

THE PIER PROMENADE

WHAT IF we could stitch the waterfront together with a continuous ribbon of arts, culture, food, hospitality, and entertainment?

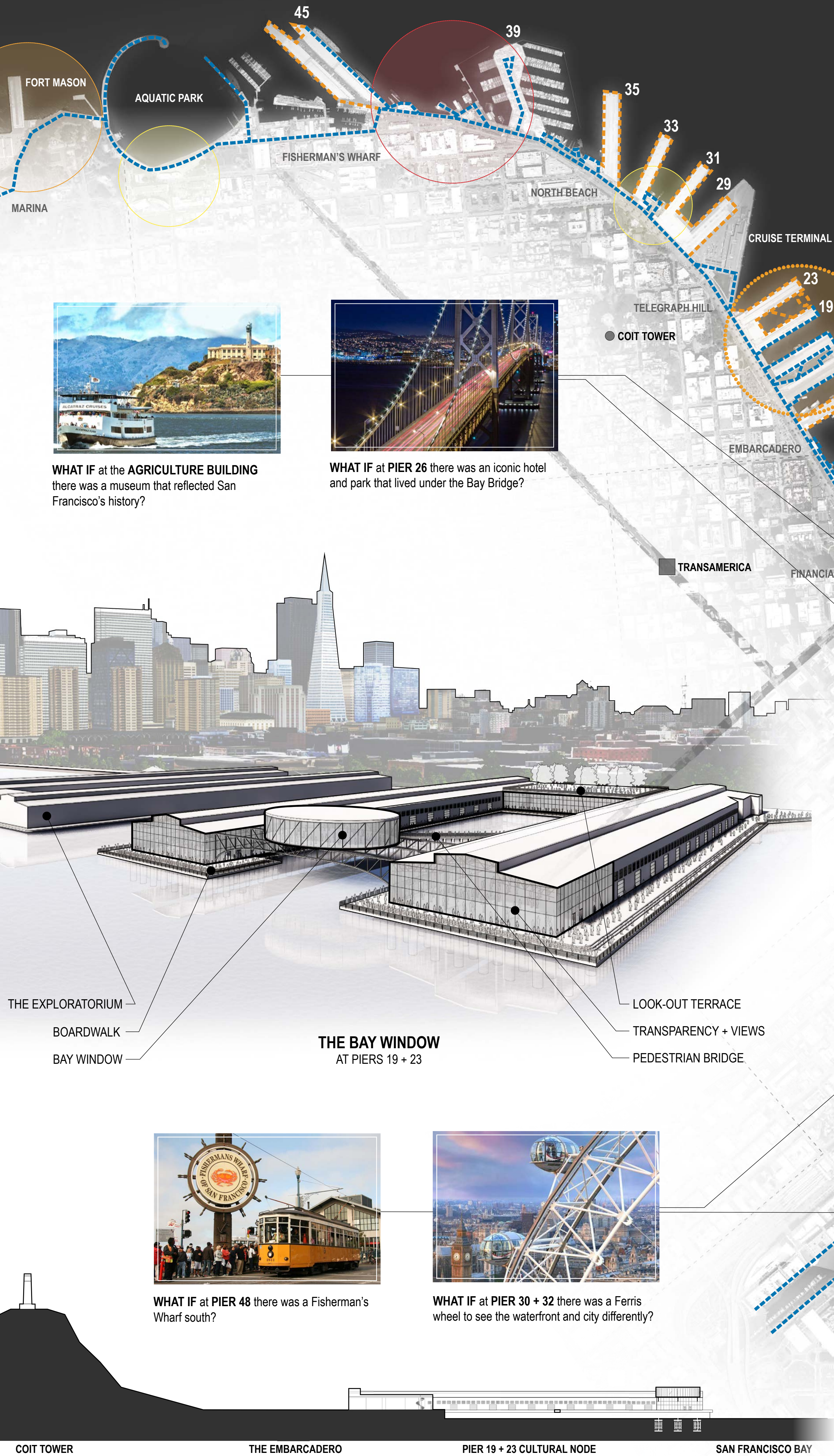
An expanded vision for public-oriented destinations on San Francisco's waterfront. Enhancing and redefining the economic viability of facilities and public spaces within the Embarcadero Historic District. How do we create additional authentic destinations? How do we drive greater access and circulation beyond the bulkheads into the historic piers?. Is there a bigger story for the waterfront, compared to a pier by pier redevelopment approach? How do we merge a world class destination with the public-private investment and development? The possibilities are breathtaking.

Our concept is a cohesive vision of the piers as a continuous pedestrian waterfront promenade—a pier promenade! Interlaced with public uses: food, entertainment, culture, history, and the arts. We envision these uses at key piers along the waterfront, correlating with existing uses to establish thematic modes within the waterfront district. Pier 48 for food; Piers 26 + 28 under the bay bridge as hospitality and park; the Ferris wheel for Piers 30 + 32 next to the bridge; a museum at the Agriculture building; and the exemplar Piers 19 + 23 next to the Exploratorium as a cultural venue.



"stitch the piers"

- EXISTING CIRCULATION
- FUTURE CIRCULATION
- ARTS + CULTURE
- FOOD + BEVERAGE
- HOSPITALITY + ENTERTAINMENT
- HISTORY + MUSEUM



WHAT IF at the AGRICULTURE BUILDING there was a museum that reflected San Francisco's history?



WHAT IF at PIER 26 there was an iconic hotel and park that lived under the Bay Bridge?



WHAT IF at PIER 48 there was a Fisherman's Wharf south?



WHAT IF at PIER 30 + 32 there was a Ferris wheel to see the waterfront and city differently?

COIT TOWER THE EMBARCADERO PIER 19 + 23 CULTURAL NODE SAN FRANCISCO BAY