

FERRY BUILDING ENHANCEMENT

SAN FRANCISCO, CA
PREPARED FOR:
HUDSON PACIFIC PROPERTIES

BCDC Design Review Board
Port of SF WDAC
SECOND REVIEW SUBMITTAL
JULY 10, 2023



PAGE & TURNBULL

REGIONAL AND VICINITY MAPS



HISTORIC OVERVIEW TIMELINE



1915, PORTICO AS TRANSPORTATION HUB



1930, PEDESTRIAN BRIDGE INTRODUCED



1936, EXTERIOR TREATMENT OF PORTICO



1960, CONSTRUCTION OF EMBARCADERO FREEWAY



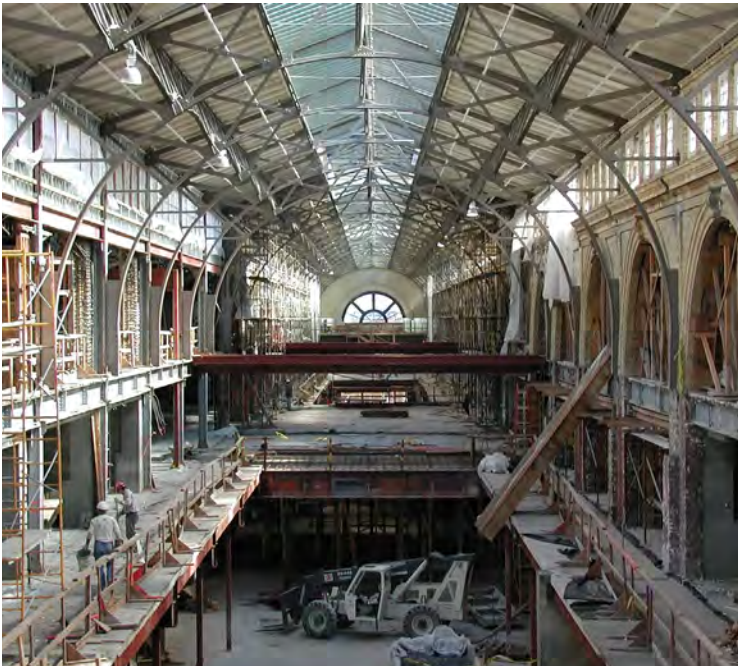
1939, PEDESTRIAN BARRIER



1991, DEMOLITION OF EMBARCADERO FREEWAY

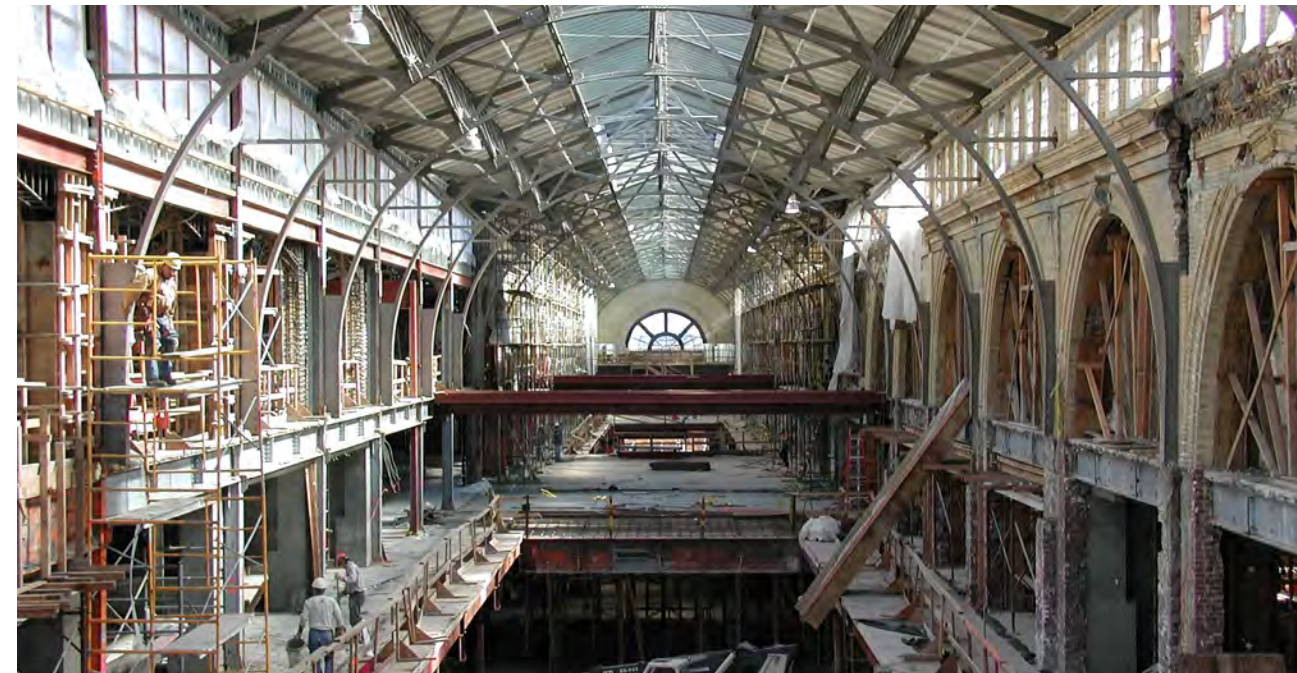


1996, EXTERIOR TREATMENT OF ARCADE



2003, REHABILITATION

2003 REHABILITATION OF THE FERRY BUILDING



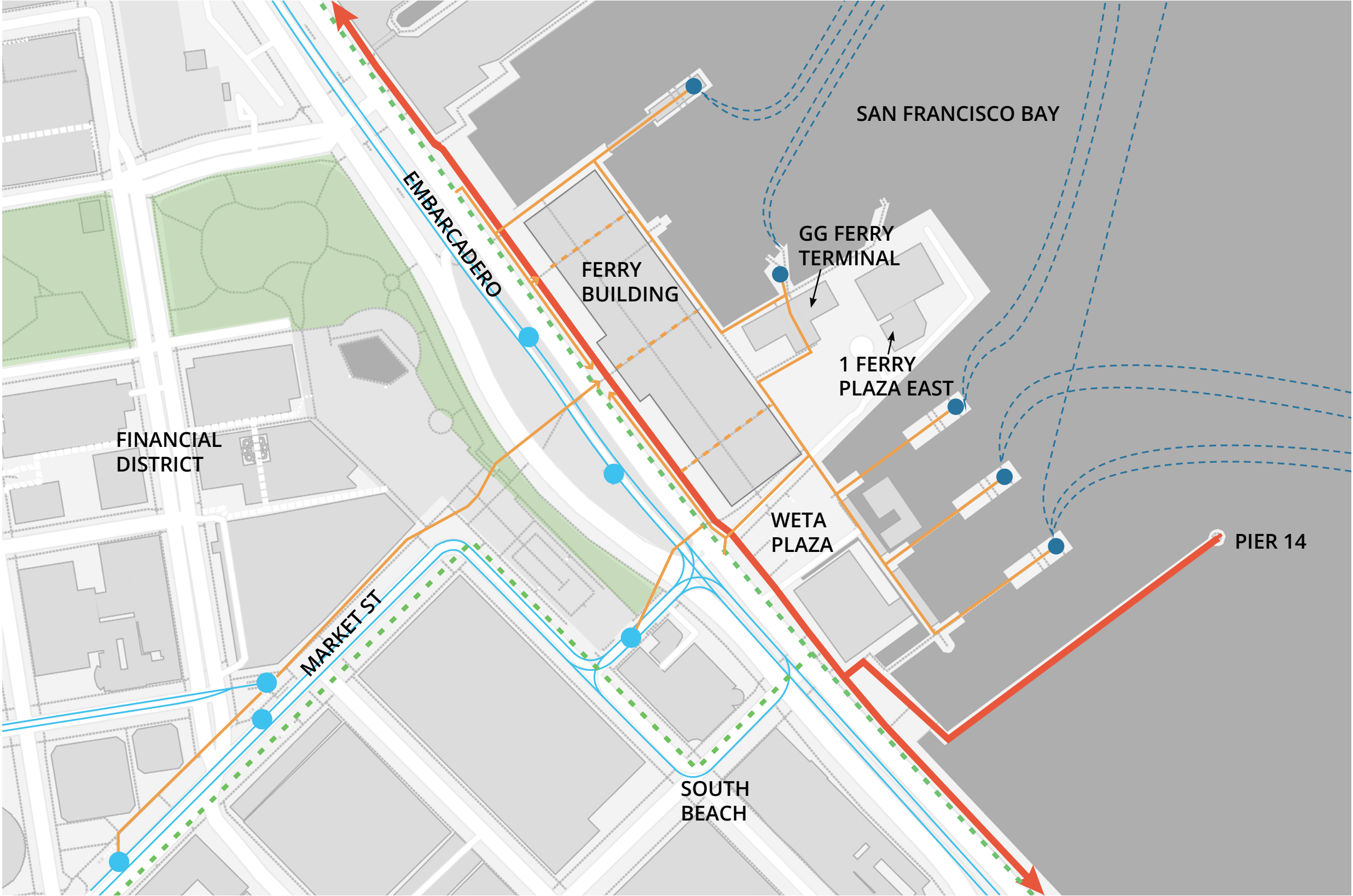
SIGNIFICANT CHANGES TO THE BUILDING INCLUDED REHABILITATION OF THE EXTERIOR FACADES, CLOCK TOWER, WINDOWS, ETC AND INCLUDE BUT ARE NOT LIMITED TO:

- 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









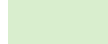
HISTORIC STATUS

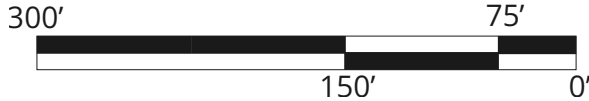
- City Landmark (1977)
- Individual listing in the National Register Historic Places (1978)
- Contributing building to the National Register listed Port of San Francisco Embarcadero Historic District (2006)

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

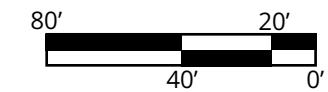
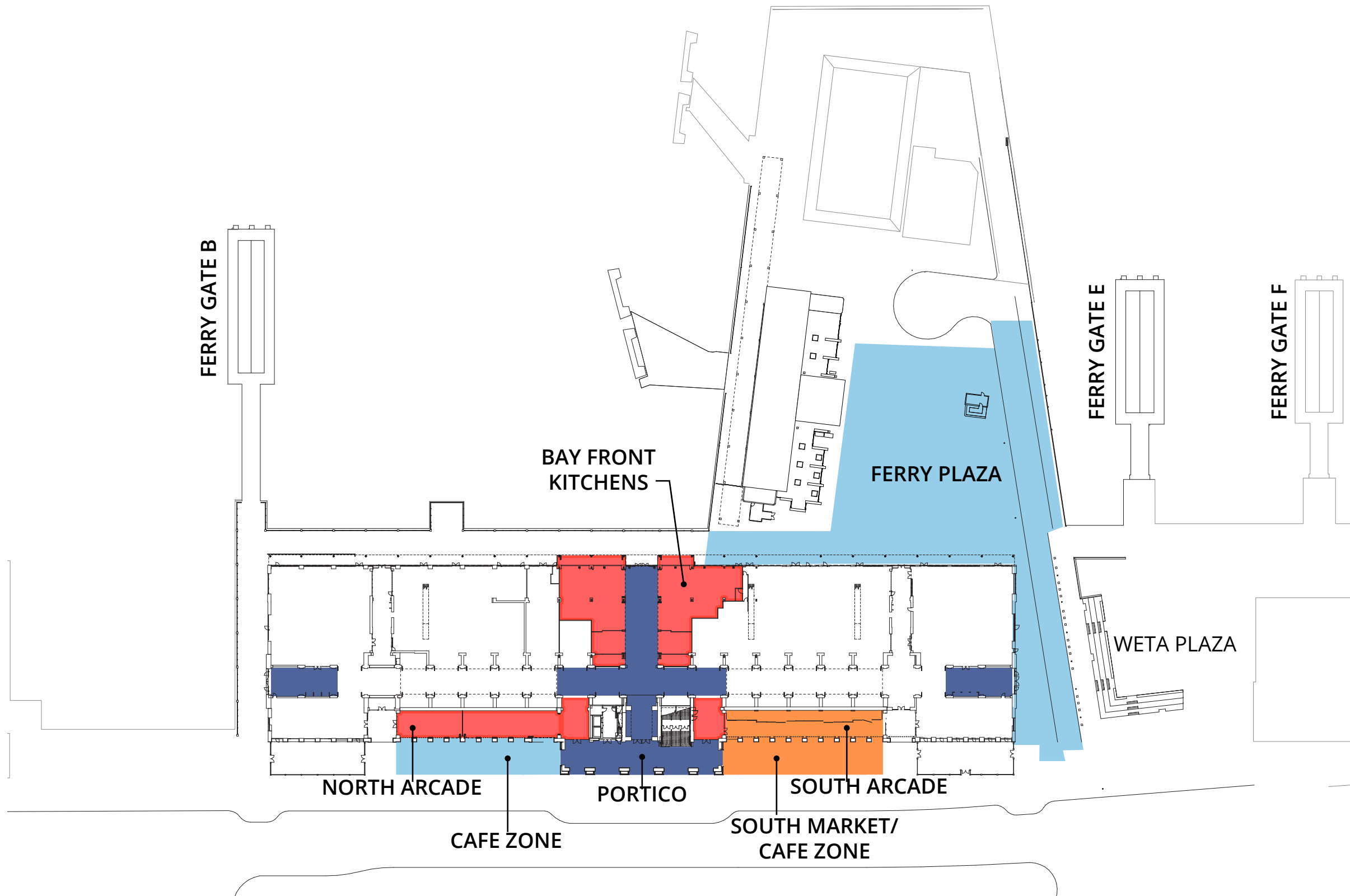


FERRY PLAZA

SITE PLAN: SCOPE AREAS

LEGEND

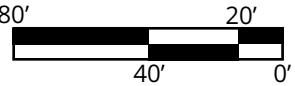
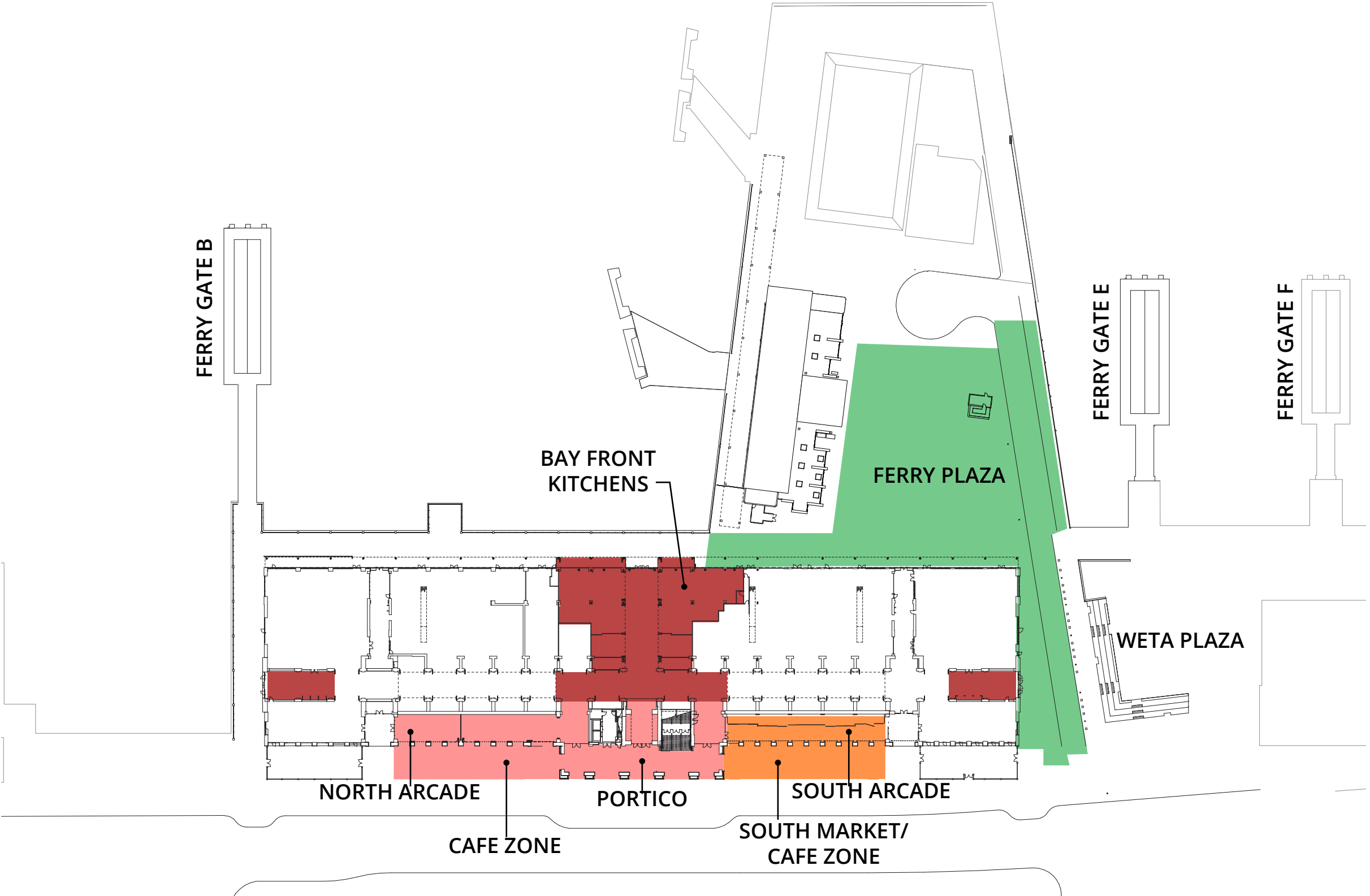
- SCOPE AREA - INTERIOR
- SCOPE AREA - EXTERIOR
- ENHANCED ACTIVATION
- FUTURE SCOPE AREA



SITE PLAN: SCOPE PHASING

LEGEND

- PHASE 1
- PHASE 2
- PHASE 3
- FUTURE PHASE



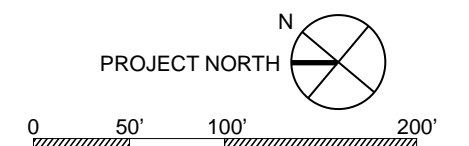
LEASE HOLD & BOUNDARIES



LEGEND

- LEASE BOUNDARY AND EASEMENT
- LIMIT OF BCDC PERMIT #8-90, JULY 2010 MID EMBARCADERO ROADWAY PROJECT
- LIMIT OF BCDC PERMIT #2000.001.05, MARCH 14 2019
- CAFE / MARKET / DINING ZONES
WEST FACADE: CAFE ZONE
EAST FACADE: OUTDOOR DINING
SOUTH FACADE: ACTIVATION ZONE
- ▨ EXTERIOR PUBLIC ACCESS
- ▨ FERRY BUILDING PUBLIC PASS-THROUGHS

Note: Current public access predates realigned fire lane.



EXISTING CONDITIONS *Non-Market Day*



LEGEND

CAFE / MARKET / DINING ZONES

FIRE LANE

PARKING: 9 SPOTS

FURNITURE ZONE: MOVABLE TABLES & CHAIRS TO ACCOMMODATE AT LEAST 50 PEOPLE

PLAZA ELEMENTS TO BE REMOVED

1 BOLLARDS

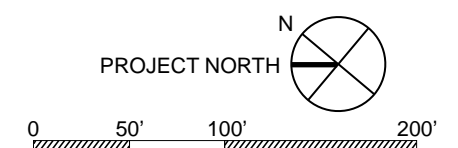
2 GANDHI STATUE (WORKING WITH PORT TO DETERMINE NEW LOCATION)

3 CONCRETE BENCHES

4 BULL RAILS & 4 WOOD BENCHES

5 2 LIGHT POLES & 5 WOOD BENCHES

Note: Current public access predates realigned fire lane.



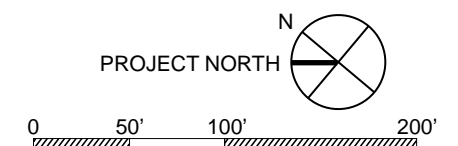
EXISTING CONDITIONS *Extents of Farmers Market Tents*



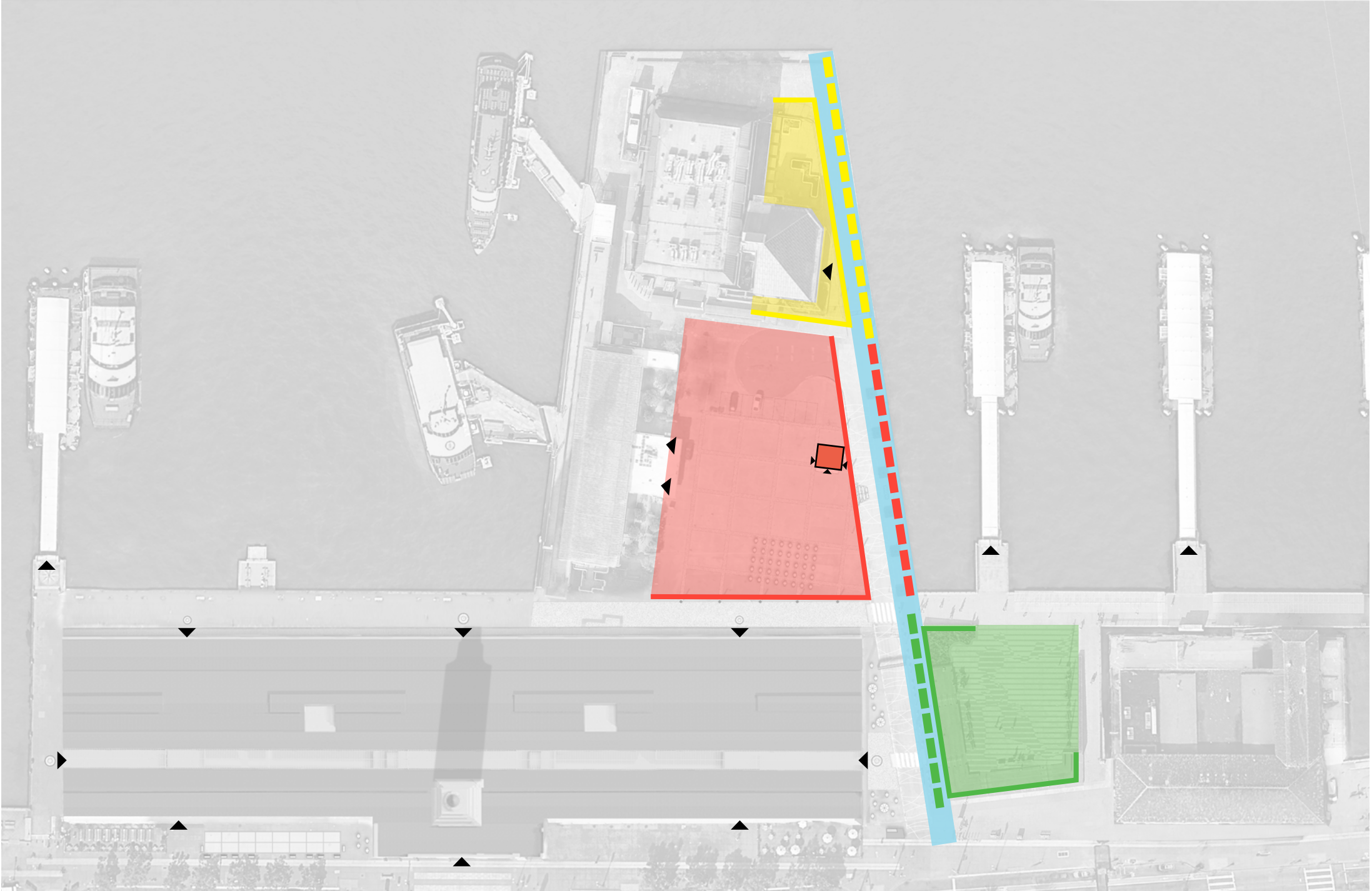
Note: It is understood that market density and tent layouts change with the growing season.

Photos above taken June 10, 2023.

Farmers market aerial at left sourced from Google Earth, May 2021.



PROMENADE DIAGRAM *Planning Context*



LEGEND

 WATERFRONT PROMENADE

EXISTING

 WETA PLAZA

 EXISTING LIGHTS & BOLLARDS

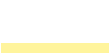
PROPOSED

 FERRY PLAZA

 PROPOSED LIGHTS & SEATING

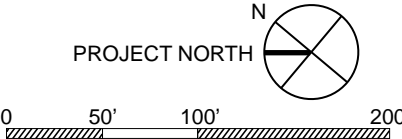
 NEW KIOSK

FUTURE

 ONE FERRY PLAZA EAST LEASEHOLD - EXTERIOR 'FRONT OF HOUSE' SPACES

 FUTURE SITE FURNITURE

The Ferry Building Enhancement extends the Waterfront Promenade from the Embarcadero to the water. This Promenade begins with WETA Plaza and will be continued by elements of the Ferry Building Enhancement project. One Ferry Plaza East will complete the Promenade.



PROPOSED SITE PLAN *Non-Market Day*



LEGEND

- CAFE / MARKET / DINING ZONES
- FIRE LANE
- PARKING: 9 SPOTS

WAYFINDING ELEMENTS

- 1** CORNERSTONE
- 2** GATEWAY SIGN
- MOSAIC MEDALLIONS

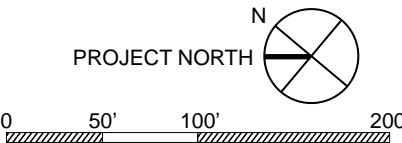
NEW SITE FURNITURE

- FURNITURE ZONES: MOVABLE TABLES & CHAIRS TO ACCOMMODATE AT LEAST 80 PEOPLE TOTAL
- PEDESTRIAN LIGHTS*
- TIERED SEATING & LIGHTING
- MOVABLE PLANTERS*

STRUCTURES

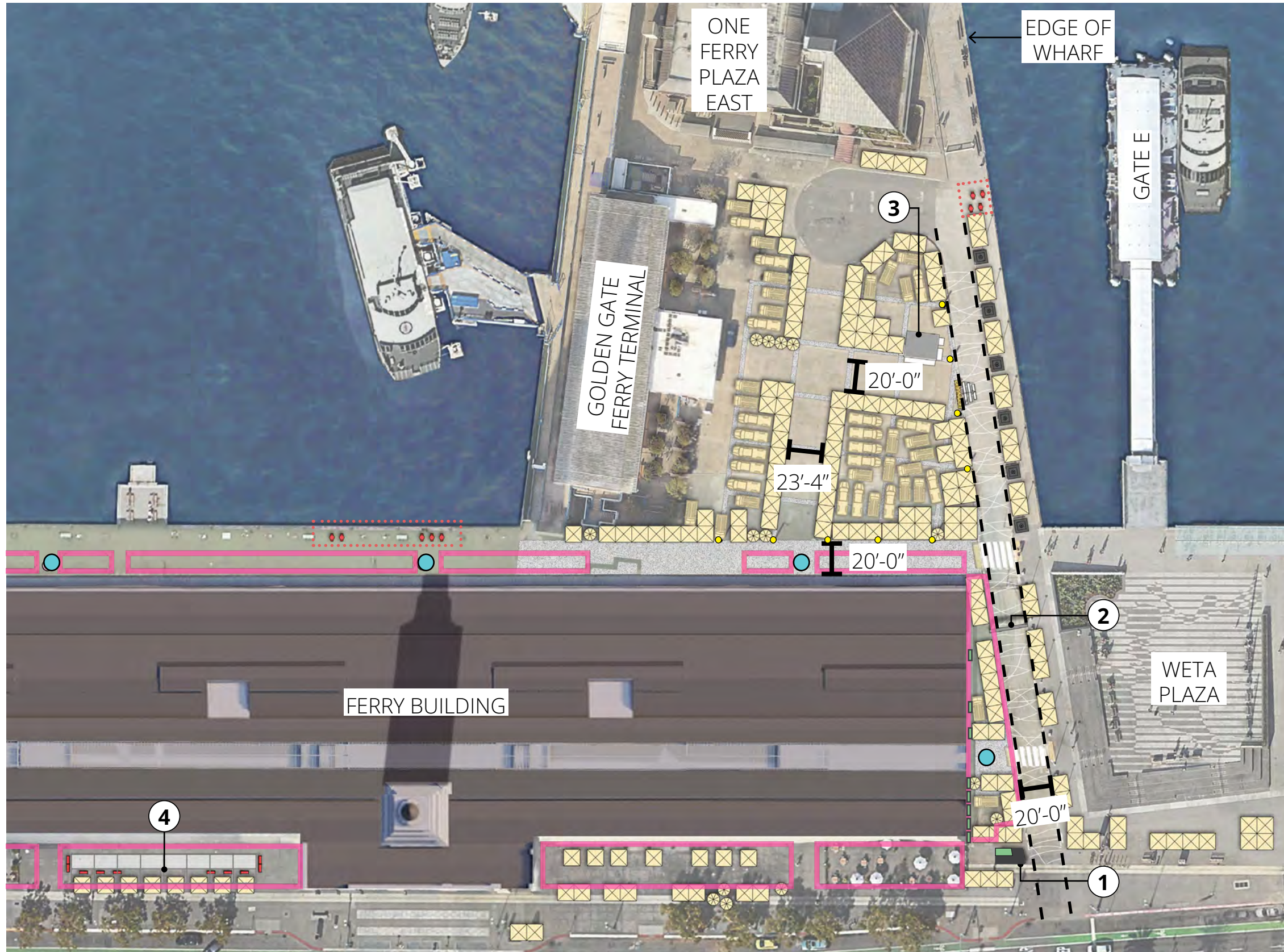
- 3** KIOSK
- 4** CANOPY
- 5** PLAZA PAVING IMPROVEMENTS

* scale exaggerated for legibility



See 'Site Furnishings & Seating Counts' for existing site seating to remain.

PROPOSED SITE PLAN *Market Day*



LEGEND

CAFE / MARKET / DINING ZONES

FIRE LANE

PARKING: 9 SPOTS

WAYFINDING ELEMENTS

1 CORNERSTONE

2 GATEWAY SIGN

● MOSAIC MEDALLIONS

NEW SITE FURNITURE

FURNITURE ZONES:
MOVABLE TABLES & CHAIRS
TO ACCOMMODATE AT
LEAST 80 PEOPLE TOTAL

● PEDESTRIAN LIGHTS*

TIERED SEATING & LIGHTING

MOVABLE PLANTERS*

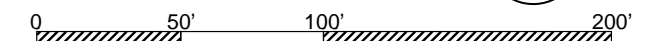
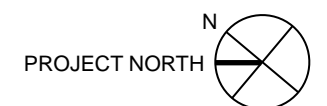
STRUCTURES

3 KIOSK

4 CANOPY

MARKET TENTS





** scale exaggerated for legibility*



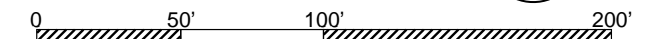
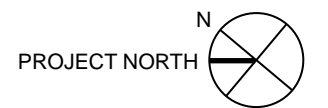
WAYFINDING ELEMENTS *Plan*



LEGEND

-  CORNERSTONE
-  GATEWAY SIGN
-  MOSAIC MEDALLIONS
-  EXISTING MAP SIGN

Refer to next page for element descriptions.



WAYFINDING ELEMENTS *Concept*

CORNERSTONE

New granite step, in concert with WETA Plaza, frames the South Promenade arrival. It takes cues from the material and proportion of WETA Plaza.



DESIGN CONCEPT

MOSAIC MEDALLIONS

New circular mosaics set directly in concrete mark the south, north, and east entrances to the Ferry Building, bringing the language of mosaic present in the interior of the Ferry Building outside.



FERRY BUILDING MEZZANINE FLOOR MOSAIC



DESIGN CONCEPT

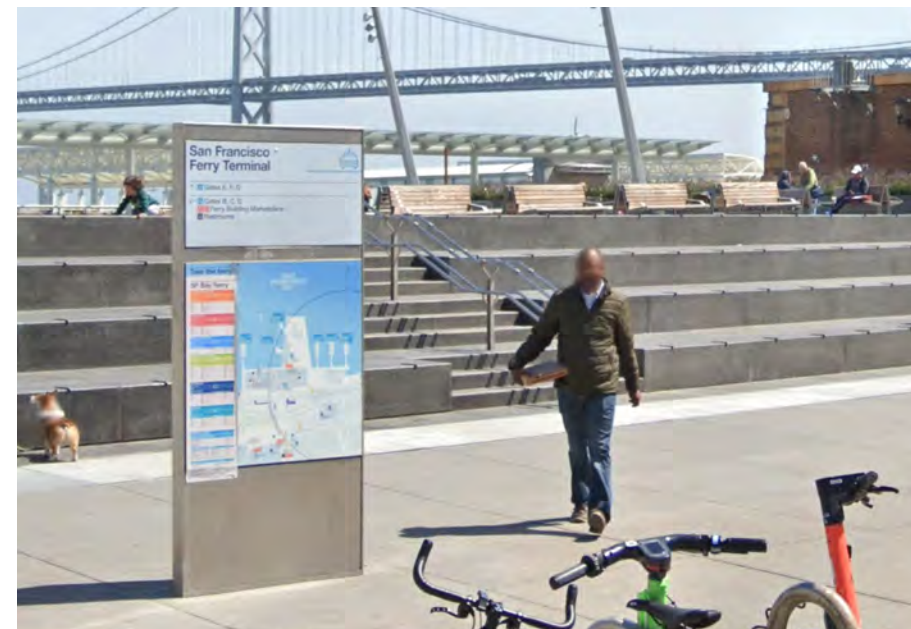
GATEWAY SIGN

Visible from the Embarcadero, this new large portal directs visitors back into the Ferry Plaza and Ferry Gates B-G.

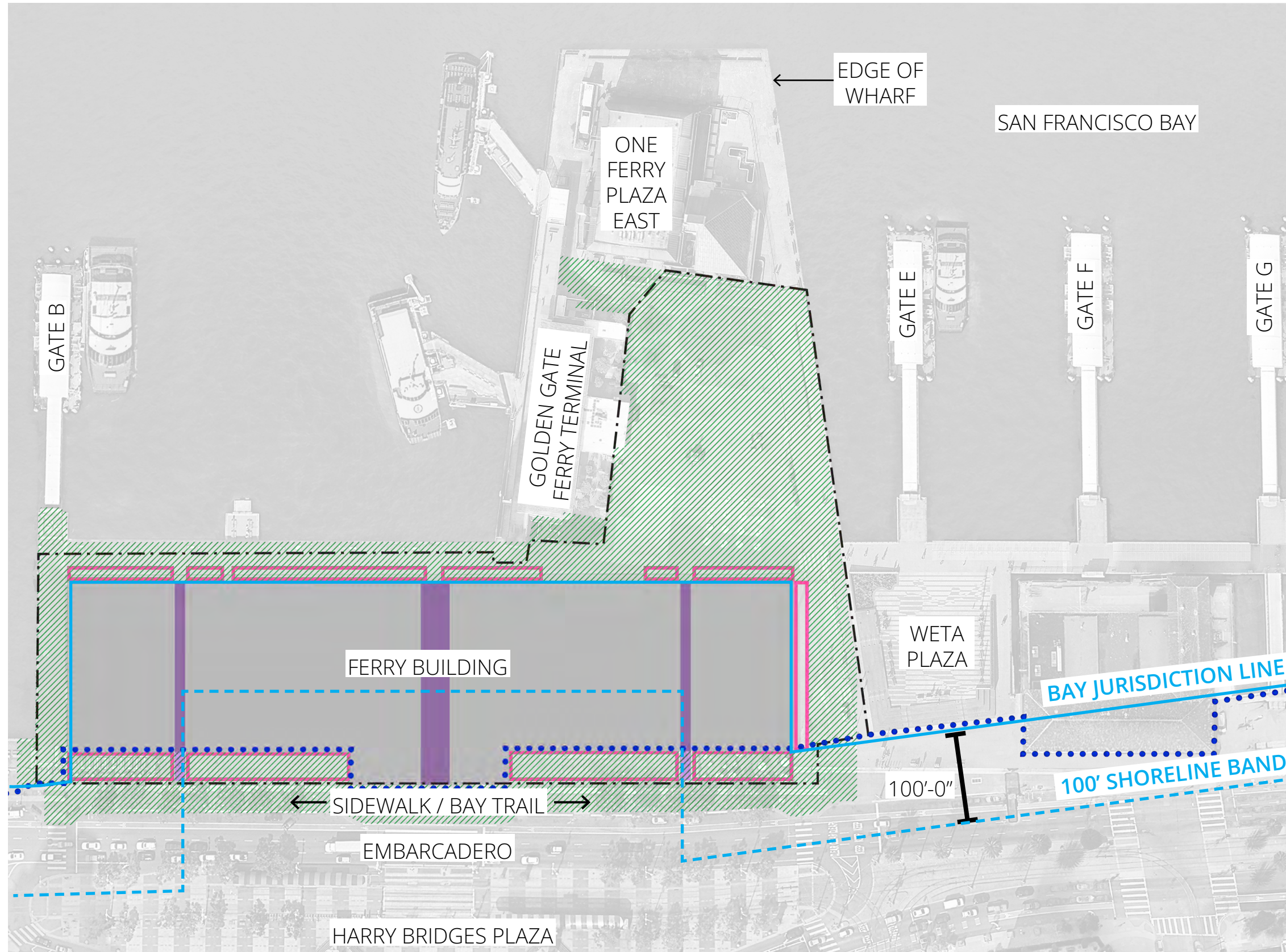


DESIGN CONCEPT

EXISTING MAP SIGN



EXISTING PUBLIC ACCESS

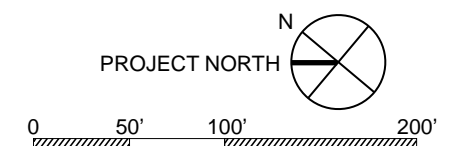


LEGEND

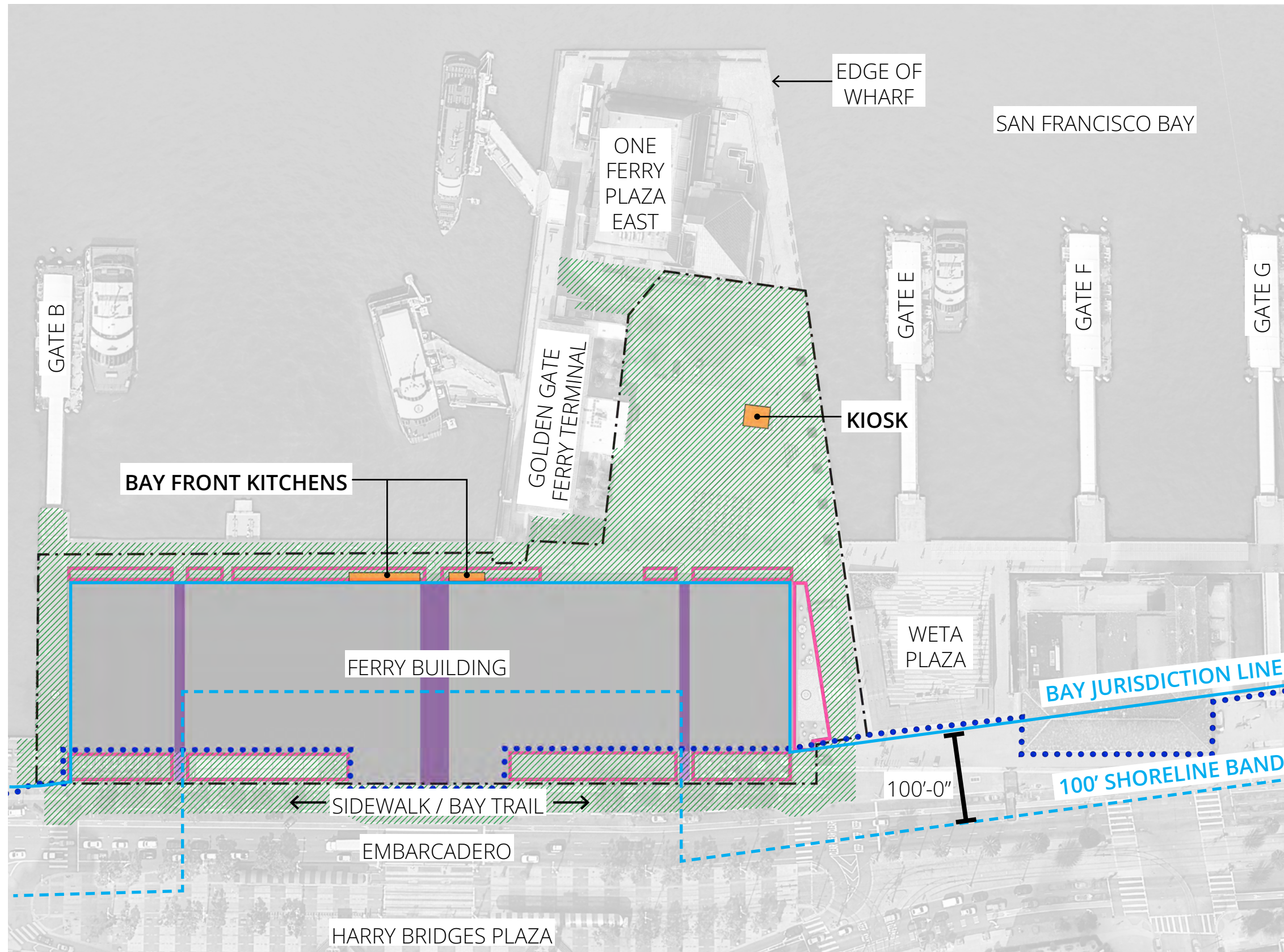
- LEASE BOUNDARY AND EASEMENT
- LIMIT OF BCDC PERMIT #8-90, JULY 2010 MID EMBARCADERO ROADWAY PROJECT
- CAFE / MARKET / DINING ZONES
- ▨ EXTERIOR PUBLIC ACCESS
- FERRY BUILDING PUBLIC PASS-THROUGHS

Reference: BCDC Permit #2000.001.05

Note: Current public access predates realigned fire lane.



