



PORT OF SAN FRANCISCO WATERFRONT PLAN UPDATE



06/22/2018

Summary of Part 3 Walkshops & Workshops
Next Steps for Waterfront Plan Update



June 22, 2018

TO: Members, Waterfront Plan Working Group
Members, Waterfront Plan Advisory Teams
Interested Citizens and Agency Partners

FROM: Diane Oshima, Planning & Environment Deputy Director
Carol Bach, David Beaupre, Brad Benson, Anne Cook, and
Kari Kilstrom, Waterfront Plan Update Team

RE: Report on the Summary and Conclusions of the Waterfront Plan Update
Part 3 Process and Next Steps

INTRODUCTION

The public process to update the Port of San Francisco Waterfront Land Use Plan (Waterfront Plan Update) was initiated in late 2015 and, since then, has been led by the 32-member Waterfront Plan Working Group (Working Group), supported by seven Waterfront Plan Advisory Teams. The Port developed a three-part public process to consider a broad range of Port needs and policy issues to be addressed in the Waterfront Plan Update. Part 1 of the process consisted of public meetings that provided an extensive orientation about the Port. During Part 2, the Working Group broke into three subcommittees and held 24 public meetings to develop Land Use, Transportation, and Resilience policy guidance recommendations to guide draft amendments to update the Waterfront Plan (Part 2 Recommendations). The full Working Group accepted all of the 161 Part 2 Recommendations in December 2017.¹

¹ Details regarding the extensive work completed by the Land Use, Transportation and Resilience Subcommittees, and public meeting deliberations by the full Waterfront Plan Working Group to produce Port-wide recommendations for the Waterfront Plan Update are described in: [Part 2 Working Group Recommendations Report](#) and [February 23, 2018](#) Port Commission staff report

This report summarizes the series of walking tours and public open house workshops conducted by Port and San Francisco Planning Department (SF Planning) staff to complete Part 3 of the Waterfront Plan Update public process (Part 3).² As described further, the focus of Part 3 was to educate the public about key recommendations developed during Part 2, The Embarcadero public realm, and Pier 30-32 and Seawall Lot 330 in the South Beach waterfront. Many of the conversations and public comments from these gatherings reinforced direction provided from the Working Group, and advanced public understanding about the Port and the Waterfront Plan. The Working Group Co-Chairs and Port staff agree that the information and comments generated in Part 3 do not contradict the Part 2 Recommendations; nevertheless, members of the Working Group and the public are welcome to provide further comments on this report before Port staff presents the Part 3 Report to the Port Commission later this summer.

In addition to the discussion of Part 3, this report describes the next steps for the Waterfront Plan Update process, including staff preparation of draft Waterfront Plan amendments, interagency coordination, the public review and approval process, and related Port efforts. Continued public engagement is important to ensure that the Waterfront Plan Update reflects the recommendations and direction developed through the public process to date.



PART 3 OF THE WATERFRONT PLAN UPDATE

Part 3 was designed to educate and build public understanding of how the Working Group’s Guiding Principles and Part 2 Recommendations will guide updates to the Waterfront Plan’s policies for the use and improvement of Port lands and facilities. Port staff partnered with SF Planning to lead public “walkshop” walking tours in the Ferry Building/Northeast and South Beach areas, and open house workshops which focused on two distinct but interrelated topics:

- How Waterfront Plan urban design, open space and public access policies will be updated to incorporate “public realm” policies for The Embarcadero; and
- How Waterfront Plan objectives for the South Beach and Northeast Waterfront subareas will be updated consistent with The Embarcadero public realm policies and Part 2 recommendations for Embarcadero Historic District piers and seawall lots.

² Information and materials provided in the public walkshops and public open house meetings are publicly available at www.sfport.com/waterfront-plan-update

Part 3 focused on the Ferry Building/Northeast and South Beach waterfront subareas because they contain the majority of the remaining vacant or unimproved finger piers in the Embarcadero Historic District that were identified by the Working Group as a priority for historic rehabilitation and improvement. The Part 3 public meetings also included a workshop to address the unique challenges and opportunities of Piers 30-32, one of the few Port piers not included in the Embarcadero Historic District, and Seawall Lot 330 located in the South Beach waterfront. The Part 3 workshops and workshops took place on the dates listed below, were publicly noticed and open to the public, and included the support and participation of several Working Group and Advisory Team members.

- Wednesday, April 11, 5pm - 7pm: South Beach Walkshop
- Saturday, April 14, 10am – 12 noon: Ferry Building/Northeast Waterfront Walkshop
- Tuesday, April 17th, 6pm-8pm: The Embarcadero Public Realm Open House Workshop
- Wednesday, May 2, 6pm - 8pm: Pier 30-32 and SWL 330 Public Workshop

Port staff would like to deeply thank Working Group and Advisory Team members for the considerable time and attention they devoted to developing the Part 2 Recommendations and supporting the Part 3 walkshop and workshop discussions. The Part 3 public conversations allowed Port staff to share and test the Working Group's Part 2 Recommendations with more members of the public, many of whom were new to the Waterfront Plan Update process, and to receive their comments, ideas, and insights.

The research, preparation and documents produced for Part 3 could not have been successfully completed without the excellent collaboration and support from SF Planning. A Port staff goal for the Waterfront Plan Update process, and one that the Working Group's Part 2 Recommendations consistently support, is that we continue to grow working relationships with City, regional, state, and other partners to ensure the Port waterfront best serves and is supported by all, and that we are working towards common, publicly-supported goals. Special thanks to Anne Brask, Robin Abad, and Neil Hrushowy of SF Planning for their expertise and insights to ensure that City and Port land use, urban design, and public realm policies will be aligned and compatible when the Waterfront Plan Update is complete.

PUBLIC WALKSHOPS

For both the South Beach and Ferry Building/Northeast public walkshops, Port and SF Planning staff produced maps and handout materials that described the characteristics of The Embarcadero waterfront, and uses, issues and neighborhood features specific to each of the two areas, which were also pointed out during the walking tours. The [handout materials](#), posted on the Port's website, included:

- Existing Waterfront Plan objectives for the Ferry Building/Northeast and South Beach areas;
- Key focus issues and ideas from Part 2 of the public planning process;

- Information about The Embarcadero Public Realm, which is the network of shared public parks, open spaces, design, and transportation elements and functions that connect and support the Port’s maritime and non-maritime pier facilities, and the neighborhoods and districts that front The Embarcadero.

Key Focus Issues

Port and SF Planning staff led the workshops, answered questions, and provided information on key focus issues addressed in the Part 2 Recommendations, summarized below. The interactive discussions encouraged comments and ideas about uses, activities, transportation improvements, and amenities that would enhance or improve public enjoyment and use of the waterfront.

- Embarcadero Historic District – Identified unimproved Historic District bulkhead and pier facilities that need seismic retrofit and rehabilitation, and described the new Public Trust Objective Framework strategy, developed by the Working Group and set forth in the Part 2 Recommendations, to promote financially viable leases that include public-oriented and maritime uses.
- Maritime and Harbor Operations – Identified the Port’s unique maritime and water-dependent industries and activities, and described Part 2 Recommendations about balancing maritime berthing and public access needs.
- Waterfront Parks and Open Space – Described the Port’s water-side and city-side network of parks and public access, and solicited feedback and ideas about how to activate and expand recreational use and enjoyment, as promoted in Part 2 Recommendations for Open Space. Described the Port’s desire to create a new civic public plaza on the Bay side of the Ferry Building (location of Saturday Farmer’s Market) to complete the necklace of parks along The Embarcadero waterfront.
- Development Sites - In addition to The Embarcadero Historic District pier facilities, discussed Part 2 Recommendations for Port Seawall Lot uses and design that complement neighborhood character, activate the ground floor and pedestrian environment, and generate Port revenue. The South Beach tour included a discussion about Piers 30-32, which is not part of the Embarcadero Historic District.
- Transportation Needs – Described needs for improved public transit service in line with the City’s Transit First Policy; safer bicycle and pedestrian crossing and circulation; prioritization of seawall lot parking lots for waterfront visitor parking; and discouraging commuter parking and advancing Transportation Demand Management policies. SF Planning also described how City “Complete Street” principles could be applied to further improve The Embarcadero.

Public Comments



Attachment A provides a record of public comments received during the walkshop tours and in follow up emails. The vast majority of comments reinforced the values and objectives expressed in the Working Group’s Part 2 Recommendations. There is strong appreciation of and public support for retaining maritime uses and views along The Embarcadero because they are character-defining features of San Francisco’s historic waterfront. There is also strong support for expanding the range of recreational uses and amenities in Port parks and open spaces,

including playground equipment, events like SF Symphony performances at Pier 27, public restrooms, signage or features to attract people to public access areas along the edges and to the ends of piers, and improvements to pocket parks and landscaped spaces on the quieter, west side of The Embarcadero. Some comments called for more and a greater variety of places to eat and drink, including as part of a new plaza behind the Ferry Building. Another point of view was expressed by a commenter who was opposed to more restaurants and expensive food.

Several comments focused on transportation improvements, including suggestions for additional pedestrian crossings and signal timing changes. One commenter expressed support for bicycling along The Embarcadero Promenade because of safety concerns created by vehicles and fast bicyclists in the roadway bike lanes.

EMBARCADERO PUBLIC REALM OPEN HOUSE WORKSHOP

Over the last 15 years, the Port, San Francisco Bay Conservation and Development Commission (BCDC), SF Planning, and the San Francisco Municipal Transportation Agency (SFMTA) have developed planning and design criteria to improve or enhance the “public realm”. SF Planning defines the public realm as the setting for civic life comprised of the network and relationship of streets, parks, open spaces, and the buildings that frame them. Along The Embarcadero, the public realm also includes public access, plazas, and pier aprons.



