

1 [General Plan - Port of San Francisco Waterfront Plan Update]

2

3 **Ordinance amending the Recreation and Open Space Element, Central Waterfront Area**  
 4 **Plan, and Northeastern Waterfront Area Plan of the General Plan to maintain**  
 5 **consistency with the Port of San Francisco's Waterfront Plan update; and making**  
 6 **environmental findings, including adopting a statement of overriding considerations,**  
 7 **and findings of consistency with the General Plan, and the eight priority policies of**  
 8 **Planning Code, Section 101.1, and findings of public necessity, convenience, and**  
 9 **welfare under Planning Code, Section 340.**

10 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.  
 11 **Additions to Codes** are in *single-underline italics Times New Roman font*.  
 12 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.  
 13 **Board amendment additions** are in double-underlined Arial font.  
 14 **Board amendment deletions** are in ~~strikethrough Arial font~~.  
 15 **Asterisks (\* \* \* \*)** indicate the omission of unchanged Code  
 16 subsections or parts of tables.

14

15 Be it ordained by the People of the City and County of San Francisco:

16

17 Section 1. Environmental and Planning Code Findings.

18 (a) On March 16, 2023, after a duly noticed public hearing, the Planning Commission,  
 19 by Motion No. 21217, certified the Final Environmental Impact Report (EIR) for the Port of  
 20 San Francisco's Waterfront Plan (the Project), which updates and amends the Port's 1997  
 21 Waterfront Land Use Plan and sets long term goals and policies to guide the use,  
 22 management, and improvement of properties owned and managed by the Port. The Planning  
 23 Commission motion finds that the Final EIR reflects the independent judgment and analysis of  
 24 the City and County of San Francisco, is adequate, accurate and objective, contains no  
 25 significant revisions to the Draft EIR, and the content of the report and the procedures through

1 which the Final EIR was prepared, publicized, and reviewed comply with the provisions of the  
2 California Environmental Quality Act (California Public Resources Code Sections 21000 et  
3 seq.), the CEQA Guidelines (14 Cal. Code Regs. Section 15000 et seq.), and Chapter 31 of  
4 the San Francisco Administrative Code. Copies of the Planning Commission Motion and Final  
5 EIR are on file with the Clerk of the Board of Supervisors in File No. 230502 and is  
6 incorporated herein by reference. The Board affirms this determination.

7 (b) The Project evaluated in the Final EIR includes the proposed amendments to the  
8 General Plan set forth in this ordinance as well as amendments to the Planning Code and  
9 Zoning Map.

10 (c) On April 11, 2023, the Port Commission, in Resolution No. 23-15, adopted findings  
11 under CEQA regarding the Project’s environmental impacts, the disposition of mitigation  
12 measures, and project alternatives, as well as a statement of overriding considerations  
13 (CEQA Findings), and adopted a mitigation monitoring reporting program (MMRP). A copy of  
14 said Resolution is on file with the Clerk of the Board of Supervisors in File No. \_\_\_\_\_,  
15 and is incorporated herein by reference.

16 (d) On \_\_\_\_\_, the Planning Commission, in Resolution No. \_\_\_\_\_,  
17 adopted findings under CEQA regarding the Project’s environmental impacts, the disposition  
18 of mitigation measures, and project alternatives, as well as a statement of overriding  
19 considerations (CEQA Findings), and adopted a mitigation monitoring reporting program  
20 (MMRP). A copy of said Motion is on file with the Clerk of the Board of Supervisors in File No.  
21 \_\_\_\_\_, and is incorporated herein by reference.

22 (e) On April 20, 2023, the Planning Commission, in Resolution No. 21303,  
23 recommended the proposed General Plan amendments for approval and adopted findings  
24 that the actions contemplated in this ordinance are consistent, on balance, with the City’s  
25 General Plan and eight priority policies of Planning Code Section 101.1. The Board adopts

1 these findings as its own. A copy of said Resolution is on file with the Clerk of the Board of  
2 Supervisors in File No. 230502, and is incorporated herein by reference.

3 (f) On April 20, 2023, the Planning Commission, in Resolution No. 21303, adopted  
4 findings under Planning Code Section 340 that the actions contemplated in this ordinance will  
5 serve the public necessity, convenience, and welfare. The Board adopts these findings as its  
6 own. A copy of said Resolution is on file with the Clerk of the Board of Supervisors in File No.  
7 230502, and is incorporated herein by reference.

8 (g) The Board of Supervisors has reviewed and considered the Final EIR and the  
9 environmental documents on file referred to herein. The Board of Supervisors has reviewed  
10 and considered the CEQA Findings, and hereby adopts them as its own and incorporates  
11 them by reference as though such findings were fully set forth in this ordinance.

12 (h) The Board of Supervisors adopts the MMRP as a condition of this approval, and  
13 endorses those mitigation measures that are under the jurisdiction of other City Departments,  
14 and recommends for adoption those mitigation measures that are enforceable by agencies  
15 other than City agencies, all as set forth in the CEQA Findings and MMRP.

16 (i) The Board of Supervisors finds that since certification of the Final EIR no  
17 substantial changes have occurred in the proposed Project that would require revisions in the  
18 Final EIR due to the involvement of new significant environmental effects or a substantial  
19 increase in the severity of previously identified significant effects, no substantial changes have  
20 occurred with respect to the circumstances under which the proposed Project is to be  
21 undertaken that would require major revisions to the Final EIR due to the involvement of new  
22 environmental effects or a substantial increase in the severity of effects identified in the Final  
23 EIR, and no new information of substantial importance to the proposed Project has become  
24 available which indicates that (1) the Project will have significant effects not discussed in the  
25 Final EIR, (2) significant environmental effects will be substantially more severe, (3) mitigation

1 measure or alternatives found not feasible that would reduce one or more significant effects  
2 have become feasible, or (4) mitigation measures or alternatives that are considerably  
3 different from those in the Final EIR would substantially reduce one or more significant effects  
4 on the environment.

5

6 Section 2. The Central Waterfront Area Plan of the San Francisco General Plan is  
7 hereby amended as follows:

8

9 **CENTRAL WATERFRONT AREA PLAN**

10 \* \* \* \*

11 **1. LAND USE**

12 **OBJECTIVE 1.1**

13 **ENCOURAGE THE TRANSITION OF PORTIONS OF THE CENTRAL**  
14 **WATERFRONT TO A MORE MIXED-USE CHARACTER, WHILE PROTECTING THE**  
15 **NEIGHBORHOOD'S CORE OF PDR USES AS WELL AS THE HISTORIC DOGPATCH**  
16 **NEIGHBORHOOD**

17

18 Portions of the Central Waterfront have been transitioning from PDR to a more mixed-  
19 use character. This has been particularly the case in the northern portion of the neighborhood,  
20 with new residential development and a small amount of new retail occurring along Third  
21 Street. In addition, life science and medical related uses are expected to desire locations  
22 close to Mission Bay in the northern portion of this neighborhood. This mix of uses in the  
23 northern portion of the neighborhood should be maintained and promoted, while the core PDR  
24 areas south of 23rd Street and east of Third Street should be protected.

25

1           Because of its proximity to Mission Bay and the UCSF research and hospital facilities  
2 there, ~~the northern portion of the~~ Central Waterfront is a logical place to encourage  
3 development of life-science related research institutions ~~as well as medical offices and clinics.~~  
4 ~~Encouraging these uses to cluster in the northern portion of the neighborhood should help to prevent~~  
5 ~~unnecessary displacement of PDR businesses further to the south.~~

6  
7           The existing Dogpatch residential neighborhood and its small adjacent neighborhood  
8 commercial district constitute a unique enclave within the larger Central Waterfront area. The  
9 historic homes in this area, along Tennessee and Minnesota Streets, were built around the  
10 turn of the twentieth century and earlier. Land use controls in this area should ensure its future  
11 as a small-scale residential enclave.

12  
13           Controls should also maintain and protect tThe unique character of the Central  
14 Waterfront’s existing neighborhood commercial area ~~should also be maintained and protected.~~  
15 Twenty-Second Street is already the focus of retail activity for the neighborhood and connects  
16 the CalTrain Station to Third Street. Continuing to encourage retail on the ground floor  
17 between Third and Minnesota Streets builds on the existing character of the street,  
18 concentrates activity, and helps to create a “neighborhood heart.” To ensure compatibility with  
19 the existing scale of these areas, large lot development and lot mergers should be restricted  
20 and business sizes carefully controlled.

21  
22           The ~~Pier 70 area plays a significant role in defining the Central Waterfront. Future historic~~  
23 ~~preservation efforts and new infill development will have a significant effect on the ultimate character~~  
24 ~~of the entire neighborhood. (The Pier 70 area is generally defined as the area east of Illinois Street~~  
25 ~~between Mariposa Street and 22nd Street.) While the Port has adopted the Waterfront Land Use Plan~~

1 ~~that specifically calls for a mixed-use development opportunity site within a portion of Pier 70,~~  
2 ~~previous development proposals for the opportunity site alone were unsuccessful, due largely to the~~  
3 ~~unknown ultimate disposition of the remainder of the Pier 70 area. Therefore the Port has initiated~~  
4 ~~conducted~~ a community based-planning process that will ultimately lead to the development of a  
5 ~~Master Plan, including a preservation strategy for the historic resources for the Pier 70 area. This~~  
6 ~~effort began in late 2006 with completion of a preferred Master Plan anticipated by mid-2008. Because~~  
7 ~~the Port's Pier 70 planning process for Pier 70 is ongoing, this Plan leaves zoning and height controls~~  
8 ~~for the area as-is, in recognition that the Plan may need to be amended, and zoning modified, to reflect~~  
9 ~~the outcome of the Port's Pier 70 area planning process.~~ to develop a comprehensive strategy for Pier  
10 70, including the shipyard area, and created the Pier 70 Union Iron Works Historic District, which is  
11 listed on the National Register of Historic Places. The Pier 70 area is generally defined as the area  
12 east of Illinois Street between Mariposa Street and 22nd Street.

13  
14 The Pier 70 ~~Mixed Use Opportunity Site may be an opportunity to encourage larger, non-~~  
15 ~~maritime and non-PDR activities such as commercial as well as research and development uses. These~~  
16 ~~must be carefully integrated into the larger Pier 70 area and the adjacent neighborhood so that they~~  
17 ~~are not disruptive to surrounding uses.~~ community planning collaborations built support for developer  
18 partnerships and the creation of the Pier 70 Special Use District. The Port and City are working in  
19 coordination with the developers to implement improvements consistent with, and incorporated by  
20 reference in, the Port's Waterfront Plan. The Pier 70 Special Use District will: 1) rehabilitate and  
21 adaptably reuse Pier 70 Historic Resources; 2) support maritime industry; 3) provide new Blue  
22 Greenway open spaces including shoreline access; 4) conduct as-needed environmental remediation;  
23 5) provide for new infill development that is adaptively designed to address sea level rise; 6) develop  
24 new infrastructure required to support the development; and 7) provide a funding stream to implement  
25

1 the variety of goals defined for the site. Adjacent to Pier 70, the site of the former Potrero Power  
2 Station is now proposed for mixed-use development, as further described in Policy 1.1.8.