PROPOSED CHANGES TO PUBLIC ACCESS



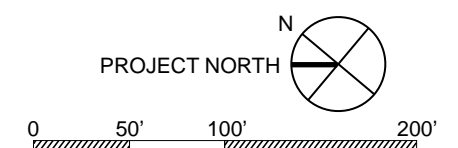
LEGEND

- LEASE BOUNDARY AND EASEMENT
- LIMIT OF BCDC PERMIT #8-90, JULY 2010 MID EMBARCADERO ROADWAY PROJECT
- ☐ CAFE / MARKET / DINING ZONES
- ▨ EXTERIOR PUBLIC ACCESS
- FERRY BUILDING PUBLIC PASS-THROUGHS

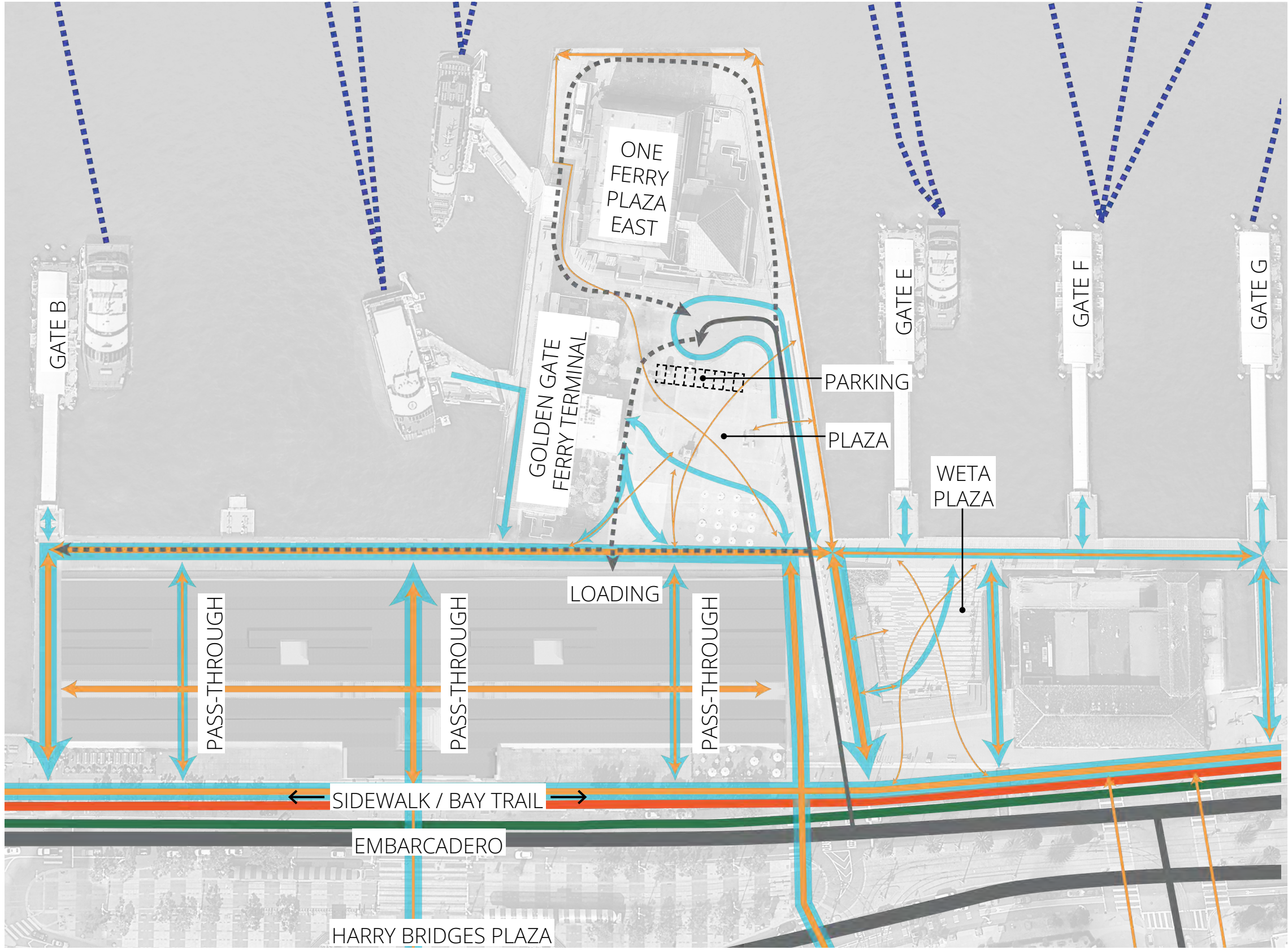
Reference: BCDC Permit #2000.001.05

PROPOSED PRIVATE

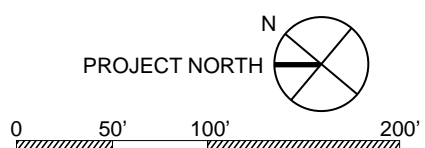
| | |
|--------------------|----------------|
| KIOSK | ~500SF |
| BAY FRONT KITCHENS | |
| NORTH | 600SF |
| SOUTH | 300SF |
| TOTAL | ~1400SF |



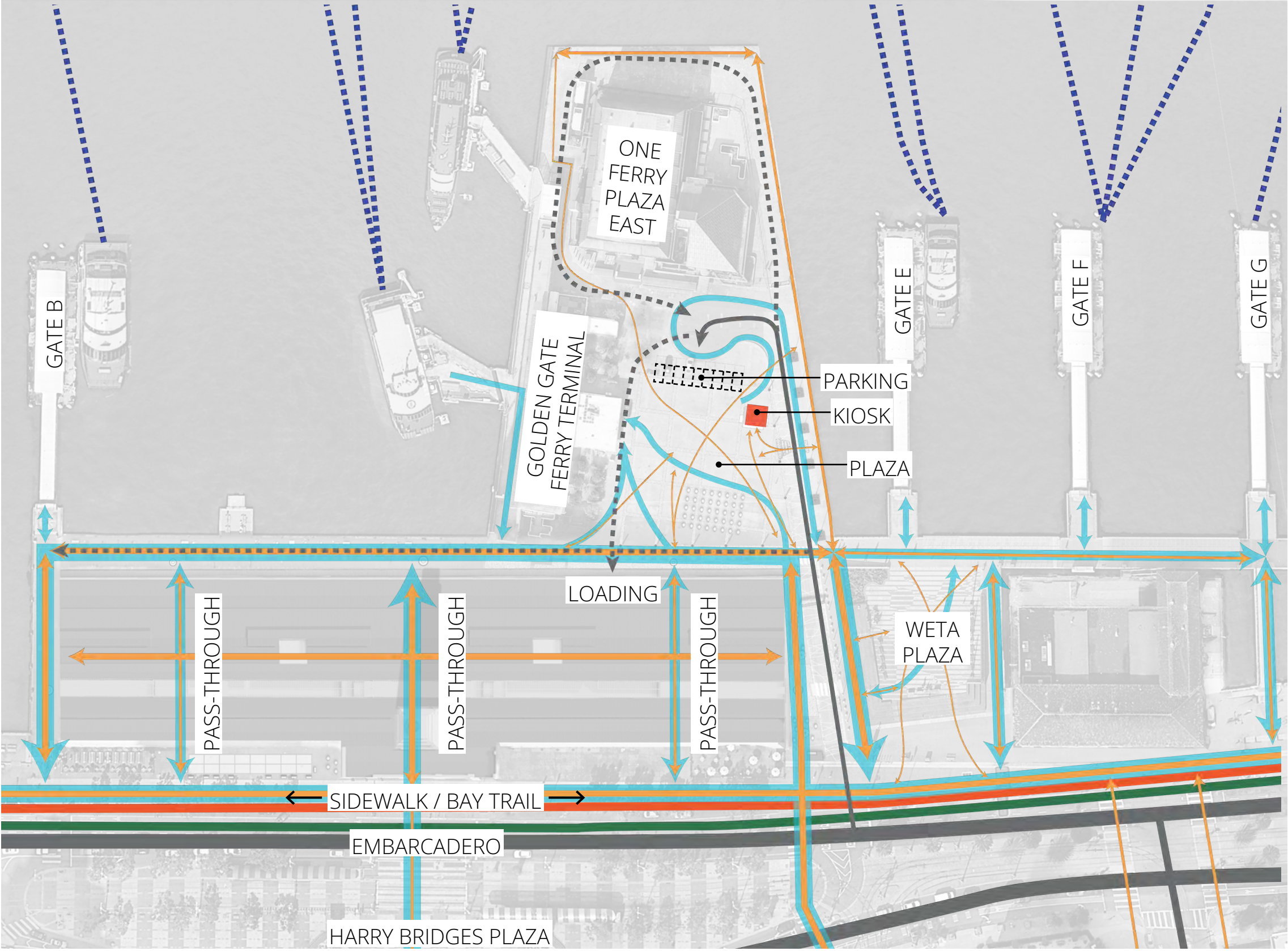
SITE USE & CIRCULATION *Existing Non-Market Day*



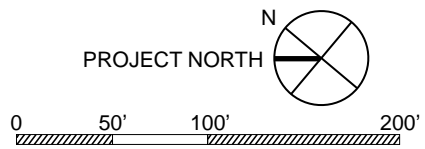
- LEGEND**
- PEDESTRIANS - LEISURE
 - VOLUME INDICATED BY LINEWEIGHT
 - PEDESTRIANS - COMMUTER
 - VEHICLE ACCESS
 - - - EMERGENCY/LOADING VEHICLE ACCESS
 - - - FERRY ROUTES
 - BAY TRAIL
 - BIKE PATH
 - EMBARCADERO
 - PARKING: 9 SPOTS



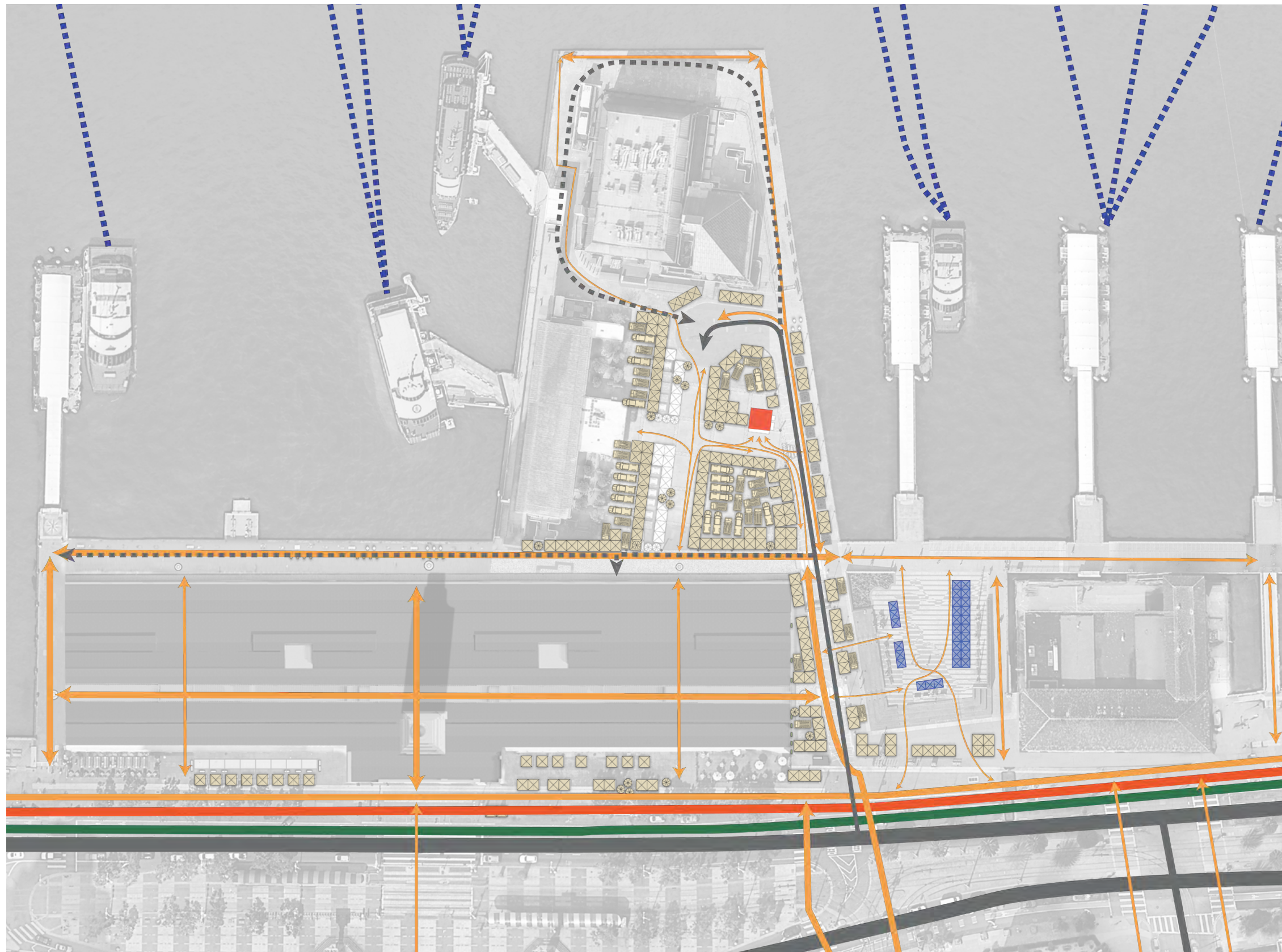
SITE USE & CIRCULATION *Proposed Non-Market Day*



- LEGEND**
- PEDESTRIANS - LEISURE
 - VOLUME INDICATED BY LINEWEIGHT
 - PEDESTRIANS - COMMUTER
 - VEHICLE ACCESS
 - - - EMERGENCY/LOADING VEHICLE ACCESS
 - - - FERRY ROUTES
 - BAY TRAIL
 - BIKE PATH
 - EMBARCADERO
 - PARKING: 9 SPOTS
 - KIOSK

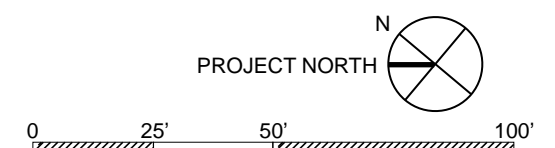


SITE USE & CIRCULATION *Proposed Market Day*

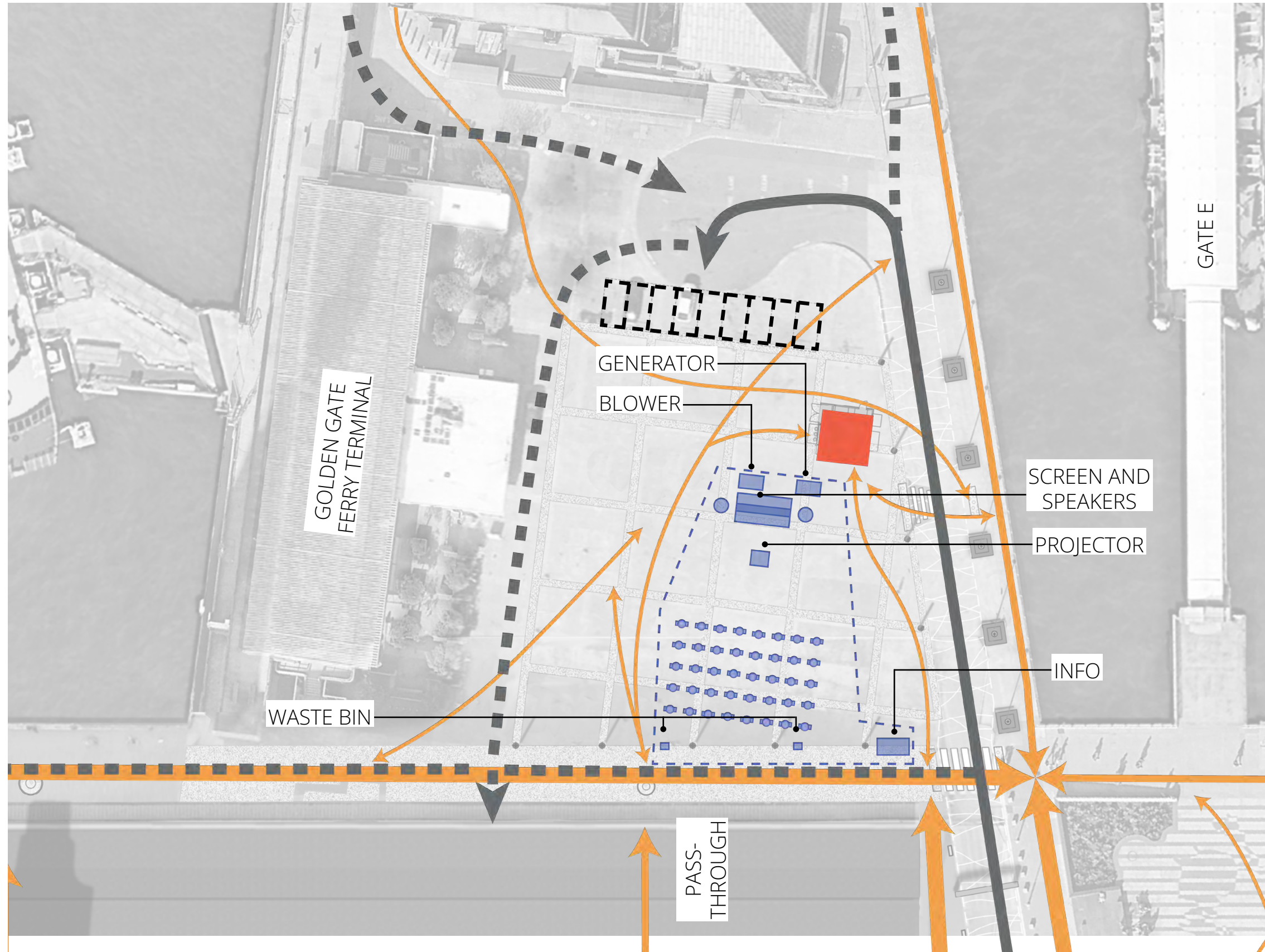


LEGEND

- PEDESTRIANS - LEISURE
- VOLUME INDICATED BY LINEWEIGHT
- VEHICLE ACCESS
- EMERGENCY/LOADING VEHICLE ACCESS
- FERRY ROUTES
- BAY TRAIL
- BIKE PATH
- EMBARCADERO
- PARKING: 9 SPOTS
- KIOSK
- MARKET TENTS
- EXAMPLE EVENT TENTS



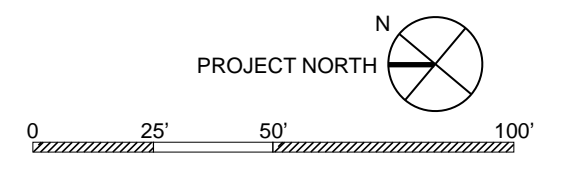
SITE USE & CIRCULATION *Non-Market Special Events: Small Event — FERRY FLICKS*



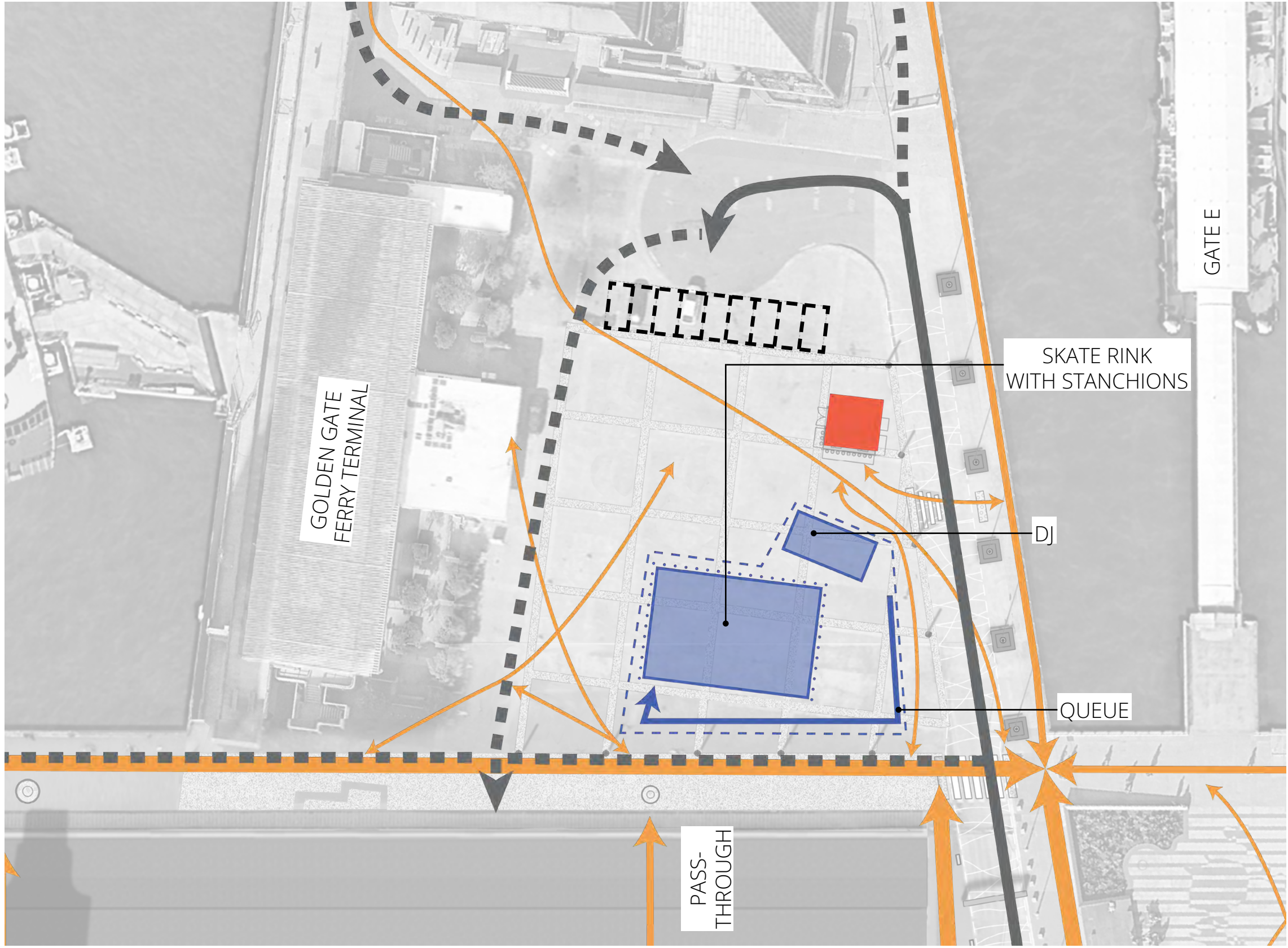
LEGEND

- PEDESTRIANS - LEISURE
- VOLUME INDICATED BY LINEWEIGHT
- VEHICLE ACCESS
- - - EMERGENCY/LOADING VEHICLE ACCESS
- PARKING: 9 SPOTS
- KIOSK
- - - EVENT FOOTPRINT
- MOVABLE TABLES AND CHAIRS

Suggested layout for FERRY FLICKS event, occurring on Friday evenings. See Appendix for actual event details and layout.

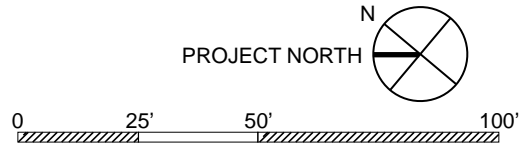


SITE USE & CIRCULATION *Non-Market Special Events: Medium Event — SATURDAY NIGHT SKATE*

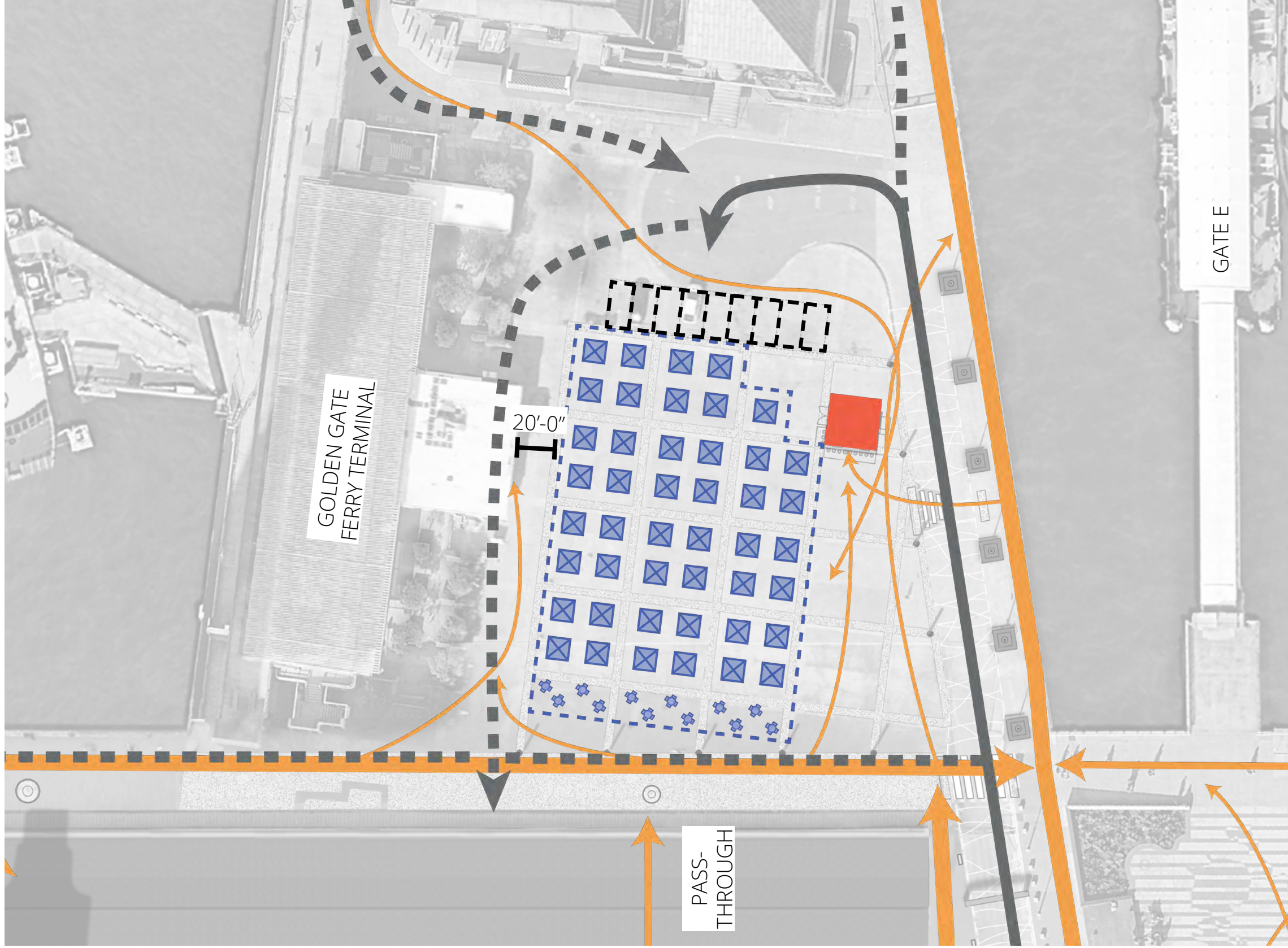


- LEGEND**
- PEDESTRIANS - LEISURE
 - VOLUME INDICATED BY LINEWEIGHT
 - VEHICLE ACCESS
 - - - EMERGENCY/LOADING VEHICLE ACCESS
 - PARKING: 9 SPOTS
 - KIOSK
 - EVENT FOOTPRINT

Suggested layout for SATURDAY NIGHT SKATE event. See Appendix for actual event details and layout.



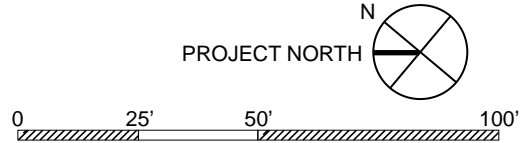
SITE USE & CIRCULATION *Non-Market Special Events: Large Event — HEAD WEST*



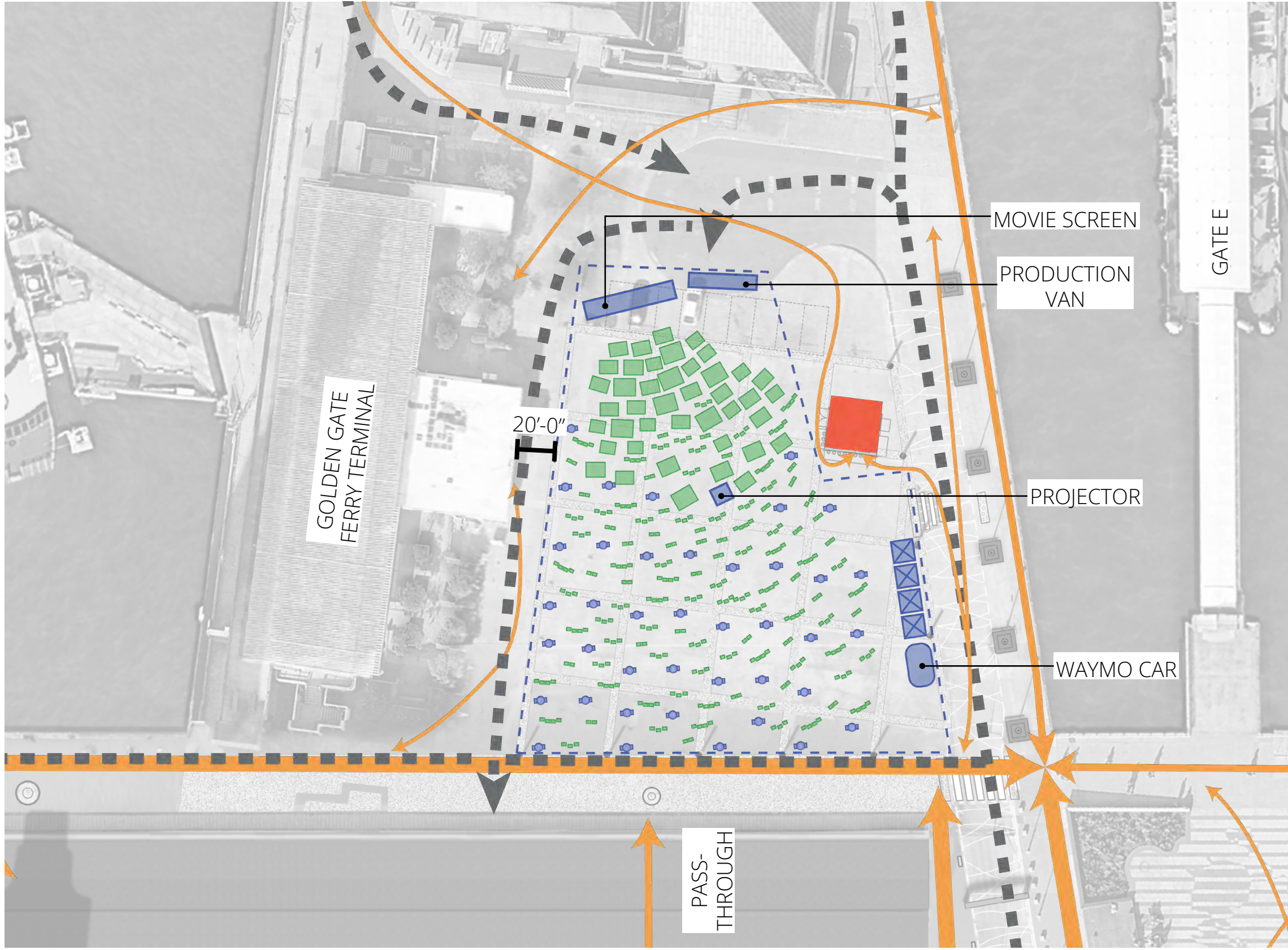
LEGEND

- PEDESTRIANS - LEISURE
- VOLUME INDICATED BY LINEWEIGHT
- VEHICLE ACCESS
- EMERGENCY/LOADING VEHICLE ACCESS
- PARKING: 9 SPOTS
- KIOSK
- EVENT FOOTPRINT
- MOVABLE TABLES AND CHAIRS
- ARTISAN STALLS

Suggested layout for HEAD WEST event, occurring on Sundays. See Appendix for actual event details and layout.

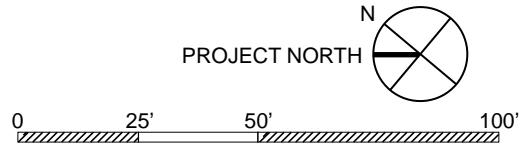


SITE USE & CIRCULATION *Non-Market Special Events: Extra-large Event — SUNDOWN CINEMA*

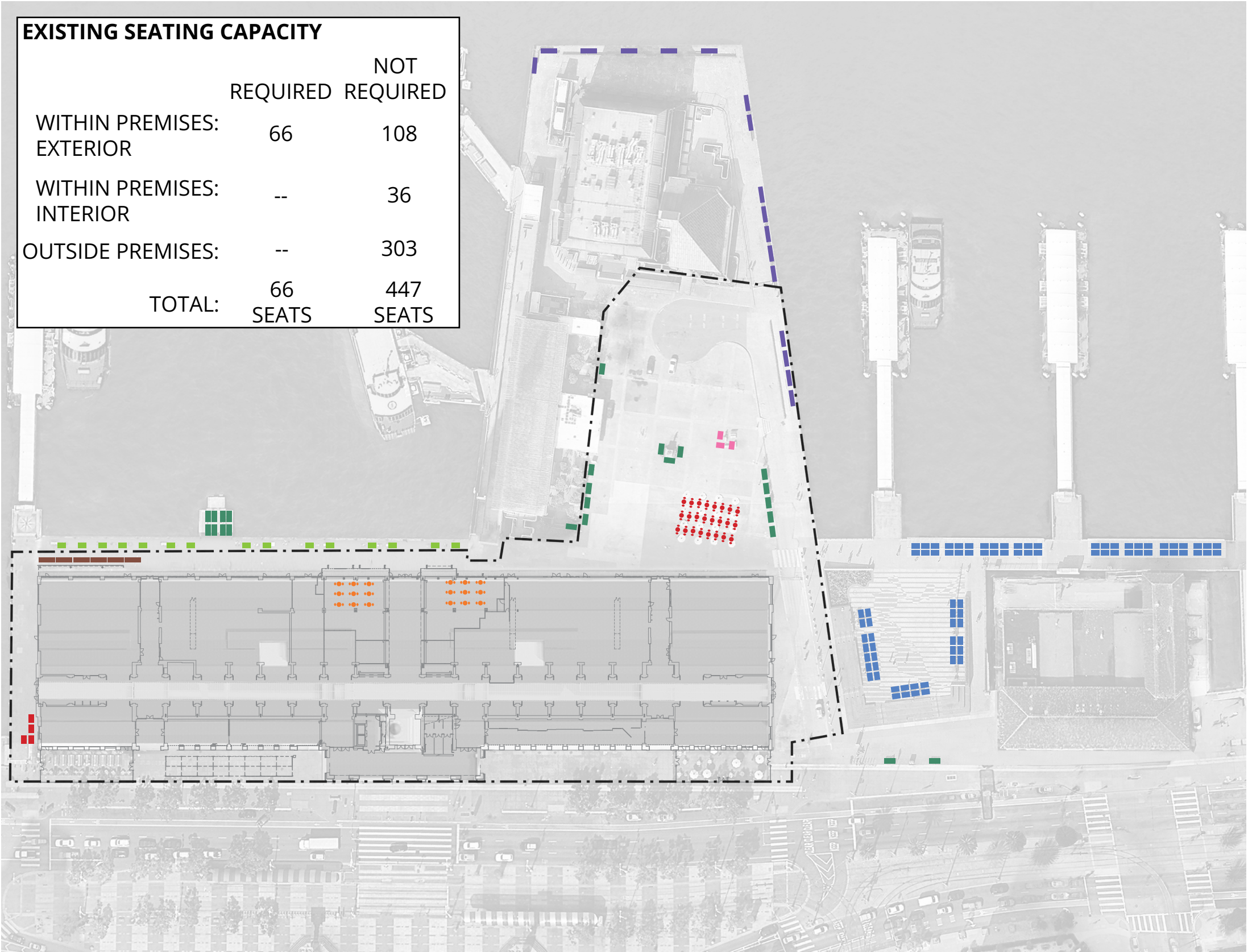


- LEGEND**
- PEDESTRIANS - LEISURE
 - VOLUME INDICATED BY LINEWEIGHT
 - EMERGENCY/LOADING VEHICLE ACCESS
 - PARKING: 9 SPOTS
 - KIOSK
 - EVENT FOOTPRINT
 - MOVABLE TABLES AND CHAIRS
 - EVENT TENTS
 - BLANKETS BROUGHT BY PUBLIC
 - CHAIRS BROUGHT BY PUBLIC

Suggested layout for SUNDOWN CINEMA event, occurring on Friday evenings. See Appendix for actual event details and layout.



SITE FURNISHINGS & SEATING COUNTS *Existing Publicly Available Seating*



LEGEND & QUANTITIES

[XX, XX]
XX = INDIV. SEATS WITHIN LEASE BOUNDARY
 XX = INDIV. SEATS OUTSIDE LEASE BOUNDARY

AVAILABLE TO PUBLIC; NOT REQUIRED UNDER HUDSON-BCDC PERMIT

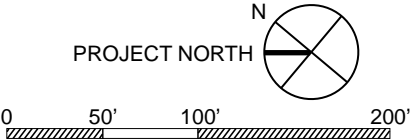
- 12' WOOD BENCH [25, 60]
- 5' CONCRETE BENCH [6, 0]
- 8' WORLDS FAIR BENCH [32, 64]
- 5' WORLDS FAIR BENCH [30, 0]
- 12' LIVE EDGE BENCH [30, 0]
- INTERIOR MIXED SEATING [36, 0]
- 5' WETA PLAZA BENCH*** [0, 164]

AVAILABLE TO PUBLIC; REQUIRED UNDER HUDSON-BCDC PERMIT

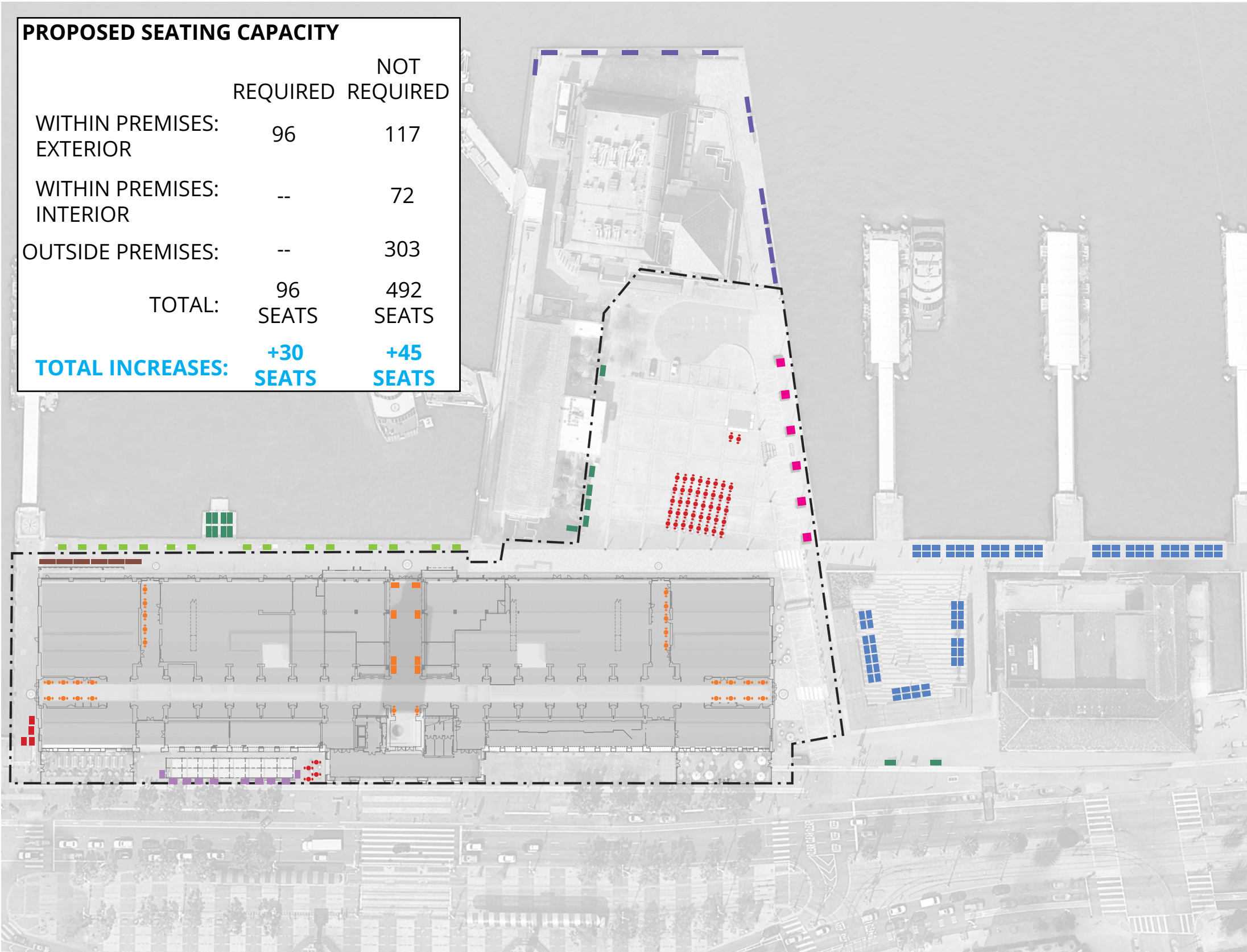
- MOVABLE TABLE + CHAIRS* [50, 0]
- PICNIC BENCH** [16, 0]

--- LEASE BOUNDARY + EASEMENT

*(50) SEATS REQUIRED PER BCDC PERMIT #2000.001.05
 **(16) SEATS REQUIRED PER BCDC PERMIT #2000.001.05
 ***REQUIRED PER BCDC PERMIT #2016.001.03



SITE FURNISHINGS & SEATING COUNTS *Proposed Publicly Available Seating: Non-Market Day*



| PROPOSED SEATING CAPACITY | | |
|---------------------------|------------------|------------------|
| | REQUIRED | NOT REQUIRED |
| WITHIN PREMISES: EXTERIOR | 96 | 117 |
| WITHIN PREMISES: INTERIOR | -- | 72 |
| OUTSIDE PREMISES: | -- | 303 |
| TOTAL: | 96 SEATS | 492 SEATS |
| TOTAL INCREASES: | +30 SEATS | +45 SEATS |

LEGEND & QUANTITIES

[XX, XX]

XX = INDIV. SEATS WITHIN LEASE BOUNDARY
 XX = INDIV. SEATS OUTSIDE LEASE BOUNDARY

AVAILABLE TO PUBLIC; NOT REQUIRED UNDER HUDSON-BCDC PERMIT

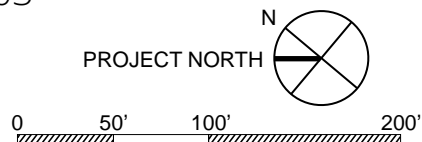
- 12' WOOD BENCH [4, 60]
- 8X8' TIERED SEATING [48, 0]
- 8' WORLDS FAIR BENCH [0, 64]
- 5' WORLDS FAIR BENCH [30, 0]
- 12' LIVE EDGE BENCH [30, 0]
- NORTH ARCADE BENCH [20, 0]
- INTERIOR MIXED SEATING [56, 0]
- INTERIOR BENCH [16, 0]
- 5' WETA PLAZA BENCH* [0, 164]

AVAILABLE TO PUBLIC; REQUIRED UNDER PROPOSED HUDSON-BCDC PERMIT

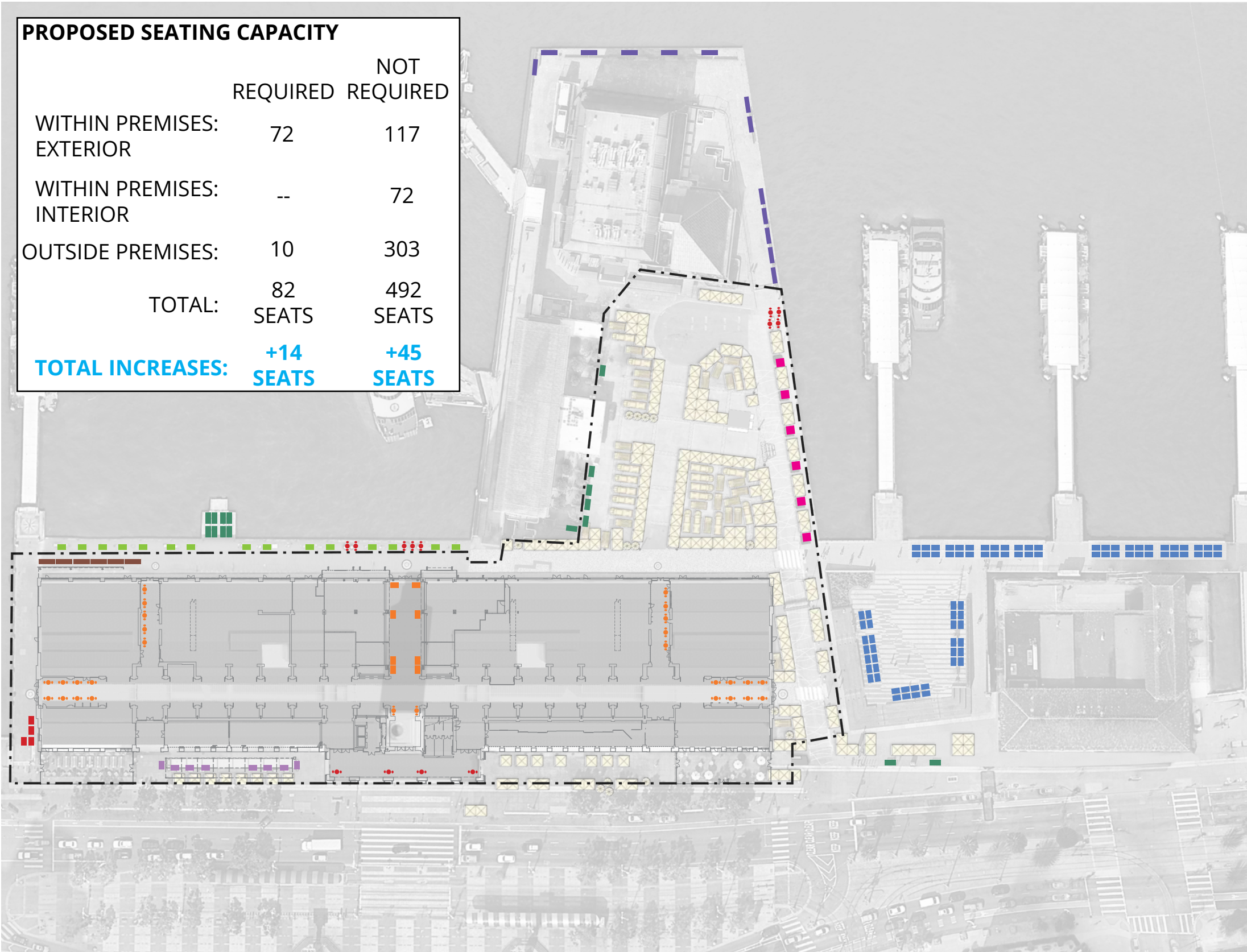
- MOVABLE TABLE + CHAIRS [80, 0]
- PICNIC BENCH [16, 0]

