

Waterfront Planning Timeline

WHAT IS THE PORT?

The Port of San Francisco manages 7½ miles of the San Francisco waterfront from Fisherman’s Wharf in the north to Heron’s Head Park in the south. Port properties are public trust lands, managed by the Port Commission and staff to benefit the people of California as well as San Francisco for maritime, commercial, and public activities on piers, upland “seawall lots” (SWL), and streets, including The Embarcadero.

WHY UPDATE THE WATERFRONT PLAN?

The Port’s Waterfront Land Use Plan establishes land use and design policies for Port-owned properties. Since adopted in 1997, the Plan has guided major maritime, park, and development projects that today attract more than 24 million people each year, to work, play, commute and relax along San Francisco Bay.

New challenges have emerged over the past 20 years. The Port created the Waterfront Plan Working Group to lead a public planning process, which has produced recommendations to address a wide range of issues. The recommendations will guide the Port’s update of the Waterfront Plan to preserve maritime industry, open more historic fingers piers to the public, activate waterfront parks and improve transportation, while also planning for changes to address sea level rise and seismic retrofit of the City’s historic seawall.

In addition to the Working Group recommendations, updates to the Waterfront Plan will take into account prior waterfront and design studies and applicable City policies which are reflected in the timeline below.



Proposition H SF voters prohibit pier hotels and require development of a waterfront land use plan	Waterfront Plan & Design + Access Element approved by the Port Commission	BCDC/ Port Approvals to align Waterfront Plan and BCDC Special Area Plan	Asian Neighborhood Design (2011) SF Better Streets Plan (2010) Northeast Embarcadero Study (2010) Port/BCDC Working Group Recommendations (2014) Waterfront Land Use Plan 1997-2014 Review (2015) Vision Workshop & Waterfront Plan Working Group (Fall 2015)	Embarcadero Promenade Design Criteria Embarcadero Enhancement Project/ Northern Waterfront Transportation Survey Waterfront Plan - Part 1 Orientation	Designing for Resilience Workshop Waterfront Plan - Part 2 Portwide Recommendations	Part 3
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WATERFRONT PLAN PROCESS TO DATE

Kick-off and Part 1 (2015-2016) - The Port hosts a Waterfront Vision Public Workshop that identifies initial public values and ideas to consider in the Waterfront Plan Update. The Waterfront Plan Working Group is created, along with 7 Advisory Teams, to lead public meeting discussions. Part 1 of the planning process provides a comprehensive Port orientation, and identification of policy issues to address in Part 2 of the process.

Part 2 (2016-2017) – The Working Group forms three subcommittees to focus deeply on the Port’s Land Use, Resilience/Environmental Sustainability, and Transportation challenges and opportunities. The Subcommittees forward their recommendations for review by the full Working Group. In December 2017, the Working Group accepts 161 Port-wide recommendations to guide policy updates to the Waterfront Plan.

Part 3 (2018) – This phase is focused on providing additional education and outreach on the key outcomes and recommendations from Part 2 though the South Beach and Ferry Building/Northeast Walkshops and The Embarcadero Public Realm Open House Workshop. Please join these public meetings:

- South Beach Walkshop:** Wed., April 11, 5-7pm/ Meet at Pier 40/South Beach Harbor Community Room
- Ferry Building/Northeast Walkshop:** Sat., April 14, 10-12 noon/ Meet at Pier 1
- The Embarcadero Public Realm Open House Workshop:** Tues., April 17, 6-8pm/ Ferry Building, 2nd Floor

NEXT STEPS

- May 2, 6-8pm: Piers 30-32 & SWL 330 Public Workshop**
- May 30, 6-8pm:** Waterfront Plan Working Group meeting – Review and accept Part 3 meeting comments and outcomes.
- June/July 2018** – Port Commission Endorsement of Working Group Recommendations – Port staff will seek endorsement of the recommendations and outcomes from the planning process. This will guide Port staff drafting of proposed amendments to the Waterfront Plan, and work with BCDC on coordinated BCDC plan amendments.
- Late 2019** – Complete CEQA environmental review prior to Port Commission approval of amendments to update the Waterfront Plan.

