

NORTHERN ADVISORY COMMITTEE PRESENTATION

PIERS 30-32 & SEAWALL LOT 330

MARCH 17TH, 2021

STRADA

TRAMMELL
CROW
COMPANY

GRIMSHAW

JAMES
CORNER
FIELD
OPERATIONS



DEVELOPMENT TEAM

**STRADA
INVESTMENT GROUP**
Co-Developer

**TRAMMELL CROW
COMPANY**
Co-Developer

DESIGN

**GRIMSHAW
ARCHITECTS**
Design Architect

**JAMES CORNER
FIELD OPERATIONS**
Landscape Design
Architect

ENGINEERING

MOFFATT & NICHOL
Marine Engineer

**RYAN JOYCE
STRUCTURAL DESIGN**
Structural Engineer

LANGAN ENVIRONMENT
Environmental
Engineering

CONSTRUCTION

**POWER ENGINEERING
CONSTRUCTION**
Marine Construction Contractor

WEBCOR BUILDERS
Construction Contractor

LEGAL

**GIBSON, DUNN
& CRUTCHER**
Counsel for
Port Transactions,
Tidelands Trust, BCDC

J. ABRAMS LAW
Counsel for
Local Land Use
and CEQA

PIERS 30-32 & SEAWALL 330

TEAM ORGANIZATION

Waterfront Plan Community Outreach on Piers 30-32 & SWL 330

#	Date	Part	Topic
1	5/19/15		Port Commission- Working Group Formation & Public Process
2	9/22/15		Port Commission- Waterfront Plan Process and Schedule
3	10/19/15	1	Vision Workshop
4	11/17/15	1	WLUP Overview and Planning Process
5	1/13/16	1	Governance and Regulatory Framework
6	2/10/16	1	Maritime and Water Dependent Uses
7	3/9/16	1	Budget and Financial Process
8	3/23/16	1	Sea Level Rise and Adaptation
9	4/13/16	1	Seawall and Seismic
10	4/27/16	1	Historic Resources and Pier Conditions
1112	5/11/16	1	Real Estate Leasing and Asset Management
131415	6/1/16	1	Urban Design and Open space
16	7/6/16	1	Transportation
17	8/9/16	1	Port Commission Report on Part 1 process
18	8/17/16	1	CWAG- Status Report on Plan update
19	9/15/16	1	Port Strategic Plan and 10-year Capital Plan
20	9/31/17	1	SWAC- Status Report on Plan update
21	10/26/16	1	Draft Guiding Principles
22	11/2/16	2	Resilience sub-committee- Sustainability
23	11/16/16	2	Land Use sub-committee- meeting Plan and Piers 80-96 Maritime
24	11/9/16	2	Transportation sub-committee- Water Transit and Goods Movement
25	11/30/16	2	Resilience sub-committee- Disaster Response
26	12/7/16	2	Transportation sub-committee- Land Transit, Pedestrian and Bike
27	12/14/16	2	LU sub-cmte- Water recreation, berthing public access
28	1/18/17	2	LU sub-cmte- Water recreation, berthing public access
29	1/25/17	2	Transportation sub-committee- Parking and Curb Use
30	2/1/17	2	Resilience sub-committee- Environmental Sustainability
31	2/8/17	2	LU sub-cmte- Water recreation, berthing public access, Parks
32	2/22/17	2	Working Group Sub-Cmte Reports
33	3/1/17	2	Resilience sub-committee- Resilience Workshop
34	3/15/17	2	LU sub-cmte- Development Projects
35	3/22/17	2	LU sub-cmte Development and Leasing Financial Models
36	3/29/17	2	Resilience sub-committee- Policy Development
37	4/12/17	2	LU sub-cmte Open Space and Economic Models

38	4/19/17	2	Resilience sub-committee- Social Equity
39	5/3/17	2	Transportation sub-committee- Policy Development
40	5/10/17	2	LU sub-cmte Leasing and Historic Pier Economic Model
41	5/24/17	2	LU sub-cmte Embarcadero Historic District Development-Leasing
42	5/31/17	2	LU sub-cmte Embarcadero H.District Development-Leasing
43	6/7/17	2	LU sub-cmte Embarcadero H. District Development-Public Uses
44	6/21/17	2	LU sub-cmte Embarcadero H. District Development-Public Use & SWL
45	7/12/17	2	LU sub-cmte Development and Leasing Public Process
46	7/20/17	2	LU sub-cmte Development and Leasing Public Process
47	9/19/17	2	Working Group Part 2 Recommendations
48	10/3/17	2	Working Group Part 2 Recommendations
49	10/25/17	2	Working Group Part 2 Recommendations- Final
50	12/4/17	2	CWAG - Status Report on Plan update
51	1/10/18	2	CWAG - Status Report on Plan update
52	2/20/18	2	NEWAG - Status Report on Plan update
53	2/27/18	2	Port Commission- Report on Part 2 Recommendations
54	4/10/18	2	Port Commission Report on Land Use Recommendations
55	4/17/18	3	Public Realm Workshop
56	5/2/18	3	Piers 30/32 & SWL 330 Workshop
57	5/8/18	2	Port Commission Report on Resilience Recommendations
58	4/13/18	3	Northeast Waterfront Public Real Walkshop
59	4/6/18	3	South Beach Public Public Realm Walkshop
60	6/12/18	2	Port Commission Report on Transportation Recommendations
61	8/14/18	2	Port Commission Report on Part 3 Recommendations
62	5/14/19	3	Port Commission- Report on Draft Plan Publication
63	7/17/16	3	CWAG-NEWAG Report on Draft Plan
64	7/24/19	3	SWAC Report on Draft Plan Update
65	9/10/19	3	Port Commission Report on Public Comments Received
66	12/10/19	3	Port Commission- Proposed Plan edits- from public comments

Total Meetings
to Date:

66

Piers 30-
32/SWL 330
Covered:

45

PIERS 30-32 & SEAWALL 330

COMMUNITY ENGAGEMENT TO DATE

Port Objectives For Piers 30-32 Site

- Attract Diverse Uses and People
- Enhance Maritime Operations
- Deliver a Seismically-Strengthened and Resilient Project
- Engage and Partner with the Community
- Assemble Capital and Pay Market-Based Rents to Port

Port-Wide Goals

- A Maritime Port
- Diverse Uses and People
- Parks and Open Space
- Quality Urban Design
- Financially Strong Port
- Sustainable Transportation
- Environmentally Sustainable
- A Resilient Port
- Partnering for Success

South Beach Subarea Goals & Objectives

- Maritime uses and focal points for public enjoyment
- Parks and public access
- Activities and public access on piers
- New architectural identity while respecting Embarcadero Historic District
- Attractions for general public while respecting adjacent neighborhoods
- Expand public transit and alternative transportation services
- Coordinate with resilience proposals required to adapt to impacts of climate change

PIERS 30-32 & SEAWALL 330

GOALS & OBJECTIVES TO CONSIDER

COMMUNITY VALUES

Applicable to Both Piers 30-32 and SWL 330

- Funding and Economics
- Urban Design
- General Land Use
- General Sustainability
- Transportation

Applicable Uniquely To Piers 30-32

- Berthing and Berthing Access
- Land Use and Urban Design
- Sustainability
- Museum/Arts/Cultural Center

