

# FERRY BUILDING ENHANCEMENT

SAN FRANCISCO, CA  
PREPARED FOR:  
HUDSON PACIFIC PROPERTIES

BCDC Design Review Board  
Port of SF WDAC

APRIL 10, 2023



PAGE & TURNBULL

# REGIONAL & VICINITY MAPS



# HISTORIC OVERVIEW TIMELINE



1915, PORTICO AS TRANSPORTATION HUB



1930, PEDESTRIAN BRIDGE INTRODUCED



1936, EXTERIOR TREATMENT OF PORTICO



1960, CONSTRUCTION OF EMBARCADERO FREEWAY



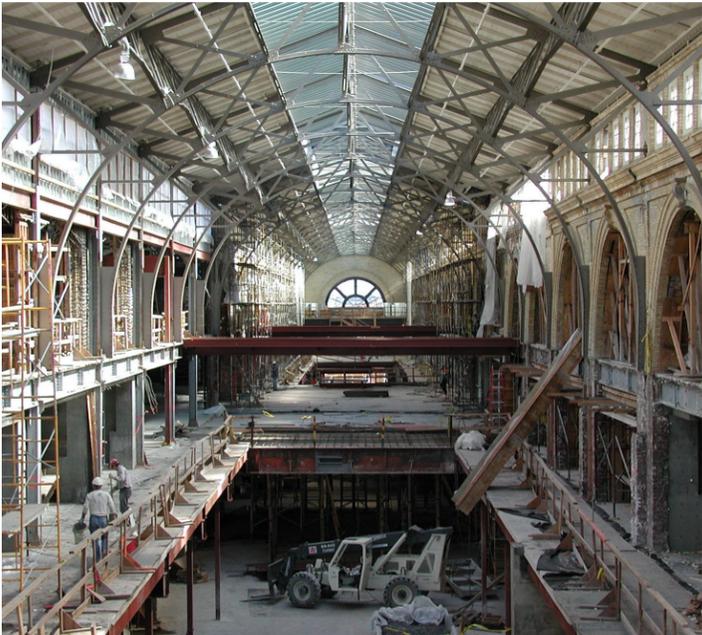
1939, PEDESTRIAN BARRIER



1991, DEMOLITION OF EMBARCADERO FREEWAY

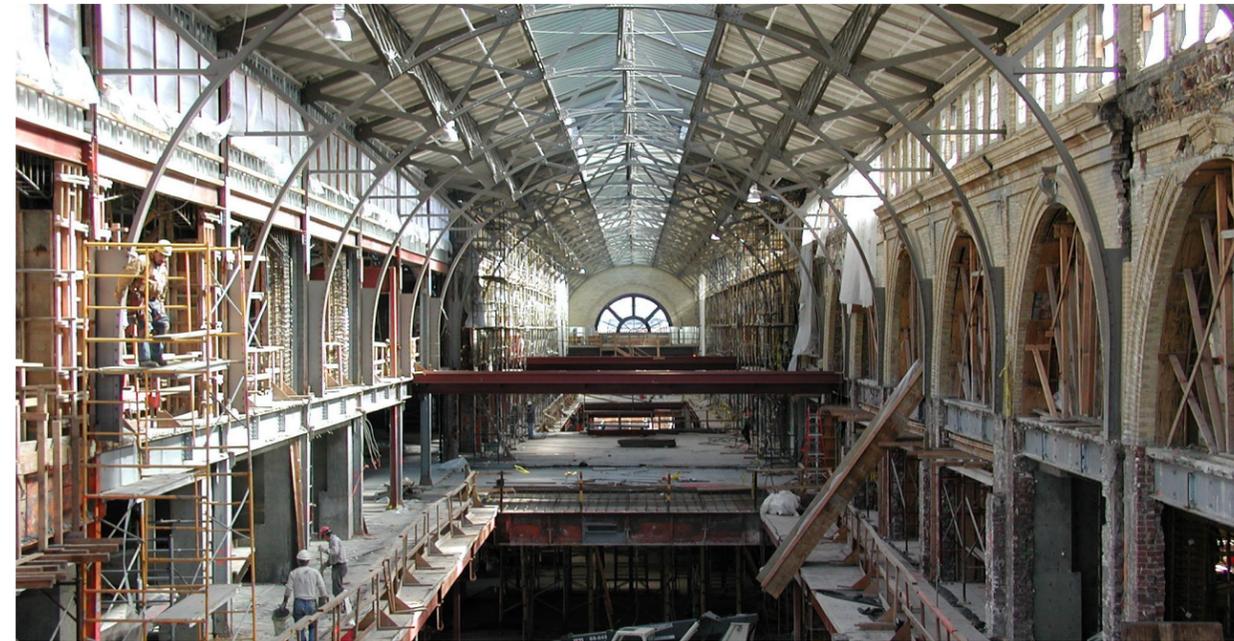


1996, EXTERIOR TREATMENT OF ARCADE



2003, REHABILITATION

# 2003 REHABILITATION OF THE FERRY BUILDING



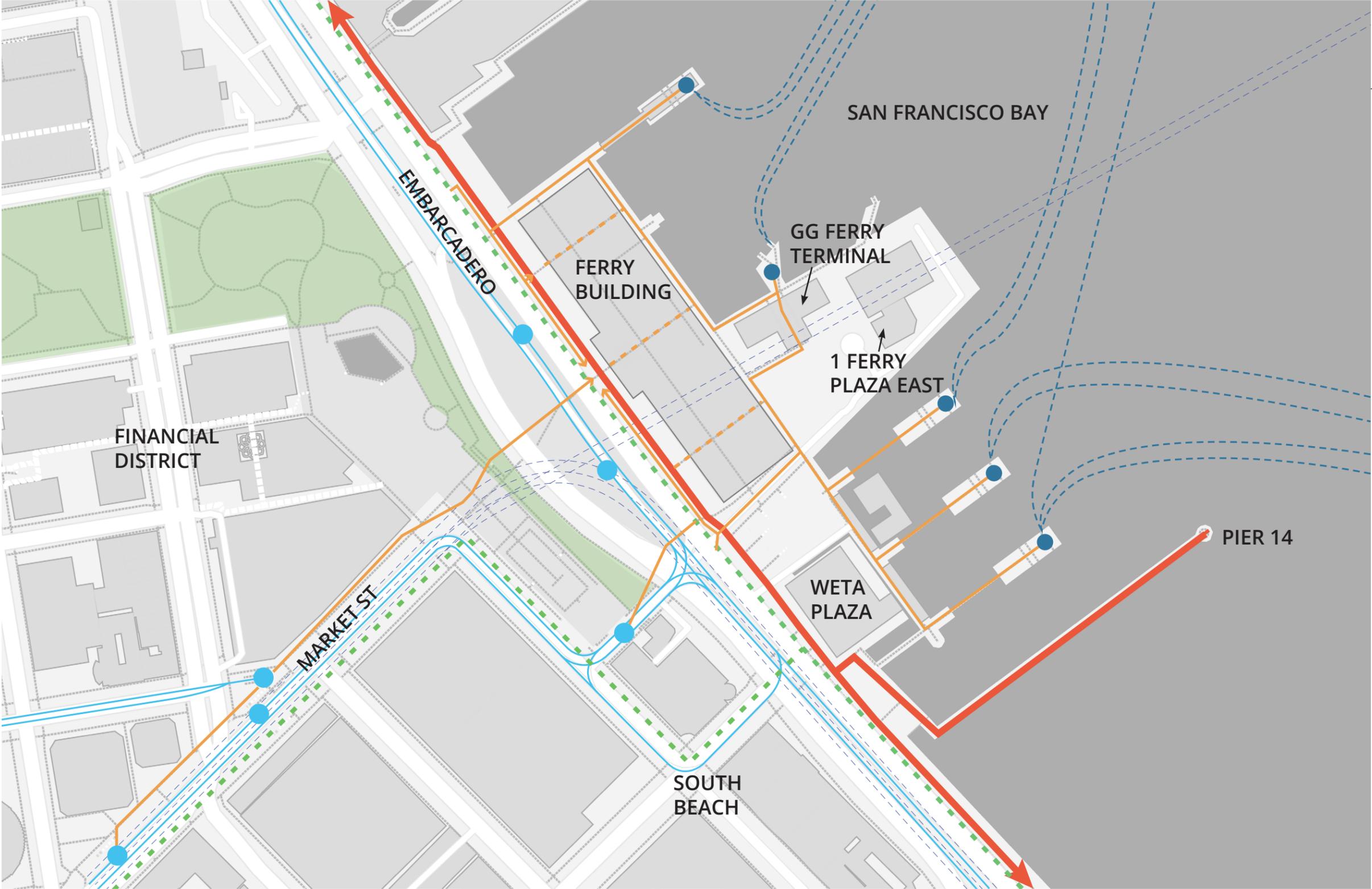
SIGNIFICANT CHANGES TO THE BUILDING INCLUDED REHABILITATION OF THE EXTERIOR FACADES, CLOCK TOWER, WINDOWS, ETC AND INCLUDE BUT ARE NOT LIMITED TO:

- Removal of non-historic infill and additions at arcades and entry porticos at primary façade
- Removal of non-historic mezzanine in grand nave
- Restoration of grand nave
- Construction of a compatible but non-historic east façade
- Reconfiguration of ground floor interior spaces
- Addition of openings in second floor to light first floor market hall
- Creation of two outdoor cafe areas at the north and south ends of the building

## HISTORIC STATUS

- City Landmark (1977)
- Individual listing in the National Register Historic Places (1978)
- Contributing building to the National Register listed Port of San Francisco Embarcadero Historic District (2006)

# LOCAL TRANSIT MAP



## TRANSPORTATION LEGEND

-  FERRY ROUTE
-  SAN FRANCISCO BAY TRAIL
-  TRAIN ABOVE GROUND
-  BIKE LANE
-  FERRY STATION
-  TRAIN STATION
-  PEDESTRIAN FLOW
-  PEDESTRIAN FLOW THROUGH BUILDING
-  PUBLIC PARKS



# PROJECT GOALS

- ENHANCE PUBLIC ACCESS AND CONNECTIVITY WITH BAY
- CREATE A HIGH QUALITY CIVIC PLAZA ON THE BAY FRONT
- EXPAND OPPORTUNITIES FOR SAN FRANCISCANS AND VISITORS TO VISIT AND ENJOY THE FERRY BUILDING AND BAY FRONT
- DRAW VISITORS IN AFTERNOON AND EVENING
- EXPAND LENGTH OF A TYPICAL VISIT
- SITE-WIDE ACTIVATION AND CIRCULATION
- IMPROVE INTERIOR-EXTERIOR CONNECTIVITY
- INCREASE PUBLIC USAGE OF FERRY PLAZA THROUGH DIVERSE AND INCLUSIVE PROGRAMMING
- EXPAND SEATING
- ADD DIVERSE FOOD SERVICE AREAS
- ELEVATE PUBLIC CONNECTIVITY ALONG THE EMBARCADERO
- SUPPORT LOCAL, FARM-DRIVEN AND ETHNICALLY DIVERSE MERCHANTS



PORTICO



NORTH ARCADE



BAY FRONT KITCHENS

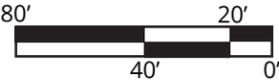
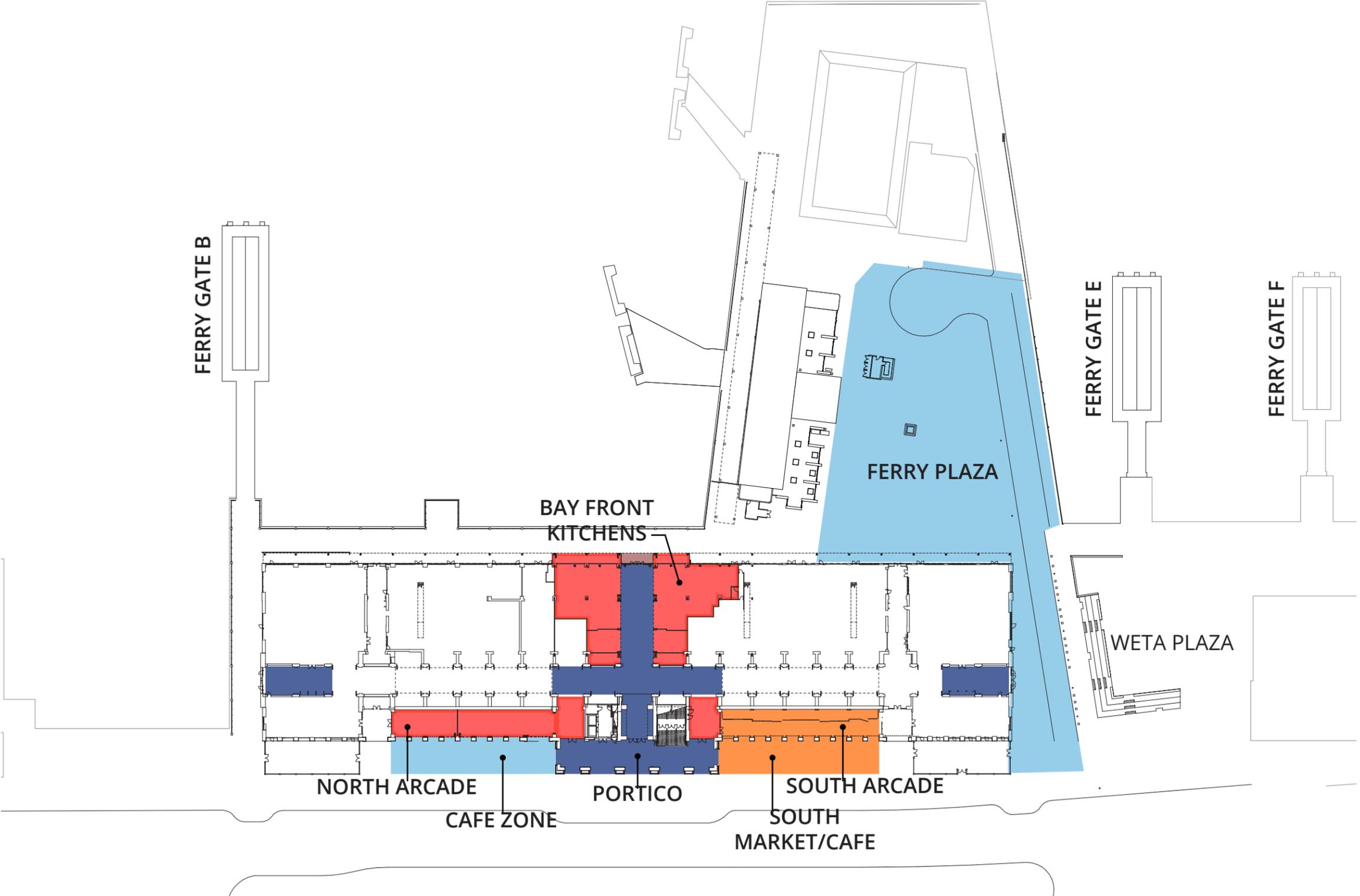


FERRY PLAZA

# SITE PLAN: SCOPE AREAS

## LEGEND

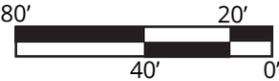
- SCOPE AREA - INTERIOR
- SCOPE AREA - EXTERIOR
- ENHANCED ACTIVATION
- FUTURE SCOPE AREA



# SITE PLAN: SCOPE PHASING

## LEGEND

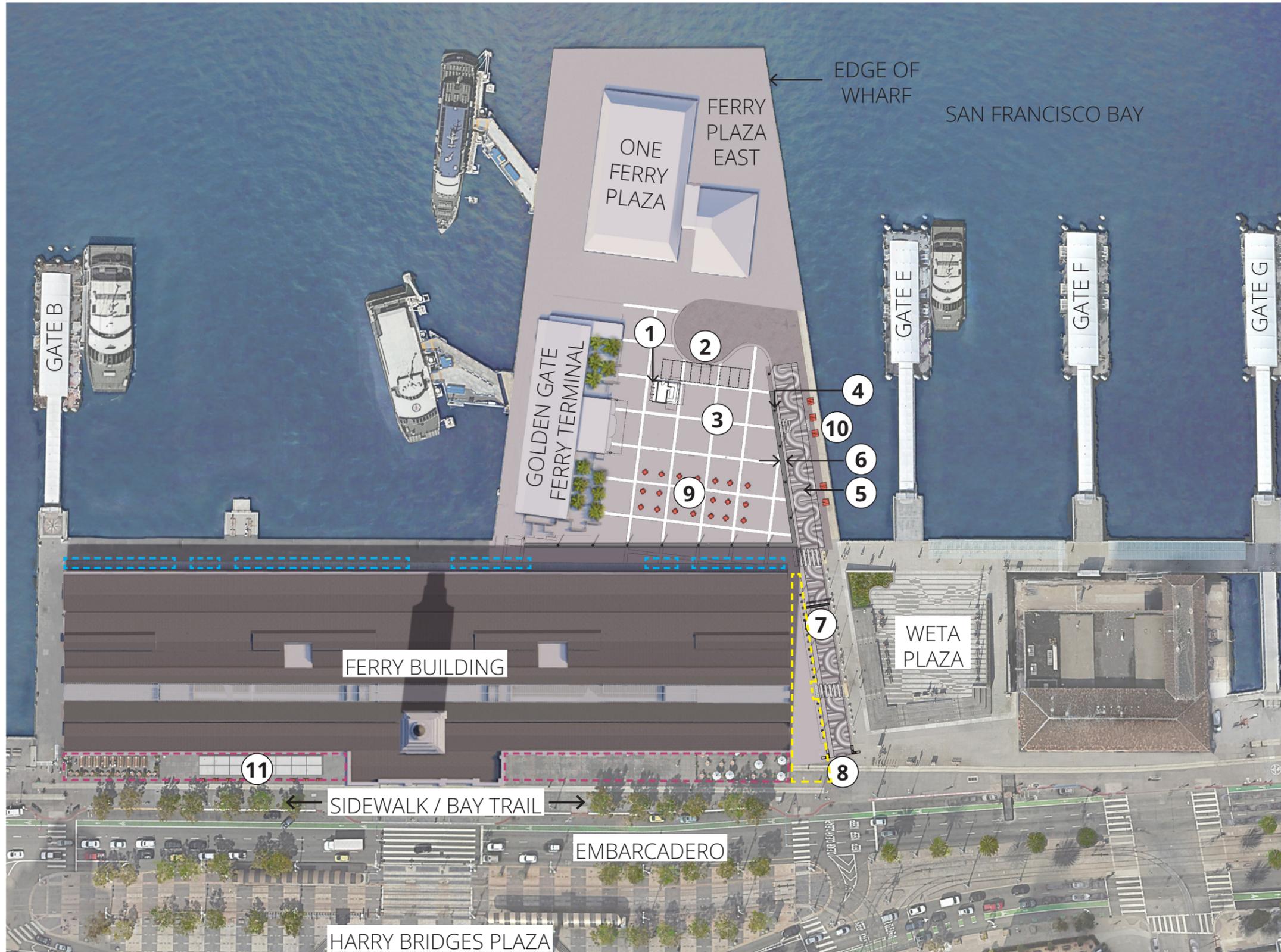
- PHASE 1A
- PHASE 1B
- PHASE 2
- FUTURE PHASE