3  
4 ~~Adjacent to the Pier 70 area, the Potrero power plant is expected to cease operations sometime~~  
5 ~~in the future. While contamination of the soil here will preclude housing development on the site, it will~~  
6 ~~be an opportunity, similar to Pier 70, for mixed-use development in the future that could include larger~~  
7 ~~activities such as commercial as well as research and development uses. A future community planning~~  
8 ~~process for this site will help determine exactly what should occur on the site.~~

9  
10 This Plan's approach to land use controls in the Central Waterfront neighborhood  
11 consists of the following key elements:

- 12  
13 • In the northern part of the Central Waterfront (generally north of 23rd Street and  
14 west of Illinois Street) establish new controls that allow mixed-income residential  
15 development, while limiting new office and retail development.
- 16  
17 • ~~Unlike in most other parts of the Eastern Neighborhoods where mixed-use districts~~  
18 ~~generally limit all large office development, make an exception here for life-science and~~  
19 ~~medical-related office and clinical facilities, due to the proximity to Mission Bay.~~
- 20  
21 • Provide a buffer around the Dogpatch neighborhood, where larger office and life  
22 clinical facilities would not be permitted.

- 1 • In the core PDR area, generally south of 23rd Street, establish new controls that  
2 protect PDR businesses by prohibiting new residential development and limiting  
3 new office and retail development.
- 4
- 5 • In areas controlled by the Port as well as the Potrero Power ~~Plant~~ Station site,  
6 guide improvements according to the Pier 70 Special Use District and Potrero Power  
7 Station Special Use District Development Agreements’ planning policies, zoning  
8 controls, and design standards, and maintain existing industrial zoning of Port  
9 property outside of the Pier 70 area pending the outcome of separate planning processes  
10 for these areas.
- 11
- 12 • Address Seal Level Rise as an integral goal when planning and designing new buildings  
13 and developments along the waterfront.

14

15 The policies to address the needs highlighted ~~above are as~~ include the followings:

16

17 **POLICY 1.1.1**

18 ~~Revise land use controls in~~ **In** the core PDR area generally south of 23rd Street, ~~to~~  
19 **protect and promote PDR activities, as well as the arts, by prohibiting construction of**  
20 **new housing and limiting the amount of new office and retail uses** ~~that can be introduced.~~

21

22 **POLICY 1.1.2**

23 ~~Maintain the revised~~ **Revise** land use controls in formerly industrial areas outside the  
24 **core Central Waterfront industrial area, to which creates new mixed use areas, and**  
25 **allowing** mixed-income housing as a principal use, as well as limited amounts of retail,



1 office, and research and development, while protecting against the wholesale  
2 displacement of PDR uses.

3  
4 **POLICY 1.1.3**

5 Permit and encourage life science and medical related uses at the most appropriate  
6 locations in the northern portion of the Central Waterfront, close to Mission Bay by eliminating  
7 restrictions on life science and medical-related office and clinical uses that might otherwise apply.

8  
9 **POLICY 1.1.4**

10 Maintain the integrity of the historic Dogpatch neighborhood.

11  
12 **POLICY 1.1.5**

13 Create a buffer around the Dogpatch neighborhood to protect against  
14 encroachment of larger office and life science research uses.

15  
16 **POLICY 1.1.6**

17 Permit and encourage small and moderate size retail establishments in  
18 neighborhood commercial areas of Central Waterfront, while allowing larger retail in  
19 the new Urban Mixed Use districts only when part of a mixed-use development.

20  
21 **POLICY 1.1.7**

22 Ensure that *future* development at of the Port's Pier 70 Mixed Use Opportunity Site  
23 supports the Port's and City land use and planning policies and design standards set forth in the  
24 Pier 70 Special Use District, and revenue-raising goals while remaining complementary to the  
25 maritime and industrial nature of the area.

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**POLICY 1.1.8**

~~Consider the Potrero power plant site as an opportunity for reuse for larger-scale commercial and research establishments.~~ Ensure the development of the Potrero Power Station Mixed-Use Development Project, a multi-phase 29 acre master development that was approved in 2019; the Potrero Power Station Mixed-Use Development Project includes a wide mix of residential, non-residential, and community facility uses along with a wide variety of recreational and open space facilities that, among other goals, provide a continuous sequence of park and recreational opportunities along and to the Bay waterfront. Integral to the Power Station Development are strategies that assure the development is sustainable and resilient, particularly to Sea Level Rise.

\* \* \* \*

**OBJECTIVE 1.4**

**SUPPORT A ROLE FOR “KNOWLEDGE SECTOR” BUSINESSES IN APPROPRIATE PORTIONS OF THE CENTRAL WATERFRONT**

The “Knowledge Sector” consists of businesses that create economic value through the knowledge they generate and provide for their customers. These include businesses involved in financial services, professional services, information technology, publishing, digital media, multimedia, life sciences (including biotechnology), and environmental products and technologies. The Knowledge Sector contributes to the city’s economy through the high wages these industries generally pay, creating multiplier effects for local-serving businesses in San Francisco, and generating payroll taxes for the city. Although these industries generally require greater levels of training and education than PDR workers typically possess, they may

1 in the future be able to provide a greater number of quality jobs for some San Franciscans  
2 without a four-year college degree, provided appropriate workforce development programs  
3 are put in place.

4  
5 From a land use perspective, the Knowledge Sector utilizes a variety of types of space.  
6 Depending on the particular needs of a company, this may include buildings for offices,  
7 research and development (R&D), and manufacturing. Mixed-use and industrial land in the  
8 Central Waterfront benefits from lower rents and less-intensive development than other parts  
9 of the city. These characteristics may allow for the location of manufacturing and R&D  
10 components of the Knowledge Sector, as well as provide some Class B office space suitable  
11 for Knowledge Sector companies who cannot afford or would prefer not to be located  
12 downtown. Additionally, the proximity of the Central Waterfront to the life science research  
13 and medical uses of Mission Bay support a concentration of life science uses in parts of the  
14 Central Waterfront. These uses could be supported in the following manner:

- 15  
16 • The PDR component of the Knowledge Sector could locate throughout the  
17 Mixed Use and PDR districts of the Central Waterfront.
- 18  
19 • The office component of the Knowledge Sector should be directed towards  
20 space above the ground floor in buildings in the Central Waterfront's Mixed Use  
21 and PDR-1 districts. The amount of office in these buildings should be restricted  
22 to support PDR uses above the ground floor.
- 23  
24 • R&D uses range from being office-only to a mixture of office and production and  
25 testing. To the degree that uses are office-only, they will face the same controls

1 as office uses. The more *industrially-oriented* R&D uses could be located  
2 throughout the Mixed Use and PDR districts ~~of the Mission~~, though the office  
3 component would be subject to office controls.

- 4
- 5 ● ~~To capitalize on proximity to Mission Bay, life science and medical office buildings~~  
6 ~~should be directed towards the northern portions of the Central Waterfront.~~

7 \* \* \* \*

8

9 OBJECTIVE 1.8

10 **PROTECT MARITIME AND MARITIME-RELATED ACTIVITIES IN THE CENTRAL**  
11 **WATERFRONT**

12

13 The Central Waterfront has long been home to maritime activities, including the  
14 existing Pier 70 ~~shipyard~~~~dry dock~~. As a response to the advent of containerization in the 1960s,  
15 the Port of San Francisco began to focus its cargo operations at Pier 80, and south of Islais  
16 Creek at Piers 94-96. Maintaining and supporting these activities, including ship repair,  
17 maritime support, warehousing and storage, and shipping, is important to both the Port's  
18 mission and more generally to San Francisco's economy. The various industrial activities  
19 occurring on and near Port land need to be able to carry out their operations without the  
20 impediments caused by the presence of sensitive land uses such as housing or  
21 neighborhood-related activities.

22

23 Shipbuilding and ship repair ~~have had~~ been carried out at the Pier 70 dry dock since the  
24 late 1880s. In fact, Pier 70 ~~is hosted~~ the longest continually operating, non-military dry dock on  
25 the West Coast. While the Port's ship repair operator terminated operations in 2017, the Pier 70

1 shipyard will continue to serve various maritime and industrial uses. Any development adjacent to  
2 the ~~shipyard~~~~dry dock~~ facility should not impinge on its maritime and industrial use. ~~In particular,~~  
3 ~~to avoid conflict, uses sensitive to a 24-hour, industrial operation should not be located nearby.~~

4  
5 The Port's terminal at the 69-acre Pier 80 is in active use, providing the Port and city  
6 with ~~modern container~~ and non-container-cargo handling facilities. The businesses at and  
7 related to Pier 80 are well integrated with the city's economy; they employ a substantial  
8 number of people, generate income for the Port, and taxes for the city. Continued, efficient  
9 access by freight rail and truck from the peninsula, freeways, and via city streets is  
10 fundamental to the viability of the pier and the industries related to it. Therefore, transportation  
11 infrastructure in the vicinity of Pier 80 should not be changed in ways that would interfere with  
12 its continued efficient operation.

13  
14 \* \* \* \*

15 **POLICY 3.3.4**

16 **Compliance with strict environmental efficiency standards for new buildings is**  
17 **strongly encouraged.**

18  
19 The positive relationship between building sustainability, urban form, and the public  
20 realm has become increasingly understood as these buildings become more commonplace in  
21 cities around the world. Instead of turning inwards and creating a distinct and disconnected  
22 internal environment, sustainable buildings look outward at their surroundings as they allow in  
23 natural light and air. In so doing, they relate to the public domain through architectural  
24 creativity and visual interest, as open, visible windows provide a communicative interchange  
25 between those inside and outside the building. In an area where creative solutions to open

1 space, public amenity, and visual interest are of special need, sustainable building strategies  
2 that enhance the public realm and enhance ecological sustainability are to be encouraged.

3  
4 OBJECTIVE 3.4

5 ENSURE FUTURE PLANNING AND DEVELOPMENT ADDRESS THE NEED TO  
6 MITIGATE AND RESPOND TO FUTURE HAZARDS, PARTICULARLY THOSE CAUSED BY  
7 SEA LEVEL RISE AND CLIMATE CHANGE.

8  
9 Policy 3.4.1

10 Engage the community on an ongoing basis when adapting land use and development  
11 policies to mitigate and reduce hazard risks associated with Sea Level Rise.