Applicable Uniquely To SWL330

- Ground Floor/Public Realm
- Housing
- Hotel

PIERS 30-32 & SEAWALL 330

UNDERSTANDING COMMUNITY VALUES



PIERS 30-32 & SEAWALL 330

OUR VISION



CRISSY FIELD

SOUTH BEACH

EAST BEACH

MARINA GREEN

FORT MASON CENTER

AQUATIC PARK

PIER 45 FISHERMAN WHARF

PIER 39

PIER 35
ALCATRAZ FERRY

PIER 27
CRUISE TERMINAL

PIER 23
CAFE RESTAURANT & BAR

PIER 15
EXPLORATORIUM

PIER 7 VISTA

PIER 3
FERRY BUILDING

RINCON PARK

PIER 30-32

SOUTH BEACH MARINA

ORACLE PARK

CHASE CENTER AND BAY FRONT PARK

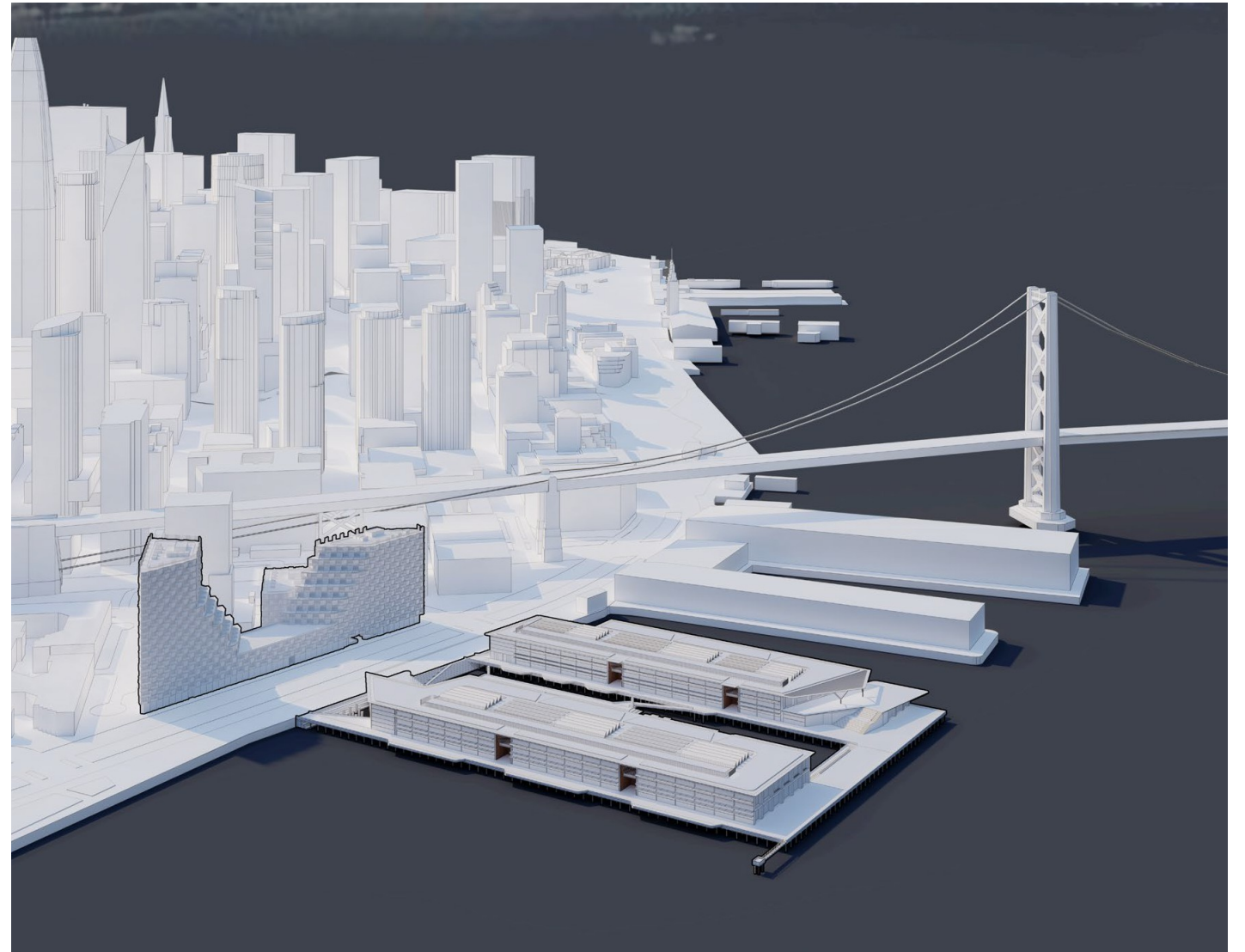
CRANE COVE PARK

PIERS 30-32 & SEAWALL 330

STRING OF PEARLS



PIERS 30-32 & SEAWALL 330
REPLACEMENT PIERS



PIERS 30-32 & SEAWALL 330

HISTORIC PIERS CONSTRUCTION

Grounded in Precedent

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

Minimizes Pier Footprint

Replacement Pier Removes 6 Acres of Bay Fill

Maximizes Trust Benefits

3.8 Acres of Public Access and Maritime Uses

Fulfills Port Objectives

\$325M in Revenue & \$369M of Resiliency Investment

Balances Uses

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

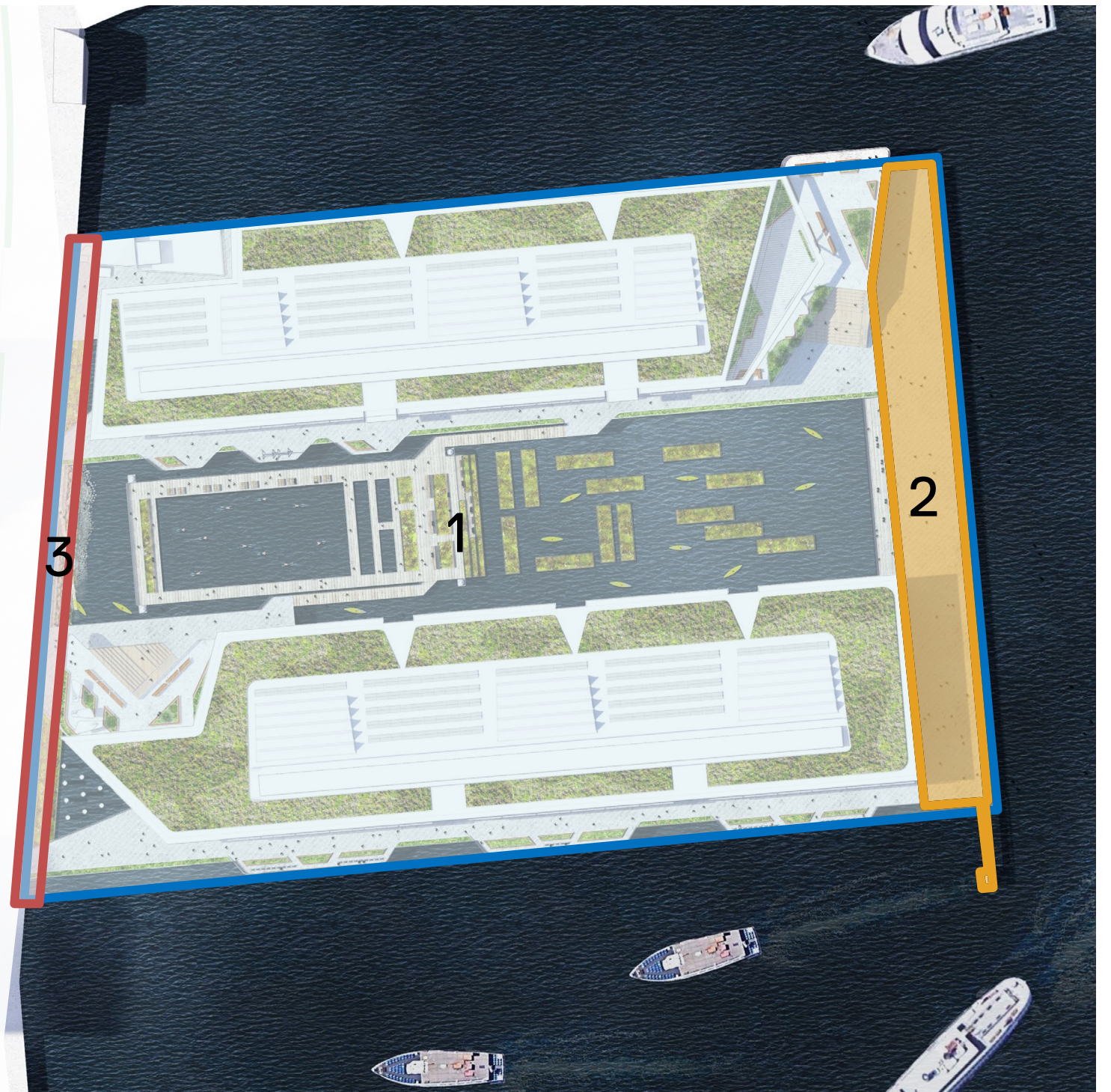
PIERS 30-32 & SEAWALL 330

A PRAGMATIC AND BALANCED APPROACH

1. Overall Pier Redevelopment

2. East Berth

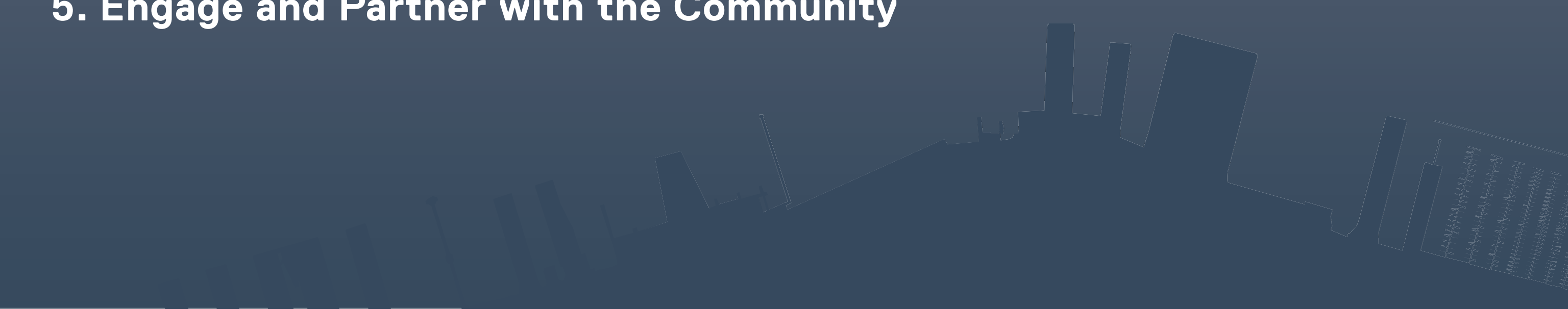
3. Seawall




PIERS 30-32 & SEAWALL 330

\$369M IN RESILIENCY INVESTMENT

Piers 30-32 Project Vision & Objectives

- 1. Attract Diverse Uses and People**
 - 2. Enhance Maritime Operations on Piers 30-32**
 - 3. Deliver a Sustainably & Resilient Project**
 - 4. Support a Holistic Economic Model**
 - 5. Engage and Partner with the Community**
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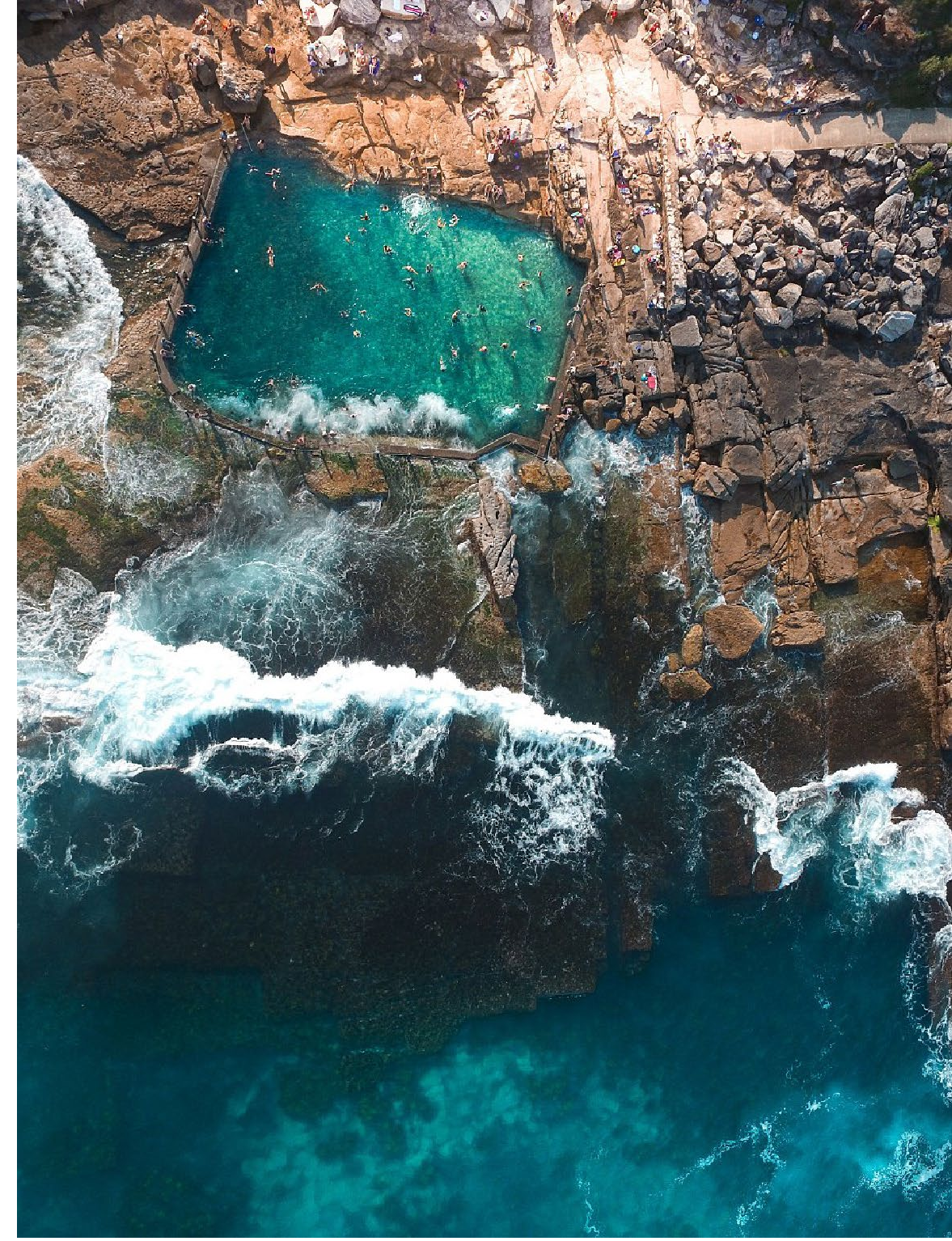
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- 



PIERS 30-32 & SEAWALL 330

ACTIVE ENGAGEMENT WITH THE BAY



PIERS 30-32 & SEAWALL 330
WATER ROOM



PIERS 30 - 32

ALLAS SEA POOL, HELSINKI



PIERS 30 - 32

AARHUS HARBOR BATH, DENMARK



PIERS 30 - 32

NORTH SYDNEY OLYMPIC POOL, SYDNEY



SAN FRANCISCO
AQUATIC PARK



SAN FRANCISCO
SUTRO BATHS



PIERS 30 - 32

FLEISHHACKER POOL (1925-1984)



PIERS 30-32 & SEAWALL 330
WATER ROOM



THE BAY AREA REGIONAL AQUATIC CENTER (BARAC) WILL BE A MISSION-DRIVEN, NON-PROFIT ORGANIZATION THAT WILL MANAGE THE FACILITY WITH THE FOLLOWING STRATEGIC GOALS:

- ◆ To bring people from around the region to experience swimming and other recreational water activities in a unique waterside setting unlike anywhere else in the Bay Area.
- ◆ To provide affordable swimming opportunities for disadvantaged communities throughout the region. In particular, to increase swimming access among communities of color that have not had equal access to swimming facilities due to past discriminatory practices.
- ◆ To offer learn-to-swim training programs to increase swim safety, especially for youth
- ◆ To offer not only lap swimming but other recreational and competitive programs such as water polo, triathlons, and spring-board diving.
- ◆ To support the ecological features of the project and create opportunities for visitors to experience the Bay on kayaks, SUPs and other human power watercraft.
- ◆ To partner with regional organizations with mission alignment. Potential partners range from Pacific Swimming (the regional swimming association with 16,000 members), to Boys and Girls Clubs and YMCAs, to school districts.