MORE INFORMATION

See www.sfport.com/waterfront-plan-update for more details on meetings and Waterfront Plan Update.

All Waterfront Plan meetings will continue to be open to the public. Please join us!

PROJECT TEAM

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PORT OF SAN FRANCISCO

WATERFRONT PLAN UPDATE: PART 3

WATERFRONT EXPERIENCE + CHARACTER



OPEN SPACE + PUBLIC ACCESS



DIVERSITY OF ACTIVITIES



COMPLETE STREETS

WALKSHOPS & THE EMBARCADERO PUBLIC REALM

A public process is underway to update the Port’s Waterfront Land Use Plan, led by the Waterfront Plan Working Group (Working Group). Part 3 of the process focuses on educating citizens and inviting public comments about recommendations developed by the Working Group, following extensive public discussions and analysis in Parts 1 and 2 of the planning process, through:

- Walking tour “Walkshops” of the South Beach (April 11th) and Ferry Building/Northeast (April 14th) areas to discuss keys issues, including how Working Group recommendations would guide Port improvements;
- The Embarcadero Public Realm Open House Workshop (April 17th) to present Working Group recommendations and other City plans that will guide public realm policy updates to the Waterfront Plan, and focus discussion on The Embarcadero public realm improvements.

WHAT ARE YOUR THOUGHTS?

Thank you for joining this important planning effort! The Port is working together with the San Francisco Planning Department on these Part 3 gatherings. This brochure provides a summary of the themes for the Walkshops and The Embarcadero Public Realm Open House Workshop. **Please share your questions, comments, and ideas on the public comment forms provided, and at these public meetings.**

More details about the Waterfront Plan Update are provided on the back page of this brochure, and at: **www.sfport.com/waterfront-plan-update.**

What do we want to hear from you?

The multiple functions and characteristics of The Embarcadero Public Realm have been organized into four categories shown below. The bullet points under each category summarize Working Group recommendations, and principles from other City and Port planning efforts that will guide updated public realm policies in the Waterfront Plan.

We invite your thoughts and feedback. Are we missing anything?


The Embarcadero Public Realm

The public realm is the setting for civic life comprised of the network of streets, parks & open spaces, and the buildings that frame them. The Embarcadero Public Realm is unique in San Francisco because it lies at the intersection of the City and the Bay, is framed by historic waterfront structures, and enlivened by pierside maritime, public access, and other public trust uses. At the same time, The Embarcadero is a major city transportation corridor and public trust asset that must serve the Port's maritime businesses and provide public access and activities for all Californians to enjoy.



KEY POLICIES DEVELOPED THROUGH PART II

WATERFRONT EXPERIENCE + CHARACTER



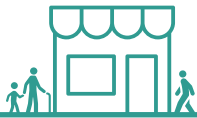
- **Preserve and enhance the Embarcadero Historic District's** unique historic resources and maritime character
- Protect, expand, and highlight the **Port's diverse maritime industries**
- **Protect key views** to and from the Bay and maritime activities, including from City streets
- **Provide interpretive signage & displays** that showcase maritime history and activities, public art, Bay ecology, and points of interest
- Implement wayfinding **signage/systems to enhance public use of the waterfront** and draw the public out onto piers
- On the City-side: Guide infill development that respects and **enhances neighborhood character and provides a transition from the City to the Bay**

OPEN SPACE & PUBLIC ACCESS




- **Activate waterfront parks** with more recreational uses that serve the widest range of local, regional, and state users
- **Provide more amenities:** restrooms, drinking fountains, food carts, concessionaires, tables & benches, exercise stations
- **Expand locations** for fishing, water recreation, and boating, where compatible with maritime operations
- **Provide continuous access** along the water, including along pier aprons **where compatible with maritime operations**
- Provide more resting spots, including on the **west side of The Embarcadero**
- Seek opportunities for **habitat and other environmental enhancements**