12 In August 2021, the City and the Port published the Islais Creek Southeast Mobility Adaptation  
13 Strategy (ICSMAS), which examined the Creek and its surrounding neighborhood’s flood hazard risks  
14 and identified a comprehensive suite of possible adaptation pathways to protect the area and its key  
15 public assets from flooding and permanent inundation. The ICSMAS describes community  
16 engagement, methodology, and recommendations that could be used as a template and starting point  
17 for future ongoing planning and community engagement to address SLR-related hazard risk around  
18 Islais Creek.

19  
20 **4. Transportation**

21  
22 NOTE: The following Transportation objectives and policies relate specifically to the  
23 transportation system. Objectives and policies related to physical street design can be found  
24 in the Streets and Open Space chapter.

1 The gritty, industrial character of the Central Waterfront extends to the transportation  
2 system serving it. The challenge is to preserve the essential character of the neighborhood  
3 while supporting a full, equitable range of choices for the movement of people and goods to,  
4 within, and from the Central Waterfront. Access to transportation, particularly alternatives to  
5 the private automobile, must be knitted into the fabric of the neighborhood and everyday  
6 services promoted to reduce the need to travel.

7  
8 Ongoing improvements to the operation of the new Third Street Light Rail line will  
9 continue to improve the accessibility of the area by transit. New commercial and residential  
10 development will support basic services and reduce the need to travel outside the  
11 neighborhood. The Central Waterfront's transportation infrastructure must continue to cater to  
12 industrial uses while also reducing conflicts that heavy freight traffic creates with other road  
13 users such as bicyclists and pedestrians.

14  
15 OBJECTIVE 4.1

16 **IMPROVE PUBLIC TRANSIT TO BETTER SERVE EXISTING AND NEW**  
17 **DEVELOPMENT IN CENTRAL WATERFRONT**

18  
19 The Central Waterfront is well served by both local and regional transit. In early 2007,  
20 Muni's Third Street Light Rail entered revenue service, providing a direct link north to  
21 downtown and south to Bayview/Hunters Point and Visitacion Valley. The 22nd Street Caltrain  
22 Station provides regional connections south to the South Bay and Silicon Valley. While the  
23 majority of transit service and ridership in the Central Waterfront is along north-south  
24 corridors, the need remains to improve cross-town routes. ~~At present, crosstown bus service is~~  
25 ~~provided by the #22 Fillmore and #48 Quintara. Service on the #48 Quintara in particular needs to be~~

1 ~~strengthened. Streamlining the circuitous routing over Potrero Hill could improve travel times. As~~  
2 the number of workers and residents in the neighborhood increases, ~~there will be greater~~  
3 ~~demand for transit access from all parts of the city. The~~ the cross-town routes also play an  
4 important role as feeder routes to the Third Street Light Rail.

5  
6 ~~Beginning in 2008, In 2011,~~ the San Francisco Municipal Transportation Agency  
7 (SFMTA), Planning Department and the San Francisco County Transportation Authority  
8 (SFCTA) ~~will commence~~ completed a comprehensive Eastern Neighborhoods Transportation  
9 Implementation Planning Study (EN TRIPS) ~~to that further~~ explored the feasibility of the  
10 options described above, determine which projects are needed, how they should be designed  
11 and how they can be funded. A key input to this ~~will be~~ was SFMTA's Muni Forward  
12 Project "Transit Effectiveness Project" (TEP), which was the first comprehensive study of the Muni  
13 system since the late 1970s. ~~The TEP Muni Forward aims to~~ promoted overall performance and  
14 long-term financial stability through faster, more reliable transportation choices and cost-  
15 effective operating practices. In 2021, the multiagency transportation planning collaboration  
16 ConnectSF produced a Transit Strategy, which describes the major capital projects and programs that  
17 will help San Francisco's transit system meet the existing and future travel needs of residents, workers,  
18 and visitors. The TEP recommendations focus on improving transit service, speed and reliability and  
19 should be implemented as soon as possible within the Central Waterfront.

20  
21 \* \* \* \*

22  
23 **POLICY 4.1.3**  
24  
25



1            Continue to support ~~Implement~~ the service recommendations of the *Transit*  
2 *Effectiveness Project (TEP)* Muni Forward program and the recommendations of the ConnectSF  
3 Transit Strategy.

4  
5            **POLICY 4.1.4**

6            **Reduce existing curb cuts where possible and restrict new curb cuts to prevent**  
7 **vehicular conflicts with transit on important transit and neighborhood commercial**  
8 **streets.**

9  
10           Curb cuts should be reduced on key neighborhood commercial, pedestrian, and transit  
11 streets, where it is important to maintain continuous active ground floor activity, protect  
12 pedestrian movement and retail viability, and reduce transit delay and variability. This is a  
13 critical measure to reduce congestion and conflicts with pedestrians and transit movement  
14 along Transit Preferential Streets, particularly where transit vehicles do not run in protected  
15 dedicated rights-of-way and are vulnerable to disruption and delay. Curb cuts are currently  
16 restricted along Third Street.

17  
18           **POLICY 4.1.5**

19           **Ensure Muni’s storage and maintenance facility needs are met to serve**  
20 **increased transit demand and provide enhanced service.**

21  
22           Additional transit vehicles will be needed to serve new development in the Eastern  
23 Neighborhoods. The capacity of existing storage and maintenance facilities should be  
24 expanded and new facilities constructed to support growth in the Eastern Neighborhoods.

1 Address the need to mitigate and respond to possible future hazards, particularly related to SLR, in  
2 Muni's ongoing planning for, and maintenance and future rehabilitation of, such facilities

3  
4 \* \* \* \*

5 **OBJECTIVE 4.6**

6 **SUPPORT WALKING AS A KEY TRANSPORTATION MODE BY IMPROVING**  
7 **PEDESTRIAN CIRCULATION WITHIN CENTRAL WATERFRONT AND TO OTHER PARTS**  
8 **OF THE CITY**

9  
10 \* \* \* \*

11 **POLICY 4.6.6**

12 **Explore opportunities to identify and expand waterfront recreational trails and**  
13 **opportunities including the Bay Trail.**

14  
15 The Association of Bay Area Governments' (ABAG) Bay Trail project is a planned  
16 recreational corridor that, when complete, will encircle San Francisco and San Pablo Bays  
17 with a continuous 400-mile network of bicycling and hiking trails. At present, much of the Bay  
18 Trail extends along Third Street and Illinois Street ~~provide the link in the Bay Trail through the~~  
19 ~~Central Waterfront. Created in 2012, the Blue Greenway open space guidelines and network through~~  
20 ~~the Central Waterfront promote parks and public access that extends to and along the waterfront,~~  
21 ~~integrated in new mixed use developments while respecting space needs of~~ ~~Currently, the Bay Trail~~  
22 ~~crosses Islais Creek on Third Street and jogs over to Illinois Street at 23rd Street. Ideally, the trail~~  
23 ~~would run closer to the water, though heavy~~ industrial and maritime uses, ~~along with a lack of~~  
24 ~~continuous public rights-of-way, preclude such a continuous shoreline path. The city should take~~  
25 ~~advantage of opportunities to move it eastwards if and when Port lands are redeveloped.~~ Signs for

1 spur trails to new and improved public open spaces and shoreline access at Islais Creek,  
2 Warm Water Cove, Irish Hill, and Pier 70 should be placed and included in the Bay Trail maps  
3 and literature. *Other proposals to further evaluate include the “Blue-Greenway,” a proposed 13-mile*  
4 *greenway network along the San Francisco’s Central and Southern Waterfront.*

5  
6 **OBJECTIVE 4.7**  
7 **IMPROVE AND EXPAND INFRASTRUCTURE FOR BICYCLING AS AN**  
8 **IMPORTANT MODE OF TRANSPORTATION**  
9

10 The Central Waterfront plays a critical role in creating a continuous, safe, comfortable  
11 bicycle connection between downtown and the Bayview/Hunters Point. It is flat and provides  
12 direct routes between the two areas. Given the Mission Bay development to the north, the  
13 best bike corridors through the Central Waterfront are Indiana and Illinois Streets. Indiana  
14 Street provides direct access to the 22nd Street Caltrain Station, Esprit Park, and Islais Creek  
15 open space. Illinois Street improvements would connect to downtown via Terry Francois  
16 Boulevard, and to Bayview/Hunters Point via the Illinois Street bridge over Islais Creek.

17  
18 The SFMTA is studying these corridors, as well as Minnesota Street, for bicycle  
19 improvements that will facilitate safer north-south connections including bike lanes on Illinois Street  
20 and shared lane markings (“sharrows”) on Indiana Street. Potential east-west bicycle  
21 improvements include, but are not limited to, changes on Cesar Chavez Street and to Mariposa  
22 Street are being studied under the UCSF Mission Bay’s new hospital planning and design process.  
23 Additional bicycle connections should be pursued to have been created in Pier 70 to connect with  
24 the Port’s future redevelopment of the site. The proposed Blue-Greenway offers the opportunity to  
25 extend the Bay Trail through the Central Waterfront. Future planning and design should explore how

1 ~~to safely integrate bicycles into the new recreational pathway along the waterfront. new development~~  
2 ~~and Blue Greenway open spaces to the city street grid and public realm. Bicycle access and~~  
3 ~~improvements should be carefully designed with respect to Central Waterfront industrial and truck~~  
4 ~~operations as addressed in Objective 4.4.~~

5  
6 The policies to address the objective outlined above are as follows:

7  
8 **POLICY 4.7.1**

9 **Provide a continuous network of safe, convenient and attractive bicycle facilities**  
10 **connecting Central Waterfront to the citywide bicycle network ~~and~~ that conforms**  
11 **with conforming to the San Francisco Bicycle Plan. bicycle policies and is designed for safety on**  
12 **streets that serve industrial business and vehicular traffic.**

13  
14 **POLICY 4.7.2**

15 **Provide secure, accessible and abundant bicycle parking, particularly at transit**  
16 **stations, within shopping areas and at concentrations of employment.**

17  
18 **POLICY 4.7.3**

19 **Support the establishment of the Blue-Greenway by including safe, quality**  
20 **pedestrian and bicycle connections from Central Waterfront.**

21  
22 The vision for the “Blue Greenway” is to create a 13-mile greenway network along San  
23 Francisco’s Southern Waterfront, completing San Francisco’s portion of the Bay Trail,  
24 increasing public enjoyment of this historic, working waterfront, and providing much-needed  
25

1 open space, water access, and a walking/biking route to San Francisco’s eastern  
2 neighborhoods.