PIERS 30-32 & SEAWALL 330

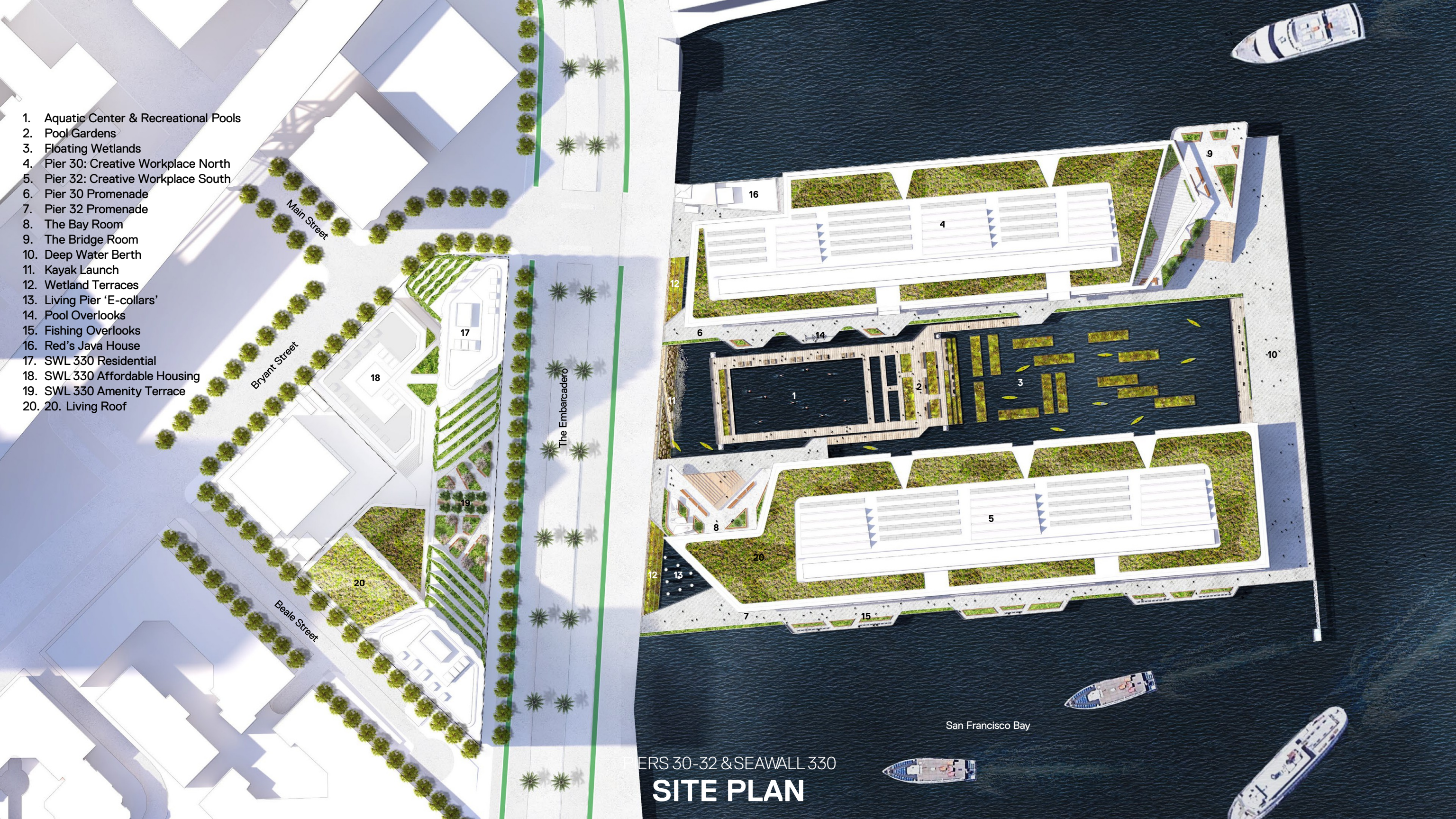
BAY AREA REGIONAL AQUATIC CENTER



PIERS 30-32 & SEAWALL 330

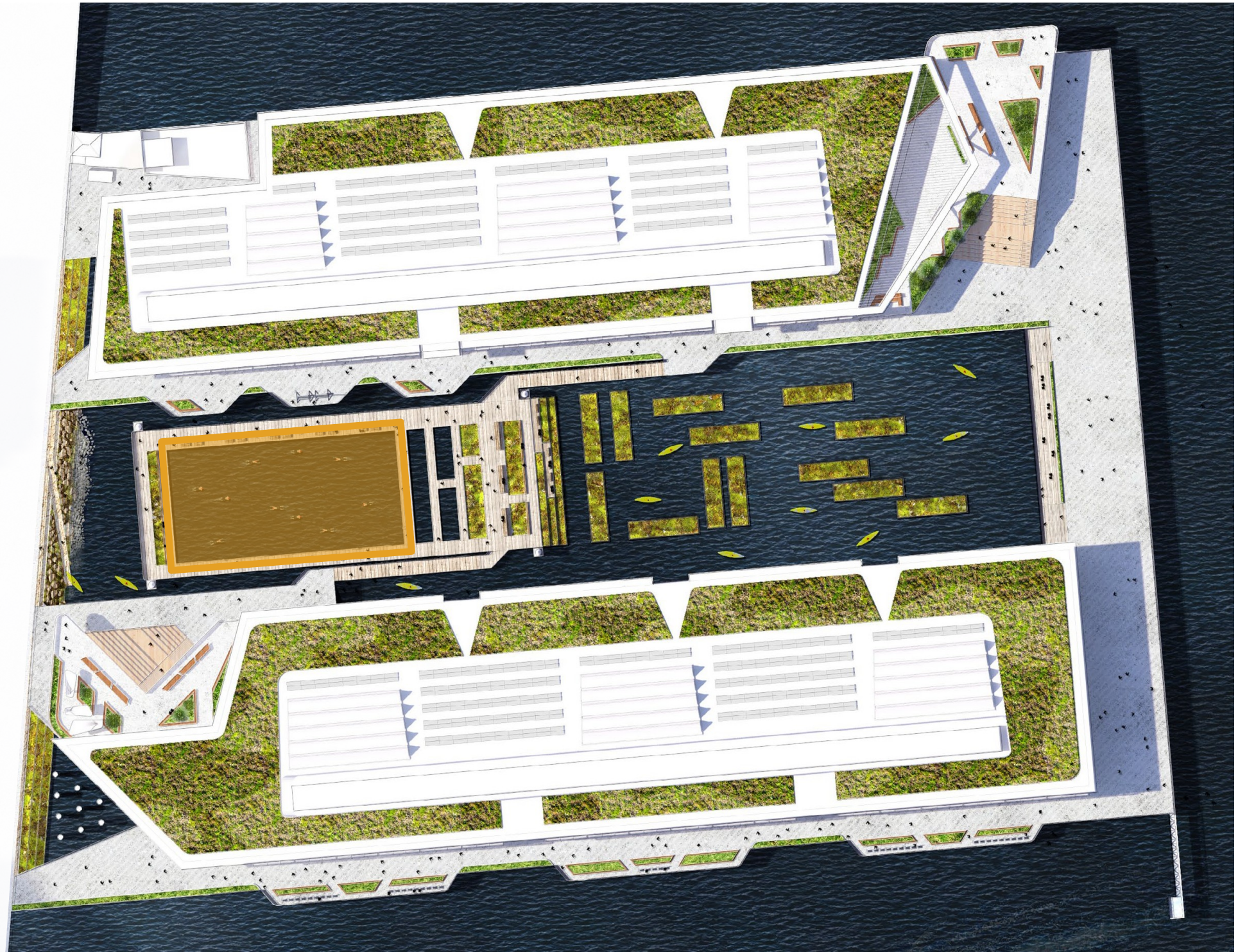
BAY AREA REGIONAL AQUATIC CENTER

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



PIERS 30-32 & SEAWALL 330
SITE PLAN

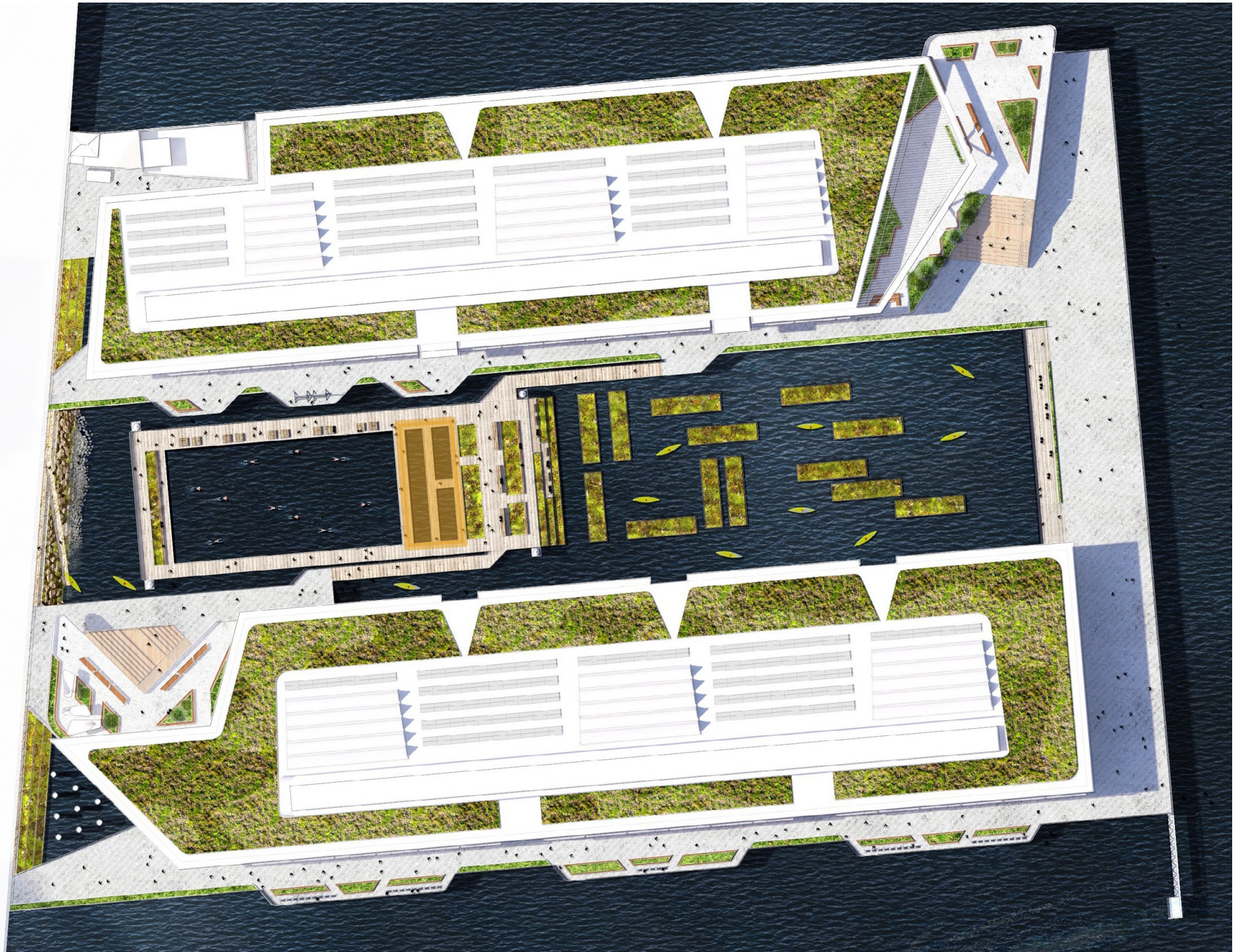
Aquatic Center



PIERS 30-32 & SEAWALL 330

AQUATIC PROGRAMMING

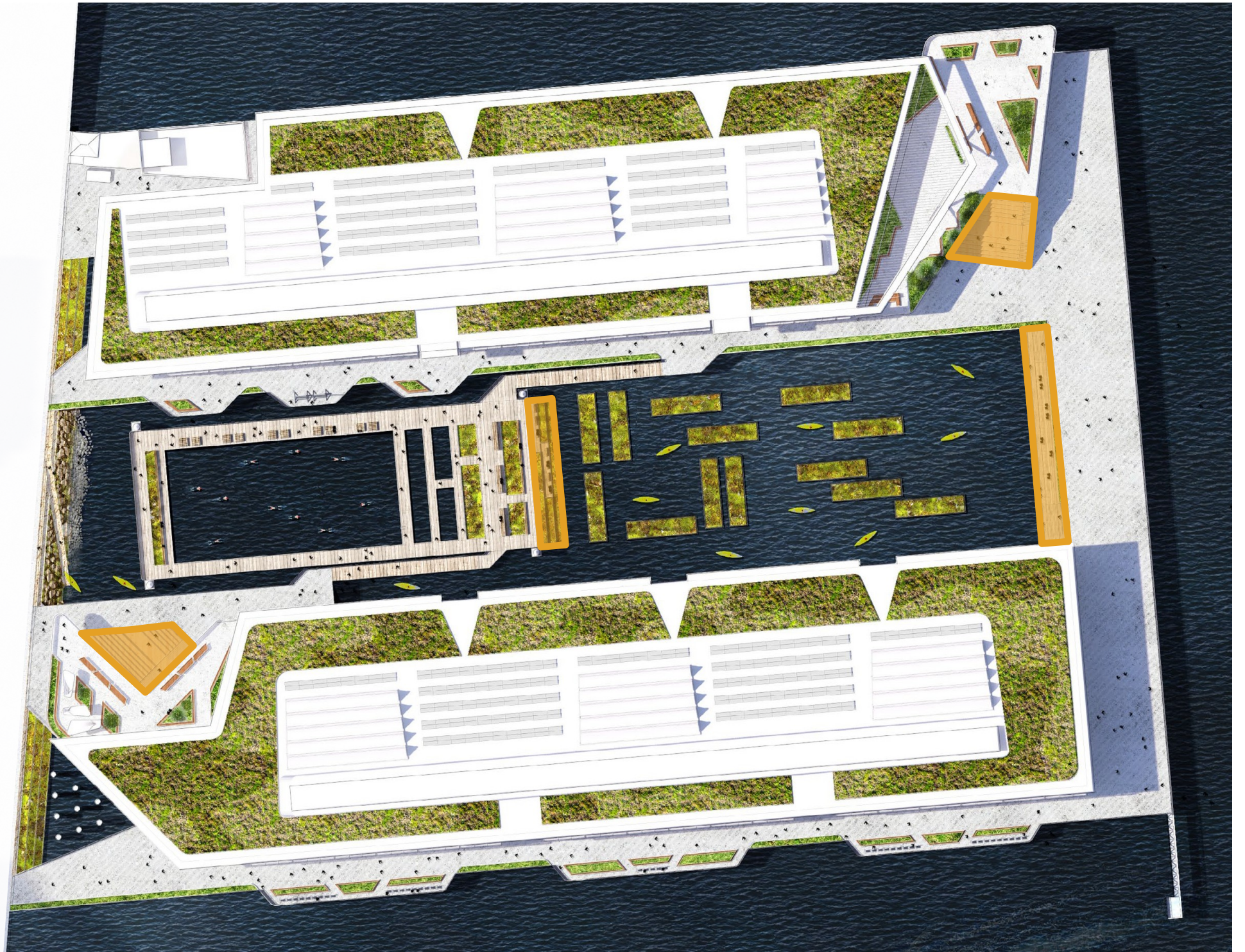
Recreational Pools



PIERS 30-32 & SEAWALL 330

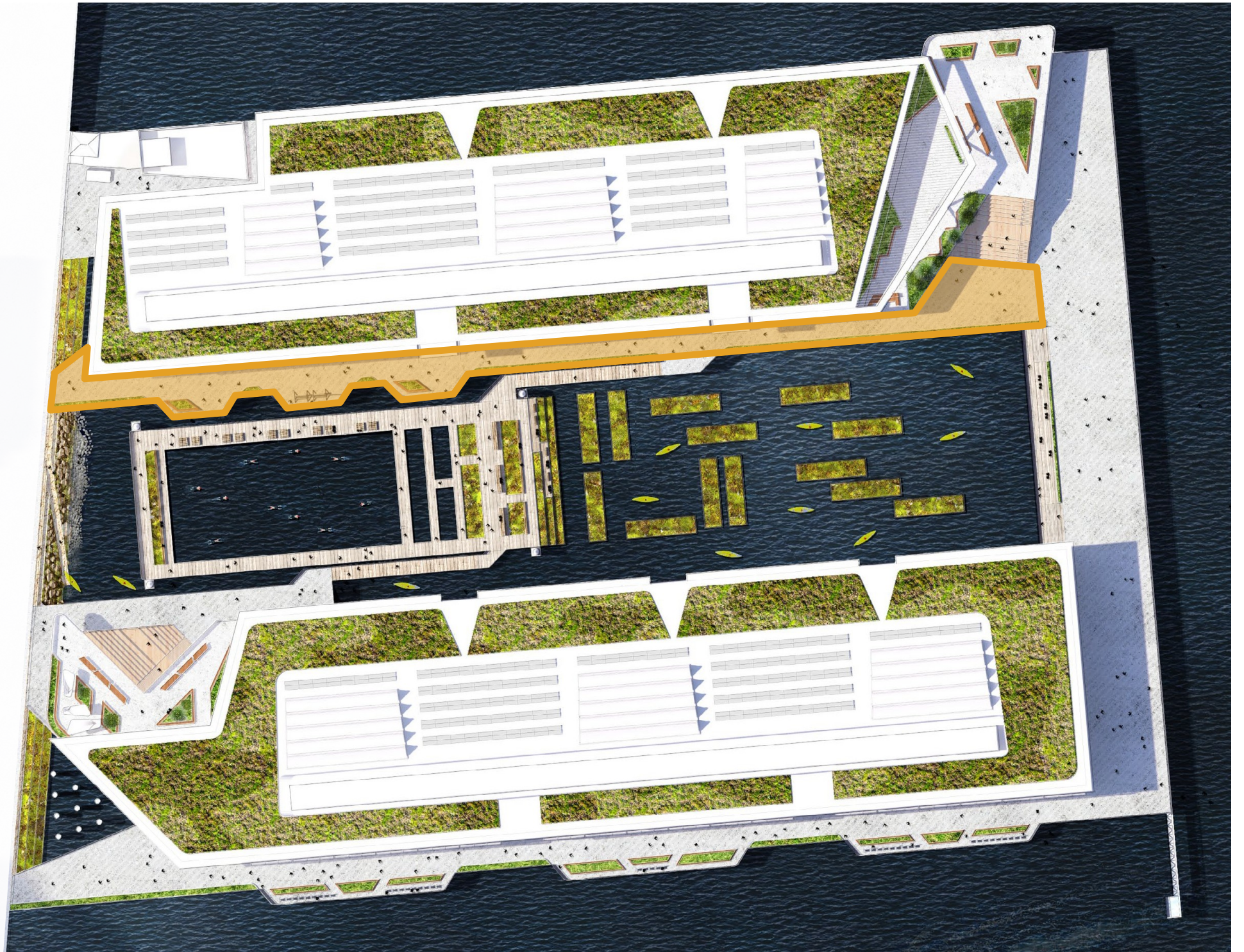
AQUATIC PROGRAMMING

Bay Edge Seating



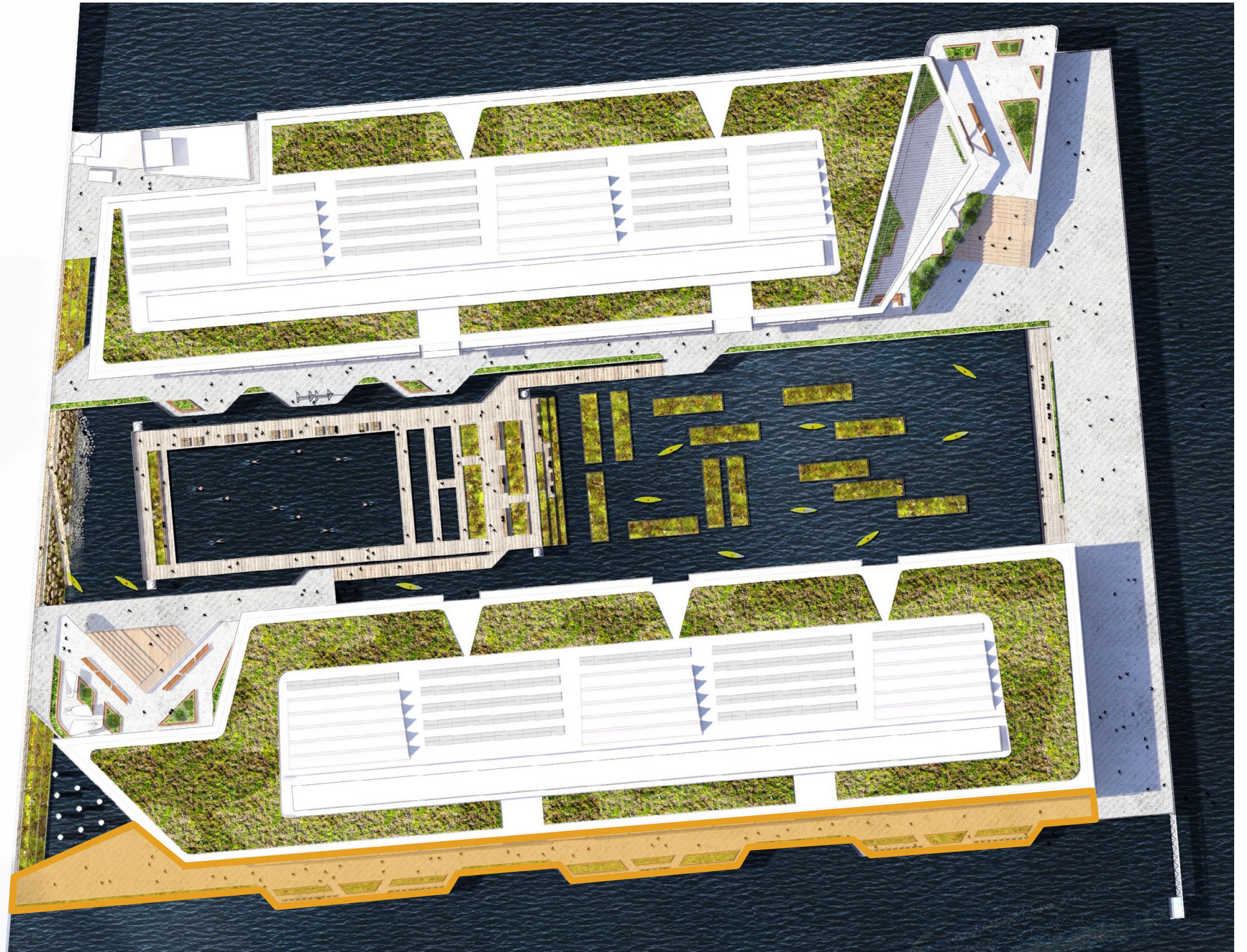
PIERS 30-32 & SEAWALL 330
PUBLIC SPACE

Pier 30 Promenade



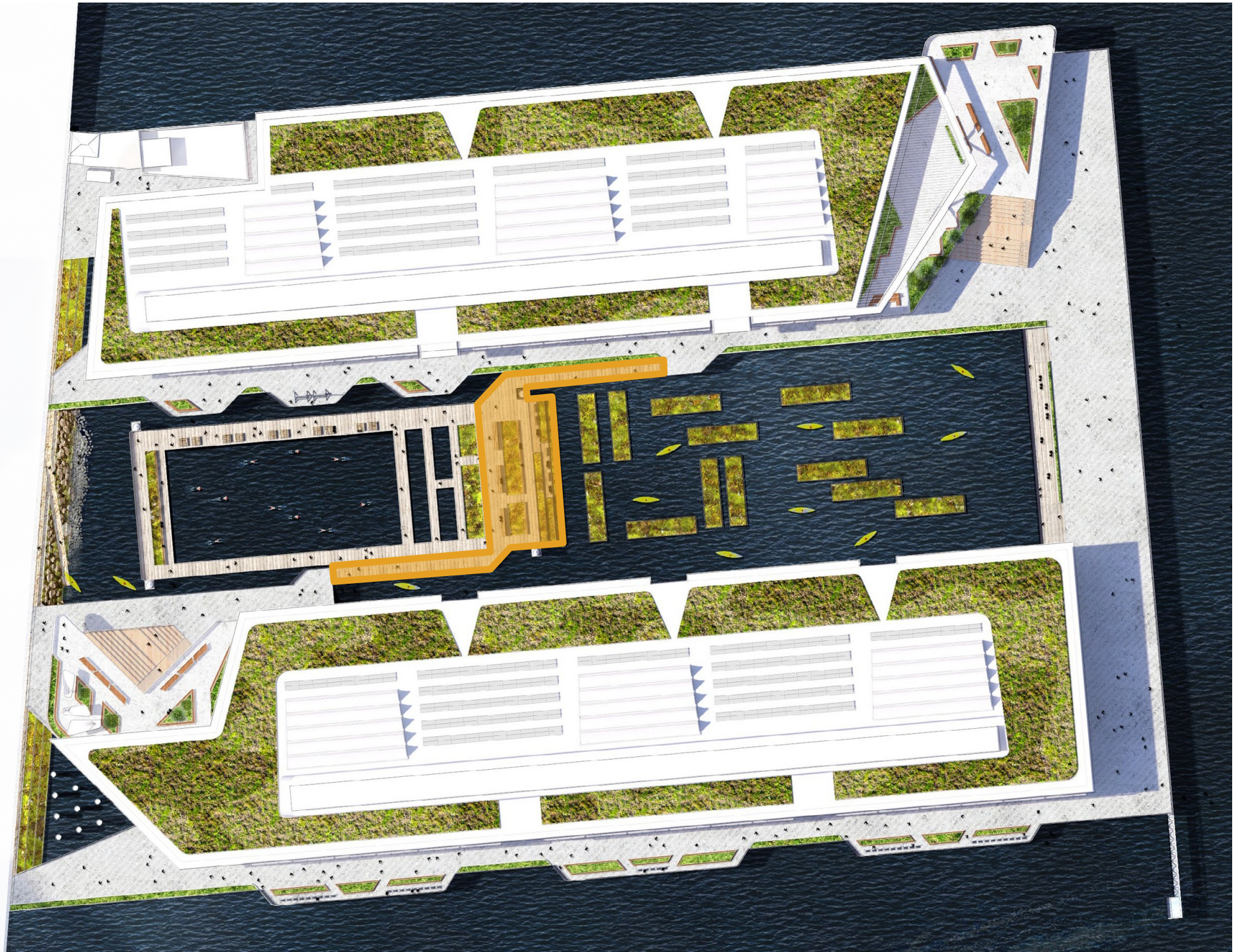
PIERS 30-32 & SEAWALL 330
PUBLIC SPACE

Pier 32 Promenade



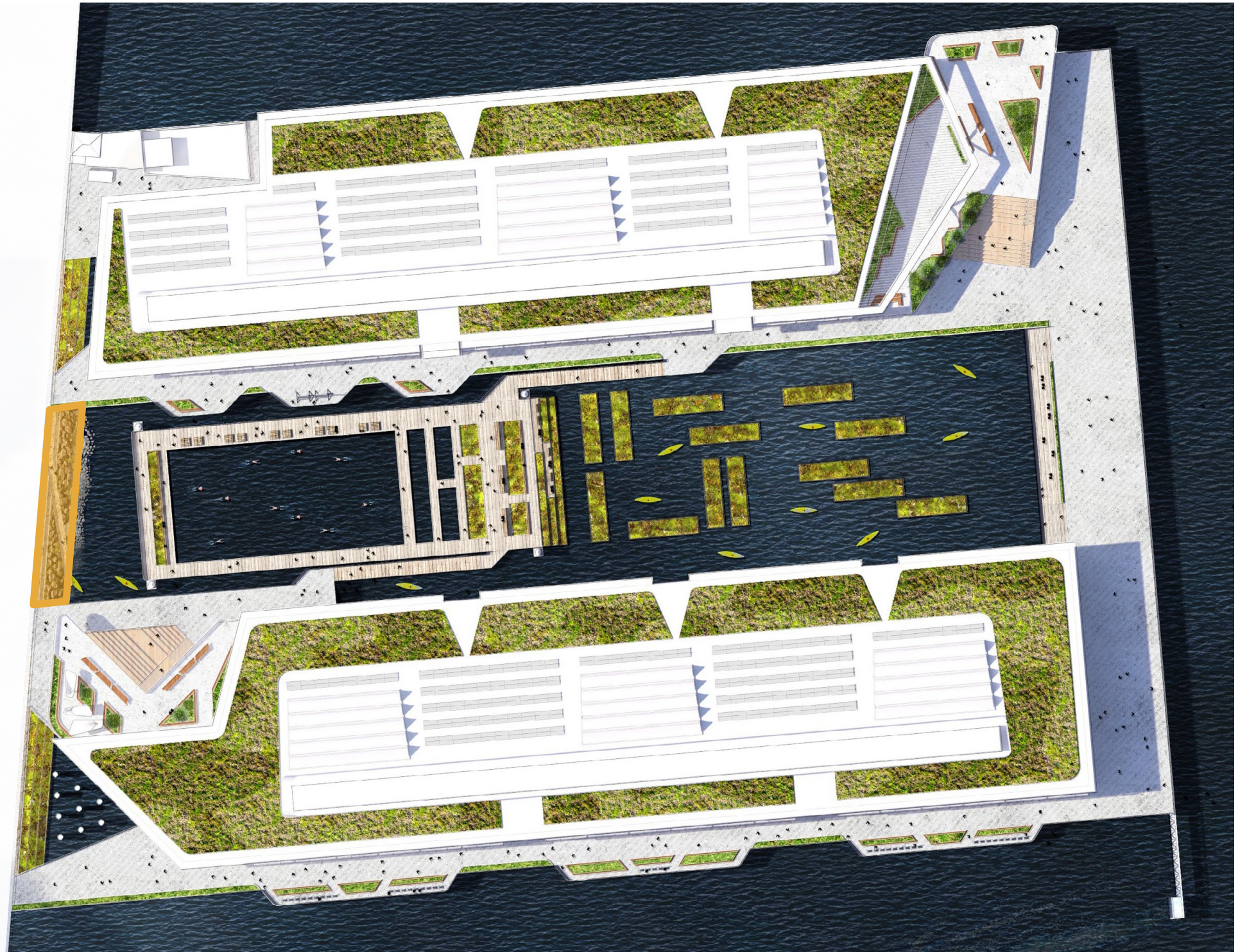
PIERS 30-32 & SEAWALL 330
PUBLIC SPACE

Bay Level Walk



PIERS 30-32 & SEAWALL 330
PUBLIC SPACE

Kayak Launch



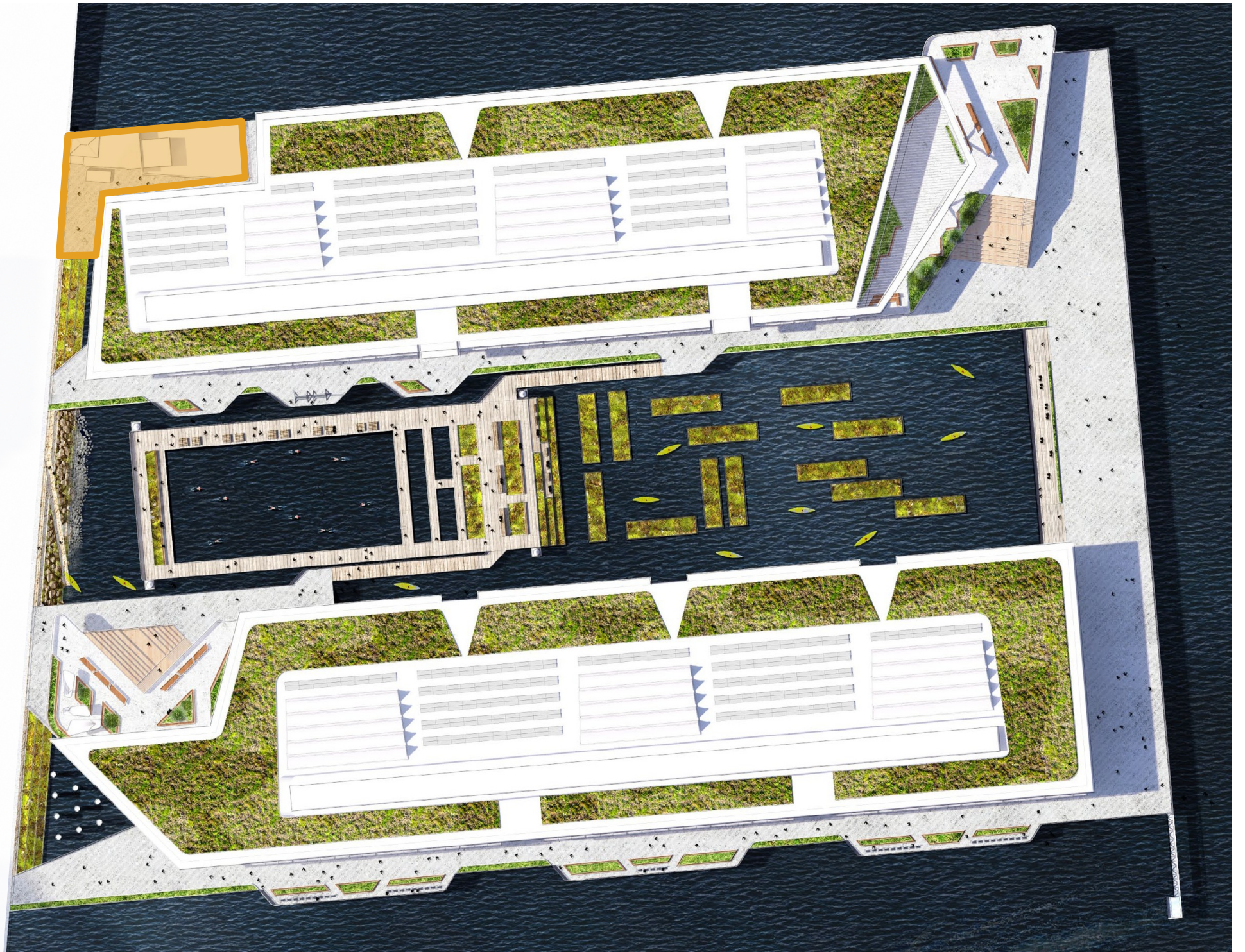
PIERS 30-32 & SEAWALL 330

RECREATIONAL USE



PIERS 30-32 & SEAWALL 330