DIVERSITY OF ACTIVITIES

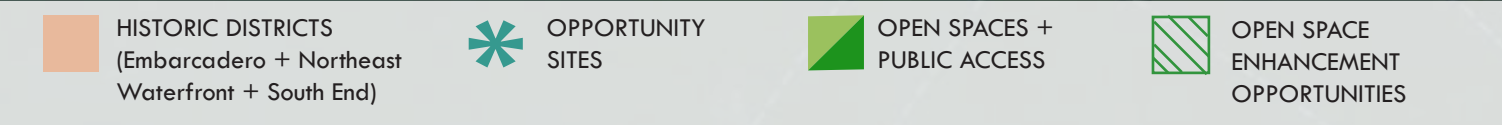


- **Provide activities that draw the widest range of users** to the waterfront and encourage them to linger longer
- On the water-side: Encourage projects with a **diverse mix of public-oriented and revenue-generating uses** to support seismic retrofit and rehabilitation of historic pier facilities
- Consider smaller enhancements/attractions to reduce dead spots & encourage a **more intimate shoreline**
- On the City-side: **Encourage mixed residential/commercial uses that complement neighborhood character**, generate revenue for the waterfront, and provide a transition from the City to the Bay
- On both sides: **Improve the public & pedestrian experience** by providing views into, and active uses along, the ground-floor of buildings

COMPLETE STREETS



- Improve and **enhance The Embarcadero public realm**, consistent with its civic and historic maritime stature and function
- Orient **west-side improvements** to needs of adjacent neighborhoods, and **water-side improvements** to needs of Port tenants, visitors, and recreational users
- Improve neighborhood, pedestrian, and transit user **pathways and connections across The Embarcadero**
- **Promote sustainable, multi-modal transportation;** implement Transit First and Transportation Demand Management policies
- Improve pedestrian, bicycle, and transit passenger **safety, amenities, and connections**
- **Improve curb management** for Port tenant and visitor parking, passenger drop-off/pickup, delivery and service vehicles
- Incorporate green infrastructure and **resilient, sustainable construction & operations** in public realm improvements



FERRY PLAZA AT-A-GLANCE

Ferry Pier is home to the Golden Gate Ferry terminal, perimeter public walkways, and a one-acre central open space referred to as Ferry Plaza. The very large structure on the eastern end of the Pier houses a maintenance facility on the left, and a smaller restaurant on the right. The Pier is used every day for servicing the Ferry Building, ever-growing ferry passenger queuing, and for public access and fishing. On Saturdays, Ferry Plaza is transformed into a popular and vibrant farmers market with up to 80 stalls, but on most other days the operations on the Plaza appear disordered, and the public spaces feel unwelcome.



Artist's concept of Ferry Plaza

Since the grand reopening of the revitalized historic Ferry Building in 2003, there has been ample public discussion about how Ferry Plaza could be improved to help complete the necklace of vibrant open spaces that has emerged along the waterfront. Most recently, in January of 2014, the Port and the San Francisco Bay Conservation and Development Commission (BCDC) completed a joint Waterfront Planning Study that included a focus on Ferry Plaza and Pier. The following ideas emerged:

- **Flexible & Dynamic Spaces** - to handle Ferry Pier's many uses
- **Active Edges** - along the Plaza & Pier perimeter
- **Celebrate the Bay** – with amenities and Bay & Bridge views
- **Circulation That Connects** – to ferries, nearby open spaces, The Embarcadero Promenade, the City