The Waterfront Plan includes Waterfront Design & Access goals and policies which have guided development of the Port's waterfront parks and open space system and historic preservation and urban design improvements. As part of the Waterfront Plan Update, these policies will be amended to incorporate and align with current City and BCDC public realm and public access principles and policies, including San Francisco's Better Streets and Vision Zero plans, and recommendations from a prior BCDC/Port Working Group planning effort in 2015. Port and SF Planning staff researched and inventoried the various city and agency plan policies that provide applicable guidance for street, open space, urban design and public realm improvements along the waterfront; they will help inform the Waterfront Plan amendments.³

Many of the Working Group's Part 2 Recommendations reinforce public realm principles and city policy objectives, and were presented at the April 18th Embarcadero Public Realm Workshop in a series of [wall panels](#) which are posted on the Port's website. The wall panels distilled and presented for public review and comment the large body of City and BCDC public realm work, along with the Working Group's recommendations, which were organized into four categories:

- *Diversity of Activities* – Provide activities that draw the widest range of users to the waterfront; Complement neighborhood character and provide transitions between City-side and water-side areas; Improve the public and pedestrian experience.
- *Urban Waterfront Character & Experience* – Preserve and enhance the Embarcadero Historic District pier facilities; On the City-side, guide infill development that enhances neighborhood character and provides a transition from the City to the Bay; Protect and expand the Port's diverse maritime industries; Create interpretive signage and displays that highlight points of interest, maritime history, public views, and the Bay ecology; Improve wayfinding systems that draw the public out onto piers and increase use and enjoyment of the waterfront.
- *Open Space & Public Access* – Activate waterfront parks with more recreational uses and activities that serve a wider range of users; Provide continuous public access along the water, where compatible with maritime operations; Provide more restroom, furnishings, and food concession amenities; Expand locations for water recreation, including recreational fishing; Create more resting spots along the west side of The Embarcadero; Support habitat and environmental enhancements.
- *Complete Streets & Transportation* - Along The Embarcadero, orient west-side improvements to enhance upland neighborhoods and districts, and east-side improvements to the needs of Port businesses, visitors and recreational users; Promote sustainable, multi-modal transportation and Transportation Demand Management

³ Insert link to Table of public realm plans and policies

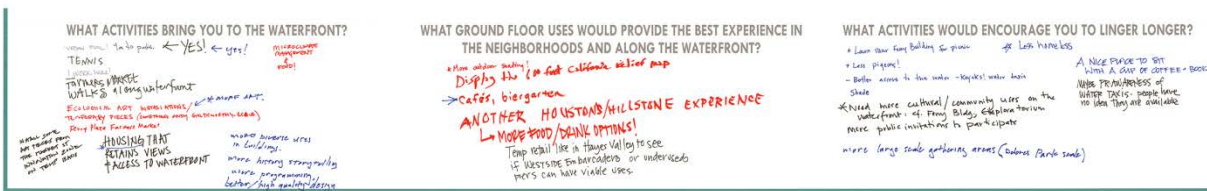
policies; Improve neighborhood, pedestrian and transit pathways and connections across The Embarcadero; Improve pedestrian, bicycle and transit passenger safety; Improve curb management for Port tenant and visitor parking, passenger drop-off, delivery and service vehicles; Incorporate green infrastructure and sustainable construction and operations in public realm improvements.

The Embarcadero Public Realm Workshop was set up with four stations, one for each of the categories discussed above. Staff from the Port, SF Planning and SFMTA facilitated public discussions and answered questions at each station to educate participants about public realm functions and features and the Working Group's Part 2 Recommendations. Attendees also were encouraged to share their comments and ideas about activities and improvements. *Port staff is very grateful and would like to thank Working Group member Jane Connors for hosting the workshop at the Ferry Building, a grand space apropos for the topic of the evening.*

Public Comments

Attachment B provides a record of the comments collected at each of the Workshop stations. Many comments and ideas highlighted the desire for a more diverse range of activities for the public, including recreational uses on and off the water (e.g. floating swimming pools, playgrounds, Piers 30-32 destination sport/recreation park, kayak and water taxi access, ground floor activation uses including food and drink options, a biergarten, pop-up retail businesses and temporary installations, arts and music, museum and cultural uses). Other comments focused on improved amenities, wayfinding signage, and art and other installations that would enhance the public's experience while strolling along The Embarcadero Promenade, and similar features to attract people out onto the piers. Further examples include wayfinding improvements that tell stories about the waterfront, its history, and other features that would increase public interest and public space experiences. The comments also included suggestions for improvements to open spaces, particularly Harry Bridges Plaza in front of the Ferry Building, and numerous concerns and suggestions for bicycle access and facilities that would improve public safety for cyclists and pedestrians, additional and improved pedestrian crossings of The Embarcadero, and increased Muni and ferry service and facilities to relieve traffic congestion.





PIERS 30-32 & SEAWALL LOT 330 OPEN HOUSE WORKSHOP

On May 2nd, Port staff hosted an Open House Workshop focused on Pier 30-32 and Seawall Lot (SWL) 330. At 13 acres, Pier 30-32 is the Port's largest undeveloped pile-supported pier north of China Basin. Due to a 1984 fire which burned down the historic shed structures, Pier 30-32 is also one of the few northern waterfront piers not included in the Embarcadero Historic District. Thus, the Working Group's Part 2 recommendations for Embarcadero Historic District facilities would not apply to Pier 30-32. The workshop was therefore designed to elicit public input about different options and approaches for improvement of this unique site. The Port staff presentation and workshop information described Pier 30-32's structural condition and cost considerations, which pose unique challenges for improvement of this facility.



Background

In June 2016, Port staff presented a Port Commission staff report and analysis of existing conditions and possible future options for Pier 30-32, including a discussion of implications for Seawall Lot 330.⁴ This analysis provided the foundation for the May 2nd public workshop. At the workshop, staff provided information about the land use and development history of both Pier 30-32 and SWL 330, and solicited public comments and ideas about possible approaches and options for site improvements going forward.

The Waterfront Plan currently identifies Pier 30-32 and SWL 330 as a Mixed Use Development Opportunity Site, and characterizes Pier 30-32 as a facility that is in good structural condition. Since the 1997 Waterfront Plan was adopted, the Port has learned from unsuccessful

⁴ Link to June 2016 [Piers 30-32/SWL 330 Port Commission staff report](#).

development attempts that, in fact, Pier 30-32 is in deteriorating structural condition. The level of structural and seismic improvement work necessary to support public use of the facility is significant, triggering complex regulatory and permitting requirements that further increase development cost and risk. To reduce such uncertainty, past project sponsors sought State legislation to define a framework and conditions for creating a public trust-consistent project. However, even with State legislation, the financial feasibility and entitlement approval process for Pier 30-32 development has proven very challenging, frustrating each development effort to date.

Going forward, in addition to navigating these requirements, development proposals will also need to incorporate sea level rise adaptation and seismic improvement of the adjoining seawall. Based on past experience and as emphasized in the Part 2 Recommendations, any development project will require a robust public process to obtain public support and regulatory approvals. Working Group Part 2 Recommendations include measures to improve and strengthen community engagement and public process, including a process for sole source development projects, if applicable. In addition, any proposal that increases building heights above Pier 30-32's existing 40 foot height limit would require approval by San Francisco voters, consistent with Proposition B (2015) height limit restrictions on Port property.

Pier 30-32 – Possible Uses

In light of these complex conditions and requirements, it may not be possible to improve Pier 30-32 as a single development project. Improvements instead could occur incrementally or in phases over time. The Pier 30-32 Workshop therefore invited public comments and ideas on different types of concepts and uses which were developed by staff for discussion purposes only and are described below. Any future development concepts for Pier 30-32 could include some or all of these possibilities.

- Existing Uses - Pier 30-32 has provided an important and valuable berth for deep-water vessels along the east face of the pier, where dredging is not necessary. The pier also provides one of the last large parking lots in the area, providing general and waterfront visitor parking, including for ballgames and events at AT&T Park. The pier also has been used for temporary special events and seasonal uses, including Delancey Street Holiday Tree sales. Existing uses generate \$903,000 in annual revenues to the Port, however increasing structural deterioration has reduced the pier's load carrying capacity and use intensity, and this trend is expected to continue over time. Targeted capital repairs have enabled continuation of these existing uses, but Piers 30-32 is expected to be restricted in 10 years, and is unlikely to be usable beyond 20-25 years.
- Public Trust Uses – Maritime, public access, and open space are core public trust uses. The workshop included a conceptual layout of a new deep-water berth, a marina, and a new public park space within the Piers 30-32 footprint. Floating and pile-supported structures were considered, with an estimated cost range of \$55 million to \$200 million

(2015 cost). Even if combined with visitor-oriented retail or event facility use, a development program with only public trust uses is not financially feasible in the absence of significant public subsidy or other funding sources.

- Pier Removal – Given its deteriorated condition and high cost of improvement, removal of some or all of Pier 30-32 has been suggested as an option. The estimated cost for full pier removal was over \$40 million in 2015.
- A Big Idea – Pier 30-32's one-of-a-kind location offers a unique opportunity for distinctive architecture and activity next to Brannan Street Wharf. However, the financial feasibility challenges may limit interest to entities with a "Big Idea", for which location matters more than cost. This would likely require an experienced development partner to obtain State legislation to authorize the development program, with the patience and resources needed to navigate the complicated Federal, State and City regulatory approval process.

Seawall Lot 330

SWL 330 is a 2.2 acre parking lot across The Embarcadero from Pier 30-32, which generates almost \$700,000 in annual revenues. SB815, approved by the State Legislature in 2007, lifted the trust use restriction from SWL 330 to allow development of non-trust residential, office, and commercial uses that complement the land use character of the South Beach neighborhood, and generate revenue for historic rehabilitation, public access, and other Port capital improvements along the shoreline.



In the past, the Port has offered development of some or all of SWL 330 for mixed use development to help subsidize the costs of rehabilitating Pier 30-32. However, past development projects have shown that, even with such subsidy, the high costs of Pier 30-32 yield a negative land value. The Port's capital needs associated with strengthening and protecting waterfront historic resources and the Seawall are so significant that Port staff has recommended that the value of SWL 330, and associated tax increment, be reserved for high priority Port capital needs that score well under the Port Commission's adopted capital planning criteria.

The Working Group Recommendations for improving SWL use and development would apply to SWL 330. They include: Complement the character of surrounding neighborhoods; Provide a pleasing transition from the City-side to the Bay and ground floor activation to enhance the pedestrian environment; and Generate revenues for Port capital improvements. The Pier 30-32 Workshop included information about current zoning, building height and bulk limits that

apply to SWL 330. Like for Pier 30-32, any proposal to increase the building height of SWL 330 (the current height limit is 105 feet) would require SF voter approval pursuant to Proposition B.

Comments

Attachment C provides a record of the comments received at the Piers 30-32 and SWL 330 Workshop. The comments address general improvements for South Beach area, improvements for SWL 330, Pier 30-32 existing uses, and ideas about public trust uses, pier removal, and “Big Ideas”. Port staff observed that the comments and interactive exchange between neighbors, citizens, Working Group and Advisory Team members, and staff advanced public understanding of the work and recommendations produced during the Waterfront Plan Update process and the issues and needs associated with future reuse of Pier 30-32 and SWL 330.

General comments pertaining to the South Beach neighborhood included suggestions for improvement of sidewalks and public spaces, traffic mitigation and egress to/from The Embarcadero, and consistency with other adopted plans, including Rincon Hill, Better Streets, and Eastern Neighborhoods Plan. Suggestions for SWL 330 ideas included residential or hotel uses, which would be consistent with the Working Group’s SWL recommendations. Several comments focused on the design of future development on SWL 330, which would have to be reviewed against existing City Planning Code and urban design criteria.

Comments for Pier 30-32 covered a wide range of topics. Regarding current uses on Pier 30-32, comments called for more security to prevent current illegal car sideshows, which are noise and air quality nuisances, and the need to plan for improvements given the short time horizon for continuation of existing uses. Regarding public trust uses, several comments support retention or continuation of ship berthing, as well as new marina and public access improvements. Comments regarding pier removal ranged from demolishing the entire pier to retaining the center section built in 1950, which could be used for new development with ship berth and/or marina or other public trust uses. Another comment suggested that the pier should not be removed before consideration of whether a portion of the site could be reused to support a public “Big Idea”. Other commenters expressed concern that decoupling SWL 330 from Piers 30-32 would render pier redevelopment infeasible, and that perhaps pier removal costs could be bundled with seawall bonds.

There were many different ideas about new development and “Big Ideas”: Open space and multi-use sports, playground and water-oriented recreational uses; Coordinate pier redevelopment with regional transportation planning for a potential second Transbay Tube and transit stop at SWL 330; Restaurants and pop-up activities; Hotel; Museum; Multi-vendor fish market; and Design with an outdoor ambience. Several commenters called for low-scale development consistent with the 40 foot height limit. Comments also included various funding ideas, including: seek general obligation park bond; do not rely on seawall improvements to fund pier; seek new state funding legislation.