3  
4 OBJECTIVE 4.8

5 ENCOURAGE ALTERNATIVES TO CAR OWNERSHIP AND THE REDUCTION OF  
6 PRIVATE VEHICLE TRIPS

7  
8 \* \* \* \*

9  
10 POLICY 4.8.3

11 *Develop a Implement the Citywide Transportation Demand Management (TDM)*  
12 **program for the Eastern Neighborhoods that provides information and incentives for**  
13 **employees, visitors and residents to use alternative transportation modes and travel**  
14 **times.**

15  
16 \* \* \* \*

17  
18 Central Waterfront has had a deficiency of open spaces serving the neighborhood. ~~As~~  
19 ~~an industrial area many parts~~ Given that much of Central Waterfront is transitioning from industrial to  
20 mixed-use, notable portions of Central Waterfront are not within walking distance to an existing  
21 park and many areas lack adequate places to recreate and relax. With the addition of new  
22 workers and residents, this deficiency will only be exacerbated. Thus, one of the primary  
23 objectives of this Plan is to provide more open space to serve both existing and new  
24 residents, workers and visitors. ~~Analysis reveals that a total of about 1.9 acres of new space should~~  
25 ~~be provided in this area to accommodate expected growth.~~ Outside of Pier 70 and Potrero Power

1 ~~Station, which together propose roughly nine acres of new open space,~~ This Plan proposes to  
2 provide this new open space by creating at least one substantial new park site (or more than  
3 one smaller open spaces commensurate to one substantial new park) in Central Waterfront. In  
4 addition, the Plan proposes to encourage some of the private open space that will be required  
5 as part of development to be provided as public open space and to utilize our existing rights-  
6 of-way to provide pocket parks.

7  
8 OBJECTIVE 5.1

9 PROVIDE PUBLIC PARKS AND OPEN SPACES THAT MEET THE NEEDS OF  
10 RESIDENTS, WORKERS AND VISITORS  
11

12 In a built-out neighborhood such as this, finding sites for sizeable new parks is difficult.  
13 However, it is critical that at least one new substantial open space be provided as part of this  
14 Plan. This Plan identifies a number of potential park sites: the area behind the IM Scott School  
15 site, which is currently used for parking, expansion of Warm Water Cove and the development  
16 of Crane Cove Park ~~on north of~~ Pier 70. Additionally, as part of a ~~long-term planning process of~~  
17 ~~new development at the former~~ Potrero Power Plant ~~site~~ and the Pier 70 Special Use District  
18 ~~sites~~ Planning process, the Bay shoreline will be improved with bayfront parks, pathways, and public  
19 access connecting the Bay Trail through these areas. The area surrounding Irish Hill is also  
20 identified as a potential park site. ~~Finally, an improved waterfront at the end of 22nd Street would~~  
21 ~~provide a much needed bayfront park site and should be considered as part of any long-term plans for~~  
22 ~~Pier 70.~~

23  
24 The City is working with the San Francisco Unified School District on the IM Scott  
25 School site and with the Port of San Francisco ~~on the~~ to ~~development of~~ Crane Cove Park ~~as~~

1 ~~well as, and the City supports~~ the renovation and expansion of Warm Water Cove. The Port  
2 sites ~~would~~ greatly expand public access to the waterfront and provide large areas of public  
3 open space. ~~As part of the Pier 70 planning process,~~ Crane Cove Park, located at 19th and  
4 Illinois Street, ~~is being considered for~~ includes over 1,200 feet of Bay edge access, two cranes,  
5 and a ~~possible~~ small boat/aquatic center. This major new waterfront park adjacent to the Pier  
6 70 shipyard ~~would be~~ is integrated with the restoration of the historic maritime structures. Also  
7 envisioned is the renovation and future expansion of Warm Water Cove, a small landscaped  
8 picnic area at the end of 24th Street adjacent to the Bay. ~~Expansions to the south are planned and~~  
9 ~~future expansions to the south should be considered.~~ The new master planned development at Pier 70  
10 and the Potrero Power Station will provide multiple acres of open space along the waterfront and  
11 internal to the two sites. ~~The Planning Department will continue working with the Recreation and Parks~~  
12 ~~Department and the Port to pursue these public park sites in the Central Waterfront.~~

13  
14 ~~With the closure of the Potrero Power Plant site and the Pier 70 planning process,~~ As a result of  
15 the Pier 70 planning processes, the remnant of Irish Hill ~~should be evaluated for its potential to be a~~  
16 ~~successful open space~~ will be incorporated into the open space network. Irish Hill was once a  
17 prominent feature of the Central Waterfront, serving as the home for workers in the nearby  
18 mills from the 1880s until World War I, when the hill was mostly leveled to make way for  
19 expansion of the shipyards. While little of the original bluff remains, it is an unusual reminder  
20 of the area's history.

21  
22 In order to provide a public park, significant funding will need to be identified to acquire,  
23 develop, and maintain the spaces. One source of funds would be impact fees or direct  
24 contributions from new development. New residential development directly impacts the  
25 existing park sites with its influx of new residents, therefore new residential development will

1 be required to either pay directly into a fund to acquire new open space or provide publicly  
2 accessible space on or off-site. Funding for the planned Port open spaces is also needed. The  
3 Port, with the Recreation and Parks Department, ~~has proposed~~ will propose ~~an~~ future open space  
4 bonds, which ~~will~~ could partially cover the cost of improvements to Warm Water Cove and ~~to~~  
5 an expanded Crane Cove Park, but additional funding sources will need to be found to ensure  
6 the development of these open spaces.

7

8 Commercial development also directly impacts existing park sites, with workers,  
9 shoppers and others needing places to eat lunch and take a break outside. This Plan also  
10 proposes to charge an impact fee for commercial development to cover the impact of  
11 proposed commercial development.

12

13 The policies to address the objective outlined above are as follows:

14

15 \* \* \* \*

16 OBJECTIVE 5.3

17 **CREATE A NETWORK OF GREEN STREETS THAT CONNECTS OPEN SPACES**  
18 **AND IMPROVES THE WALKABILITY, AESTHETICS, AND ECOLOGICAL**  
19 **SUSTAINABILITY OF THE NEIGHBORHOOD**

20

21 In a built out neighborhood such as Central Waterfront, acquiring sites for new large  
22 parks can be difficult. For this reason, in addition to the acquisition of at least one park site in  
23 the neighborhood, the Central Waterfront Area Plan proposes an open space network of  
24 “Green Connector” streets, with wider sidewalks, places to sit and enjoy, significant  
25 landscaping, and gracious street trees that would provide linkages between larger open



1 spaces and diffuse the recreational and aesthetic benefits of these spaces into the  
2 neighborhood. Specifically, this Plan proposes to create a greenway along 24th Street that will  
3 connect Warm Water Cove to the rest of the neighborhood. At 100 feet, the 24th Street right-  
4 of-way between the water and Michigan Street is wider than a typical street width, offering the  
5 opportunity for landscaping and greening elements to connect the park more strongly to Third  
6 Street and to attract more users from Third Street. Additional green Connector streets are  
7 proposed along Minnesota Street to connect Esprit Park, to Muni Park and passing the  
8 proposed IM Scott school site park. Third Street also represents an important street with the  
9 light rail and pedestrian activity on this street. Additionally, 22nd Street connecting the Central  
10 Waterfront neighborhood to new neighborhood and waterfront public access in the proposed Pier  
11 70 Special Use District redevelopment provides an opportunity for greening. Proposed  
12 landscaping and greening improvements would enhance this streetscape.

13

14 Public access to Islais Creek is also in need of improvement. Currently, there are two  
15 access points: the north side of Tennessee Street is a hardscaped area that covers a sewage  
16 outfall facility and the south side of the creek is a handicap-accessible put-in for non-  
17 motorized watercraft. On the east side of the Third Street Bridge is Tulare pocket park. None  
18 of these spaces are well used (except by skateboarders, who use the outfall cover) because  
19 they are not easily reached, are small, and feel isolated and disconnected. As much as  
20 possible, future development should be required to contribute to the creation of a continuous  
21 loop of publicly accessible open space, and should themselves help to activate it. The loop  
22 should run from Illinois Street west along the northern edge of the creek, turning at the end of  
23 the creek to run east along the southern edge, ending at the 3rd Street Bridge. Future  
24 improvements to Islais Creek and its adjacent open spaces and infrastructure should include features

25

1 and programs that address possible future flooding and inundation caused by Sea Level Rise and  
2 climate change.

3  
4 ~~This Plan also proposes to develop~~ The area marking the historic alignment of the Tubbs  
5 Cordage Factory has been developed into a public pedestrian passage ~~or open space~~ that  
6 connects Tennessee and Third Streets. Now constructed, This will improve<sub>s</sub> the connection  
7 between the Caltrain station and the ~~planned~~ 23rd Street light rail stop. (See Map 5 – Eastern  
8 Neighborhoods Streets and Open Space Concept Map)

9  
10 Streets can and should provide important and valued additions to the open space  
11 network and aesthetic quality of the area. The design and maintenance of all other streets  
12 throughout the Plan area should be guided by the Pier 70 Plan and ~~forthcoming~~ the Better  
13 Streets Plan, which will provide direction on how to improve the overall urban design quality,  
14 aesthetic character, and ecological function of the city’s streets while maintaining safe and  
15 efficient use for all modes of transportation. The Better Streets Plan will provide guidance for  
16 both public and private improvements to the streetscape. The Central Waterfront Area Plan, in  
17 addition to the Better Streets Plan, will generate amendments to the planning code to make  
18 more explicit the requirements of private developers to construct and maintain a more  
19 enjoyable, more beautiful pedestrian environment.

20  
21 In addition to these general streetscape improvements along streets, specific design  
22 interventions should also be considered for major intersections. As evidenced throughout the  
23 Plan Area, where major intersections are often two streets of speeding through traffic framed  
24 on four corners by single-story buildings, these places are unfriendly to the walker and cyclist.  
25 To better foster a sense of place and to improve the pedestrian experience, significant public

1 space improvements – such as bulb-outs and landscaping treatments – should be focused at  
2 these intersections. Additionally, as described in the Built Form chapter of this Plan, specific  
3 effort should be paid to improving the quality, design, massing, and scale of corner buildings  
4 to better reflect the civic importance of major street intersections.

5  
6 The Central Waterfront Area Plan calls for the development of the Blue Greenway, as  
7 discussed further in the Transportation Chapter. The Blue Greenway is a 13 mile recreational  
8 corridor that would run along the Bay – perhaps Central Waterfront’s greatest natural asset –  
9 providing a connection between ~~#~~The Embarcadero and China Basin all the way to  
10 Candlestick Point, as a necklace of small waterfront parks, pathways, and promenades.

11  
12 An important consideration for Central Waterfront is the visual and functional  
13 dominance of the elevated freeway and at-grade railway infrastructure. To soften this  
14 dominance and to improve connections through the infrastructure, the City is working with  
15 Caltrans to provide landscaping along the freeway-, as well as architectural lighting. This  
16 lighting should be both energy efficient and designed to minimize light spill into abutting  
17 neighborhoods.

18  
19 The Plan also proposes to utilize the existing rail rights-of way by pursuing acquisition  
20 or conversion of the curved alignment between the Caltrain Station and 20th Street.  
21 Comprised of two lots, both were former railroad rights-of-ways. They are currently privately  
22 owned and are used as parking lots. Incorporating these into the system of green connector  
23 streets would help create a functional, attractive pedestrian route between Caltrain, future  
24 development at Pier 70, and other neighborhood destinations.

