

# PORT OF SAN FRANCISCO DRAFT WATERFRONT PLAN SUMMARY

For Public Review and Comments

[www.sfport.com/waterfrontplan](http://www.sfport.com/waterfrontplan)



The Port of San Francisco Waterfront Plan governs the use, design, and improvement of 7½ miles of pier and shoreline properties that stretch from Fisherman's Wharf to India Basin and are managed and operated by the Port. In June, the Port published the 2019 Draft Waterfront Plan, a comprehensive update following a 3-year public process led by the Waterfront Plan Working Group. The Port invites public review and comment on this Draft Waterfront Plan, which reflects 161 policy recommendations approved by the Working Group and new information developed during the planning process.

This Draft Waterfront Plan guides the protection and improvement of maritime and non-maritime activities, development, and stewardship programs along this urban waterfront for the benefit of San Francisco and California residents and visitors. It includes new goals and policies to ensure an equitable, safe, sustainable, and resilient waterfront, and partnerships to build understanding of and support

for improvements over the next 10-20 years. The Plan's goals and policies also support other Port and City efforts underway, including the Embarcadero Seawall and Waterfront Resilience Program.

**The Port seeks your review and comments on the Draft Waterfront Plan.** This brochure summarizes the goals and policies of the Plan and the objectives for the 5 subareas of the Port waterfront. The Plan is accessible online at <https://sfport.com/waterfront-plan-update>.

**Comments and Questions welcome  
at [Waterfront.Plan@sfport.com](mailto:Waterfront.Plan@sfport.com)**





# GOALS & POLICIES

New Plan goals in **BLUE TEXT**

## A MARITIME PORT

Preserve and enhance the Port's diverse maritime portfolio to meet the current and future needs of cargo shipping, cruise, ferry and water taxis, excursion boats, fishing, ship repair, berthing, harbor services, recreational boating, and other water-dependent activities.

### POLICY TOPICS:

- Protecting maritime facilities, infrastructure, and operations
- Maintain and enhance maritime facilities
- Southern Waterfront cargo and industrial operations
- Water recreation and recreational boating
- Maritime use and public access compatibility

## URBAN DESIGN AND HISTORIC PRESERVATION

Design new developments of exemplary quality, highlight visual and physical connections to the City and Bay, and respect and preserve the waterfront's rich historic context and adjacent neighborhoods.

### POLICY TOPICS:

- City pattern
- Historic preservation
- Public realm
- Resilience planning
- Views

## AN ENVIRONMENTALLY SUSTAINABLE PORT

Limit the impacts of climate change, improve the ecology of the Bay and its environs, and ensure healthy waterfront neighborhoods by meeting the highest standards for environmental sustainability, stewardship, and justice.

### POLICY TOPICS:

- Greenhouse gas emissions
- Water quality and conservation
- Biodiversity
- Green building
- Environmental health

## DIVERSITY OF ACTIVITIES AND PEOPLE

Host a rich array of commercial, entertainment, civic, open space, and recreational activities that complement a working waterfront, increase economic opportunities, and provide destinations for all to enjoy.

### POLICY TOPICS:

- Promoting public-oriented uses
- Promoting commercial and industrial uses
- Other Uses: Transportation & Community Facilities
- Embarcadero Historic District rehabilitation and repairs
- Seawall Lot uses
- Mission Rock Neighborhood
- Pier 70 Special Use District
- Short-term interim uses
- Unacceptable uses

## A FINANCIALLY STRONG PORT WITH ECONOMIC ACCESS FOR ALL

Ensure that new investment stimulates the revitalization of the waterfront and supports a financially secure Port enterprise, equitably providing new jobs, revenues, public amenities, and other benefits for the Port and for residents of the City and State.

### POLICY TOPICS:

- Public trust benefit investments
- Diverse leasing portfolio
- Diverse fund and financing tools
- Inclusive and equitable economic opportunity

## A RESILIENT PORT

Strengthen Port resilience to hazards and climate change effects while protecting community, ecological, and economic assets and services, with a focus on the Port's unique historic, maritime, and cultural assets.

### POLICY TOPICS:

- Emergency and disaster response
- Seismic safety
- Resilience partnerships
- Resilience planning
- Achieving multiple objectives
- Social cohesion and equity

## PUBLIC ACCESS AND OPEN SPACE ALONG THE WATERFRONT

Complete, enhance, and enliven the network of parks, public access, and natural areas along the San Francisco waterfront and Bay shoreline for everyone to use and enjoy.

### POLICY TOPICS:

- Continuity of open spaces
- Sequence of open spaces
- Variety of open spaces
- Park activation
- Working with the City and the public
- City connections
- Design character
- Connections with nature
- Water recreation access
- Maritime and public access compatibility

## TRANSPORTATION AND MOBILITY FOR PEOPLE AND GOODS

Ensure that the waterfront is accessible and safe for all users through sustainable transportation that serves the needs of workers, neighbors, visitors, and Port maritime and tenant operations.

