

PIERS 30-32

NORTHERN ADVISORY COMMITTEE
PRESENTATION

Design 2.0
November 16th, 2022

STRADA

TRAMMELL
CROW
COMPANY

GRIMSHAW

JAMES
CORNER
FIELD
OPERATIONS



PRESENTATION OVERVIEW

1. Recap & Feedback Summary
2. Piers Design V2.0
3. Next Steps



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PIERS 30-32 & SEAWALL 330
ORIGINAL PROPOSAL

Design 1.0 Outreach Process:

- ENA approved by Port Commission in February 2021
- Community outreach via NAC and regular 'Office Hours' occurred from September 2020 – March 2022
- Staff-level agency engagement (BCDC and State Lands Committee) occurred from July 2021 – May 2022
- As a result of significant outreach and feedback, STCC substantially revised the design



COMMUNITY & AGENCY OUTREACH

14

Northern Advisory Committee
and 'Office Hours' Public
Meetings

11

BCDC & State Lands
Staff Meetings

50+

Stakeholder
Meetings

PIERS30-32

DESIGN 1.0 OUTREACH PROCESS

COMMUNITY FEEDBACK

<p>Overall Design</p> <ul style="list-style-type: none">• Beautiful buildings; appreciate <u>full ADA access</u> to all areas• Beautiful overall design; would like to see <u>attractions for children</u>• Appreciate there's <u>no parking</u> on pier• Would prefer to see fewer pier-side amenities so residential buildings on SWL 330 could have fewer units [due to funding interdependencies]	<p>Pool</p> <ul style="list-style-type: none">• Lack of large publicly-accessible swimming pools in Bay Area → <u>large regional draw</u>• Pool will enable <u>diverse water activities</u> including swim, water polo, synchronized swimming, and learn to swim programs• Pool temperature & visibility of pool bottom are critical to <u>encouraging new swimmers</u>• Include <u>distanced-marked buoys</u> in Bay• <u>Support facilities</u> such as restrooms, showers, and lockers are critical• Policing/management of pool is critical	<p>Kayak/SUP Launch</p> <ul style="list-style-type: none">• <u>Fantastic location</u> as both a kayak launch and destination• <u>Logistics support kayak launch</u> (loading zone, nearby parking, limit 90-degree turns, practice pools)• Would like to see a <u>kayak outfitter on-site</u>• Consider whether outrigger and dragon boats could work here too• Interest in using pool to practice kayak rolls
<p>Retail</p> <ul style="list-style-type: none">• <u>More retail and restaurant space desired</u>• Distributing the retail spaces on two levels and around the site is preferred over consolidation• <u>Love the 2nd level view terraces</u>	<p>Bay Ecology</p> <ul style="list-style-type: none">• Strong appeal of <u>reintroducing marine life to area</u>; oyster beds possible too?• Appreciation that <u>stormwater at the pier will finally be treated</u>• Interest in recognizing indigenous Ohlone• Indifferent interest in wetlands	<p>Maritime & Resilience</p> <ul style="list-style-type: none">• <u>Retention of berth critical for disaster/emergency response</u>• <u>Appreciation for benefit to neighborhood and City from seawall strengthening scope</u>• Excited shoreside power is planned for east berth• Both interest and concern over the number and size of anticipated ships

BCDC & STATE LANDS COMMISSION ISSUES

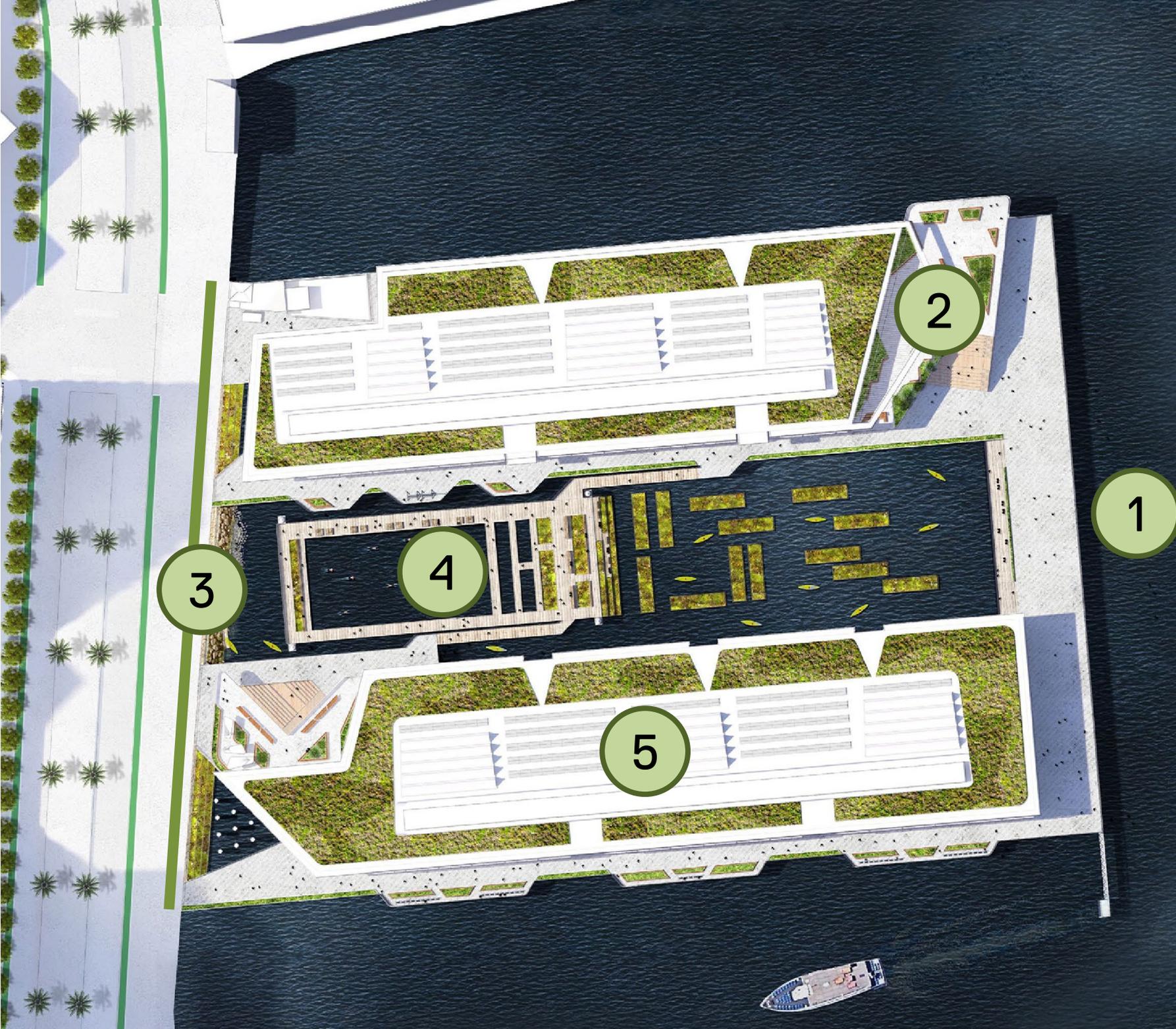
1. The Balance between the Public Trust Benefits vs. the General Office use does not seem appropriate
2. Does the site layout (building massing) and organization attract or invite the general public to the project - is it going to be a successful destination that achieves the project's public access objectives?
 - a. Is the configuration of the public access appropriate and an attraction?
 - b. Are there enough ground floor public amenities to attract people to and throughout the project?
3. Do the Pool and water recreation uses serve regional users and are they equitable?
4. Do existing policies allow the pier to be reconstructed vs. repaired?

