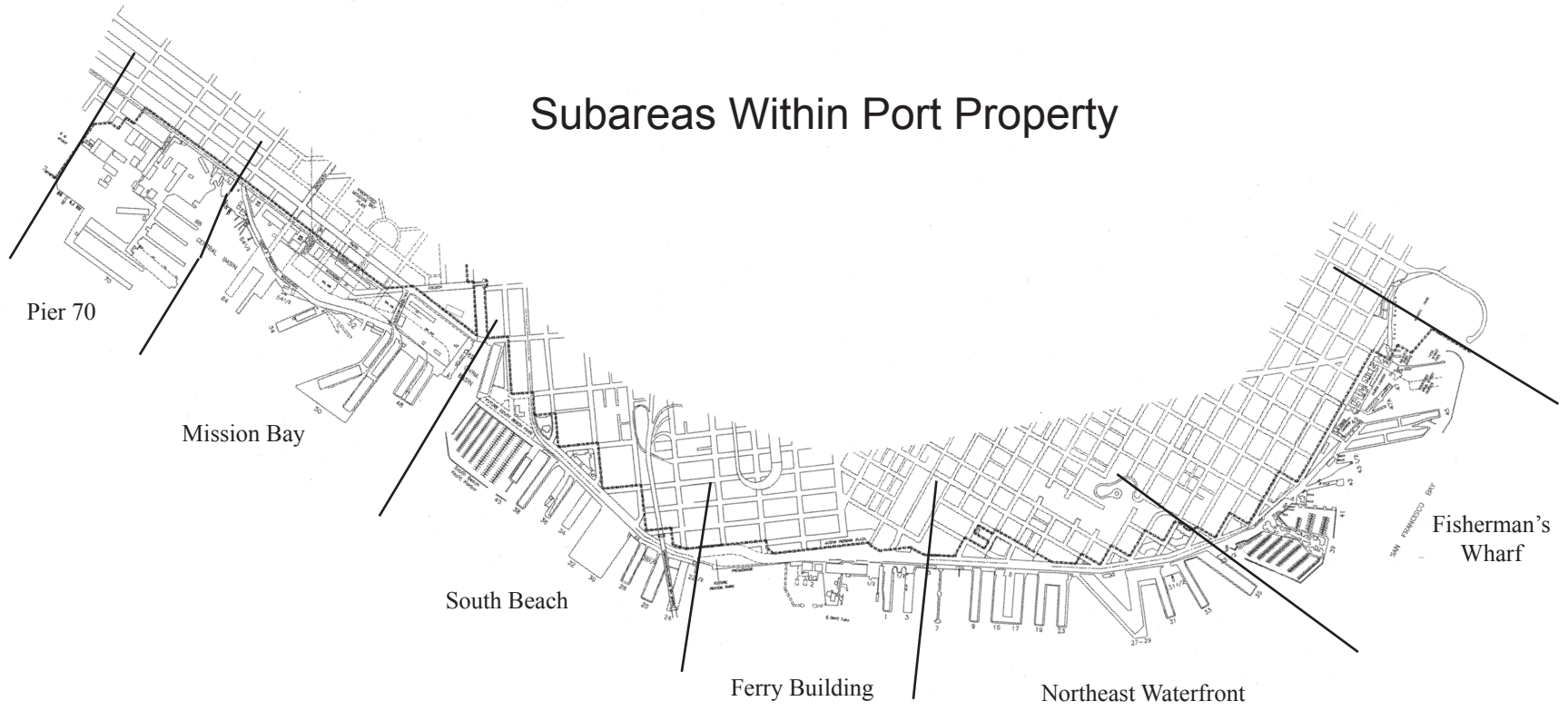
## Chapter Four

Chapter 4 provides design criteria for specific sites in each of the six “design subareas” of the Port: Fisherman’s Wharf; Northeast Waterfront; Ferry Building; South Beach; Mission Bay; and Pier 70. (Design criteria are not included for the area south of Pier 70 because that part of the Southern Waterfront is primarily industrial in nature. The Port’s cargo handling facilities are located at Piers 80, 94 and 96. Most of these piers and the areas between and adjacent to them are reserved for long-term container terminal expansion.) The introductory discussion for each design subarea includes background information, a summary of uses from the Waterfront Plan anticipated for each design subarea and key urban design characteristics of the subarea. This information is followed by design criteria which address site and building massing, open space and historic preservation requirements, building orientation, and architectural details that will be incorporated in new development projects for specific sites. The design criteria reinforce the public access & open space, view, historic resource, and city pattern policies described in Chapter 3.



*Housing and restaurants on seawall lots in the South Beach Area*

# Subareas Within Port Property





# Fisherman's Wharf

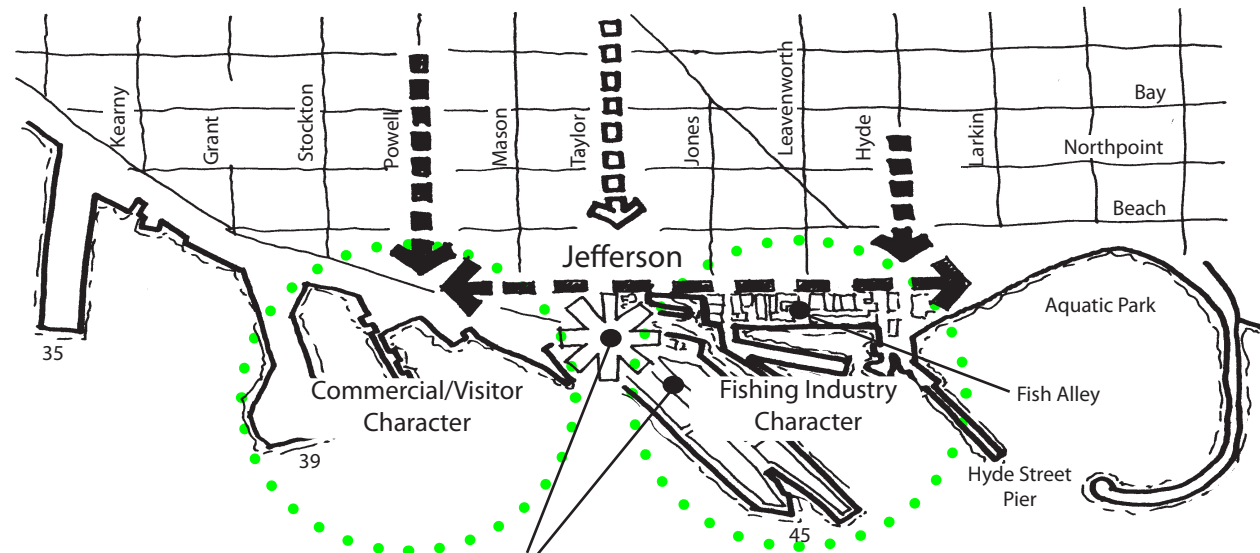


## Urban Design Features:




- Jefferson Street is the commercial "main street" of the area.
- 'Fishing Industry', and 'Commercial Visitor' districts have different character.
- Opportunity for major open space within the area bounded by Jefferson, Taylor, and Powell Streets extending to the water's edge.
- Small scale, incremental development defines architectural character for most of the area.
- The Embarcadero roadway ends at Pier 45.
- Historic character is established by the Pier 45 sheds and bulk-heads, the Pier 43 Ferry Arch, buildings associated with the early fishing industry, and the historic ships.

## Character of the Area:

The Fisherman's Wharf area extends from the swimming and rowing club docks at the east end of Aquatic Park to East Wharf Park, east of Pier 39. The area is characterized by a lively mix of maritime, recreational and commercial uses. But Fisherman's Wharf is best known for its historic and current fishing industry activities. Pier 45, the largest pier in the area, has recently been renovated as a state-of-the-art fish handling facility and is the center of the fishing industry. The Inner and Outer Lagoons contain San Francisco's commercial fishing fleet, sport fishing boats and most of the vessels that provide Bay sight-seeing tours. Plans are underway to develop a new fishing boat harbor with modernized berthing and support facilities east of the Hyde Street Pier. Other sites bordering the Inner Lagoon and at the Hyde Street Pier offer opportunities to create or enhance entrances to existing and planned harbor activities. Other piers to the east are used for ferry and excursion boat operations, recreational boating and commercial recreation uses. The seawall lots in the area house a variety of uses, including fish handling, maritime support activities, visitor oriented



The waterfront edge & Pier 45  
are Area Focal Points

-  Area Focal Point
-  View to Bay
-  View to Historic Building

## Fisherman's Wharf Highlights Map

commercial recreation uses, public access and open space, offices and parking. Historic buildings are located at Piers 43 (The Ferry Arch) and at Pier 45. In addition, certain one and two-story wooden fish handling sheds (one of which forms the northern edge of Fish Alley on Seawall Lot 303), dating from the early 1900's, contribute to the historic maritime character of Fisherman's Wharf.

The unique character of Fisherman's Wharf comes not only from this mix of uses, but also from its eclectic mix of architectural styles and materials. The scale and size of buildings on the seawall lots and in the adjacent upland neighborhood is generally small. With the exception of the Pier 39 garage and the Blue Shield office building, most buildings do not exceed two stories and, because most buildings are 25-50 feet wide, there are frequent changes in building form and street facades. Along Jefferson Street, architectural changes to building fronts occur as frequently as every ten feet. Some small-scale buildings are interspersed with mid-block alleys that provide pedestrian passages to the water's edge. Arcades and awnings extend out over the sidewalks on the north side of Jefferson Street and west side of Taylor Street to protect crab pots serving up lunch to visitors and workers in the area.

There are also a variety of public access and open spaces in Fisherman's Wharf. Most of the waterfront edge already is publicly accessible from Pier 39 to Pier 45. From the waterfront edge, visitors enjoy spectacular views of the Bay, Alcatraz, cavorting sea lions, historic ships and fishing operations. At the west end of the Wharf, swimming and rowing clubs provide water recreation opportunities in Aquatic Park and additional public access to the Bay. The F-line historic streetcar provides public transit along The Embarcadero to serve these exciting activities as well as new public access, retail, visiting ships and other activities called for in the Waterfront Plan.



*Commercial recreation at Pier 39*

## Waterfront Land Use Plan Objectives:

The Waterfront Plan's priority for Fisherman's Wharf is to support and enhance the fishing industry by, for example, developing the new Hyde Street Fishing Harbor. The Plan also recognizes and reinforces the synergy between historic fishing operations and visitor-serving activities which has made the Wharf one of the top visitor attractions in the United States. The Plan further encourages other maritime activities including ferry and excursion boats, historic ships and

water recreation activities at Aquatic Park. The Port will work with its Fisherman's Wharf Environmental Quality Advisory Committee and ensure that any improvements within or adjacent to the Bay include water quality protective measures as needed to comply with all applicable environmental and water quality laws and regulations. In addition, new construction or facility improvement projects will comply with any storm water drainage policies adopted by the Port Commission.

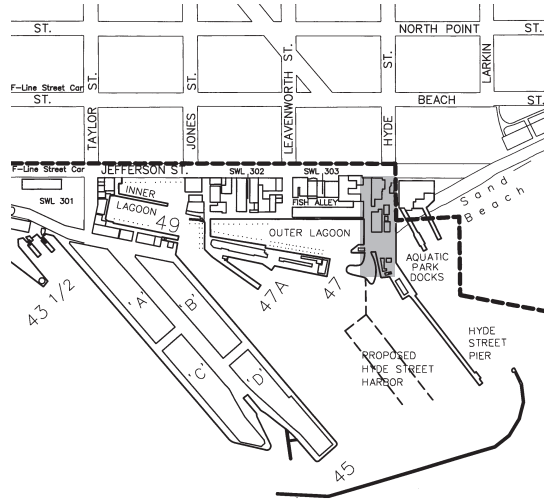
## Summary of Design & Access Objectives:

Objectives for this area emphasize the importance of enhancing fishing operations, while also improving the public's enjoyment of Fisherman's Wharf. Towards this end, Pier 45 will continue to be the dominant pier in the area, preserved according to the Secretary of the Interior's Standards for Rehabilitation. Jefferson Street will be enhanced as the commercial main street of the Wharf. Design features will emphasize entries from Jefferson Street into the core of the future Fisherman's Wharf/ Triangle Lot open space. Views of the Bay from the Powell and Mason Street corridors will be protected and new signage will depict the area's historic and current use as a commercial fishing center. The Pier 43 Ferry Arch, a visually prominent focal point in the Wharf, will be retained. Fish Alley facilities associated with the early fishing industry will be further studied and efforts made to retain them for fishing industry uses. In addition, the design of new development will continue the area's incremental scale of development and mix of historic architectural elements, and pedestrian-scaled buildings, alleys and waterfront edge.

Perhaps the most dramatic improvements will be increased public access and open space. The Port will work with the Fisherman's Wharf community, San Francisco Planning Department, BCDC, Save the Bay, and other interested parties on an overall review of BCDC's San Francisco Waterfront Special Area Plan policies in the Fisherman's Wharf area. This is expected to include the opportunity for a major public plaza within the area bounded by Jefferson, Taylor, and Powell Streets extending to the water's edge. It would address the many issues associated with creating such a plaza and establish a plan and implementation program. There will also be improved access on waterfront edges throughout the Wharf, where such access will not interfere with fishing and other maritime operations. Views of the Bay, historic buildings or new waterfront architecture will be preserved or created along Hyde, Leavenworth, Jones, Taylor, Mason, Powell and Kearny Streets.



# Design Criteria HYDE STREET PIER & FISHING HARBOR

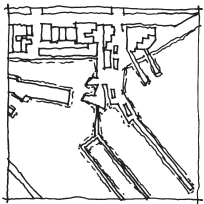


This is the site of the proposed Hyde Street Harbor for the fishing industry and the existing San Francisco Maritime National Historic Park on the Hyde Street Pier, both of which contribute to the continued maritime character of the area.

## Site

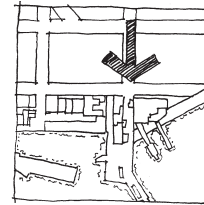


**MASSING:** The massing and design of new structures should allow views of the Bay or harbor activities through or between buildings at central entrances and at intervals throughout the Harbor or Pier.



**PIER SHAPE:** The shape and design of the proposed Hyde Street Harbor and land-based improvements should reflect fishing industry berthing and servicing needs, and include protective measures to comply with all applicable water quality environmental laws and regulations.

## Site (Continued)



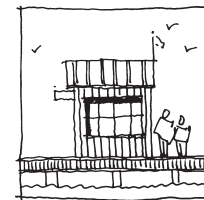
**VIEWS:** Maintain and create views from Hyde Street of the Bay, historic ships and future fishing boat berthing.

## Orientation

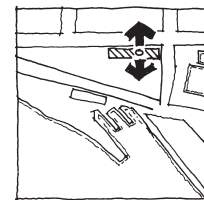


**ENTRANCE:** When there is substantial bulk-head site coverage, the main pier entrance should be through large central openings.

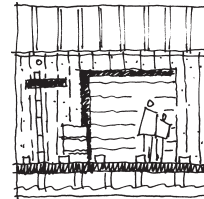
## Architectural Details



**CHARACTER-- Industrial:** Materials, style, and detailing should reflect, but not mimic, the industrial character typical of fishing industry or other maritime structures (e.g. painted wood, metal, or concrete siding, simple detailing, authentic materials.)

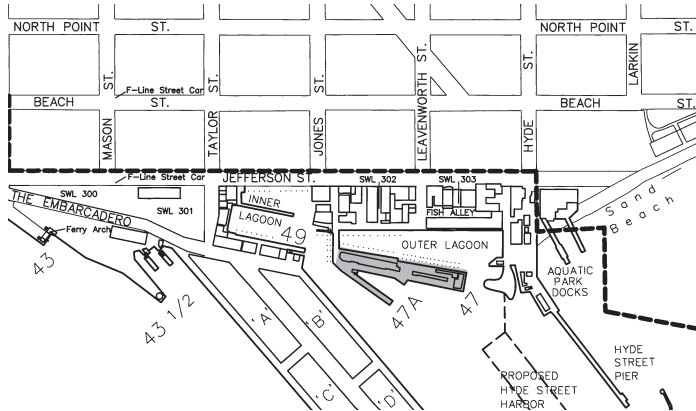


**COLOR:** Color of structures should primarily be light tone.



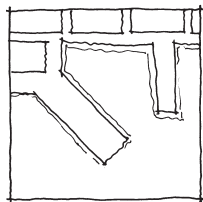
**PUBLIC EDGE:** Edge improvements for the proposed Hyde Street Harbor should consist of features and materials that serve the needs of the commercial fishing industry. Benches, signage and other public access improvements should blend with fishing industry features. These improvements, and any trash collection and service areas will include appropriate water quality protective features.

## Design Criteria PIER 47 - 47A

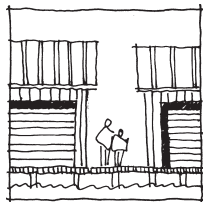


Pier 47 and 47A are used for fishing, maritime support uses and public access. In addition, a restaurant is located on Pier 47. Pier 47A is being repaired as a support facility for the fishing industry, and a public access area with views of the Bay, the City and fishing operations on Pier 45.

### Site

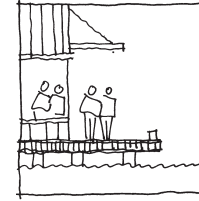


**SITE COVERAGE:** Location of pier improvements should first meet fishing industry berthing and servicing needs and include protective measures to comply with all applicable water quality environmental laws and regulations.



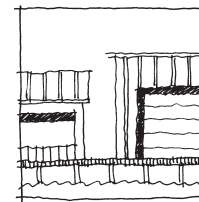
**MASSING:** Any new building massings should include breaks for frequent visual and pedestrian access to the waterfront.

### Site (Continued)

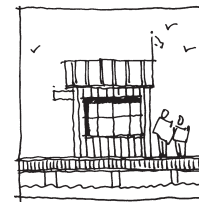


**OPEN SPACE:** Provide public access along all pier edges where it does not conflict with fishing industry operations.

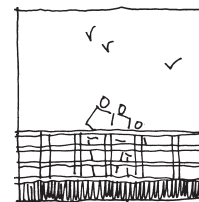
### Architectural Details



**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.



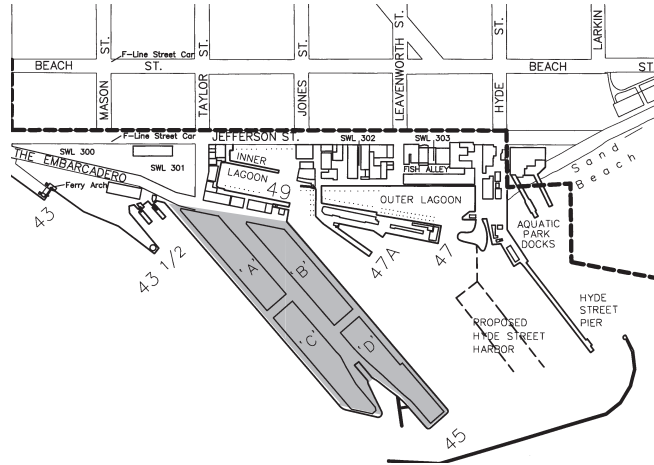
**CHARACTER -- Industrial:** Materials, style, and detailing should reflect, but not mimic, the industrial character typical of fishing industry or other maritime structures (e.g. painted wood, metal, or concrete siding, simple detailing, authentic materials.)



**PUBLIC EDGE:** New railings or other edge treatments should reflect the industrial character of fishing industry or other maritime uses, should be as transparent as possible, and should include appropriate water quality protective measures.

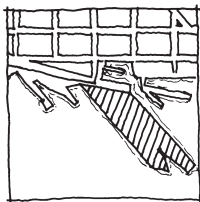


## Design Criteria PIER 45

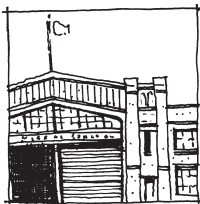


Pier 45 is the longest and largest pier in the Fisherman’s Wharf area and home to the commercial fishing industry. Sheds on the west side of the pier were recently rehabilitated by the Port for fish handling operations. The west pier apron and central “valley” between the piersheds are also used by fishing industry businesses. Sheds on the east side are used for parking and special events, and are the subject of a community based planning study to determine long term uses.

### Site

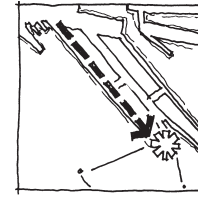


**PIER 45:** Preserve Pier 45’s historic bulkhead facades and sheds, consistent with The Secretary of the Interior’s Standards for Rehabilitation. Pier 45 should continue to be the dominant pier form in the Fisherman’s Wharf area.



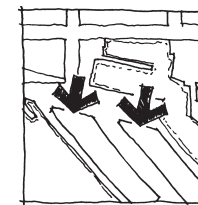
**VIEWS:** Preserve view of the Pier 45 Shed A bulkhead from Taylor Street.

### Site (Continued)



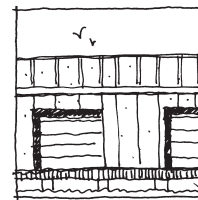
**OPEN SPACE--East Apron:** Provide public access along the east apron of Pier 45 where it does not conflict with fishing industry operations. Include protective measures to comply with all applicable water quality environmental laws and regulations.

### Orientation



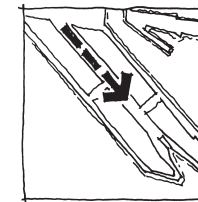
**ENTRANCE:** Make every effort to locate main entrances to any new public uses through the existing central openings of the sheds A & B facades.

### Architectural Details



**CHARACTER -- Industrial:** Materials, style, and detailing should reflect the industrial character typical of fishing industry and nearby maritime buildings.

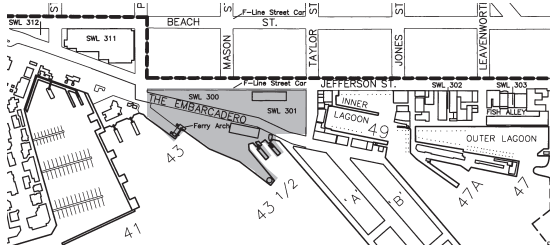
### Service



**SERVICE:** Provide service access from the central valley, if compatible with access needs of individual fish handling operators on Pier 45. Secure trash collection facilities, and incorporate appropriate measures to comply with all applicable water quality environmental laws and regulations.

## Design Criteria

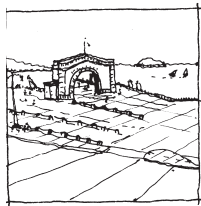
### TRIANGLE LOT & PIERS 43 & 43 1/2 (Seawall Lots 300 & 301 are the Triangle Lot)



There is the opportunity to create a major new open space at Fisherman's Wharf, as part of an overall planning process for the Fisherman's Wharf area. The Port must work closely with the community to address short-term construction impacts and provide long-term management of this public space to ensure it becomes an asset for Fisherman's Wharf.

Cable car service will be relocated to this site or nearby. Until these goals can be realized, the Port will continue with incremental pedestrian circulation & access improvements in this area.

## Site

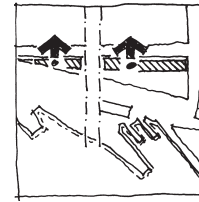


**HISTORIC PRESERVATION -- Ferry Arch:** Retain the Pier 43 Ferry Arch and develop more specific guidelines for its preservation and reuse.

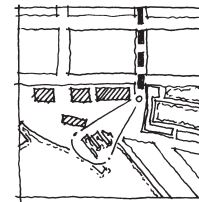


**SITE COVERAGE -- Open Space:** Increase open space and provide a Bay edge on Pier 43 1/2 by reducing or relocating parking off-site, if additional funding sources become available and long-term tenant lease issues are resolved. Include storm water drainage measures in open space improvement projects in accordance with any storm water drainage policies adopted by the Port Commission.

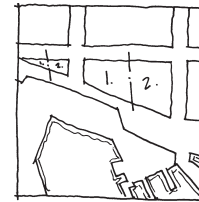
## Site (Continued)



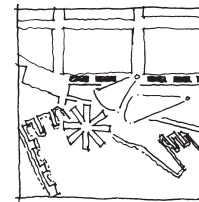
**MASSING -- Jefferson Street:** Reinforce the "main street" character of Jefferson Street by locating new buildings at or near the street. Maintain views and entrances from Powell, Mason, and Taylor Streets.



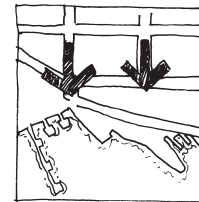
**MASSING -- Taylor Street:** New building massing should allow views between buildings from Taylor Street to the Pier 43 1/2 waterfront.



**MASSING -- Scale:** Recognize the established neighborhood scale by limiting apparent building mass to 1/2 block size to create an image of multiple buildings per block.



