

NORTHERN ADVISORY COMMITTEE

PIERS 30-32 & SEAWALL LOT 330

SEPTEMBER 16TH, 2020

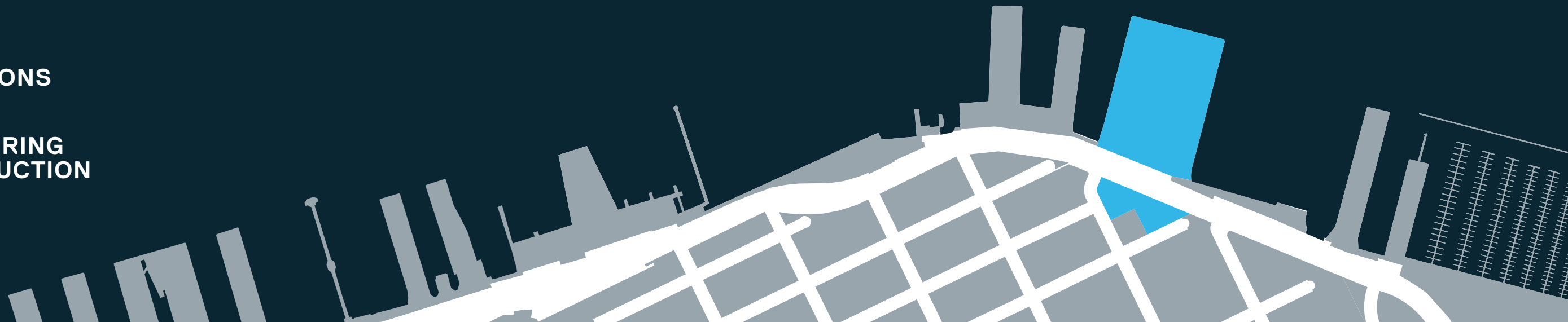
STRADA

TRAMMELL
CROW
COMPANY

GRIMSHAW

JAMES
CORNER
FIELD
OPERATIONS

POWER
ENGINEERING
CONSTRUCTION





SAN FRANCISCO
PIERS 30-32 & SEAWALL 330

DEVELOPMENT TEAM

**STRADA
INVESTMENT GROUP**
Co-Developer

**TRAMMELL CROW
COMPANY**
Co-Developer

DESIGN

**GRIMSHAW
ARCHITECTS**
Design Architect

**JAMES CORNER
FIELD OPERATIONS**
Landscape Design
Architect

ENGINEERING

MOFFATT & NICHOL
Marine Engineer

**RYAN JOYCE
STRUCTURAL DESIGN**
Structural Engineer

LANGAN ENVIRONMENTAL
Environmental
Engineering

CONSTRUCTION

**POWER ENGINEERING
CONSTRUCTION**
Marine Construction Contractor

WEBCOR BUILDERS
Construction Contractor

LEGAL

**GIBSON, DUNN
& CRUTCHER**
Counsel for
Port Transactions,
Tidelands Trust, BCDC

J. ABRAMS LAW
Counsel for
Local Land Use
and CEQA



PIERS 30-32 & SEAWALL 330
TEAM ENGAGEMENT



PIERS 30-32 & SEAWALL 330
THE EXPLORATORIUM



PIERS 30-32 & SEAWALL 330
PIER 70



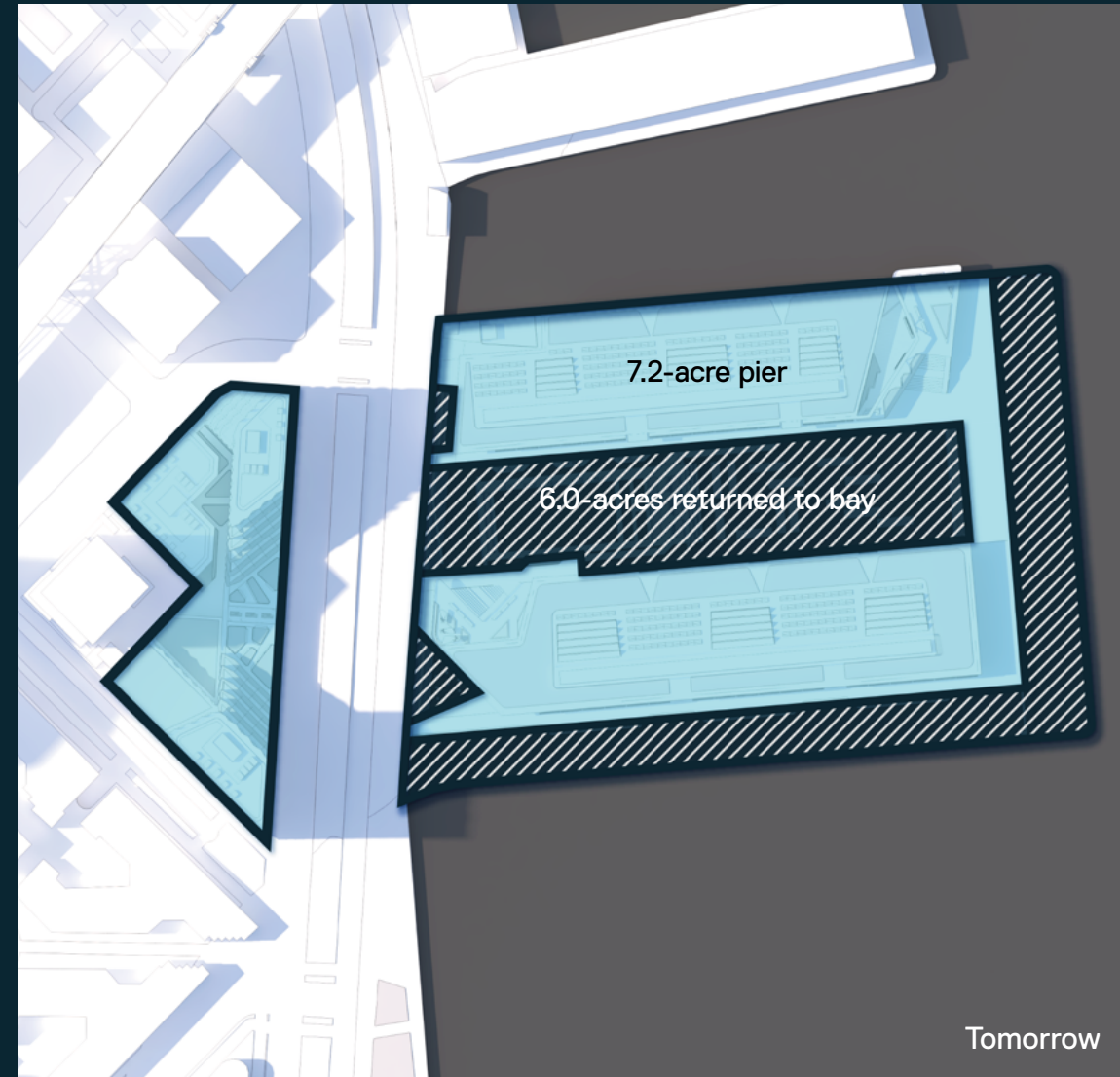
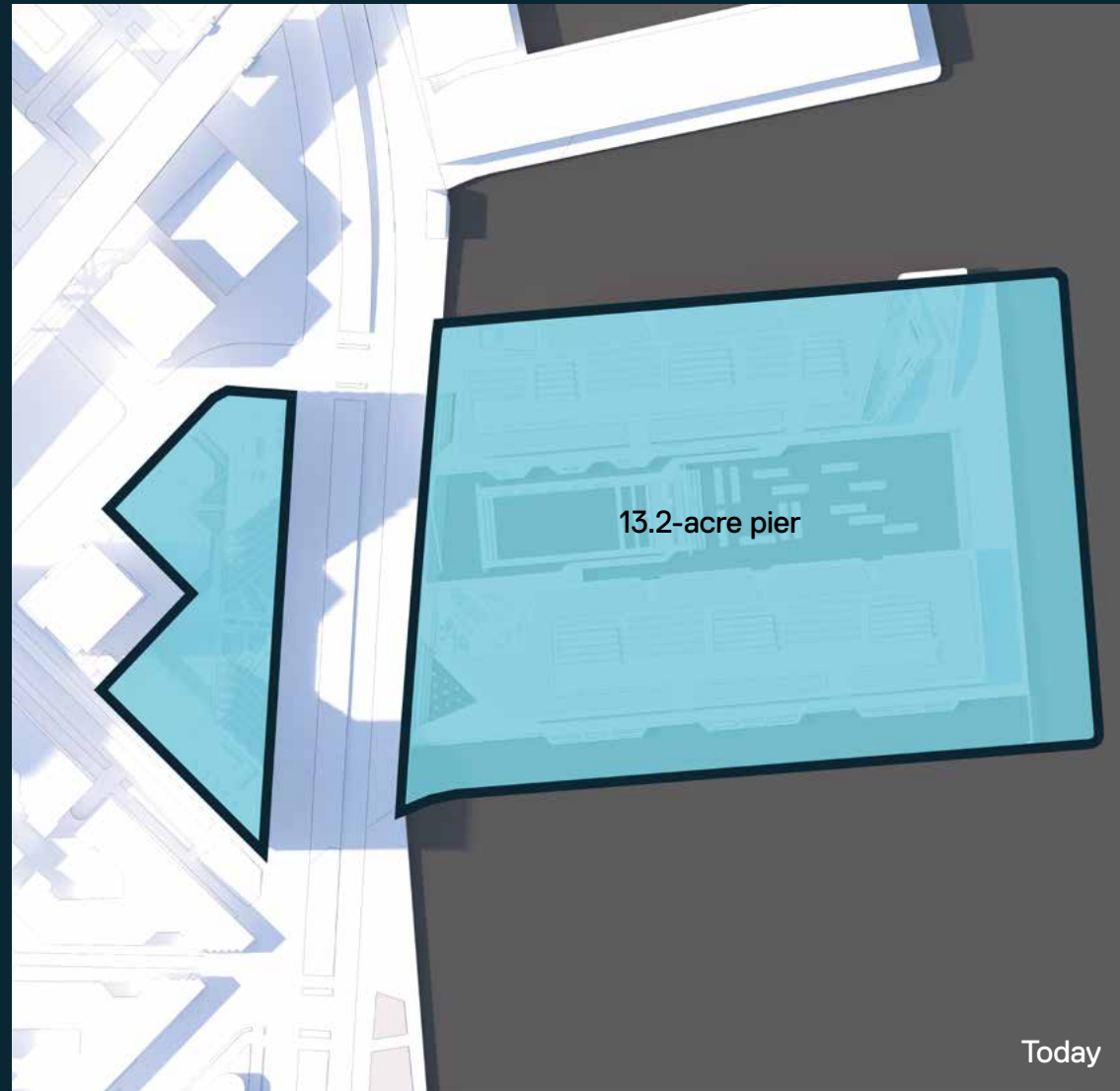
CHASE CENTER