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“the proposed project is an office park,
not a park with some offices”





1. RETAIN EAST BERTH OPERATION

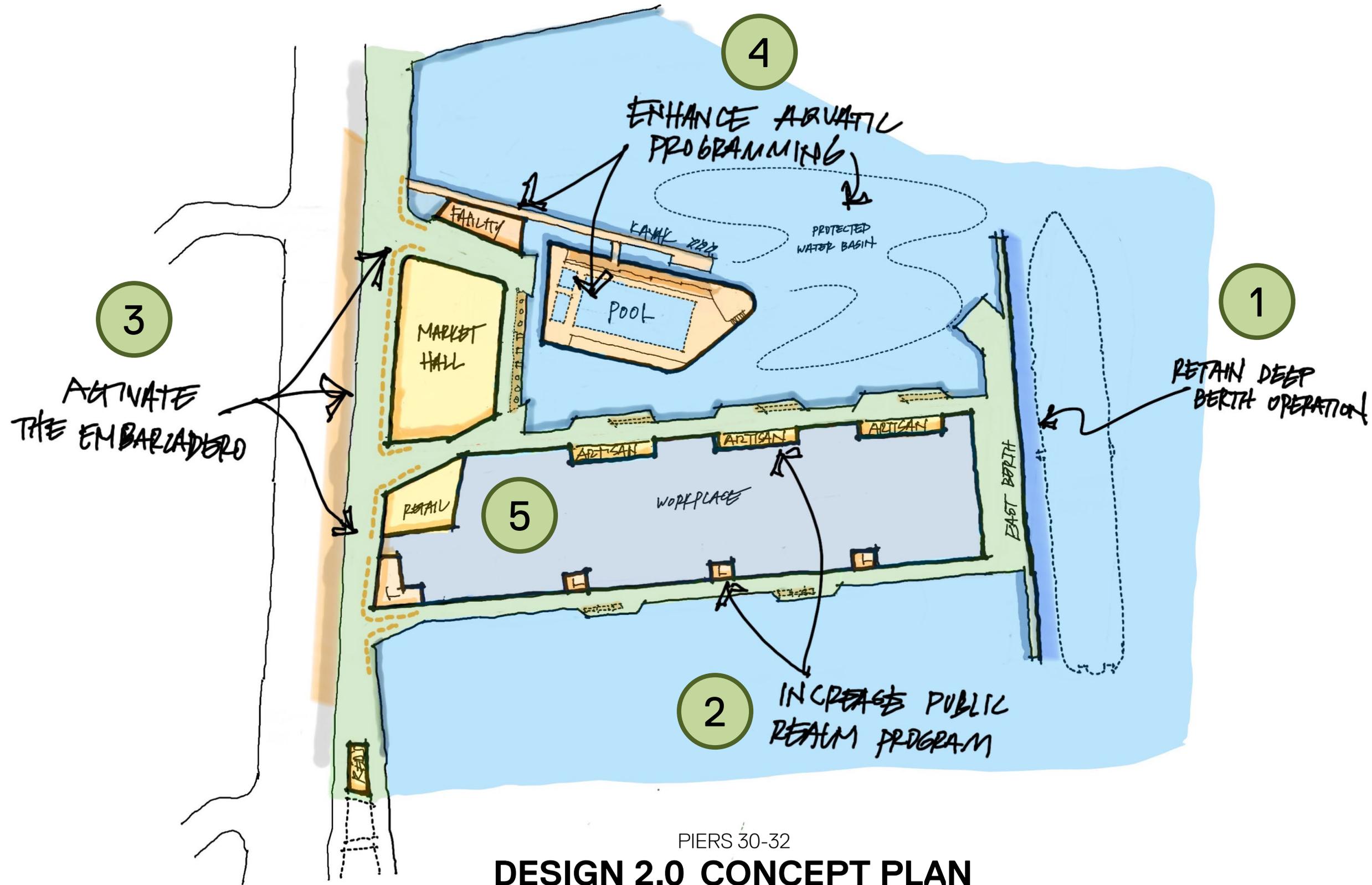
2. INCREASE PUBLIC REALM PROGRAM

3. ACTIVATE THE EMBARCADERO

4. ENHANCE AQUATIC PROGRAM OFFERING

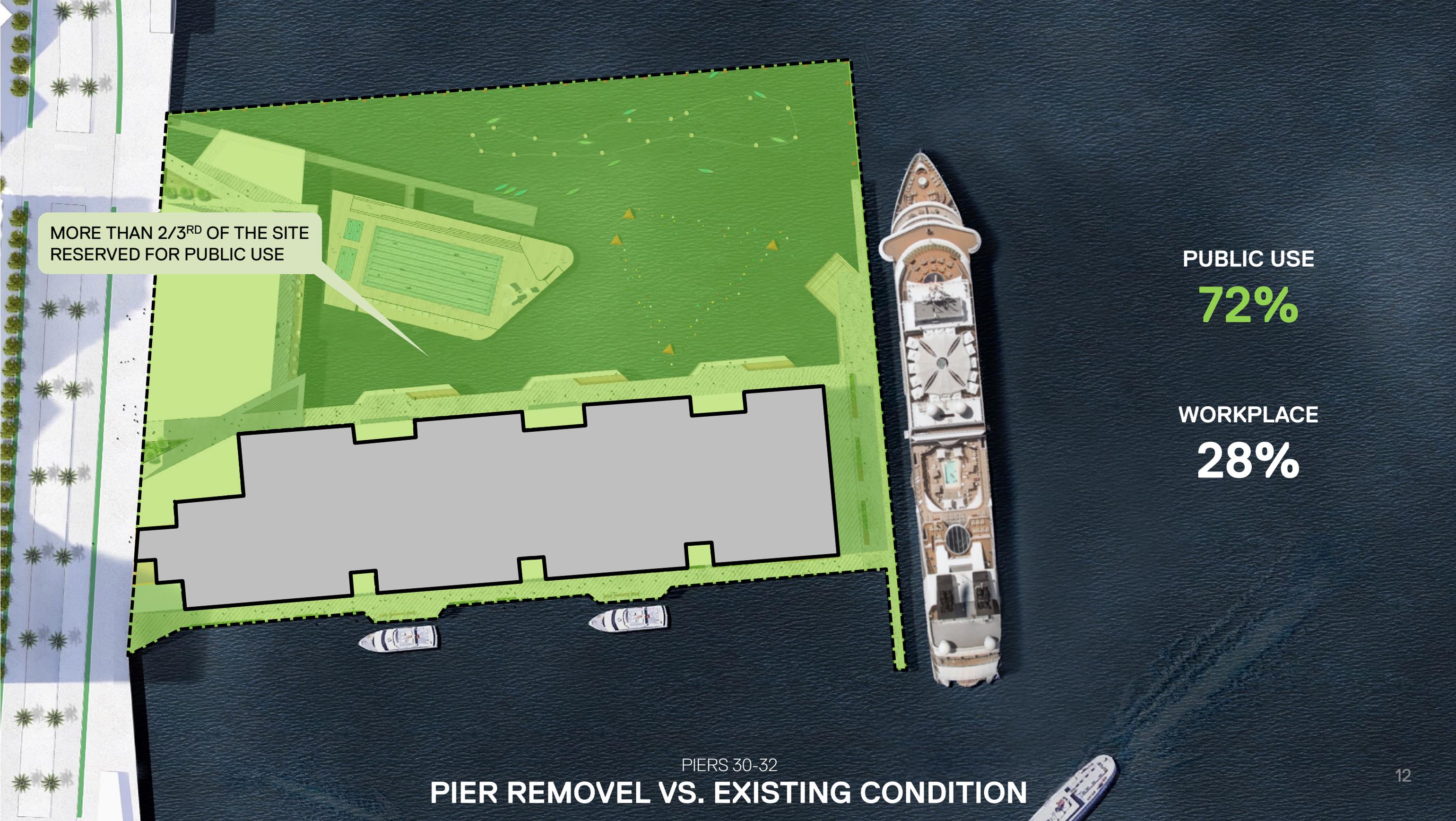
5. REDUCE PERCEIVED SCALE OF OFFICE

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KEY TAKEAWAYS



PIERS 30-32

DESIGN 2.0_CONCEPT PLAN

An aerial photograph of a waterfront area. A large area is highlighted in green, representing the site reserved for public use. Within