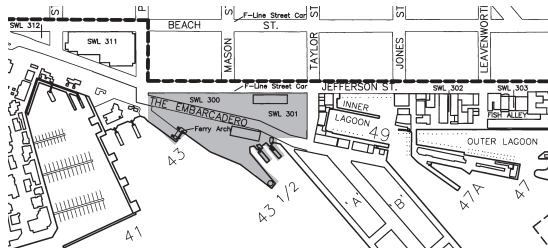
**MASSING -- Views Through:** New development on Jefferson Street or on the interior of the site should include exterior pedestrian or service ways that are oriented toward the Bay and views of the Pier 43 Ferry Arch between larger building massings.



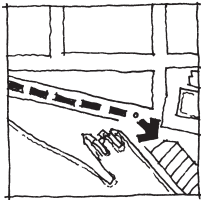
**VEWS:** Preserve views of the Bay through or adjacent to the Triangle Lot and Pier 43 1/2 from Mason and Powell Streets.

# TRIANGLE LOT & PIERS 43 & 43 1/2 (Seawall Lots 300 & 301 are the Triangle Lot)

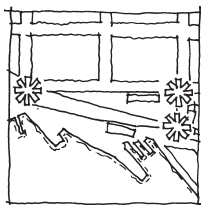
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## Orientation

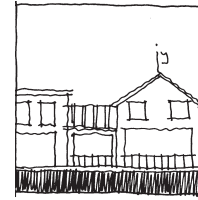


**ORIENTATION -- Embarcadero:** Maintain access to Pier 45 from The Embarcadero. Recognize the terminus of The Embarcadero at Pier 45 with a sculpture or other public access feature.



**ORIENTATION -- Intersection Corners:** Provide entry and identity features for the Fisherman's Wharf area at intersection corners.

## Architectural Details



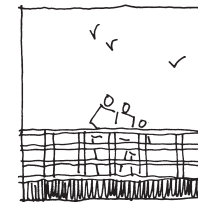
**ARTICULATION:** Along Jefferson Street, use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.



**TRANSPARENCY:** Avoid blank ground floor walls by providing views into and through the ground floor of buildings.



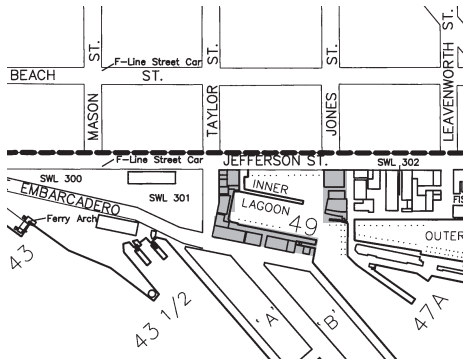
**CHARACTER -- Industrial:** Materials, style, and detailing should reflect, but not mimic, the industrial character typical of fishing industry or other maritime structures (e.g. painted wood, metal, or concrete siding, simple detailing, authentic materials.)



**PUBLIC EDGE:** New railings should reflect the industrial character of fishing industry or other maritime uses and be as transparent as possible. These improvements and any trash collection facilities will include appropriate protective measures to comply with all applicable water quality environmental laws and regulations.

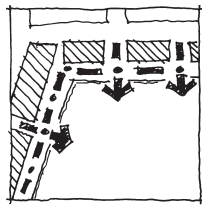
## Design Criteria INNER LAGOON

### Bulkhead Sites Bordering the Inner Lagoon

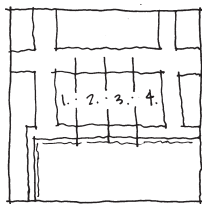


Sites bordering the Inner Lagoon with access to both the lagoon and adjacent streets or alleys.

### Site

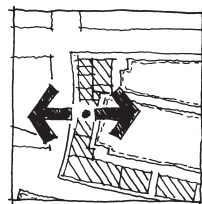


**SITE COVERAGE:** Include exterior service or pedestrian ways in new development to provide views and pedestrian access to the water.



**MASSING:** Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/4 block intervals (minimum) by varying building form (e.g. changes in height, setbacks).

### Orientation

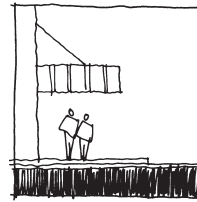


**ORIENTATION -- Street and Lagoon:** Commercial visitor-serving uses should be oriented to both the street and the Lagoon. As opportunities arise, create or enhance exterior service or pedestrian access between buildings to the lagoon.

## Architectural Details



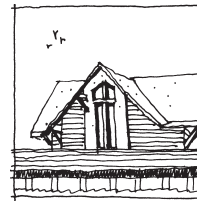
**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.



**CHARACTER -- Structures Over Sidewalk:** Allow awnings or arcades to extend commercial activities onto and over the sidewalk areas.



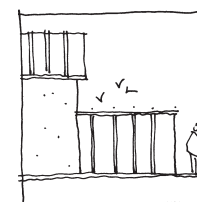
**CHARACTER -- Industrial:** Materials, style, and detailing should reflect, but not mimic, the industrial character typical of fishing industry structures. (e.g. painted wood or metal siding, simple detailing, authentic materials.)



**CHARACTER -- Accent the Chapel:** Use colors that are different than surrounding building to emphasize the chapel at the foot of Pier 45.

**TRANSPARENCY:** Avoid blank ground floor walls by providing views into and through the ground floor of buildings.

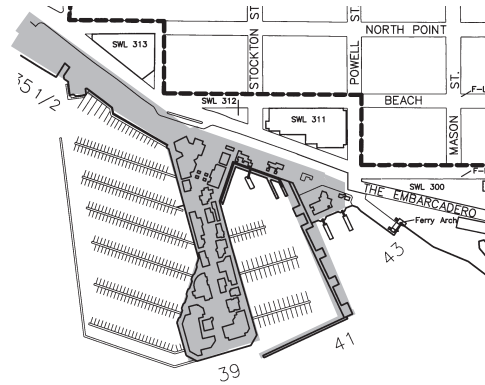
### Service



**TRASH ENCLOSURES:** Use fences or other lockable enclosures to screen trash facilities from public view. Incorporate appropriate measures to comply with all applicable water quality environmental laws and regulations.

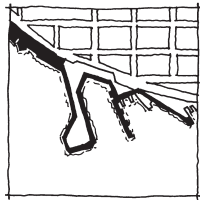
Design Criteria

**EAST WHARF PARK AND PIERS 41 & 39 and Adjoining Area From the Seawall to the Embarcadero**

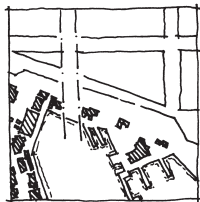


Pier 39 and Pier 41 are used for commercial recreation, ferry and excursion boats, recreational boat marina, public access and open space.

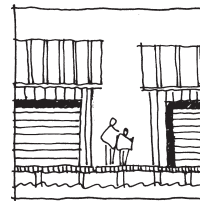
**Site**



**OPEN SPACE:** Maintain the existing open spaces at East Wharf Park and Pier 41, and the continuously accessible waterfront edges throughout the area.

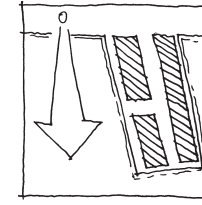


**SITE COVERAGE -- Street Views:** To protect views of the Bay, new ancillary structures should be located outside the Powell and Kearny Street corridors.



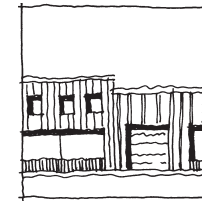
**MASSING:** Any new building massings should include breaks for frequent visual and pedestrian access to the waterfront.

**Orientation**

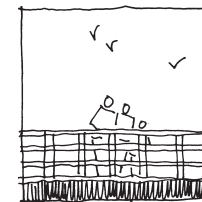


**ORIENTATION -- Bay Views:** To maximize views of the Bay, orient the long edge of any new piers or buildings parallel to view.

**Architectural Details**

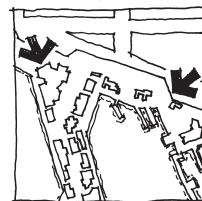


**CHARACTER -- Industrial:** Materials, style, and detailing should reflect, but not mimic, the industrial character typical of fishing industry or other maritime structures (e.g. painted wood, metal, or concrete siding, simple detailing, authentic materials.)

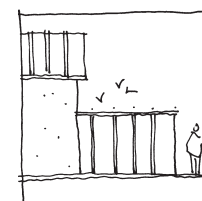


**PUBLIC EDGE:** New railings or other edge treatments should reflect the industrial character of fishing industry or other maritime uses, should be as transparent as possible, and incorporate appropriate protective measures to comply with all applicable water quality environmental laws and regulations.

**Service**



**SERVICE:** Avoid new service access along the waterside of piers that conflicts with public access.

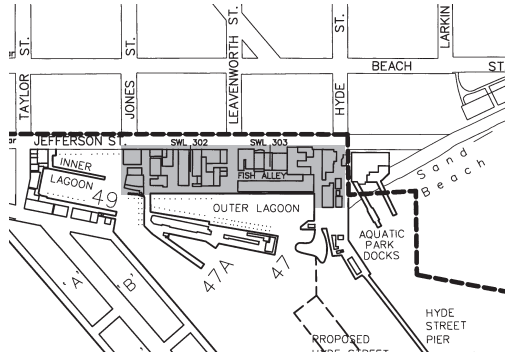


**TRASH ENCLOSURES:** Use fences or other lockable enclosures to screen trash facilities from public view. Incorporate appropriate water quality protective measures to comply with all applicable water quality and environmental laws and regulations.



## Design Criteria

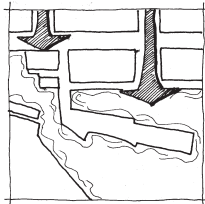
### SEAWALL LOTS 302 & 303 (Fish Alley Area)



The Fish Alley area is an eclectic mix of small-scale structures built to serve the fishing industry. Some of the buildings remain in use by the industry while others along Jefferson Street have converted to retail or restaurant uses. The following design criteria were developed in recognition of the area's unique character, and incorporate the Secretary of the Interior's Standards for Rehabilitation. The Standards state

that original building fabric be retained whenever possible, and that new changes be designed to be compatible with, but not replicate historic building features. Before commencing improvements within this area please also consult the Fish Alley Area Historic Resources Evaluation and Design Recommendations, available at the Port's

## Scale

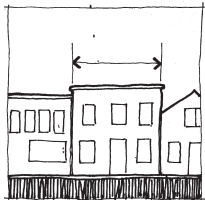


**VIEWS:** View corridors down Jones and Leavenworth Streets should be maintained by discouraging new development along these two streets within Fish Alley.

**VIEWS:** Existing views can be maintained by limiting the height of new development within Fish Alley to two stories.

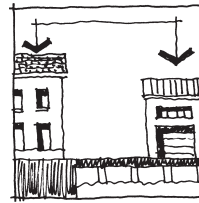


**MASSING:** Articulate the massing of new development and additions so that they respect the building widths, heights, and simple massing and detailing of Fish Alley's existing buildings.



**MASSING:** The footprint of new development and additions to existing buildings along Jefferson Street should extend the width of the lot with no side setbacks so that the continuity of the street facade wall is maintained.

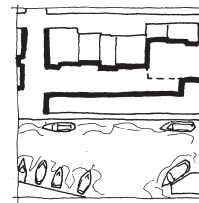
## Scale



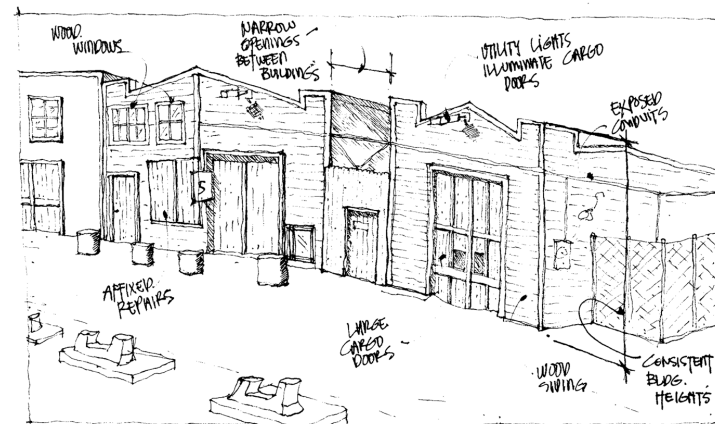
**SCALE:** Appreciate the scale that the typical building heights of neighboring buildings contribute to the character of the streetscape by holding new development to two stories or less.



**SITE COVERAGE:** The front setbacks of new development along Jefferson Street should vary slightly in keeping with the existing architectural street pattern.



**SITE COVERAGE:** The placement of infill development on the interior of the Fish Alley Area should not encroach on the boundaries of the narrow alleyways, and should serve to enhance the delineation of the edges.



*This grouping of buildings on Jones Street contain many of the architectural details that define the industrial, maritime character of Fish Alley.*

Design Criteria

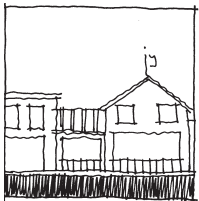
SEAWALL LOTS 302 & 303

-- Continued from previous page --

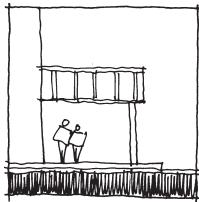
Architectural Details



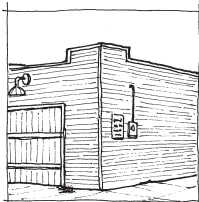
**ARTICULATION:** Opening patterns should be designed to communicate a human scale to pedestrians by articulating floor levels, or through glazing divisions.



**ARTICULATION:** New development or additions should respect existing patterns and proportions of alternating openings and solidity of walls.

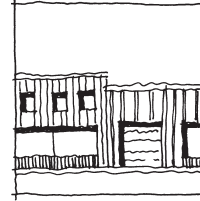


**CHARACTER -- Jefferson Street:** Along Jefferson Street, avoid blank ground floor walls by providing views into the ground floor of buildings. Allow awnings or arcades to extend commercial building activities onto and over the sidewalk areas.



**CHARACTER:** Maintain the horizontal orientation of existing patterns throughout Fish Alley by aligning the horizontal elements of new development and additions with those of existing buildings.

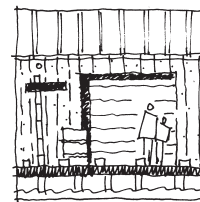
Architectural Details



**MATERIALS:** Varying building materials between existing buildings and additions is encouraged to visually distinguish new from old.

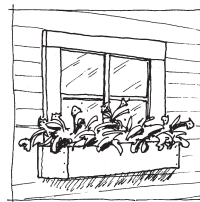


**MATERIALS:** New development and additions should be constructed with simple, industrial materials that typify those found throughout Fish Alley.



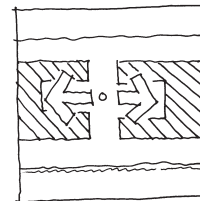
**SIGNAGE:** New signage within the Fish Alley Study area should be kept simple and small scaled. The design of new signage should be in keeping with the historic signs of Fish Alley. Painted wood signs hung off the buildings or painted directly on the buildings are encouraged. Neon signs are not appropriate for the Fish Alley Area.

**SITE FURNISHINGS:** Site furnishings and landscaping should be kept minimal and simple, and should reflect the industrial and maritime character of the Fish Alley Area.



**LANDSCAPING:** New landscaping within the Fish Alley Study area should be limited to small scaled plantings in planter boxes, and should not include street trees.

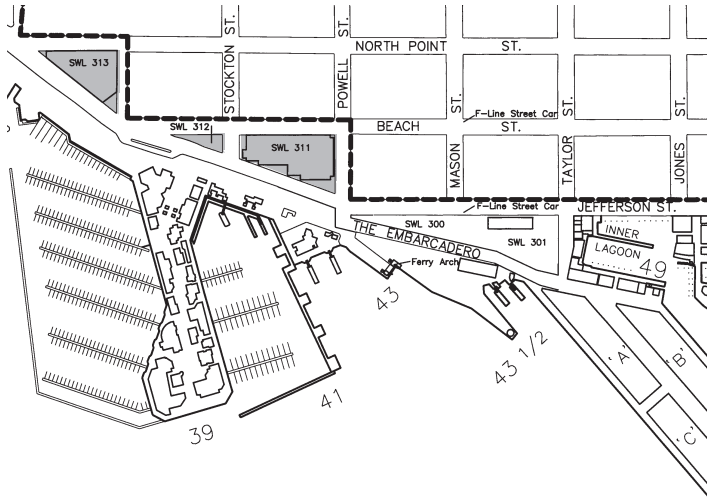
Service



**SERVICE:** Provide service access from interior alleys or north/south streets if feasible.

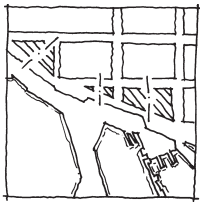
**TRASH ENCLOSURES:** Use fences or other lockable enclosures to screen trash facilities from public view, and incorporate appropriate water quality protective measures to comply with all water quality environmental laws and regulations.

## Design Criteria SEAWALL LOTS 313, 312, & 311



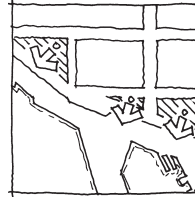
Seawall lot 311 and 312 are occupied by the Pier 39 parking garage and queuing lanes for the garage. Seawall lot 313 is occupied by an office building.

### Site

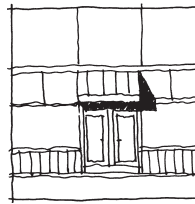


**MASSING:** Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/2 block intervals (minimum) by varying building form (e.g. changes in height, setbacks).

### Orientation



**ORIENTATION -To Embarcadero:** Orient primary uses and pedestrian entrances toward The Embarcadero.



**ENTRY:** Use recessed bays, awnings or other architectural treatments to provide a clear expression of pedestrian entrances.

### Architectural Details

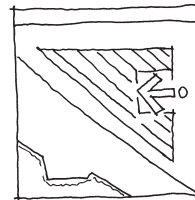


**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.



**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor of buildings.

### Service



**SERVICE:** Avoid service, parking, and auto-court entries from The Embarcadero.



*Public access at the end of Pier 43 1/2 displaying a historic pier bell and its sounding board.*



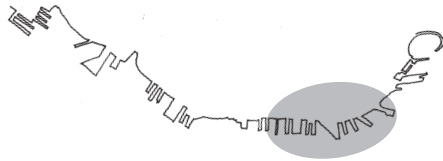
*The design of the supporting poles for the Port-Walk interpretive sign program in Fisherman's Wharf are based on the equipment used in the fishing industry.*

# Northeast Waterfront

## Character of the Area:

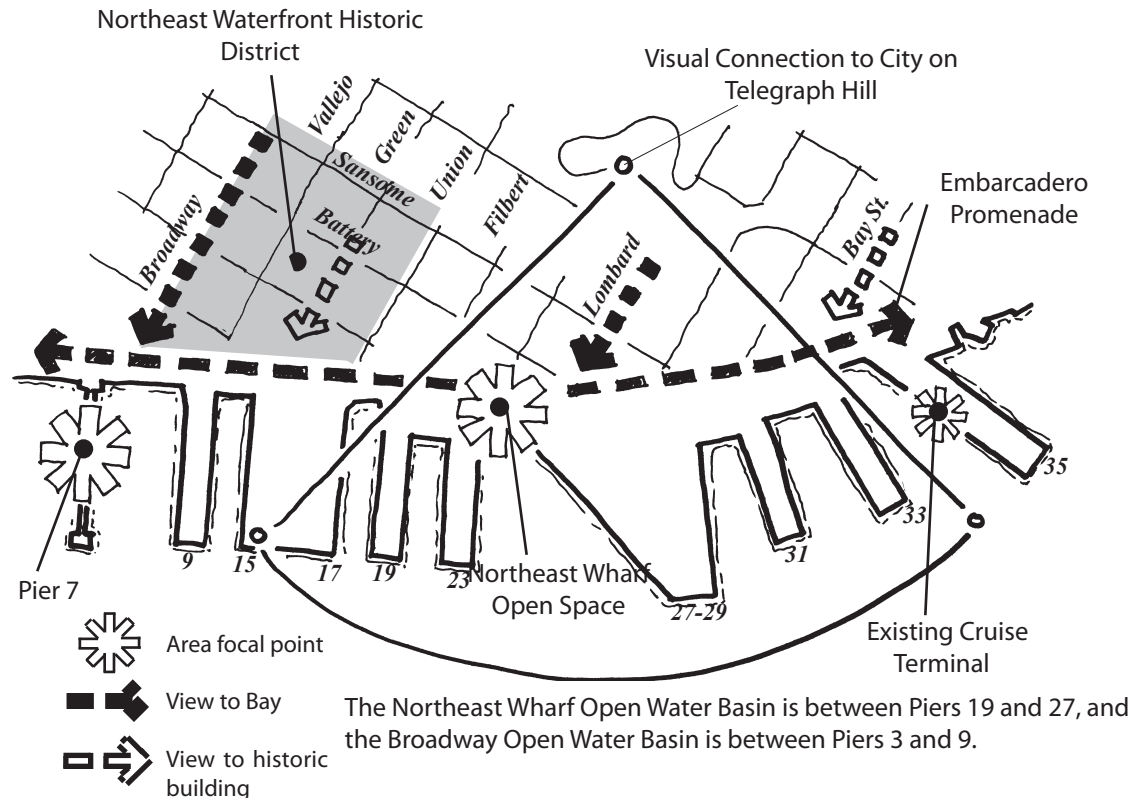
The Northeast Waterfront extends from Pier 35 to Pier 7. It is part of a former maritime and industrial district which is successfully evolving into a vibrant urban neighborhood. On the waterside, there are nine pier and shed structures and eight “Neoclassical” bulkhead buildings that were built before 1936. These bulkhead buildings, and the “connector buildings” extending between them, establish a strong architectural edge to The Embarcadero.

Pier uses in the area include the City’s cruise ship terminal at Pier 35 and industrial cargo warehouse and cargo support operations on Piers 15-23. A mix of commercial and maritime uses, offices, restaurants, and public access exists on other piers and within the bulkhead buildings. Across The Embarcadero, the Port’s seawall lots are used primarily for commercial uses and parking. The landmark Beltline Railway Roundhouse at Sansome Street and The Embarcadero has been rehabilitated for office use.



### Urban Design Features:

- The major open spaces are Pier 7 and Northeast Wharf (future).
- The historic finger piers are a defining City form.
- The Northeast Waterfront Historic District is adjacent to Piers 9-23.
- The waterfront has a strong visual connection to Telegraph Hill.
- The existing cruise ship terminal is located at Pier 35.
- Open Water Basins



*Northeast Waterfront Highlights Map*



The area's unique character is derived, in part, from the buildings in adjacent Northeast Waterfront Historic District which were developed to serve maritime activities from the 1850's to the first half of this century. The handsome brick (pre-1906) and concrete (post 1906) buildings which remain today vary in height from approximately 6 stories (at the foot of Telegraph Hill) to a maximum of four stories (at The Embarcadero), and are used for office and other commercial uses. Common building characteristics in this historic area include large building bulk, minimal architectural detailing, and repeated use of vertically-shaped window and door openings. New mid- to high-rise multi-unit housing also has been developed at the north end of this area on non-Port property.

Pier 7, the public access pier and open water basin located at the foot of Broadway, currently is the most prominent open space in the area. Pier 7 and its marginal wharf will remain the principle public access for the foot of Broadway area. Significant public access also occurs along the Embarcadero Promenade. Views of the Bay and maritime activities are provided between many bulkhead buildings. However, between Piers 29-35, public access and Bay views are limited by historic bulkhead/connector buildings.

## Waterfront Land Use

### Plan Objectives:

The Waterfront Plan acknowledges that this former maritime and industrial district has evolved into a new urban neighborhood. However, Piers 15-17, and 19- 23 are designated "Transitional Maritime" facilities in the Plan to reflect their continued use for industrial cargo warehouse and cargo support operations. If it is determined that these facilities no longer are needed for cargo-related activities, the Waterfront Plan encourages reuse of these piers. Any new, mixed-use pier developments will include commercial recreation activities along with excursion boats, cruise ships, or other maritime uses, and major increases in public access. New development on adjacent inland sites will complement the area's evolving mixed-use residential and commercial neighborhood.



## Summary of Design & Access

### Objectives:

The objectives ensure that, as the land use evolution continues, new development is compatible with existing historic resources and enhances the historic and maritime character of the area. Toward this end, bulkhead buildings and pier sheds at Piers 9, 15, 19, 23 (partial shed), 29, 31, and 35, and Pier 29 and 33 connector buildings will be retained and reused. Their inclusion within the planned National Register Historic District will promote national recognition of the quality of these historic resources and enhance their potential for adaptive reuse.