Ideas & Options for Piers 30-32: A "Big Idea"?

Piers 30-32's location offers a unique opportunity for distinctive architecture and activity next to Brannan Street Wharf. But the financial feasibility challenges may limit interest to entities with a "Big Idea" that value this location more than the cost and time required for development. The examples below provide food for thought about how Piers 30-32 could provide an opportunity for a unique project to improve this part of the waterfront.

Any development proposal will likely require State Legislation, as well as require Port Commission and community review and comment, and multiple regulatory approvals. The Waterfront Plan Working Group has recommended updated new public process procedures to guide public comment and input in the project approval process.

What do you think about a "Big Idea" opportunity for Piers 30-32?



Mixed-Uses, Red Hook Point, Brooklyn, New York City



Lucerne Culture and Congress Centre, Switzerland



Pier 45, New York City



Oslo Opera House, Norway

- Study further w/ potential 2nd Treasury Title, landing/Recreational greenscape like Pier 45 NYC. *transit stop @ the pier*
- (No buildings or structures)
- Maximize potential w/ Pier 45, require users of cultural center.
- Lots of open green space (recreational use, green w/ dog-friendly features for kids).
- Recreational (e.g. children development), restaurant.
- Think tough to maintain that space so it doesn't under a wall/structure.
- More to open up possible in doing the water view & dog activities.
- Not "better" at this location - should be further south of wall/park.
- Recreation for public use like being walking path (connect to Pier 45).
- More dog park/walkway area. Pier 45 (think this is a good option).
- Minimize structure. Shift it right so as not to impact buildings.
- No other structures like sculpture/green/infrastructure is already in neighborhood.
- Also large (and) structures and pier.
- Low height / no tall buildings / structures need more restaurants/parks.
- Do not use seawall to fund pier issue.
- Could use a park based on fixed open space development.
- Need something like Pier 45.

Conclusion of Part 3

The public discussions and collaborations fostered during the Part 3 gatherings provided hands-on information and interactive exchange to advance public understanding about the scope and issues involved in the Waterfront Plan Update process, including key issues in the Part 2 Recommendations, The Embarcadero public realm, and Pier 30-32 and Seawall Lot 330 in the South Beach waterfront. Many of the public comments reinforced direction provided from the Working Group, and advanced public understanding about the Port. Members of the Working Group and the public are welcome to provide further comments on this report which, in the view of the Working Group Co-Chairs and Port staff, do not raise any issues that contradict the Part 2 Recommendations. Unless concerns are otherwise identified by the Working Group, Port staff has concluded the Part 3 process.

NEXT STEPS

Although Parts 1, 2, and 3 have been completed, Port staff would like to continue to recognize the very important and valuable role of Working Group and Advisory Team members to continue to lend their insights and expertise as the Waterfront Plan amendment process continues. Port staff intends to keep all members informed as we continue significant staff-led work on several fronts, described below, and would like to preserve the option for periodic meetings to provide progress reports and comment opportunities.

Port Commission Endorsement

On February 27th, 2018, Port staff provided the Port Commission with an overview of the Working Group's Part 2 Recommendations, which were very well received. At that meeting,

the Port Commission asked staff to schedule an additional briefing for each of three subcommittee topics – Land Use, Resilience, and Transportation – so the Commission could more deeply review and understand them. The **Land Use** briefing took place on April 10th, the **Resilience** briefing on May 8th, and the **Transportation** briefing on June 12th. Port Commissioner’s questions were insightful and their comments were positive; there were no substantive questions raised in these meetings that require further Working Group consideration.

Port staff will return to the Port Commission (tentatively scheduled for August 14th) to report on the work completed in Part 3 and receive their comments. At this meeting, staff also anticipates asking the Port Commission to: 1) endorse the Working Group’s Part 2 Recommendations, and 2) include content and public input from Part 3, and any other direction from the Port Commission, as applicable, to prepare draft amendments to the Waterfront Plan (Draft Amendments).

Drafting the Waterfront Plan Amendments

As discussed above, Port staff will have the task of preparing Draft Amendments. It is anticipated that this will involve a significant reorganization of the Waterfront Plan to integrate and more clearly present the updated goals, policies and criteria. We expect to:

- Reduce and update background information;
- Merge the now separate open space, design and historic preservation policies in the Design & Access Element with Waterfront Plan’s land use policies;
- Incorporate new and update existing goals and policies for maritime berthing; public access, recreation and activation; historic preservation, policies for public-oriented uses; resilience and environmental sustainability; transportation and mobility; and policies for Piers 80-96 Maritime Eco-industrial area, among other topics;
- Update and strengthen public engagement and review processes per the Part 2 Recommendations (many are already being implemented);
- Reflect new and evolving City/regional plans and policies discussed throughout the Working Group public process.
- Update subarea plans by, for example, eliminating direction for projects that have been completed (e.g. Ferry Building); incorporating the Embarcadero and Pier 70 Historic Districts; recognizing approved plans for Pier 70 and Mission Rock; and updating objectives in rapidly changing neighborhoods such as in the Mission Bay and Southern Waterfront areas.

Coordination with Other Agencies

Port staff will not be preparing these Draft Amendments in isolation. We will continue our ongoing discussions with State Lands Commission, BCDC, SF Planning, and other agency staff to determine how best to align our respective planning and regulatory documents. For

example, BCDC's San Francisco Waterfront Special Area Plan would need to change to implement several of the Part 2 Recommendations that address public-oriented uses, activation of public open spaces, criteria for maritime berthing & public access, and The Embarcadero Historic District. The Port also will continue working with SF Planning to review the Part 2 Recommendations and Part 3 comments and ensure consistency with the City's General Plan and other City plans and policies.

Embarcadero Historic District Request for Interest (RFI)

In response to the Working Group's Part 2 deliberations and the resulting recommendations to protect the integrity of the Embarcadero Historic District, the Port will issue an Embarcadero Historic District RFI for Public-Oriented Concepts for pier and bulkhead facilities this summer. On May 8, 2018, the Port Commission authorized Port staff to initiate this RFI after receiving an earlier informational presentation regarding analysis and recommendations produced by the Working Group.⁵ The Working Group has recognized the public value of responsible stewardship of the Port's historic architectural and maritime resources and heritage, especially in the Embarcadero Historic District. After completing a financial feasibility model analysis on leasing and development scenarios for historic pier facilities, the Working Group developed public trust objectives and new leasing and financing tools that are intended to support financially viable leasing and development of these facilities. The public trust objectives focus on historic rehabilitation, maritime, public access and expanding public-oriented uses, and promoting waterfront capital improvements. To accomplish this, the Working Group recommendations recognize the justification for allowing longer lease terms to amortize capital repairs and improvements, strengthen public use opportunities, and include high revenue-generating uses to finance pier rehabilitation.



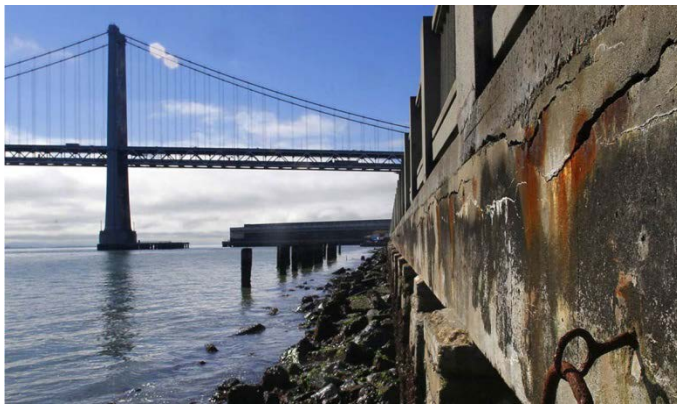
Port staff believes the RFI will provide the kind of real-world feedback to identify market-based solutions that maximize the public orientation of our waterfront. The public trust is not advanced if a pier project cannot be financed, just as a financeable pier project will not move forward without addressing the objectives of the trust. Attracting private investment to the waterfront may result in much more pier rehabilitation than the Port could accomplish using its own resources. The proposed RFI would provide a laboratory for ideas that will be reviewed and discussed with the Port Commission and the public. The RFI process also may identify

⁵ Details regarding the Embarcadero Historic District, the challenges of historic rehabilitation, and the public trust, financial feasibility and policy issues addressed in the Waterfront Plan Working Group meetings are described in the [November 14, 2017](#) and [May 8, 2018](#) Port Commission staff reports:

more severe feasibility issues than we realize, which may point to consideration of the trade-offs necessary to achieve historic rehabilitation, further informing Draft Amendments before the Waterfront Plan Update is complete.

It is important to note that no pier project would move forward based on a response to the RFI process alone. All would require further action after consultation with stakeholders and Port Commission public review. Such further action would likely include a competitive solicitation. Furthermore, Pier 30-32 will not be included as part of this Embarcadero Historic District RFI; the loss of the Pier's historic shed structures made this facility ineligible for inclusion in the Embarcadero Historic District.

San Francisco Seawall Earthquake Safety and Disaster Prevention Program



The Working Group established Guiding Principles as a framework for the policy issues and recommendations produced by its Subcommittees during Part 2. The first Guiding Principle reflects the consensus that: *“The Waterfront Plan Update should guide the Port while long-range adaptation planning, engineering, and financing studies to respond to sea level rise and strengthen the Seawall are undertaken by the Port, along with the appropriate City,*

State, Regional and other authorities.” It was recognized that current efforts by the Port and City to advance the San Francisco Seawall Earthquake Safety and Disaster Prevention Program (Seawall Program) would extend beyond the Waterfront Plan Update public process. The Working Group therefore focused on defining public values, design criteria and other policy guidance that should underlie and support the Seawall Program and the Port's longer term resiliency planning efforts, without prescribing specific solutions. In addition, the Resilience Subcommittee also developed specific seawall recommendations which have been forwarded for consideration to the Seawall Program team:

- Improve earthquake safety of the historic Embarcadero Seawall and reduce the potential for seismic damage and disruption to Port facilities, and City transportation and utilities within The Embarcadero and upland properties, without delay.
- Develop a planning framework so that near-term Seawall seismic improvements are informed by an outlook and strategy for short-, mid-, and long-term sea level rise adaptation.
- Implement feasible near-term measures that can improve life safety, protect critical infrastructure and assets, and control damage of historic structures.

- Recognize and support the public commitment to maintenance and rehabilitation of structures in the Embarcadero Historic District (including the Seawall), which is a defining feature of San Francisco.
- Include opportunities for ecological and environmental enhancements to the Bay in the Seawall Program.
- Limit disruption during construction, especially to business and transportation, and especially to legacy and maritime tenants.
- Seek a wide variety of local, state, federal and private funding sources.
- Ensure transparency and accountability to the public and all stakeholders.

In keeping with the last bullet, the community engagement process for the Seawall Program is now underway, which incorporates and will build upon the public values and recommendations from the Waterfront Plan Update process. Seawall Program details and community meeting information is available at: <https://sfseawall.com>.