PIERS 30-32 & SEAWALL 330

CHASE CENTER AND UBER MISSION BAY OFFICE TOWERS



PIERS 30-32 & SEAWALL 330
ONE MISSION BAY



PIERS 30-32 & SEAWALL 330
REPLACEMENT PIERS

| | |
|--------------------------|---|
| Grounded in Precedent | 375,000 SF Office Program Mirrors AB 1389 |
| Minimizes Pier Footprint | Replacement Pier Removes 6 Acres of Bay Fill |
| Maximizes Trust Benefits | 3.7 Acres of Public Access and Maritime Uses |
| Fulfills Port Objectives | \$325M in Revenue & \$369M in Infrastructure Investment |
| Balances Uses | 208 Affordable Units (25%) 642 Market Rate Units (75%) |

PIERS 30-32 & SEAWALL 330

A PRAGMATIC AND BALANCED APPROACH



Community Values

Both Piers 30-32 and SWL 330

Funding and Economics

Urban Design

General Land Use

General Sustainability

Transportation

Piers 30-32

Berthing and Berthing Access

Land Use and Urban Design

Sustainability

SWL 330

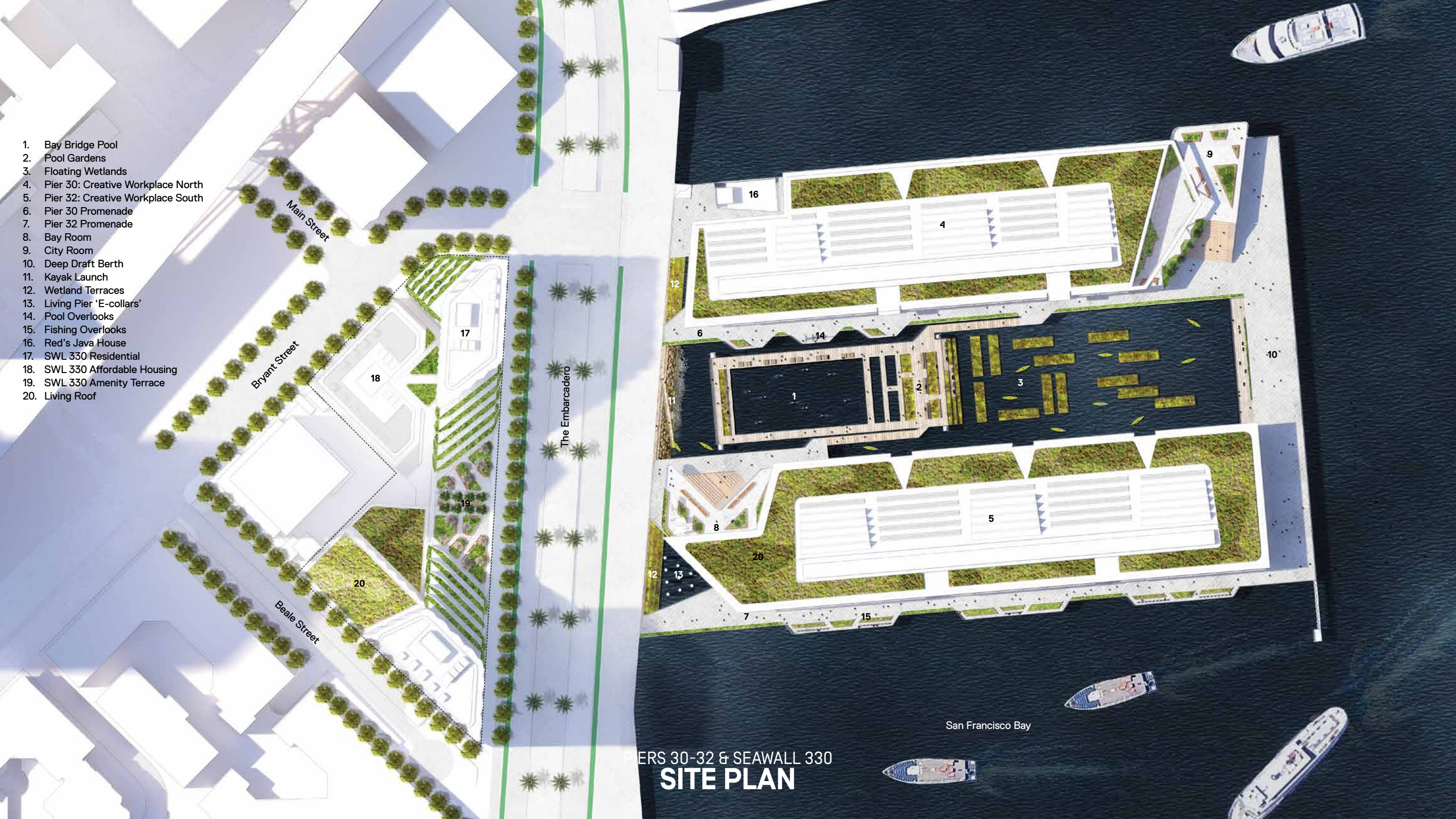
Ground Floor/Public Realm

Housing

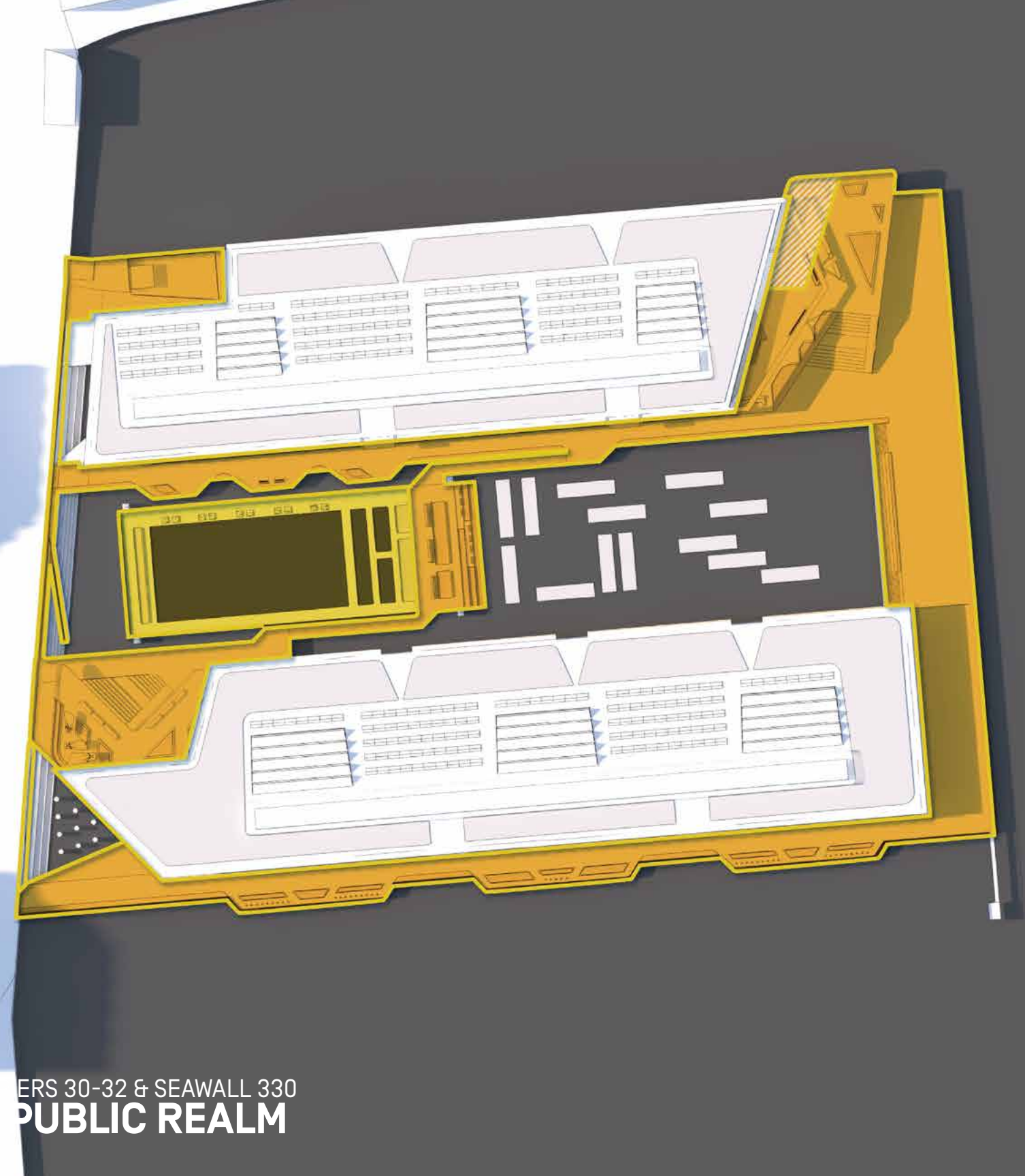
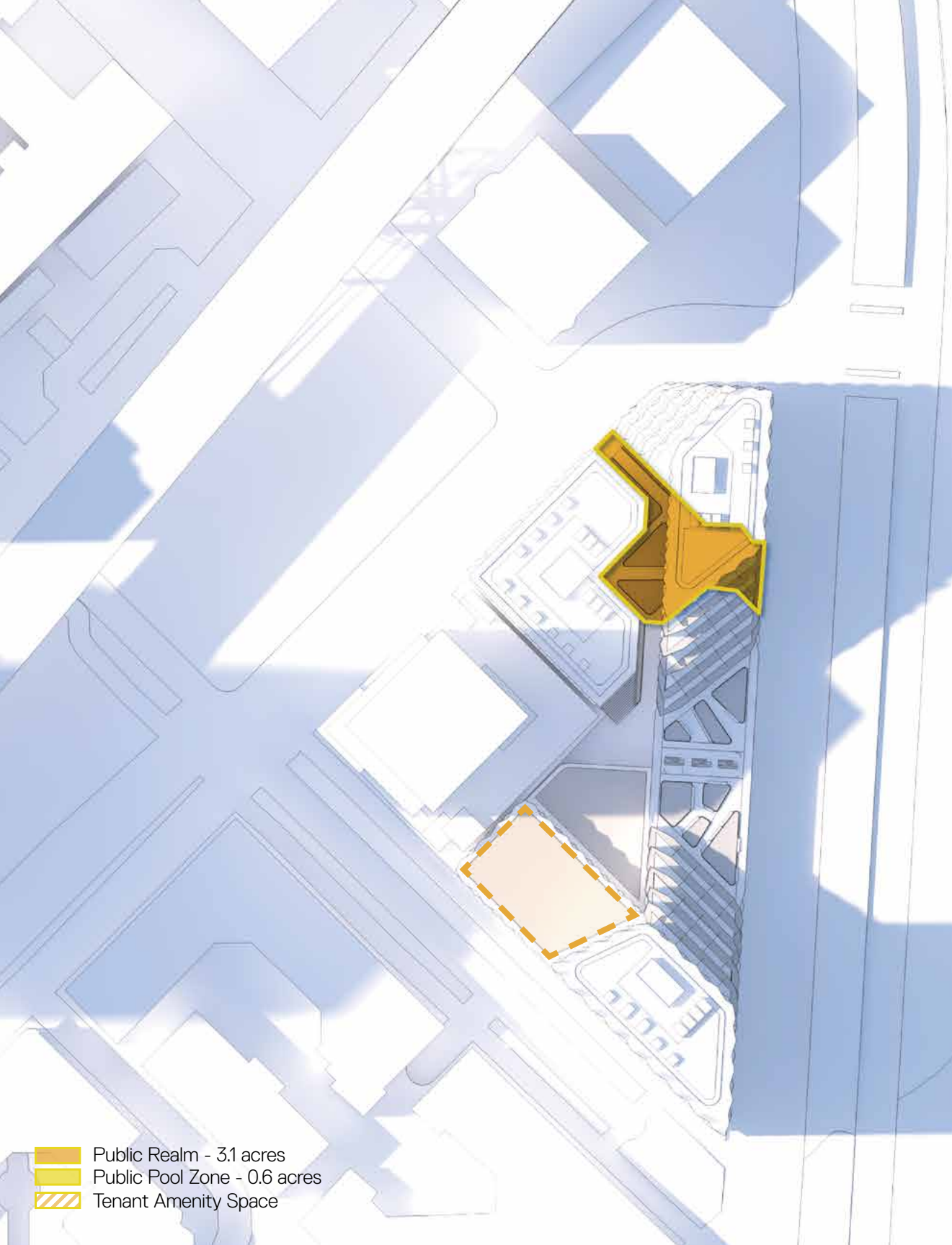
PIERS 30-32 & SEAWALL 330




