Character of the Area:
The Northeast Waterfront extends from Pier 35 to Pier 7. It is part of a former maritime and industrial district which is successfully evolving into a vibrant urban neighborhood. On the waterside, there are nine pier and shed structures and eight “Neoclassical” bulkhead buildings that were built before 1936. These bulkhead buildings, and the “connector buildings” extending between them, establish a strong architectural edge to The Embarcadero.

Pier uses in the area include the City’s cruise ship terminal at Pier 35 and industrial cargo warehouse and cargo support operations on Piers 15-23. A mix of commercial and maritime uses, offices, restaurants, and public access exists on other piers and within the bulkhead buildings. Across The Embarcadero, the Port’s seawall lots are used primarily for commercial uses and parking. The landmark Beltline Railway Roundhouse at Sansome Street and The Embarcadero has been rehabilitated for office use.

Urban Design Features:
- The major open spaces are Pier 7 and Northeast Wharf (future).
- The historic finger piers are a defining City form.
- The Northeast Waterfront Historic District is adjacent to Piers 9-23.
- The waterfront has a strong visual connection to Telegraph Hill.
- The existing cruise ship terminal is located at Pier 35.
- Open Water Basins

The Northeast Wharf Open Water Basin is between Piers 19 and 27, and the Broadway Open Water Basin is between Piers 3 and 9.
The area’s unique character is derived, in part, from the buildings in adjacent Northeast Waterfront Historic District which were developed to serve maritime activities from the 1850’s to the first half of this century. The handsome brick (pre-1906) and concrete (post 1906) buildings which remain today vary in height from approximately 6 stories (at the foot of Telegraph Hill) to a maximum of four stories (at The Embarcadero), and are used for office and other commercial uses. Common building characteristics in this historic area include large building bulk, minimal architectural detailing, and repeated use of vertically-shaped window and door openings. New mid- to high-rise multi-unit housing also has been developed at the north end of this area on non-Port property.

Pier 7, the public access pier and open water basin located at the foot of Broadway, currently is the most prominent open space in the area. Pier 7 and its marginal wharf will remain the principle public access for the foot of Broadway area. Significant public access also occurs along the Embarcadero Promenade. Views of the Bay and maritime activities are provided between many bulkhead buildings. However, between Piers 29-35, public access and Bay views are limited by historic bulkhead/connector buildings.

Waterfront Land Use Plan Objectives:
The Waterfront Plan acknowledges that this former maritime and industrial district has evolved into a new urban neighborhood. However, Piers 15-17, and 19-23 are designated “Transitional Maritime” facilities in the Plan to reflect their continued use for industrial cargo warehouse and cargo support operations. If it is determined that these facilities no longer are needed for cargo-related activities, the Waterfront Plan encourages reuse of these piers. Any new, mixed-use pier developments will include commercial recreation activities along with excursion boats, cruise ships, or other maritime uses, and major increases in public access. New development on adjacent inland sites will complement the area’s evolving mixed-use residential and commercial neighborhood.
Summary of Design & Access Objectives:
The objectives ensure that, as the land use evolution continues, new development is compatible with existing historic resources and enhances the historic and maritime character of the area. Toward this end, bulkhead buildings and pier sheds at Piers 9, 15, 19, 23 (partial shed), 29, 31, and 35, and Pier 29 and 33 connector buildings will be retained and reused. Their inclusion within the planned National Register Historic District will promote national recognition of the quality of these historic resources and enhance their potential for adaptive reuse.

Development on the waterside of The Embarcadero should reflect its unique waterfront location with building forms and detailing expressing the maritime and industrial character of the area. New development projects on seawall lots should continue the architectural character established by the adjacent Northeast Waterfront Historic District. Buildings fronting The Embarcadero should express the boldness and grandeur of The Embarcadero through strong building forms and details that accentuate the curve of the roadway. The Port will construct a major plaza at Pier 27 to provide a gathering place and open space amenity within this area.

Existing waterfront views between bulkhead buildings will be preserved. The Port will create an Open Water Basin between Piers 19 and 27 by removing a portion of the Pier 23 shed, maintain the Open Water Basin between Piers 3 and 9, and remove approximately 37,000 square feet of the “valley” and create a new view corridor between Piers 15 and 17. In addition, the Port will create at least two new view openings through or between the historic bulkhead/connector buildings between Piers 29-35. At least one of these openings will be through the Pier 33 1/2 historic connector building. Street views of the Bay, historic buildings, or waterfront architecture will be preserved or created from North Point, Bay, Chestnut, Green, Sansome Streets and Broadway.
**Design Criteria**

**BULKHEAD SITES 35 - 9**

The historic bulkhead and connector buildings will be retained and reused to reinforce the edge of The Embarcadero Promenade and to frame open spaces and views of the Bay and maritime activities.

