



NORTHEAST EMBARCADERO STUDY

→ AN URBAN DESIGN
ANALYSIS FOR THE NORTHEAST
EMBARCADERO AREA

JULY 2010



**SAN FRANCISCO
PLANNING
DEPARTMENT**

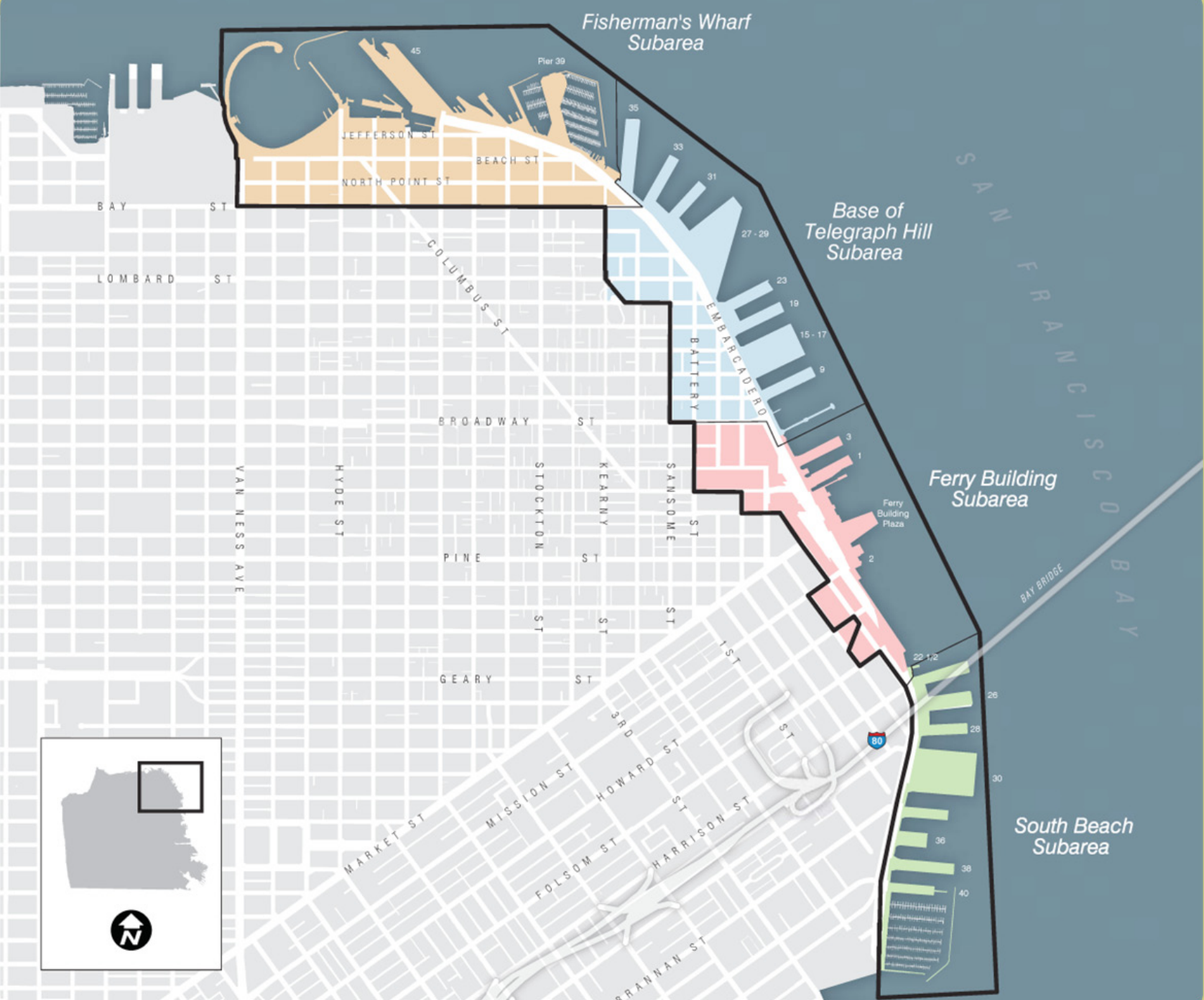
COMMISSION ACTION

- Acknowledge the work of staff in completing the Northeast Embarcadero Study.
- Urge the Port of San Francisco to consider the Northeast Embarcadero Study when the Port considers proposals for new development and public realm improvements in the study area.