Fisherman's Wharf

Port staff supports the Fisherman's Wharf Community Benefit District (FWCBD), which includes Port tenant and upland businesses in the Fisherman's Wharf waterfront area. FWCBD focuses on preserving and enhancing the Wharf's fishing industry, and the district's commercial and public improvements, and is led by Executive Director Troy Campbell, a member of the Working Group. In April 2018, the FWCBD published a Retail Strategy report (FWCBD Report), the result of a year-long collaborative effort. The FWCBD Report reflects a renewed effort to strengthen Fisherman's Wharf commercial mix, celebrate the fishing industry, and create new interest in the area for both local residents and visitors, while preserving the area's unique maritime and fishing industry history and ambiance.⁶ The FWCBD was instrumental in completing Phase 1 of the Jefferson Street Public Realm in 2013. The FWCBD Report includes direction to advocate and secure funding to complete Phase 2 of the Jefferson Street Public Realm to widen sidewalks, increase lighting, improve vehicle circulation, and enhance public plazas at key intersections.



Over the coming months, Port staff will be working closely with the FWCBD, BCDC staff, the fishing industry, other Port tenants, neighbors, and stakeholders, including the Port's Fisherman's Wharf and Maritime Commerce Advisory Groups, to determine the extent to

⁶ The project was partially funded by a grant from the Mayor's Office of Economic and Work Force Development and can be viewed at FWRetailStrategy.com.

which the goals and objectives of the FWCBD Report should affect updates to the Waterfront Plan's discussion of the Fisherman's Wharf subarea.

CEQA and Other Public Review and Outreach

Across all these efforts, Port staff is committed to on-going, robust public outreach. We also will provide multiple opportunities for public input when the Draft Amendments are released for public review and comment, including:

- Informational meetings with the Port Commission and Port tenants and advisory groups
- Informational meetings with other City-wide neighborhood and stakeholder organizations
- Presentations to City and regional agency partners and commissions in furtherance of amendments to align their plans with the Draft Amendments
- Public comment through the California Environmental Quality Act (CEQA) environmental review process

Most Waterfront Plan amendments must undergo CEQA review before they can be approved by the Port Commission or other decision makers. As authorized by the Port Commission on March 13, 2018, Port Staff will issue a Request for Proposals this summer to hire a CEQA consultant to carry out this work under the direction of the SF Planning, the City's lead CEQA agency.

Some Part 2 Recommendations do not require environmental review. For example, procedural changes to improve communications and operational efficiencies that do not result in a physical change to the environment are not subject to review under CEQA. When possible, and with the approval of the Port Executive Director and/or Port Commission, as appropriate, Port staff will improve procedural and administrative practices advanced by the Working Group, including public process improvements recommended by the Working Group.

CONCLUSION

Completion of Part 3 of the public planning process is a major milestone in the Port's effort to build upon the Part 2 Recommendations and the public values and priorities that should be incorporated into the update of the Waterfront Plan. Port staff will seek Port Commission direction and endorsement of the Working Group's recommendations, and undertake the next steps described in this staff report to complete the Waterfront Plan amendment and public approval process. Port staff propose to continue to recognize the Working Group and Advisory Teams, preserving the option for periodic meetings to provide progress reports and comment opportunities on the work ahead. Port staff expresses its deep gratitude and respect to the Working Group, Advisory Teams, agency partners and all members of the public for their dedicated commitment to protecting and continuing to improve San Francisco's waterfront.

ATTACHMENT A

Waterfront Plan Update – Part 3

South Beach and Ferry Building/Northeast Walkshop Notes & Comments

South Beach Walking Tour - April 11th, 2018

Brannan Street Wharf

- Observed many homeless people on weekend
- People generally really love Brannan St. Wharf

Pier 40

- Didn't realize there were boat rentals. There could be more information posted about what is available for the neighbors

Tot Lot

- More playground equipment
- Mini golf?

Java House status

- Are they doing upgrades?

Biking

- "Usually I bike on the sidewalk because I like to go slower and I feel like I'm slowing down fast riders in the bike lane. I feel more safe and I also love to bike by the water. At the ferry building I bike in the bike lane because there are so many people"
- Biking feels really dangerous because of uber + lyft issues
- Perhaps a bike lane at sidewalk level with different paving treatment (i.e. copenhagen, berlin, etc) could work for The Embarcadero

General comments

- Not enough bathrooms anywhere
- Agree preserving maritime uses are important
- West-side should have neighborhood-serving uses (i.e. grocery, restaurants, libraries, etc)
- Neighbors really enjoy the deli outside of crossroads (?) because it is quieter
- Can we find other precedent city examples and show what other places do?

Northeast Walking Tour - April 14th, 2018

Walking along The Embarcadero

- Signal timing at Chestnut & Sansome and Lombard intersections is terrible
 - Dangerous with crossing times
 - Cars make right turn and don't slow from the Embarcadero

- Enjoys walking on the city-side of The Embarcadero because of the shade
- Better pedestrian crossing timing at Market & The Embarcadero. Very difficult for mobility impaired with the amount of skateboarders

Pier 27

- Loves the free symphony in pier 27!
- Unclear that there is public access to the rest of the pier towards the water

Other Comments

- Loves the views of maritime activity, very important to preserve
- Consider uber/lyft, scooters, and other new technologies when creating safer streets

Dear Port Staff,

Thank you immensely for the informational “walkshop tour” of the northeast waterfront on Saturday, April 14. Although I’ve covered waterfront issues extensively, I still learned a lot from the event thanks in large part to the detailed information from Diane Oshima.

I hope to make it to the open house tonight, but had a few thoughts during the walk that I’d like to share in writing.

1. Diane mentioned the Port would like to do more activation on the west side of The Embarcadero. I heartily agree, particularly because the Promenade is so crowded much of the time and it would be nice to spread out some of the foot traffic. It is also quite pleasant on warm, sunny days to walk on the west side because shade is plentiful.

However, I would suggest looking closely at the timing of the traffic lights to make pedestrian flow more efficient, particularly at the intersections of The Embarcadero and Sansome/Chestnut streets and The Embarcadero and Lombard Street. I often walk south on the Embarcadero on the west side, and it’s extremely frustrating to have to stop for several minutes at these intersections. Also, traffic flow is particularly dangerous for pedestrians at Lombard and The Embarcadero based on the design of the street because vehicles make incredible fast turns there. I would urge The Port to discuss these areas with SFMTA and other partners.

2. Much thought and discussion has been given to the use of the finger piers, and I understand there are regulatory issues governing their use. However, as residents living near many of the most well- preserved finger piers, many of my neighbors and I would like to see more activation in terms of places to eat and drink. Yes, we have a thriving restaurant and bar culture in the city, but so many places are lined up out the door every night that it appears we could sustain more.

Also, we have very few options for dining with a view of the water and dining al fresco outside of Fisherman’s Wharf. Hog Island Oyster, while definitely not dirt-cheap, is one of the few affordable al fresco places to eat along the Bay within walking distance in our neighborhood. However, there’s always a wait. And many nights, I long for a place to sip a glass of wine or have a meal outdoors while watching the ships go by and hearing the waves lapping. In many seaside cities around the world, from the tourist meccas of Mexico to the south of France, the waterfront is a huge draw for eating, drinking and strolling, and it would be nice to mimic some of that romantic ambiance here.

3. Speaking of eating and drinking, I understood from the walkshop that a new plaza could be possible behind the Ferry Building, and there are questions about what to do with the old, outdated restaurant building that has been a white elephant for many years.

I personally think that is an ideal spot for a family-oriented biergarden such as one I frequented a few months ago in Berlin. It served basic German food like bratwurst and potato salad and a small number of local beers, and it was host to literally hundreds of people on a weeknight. There was an area for children to play, and people could take their dogs. Perhaps part of the building could be used for the kitchen, bathrooms, etc. and the second floor removed for a semi-outdoor experience that would also shelter from the elements during cold or inclement weather. I'm sure one of the city's many talented architecture and design firms could do wonders.

4. Signage and way finding: I think it would be helpful to have signs incrementally showing a "you are here" dot and an outline of various spots of interest from the Wharf to the Ferry Building. An interactive app could be built so that users could find out more. For example, you could open the app and it would find your location, and then you could click on what's nearby to learn more. Or you could ask for the closest coffee shop, restaurant, bathroom, museum, etc. The app could also link to websites so people could see, for instance, hours and admission prices for the Exploratorium, or a list of vendors in the Ferry Building.

The app could also offer brief history lessons that already are posted, but not always noticeable. It could give information about buried ships, photos of the old produce market, pictures of the Embarcadero Freeway and the story of its demise, etc.

5. The Cruise Terminal Plaza at Pier 27 seems vastly under-utilized. The annual SF Symphony concert is always so popular, it seems like more of that type of activity could be scheduled.

6. I attended a Green Expo last year at Pier 33 and a beer festival there in February. Both events were incredibly well-attended, well-organized and a lot of fun. I would love to see more expos, festivals, pop-ups and other events at the finger piers. Many of the alcohol-related festivals in the city are held at Fort Mason, which is incredibly difficult to access via public transit. It seems it would be safer and more efficient to hold them along The Embarcadero, which is easily accessible from the Embarcadero BART/Muni station.

7. I am eagerly looking forward to more details on the progress of a dedicated bike lane on The Embarcadero.

Again, thank you to The Port for the information and thank you to the working group for all of its hard work on this.

Geri Koeppel
415-400-4010

From: The Lone Liberal [mailto:Michael_Faklis@TheLoneLiberal.US]

Sent: Tuesday, April 17, 2018 11:07 AM

To: Cook, Anne (PRT)

Subject: Thoughts on the Waterfront

Anne:

I am unable to attend tonight's open house due to a previous commitment. I've made some notes after Saturday's walk along the Waterfront. I live in the neighborhood and wish the Port of San Francisco to consider my thoughts.

[Everything at the San Francisco waterfront our city is too expensive. I can't afford shopping at the Ferry Building.](#)

Our city does not need more restaurants. Our city does not need more hotels.

I like the idea of a store catered to San Francisco-produced products. We don't need another store selling beaded-belts made in China.

Why is our city served by only one mooring for cruise ships? We have to dredge more for larger ships.

Let's show more of our history, by raising some of the clipper ships from 1849 sitting in the bay mud to be put on display at the waterfront.

I never saw Teato Zinzani when it was previously in-town. I heard it was a lovely show and dinner experience, but I could not afford to attend. Do we need another expensive "attraction".

The lawn at pier 27 isn't desirable. Indigenous landscaping that reflects our climate is more desirable, and easier to maintain.