# SITE PLAN



# SITE PLAN *Non-Market Day*



## LEGEND

- ① RETAIL KIOSK AND STORAGE APPROX. 500 SF
- ② 9 LOADING ZONE SPOTS
- ③ PLAZA PAVING TREATMENTS: GRINDING, STAINING, AND/OR SAWCUTTING EXISTING PAVING IN ORDER TO EMPHASIZE GRID AND AESTHETICALLY UNIFY PLAZA
- ④ NEW POLE LIGHTS
- ⑤ GRAPHIC COATING ON EXISTING PAVING
- ⑥ PERIMETER BAND OF DECORATIVE PAVING
- ⑦ GATEWAY SIGN
- ⑧ CORNERSTONE ELEMENTS: INTEGRATED BENCHES, PLANTERS, AND SIGNAGE (CONFIGURATION SHOWN FOR ILLUSTRATIVE PURPOSES AND SUBJECT TO CHANGE)
- ⑨ FURNITURE ZONE: MOVABLE TABLES, CHAIRS, AND/OR SITE FURNISHINGS TO SEAT AT LEAST 80 PEOPLE
- ⑩ WATERFRONT BENCHES AND ARMCHAIRS
- ⑪ ARCADE CANOPY
- ▭ PERIMETER EASEMENT ACTIVATION ZONE
- ▭ OUTDOOR DINING
- ▭ CAFE ZONE



# SITE PLAN *Market Day*



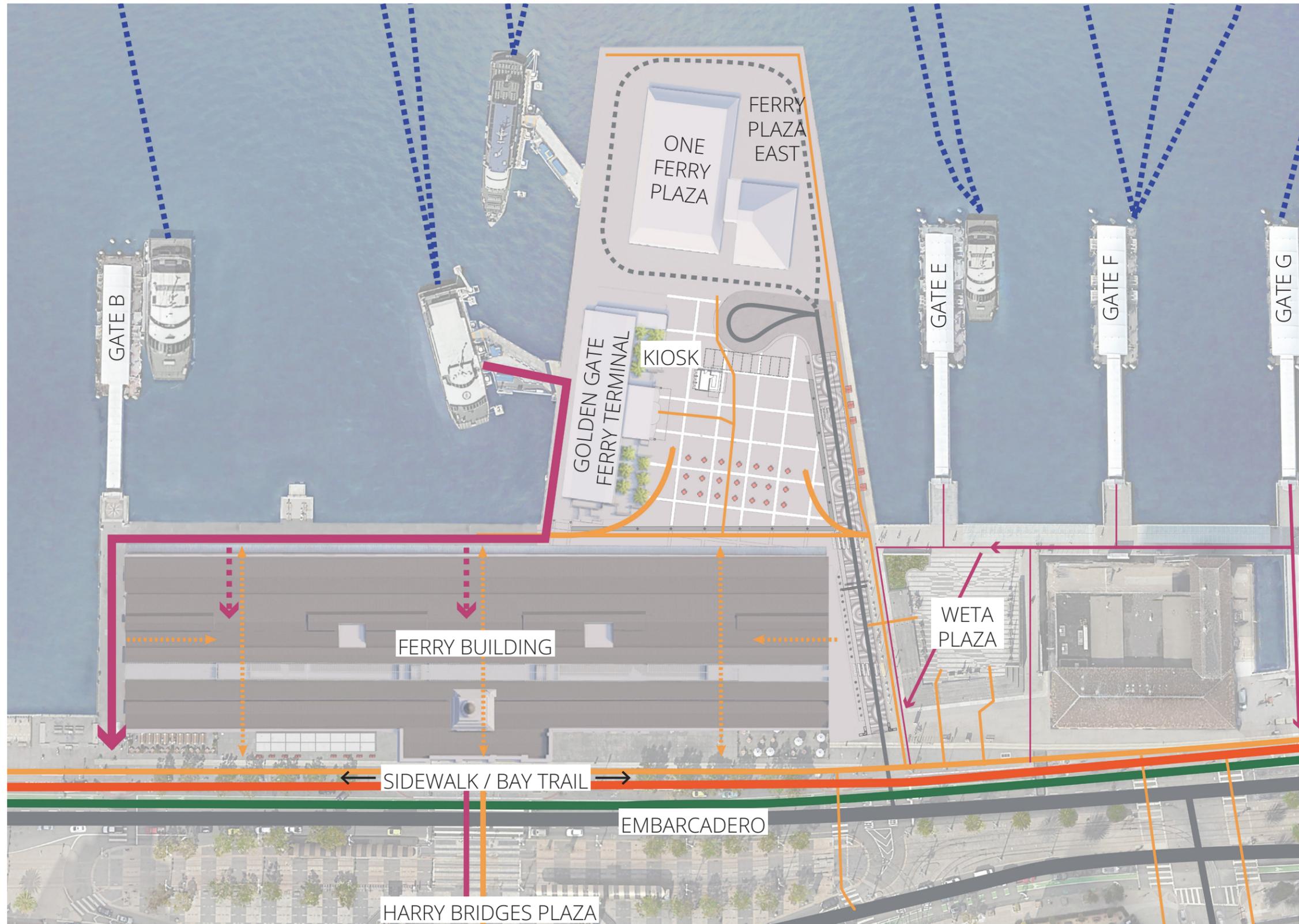
## LEGEND

- ① RETAIL KIOSK AND STORAGE APPROX. 500 SF
- ② PLAZA PAVING TREATMENTS: GRINDING, STAINING, AND/OR SAWCUTTING EXISTING PAVING IN ORDER TO EMPHASIZE GRID AND AESTHETICALLY UNIFY PLAZA
- ③ NEW POLE LIGHTS
- ④ GRAPHIC COATING ON EXISTING PAVING
- ⑤ PERIMETER BAND OF DECORATIVE PAVING
- ⑥ GATEWAY SIGN
- ⑦ CORNERSTONE ELEMENTS: INTEGRATED BENCHES, PLANTERS, AND SIGNAGE
- ⑧ ARCADE CANOPY AND PUBLIC SEATING AREA
- ⊞ OUTDOOR DINING
- ⊞ MARKET TENTS



0 50' 100' 200'

# SITE USE & CIRCULATION *Non-Market Day*



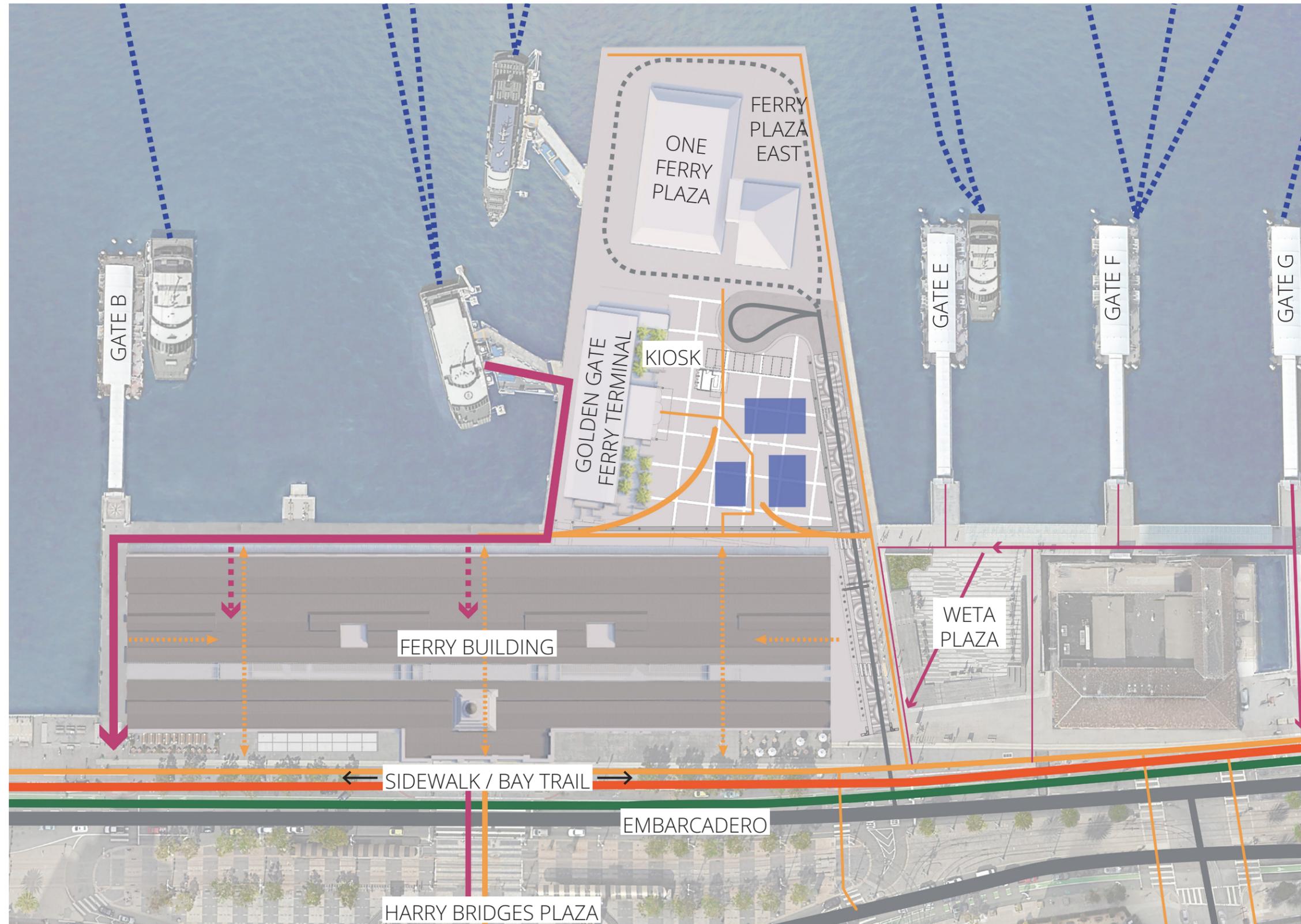
## LEGEND

- PEDESTRIANS - LEISURE (EXTERIOR)
- - - PEDESTRIANS - LEISURE (INTERIOR)
- PEDESTRIANS - COMMUTER (EXTERIOR)
- - - PEDESTRIANS - COMMUTER (INTERIOR)
- BIKE PATH
- BAY TRAIL
- VEHICLE ACCESS
- - - EMERGENCY VEHICLE ACCESS
- - - FERRY ROUTES



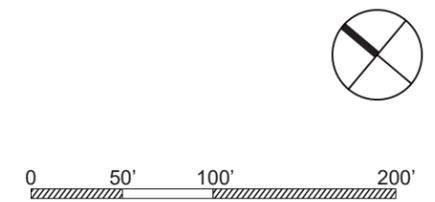
0 50' 100' 200'

# SITE USE & CIRCULATION *Non-Market Special Events: Small Event*

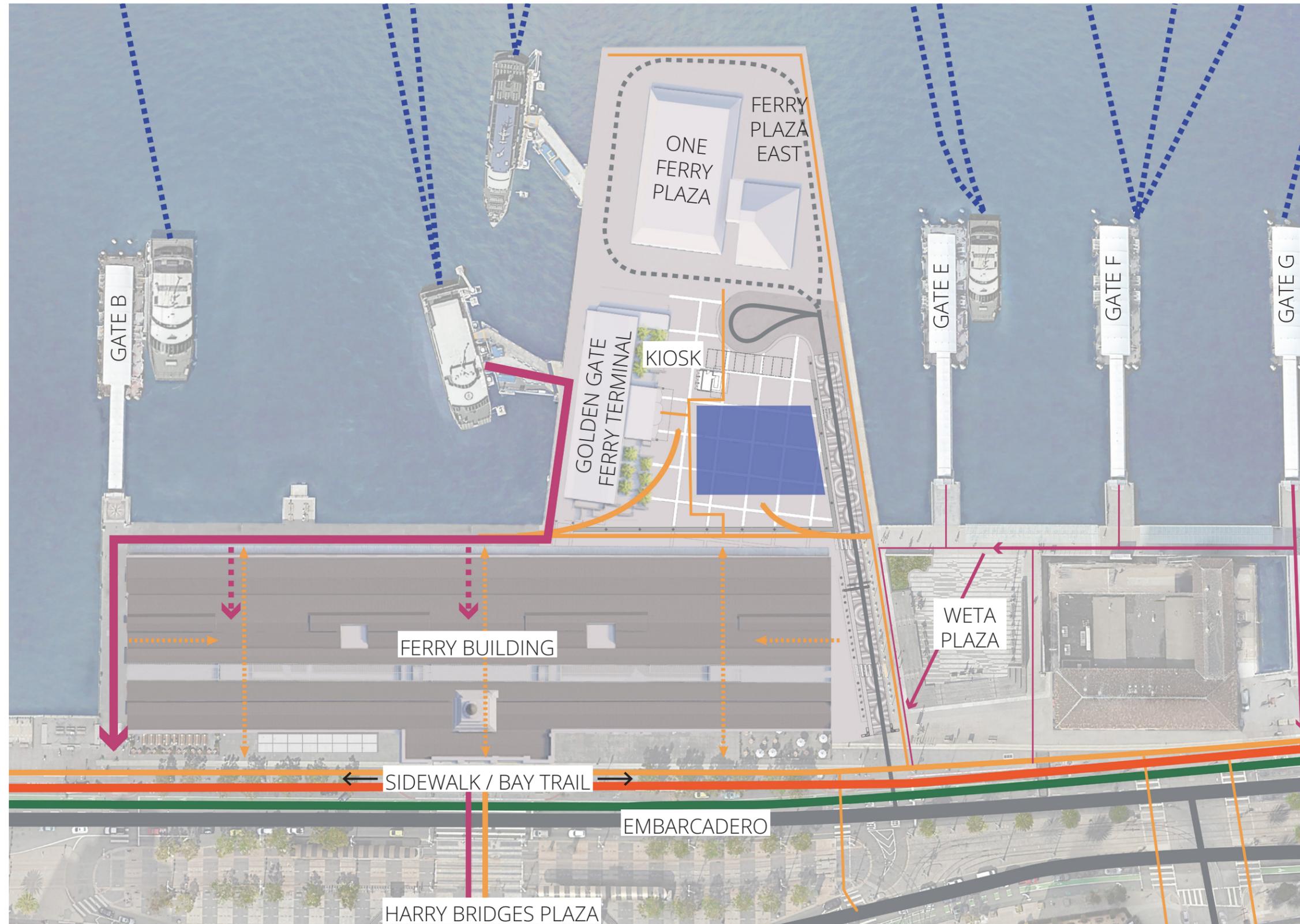


## LEGEND

- PEDESTRIANS - LEISURE (EXTERIOR)
- PEDESTRIANS - LEISURE (INTERIOR)
- PEDESTRIANS - COMMUTER (EXTERIOR)
- PEDESTRIANS - COMMUTER (INTERIOR)
- BIKE PATH
- BAY TRAIL
- VEHICLE ACCESS
- EMERGENCY VEHICLE ACCESS
- FERRY ROUTES
- EVENT SPACE (LOCATION AND SCALE REPRESENTATIVE)



# SITE USE & CIRCULATION *Non-Market Special Events: Medium Event*



## LEGEND

- PEDESTRIANS - LEISURE (EXTERIOR)
- PEDESTRIANS - LEISURE (INTERIOR)
- PEDESTRIANS - COMMUTER (EXTERIOR)
- PEDESTRIANS - COMMUTER (INTERIOR)
- BIKE PATH
- BAY TRAIL
- VEHICLE ACCESS
- EMERGENCY VEHICLE ACCESS
- FERRY ROUTES
- EVENT SPACE (LOCATION AND SCALE REPRESENTATIVE)



# SITE USE & CIRCULATION *Non-Market Special Events: Large Event*

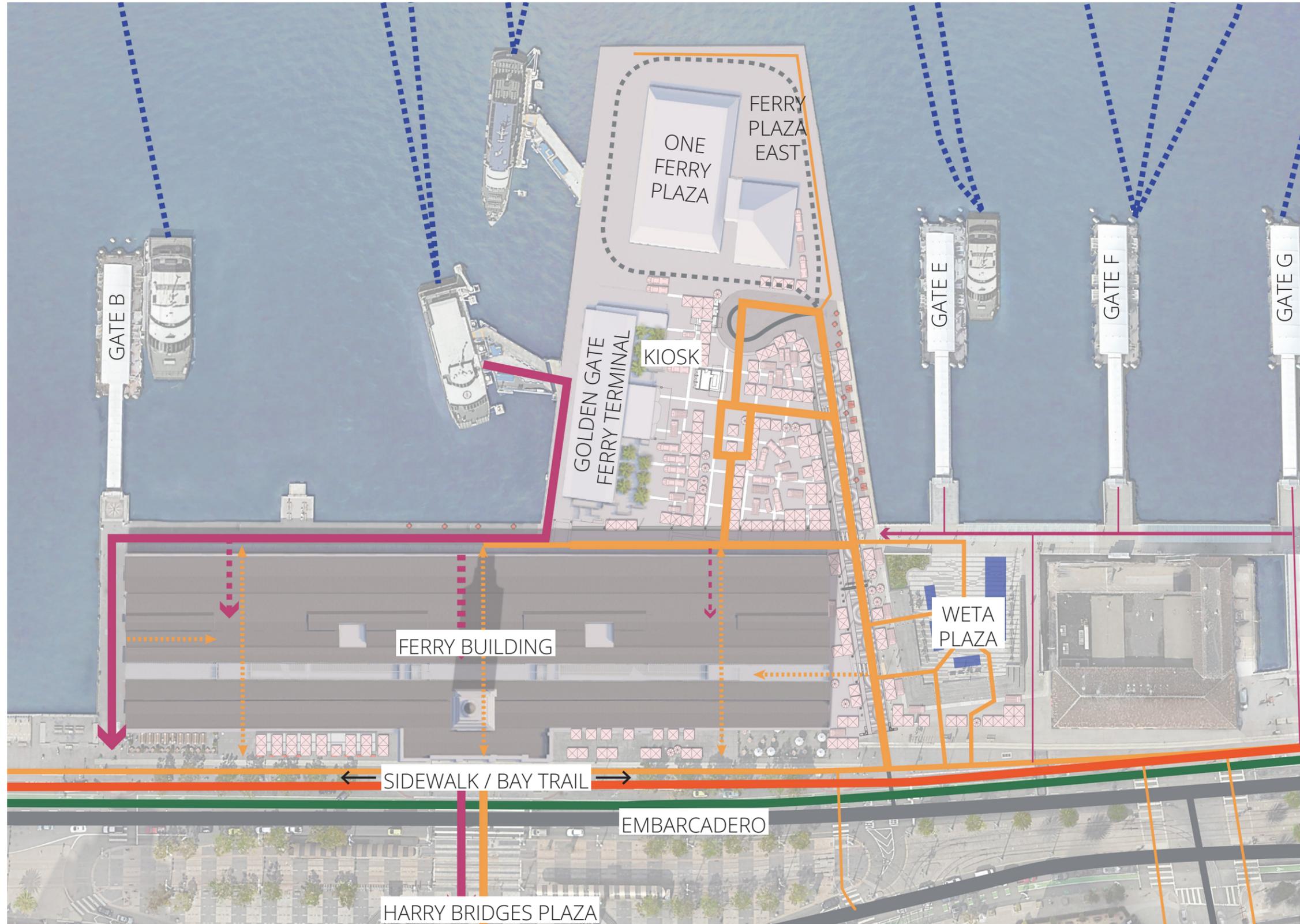


## LEGEND

- PEDESTRIANS - LEISURE (EXTERIOR)
- - - PEDESTRIANS - LEISURE (INTERIOR)
- PEDESTRIANS - COMMUTER (EXTERIOR)
- - - PEDESTRIANS - COMMUTER (INTERIOR)
- BIKE PATH
- BAY TRAIL
- VEHICLE ACCESS
- - - EMERGENCY VEHICLE ACCESS
- - - FERRY ROUTES
- EVENT SPACE (LOCATION AND SCALE REPRESENTATIVE)