KAYAK LAUNCH

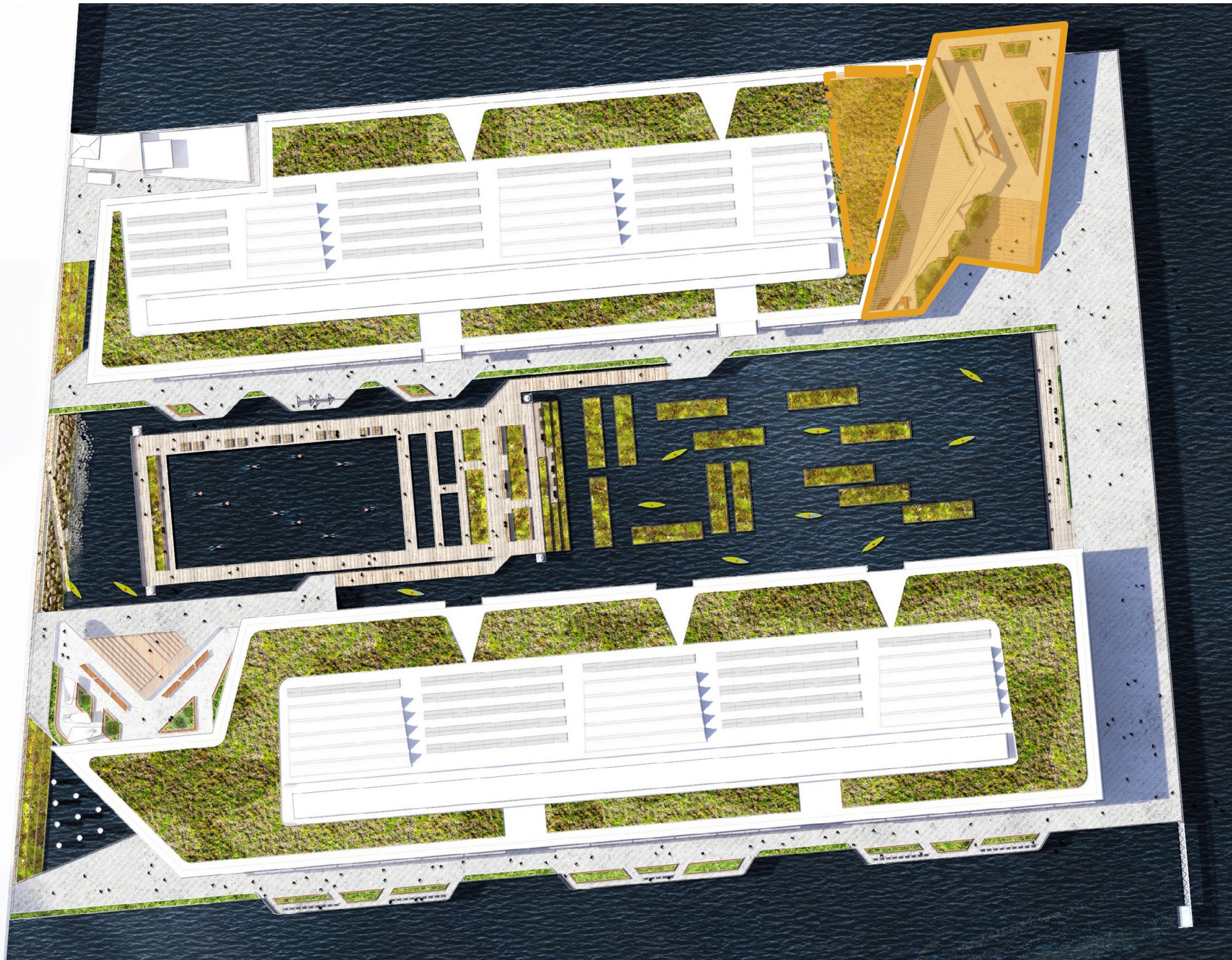
Red's Java House



PIERS 30-32 & SEAWALL 330

PUBLIC OFFERINGS

The Bridge Terrace



PIERS 30-32 & SEAWALL 330

PUBLIC OFFERINGS



PIERS 30-32

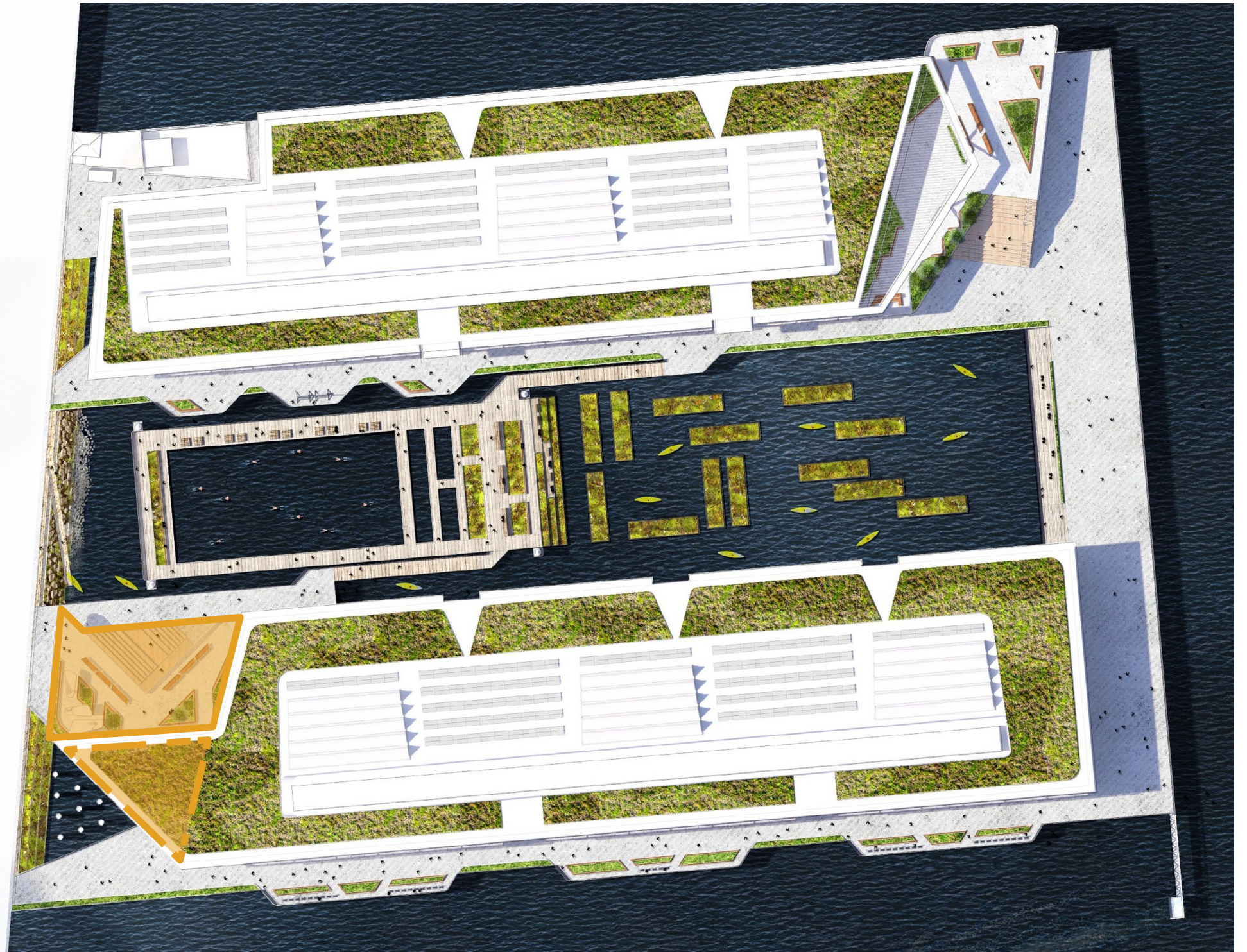
THE BRIDGE TERRACE



PIERS 30-32

VIEW FROM THE BRIDGE TERRACE

The Bay Terrace



PIERS 30-32 & SEAWALL 330

PUBLIC OFFERINGS



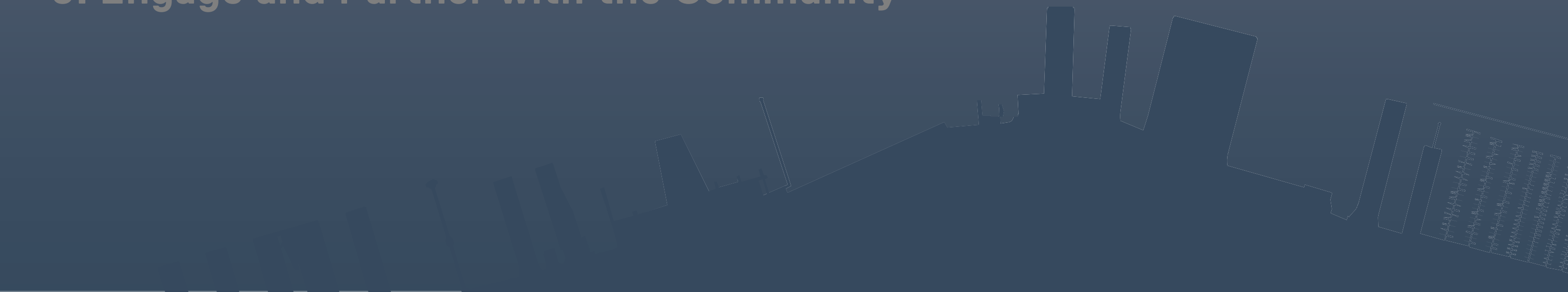
PIERS 30-32
THE BAY TERRACE



PIERS 50, 52 & SEAWALL 330
OVERVIEW LOOKING EAST

Piers 30-32 Project Vision & Objectives

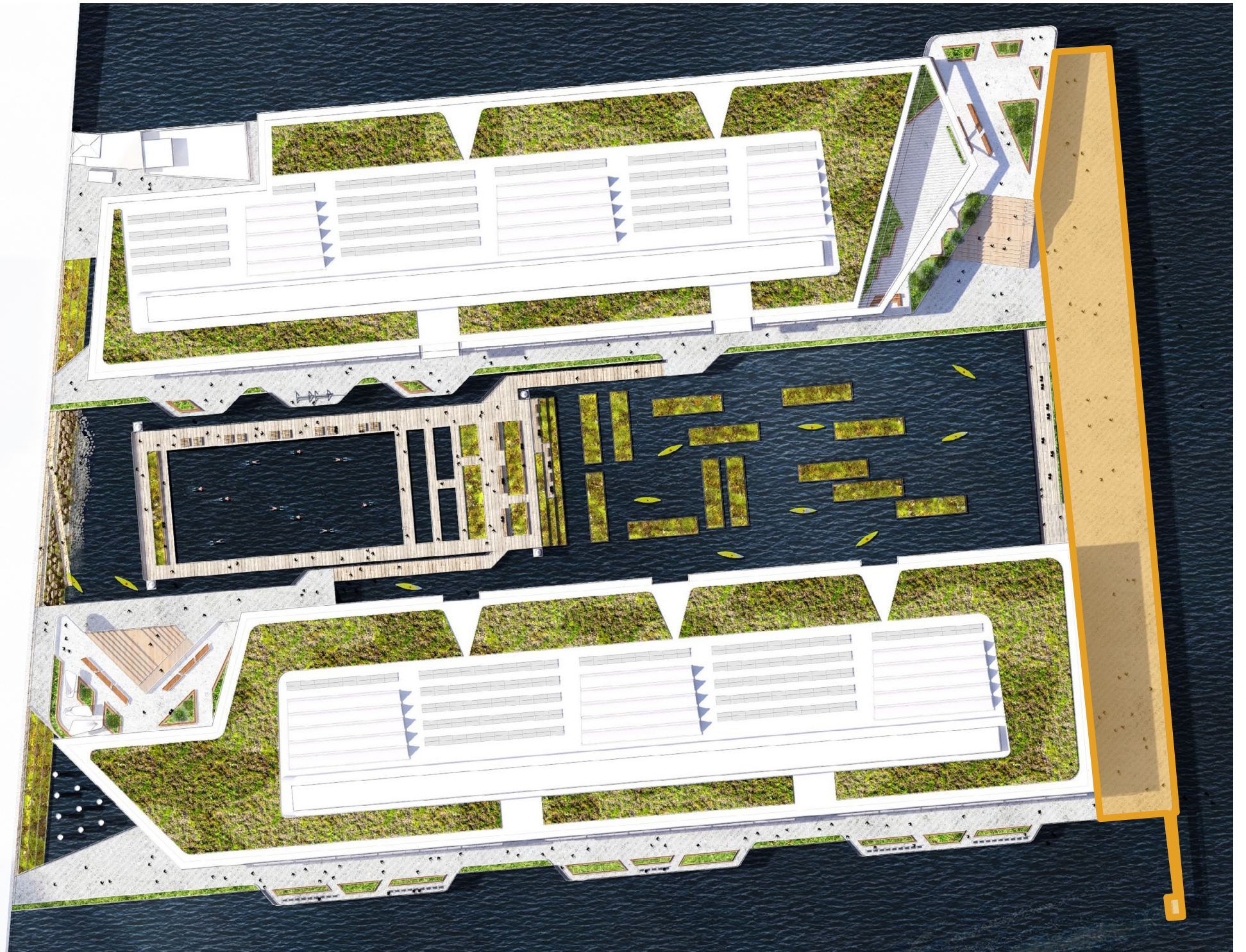
1. Attract Diverse Uses and People
- 2. Enhance Maritime Operations on Piers 30-32**
3. Deliver a Sustainably & Resilient Project
4. Support a Holistic Economic Model
5. Engage and Partner with the Community





Matson

The Deep Water Berth

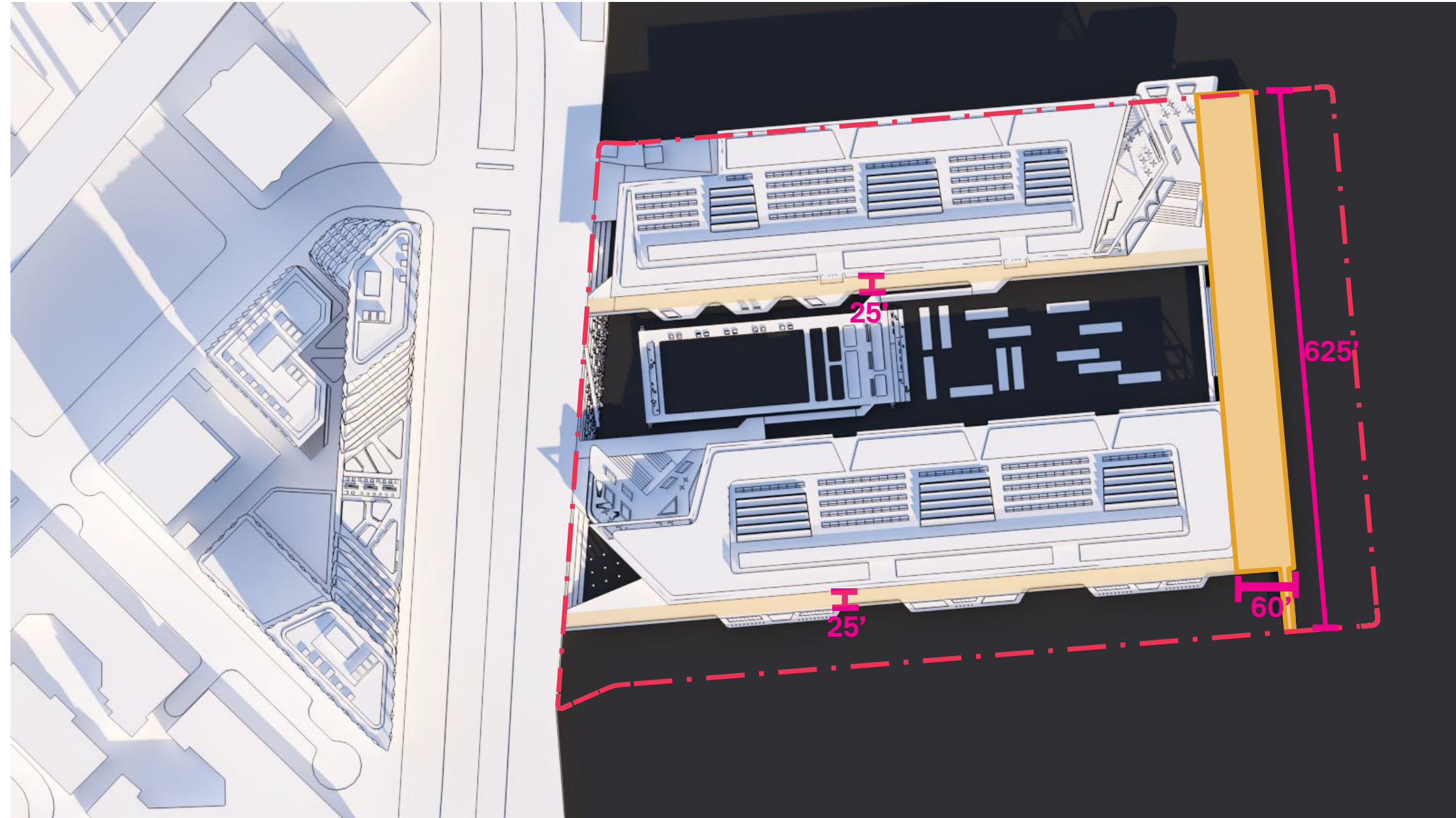


PIERS 30-32 & SEAWALL 330

ENHANCE MARITIME USE



PIERS 30-32 & SEAWALL 330
MARITIME USE

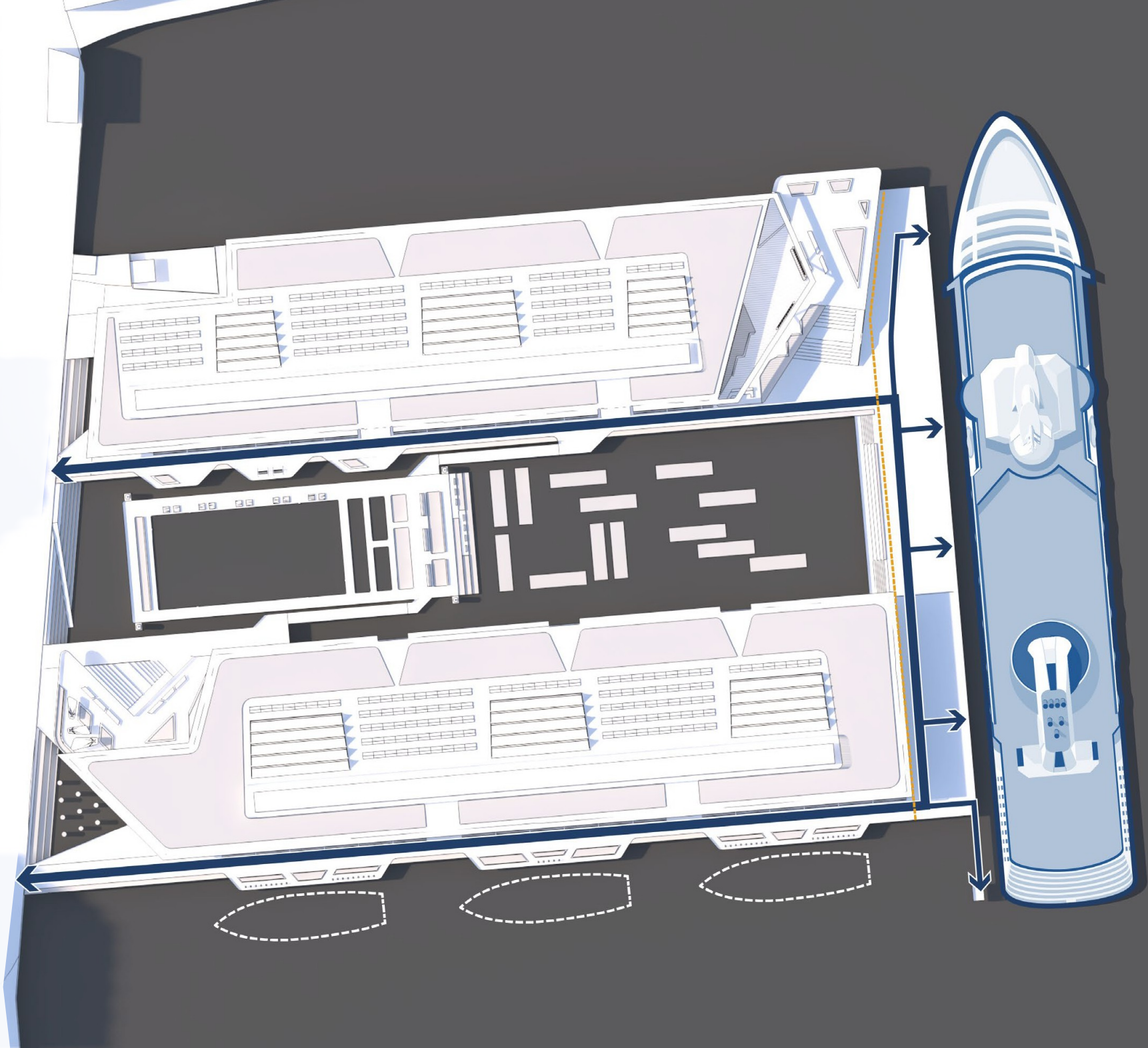


Deep Draft Berth