1 The policies to address the objective outlined above are as follows:

2 \* \* \* \*

3  
4 **POLICY 5.3.8**

5 ~~*Pursue acquisition or conversion of*~~ **Maintain public access to** the Tubbs Cordage  
6 **Factory alignment** ~~*to public access. Should it be infeasible to purchase the necessary property,*~~  
7 ~~*future development should include the following improvements:*~~

8  
9 —~~*Good night time lighting for pedestrian safety and comfort.*~~

10 —~~*Limit ground cover to 24” to maximize visibility.*~~

11 —~~*If benches are provided, they should be placed only at the street.*~~

12 \* \* \* \*

13  
14 **OBJECTIVE 8.2**

15 **PROTECT, PRESERVE, AND REUSE HISTORIC RESOURCES WITHIN THE**  
16 **CENTRAL WATERFRONT AREA PLAN, INCLUDING THE UNION IRON WORKS**  
17 **NATIONAL REGISTER HISTORIC DISTRICT AT PIER 70.**

18  
19 A substantial portion of the Central Waterfront area plan’s rich history is represented in  
20 the unique and largely intact collection of historic and cultural resources found on Port-owned  
21 property, in particular, within the Pier 70 area. ~~*The Pier 70 Union Iron Works Historic District was*~~  
22 ~~*listed on the*~~ ~~*The Planning Department will participate in the Port’s master planning activities for Pier*~~  
23 ~~*70. This planning effort includes research and documentation necessary to list the area as a*~~ National  
24 Register ~~*Historic District.*~~ Other significant historic and cultural resources located in the  
25 Central Waterfront area plan include individual properties, districts, and engineering

1 achievements such as bridges and tunnels that are listed on or eligible for the National or  
2 California Register, or that are designated as Landmarks or Districts under Article 10 of the  
3 Planning Code. These historic and cultural resources cannot be replaced if lost to demolition  
4 or altered in such manner that their historic significance is diminished.

5 \* \* \* \*

6  
7  
8 Section 3. The Northeastern Waterfront Area Plan of the San Francisco General Plan  
9 is hereby amended as follows:

10  
11 **INTRODUCTION**

12 **Background**

13  
14 San Francisco is a compact city, surrounded on three sides by the Pacific Ocean and  
15 San Francisco Bay. From the beginning, the waterfront has played an intimate role in the  
16 City's industrial, commercial, and recreational life.

17  
18 San Francisco has long served as a gateway to newcomers venturing to North America for the  
19 first time due to its protected harbor. Originally home to the Ohlone, San Francisco attracted people  
20 of European ancestry and other non-natives looking for a new life and a new place to call home.  
21 Europeans – specifically Spaniards – first settled in ~~Although~~ San Francisco Bay ~~was discovered by~~  
22 ~~the Spaniards~~ in 1775, 1776; however, it was not until the 1849 gold rush that the region had its  
23 first wave of ~~population growth~~ significant settlement and population growth by Europeans. As with  
24 all of the Americas, prior to western settlement, this land had been the home of indigenous peoples who  
25 had maintained harmony with the Bay's ecology for millennia. When Juan Bautista de Anza arrived,

1 this was the home of the Yelamu, a subgroup of the Ramaytush-speaking group of the Ohlone people.  
2 The focus of the growth was in the area adjacent to the Bay where deep and protected waters provided  
3 a natural harbor. Settlement of people of European ancestry in San Francisco generally followed  
4 settlement patterns of the Ohlone. For example, Spanish colonists did not lay their plans on a blank  
5 canvas, as the natural landscape dictated the placement of both the Presidio and the Mission. Both  
6 were situated near sources of drinking water, and both avoided the vast fields of sand dunes. Because it  
7 was meant to protect the Bay, the Presidio overlooked the Golden Gate. Because it was supposed to  
8 produce food, the Mission overlooked sunny grasslands. Spanish colonists also built on the settlement  
9 patters of those they sought to colonize. Through the lens of settler colonialism, these echoes of  
10 indigenous patterns on the land are still visible in today's City. In the Northeastern Waterfront,  
11 European settlement growth was in the area adjacent to the Bay where deep and protected waters  
12 provided a natural harbor.

13 This area is now the Northeastern Waterfront and includes Fisherman's Wharf to China  
14 Basin. Much of this area was developed on Bay fill as the original shoreline skirted the base of  
15 what are known as Telegraph, Rincon, and Potrero Hill.

16  
17 During these early days of settlement by people of European ancestry, the waterfront was a  
18 lively part of town, busy with sailors and those hoping to earn their fortunes in the gold fields.  
19 City dwellers would stroll along the waterfront and enjoy the marvelous view of the Port and  
20 the Bay. The nearby hillsides were the sites of the earliest settlements and later became  
21 fashionable neighborhoods.

22  
23 Through World War II, the waterfront retained its image of as a thriving port and center  
24 of the City's economic vitality. The Ferry Building, located at the foot of Market Street, became  
25 a landmark structure symbolic of the City's ties with the Bay Area and the World. The western

1 half of San Francisco's waterfront, from Aquatic Park, west to the Presidio and south along  
2 Ocean Beach to the County line was developed for military and recreational use and in recent  
3 years has become part of the magnificent Golden Gate National Recreational Area.

4  
5 With the passage of time, however, the Northeastern Waterfront became increasingly  
6 separated from the rest of the city and began to decline in activity. The completion of the Bay  
7 Bridge in the 1930's foreshadowed the decline of the Trans-Bay ferry service and diminished  
8 the role of the Ferry Building. The construction of the Embarcadero Freeway and parking lots  
9 beneath it created visual and physical barriers to the Bay, impeding the revitalization of this  
10 part of the City.

11  
12 Changes in transportation technology related to the movement of goods by water also  
13 contributed to the decline of the waterfront. The placement of cargo in standardized  
14 containers resulted in dramatic shifts in maritime transportation patterns. Container shipping  
15 shifted the emphasis from the traditional breakbulk method of cargo handling, for which the  
16 Port's finger piers were designed, and created the need for large modern facilities requiring  
17 considerable capital investment and backland support areas. In response, new container  
18 shipping facilities were developed in the central and southern waterfront near India Basin in  
19 the 1970's.

20  
21 Although the Port of San Francisco was, at the end of World War II, the largest port in  
22 the region, the Port of Oakland was first to develop container shipping facilities. Oakland has  
23 the advantage of large, undeveloped flat land necessary for the storage of containers as well  
24 as better rail and highway connections to eastern markets than San Francisco. ~~Today, portions~~  
25 ~~of Some piers along~~ San Francisco's Northeastern Waterfront continue to be used for ~~break-bulk~~

1 cargo handling through the 1990's. Other piers continue to be used in whole or part for commercial  
2 fishing, maritime support, cruises, excursions, ferries, and other commercial and recreational maritime  
3 operations, which will maintain a working waterfront presence. However, many of the underutilized  
4 piers and adjacent Port land which was no longer needed or suitable exclusively for industrial  
5 maritime operations have created opportunity for new maritime mixed use developments, recreation,  
6 public access, and open space. ~~and related activities; however some of the piers are vacant and~~  
7 ~~dilapidated and much of the Port's property in this area is underutilized. The Port expects that, over~~  
8 ~~time, cargo shipping, ship repair operations and related support services will continue to consolidate~~  
9 ~~south of China Basin, maximizing efficient use of the Port's container terminals, industrial land and~~  
10 ~~freight rail service. In the meantime, the Port intends to maintain existing non-container newsprint~~  
11 ~~shipping and cargo warehouses in the Northeastern Waterfront, for as long they remain viable in this~~  
12 ~~location.~~

13  
14 *Other piers in the Northeastern Waterfront will continue to be used in whole or part for*  
15 *commercial fishing, maritime support, cruise, excursions, ferries and other commercial and*  
16 *recreational maritime operations, which will maintain a working waterfront presence. However,*  
17 *because many of the piers and adjacent Port land are no longer needed or suitable exclusively for*  
18 *industrial maritime operations, there are opportunities for new commercial development and public*  
19 *access and open space.*

20  
21 In the 1960's, the gradual decline of ~~as~~ cargo shipping and other industry changes ~~led to the~~  
22 ~~decline in the Port's breakbulk operations in the Northeastern Waterfront, other economic and~~  
23 ~~technological shifts~~ led to economic and planning changes for upland properties west of The  
24 Embarcadero. ~~the departure of many non-maritime industry~~ Industrial and manufacturing  
25 businesses, and warehouses that extended from Fisherman's Wharf, and south along the Sansome-



1 Battery corridor into and the South of Market became the focus of areas. ~~As the number of vacant~~  
2 ~~warehouses and underutilized properties increased,~~ City planning efforts focused on to transforming  
3 these areas to commercial and residential uses to complement the growing financial and  
4 business services center in downtown San Francisco ~~(e.g. the Icehouse office conversion,~~  
5 ~~Ghirardelli Square specialty retail center).~~ In addition, the San Francisco Redevelopment Agency  
6 established two redevelopment areas: 1) Golden Gateway, generally bounded by Front and  
7 Battery Streets on the west, Sacramento Street to the south next to downtown, Broadway to  
8 the north and The Embarcadero to the east; and 2) Rincon Point-South Beach, a two-part  
9 redevelopment area which includes an approximately three to four block area near the  
10 waterfront from Mission to Folsom Streets, and a larger nine block area on the waterfront from  
11 Bryant to Berry Streets which includes South Beach Harbor and Pier 40. These two  
12 redevelopment project areas sunset in 2021, after which land use authority was transferred to the  
13 Planning Department. The two areas were incorporated into the East SoMa Area Plan adopted in  
14 2009. In 1985, the San Francisco Planning Commission adopted the Rincon Hill Plan for the  
15 area adjacent to the waterfront between Folsom and Bryant Streets, extending inland to  
16 Second Street.; the Rincon Hill Plan was further updated in 2006. These three planned areas  
17 have been, or will be, redeveloped with a mix of activities, but predominantly of residential use  
18 with supporting commercial and business services.

19  
20 Although plans for all three areas were developed when the Embarcadero Freeway  
21 was still in place, their proximity to the waterfront was regarded as a major amenity that could  
22 only be fully realized if the Freeway was removed. The General Plan therefore included  
23 policies calling for the removal of the overhead Embarcadero Freeway, to allow the City to be  
24 reunited with its waterfront. However, after the defeat in 1986 of a ballot proposition for the  
25 freeway removal, public efforts turned to defining transportation improvements that would

1 transform the surface Embarcadero roadway from a largely industrial arterial to a grand urban  
2 boulevard.