STUDY AREA

NORTHEASTERN WATERFRONT PLAN



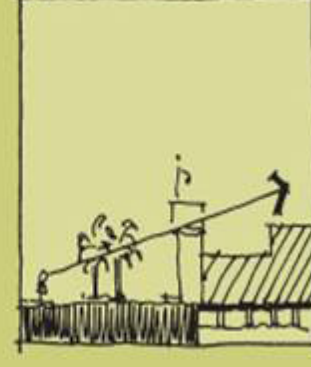
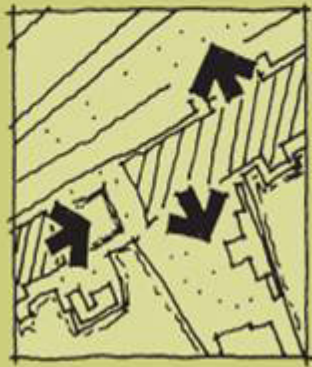
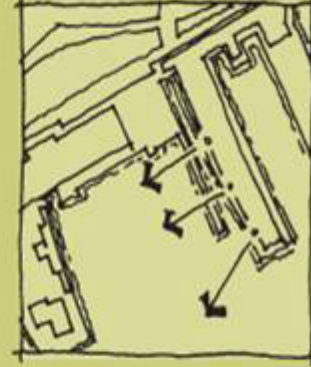
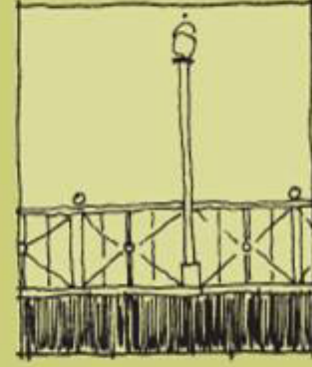
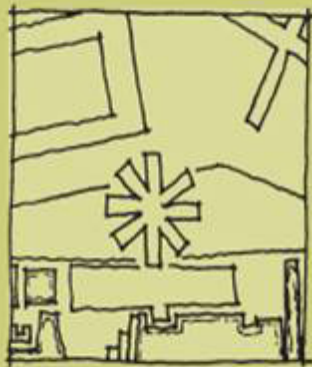
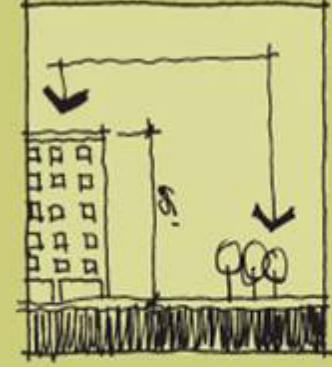
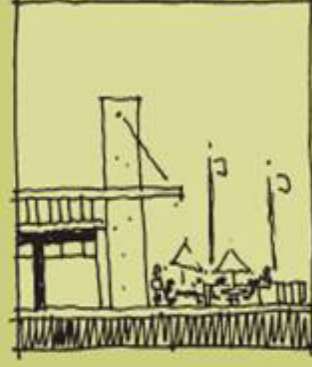
NORTHEAST WATERFRONT HISTORIC DISTRICT



THE PORT'S WATERFRONT LAND USE PLAN



THE PORT'S DESIGN AND ACCESS ELEMENT



PUBLIC OUTREACH

SUMMER 2009

Community
Discussion:
Listening

FALL 2009

Planning
Department's
Preliminary
Recommendations

WINTER 2010

Refined
Urban Design
Recommendations
and Preliminary
Urban Design
Guidelines

SPRING 2010

Final
Recommendations

URBAN DESIGN STUDY

THE CHALLENGE



The study area is characterized by a disconnected and dislocated public realm.

THE CHALLENGE



Surface parking lots leave major gaps in the pedestrian network.



DISCONNECTED
PUBLIC REALM

THE CHALLENGE



Suburban-style office parks turn their back to the street.

THE CHALLENGE



Podium parking garages deaden sidewalks.

THE CHALLENGE



Wide streets interrupt pedestrian movement.

OPPORTUNITIES



The study area is located within 1/2 mile of the downtown; access to jobs, shops, culture, transit and other amenities is amongst the best anywhere in San Francisco.

OPPORTUNITIES

Darius Aidala for the City of San Francisco



The development conditions within the study area have changed fundamentally since the last major development, the Golden Gateway Commons, was built.

OPPORTUNITIES



The Embarcadero Promenade, the Ferry Building and Piers 1-5 are all moving the water-side toward a truly gracious public realm.

OPPORTUNITIES



The land-side of The Embarcadero has lagged behind.

OPPORTUNITIES



Despite a number of attractive buildings, streets and spaces, the area remains disconnected and the public realm is visibly poorer for it. The NES Study addresses this condition.

STUDY GOALS



Create a unique waterfront experience.

STUDY GOALS



Ensure new development respects the context established by historic buildings.

STUDY GOALS



Establish appropriate streetscape guidelines to provide safe, attractive and inviting sidewalks and pedestrian paths.

STUDY GOALS



Ensure strong connections to the waterfront

STUDY GOALS



Enhance the open space network.

STUDY GOALS



Establish guidelines for site design, massing, articulation and quality materials for new development.

DESIGN PRINCIPLES

DESIGN PRINCIPLE I:



BUILD ALONG THE EMBARCADERO WATERFRONT

DESIGN PRINCIPLE 2:



RESPECT SAN FRANCISCO'S TOPOGRAPHY

DESIGN PRINCIPLE 3:



STRENGTHEN THE CITY'S PATTERN

DESIGN PRINCIPLE 4:



RECOGNIZE THE CITY-WIDE AND REGIONAL ROLE OF THE NORTHEAST EMBARCADERO

DESIGN PRINCIPLE 5:



PROVIDE PUBLIC OPEN SPACE COMMENSURATE TO THE NEEDS OF RESIDENTS AND VISITORS

DESIGN PRINCIPLE 6:



ENSURE THE HIGH QUALITY DESIGN OF STREETS ALONG THE EMBARCADERO WATERFRONT

DESIGN PRINCIPLE 7:



BUILD WITH A CIVIC VISION ALONG THE EMBARCADERO

DESIGN PRINCIPLE 8:



DESIGN IN THE CONTEXT OF ADJACENT NEIGHBORHOODS

DESIGN RECOMMENDATIONS

Connecting Neighborhoods to the Waterfront



Strengthening Pedestrian Connections to the Waterfront

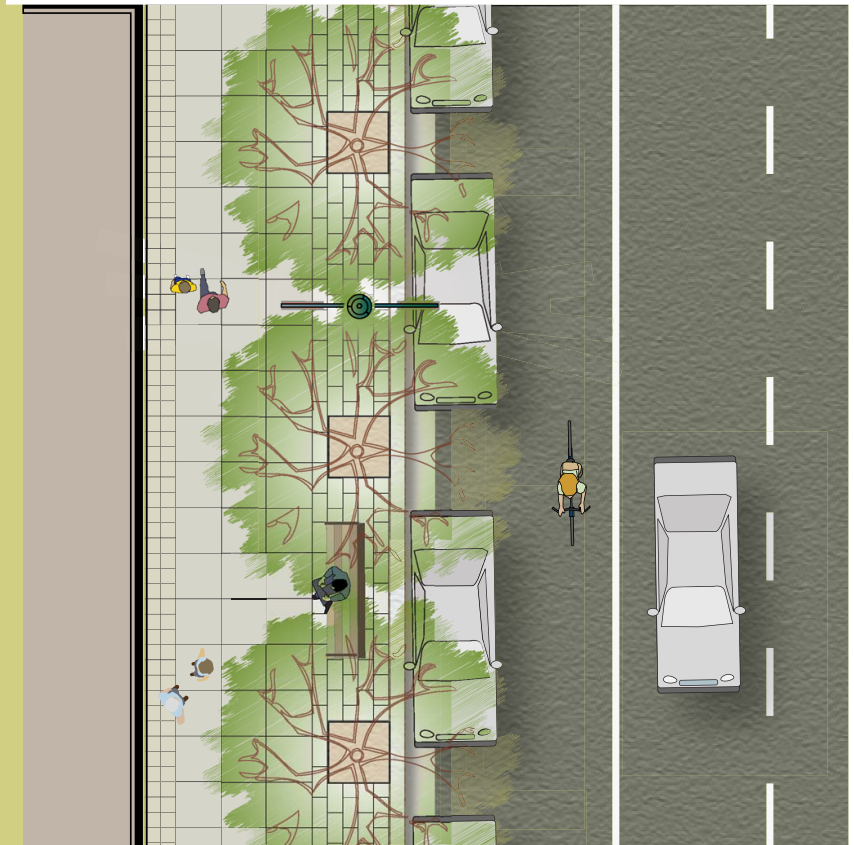


STRENGTHEN PATHWAYS THE EMBARCADERO

WESTERN EMBARCADERO SIDEWALK SECTION (PROPOSED)



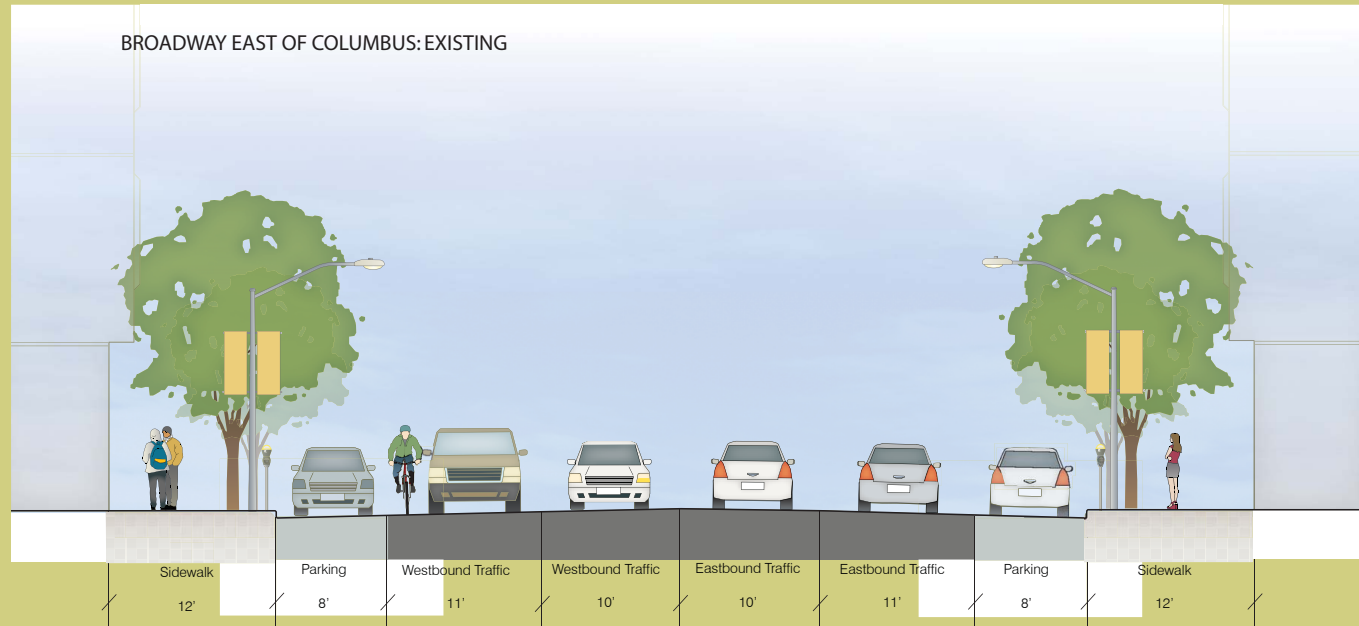
WESTERN EMBARCADERO SIDEWALK PLAN (PROPOSED)