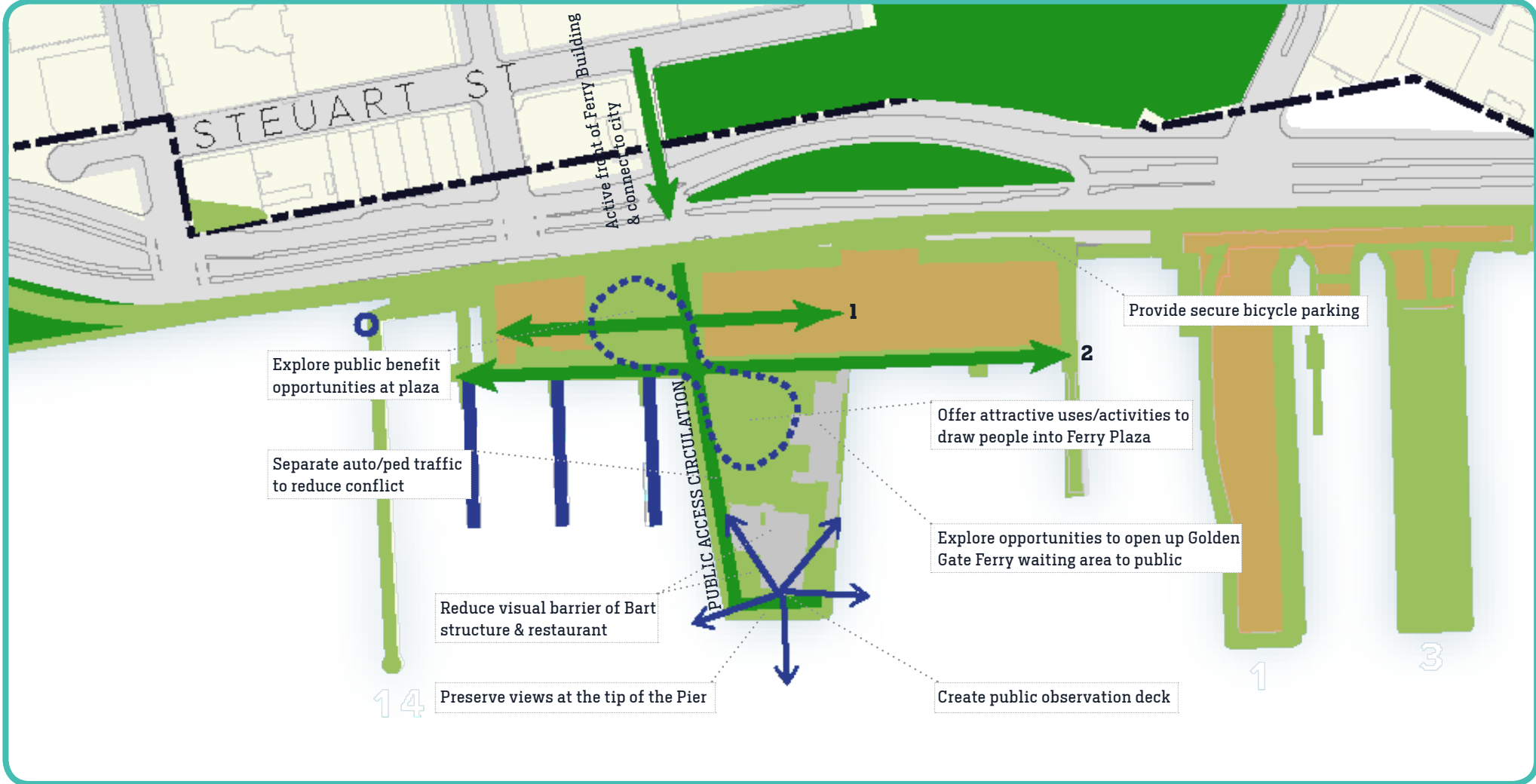


Downtown Ferry Terminal improvements under construction

FERRY PLAZA

The ideas summarized on the map below are from the 2014 Port and BCDC Waterfront Planning Study. Please provide your feedback and ideas below. Leave them with us today, bring them to the April 17th workshop, or email to anne.cook@sfport.com.

-  BETTER CONNECTED PUBLIC SPACES
-  IMPROVE CONNECTIONS BETWEEN FERRY BLDG. & AGRICULTURE BLDG.
-  OPEN SPACE + PUBLIC ACCESS
-  FERRY PASSENGER CIRCULATION



DO THESE IDEAS STILL RESONATE WITH YOU? WHAT ELSE WOULD YOU LIKE TO SEE AT FERRY PLAZA?

FERRY BUILDING/NORTHEAST WATERFRONT AT-A-GLANCE

Over the past 20 years, the Ferry Building , Exploratorium, Port Pier 1 headquarters, and other projects have re-established the waterfront as a civic gathering place. This revitalization includes modern new maritime facilities and public access areas like the Pier 27 Cruise Terminal and Cruise Terminal Park, and the Downtown Ferry Terminal. Although this part of the waterfront is home to the most intact portion of The Embarcadero Historic District, many historic piers still need major, costly seismic and other improvements. Across The Embarcadero, future infill development on the Port's remaining parking lots will complement the character of the City's Northeast Waterfront Historic District at the foot of Telegraph Hill and the adjacent neighborhood.