**Site**

**HISTORIC PRESERVATION:** Retain and reuse Bulkhead buildings and pier sheds at Piers 9, 15, 19, 23 (partial shed), 29, 31, and 35, and pier connector buildings 29 and 33.

**MASSING -- Views:** Preserve existing views of the Bay and maritime uses between bulkhead buildings at Pier 9 and 15, 17 and 19, and 31 and 33. Create additional views to the Bay through an opening in the Pier 33 1/2 connector building; through an additional bulkhead building opening between Piers 29 and 35; and between or within other bulkhead and connector buildings per the "View Interval" policy in Chapter 3.

**VIEWS:** Preserve or create views of historic bulkhead buildings or architecture with a waterfront identify from North Point, Bay, Chestnut, Green and Sansome Streets.

**Site (Continued)**

**ENTRY -- Central Arch:** Utilize arched entries of existing bulkhead buildings for access to major pier or bulkhead uses. For new development, consider use of an over-sized central entrance for main uses.

**ENTRY -- Bulkhead Sides:** To provide activity on marginal wharves, consider opening side of bulkhead buildings, consistent with historic character of structures and scale, size, and detailing of other openings.

**EDGE -- Embarcadero:** Where replaced, structures should be located to form an edge to the Embarcadero Promenade. Building facades facing The Embarcadero should reinforce the large scale of the street with bold forms, deep recessed openings, and strong detailing (with form and detailing exceptions for maritime buildings.)

**Architectural Details**

**CHARACTER -- Historic:** Modifications should preserve the historic character defining elements of historic buildings.

**CHARACTER -- Waterside:** Improvements and openings on the waterside of bulkhead buildings should have simple and regular forms, use materials compatible with pier improvements, and not detract from character defining elements of historic buildings.

**COLOR:** Color of structures should be primarily light in tone.
The City’s passenger cruise terminal is located at Pier 35. New development should acknowledge the finger pier form and industrial character of the area, while also providing new views to the Bay and public access through the historic bulkhead and connector buildings.

**Site**

**OPEN SPACE-PIER 35**: Create a large, two-level public access area at the pier end with indoor and outdoor areas, which incorporates portions of the existing second level passenger gallery.

**OPEN SPACE-PIER 311/2**: Create a public access area within the pier which maintains a view corridor between the Pier 31 and 33 bulkhead buildings to the Bay.

**Site (continued)**

**HISTORIC PRESERVATION**: Retain and reuse Piers 31, 33 and 35.

**VIEWS**: Preserve views of bulkhead buildings and Pier 35 from North Point and Bay Streets.

**Architectural Details**

**CHARACTER -- New Development**: Where adaptive reuse is not feasible, design new development so that it does not visually compete with historic bulkhead buildings. Locate strong architectural forms at an appropriate distance from historic bulkheads.

**TRANSPARENCY**: Maximize transparency of pier edges facing adjacent open spaces, to the extent compatible with maritime uses.

**PUBLIC EDGE**: Continue architectural treatment of public access edge improvements along East Wharf Park onto Pier 35 to the extent compatible with maritime uses.
**Design Criteria**

**PIERS 29 - 15**

**Site**

**HISTORIC PRESERVATION:** Retain and reuse Piers 15, 17, 19, 23 (partial), 29 and the Beltline Railroad Office Annex. Expose the corners of the Pier 19 and 23 bulkhead buildings by recessing the Embarcadero facade of the connector building.

**VIEWS:** Keep Green, Lombard and Chestnut Streets free of obstructions to preserve views of historic buildings or future architecture with waterfront identity. Remove about 315 feet from the east end of the Pier 23 shed, and remove approximately 37,000 square feet of the valley and create a new view corridor between Piers 15 and 17.

**Orientation**

**ORIENTATION -- Pier 27:** New development on Pier 27 should be oriented towards The Embarcadero and a planned large public open space at the base of Pier 27. Main vehicular access and service should be in the interior of the pier or along the north edge and designed to minimize impacts on public access.

**Architectural Details**

**CHARACTER -- New Development:** Where adaptive reuse is not feasible, design new development so that it does not visually compete with historic bulkhead buildings. Locate strong architectural forms at an appropriate distance from historic bulkheads.