OUR VISION

1. Bay Bridge Pool
2. Pool Gardens
3. Floating Wetlands
4. Pier 30: Creative Workplace North
5. Pier 32: Creative Workplace South
6. Pier 30 Promenade
7. Pier 32 Promenade
8. Bay Room
9. City Room
10. Deep Draft Berth
11. Kayak Launch
12. Wetland Terraces
13. Living Pier 'E-collars'
14. Pool Overlooks
15. Fishing Overlooks
16. Red's Java House
17. SWL 330 Residential
18. SWL 330 Affordable Housing
19. SWL 330 Amenity Terrace
20. Living Roof

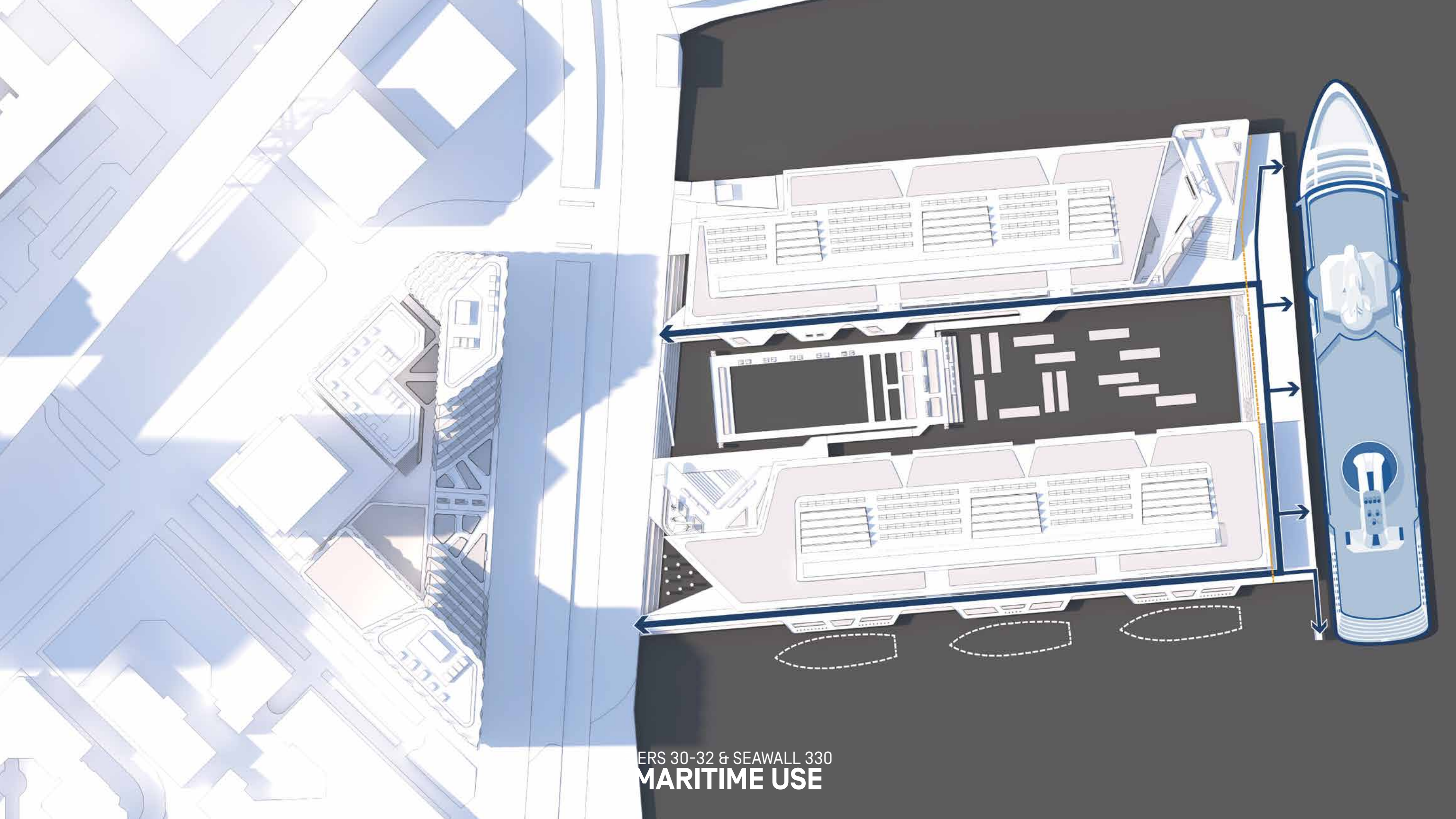


PIERS 30-32 & SEAWALL 330
SITE PLAN

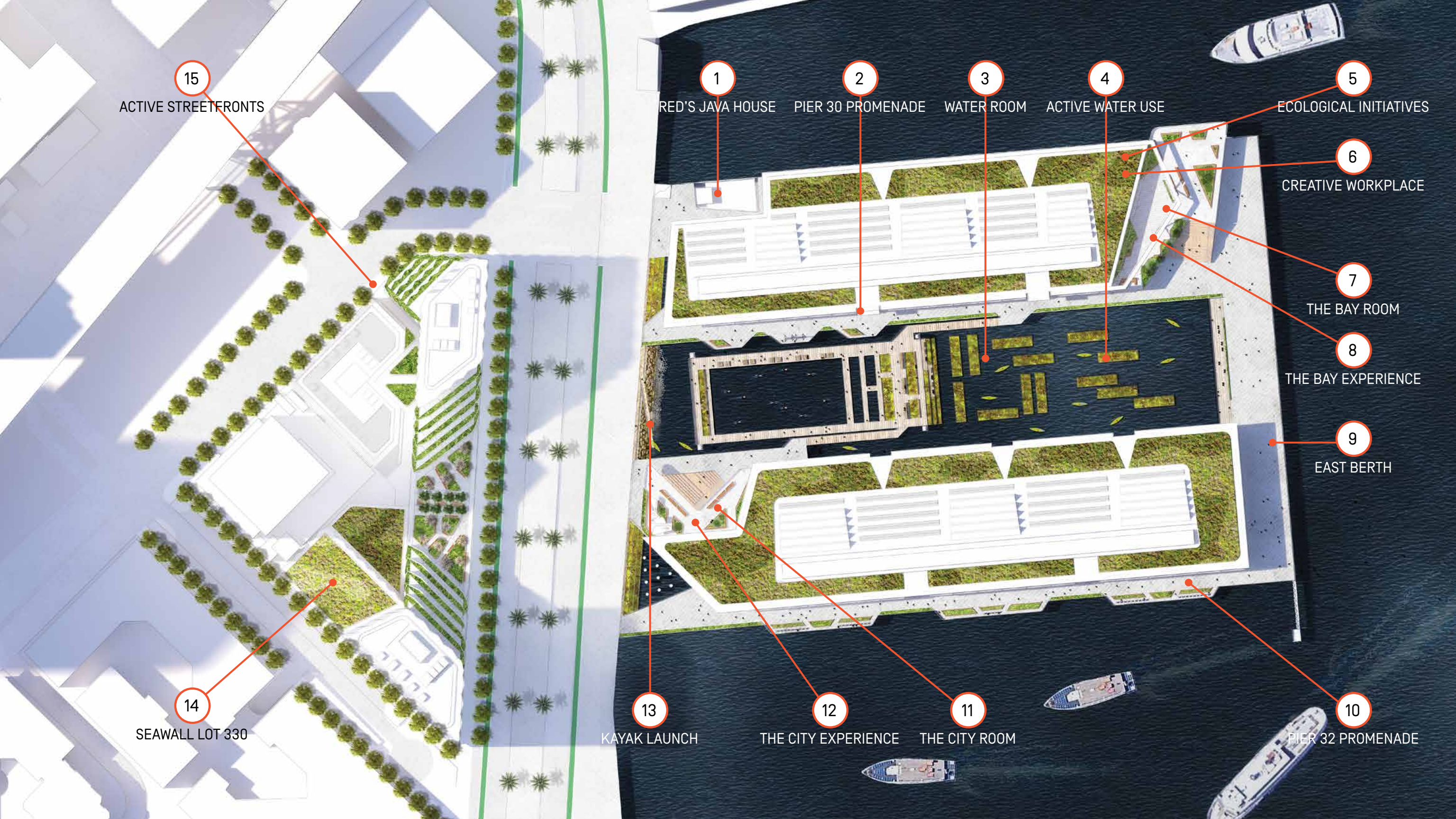


-  Public Realm - 3.1 acres
-  Public Pool Zone - 0.6 acres
-  Tenant Amenity Space

ERS 30-32 & SEAWALL 330
PUBLIC REALM



ERS 30-32 & SEAWALL 330
MARITIME USE



15

ACTIVE STREETFRONTS

1

RED'S JAVA HOUSE

2

PIER 30 PROMENADE

3

WATER ROOM

4

ACTIVE WATER USE

5

ECOLOGICAL INITIATIVES

6

CREATIVE WORKPLACE

7

THE BAY ROOM

8

THE BAY EXPERIENCE

9

EAST BERTH

14

SEAWALL LOT 330

13

KAYAK LAUNCH

12

THE CITY EXPERIENCE

11

THE CITY ROOM

10

PIER 32 PROMENADE



Red's JAVA HOUSE

Budweiser
WORLD SERIES
CHAMPIONS

Big
BOY'S
DRINKS

1

RED'S JAVA HOUSE

HIDE

BAR & MILK
or all
Rolling Rock
Beer \$3.00
Brews \$4.00
Repos
Restrooms
&
Change
for Customers
ONLY!!!



