

Pier 31 to 35

Subarea 1-3



Subarea Description



Subarea 1-3: Pier 31 to 35

Pier 31 to 35 (Subarea 1-3) is located on the northeast corner of the Fisherman's Wharf area and contains Piers 31, 33, and 35. These piers provide berth usage for excursion terminals, fish processing and potential future berths, and a secondary two-berth cruise terminal. These piers, as well as the subarea's seawall sections, bulkhead wharves, and most of the buildings, are part of the Port of San Francisco's Embarcadero Historic District. Also included in this subarea are parts of Telegraph Hill, including Pioneer Park, and the residential North Beach neighborhood.

The Wharf between Pier 33 and Pier 31 is the departing point for boats going to Alcatraz Island and the site for Alcatraz Landing, which provides outdoor seating areas and exhibits as well as ticketing and queuing for the Alcatraz Ferry. Pier 33 also includes fish processing operations, storage, and restaurants, and businesses located in the bulkhead building and storage shed. It has the potential to be used as a staging area for disaster response purposes. Pier 31 houses the Department of Elections storage facility for election materials and equipment.

Pier 35 is a secondary cruise terminal with two large vessel berths, one on each side of the pier, used when two or more cruise ships are in port. Across the Embarcadero roadway, Waterfront Plaza (Seawall Lots 315 and 316) is located on the pier and includes offices, a small landscaped park and paths open to the public, and the Hillstone Restaurant. There is also a parking lot on the West side of the Embarcadero roadway (Seawall Lot 314). In the event of an emergency, Pier 35 could be used for assembly and staging, with the parking lot at Seawall Lot

314 available for additional staging.

The Embarcadero Promenade, a prominent attraction for both residents, commuters, regional visitors and tourists, and the Embarcadero roadway, used by local and regional transit, including Muni bus lines, historic street cars, and Golden Gate Transit, runs through the subarea. The Embarcadero is part of the regional, multi-use San Francisco Bay Trail and is also a primary emergency access route.

From the Embarcadero and the waterfront, visitors can see Coit Tower and Pioneer Park on Telegraph Hill which is across the Embarcadero roadway. Coit Tower is an iconic San Francisco landmark and popular tourist destination with views of the San Francisco Bay and Golden Gate Bridge.

A portion of the North Point Wet Weather Facility and the North Shore pump station (discussed in Subarea 1-2) are included in this subarea. The North Point deep water outfalls that discharge treated wastewater and stormwater offshore run underneath Piers 33 and 35 and into the Bay. Between Piers 31 and 33, there is an Emergency Firefighting Water System suction connection, which allows a firetruck to pump seawater directly from the Bay, a fireboat manifold connection, which

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allows a fireboat to pump seawater directly into the Emergency Firefighting Water System for fire suppression throughout the City as a back-up measure.

Since 2017, the Port has connected with tens of thousands of community members through the Waterfront Resilience Program. Public feedback collected about Pier 31 to 35 underscores the importance of preserving views of the bay, accessing water-based transportation, and creating opportunities for recreation.

Further feedback highlights additional community priorities, including opportunities to improve public access to the waterfront and protecting utilities that keep neighborhoods and the city running. Additional community priorities include the preservation and enhancement of the Embarcadero Promenade and the provision of a continuous and safe pedestrian and bicycle pathway along the entire waterfront. Community feedback related to this subarea is included in the Community-Identified section as part of the Review of Landmarks, Assets, and Services listed below and incorporated in the overall POCC analysis.

Landmarks, Assets, and Services

Land Use

The piers are all zoned as Light Industrial District, a portion of the waterfront and the water treatment plant as well as Telegraph Hill/Pioneer Park are zoned public. On the other side of the Embarcadero, blocks on level ground are zoned Commercial District – Community Business, often including offices, and in one case a parking garage. On higher ground, the area is zoned Residential, two units per lot. The pier berth uses include berths, excursion, fishing, and cruise.

- Waterfront Plaza, including the Hillstone Restaurant (Seawall Lot 316), 60 Francisco (beyond Port property), 50 Francisco (Seawall Lot 315), and 1700 Montgomery (Seawall Lot 317)
- Pier 29.5, parking
- Pier 31 (NHR), lay berth for Alcatraz excursion vessels; the shed space has recently been leased to the Department of Elections.
- Alcatraz Landing (Pier 31.5, commonly referred to as Pier 33)
- Alcatraz Landing Café
- Pier 33 (NHR), fish processing operations, storage for nearby restaurants, and businesses in the bulkhead building

Community-Identified



- Pier 33
- Alcatraz Landing
- Coit Tower
- Improvement to waterfront access
- Improvement to opportunities for water sports
- Embarcadero Promenade and provision of a continuous and safe pedestrian and bicycle pathway along the entire waterfront

Historic and Cultural



- Embarcadero Historic District
- Seawall and Bulkhead Wharf
- Coit Tower (San Francisco Historic Landmark #165)
- Pier 31 and Pier 31 Bulkhead and Shed
- Pier 33 and Pier 33 Bulkhead and Shed
- Pier 35 and Pier 33 Bulkhead and Shed

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Maritime



- Pier 35 (NHR), overflow for the Pier 27 cruise terminal, including berths on both sides of the pier

Disaster Response



- Assembly Area (Pier 35)
- Staging Area (Pier 35, cargo-designated area)
- Staging Area (Seawall Lot 314)
- Ferry Terminal (Pier 31.5, Alcatraz Tour Ferries)
- EFWS Fireboat Manifold (Pier 33.5)
- EFWS Suction connection (1)
- Large Vessel Berth (Pier 35)
- The Embarcadero