The main structure of the berth is highlighted with a single mooring dolphin located to the south.

PIERS 30-32 & SEAWALL 330
ENHANCE MARITIME USE

Summary of East Berth Benefits:

- Paid for by project without reliance on Port Harbor Fund revenues
- Self-scouring deep-water berth avoids ongoing costs and negative environmental impacts associated with dredging
- Provides tertiary berth for Cruise Ships
- Provides berth for larger ceremonial ships and for Fleet Week
- Serves as key logistics hub for emergency response situations



PIERS 30-32 & SEAWALL 330

DEEP WATER BERTH

Piers 30-32 Emergency Response Potential:

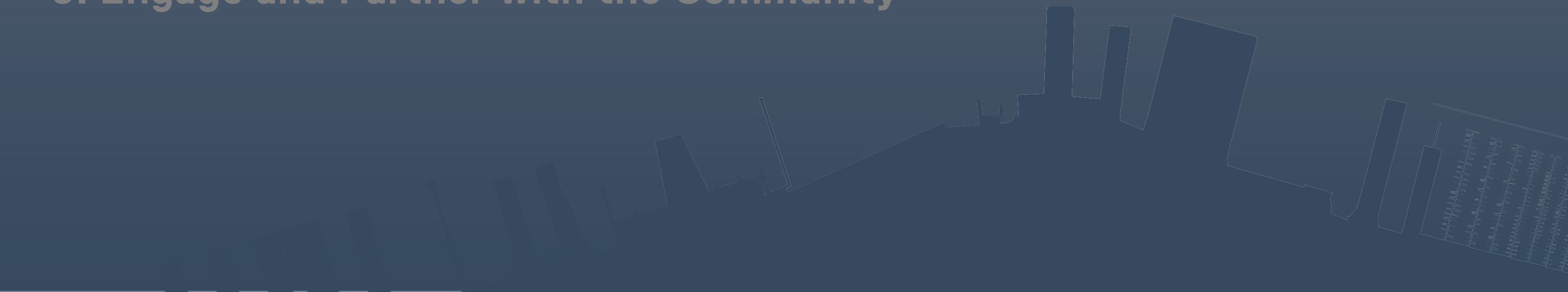
- 1 of 2 large (650'+) deep water berths with large vehicle access north of Mission Creek
 - FEMA, US Navy, MARAD, hospital ships need large deep-water berth
- Prime Location for Emergency Logistics Hub:
 - Emergency Supplies & Goods Delivery
 - Emergency Responders
 - Government Support Personnel
 - Medical Services
 - Housing for First Responders
 - Emergency Power (MARAD) and Connection to Nearby PG&E Substation