--- LEASE BOUNDARY + EASEMENT

*REQUIRED PER BCDC PERMIT #2016.001.03



SITE FURNISHINGS & SEATING COUNTS *Proposed Publicly Available Seating: Market Day*



LEGEND & QUANTITIES

[XX, XX]
XX = INDIV. SEATS WITHIN LEASE BOUNDARY
 XX = INDIV. SEATS OUTSIDE LEASE BOUNDARY

AVAILABLE TO PUBLIC; NOT REQUIRED UNDER HUDSON-BCDC PERMIT

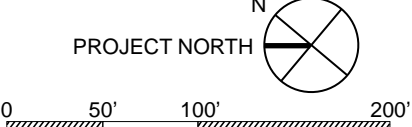
- 12' WOOD BENCH [4, 60]
- 8' WORLDS FAIR BENCH [0, 64]
- 5' WORLDS FAIR BENCH [30, 0]
- 12' LIVE EDGE BENCH [30, 0]
- NORTH ARCADE BENCH [20, 0]
- INTERIOR MIXED SEATING [56, 0]
- INTERIOR BENCH [16, 0]
- 5' WETA PLAZA BENCH* [0, 164]

AVAILABLE TO PUBLIC; REQUIRED UNDER PROPOSED HUDSON-BCDC PERMIT

- MOVABLE TABLE + CHAIRS* [18, 0]
- PICNIC BENCH** [16, 0]
- 8X8' TIERED SEATING [48, 0]

--- LEASE BOUNDARY + EASEMENT

*REQUIRED PER BCDC PERMIT #2016.001.03



SITE FURNISHINGS & SEATING COUNTS *Existing Seating Catalog*

MOVABLE SEATING



■ PICNIC BENCH
UNIT CAPACITY: 6



●● MOVEABLE TABLES & CHAIRS
TOTAL CAPACITY: 50



●● INTERIOR MIXED SEATING
TOTAL CAPACITY: 36

FIXED SEATING



■ 12' LIVE EDGE BENCH
UNIT CAPACITY: 5



■ 5' WORLD'S FAIR BENCH
UNIT CAPACITY: 2



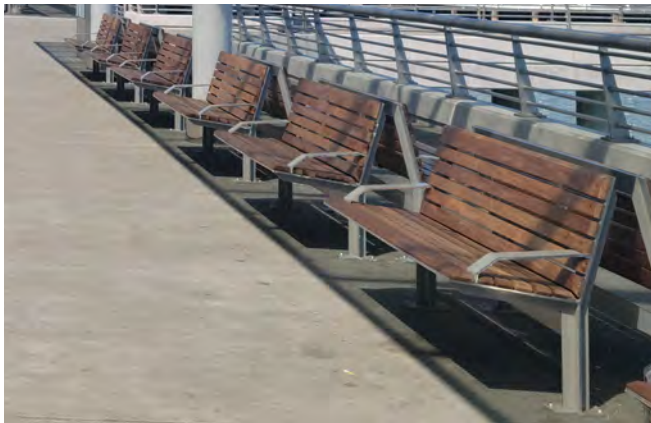
■ 8' WORLD'S FAIR BENCH
UNIT CAPACITY: 4



■ 5' CONCRETE BENCH
UNIT CAPACITY: 2



■ 12' WOOD BENCH
UNIT CAPACITY: 5



■ 5' WETA PLAZA BENCH
UNIT CAPACITY: 2

SITE FURNISHINGS & SEATING COUNTS *Proposed Seating Additions*

MOVABLE SEATING



■ 5' NORTH ARCADE BENCH
UNIT CAPACITY: 2

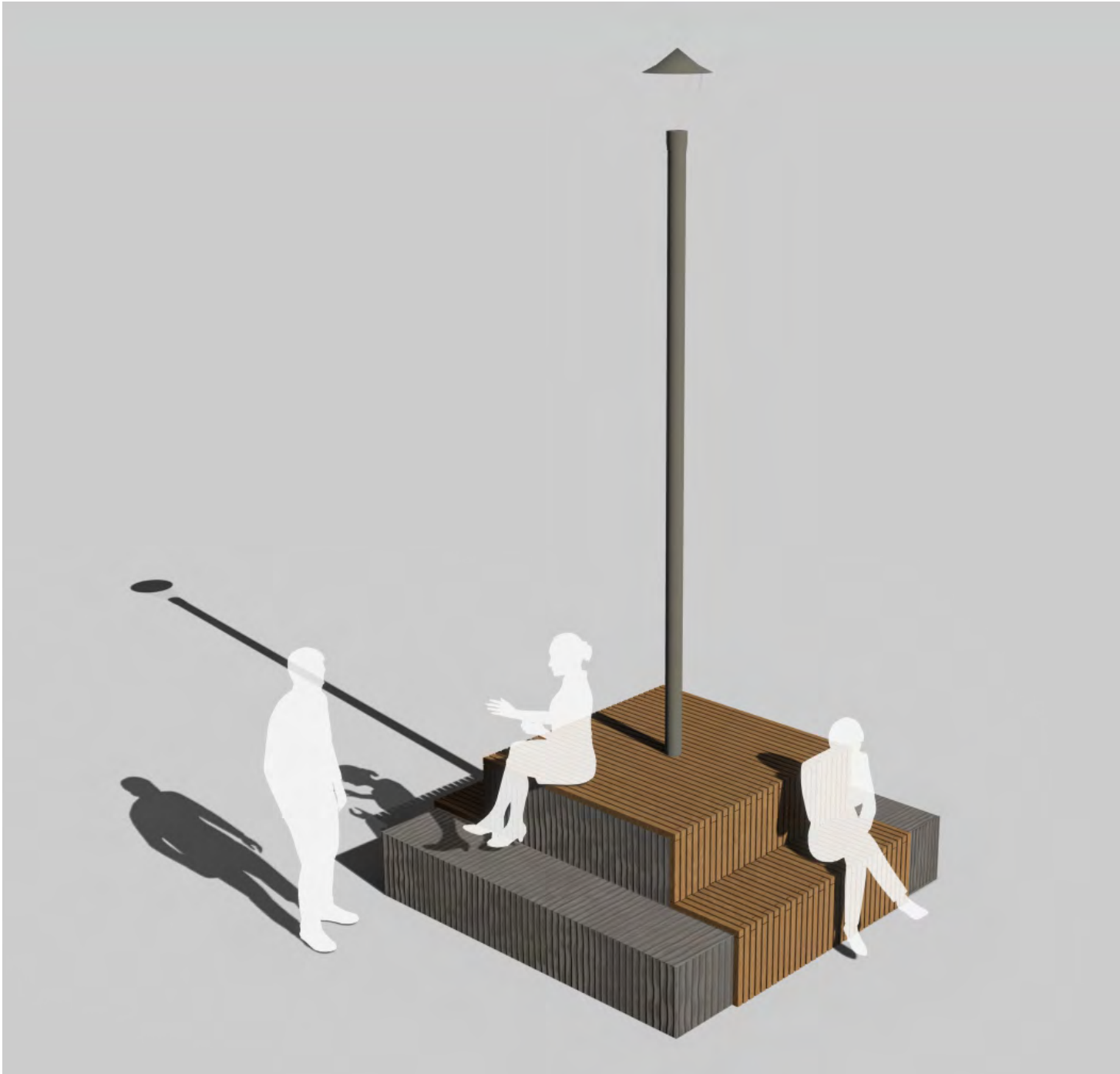


●● MOVEABLE TABLES & CHAIRS
TOTAL CAPACITY: 80



■ INTERIOR MIXED SEATING & BENCHES
TOTAL CAPACITY: 72

FIXED SEATING



■ 8X8' TIERED SEATING*
UNIT CAPACITY: 8+
TOTAL CAPACITY: 48+

*DESIGN UNDER STUDY

SOUTH PROMENADE *Proposed Design Narrative*

AREA OVERVIEW

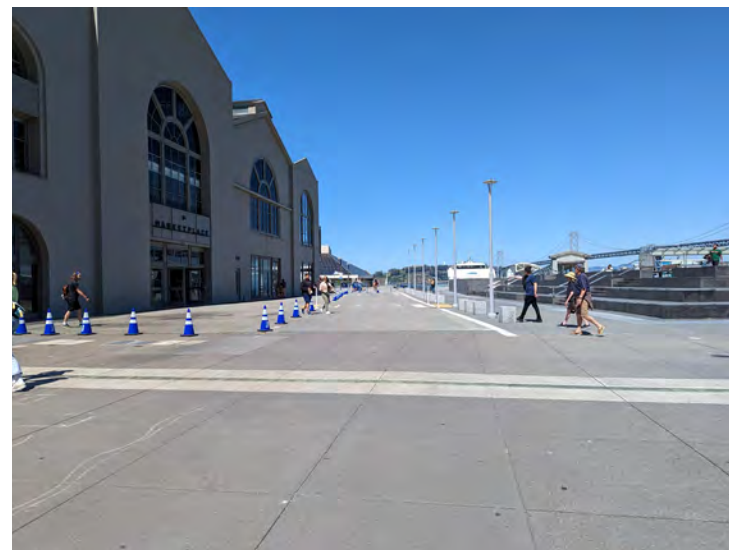
When approaching the Ferry Building you sight on the clock tower at a distance, but as you arrive to the south end of the building, the tower leaves your view and the architecture of the south facade does not provide sufficient orientation. This area south of the building includes: people in transit to and from Ferry gates, the farmer's market, and pedestrians moving towards the water.

The proposed design builds on the WETA Plaza improvements. A cornerstone element built of the WETA Plaza granite flanks the north side of the driveway to frame an arrival towards Ferry Plaza. Movable planters provide greening on non-market days and define the edge of the driveway. Rehabilitated concrete and a new mosaic medallion mark the building entry to the nave. A gateway sign with information about the ferry gates and the name of the Ferry Plaza provides critical orientation information that can be seen from the Embarcadero.

Taken together all of the proposed design elements anchor the existing elements of transportation, retail, and public access by creating important wayfinding and placemaking at the south end of the building.



KEY PLAN



VIEW FROM EMBARCADERO DOWN FIRE LANE



VIEW OF CROSSROADS

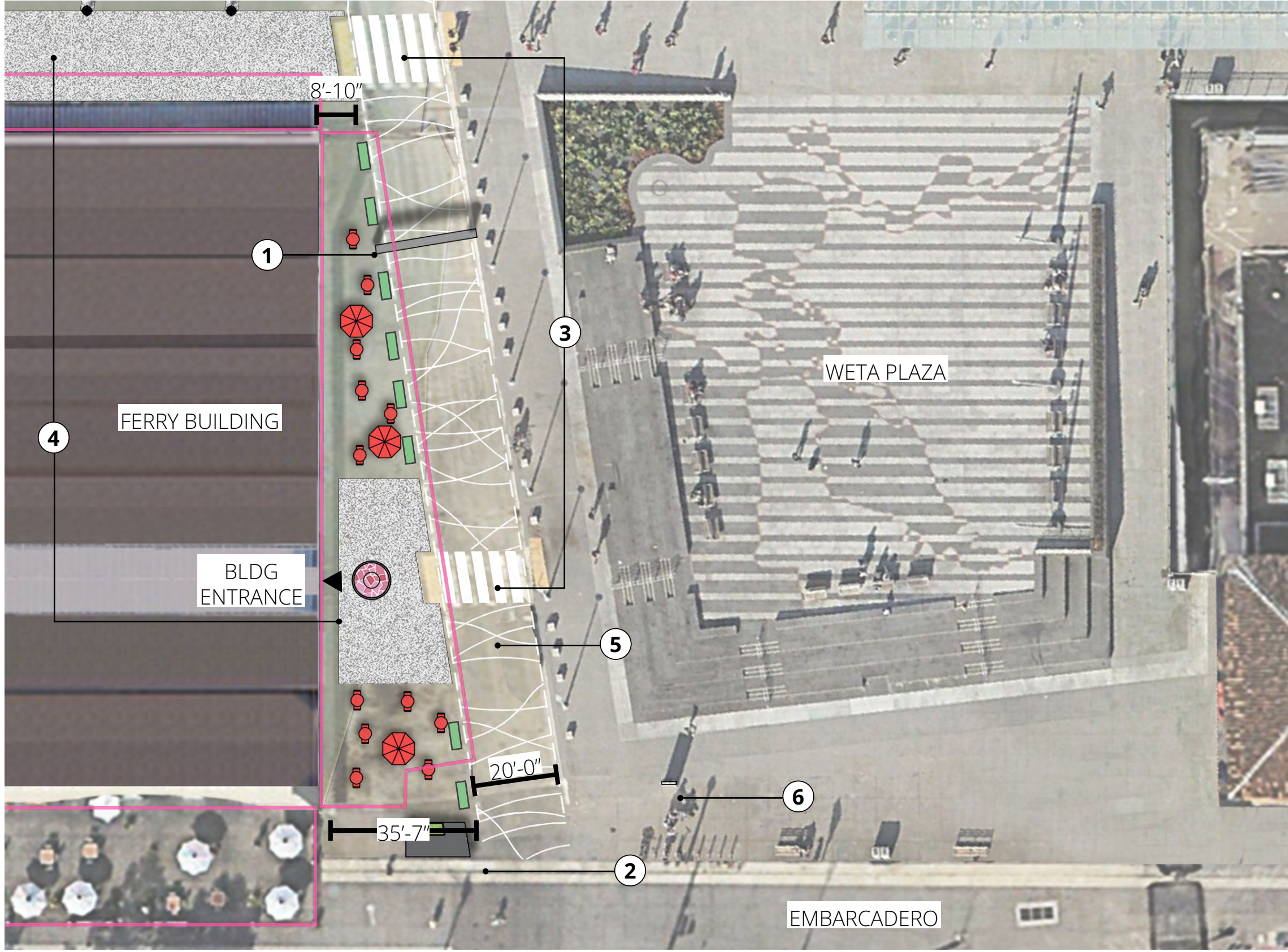


WETA PLAZA



SATURDAY FARMERS MARKET

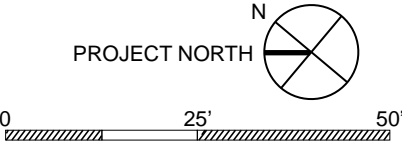
SOUTH PROMENADE *Non-Market Day Plan*



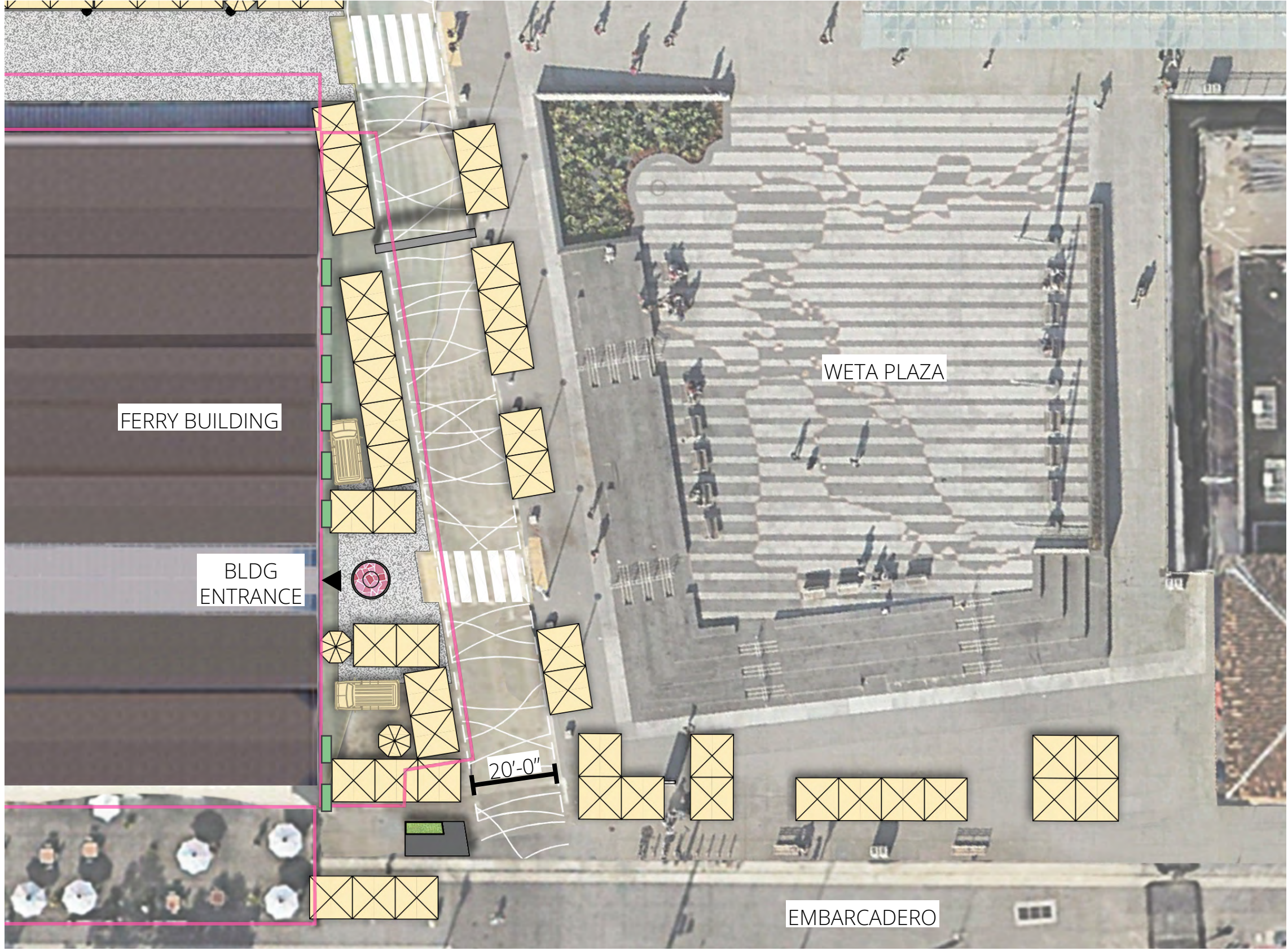
LEGEND

- CAFE / MARKET / DINING ZONES
- MOSAIC MEDALLION
- MOVABLE PLANTERS (RELOCATED AGAINST BUILDING ON MARKET DAYS)*
- 1** GATEWAY SIGN
- 2** CORNERSTONE
- 3** PEDESTRIAN CROSSWALK
- 4** EXISTING CONCRETE - GROUND & SEALED
- 5** FIRE LANE GRAPHIC
- 6** EXISTING MAP SIGN

* scale exaggerated for legibility



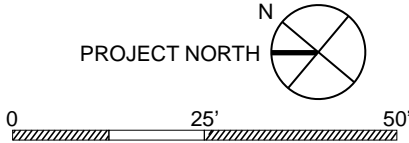
SOUTH PROMENADE Market Day Plan



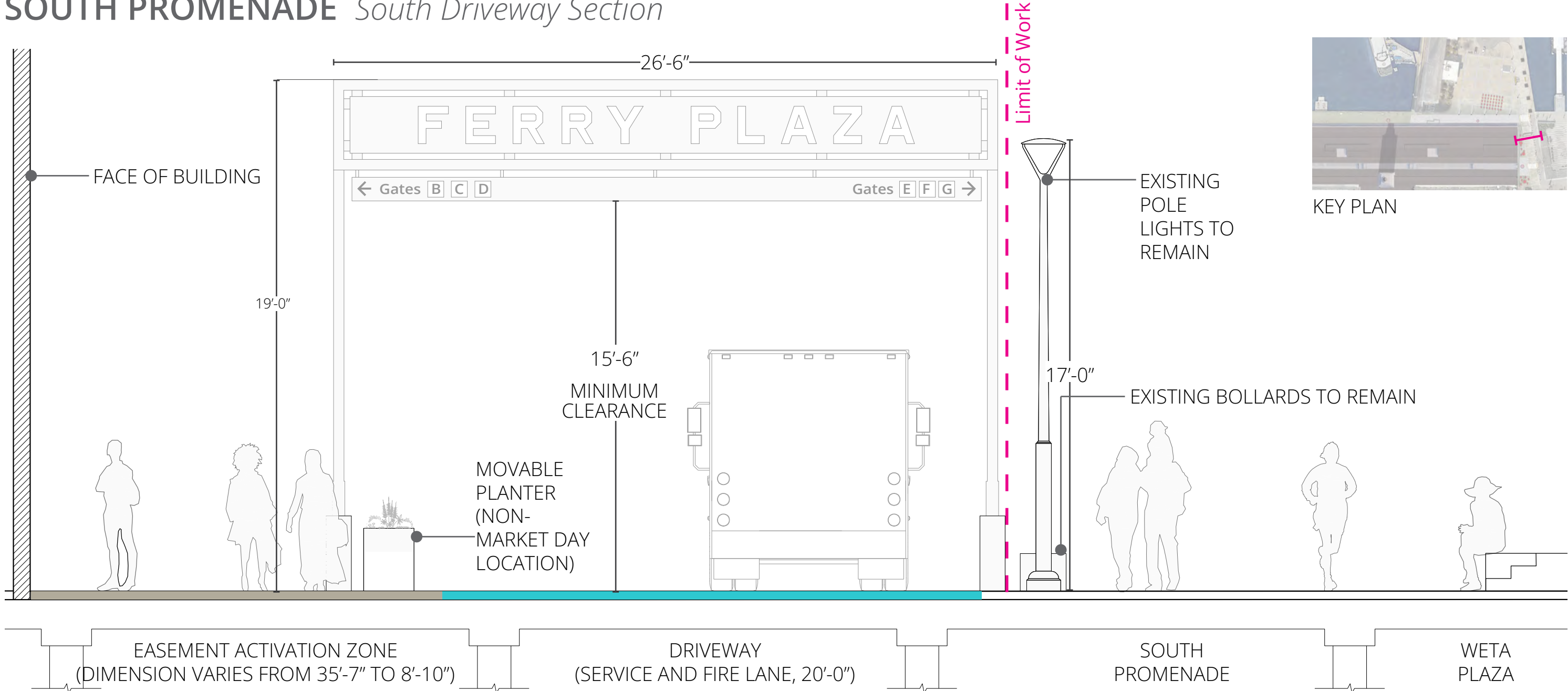
LEGEND

- CAFE / MARKET / DINING ZONES
- MOVABLE PLANTERS*
- MARKET TENTS

* scale exaggerated for legibility



SOUTH PROMENADE *South Driveway Section*



KEY PLAN



EXISTING CONCRETE GROUND & SEALED



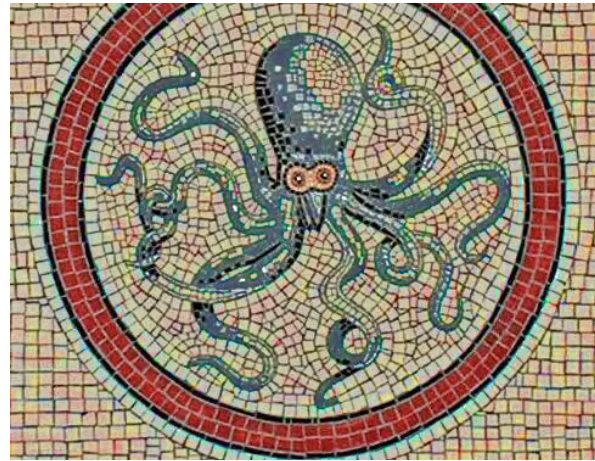
GRAPHIC PAINTING BY ARTIST

SOUTH PROMENADE *Materials Summary*

SURFACES



EXISTING CONCRETE GROUND & SEALED



MOSAIC AT BUILDING ENTRANCE



GRAPHIC PAINTING BY ARTIST

VERTICAL ELEMENTS



GATEWAY SIGN



CORNERSTONE



MOVABLE PLANTERS

CONTEXT



EXISTING GRANITE SEAT BOLLARDS AND LIGHTS



EXISTING SEATING AT GATES E AND F



COLOR PALETTE: FERRY BUILDING GREY AND SAHARA BRONZE

THE PROPOSED PALETTE RELATES TO EXISTING MATERIALS OF FERRY TERMINALS AND BUILDING.

SOUTH PROMENADE *Non-Market Day Concept*



KEY PLAN



EXISTING CONDITION

***Accessibility details to be reviewed**
***Graphic painting in fire lane by artist**

SOUTH PROMENADE *Market Day Concept*



KEY PLAN



EXISTING CONDITION

***Accessibility details to be reviewed**
***Graphic painting in fire lane by artist**

FERRY PLAZA *Proposed Design Narrative*



KEY PLAN

AREA OVERVIEW

The Ferry Plaza is home to the Foodwise farmer’s market on Saturdays but has struggled to succeed as an active public space on other days of the week. Without clear edges and cues to define the pedestrian space, the plaza can seem like avast area of pavement. In addition, some of the existing furniture elements are disruptive to the easy layout of the farmer’s market and the flow of people.

The proposed design frames the plaza area with light poles, a new retail kiosk, and tiered seating. Building on the planning framework begun by WETA Plaza, the linear extension of the pedestrian promenade along the water uses the same light poles and a new tiered seating element to extend your eye towards Treasure Island and the Bay. The retail kiosk is located so as to be seen from the Embarcadero and create interest and draw towards the plaza as well as to minimize its impact to water views. The kiosk location has been determined in concert with Foodwise to mesh into the Market layout. Rehabilitation of the existing concrete pavement of the Ferry Plaza includes grinding the stripes and sealing them to recreate the pavement grid.

These improvements will allow the Ferry Building Events and the Farmer’s Market events to continue with ease and will provide a new permanent everyday activation with the kiosk vendor.



VIEW EAST



FERRY PLAZA FURNITURE ZONE

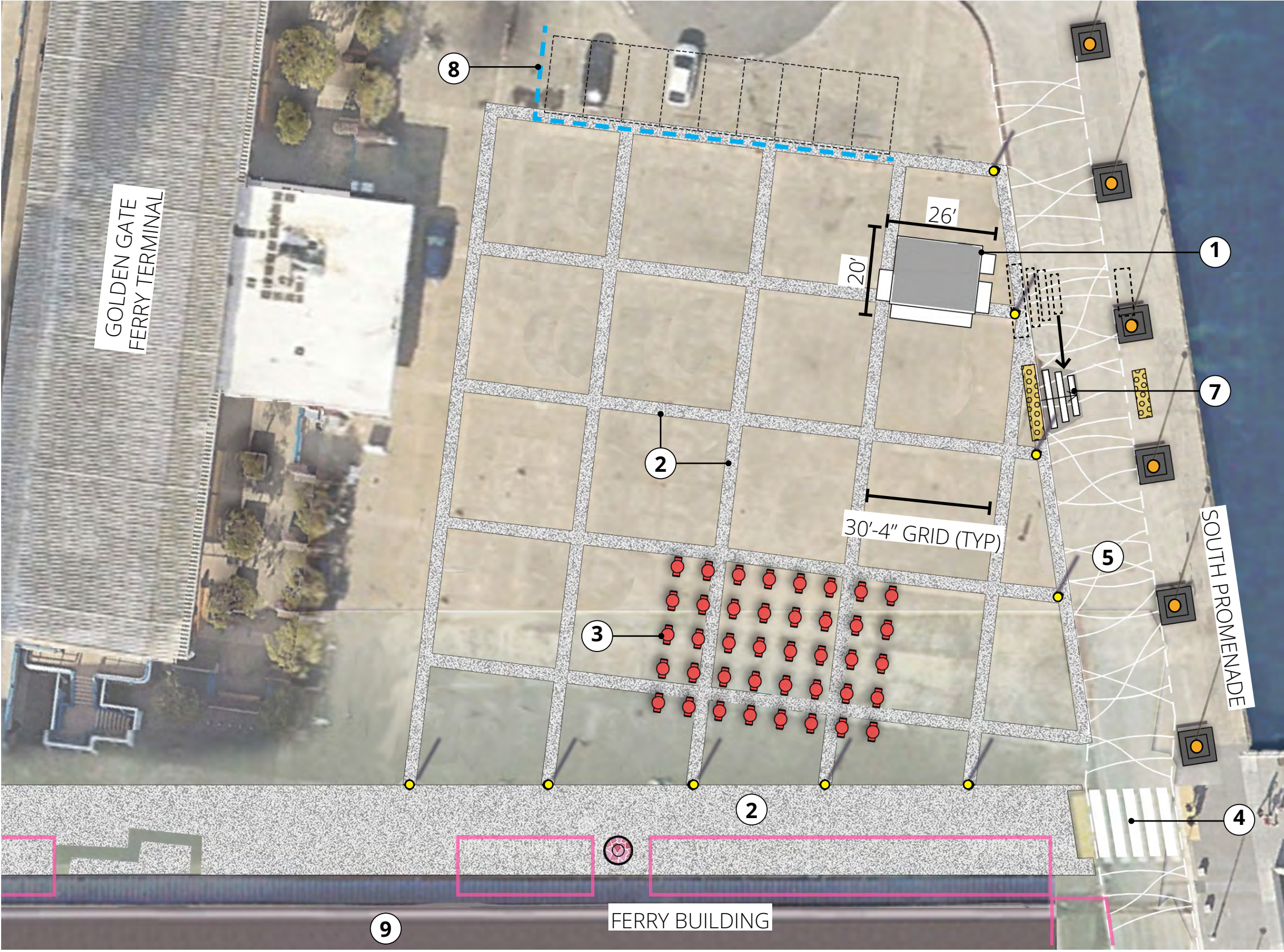


COMMUTERS QUEUING FOR FERRY



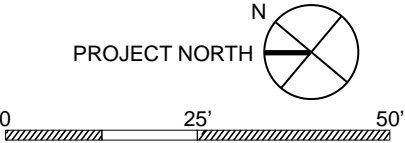
SATURDAY FARMERS MARKET

FERRY PLAZA Non-Market Day Plan

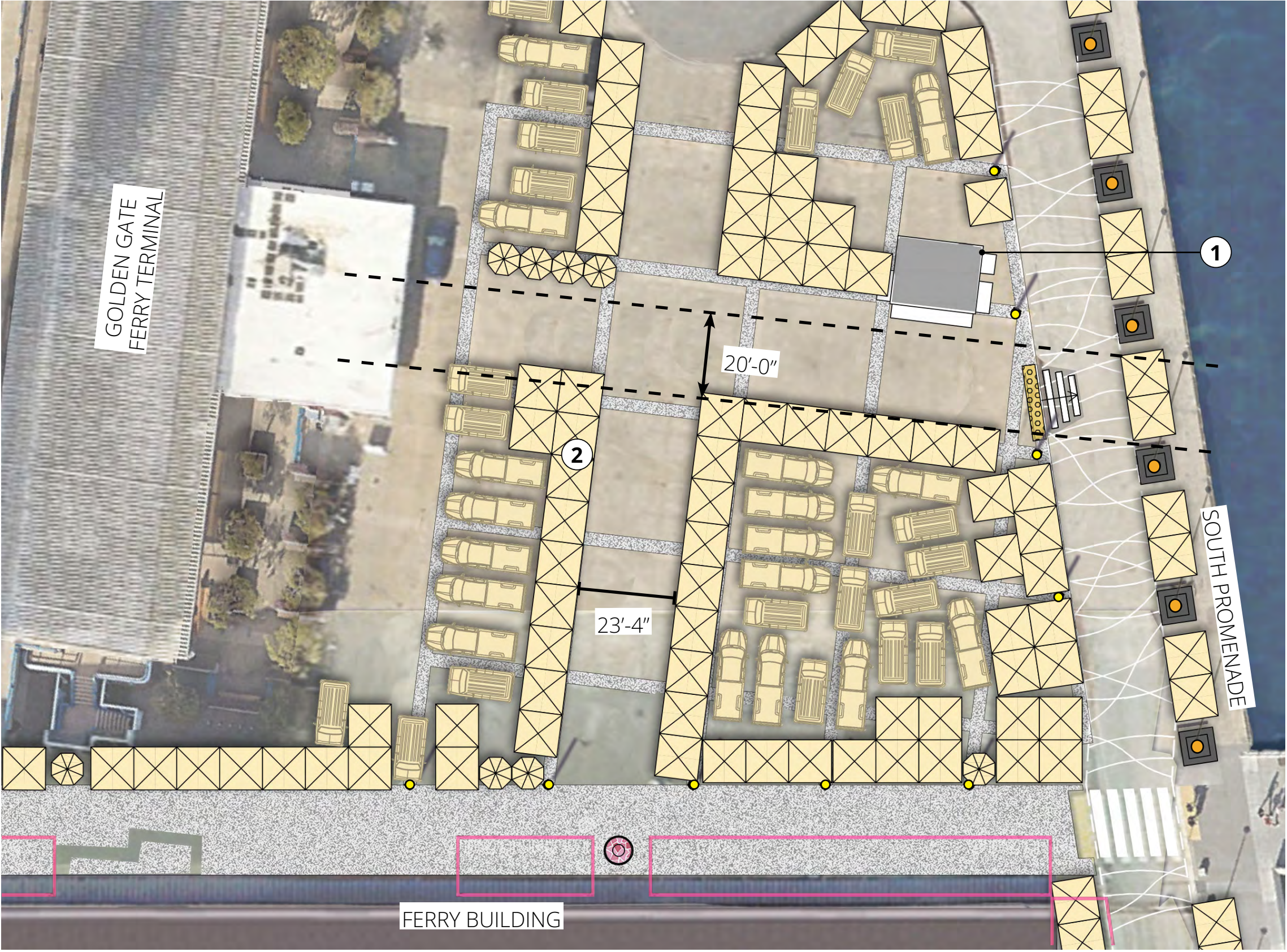


LEGEND

- CAFE / MARKET / DINING ZONES
- MOSAIC MEDALLION
- PARKING: 9 SPOTS
- NEW PEDESTRIAN LIGHT
- WATERFRONT LIGHTING
- TIERED SEATING
- 1** KIOSK
- 2** EXISTING CONCRETE - GROUND & SEALED
- 3** MOVABLE TABLES, CHAIRS, AND PLANTERS
- 4** PEDESTRIAN CROSSWALK
- 5** FIRE LANE GRAPHIC
- 7** ASPHALT RAMP RELOCATED 22'-8" TO THE WEST
- 8** MOVABLE BARRIER
- 9** LOADING DOCK

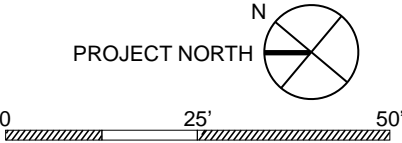


FERRY PLAZA Market Day Plan

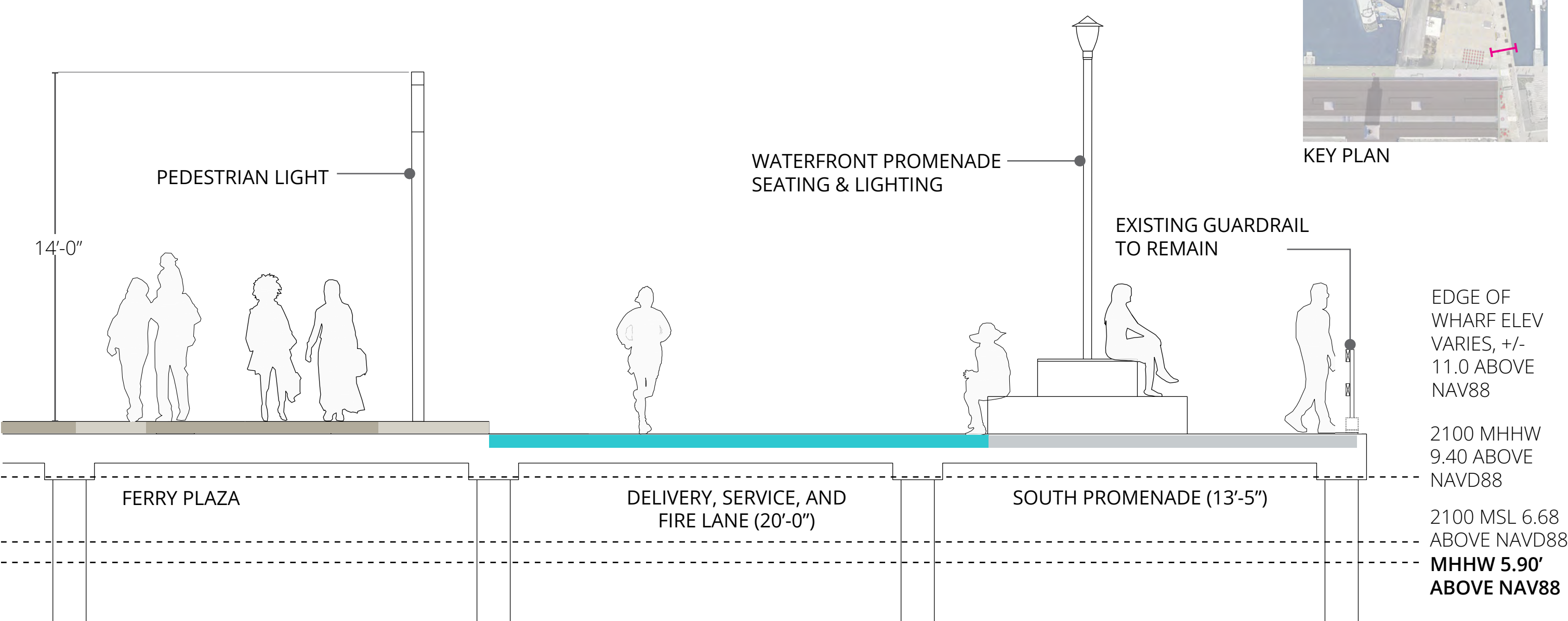


LEGEND

- CAFE / MARKET / DINING ZONES
- 1** KIOSK



FERRY PLAZA *South Driveway Section*



KEY PLAN



EXISTING CONCRETE TO REMAIN

EXISTING PAVING BANDS GROUND AND SEALED

GRAPHIC PAINTING BY ARTIST

EXISTING CONCRETE TO REMAIN

FERRY PLAZA KIOSK MASSING STUDIES



VIEW 1 - LOOKING EAST FROM EMBARCADERO



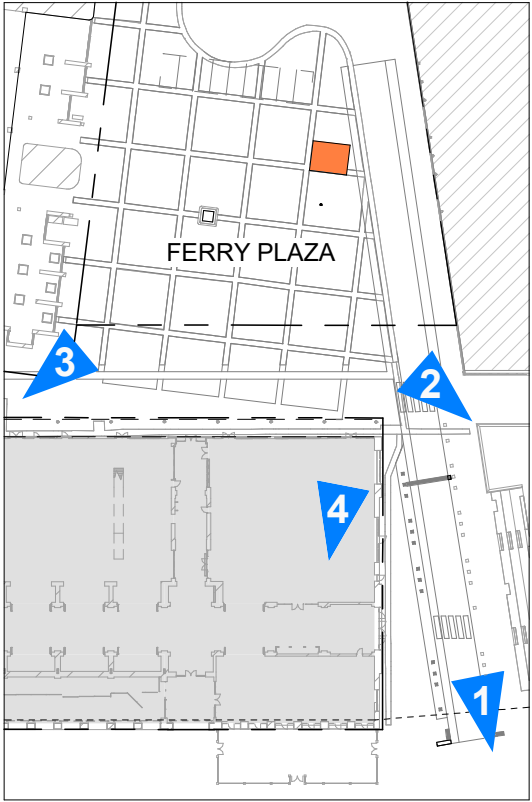
VIEW 2 - LOOKING NE FROM CROSSROADS



VIEW 3 - LOOKING SE TOWARDS BAY

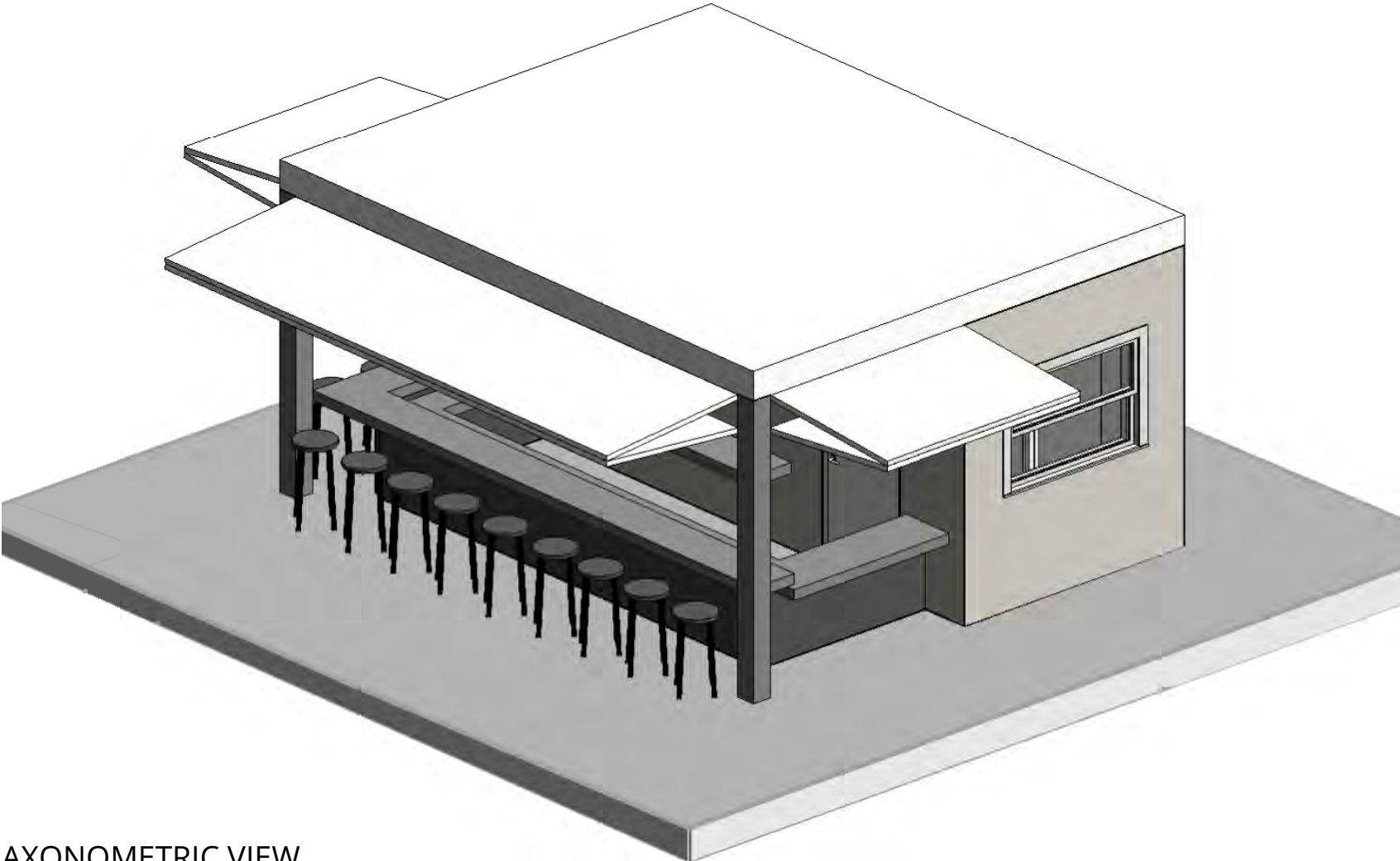


VIEW 4 - LOOKING EAST FROM FERRY BUILDING

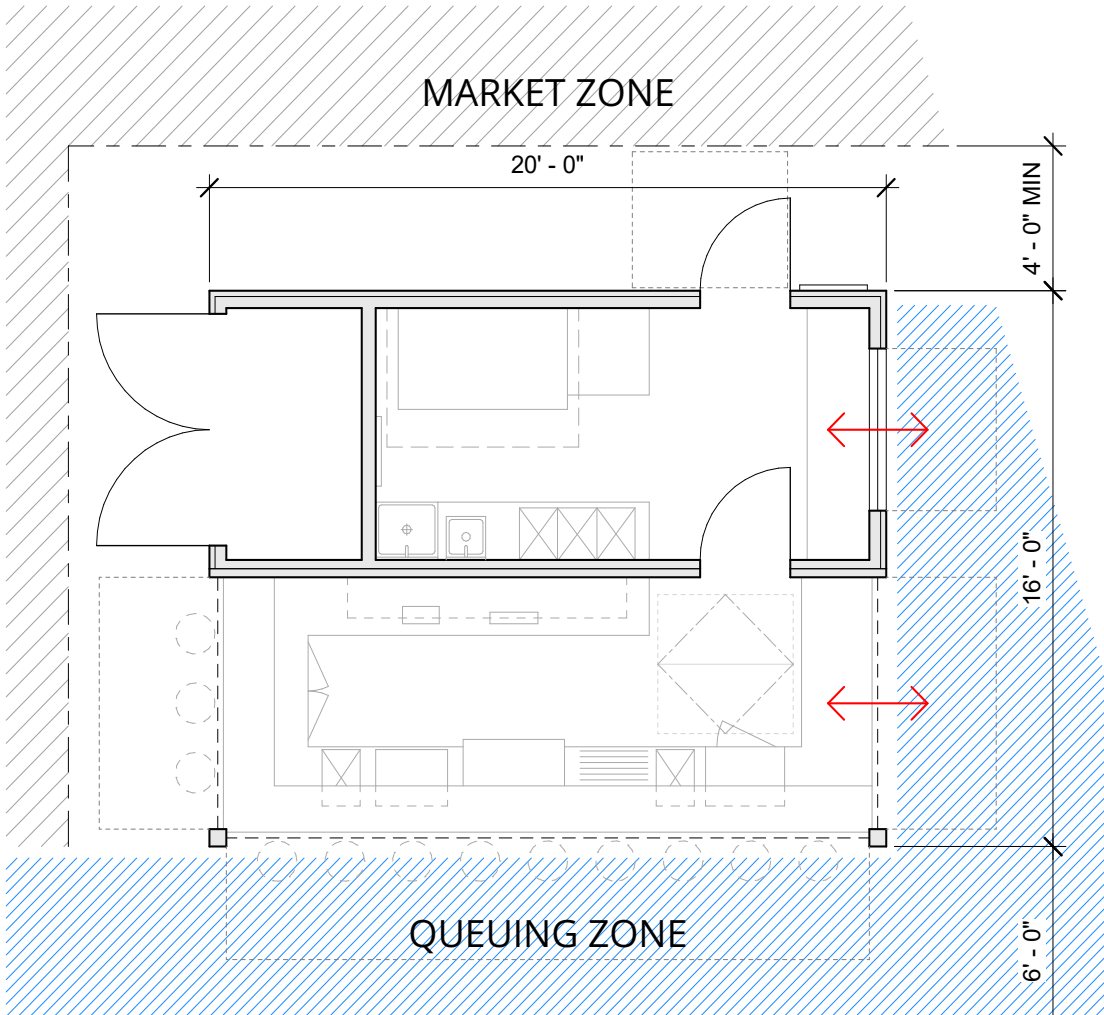


VIEW KEY PLAN

FERRY PLAZA KIOSK



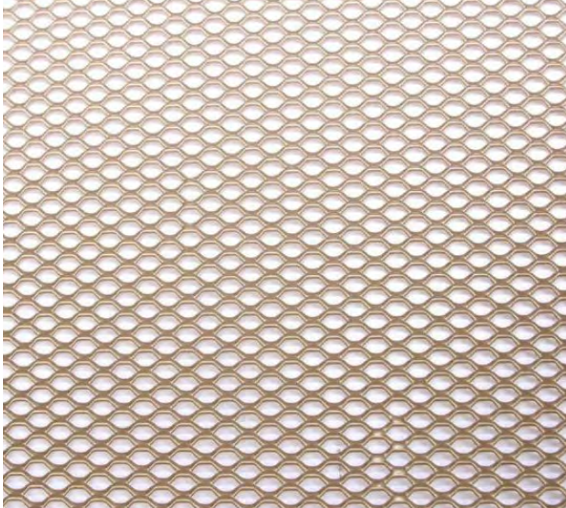
AXONOMETRIC VIEW



FLOOR PLAN, KIOSK



OPT 1: POLYCARBONATE



OPT 2: EXPANDED METAL MESH

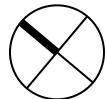
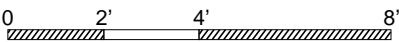