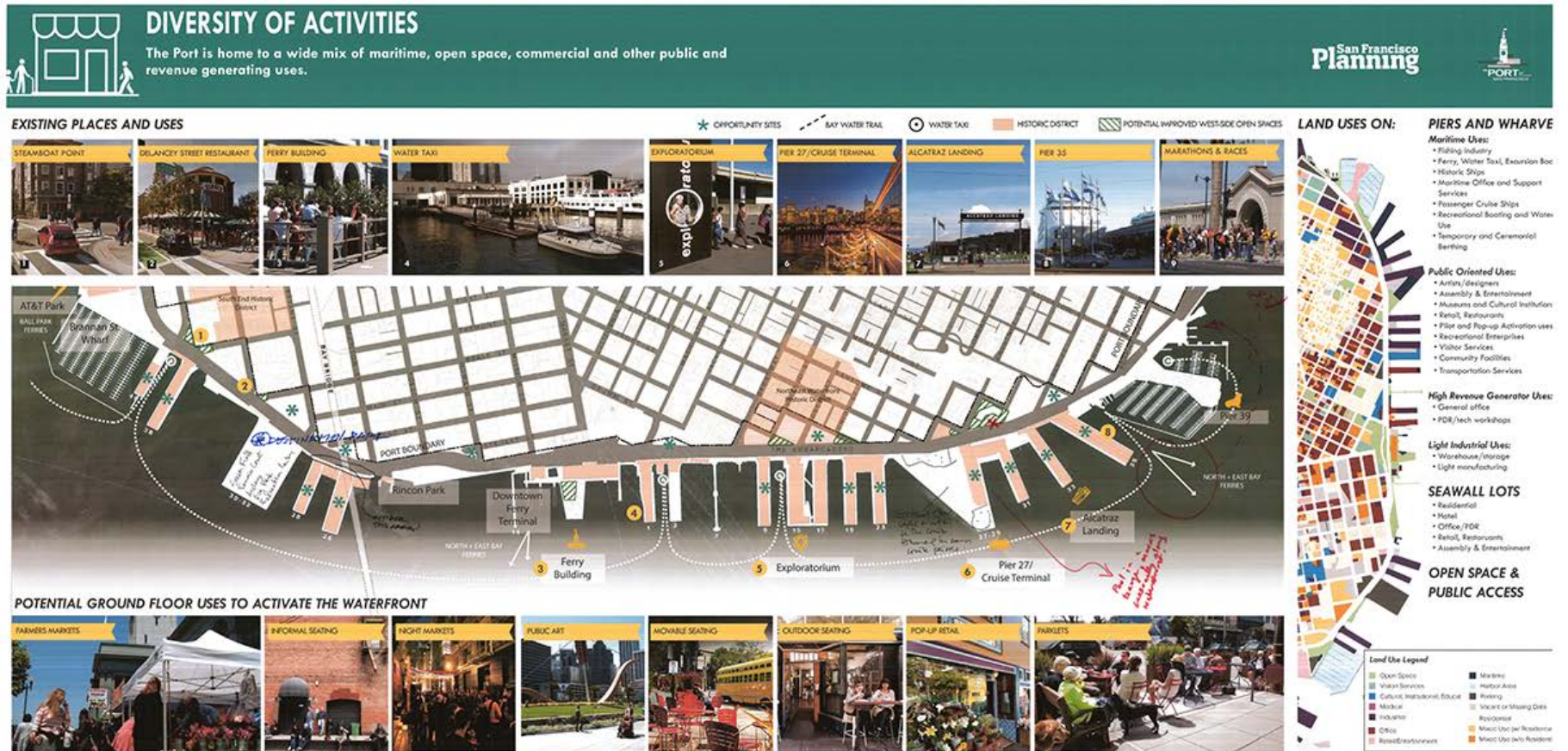
A park at Broadway and Davis is a nice idea, if is accessible and useable as a park. I was once asked to leave the park at Levi's plaza, because I was playing catch with a two-year old friend. Another problem with that park is that all of the rocks make it a dangerous place to be a toddler. A new park at Broadway and Davis should be safe for all ages.

If we wish to have the waterfront reflect our city's character, consider building a safe homeless encampment.

Our city needs more parking for cars. Consider making public parking affordable, perhaps by the ballpark. Offer free streetcar service along the entire waterfront. In Portland, they have free public transit and they have more pedestrian walkways because there is less need for cars.

ATTACHMENT B

Waterfront Plan Update – Part 3: The Embarcadero Public Realm Workshop (April 17, 2018) Diversity of Activities – Public Comments



DIVERSITY OF ACTIVITIES



consider a string of interactive exhibits, that tell a cohesive story, joined by design elements - in a family friendly guide (as app perhaps) that tells parents / anyone find reasons to bege welcoming. Can be inside first floor spaces in view areas. Maybe the Port creates a link of the way of activities - like a London Subway map.

Use boats/barges docked alongside pier as floating bars / restaurant space - particularly in warm season?

Second this question w/ in addition of broader service use & perm: space allocation.

Performer Spaces

- a space to work with local artists to put on a cultural or artistic piece for the public
- Yerba Buena Dance • Mission Cultural Center
- local bands

WHAT ACTIVITIES BRING YOU TO THE WATERFRONT?

USING PIER 1 to go public. ← YES! ← yes!

TENNIS
FARMERS MARKET
WALKS along waterfront

ECOLOGICAL ART INSTALLATIONS / MORE ART.
TEMPORARY PIECES (SWITCHING FROM GOLDENWESTY-SCALE)
Rory Place Farmers Market

NATURAL SCIENCE
ART PIECES FROM
THE PIER 1 SITE
WATERFRONT
PIER 1

HOUSING THAT
RETAINS VIEWS
ACCESS TO WATERFRONT

more diverse uses
in buildings.
more history storytelling
more programming
better / high quality design

WHAT GROUND FLOOR USES WOULD PROVIDE THE BEST EXPERIENCE IN THE NEIGHBORHOODS AND ALONG THE WATERFRONT?

* More outdoor seating!
Dispers the 10 foot California relief map

→ Cafés, Biergarten

ANOTHER HOUSTONS/HILLSTONE EXPERIENCE
→ MORE FOOD/DRINK OPTIONS!

Temp retail like in Hayes Valley to see
if Westside Embarcadero or underused
piers can have viable uses.

WHAT ACTIVITIES WOULD ENCOURAGE YOU TO LINGER LONGER?

* Lawn near Ferry Building for picnic * Less homeless

* Less pigeons!

* Better access to the water - kayaks! water taxi
Sheds

* Need more cultural / community uses on the waterfront: cf. Ferry Bldg, Exploratorium
more public invitations to participate

more large scale gathering areas (Golden Gate park)

A NICE PLACE TO SIT
WITH A CUP OF COFFEE + BOOK
NOTE: PROBABLYNESS of
WATER TAXIS - people have
no idea they are available

Map:

- Piers 30-32: Create a park that has amenities such as a soccer field, tennis court, archery, dog park, and recreation center
- Pier 28 & 26: activate the area in front of the piers
- Pier 27/Cruise Terminal:
 - Add ground floor cafes and retail in the cruise terminal
 - Create a barge pool that moves seasonally along the waterfront
- North + East Bay Ferries should have a route to Hyde Street Harbor

Comments:

- Consider a string of interactive exhibits that tell a cohesive story joined by design elements with a family friendly guide (an app perhaps) that lets parents/anyone find reasons to keep walking. It can be located inside first floor spaces or open areas. Maybe the Port creates a t-shirt with the map of activities (like a London subway map).
- Use boats/barges docked alongside piers as floating bars/restaurants, particularly in the warm season. These spaces can also be used for broader services.
- Create a collaborative space for local artists, musicians, and dancers to showcase their work to the public

Questions:

What activities bring you to the waterfront?

- The community comes to the waterfront for work, walks, art installations, and the Farmer's Market.
- The community would like to see more recreational amenities such as a pool or tennis court.
- Other requests include housing that retains views and access to waterfront, diverse uses in building, history storytelling, more programming, and a high quality design.

What ground floor uses would provide the best experience in the neighborhoods and along the waterfront?

- More outdoor seating
- Display the 600 foot California Relief Map
- Open more cafes and a biergarten
- Create an experience similar to Houston's/Hillstone
- Provide more food/drink options
- Allow for temporary retail similar to Hayes Valley. Is the west side of the Embarcadero or underused piers viable for these uses?

What activities would encourage you to linger longer?

- Create a lawn near the ferry building that can be used for picnics
- Less pigeons and homeless people on the waterfront
- Better access to the water through kayaks, water taxis, and shade
- More cultural/community uses on the waterfront such as the Ferry Building and Exploratorium. More public invitations to participate are needed.

- More large scale gathering areas such as Dolores Park
- A nice place to sit with a cup of coffee and book
- More public relations awareness of water taxis. People have no idea they are available.

Urban Waterfront Experience and Character – Public Comments:

[illegible]

URBAN WATERFRONT CHARACTER & EXPERIENCE



IT'S GREAT TO BE IN SAN FRANCISCO AT THE WATERFRONT. MORE PARKING SPACE WOULD BE NICE. IT'S DIFFICULT TO GET THE FERRY FROM THE ROAD TO BE LIKE THE NETHERLANDS.

a night-time experience
-sky, lights, music/shows
-work with local artists
-dancing

WHAT QUALITIES BRING YOU TO THE EMBARCADERO WATERFRONT?

Beautiful views & clean air!
Would love to hang out on the shore on hot days!

We live next to it (from Pier 31-32)
Love it from the shore but nothing about Embarcadero can be described.

Have more outdoor seating/cafe to activate public way like through barbers.

More greenery
ex/ cedar chimes

WHAT IMPROVEMENTS ON PORT PROPERTY WOULD ENHANCE THE ADJACENT NEIGHBORHOOD?

STEAMBOAT + DELANCEY
BLOCK FRONTAGE ARE DEAD

PINCH POINTS - (Whole neighborhood)
'pave' like popup retail

DOES NOT FEEL SAFE.

WHAT DOES OR WOULD DRAW YOU OUT ONTO THE PIERS?

EMBARKADERO IS SOME FEELING THROUGHOUT. CANVAS FOR ONE PAULIARD BY DOGS. MORE TO SIT! DOG PARK
NEIGHBORHOOD SERVING USES. GREECE?

WHAT DOES OR WOULD DRAW YOU OUT ONTO THE PIERS?

ART INSTALLATIONS WOULD DRAW ME
Perhaps to display the 'Pier 31-32' video/ map
Love the historic bits at the exploratorium
Art or interactive displays
Anchored historic ship w/ photo
Exhibits museum + cafe
→ SINGULAR IDENTITY.
i.e. 'North Beach'
Biergarten!

RESTAURANT
ALONG
PIER 31-32

Map:

- The intersections in front of piers 32-40 feel like obstacles. They need to be safer and greener.
- A more inviting sidewalk is needed under the Bay Bridge on the city side.
- People enjoy Rincon Park because it is open, has views, and users can feel the wind and water in this location.
- In between Howard & Market there is a lot of development. How does it affect the Port?
- The California & Market intersection is bad for bikes.
- The open space in front of Ferry Building needs to be redesigned. Need better programming at Harry Bridges Plaza.
- Edge improvements can be made in the space behind the Ferry Building. This area is co-terminus with ferry building ground lease.
- The area around Pier 23 feels like it should be more of a destination
- More focus is needed on Piers 19 – 35.
- Pedestrians should be drawn to aprons through social media awareness. Utilize coffee carts and draw congestion away from the promenade.

Comments:

- It's great to be in San Francisco at the waterfront! More parking spaces would be nice. It's difficult to see the ferry from the road.
- Night time experiences that include lights, music, shows, and dancing are needed. Safety should also be prioritized.

Questions:

What qualities bring you to the Embarcadero Waterfront?

- The Embarcadero Waterfront has beautiful views and clean air! More trees are needed for shade on hot days!
- Living next to the waterfront by Piers 30-32 in a high rise, the views are nice but walking along the Embarcadero can be challenging.
- Have more outdoor seating or a café to activate the public realm like a real neighborhood.

What improvements on Port property would enhance the adjacent neighborhood?