**TRANSPARENCY:** Maximize transparency of pier edges that face adjacent open spaces, where compatible with maritime uses and consistent with the architectural character of pier sheds.

**PUBLIC EDGE:** Coordinate architectural treatment of public access edge improvements with those of adjacent major open spaces.
Northeast Waterfront

**Design Criteria**

**NORTHEAST WHARF**

**SITE**

**Open Water Basin:** Maintain open water as close to the Embarcadero Promenade as possible. Create the Northeast Wharf Open Water Basin between Piers 19 and 27.

**EDGE -- Seawall:** Architecturally acknowledge the location of the seawall, and the distinction between being over land and being over water. Encourage recreational boating and transient tie-ups.

**Architectural Details**

**TRANSPARENCY:** Avoid blank ground floor walls by providing views into and through the ground floor of buildings consistent with the architectural character of the pier structures.

**NORTHEAST WHARF OPEN WATER BASIN**

**NOTE:** The Port will develop a major public open space, “Northeast Wharf”, at Pier 27. The BCDC SAP includes policies for the Northeast Wharf plaza that also should be met.

**Architectural Details (Continued)**

**PUBLIC EDGE:** To emphasize access to public areas on adjacent piers, extend and coordinate treatment of edge improvements with adjacent pier edges.

**SERVICE**

**TRASH ENCLOSURE:** Screen trash facilities from public view with fences or other lockable enclosures.

**SITE COVERAGE:** Create a new approximately two-acre plaza from the north edge of Pier 23 through the southern portion of Pier 27 to the Embarcadero/Lombard Street intersection. Remove about 56,000 square feet of the Pier 27 shed and the Pier 27 Annex office building to expand views of the Bay. Provide open space around the Beltline Railroad Office Annex if it remains in its present location, and maintain unobstructed views from the Annex across the plaza to the Bay. Maintain 85% of the site, including the Lombard Street corridor, free of floor area structures. Adjacent commercial uses may spill out onto the open space to activate the area.

**ORIENTATION -- Lombard Street:** Acknowledge the terminus of Lombard Street with a framed view of the Bay, or with an architectural or sculptural feature.
**Design Criteria**  
**PIERS 9 AND 7**

Pier 7 is a 900-foot public access pier. Pier 9 is the permanent home of the San Francisco Bay Bar Pilots and a variety of short-term office and warehouse uses.

**Site**  
**HISTORIC PRESERVATION:** Retain and reuse Pier 9.

**OPEN WATER BASIN:** Maintain Pier 7 as the dominant pier form within the Broadway Open Water Basin, by preserving existing open water area on either side of the pier between Piers 3 and 9, and by maintaining the existing 450 linear feet of Bay interface with The Embarcadero between the Pier 5 and 9 bulkhead buildings (with allowance for the existing restaurant and its approved increase in dining, and public access on Pier 7 1/2). Allow berthing of operational vessels at adjacent piers, consistent with BCDC SAP Open Water Basin policies.

**Site (Continued)**

**VIEWS:** Maintain Bay views at the end of Broadway. Frame Pier 7 view with buildings on bulkhead sites.

**OPEN SPACE--Marginal Wharf:**
Allow adjacent commercial uses to spill out onto the Pier 7 marginal wharf to activate the area.

**Orientation**

**CHARACTER--New Development:**
Where adaptive reuse is not feasible, design new development so as not to compete visually with historic bulkhead buildings. Locate strong architectural forms at an appropriate distance from historic bulkheads. Emphasize linearity of pier with rhythm of doors, windows, perimeter lighting, and/or other features.

**TRANSPARENCY:**
Maximize transparency of pier edges facing Pier 7, consistent with the architectural character of the pier shed structure.
**Design Criteria**

**SEAWALL LOTS 314 - 317**

Four seawall lots front The Embarcadero at the northern edge of the Northeast Waterfront subarea. New development on these sites should continue the scale and character of the adjacent neighborhood and provide a strong edge to The Embarcadero.

**Site**

**MASSING:** Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/2 block intervals (minimum) by varying building form (e.g. changes in height, setbacks, roof form).

**MASSING:** Any required residential open space should be located within project interior.

**MASSING -- SWL 314:** Building(s) should extend to the sidewalk edge along The Embarcadero to emphasize relationship to bulkhead buildings across the street and the site’s role as a gateway to Fisherman’s Wharf.

**Orientation**

**ENTRY -- Embarcadero:** Primary uses and pedestrian entrances should be oriented towards The Embarcadero with a clear expression of pedestrian entrances, e.g. recessed bays, awnings or other architectural treatment.