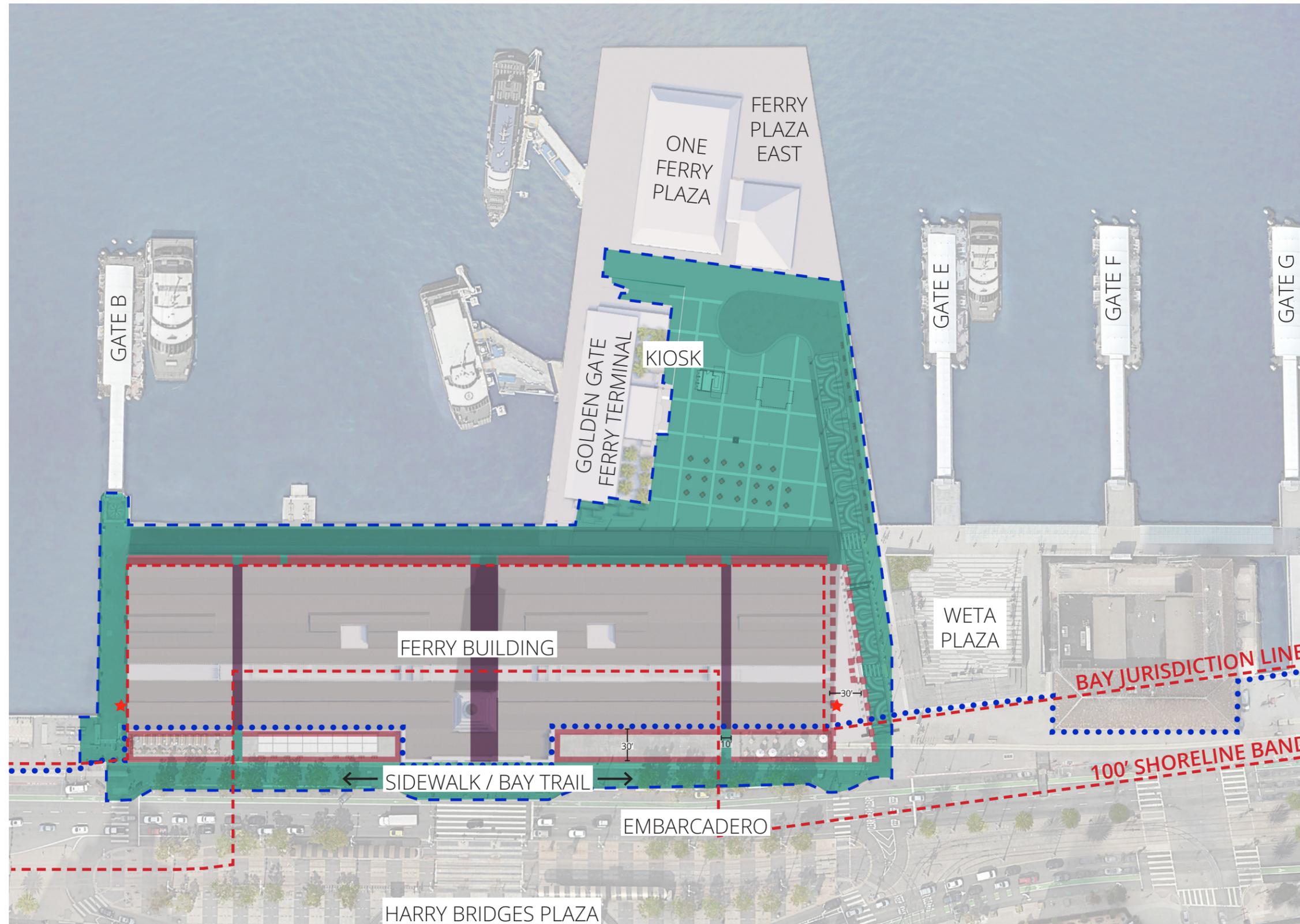
# SITE USE & CIRCULATION *Market Day*



## LEGEND

- PEDESTRIANS - LEISURE (EXTERIOR)
- PEDESTRIANS - LEISURE (INTERIOR)
- PEDESTRIANS - COMMUTER (EXTERIOR)
- PEDESTRIANS - COMMUTER (INTERIOR)
- BIKE PATH
- BAY TRAIL
- VEHICLE ACCESS
- EMERGENCY VEHICLE ACCESS
- FERRY ROUTES
- EVENT SPACE (LOCATION AND SCALE REPRESENTATIVE)
- MARKET TENTS

# PUBLIC ACCESS PER EXISTING BCDC PERMITS

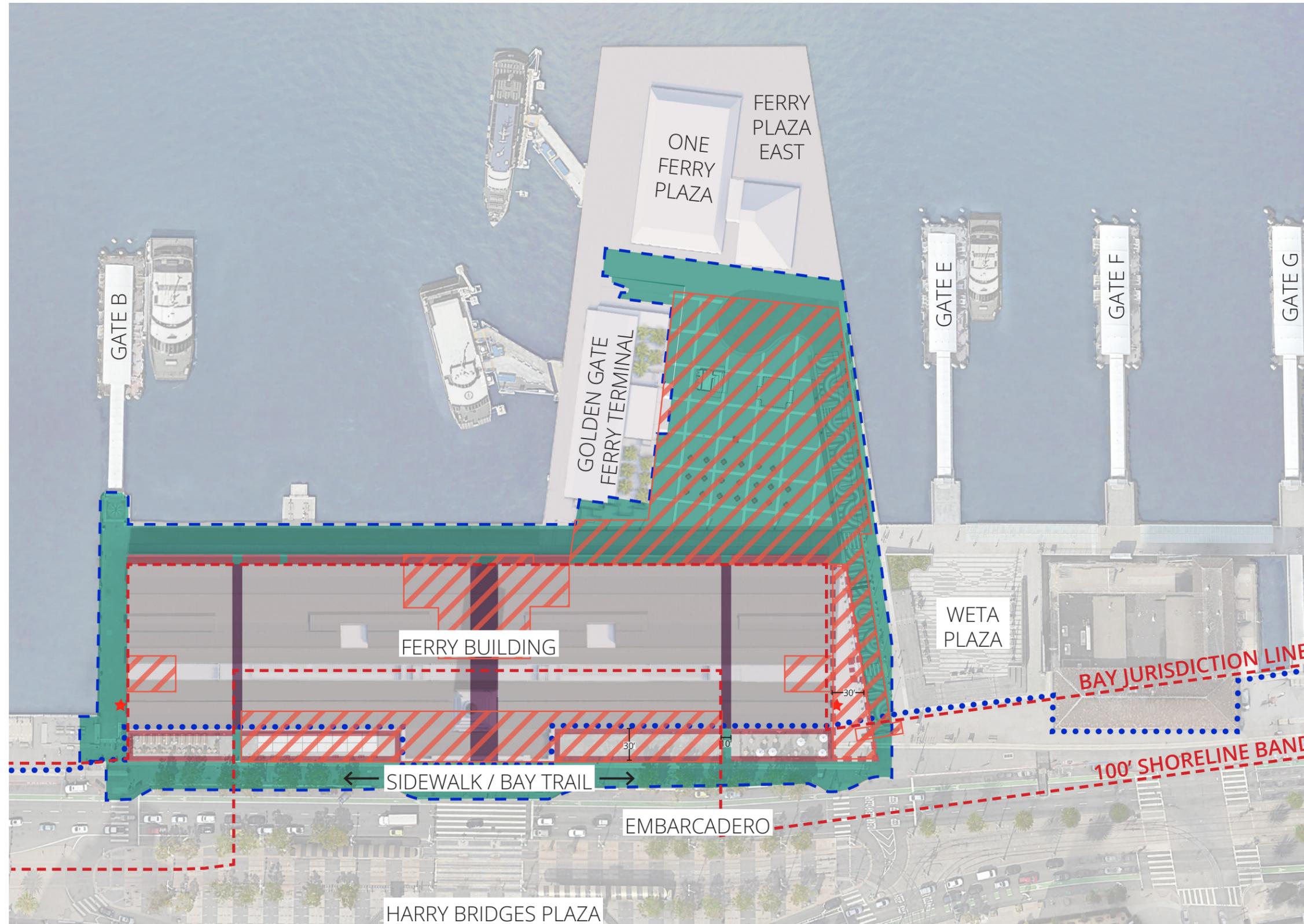


## LEGEND

- — — LIMIT OF BCDC PERMIT NO. 2000.001.05, MARCH 14, 2019
- • • • LIMIT OF BCDC PERMIT #8-90, JULY 2010 MID EMBARCADERO ROADWAY PROJECT
- EXISTING PUBLIC ACCESS
- INTERIOR PUBLIC ACCESS (LIMITED HOURS)
- POTENTIAL AREA OF OUTDOOR DINING
- EXISTING CAFE ZONE
- - - PERIMETER EASEMENT ACTIVATION ZONE
- ★ BIKE PARKING



# PROPOSED PROJECT IMPROVEMENTS TO PUBLIC ACCESS



## LEGEND

- — — — LIMIT OF BCDC PERMIT NO. 2000.001.05, MARCH 14, 2019
- • • • LIMIT OF BCDC PERMIT #8-90, JULY 2010 MID EMBARCADERO ROADWAY PROJECT
- EXISTING PUBLIC ACCESS
- INTERIOR PUBLIC ACCESS (LIMITED HOURS)
- POTENTIAL AREA OF OUTDOOR DINING
- EXISTING CAFE ZONE
- PERIMETER EASEMENT ACTIVATION ZONE
- ★ BIKE PARKING



# SITE FURNISHINGS & SEATING COUNTS



### LEGEND

- ① FERRY PLAZA FURNITURE ZONE
- ② RETAIL KIOSK AND STORAGE APPROX. 500 SF
- ③ 9 LOADING ZONE SPOTS
- ④ MOVABLE 8'-0" LONG BARRIERS
- ⑤ WATERFRONT FURNITURE ZONE
- ⑥ WHITE PAINT CROSS WALK STRIPES TO HIGHLIGHT DENSE CROSSING AREA
- ⑦ MOVEABLE BOLLARDS OR CONES
- ⑧ LOADING DOCK/SERVICE AREA

### SEATING TOTALS

PROPOSED SEATING IS FOR A MINIMUM OF 66 PEOPLE AND A MAXIMUM OF 106 PEOPLE



# PROPOSED SITES FOR GANDHI RELOCATION



## LEGEND



0 50' 100' 200'

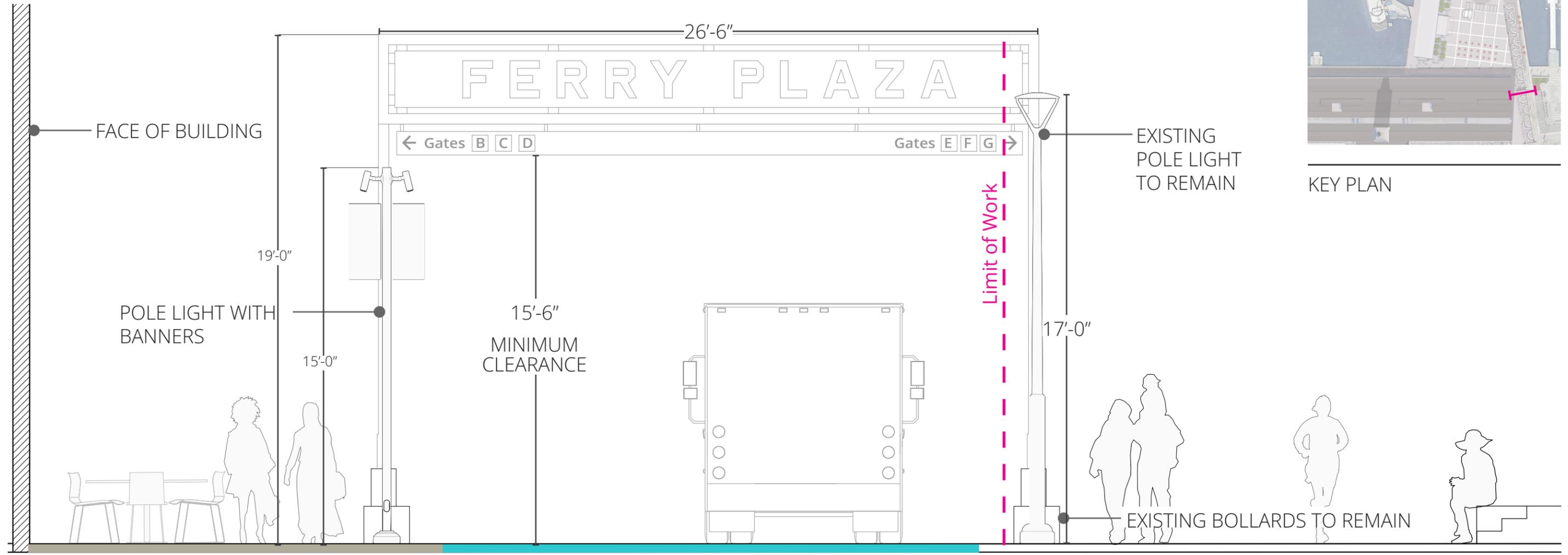
# ALTERNATE RETAIL KIOSK LOCATION



## NOTE

ALTERNATE LOCATION REQUIRES ADDITIONAL STUDY TO CONFIRM STRUCTURAL FEASIBILITY AND HAMMERHEAD ALIGNMENT FOR FIRE ACCESS.

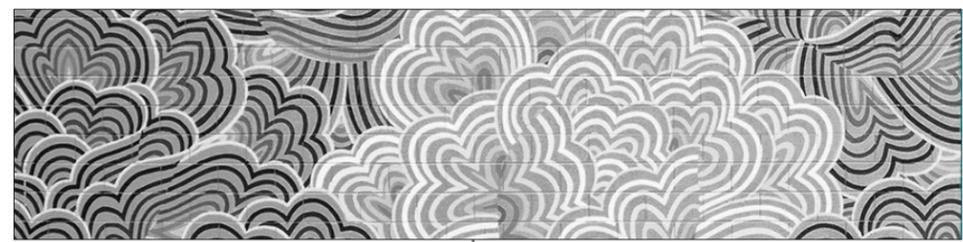
# SOUTH PROMENADE AT FERRY BUILDING



KEY PLAN

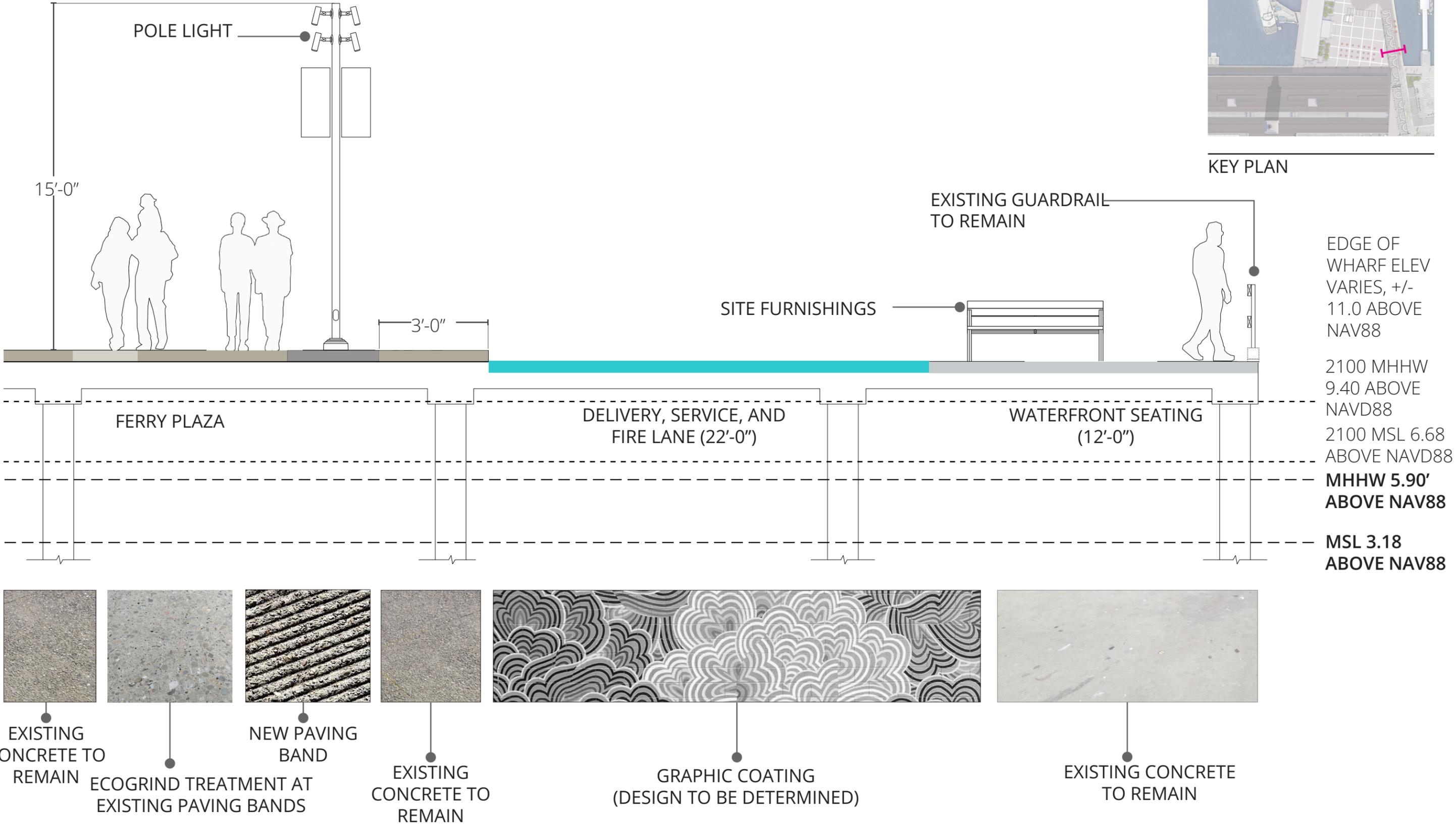


EXISTING CONCRETE TO REMAIN



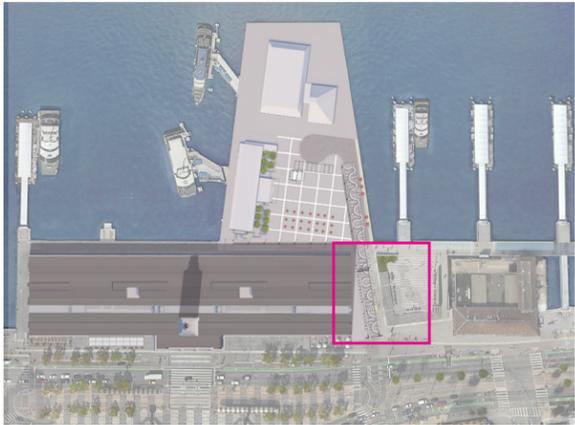
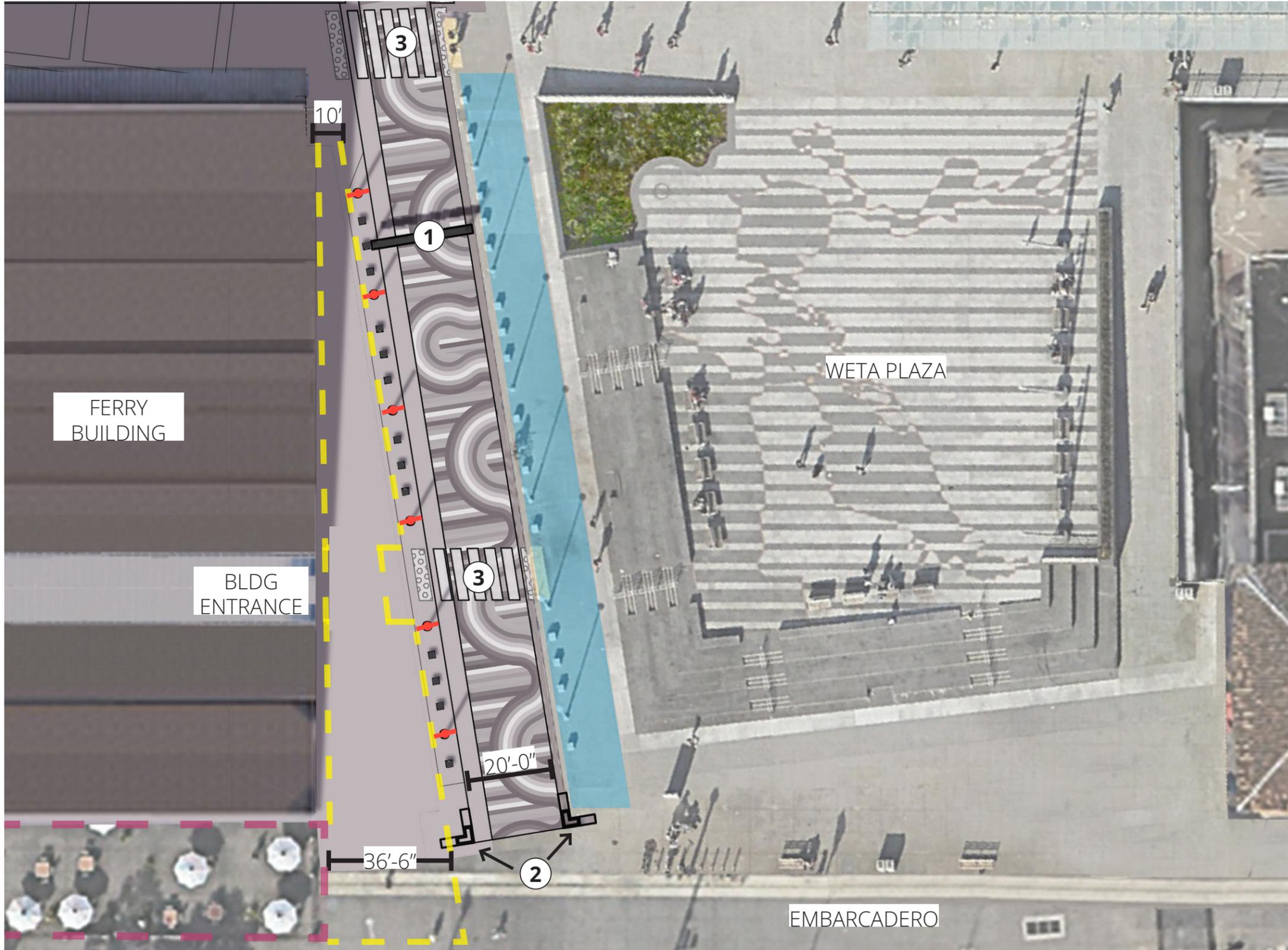
GRAPHIC COATING (DESIGN TO BE DETERMINED)