Development on the waterside of The Embarcadero should reflect its unique waterfront location with building forms and detailing expressing the maritime and industrial character of the area. New development projects on seawall lots should continue the architectural character established by the adjacent Northeast Waterfront Historic District. Buildings fronting The Embarcadero should express the boldness and grandeur of The Embarcadero through strong building forms and details that accentuate the curve of the roadway. The Port will construct a major plaza at Pier 27 to provide a gathering place and open space amenity within this area.

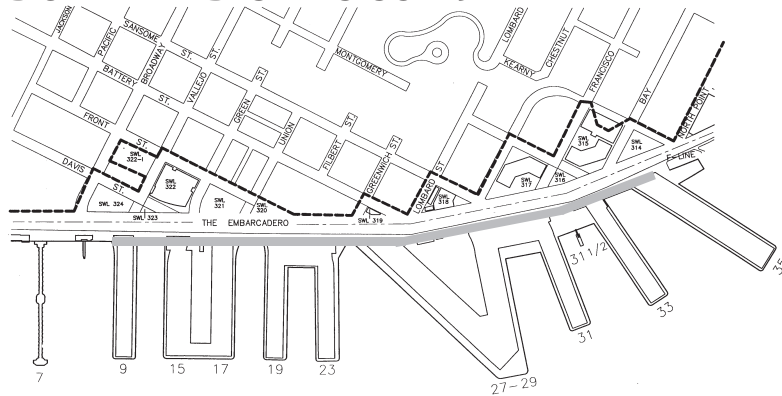


*View towards the waterfront on Green Street*

Existing waterfront views between bulkhead buildings will be preserved. The Port will create an Open Water Basin between Piers 19 and 27 by removing a portion of the Pier 23 shed, maintain the Open Water Basin between Piers 3 and 9, and remove the “valley” and associated buildings between Piers 15 and 17 added in the 1950’s to add an additional Bay view. In addition, the Port will create at least two new view openings through or between the historic bulkhead/connector buildings between Piers 29-35. At least one of these openings will be through the Pier 33 1/2 historic connector building. Street views of the Bay, historic buildings, or waterfront architecture will be preserved or created from North Point, Bay, Chestnut, Green, Sansome Streets and Broadway.

Design Criteria

**BULKHEAD SITES 35 - 9**



The historic bulkhead and connector buildings will be retained and reused to reinforce the edge of The Embarcadero Promenade and to frame open spaces and views of the Bay and maritime activities.

**Site**



**HISTORIC PRESERVATION:** Retain and reuse Bulkhead buildings and pier sheds at Piers 9, 15, 19, 23(partial shed), 29, 31, and 35, and pier connector buildings 29 and 33.



**MASSING -- Views:** Preserve existing views of the Bay and maritime uses between bulkhead buildings at Pier 9 and 15, 17 and 19, and 31 and 33. Create additional views to the Bay through an opening in the Pier 33 1/2 connector building; through an additional bulkhead building opening between Piers 29 and 35; and between or within other bulkhead and connector buildings per the "View Interval" policy in Chapter 3.

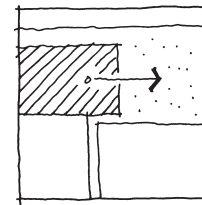


**VIEWS:** Preserve or create views of historic bulkhead buildings or architecture with a waterfront identity from North Point, Bay, Chestnut, Green and Sansome Streets.

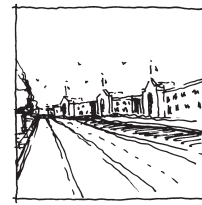
**Site (Continued)**



**ENTRY -- Central Arch:** Utilize arched entries of existing bulkhead buildings for access to major pier or bulkhead uses. For new development, consider use of an oversized central entrance for main uses.



**ENTRY -- Bulkhead Sides:** To provide activity on marginal wharves, consider opening side of bulkhead buildings, consistent with historic character of structures and scale, size, and detailing of other openings.

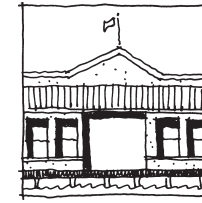


**EDGE -- Embarcadero:** Where replaced, structures should be located to form an edge to the Embarcadero Promenade. Building facades facing The Embarcadero should reinforce the large scale of the street with bold forms, deep recessed openings, and strong detailing (with form and detailing exceptions for maritime buildings.)

**Architectural Details**



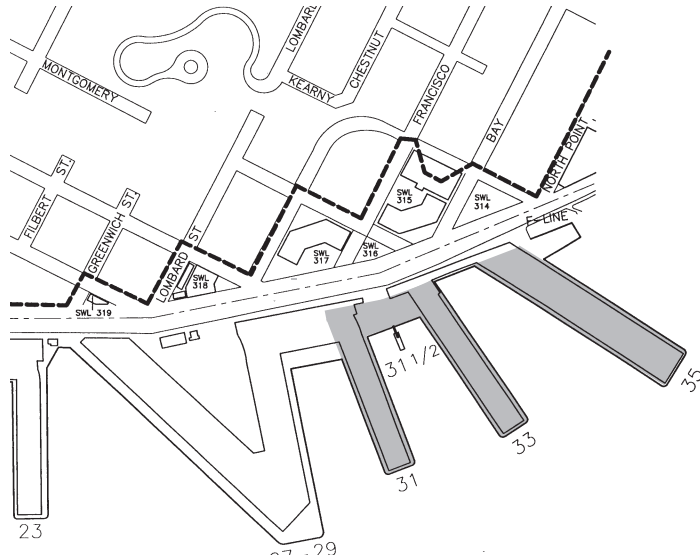
**CHARACTER -- Historic:** Modifications should preserve the historic character defining elements of historic buildings.



**CHARACTER -- Waterside:** Improvements and openings on the waterside of bulkhead buildings should have simple and regular forms, use materials compatible with pier improvements, and not detract from character defining elements of historic buildings.

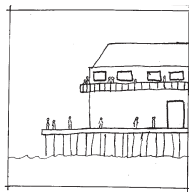
**COLOR:** Color of structures should be primarily light in tone.

## PIERS 35 - 31

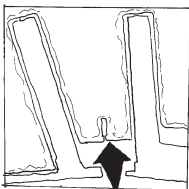


The City's passenger cruise terminal is located at Pier 35. New development should acknowledge the finger pier form and industrial character of the area, while also providing new views to the Bay and public access through the historic bulkhead and connector buildings.

## Site

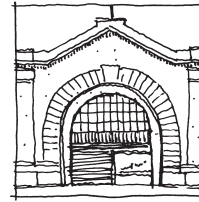


**OPEN SPACE-PIER 35:** Create a large, two-level public access area at the pier end with indoor and outdoor areas, which incorporates portions of the existing second level passenger gallery.



**OPEN SPACE-PIER 311/2:** Create a public access area within the pier which maintains a view corridor between the Pier 31 and 33 bulkhead buildings to the Bay.

## Site (continued)

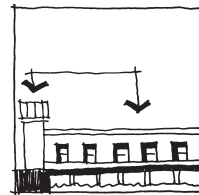


**HISTORIC PRESERVATION:** Retain and reuse Piers 31, 33 and 35.

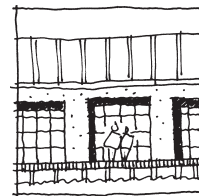


**VIEWS:** Preserve views of bulkhead buildings and Pier 35 from North Point and Bay Streets.

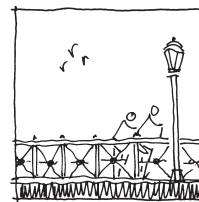
## Architectural Details



**CHARACTER -- New Development:** Where adaptive reuse is not feasible, design new development so that it does not visually compete with historic bulkhead buildings. Locate strong architectural forms at an appropriate distance from historic bulkheads.

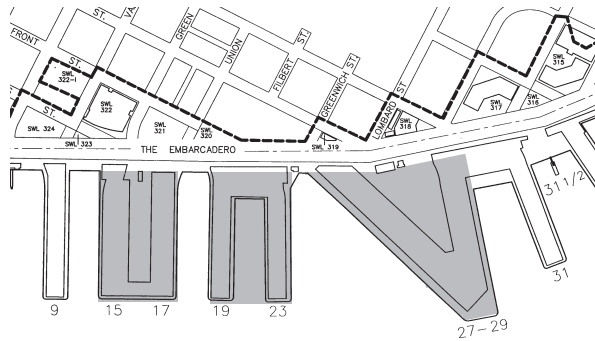


**TRANSPARENCY:** Maximize transparency of pier edges facing adjacent open spaces, to the extent compatible with maritime uses.



**PUBLIC EDGE:** Continue architectural treatment of public access edge improvements along East Wharf Park onto Pier 35 to the extent compatible with maritime uses.

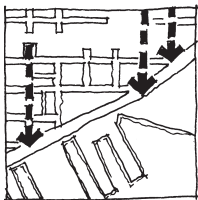
# Design Criteria PIERS 29 - 15



## Site

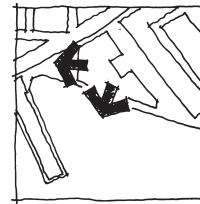


**HISTORIC PRESERVATION:** Retain and reuse Piers 15, 17, 19, 23 (partial), 29 and the Beltline Railroad Office Annex. Expose the corners of the Pier 19 and 23 bulkhead buildings by recessing the Embarcadero facade of the connector building.



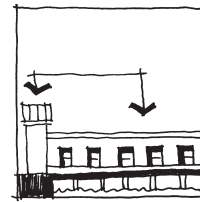
**VIEWS:** Keep Green, Lombard and Chestnut Streets free of obstructions to preserve views of historic buildings or future architecture with waterfront identity. Remove about 315 feet from the east end of the Pier 23 shed, and remove the valley between Piers 15 and 17 and the adjoining bays added to the pier sheds in the 1950's, to expand views of the Bay.

## Orientation

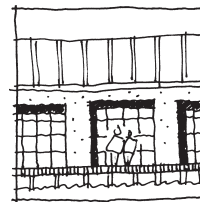


**ORIENTATION -- Pier 27:** New development on Pier 27 should be oriented towards The Embarcadero and a planned large public open space at the base of Pier 27. Main vehicular access and service should be in the interior of the pier or along the north edge and designed to minimize impacts on public access.

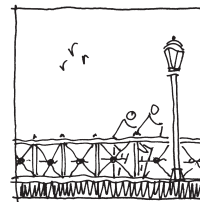
## Architectural Details



**CHARACTER -- New Development:** Where adaptive reuse is not feasible, design new development so that it does not visually compete with historic bulkhead buildings. Locate strong architectural forms at an appropriate distance from historic bulkheads.



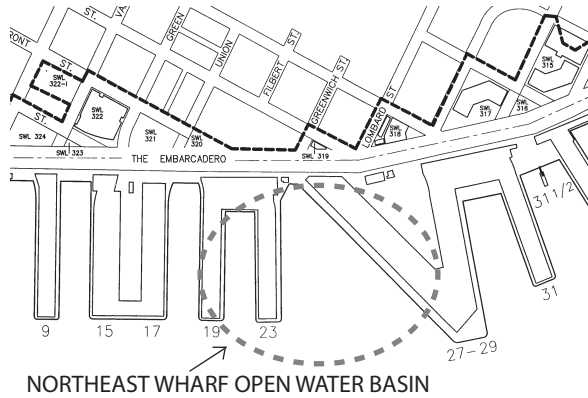
**TRANSPARENCY:** Maximize transparency of pier edges that face adjacent open spaces, where compatible with maritime uses and consistent with the architectural character of pier sheds.



**PUBLIC EDGE:** Coordinate architectural treatment of public access edge improvements with those of adjacent major open spaces.



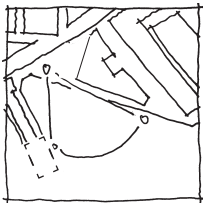
## NORTHEAST WHARF



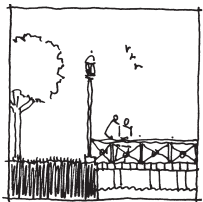
NORTHEAST WHARF OPEN WATER BASIN

NOTE: The Port will develop a major public open space, "Northeast Wharf", at Pier 27. The BCDC SAP includes policies for the Northeast Wharf plaza that also should be met.

### Site

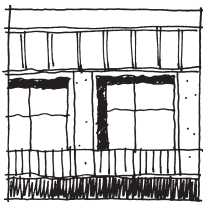


**Open Water Basin:** Maintain open water as close to the Embarcadero Promenade as possible. Create the Northeast Wharf Open Water Basin between Piers 19 and 27.



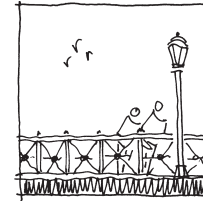
**EDGE -- Seawall:** Architecturally acknowledge the location of the seawall, and the distinction between being over land and being over water. Encourage recreational boating and transient tie-ups.

### Architectural Details



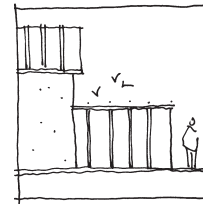
**TRANSPARENCY:** Avoid blank ground floor walls by providing views into and through the ground floor of buildings consistent with the architectural character of the pier structures.

## Architectural Details (Continued)



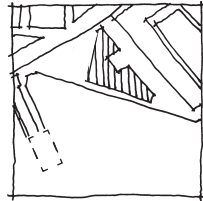
**PUBLIC EDGE:** To emphasize access to public areas on adjacent piers, extend and coordinate treatment of edge improvements with adjacent pier edges.

### Service

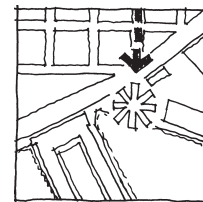


**TRASH ENCLOSURE:** Screen trash facilities from public view with fences or other lockable enclosures.

### Site

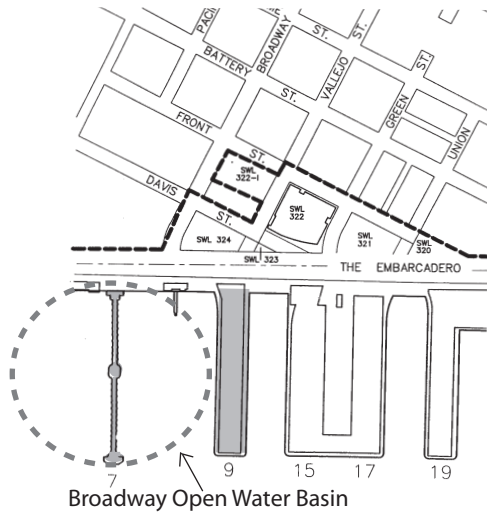


**SITE COVERAGE:** Create a new approximately two-acre plaza from the north edge of Pier 23 through the southern portion of Pier 27 to the Embarcadero/Lombard Street intersection. Remove about 56,000 square feet of the Pier 27 shed and the Pier 27 Annex office building to expand views of the Bay. Provide open space around the Beltline Railroad Office Annex if it remains in its present location, and maintain unobstructed views from the Annex across the plaza to the Bay. Maintain 85% of the site, including the Lombard Street corridor, free of floor area structures. Adjacent commercial uses may spill out onto the open space to activate the area.



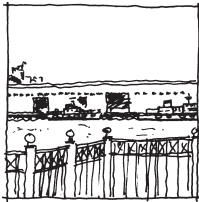
**ORIENTATION -- Lombard Street:** Acknowledge the terminus of Lombard Street with a framed view of the Bay, or with an architectural or sculptural feature.

## Design Criteria PIERS 9 AND 7

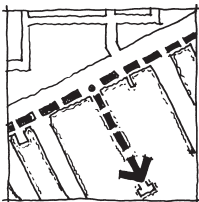


Pier 7 is a 900-foot public access pier. Pier 9 is the permanent home of the San Francisco Bay Bar Pilots and a variety of short-term office and warehouse uses.

### Site

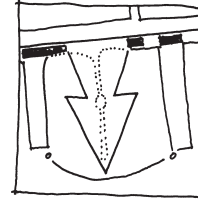


**HISTORIC PRESERVATION:** Retain and reuse Pier 9.

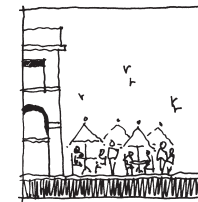


**OPEN WATER BASIN:** Maintain Pier 7 as the dominant pier form within the Broadway Open Water Basin, by preserving existing open water area on either side of the pier between Piers 3 and 9, and by maintaining the existing 450 linear feet of Bay interface with The Embarcadero between the Pier 5 and 9 bulkhead buildings (with allowance for the existing restaurant and its approved increase in dining, and public access on Pier 7 1/2). Allow berthing of operational vessels at adjacent piers, consistent with BCDC SAP Open Water Basin policies.

## Site (Continued)

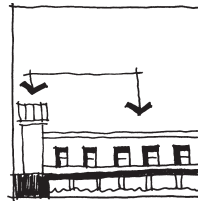


**VIEWS:** Maintain Bay views at the end of Broadway. Frame Pier 7 view with buildings on bulkhead sites.



**OPEN SPACE--Marginal Wharf:** Allow adjacent commercial uses to spill out onto the Pier 7 marginal wharf to activate the area.

## Orientation

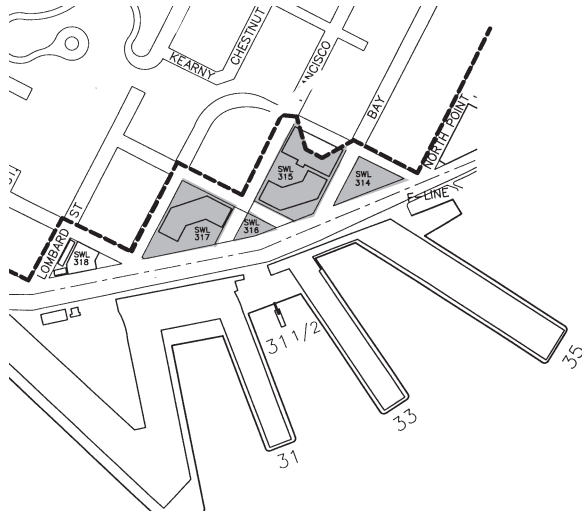


**CHARACTER--New Development:** Where adaptive reuse is not feasible, design new development so as not to compete visually with historic bulkhead buildings. Locate strong architectural forms at an appropriate distance from historic bulkheads. Emphasize linearity of pier with rhythm of doors, windows, perimeter lighting, and/or other features.



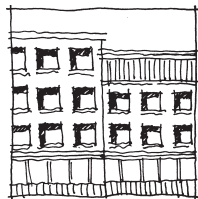
**TRANSPARENCY:** Maximize transparency of pier edges facing Pier 7, consistent with the architectural character of the pier shed structure.

## SEAWALL LOTS 314 - 317



Four seawall lots front The Embarcadero at the northern edge of the Northeast Waterfront subarea. New development on these sites should continue the scale and character of the adjacent neighborhood and provide a strong edge to The Embarcadero.

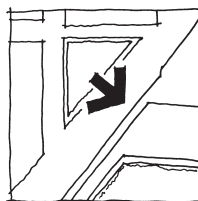
### Site



**MASSING:** Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/2 block intervals (minimum) by varying building form (e.g. changes in height, setbacks, roof form).

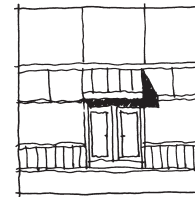


**MASSING:** Any required residential open space should be located within project interior.



**MASSING -- SWL 314:** Building(s) should extend to the sidewalk edge along The Embarcadero to emphasize relationship to bulkhead buildings across the street and the site's role as a gateway to Fisherman's Wharf.

## Orientation



**ENTRY -- Embarcadero:** Primary uses and pedestrian entrances should be oriented towards The Embarcadero with a clear expression of pedestrian entrances, e.g. recessed bays, awnings or other architectural treatment.

## Architectural Details



**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.



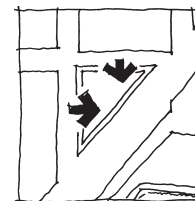
**CHARACTER -- Embarcadero:** Building facades facing The Embarcadero should reinforce the large scale of the street with bold forms, deep recessed building openings, and strong detailing.

**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor of buildings.



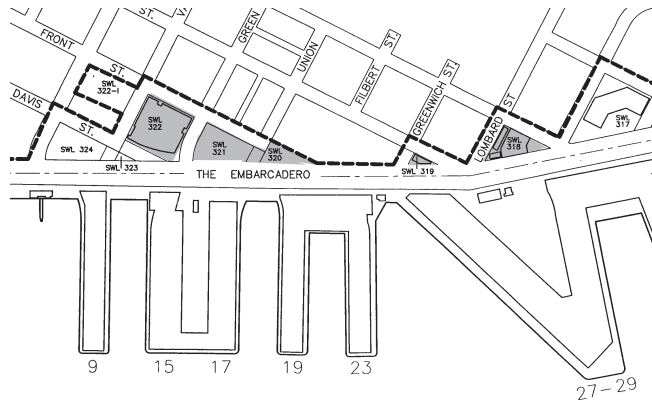
**CHARACTER:** Use materials, style, and detailing to complement the architectural character of the adjacent Northeast Waterfront Historic District.

## Service



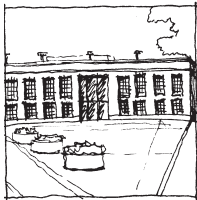
**SERVICE:** Avoid service, parking and auto-court entries from the Embarcadero.

## Design Criteria SEAWALL LOTS 318 - 322



The architectural form and character of new development on these seawall lots should be compatible with the Northeast Waterfront Historic District.

### Site



**HISTORIC PRESERVATION:** Preserve the Beltline Railroad Roundhouse, consistent with the Secretary of Interior's Standards.

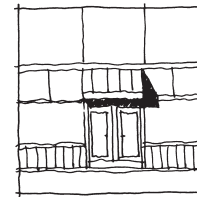


**MASSING:** Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/2 block intervals (minimum) by varying building form (e.g. changes in height, setbacks, roof forms).

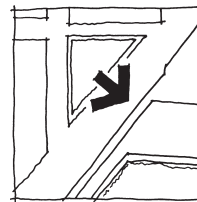


**MASSING:** Any required residential open space should be located within project interior.

### Orientation



**ENTRY -- Embarcadero:** Primary uses and pedestrian entrances should be oriented toward The Embarcadero with a clear expression of pedestrian entrances. (e.g. recessed bays, awnings or other architectural treatment.)



**MASSING -- SWL 314:** Building(s) should extend to the sidewalk edge along The Embarcadero to emphasize relationship to bulkhead buildings across the street and the site's role as a gateway to Fisherman's Wharf.

### Architectural Details



**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.

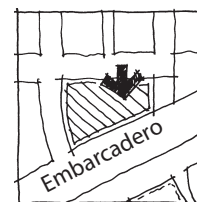


**CHARACTER -- Embarcadero:** Building facades facing The Embarcadero should reinforce the large scale of the street with bold forms, deep recessed building openings, and strong detailing.

**CHARACTER:** Use materials, style, and detailing to complement the architectural character of the adjacent Northeast Waterfront Historic District.

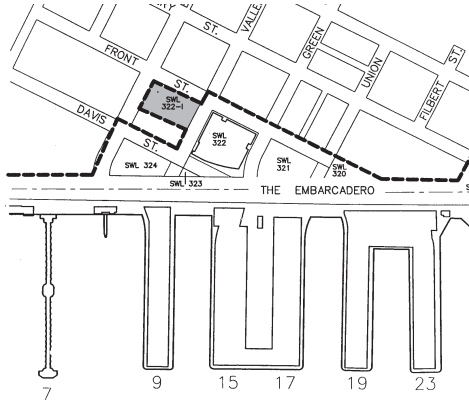
**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor of buildings.

### Service



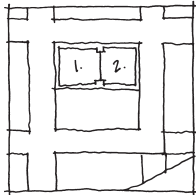
**SERVICE:** Avoid service, parking, and auto-court entries from The Embarcadero.

## SEAWALL LOT 322i

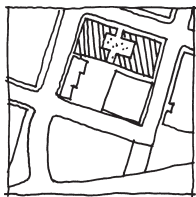


Seawall Lot 322i is located inland from the waterfront, on the corner of Front Street and Broadway. The architectural form and character of new development should be compatible with the Northeast Waterfront Historic District.

### Site

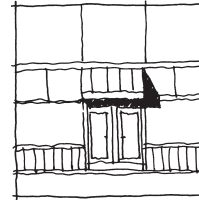


**MASSING:** Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/2 block intervals (minimum) by varying building form (e.g. changes in height, setbacks, roof forms).



**MASSING:** Any required residential open space should be located within project interior.

### Orientation



**ENTRY:** Primary uses and pedestrian entrances should be oriented toward Broadway and Front Street with a clear expression of pedestrian entrances. (e.g. recessed bays, awnings or other architectural treatment.)