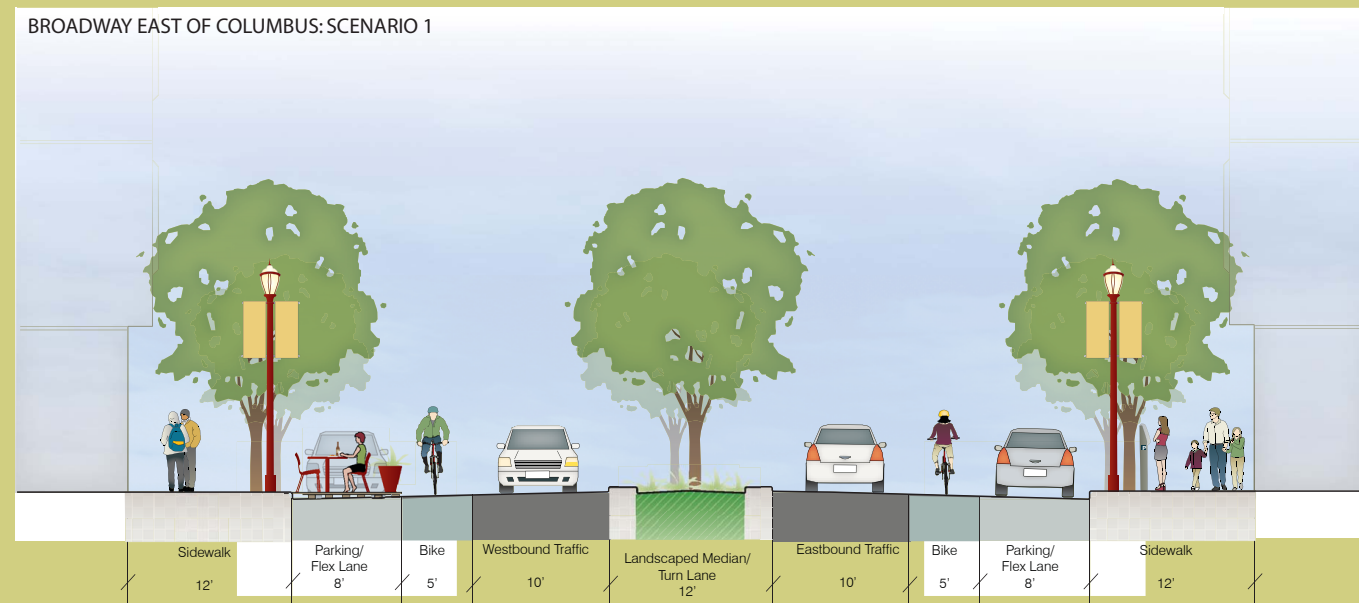
STRENGTHEN CONNECTIONS TO NEIGHBORHOODS

BROADWAY A

BROADWAY SECTION
(EXISTING)

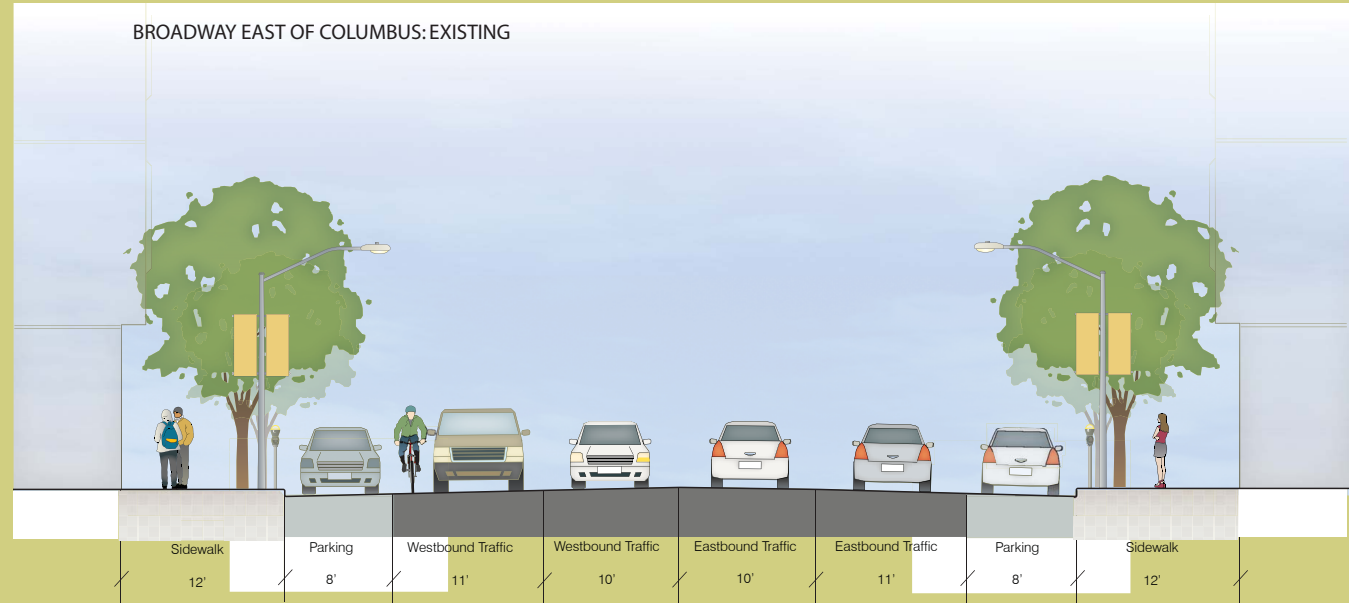


BROADWAY SECTION
WITH BIKE LANES
(PROPOSED)