2

PIER 30 PROMENADE



3

THE WATER ROOM



SAN FRANCISCO
SUTRO BATHS



PIER 30 - 32
FLEISHHACKER POOL (1925-1984)



SAN FRANCISCO
AQUATIC PARK



PIER 30 - 32
NORTH SYDNEY OLYMPIC POOL, SYDNEY



PIER 30 - 32

AARHUS HARBOR BATH, DENMARK



4

ACTIVE WATER USE



ARTIFICIAL REEFS



GREEN ROOFS



FLOATING WETLANDS



NATIVE GARDENS



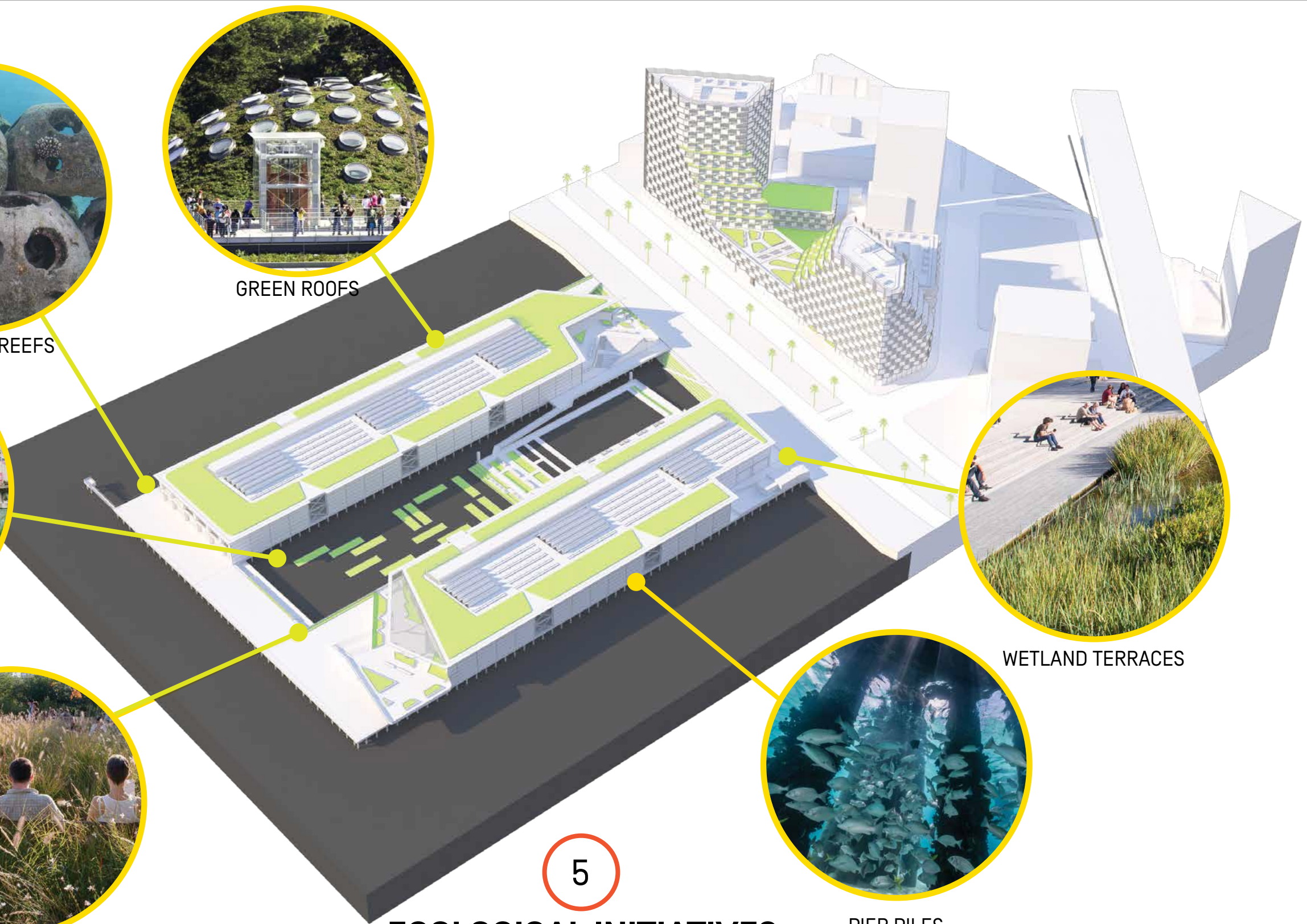
WETLAND TERRACES

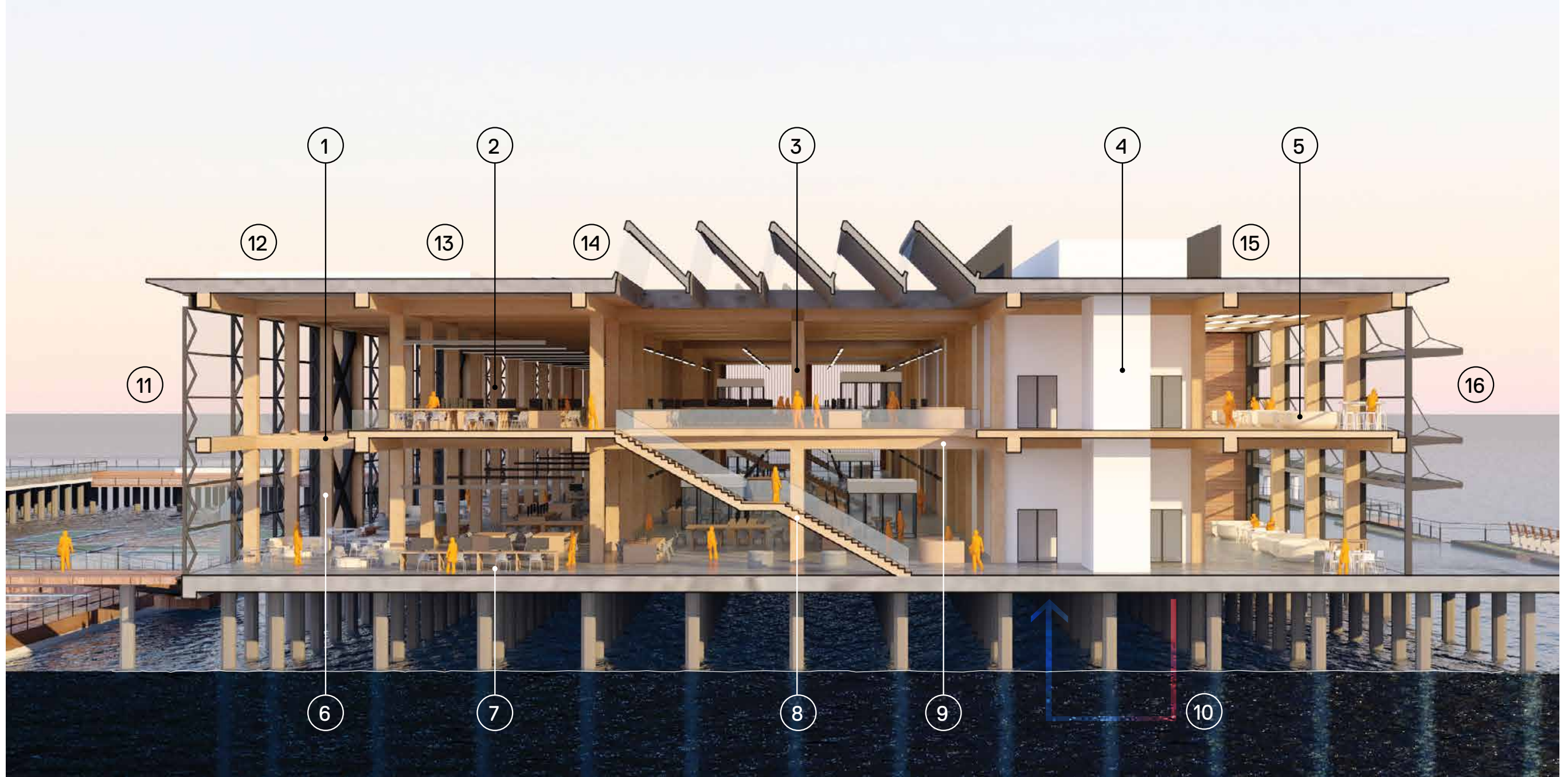


PIER PILES

5

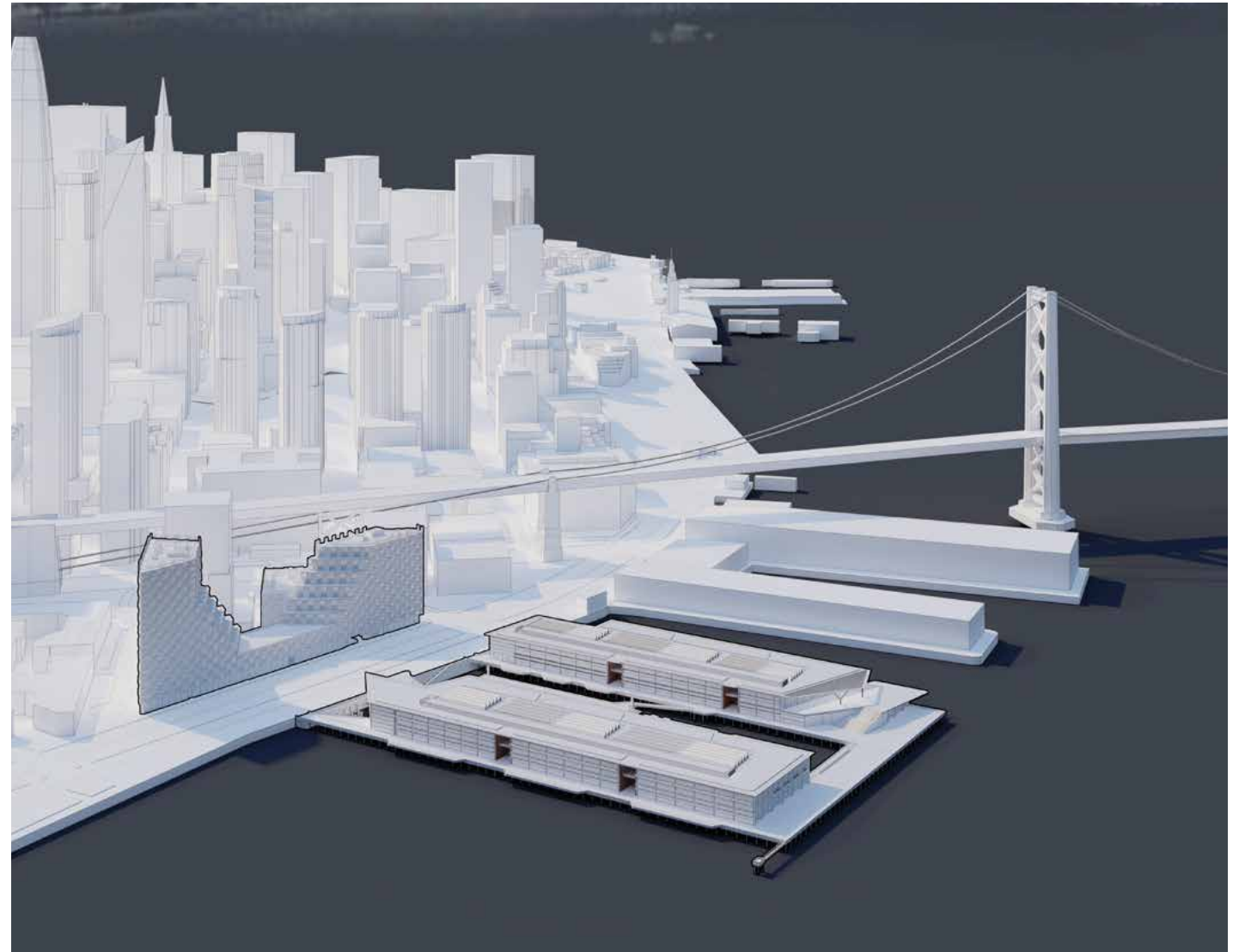
ECOLOGICAL INITIATIVES





6

CREATIVE WORKPLACE



PIERS 30-32 & SEAWALL 330
HISTORIC PIER CONSTRUCTION



6

CREATIVE WORKPLACE



7

THE BAY ROOM



8

THE BAY EXPERIENCE



9

EAST BERTH



10

PIER 32 PROMENADE



11

THE CITY ROOM



12

THE CITY EXPERIENCE



13

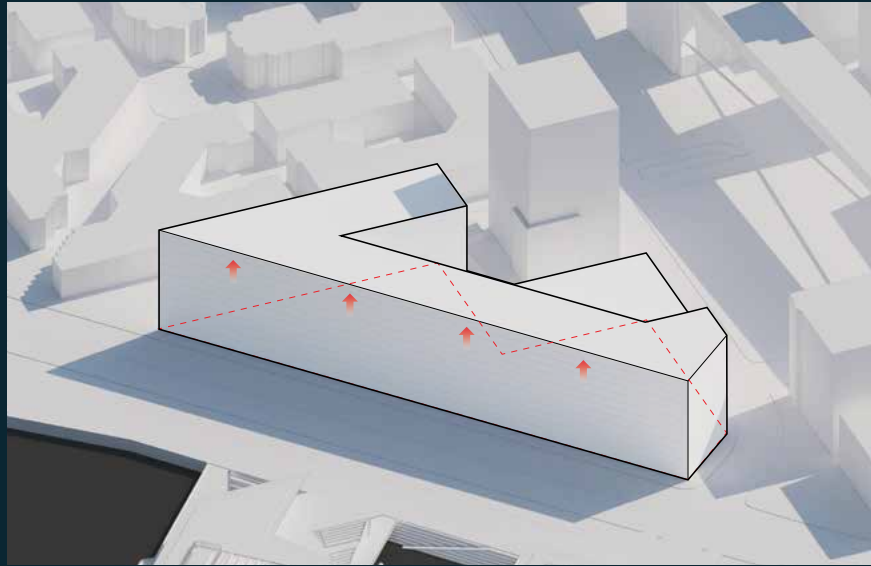