### Architectural Details



**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.

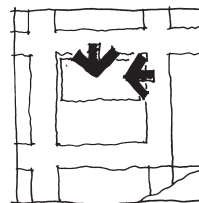


**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor of buildings.



**CHARACTER:** Use materials, style, and detailing that complement the architectural character of the adjacent Northeast Waterfront Historic District.

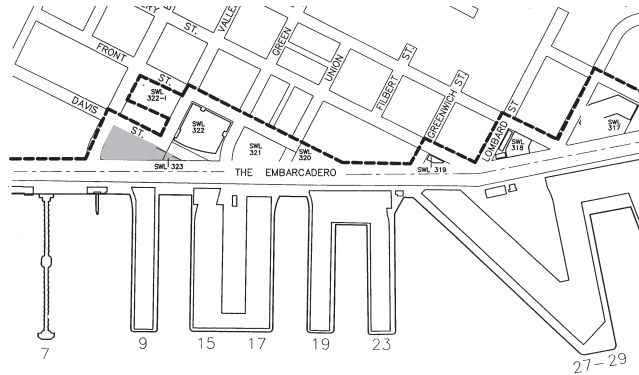
### Service



**SERVICE:** Avoid service, parking, and auto-court entries from Broadway.



## Design Criteria SEAWALL LOTS 323 & 324

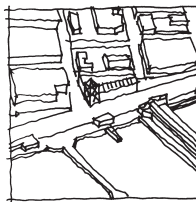


Seawall Lots 323 and 324 form the corner entry to Broadway Street at The Embarcadero.

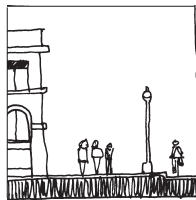
### Site



**MASSING:** Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/2 block intervals (minimum) by varying building form (e.g. changes in height, setbacks, roof form). Maintain view of the Pier 9 bulkhead building from Vallejo Street to the extent feasible.

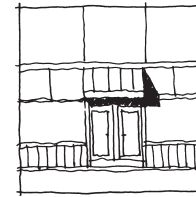


**HEIGHT:** Use building height at or near the sidewalk edge to emphasize the corner of Broadway and The Embarcadero. North of this edge feature, step height down to 40 feet along The Embarcadero frontage. Allow increased building height along the Broadway frontage and in the interior of the site.



**MASSING-- Build to the Sidewalk:** Building(s) should extend to the sidewalk along The Embarcadero and Broadway for at least 75% of street frontage to emphasize the relationship to the bulkheads and the site's role as a gateway to Broadway.

### Orientation



**ENTRY:** Orient primary uses and pedestrian entrances toward Broadway and The Embarcadero by providing a clear expression of pedestrian entrances. (e.g. recessed bays, awnings or other architectural treatment.)

### Architectural Details



**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.



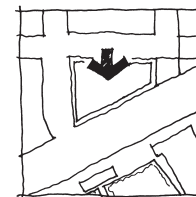
**CHARACTER -- Embarcadero:** Building facades facing The Embarcadero should reinforce the large scale of the street with bold forms, deep recessed building openings, and strong detailing.

**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor of buildings.



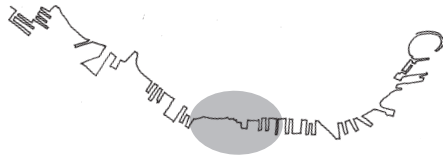
**CHARACTER:** Use materials, style, and detailing that complement the architectural character of the adjacent Northeast Waterfront Historic District.

### Service



**SERVICE:** Avoid service, parking, and auto-court entries from The Embarcadero and Broadway.

# Ferry Building Area



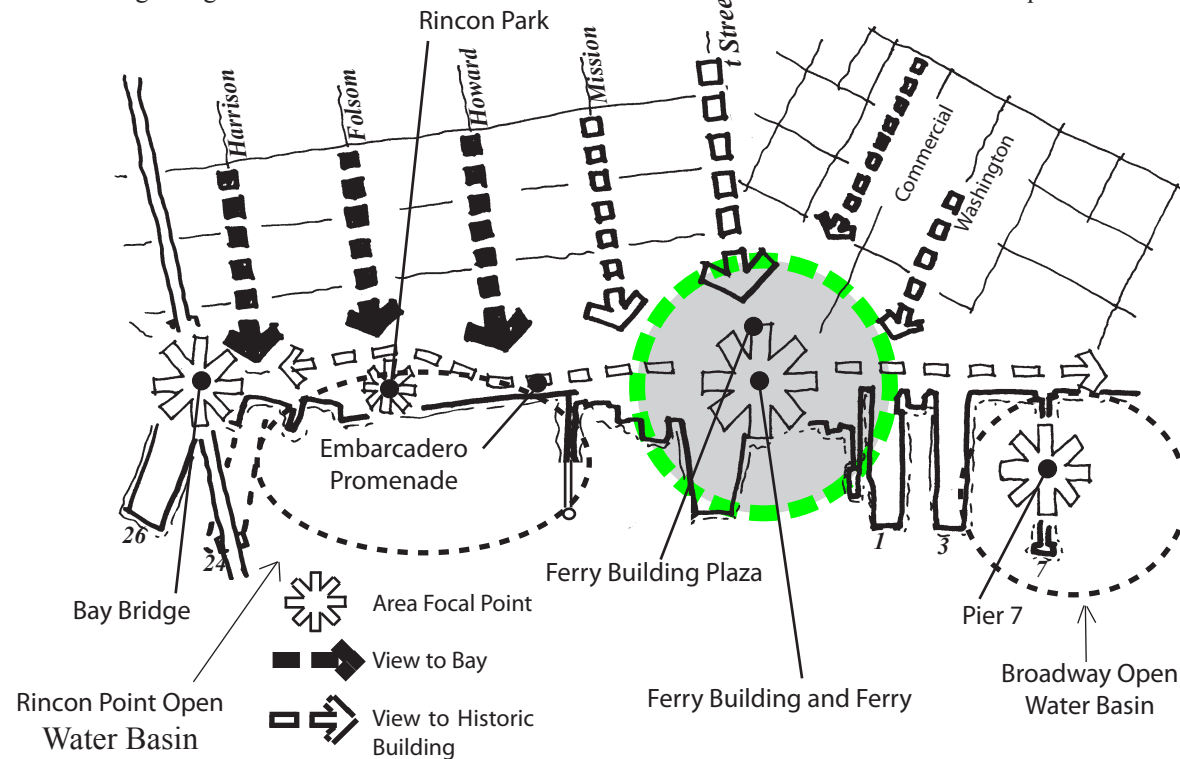
## Character of the Area:

The Ferry Building area extends from the Pier 5 bulkhead building to the site of the future Rincon Park near Pier 22½. The focal point of this area and, indeed, the centerpiece of the waterfront is the historic Ferry Building. Piers 1 and 3 located north of the Ferry Building, are used for ferry and excursion boat support operations and storage, and interim parking. Maritime and general offices and a deli are housed in the historic bulkhead buildings which front these piers along The Embarcadero. Seawall Lot 351, across The Embarcadero from Pier 1, is currently used for parking. South of the Ferry Building, Pier 22½ is the site of the historic Fire Engine Station No. 9 and the Phoenix and Guardian fireboats.

The urban design character of this area derives from the historic Ferry, Agriculture and bulkhead buildings which line The Embarcadero. Together, these buildings provide a civic architectural character and mark the center of the waterfront and the beginning of Market Street. This area also contains some of the waterfront's most expansive and celebrated

## Urban Design Features

- The Ferry Building is the civic focal point of the waterfront.
- Rincon Park will offer expansive Bay and Bridge views.
- Streets connect the waterfront to the City and provide views of water or historic buildings.
- Major open spaces are the proposed Ferry Building Plaza, Ferry Terminal and coordinated open space improvements in and near Justin Herman Plaza, and Rincon Park.
- The Rincon Point Open Water Basin is between the Downtown Ferry Terminal breakwater and the Pier 22 1/2 Fire Boat House, and the Broadway Open Water Basin is between Piers 3 and 9.



Ferry Building Area Highlights Map

views and opens spaces, including the 1800 foot long Embarcadero Promenade walkway south of the Agriculture Building, Justin Herman Plaza, and the Ferry Plaza on the waterside of The Embarcadero. These open spaces are used by office workers on a daily basis, by residents of the adjacent Golden Gateway, Telegraph Hill and South Beach neighborhoods, and by visitors for a variety of celebrations and ceremonies. From these open spaces, the public enjoys expansive views of the Bay and the Bay Bridge. The view of the Ferry Building clock can be seen from the top of Market Street, marking the intersection of Market and The Embarcadero, and the historic entry point to the City.

## Waterfront Land Use Plan

### Objectives:

With the removal of the Embarcadero Freeway, the Ferry Building and its environs are re-emerging as a site of proud civic importance to the City. One of the highest priorities of the Waterfront Plan is restoring the Ferry Building to its historic role as a bustling transportation hub and elegant centerpiece of the San Francisco waterfront. Downtown workers and



visitors will flock to the area's new public market, conference facilities, retail establishments and other public-oriented activities. On the waterside, construction of the Downtown Ferry Terminal project provide for expanding regional ferry service. The Embarcadero roadway has been replaced with a new grand boulevard and plaza in front of the Ferry Building. The City Recreation and Park Department and Redevelopment Agency plan to improve Justin Herman Park and City Lots 202 and 203 north of the Embarcadero Center. The proposed Rincon Park includes a planned single story restaurant south of the Folsom Street view corridor.

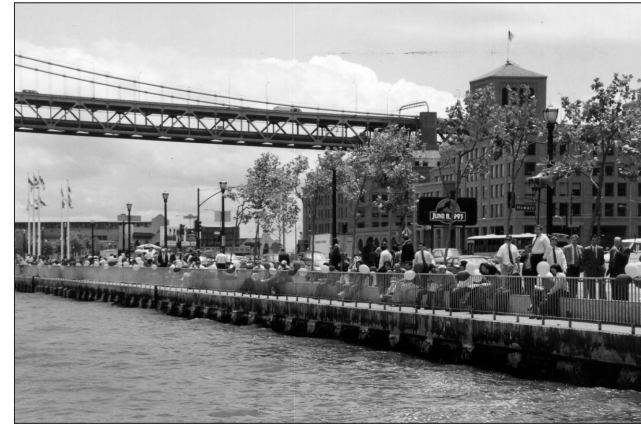


*Ferry passing below the Bay Bridge*

## Summary of Design & Access Objectives:

The objectives for this area call for construction of the Ferry Building Plaza on the City side of the Ferry Building, construction of Rincon Park, completion of a continuous accessible waterfront edge from Pier 22½ through the south edge of Pier 1 (except where precluded by maritime operations), maintaining the Rincon Point Open Water Basin for its expansive Bay views, public access atop the Ferry Terminal breakwater, and improvements to activate the edge of the Ferry and Ferry Building Plazas. The design of Ferry Building open spaces should reflect the civic character of the area which already is established by the Ferry, Agriculture, and bulkhead buildings and provide connections to open water areas.

In addition, the objectives include preservation and reuse of historic resources. The Ferry Building, Agriculture Building, Pier 1-5 buildings, and Pier 221/2 Fire Boat House will be preserved consistent with the Secretary of the Interior's Standards.



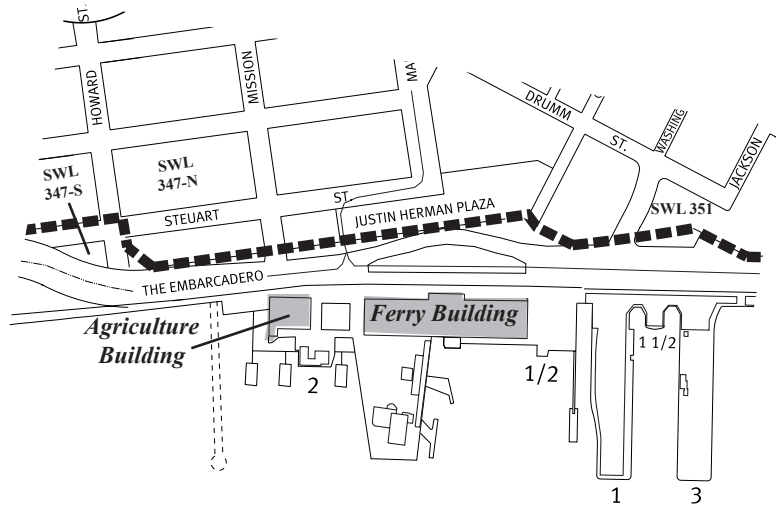
*Embarcadero Promenade south of the Agriculture Building*



*Whale Boat team rowing near the Ferry Building*

Design Criteria

# FERRY BUILDING, FERRY BUILDING PLAZA & AGRICULTURE BUILDING



At the foot of Market Street, the landmark Ferry Building is considered the center of the San Francisco waterfront. The Ferry Building and Agriculture Building contain approximately 260,000 and 30,000 square feet of gross floor area respectively, and are both listed on the National Register of Historic Places. A new plaza is proposed in front of the Ferry Building as part of The Embarcadero Roadway improvements.

## Site



**HISTORIC PRESERVATION:** Preserve, rehabilitate and adaptively reuse the Ferry Building, Agriculture Building, and Piers 1-5 consistent with The Secretary of the Interior's Standards for Rehabilitation.

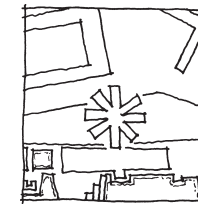


**VIEWS:** Preserve views of the Ferry Building and Agriculture Building from Market and Mission Streets, and expand Bay views by removing portions of Piers 1/2 and 2.

## Site

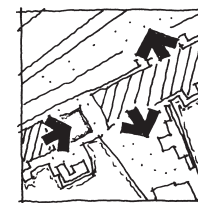


**MASSING:** The massing of any new structures should not detract from the character of the Ferry Building and its dominance in the area.

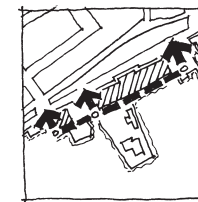


**OPEN SPACE:** Preserve the Ferry Building Plaza on the City side of the Ferry Building as a civic gathering area and forecourt to the Ferry Building.

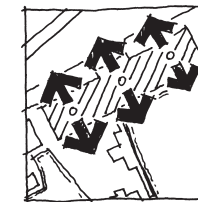
## Orientation



**EDGE -- Adjacent Spaces:** Interior uses may spill-out onto and activate the surrounding open spaces.



**EDGE--Waterside of Ferry Building:** Provide continuous pedestrian public access on the waterside of the buildings while accommodating ferry and maritime operations. Design facilities for ferry and excursion operations to avoid conflict between queuing and public access areas.

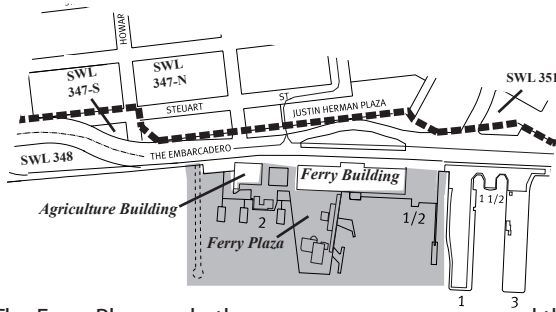


**ORIENTATION--Access Through:** Improve connections to the Bay by providing ground-floor pedestrian access through the Ferry Building.



## Design Criteria FERRY PLAZA

(Including areas next to and behind the Ferry and Agriculture Buildings and Pier 1/2)

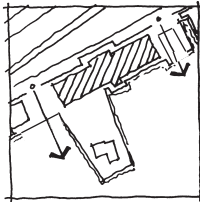


The Ferry Plaza and other open spaces areas around the Ferry Building provide wonderful opportunities to view ongoing ferry operations and the Bay.

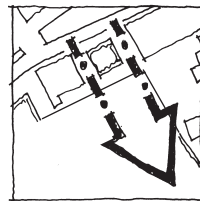
### Site



**MASSING:** New Ferry Terminal structures should not detract from the character of the Ferry Building and its dominance in the area.



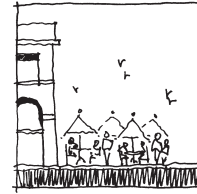
**OPEN WATER -- Ends of Ferry Building:** Limit new structures to the minimum necessary to serve ferry and excursion patrons, to maintain views from The Embarcadero to the Bay. Remove that portion of Piers 1/2 not required for a vessel berthing facility and public access, and the northern portion of Pier 2, and locate water and boating uses as close to the Promenade as feasible in the Pier 1/2 area.



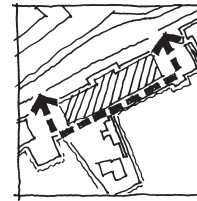
**Views -- Ends of Ferry Building:** Remove Pier 1/2 parking and relocate the Pier 2 restaurant structure to enhance views of the Bay and boating activity from The Embarcadero.

**PIER SHAPE:** Limit changes to pier shape, if any, to those which allow waterside public access improvements or accommodate ferry and maritime operations.

### Orientation



**ORIENTATION:** Activate the Ferry Plaza by allowing surrounding commercial and other uses to spill out onto the Plaza provided they are compatible with ferry operations and the Plaza's function as a public space.



**EDGE -- Waterside of the Ferry Building:** Provide public access on the waterside of the Ferry Building (appropriately scaled to the Building) and on breakwaters throughout the Ferry Terminal area while also providing for ferry and excursion boat queuing.

### Architectural Details



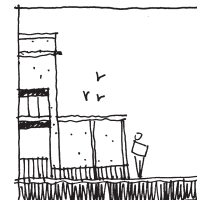
**CHARACTER -- New Development:** The architectural character of any new development should be compatible with the scale, proportions, materials, colors and rhythm of openings of adjacent historic structures.



**CHARACTER -- Ferry Plaza:** Use pavement surfacing to reinforce pedestrian uses as the dominant use, although areas may be shared with vehicle circulation.

**PUBLIC IMPROVEMENTS:** New railings and urban furniture should reflect the civic character of the Ferry Building.

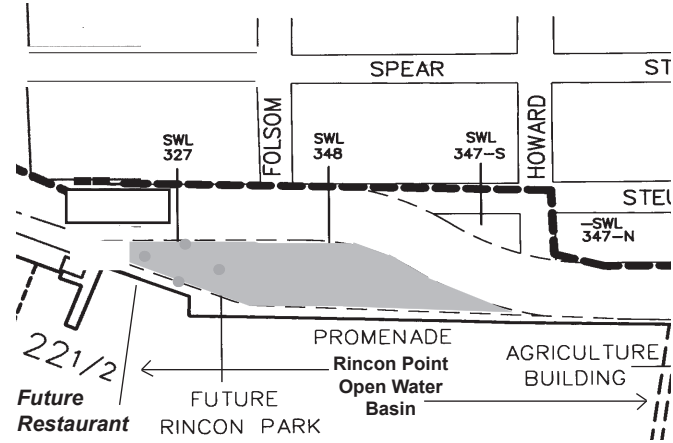
### Service



**TRASH ENCLOSURES:** Locate trash facilities within structures.

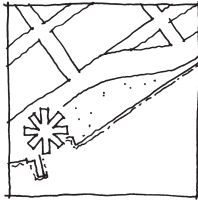
Design Criteria

RINCON PARK AND PROMENADE

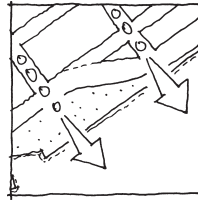


Rincon Park, a planned 2.7 acre landscaped open space, and the 1800 foot long pedestrian promenade south of the Agriculture Building, will provide expansive views of the Bay, Bay Bridge and City skyline. Rincon Park will include two, 2-story restaurants, the combined total building footprint of which would not exceed 12,000 square feet. The Rincon Point Open Water Basin with its panoramic Bay vistas should be maintained consistent with BCDP SAP Open Water Basin policies.

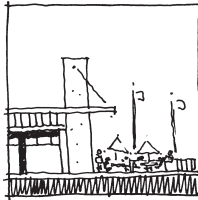
Site



**SITE COVERAGE:** To maximize views of the Bay, locate the restaurants south of the Folsom Street view corridor.

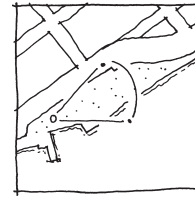


**SITE COVERAGE -- Street Corridors:** Preserve Bay views by keeping the Folsom and Howard Street view corridors free of floor-area structures.

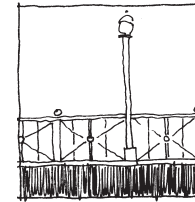


**HEIGHT:** Allow architectural embellishments on the restaurant buildings to exceed the 17' height limit. Note: The referenced 17' is derived from the Port/Redevelopment Agency Agreement to Lease, and is measured from the "finished grade of the Park".

Orientation

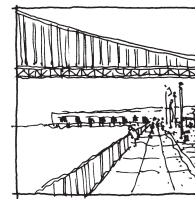


**ORIENTATION -- Restaurants:** Orient views from the restaurants north toward the Park and the Bay.

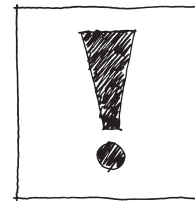


**EDGE -- Promenade:** To visually emphasize the length of the waterfront edge, include a regularly spaced series of architectural treatments, e.g. railing posts, light fixtures, or other street or park furnishings.

Architectural Details

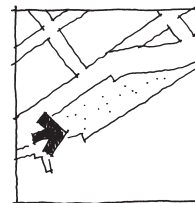


**CHARACTER -- Rincon Park:** Minimize landscaping and structures (other than the restaurant) that would block views of the waterfront from The Embarcadero.



**CHARACTER -- Restaurants:** The restaurant buildings should be architecturally unique, provide a strong identity for the Park, and complement the Pier 22 1/2 Fireboat Station.

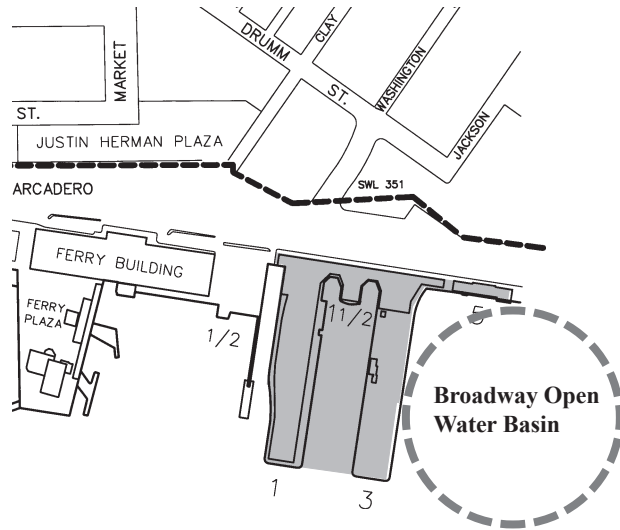
Service



**SERVICE -- Restaurants:** Provide service entry from an on-street loading zone or a recessed on-street loading bay. Use fences or other lockable enclosures to screen trash facilities from public view.

## Design Criteria

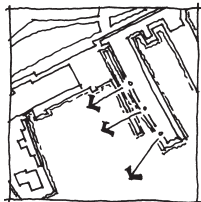
### PIERS 1-3 & PIER 1-5 BULKHEAD SITES



Piers 1 and 3 are located between the Ferry Building and the Pier 7 public access pier. Bulkhead structures 1, 1 1/2, 3, and 5 will be preserved to maintain the historic character of this area.

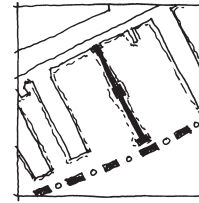


**HISTORIC PRESERVATION:** Preserve, rehabilitate and adaptively reuse pier bulkhead buildings 1-5, consistent with The Secretary of the Interior's Standards for Rehabilitation.

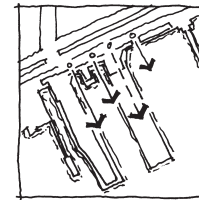


**OPEN SPACE -- South Edge of Pier 1:** If compatible with maritime operations, new development should provide public access along the south edge of Pier 1 which connects with the Embarcadero Promenade.

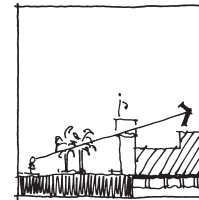
## Site -- Continued



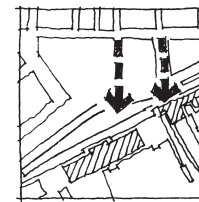
**PIER SHAPE:** Maintain Pier 7 within the Broadway Open Water Basin to the north as the dominant pier form.



**MASSING -- Views Through:** New development should include public access and/or views through or between bulkheads, where compatible with historic preservation and view objectives of this Element.