EXAMPLE 1



EXAMPLE 2

NOTE: PRELIMINARY EQUIPMENT LAYOUT SHOWN FOR REFERENCE ONLY

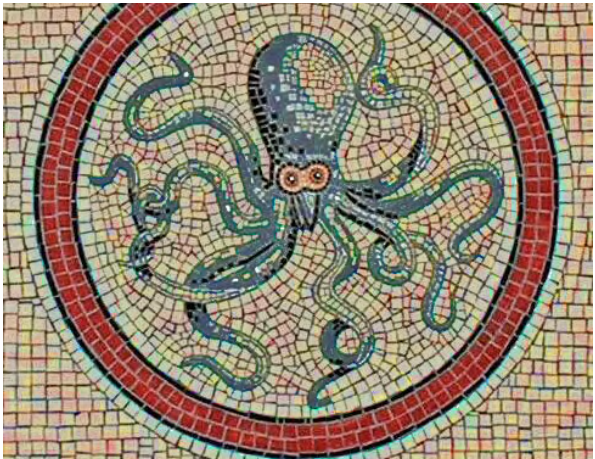


FERRY PLAZA *Materials Summary*

SURFACES



EXISTING CONCRETE GROUND & SEALED



MOSAIC AT BUILDING ENTRANCE



GRAPHIC PAINTING BY ARTIST



COLOR PALETTE: FERRY BUILDING GREY & SAHARA BRONZE

VERTICAL ELEMENTS



WATERFRONT LIGHTING



PEDESTRIAN LIGHTS

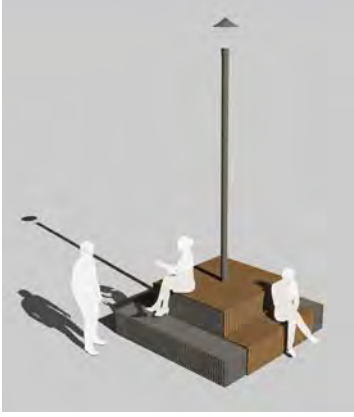


RETAIL KIOSK

FURNISHINGS



EXAMPLE WATERFRONT SEATING (SEE FOLLOWING PAGES FOR DESIGN STUDY)



MOVABLE TABLES AND CHAIRS



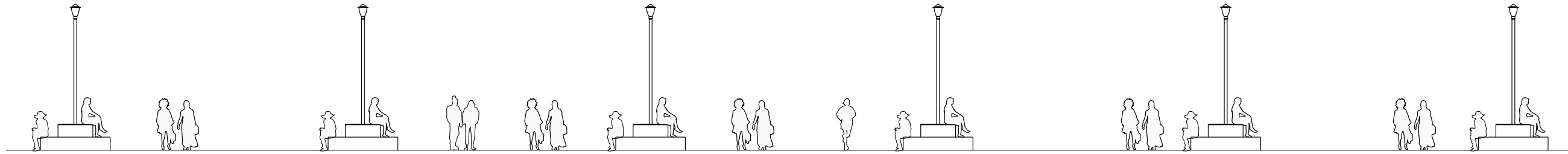
MOVABLE PLANTERS



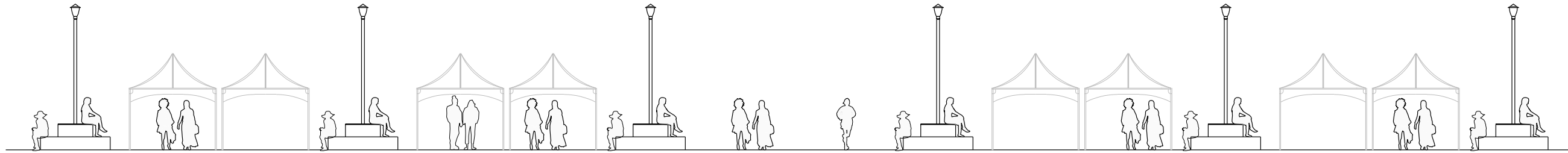
EXISTING FERRY PLAZA BENCHES

THE PROPOSED PALETTE RELATES TO EXISTING MATERIALS OF FERRY TERMINALS AND BUILDING.

WATERFRONT AXIS FURNITURE *Design Study: Concrete & Wood Tiered Seating*



ELEVATION TOWARDS WATER: NON-MARKET DAY



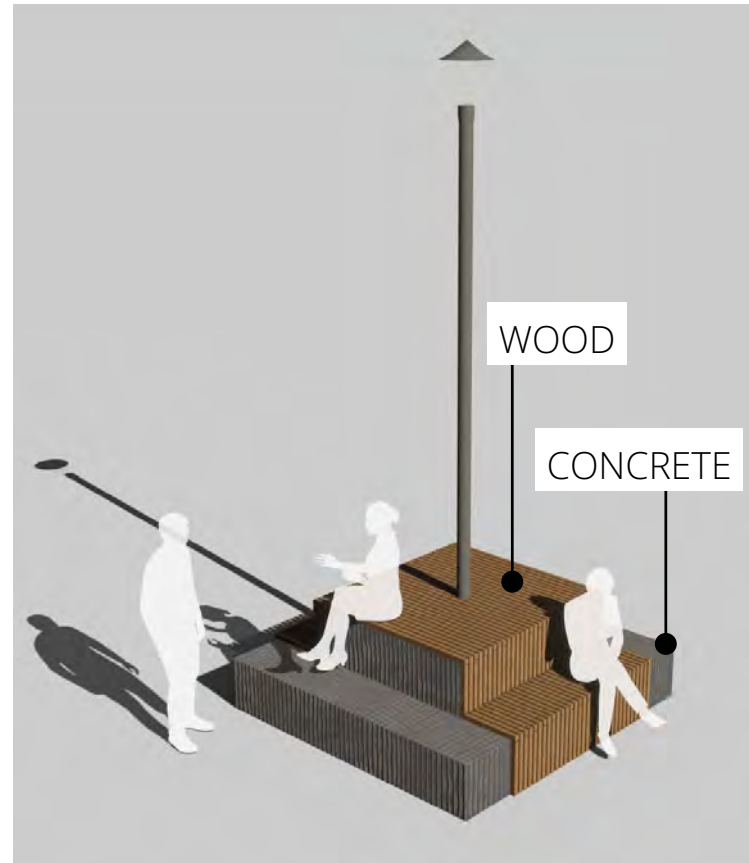
ELEVATION TOWARDS WATER: MARKET DAY



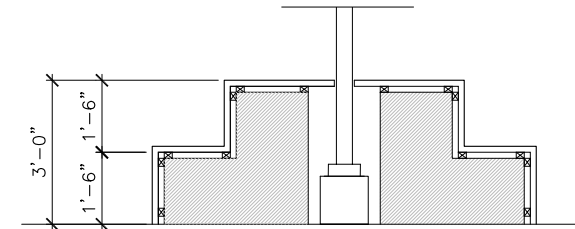
NON-MARKET DAY



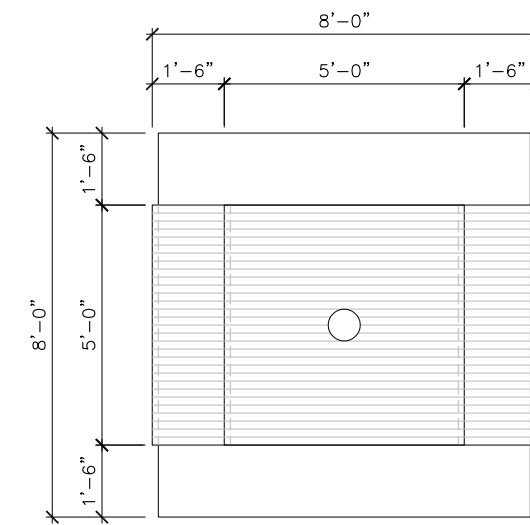
MARKET DAY



DESIGN CONCEPT (FORM AND COLOR REMAIN UNDER STUDY)



SECTION



PLAN



MATERIALS PALETTE

FERRY PLAZA *Non-Market Day Concept Looking South*

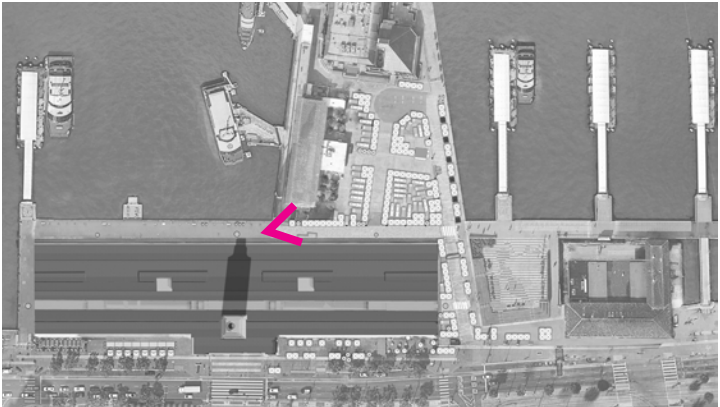


KEY PLAN



EXISTING CONDITION

FERRY PLAZA *Market Day Concept Looking South*



KEY PLAN



EXISTING CONDITION

FERRY PLAZA *Non-Market Day Concept Looking North*



KEY PLAN



EXISTING CONDITION

***Accessibility details to be reviewed**
***Graphic painting in fire lane by artist**

FERRY PLAZA Market Day Concept Looking North



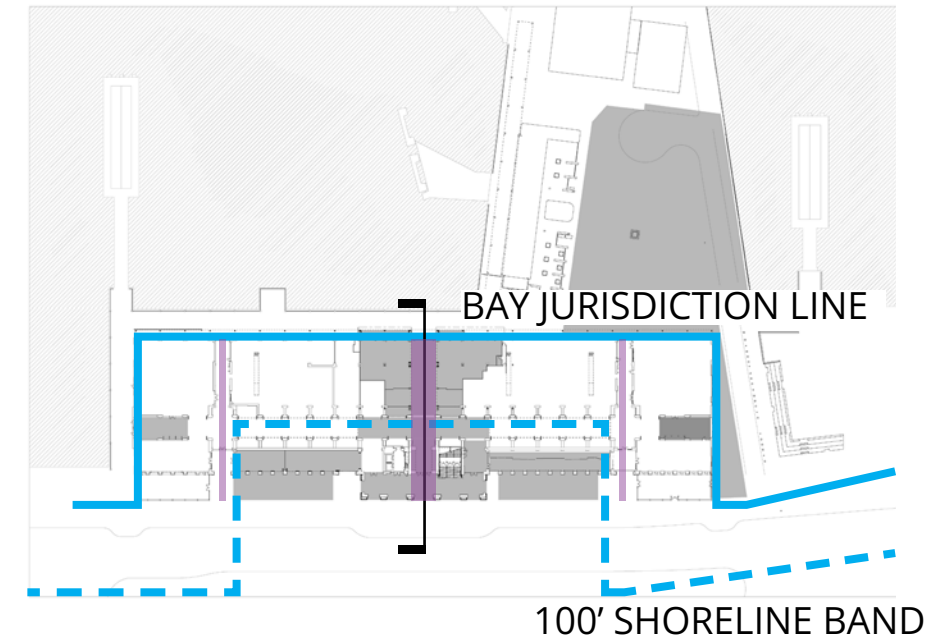
KEY PLAN



EXISTING CONDITION

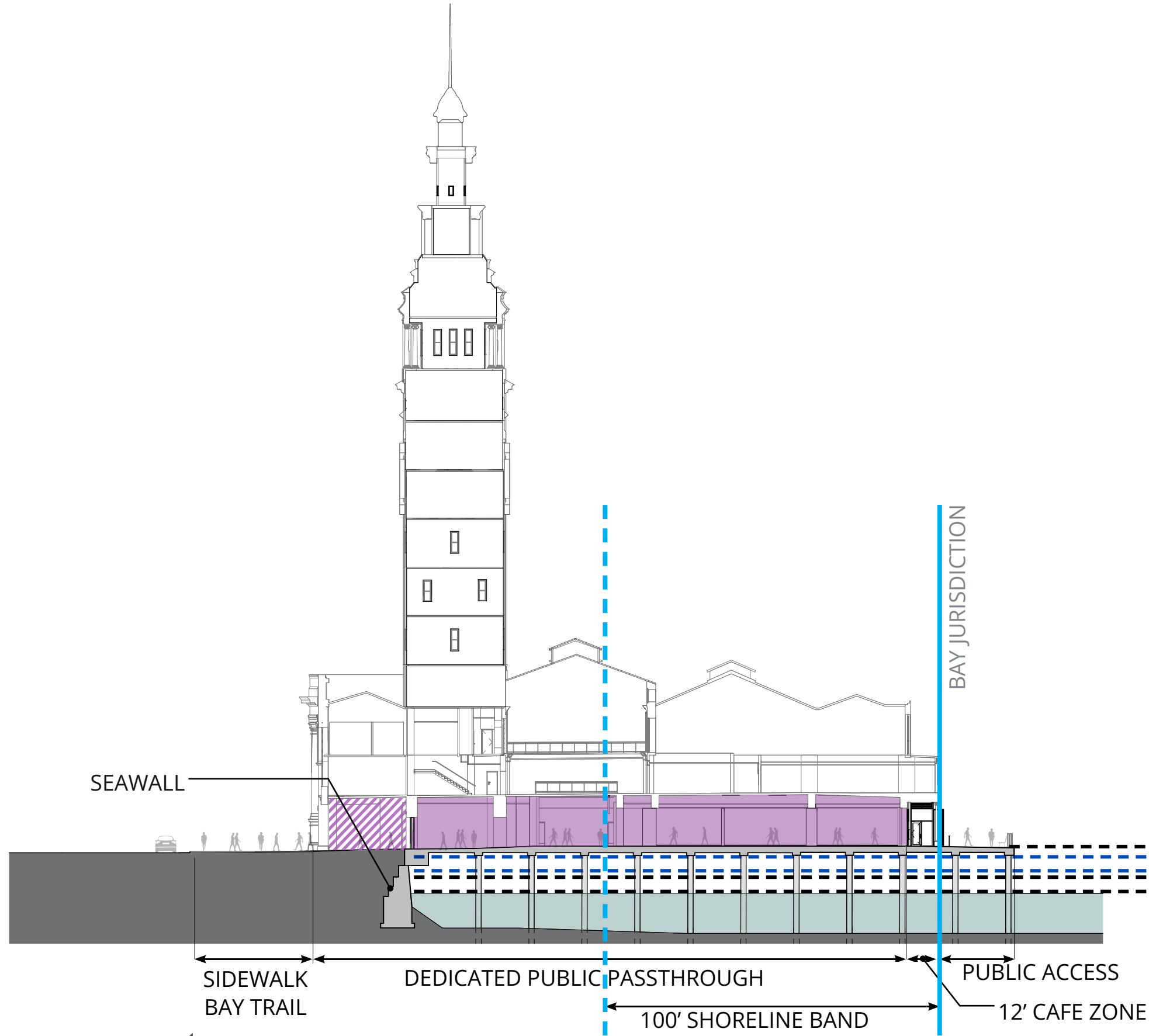
***Accessibility details to be reviewed**
***Graphic painting in fire lane by artist**

E-W SECTION THROUGH CENTRAL PASSTHROUGH

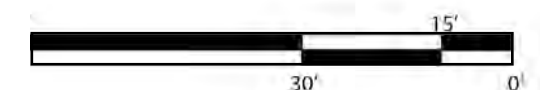


LEGEND

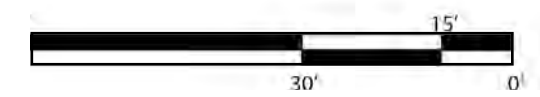
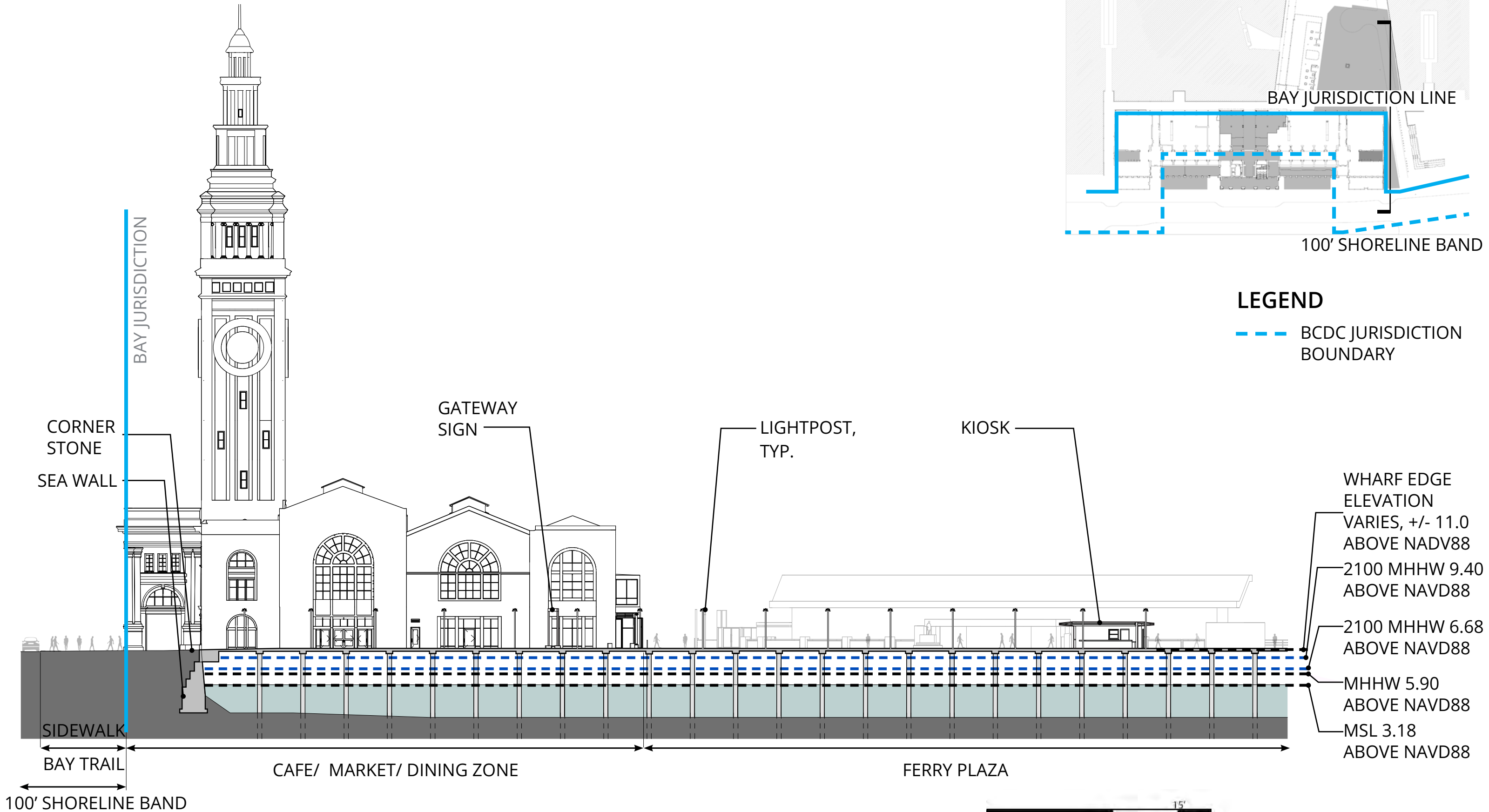
- - - BCDC JURISDICTION BOUNDARY
- DEDICATED PUBLIC PASSTHROUGH



- 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



E-W SECTION THROUGH SOUTH PROMENADE



PORTICO AND ARCADE *Proposed Design Narrative*



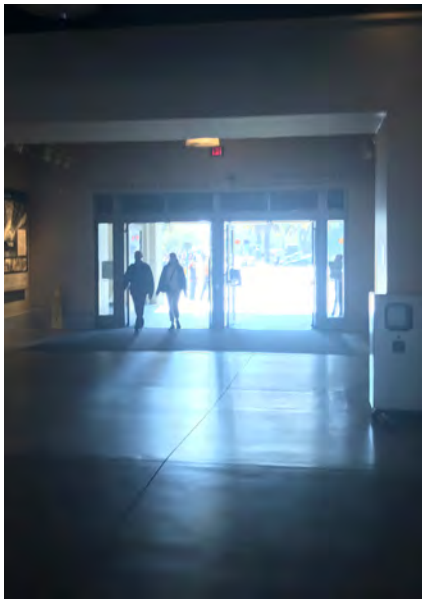
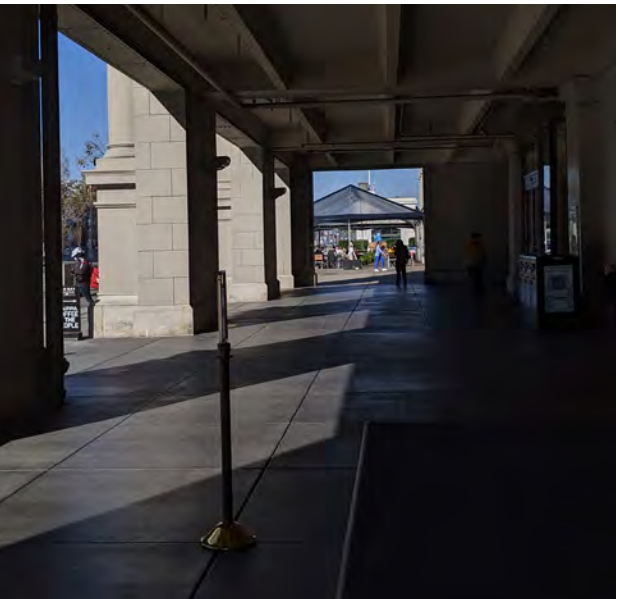
AREA OVERVIEW

The bustling activity of the Ferry Building Marketplace has little visibility along the Embarcadero, especially outside of market days and times. The Portico is a dark and uninviting space and gives the impression that the building and marketplace might be closed. Activating the arcade and café zones with restaurant use and seating will engage visitors, customers and the general public throughout the day and expanded evening hours.

Enhancing the Portico lighting and pulling the glass line forward allow more of the Portico to be enclosed and create a more active and comfortable environment for visitors. This approach is consistent with the café zone designation going back to 1990.

Proposed changes along the open-air portions of the north and south arcades introduce operable glazing to provide weather protection and climate control for retail activation. Transparent, operable tenant demising walls will allow continuous views and circulation through the arcade.

At each of the “Café Zones” to the front of the north and south arcades, a freestanding canopy will serve to define seating areas and provide lighting, shade and weather protection, with flexible seating for retail and the public.



PORTICO AND ARCADE EXISTING CONDITIONS



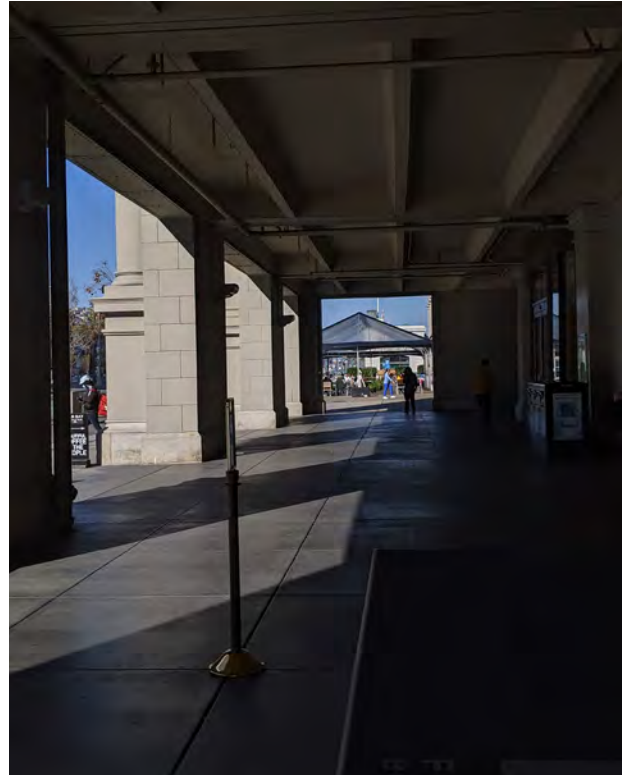
PORTICO FROM EMBARCADERO



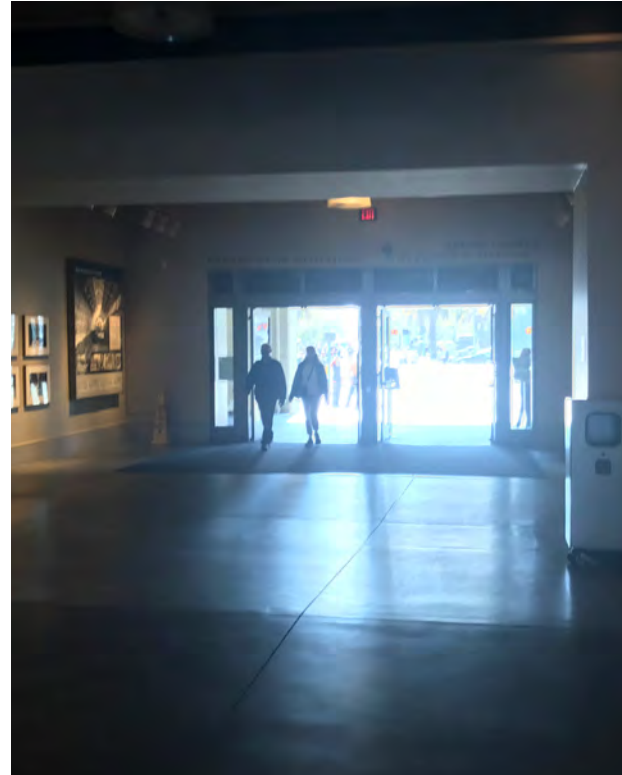
NAVE LOOKING TOWARD NORTH ARCADE



ARCADE LOOKING NORTH



PORTICO LOOKING NORTH



NAVE LOOKING TOWARD MAIN ENTRY



NORTH ARCADE

ENTRANCE PORTICO & ARCADE CLIMATIC CONDITIONS

WINTER SOLSTICE

SPRING EQUINOX

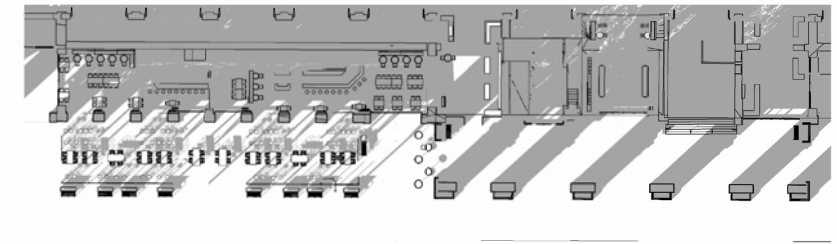
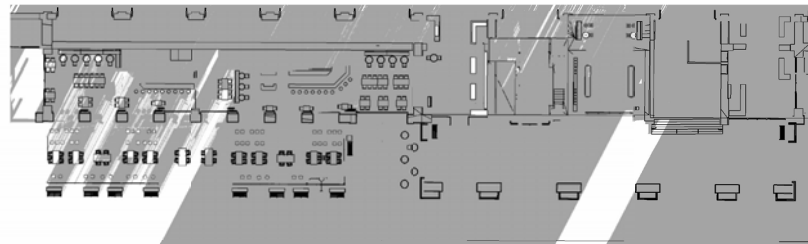
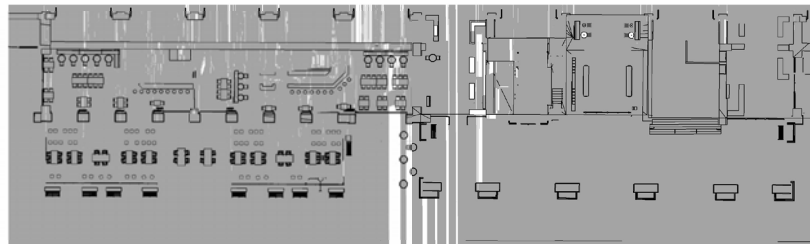
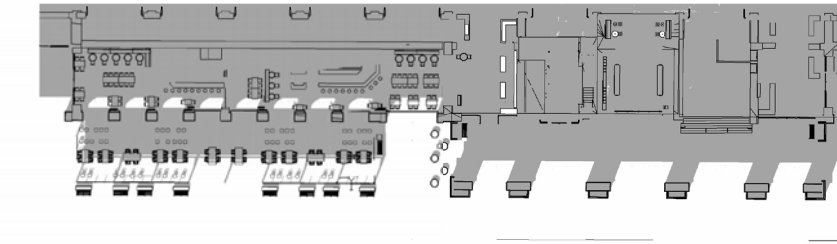
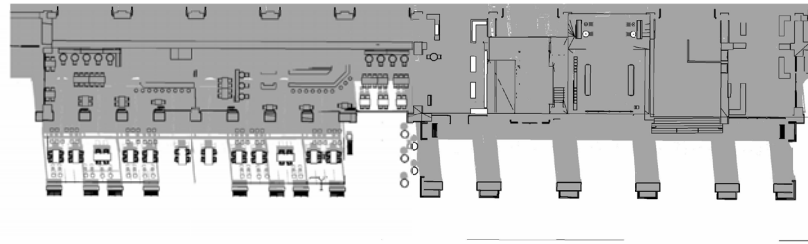
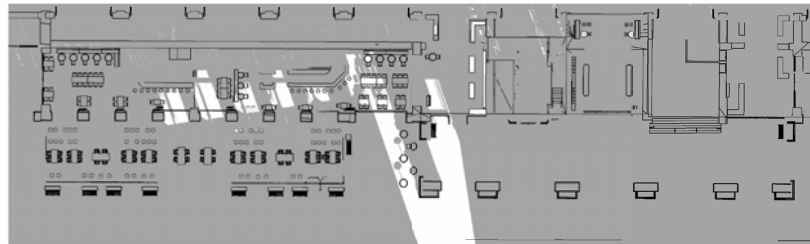
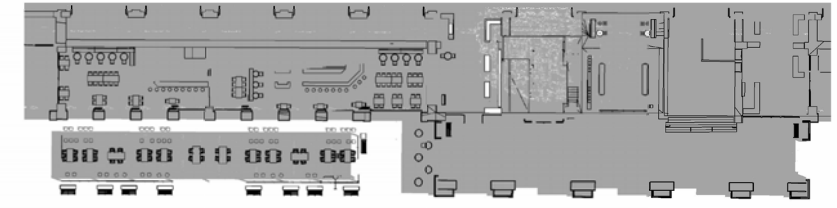
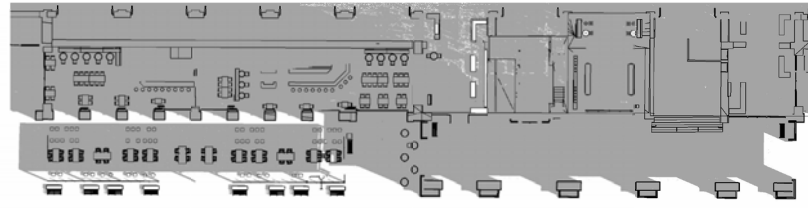
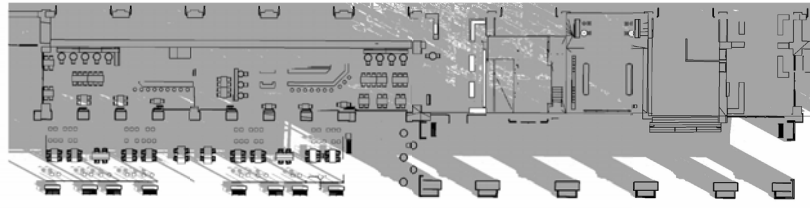
SUMMER SOLSTICE

PREVAILING WINDS

12 PM

3 PM

6 PM



DEC

DECEMBER:
6 TO 16 MPH, 23% CALM



MAR

MARCH:
5 TO 15 MPH, 11% CALM



JUN

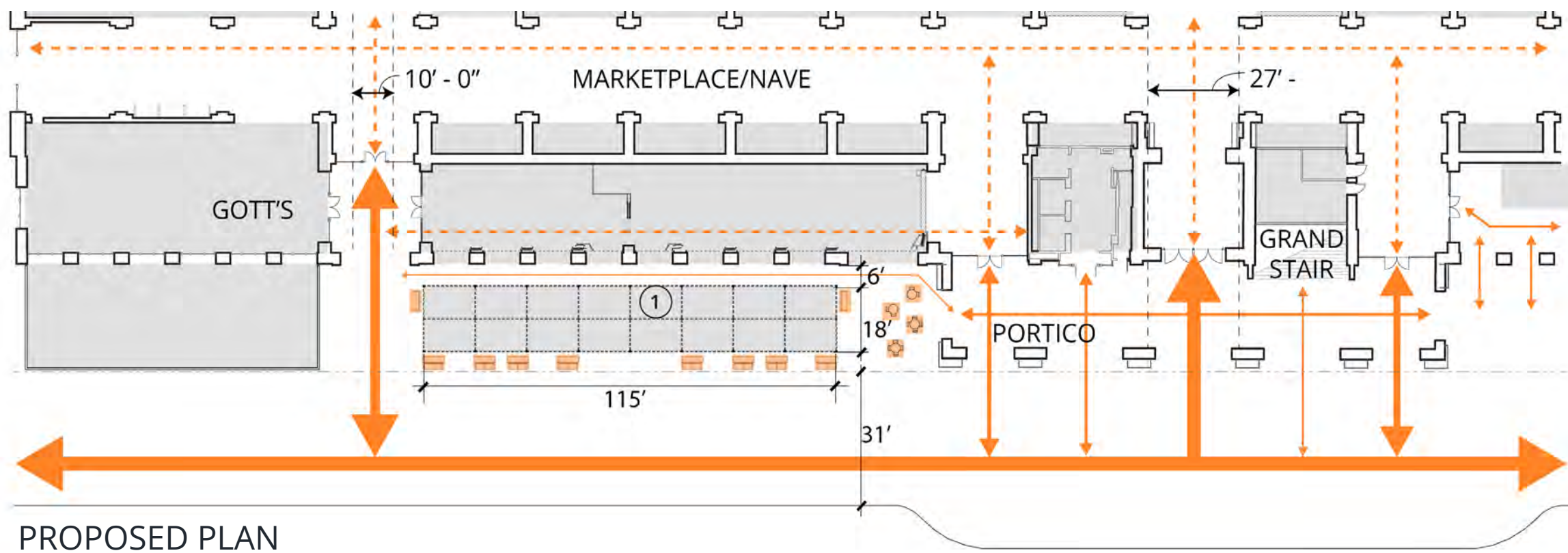
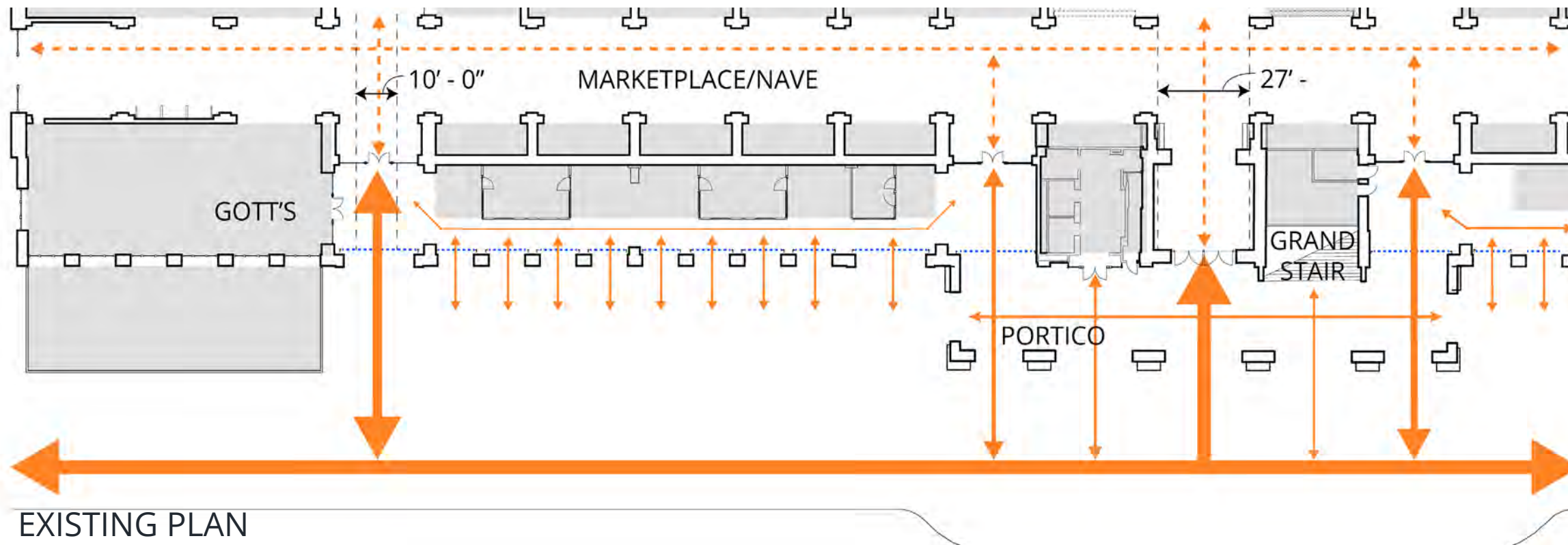
JUNE:
5 TO 21 MPH, 14% CALM
SEPTEMBER (FOR REFERENCE):
5 TO 16 MPH, 10% CALM

AVERAGE TEMPERATURE: 58F / 47F (HIGH/LOW)

AVERAGE TEMPERATURE: 62F / 49F (HIGH/LOW)

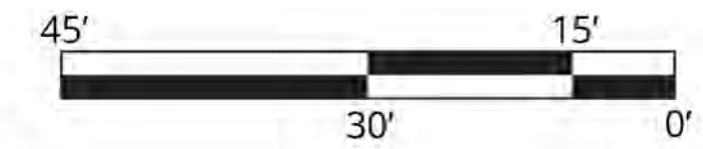
AVERAGE TEMPERATURE: 67F / 53F (HIGH/LOW)