KAYAK LAUNCH



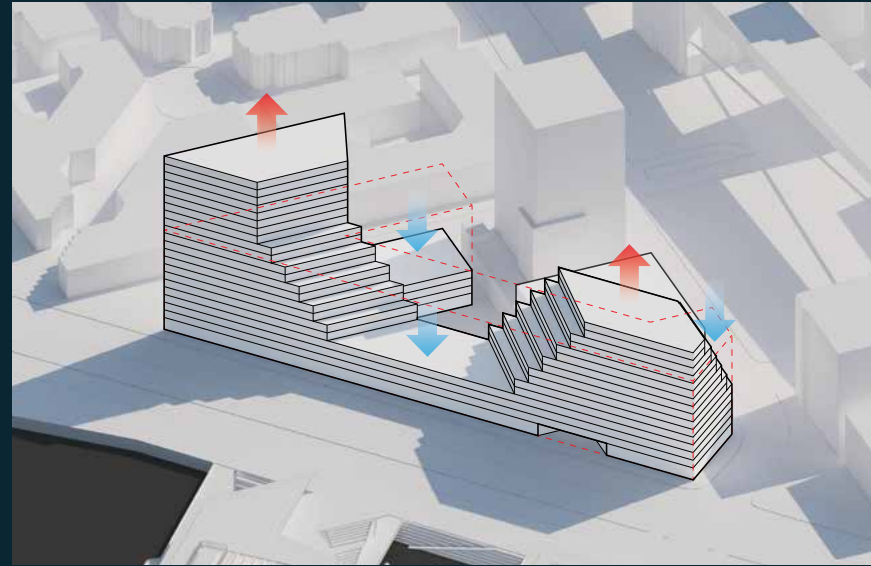
14

SEAWALL LOT 330

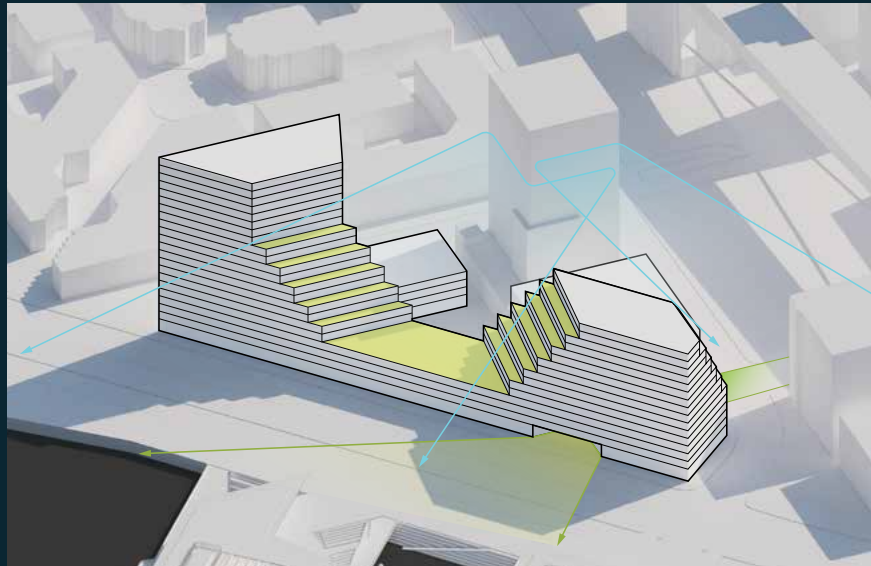
1. Development yield extruded on site without articulation creates a wall on The Embarcadero



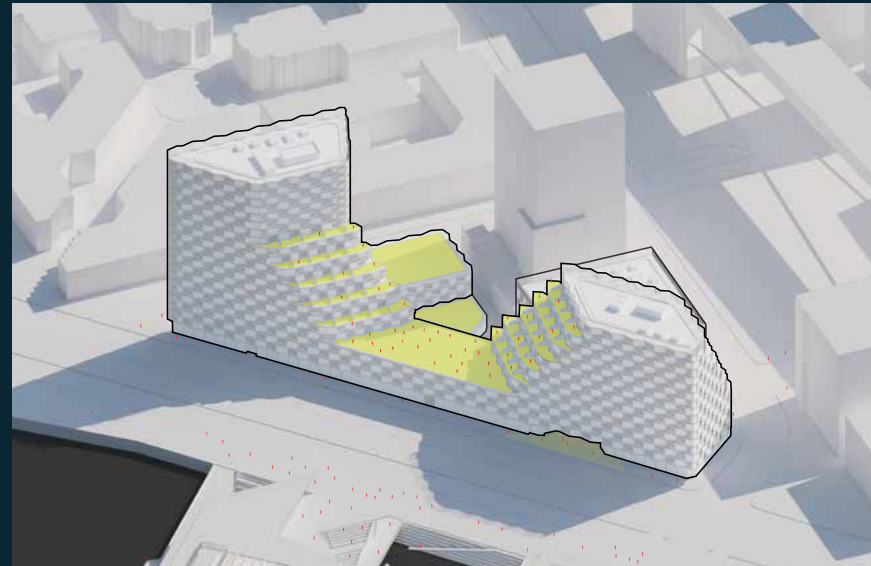
2. Manipulation of building massing to be a good neighbor and directly respond to the urban context



3. Occupiable terraces, amenity rooftops, and ground level public realm animate the building's identity



4. Texture, reveal, and depth applied to create a coherent and high quality urban fabric





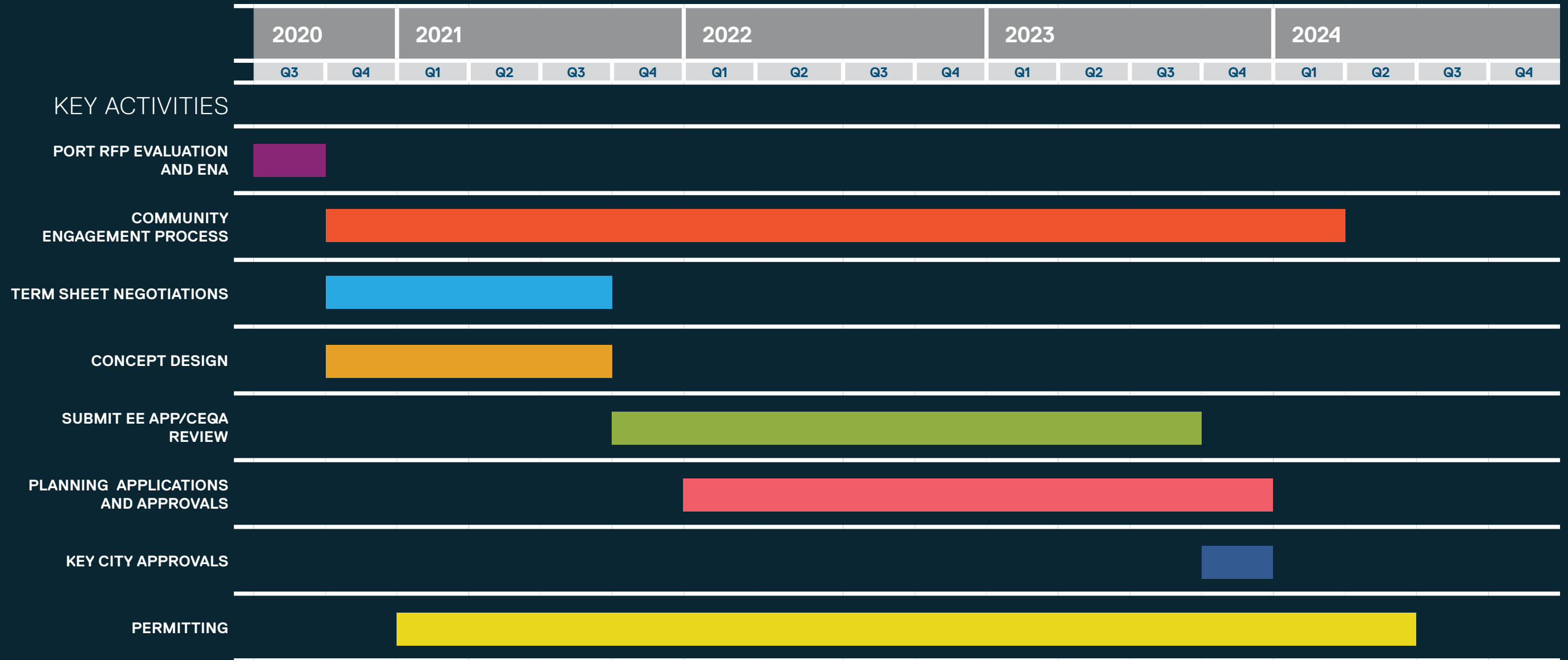
Seawall 330 - Residential Unit

1. Alternating Saw Tooth Unit Elevation
2. Large Format Glazed Sliding Doors
3. Private Terrace with Bay Views
4. Glazed Balustrades
5. Concrete Floor Edge Detail
6. Natural Timber Fins