**Architectural Details**

**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.

**CHARACTER -- Embarcadero:** Building facades facing The Embarcadero should reinforce the large scale of the street with bold forms, deep recessed building openings, and strong detailing.

**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor of buildings.

**CHARACTER:** Use materials, style, and detailing to complement the architectural character of the adjacent Northeast Waterfront Historic District.

**Service**

**SERVICE:** Avoid service, parking and auto-court entries from the Embarcadero.
Design Criteria
SEAWALL LOTS 318 - 322

The architectural form and character of new development on these seawall lots should be compatible with the Northeast Waterfront Historic District.

Site
HISTORIC PRESERVATION: Preserve the Beltline Railroad Roundhouse, consistent with the Secretary of Interior’s Standards.

MASSING: Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/2 block intervals (minimum) by varying building form (e.g. changes in height, setbacks, roof forms).

MASSING: Any required residential open space should be located within project interior.

Orientation
ENTRY -- Embarcadero: Primary uses and pedestrian entrances should be oriented toward The Embarcadero with a clear expression of pedestrian entrances. (e.g. recessed bays, awnings or other architectural treatment.)

MASSING -- SWL 314: Building(s) should extend to the sidewalk edge along The Embarcadero to emphasize relationship to bulkhead buildings across the street and the site’s role as a gateway to Fisherman’s Wharf.

Architectural Details
ARTICULATION: Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.

CHARACTER -- Embarcadero: Building facades facing The Embarcadero should reinforce the large scale of the street with bold forms, deep recessed building openings, and strong detailing.

CHARACTER: Use materials, style, and detailing to complement the architectural character of the adjacent Northeast Waterfront Historic District.

TRANSPARENCY: Avoid blank ground floor walls by providing views into the ground floor of buildings.

Service
SERVICE: Avoid service, parking, and auto-court entries from The Embarcadero.
Seawall Lot 322i is located inland from the waterfront, on the corner of Front Street and Broadway. The architectural form and character of new development should be compatible with the Northeast Waterfront Historic District.

**Site**

**MASSING:** Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/2 block intervals (minimum) by varying building form (e.g. changes in height, setbacks, roof forms).

**MASSING:** Any required residential open space should be located within project interior.

**Orientation**

**ENTRY:** Primary uses and pedestrian entrances should be oriented toward Broadway and Front Street with a clear expression of pedestrian entrances. (e.g. recessed bays, awnings or other architectural treatment.)

**Architectural Details**

**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.

**TRANSPARENCY:** Avoid blank ground floor walls by providing views into the ground floor of buildings.

**CHARACTER:** Use materials, style, and detailing that complement the architectural character of the adjacent Northeast Waterfront Historic District.

**Service**

**SERVICE:** Avoid service, parking, and auto-court entries from Broadway.
**Design Criteria**

**SEAWALL LOTS 323 & 324**

Seawall Lots 323 and 324 form the corner entry to Broadway Street at The Embarcadero.

**Site**

**MASSING**: Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/2 block intervals (minimum) by varying building form (e.g. changes in height, setbacks, roof form). Maintain view of the Pier 9 bulkhead building from Vallejo Street to the extent feasible.

**HEIGHT**: Use building height at or near the sidewalk edge to emphasize the corner of Broadway and The Embarcadero. North of this edge feature, step height down to 40 feet along The Embarcadero frontage. Allow increased building height along the Broadway frontage and in the interior of the site.

**MASSING--Build to the Sidewalk**: Building(s) should extend to the sidewalk along The Embarcadero and Broadway for at least 75% of street frontage to emphasize the relationship to the bulkheads and the site's role as a gateway to Broadway.

**Orientation**

**ENTRY**: Orient primary uses and pedestrian entrances toward Broadway and The Embarcadero by providing a clear expression of pedestrian entrances. (e.g. recessed bays, awnings or other architectural treatment.)

**Architectural Details**

**ARTICULATION**: Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.

**CHARACTER -- Embarcadero**: Building facades facing The Embarcadero should reinforce the large scale of the street with bold forms, deep recessed building openings, and strong detailing.

**TRANSPARENCY**: Avoid blank ground floor walls by providing views into the ground floor of buildings.

**CHARACTER**: Use materials, style, and detailing that complement the architectural character of the adjacent Northeast Waterfront Historic District.

**Service**

**SERVICE**: Avoid service, parking, and auto-court entries from The Embarcadero and Broadway.