- More greenery should be added, similar to Cesar Chavez.
- The block frontages at Steamboat & Delancey are dead and do not feel safe
- Pinch points that inhibit pedestrian traffic need to be addressed
- Add “Seine-like” pop-up retail
- Add neighborhood serving uses such as a grocery store
- The Embarcadero has a consistent character but should reflect the neighborhoods it intersects
- Lawns are currently over populated by dogs. A dog park should be created, along with more seating spaces.

What does or would draw you out onto the piers?

- Art installations would draw me
- Restore and display the 600 foot California Relief Map
- The historic boats at the Exploratorium
- Art or interpretive displays



- Anchored historic ship with photo
- Exhibits, museums and cafés
- Singular identity (i.e “North Beach!”)
- Biergarten
- Restaurants along piers and seating

Open Space & Public Access- Public Comments:










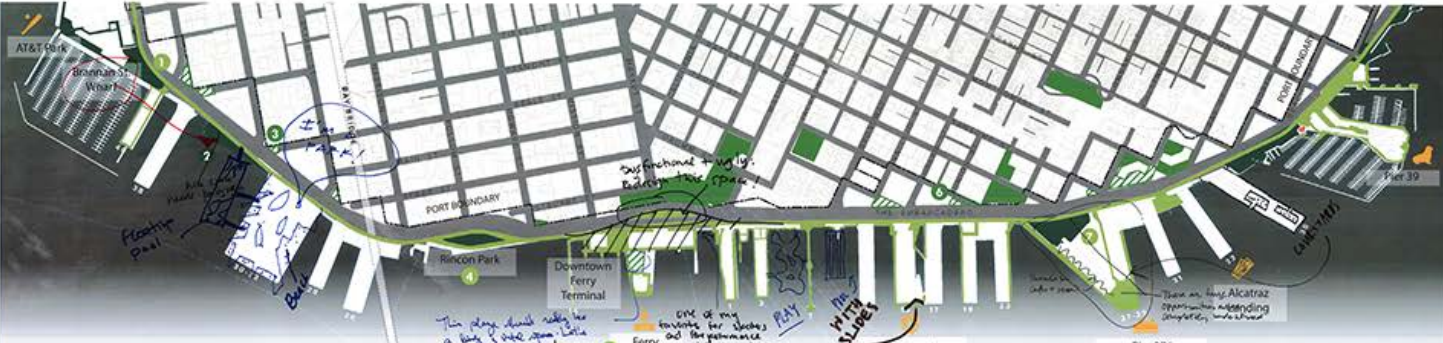
OPEN SPACES & PUBLIC ACCESS

The Port's existing open spaces and parks provide seating, views of the Bay Bridge or the Bay, public art, open lawns, vegetation, plazas and picnic areas. What other types of design elements or amenities would you like to see?












EXISTING PARKS & OPEN SPACES




POTENTIAL ACTIVITIES & AMENITIES











EXISTING POLICIES


SEQUENCE
Create a sequence of major open spaces and Open Water Routes that occur frequently and regularly at significant points along the waterfront.



CONTINUITY
Develop a continuous waterfront walkway that connects public spaces, open spaces and activity areas from Fisherman's Wharf to Pier 70.



VARIETY
Develop a variety of public spaces and open spaces that offer many recreational opportunities and enhance other uses along the waterfront.



Hand-scooped plazas, such as the Ferry Building plaza, have different qualities and opportunities for programming than vegetated open spaces.

Some open spaces throughout the Port are heavily landscaped with trees or vegetation...

Plan opens are publicly accessible and provide...

OPEN SPACES & PUBLIC ACCESS



Love the palm trees along the Embarcadero - Say YES to palms!

- more skate parks
- more public restrooms
- more partnership w/ local artists & performers
 - live music
 - bands & musicians
 - dancers & drag queens

WHAT ADDITIONAL ACTIVITIES AND FACILITIES WOULD YOU LIKE TO SEE IN THE PARKS & OPEN SPACES?

CONCEPT / more visitors!
URBAN BEACH / swimming pool like Tulelake
ACTIVATE AREAS UNDER
BAY BRIDGE

Bike & Ped path
on bay bridge!

More concerts in Cruise Terminal Plaza! ♪ ♪ ♪
Moveovers too!
Skate park
Biergarten

Public Games i.e. Bocce Courts
Gomhole
etc.

SAFE space to Kayak

More neighborhood
serving park programs/users:

- dog park
- children's play
- more open, public space
- picnics
- frisbee / kites

work
with local artists!
- singers / dancers
- drag queens
- performers

WHICH PARKS AND OPEN SPACES DO YOU USE AND ENJOY AND WHY?

Aquatic Park - a great place to
take in the sun!

Provide a public space to
display the 600 foot California
relief map

Waterfront Plaza - my office - so open & calm

FLOATING PLAYGROUND,

SPORTS PITCHES, ...

Floating Pool

ALONG THE WEST-SIDE OF THE EMBARCADERO, WHAT IMPROVEMENTS SHOULD BE ADDED TO THE COLLECTION OF SMALL OPEN SPACES NEAR INTERSECTIONS?

WIDER
ZONES

directional signage on both sides.
cohesive, nice street lighting

Better timing of traffic lights for pedestrians

WILDLIFE?

Map:

- The open space between Piers 38 and 32 needs programming, such as a floating pool.
- Piers 30-32 should become a park with a beach along the edge.
- The space in front of Ferry Building is dysfunctional and ugly, this space should be redesigned.
- The plaza behind the Ferry Building should become a living and vital space. Let's bring it to life.
- The space between the Ferry Building and Pier 1 is one of my favorites for skaters and live performances – especially the Pop-Up Drag Queen
- The space between Piers 3 and 9 should be used for recreation, perhaps a pool
- The Exploratorium should have slides.
- The Pier 27/Cruise Terminal has huge opportunities and is currently underutilized. It could be used for cafes and retail or courtyards.
- The San Francisco Bay Office Park could become a waterfront plaza.
- The South Beach Park should be a marina.

Comments:

- I love the palm trees along the Embarcadero.
- There should be more skate parks, more public restrooms, and more partnerships with local artists or performers
- There should be more live music (bands and musicians), dancers, and drag queens.

Questions:

What additional activities and facilities would you like to see in the parks and open spaces?

- The community would like to see more concert/music venues, skate parks, pools, Biergartens, public games (i.e. Bocce Courts, corn hole, etc.), and spaces to kayak.
- There should be more neighborhood serving programs such as dog parks, children's play space, and more green and flexible open space for picnics, Frisbee, kites, etc.
- The area under the Bay Bridge should be activated and a Bike and Pedestrian path should be added to the Bay Bridge.
- The Cruise Terminal Plaza should be used for more concerts and movies.

Which parks and open spaces do you use and enjoy and why?

- The Aquatic Park is a great place to take in the Bay!
- Provide a public space to display the 600 foot California relief map.
- The Waterfront Plaza is so open and calm.
- Add floating playgrounds, sports pitches, and a floating pool.

Along the West-Side of the Embarcadero, what improvements should be added to the collection of small open spaces near intersections?

- It should have wider sidewalks, directional signage on both sides, cohesive street lighting, better timing of traffic lights for pedestrians, and wildlife.

Complete Streets & Transportation – Public Comments:



[Handwritten notes in red ink:]

Make G.C. Biking like talking to bike.

Buy Bikes [please go] place

AT PIER 1/2 motorcycle parking
replace with
SECURE BIKE PARKING
at FERRY BUDG AREA.
like @ CAL. TRANS station



- Safety signage -
Bike stop lights at
congested cross roads.

Map:

- The bike lane should be protected from traffic! More bikes, less cars!
- Should accommodate all modes of travel, but the policies needs to be adaptable to accommodate rapid changes in transportation modes.
- The Light Rail needs higher capacity.
- For Piers 31 &33, the 1,035' crossing distance should be shortened and the crosswalk should have murals.

Comments:

- Focus on the ferry service because the highways are completely clogged.
- Make the Bay Bridge like the Golden Gate Bridge by adding a bike and pedestrian path.
- At pier ½ (The Ferry Building area) the motorcycle parking should be replaced with secure bike parking like at the Cal Train station.

Questions:

Where and how can we improve connections across the embarcadero between the waterfront and city?

- Needs better signage at ferry terminals and clearer directions from outside the Ferry Building
- Have more consistency with the F-line/Muni during commute times. The Ferry goes all the way to Pier 41 in the morning commute hours.
- There should be ambassadors to assist everyone visiting the Ferry Building in order to help them access nearby transit – bus, streetcar, muni, BART. They could sell clipper cards with handheld e-devices.

How can we improve the pedestrian & bicycle environment of the Embarcadero and connecting streets?

- Needs safer bike storage at popular areas, maybe have attendants on site at areas like the Ferry Building, Fisherman's Wharf, AT&T Park.
- Have a grade separated cycle track, more seating options, and a better and more frequent visual connection to the Bay.

What improvements would make movement feel safer?

- Have more protection for bikes! Cones, even in parts of the Embarcadero, would help a lot!
- Separate bikes from pedestrians.
- Bulb-outs are great! Use them freely, but without tightening bike lane.
- Add safety signage such as bike stop lights at congested cross roads.
- Add more enforcement.
- Make wider sidewalks on the land side.
- Make bikers and pedestrians a priority over cars.

Waterfront Plan Update – Part 3

5/2/18 Piers 30 & 32 and Seawall Lot 330 Workshop – Aggregated Comments

Ideas & Options for Piers 30-32: Trust Consistent Uses

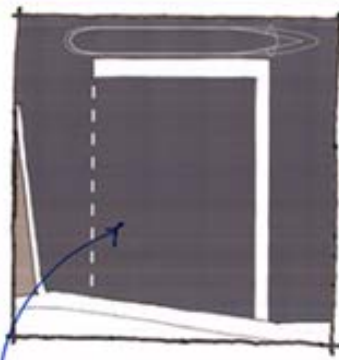
Trust Consistent Uses

Maritime and open space activities are public trust-consistent uses that are currently allowed on Piers 30-32. The "Ideas" below reflect ways in which these public trust uses could be created within the pier footprint. However, all of them are financially infeasible without significant public subsidy. The cost estimates for each Idea below do not include costs associated with either removal (\$40+ million) or seismic retrofit of the Piers 30-32 (\$100+million).

Other Trust-consistent Use Ideas

Visitor-oriented commercial uses also can serve public trust purposes. Creating space for an Event Facility or Visitor Retail uses, which could be combined with the Ideas below, would generate some revenue but not at sufficient levels to finance pier improvements, absent other subsidies.

New Ship Berth



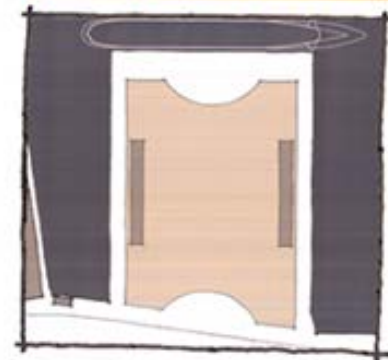
- Build a floating or pile supported access way for vehicles and pedestrians to reach the new ship berth platform. Includes ship berthing infrastructure.
- Estimated cost: \$55 million
- Net lifetime deficit: 88% of cost

Marina w/ New Ship Berth



- Build new 200 berth marina, breakwater, service building, and floating or pile supported access way. Includes ship berthing infrastructure.
- Estimated cost: \$100 million
- Net lifetime deficit: 70% of cost

New Open Space w/ Berth



- Build a floating or pile supported platform for recreation and ship berthing. Includes ship berthing infrastructure.
- Estimated cost: \$200 million
- Net lifetime deficit: 96% of cost

Comments?

this reconfiguration would create interesting condition w/ expanse of open water

THIS USE IS THE WANGST - BEING SP3 + DISPOS. HERE

Like berth, but open water, but add perimeter walking / fish performance area

Comments?