this green area, a grey-shaded building footprint is visible, representing the existing condition. A callout box points to the green area with the text 'MORE THAN 2/3RD OF THE SITE RESERVED FOR PUBLIC USE'. To the right of the green area, a large, detailed ship is docked. In the foreground, two smaller boats are visible in the water. The background shows a city street with palm trees and buildings.

MORE THAN 2/3RD OF THE SITE
RESERVED FOR PUBLIC USE

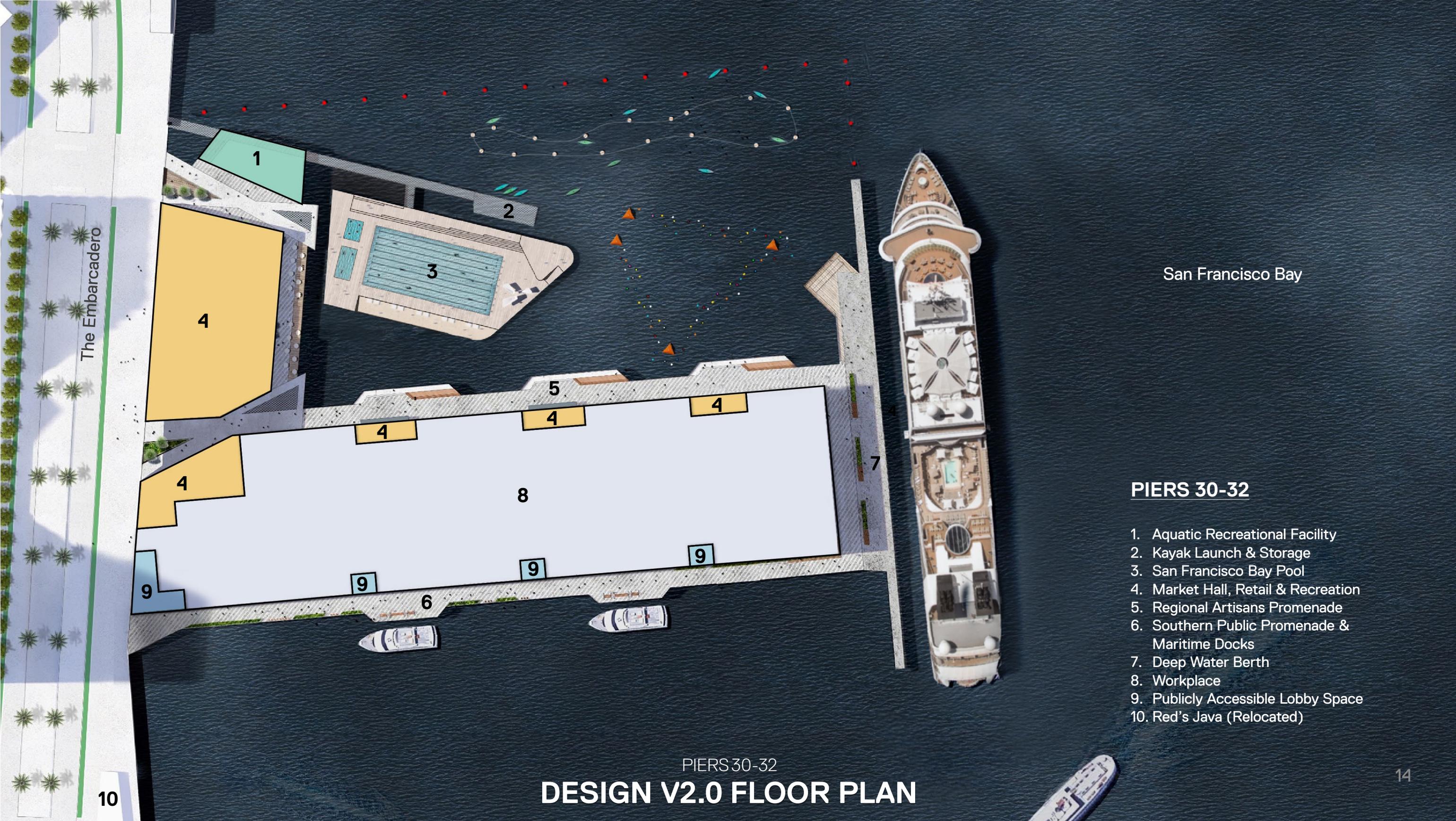
PUBLIC USE
72%

WORKPLACE
28%

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PIER REMOVAL VS. EXISTING CONDITION