# SOUTH PROMENADE AT FERRY PLAZA



KEY PLAN

# SOUTH PROMENADE



### LEGEND

- ① GATEWAY SIGN
- ② CORNERSTONE ELEMENTS: INTEGRATED B PLANTERS, AND SIGNAGE
- ③ PEDESTRIAN CROSSWALK: PAINTED WHITE OVER GRAPHIC PAVING
- POLE LIGHT WITH BANNERS
- SEAT BOLLARDS
- MARKET TENT ZONES (SATURDAYS)
- ▭ PERIMETER EASEMENT ACTIVATION ZONE
- ▭ CAFE ZONE

# MATERIALS SUMMARY *South Promenade*

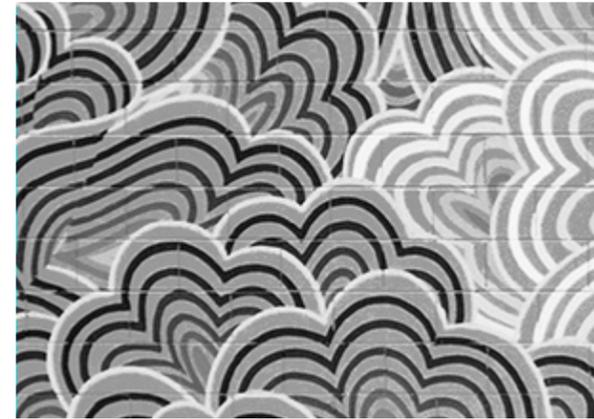
## SURFACES



EXISTING CONCRETE TO REMAIN



NEW PAVING BAND AT PLAZA PERIMETER



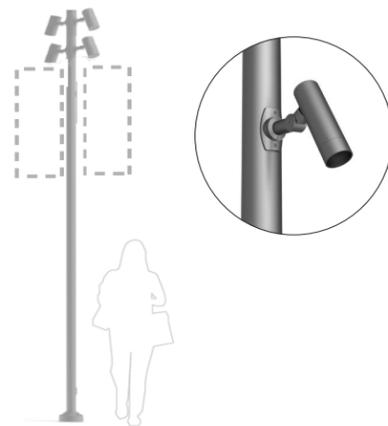
GRAPHIC COATING AT SOUTH PROMENADE

THE PROPOSED PALETTE REMAINS UNDER STUDY BUT WILL RELATE TO EXISTING MATERIALS OF FERRY TERMINALS AND BUILDING.

## VERTICAL ELEMENTS



BANNERS AT POLE LIGHTS



POLE LIGHT WITH BANNERS



GATEWAY SIGN CONCEPT



CORNERSTONE ELEMENT CONCEPT

## CONTEXT



EXISTING GRANITE SEAT BOLLARD & LAMPPOSTS



EXISTING SEATING AT GATES E AND F



COLOR PALETTE: FERRY BUILDING GREY AND SAHARA BRONZE

# SOUTH PROMENADE CONCEPT *Non-Market Day*



**\*Accessibility details to be refined in design phase**

**\*Pavement graphic and project color palette under further study**

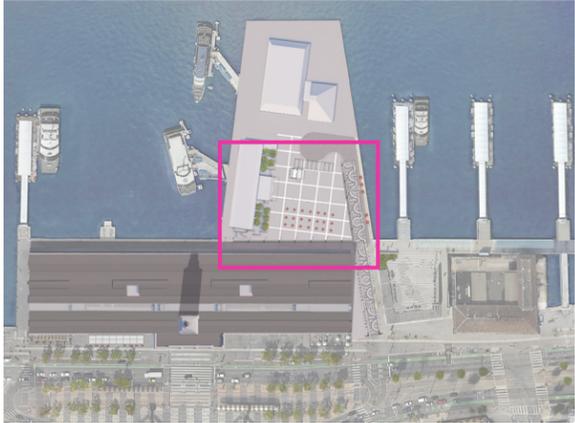
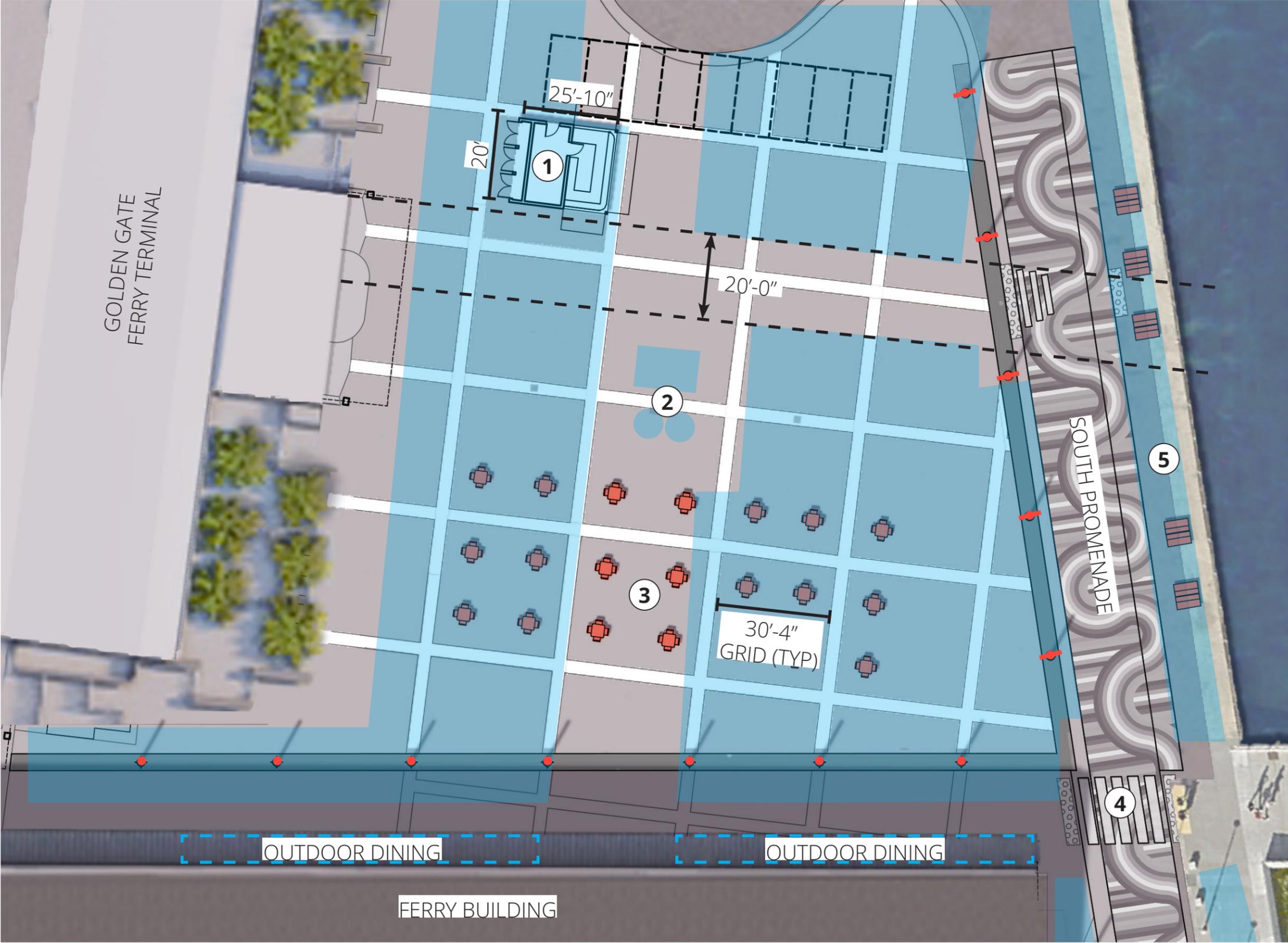
# SOUTH PROMENADE CONCEPT *Market Day*



**\*Accessibility details to be refined in design phase**

**\*Pavement graphic and project color palette under further study**

# FERRY PLAZA



**LEGEND**

- ① RETAIL KIOSK AND STORAGE APPROX. 500 SF
- ② GANDHI STATUE (NEW LOCATION TBD)
- ③ MOVABLE CAFE TABLES, CHAIRS, AND PLANTERS
- ④ PEDESTRIAN CROSSWALK TO FERRY GATES E, F, AND G
- ⑤ WATERFRONT FURNITURE ZONE
- POLE LIGHT WITH BANNERS
- WAND LIGHT
- MARKET TENT ZONE (SATURDAYS)
- OUTDOOR DINING

# MATERIALS SUMMARY *Ferry Plaza*

## SURFACES



EXISTING CONCRETE TO REMAIN



ECOGRIND TREATMENT AT EXISTING PAVING BANDS



NEW PAVING BAND AT PLAZA PERIMETER



GRAPHIC COATING AT SOUTH PROMENADE

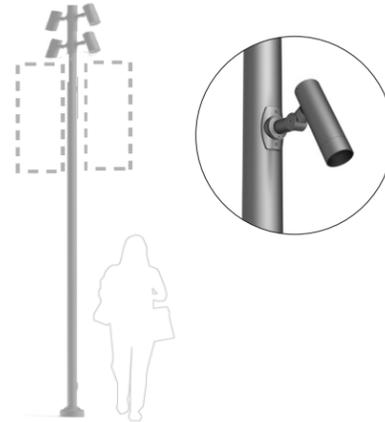


COLOR PALETTE: FERRY BUILDING GREY & SAHARA BRONZE

## VERTICAL ELEMENTS



BANNERS AT POLE LIGHTS



POLE LIGHT WITH BANNERS



WAND LIGHTS



STATUE OF GANDHI



RETAIL KIOSK AND STORAGE



## FURNISHINGS



MOVABLE PLANTERS



WATERFRONT BENCHES AND ARMCHAIRS



MOVABLE TABLES AND CHAIRS



EXISTING FERRY PLAZA BENCHES

THE PROPOSED PALETTE AND SPECIFIC FURNISHINGS REMAIN UNDER STUDY BUT WILL RELATE TO EXISTING MATERIALS OF FERRY TERMINALS AND BUILDING. SITE FURNISHING PHOTOS ARE FOR EXAMPLE PURPOSES ONLY AND DO NOT REPRESENT SPECIFIC CHOSEN MODELS.

# FERRY PLAZA CONCEPT: LOOKING SOUTH

*Non-Market Day*



**\*Project color palette under further study**

# FERRY PLAZA CONCEPT: LOOKING SOUTH

*Market Day*



**\*Project color palette under further study**

# FERRY PLAZA: LOOKING NORTH

*Non-Market Day*



**\*Accessibility details to be refined in design phase**

**\*Pavement graphic and project color palette under further study**

# FERRY PLAZA: LOOKING NORTH

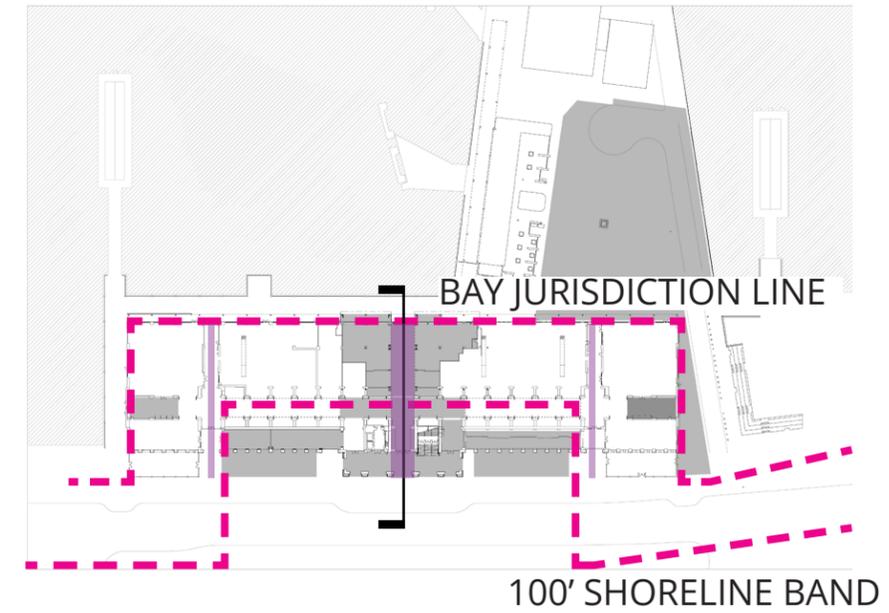
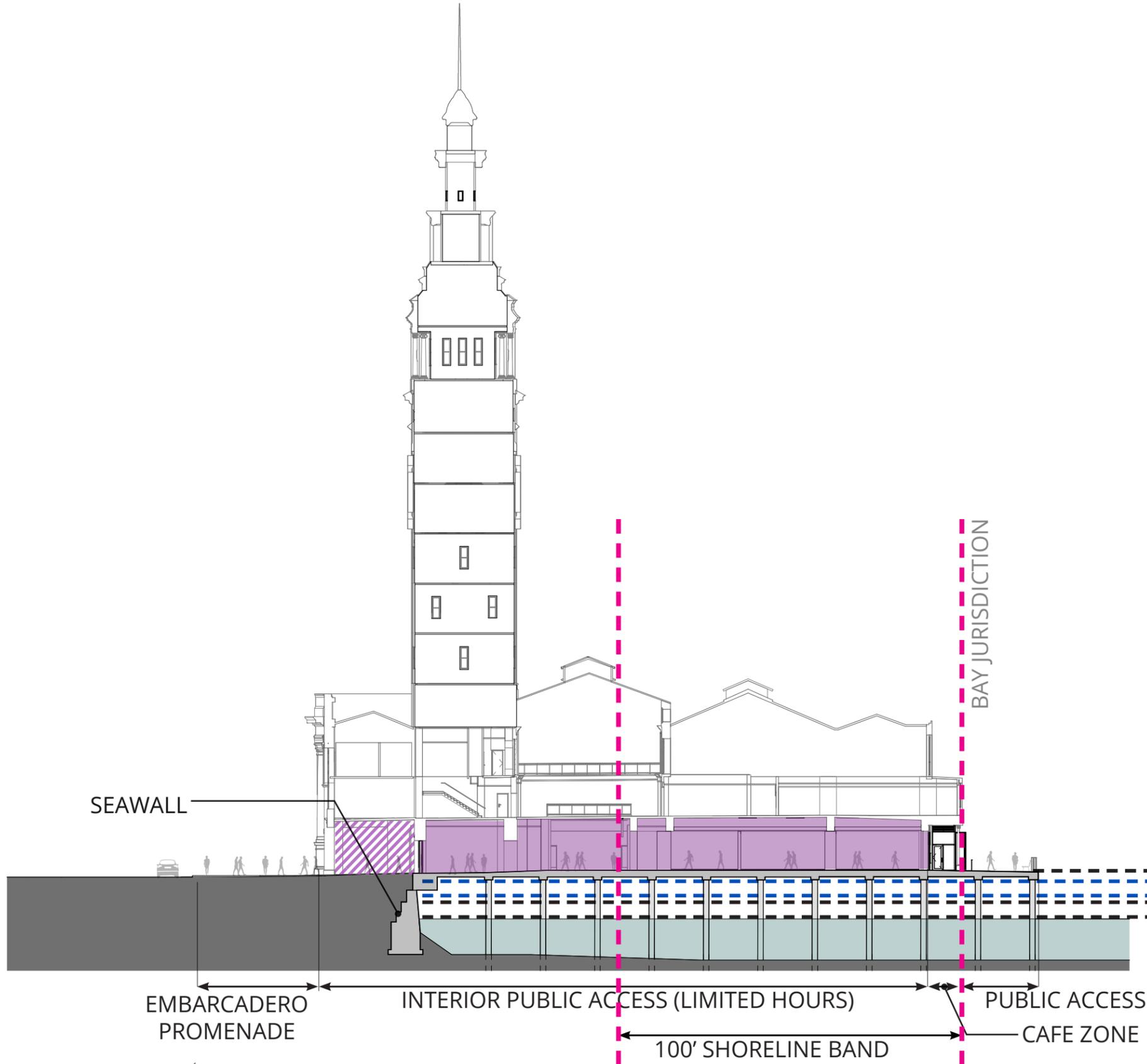
Market Day