KEY FOCUS ISSUES:

- **Embarcadero Historic District** – The Agriculture Building and Piers 19-23 and 29-35 need seismic retrofit and rehabilitation.
- **Maritime and Harbor Operations** – Pier aprons are critical for maritime berthing and public access; the needs of these public trust uses must be carefully balanced.
- **Waterfront Parks and Open Space** – A new Ferry Plaza behind the Ferry Building is needed to complete the necklace of Bay-side parks along The Embarcadero. New ideas are invited to increase recreational enjoyment of parks and public access areas.
- **Development Sites** – Development on the three remaining upland Seawall Lots (SWL) should generate revenue, and complement neighborhood character and the City's Northeast Waterfront Historic District.
- **Transportation Needs** – City efforts to enhance The Embarcadero should include more E-line transit service per the City's Transit First Policy, and safer bicycle and pedestrian circulation. Prioritize City-side parking lots for waterfront visitors; discourage commuter parking.

EXISTING OBJECTIVES

Retain maritime operations

Activate with daytime and
nighttime uses

Protect and enhance the area's
historic maritime character

New development should
highlight gateway to North
Beach, Chinatown, and
Fisherman's Wharf

Provide public access that
highlights new points of
interest

DO THESE STILL RESONATE WITH YOU?

PLAN UPDATE IDEAS

Create Ferry Plaza and
preserve Pier 23 in its
entirety

Promote public-oriented
uses in Embarcadero
Historic District projects,
including ground floor
activation

Continue to improve and
enhance the public realm,
including along the west
side of The Embarcadero

Add pedestrian
crossings across The
Embarcadero between
Piers 17 & 23 and
Piers 27 & 33


Create inviting
transitions from SWL
developments, across
The Embarcadero to
the Bay

Seawall lot uses
should generate
revenue & complement
neighborhood character


HAVE WE HEARD YOU CORRECTLY? WHAT ARE WE MISSING?

FERRY BUILDING/NORTHEAST WATERFRONT MAP

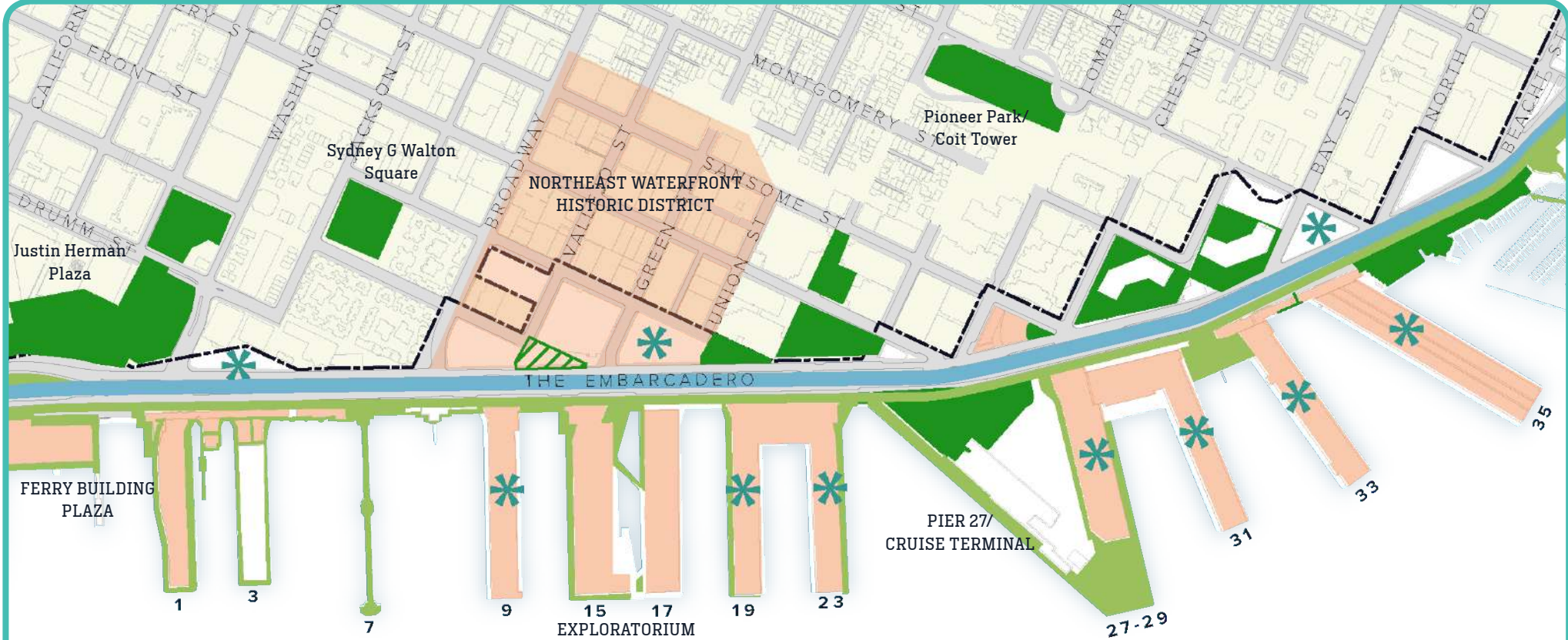
Please provide your feedback and ideas below. Leave them with us today, bring them to the April 17th Open House, or email them to anne.cook@sfport.com.