Utilities



Water

- Buried water supply pipes

Wastewater

- North Point deep-water outfalls
- Jackson Transport / Storage Box
- Combined sewage discharge outfall (1)
- Buried wastewater and stormwater sewer pipes

Power

- Overhead and buried electric power infrastructure

Communications

- Several telecommunication cell sites (e.g. cells on top of buildings or small cell towers on streetlights) are likely distributed throughout the subarea, but specific locations are unknown

Natural Gas

- Buried natural gas supply line infrastructure

Transportation



- The Embarcadero roadway and Promenade
- Muni bus stops (11)
- Muni E-Line (historic streetcar)
- Muni F-Line (historic streetcar)
- Regional bus stops (Golden Gate Transit)

Open Space and Ecology



- San Francisco Bay
- San Francisco Bay Trail
- Embarcadero Promenade

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- Pier 35 (public pier)
- Chestnut and Kerry Open Space
- Telegraph Hill / Pioneer Park

Problems, Opportunities, Objectives, Constraints, and Considerations

Problems

- The shoreline in this subarea is constructed on a series of aging seawalls referred to as the Embarcadero Seawall. Rising sea levels, wave hazards, and the likelihood of an earthquake put the integrity of the shoreline at risk.
- This subarea provides important disaster response services that are vulnerable to flood hazards, yet vital to efficient disaster response after a hazard event occurs.
- This subarea is particularly important for cultural and tourism industries, including the cruise business and a major visitor attraction at Alcatraz Landing, commercial fishing, restaurants, with potential impacts on local jobs and both local and regional economies in the event of a major seismic or flood event or increased frequency of relatively small flood events.
- Impact or loss of historic piers could jeopardize National historic district and loss of use of piers.
- Flooding of the Embarcadero could impede emergency response and cause major disruption. Prolonged construction activities could impact roadway use by public transit, resident, tourist and commuter traffic, pedestrians, and bicyclists.
- Flooding, storm damage, and/or earthquake damage could lead to significant disruption to this area, leading to loss of jobs, tourism, and tax revenues.
- The subarea includes multiple transportation assets and berths, including the secondary cruise ship terminal; impacts to these assets could cause economic disruptions.
- Most of this subarea's assets are located on Bay fill making them vulnerable to strong seismic activity.
- There are some contamination hazards present in the subarea (e.g. waste storage tanks) that could be break open and the contents spilled from seismic activity and/or flooding.

Opportunities

- Strengthening the Seawall will reduce the potential for damage after an earthquake and increase flood protection.
- Rehabilitation and preservation of historic and iconic assets for continued commercial uses.
- Enhancement of recreation and tourism through improved visual and physical access to the Bay, including increasing tourism by improving access to the Bay and restoring historic structures along the Embarcadero to provide further activation and public access to these assets.
- Increased ecological connections to the Bay and new habitat by integrating nature-based features.
- Partnerships with multiple transit agencies to secure and improve critical regional transportation networks and connections.
- Enhancement and increased public access and connections and to the Bay shoreline.
- Creation of lively visitor attractions and people gathering places that enliven and enhance the vitality of the shoreline and generate revenue for continued repair and maintenance of assets.

Objectives

- Assess and protect area and assets from flooding and seismic risks.
- Strengthen the Seawall for public safety.
- Immediately implement highest priority disaster response and life safety projects along the Embarcadero Seawall (2018-2026).
- Support a sustainable economy that benefits residents, workers, and industries.
- Retain and improve public access and visitor serving uses and spaces that are assets to the public realm, when developing project features.

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- Reduce the risk to disaster response ability and public safety and public health from Bay storms and rising water levels, retain staging areas and primary emergency access routes.
- Improve recreation and tourism along the San Francisco waterfront when developing storm risk management project features and separate recreational project features.
- Reduce the risk to critical public infrastructure and private property damage from strong seismic activity and rising bay water levels.
- Protect and improve maritime functions, to maintain the historic character of waterfront, provide opportunities for water access, prevent loss of maritime functions that are not replicated elsewhere in the region.
- Reduce environmental risks and improve the natural environment (water quality/soil) and ecological value.
- Protect or improve industrial, cultural and commercial uses (including visitor attractions) to maintain Port revenue used sustain public assets that support public enjoyment of the shoreline.

Constraints

- Avoid and minimize impacts to local and regional transit stations, routes, and connections.
- Must not increase the unmitigated risk of flooding from any source (bay, creek, or surface waters) outside of the subarea.
- Must protect maritime and disaster response functionality.
- Must not adversely impact the Bay ecosystem.
- Must ensure no increased risk from contaminated lands.

Considerations:

- **Land use and economic role:** Industrialized and economic and public use of waterfront and populated urban area with numerous businesses; a high demand area for economic activity, tourism, and public use.
- **Flooding or seismic events:** These events could potentially impact maritime and industrial uses that generate Port revenues used for capital repair and maintenance of Port assets and services, including piers, historic buildings and districts, shoreline flood and seismic risk reduction, open space, public assets, parks, maritime berths and other maritime infrastructure, the Embarcadero Promenade and other utilities and infrastructure.
- **Tenants:** The Port leases land to tenants including private companies, City agencies, and the U.S. military. Coordination with all tenants will be important. While the Port owns these lands, many are operated by tenants that invest private capital for infrastructure improvements to the facilities. Management decisions related to addressing the consequences of flooding and planning for future sea level rise adaptation could complicate lease terms and will require additional coordination with tenants.

Stakeholder engagement: Ongoing public outreach by the Port and additional efforts have generated many location specific comments from the community. The public interest in this area includes preserving and restoring historic piers and buildings, preserving and enhancing the Embarcadero Promenade and ensuring a continuous and safe pedestrian and bicycle pathway along the entire waterfront. Additional feedback has cited improving public access to the waterfront and protecting utilities as community priorities.