Marina in your idea - solution to best access to have new opportunities for activity

Would add walkway, swimming, in a possibility on one side, in a protected way?

♥ MARINA HERE - NOT CALIFORNIA, AMER!

who would operate?

Like marina concept but where will they all park? & training? & clubhouse?

Comments?

Like marina use, but add landscaping & fish performance area, open for activity, pedestrians

Ideas & Options for Piers 30-32: Trust Consistent Uses Comments

New Ship Berth:

- The new 'Ship Berth' would create an interesting condition with a new expanse of open water.
- The drawn suggestion is too limited.
- I like the berth and open water, but I suggest adding a perimeter, wide walkway, or bike path for public access.

Marina with New Ship Berth:

- Building this marina is a good idea, as it would provide new docking opportunities for boat owners.
- Could a protected area for cold water swimming be a possibility on one side?
- I support building a marina here as opposed to a scenic small boat harbor like Clipper Cove.
- Who would operate this site?
- This use is too limited; we should strive to bring both the community and visitors to this destination.
- I like the marina concept, but where will the users park? Where will they put their trailers?
- I like the berth and open water, but I suggest adding a perimeter, wide walkway, or bike path for public access.

New Open Space w/ Berth:

- I like the maritime use; but add landscaping and a public, wide perimeter that can serve as open space for both bikes and pedestrians.

Ideas & Options for Piers 30-32

Continue Existing Uses

Piers 30-32 is currently used for commuter parking, ship berthing and special events, contributing over \$750,000 in annual revenue. This existing use option assumes that the Port would:

- Continue use primarily for parking, ship berthing, and special events.
- Evaluate Pier condition at 5-year intervals and make targeted structural repairs to retain existing uses
- Cordon off failing areas when discovered
- Anticipate Pier life to end or be substantially restricted in 10 years

NO PARKING! Crossings across Promenade & bike lane & bike & ped safety



Piers 30-32 as a commuter parking lot.

Ship Berthing



The east end of Piers 30-32 is one of the Port's best naturally deep berths.

Special Events



Piers 30-32 hosts several special events each year.

Comments?

deep berth = critical asset. prioritize future use that makes use of this condition...

CONTINUING EXISTING USE IS A DEAD END. THINK PROGRESS.

Need secured area to prevent sidestow on pier 30-32 consistently. It is a nuisance, noise & air quality. Solution: 50-100 meters sidestow fishing boats.

special events are great interim use...

Plan do not continue current uses - they are obsolete.

Ideas & Options for Piers 30-32: Continue Existing Uses Comments

Against Continuing Existing Uses:

- No Parking! A parking lot in this location compromises bicycle and pedestrian safety when crossing the Promenade.
- Think progress, continuing the existing uses is a dead end.
- Please do not continue current uses, it is very unattractive.
- We need a secured area to prevent illegal sideshows on Pier 30-32. These sideshows contain 50-100 automobiles making noise and worsening air quality.

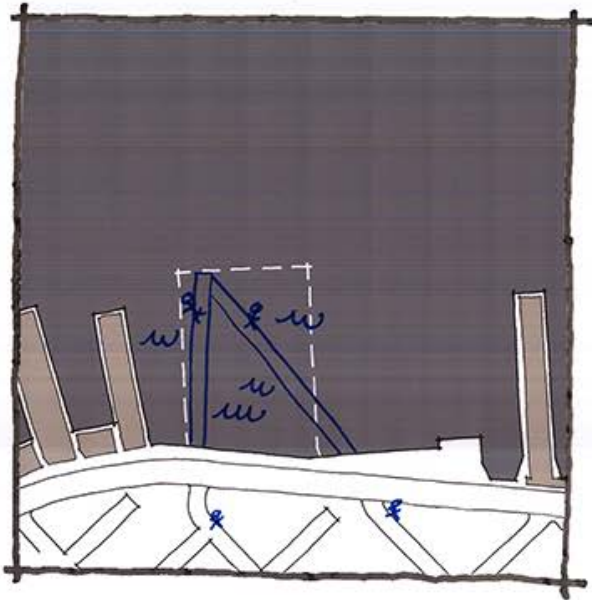
Other Observations and Suggestions:

- The deep water berth is a critical asset; we should prioritize the future uses that make use of it.
- Special events are a great interim use.

Ideas & Options for Piers 30-32

Pier Removal

Removing Piers 30-32 would add 13 acres of new open water to San Francisco Bay. The removal cost is estimated to be over \$40 million. This would require public funding. The Port would lose revenue capacity.



If pier was removed, the view would be similar to current view from Brannan Street Wharf.



With this option, the fence, parking lot, and Red's Java House would be removed.

Comments?

- REMOVE OLD (1910) SECTIONS, KEEP CENTER (1950) SECTION
- CONNECT OLD AREAS TO MARINAS (OR OTHER WATER USE)
- USE CENTER SECTION FOR MODERN BLDGS (1-2 STORIES) FOR COMMERCIAL & OFFICE USE + LIMITED (METROBIKE) PARKING
- REQUIRE HOUSING + HOTEL ON SWL 330 TO GENERATE PATRONAGE OF COMMERCIAL ON PIER
- Do not remove - save bayfill until Big public idea which may involve some portion of this world class site - once it's gone nothing will ever go there.
- consider not spending \$ on removal, instead allow to fall into ruin? on exhibit on the ravages of sea level rise?

Take it down!

- De-coupling SWL 330 from Piers 30-32 pretty much guarantees the pier will never be developed.
- Pier removal costs could be bundled with seawall bonds.
- Some of pier left with some landscaping and parking for Java & Red's shops.
- TAKE IT DOWN - NOT STRUCTURALLY SAFE.

Ideas & Options for Piers 30-32: Pier Removal Comments

Suggestions to Remove Pier:

- Take it down!
- Consider not spending money on removal. Instead allow the pier to fall into ruin. It can be an exhibit on the ravages of sea level rise.
- Decoupling SWL 330 from Piers 30-32 pretty much guarantees that the piers will never be developed. Pier removal costs could be bundled with seawall bonds.
- Take it down. It is not structurally safe.

Suggestions to Keep Pier:

- Remove the old sections (built 1910), but keep the center section (built 1950).
 - Convert the old sections to marinas, or other water uses.
 - Use the center section for modest commercial and office use buildings (1-2 stories) and allow for limited, metered parking.
 - Require housing and a hotel on SWL 330 in order to generate patronage of commercial uses on the piers.
- Do not remove the piers. Save the current bay fill for future big public ideas to take place on this world class site. Once the piers are removed, nothing can ever go in this space again.
- Give it face lift, landscaping the pier and paint the Java building.

Ideas & Options for Piers 30-32: A "Big Idea"?

Piers 30-32's location offers a unique opportunity for distinctive architecture and activity next to Brannan Street Wharf. But the financial feasibility challenges may limit interest to entities with a "Big Idea" that value this location more than the cost and time required for development. The examples below provide food for thought about how Piers 30-32 could provide an opportunity for a unique project to improve this part of the waterfront.

Any development proposal will likely require State Legislation, as well as require Port Commission and community review and comment, and multiple regulatory approvals. The Waterfront Plan Working Group has recommended updated new public process procedures to guide public comment and input in the project approval process.

What do you think about a "Big Idea" opportunity for Piers 30-32?



Mixed-Uses. Red Hook Point, Brooklyn, New York City
Good idea.



Lucerne Culture and Congress Centre, Switzerland



Pier 45, New York City



Oslo Opera House, Norway

Study further w/ potential 2nd Transbay Tube landing/
Recreational greenscape like Pier 45 NYC + transit stop @ SWL 330
(No buildings or structures)

- Moderate amount w/ low profile, impact uses of cultural center (museum)
- Lots of open green space (recreational use area), green w/ topography features so all flat
- Recreational (e.g. children playground); restaurant
- Make bridge to connect the piers so it doesn't make a wall/blockade
- Keep as open as possible to enjoy the water views & bay activities
- No tower at this location - should be further south of wall pier
- Perimeter for public use like biking, walking, etc (similar to Pier 45)
- Have large pier/waterway like Pier 45 (think this is a great design option)
- Minimize ambient light at night so as not to impact residences
- No glass structures as sunlight glare/reflection is blinding on neighborhood
- **NO LARGE (TALL) STRUCTURES ON PIER**
- **Low height / NO TALL BUILDINGS / STRUCTURES NEED MORE RESTRAINTS / NOTES**
- **Do not use seawall to fund Pier issue**
- Could use a parks bond to fund open space development
- **Need something like Pier 45**

Ideas & Options for Piers 30-32: A “Big Idea”? Comments

Structural Development Suggestions:

- Study potential for a second Transbay Tube landing or a transit stop at SWL 330.
- No second Transbay Tube at this location, it should be further south of AT&T Ball Park.
- Should have maritime uses and an attraction that has low traffic impact, like a cultural center or museum.
- Should have restaurants and recreational facilities such as a children’s playground
- Limit to current 40’ height so that it doesn’t create a wall/blockade.
- Have finger piers or walkways like Pier 14, think of this as a wave erosion battle.
- Minimize ambient light at night so as not to impact residents.
- No glass structures as sunlight glare/reflection is blinding in nearby neighborhoods.
- Avoid large tall structures on pier.
- Limit height, no tall buildings or structures.
- Add more restaurants.
- Do not use seawall bonds to fund pier issues.

Open Space Suggestions:

- Recreational greenspace similar to Pier 45 NYC (No buildings or structures).
- Lots of open greenspace (restricted dog use areas); green with topographic features, so not flat.
- Keep as open as possible to enjoy the water views and bay activities.
- Maintain perimeter for public use like biking, walking, etc. (similar to AT&T Park).
- Could use a parks bond to fund open space development.
- We need something like Pier 45.

Seawall Lot 330 Neighborhood Context

What new uses on Seawall Lot 330 would best serve the neighborhood?

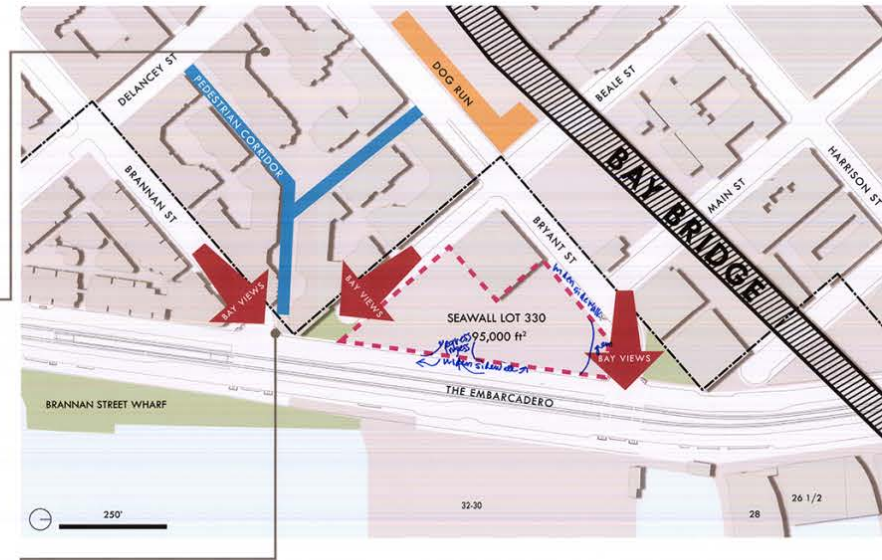
South Beach is a vibrant neighborhood community with an active mix of uses and engaged neighbors. At 2.2 acres, SWL 330 is the largest undeveloped upland site, that provides opportunity to enhance the west side of The Embarcadero. The Waterfront Plan promotes development of Port seawall lot sites to complement the surrounding neighborhood character and mix of uses. This idea was reinforced in recommendations produced by the Waterfront Plan Working Group, summarized below.