PIERS 30-32 & SEAWALL 330

EMERGENCY RESPONSE USE

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ARTIFICIAL REEFS



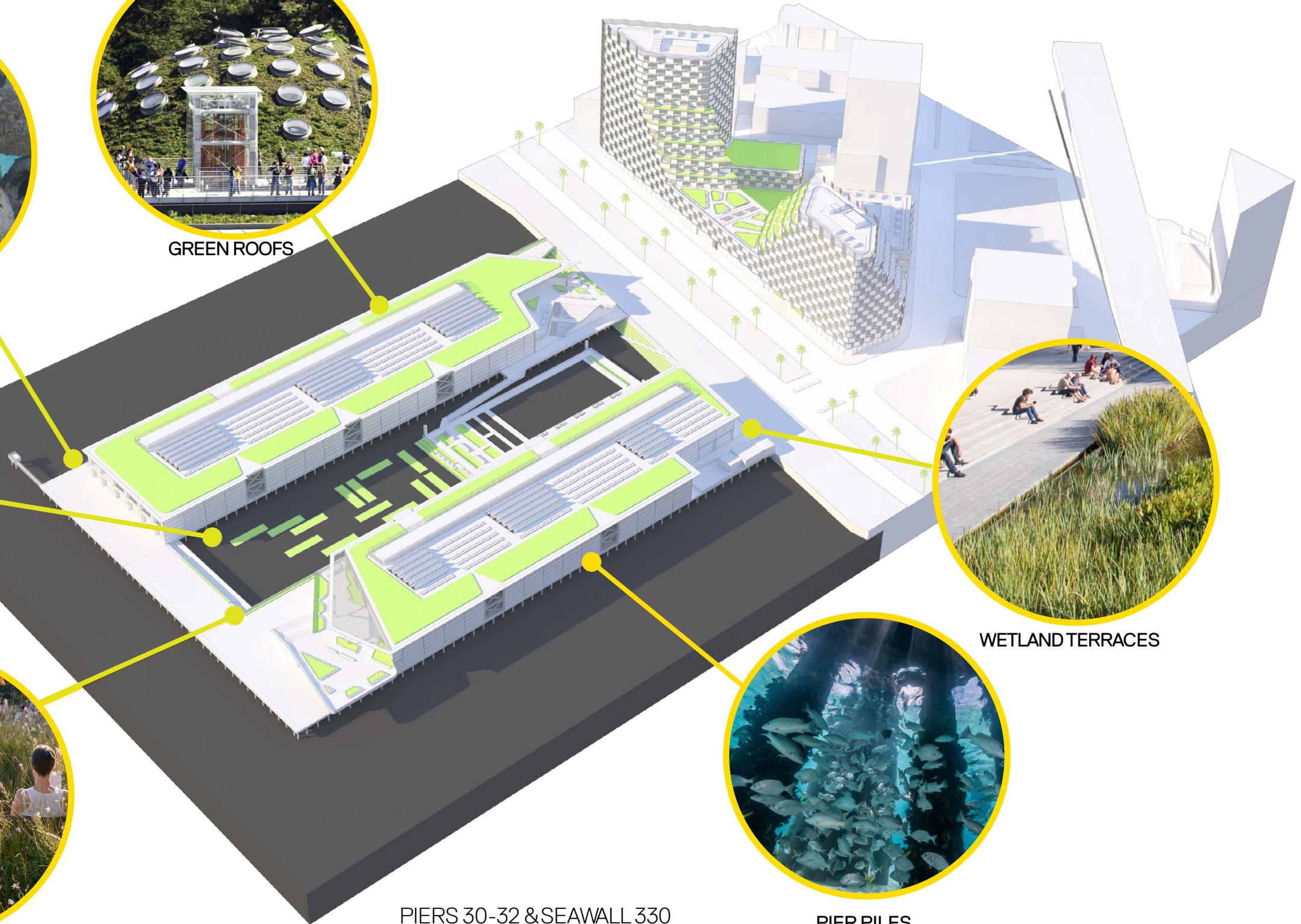
GREEN ROOFS



FLOATING WETLANDS



NATIVE GARDENS



WETLAND TERRACES



PIER PILES

PIERS 30-32 & SEAWALL 330

ECOLOGICAL INITIATIVES



1



2



3



4



5

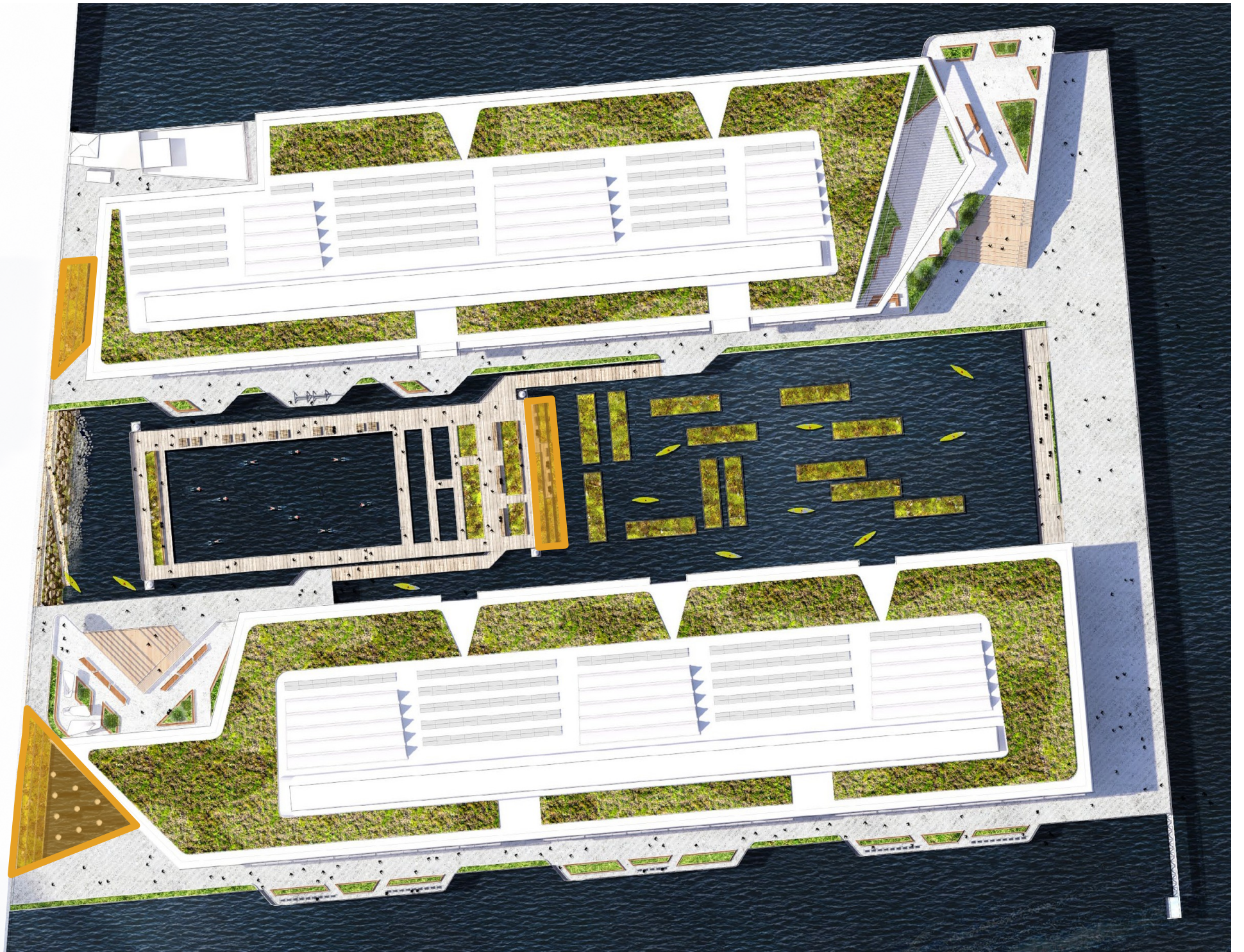


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- 1. Wetland Terraces
- 2. Native Gardens
- 3. Living Roofs
- 4. Floating Wetlands
- 5. Subtidal Reefs
- 6. Pier 'E-Collars'