CIRCULATION PORTICO & ARCADE

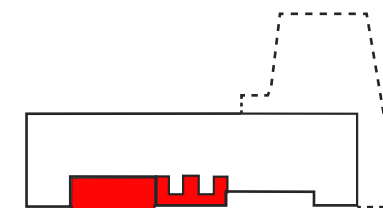
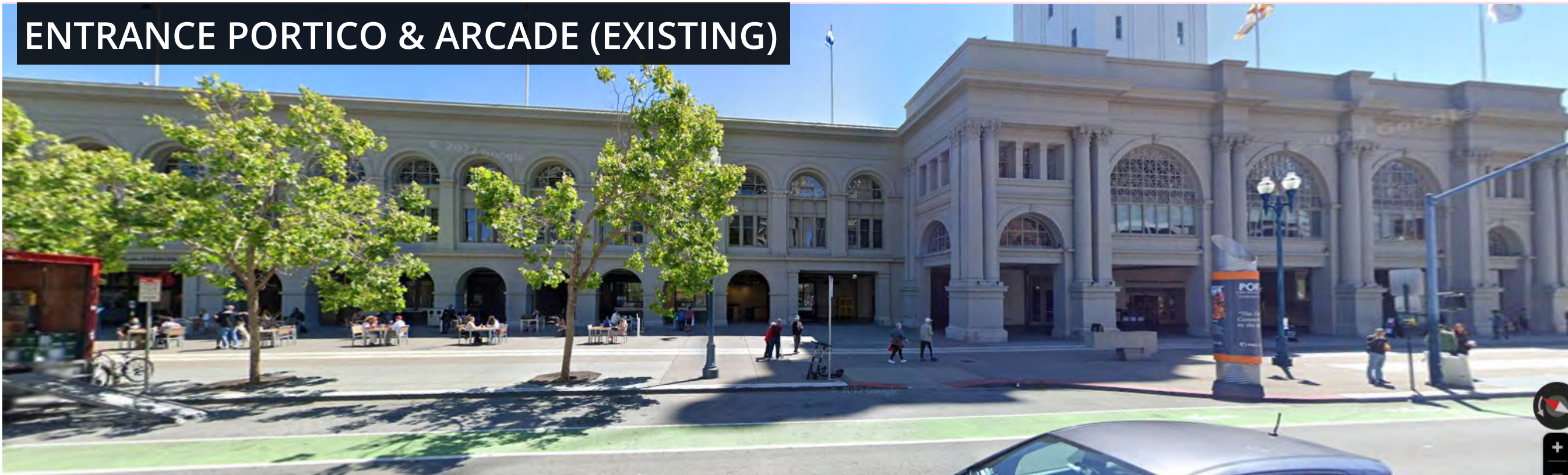


LEGEND

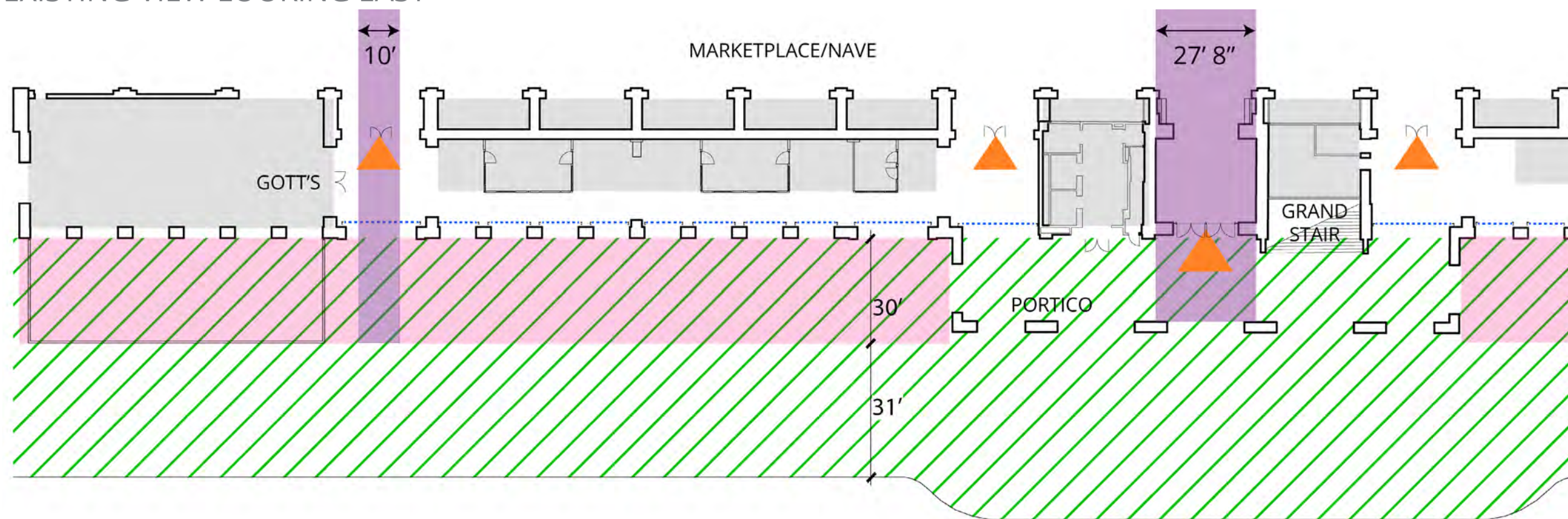
- DEDICATED PUBLIC PASSTHROUGH
- TENANT AREA
- EXTERIOR CIRCULATION, THICKNESS VARIES BY VOLUME OF PEOPLE
- INTERIOR CIRCULATION
- PUBLIC AMENITY SEATING + PLANTERS
- EXISTING SECURITY GRILL
- CANOPY



ENTRANCE PORTICO & ARCADE (EXISTING)

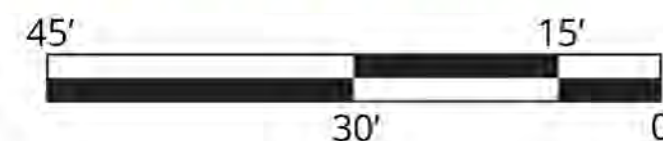


EXISTING VIEW LOOKING EAST



LEGEND

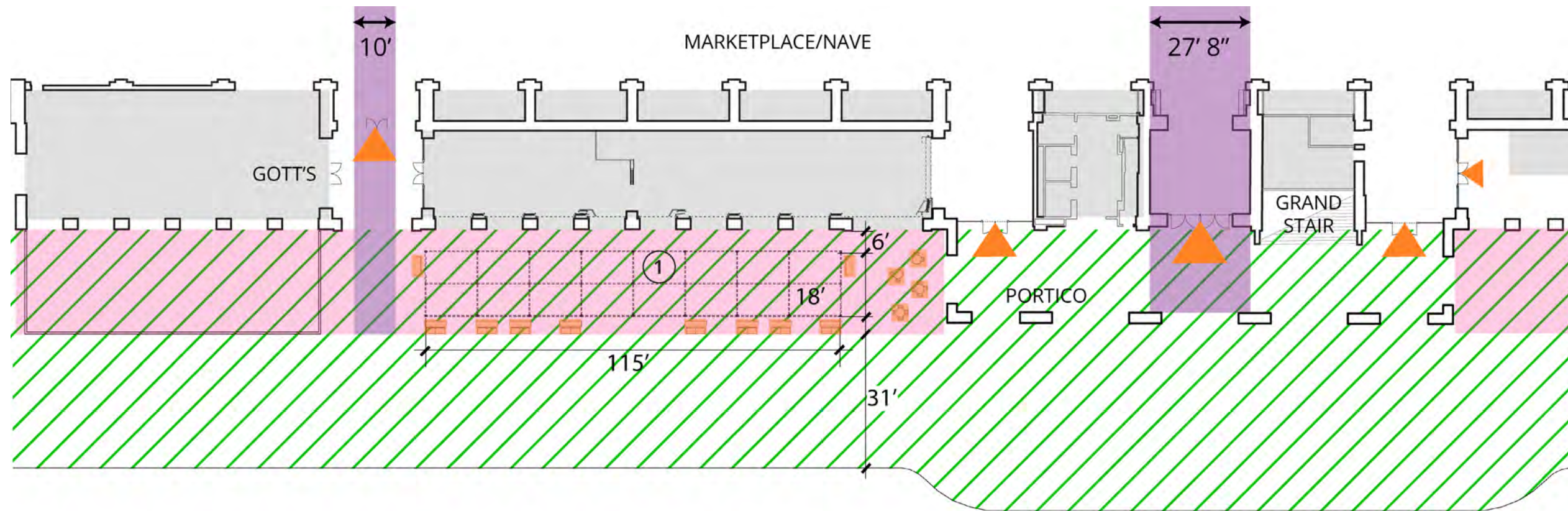
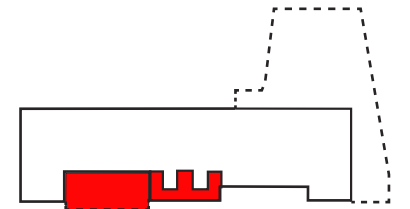
- DEDICATED PUBLIC PASSTHROUGH
- CAFE/ MARKET/ OUT-DOOR DINING ZONE
- TENANT AREA
- PUBLIC ACCESS
- BUILDING ENTRANCE
- EXISTING SECURITY GRILL (TO BE REMOVED)



ENTRANCE PORTICO & ARCADE



PROPOSED VIEW LOOKING EAST



LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- CAFE/ MARKET/ OUT-DOOR DINING ZONE
- TENANT AREA
- PUBLIC ACCESS
- BUILDING ENTRANCE
- PUBLIC AMENITY SEATING + PLANTERS
- 1 CANOPY

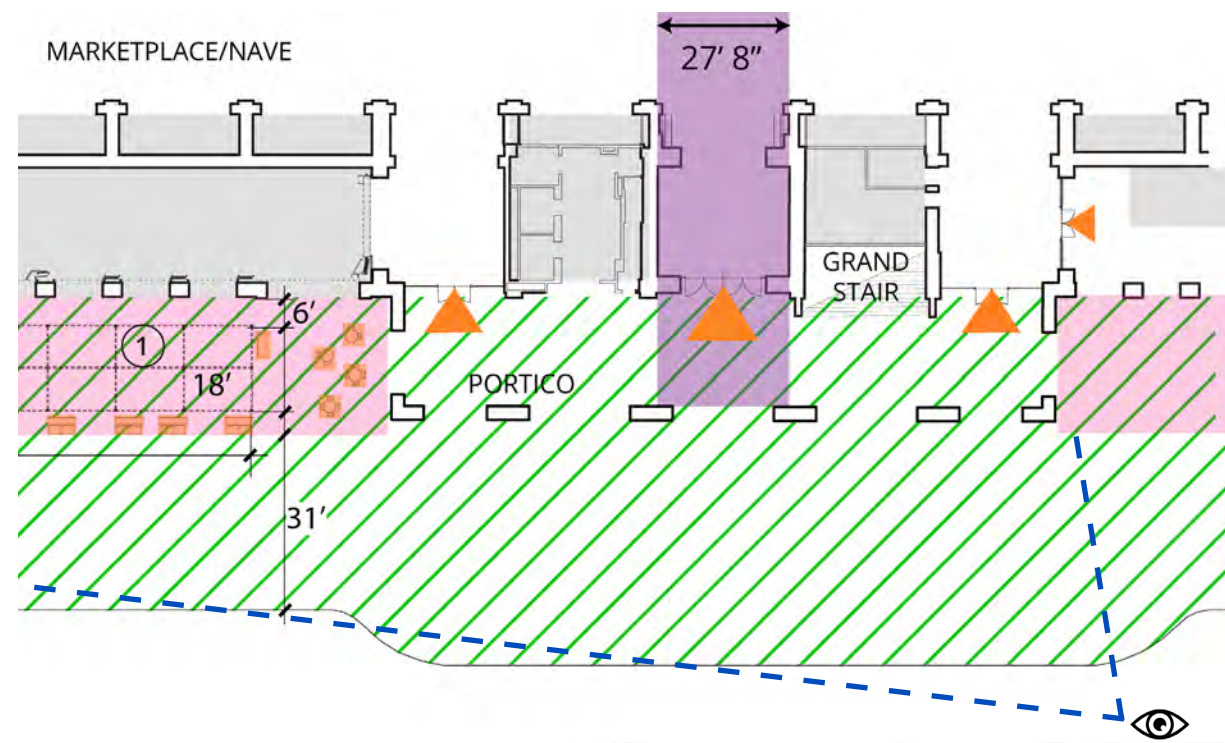
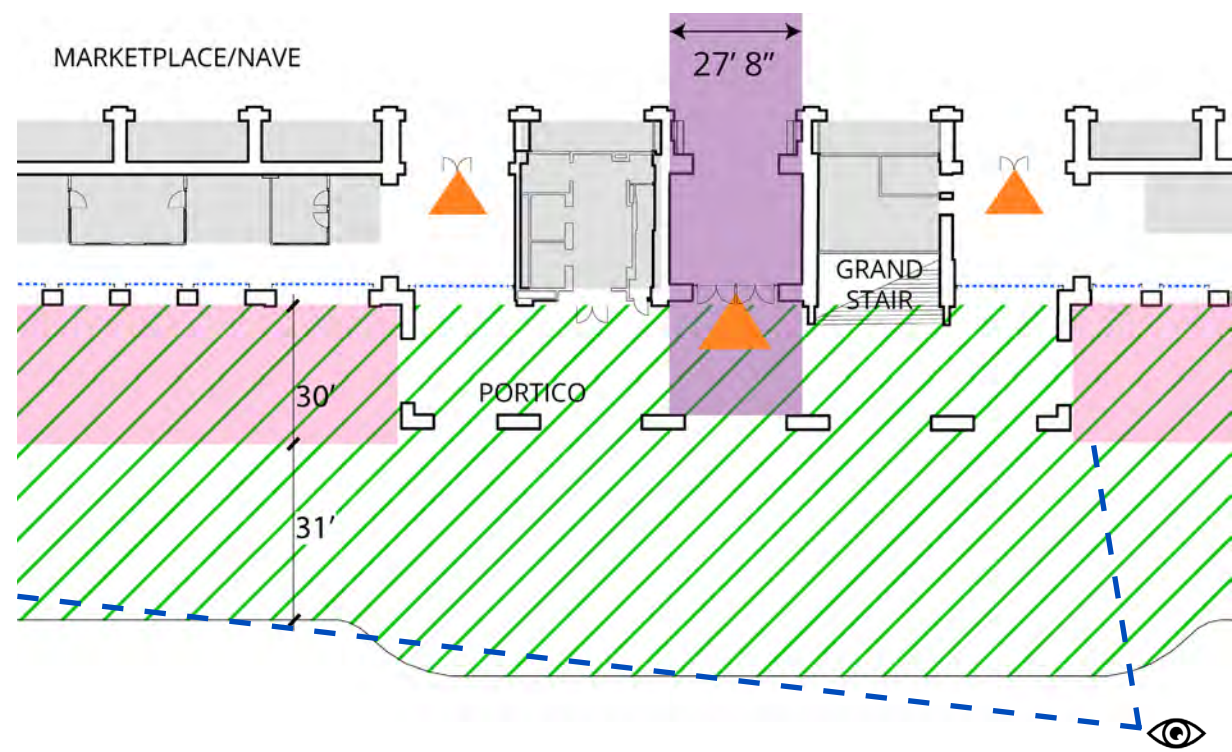
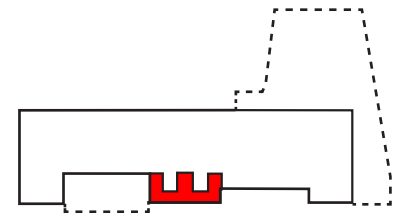
ENTRANCE PORTICO



EXISTING VIEW LOOKING NORTHWEST

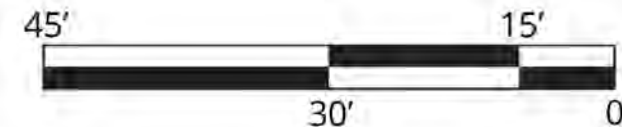


PROPOSED VIEW LOOKING NORTHWEST



LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- CAFE/ MARKET/ OUT-DOOR DINING ZONE
- TENANT AREA
- PUBLIC ACCESS
- BUILDING ENTRANCE
- PUBLIC AMENITY SEATING + PLANTERS
- 1 CANOPY
- EXISTING SECURITY GRILL (TO BE REMOVED)



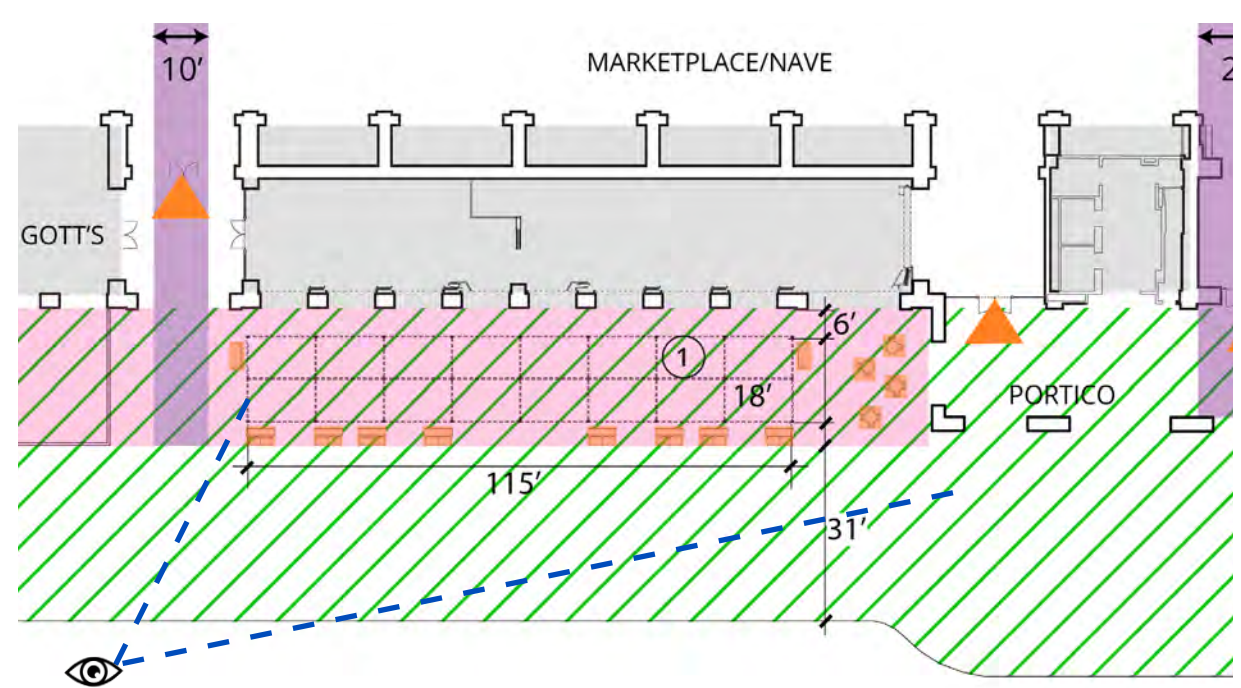
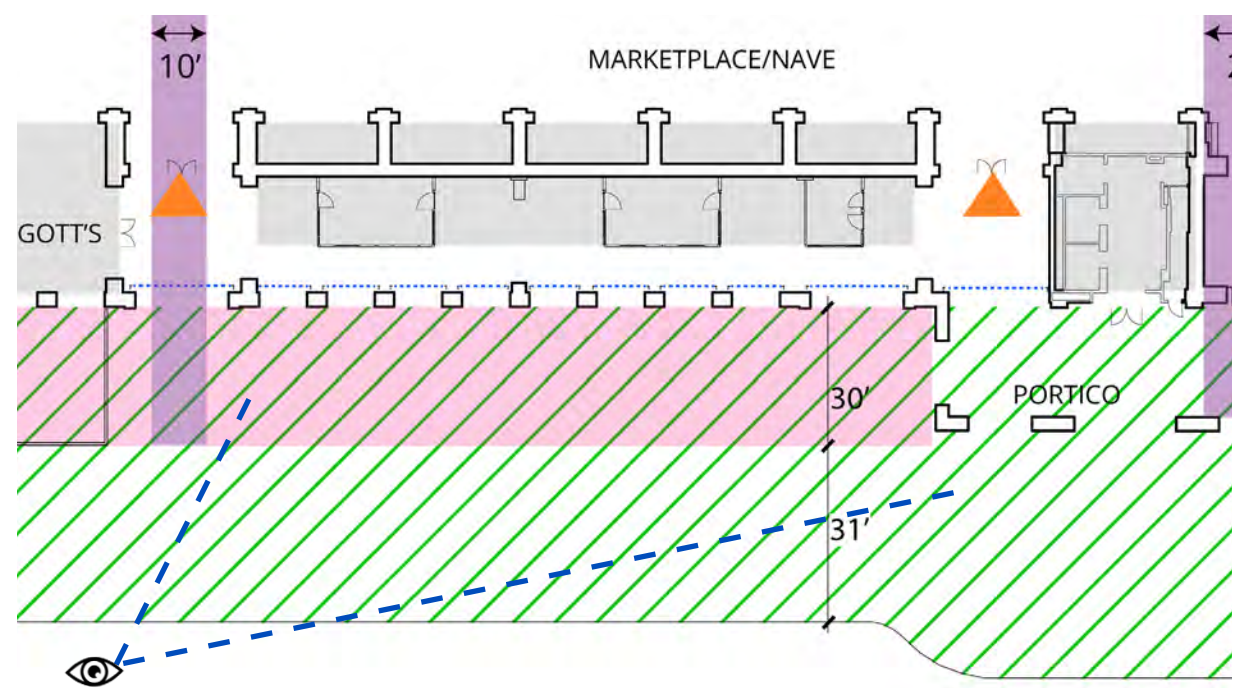
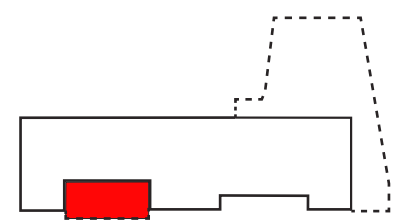
NORTH ARCADE



EXISTING VIEW LOOKING SOUTHEAST

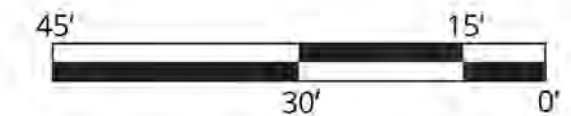


PROPOSED VIEW LOOKING SOUTHEAST

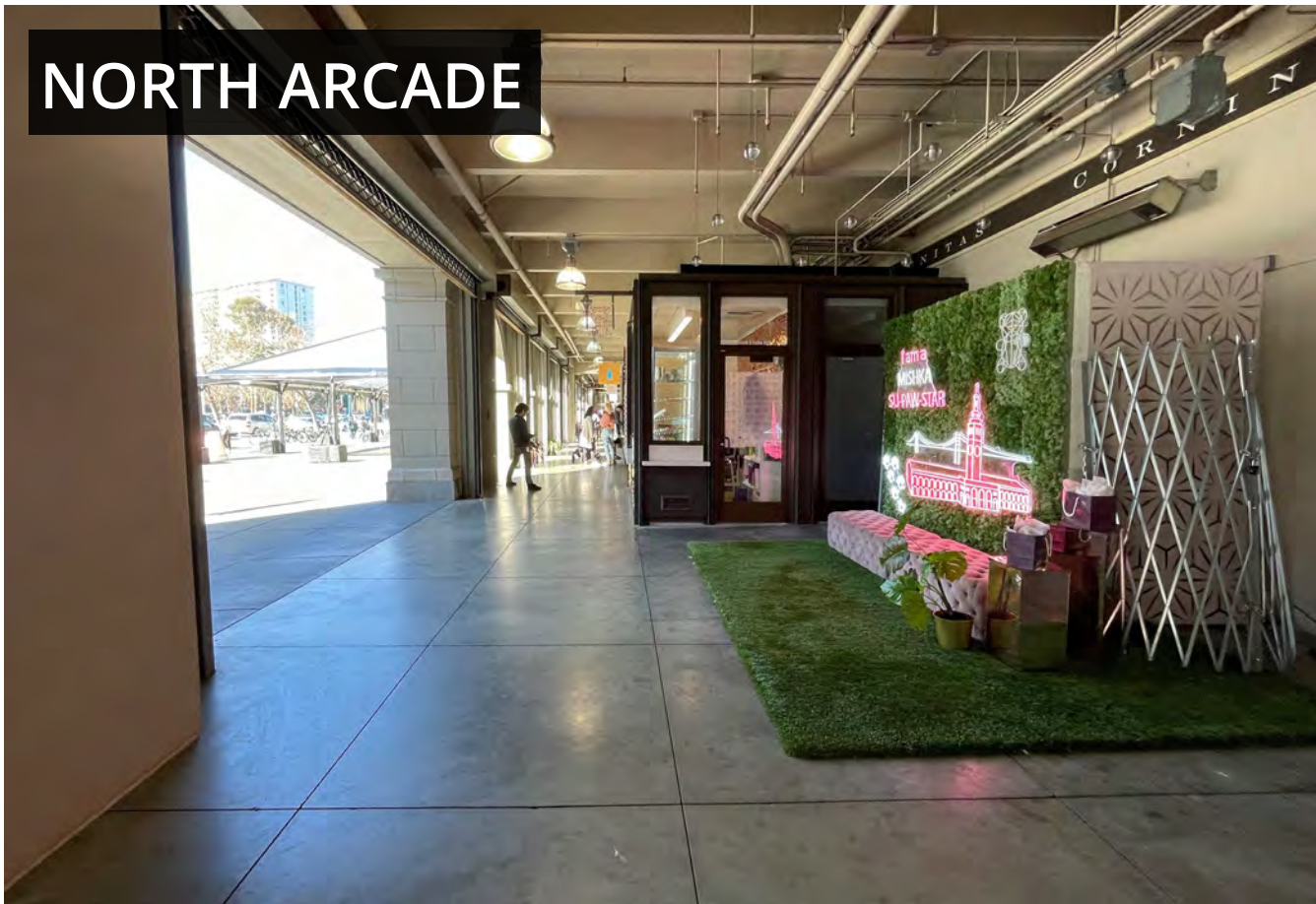


LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- CAFE/ MARKET/ OUT-DOOR DINING ZONE
- TENANT AREA
- PUBLIC ACCESS
- BUILDING ENTRANCE
- PUBLIC AMENITY SEATING + PLANTERS
- 1 CANOPY
- EXISTING SECURITY GRILL (TO BE REMOVED)



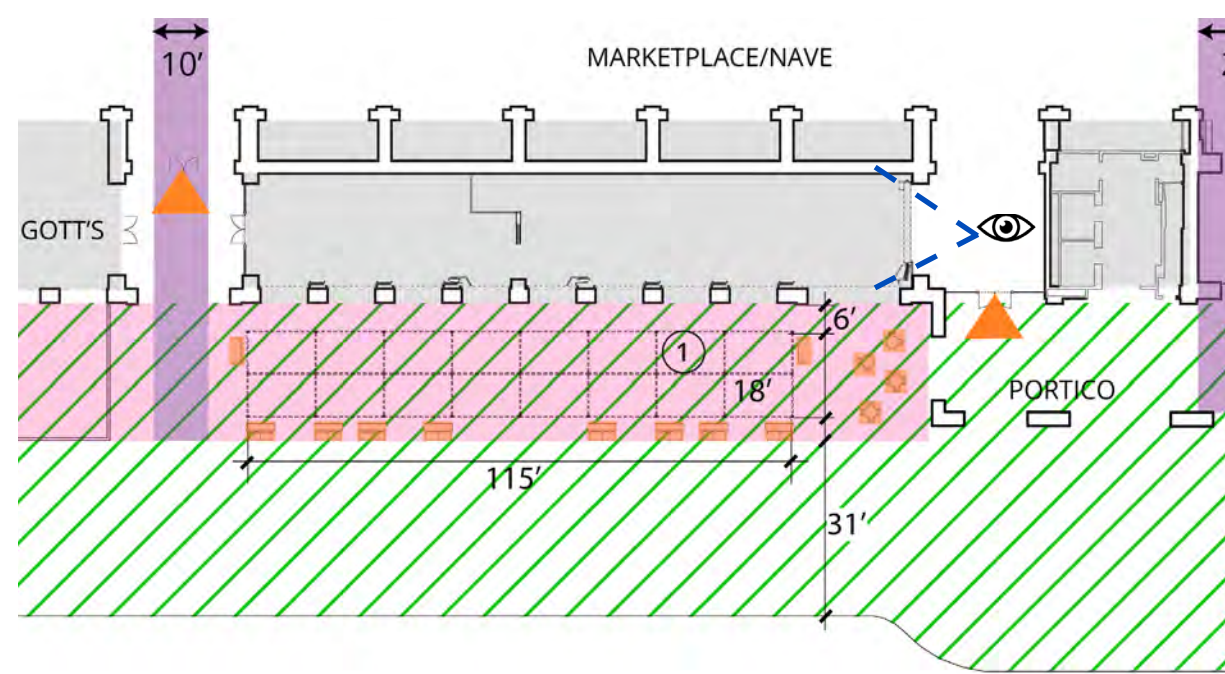
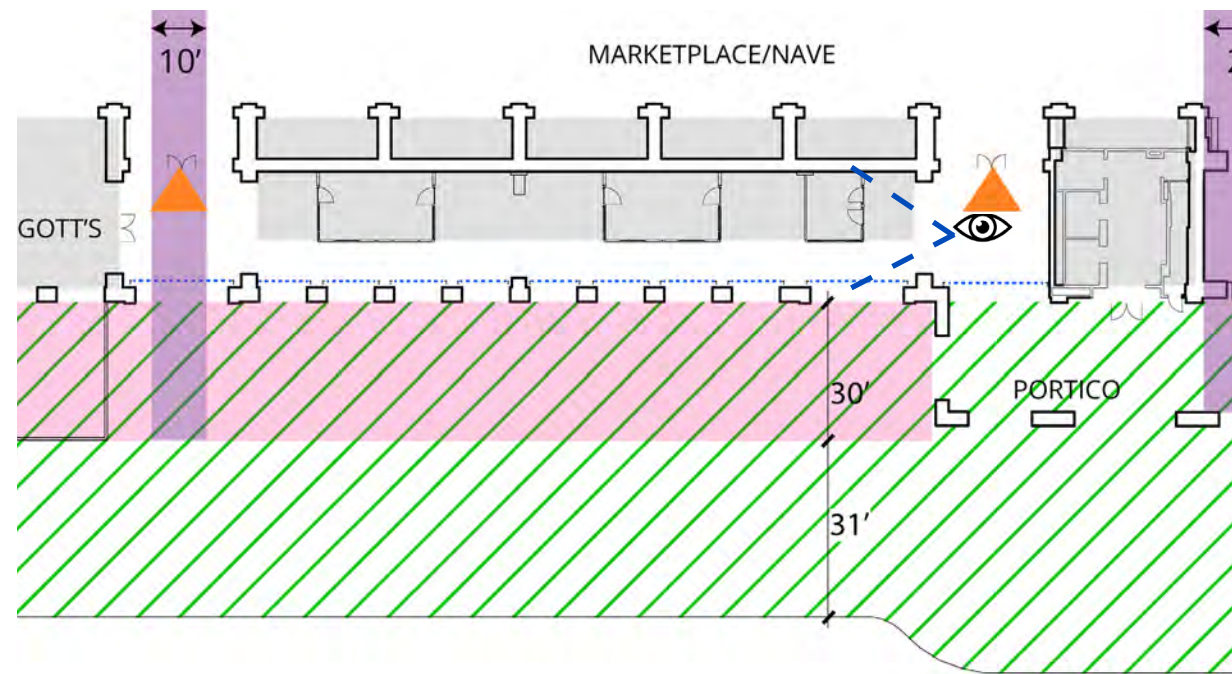
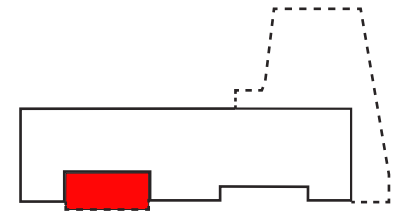
NORTH ARCADE



EXISTING VIEW LOOKING NORTH

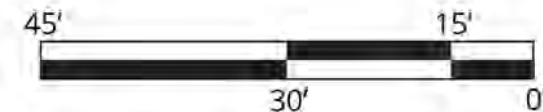


PROPOSED VIEW LOOKING NORTH



LEGEND

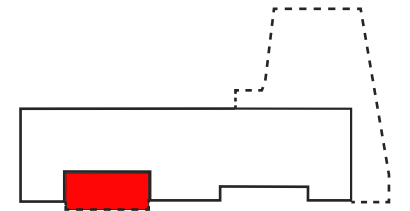
- DEDICATED PUBLIC PASSTHROUGH
- CAFE/ MARKET/ OUT-DOOR DINING ZONE
- TENANT AREA
- PUBLIC ACCESS
- BUILDING ENTRANCE
- PUBLIC AMENITY SEATING + PLANTERS
- 1 CANOPY
- EXISTING SECURITY GRILL (TO BE REMOVED)



NORTH ARCADE

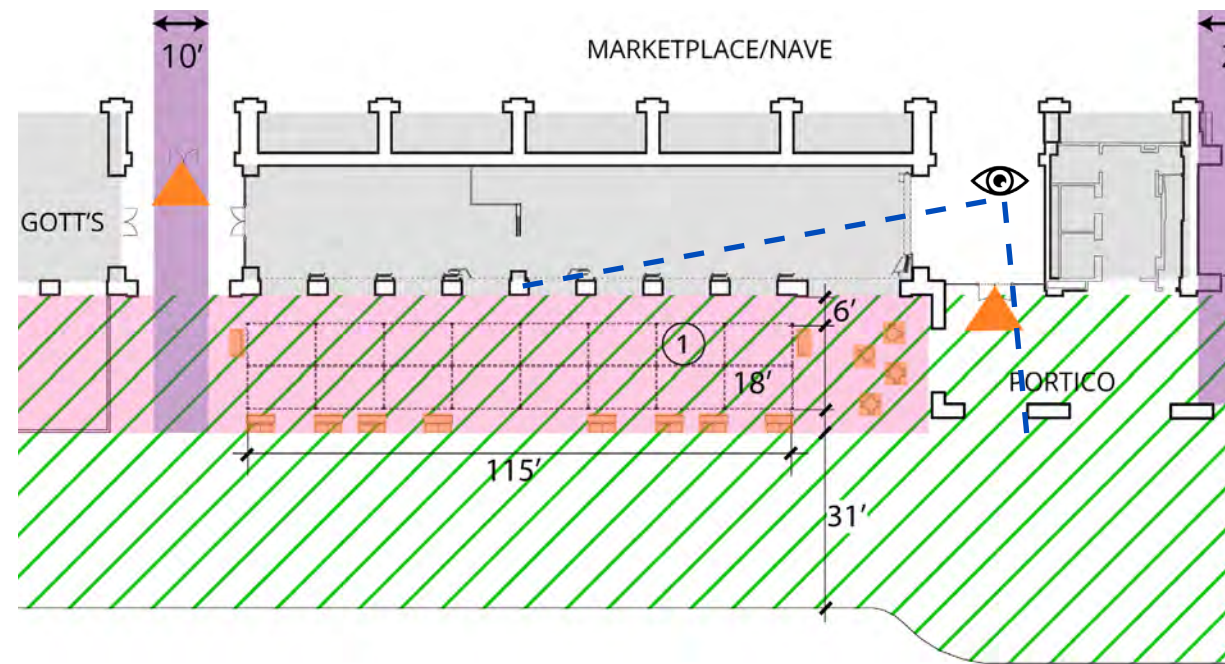
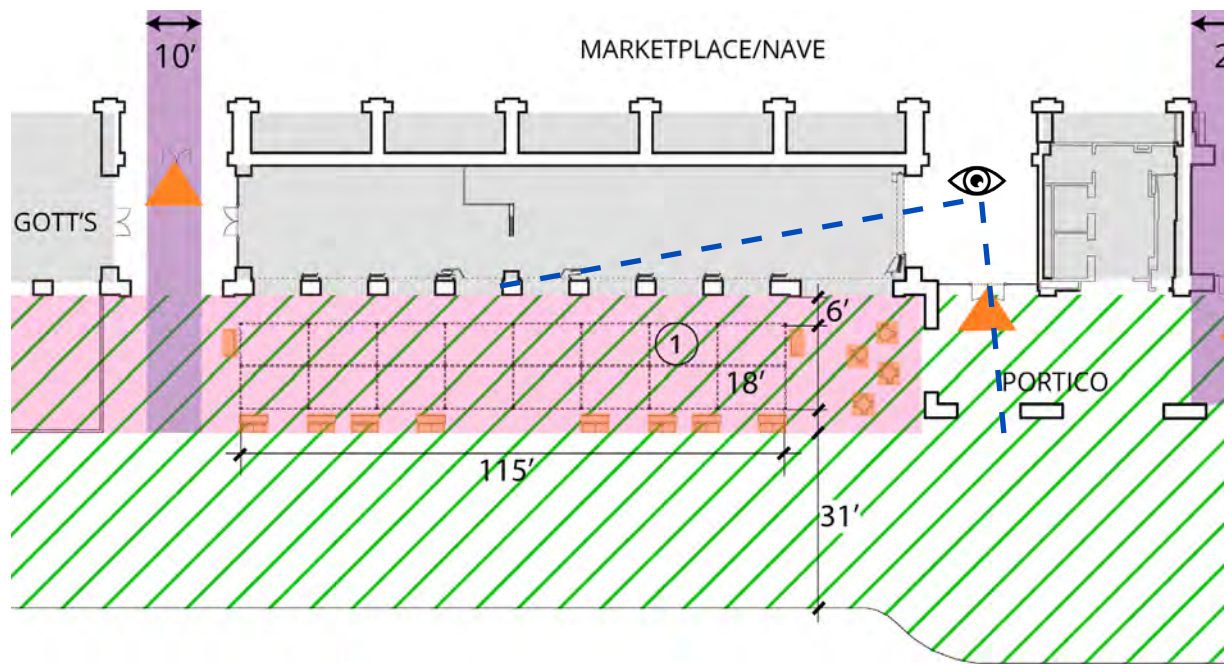


- ARCADE GLAZING MAY BE CLOSED WHEN:
- TEMPERATURE IS BELOW 65F
 - AFTER 6pm



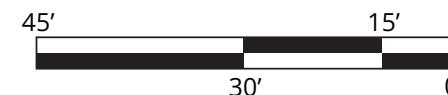
PROPOSED VIEW LOOKING NORTH-WEST

PROPOSED VIEW LOOKING NORTH-WEST



LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- CAFE/ MARKET/ OUT-DOOR DINING ZONE
- TENANT AREA
- PUBLIC ACCESS
- BUILDING ENTRANCE
- PUBLIC AMENITY SEATING + PLANTERS
- 1 CANOPY



MATERIALS SUMMARY *North Arcade and Cafe Zone*



A RETAIL BARRIER, PRODUCT EXAMPLE (PT-3)



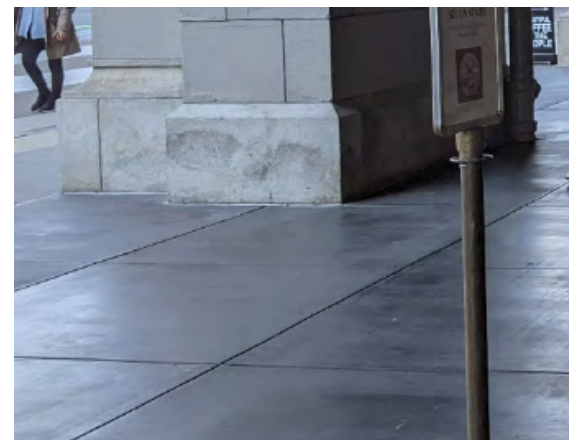
B MOVABLE PLANTERS PRODUCT EXAMPLE



C PUBLIC BENCH PRODUCT EXAMPLE



D NEW CONCRETE TO MATCH (E)



E STAINED CONCRETE TO MATCH (E) IN ARCADE AND PORTICO



PT-1 SHERWIN WILLIAMS FERRY BUILDING GRAY MASONRY

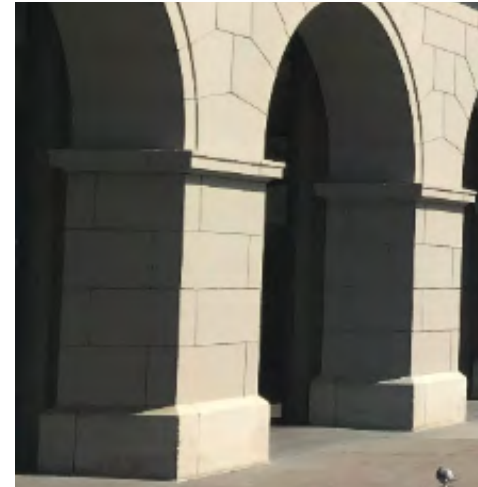
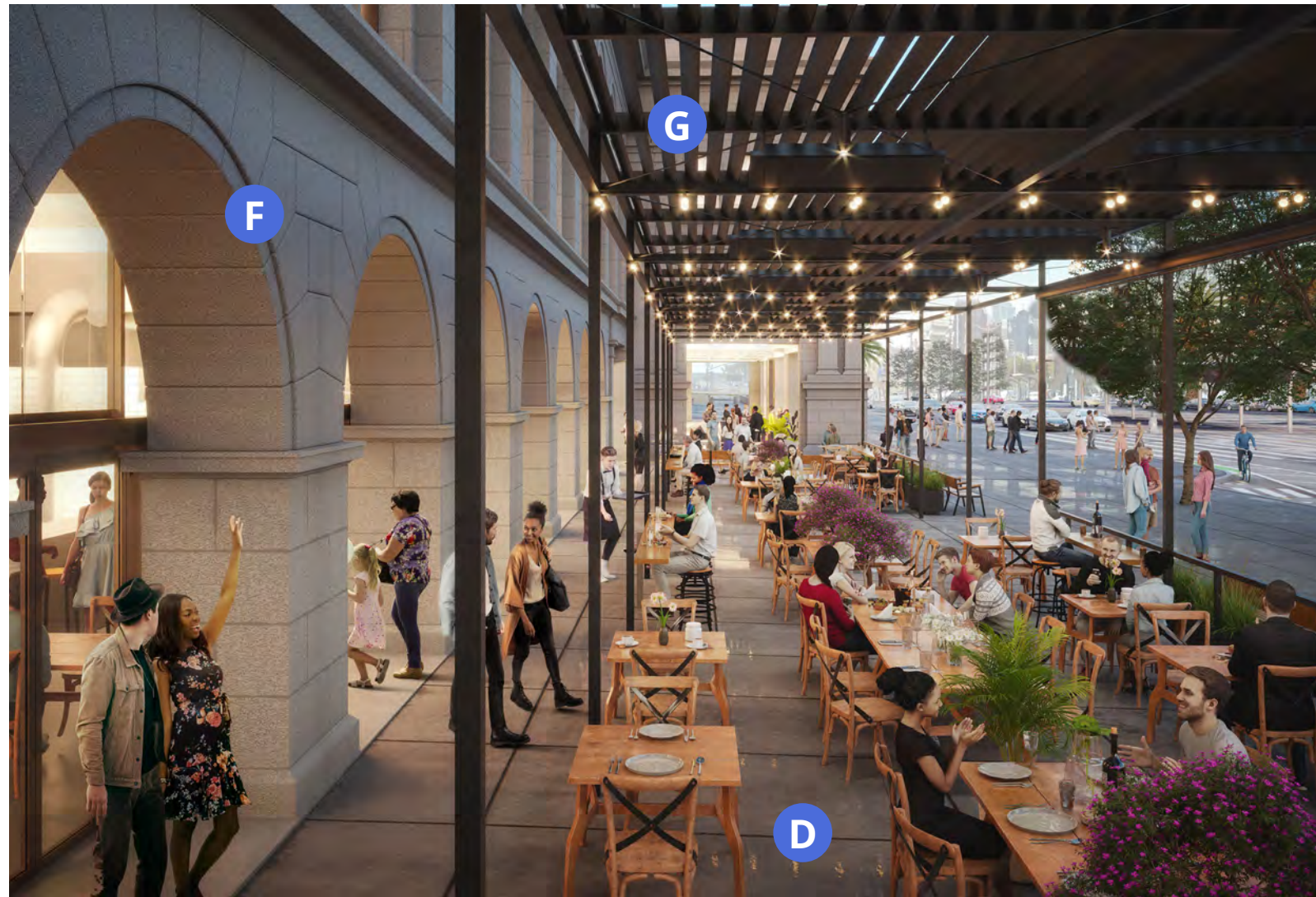


PT-2: SHERWIN WILLIAMS SAHARA ALL GLAZING & DOOR SYSTEMS TO MATCH (E)



PT-3: SHERWIN WILLIAMS THUNDER GRAY STEEL CANOPY & RETAIL BARRIER

MATERIALS SUMMARY *North Arcade and Cafe Zone*



F (E) PAINTED MASONRY: (PT-1)



G HORIZONTAL LOUVERS AT CANOPY



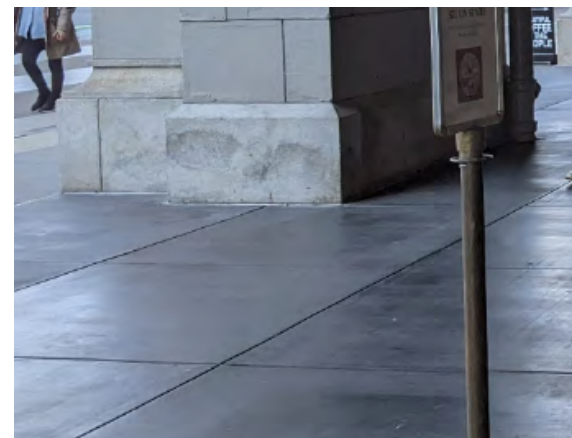
H LINEAR GRILLE ABOVE EXISTING OPENING



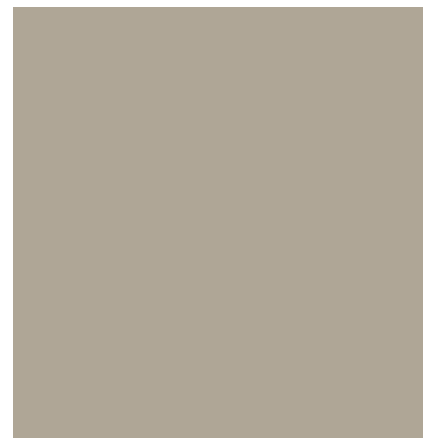
PAINTED LINEAR GRILLE (PT-2)



D NEW CONCRETE TO MATCH (E)



E STAINED CONCRETE TO MATCH (E) IN ARCADE



PT-1 SHERWIN WILLIAMS FERRY BUILDING GRAY MASONRY



PT-2: SHERWIN WILLIAMS SAHARA ALL GLAZING & DOOR SYSTEMS TO MATCH (E)



PT-3: SHERWIN WILLIAMS THUNDER GRAY CANOPY & RETAIL BARRIER

BAY FRONT KITCHENS *Proposed Design Narrative*



AREA OVERVIEW

The central marketplace within the Ferry Building currently has little connection to the waterfront beyond, with long corridors flanked by reflective glazing setting the interior into shadow.