15

ACTIVE STREETFRONTS



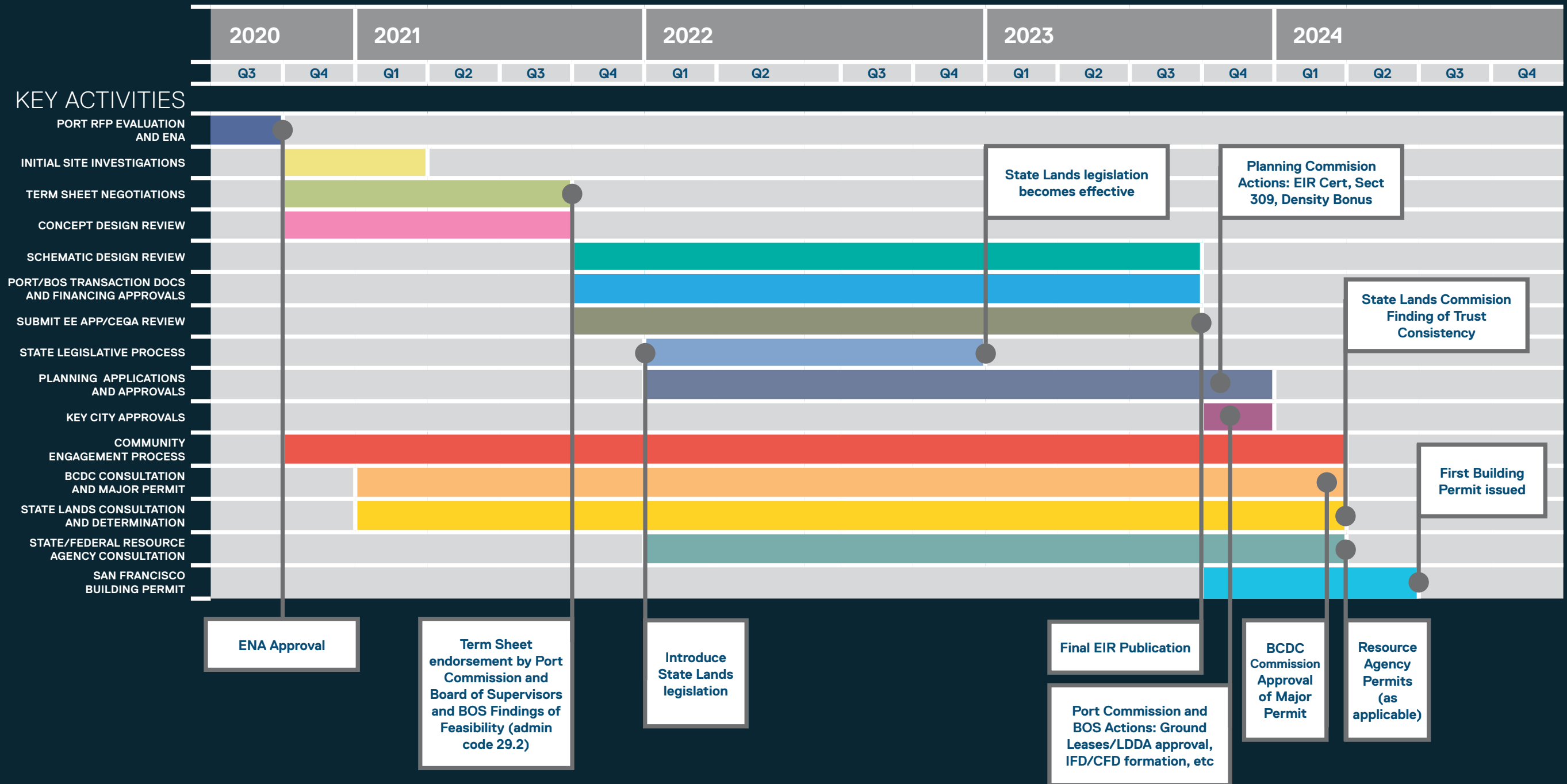
PIERS 30-32 & SEAWALL 330
SCHEDULE



SAN FRANCISCO
PIERS 30-32 & SEAWALL 330

THANK YOU





PIERS 30-32 & SEAWALL 330
SCHEDULE



PIERS 30-32 & SEAWALL 330
HISTORIC PIER CONSTRUCTION

Seawall Lot 330

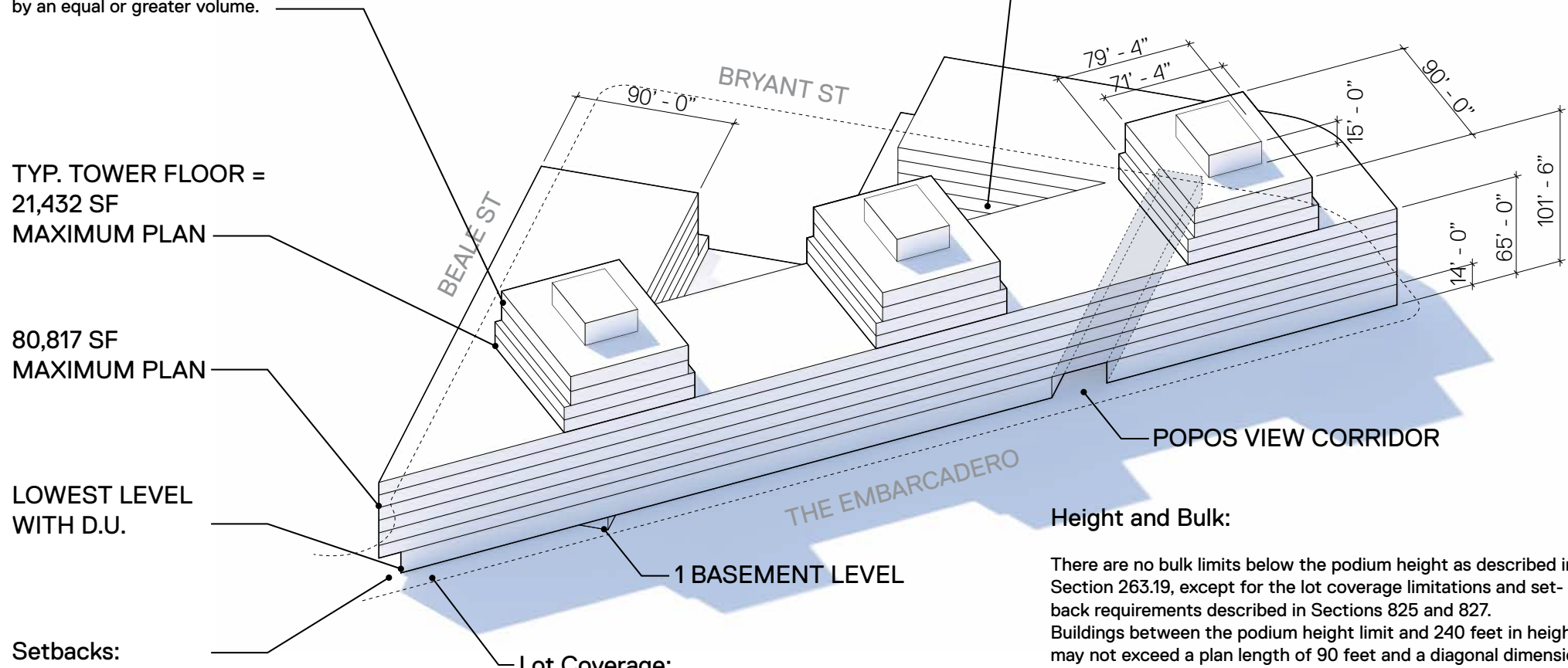
Base Case Development

Height and Bulk:

Buildings between the podium height limit and 240 feet in height may not exceed a plan length of 90 feet and a diagonal dimension of 120 square feet. To encourage tower sculpting, the gross floor area of the top one-third of the tower shall be reduced by 10 percent from the maximum floor plates described in (A) - (D) above, unless the overall tower floor plate is reduced by an equal or greater volume.

Dwelling Unit Exposure:

Inner court, no less than 25 feet in every horizontal dimension for the floor at which the Dwelling Unit in question is located and the floor immediately above it, with an increase of five feet in every horizontal dimension at each subsequent floor.



TYP. TOWER FLOOR =
21,432 SF
MAXIMUM PLAN

80,817 SF
MAXIMUM PLAN

LOWEST LEVEL
WITH D.U.

Setbacks:

Building setback 10 ft. for all buildings with residential uses at the ground level per the Ground Floor Residential Design Guidelines.

Lot Coverage:

100 percent lot coverage permitted for level 1 & 2 where all residential units face onto streets; up to 80 percent for all lots at residential levels where not all units face onto streets or alleys.

Height and Bulk:

There are no bulk limits below the podium height as described in Section 263.19, except for the lot coverage limitations and setback requirements described in Sections 825 and 827. Buildings between the podium height limit and 240 feet in height may not exceed a plan length of 90 feet and a diagonal dimension of 120 square feet.

