**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 Lading 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.

**VIEWS:** Create a new view of architecture with a waterfront identity at the terminus of Brannan Street. Maintain views to the extent feasible across the Bay and to the Bay Bridge.

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

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