3

4 Guided by policies contained in the Northeastern Waterfront Plan, in 1985 the City  
5 approved the blueprint for the \$80 million Waterfront Transportation Projects, a series of  
6 improvements that together would improve The Embarcadero roadway from Fisherman's  
7 Wharf to China Basin, with widened sidewalks, public art, landscaping and other pedestrian  
8 amenities, a new F historic street car line from Market Street to Fisherman's Wharf, and a  
9 MUNI Metro light rail service extension from Market Street into the Mission Bay area.

10

11 The phased construction of these transportation enhancements was underway before  
12 the Loma Prieta Earthquake in 1989. In light of the extent of earthquake damage sustained by  
13 the Embarcadero Freeway and its extremely high repair cost, the City decided to demolish the  
14 double-decked structure and its connecting ramp system, which opened the City to the  
15 waterfront. ~~City efforts now are underway to develop transportation improvements for the mid-section~~  
16 ~~of the Embarcadero between Howard Street and Broadway which had laid beneath the freeway.~~

17

18 In the aftermath of the freeway removal, new unobstructed waterfront views from  
19 Downtown San Francisco and adjacent areas combined with the landscaping, lighting, public  
20 art and other pedestrian improvements underway along The Embarcadero ~~have~~ reinvigorated  
21 public interest in revitalizing the waterfront. While there is substantial demand for a variety of  
22 uses on the Northeastern Waterfront, the type and magnitude of new uses should reflect what  
23 is desirable from the broadest public interest point of view. Although there is a desire to  
24 maintain and attract new blue collar jobs, this has become increasingly difficult in light of  
25 technological advances which have replaced manufacturing jobs, the moving of

1 manufacturing functions overseas, the increased costs of land in the City, and traffic  
2 congestion on major travel corridors. In addition to office, industrial, services and shipping  
3 activities, a substantial portion of the City's economy is related to tourism. Hotel, restaurant  
4 and retail uses are large employers, particularly of ~~minority groups~~people of color. There is a  
5 demand for additional commercial and tourist-related development, however it must be  
6 carefully balanced against the need for maritime uses, recreation and open space, the needs  
7 of new resident populations in the Northeastern Waterfront and the community desire not to  
8 replicate or compete with other tourist areas in the City.

9  
10 Property under the jurisdiction of the Port of San Francisco, including all piers and  
11 certain inland sites in the Northeastern Waterfront, is subject to use limitations under the  
12 public trust and the Burton Act. The Port, as trustee, is required to promote maritime  
13 commerce, navigation, and fisheries, as well as to protect natural resources and develop  
14 recreational facilities and activities to promote for public use and enjoyment on these public lands.

15  
16 In June 1997, the Port Commission adopted the Waterfront Land Use Plan, which was  
17 prepared pursuant to Proposition H, an initiative approved by San Francisco voters in 1990~~with the~~  
18 ~~assistance of a broad-based Waterfront Plan Advisory Board.~~ Under Proposition H, the Waterfront  
19 Plan prioritizes maritime and water-dependent uses along the Port's 7.5-mile waterfront, and ~~The~~  
20 ~~Waterfront Plan~~ sets forth land use policies that allow complementary non-maritime uses for all  
21 property under the jurisdiction of the Port of San Francisco, for properties under the Port's  
22 jurisdiction, which are consistent with the~~its~~ Port's public trust responsibilities and the Burton Act  
23 and the City's Northeastern Waterfront Plan. In 2023, following a lengthy public process, the Port  
24 produced a comprehensive update of the Waterfront Plan. The Waterfront Plan goals describe the  
25

1 ~~public values and set the policy foundation for the plan, including: of the Waterfront Land Use Plan~~  
2 ~~are 1) to maintain and improve the working maritime waterfront; 2) to provide a revitalized Port,~~  
3 ~~a diversity of activities that provide equitable benefits to and people and communities that~~  
4 ~~historically have been marginalized and not included in public discussions about the waterfront; 3) to~~  
5 ~~maintain and improve a connected network of parks and public access to and along the~~  
6 ~~waterfront; 4) to respect and enhance an evolving waterfront mindful of its past and future, unique~~  
7 ~~maritime historic resources and urban design worthy of the waterfront setting; 5) to promote and~~  
8 ~~economic and recreational access that reflects includes people of all races, ages, and social~~  
9 ~~backgrounds the diversity of San Francisco; and 6) to partner with the community, sponsors, and~~  
10 ~~public agencies to advance environmental sustainability and adaptation of the waterfront to climate~~  
11 ~~change and sea level rise.~~ The Waterfront Plan includes general land use policies for maritime  
12 uses, open space and public access, residential and commercial uses, other uses and interim  
13 uses, and identifies unacceptable non-maritime land uses. It includes five subarea plans, of  
14 which three ~~and one half~~ are entirely within the area covered by the Northeastern Waterfront  
15 Plan. ~~The Waterfront Land Use Plan's related Waterfront Design & Access policies include goals,~~  
16 ~~policies and criteria which address urban design, public access, city pattern and historic preservation~~  
17 ~~which will be achieved in future waterfront improvement projects.~~

18  
19 The San Francisco Bay Conservation and Development Commission (BCDC) has  
20 jurisdiction over San Francisco Bay and upland areas within 100 feet of the shoreline under  
21 the McAteer-Petris Act. BCDC adopted the San Francisco Bay Plan as called for under that  
22 legislation, which establishes BCDC policies for San Francisco Bay. To provide more dedicated  
23 policy focus for piers and properties along the San Francisco Waterfront, BCDC ~~worked in 1975,~~  
24 ~~acting~~ in concert with the Planning Department and Port, ~~to~~ adopted the San Francisco  
25 Waterfront Special Area Plan in 1975. The Special Area Plan, together with the McAteer-

1 Petris Act and the Bay Plan ~~and subsequent amendments to all three documents,~~ prescribes a set  
2 forth of rules BCDC policies and conditions for water-dependent uses, and for non-maritime uses on  
3 piers and shoreline properties development along the San Francisco Waterfront. The Port works  
4 with BCDC and the City on periodic amendments to City and BCDC plans to update and maintain  
5 alignment between the policies of all three agencies.  
6

7 Within the context of this regulatory framework and the strong caring interest that San  
8 Francisco's residents and workers have for the City, the Port's Waterfront ~~Land Use~~ Plan sets  
9 forth goals and policies that have guided many waterfront improvements to complement the  
10 transformation of The Embarcadero. New waterfront parks and an expanded public access system  
11 have been created. The iconic finger piers and arched bulkhead buildings, together with the Ferry  
12 Building and Agriculture Building, are included in the Embarcadero Historic District, which was listed  
13 on the National Register of Historic Places in 2006. The historic rehabilitation of the Ferry Building  
14 and several historic piers and development of a ballpark for the San Francisco Giants have created  
15 new attractions and activities that make the waterfront a worldwide destination. The investments  
16 include major new maritime facilities, including the James R. Herman Cruise Terminal at Pier 27, and  
17 the development of the Downtown Ferry Terminal, which provides a new major regional public transit  
18 service in the Bay Area. The Waterfront Plan also includes an implementation process for major  
19 development projects which ~~involves~~ ~~includes~~ soliciting early community input on conceptual  
20 development programs for specific sites before the Port issues requests for major new  
21 development proposals. Further, an interagency design review committee including Planning  
22 Department, Port and San Francisco Bay Conservation and Development Commission  
23 representatives ~~would~~ review projects to ensure that early in the process the interests of  
24 respective agencies are addressed and resolved satisfactorily, ~~consistent with the Port's~~

1 ~~Waterfront Design & Access policies,~~ thereby improving predictability and minimizing delays in  
2 the regulatory process.

### 3 4 **The Future of the Northeastern Waterfront**

5  
6 The Northeastern Waterfront Plan recommends objectives and policies designed to  
7 contribute to the waterfront's environmental quality, enhance the economic vitality of the Port  
8 and the City, preserve the unique maritime character, and provide for the maximum feasible  
9 visual and physical access to and along the Bay.

10  
11 In the Northeastern Waterfront, in areas where piers are sound, ~~shipping and related~~  
12 ~~maritime uses will be maintained for as long as they remain viable in these locations.~~ Commercial  
13 and recreational uses, maritime operations (e.g. cruise, excursions, ferries, historic ships,  
14 recreational boating), and fishing industry facilities at Fisherman's Wharf will be maintained  
15 and expanded. ~~On lands no longer needed exclusively for maritime purposes,~~ New projects will  
16 emerge, primarily as maritime mixed-use developments, which will provide improved and  
17 expanded commercial and recreational maritime facilities, open spaces and public access –  
18 including access to and from the waters of San Francisco Bay – combined with revenue-generating,  
19 water-oriented activities and attractions to increase public enjoyment of the waterfront. On  
20 inland areas, the predominant uses will be residential and commercial uses, such as offices,  
21 neighborhood-oriented retail and service businesses, and community and cultural facilities.  
22 ~~Now that the Embarcadero Freeway has been removed,~~ The waterfront will be re-integrated with  
23 the fabric of the City and reestablished as the eastern edge of the City, linked by the  
24 transportation improvements along The Embarcadero. New developments also offer opportunities to  
25 capture private investment in adapting the waterfront to sea level rise and seismically strengthening the

1 Embarcadero Seawall, as a coordinated element of Port and City resilience and climate change  
2 programs and projects. ~~roadway improvements, when completed, will link the Northeastern Waterfront~~  
3 ~~with other portions of the shoreline via a rail transit system which will reduce the need for auto travel~~  
4 ~~and on-site parking; and pedestrian and bicycle ways which will connect recreational areas with~~  
5 ~~community facilities, historic and architecturally significant buildings, residential areas, and~~  
6 ~~employment centers.~~ An authentic maritime character and strong sense of historic continuity  
7 combined with increased visibility of the natural attributes of the Bay will reinforce the special  
8 identity of the area.

9

10 To achieve these goals, the Plan recommends general objectives and policies for Land  
11 Use, Transportation, and Urban Design and recommends specific objectives and policies  
12 which apply to four geographic subareas as well as the Embarcadero Corridor which links  
13 them: Fisherman's Wharf Subarea (which extends from the Municipal Pier at Van Ness  
14 Avenue through Pier 39); the Base of Telegraph Hill Subarea (Pier 35 through Pier 7); the  
15 Ferry Building Subarea (Pier 5 through Rincon Park); and the South Beach Subarea (Pier 22  
16 through Pier 46B).

17

18 **Goals**

19 The overall goal of the Plan is to create a physical and economic environment in the  
20 Northeastern Waterfront area which will use the area's resources and potential in the manner  
21 which will best serve the needs of ~~the~~ San Francisco, the Bay Area, and visitors ~~community~~. In  
22 order to accomplish this goal, the dominant planning principles of this Plan are:

23

- 24 1. provide for those uses which positively contribute to the environmental quality of  
25 the area and contribute to the economic health of the Port and the City,

1  
2           2.   preserve and enhance the unique character of the area, and take advantage of the  
3 unique economic opportunity provided by San Francisco Bay, and

4  
5           3.   provide the maximum possible visual and physical access to San Francisco Bay  
6 while minimizing the adverse environmental impacts of existing and new activity.