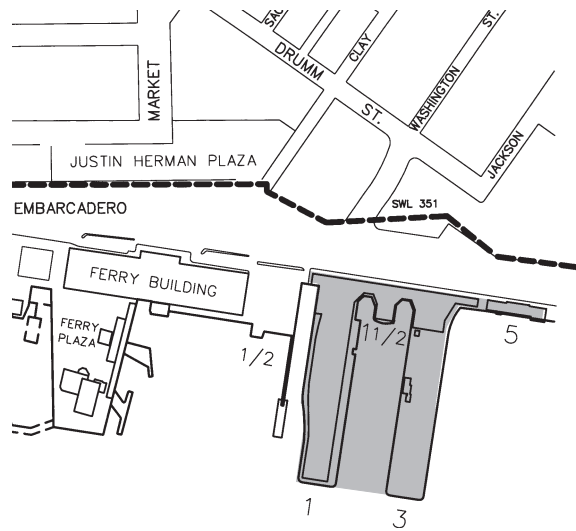


**HEIGHT:** At least 75% of the buildings on the pier should not exceed the height of adjacent bulkheads.



**VIEWS:** Maintain views of the Ferry Building and bulkhead buildings from Clay and Washington Streets. Pier buildings taller than the bulkheads should not be visible above the bulkhead cornice from the Embarcadero sidewalk immediately to the west.

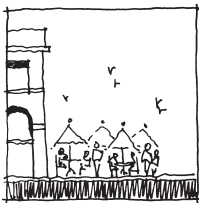
Design Criteria (Continued)  
**PIERS 1-3 & PIER 1-5 BULKHEAD BUILDINGS**



**Orientation**

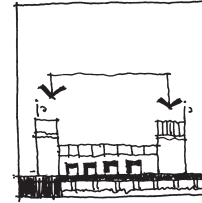


**ENTRY -- Central Arch:** Utilize arched entry for access to major pier or bulkhead uses.



**ENTRY -- Bulkhead Sites:** To activate marginal wharf areas, consider opening the sides of Pier 5 bulkhead building consistent with standards developed as part of the Port's historic preservation program.

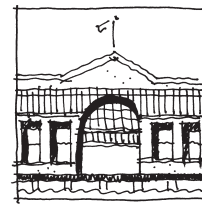
**Orientation**



**CHARACTER -- New Development:** Design new developments behind the Pier 3 bulkhead so as not to compete visually with historic bulkhead buildings. Locate strong architectural forms at an appropriate distance from historic bulkheads.



**CHARACTER:** Any new buildings in the area should incorporate design, materials, and colors which emphasize the dominance and civic character of the Ferry Building, while also complementing new uses.



**CHARACTER -- Bulkhead Waterside:** Improvements and openings on the waterside of the bulkhead buildings should have simple and regular forms, use materials compatible with pier improvements, and not detract from the character defining elements of historic building.

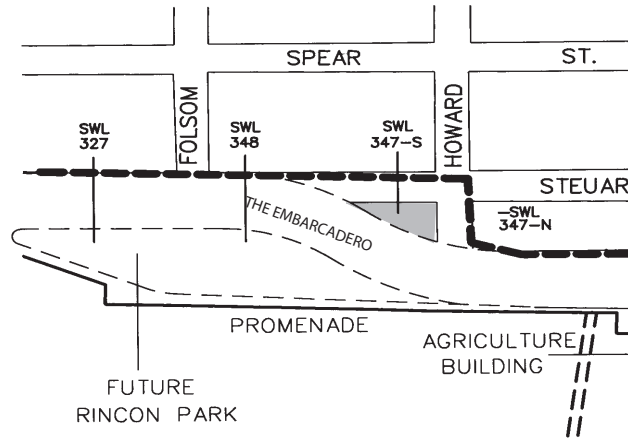


**TRANSPARENCY:** Maximize transparency of pier edges facing the Ferry Terminal and Pier 7 consistent with the architectural character of the pier shed.



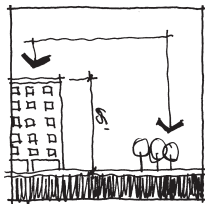
**COLOR:** Use primarily light colors for bulkhead structures.

## Design Criteria SEAWALL LOT 347S



Seawall Lot 347S is an approximately 5,000 square foot seawall lot across from the future Rincon Park. New development on this seawall lot should reflect the character of the buildings immediately to the north and provide an edge to Rincon Park.

### Site



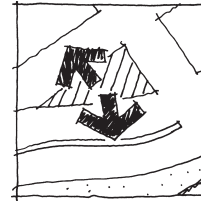
**MASSING & HEIGHT:** Allow structures up to 65 feet high to create an edge along Rincon Park and to continue the form and massing of development along The Embarcadero between Mission and Howard streets.



**SITE COVERAGE:** Allow maximum site coverage.

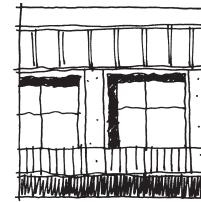
**VIEWS:** Maintain views of the Bay from Howard Street.

### Orientation

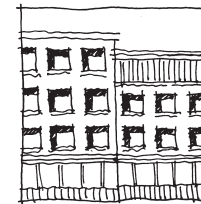


**ORIENTATION:** Orient the building to both The Embarcadero and Steuart Street. Provide entrances to commercial uses from both streets if feasible.

### Architectural Details

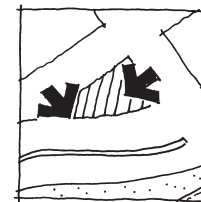


**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor on all three street frontages.



**CHARACTER:** Use recessed openings, lower and upper cornices, and clear expression of floor levels to continue the form, character, and quality of development along The Embarcadero between Mission and Howard Streets.

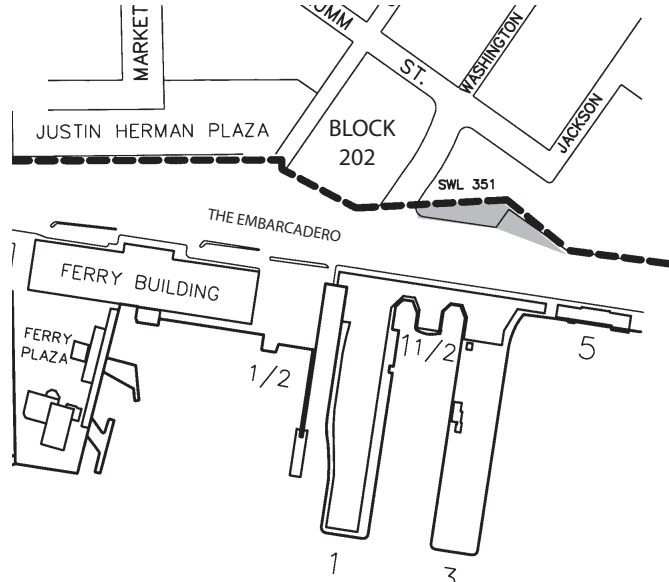
### Service



**SERVICE:** Locate service and parking access on Steuart or Howard street.

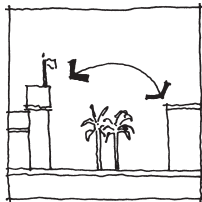


## Design Criteria SEAWALL LOT 351

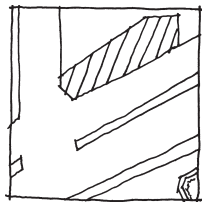


Seawall Lot 351 is an approximately 15,000 square foot seawall lot located north of Justin Herman Plaza and across The Embarcadero from the bulkhead buildings on Piers 1 and 3. A new building on this seawall lot should reflect the strong and bold forms of The Embarcadero.

### Site

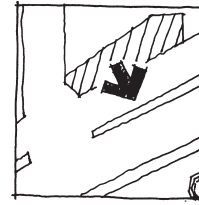


**MASSING:** To define the north edge of adjacent open space, new development should acknowledge the massing and street enclosure relationship with the bulkhead buildings across The Embarcadero (e.g. bold forms of similar height, constructed to the Embarcadero edge).



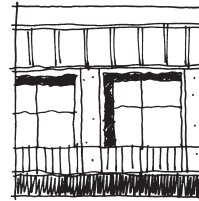
**SITE COVERAGE:** Allow maximum lot coverage.

### Orientation



**ORIENTATION:** Primary uses and pedestrian entrances should face The Embarcadero.

### Architectural Details

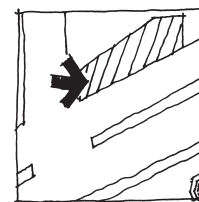


**TRANSPARENCY:** Avoid blank ground floor walls along The Embarcadero by providing views into the ground floor of buildings.



**EMBARCADERO CHARACTER:** Reinforce the large scale of The Embarcadero by using bold forms, deep recessed building openings, and strong detailing on building facades facing The Embarcadero.

### Service



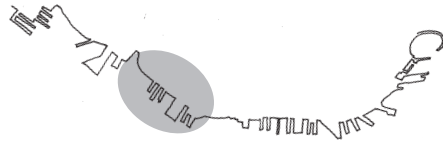
**SERVICE:** Avoid service and parking access from The Embarcadero.

# South Beach Waterfront

## Character of the Area:

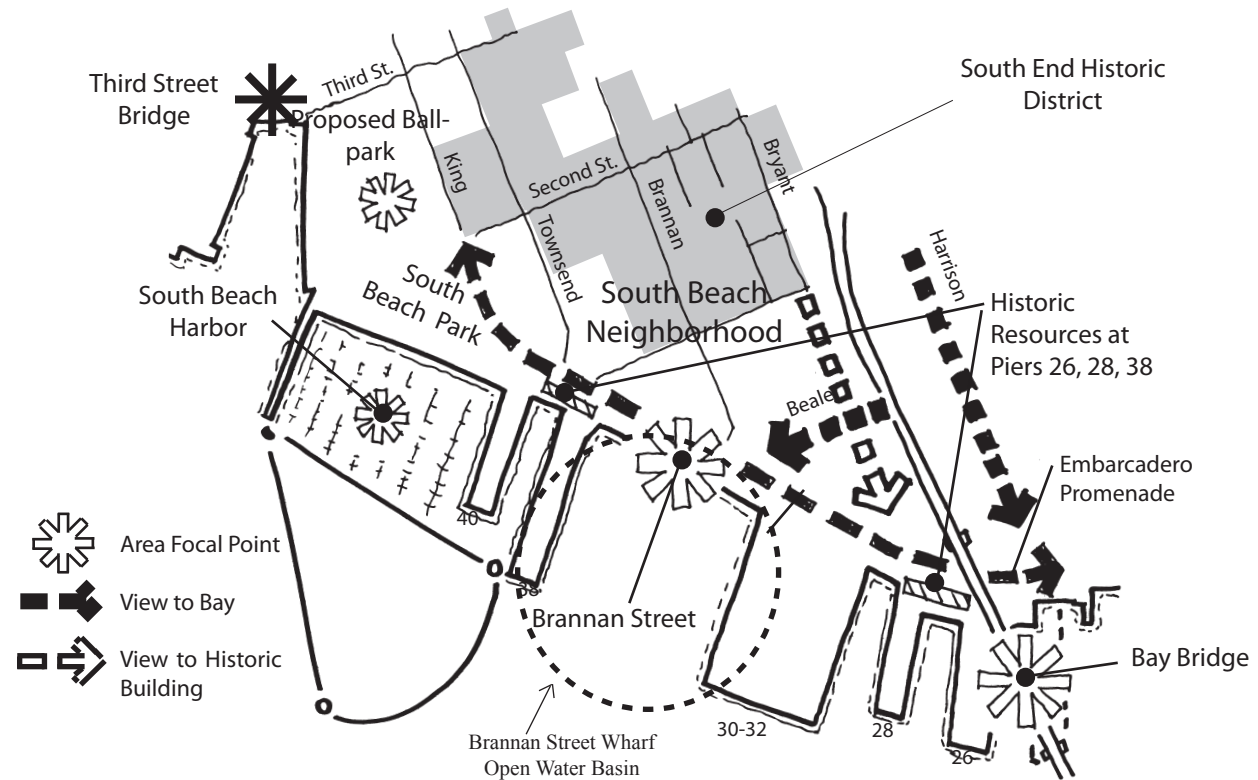
The South Beach Waterfront extends from the Fireboat Station at Pier 22½ near Harrison Street to Pier 46B adjacent to the historic Third Street Bridge at China Basin. Piers in this area are used for a mix of maritime and other uses. The ballpark and adjacent inland parcels are also included in this area.

The bulkhead sites include three bulkhead buildings that were constructed in the early 1900's. The Pier 38 bulkhead building, a Mediterranean style building constructed in 1934, is eligible for the National Register of Historic Places. In addition, the Pier 26 and 28 Mission-Revival pier shed facades, constructed in 1912, are potentially eligible for the National Register. Most other bulkhead sites are undeveloped. The Port's seawall lots in the area are mostly developed with housing, or are used for parking or open space.



### Urban Design Features

- Warehouses and the South Beach residential-commercial neighborhood establish the architectural character of the area.
- Major open spaces are the South Beach Park and proposed Brannan Street Wharf and open water area.
- Major City features are the Bay Bridge, South Beach Harbor, and planned ballpark.
- The Brannan Street Wharf Open Water Basin is between Piers 32 and 38.
- The "bulkhead", connector and shed buildings at Piers 24 Annex, 26, 26 Annex, 28 and 38 are historic resources which will be retained and reused.
- The Francis "Lefty" O'Doul Third Street Bridge is a local landmark.



South Beach Waterfront Highlights Map

The architectural character of the South Beach waterfront is derived from a combination of existing warehouses that served the earlier industrial waterfront, and new residential and commercial developments. The older industrial warehouses generally occupy a quarter block or less, and are simple in form and detailing. The new residential and commercial buildings, which ultimately will contain over 2500 residences, are broken up into smaller sections by changes in massing, detailing and color. These complexes range from five stories or less on Port property, to 10 stories on sites immediately inland of the seawall lots. The extension of MUNI Metro light rail service along The Embarcadero, and the South Beach Harbor and Park provide attractive amenities for this new neighborhood.

Views of the Bay, Bay Bridge and Downtown can be enjoyed from many locations in South Beach. Most street corridors in the area have interesting views of the bulkhead buildings or the Bay. South Beach Park serves as a green space where The Embarcadero roadway and King Street meet.

## Waterfront Land Use Plan Objectives:

The Waterfront Plan promotes a broad range of public-oriented activities on piers to enliven the waterfront, attract visitors from Downtown and the rest of the City, and serve the area's burgeoning resident population. New activities on inland sites should incorporate local-serving businesses to help provide a transition, where necessary, between larger-scale waterside attractions and residents.

This subarea includes the Giants ballpark, adjacent seawall lots and inland property pursuant to voter approval of Proposition B in 1996. The ballpark created a major attraction in the area and will stimulate the development of waterfront improvements on nearby sites as envisioned in the Waterfront Plan. Such improvements will bring people to the waterfront to enjoy ballgames, commercial recreation activities and expanded public access, and create opportunities to expand ferry service for use by ballpark patrons, residents, visitors and employees of South Beach, Mission Bay and other nearby neighborhoods. The China Basin Ferry Landing also could be used for future water taxi service to other points along the waterfront.

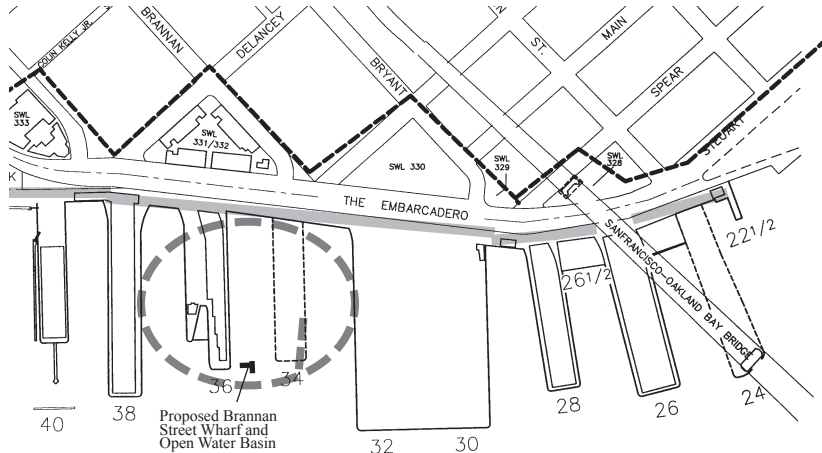


## Summary of Design and Access Objectives:

The Design and Access Element calls for removal of Piers 34 and 36 to create a new “Brannan Street Wharf” and Open Water Basin extending along the Embarcadero Promenade at the foot of Brannan Street for a minimum of 600 feet. This major new public open space, and the expansion of South Beach Park, will serve the South Beach neighborhood as well as visitors from throughout the Bay Area. In addition, the ballpark includes a PortWalk pedestrian walkway along China Basin Channel between the expanded South Beach Park and the Third Street Bridge. Other design objectives for the area call for preserving the Pier 22 1/2 Fireboat House consistent with the Secretary of Interior's Standards, and retaining Piers 26 and 28, and the Pier 38 bulkhead and pier shed. Pier 24 also will be removed. New development on bulkhead sites, which is encouraged to reinforce the edge of The Embarcadero, and new public access on piers will be designed to complement adjacent public open spaces at Rincon Park, Brannan Street Wharf and South Beach Park, and to maintain key views from Beale, Harrison, Bryant, Brannan, Townsend, King and Second Streets.

## Design Criteria

### PIER 24 1/2 - 40 BULKHEAD SITES

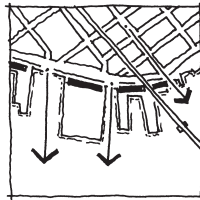


The bulkhead sites are the areas along the seawall between the water and the Embarcadero Promenade. New development, where allowed, should reinforce the edge of The Embarcadero and frame major open spaces.

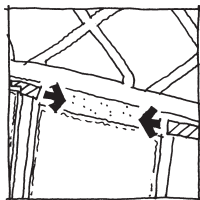
## Site



**HISTORIC PRESERVATION:** Retain and reuse the Pier 38 Bulkhead building and the Pier 26 and 28 bulkhead facades. Develop guidelines for rehabilitation of these historic resources.

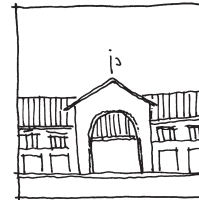


**MASSING -- Views:** Preserve Bay views from Harrison Street; between Piers 28 and 30; and between Piers 32 and 38 to provide a contrast with the built edge of The Embarcadero.

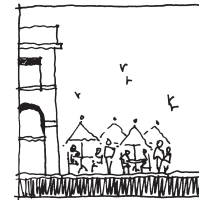


**MASSING -- Adjacent to Brannan Street Wharf and Open Water area:** Frame the future Brannan Street Wharf open space with strong building forms on adjacent bulkhead sites.

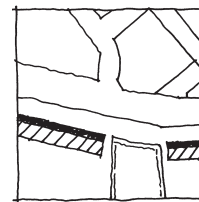
## Orientation



**ENTRY -- Central Arch:** In existing bulkhead buildings, utilize arched entry for access to major pier or bulkhead uses if feasible. In new bulkhead developments, consider use of an oversized central entrance for main uses.



**ENTRY -- Bulkhead Sides:** To activate marginal wharf areas, consider opening the side of existing bulkhead buildings using a scale, size, and detailing consistent with the historic status of structures.

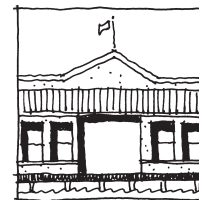


**EDGE -- Embarcadero:** New structures should be located to form an edge to the Embarcadero Promenade, and should reinforce the large scale of the street with bold forms, deep recessed openings, and strong detailing.

## Architectural Details



**CHARACTER -- Historic:** Modifications to the Pier 26 and 28 bulkhead facades and Pier 38 bulkhead building should preserve the historic character defining elements of historic buildings.



**CHARACTER -- Waterside:** Allow improvements and openings on the waterside of bulkhead buildings which do not detract from the character defining elements of the historic buildings, and which have simple and regular forms. Use materials compatible with pier improvements.



**TRANSPARENCY--Embarcadero:** Maximize transparency along The Embarcadero consistent with the architectural character of the bulkheads.

**COLOR:** Structures should be primarily light in color.

## Design Criteria PIER 22 1/2

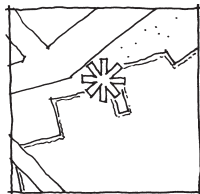


The Pier 22 ½ Fire Boat House, the Port’s fireboat facility, is considered potentially eligible for listing on the National Register of Historic Places.

### Site

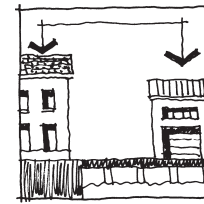


**HISTORIC PRESERVATION:** Preserve and reuse the Pier 22½ Fire Boat House consistent with The Secretary of the Interior’s Standards for Rehabilitation.



**MASSING:** The massing of any new ancillary structures on the pier should be lower and narrower than the Pier 22½ Bulkhead Building to maintain that building’s dominance in the area.

## Architectural Details

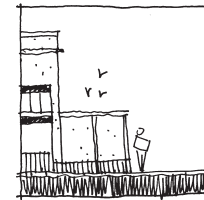


**CHARACTER:** Ancillary structures should be compatible with the scale, proportions and materials of the historic pier.



**COLOR:** Use primarily light colors for bulkhead structure.

## Service

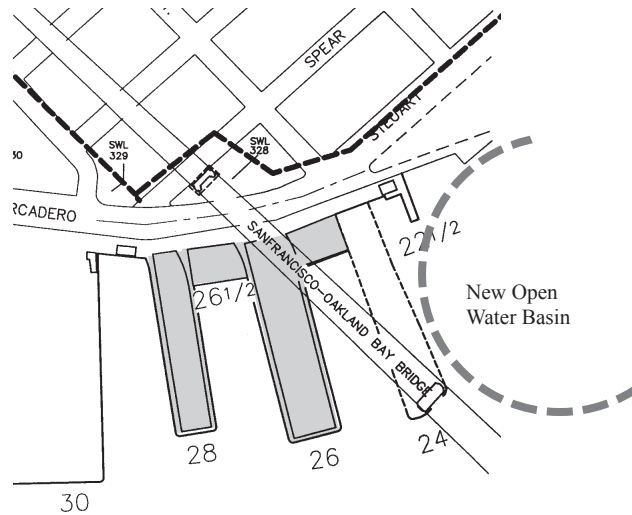


**SERVICE:** Locate service and trash facilities within enclosed structures if feasible, or screen from public view with fences or other lockable enclosures.



## Design Criteria

### PIERS 24 - 28

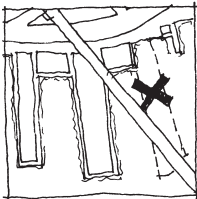


New development on Piers 26 and 28, located directly below the Bay Bridge and adjacent to Rincon Park, will include the removal of Pier 24 and possible changes to the shapes of the piers.

## Site

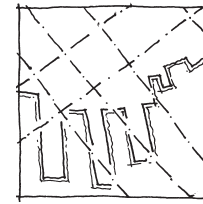


**HISTORIC PRESERVATION:** Retain and reuse Pier 26 and 28.

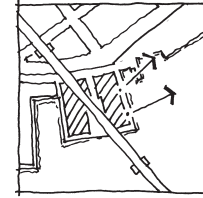


**PIER REMOVAL:** Remove Pier 24.

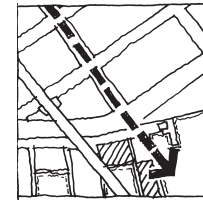
## Orientation



**ORIENTATION -- Street Grid:** Maintain the unique juxtaposition of the piers with the City street grid by continuing the perpendicular alignment of the piers to the seawall (not parallel to City street grid or Bay Bridge).

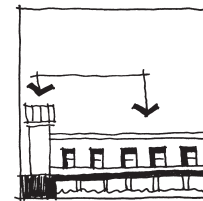


**EDGE--View of Downtown:** New development should create an accessible edge along the north side of Pier 24 Annex and Pier 26 that includes a destination point for enjoying views back to the City and of the adjoining Open Water Basin.