### POLICY TOPICS:

- Safe pedestrian and bicycle environment
- Functional goods movement and industrial access
- Parking and Transportation Demand Management plans
- Efficient street operations and maintenance

## PARTNERING FOR SUCCESS

Strengthen Port partnerships and community engagement to increase public understanding of Port and community needs and opportunities, and to help complete improvements that achieve Waterfront Plan goals.

### POLICY TOPICS:

- Collaborative government
- Public engagement and participation
- Community engagement for competitive leasing and development solicitations
- Community engagement for unsolicited proposals
- Review of other non-maritime leases
- Southern Waterfront leases
- Projects not requiring additional review

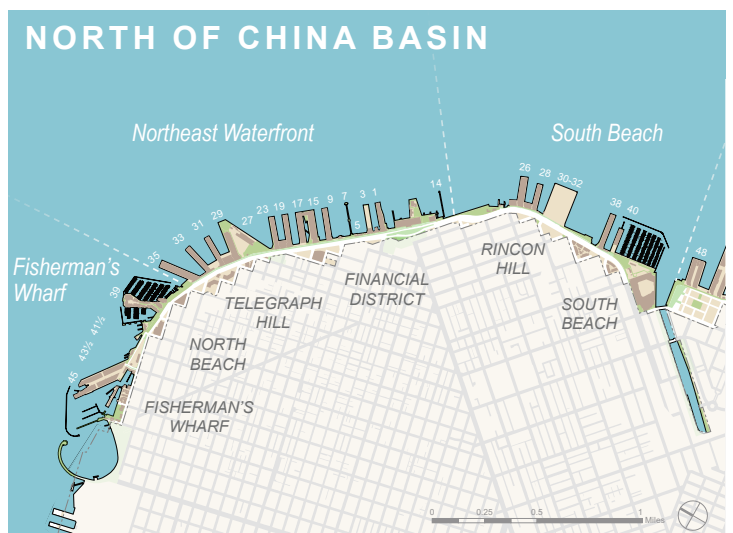
# NORTH OF CHINA BASIN SUBAREA OBJECTIVES

## FISHERMAN'S WHARF:

1. Protect and maintain Fisherman's Wharf as a working fishing port.
2. Maintain a colorful mix of maritime and water-dependent activities.
3. Enhance the public access experience and open space programming in Fisherman's Wharf.
4. Maintain the diverse mix of uses, including activities that attract local residents and dispel the Wharf's tourist-only image.
5. Work with Wharf restaurants and businesses to coordinate infrastructure improvements that maintain public safety, improve economic vitality, and adapt to sea level rise.
6. Manage transportation flow to and through Fisherman's Wharf; maintain industrial and loading access; reduce single-occupant vehicle use and increase public transit service; enhance the pedestrian and bicycle experience; and increase efficiency of parking operations for Wharf visitors.

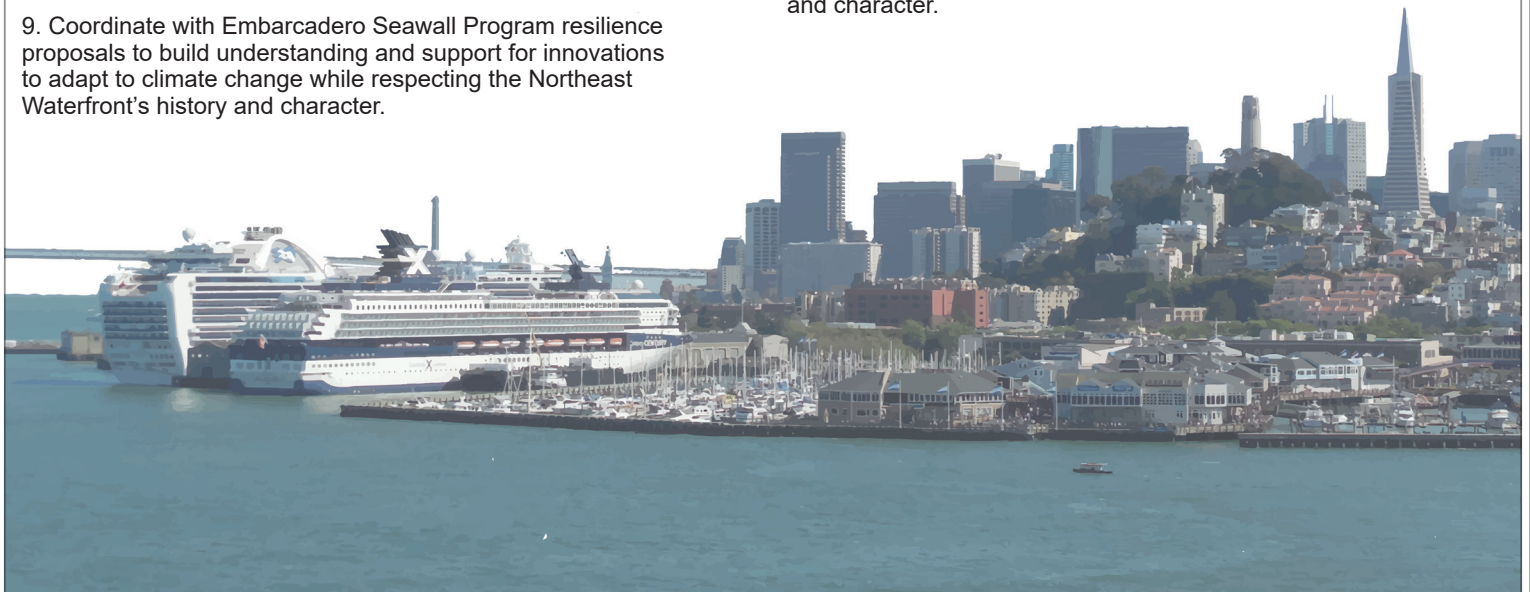
## NORTHEAST WATERFRONT:

1. Protect and enhance the historic maritime character of the Northeast Waterfront.
2. Maximize opportunities to retain and enhance maritime operations.
3. Activate the Northeast Waterfront with uses that establish a daytime and nighttime presence but are not primarily tourist-oriented.
4. Create new developments on seawall lots that complement the neighborhood and highlight connections to the waterfront.
5. Provide public access amenities that highlight newly created points of interest, activate Pier 27 Cruise Terminal Park, and improve wayfinding systems to enhance enjoyment of the waterfront open space network.
6. Provide a mix of uses that emphasizes the civic importance of the Ferry Building area and generates new activity for San Franciscans and visitors alike.
7. Maintain close working relationships with the SFMTA and other transportation partners to expand public transit and alternative transportation services that improve travel safety and comfort along The Embarcadero.
8. Provide efficiently planned parking and loading facilities to serve new activities in the Northeast Waterfront.
9. Coordinate with Embarcadero Seawall Program resilience proposals to build understanding and support for innovations to adapt to climate change while respecting the Northeast Waterfront's history and character.



## SOUTH BEACH:

1. Preserve and improve existing maritime uses and public enjoyment of new maritime and water-dependent activities in South Beach.
2. Maintain and activate an integrated series of parks and public access improvements that includes a unifying pedestrian connection from South Beach to Mission Bay at China Basin Channel.
3. Promote activities and public access in historic pier projects within the Embarcadero Historic District.
4. Create opportunity for new development that creates a new architectural identity while respecting the Embarcadero Historic District.
5. Take advantage of proximity to downtown San Francisco by providing attractions for the general public while respecting the living environment of the Rincon Hill and South Beach neighborhoods.
6. Maintain close working relationships with the SFMTA and other transportation partners to expand public transit and alternative transportation services that improve travel safety and comfort along The Embarcadero.
7. Coordinate with Embarcadero Seawall Program resilience proposals to build understanding and support for innovations to adapt to climate change while respecting South Beach's history and character.



# SOUTH OF CHINA BASIN SUBAREA OBJECTIVES



## MISSION BAY:

1. Complete the Blue Greenway public access and open space improvements throughout Mission Bay.
2. Preserve berthing for maritime and deep-water vessels at piers, and give first priority to maritime needs at Pier 50.
3. Maintain and, where possible, increase services and amenities to enhance businesses, recreational boating uses, and public use, safety and enjoyment of water recreation.
4. Preserve and restore Pier 48 to recall the Mission Bay waterfront's historic use and to accommodate new uses.
5. Maintain close working relationships with the SFMTA and partner agencies to expand public transit and alternative transportation for existing and new development, while maintaining viable access for Port maritime and maintenance activities.

## SOUTHERN WATERFRONT:

1. Continue inter-agency coordination to align maritime, industrial, and development priorities and investments in the Southern Waterfront.
2. Improve and enhance Blue Greenway open space areas that do not compromise maritime operations or sensitive environmental habitat, and educate maritime, small boating, and recreational water users about safe recreational boating practices.
3. Implement approved development plans for the Pier 70 Special Use District, Historic Core, and Crane Cove Park projects, which will give new life to the Union Iron Works Historic District and create a new waterfront neighborhood in Dogpatch.
4. Explore new business partnerships for the Pier 70 drydock facility as part of a broader strategy that evaluates additional maritime industry opportunities.
5. Increase marketing efforts to support maritime business partnerships to maximize use of Port cargo terminal facilities in a dynamic urban environment.
6. In the Pier 90-94 Backlands, pursue industrial warehouse opportunities that are compatible with cargo terminal operations and that can provide maritime support, generate economic value and benefits to the community, and support a stable industrial base in San Francisco.
7. Protect wildlife habitat and shoreline areas.
8. Work with the community to assess vulnerabilities, consequences, and community priorities to build resilience, reduce risks, and advance benefits in the Southern Waterfront.



## WE WANT TO HEAR FROM YOU!

The Port of San Francisco Commission and staff deeply appreciate all who have participated in the work to date. We invite everyone to join the effort to improve San Francisco's waterfront.

**DOWNLOAD THE DRAFT WATERFRONT PLAN AND PROVIDE COMMENTS ONLINE:** [www.sfport.com/waterfrontplan](http://www.sfport.com/waterfrontplan)