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DESIGN 2.0 OVERVIEW



The Embarcadero

San Francisco Bay

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- 1. Aquatic Recreational Facility
- 2. Kayak Launch & Storage
- 3. San Francisco Bay Pool
- 4. Market Hall, Retail & Recreation
- 5. Regional Artisans Promenade
- 6. Southern Public Promenade & Maritime Docks
- 7. Deep Water Berth
- 8. Workplace
- 9. Publicly Accessible Lobby Space
- 10. Red's Java (Relocated)

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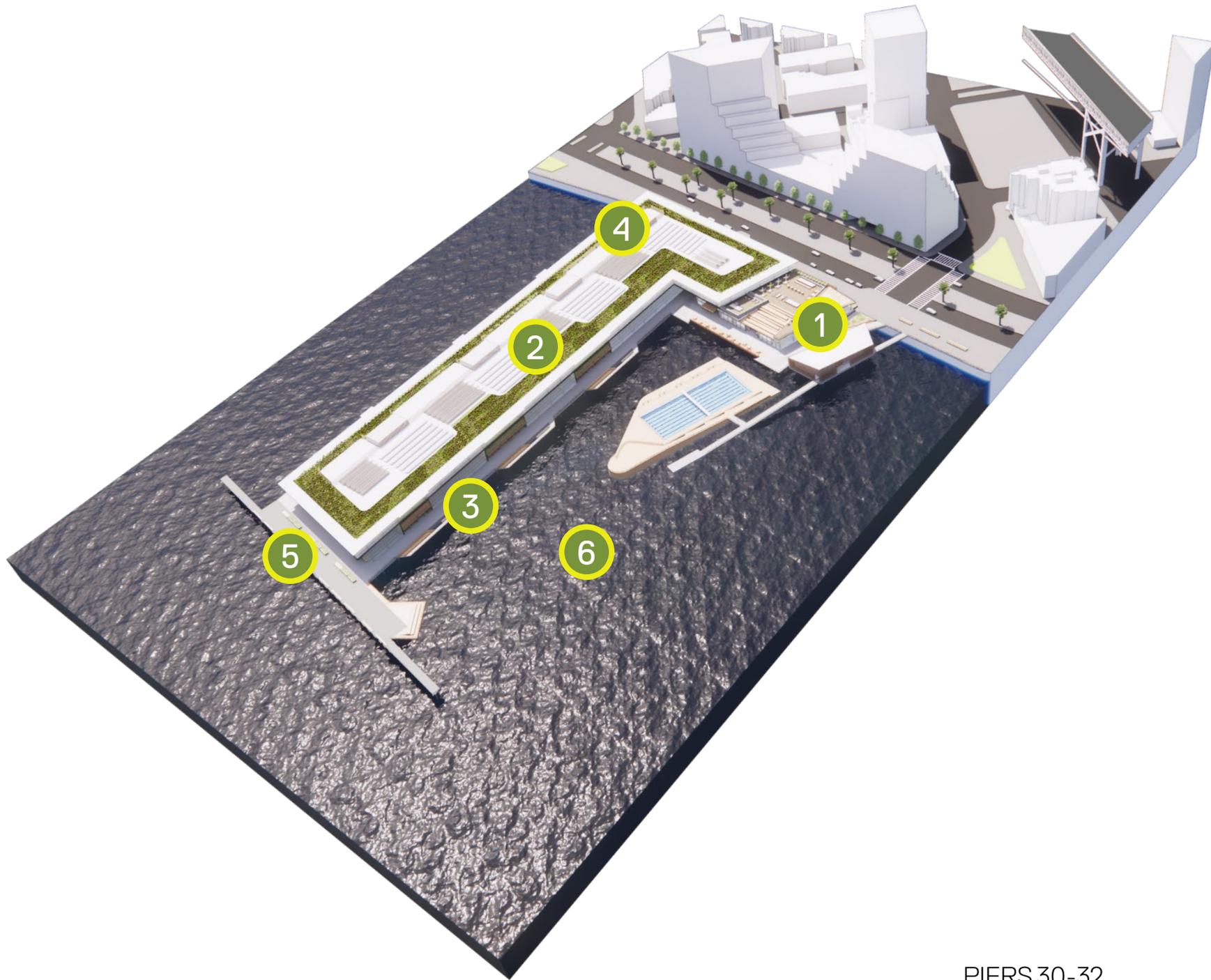
DESIGN V2.0 FLOOR PLAN