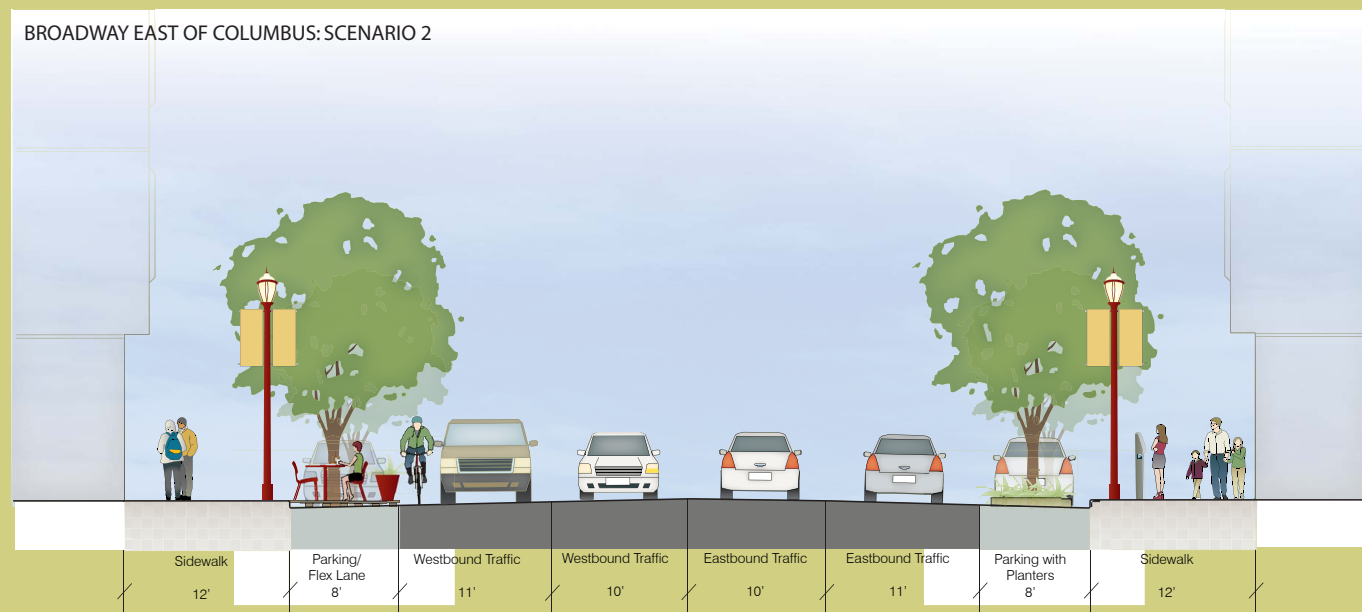


STRENGTHEN CONNECTIONS TO NEIGHBORHOODS, BROADWAY B

BROADWAY SECTION
(EXISTING)



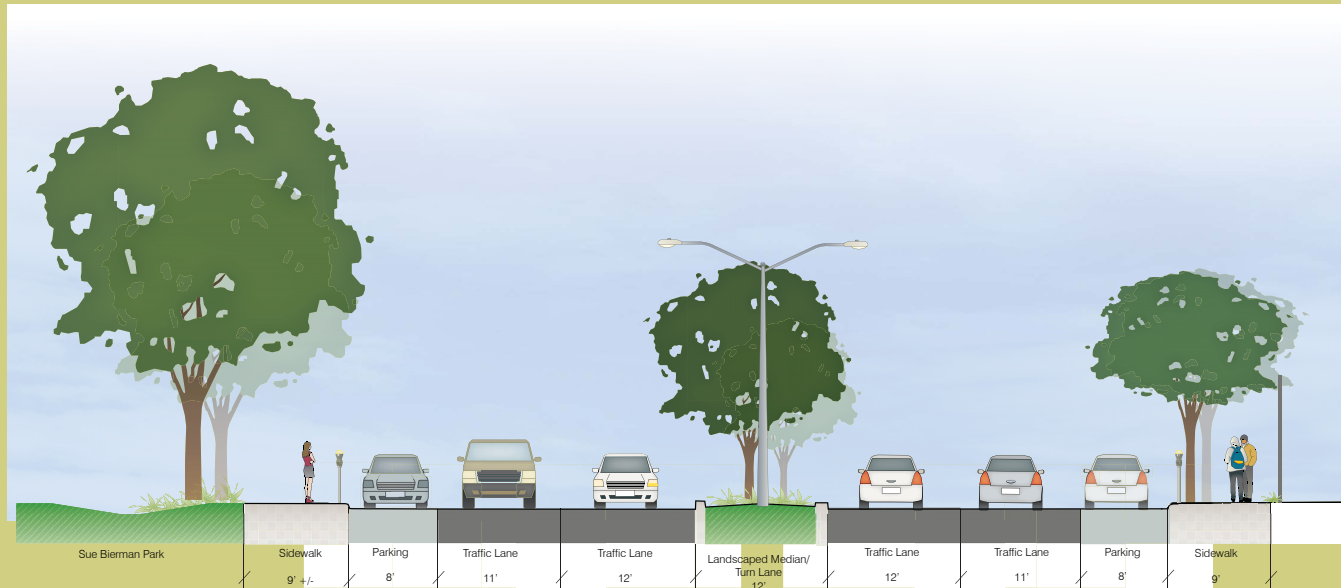
BROADWAY SECTION
WITHOUT BIKE LANES
(PROPOSED)