 HISTORIC DISTRICTS
(Embarcadero + Northeast Waterfront)

 OPPORTUNITY SITES

 OPEN SPACES + PUBLIC ACCESS

 OPEN SPACE ENHANCEMENT OPPORTUNITIES



WATERFRONT EXPERIENCE + CHARACTER

What **qualities** bring you to this part of the waterfront, and **what kinds of activities** would draw you out onto the piers?

OPEN SPACE & PUBLIC ACCESS

What public open spaces do you use and enjoy, and do you have suggestions for additional **activities/amenities**?

DIVERSITY OF ACTIVITIES

What activities bring you here & would encourage you to **visit more or linger longer**?

COMPLETE STREETS

Where can we **improve city-waterfront connections** across The Embarcadero?



SOUTH BEACH SUBAREA AT-A-GLANCE

Over the past 30 years, this former industrial waterfront has transformed into the vibrant South Beach and Rincon Hill mixed use neighborhoods. This evolution continues as new, high-density housing and office developments emerge in Eastern SOMA, concentrated around the new Transbay Terminal regional transportation hub. Against this backdrop, the South Beach waterfront provides a touchstone to the City's past, balanced with new parks, open spaces, and modern recreation, business, and public attractions. Yet, the Port must deepen its focus on how best to maintain and improve aging piers, seismically retrofit the City's historic seawall, and develop a long-range planning program for adapting to sea level rise.

KEY FOCUS ISSUES:

- **Embarcadero Historic District Bulkheads and Finger Piers** – Piers 26 to 40 need seismic retrofit and rehabilitation.
- **Maritime and Harbor Operations** - Pier 22½ Fireboat Station improvements are planned; South Beach Harbor should be improved for more water recreation; Pier aprons are important for public access and maritime berthing, including at Piers 30-32.
- **Waterfront Parks and Open Space** – South Beach has 4 waterfront parks and open spaces, which can provide more recreational activities and neighborhood enhancement.
- **Development Sites** – Piers 30-32's setting near the Bay Bridge presents a unique opportunity, but the high cost of improvement has stymied past efforts; SWL development should complement neighborhood character.
- **Transportation Needs** – Although City efforts to recreate The Embarcadero and advance the Transit First Policy will be boosted by the Transbay Terminal, there is still a high need for more E-line service and safer bicycle and pedestrian circulation.

EXISTING OBJECTIVES

Preserve maritime & South Beach harbor activities

Promote new activities & public access to attract the public

Create strong connections between South Beach & Mission Bay

Respect neighborhood needs & quality of life

Require high design standards for new development

DO THESE STILL RESONATE WITH YOU?