Rendering produced by Steelblue

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DESIGN 2.0 OVERVIEW



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BAY ECOLOGY



1. NATIVE GARDENS



2. GREEN ROOFS



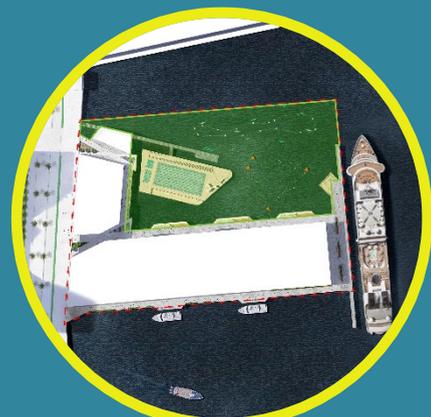
3. ARTIFICIAL REEFS



4. STORMWATER TREATMENT



5. PIER PILES



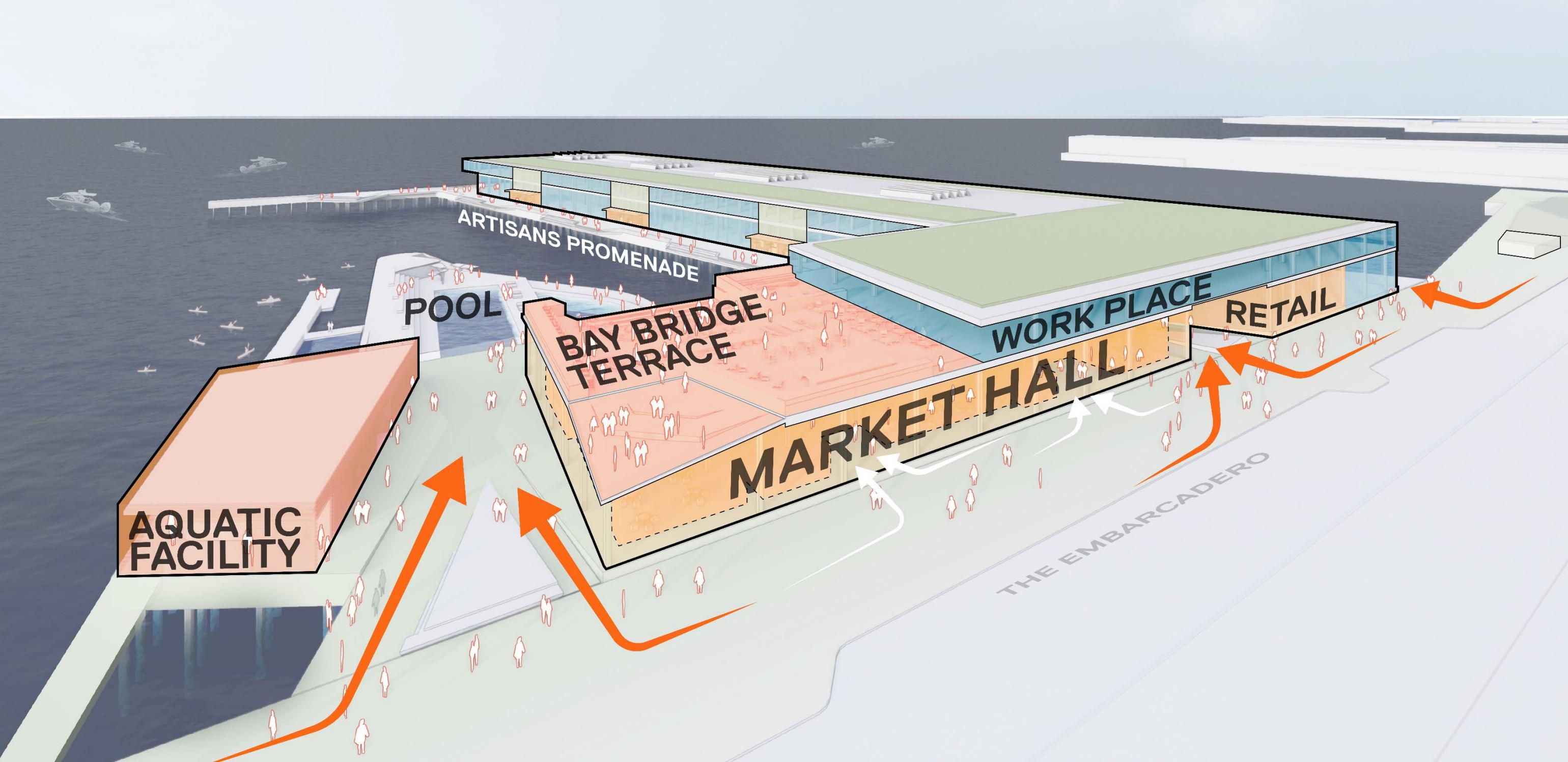
6. BAY REMOVAL (46%)