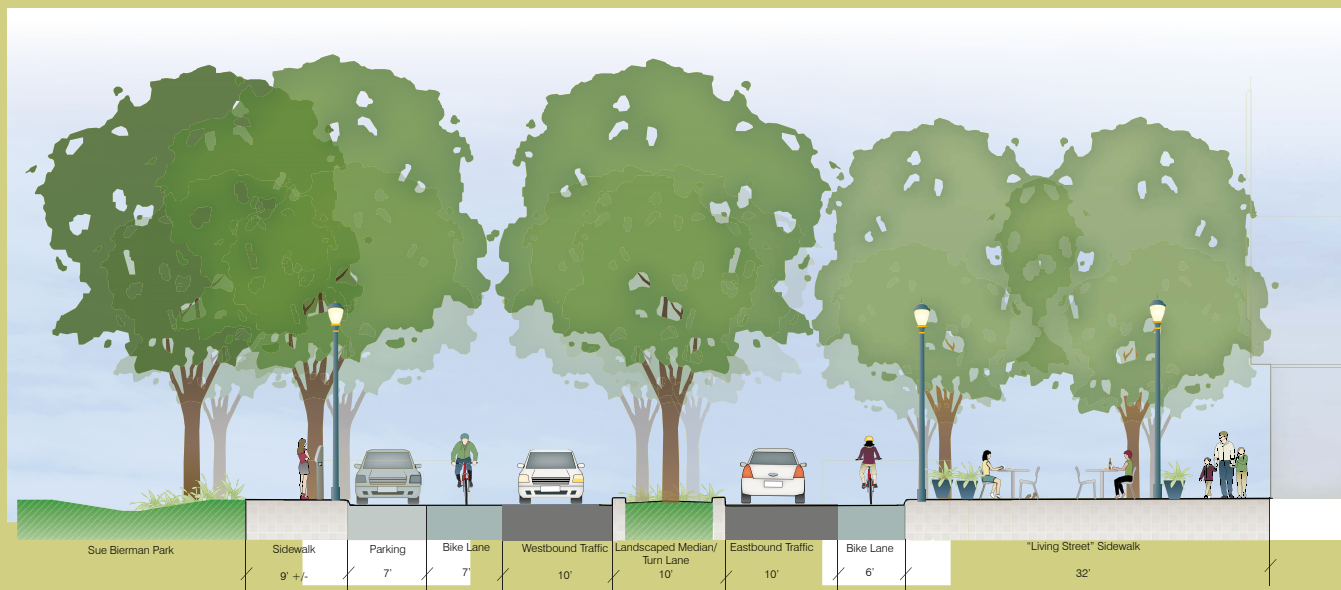
STRENGTHEN CONNECTIONS TO NEIGHBORHOODS

WASHINGTON STREET

WASHINGTON STREET
SECTION (EXISTING)



WASHINGTON STREET
SECTION W/ BIKE LANES
(PROPOSED)



JACKSON STREET RIGHT-OF-WAY & THE WATERFRONT



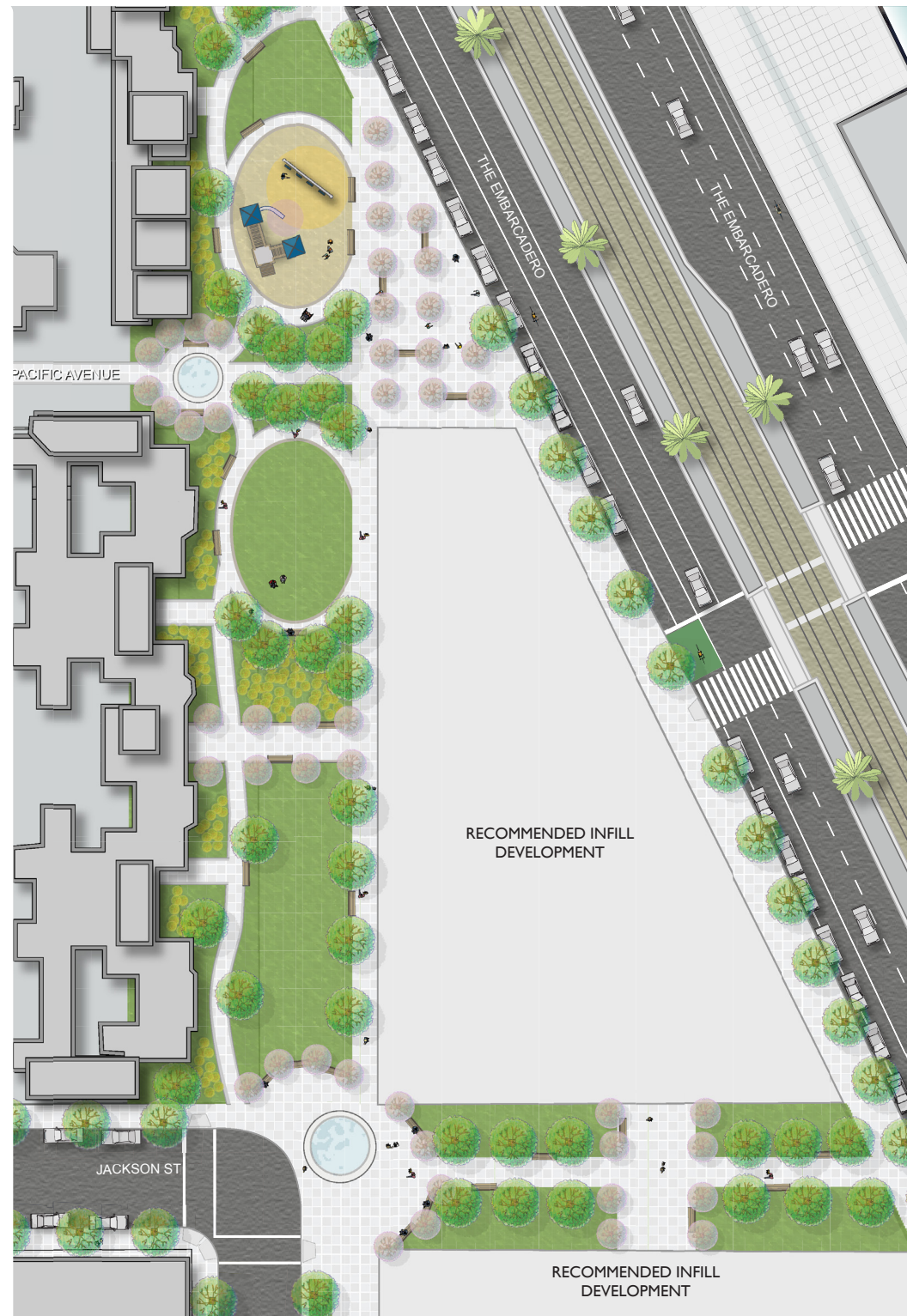
At that time when new development moves forward, Jackson Street should be returned to public use and reestablished as a public right-of-way.