7  
8           **MAP 1 - Northeastern Waterfront Planning Area**

9  
10           **OBJECTIVES AND POLICIES**

11  
12           **Land Use**

13  
14           **General**

15           \* \* \* \*

16  
17           **OBJECTIVE 2**

18           **TO DIVERSIFY USES IN THE NORTHEASTERN WATERFRONT, TO EXPAND THE**  
19 **PERIOD OF USE OF EACH SUBAREA AND TO PROMOTE MAXIMUM PUBLIC USE OF**  
20 **THE WATERFRONT WHILE ENHANCING ITS ENVIRONMENTAL QUALITY.**

21  
22           **POLICY 2.1**

23           **Develop uses which generate activity during a variety of time periods rather than**  
24 **concentrating activity during the same peak periods.**



1           **POLICY 2.2**

2           **Diversify activities to encourage the use of the Northeastern Waterfront by a**  
3 **broad spectrum of the population, particularly vulnerable communities who have not**  
4 **traditionally taken advantage of the Waterfront.**

5  
6           **POLICY 2.3**

7           **Encourage land uses having different peak periods of activity within each**  
8 **subarea of the Northeastern Waterfront to contribute to the area's diversity, to expand**  
9 **the period of use, to decrease peak period traffic congestion, to facilitate efficient use**  
10 **of the transit system and to preserve and enhance the environmental quality of the**  
11 **waterfront.**

12  
13           **POLICY 2.4**

14           **Promote ~~the development of new~~ maritime activities, public ~~open space and public~~**  
15 **access, improvements and stewardship of Embarcadero Historic District piers as part of major**  
16 **new development on piers.**

17  
18           **POLICY 2.5**

19           **Promote public-oriented uses including~~Emphasize water-related recreation,~~ Bay-oriented**  
20 **commercial recreation and ~~Bay-oriented~~ public assembly uses in ~~non-maritime~~ pier**  
21 **development adjacent to, or over, the water.**

22  
23           **Maritime and Industrial**

24           **\* \* \* \***

25           **OBJECTIVE 3**

1 TO RETAIN AND ENHANCE MARITIME ACTIVITIES, RESERVING AS MUCH OF  
2 THE NORTHEASTERN WATERFRONT AS IS REALISTICALLY REQUIRED FOR FUTURE  
3 MARITIME USES, AND PROVIDING FOR EFFICIENT OPERATION OF PORT ACTIVITIES.

4  
5 POLICY 3.1

6 Give priority to maritime activities recognizing that the waterfront available for  
7 such activities is a limited resource and that maritime activities are vital to the City's  
8 economy. Based on a realistic assessment of the maritime needs of the Port, reserve  
9 the necessary waterfront area by prohibiting activities which would preclude possible  
10 future maritime development, identify where waterfront area should be reserved for maritime  
11 development, and develop locations and strategies to improve or create new maritime uses with  
12 complementary non-maritime activities. Consider opportunities for other water-dependent activities,  
13 including access for water recreation uses, including swimmers, rowers, and human-powered  
14 vessels.

15 \* \* \* \*

16  
17 OBJECTIVE 4

18 TO RETAIN ECONOMICALLY VIABLE INDUSTRIAL ACTIVITY IN THE  
19 NORTHEASTERN WATERFRONT FOR AS LONG AS POSSIBLE.

20  
21 POLICY 4.1

22 Encourage the retention of industries and businesses which support the Port's  
23 maritime operations, either through providing services or through using the Port's  
24 facilities ~~for~~ to meet light industrial ~~its shipping~~ needs in San Francisco.

1           **POLICY 4.2**

2           Encourage the retention of viable industries which provide significant revenues,  
3 job opportunities or services to the City.

4  
5           **POLICY 4.3**

6           Assist in the relocation within San Francisco of industries which are forced to  
7 move by market conditions or public action.

8  
9           **Commercial**

10  
11          **OBJECTIVE 5**

12          **TO DEVELOP LIMITED ADDITIONAL OFFICE AND COMMERCIAL SPACE IN**  
13 **ORDER TO SERVE THE CITY'S ECONOMIC NEEDS AND TO ENCOURAGE A MIXTURE**  
14 **OF USES AND ACTIVITIES ALONG THE NORTHEASTERN WATERFRONT.**

15  
16          **POLICY 5.1**

17          Permit additional general office and commercial development on sites inland of  
18 the seawall adjacent to the Downtown Office District, which complements the  
19 downtown but which is of a lesser intensity and which reflects the transition between  
20 the City and the water. Include ground floor retail and commercial uses that provide public-  
21 oriented activities to enliven the pedestrian experience and attract diverse populations to the  
22 waterfront

23  
24          **POLICY 5.2**

25          Encourage service retail uses in combination with other uses.

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**POLICY 5.3**

Allow general and specialty retail uses in combination with other uses which will not significantly detract from the Downtown Retail District.

**POLICY 5.4**

Except on piers, permit additional hotel space in locations which would enhance the mixture of uses. In areas where hotels are already concentrated, additional such facilities should be limited and should only be provided if they complement adjacent uses.

**POLICY 5.5**

Promote maritime mixed use development on piers that are not needed exclusively for maritime use to expand public access over the water, provide public-oriented activities and uses that complement pier maritime activities, and finance pier repair, seismic retrofit, and sea level rise adaptation.~~Encourage Bay-oriented commercial recreation and public assembly uses on piers, which include public access and complementary maritime activities (e.g. cruises, excursions, ferries, historic ships), and maritime support services.~~

**POLICY 5.6**

Continue to celebrate and promote the ballpark for the San Francisco Giants as a major civic landmark that also hosts other events, supports local businesses and activities, and provides an anchor for the South Beach neighborhood and City as a whole.~~Permit an open-air ballpark with a maximum of 45,000 seats and related commercial uses at Pier 46B.~~

1           **Residential**

2  
3           **OBJECTIVE 6**

4           **TO DEVELOP AND MAINTAIN RESIDENTIAL USES ALONG THE**  
5           **NORTHEASTERN WATERFRONT IN ORDER TO ASSIST IN SATISFYING THE CITY'S**  
6           **HOUSING NEEDS AND CAPITALIZE ON THE AREA'S POTENTIAL AS A DESIRABLE**  
7           **LIVING ENVIRONMENT.**

8  
9           **POLICY 6.1**

10          **Strengthen, preserve and protect existing residential uses.**

11  
12          **POLICY 6.2**

13          **Encourage the development of additional housing wherever feasible (except on**  
14          **new or replacement fill).**

15  
16          **POLICY 6.3**

17          **Preserve and expand the supply of ~~low-and-moderate-income~~affordable housing**  
18          **servicing low- and moderate-income households and encourage the economic integration of**  
19          **housing.**

20  
21          **POLICY 6.4**

22          **Encourage the development of a variety of unit types for households of all sizes**  
23          **where practical.**

24  
25          **Recreation and Open Space**

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**OBJECTIVE 7**

**TO STRENGTHEN AND EXPAND THE RECREATION CHARACTER OF THE NORTHEASTERN WATERFRONT AND TO DEVELOP A SYSTEM OF PUBLIC OPEN SPACES AND RECREATION FACILITIES THAT RECOGNIZES ITS RECREATIONAL POTENTIAL, PROVIDES UNITY AND IDENTITY TO THE URBAN AREA, AND ESTABLISHES AN OVERALL WATERFRONT CHARACTER OF OPENNESS OF VIEWS, WATER AND SKY AND PUBLIC ACCESSIBILITY TO THE WATER'S EDGE.**

**POLICY 7.1**

**Develop recreation facilities attractive to residents, workers, and visitors of all ages and ~~income~~ racial and social groups.**

**POLICY 7.2**

**Provide a continuous system of parks, urban plazas, water-related public recreation, shoreline pedestrian promenades, pedestrian walkways and street greenways throughout the entire Northeastern Waterfront.**

**POLICY 7.3**

**Connect the recreation and open space facilities of the Northeastern Waterfront with those of the Golden Gate National Recreation Area.**

**POLICY 7.4**

1 Encourage and provide open space and public recreation facilities as part of any  
2 development, to provide facilities for people residing and working in the Northeastern  
3 Waterfront and in adjoining neighborhoods.

4  
5 **POLICY 7.5**

6 Provide overlooks and public viewing areas with convenient pedestrian access  
7 wherever possible. Every attempt should be made to provide such viewing facilities in  
8 areas of maritime and fish processing activities without interfering with the operation  
9 of those activities, consistent with the Port's Waterfront *Design & Access Plan* policies.

10 ~~*Remove or create openings in buildings between piers wherever feasible, consistent with their*~~  
11 ~~*historic character and use, in order to construct such overlooks and to create a balanced rhythm of*~~  
12 ~~*buildings and views.*~~

13  
14 **POLICY 7.6**

15 With new development, create new views between buildings and/or physical  
16 access to (1) the Bay, (2) water-dependent maritime activities or (3) open space or other  
17 public attractions that invite the public onto pier areas and provide access to the Bay.

18  
19 **POLICY 7.7**

20 Where desirable and feasible, provide amenities which enhance public  
21 enjoyment of open spaces and public access areas by providing public restrooms,  
22 drinking fountains, information kiosks, sales of refreshments from push carts and  
23 other services.

24  
25 **POLICY 7.8**

1           Require the inclusion of a substantial amount of public open space and  
2 peripheral public access to the water's edge when major new mixed-use developments  
3 occur. Provide connections between these waterfront open spaces and public access  
4 areas to create a 'PortWalk' ~~which is integrated with sidewalk and pedestrian improvements~~  
5 ~~along that complements~~ The Embarcadero Promenade (Herb Caen Way/~~Embarcadero~~  
6 ~~Promenade~~) ~~which, between King and Jefferson Streets, coincides with the~~ and regional Bay Trail.  
7 Public access should be located at ground or pier deck platform-level, but minor  
8 variations in elevation intended to enhance design of open space may be permitted,  
9 while encouraging access for persons with disabilities. Public access should also be open to  
10 the sky, although some covering may be allowed if it serves the public areas and does  
11 not support structures. Particular attention should be given to the provision of  
12 perimeter public access on piers~~along the platform edge~~. Other uses may extend to the  
13 pier platform edge subject to the following conditions: (a) Such uses should enhance the  
14 total design of the project, and should serve to make the public access more interesting,  
15 and ~~should not divert the public way along more than twenty percent (20%) of the total platform~~  
16 ~~edge.~~ (b) Deviations of the public way from the platform pier edge should be limited to  
17 short distances.