Rendering produced by Steelblue

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ACTIVATE THE EMBARCADERO



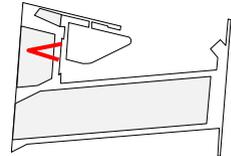
PIERS 30-32
ACTIVATE THE EMBARCADERO



Rendering produced by Steelblue

PIERS 30-32

ACTIVATE THE EMBARCADERO



PIERS 30-32
ACTIVATE THE EMBARCADERO



MARKET
HALL



PUBLIC
PROGRAM



PUBLIC PLAZA



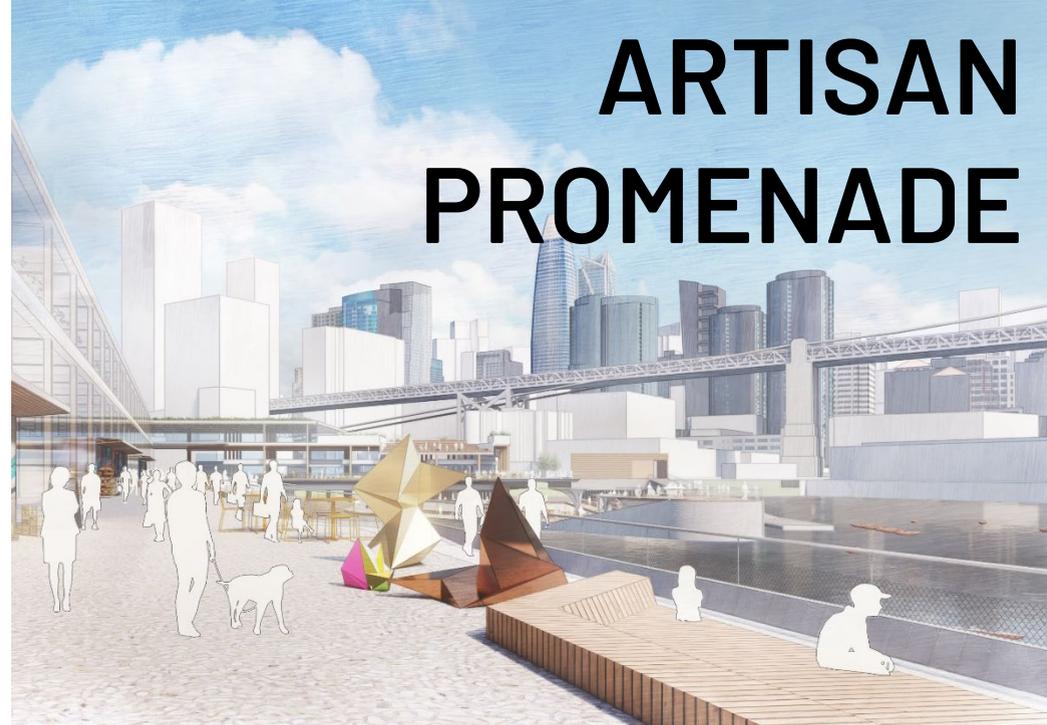
ELEVATED
TERRACE

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ACTIVATE THE EMBARCADERO





**PUBLIC
PLAZA**



**ARTISAN
PROMENADE**



MARKET HALL



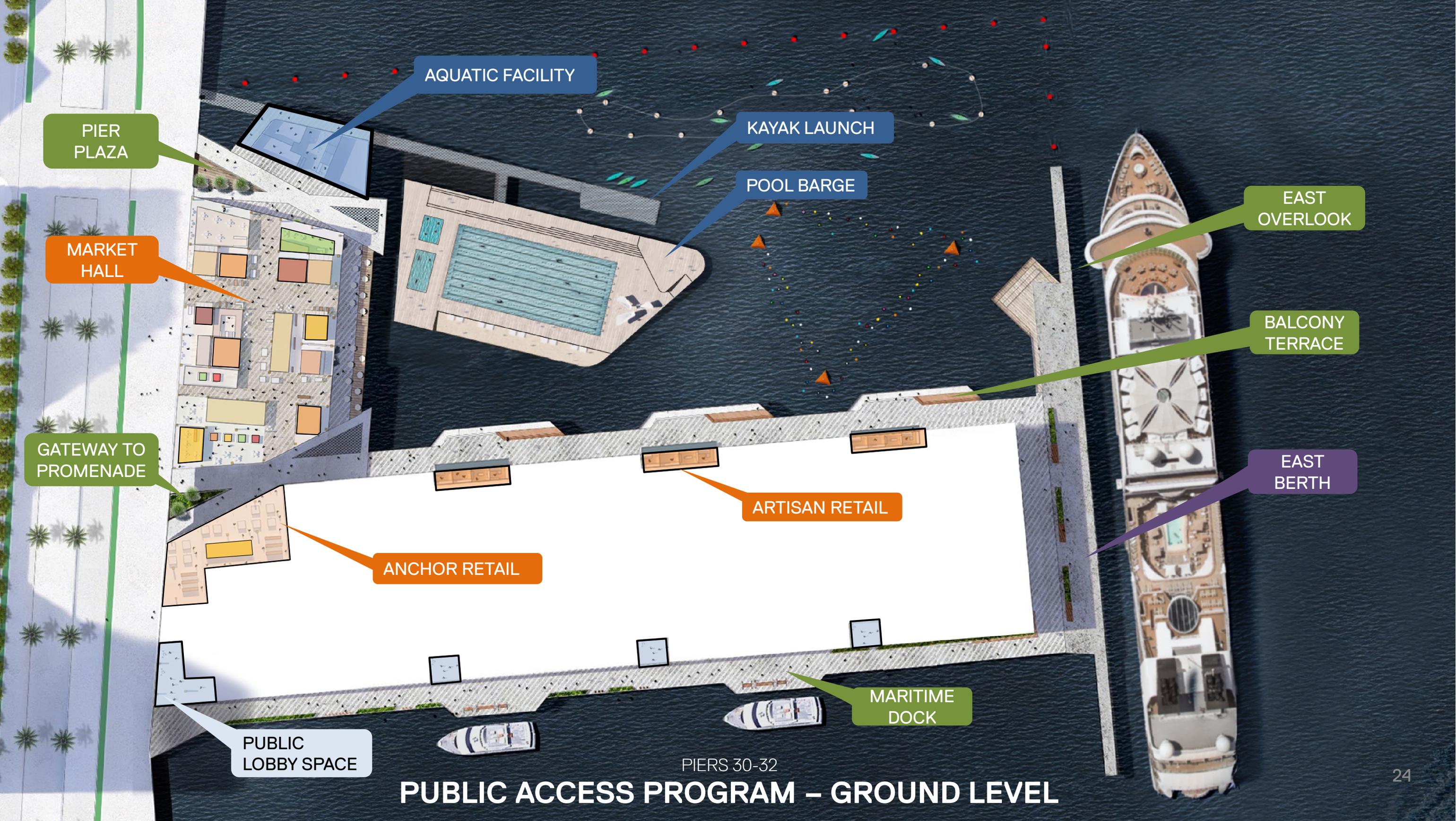
**AQUATIC
CENTER**



**ACTIVATED
WATERFRONT**

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INCREASE PUBLIC REALM PROGRAM



AQUATIC FACILITY

KAYAK LAUNCH

POOL BARGE

EAST OVERLOOK

BALCONY TERRACE

EAST BERTH

ARTISAN RETAIL

ANCHOR RETAIL

MARITIME DOCK

PUBLIC LOBBY SPACE

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PUBLIC ACCESS PROGRAM – GROUND LEVEL

PIER PLAZA

MARKET HALL

GATEWAY TO PROMENADE



Rendering produced by Steelblue

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ENHANCE AQUATIC PROGRAM OFFERING

EMBARCADERO
ARRIVAL

AQUATIC
FACILITY

ACCESS GANGWAY

KAYAK LAUNCH

PROTECTED OPEN WATER
BASIN

HOT TUB

DIVING
PLATFORM

LTS POOL

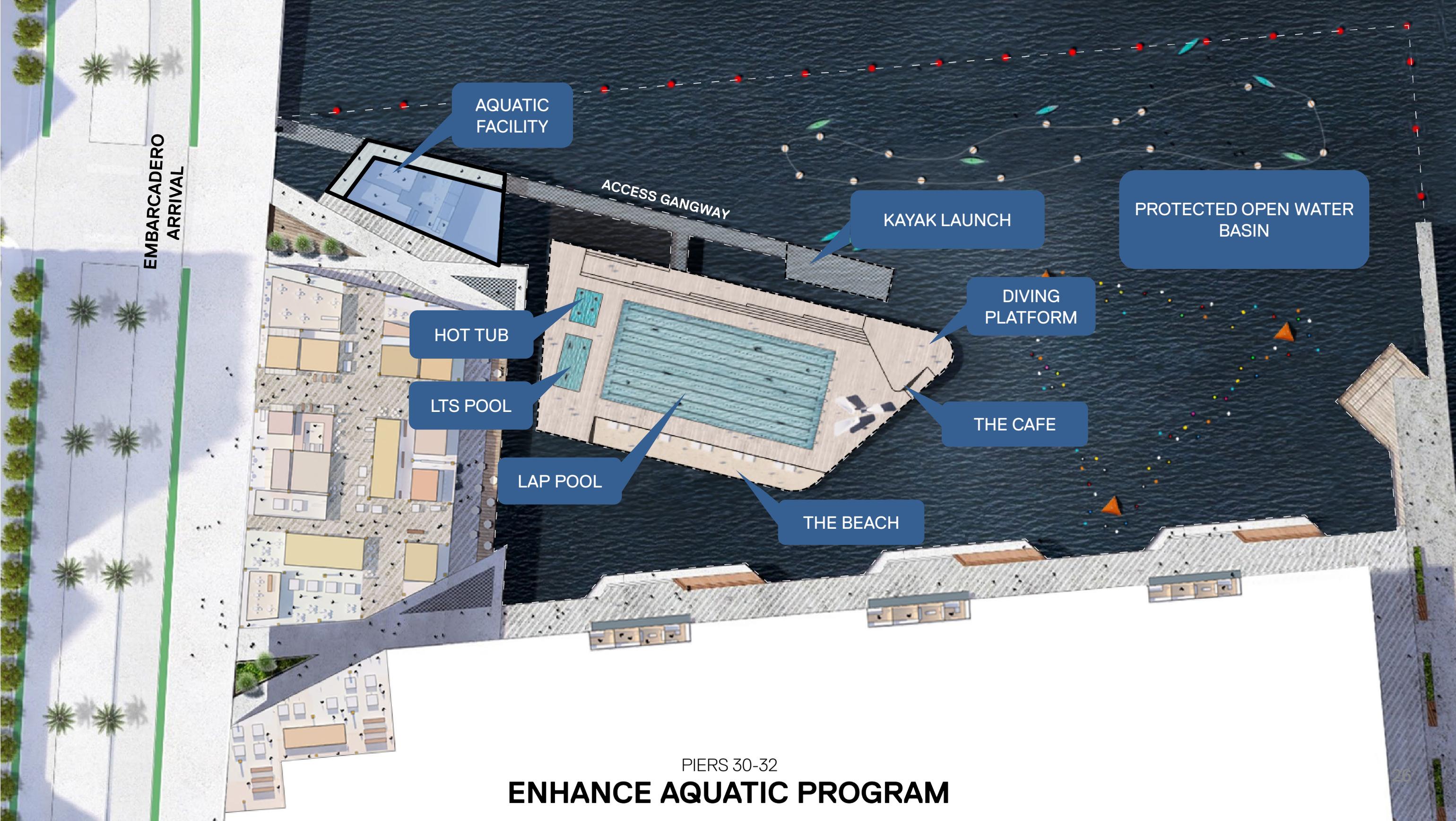
THE CAFE

LAP POOL

THE BEACH

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ENHANCE AQUATIC PROGRAM





**OLYMPIC SIZE
POOL**



**KAYAK
LAUNCH**



**OPEN WATER
SWIMMING**



**POOL
ACTIVATION**



**LTS
POOL**

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ENHANCE AQUATIC PROGRAM OFFERING



