

Northeast Embarcadero Study

A Guide for the February 24 Community Workshop

Refined Urban Design Recommendations and Urban Design Guidelines

About the Study

In February 2009, Supervisor David Chiu urged the Port of San Francisco to engage the Planning Department to lead a planning analysis of the Port's surface parking lots north of Market Street. To be modeled on the recently completed Upper Market Community Plan, the Port Commission funded a focused eight-month study, managed by the Planning Department, to foster community consensus on the future of Port SWL 351 and at other locations on the northern waterfront. This work, entitled the Northeast Embarcadero Study, began in May 2009 and is anticipated to be completed in March or April 2010.

The study will recommend urban design guidelines for new development consistent with eight design principles established during the Department's analysis. The principles and accompanying design guidelines address issues of land use, topography and views, city street pattern, quality, and connections, open space, height and bulk, and building context. To date, the study has included an extensive public outreach component connected to each corresponding phase of work: listening to the community, and presenting preliminary recommendations and receiving comments on them. The Planning Department received hundreds of comments from interested individuals and organizations.

This study will document staff recommendations for consideration by the public, the Board of Supervisors, the Port Commission, the Planning Commission and other key public bodies. It will incorporate, to the extent feasible in view of such widespread differences of opinion, the comments heard at public meetings and those received in writing.

It is the Planning Department's intention that the recommendations and guidelines of the study serve as an additional guide to development in the city's Northeast Embarcadero, further articulating the policies and guidelines of the Port's Waterfront Land Use Plan and Design and Access Element, and the City's General Plan and Planning Code.

About the Preliminary Urban Design Guidelines

On September 30th the Planning Department presented the Northeast Embarcadero Study's preliminary Urban Design Principles. Drawing on the City's existing work, and community comment received during the first phase of the study, the Planning Department produced eight design principles for the study area. The principles provide the foundation for the study's urban design guidelines.

The Northeast Embarcadero Study has a vision to create a 'sense of place.' The study is a set of urban design guidelines to ensure that new development strengthens The Embarcadero, elevates place, and is sensitive to context. These guidelines will be used to help create a gracious public realm that connects the city to the waterfront and strengthens the linear promenade on the west side of The Embarcadero. The urban design guidelines developed from this study aim to:

- Ensure strong connections (both to the neighborhoods to the west and across The Embarcadero to the Bay);

- Use building siting, massing, articulation and quality materials to reinforce the pedestrian realm and create a distinct sense of place unique to the Northeast Embarcadero;
- Maintain a strong and active street frontage; and
- Recommend appropriate streetscape designs to provide attractive, safe and inviting sidewalks and footpaths.

Community Workshop Guide

The February 24th Community Workshop will consist of two parts, a presentation by the Planning Department on the Northeast Embarcadero Study's refined urban design guidelines, and a 'workshop,' where community members convene in small groups in order to solicit comment on the Department's work to date.

For the guidelines associated with each Principle, please review for clarity and cohesiveness.

- Do you think these capture everything necessary to create a 'sense of place'?
- Do you have any recommendations for changes to the guidelines?
- Do you have any guidelines that you think should be added?

Please bring this guide with you, ready to discuss at the community meeting.

Thank you in advance for your participation.