NEW OPEN SPACES



- Proposed open space
- Existing open space

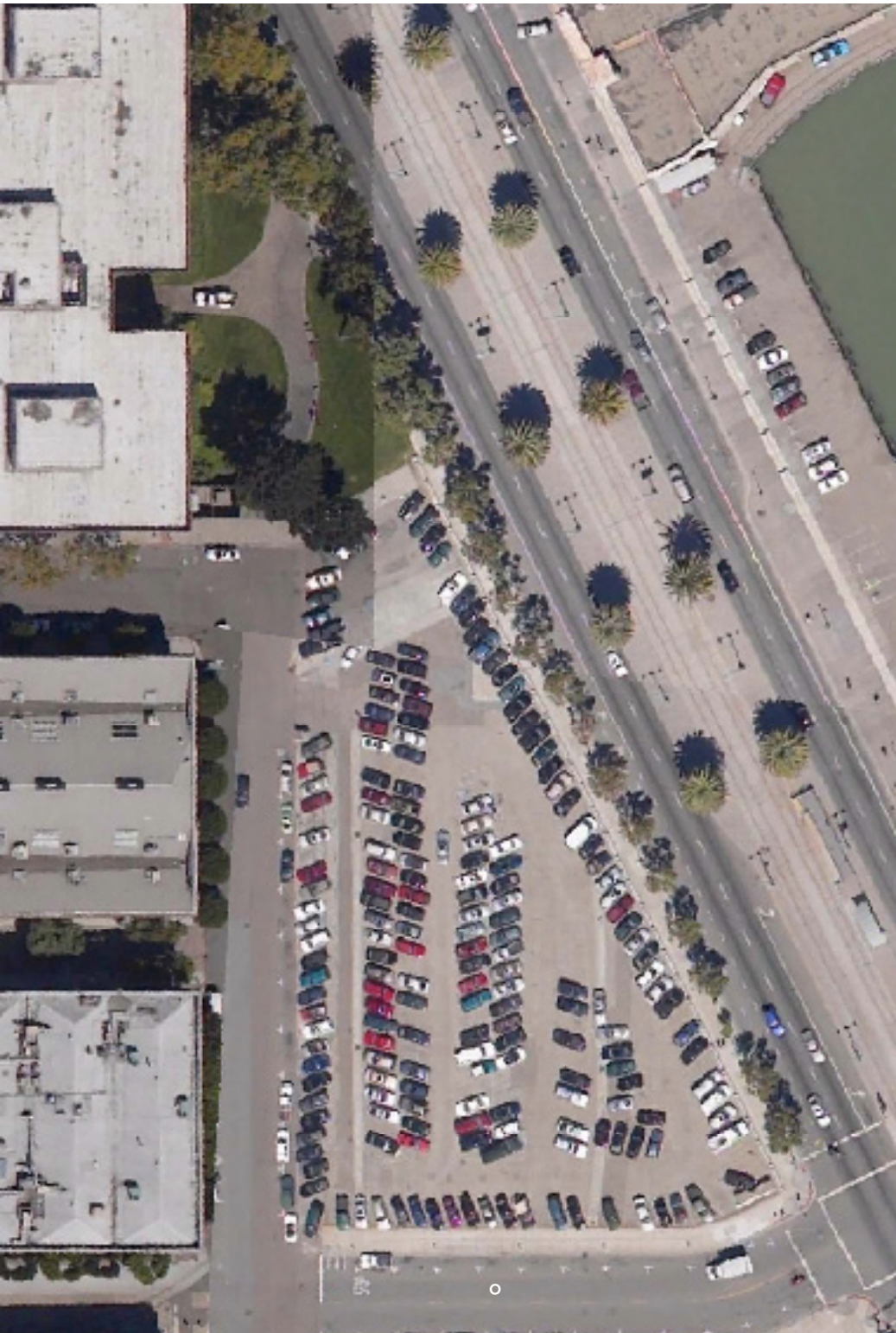
STRENGTHEN OPEN SPACE NETWORK South of Broadway



STRENGTHEN OPEN SPACE NETWORK North of Broadway



STRENGTHEN OPEN SPACE NETWORK North of Green St.



IMPROVE THE QUALITY OF BUILDING DESIGN



Design guidelines, for example, that require high quality materials, vertical articulation, and active ground floor designs.