Rendering produced by Steelblue

PIERS 30-32

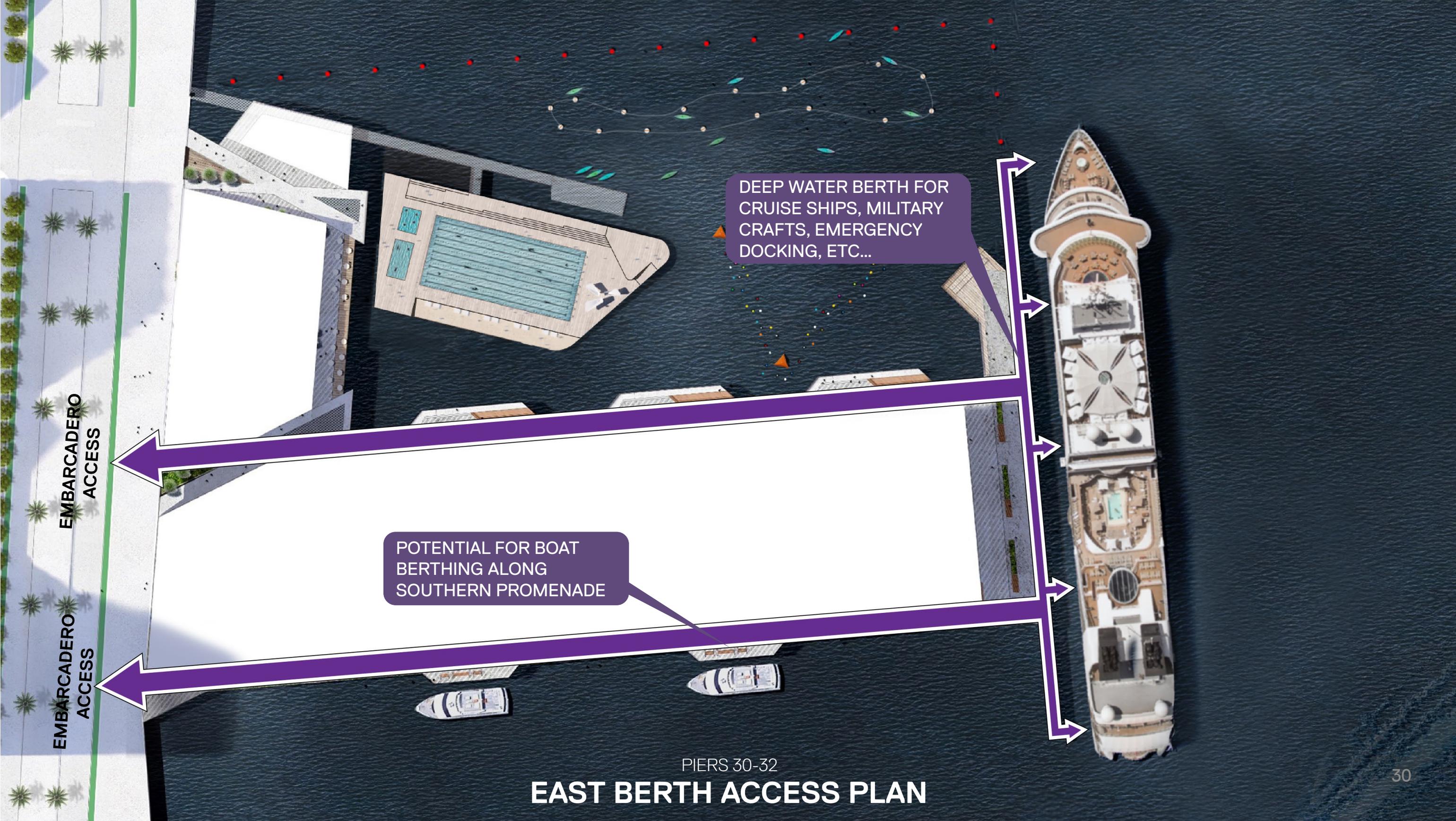
ENHANCE AQUATIC PROGRAM OFFERING



Rendering produced by Steelblue

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RETAIN EAST BERTH OPERATION



DEEP WATER BERTH FOR
CRUISE SHIPS, MILITARY
CRAFTS, EMERGENCY
DOCKING, ETC...