The proposed design seeks to enhance the connection between interior and exterior by removing non-historic partitions to maximize views beyond. Non-historic glazing along the rear façade are replaced by enclosed glass “jewel boxes” with operable glazing to maximize fresh air, natural light and unmatched views of the bay. The existing Central Breezeway is retained as a wide corridor flanked by new public benches.



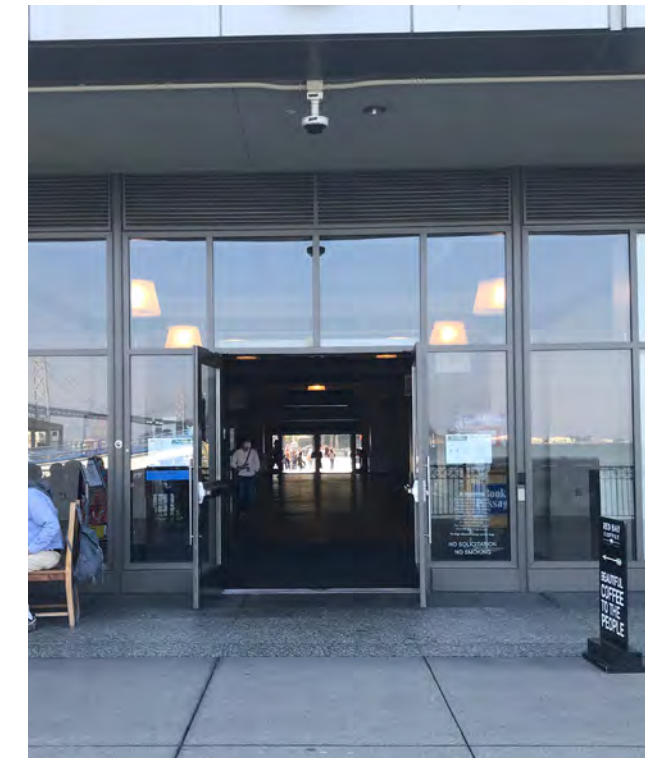
BAY FRONT KITCHENS EXISTING CONDITIONS



BREEZEWAY, LOOKING EAST TOWARDS EAST ENTRY AND WATERFRONT



EAST PROMENADE, LOOKING NORTHWEST



EAST ENTRY LOOKING WEST TOWARDS EMBARCADERO



CROSSROADS AT NAVE, LOOKING NORTHWEST



EAST ENTRY LOOKING EAST TOWARDS WATERFRONT

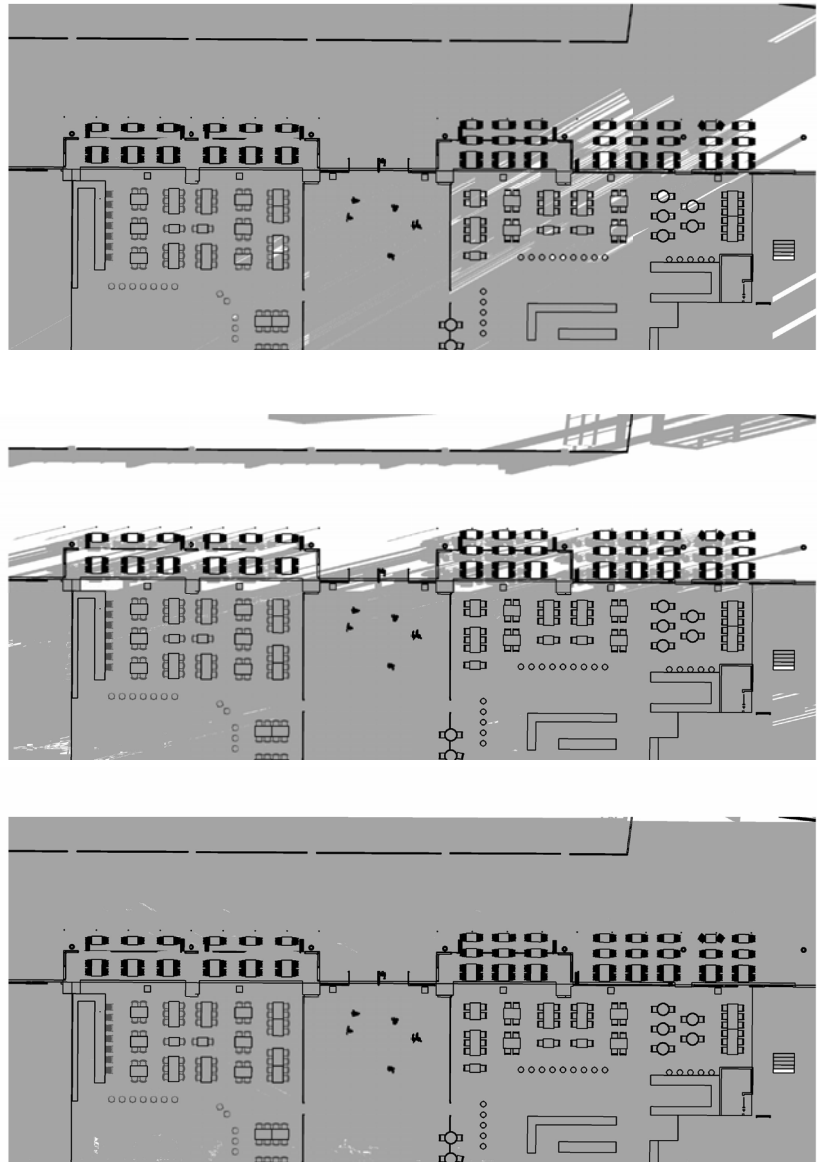


EAST PROMENADE, LOOKING NORTH TOWARDS EAST ENTRY

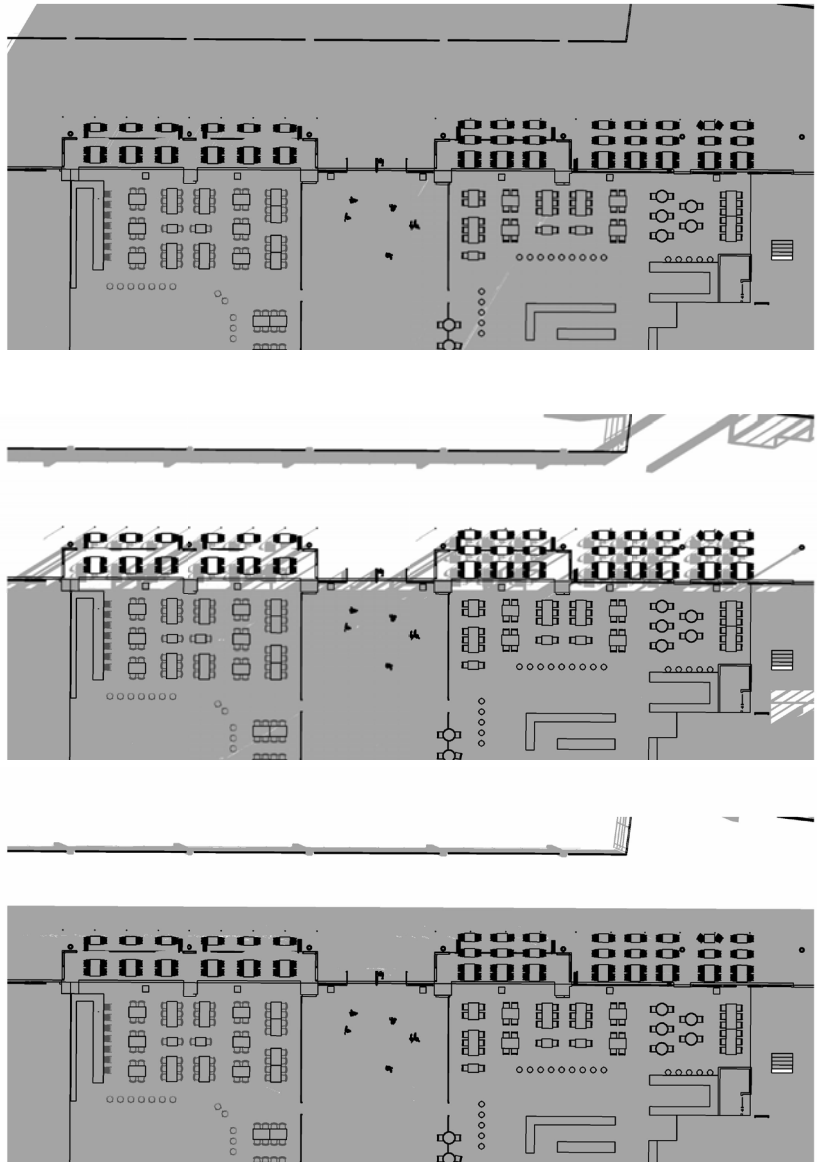
BAYFRONT KITCHENS CLIMATIC CONDITIONS

6 AM
9 AM
12 PM
PREVAILING WINDS

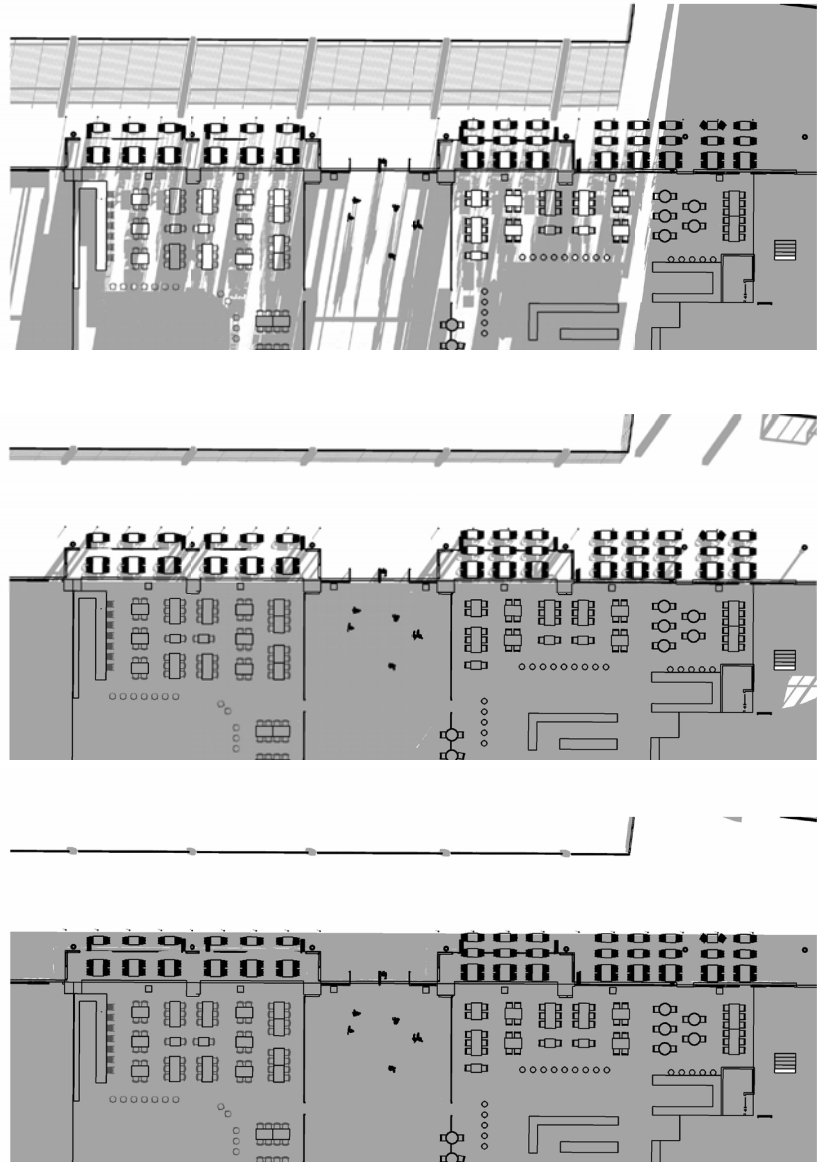
WINTER SOLSTICE



SPRING EQUINOX



SUMMER SOLSTICE



DEC
DECEMBER:
6 TO 16 MPH, 23% CALM



MAR
MARCH:
5 TO 15 MPH, 11% CALM



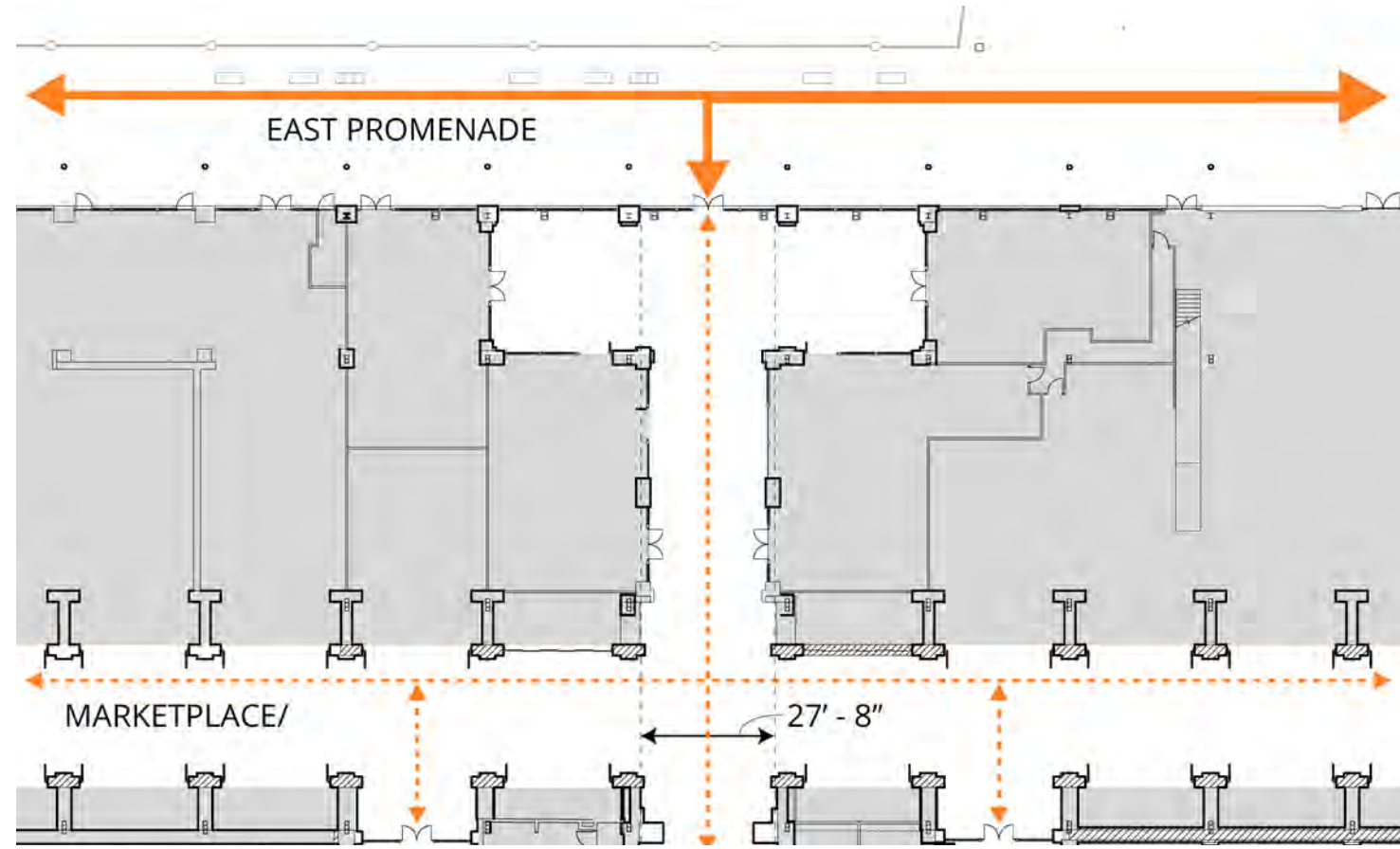
JUN
JUNE:
5 TO 21 MPH, 14% CALM
SEPTEMBER (FOR REFERENCE):
5 TO 16 MPH, 10% CALM

AVERAGE TEMPERATURE: 58F / 47F (HIGH/LOW)

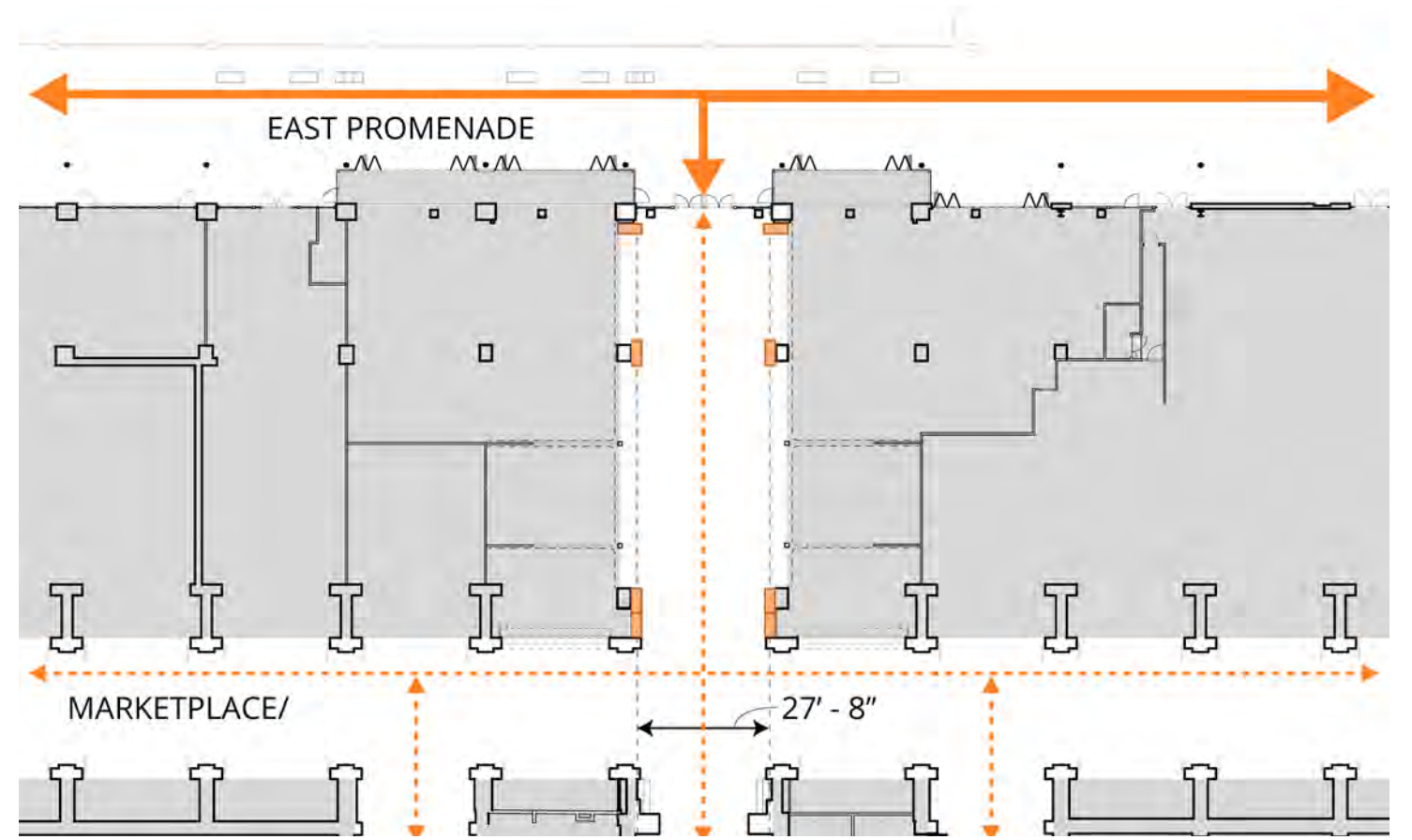
AVERAGE TEMPERATURE: 62F / 49F (HIGH/LOW)

AVERAGE TEMPERATURE: 67F / 53F (HIGH/LOW)

CIRCULATION BAY FRONT KITCHENS



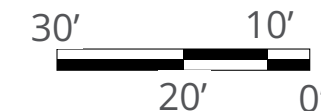
EXISTING PLAN



PROPOSED PLAN

LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- TENANT AREA
- EXTERIOR CIRCULATION, THICKNESS VARIES BY VOLUME OF PEOPLE
- INTERIOR CIRCULATION
- PUBLIC AMENITY SEATING



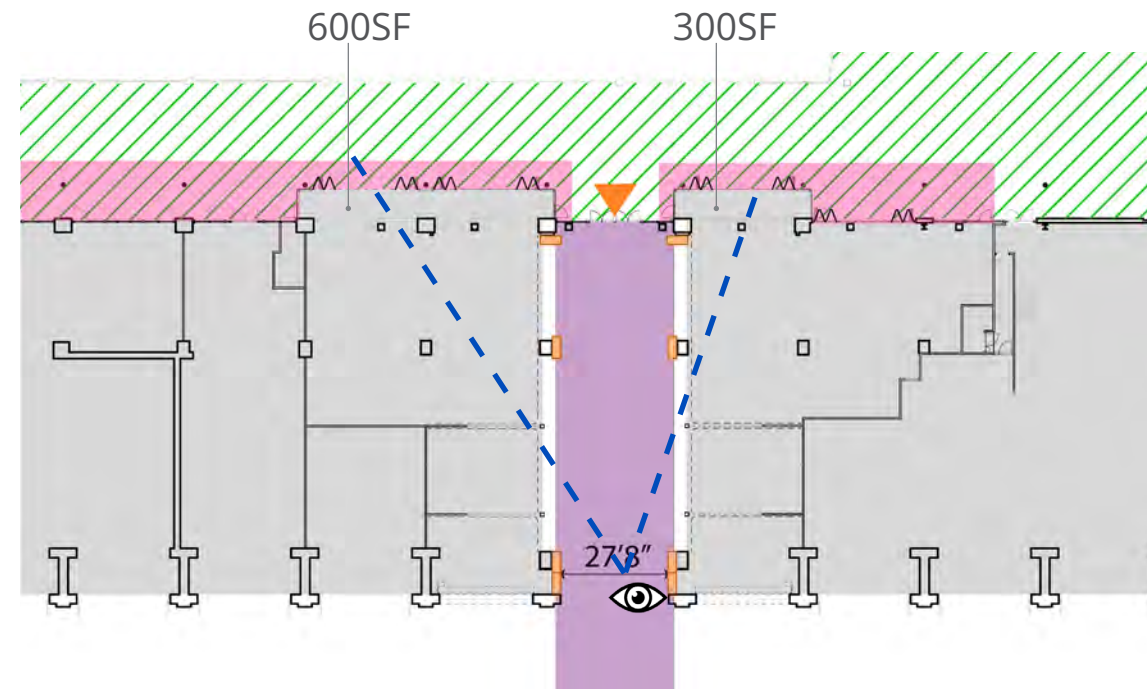
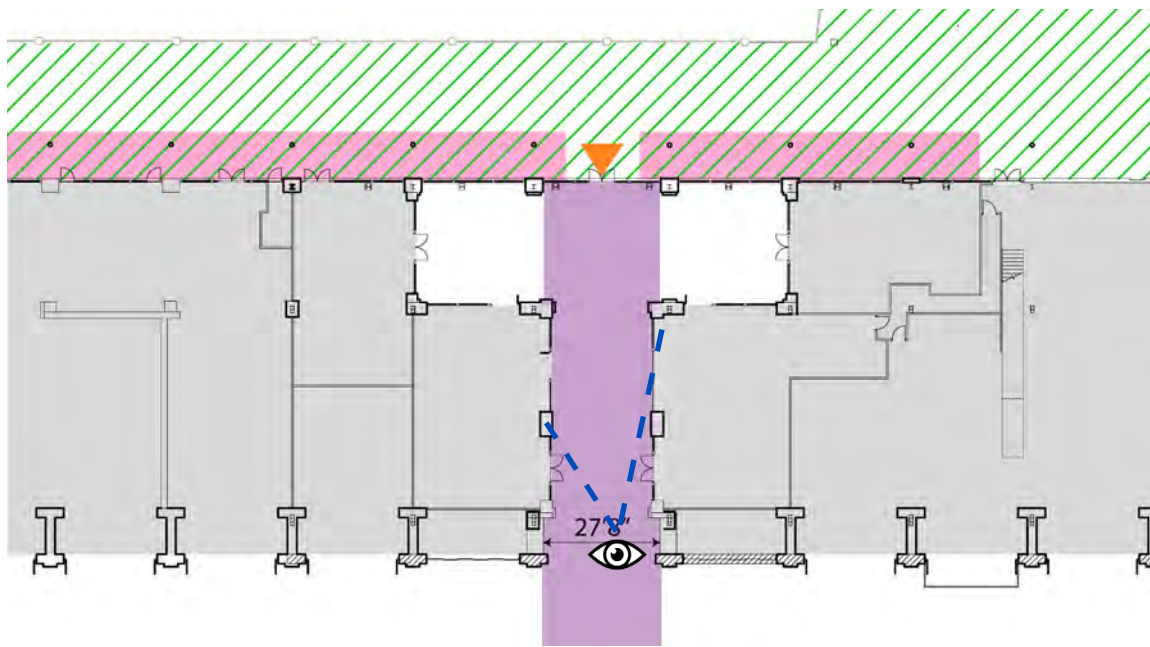
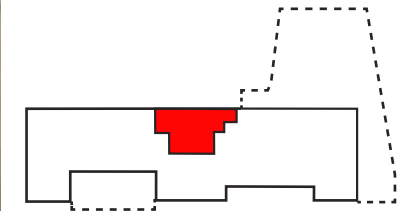
BAY FRONT KITCHENS



EXISTING VIEW LOOKING EAST



PROPOSED VIEW LOOKING EAST



LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- CAFE/ MARKET/ OUTDOOR DINING ZONE
- TENANT AREA
- PUBLIC ACCESS
- BUILDING ENTRANCE
- PUBLIC AMENITY SEATING
- SECURITY GRILLE



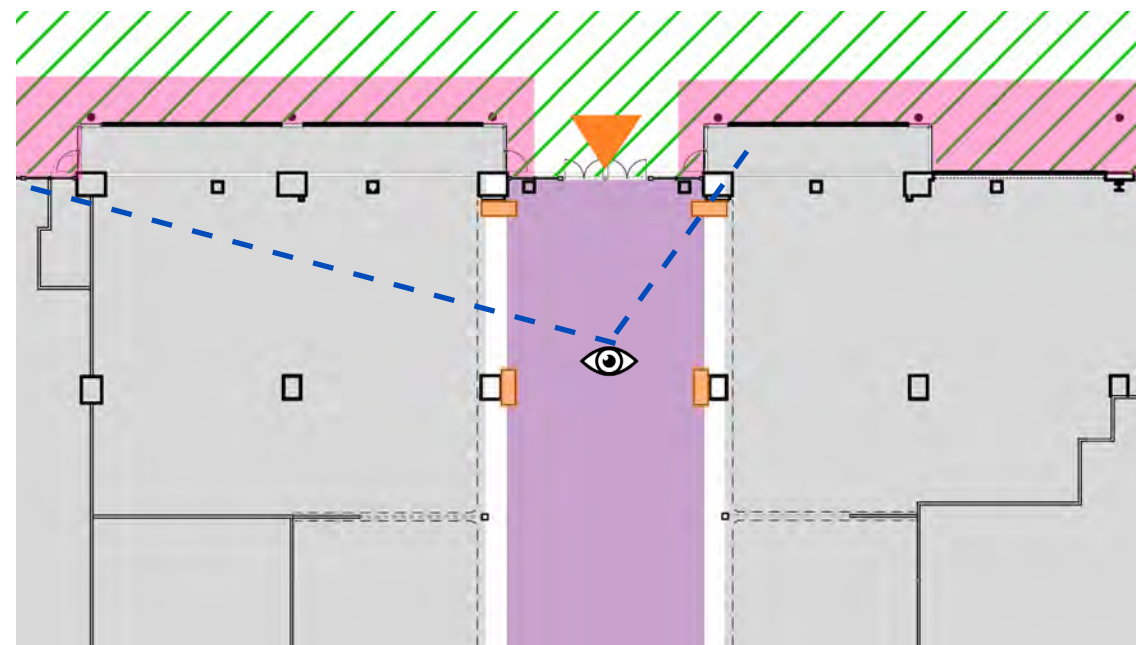
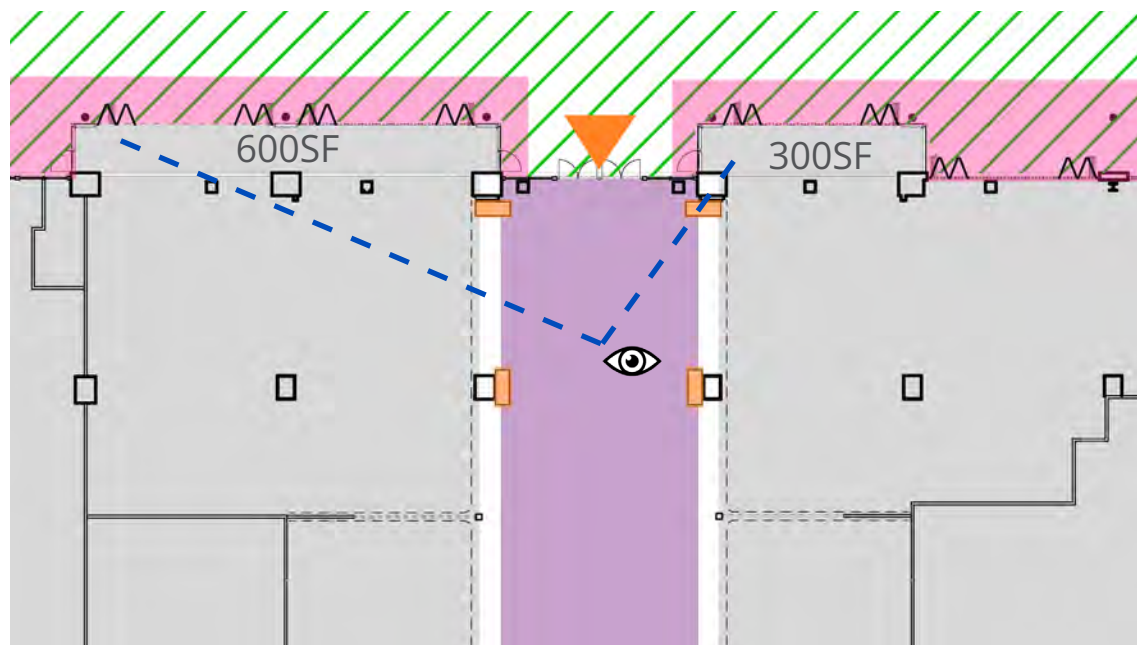
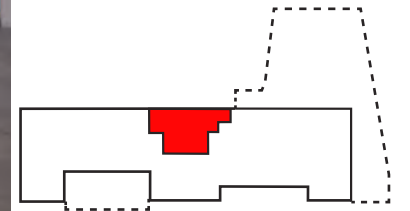
BAY FRONT KITCHENS



PROPOSED VIEW LOOKING NORTHEAST, CLOSED

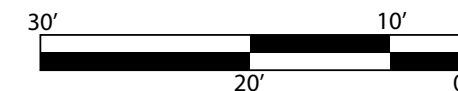


PROPOSED VIEW LOOKING NORTHEAST, OPEN

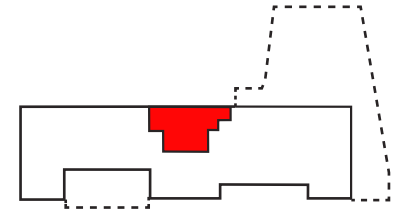


LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- CAFE/ MARKET/ OUTDOOR DINING ZONE
- TENANT AREA
- PUBLIC ACCESS
- BUILDING ENTRANCE
- PUBLIC AMENITY SEATING
- SECURITY GRILLE

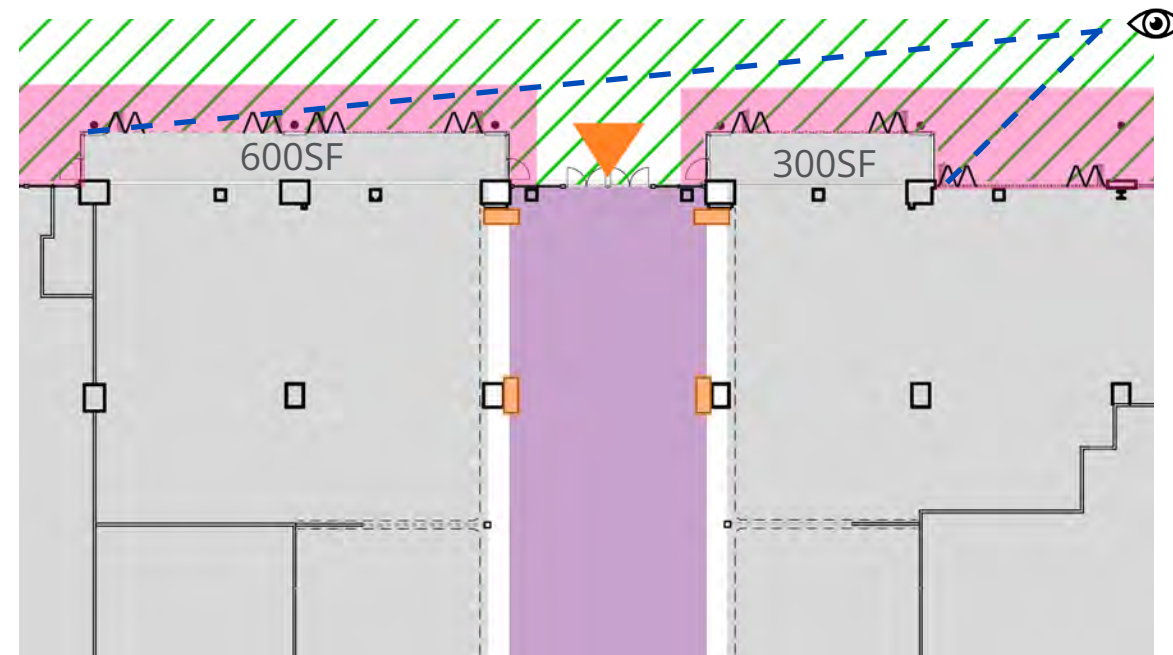


BAY FRONT KITCHENS



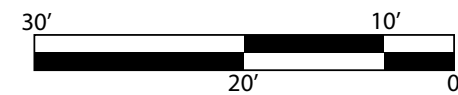
EXISTING VIEW LOOKING NORTHWEST

PROPOSED VIEW LOOKING NORTHWEST

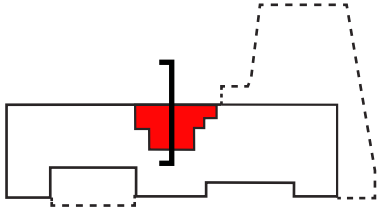
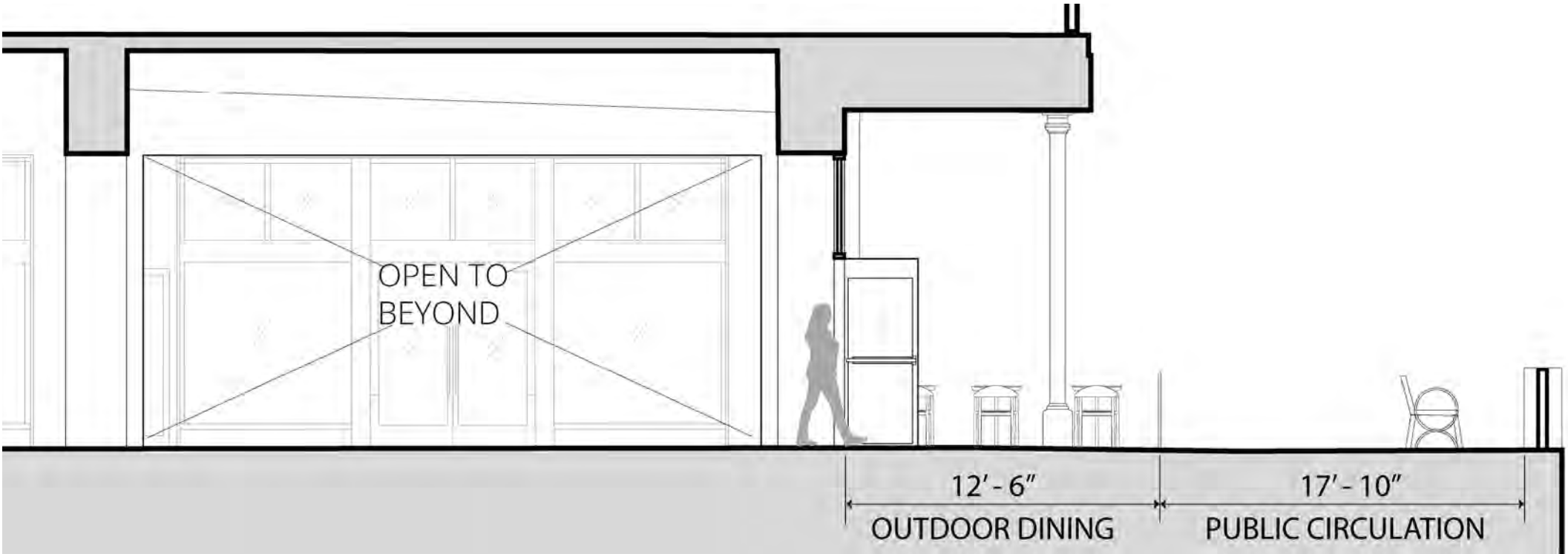


LEGEND

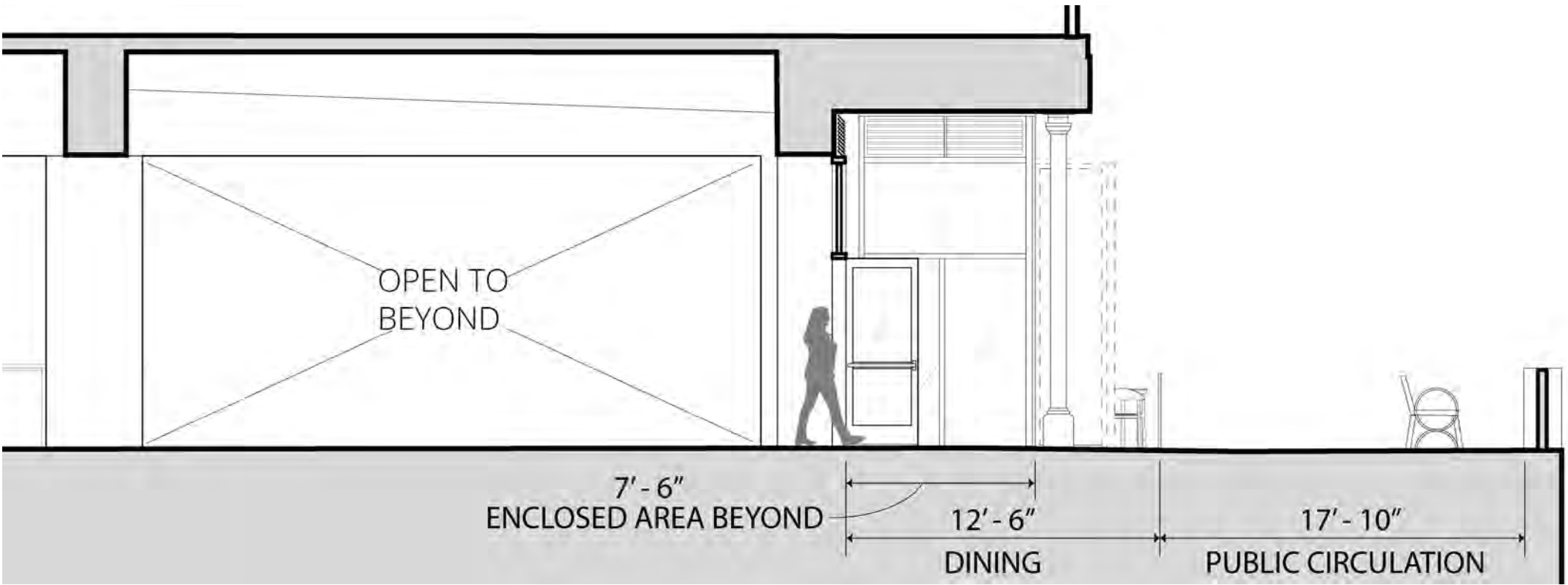
- DEDICATED PUBLIC PASSTHROUGH
- CAFE/ MARKET/ OUT-DOOR DINING ZONE
- TENANT AREA
- PUBLIC ACCESS
- BUILDING ENTRANCE
- PUBLIC AMENITY SEATING
- SECURITY GRILLE