ACTIVE GROUND-FLOOR DESIGNS

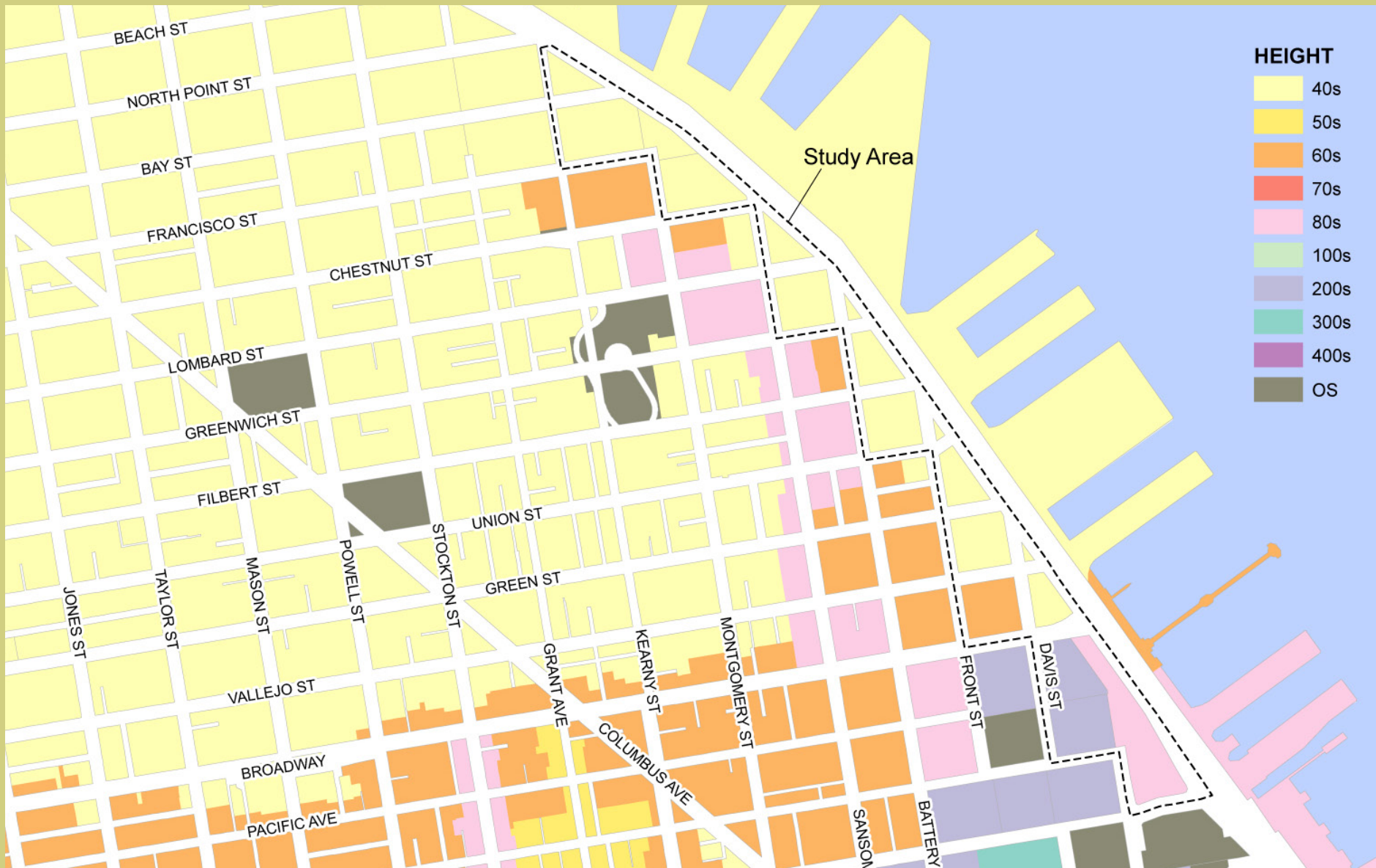


ACTIVE GROUND FLOORS ALONG THE EMBARCADERO



The Planning Department strongly recommends an active edge along the entire length of The Embarcadero.

BUILDING HEIGHTS APPROPRIATE TO CONTEXT



Build at a density that takes full advantage of existing urban infrastructure, supports an engaging ground floor and adds to the area's amenities.

BUILDING HEIGHTS APPROPRIATE TO CONTEXT



Planning considered a broad range of factors when evaluating appropriate heights south of Broadway

PARKING GUIDELINES



Minimize the effect of parking off-street parking on the pedestrian environment.

COMMON GROUND

There was broad agreement with the vast majority of the Planning's recommendations.

1. Geographic scope of the study
2. Connections to adjacent neighborhoods via Washington, Jackson and Broadway
3. Development on all seawall lots within the study area
4. New open spaces
5. Widened sidewalk along west side of The Embarcadero

CLOSING POINTS

- The Northeast Embarcadero Study is an urban design study
- The study builds on the great amount of planning work in the area, including the 10-year land use planning effort lead by the Port
- The Study concluded that the land-side of The Embarcadero is in great need of public realm and urban design improvements
- Planning has provided Design Principles and Recommendations to address these challenges

KEY STRATEGIES

- The key strategies we recommend for addressing the public realm and urban design challenges are to:
 - Strengthen the pedestrian network, including connections to neighborhoods to the west
 - Create a larger and more tightly knit open space network
 - Ensure high quality buildings that frame and activate the public realm

THANK YOU