PIERS 30-32 & SEAWALL 330
ECOLOGICAL INITIATIVES

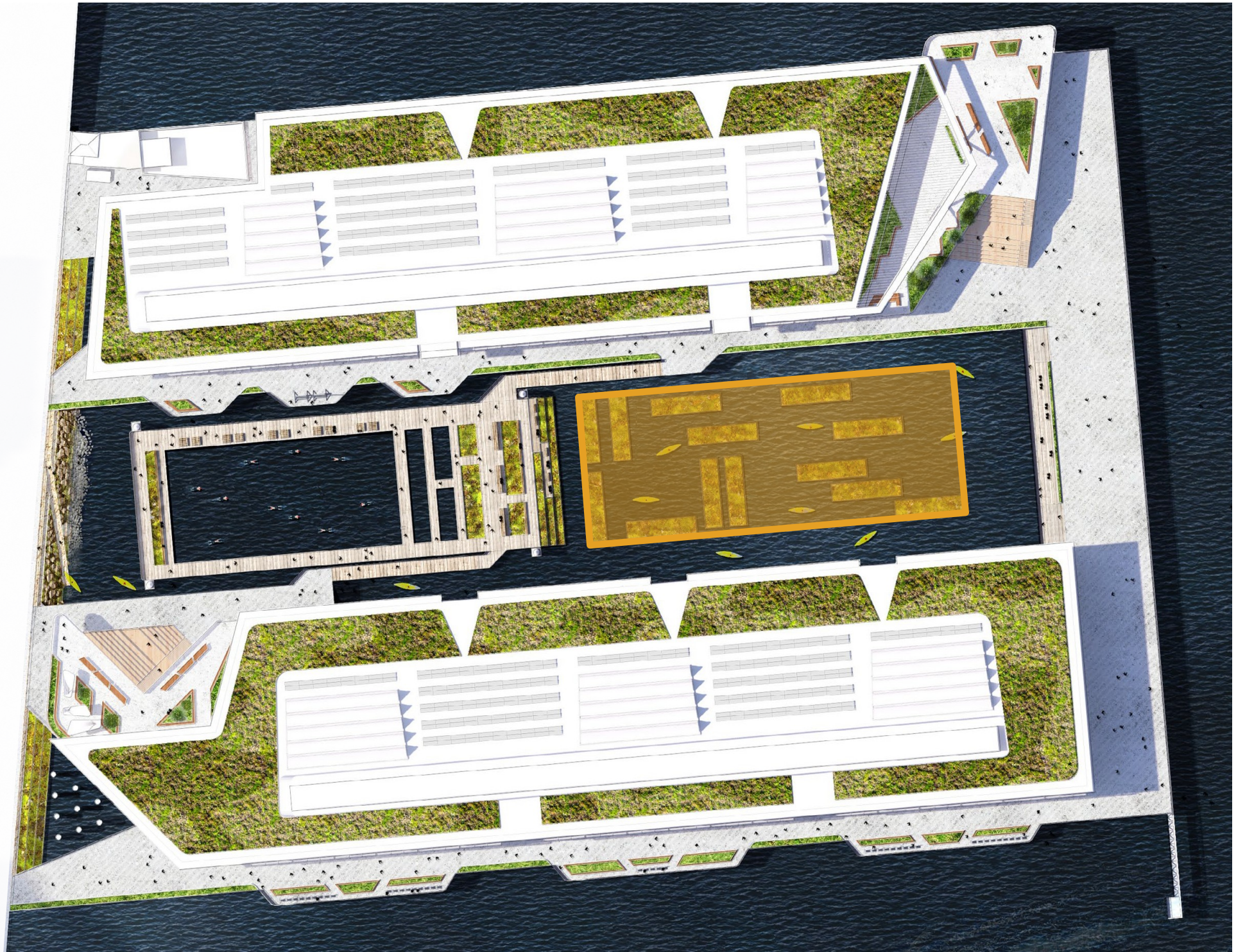
Learning about the Bay



PIERS 30-32 & SEAWALL 330

ECOLOGICAL INITIATIVES

Floating Wetlands



PIERS 30-32 & SEAWALL 330

ECOLOGICAL INITIATIVES



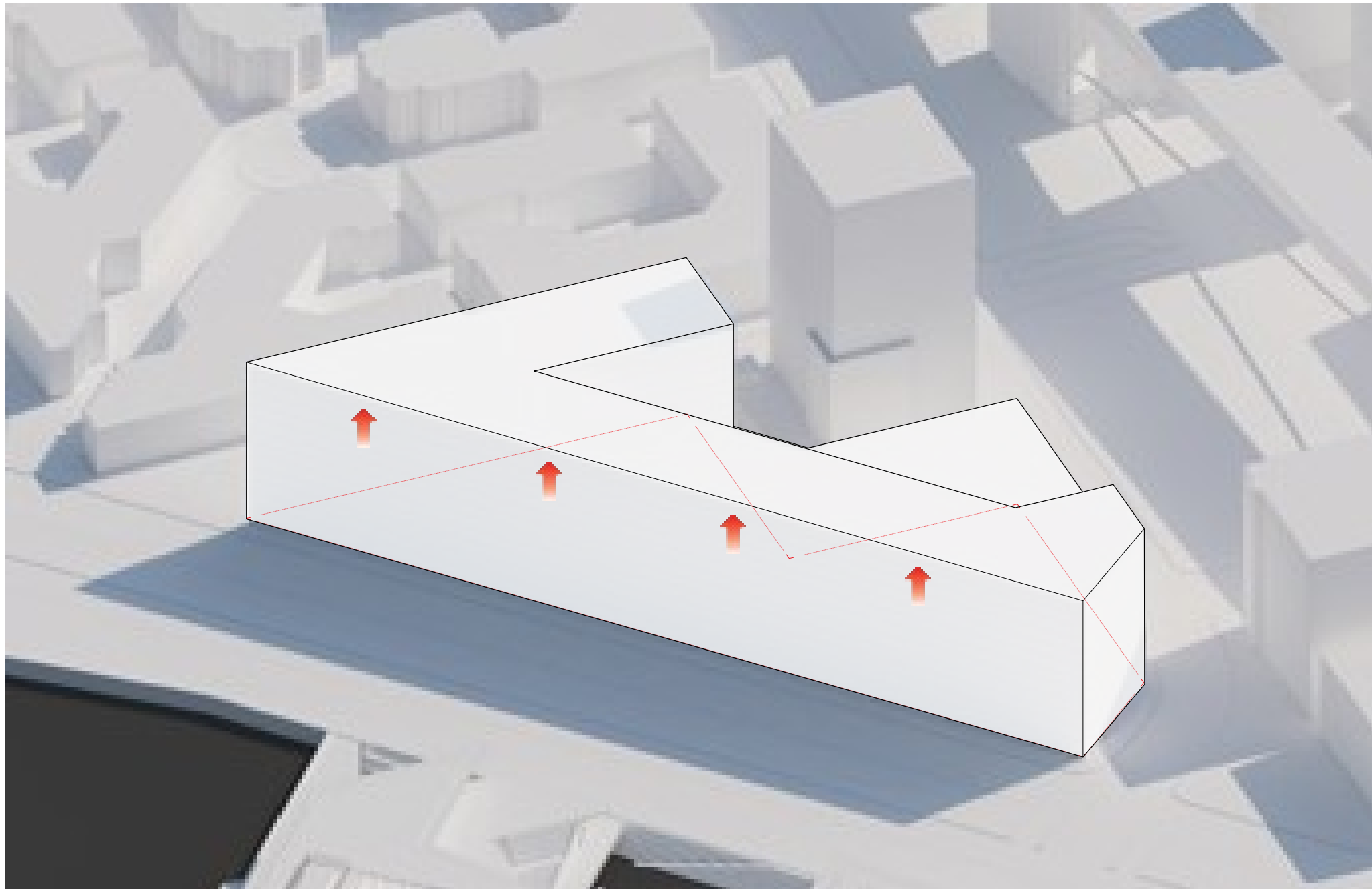
PIERS 30-32 & SEAWALL 330

ACTIVE ENGAGEMENT WITH THE WATER

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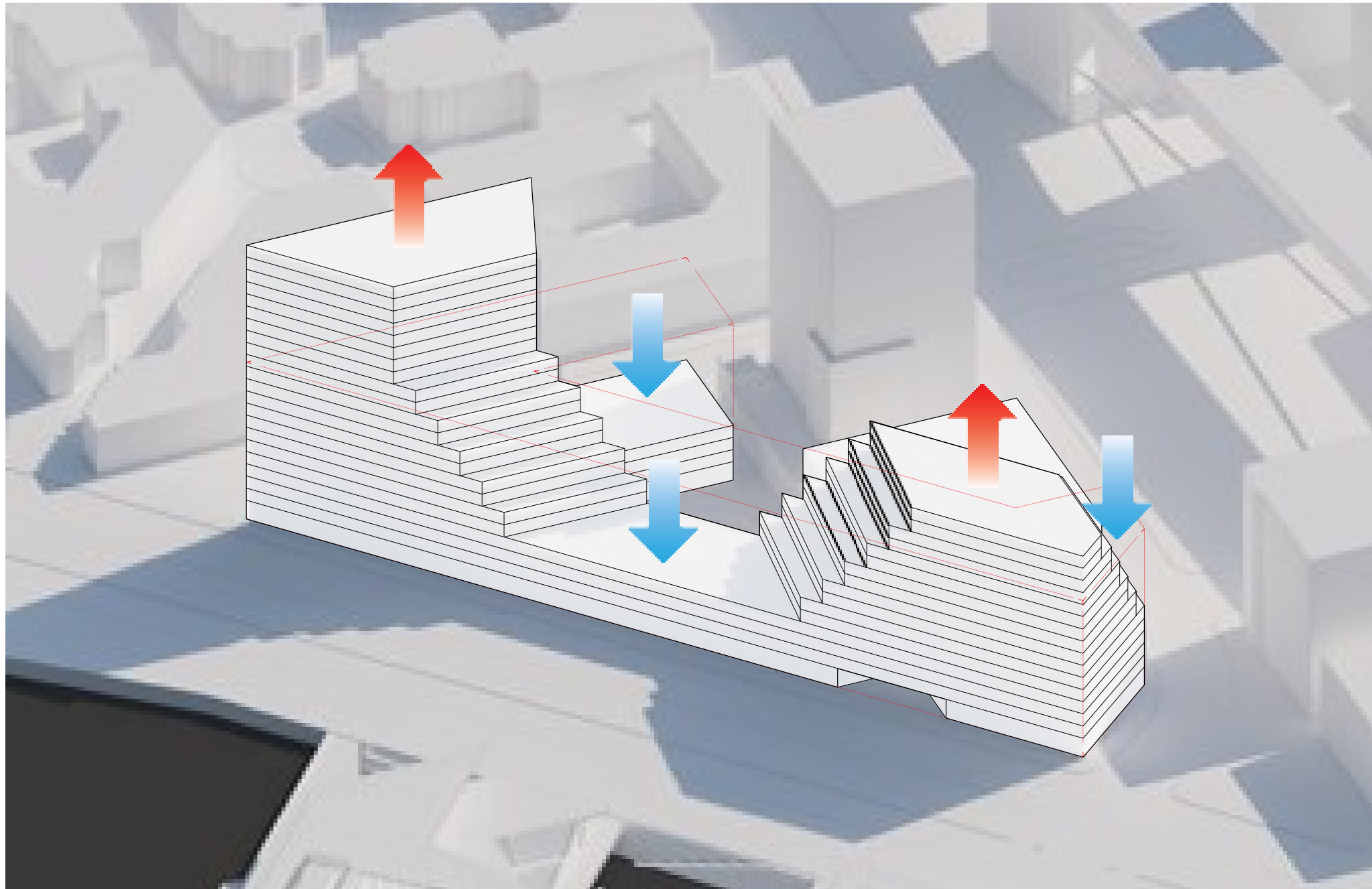




1. Development yield extruded on site without articulation creates a wall on The Embarcadero

PIERS 30-32 & SEAWALL 330

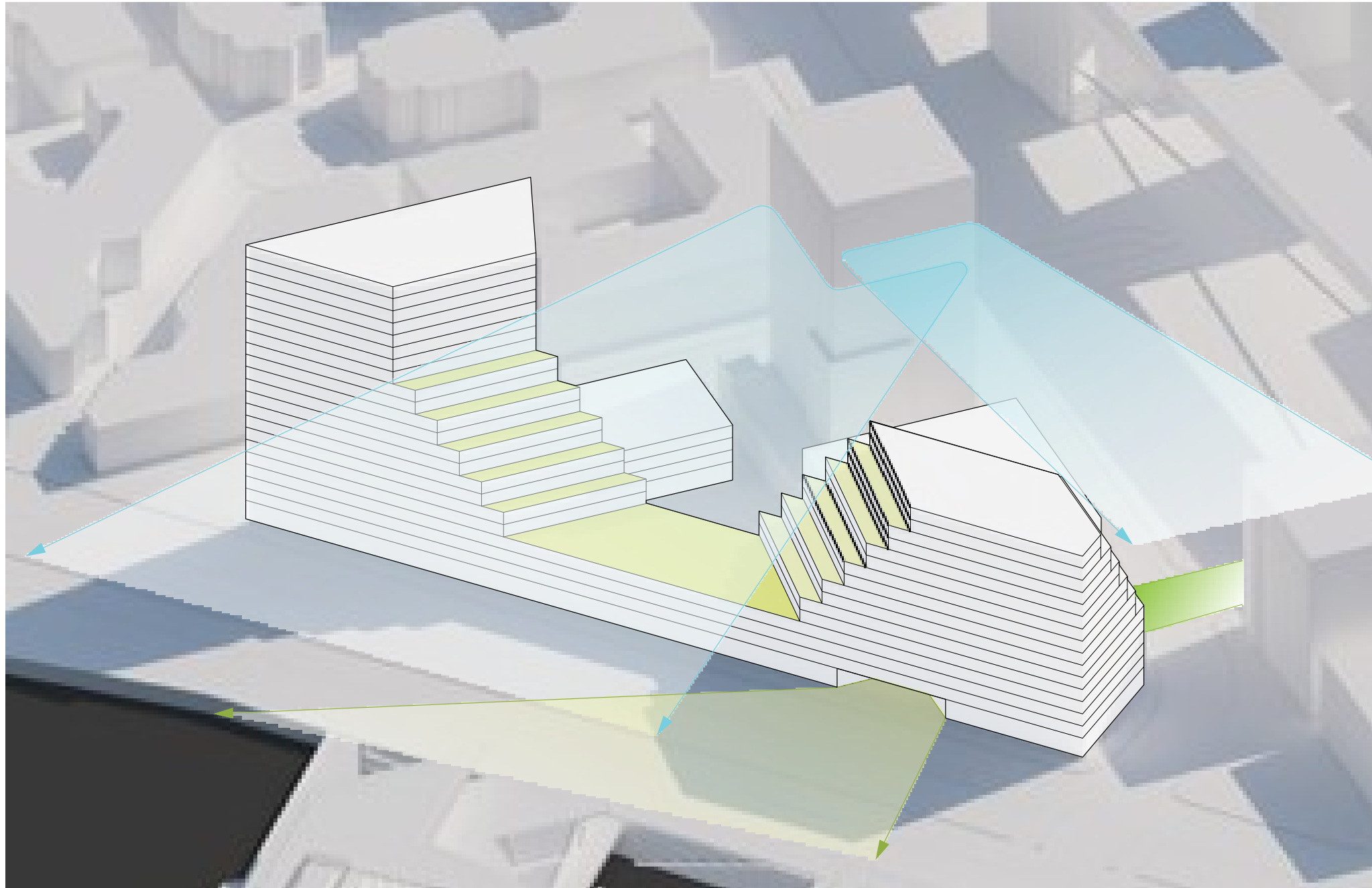
SEAWALL 330 DEVELOPMENT



2. Manipulation of building massing to be a good neighbor and directly respond to the urban context

PIERS 30-32 & SEAWALL 330

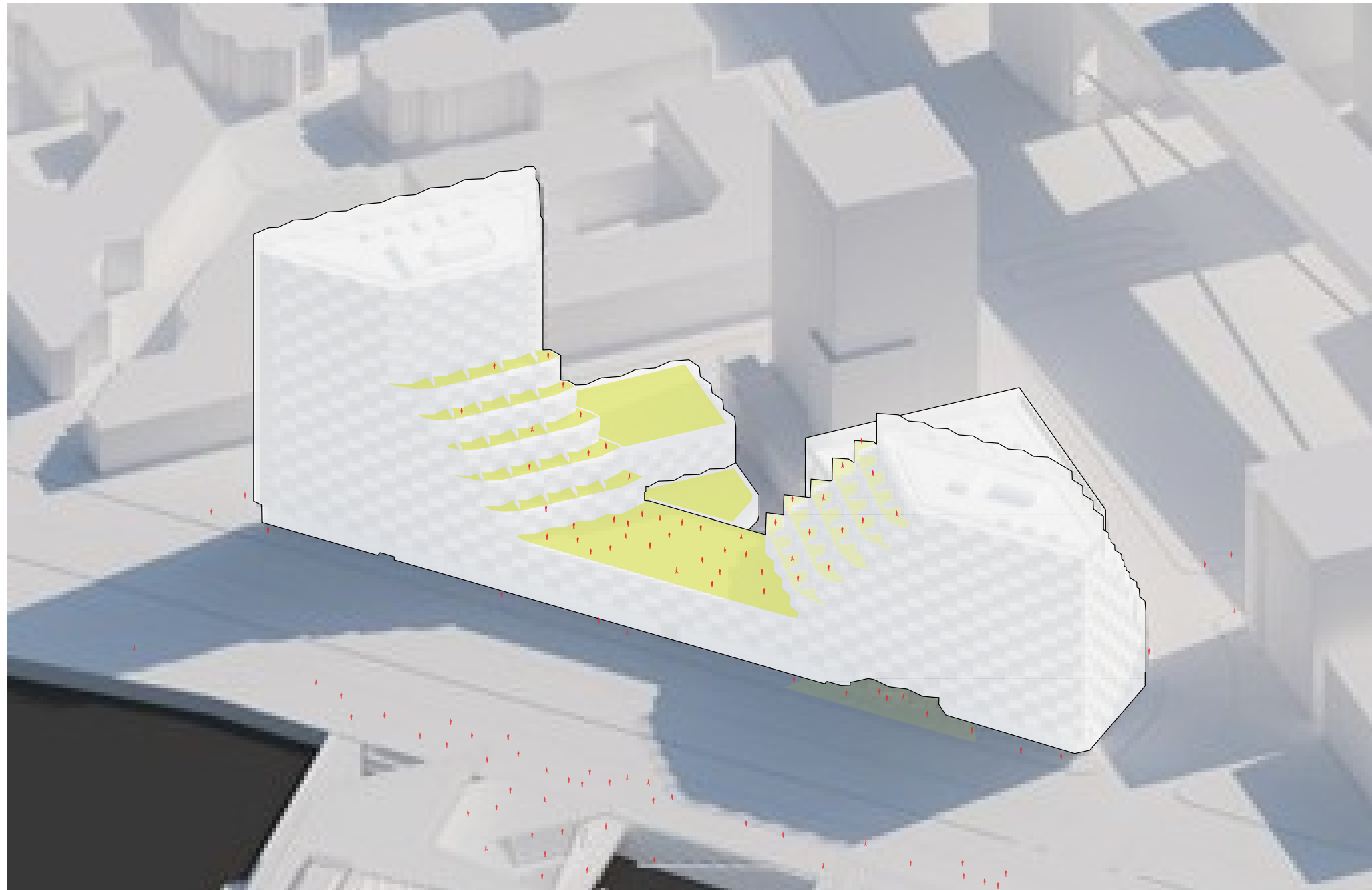
SEAWALL 330 DEVELOPMENT



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

PIERS 30-32 & SEAWALL 330

SEAWALL 330 DEVELOPMENT



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

PIERS 30-32 & SEAWALL 330

SEAWALL 330 DEVELOPMENT



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

PIERS 30-32 & SEAWALL 330

SEAWALL 330 DEVELOPMENT



PIERS 30-32 & SEAWALL 330
SEAWALL 330 DEVELOPMENT

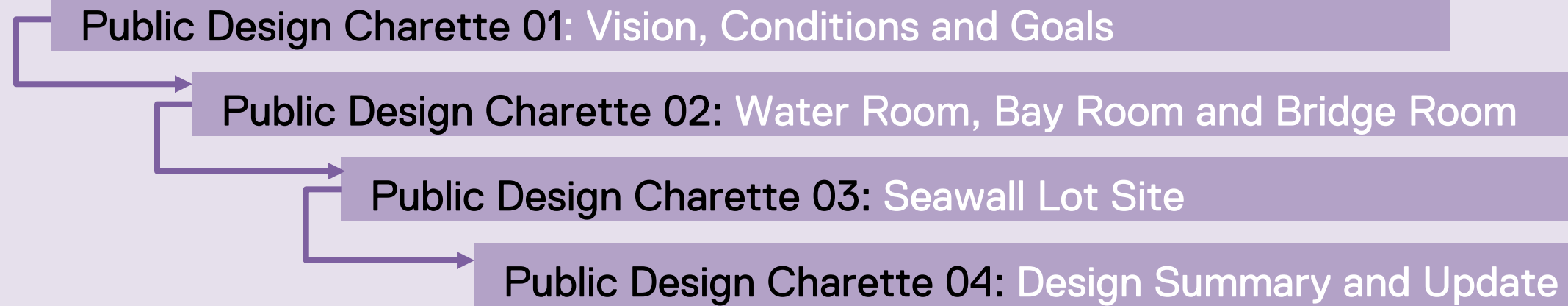
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- 