\*Accessibility details to be refined in design phase

\*Pavement graphic and project color palette under further study

# E-W SECTION THROUGH CENTRAL PASSTHROUGH



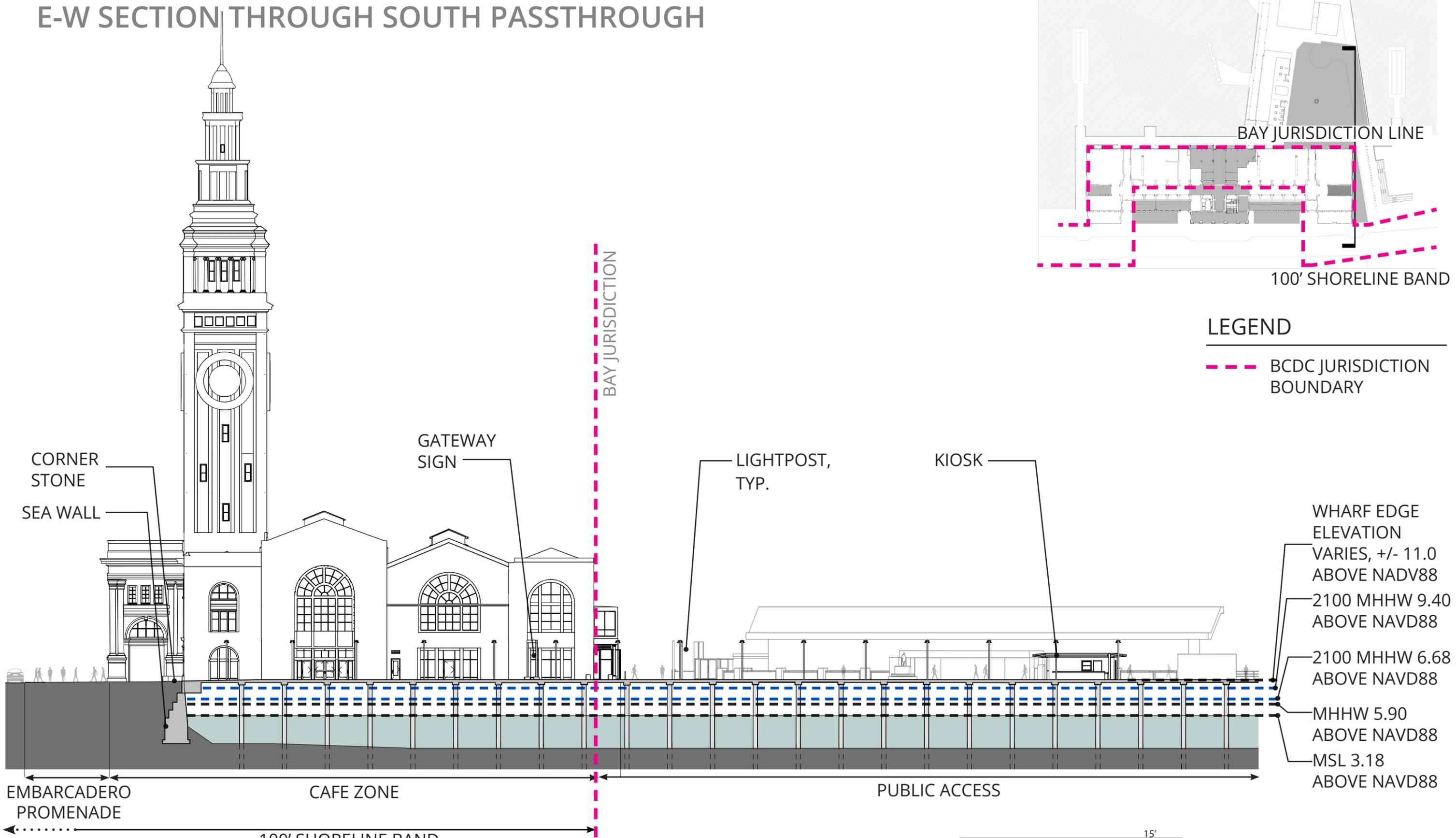
## LEGEND

- - - BCDC JURISDICTION BOUNDARY
- /// (E) EXTERIOR PUBLIC ACCESS
- (E) INTERIOR PUBLIC ACCESS

- WHARF EDGE ELEVATION VARIES, +/- 11.0 ABOVE NADV88
- 2100 MHHW 9.40 ABOVE NAVD88
- 2100 MHHW 6.68 ABOVE NAVD88
- MHHW 5.90 ABOVE NAVD88
- MSL 3.18 ABOVE NAVD88



# E-W SECTION THROUGH SOUTH PASSTHROUGH



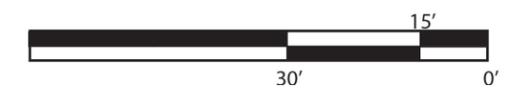
**LEGEND**

--- BCDC JURISDICTION BOUNDARY

- WHARF EDGE ELEVATION VARIES, +/- 11.0 ABOVE NAVD88
- 2100 MHHW 9.40 ABOVE NAVD88
- 2100 MHHW 6.68 ABOVE NAVD88
- MHHW 5.90 ABOVE NAVD88
- MSL 3.18 ABOVE NAVD88

EMBARCADERO PROMENADE      CAFE ZONE      PUBLIC ACCESS

100' SHORELINE BAND



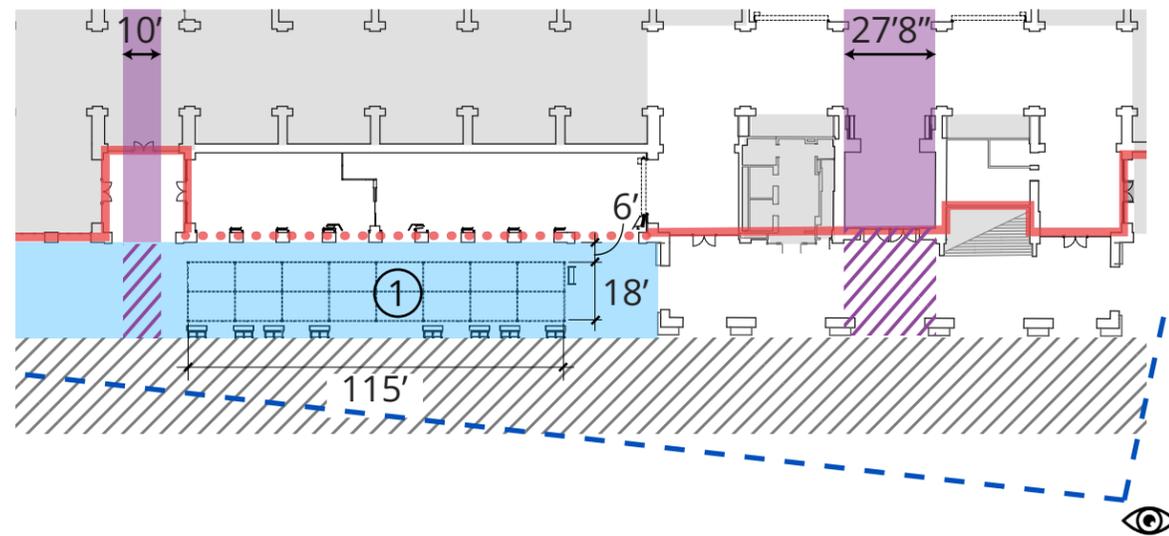
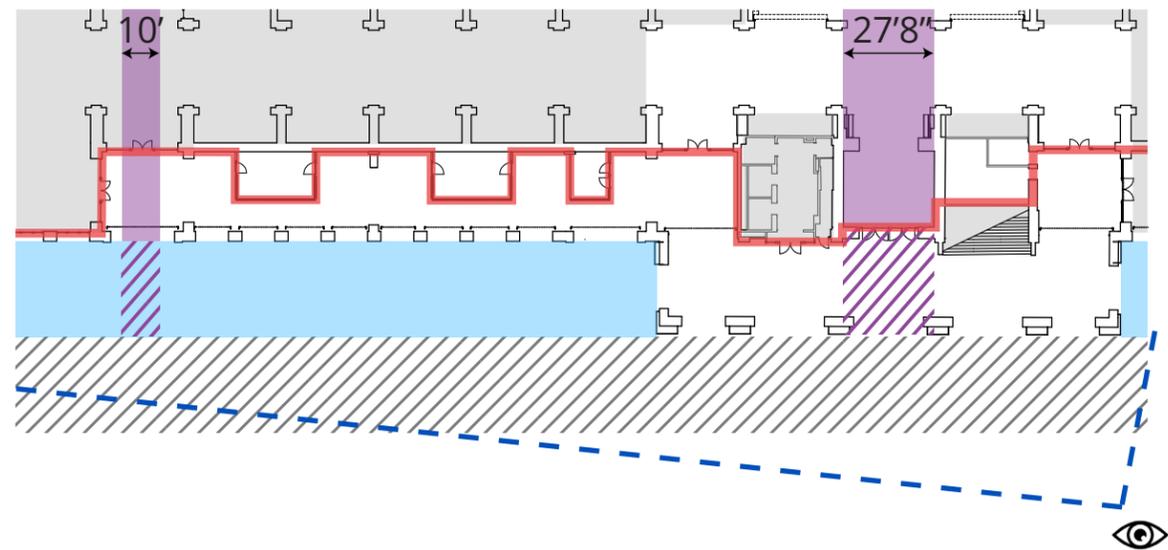
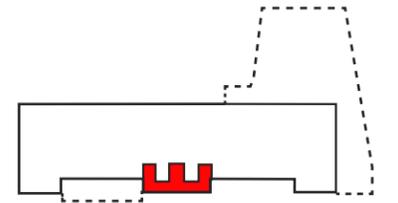
# ENTRANCE PORTICO



EXISTING VIEW LOOKING NORTHWEST

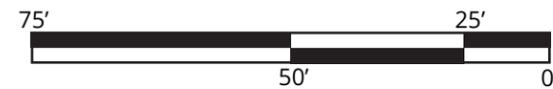


PROPOSED VIEW LOOKING NORTHWEST



## LEGEND

- ① CANOPY
- ▨ (E) EXTERIOR PUBLIC ACCESS
- (E) INTERIOR PUBLIC ACCESS, LIMITED HOURS
- LINE OF ENCLOSURE
- ⋯ LINE OF OPERABLE PARTITION
- CAFE ZONE
- NOT IN SCOPE - INTERIOR
- ▨ PUBLIC ACCESS



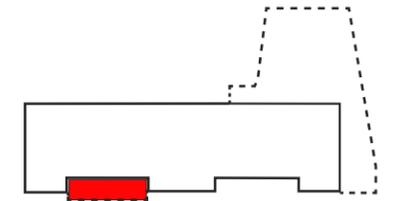
# NORTH ARCADE



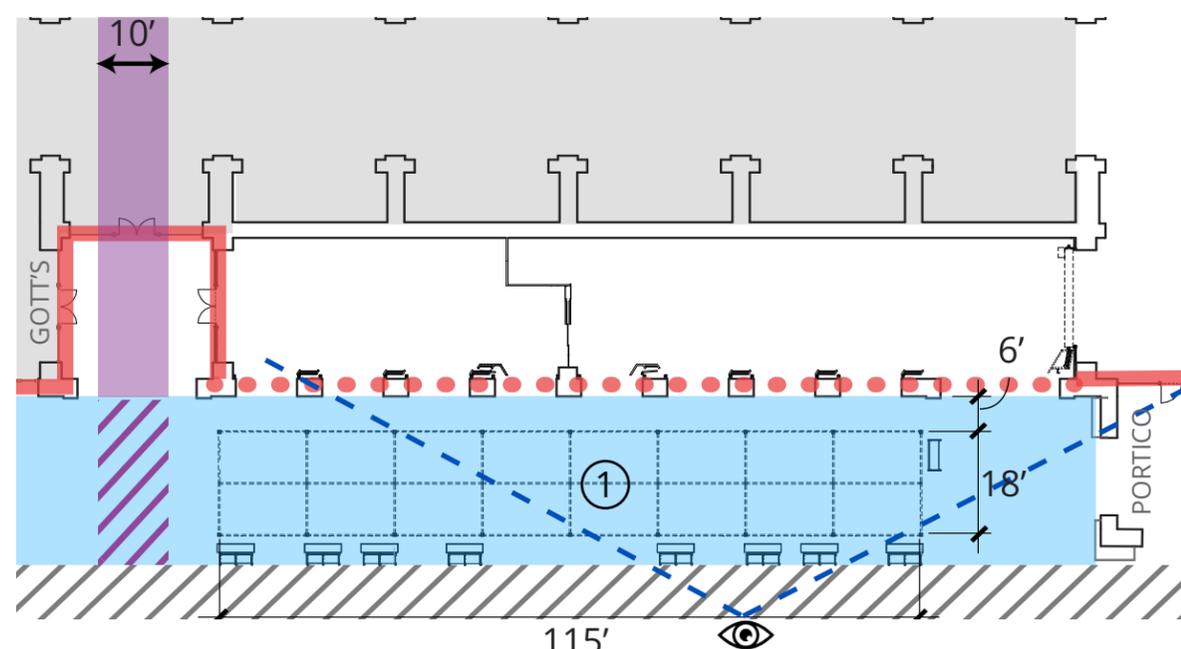
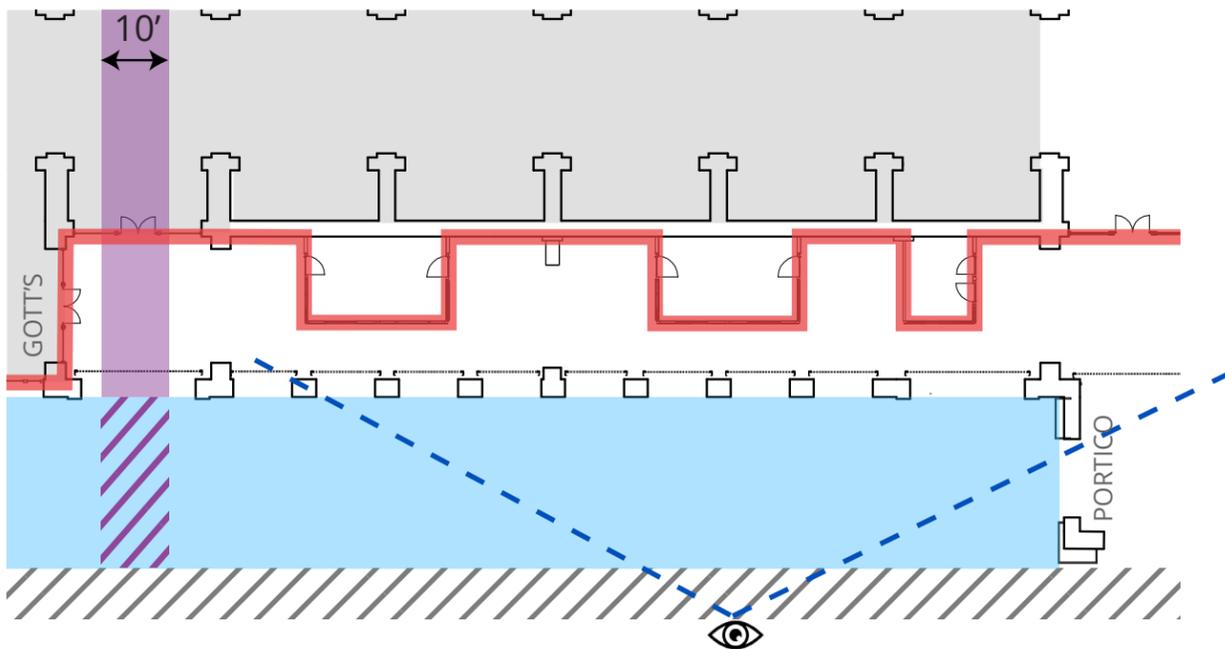
EXISTING VIEW LOOKING EAST



PROPOSED VIEW LOOKING EAST

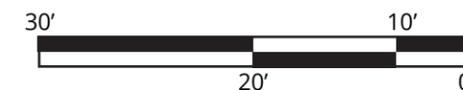


\*Signage at canopy and fixed glass transom at arches to be further refined.  
 \*Lighting at canopy to be further refined.



## LEGEND

- ① CANOPY
- ▨ (E) EXTERIOR PUBLIC ACCESS
- (E) INTERIOR PUBLIC ACCESS, LIMITED HOURS
- LINE OF ENCLOSURE
- ⋯ LINE OF OPERABLE PARTITION
- CAFE ZONE
- NOT IN SCOPE - INTERIOR
- ▨ PUBLIC ACCESS



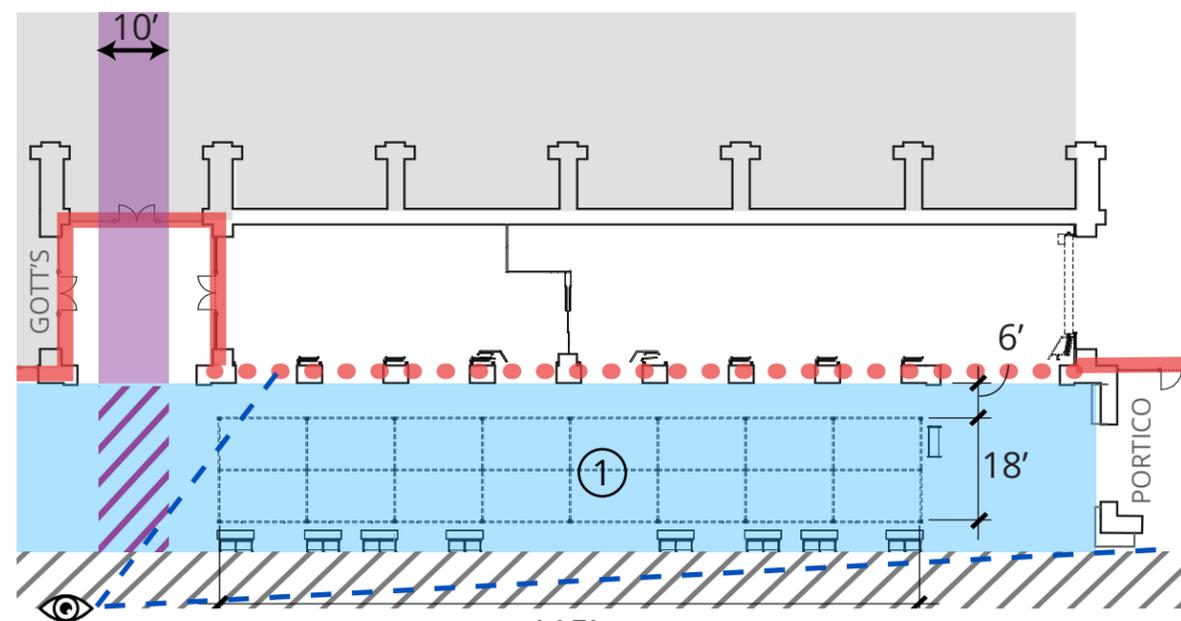
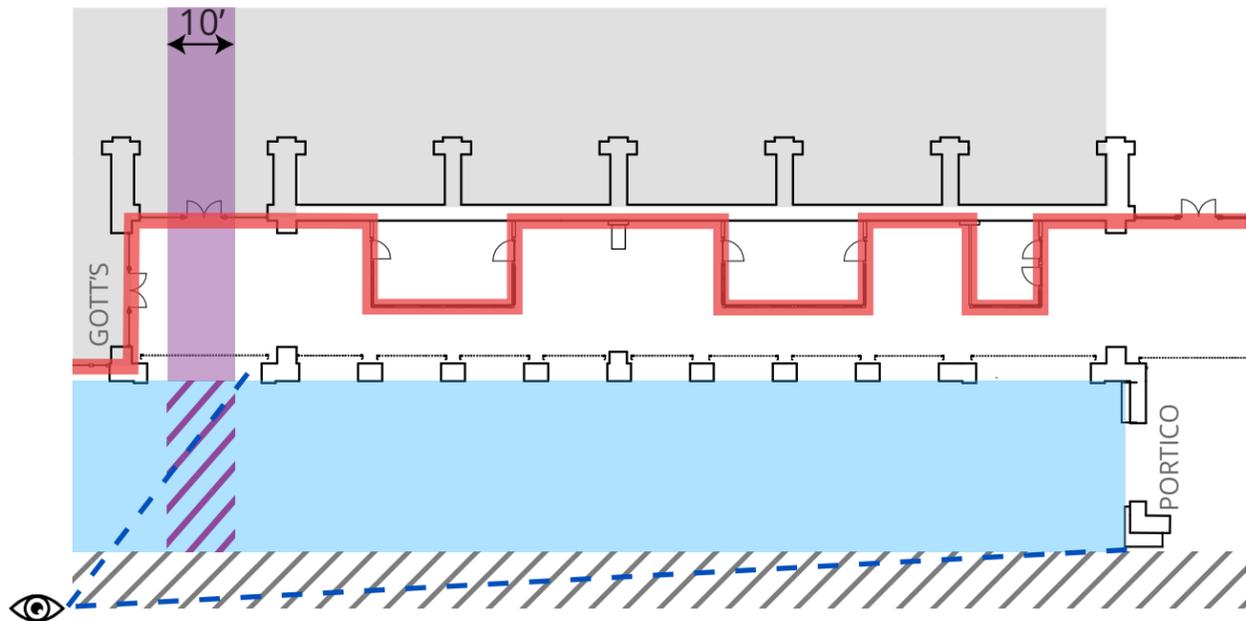
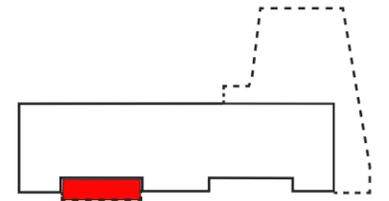
# NORTH ARCADE