BASE PROJECT

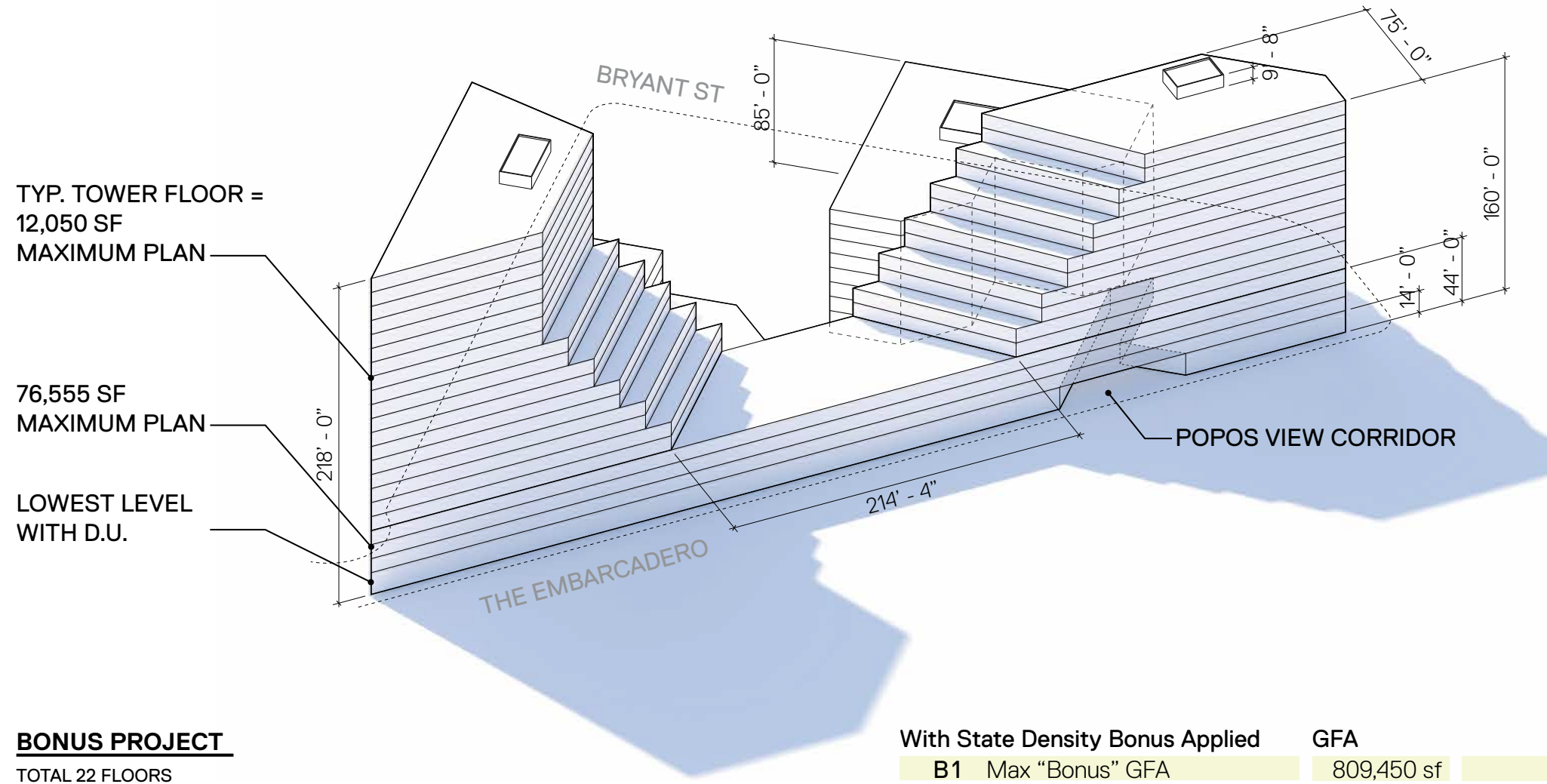
TOTAL 11 FLOORS
+ 1 BASEMENT

Base Planning Allowed

| | | GFA |
|----|----------------|------------|
| A1 | Site Area | 101,500 sf |
| A2 | Max "Base" GFA | 662,927 sf |

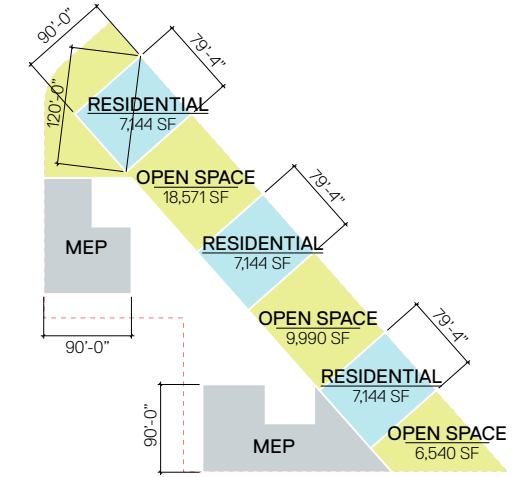
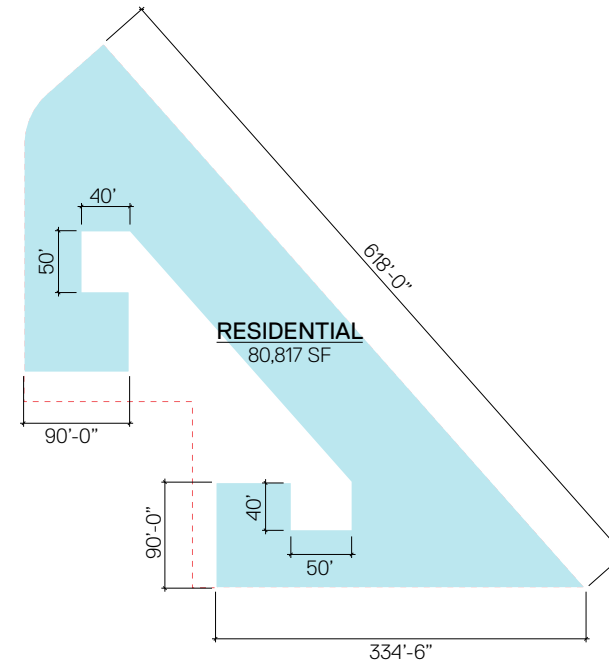
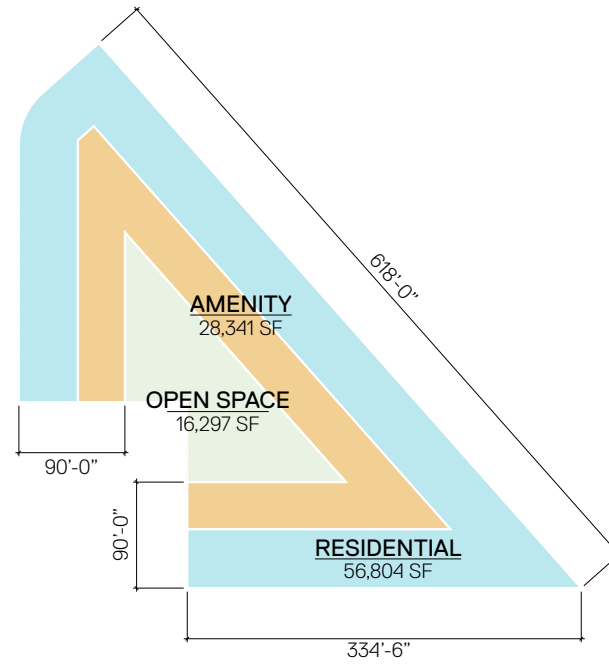
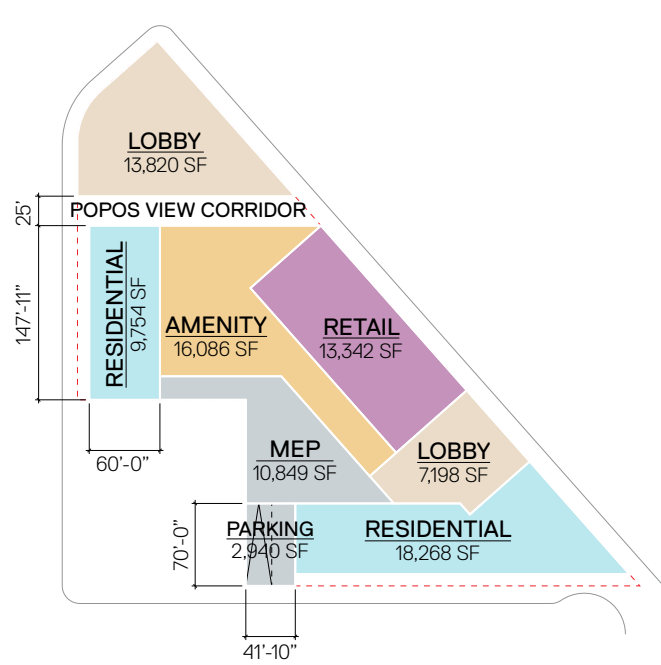
Seawall Lot 330