Residential in the adjacent neighborhood



Neighborhood commercial at Brannan & Beale Streets



Waterfront Plan Working Group Recommendations

- Activate underutilized seawall lot sites with new uses and design that enliven pedestrian and ground level experiences, and the public realm on the west side of The Embarcadero
- Provide a pleasing transition between the cityside and the waterfront's historic maritime character, views and access to the Bay
- Generate revenue from a broad range of uses (residential, retail, commercial, office, hotel) to support Port capital projects and investments
- Recognize that parking on Seawall Lots furthers trust objectives by supporting Port businesses and accommodating Port visitors from the Bay Area and beyond, especially families with children, seniors, those with disabilities, and tour buses.

Comments?

*Community gathering place; not too garden w/uses; low rise
WIDE SIDE WALKS; BUILDING set backs so does not
create a wall against side wall edge;
View Corridors from surrounding streets / Residential developments;
Consistency w/ city adopted plans, eg. Rincon Hill, Livable Streets, etc.
Open plaza; low use in front of sides
Traffic mitigation; dog park area; restaurants
Add new ingress/egress from Embarcadero
Design all parking to be convertible in future to commercial/leasing units
Consider / Follow Treasure Tube planning in context of development*

Seawall Lot 330 Neighborhood Context:

Ideas for Seawall Lot 330 that Serve the Neighborhood

- Develop a community gathering place.
- Rooftop garden with cafes and low rise buildings.
- Wide sidewalks with building setbacks that do not create a wall against the sidewalk's edge.
- Form view corridors from surrounding streets and residential developments.
- Maintain consistency with city adopted plans (e.g. Rincon Hill, Livable Streets, etc.).
- Open the plaza by having low rise buildings in the front and on the sides.
- Traffic mitigation.
- Add a dog park area and restaurants.
- Add new entrances and exits from Embarcadero.
- Design all parking to be convertible in future to commercial or housing units.
- Consider Transbay Tube planning in conjunction with development.

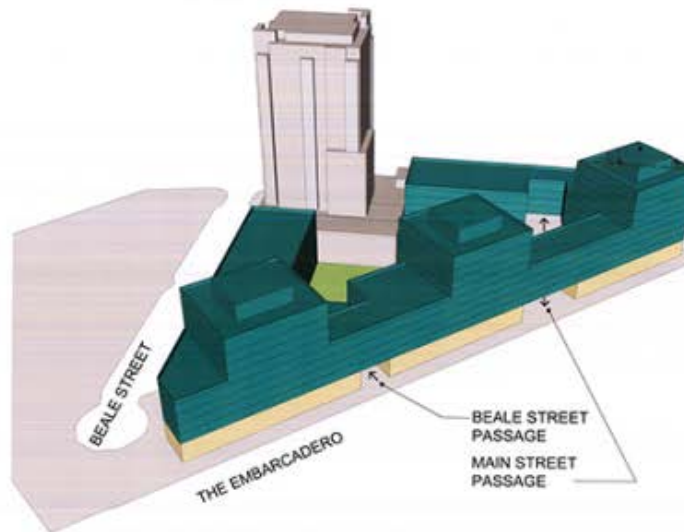
Seawall Lot 330 Building Massing Study

How can new development compliment the neighborhood?

SWL 330 is a 2.2 acre site, currently operated as a parking lot which generates \$ 00,000 in Port revenues annually. The prior Bryant Street Pier development project was partially implemented resulting in construction of the Waterfront condominiums on the adjacent parcel. The Waterfront Plan promotes development of Port seawall lot sites to complement the surrounding neighborhood character and mix of uses. The Port secured State Legislation, SB 815, which lifted the public trust use restrictions from specified seawall lots, including SWL 330. SB815 enables the Port to develop trust and non-trust uses such as housing and office to generate revenue for purposes of investing in historic rehabilitation, public access and other Port capital investments along the shoreline.

The image to the right represents a building mass analysis produced as part of the Golden State Warriors proposal in 2014 that reflects current building bulk and height limits under the City's Planning Code and Zoning Map. This image is not a project proposal. The current City requirements include:

- 105 foot height limit
- Building mass and bulk limits above 65 feet
- Provision of ground floor pedestrian passages from The Embarcadero to Bryant and Beale Streets



Comments?

This proposal does not maintain established historic Main Street View Corridor per existing plans.

PARKING = HIGHEST AND BEST USE?

Keep waterfront lot separate - Parking would be best use

- Many outside area don't use nearly as much about new pedestrian use can generate 3 for better use of space with value of cars on hold in order to provide more space for people, especially because of the fact that the area is already a parking area.

Building bulk should be shifted towards the Watermark, not up against the Embarcadero - 6 or so stories next to Embarcadero, and stepping up away from the water.

No parking.

But divide the Embarcadero facade visually into separate buildings, as was done w. Delancey Affordable Housing for low income and middle income homes on portion of site. 65'-85' building scale. The city needs affordable housing! And it can integrate well with midrise South Beach area.

Seawall Lot 330 Building Massing Study Comments

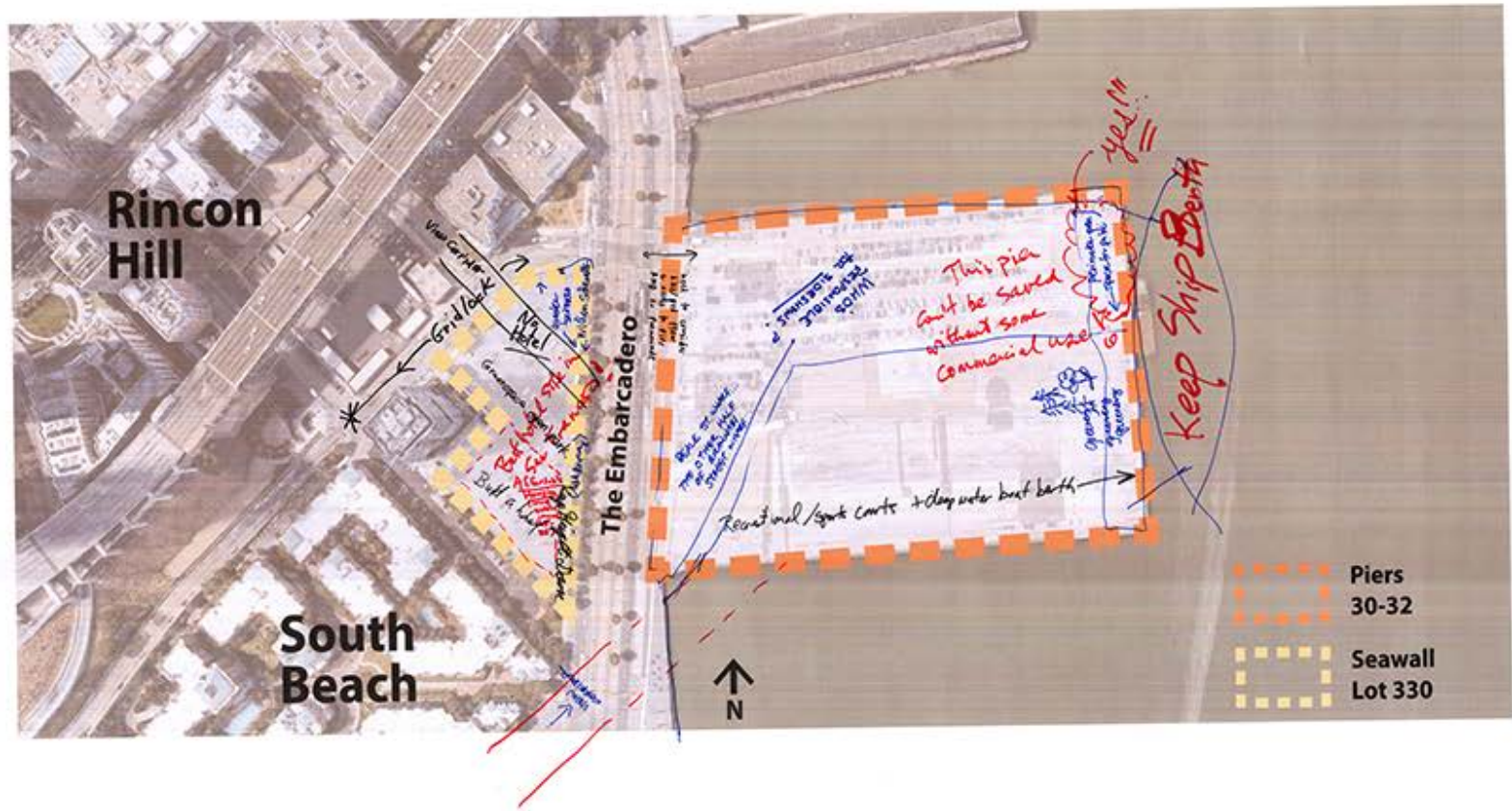
New Development Suggestions:

- This proposal does not maintain the established historic Main Street view corridor per the existing plans.
- Is parking the highest and best use?
- It is a very awkward lot structure; a park would be the best use.
- Many outside areas don't care nearly as much about view preservation. An Infrastructure Financing District can generate money for waterside improvements.
- I'd like to see Pier 30-32 be devoted to open space, so we should consider developing SWL 330 as condos or a hotel in order to provide needed income for port.
- The bulk of the building should be shifted towards The Watermark, not up against the Embarcadero. Six or so stories next to the Embarcadero, the sidewalk, and stepping up, away from the water.
- No parking!
- Divide the Embarcadero façade visually into separate buildings, as was done with the Delancey Street Foundation.
- Need affordable housing for low income and middle income homes on a portion of the site. 65' – 85' building scale. The city needs affordable housing! It can integrate well with midrise South Beach neighborhood.

Your Ideas?

Write them Down!

Write them Down!



Your Ideas?

Piers 30-32 Suggestions:

- Keep the ship berth.
- Create recreational sports courts and utilize deep water boat berth.
- Add landscape and greenery.
- Leave the perimeter open; make it a space for the public.
- This pier can't be saved without some commercial use.
- Get rid of sideshows.
- Must consider bike and pedestrian flow on promenade and their access to the pier.

Seawall Lot 330 Suggestions:

- View corridor created (no hotel).
- Make greater setbacks and wider sidewalks.
- Make it a greenspace or open park.
- Best hotel site in San Francisco! Build a hotel!
- Affordable housing for low or middle income people, 65'-85' building scale.
- Bryant has a risk of getting gridlocked.