EXISTING VIEW LOOKING SOUTHEAST

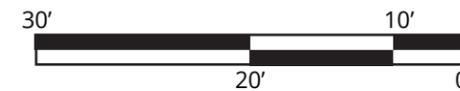


PROPOSED VIEW LOOKING SOUTHEAST

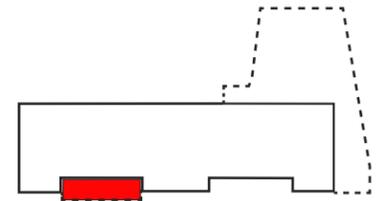
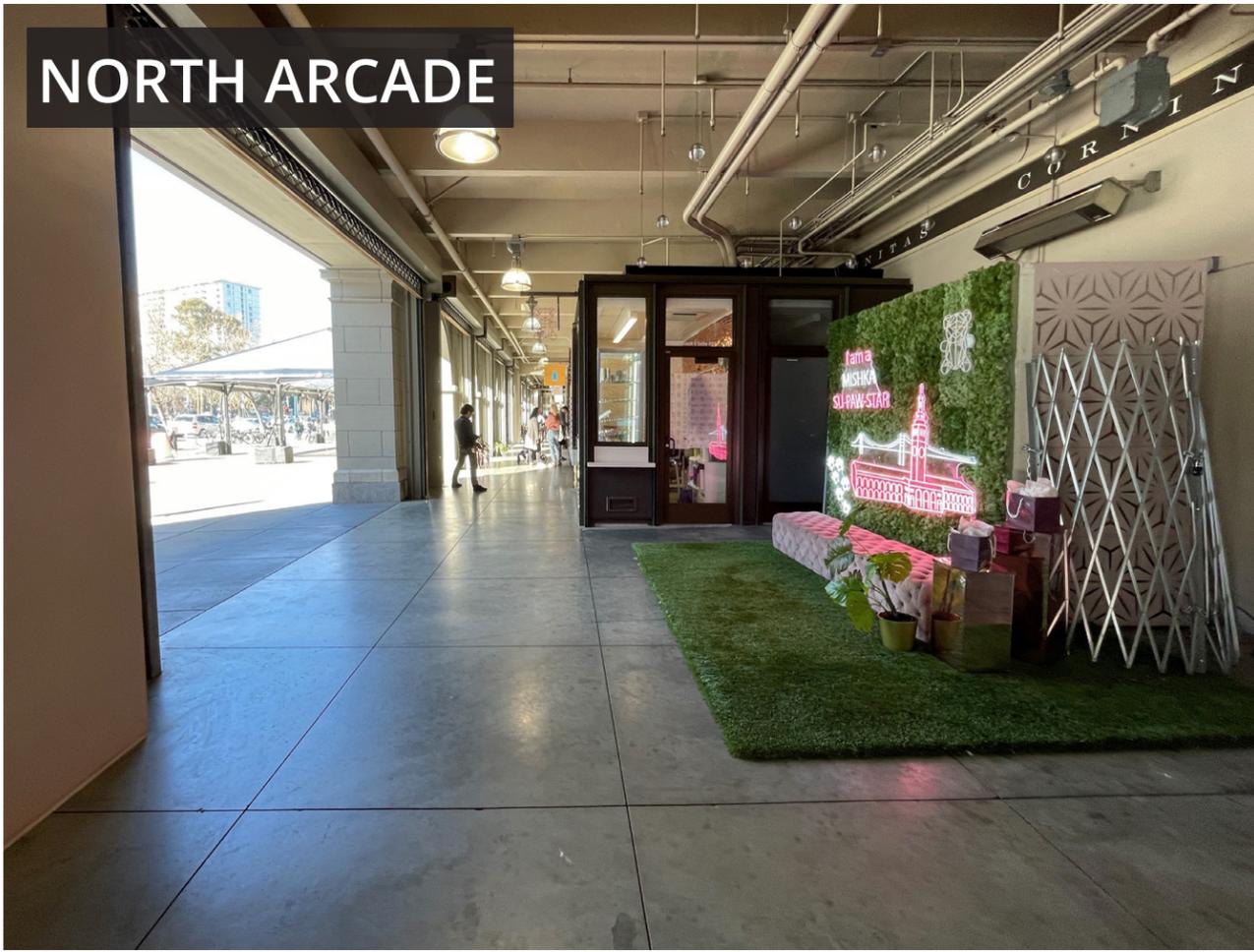


## LEGEND

- ① CANOPY
- /// (E) EXTERIOR PUBLIC ACCESS
- (E) INTERIOR PUBLIC ACCESS, LIMITED HOURS
- LINE OF ENCLOSURE
- ... LINE OF OPERABLE PARTITION
- CAFE ZONE
- NOT IN SCOPE - INTERIOR
- /// PUBLIC ACCESS

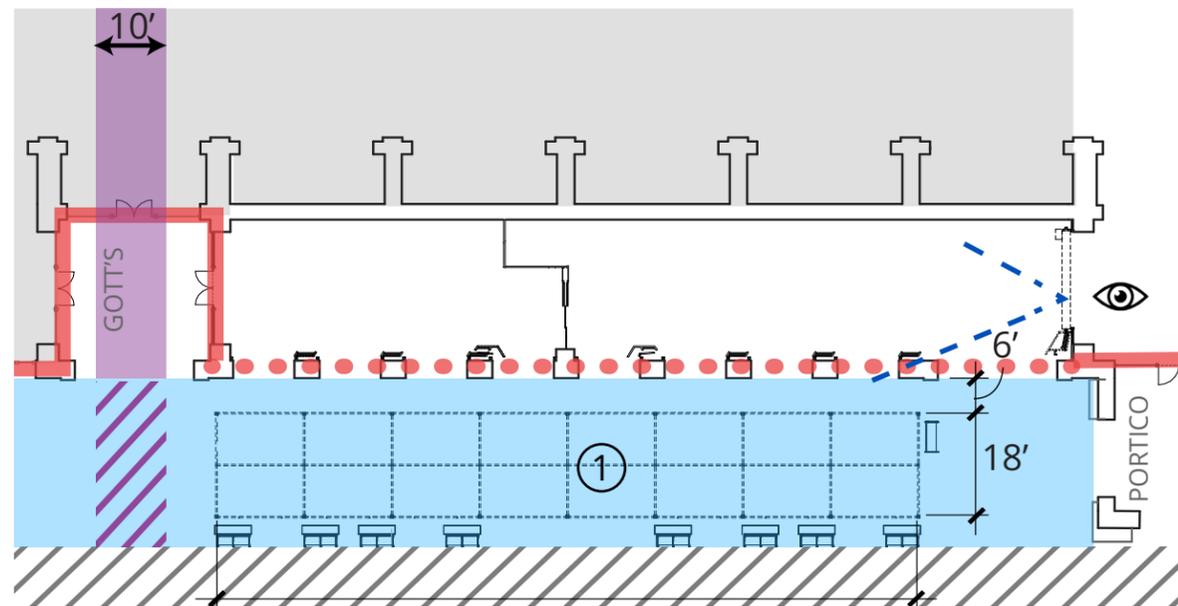
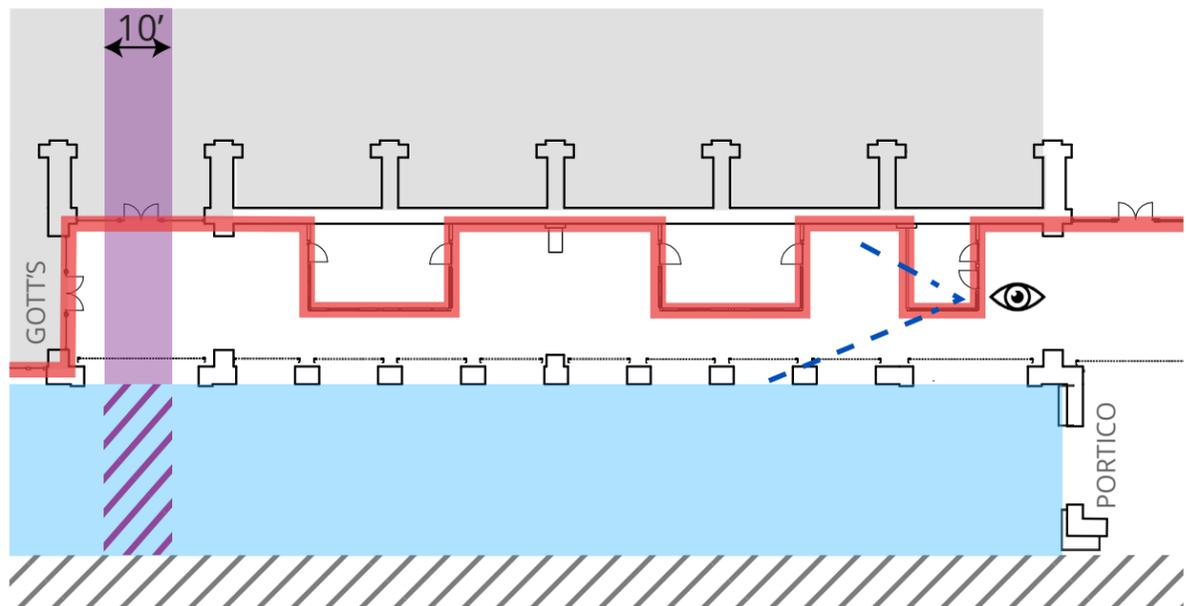


# NORTH ARCADE



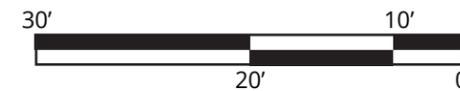
EXISTING VIEW LOOKING NORTH

PROPOSED VIEW LOOKING NORTH

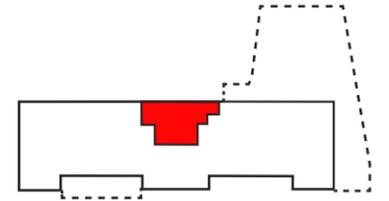


## LEGEND

- ① CANOPY
- /// (E) EXTERIOR PUBLIC ACCESS
- (E) INTERIOR PUBLIC ACCESS, LIMITED HOURS
- LINE OF ENCLOSURE
- ... LINE OF OPERABLE PARTITION
- CAFE ZONE
- NOT IN SCOPE - INTERIOR
- /// PUBLIC ACCESS

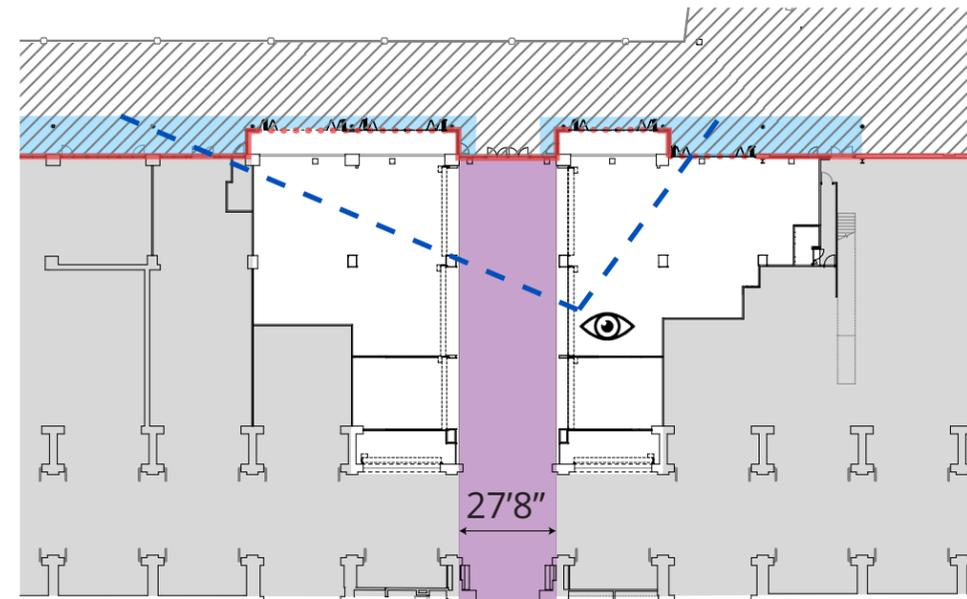
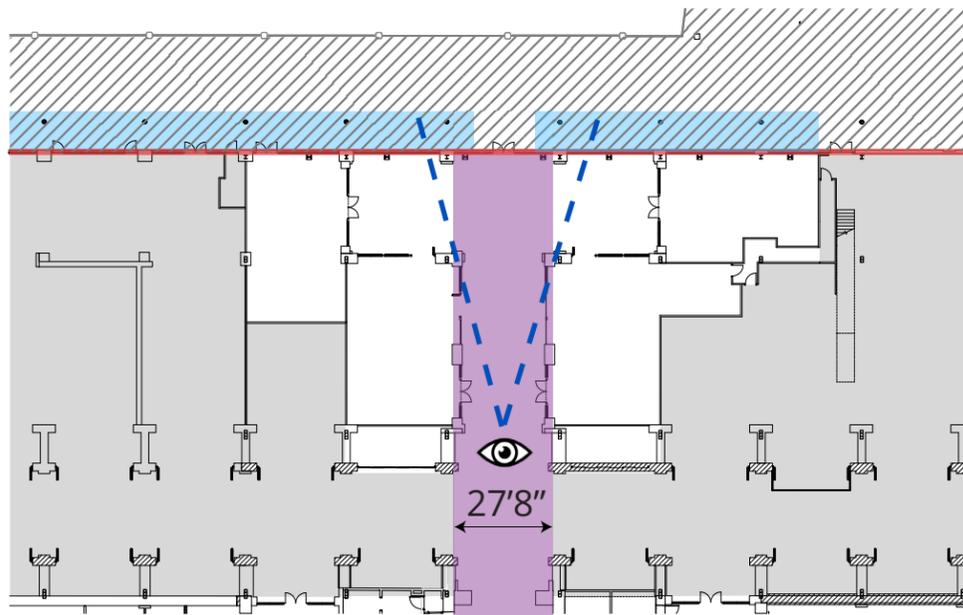


# BAY FRONT KITCHENS



EXISTING VIEW LOOKING EAST

PROPOSED VIEW LOOKING EAST



## LEGEND

-  (E) EXTERIOR PUBLIC ACCESS
-  (E) INTERIOR PUBLIC ACCESS, LIMITED HOURS
-  LINE OF ENCLOSURE
-  LINE OF OPERABLE PARTITION
-  OUTDOOR DINING
-  NOT IN SCOPE - INTERIOR
-  PUBLIC ACCESS



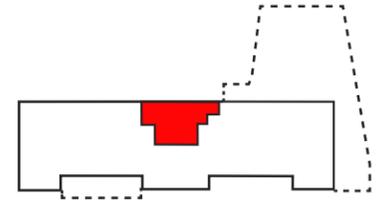
# BAY FRONT KITCHENS



EXISTING VIEW LOOKING NORTHWEST

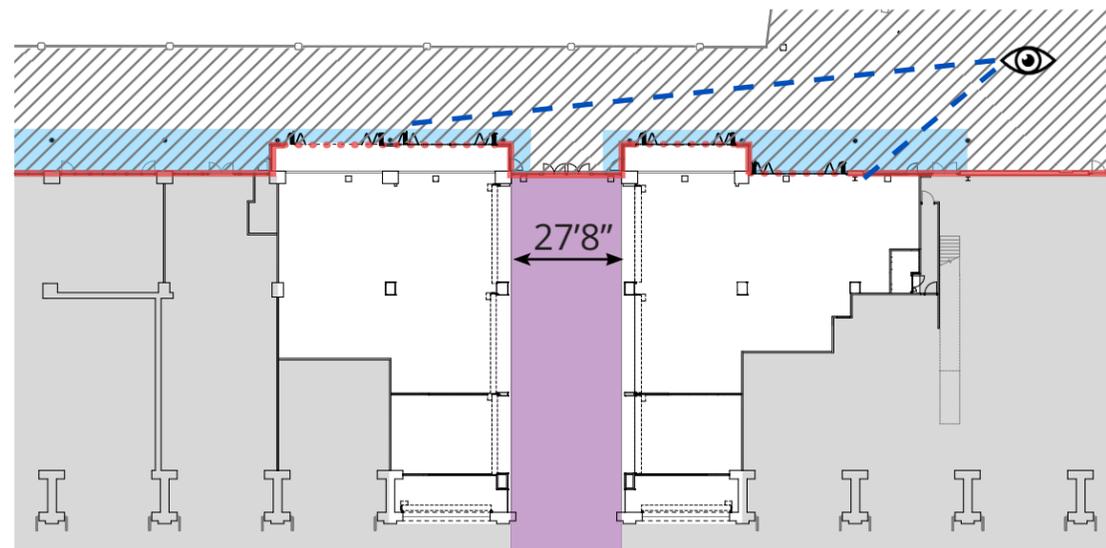
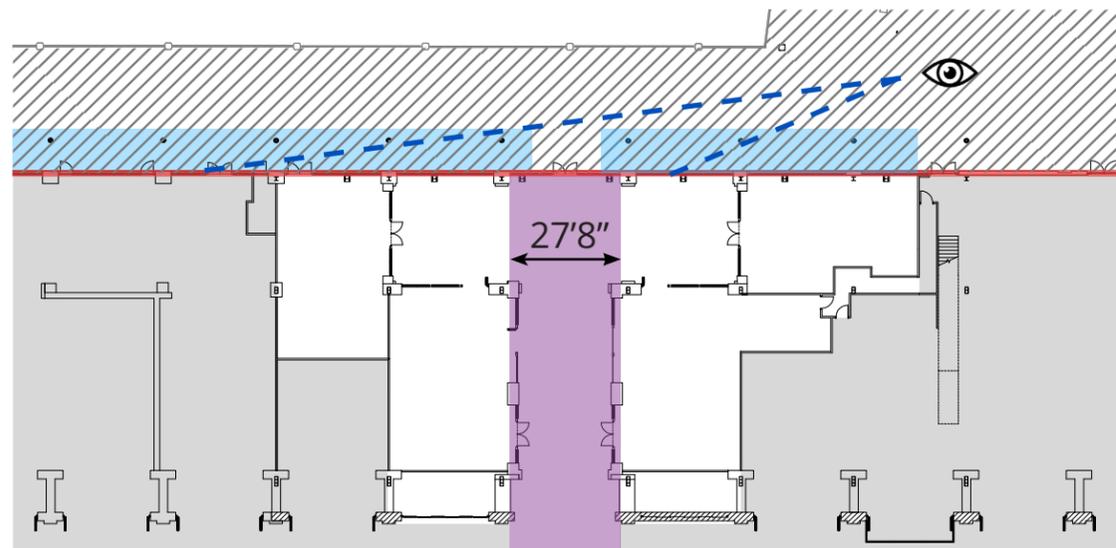