BAY FRONT KITCHENS - SECTION THROUGH CENTRAL PASSTHROUGH

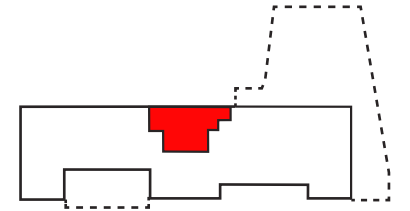


EXISTING SECTION



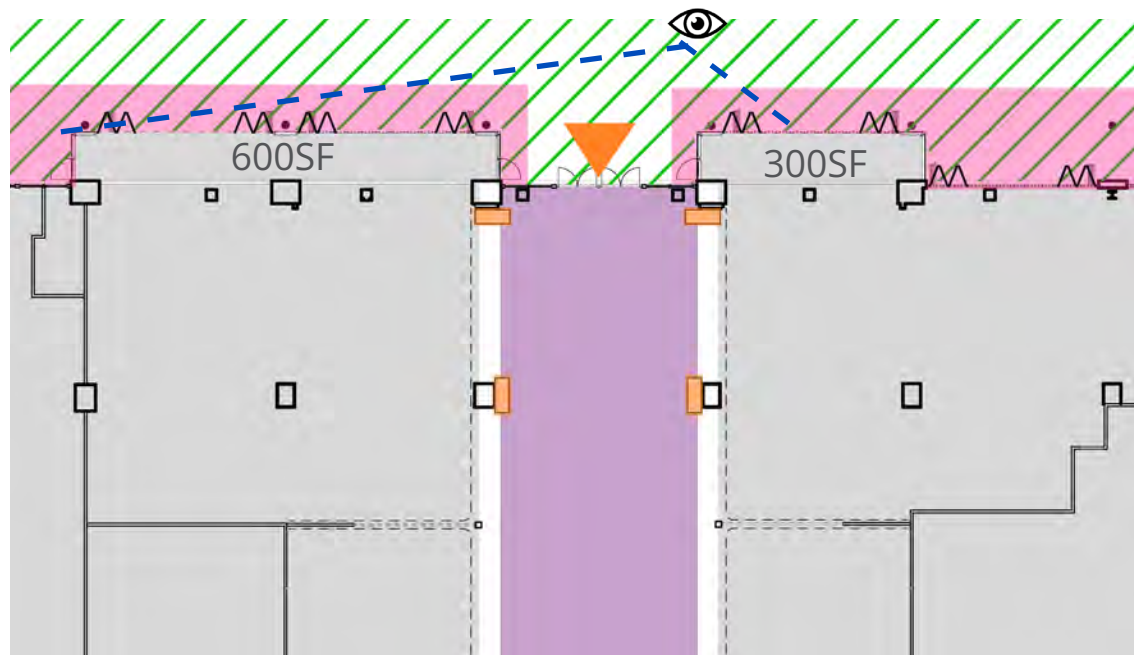
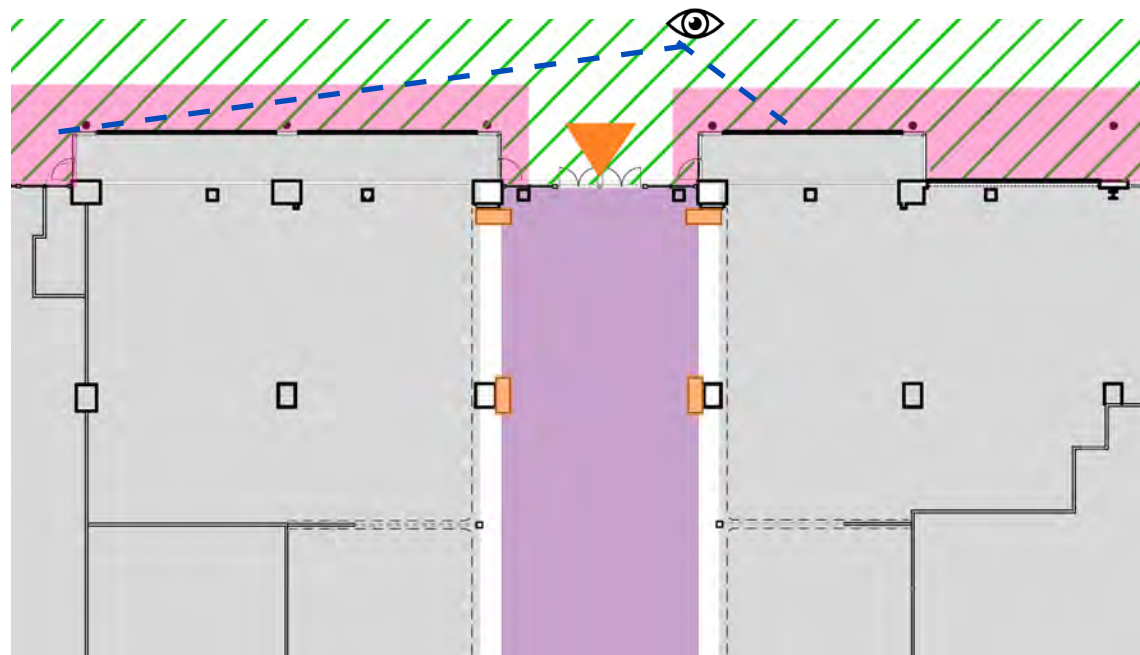
PROPOSED SECTION

BAY FRONT KITCHENS



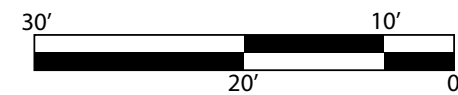
PROPOSED VIEW LOOKING NORTHWEST, CLOSED

PROPOSED VIEW LOOKING NORTHWEST, OPEN

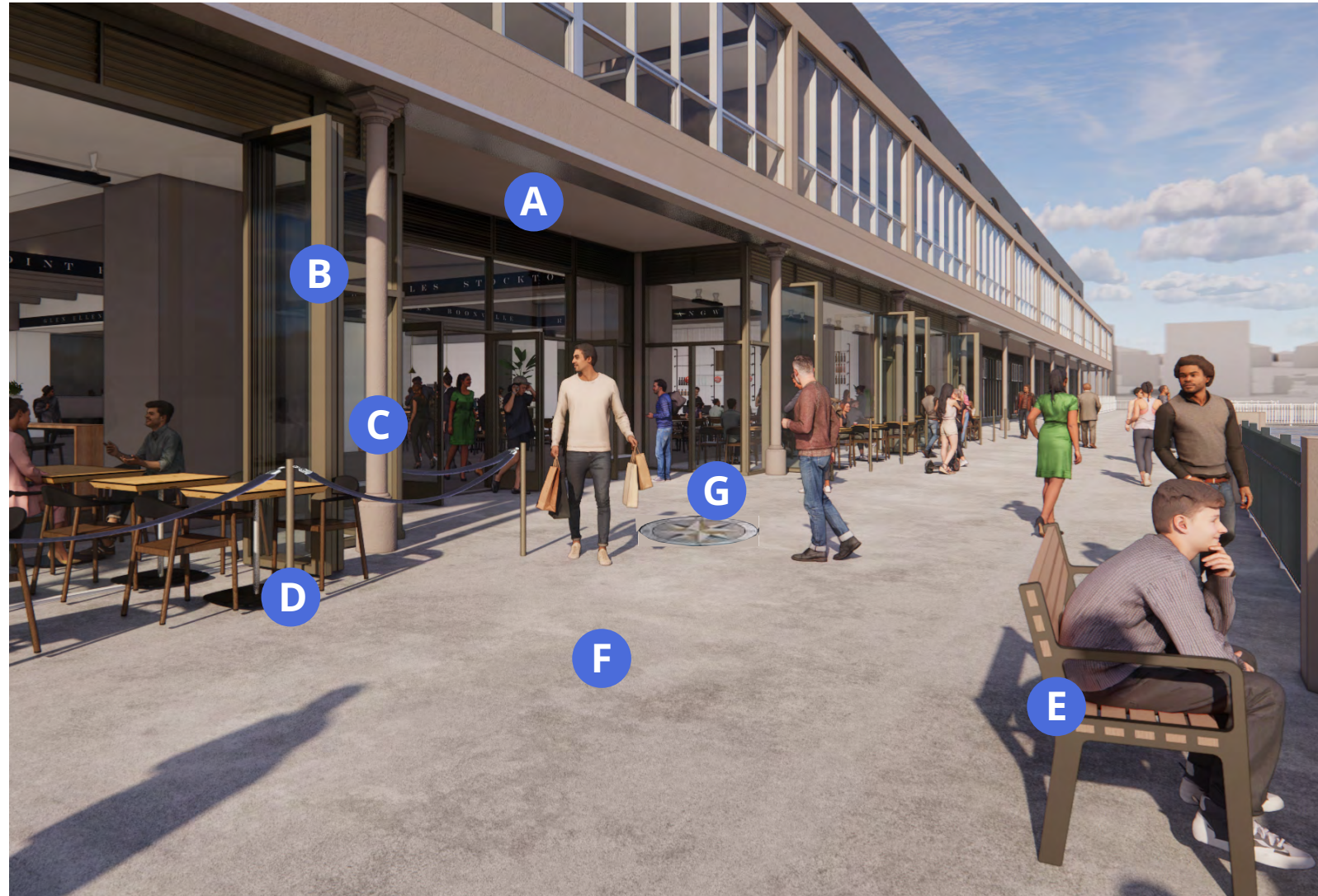


LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- CAFE/ MARKET/ OUTDOOR DINING ZONE
- TENANT AREA
- PUBLIC ACCESS
- BUILDING ENTRANCE
- PUBLIC AMENITY SEATING
- SECURITY GRILLE



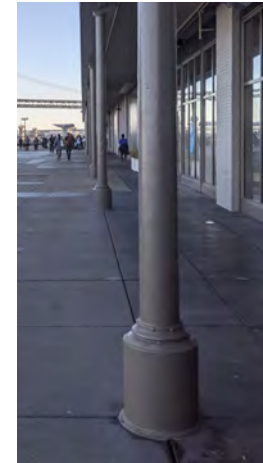
MATERIALS SUMMARY *Bay Front Kitchens*



A COVERED ARCADE AT EAST PROMENADE WITH SOFFIT TO MATCH (E)



B FOLDING GLASS PARTITIONS PT-2



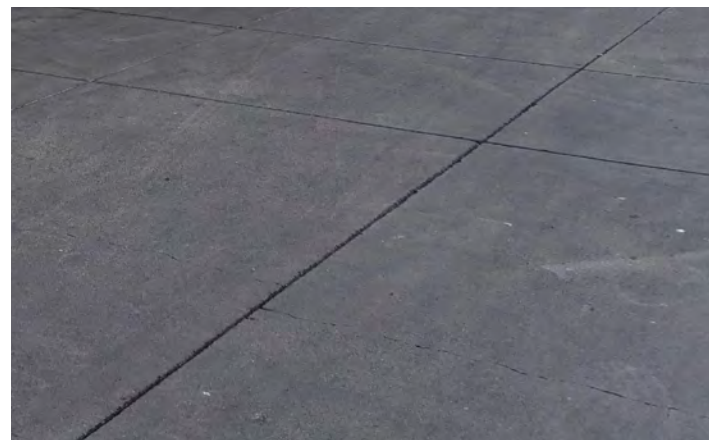
C (E) METAL COLUMN PT-2



D STANCHIONS: PT-2



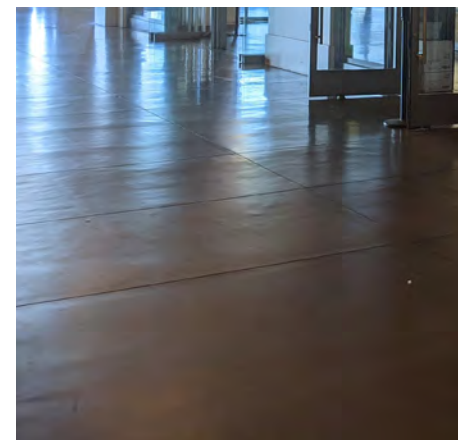
E (E) EAST PROMENADE BENCHES



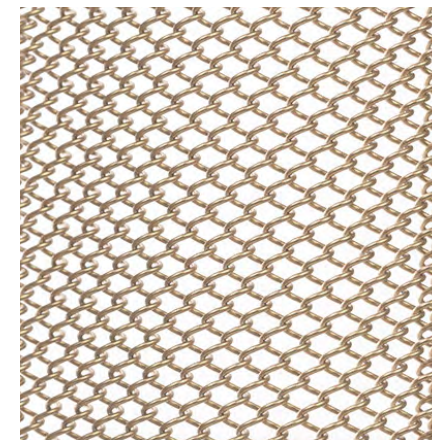
F (E) CONCRETE AT EAST PROMENADE



G MOSAIC MEDALLION



(E) STAINED CONCRETE AT INTERIOR (NOT SHOWN)



SECURITY SCREEN (AT INTERIOR ALONG BREEZEWAY, NOT SHOWN)



PT-1 SHERWIN WILLIAMS FERRY BUILDING GRAY MASONRY



PT-2: SHERWIN WILLIAMS SAHARA, ALL GLAZING/DOORS TO MATCH (E)

THANK YOU!



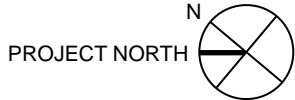
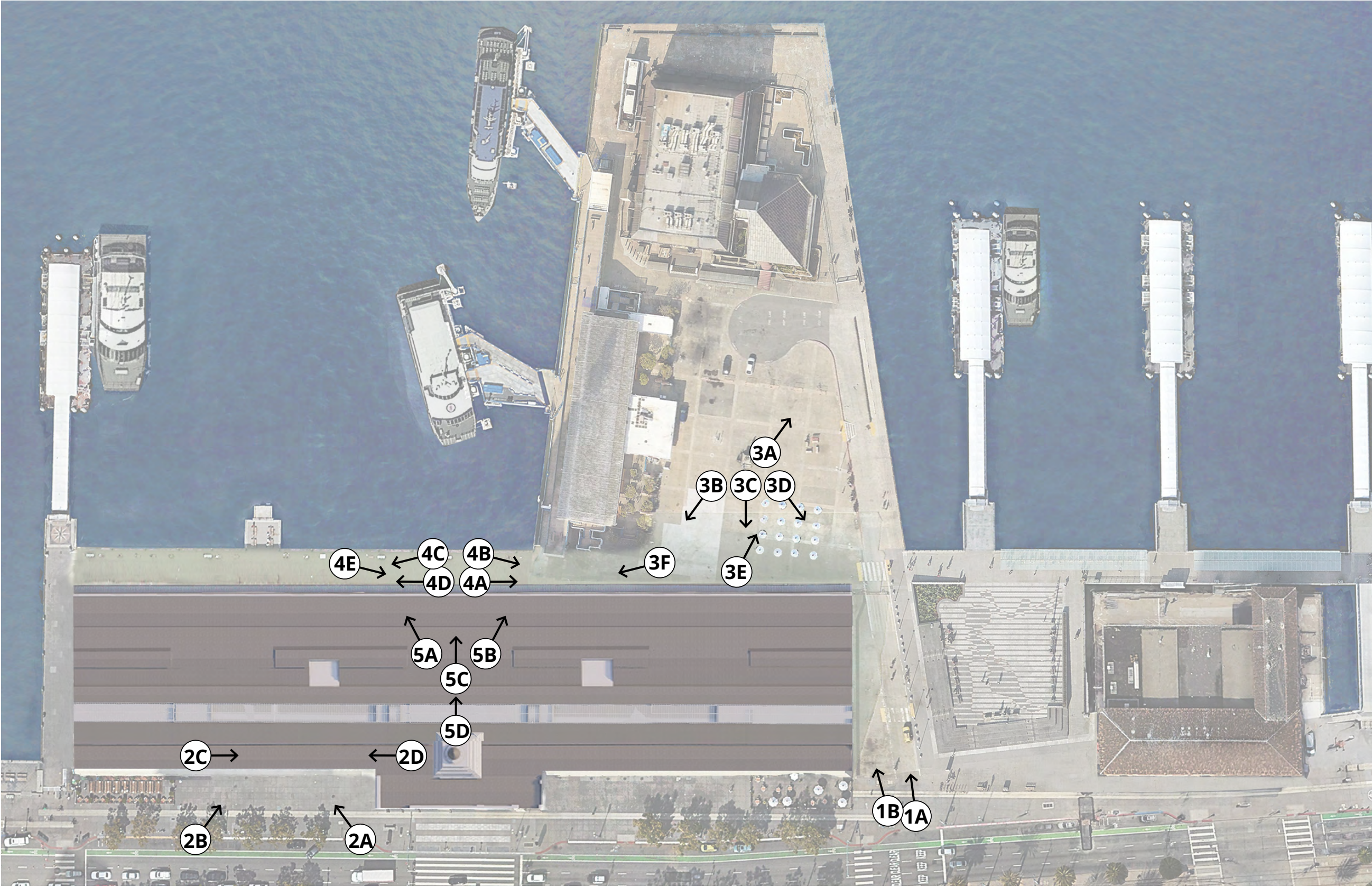
HUDSON
PACIFIC
PROPERTIES

P&T

PAGE & TURNBULL

APPENDIX

EXISTING CONDITIONS PHOTOS *Key Plan*



EXISTING CONDITIONS PHOTOS *Weekday Morning*



1A



1B



2A



2B



2C



2D



3A



3B



3C



3D



3E



3F



4A



4B



4C



4D



4E



5A



5B



5C



5D

Photos taken Wednesday June 14, 2023 at 9am.

EXISTING CONDITIONS PHOTOS *Weekday Lunchtime*



1A



1B



2A



2B



2C



2D



3A



3B



3C



3D



3E



3F



4A



4B



4C



4D



4E



5A



5B



5C



5D

Photos taken Wednesday June 14, 2023 at 12:30pm.

EXISTING CONDITIONS PHOTOS *Weekday Evening*



1A



1B



2A



2B



2C



2D



3A



3B



3C



3D



3E



3F



4A



4B



4C



4D



4E



5A



5B



5C



5D

Photos taken Wednesday June 14, 2023 at 5pm.

EXISTING CONDITIONS PHOTOS *Market Day*



1A



1B



2A



2B



2C



2D



3A



3B



3C



3D



3E



4A



4B



4C



4D



4E



5A



5B



5C



5D

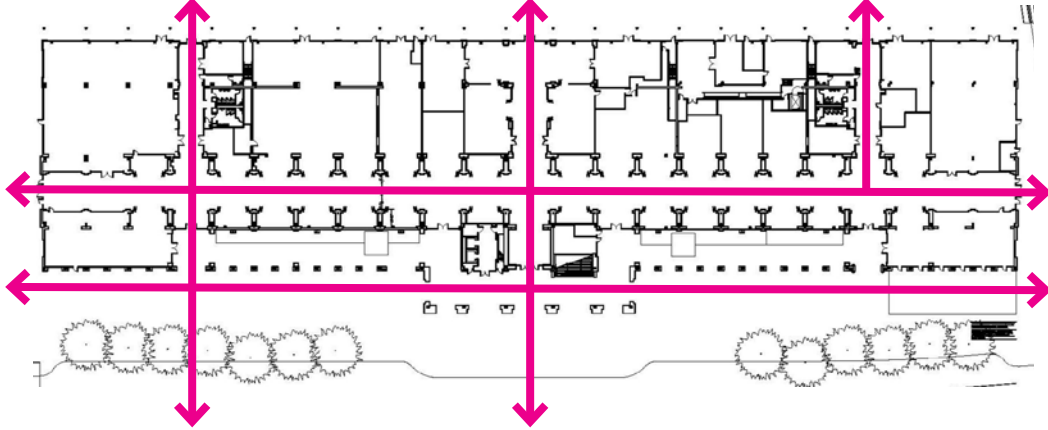
Photos taken Saturday June 10, 2023 between 10am and 11am.

LANDSCAPE CONCEPT

FRONT



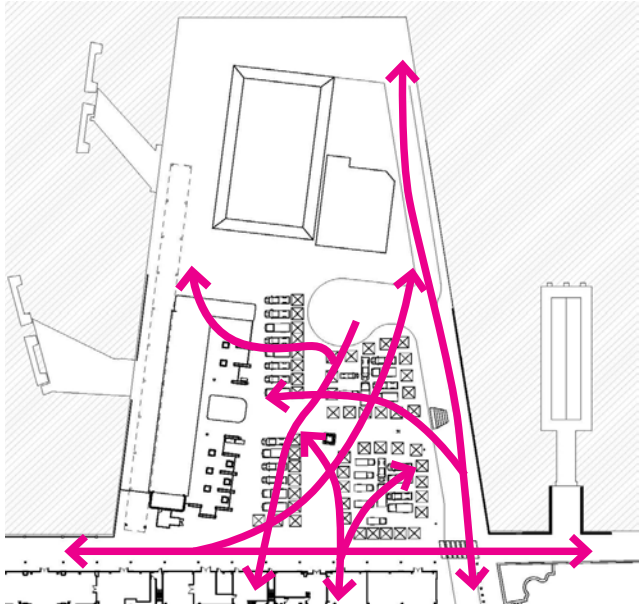
FORMAL, SYMMETRIC, ICONIC LANDSCAPE



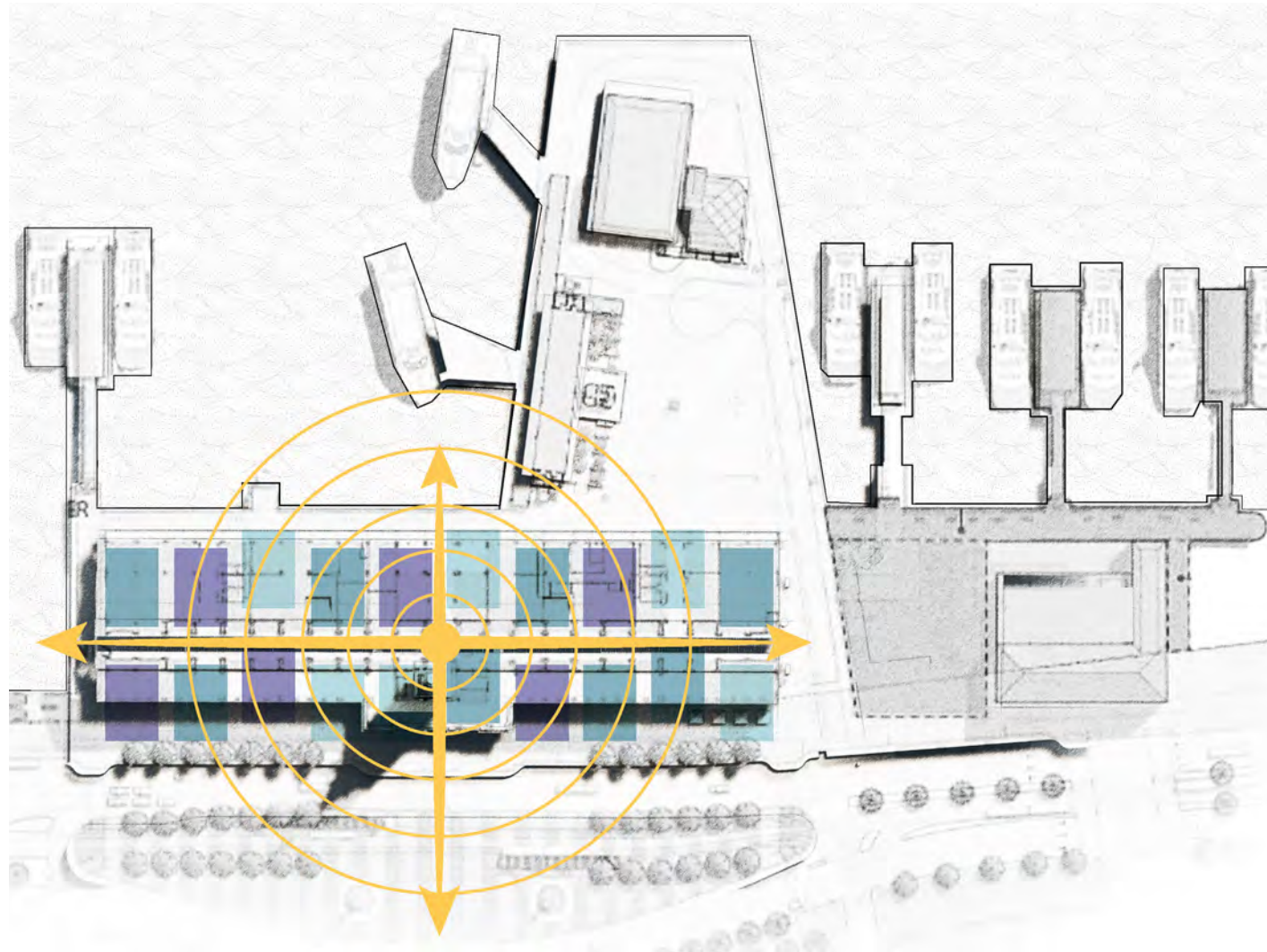
BACK



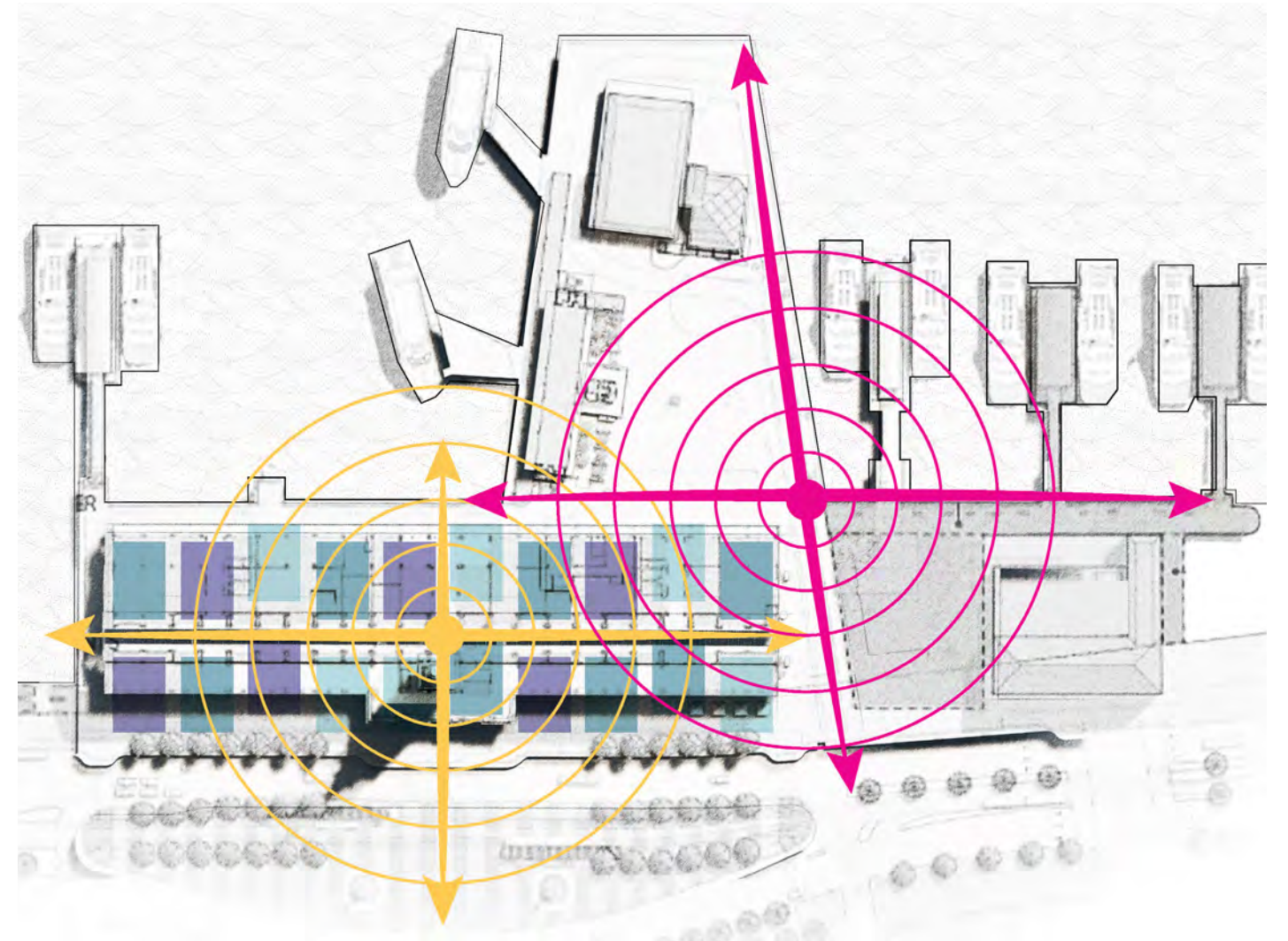
INFORMAL, IRREGULAR, WORKING LANDSCAPE



CROSSROADS



EXISTING



PROPOSED

SITE USE & CIRCULATION *Non-Market Special Events: FERRY FLICKS*

EVENT DESCRIPTION

Event: "Ferry Flicks" Movie Nights on the Plaza

All films will be licensed through Swank

Dates: Fridays in May and October 2023

Spring – May 5th, 12th, 19th, 26th

Fall – October 6th, 13th, 20th, 27th

Load In: 4:00PM

Event Time: Starts 15mins after sunset, ends promptly after movie concludes

Load Out: 10:00PM – Midnight

Location: Back Ferry Plaza

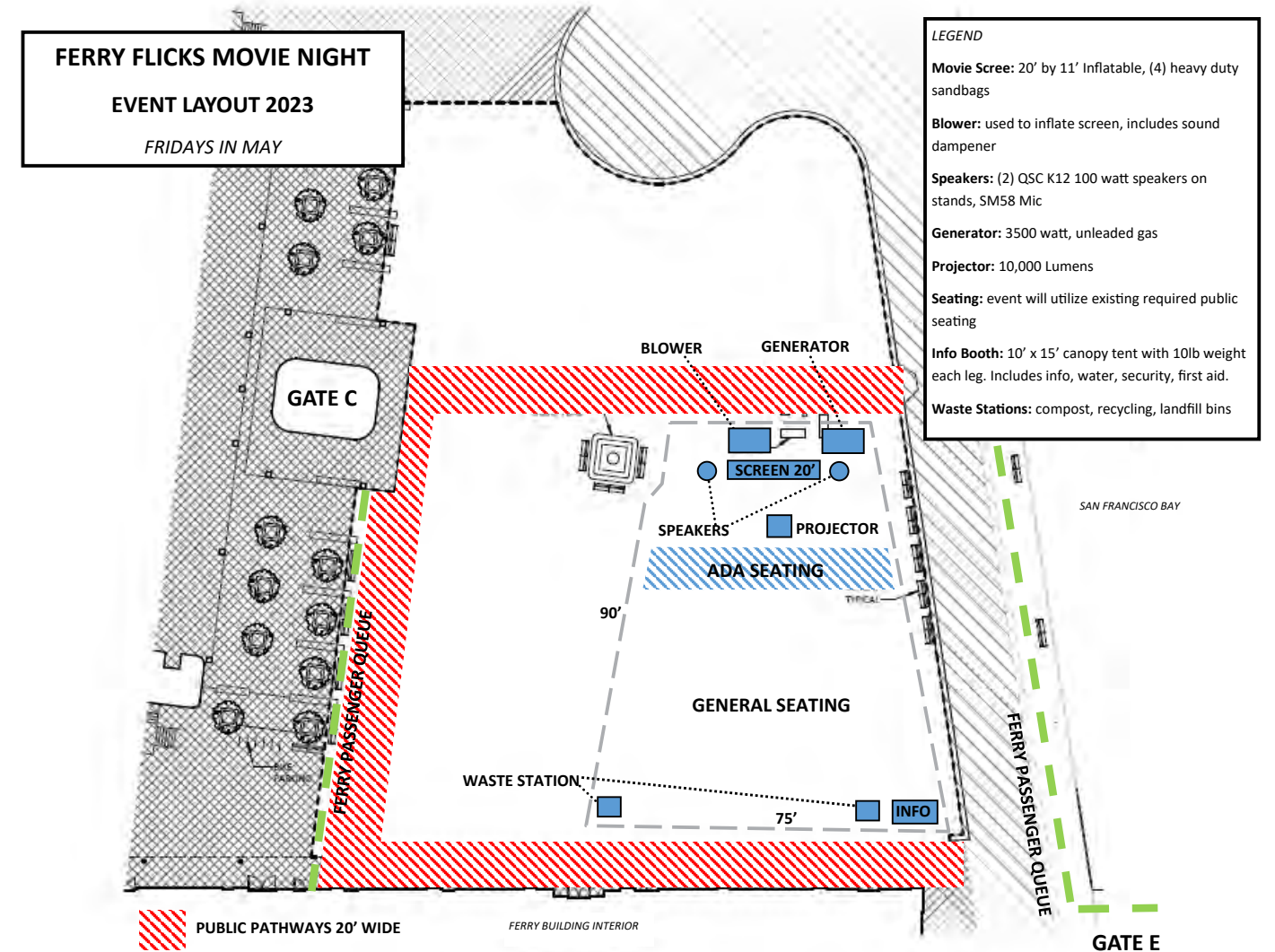
Estimated Attendance: 100

Event Summary: "Ferry Flicks" Movie Nights will be free and open to the public. The Ferry Building will maintain plaza seating as specified in BCDC Permit No. 2000.001.05. No seating will be blocked off for exclusive event use. Security and custodial services will be scheduled for the event. This programming will support our merchants by driving foot traffic to the waterfront in the evening for dinner and shopping before the showtime. Please see proposed layout below.

Other Details:

1. No vendor trucks will be parked on the back plaza
2. Ferry Building will have additional security scheduled for the event
3. Signage will be placed at all entry points
4. Janitorial Staff will be scheduled for the event

BCDC-APPROVED EVENT LAYOUT



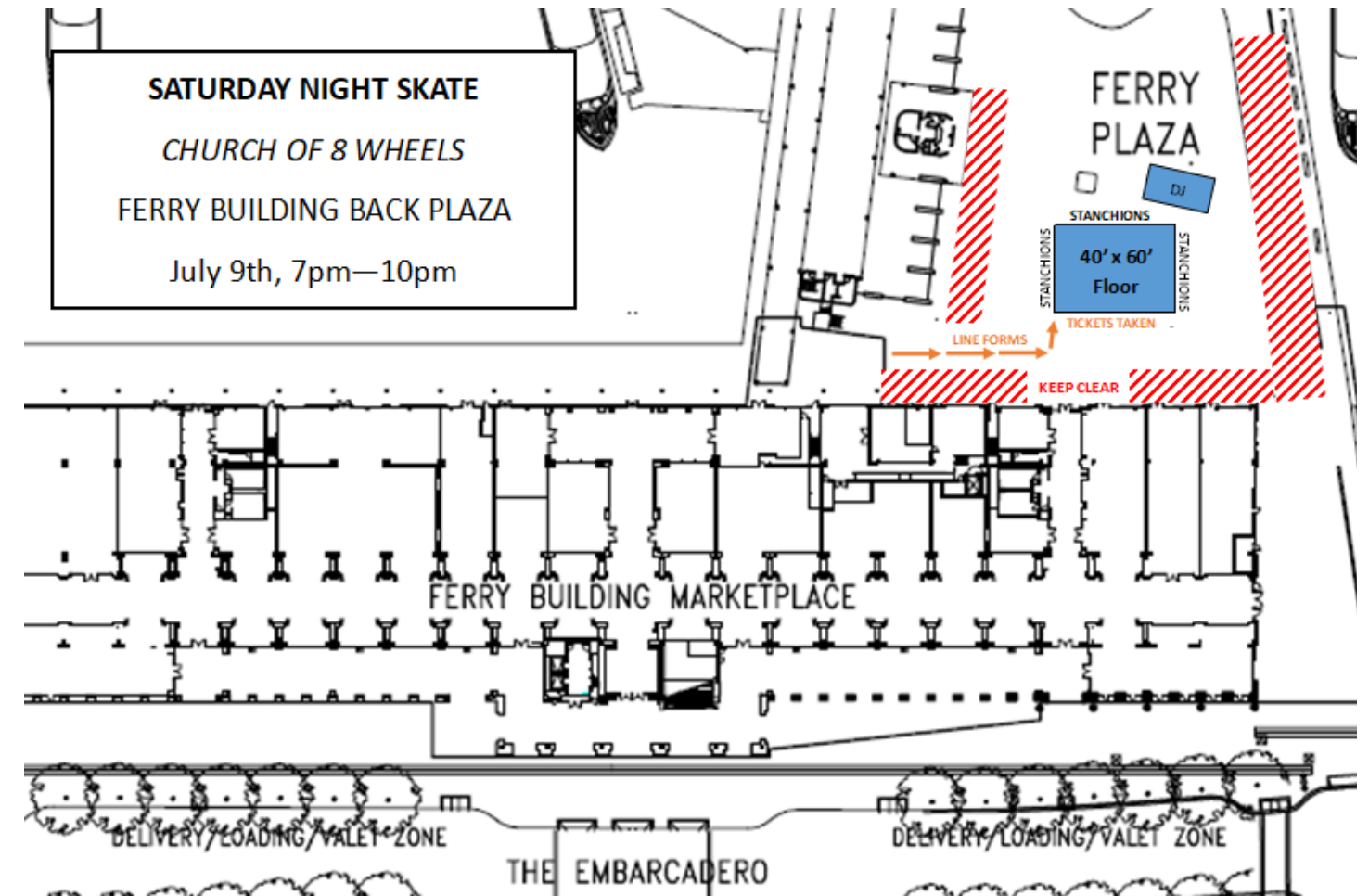
SITE USE & CIRCULATION *Non-Market Special Events: SATURDAY NIGHT SKATE*

EVENT DESCRIPTION

Event: "Saturday Night Skate" 2022 Church of 8 Wheels Pop-Up
Date: July 9th + August 13th
Load In: 4:00PM (following the Farmer's Market)
Event Time: 7:00PM – 10:00PM
Load Out: 10:00PM – Midnight
Location: Back Ferry Plaza
Estimated Attendance: 400 over 3-hour activation (in waves)
Event Summary: Roller skating has reemerged as a popular activity in the past two years during the pandemic. For the Church of 8 Wheels, it has always been a staple of Bay Area culture. The Church of 8 Wheels is seasoned a brick and mortar roller skate operation in SF, who also hosts pop-up events at festivals such as Coachella, Electric Daisy Carnival and Burning Man. The Ferry Building is excited to partner to bring life and vibrancy to the waterfront in the evening. Attendees will reserve free tickets in advance, so we can enforce capacity restrictions on the skate floor (75) at all times. Patrons may bring their own skates or borrow from the operator's stock. The goal of the event is to activate at the building in the evening, drive traffic, and reinforce the idea that the waterfront is a place to find activity morning, afternoon, and night.
Layout Summary: A 40' x 60' skate floor will be installed. Lights will illuminate the floor and queue. Public pathways and will be maintained and music will end at 10:00PM sharp.
Other Details:

1. No vendor trucks will be parked on the back plaza
2. No alcohol sales
3. Ferry Building will have additional security scheduled for the event
4. Signage will be placed at all entry points
5. Janitorial Staff will be scheduled for the event

BCDC-APPROVED EVENT LAYOUT



SITE USE & CIRCULATION *Non-Market Special Events: HEAD WEST*

EVENT DESCRIPTION

Event: [HEAD WEST](#) 2023 Market

Dates:

1. March 5th
2. April 2nd
3. May 7th
4. June 4th
5. July 2nd
6. August 6th
7. September 3rd
8. October 1st
9. November 5th
10. December 3rd

Load In : 8 AM – 10 AM

Event Time: 10:00 AM – 5:00 PM

Load Out: 5:00 PM – 6 PM

Location: Back Ferry Plaza

Estimated Attendance: 2K over 7-hour activation

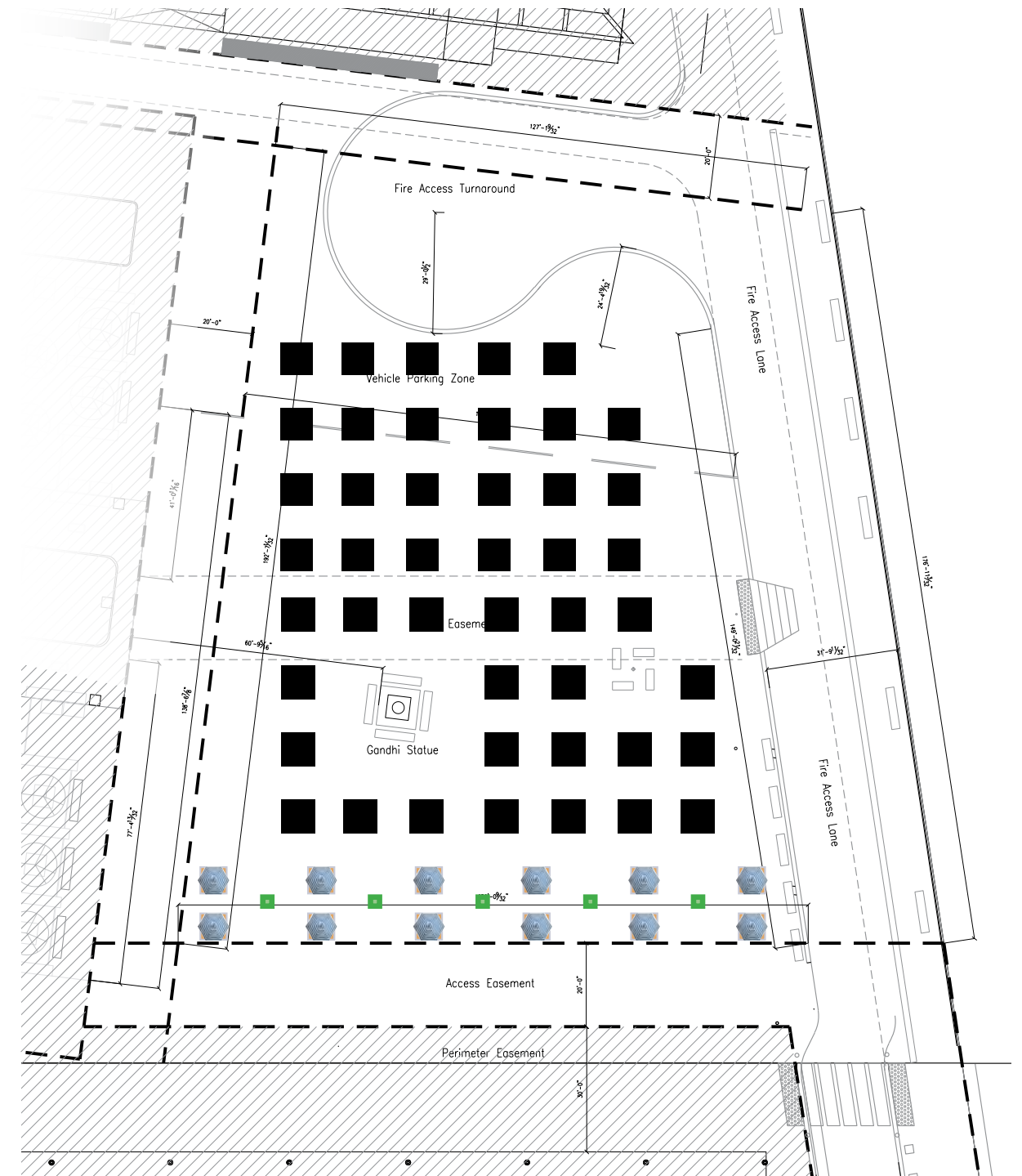
Event Summary: HEAD WEST is an independently operated artisan marketplace. The marketplace was founded to provide a platform for entrepreneurship for Bay Area Makers. The Ferry Building is excited to support this hyperlocal initiative and increase foot traffic to our retail merchants, the waterfront, and provide outdoor Sunday programming open to the public.