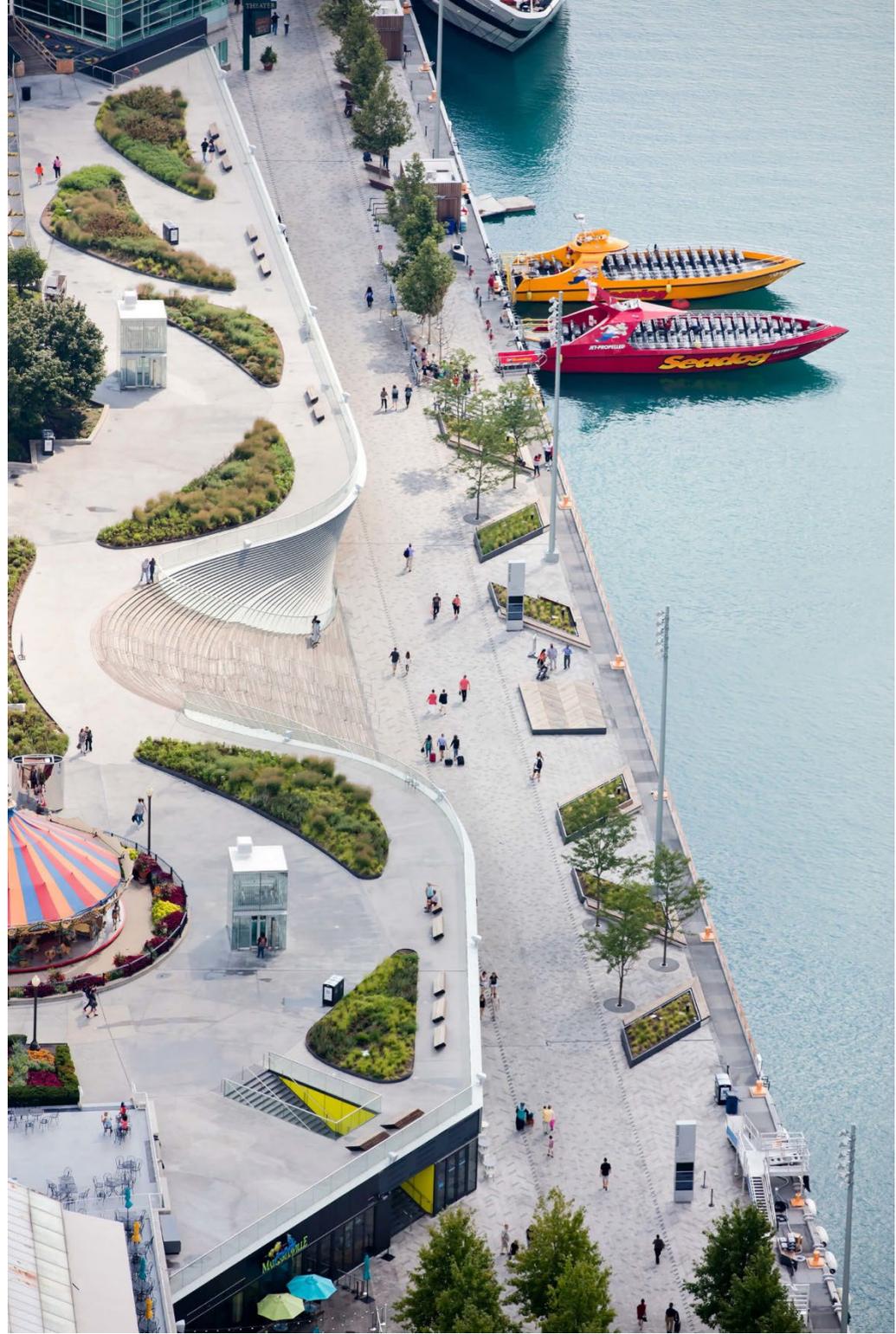
POTENTIAL FOR BOAT
BERTHING ALONG
SOUTHERN PROMENADE

EMBARCADERO
ACCESS

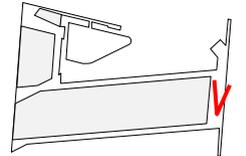
EMBARCADERO
ACCESS

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EAST BERTH ACCESS PLAN

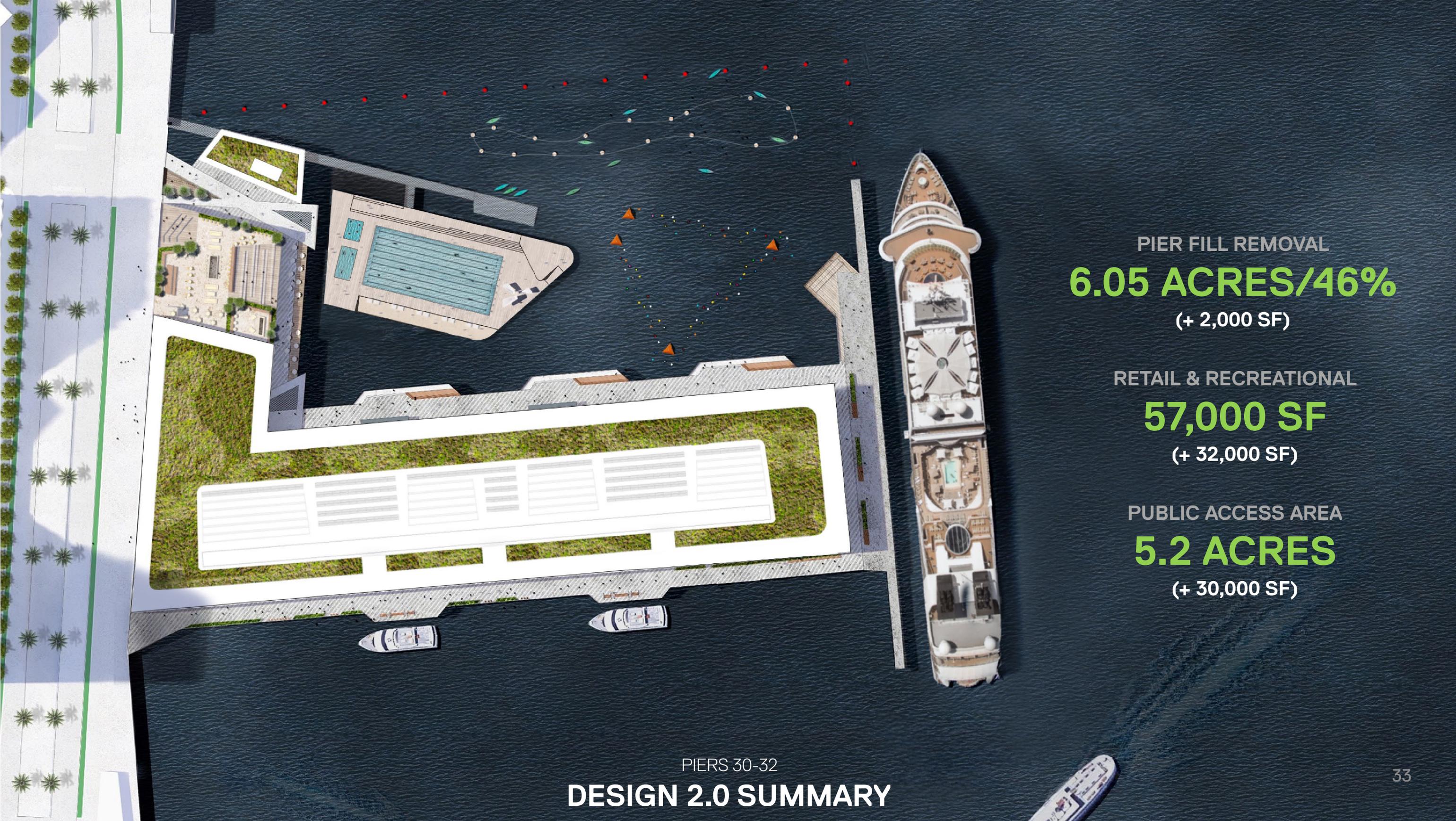


PIERS 30-32
RETAIN EAST BERTH OPERATION



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RETAIN EAST BERTH OPERATIONAL FLEXIBILITY



PIER FILL REMOVAL
6.05 ACRES/46%
(+ 2,000 SF)

RETAIL & RECREATIONAL
57,000 SF
(+ 32,000 SF)

PUBLIC ACCESS AREA
5.2 ACRES
(+ 30,000 SF)

PIERS 30-32
DESIGN 2.0 SUMMARY



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DESIGN 2.0 OVERVIEW

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NEXT STEPS

1. Enjoy the Holidays!
2. STCC to present the updated Seawall 330 design at the January 2023 NAC meeting

THANK YOU