PROPOSED VIEW LOOKING NORTHWEST



## LEGEND

-  (E) EXTERIOR PUBLIC ACCESS
-  (E) INTERIOR PUBLIC ACCESS, LIMITED HOURS
-  LINE OF ENCLOSURE
-  LINE OF OPERABLE PARTITION
-  OUTDOOR DINING
-  NOT IN SCOPE - INTERIOR
-  PUBLIC ACCESS



# THANK YOU!



HUDSON  
PACIFIC  
PROPERTIES

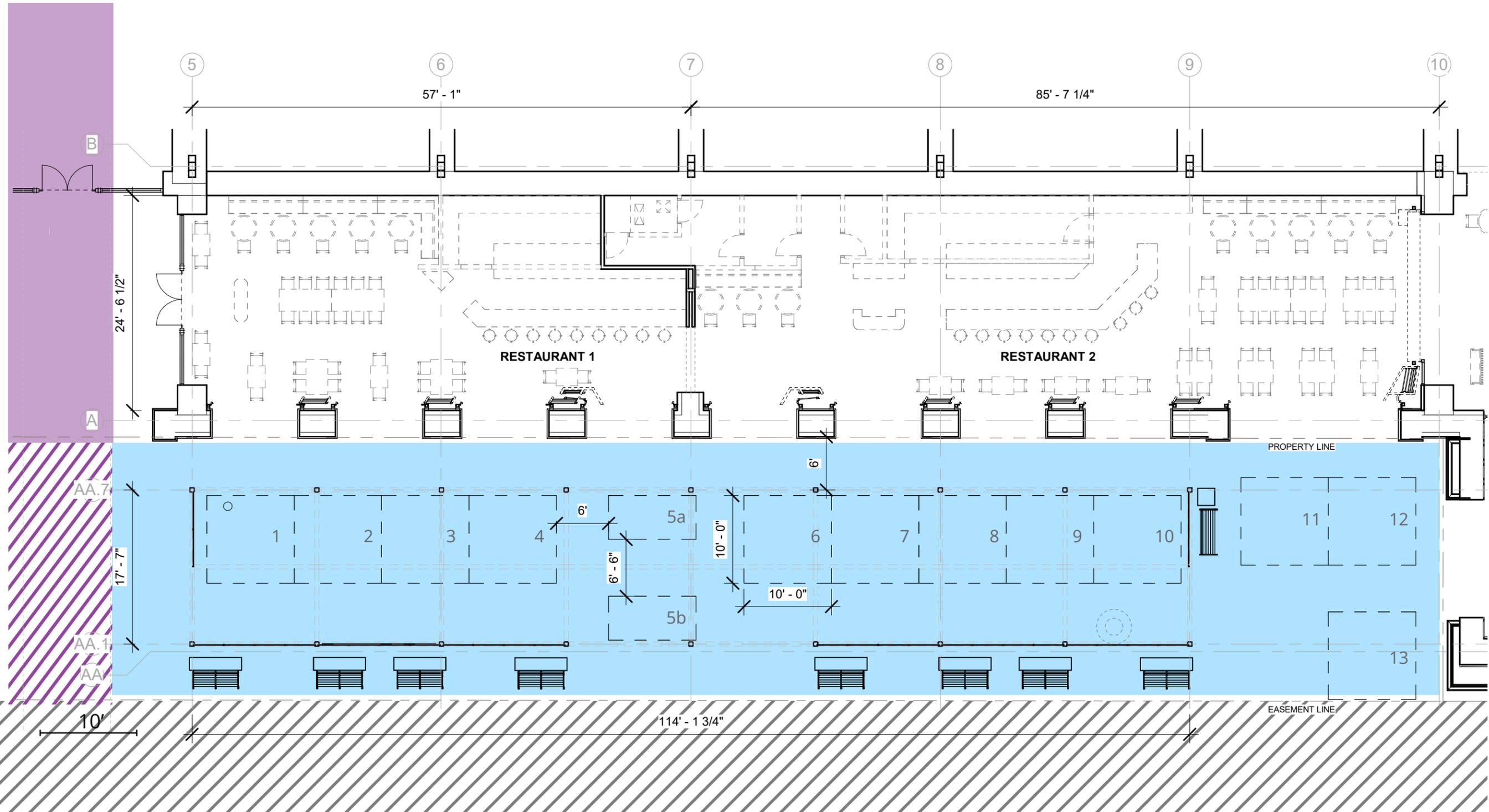
P&T

PAGE & TURNBULL

# APPENDIX

# NORTH ARCADE - CANOPY & CONCEPTUAL TENT LAYOUT

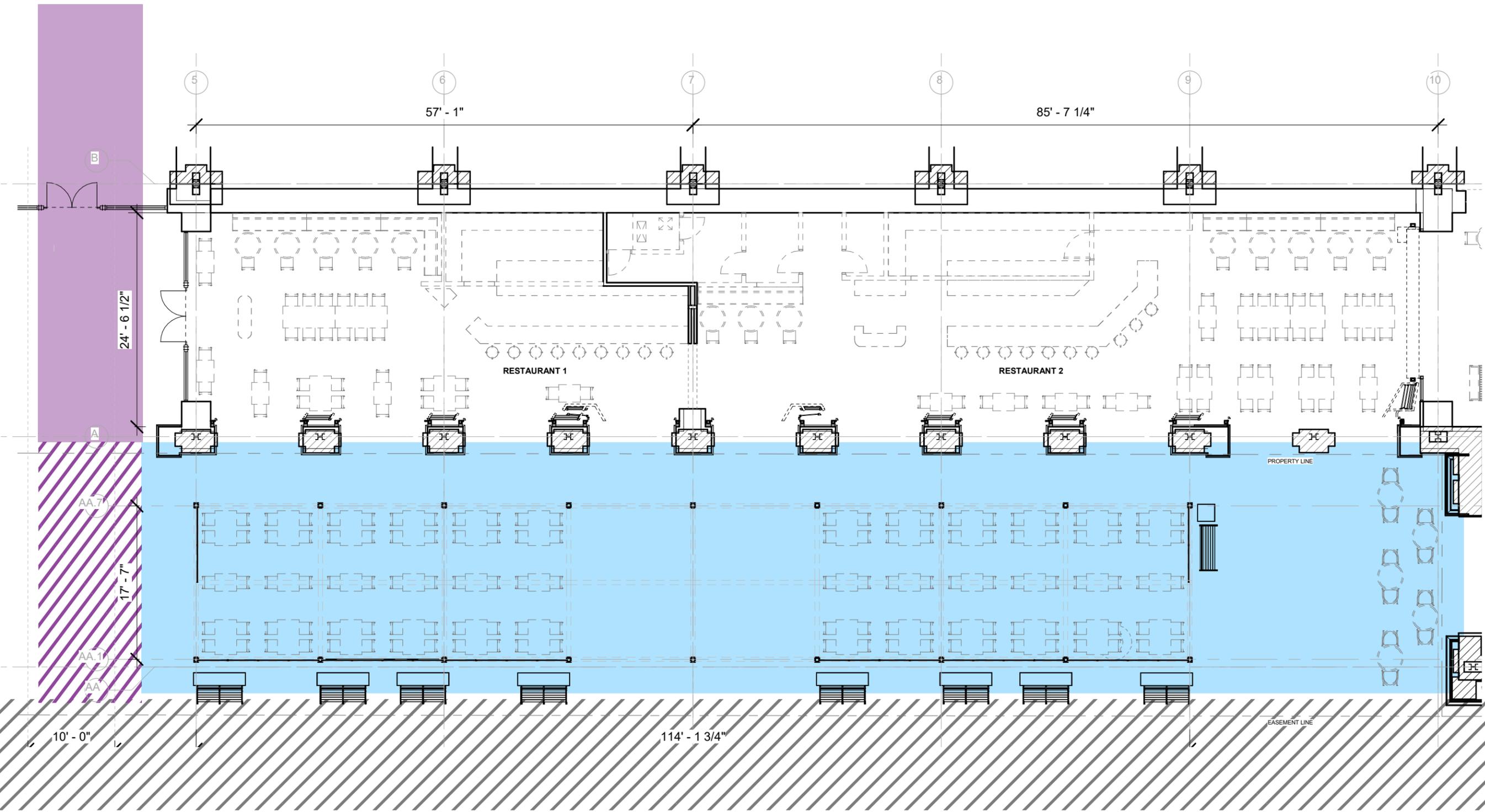
CONCEPTUAL LAYOUT, FINAL LAYOUT TO BE DECIDED BY TENANT



- LEGEND**
- 10'x10' TENT
  - EXTERIOR PUBLIC ACCESS
  - INTERIOR PUBLIC ACCESS, LIMITED HOURS
  - CAFE ZONE
  - PUBLIC ACCESS