Layout Summary: The market will host up to forty-five (45) merchant booths on the Ferry Back Plaza. The market will host a family-friendly selection of music on the Back Plaza along with socially distant tables with four chairs each so shoppers may enjoy food and beverage from the Ferry Merchants.

Other Details:

1. The vendors will not sell food or alcoholic beverages
 2. No vendor trucks will be parked on the back plaza
 3. Ferry Building will have additional security scheduled for the event
 4. Signage will be placed at all entry points
 5. Janitorial Staff will be scheduled for the event
 6. Tables and chairs will stay set out for the general public to use
1. Height of covered structures will not exceed 15 feet
 2. At least three directional signs shall be provided in the vicinity of the market that advertise a clear path of travel for ferry passengers. The signs shall be in place while the market is in operation.

BCDC-APPROVED EVENT LAYOUT



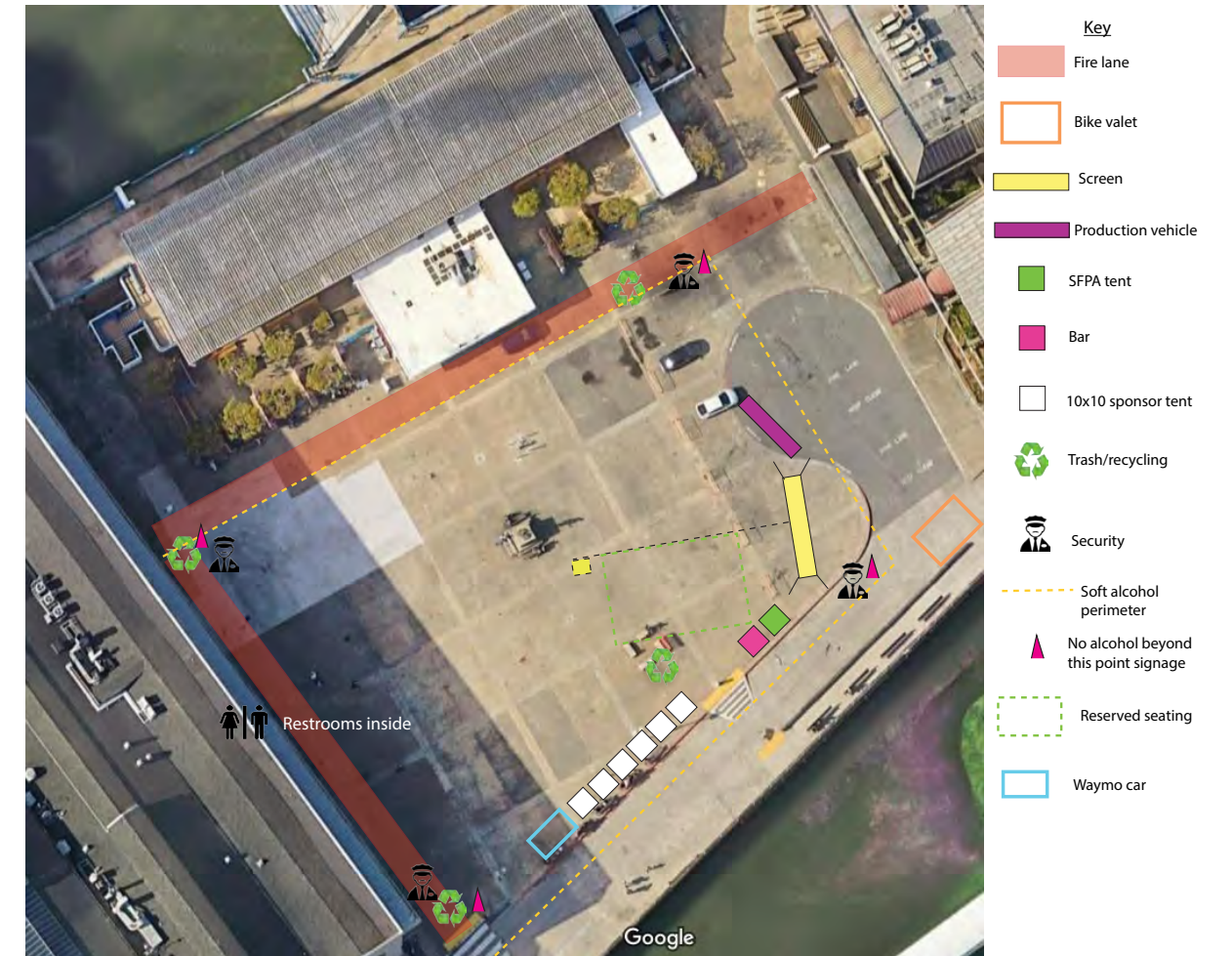
SITE USE & CIRCULATION *Non-Market Special Events: SUNDOWN CINEMA*

EVENT DESCRIPTION

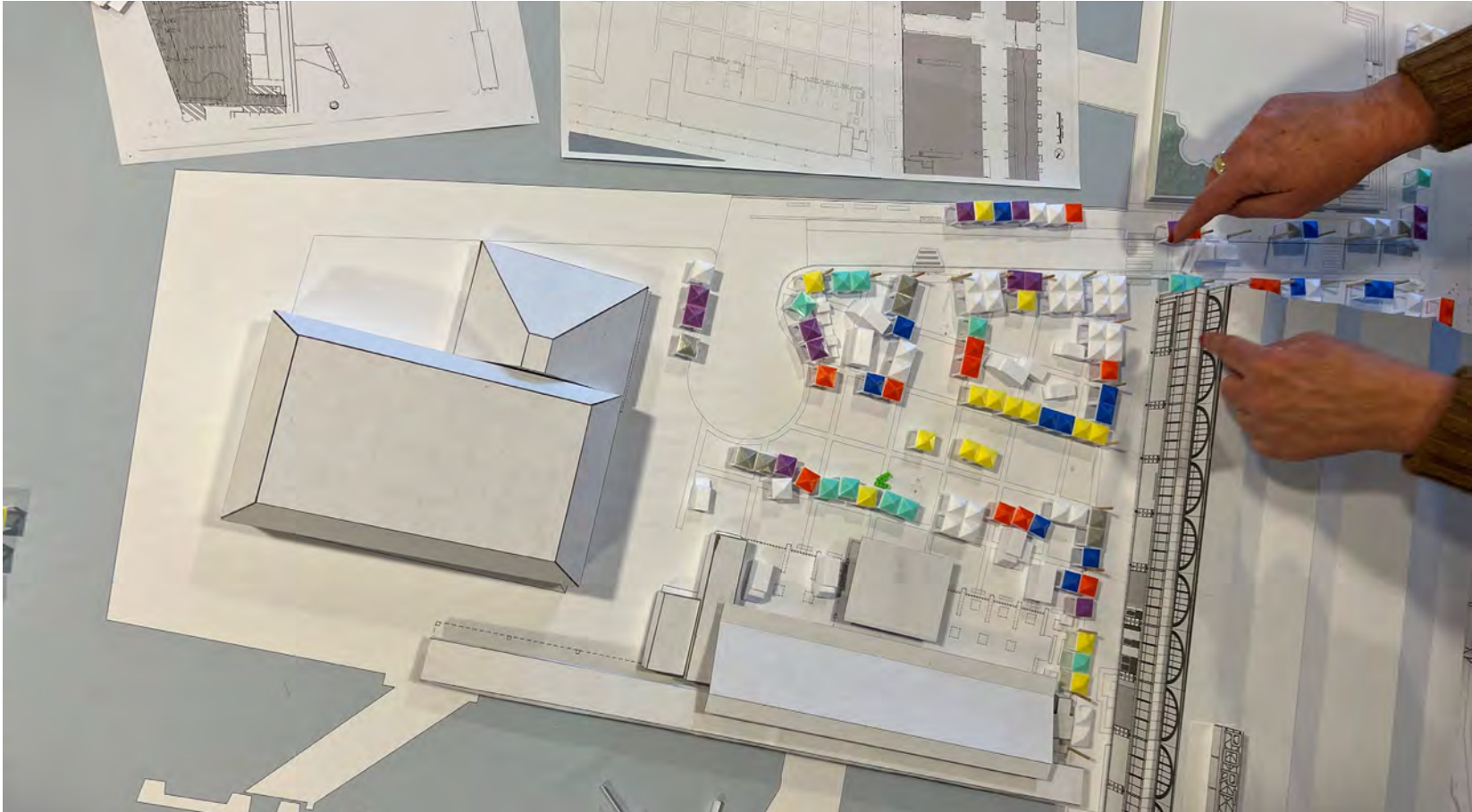
“Event: Sundown Cinema at the Ferry Building
Screening: TBD, licensed through Swank
Date: Friday, September 29th
Load In: 4:00PM
Event Time: Starts 15mins after sunset, around 7:00pm
Load Out: 9:00PM – 11:00pm
Location: Back Ferry Plaza
Estimated Attendance: 500
Event Summary: Sundown Cinema will be free and open to the public. Patrons will be instructed to bring their own chairs and blankets. The Ferry Building will provide required public access seating. Security and custodial services will be scheduled for the event. This one-time event programming will support our merchants by driving foot traffic to the waterfront in the evening for dinner and shopping before the showtime. Please see proposed layout attached.
Other Details:

- Ferry Building will have additional security scheduled for the event
- Signage will be placed at all entry points
- Janitorial staff will be scheduled for the event
- Alcohol sales will be permitted through ABC special event license
- Food vendors will be licensed through MFF DPH permits and special event authorization”

EVENT LAYOUT (CURRENTLY UNDER BCDC REVIEW)



COORDINATION WITH FOODWISE / FARMERS MARKET



GATEWAY SIGN CONCEPT



WHAT MAKES THIS A CIVIC PLACE?

FORMAL SYMMETRY



PUBLIC TRANSPORTATION



EDUCATION



FARMERS AND LOCAL FOOD



LOCAL ECOLOGY



STEWARDSHIP



The Ferry Building and its surroundings carry a strong civic identity for many people. For many it is a must-see destination when visiting the Bay Area and a place locals take their relatives to show off our region.

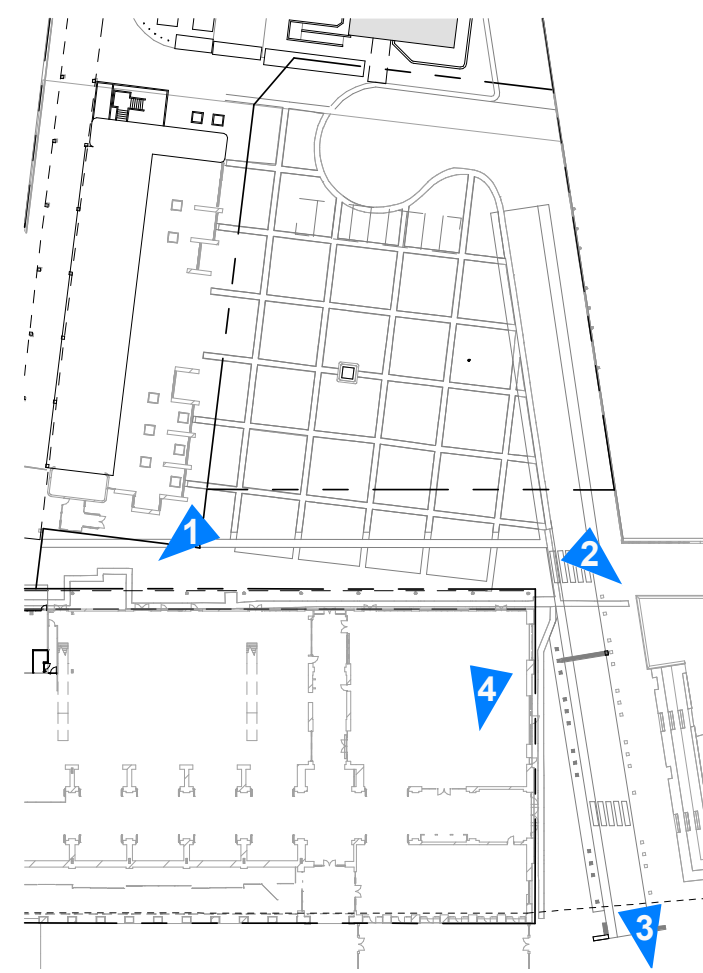
The strength of this civic space is made by the overlapping of many qualities which connect people both to each other and to the ecology and culture that are special to the Bay Area. The proposed design for the Ferry Building will build on these identified civic qualities and in many cases improve function.

KIOSK MASSING AND LOCATIONS STUDY



LOCATION #1 ON DIAGRAM IS PREFERRED KIOSK LOCATION, AS SELECTED BY FOODWISE, BCDC, AND PORT STAFF.

HPP LEASE BOUNDARY AT FERRY PLAZA



VIEW KEY PLAN

KIOSK MASSING AND LOCATIONS STUDY

SELECTED LOCATION



LOCATION 1 - VIEW 1

LOCATION 1 - VIEW 2

LOCATION 1 - VIEW 3

LOCATION 1 - VIEW 4



LOCATION 3 - VIEW 1

LOCATION 3 - VIEW 2

LOCATION 3 - VIEW 3

LOCATION 3 - VIEW 4



LOCATION 5 - VIEW 1

LOCATION 5 - VIEW 2

LOCATION 5 - VIEW 3

LOCATION 5 - VIEW 4



LOCATION 7 - VIEW 1

LOCATION 7 - VIEW 2

LOCATION 7 - VIEW 3

LOCATION 7 - VIEW 4



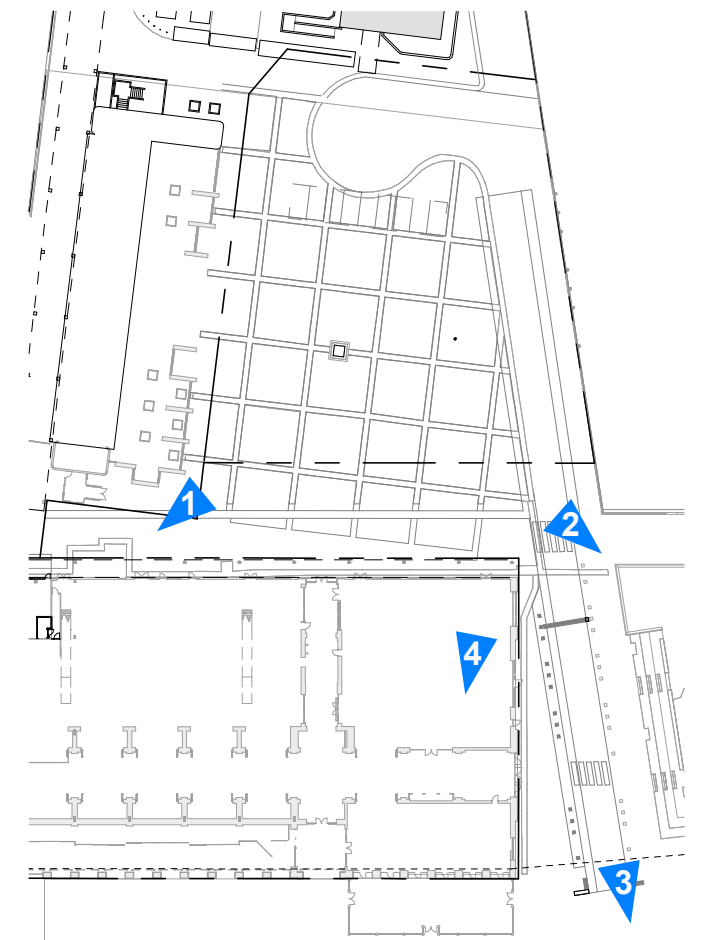
LOCATION 10 - VIEW 1

LOCATION 10 - VIEW 2

LOCATION 10 - VIEW 3

LOCATION 10 - VIEW 4

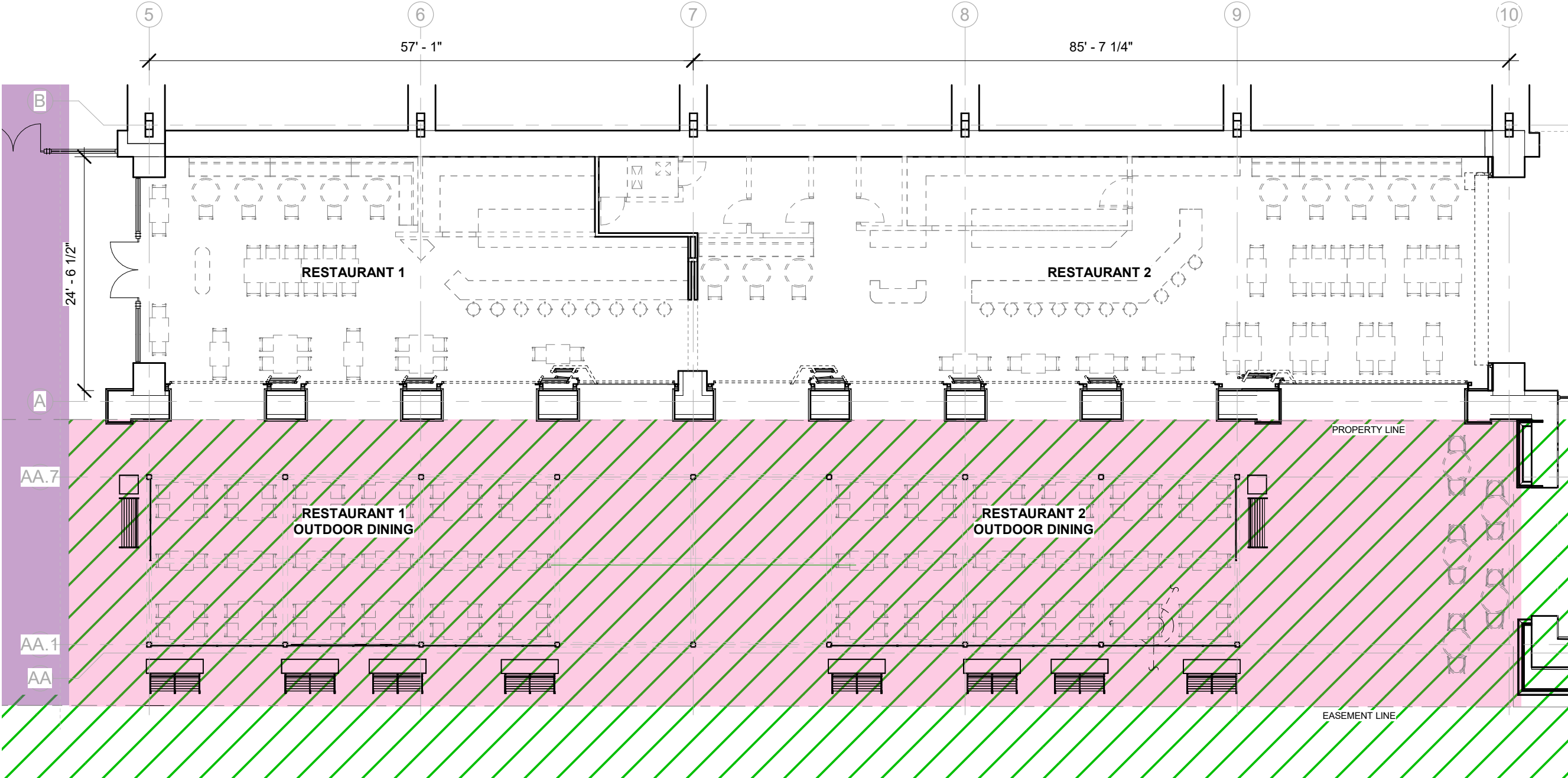
NOTE: LOCATION 1 IS PREFERRED KIOSK LOCATION, AS SELECTED BY FOODWISE, BCDC, AND PORT STAFF.



VIEW KEY PLAN

NORTH ARCADE - CONCEPTUAL CANOPY & TENANT LAYOUT

CONCEPTUAL LAYOUT, FINAL LAYOUT TO BE DECIDED BY TENANT

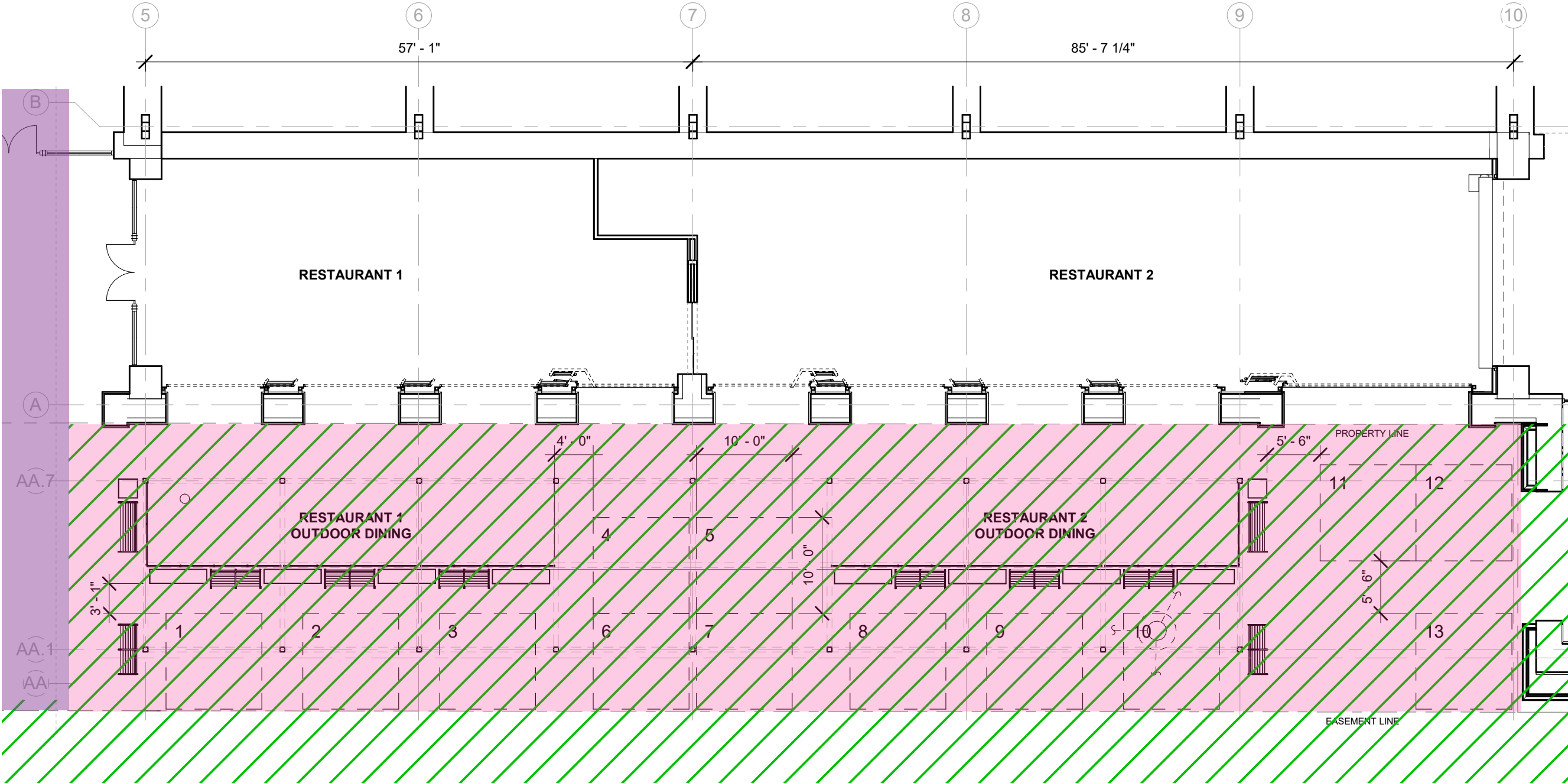


LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- CAFE ZONE
- PUBLIC ACCESS

NORTH ARCADE - CANOPY & CONCEPTUAL TENT LAYOUT

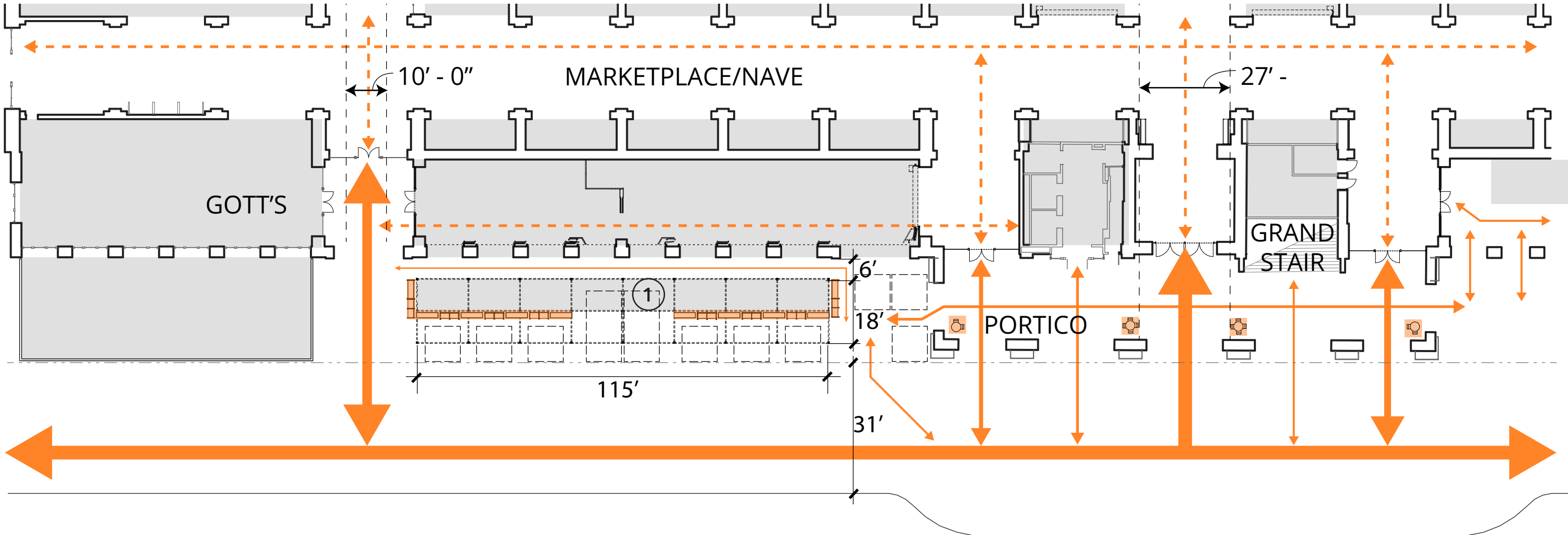
CONCEPTUAL LAYOUT, FINAL LAYOUT TO BE DECIDED BY TENANT



LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- CAFE ZONE
- PUBLIC ACCESS
- 10'x10' TENT

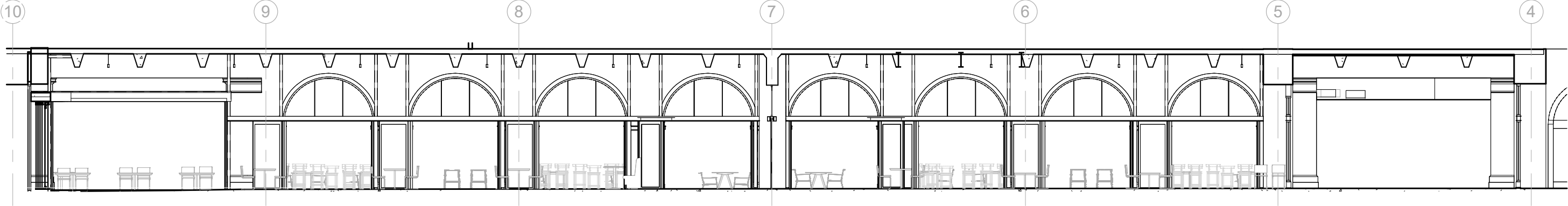
NORTH ARCADE PROPOSED FARMER'S DAY CIRCULATION



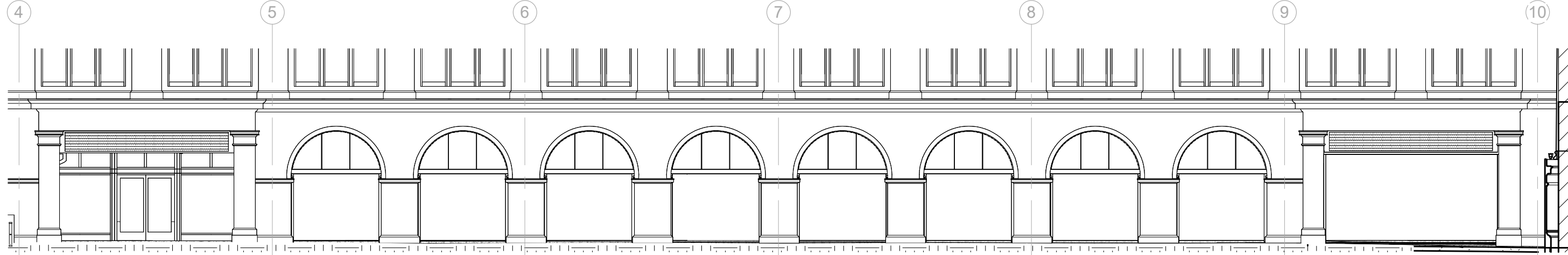
LEGEND

- DEDICATED PUBLIC PASSTHROUGH
- TENANT AREA
- EXTERIOR CIRCULATION, THICKNESS VARIES BY VOLUME OF PEOPLE
- INTERIOR CIRCULATION
- PUBLIC AMENITY SEATING + PLANTERS

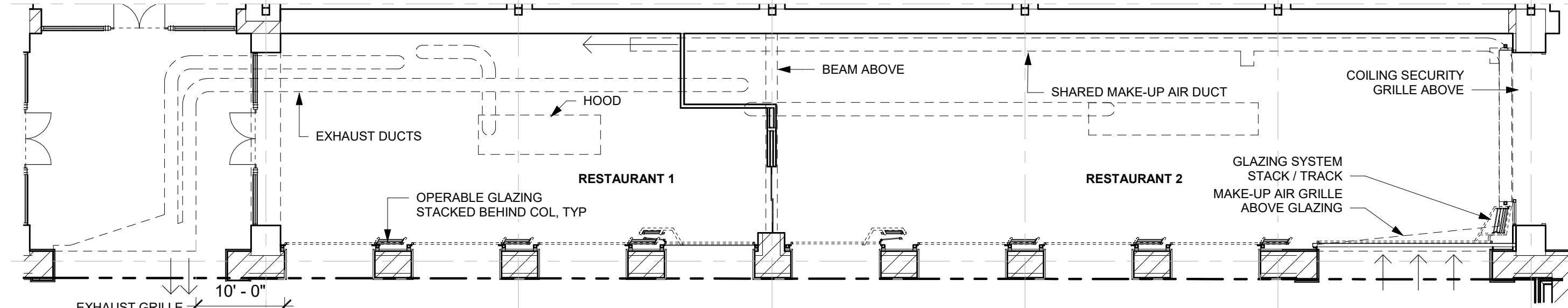
NORTH ARCADE - OPEN



INTERIOR ELEVATION

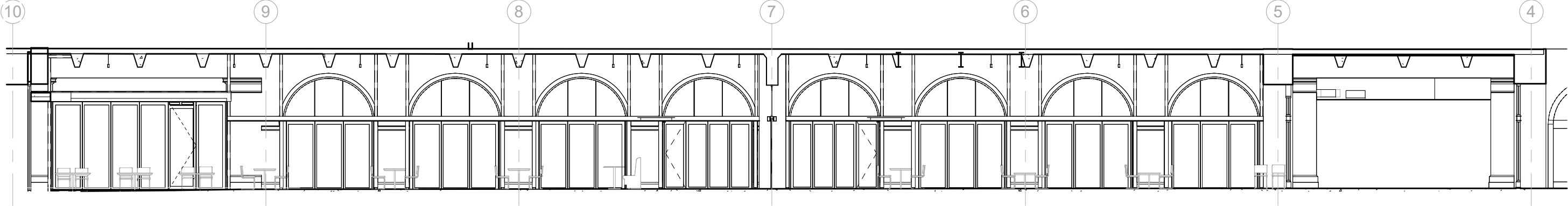


EXTERIOR ELEVATION

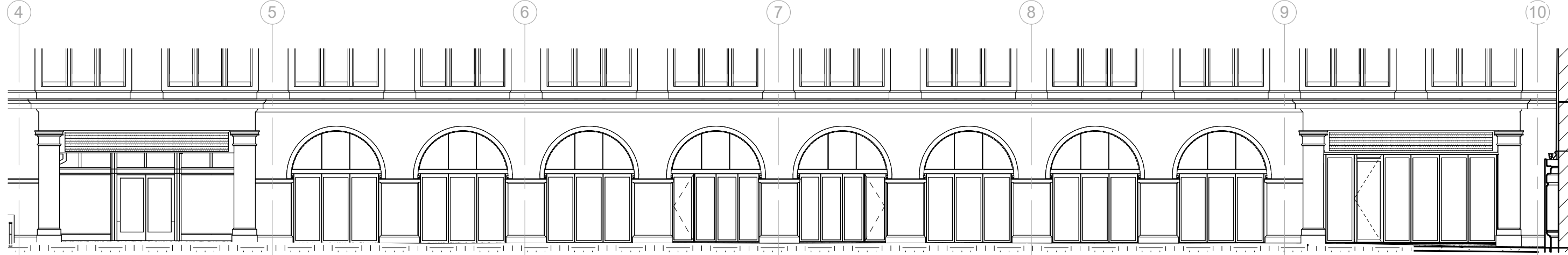


FLOOR PLAN

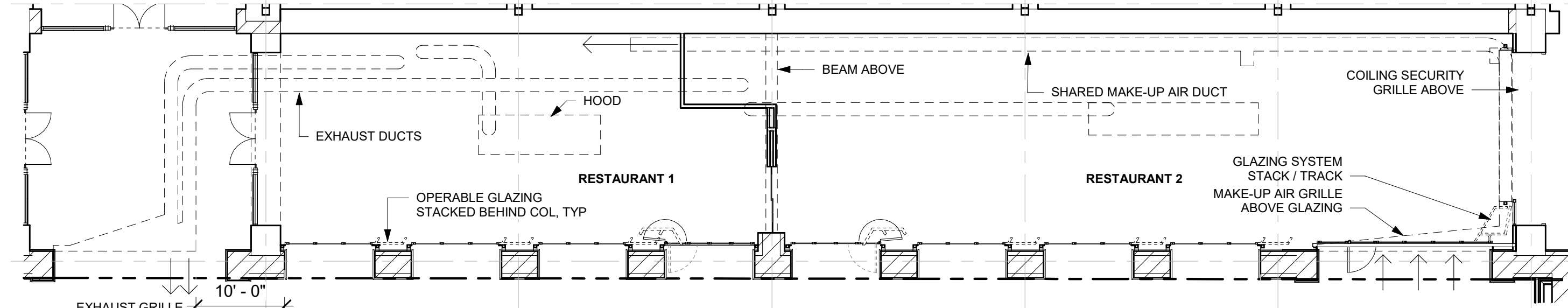
NORTH ARCADE - CLOSED



INTERIOR ELEVATION



EXTERIOR ELEVATION



FLOOR PLAN

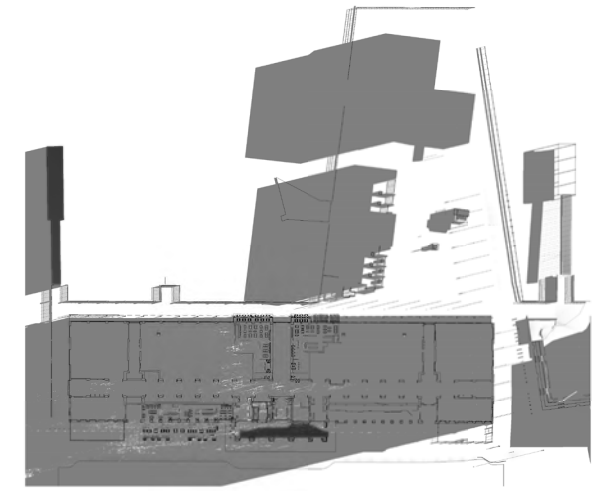
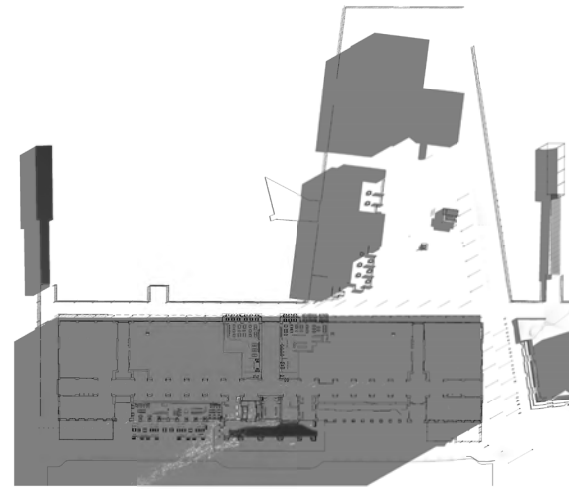
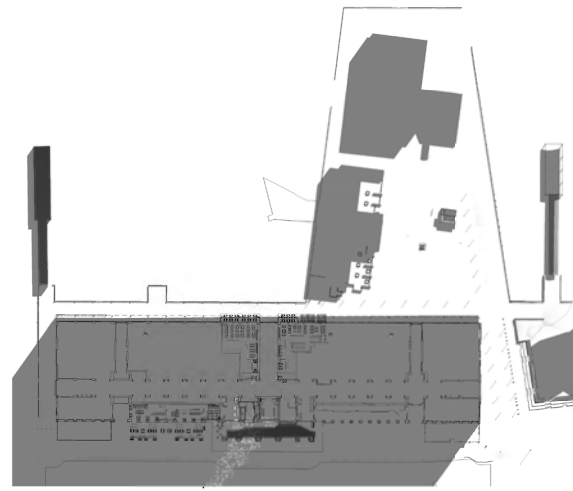
SOLAR STUDIES

SUMMER SOLSTICE

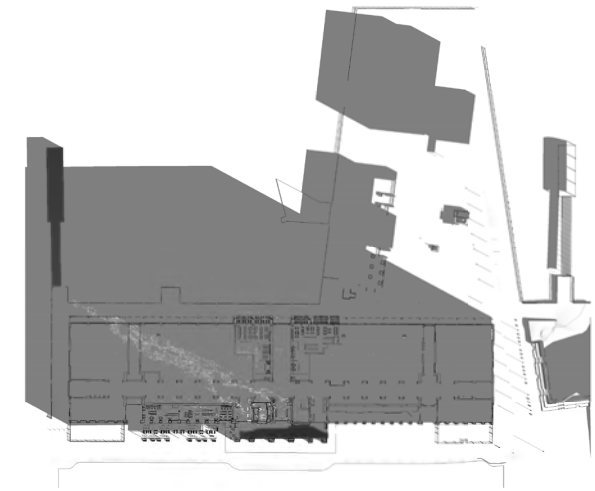
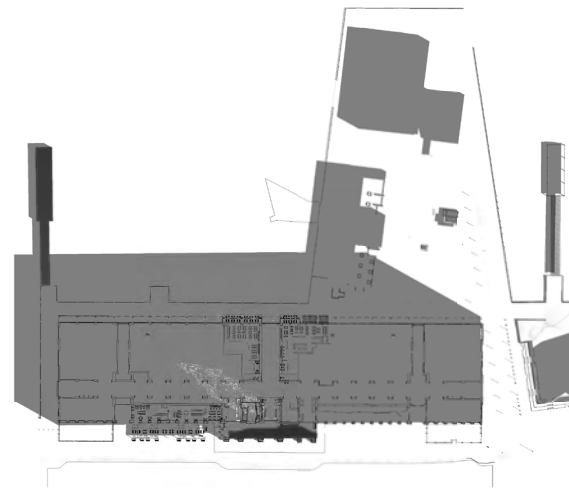
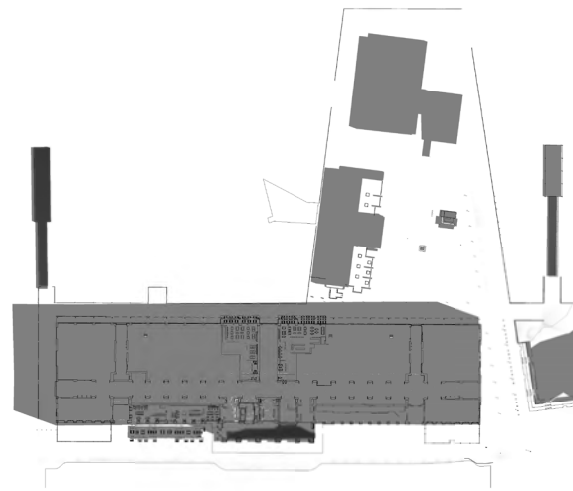
EQUINOX

WINTER SOLSTICE

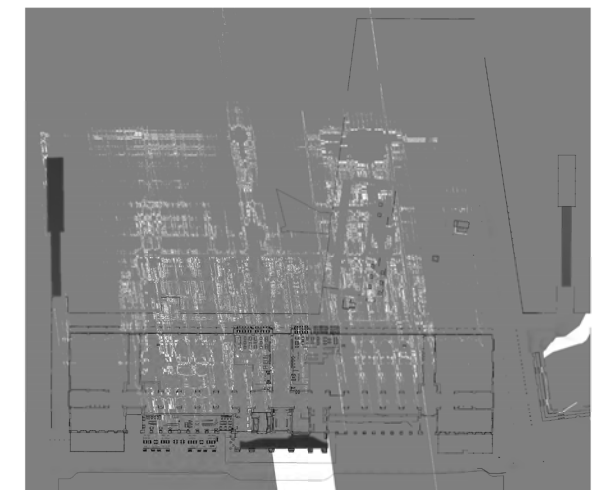
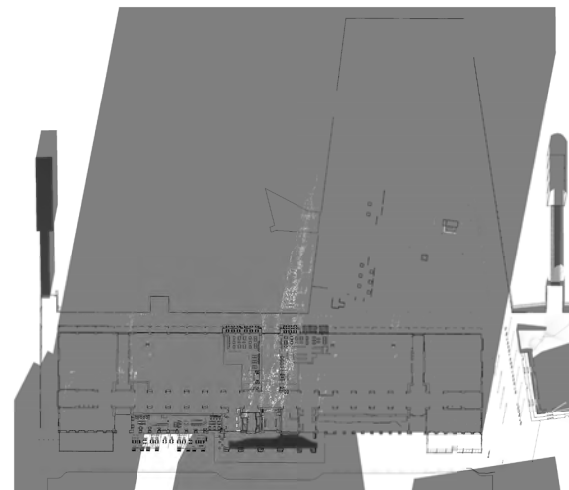
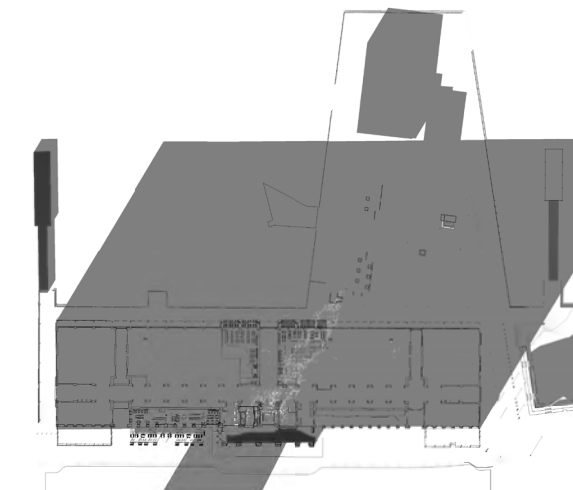
9 AM



12 PM



4 PM



WIND DIAGRAM