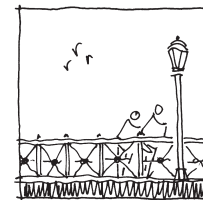


**SITE COVERAGE -- Harrison Street:** Enhance Bay views from Harrison Street by removing Pier 24.

## Architectural Details

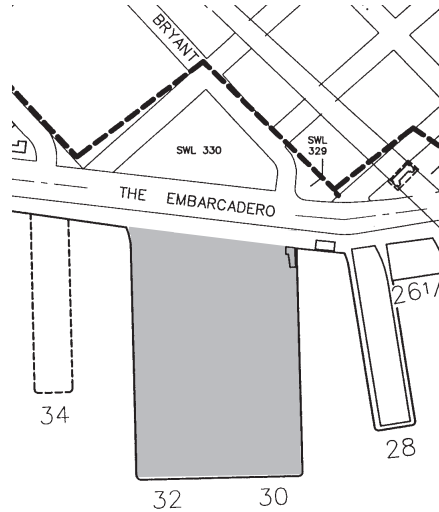


**CHARACTER--New Development:** Where adaptive reuse is not feasible, design new development so that it doesn't visually compete with historic bulkhead buildings. Locate strong architectural forms at an appropriate distance from historic bulkheads.



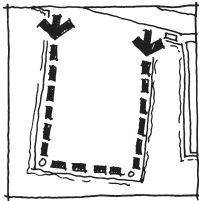
**PUBLIC EDGE:** Design the architectural treatment of public access edge improvements along the north edge of Pier 26, in a manner which continues the character of the Promenade edge along Rincon Park.

## Design Criteria PIER 30 - 32

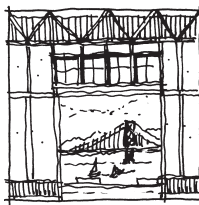


This 11 acre pier, with views of the adjacent Bay Bridge and future Brannan Street Wharf, is a prime site identified in the Waterfront Plan for a new maritime-mixed use project. Given the prominence of this site, any new development project should incorporate an architectural design which emphasizes its waterfront setting.

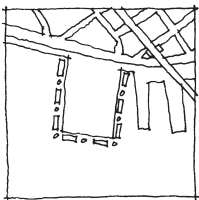
### Site



**SITE COVERAGE:** Create publicly accessible edges and circulation system along the pier perimeter where compatible with maritime uses. Consider creating publicly accessible spaces in the interior of the pier, with access to the Bay. Provide destination points with excellent views of the Bay Bridge and Brannan Street Wharf.

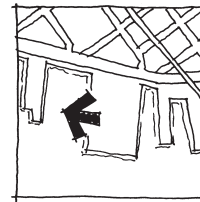


**MASSING:** Design building massings to allow views from the pier interior to the waterfront.

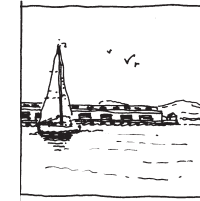


**PIER SHAPE:** Prohibit major pier shape or net pier area changes which exceed the current pier footprint or area, unless necessary to accommodate maritime uses on the pier or other uses consistent with BCDC SAP Open Water Basin policies.

## Orientation



**EDGE:** Orient public and commercial uses towards open water area south of the Pier.

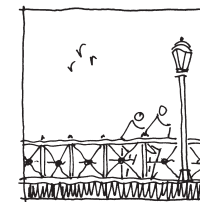


**EDGE -- Pier Length:** To visually emphasize the length of the pier, include a regularly spaced series of architectural treatments (e.g. doors, windows, railing posts, light fixtures, or other pier edge improvements).

## Architectural Details

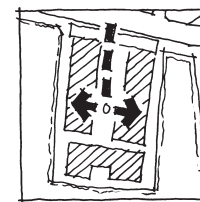


**TRANSPARENCY:** Maximize transparency of uses along all pier edges to enhance enjoyment of the public edge and to expose interior uses to the water.



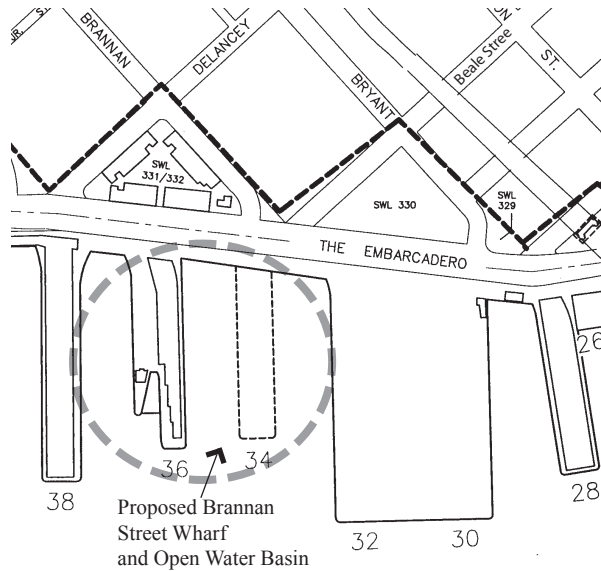
**PUBLIC EDGE:** The architectural treatment of public access edge improvements along the south edge of Pier 30-32 should be similar to improvements along the Brannan Street Wharf.

## Service



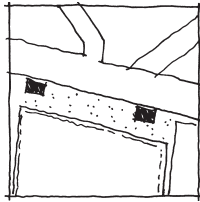
**SERVICE:** Provide service to pier uses from the interior of the pier if feasible.

## BRANNAN STREET WHARF (Open Space between Piers 32 to 38)

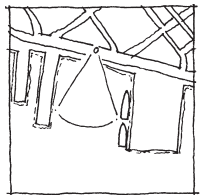


The Brannan Street Wharf will be a major new waterfront open space at the terminus of Brannan Street in the center of the South Beach neighborhood. The open space will extend along the Embarcadero Promenade and out over the water. The precise layout and design will be developed in coordination with the community and will require removal of Piers 34 and 36.

### Site

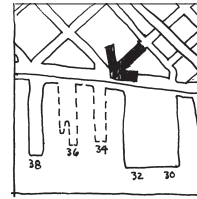


**SITE COVERAGE:** Provide a public plaza fronting on at least 600 feet of The Embarcadero. Work with residents and businesses in the area to determine plaza design and improvements, and any allowances for accessory uses which promote use of the open space (e.g. snack sales, recreational equipment rentals).



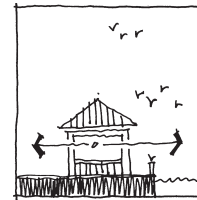
**OPEN WATER:** Maintain net new open water created by removal of Piers 34 and 36 and creation of the Brannan Street Wharf open space. Allow maritime berthing and activities in the water along the adjacent piers, but not in the open water between them.

### Site (continued)

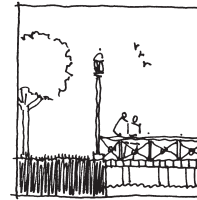


**VIEWS:** Create views of the Bay from Beale Street by removing Piers 34 and 36.

### Orientation

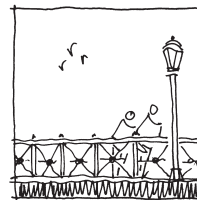


**SITE COVERAGE:** Orient any new structures to both the Bay and The Embarcadero.

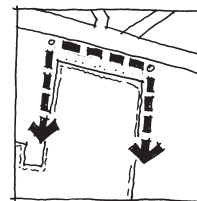


**EDGE:** Use architectural features to acknowledge the location of the seawall, and the distinction between being over land and being over water.

### Architectural Details

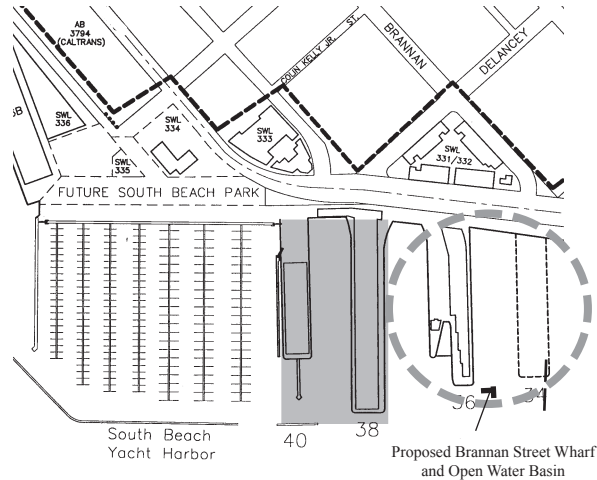


**CHARACTER:** Distinguish the public open space improvements from adjacent private development.



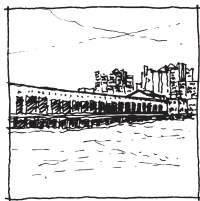
**PUBLIC EDGE:** Extend and coordinate treatment of edge improvements to emphasize access to public areas on adjacent piers.

## Design Criteria PIERS 38 - 40

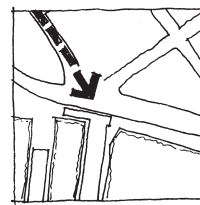


The Pier 38 bulkhead building, an historic resource determined eligible for the National Register, will be retained and could be included in a project on Pier 40 which complements the South Beach Harbor.

### Site

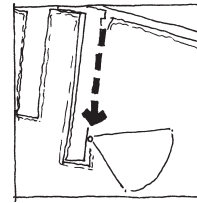


**HISTORIC PRESERVATION:**  
Retain and reuse Pier 38.



**VIEWS:** Maintain views of the Pier 38 bulkhead building from Townsend Street. Create views of new architecture with a waterfront identity at the terminus of King Street.

### Orientation

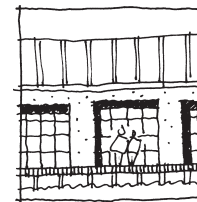


**EDGE:** Create an accessible public edge along the north side of Pier 38 that includes a destination point for enjoying views of the Bay Bridge, the City and Brannan Street Wharf.

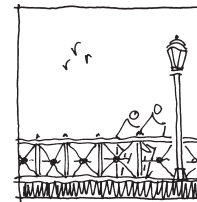
### Architectural Details



**CHARACTER -- New Development:** Where adaptive reuse of the Pier 38 piershed is not feasible, design new development so as not to compete visually with the historic bulkhead building. Locate strong architectural forms at an appropriate distance from the historic bulkheads.

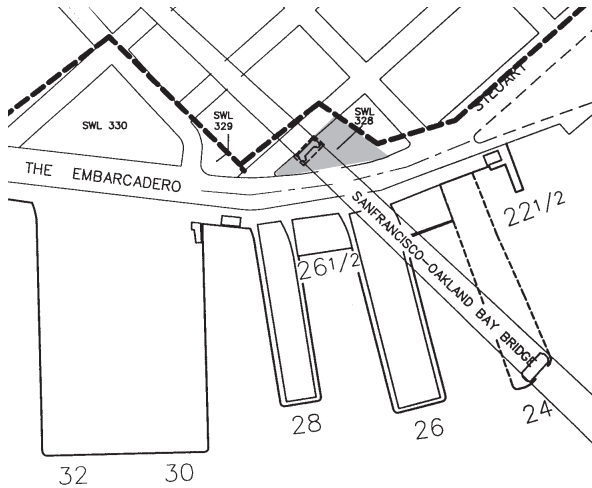


**TRANSPARENCY:** Maximize transparency of pier uses facing north towards Brannan Street Wharf and south towards South Beach Harbor, where compatible with maritime uses and consistent with the architectural character of the pier shed.



**PUBLIC EDGE:** The architectural treatment of public access edge improvements along the north edge of Pier 38 should be similar to improvements along the Brannan Street Wharf.

## Design Criteria SEAWALL LOT 328



A 28,000 square foot seawall lot located at the foot of the Bay Bridge abutment, with frontage on The Embarcadero and Spear Street.

### Site



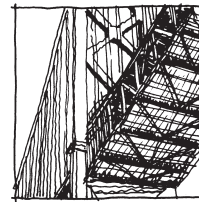
**SITE COVERAGE:** Any new structures should be located north of the Bridge abutment to maintain full view of the Bay Bridge abutment from Spear Street.

### Orientation

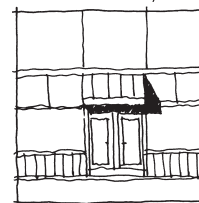


**ORIENTATION:** Orient any new building to both The Embarcadero and Spear Street.

### Architectural Details

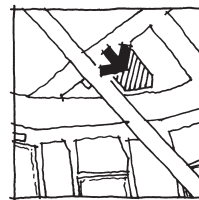


**CHARACTER:** Use massing and facade treatments, such as bold forms, deep recessed building openings, and strong detailing to relate to the Bay Bridge and reinforce the large scale of The Embarcadero.



**TRANSPARENCY:** Avoid blank ground floor walls along The Embarcadero and Spear Street by providing views into the ground floor wherever feasible.

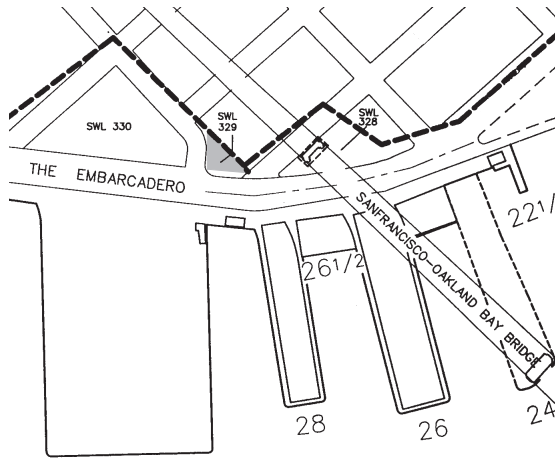
### Service



**SERVICE:** Provide service and parking access from Spear Street.

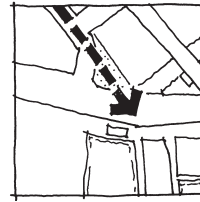


# Design Criteria SEAWALL LOT 329



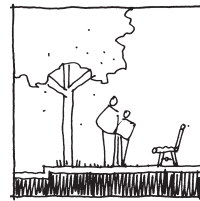
Seawall Lot 329, a 9,000 square foot open space, was created as part of the adjacent "Portside" residential development. It is intended to serve as a visual forecourt to the waterfront from Bryant Street and to provide an outside seating area for the ground floor restaurant which will be included in the development.

## Site



**SITE COVERAGE:** To maintain a view of waterfront buildings from Bryant Street, allow only minor structures to service the outdoor dining area.

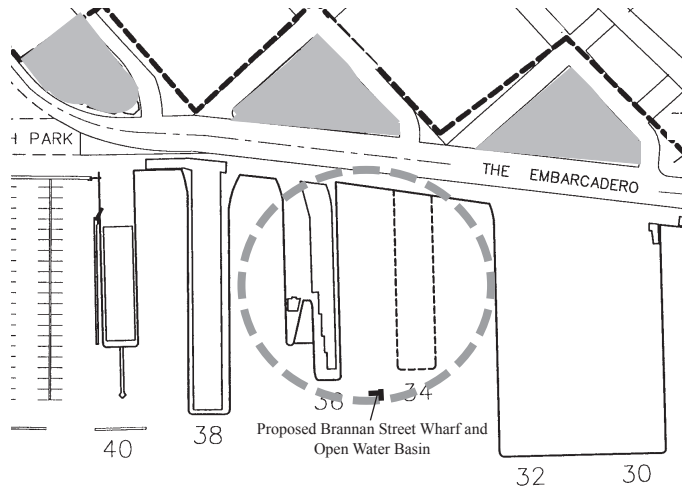
## Architectural Details



**CHARACTER:** Design open space improvements to maintain the public character of the space while also allowing a portion of the area to be used for outdoor dining.

## Design Criteria

### SEAWALL LOT 330

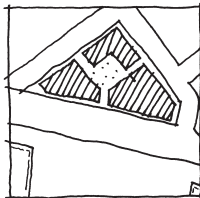


Development on Seawall Lot 330 should reflect the character of the neighborhood and provide a strong edge to The Embarcadero.

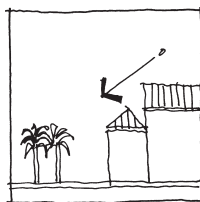
## Site



**MASSING -- City Scale:** Limit apparent building mass to proportions common to the adjacent South Beach or Rincon Hill residential areas.

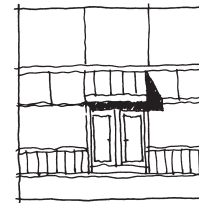


**MASSING:** Any required residential open space should be located within project interior.



**HEIGHT:** Step building height down to 55' along The Embarcadero edge.

## Orientation

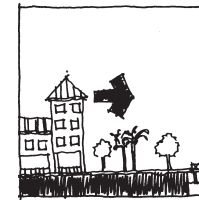


**ENTRY:** Orient primary uses and pedestrian entrances toward The Embarcadero with a clear expression of pedestrian entrances (e.g. recessed bays, awnings or other architectural treatment).

## Architectural Details



**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.



**ARTICULATION -- Accent At Corners:** Differentiate the corners of buildings that face the Brannan Street Wharf (e.g. change in height, setback, character, materials or color).

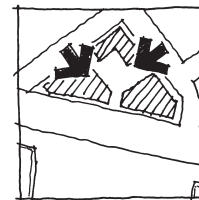


**CHARACTER:** Use bold forms, deep recessed building openings, and strong detailing on building facades facing The Embarcadero to reinforce the large scale of the street.



**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor of buildings.

## Service

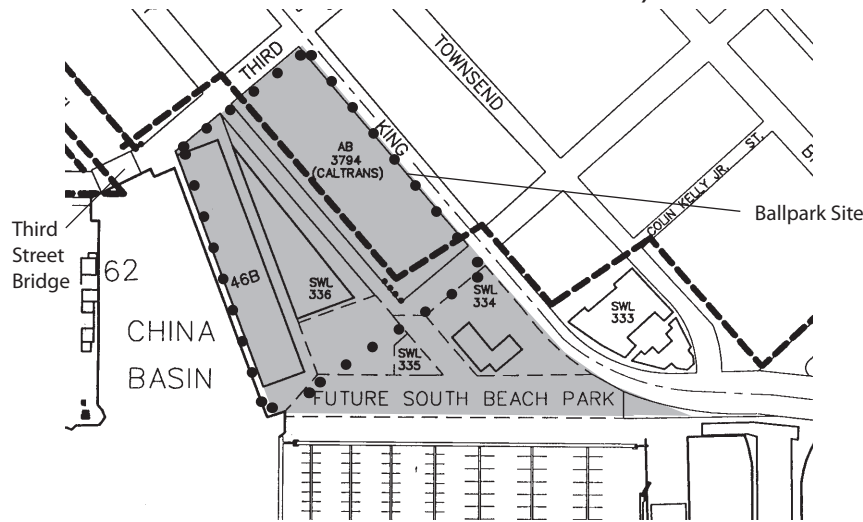


**SERVICE:** Avoid service, parking, and auto-court entries from The Embarcadero.

Design Criteria

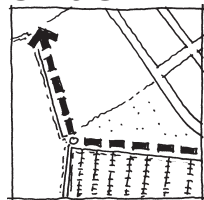
# SOUTH BEACH PARK & BALLPARK

(Seawall Lots 334, 335, & 336, and Caltrans site on Assessor's Block 3794)

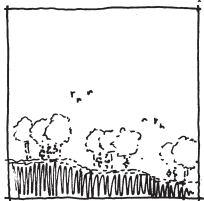


The new ballpark is located adjacent to China Basin Channel and the South Beach Harbor. The ballpark includes a PortWalk pedestrian walkway along China Basin Channel. Other improvements in the area include the expansion of South Beach Park to the eastern edge of the ballpark, and new ferry service that serves the ballpark and other visitors to the South Beach area.

## Site



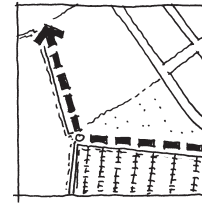
**SITE:** Create a public access edge along the full length of China Basin Channel, adjacent to the proposed ballpark. Provide visual and physical connections via the Embarcadero Promenade between South Beach Park and the Brannan Street Wharf.



**SITE:** Raised areas of South Beach Park should be terraced to maximize usable park space and to provide expansive views of South Beach Harbor and the Bay from The Embarcadero and King Street.

**VIEWS:** Include design treatments which convey a waterfront identity, as viewed at the terminus of Second Street.

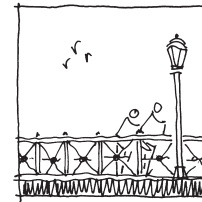
## Orientation



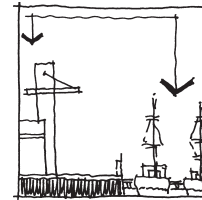
**EDGE -- Promenade Extension:** Provide a continuous, publicly accessible Port Walk extending from South Beach Harbor along China Basin Channel to the landmark Third Street Bridge. Design facilities for ferry and excursion operations to avoid conflict between queuing and public access areas.

**ORIENTATION -- Ballpark Views:** Orient ballpark siting and design to take full advantage of views of the Bay, the waterfront, and the Bay Bridge.

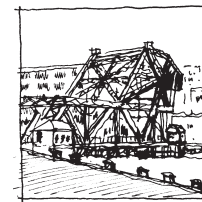
## Architectural Details



**CHARACTER -- Public Identity of Park:** To maintain the public identity of South Beach Park, the character of improvements within the Park should be distinct from the adjacent ballpark or Pier 40 development.



**CHARACTER -- Harbor & Park:** Structures within the park that serve the South Beach Harbor may have an architectural relationship with harbor improvements.

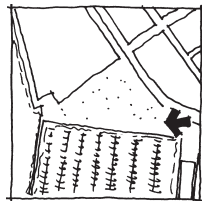


**CHARACTER -- Third Street Bridge:** The design of new development should complement the Third Street Bridge, a City landmark.



**LIGHTING & SECURITY -- Park and Port Walk:** Maintain clear sightlines and utilize lighting to enhance access to the Port Walk and South Beach Park at night.

## Service



**SERVICE -- In Park Area:** Avoid use of the park for service access to adjacent uses.

# Mission Bay Waterfront

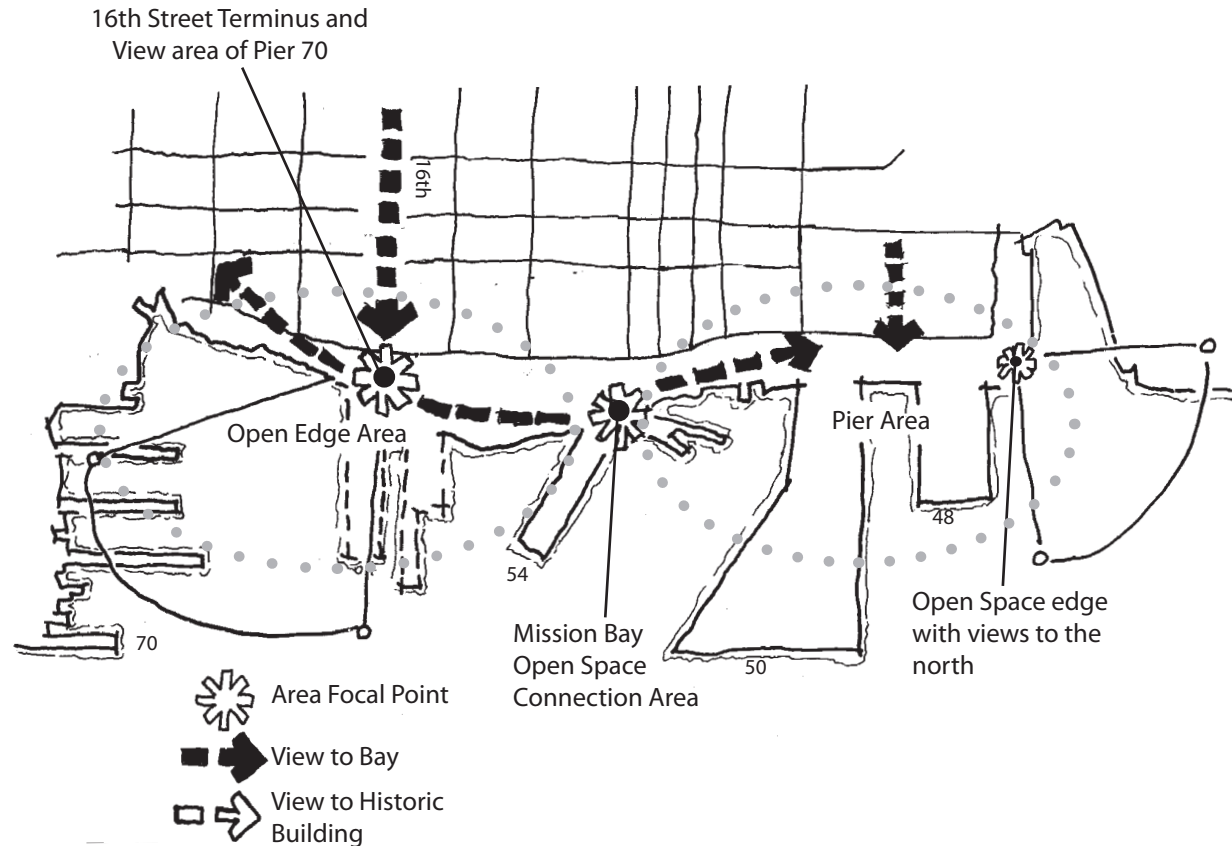


## Character of the Area:

The Mission Bay Waterfront extends from Pier 48 at China Basin Channel to 18th Street in the Central Basin. This area of the waterfront borders the approximately 300 acre Mission Bay Area, the largest single redevelopable site in San Francisco which consists of the Mission Bay North and Mission Bay South Redevelopment Plan Areas. Two boat clubs, a public boat ramp, and maritime support activities are located south of Piers 48 and 50. Piers 48 and 50 are long-term reserve sites for cargo shipping uses. A residential house boat community and public access extend along the south edge of China Basin Channel.