# NORTH ARCADE - CONCEPTUAL CANOPY & TENANT LAYOUT

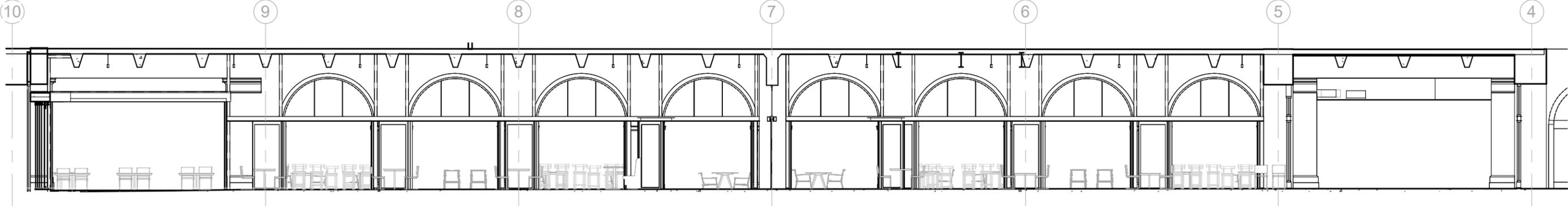
CONCEPTUAL LAYOUT, FINAL LAYOUT TO BE DECIDED BY TENANT



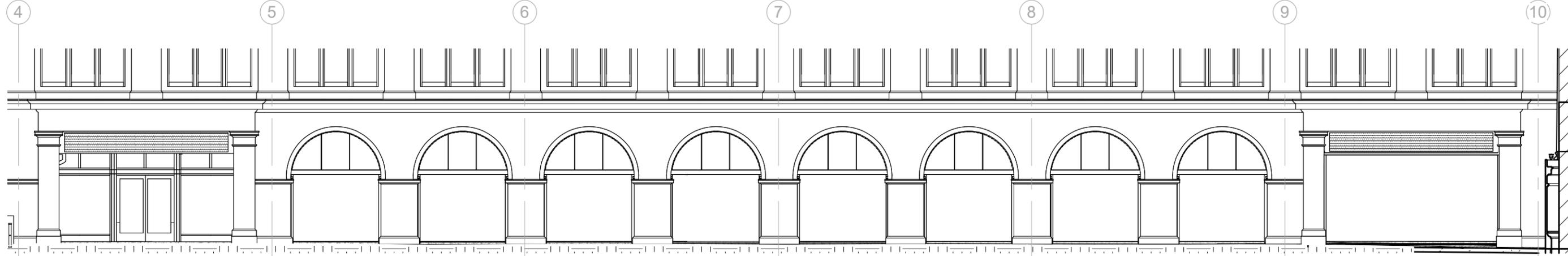
## LEGEND

-  EXTERIOR PUBLIC ACCESS
-  INTERIOR PUBLIC ACCESS, LIMITED HOURS
-  CAFE ZONE
-  PUBLIC ACCESS

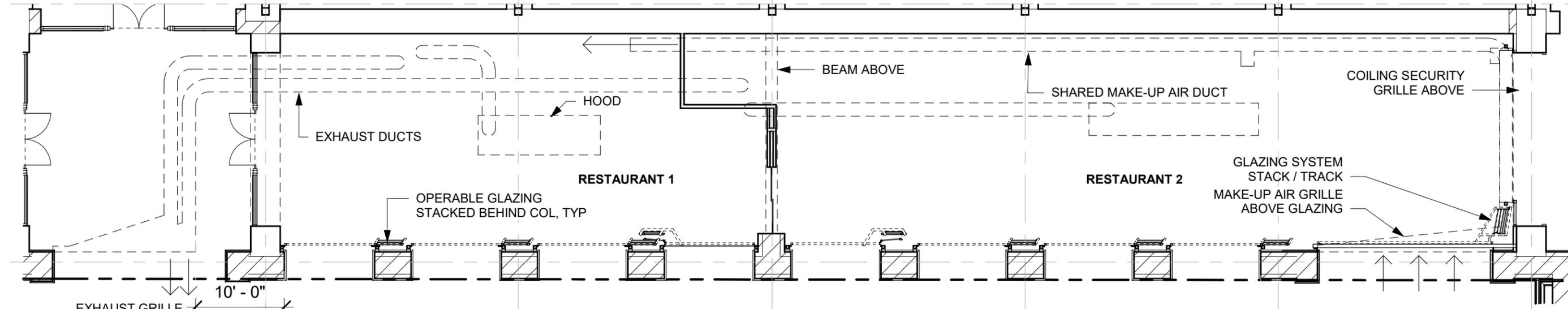
# NORTH ARCADE - OPEN



INTERIOR ELEVATION

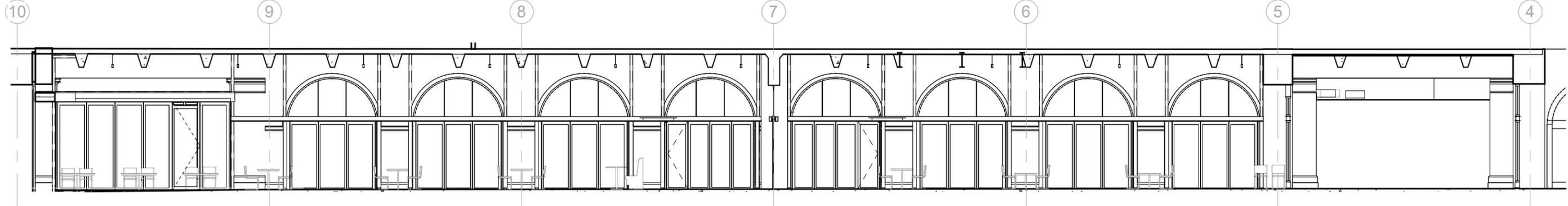


EXTERIOR ELEVATION

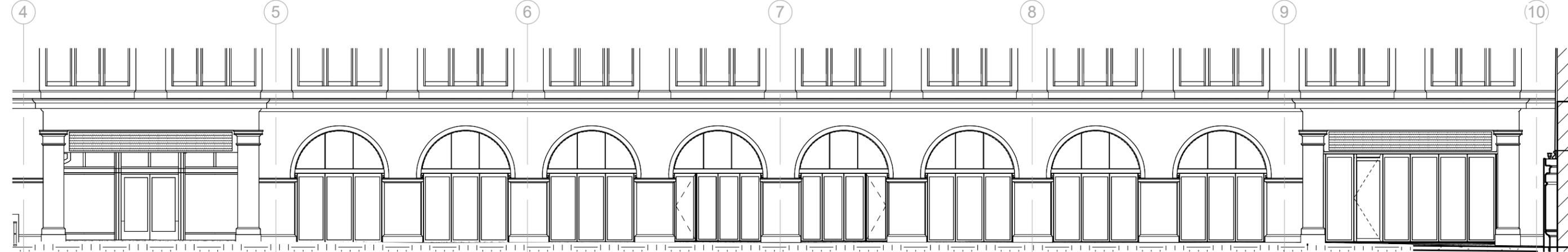


FLOOR PLAN

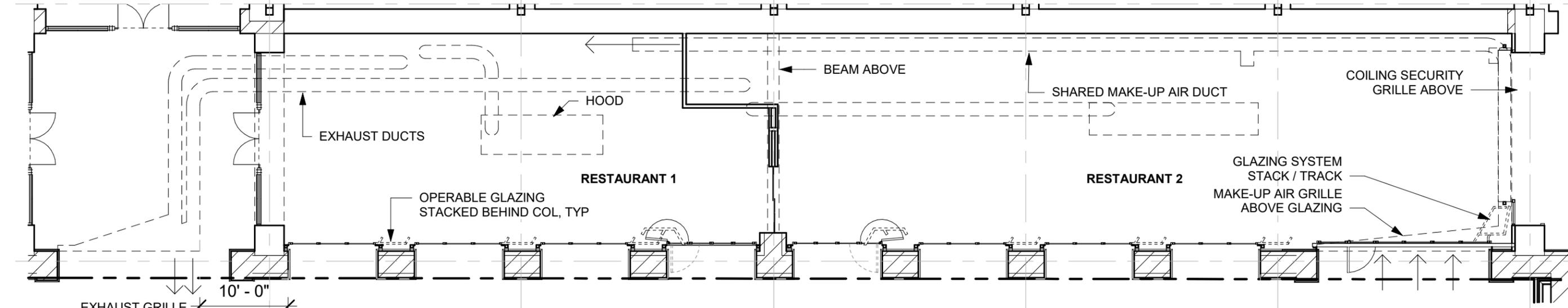
# NORTH ARCADE - CLOSED



INTERIOR ELEVATION



EXTERIOR ELEVATION

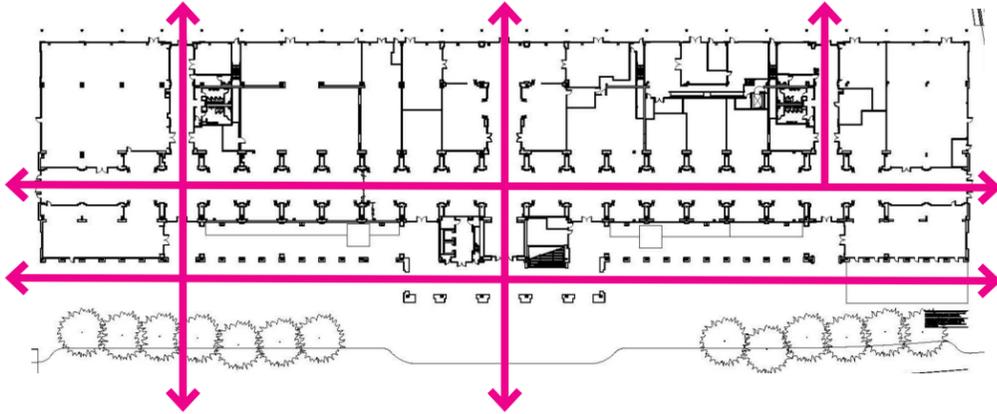


FLOOR PLAN

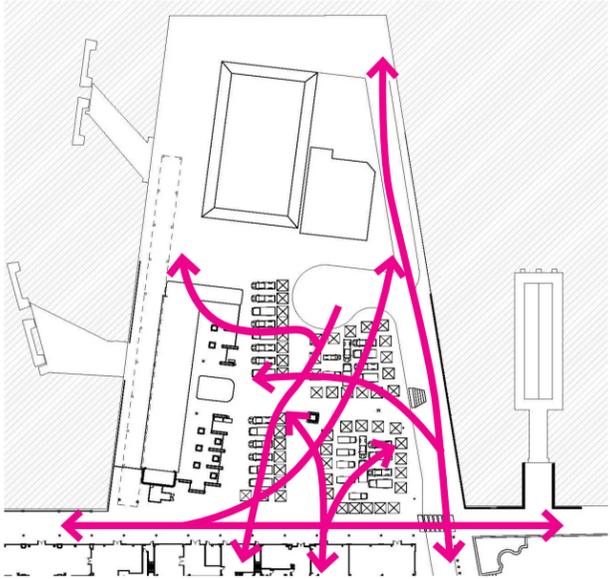
# LANDSCAPE CONCEPT



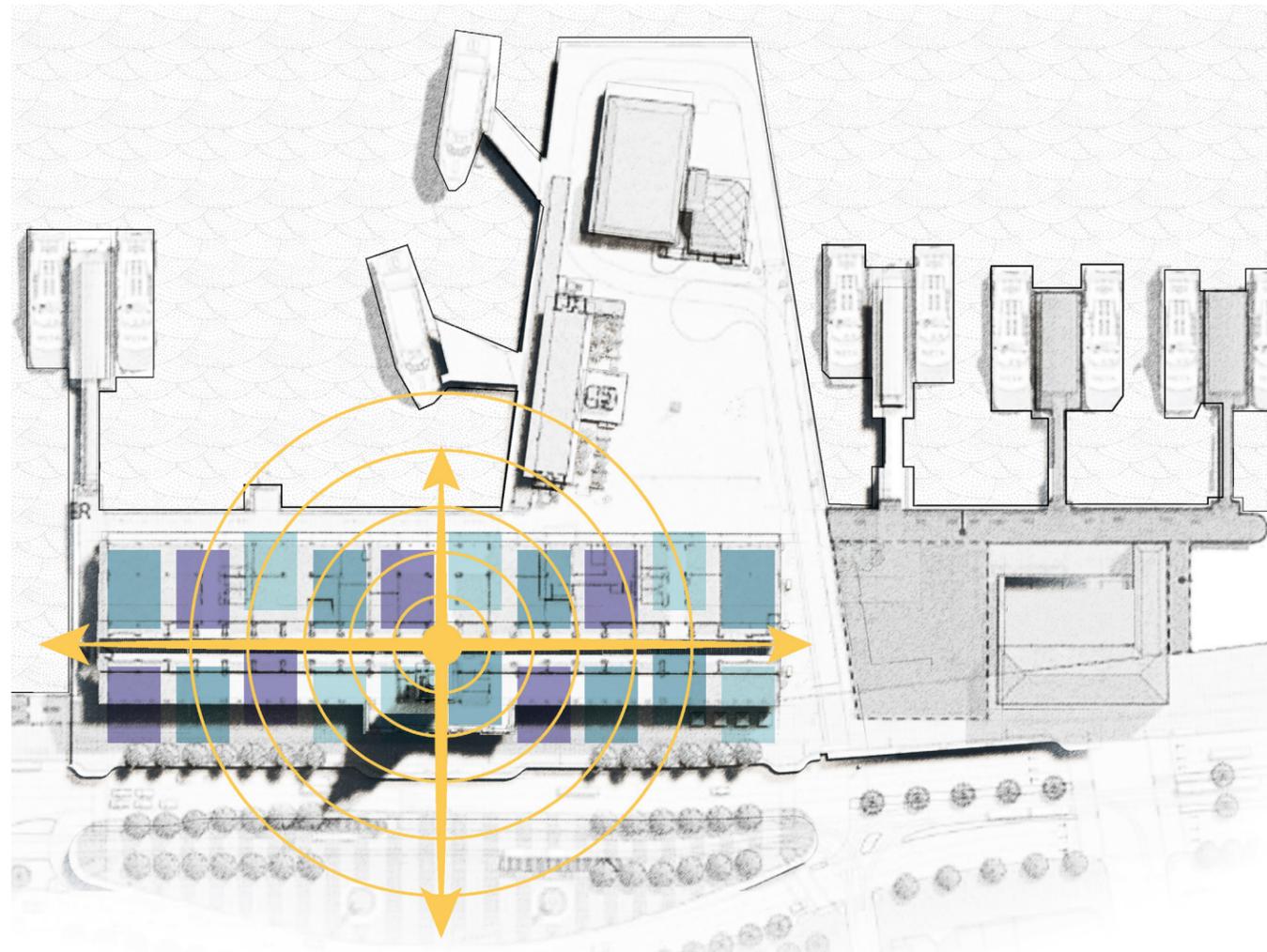
**FORMAL, SYMMETRIC, ICONIC LANDSCAPE**



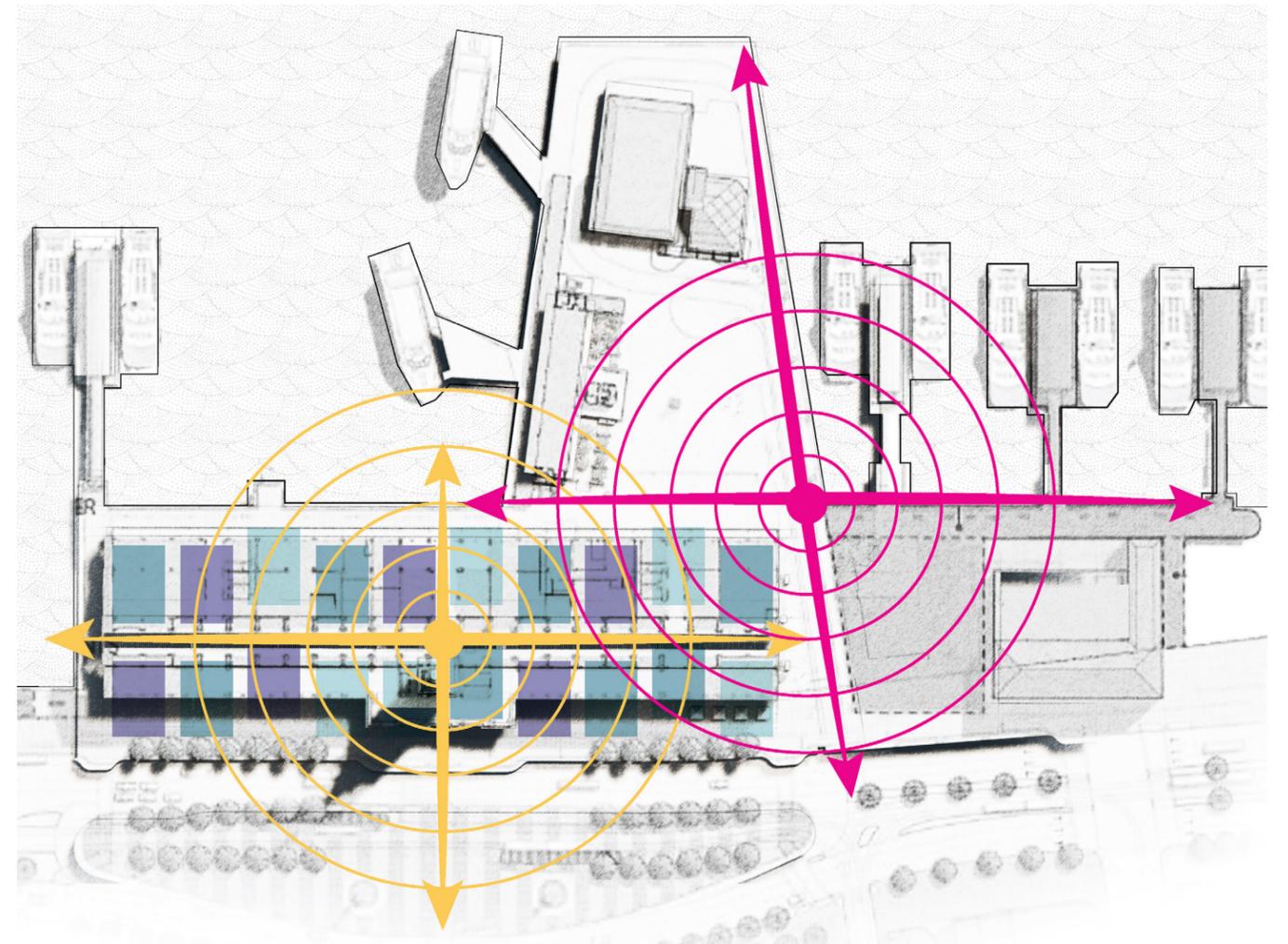
**INFORMAL, IRREGULAR, WORKING LANDSCAPE**



# CROSSROADS



**EXISTING**



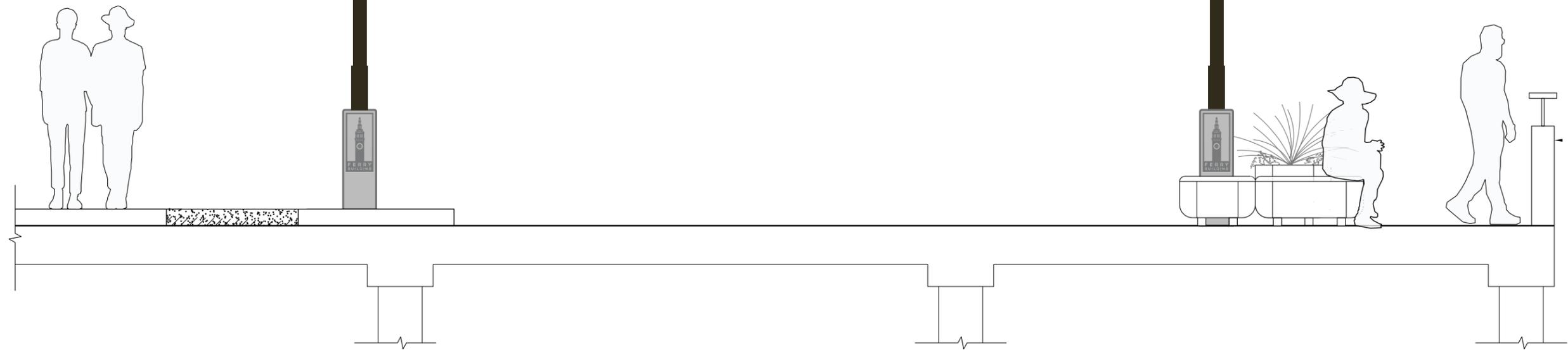
**PROPOSED**

# FERRY PLAZA

← Gates **B C D**

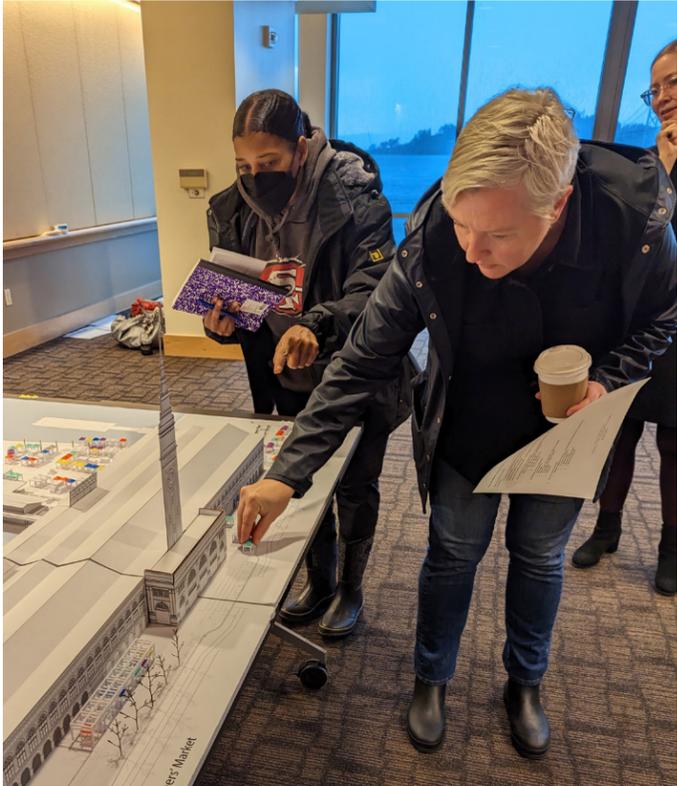
Gates **E F G** →

15'-6" Min. Clearance



Scale: 1/4" = 1'-0"

# COORDINATION WITH FOODWISE / FARMERS MARKET



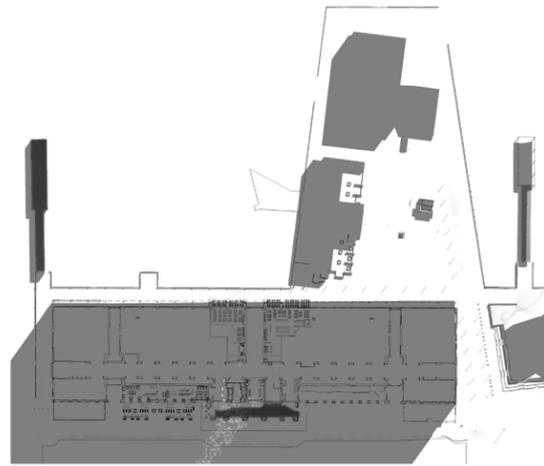
# SOLAR STUDIES

## SUMMER SOLSTICE

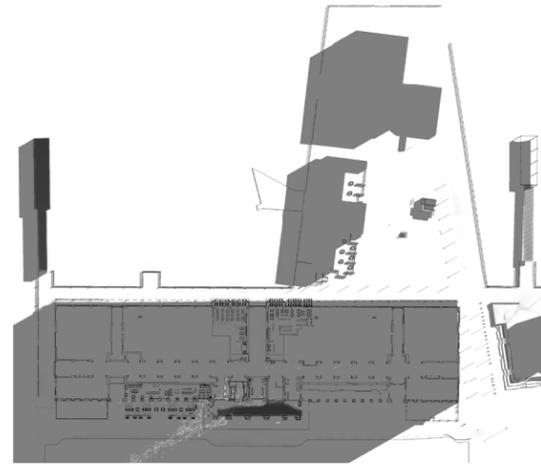
## EQUINOX

## WINTER SOLSTICE

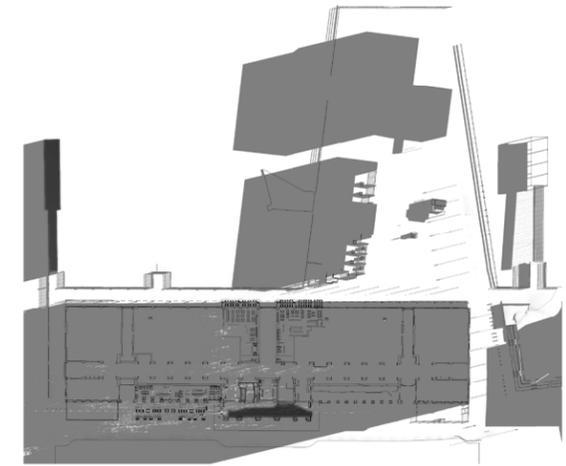
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6

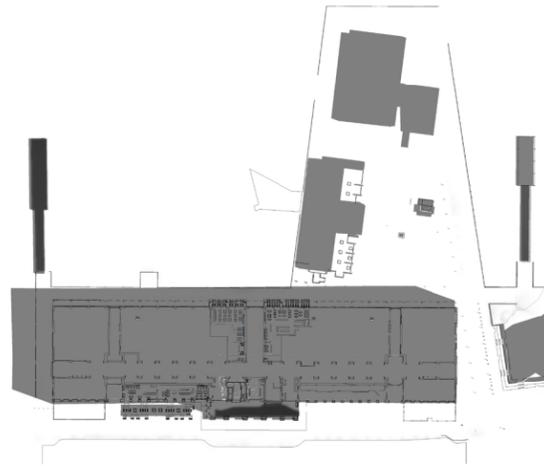


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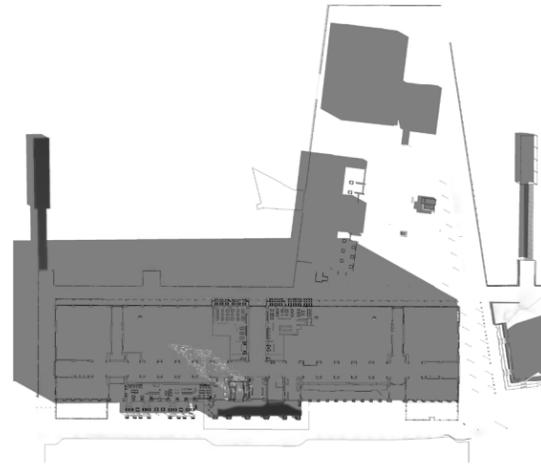


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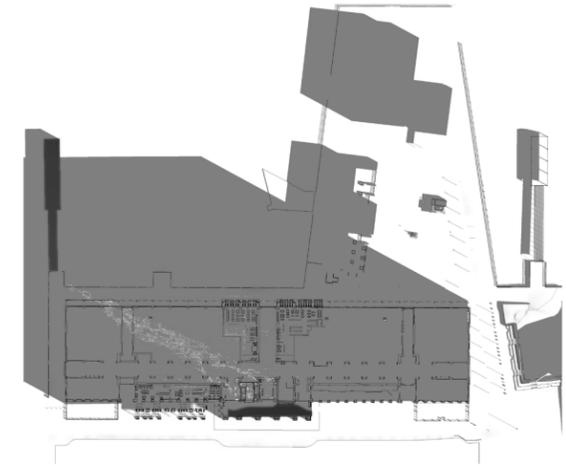
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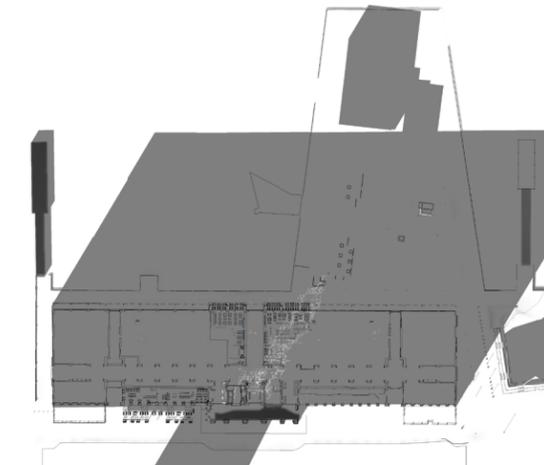


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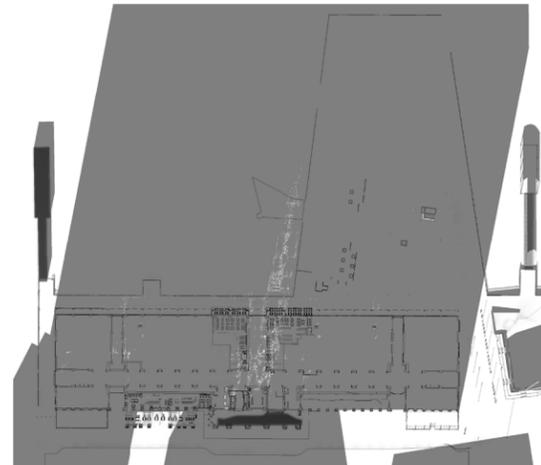


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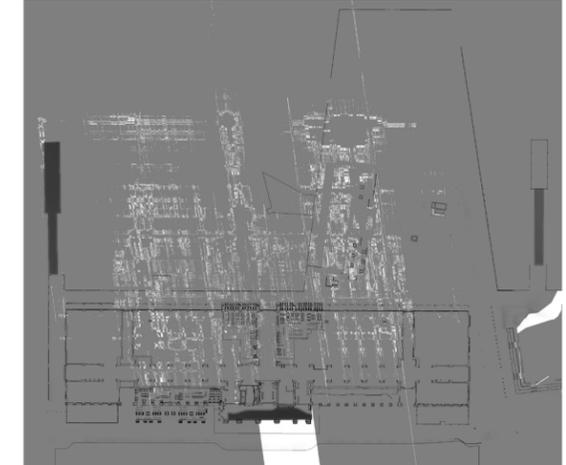
4 PM



6



6



6

# WIND DIAGRAM