Proposed Development



Base Case

Development Yield

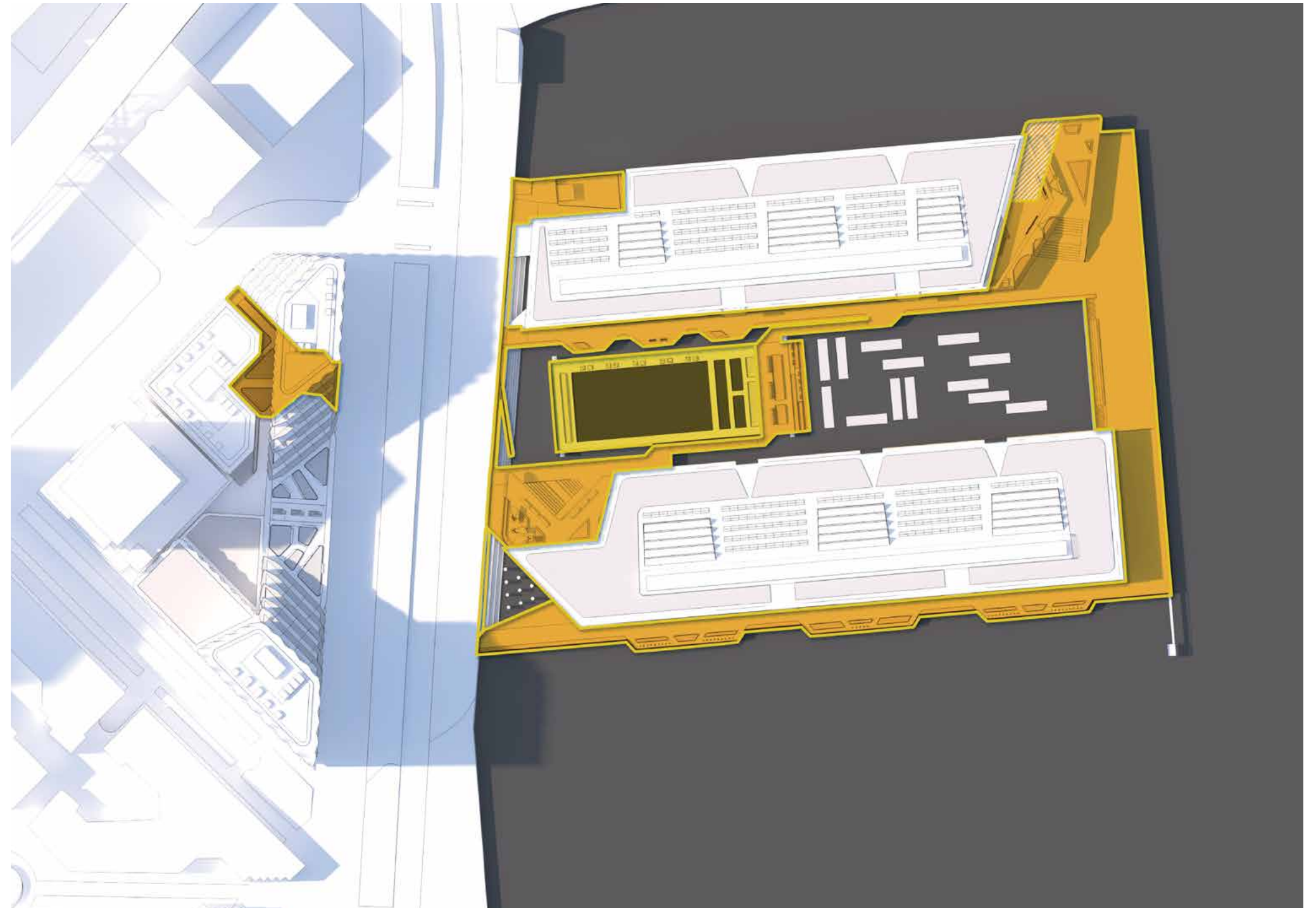


| FLR. ELEV. | FTF | FLR. | OPEN SPACE GFA | RETAIL GFA | PARKING GFA | AMENITY GFA | MEP/CORE/BOH/ CIRCULATION GFA | NRSF | GRSF | GSF | LOT COVERAGE |
|------------|-----|------|-------------------|---------------|----------------|----------------|-------------------------------------|----------------|----------------|----------------|--------------|
| | | RF | | | | | | | | | |
| 101.5 | 10 | 11 | | | | | 4,101 | 15,187 | 19,288 | 19,288 | 19% |
| 91.5 | 9.5 | 10 | | | | | 4,101 | 15,187 | 19,288 | 19,288 | 19% |
| 82 | 8.5 | 9 | | | | | 4,101 | 17,331 | 21,432 | 21,432 | 21% |
| 73.5 | 8.5 | 8 | 35,101 | | | | 4,101 | 17,331 | 21,432 | 21,432 | 21% |
| 65 | 8.5 | 7 | | | | | 8,310 | 72,507 | 80,817 | 80,817 | 80% |
| 56.5 | 8.5 | 6 | | | | | 8,310 | 72,507 | 80,817 | 80,817 | 80% |
| 48 | 8.5 | 5 | | | | | 8,310 | 72,507 | 80,817 | 80,817 | 80% |
| 39.5 | 8.5 | 4 | | | | | 8,310 | 72,507 | 80,817 | 80,817 | 80% |
| 31 | 8.5 | 3 | | | | | 8,310 | 72,507 | 80,817 | 80,817 | 80% |
| 22.5 | 8.5 | 2 | 16,297 | | | 28,341 | 8,310 | 48,494 | 85,145 | 85,145 | 84% |
| 14 | 14 | 1 | 4,360 | 13,342 | 2,940 | 37,104 | 13,922 | 24,949 | 75,975 | 95,257 | 91% |
| -14 | 14 | B | | | 23,961 | | | | | | |
| | | | 55,758 | 13,342 | 26,901 | 65,445 | 80,186 | 501,014 | 646,645 | 662,927 | |
| | | | SF | SF | SF | SF | SF | SF | SF | SF | |

| Required Open Space | |
|------------------------------|-----------------|
| | sf |
| Total | 53,025 |
| Provided Open Space | |
| | sf |
| L01 | 4,360 |
| L02 | 16,297 |
| L08 | 35,101 |
| | 55,758 |
| STUDIO | 210 30% |
| 1 BR | 212 30% |
| 2 BR | 285 40% |
| | 707 |
| Provided Off-Street Loading: | |
| | 1 Loading Space |

Piers 30-32 & Seawall 330

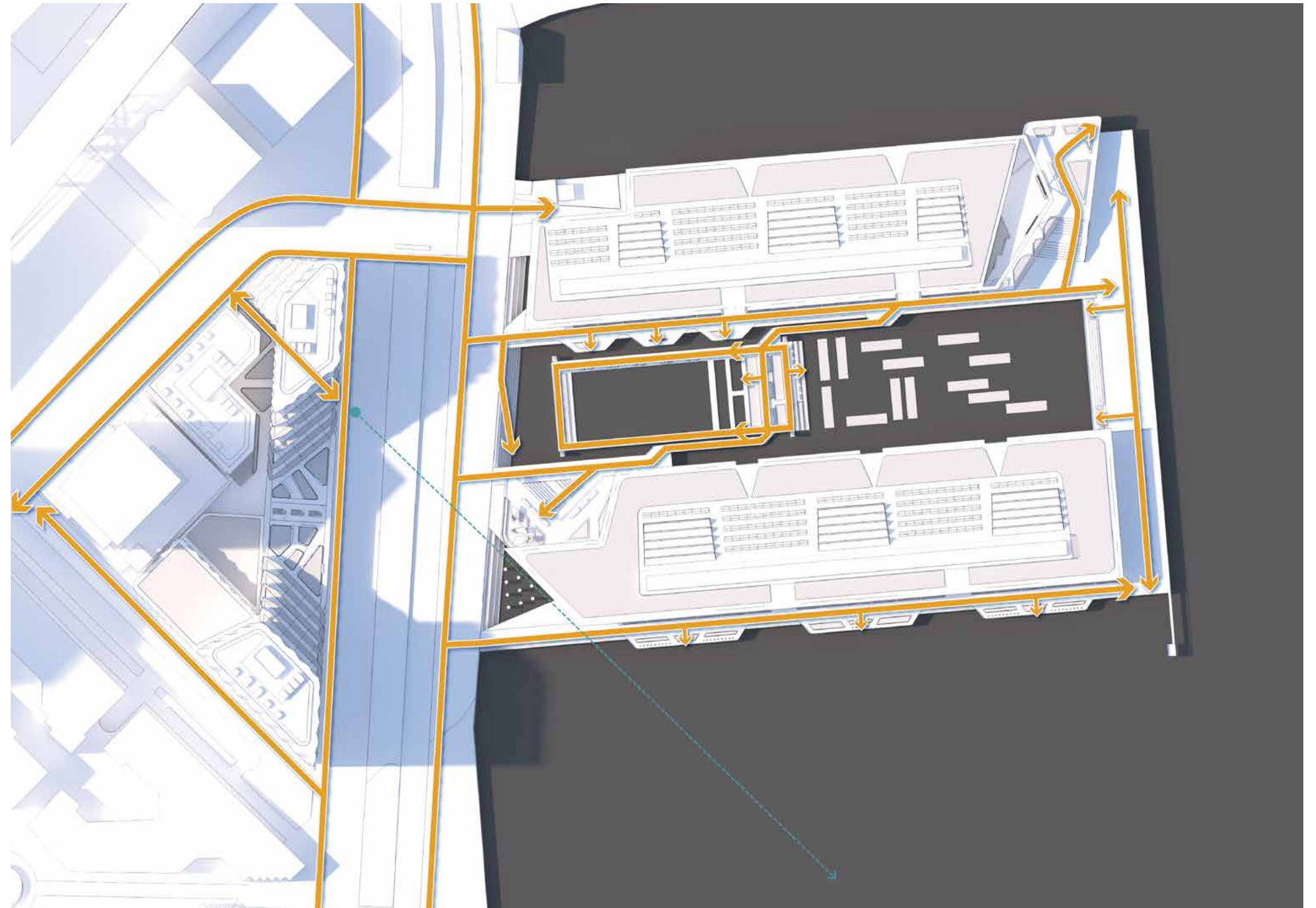
Public Realm



- Public Realm - 3.1 acres
- Public Pool Zone - 0.6 acres
- Tenant Amenity Space

Piers 30-32 & Seawall 330

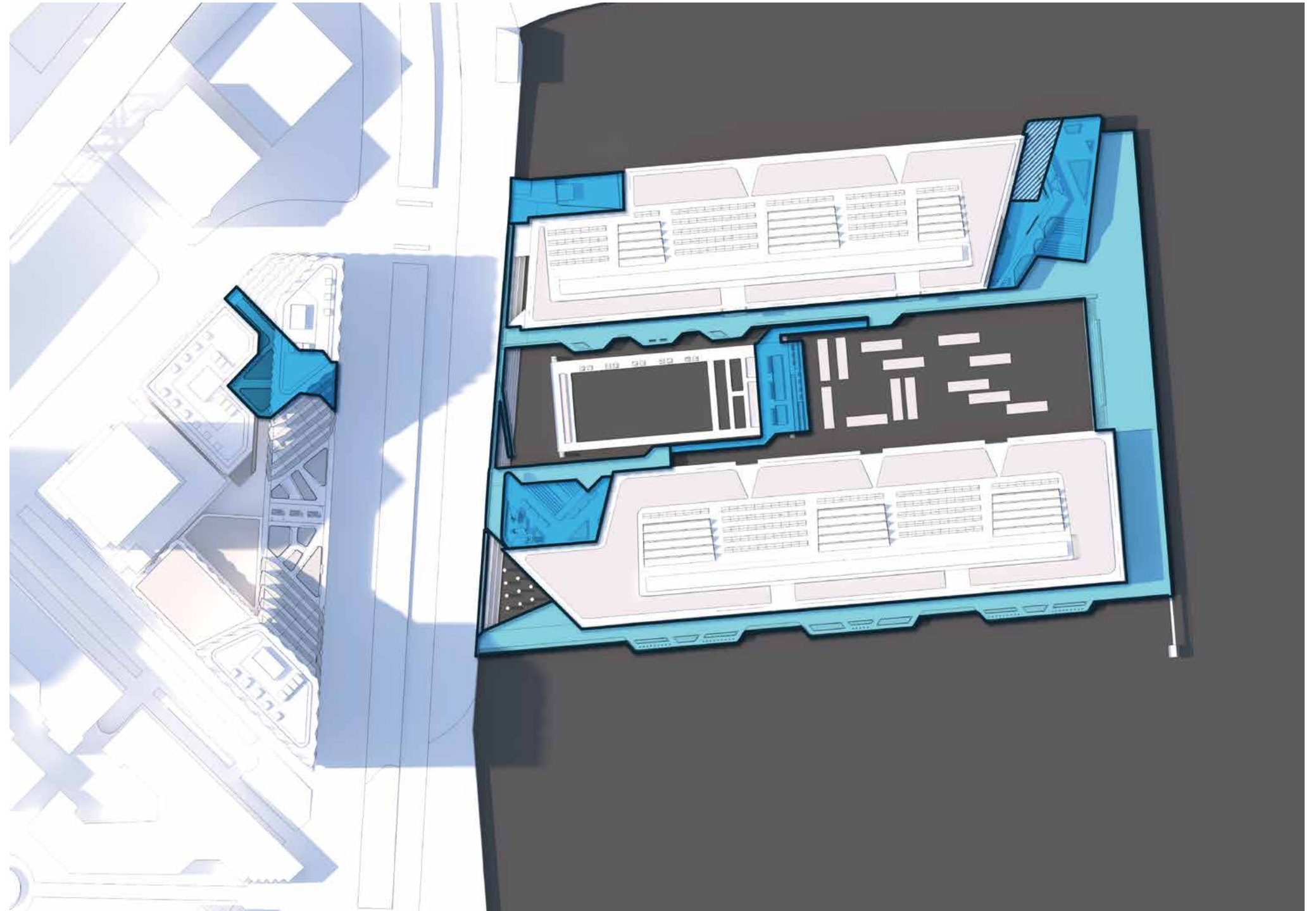
Public Access



- Public Realm - 3.1 acres
- Public Pool Zone - 0.6 acres
- Tenant Amenity Space

Piers 30-32 & Seawall 330

Public Access -
Hours of Use



- Public Access - all hours
- Public Access - operational hours
- Public Access - ticketed use
- Tenant Amenity Space

Piers 30-32 & Seawall 330

Maritime Use