## Urban Design Features:

- Two types of Waterfront Frontage: piers and shoreline along the Bay from Pier 48 through Pier 54, an open edge south of Pier 54 and along the China Basin Channel.
- Develop the area under Port ownership east of Terry Francois Boulevard as part of the Bayfront Park system as described in the Mission Bay South Redevelopment Plan
- Street views to provide connections to the City.
- Coordinate new open spaces and other development with Mission Bay Redevelopment Plans.



Mission Bay Waterfront Highlights Map

Bulkhead sites extend from Pier 48 through Pier 54. The Pier 48 piersheds and decorative facades are potentially eligible for listing on the National Register of Historic Places. Modern structures exist on bulkhead sites at Piers 50 and 54 and elsewhere along the seawall. Historically the area's seawall lots were used for industrial uses and rail lines which served the piers. Today industrial uses prevail.

## Waterfront Land Use Plan Objectives:

Plans for Mission Bay are embodied in the Mission Bay North and Mission Bay South Redevelopment Plans. The plans call for a mixed-use development consisting of housing, retail and entertainment uses, a hotel, commercial and industrial uses including research and biotechnology activities, a new research campus for UCSF, and a waterfront open space system. Included in the open space improvements is Bayfront Park, created by the westward relocation of Terry Francois Boulevard. The revised plan boundaries exclude a Port site, Seawall Lot 337, which had been included in the earlier Mission Bay Plan approved by the City in 1991.

The Waterfront Land Use Plan policies for this area assume the Port sites included in the Mission Bay Redevelopment Plans will be developed consistent with the uses permitted by those Plans. Port sites that are not included within the Redevelopment Plan area, located east of Terry Francois Boulevard, are reserved to meet potential long-term cargo shipping needs (Piers 48, 50 and 54), and to provide opportunities for open space, recreational boating and water use, limited retail and public access (Pier 52 south, except Pier 54). Approximately two acres of this Port property east of Terry Francois Boulevard will be designed as public open space to complement the Mission Bay South Redevelopment Plan Bayfront park system. Because Seawall Lot 337 is excluded from the Mission Bay Redevelopment Plans, uses for this site will be reevaluated.

## Summary of Design and Access Objectives:

The Mission Bay objectives recognize the need to continue to coordinate with ongoing planning for Mission Bay. The objectives call for redesigning Terry Francois Boulevard to better meet the circulation needs of the area's maritime operations and to provide a new waterfront walkway with views of the China Basin Channel and many maritime activities in the area. The edge of China Basin Channel would be reserved for public access. These public access improvements would contribute to the continuous waterfront walkway from Fisherman's Wharf to Pier 70, although they may be different in character than the Embarcadero Promenade. The walkway will connect to the landmark Third Street Bridge and provide maritime and open water views along the way. Port property east of relocated Terry Francois Boulevard will be developed as part of the Bayfront Park system contemplated in the Mission Bay South Redevelopment Plan.

The objectives call for preserving and rehabilitating the existing Pier 48 bulkhead facade and sheds consistent with Secretary of Interior's Standards. New structures on bulkhead sites, between Piers 48 & 54 will be grouped together to emphasize the contrast between built and open areas and to balance exciting maritime views with new maritime development.

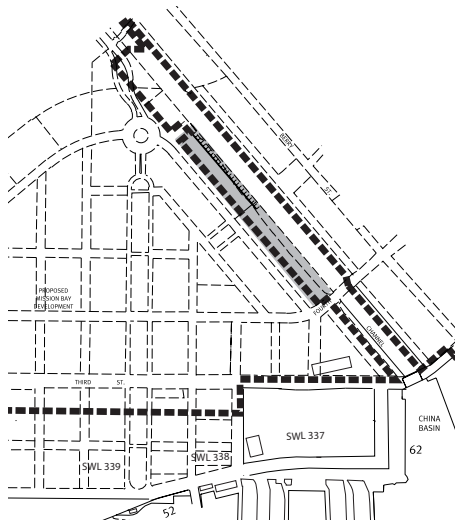
Any new pier developments will respect the needs of maritime operations and, where feasible, incorporate opportunities for public access and views of maritime activities.



*Maritime uses along Piers 48 and 50*

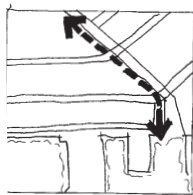


## Design Criteria CHINA BASIN CHANNEL



Along the south side of China Basin Channel west of Fourth Street, there is presently a 100 foot wide open space and roadway area (approximately 175,000 square feet total) within Port jurisdiction. Port property on the north side includes only the edge of the Channel. Improvements to the site should be coordinated with future plans to the adjacent Mission Bay area.

### Site

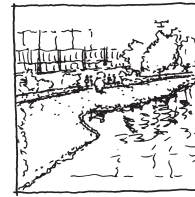


**OPEN SPACE:** Develop an open space system on Port property along the south side of China Basin Channel from Sixth Street to the Bay.



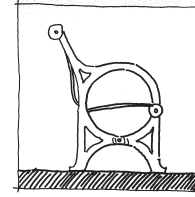
**MASSING:** Maintain the south side of the Channel, west of Third Street as open space; any new structures should be compatible with and ancillary to this use.

### Orientation

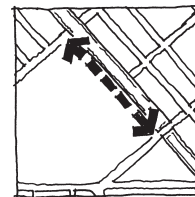


**EDGE:** Create or maintain access to the waterfront edge wherever feasible.

### Architectural Details

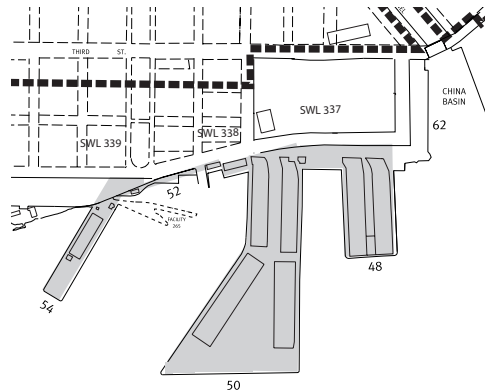


**CHARACTER:** Coordinate open space improvements throughout the area with those of adjacent development.



**CHARACTER:** Develop a consistent character of open space improvements along the south side of the Channel.

## Design Criteria PIERS 48 - 54 And Bulkhead Sites

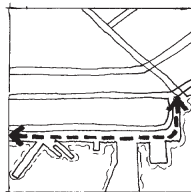


The Waterfront Plan reserves Piers 48, 50, and 54 over the long-term for potential cargo shipping and maritime-related uses. Interim uses are allowed. The area in between Pier 50 and 54 is designated for recreational boating and water use, with provisions for limited commercial uses.

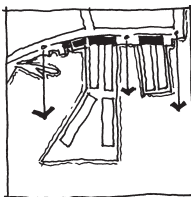
### Site



**HISTORIC PRESERVATION:** Rehabilitate and adaptively reuse the historic Pier 48 bulkhead facades and pier sheds, consistent with The Secretary of the Interior's Standards for Rehabilitation.

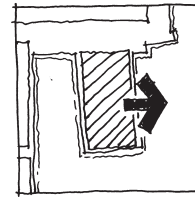


**OPEN SPACE -- Waterfront Walkway:** New development or reconstruction of Terry Francois Boulevard should include a waterfront walkway along the east and north sides of the Boulevard that connects to the historic Third Street Bridge.



**MASSING:** Along Terry Francois Boulevard, group activities and structures together to emphasize the difference between built and open areas.

### Orientation

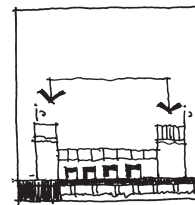


**ORIENTATION -- Pier 48:** Any required public access on Pier 48 should be located on the north edge of the pier to provide views of China Basin Channel and the Bay Bridge.

### Architectural Details



**CHARACTER - Pier 48 Bulkhead:** Improvements to Pier 48 bulkhead structures should preserve the historic character defining elements of the structures.



**CHARACTER -- Pier 48:** Buildings near Pier 48 should be compatible and not compete visually with adjacent historic structures. Any strong architectural forms should be distanced from bulkheads. Character, materials, and color should complement historic structures.



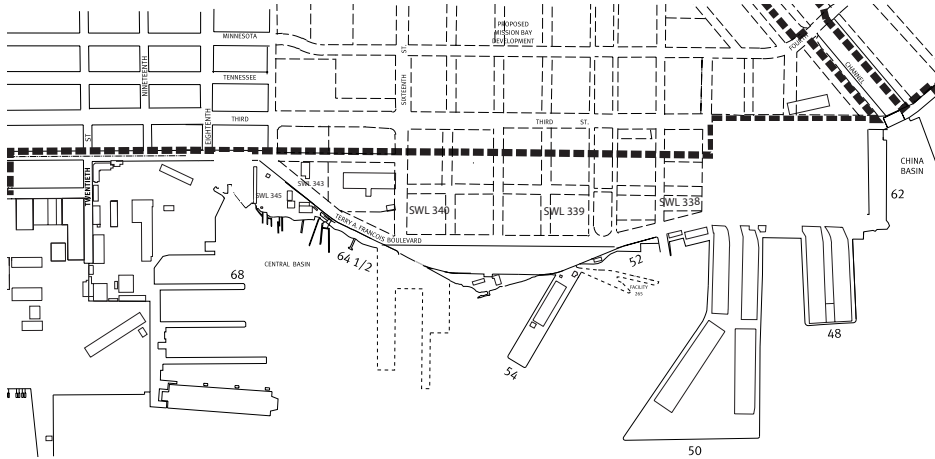
**CHARACTER -- Industrial:** The materials, style and detailing of new bulkhead and pier improvements should reflect the industrial and maritime character typical of the area (e.g. bold forms, simple detailing, authentic materials).



**COLOR:** Color of bulkhead structures should be primarily light in tone.

## Design Criteria

### PIERS 54½ - 64½, SEAWALL LOTS 338, 339, 340, 343, AND 345 (PORTION) And Adjacent Bulkhead Sites

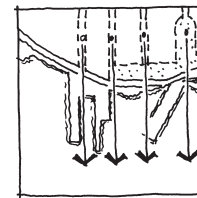


Four of these seawall lots are included in the Mission Bay South Redevelopment Plan area. As part of this Redevelopment Plan, Terry Francois Boulevard will be relocated inland, to create a Bayfront Park within these four Seawall Lots, including a boat trailer parking lot to serve the adjacent Pier 52 public boat launch. Seawall Lot 340 also includes a 7500 sq. ft. site for two story commercial development by the Port. The Pier 54-1/2 to 64-1/2 shoreline area provides views of the Pier 70 shipyard and the potential to create improvements at the terminus of 16th Street. Pier 54-1/2, located north of 16th Street, will be developed as open space in coordination with, and adjacent to, the Bayfront Park included in the Mission Bay South Redevelopment Plan. South of 16th Street, Port property includes Agua Vista Park recreational boat repair, and restaurant uses in the Pier 64-1/2 area, which include a portion of SWL 345. Due to its deteriorated condition, Pier 64 is no longer in use.

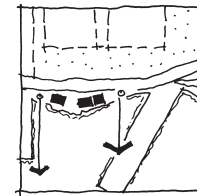
## Site



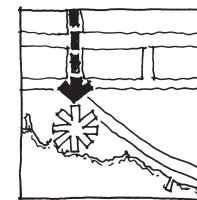
**PUBLIC ACCESS -- 16th Street Open Space:** Remove dilapidated Pier 64 as funds become available. If feasible, develop a pier or waterfront open space at or adjacent to the terminus of 16th Street, and connect it to the proposed linear open space running parallel to Terry Francois Boulevard.



**SITE COVERAGE -- Mission Bay Views:** Coordinate views and location of any new public access improvements with adjacent Mission Bay developments. Maximize views to Pier 70 shipyard wherever feasible.



**MASSING -- Waterfront Edge:** Allow groupings of small structures along the waterfront edge to emphasize the difference between built and open areas. Protect street view corridors.

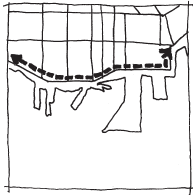


**SITE COVERAGE -- Mariposa Street:** New development on Seawall Lot 345 should acknowledge the terminus of the Mariposa Street corridor with an open Bay view or with architecture that provides a waterfront identity.

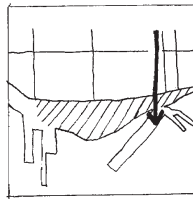


**SITE COVERAGE:** New development should include exterior service or pedestrian ways between building massings that are oriented toward the Bay.

## Site (continued)

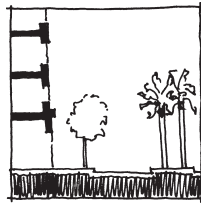


**EDGE:** Provide pathways that link to city and regional pedestrian and bicycle trail systems, such as the continuation of the Bay Trail, and to adjacent Port public access areas such as Agua Vista Park.

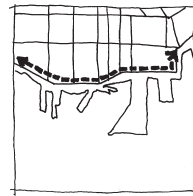


**OPEN SPACE:** Develop Port property adjacent to the Mission Bay Bayfront Park as public open space and walkways, with allowances to ensure that adequate access to Pier 54 is maintained.

## Orientation



**ORIENTATION -- Streets:** Primary building uses and entrances should be built and oriented to street edges, while also providing an attractive building frontage adjacent to the Bayfront Park in Mission Bay.



**EDGE:** Building edges facing the waterfront should maintain a consistent built line, whether parallel to the street or the waterfront edge (setback variations of approximately 25' permitted).

## Architectural Details



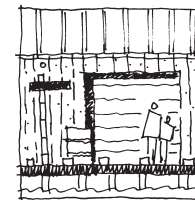
**CHARACTER:** Materials, style, and detailing of building or public edge improvements should acknowledge the industrial, maritime uses of the Mission Bay Waterfront.



**ARTICULATION:** New development should be architecturally scaled and articulated based on type of use. Residential uses should include vertical changes in facade at a maximum of 50 foot intervals. Larger commercial or institutional uses should be scaled appropriate to use.

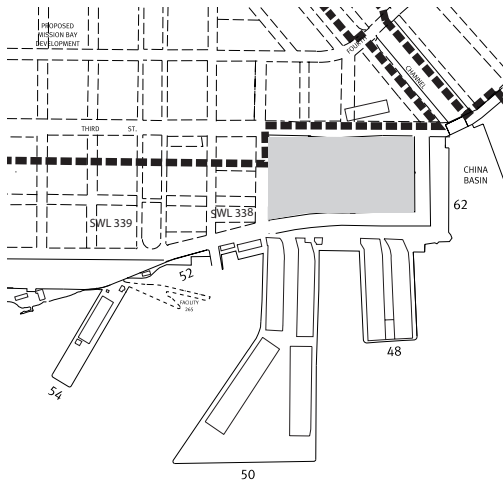


**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor of buildings wherever feasible.



**PUBLIC EDGE:** Edge improvements should consist of features and materials that serve the needs of the maritime uses (e.g. boat ramps, lifts, docking facilities). Benches, signage and other public access improvements should blend with industry features.

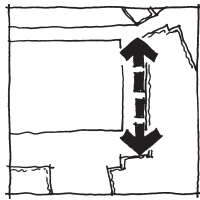
## Design Criteria SEAWALL LOT 337



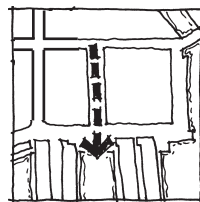
Most of this site was included in the Mission Bay Plan approved by the City in 1991. That document has since been amended and readopted as the Mission Bay Guidelines with respect to properties that are not included within the new Mission Bay Redevelopment Plans boundaries, including Seawall Lot 337.

In light of these changes, uses for Seawall Lot 337 are being reevaluated. Upon its review of this site, the Technical Advisory Committee for the Design and Access Element recommended creation of a major open space, which will be considered with other possible uses on the site. The design criteria below address interim public access improvements along the south side of China Basin Channel.

### Site

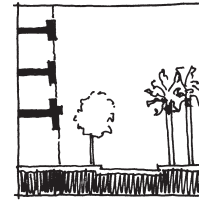


**OPEN SPACE -- Interim Use:** Interim improvements to the western portion of Seawall Lot 337 should include an approximately 100 foot wide public access open space along the south edge of China Basin Channel to accommodate waterfront circulation and to create an area to enjoy City views to the north.



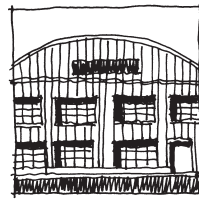
**MASSING -- New View/Street:** Any new streets, access routes, or development should recognize the existing scale of block sizes by establishing an east/west view and circulation corridor through the mid-portion of Seawall Lot 337.

### Orientation



**ORIENTATION -- To Streets:** Primary building uses and entrances should be built and oriented to street edges.

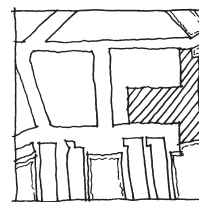
### Architectural Details



**CHARACTER -- Industrial:** Buildings fronting Terry Francois Boulevard, should use materials, style and detailing that reflects the industrial character typical of the waterfront area (e.g. bold forms, simple detailing, authentic materials). Large buildings should use vertical and horizontal articulation and strong architectural detailing to reduce large scale.

### TAC Recommendation For Seawall Lot 337

The following recommendation to locate a new China Basin Channel Open Space on this site was developed by the Technical Advisory Committee and will be considered along with other possible future uses on Seawall Lot 337.

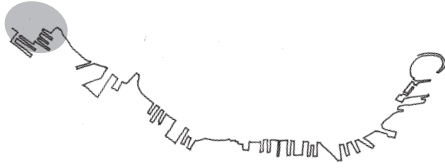


**OPEN SPACE -- Long-term Use:** Create a major new open space on the northeast portion of the site that also includes the China Basin Channel edge.



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# Pier 70 Waterfront



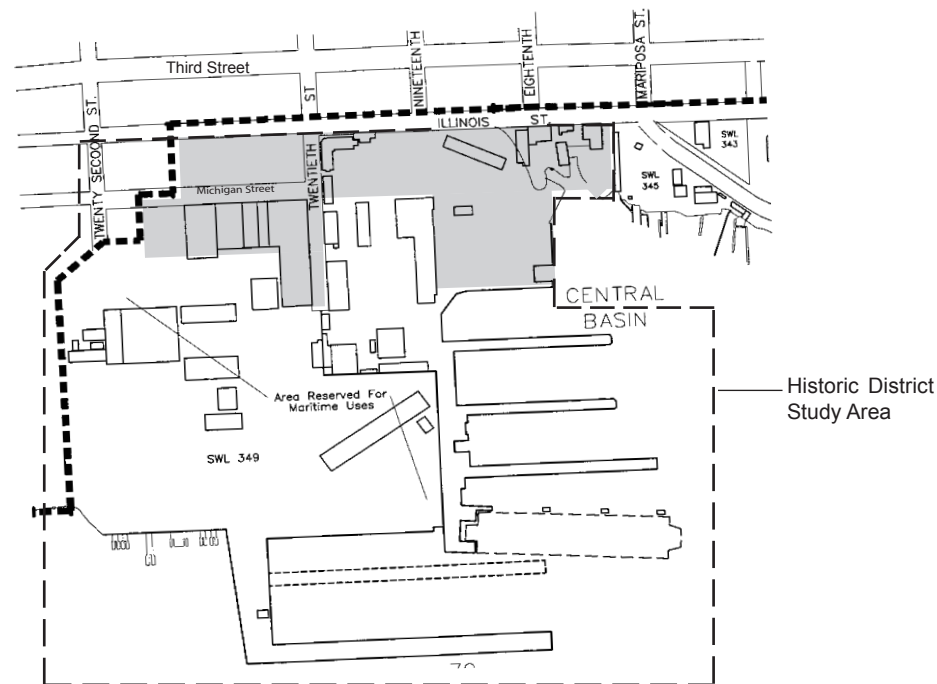
## Character of the Area:

The area commonly known as “Pier 70” includes Pier 70, Pier 68, and part of Seawall Lot 349. The area addressed by this Element, most of which has been declared surplus to maritime uses, is shaded on the map below. San Francisco Drydock utilizes a small part of this area, as well as a substantial portion of the remaining unshaded area which is reserved for long-term maritime use.

The most significant waterfront views in the Pier 70 area are of the on-going ship construction and repair industry. Cargo and cruise ships at dry-dock, ship repair cranes, and other machinery are major visual points of interest. Pier 70 is the United States’ oldest operating civilian shipyard. It contains important historic structures (constructed between 1886 and 1944) including warehouses, machine shops, office buildings, piers, and cranes associated with ship construction and repair. There are three primary building types: brick masonry, concrete, and metal. Metal buildings are the most common and brick masonry buildings are the oldest. Most of the buildings at Pier 70 do not meet current seismic standards and many would require substantial repairs to be useable.

## Urban Design Features:

- Twentieth Street is the ‘main street’ of the area.
- The character of the area is defined by uses and structures of the historic Union Iron Works shipyard.
- A new walkway along Illinois Street will connect to Mission Bay to the north.



Pier 70 Waterfront Highlights Map

## Waterfront Land Use Plan Objectives

The Waterfront Plan allows eighteen acres within the shaded area to be redeveloped for mixed-use development, provided that new uses are compatible with ongoing ship repair operations. The non-maritime activities are intended to facilitate revitalization of an area that survives as an example of San Francisco's earliest maritime activity and, in particular, to encourage preservation of four Union Iron Works buildings.

## Summary of Design and Access Objectives

The objectives promote creation of new public access to the Bay through a shoreline area west of Pier 68, provided such access does not interfere with ship repair or related maritime activities. Access will be in the area of 18th Street, bayward from Illinois Street, if feasible with new development. Also proposed is the extension of the waterfront walkway from Terry Francois Boulevard to 20th Street, to connect the center of the Pier 70 area with Seawall Lot 345 and Mission Bay open spaces to the north.



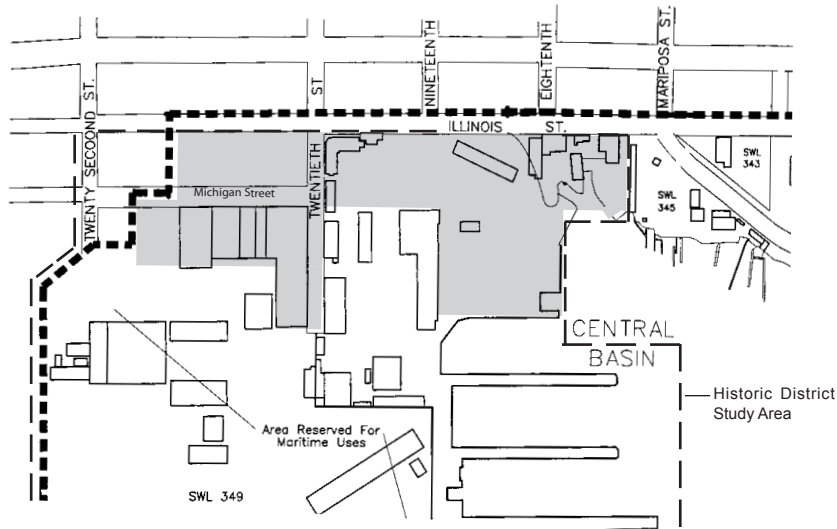
*Ship repair in the Pier 70 area*

Twentieth Street will be established as the “main street” of the Pier 70 area and Michigan Street will be kept open in front of a row of historic warehouses. New development will include public access, open space and circulation routes with views of maritime activities and, where feasible, physical connections to the Bay.

To protect the historic character of the area, the design objectives call for rehabilitation and adaptive reuse of the three Union Iron Works buildings along the north side of 20th Street (Buildings #101, 102, and 104) and, if feasible with its on-going maritime use, Pier 70's oldest building, the Union Iron Works Machine Shop (Building # 113-114) on the south side of 20th Street. Additional Pier 70 resources may be identified for preservation following further research and analysis of Pier 70's periods of historical significance and the feasibility of reusing individual buildings. Designation of a National Register Historic District will be considered.