PIERS 30-32 & SEAWALL 330
COMMUNITY ENGAGEMENT

Project Design & Information



Focus Group Workshop



THANK YOU



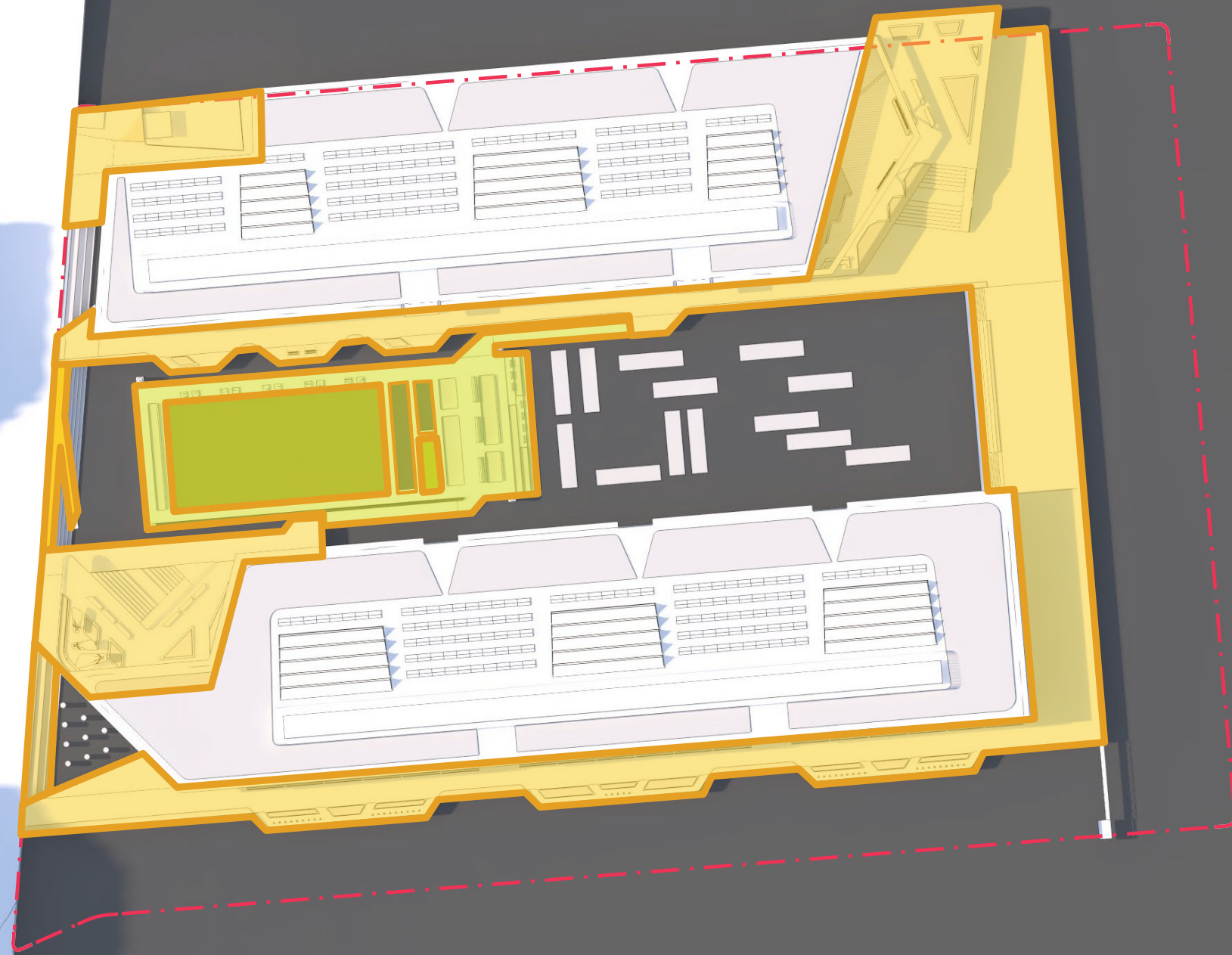
Additional Project Metrics



Public Open Space Area:
165,100 SF / 3.8 acres

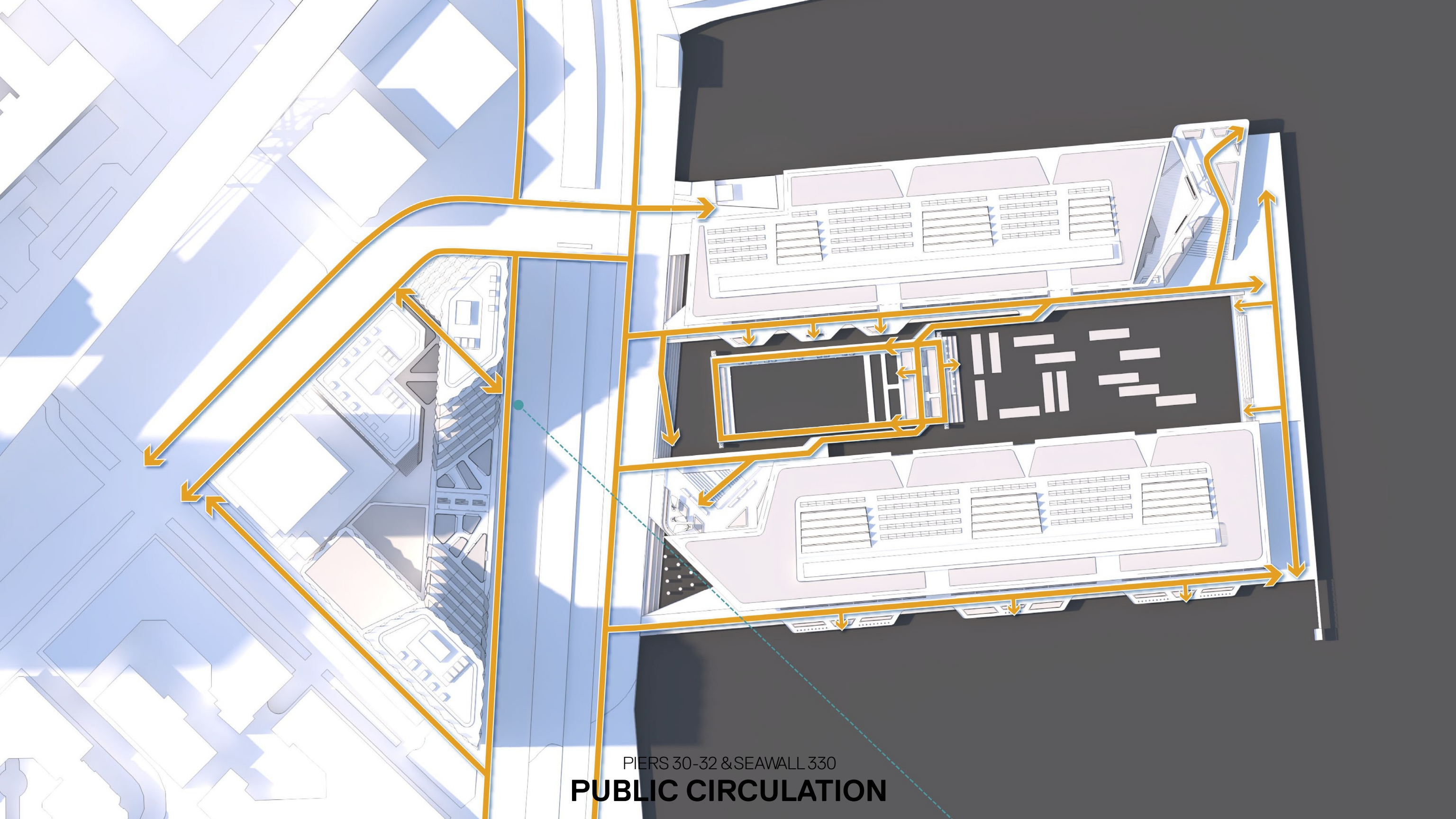
% Public Open Space relative
to Pier Footprint w/Pool
Deck and Pool
48%

% Public Open Space relative
to Pier Footprint w/Pool
Deck excluding Pool
44%



PIERS 30-32 & SEAWALL 330

PUBLIC OPEN SPACE



PIERS 30-32 & SEAWALL 330

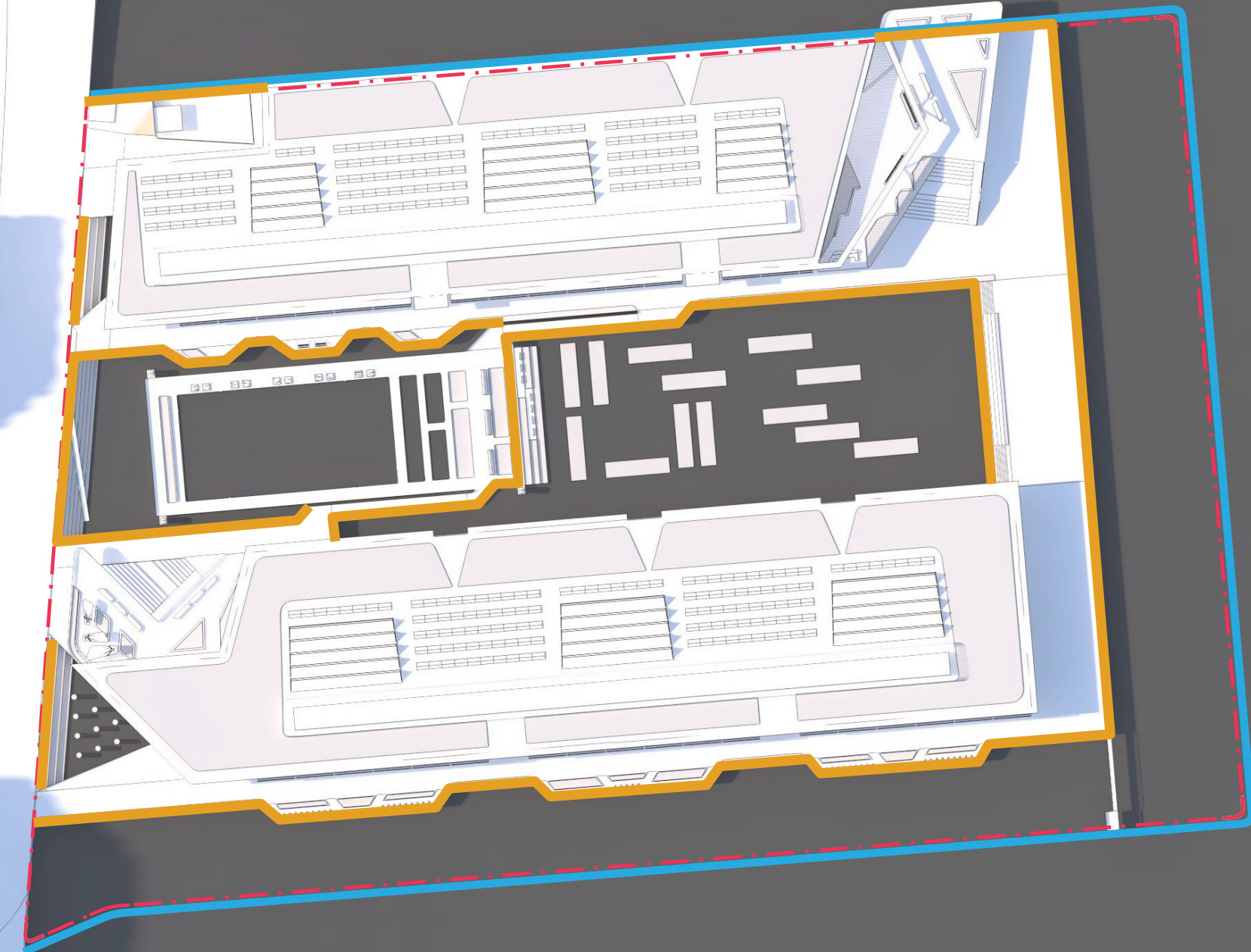
PUBLIC CIRCULATION

Existing P30-32 Water Edge
Access:

2,405 Linear Feet

Proposed New P30-32
Development Water Edge
Access:

3,420 Linear Feet



PIERS 30-32 & SEAWALL 330

WATER EDGE ACCESS

Total Pier Perimeter with no
Water Access:

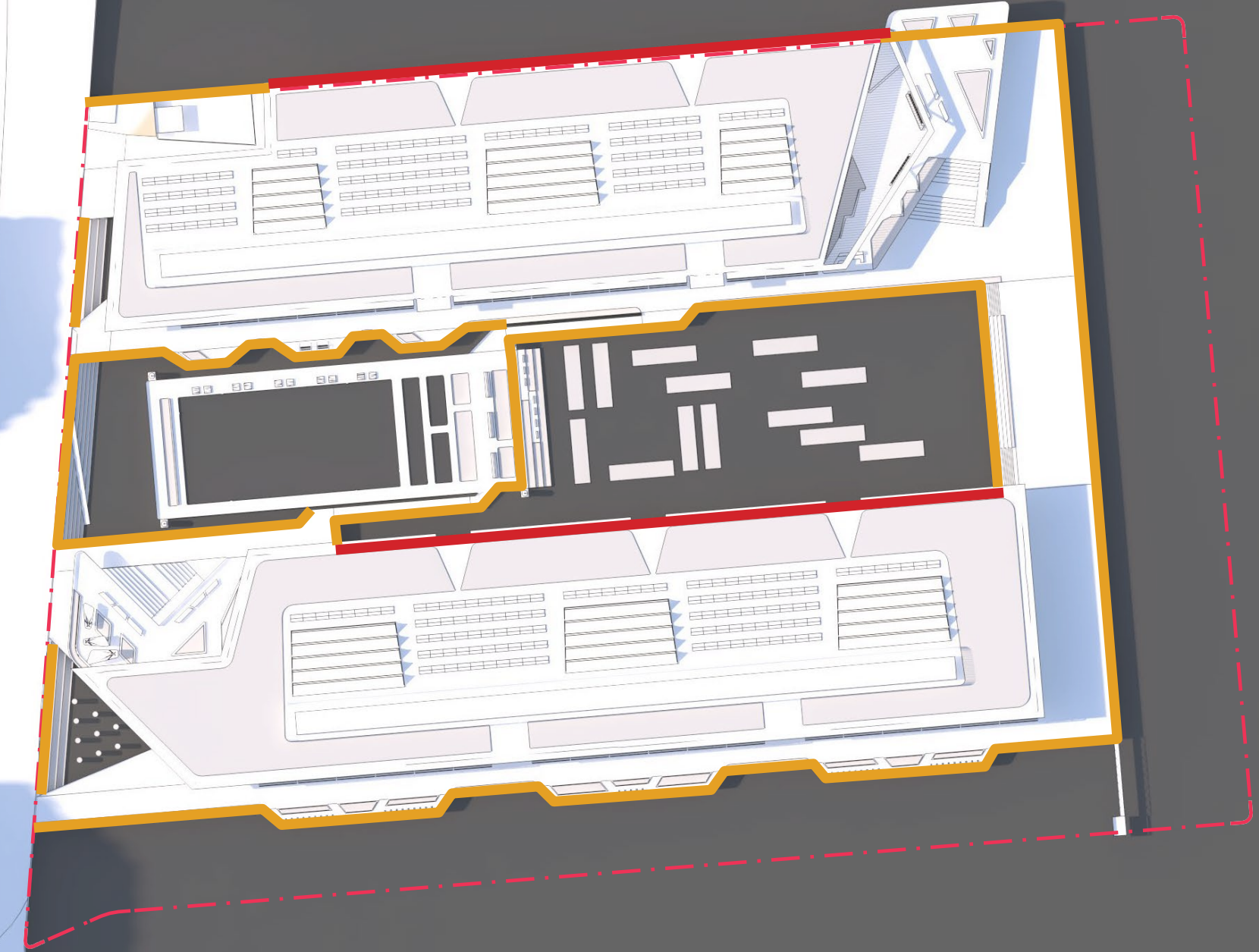
995 Linear Feet

Total Pier Perimeter with
Water Access:

3,420 Linear Feet

Accessible Perimeter:

77% (3,420/4,415)



PIERS 30-32 & SEAWALL 330

PERIMETER ACCESS

Summary of Trust Benefits :

Ecological/Bay Restoration

- Fill Removal of 45% of existing Pier (6 acres of Bay fill removed)
- Bay habitat creation
- Stormwater improvements and water quality enhancements

Maritime

- Retention/Enhancement of self-scouring deep-water berth, large enough and with access to support cruise ships
- Excursion and water taxi berthing
- Water Recreation - swimming and boating

Resilience

- Seawall Repair
- Sea Level Rise Adaption for Port and uplands City
- Sustainable building practices and operations

Public Access & Recreation

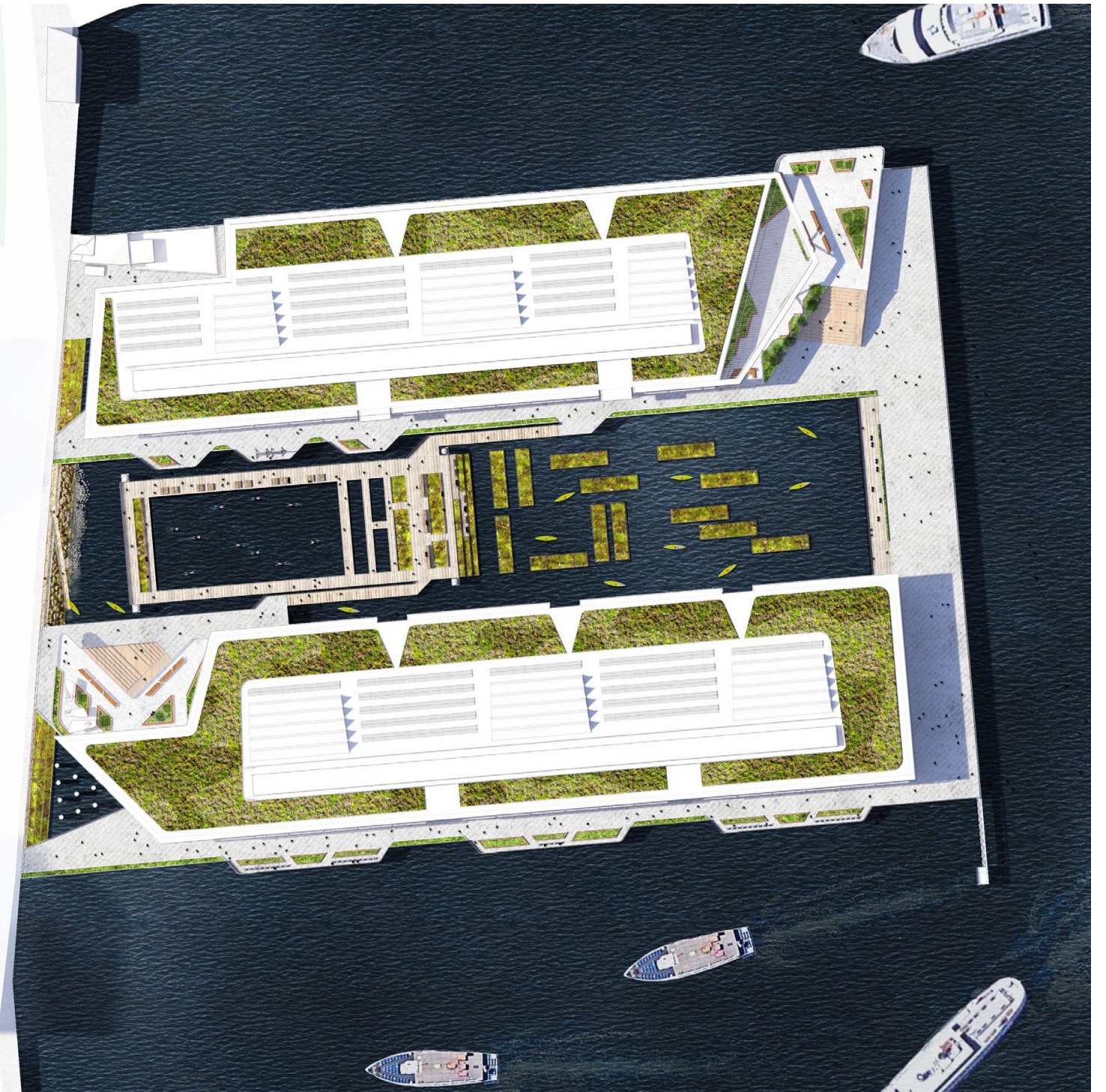
- Plazas, walkways, views
- 3 acres of open space
- Swimming and water recreations (kayak launch, boating, fishing)

Waterfront Enhancements

- Elimination of blight/dead space
- Activation of Embarcadero
- Retail
- Bay views
- Form and scale of historic pier sheds
- Elimination of Parking

Harbor Fund

- Savings to Harbor Fund for demolition cost
- Reduction in liability of site



PIERS 30-32 & SEAWALL 330

TRUST BENEFITS