PLAN UPDATE IDEAS

Increase transportation investments including safe pedestrian & bicycle access

Improve wayfinding & interpretive exhibits to enhance the pedestrian experience

Promote public-oriented uses, including ground floor activation

Increase water recreation, with focus on South Beach Harbor


Preserve & improve the fireboat station at Pier 22 1/2 and improve waterfront resiliency

Seek opportunities for habitat/environmental enhancements


HAVE WE HEARD YOU CORRECTLY? WHAT ARE WE MISSING?

SOUTH BEACH WATERFRONT MAP

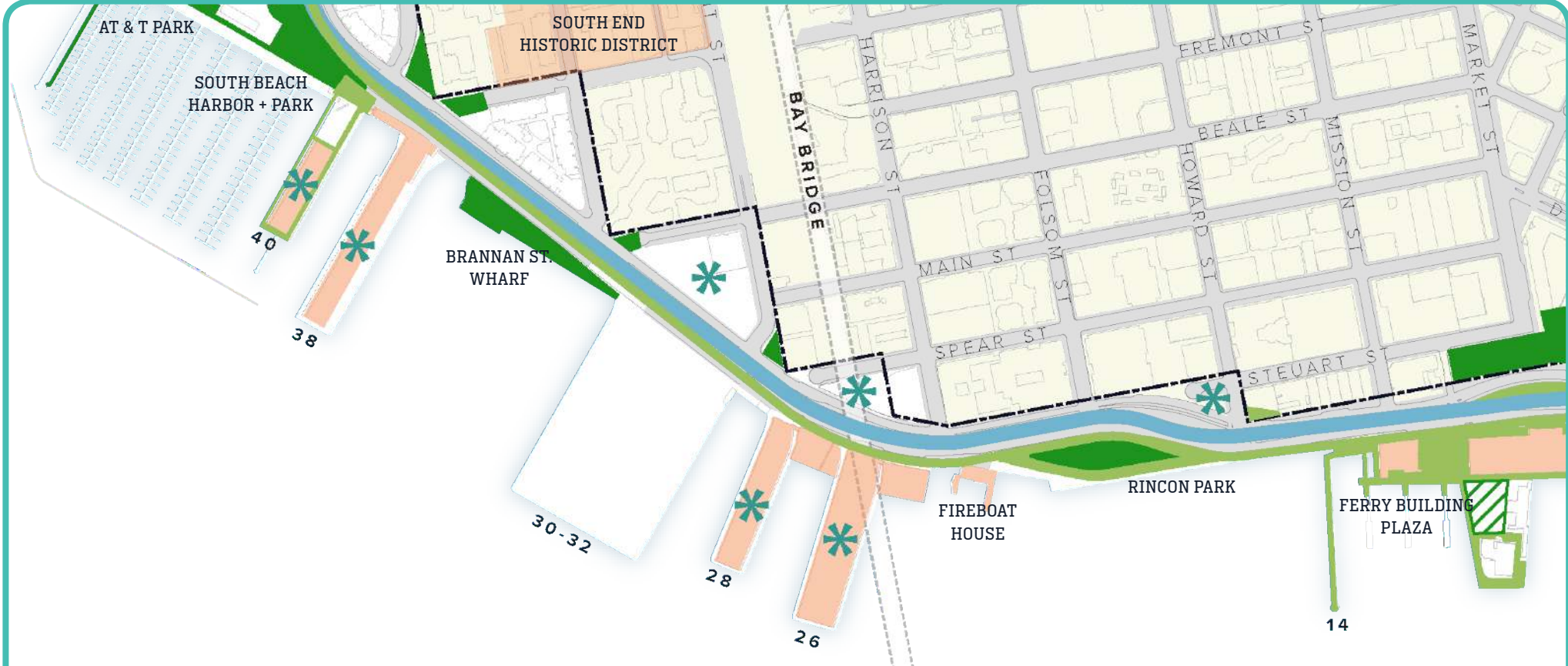
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 HISTORIC DISTRICTS
(Embarcadero + South End)

 OPPORTUNITY SITES

 OPEN SPACES + PUBLIC ACCESS

 OPEN SPACE ENHANCEMENT OPPORTUNITIES



WATERFRONT EXPERIENCE + CHARACTER

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