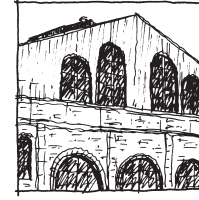
## Design Criteria

### PIER 70



This area includes the portion of the greater Pier 70 area which abuts Illinois Street and is centered on 20th Street. There are several existing office and industrial buildings on the site, and other structures used for ship construction and repair. The Waterfront Land Use Plan allows a range of maritime and compatible non-maritime uses, but encourages non-maritime uses in historic buildings to finance costly rehabilitation.

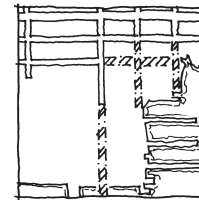
## Site



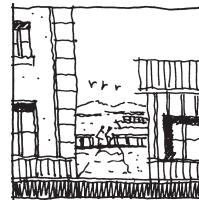
**HISTORIC PRESERVATION -- Union Iron Works Buildings:** Rehabilitate and adaptive-reuse Union Iron Works Buildings 101, 102, and 104, maintaining the character-defining historic building elements to the extent feasible. Seek funding to preserve Building 113-114, if feasible with on-going maritime use.



**HISTORIC -- Resources Study:** Research and document Pier 70's periods of historical significance to determine whether additional buildings and structures should be preserved in both the Mixed Use Opportunity Area and the Maritime Reserve Area designated in the Waterfront Plan. Consider designation of a National Register Historic District.



**SITE COVERAGE -- City Street Grid:** Where not in conflict with historic buildings or maritime activities, extend the City street pattern and acknowledge the terminus of street corridors with views of the Bay, historic buildings or architecture with a waterfront identity.

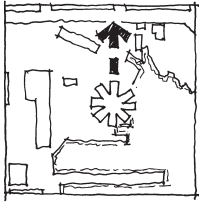


**SITE COVERAGE -- Bay Connections:** New development within the Pier 70 'connection area' should include exterior circulation or pedestrian ways between building massings, and, if feasible, connect inland portions of the site to the Bay.

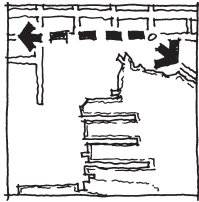


**MASSING:** Recognize the established neighborhood scale by limiting building mass to maximum 1/2 standard block size and building heights to those of existing buildings. Encourage multiple buildings per block.

## Site (continued)

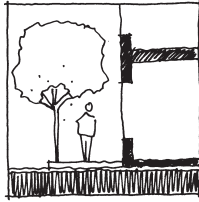


**OPEN SPACE:** Create public access to the water's edge adjacent to Pier 68 with views of the Pier 70 shipyard and with access from Illinois Street, if feasible with new development, and if it does not interfere with ship repair or related maritime activities.

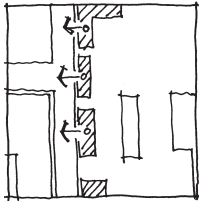


**OPEN SPACE -- Continuous Walkway:** Connect waterfront destinations and open spaces by establishing a walkway along Illinois Street from 20th Street to the Mission Bay open spaces to the north.

## Orientation



**EDGE:** Place new structures at the sidewalk to form an edge to Illinois and 20th Street.

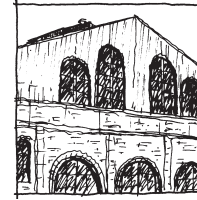


**ORIENTATION -- Facing Primary Streets:** The primary commercial uses and entrances for buildings located along 20th Street, Michigan Street, and Illinois Street should face those streets.

## Architectural Details



**ARTICULATION:** New development should provide vertical changes in street facades at a maximum of 50 foot intervals by varying store-fronts, setbacks, breaks in building massings, color or with architectural details such as columns, arches, structures or material changes.



**CHARACTER -- Maritime/Industrial:** Materials, style, detailing of buildings, street furniture, and other public improvements should acknowledge the historic and industrial character of the area.



**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor of buildings wherever feasible.

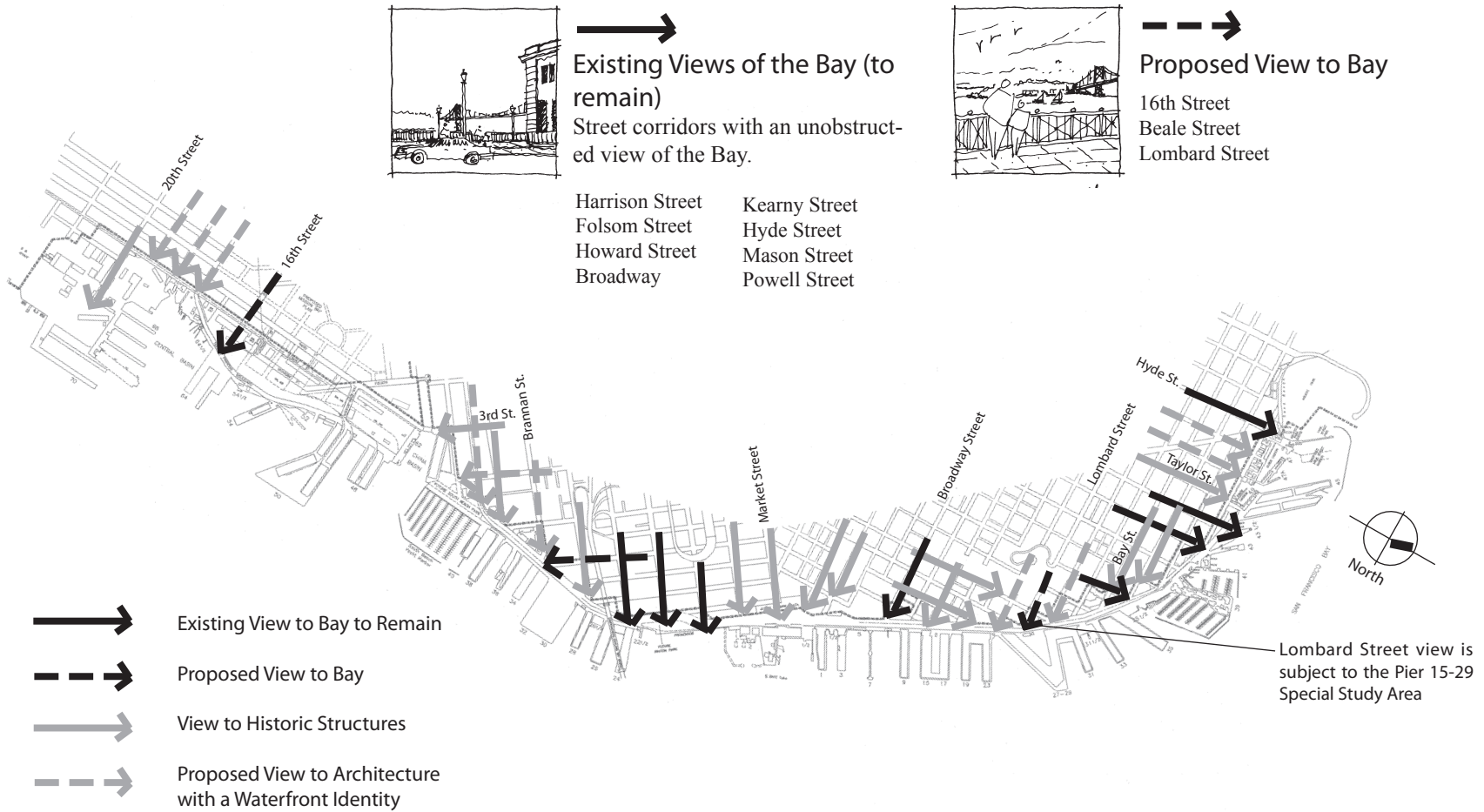


# Appendix A: Street View Inventory

## Street Views

*Streets that connect to the waterfront should have views of the Bay, historic structures, or architecture that provides a waterfront identity.*

The following is a inventory by view category of all streets illustrated on the Street View policy map on page 36 of the Waterfront Views section and as duplicated on the map below.





**Views of Historic Structures**  
Street views that terminate with a view of a historic building or structure.

- |                   |                    |
|-------------------|--------------------|
| 20th Street       | Green Street       |
| Third Street      | Front Street       |
| Townsend Street   | Sansome Street     |
| Bryant Street     | Bay Street         |
| Mission Street    | North Point Street |
| Market Street     | Taylor Street      |
| Clay Street       |                    |
| Washington Street |                    |



**Proposed View to Architecture with a Waterfront Identity**

Streets that terminate with views of architecture that provides a waterfront identity.

- |                |                    |
|----------------|--------------------|
| 19th Street    | Second Street      |
| 18th Street    | Chestnut Street    |
| 17th Street    | Leavenworth Street |
| King Street    | Jones Street       |
| Brannan Street | Greenwich Street   |

# Appendix B: Historic Resources Glossary



**Character-Defining** - essential to the perception or understanding; a character-defining element is a feature that contributes to the special quality of a building or a site, without which the uniqueness is lost.

**Historic District** - an ensemble of historic resources possessing a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically and aesthetically by physical development or theme.

**National Register of Historic Places** - an official list maintained and revised by the Secretary of the Interior of properties (buildings, structures, sites, districts, and objects) that are significant in American history, architecture, archeology, engineering, and culture.

**Period of Significance** - a defined period of time during which a property established its historical association, cultural meaning, or value.

**Preservation** - the protection of historic properties from demolition or insensitive alterations. Within the Waterfront Design and Access Element, “preservation” is used as a general term, not as a specific “building treatment.”

**Programmatic Agreement** - A type of Memorandum of Agreement, stating measures an agency will take to avoid or reduce effects on historic properties. A programmatic agreement is typically developed for a large or complex project or a class of undertakings that would otherwise require numerous individual requests for comments from the State Historic Preservation Officer and Advisory Council on Historic Preservation under Section 106 of the National Historic Preservation Act.

**Rehabilitation and Adaptive Reuse** - the act or process of making possible a compatible use for a property through repair, alterations and additions, while preserving features which convey its historical, cultural, or architectural values. “Rehabilitation” is further defined by *The Secretary of the Interior’s Standards for Rehabilitation (Secretary’s Standards)*. *The Standards* are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

**Reconstruction** - the act or process of depicting, by means of new construction, the form, features and detailing of a nonsurviving site, landscape, building, structure or object for the purpose of replicating its appearance at a specific period of time and in its historic location.

**Restoration** - the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period.

**Retention and Reuse** - the act or process of reusing an historic property while maintaining it and protecting it from demolition. [This is a term defined specifically for use in the Waterfront Design and Access Element.]

**Secretary of the Interior’s Standards for the Treatment of Historic Properties** - sets of standards, issued by the U.S. Department of the Interior, National Park Service, which provide guidance for the preservation, rehabilitation, restoration, and reconstruction of historic properties. In the Waterfront Design & Access Element, *Secretary’s Standards* refers specifically to *The Secretary of the Interior’s Standards for Rehabilitation*.

**Stabilization** - the act or process of applying measures designed to re-establish a weather-resistant enclosure and the structural stability of unsafe or deteriorated property while maintaining its essential form and character-defining features.

**State Historic Preservation Officer** - the official in each State or territory who administers the National Historic Preservation Program at the State level, reviews National Register nominations, maintains file data on historic properties, and consults with Federal agencies during reviews required by the National Historic Preservation Act of 1966.

## The Secretary of the Interior's Standards for Rehabilitation

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.



4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match

the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic material, that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

# Appendix C: PortWalk Design Criteria

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The PortWalk Design Criteria give guidance for improvements within the Port's public access and open space system to ensure a certain standard of design consistency while preserving opportunities for creativity. The Design Criteria address the design and guide the selection for the following types of architectural components commonly found in the Port's waterfront open spaces:

- Benches
- Trash & Recycling Containers
- Railings and Bullrail Edges
- Paving
- Planting
- Pier Apron Lighting
- Interpretive Signage

This appendix contains examples of the above components and includes the Design Criteria that should be considered when selecting furnishings and finishes. Neither the Design Criteria or the examples are intended to be prescriptive. Instead, the Criteria provide guidance for selecting improvements within open space areas that meet the use, character, durability and maintenance needs of the waterfront.

New waterfront development projects may incorporate architectural improvements shown in the Design Criteria or may select other fixtures and improvements if they are determined by the Port to meet the described Design Criteria for the particular component. This appendix may be updated from time to time as necessary without formal amendments to the Waterfront Land Use Plan or the Waterfront Design & Access Element.



Design Criteria

# Benches

Benches let us know we are invited into a public area and provide us with a comfortable resting place. When selecting benches consider the criteria stated below. Benches should also include end and mid-rails at some locations for accessibility. Consider the following criteria for the selection of benches:

- Simple and Minimalist Form;
- Timeless Design;
- Comfortable;
- Durable and Maintainable Materials;
- Appropriate Scale for the Waterfront;

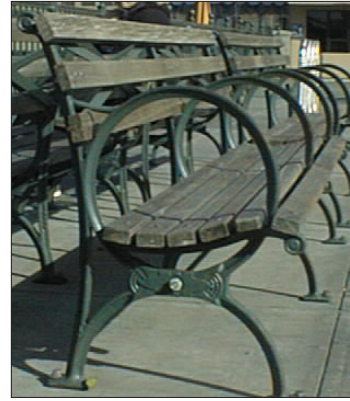
The following are examples of benches that could be appropriate along the waterfront.



**Concrete Bench With Wood Slats.**  
Comfortable, durable, and maintainable.



**Metal Framed Bench With Recycled Plastic Slats.**  
Simple, minimalist, comfortable, durable, and easy to maintain.



**Cast Iron Benches With Wood Slats.**  
Timeless design, comfortable, durable and easy to maintain.



**Metal benches.** Simple forms, low maintenance, and have some transparency.



## Design Criteria

## Trash &amp; Recycling Containers

Trash and recycling containers serve an important function in every open space. Their design should be noticeable without attracting unnecessary attention. Consider the following criteria for the selection of trash and recycling containers:

- “Background” Character;
- Simple or Minimalist Form;
- Functional;
  - Easy to Service;
  - Limit Blowing Debris;
  - Not Inviting to Birds;
- Durable and maintainable materials;
- Appropriate scale for the waterfront;

Recycling containers should be provided in some locations to accommodate the level of activity for the open space. Recycling containers can be a minor addition to a trash container in low intensity areas or may need to be separate containers for sorting of materials in higher use areas.



**Recycling Containers.** In larger or high use areas provide individual recycling containers that are designed similarly to the trash receptacles.



**Concrete City Standard Trash Containers.** Along the Embarcadero Promenade these containers are painted grey to be compatible with other Embarcadero streetscape improvements.

Trash receptacles maintained by the Port should be a standard stock item that is durable and easy to service.

**Metal Trash Receptacles.**

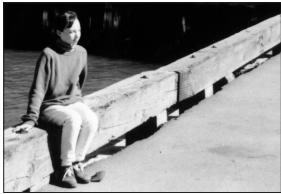
Simple form, durable, and have a cover to limit wind blown debris and birds.



## Design Criteria

### Railings

Railings and bullrails are both used along edges of pier aprons and marginal wharves. See page 33 for typical edge treatment layouts. Railings for pier and seawall locations are discussed separately.



Bullrails are often a preferred edge treatment because of their minimal view blockage, ability to moor boats at them, and maintaining the waterfront character. Railings may be located in public access areas along non-maritime edges, or if determined necessary by the adjacent uses.

Consider the following criteria when selecting or designing railings:

- Top rail should be **inviting to lean on**;
- Railings should **not be easily climbable** (no climbable horizontal bars or cables);
- Create a **rhythm** established by a regular spacing of posts;
- Consider including a mid-rail slightly below the handrail for added interest;
- Consider using posts that break the line of the handrail to minimize the appearance of alignment imperfections;
- Maximize **transparency**;
- **Durable** and **maintainable** materials;
- Appropriate **scale** for the waterfront.

Sample sections of railings constructed on the project site may be required for design review on larger projects. The following is a sample of railing types that meet these criteria:



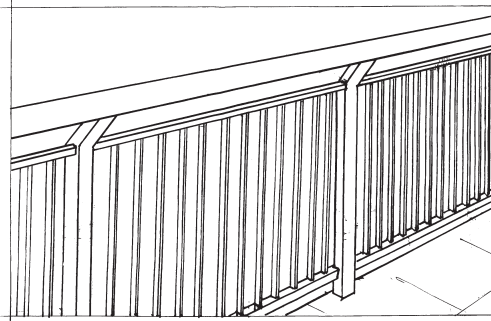
#### Metal Post/Panel Railing With Wood Top Rail.

Top rail is inviting to lean on, it is not easy to climb, a rhythm is established by the posts and panels, and it appears transparent and durable.



#### Metal Railing With Kinked-Wire Panels.

The railing has a rhythm of posts and panels, it is transparent, durable and appropriately scaled for the waterfront. Top rail could be more inviting to lean on.



#### Metal Railing With Pickets.

Top rail is inviting to lean on, there is a rhythm of posts and pickets, it is transparent, durable, and appropriately scaled for the waterfront.



#### Pier 7 Railing.

Top rail is inviting to lean on, it is not easily climbable, a rhythm is established through regularly spaced posts, ornamentation and midrail create interest, transparency is high, and the materials are durable and maintainable.



## Design Criteria

### Railings

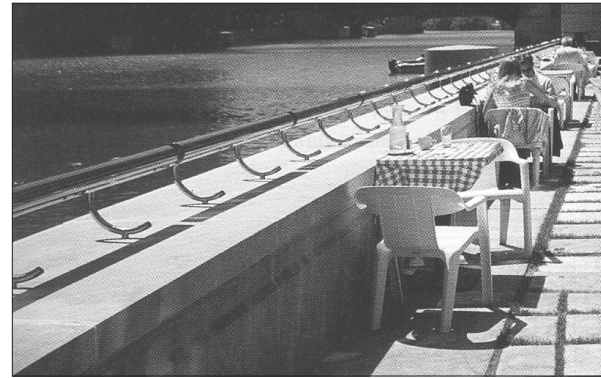
#### Seawall Railings

A railing located along a seawall marks the edge of the city – where land meets water. Because of the location on the edge of land, rather than on a pier over the water, a seawall railing should be a heavier design and use materials appropriate to its location on solid ground. Heavy bullrails, as described on the previous page may also be appropriate.

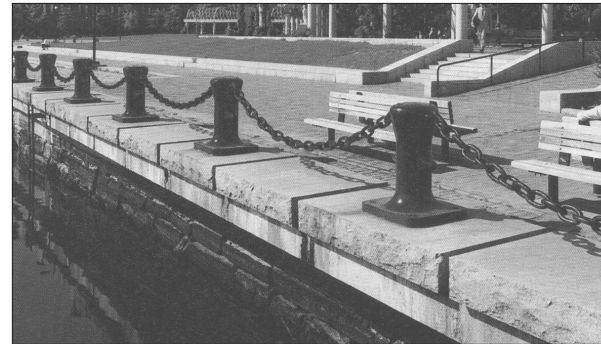
The following is a sample of railing types appropriate for a seawall location. Also consider the criteria listed for “Railings” when selecting or designing seawall railings.



**Embarcadero Pre-cast Concrete Railing.** Heavier design reflects its location on the seawall. The top rail is inviting to lean on, there is a rhythm of regularly spaced posts and pickets, and it is durable and easy to maintain.



Seawall edge, Riverfront Park, Chicago

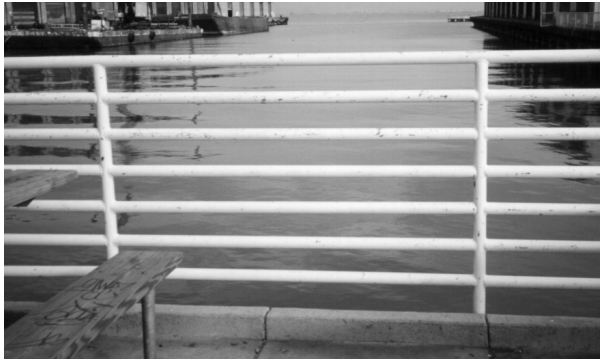


Seawall edge, Atlantic Avenue, Boston

## Design Criteria

**Railings (Not appropriate)**

Many rails are not appropriate for the waterfront due to lack of durability, being easy to climb, or not inviting to lean on. The following is a sample of railing types that should **NOT** be used along the waterfront.



**Metal Railing with Horizontal Pickets.** The top rail is not inviting to lean on, it is easy to climb, and there is no difference between the top rail, posts and the pickets.



**Chain Link Fence with Wood Top Rail.** Top rail does not appear strong enough or comfortable to lean on, it is not scaled appropriately for the waterfront and it is not of durable materials. Chain link may be used in certain locations on the waterfront if the described Design Criteria for railings is met.



**Horizontal Cable Railing.** The cables are easy to climb and are prone to stretching and breaking in high-public use areas.



**Metal Picket Railing.** It is not inviting to lean on, there is no difference between, post, or picket, and the galvanized metal without paint did not prove durable when exposed to salt spray.



## Design Criteria

## Paving

Continuing the paving of the heavily used Embarcadero Promenade unto other adjoining open spaces helps inform users that these areas are there for public use and they are invited to be there. The Embarcadero Promenade is a simple dark concrete with a five-foot scoring grid. Although not mandatory, this paving should always be considered as an option or as the dominant paving material in waterfront open spaces that are contiguous to the Embarcadero walkways. Accent paving of other colors or materials may also be used in combination with the dark concrete where appropriate, or the dark concrete may be selected as the unifying material in larger open spaces.



*Embarcadero Promenade*

## Design Criteria

## Planting

Planting may be used to accent entries, create a more intimate scale, add color or shield the wind or sun. Historically plants were not commonly found on San Francisco's industrial piers. While proper use of plants may enhance an open space, plantings should be used carefully so as not to detract from historic character or from a pier or wharf's unique construction of being a structure over the water, rather than on solid land.

Consider the following criteria when including planting on pier or wharf open space areas:

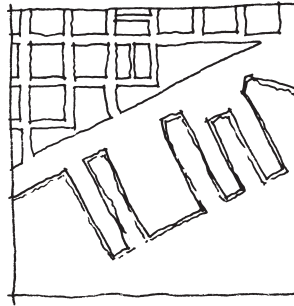
- Planting should be minimal on pier aprons, wharves, or near historic structures;
- Planting should be used primarily for up-close accent of entrances, cafe areas or other similar uses;
- Plants should be placed in pots or planters above the pier deck;
- Planting located along the pier apron should not be obvious from afar;
- Greater amounts of planting may be considered away from pier edges and inland from the seawall; and
- Planting should not obstruct pedestrian movement along pier aprons.



## Design Criteria

## Pier Apron Lighting

San Francisco's historic "finger piers" have a unique linear shape being about 150 feet wide and 600-900 feet long. The historic pier sheds are simple industrial warehouse structures with regular spaced roll-up doors for servicing ships. Lighting the pier aprons for use as open space should emphasize the length of the piers with a rhythm of doors, windows, perimeter lighting, and other edge improvements.



Consider the following criteria when lighting pier aprons:

- Lighting along the apron adjacent to historic pier sheds should be attached to the shed or be on a pole very close to the shed;
- Accent the linear form of the piers using the rhythm of supports or openings on the sheds with regularly spaced fixtures;
- Lights should be shielded so that distant views of the pier, although noticeable, do not compete with City and Bay views;
- Additional lighting for entrances or other uses along pier edges should be shielded so as not to create bright spots or detract from the larger City and Bay views;
- Select fixtures and locations for lights that are not attractive as bird perches;



Pier 1 south apron

## Design Criteria

## Interpretive Signage

Working maritime activities and rich history of the waterfront are interesting stories just waiting to be told. Interpretive signage exists along the Embarcadero Roadway, through Fisherman's Wharf and at Heron's Head Park. New open spaces, public access areas and sections of the Bayside History Walk should include interpretive signage to enhance the enjoyment of the waterfront. Consider the following criteria when developing content for interpretive programs:

- Include interpretive information in all major open spaces and other areas that have significant cultural, historic or educational interest and where possible along the Bayside History Walk;
- Coordinate content of interpretive information with that of nearby programs and signage; and
- Message content should appeal to a broad range of ages, interests, and ability to understand interpretive information.

Sign supports should have the following architectural characteristics:

- Simple or Minimalist Form;
- Durable and Maintainable Materials;
- Appropriate Scale for the Waterfront;



Pier 98 interpretive signage



Fisherman's Wharf PortWalk Historic Walking Tour

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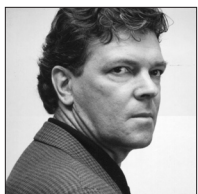
# Acknowledgments

Thank you to the Waterfront Urban Design Technical Advisory Committee for their extraordinary dedication and commitment to this public planning effort.



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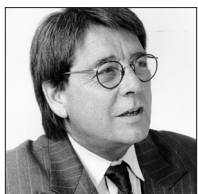
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 San Francisco Planning and Urban Research Association  
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