18  
19           **POLICY 7.9**

20           Provide as much public open space and peripheral access as is feasible in areas  
21 of maritime activity without interfering with the operation of this activity.  
22

23           **POLICY 7.10**

24           Continue operation of the small boat marinas at Pier 39 and at South Beach  
25 Harbor, and encourage additional locations for transient mooring to expand waterside



1 access to the Northeastern Waterfront. Encourage the development of new water taxis, ferries,  
2 and excursion boats, to establish an accessible water transit network.

3  
4 **POLICY 7.11**

5 Develop a continuous bicycle path along the Northeastern Waterfront that is  
6 linked with the city-wide bicycle route system.

7  
8 **POLICY 7.12**

9 Support improvements in parks and open spaces (including launches, changing areas, and  
10 restrooms), where feasible, to serve swimming, kayaking, and water recreation in the Bay.

11  
12 **Transportation**

13  
14 **OBJECTIVE 8**

15 **TO FACILITATE THE MOVEMENT OF PEOPLE AND GOODS WITHIN THE**  
16 **NORTHEASTERN WATERFRONT IN SUCH A WAY AS TO MINIMIZE THE ADVERSE**  
17 **IMPACT OF THIS MOVEMENT.**

18  
19 **POLICY 8.1**

20 Prioritize safe, comfortable, and enjoyable travel by foot, bike, public transit, and other non-  
21 vehicular modes of transportation over travel by private vehicle. Ensure waterfront development  
22 includes features and transportation demand management programs that promote transportation  
23 mode alternatives to private vehicles. ~~Intercept and divert as much automobile traffic as feasible~~  
24 ~~away from the water's edge and areas of intense pedestrian activity in order to make conditions more~~  
25

1 ~~pleasurable, safe, and interesting for the pedestrian, and in order to facilitate the commercial and~~  
2 ~~recreational development of the area.~~

3  
4 **POLICY 8.2**

5 ~~Limit additional parking facilities in the Northeastern Waterfront and minimize the impact of~~  
6 ~~this parking.~~ Discourage long-term commute parking for work trips and promote  
7 transportation mode shifts to public ~~which could be accommodated by~~ transit and non-vehicle  
8 alternatives. Manage existing parking facilities to promote shared use, and dedicated spaces for  
9 electric vehicle charging, rideshare vehicles, and secure bicycle parking. Restrict additional  
10 parking to: (a) Short-term (less than four hour) parking facilities to meet needs of  
11 visitors frequenting ~~additional~~ business, retail, restaurant, marina, and entertainment  
12 activities; (b) Long-term parking facilities for maritime activities, hotel and residential  
13 uses. To the extent possible, locate parking away from areas of intense pedestrian  
14 activity. Encourage shared parking at adjacent or nearby facilities.

15  
16 **POLICY 8.3**

17 ~~Discourage vehicle~~ Allow parking over or near the water ~~for public and commercial~~  
18 ~~recreation uses only if: (a) no alternative location is feasible; (b) the parking is located within a~~  
19 ~~structure devoted to a permitted use and is necessary to such use or to other permitted uses in the~~  
20 ~~same project area; and (c) it is the minimum amount necessary.~~ and promote public transit, bicycles,  
21 and walking access to the waterfront, and transportation safety for all modes of travel. When  
22 allocating available parking at the waterfront, give priority to essential maritime and Port tenant  
23 operations.

24  
25 **POLICY 8.4**

1            ~~Prohibit Manage paid on-street parking over the water for marinas in the Fisherman's~~  
2 ~~Wharf through Ferry Building areas. In other areas, allow parking for marinas over water only if:~~  
3 ~~(a) no alternative upland location is feasible; (b) the total fill for a marina does not exceed a land-~~  
4 ~~water ratio of 1/2:1; and (c) it is the minimum necessary. Encourage loading and unloading areas~~  
5 ~~adjacent to marinas to minimize the need for parking over the water. to encourage parking turnover,~~  
6 ~~provide disabled accessible spaces, and serve customer and visitor access to the area.~~

7  
8            **POLICY 8.5**

9            ~~Work with the SFMTA to achieve mode-shift goals and transportation demand management~~  
10 ~~plans to promote alternatives to private vehicles, in order to support existing and new development~~  
11 ~~along the waterfront, based on City and Port transportation goals, public transit service levels, and~~  
12 ~~roadway capacity. Base the determination of the amount of parking allowed for permitted uses on the~~  
13 ~~desirability of reducing automobiles along the waterfront and, to the maximum extent feasible,~~  
14 ~~consider the use of existing public transit and inland parking, as well as public transit and inland~~  
15 ~~parking which could reasonably be provided in the future.~~

16  
17            **POLICY 8.6**

18            ~~Remove or relocate inland those existing parking facilities on or near the water's edge or~~  
19 ~~within areas of intense pedestrian activity.~~

20  
21            **POLICY 8.7**6

22            ~~Facilitate~~Prioritize pedestrian access to the shoreline, including access for the  
23 ~~handicapped~~disabled, through the provision of convenient, safe pedestrian crossings  
24 along The Embarcadero. Provide promenades and walkways of sufficient width to  
25

1 accommodate comfortably and safely the movement of pedestrians throughout the  
2 Northeastern Waterfront.

3  
4 **POLICY 8.7**

5 **Support SFMTA efforts to improve safety for all transportation modes in the development of**  
6 **the Embarcadero Enhancement Program to add a protected bikeway along The Embarcadero from**  
7 **King Street to Fisherman’s Wharf, while ensuring safe pedestrian crossing of The Embarcadero,**  
8 **and safe vehicle access to Port tenant and maritime operations on piers.**

9  
10 **POLICY 8.8**

11 **Coordinate with SFMTA and the Port to develop and maintain sustainable and**  
12 **reliable**~~Facilitate the~~ **movement of goods into and out of the maritime piers along The**  
13 **Embarcadero, and manage use of curb zones designated for loading and deliveries**~~where possible in~~  
14 **the design of the road system.**

15  
16 **OBJECTIVE 9**

17 **TO ACCOMMODATE THE REGIONAL MOVEMENT OF PEOPLE AND GOODS,**  
18 **PERMITTING THE THROUGH MOVEMENT OF TRAFFIC, ACCESS TO THE REGIONAL**  
19 **SYSTEM FROM THE MARITIME AND OTHER INDUSTRIAL AREAS OF THE CITY, AND**  
20 **FACILITATING THE MOVEMENT OF REGIONAL TRANSIT WHILE MINIMIZING THE**  
21 **ADVERSE IMPACT OF THIS SYSTEM ON THE NORTHEASTERN WATERFRONT AREA.**

22  
23 **POLICY 9.1**

24 **To the extent feasible, accommodate regional traffic movement inland from the**  
25 **Northeastern Waterfront area.**

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**POLICY 9.2**

Prohibit any increase to the capacity of the roadway system along the shoreline to accommodate automobiles between the Bay Bridge-downtown area and the Golden Gate Bridge. Improve transit service in this corridor to encourage the reduction of automobile traffic.

**POLICY 9.3**

Minimize the impact of regional transportation movement along the Northeastern Waterfront by encouraging transit use through the addition and improvement of service and through the use, wherever possible, of exclusive rights-of-way and other types of transit preferential treatment.

**POLICY 9.4**

~~To the extent feasible, f~~Facilitate and expand the operation of passenger ferry systems to minimize traffic impacts.

**POLICY 9.5**

Improve transit service to, and along, the Northeastern Waterfront. ~~Provide~~  
~~a~~C~~ontinue to provide and improve~~ ~~connection between the F-line and the MUNI Metro Extension to~~  
~~allow for~~ continuous transit rail service in an exclusive right-of-way along ~~t~~The Embarcadero between Fisherman's Wharf and China Basin, which also connects with or provides easy transfers to numerous other transit lines.

**POLICY 9.6**

1           **Make transfers among transit systems as easy, safe and pleasant as possible,**  
2 **and clearly identify loading areas and routes. In particular in the Ferry Building**  
3 **Subarea, design the relationship between the ferries, BART, MUNI surface and**  
4 **subsurface lines, and the Transbay Terminal to facilitate connections among the**  
5 **systems.**

6  
7           **POLICY 9.7**

8           **Maintain The Embarcadero between Beach Street and Broadway as an attractive landscaped**  
9 **roadway having two moving lanes in each direction, an exclusive transit right-of-way, and improved**  
10 **pedestrian and bicycle access.**

11  
12           **Urban Design**

13  
14           **OBJECTIVE 10**

15           **TO DEVELOP THE FULL POTENTIAL OF THE NORTHEASTERN WATERFRONT**  
16 **IN ACCORD WITH THE ~~UNUSUAL~~ UNIQUE OPPORTUNITIES PRESENTED BY ITS**  
17 **RELATION TO THE BAY, TO THE OPERATING PORT, FISHING INDUSTRY, AND**  
18 **DOWNTOWN; AND TO ENHANCE ITS UNIQUE AESTHETIC QUALITIES OFFERED BY**  
19 **WATER, TOPOGRAPHY, VIEWS OF THE CITY AND BAY, AND ITS HISTORIC MARITIME**  
20 **CHARACTER.**

21  
22           **MAP 2 - Height and Bulk Plan**

23  
24           **POLICY 10.1**

1           **Preserve the physical form of the waterfront and reinforce San Francisco's**  
2 **distinctive hill form by maintaining low structures near the water, with an increase in**  
3 **vertical development near hills or the downtown core area. Promote preservation and**  
4 **historic rehabilitation of finger piers, bulkhead buildings, and structures in the Embarcadero**  
5 **National Register Historic District. Larger buildings and structures with civic importance**  
6 **may be appropriate at important locations.**

7  
8           **POLICY 10.2**

9           **Preserve and create view corridors which can link the City and the Bay.**

10  
11           **POLICY 10.3**

12           **Use continuous planting and other ground surface treatment to physically and**  
13 **visually link the waterfront with adjacent inland areas.**

14  
15           **POLICY 10.4**

16           **In major pedestrian areas (such as the Fisherman's Wharf and Ferry Building**  
17 **Subareas), develop generally continuous ground floor active public-oriented uses, such as**  
18 **retail, restaurants, and entertainment activities ~~or other pedestrian-oriented uses.~~**

19  
20           **POLICY 10.5**

21           Consistent with land use policies in the Port Waterfront Plan, ~~Pp~~ **permit non-maritime**  
22 **development bayward of the sea wall only if the following qualifications are met:**

- 23  
24           **a. Maximum feasible public access is provided to the water's edge.**  
25

1           **b. Important Bay and waterfront views along The Embarcadero and level inland**  
2 **streets are preserved and improved. Minor encroachment into the view corridors from**  
3 **level inland streets may be permitted: (1) Where the encroaching element has a distinct**  
4 **maritime character and adds variety to the views along the waterfront; (2) Where minor**  
5 **structures (such as kiosks) are desirable to provide public amenities contributing to a**  
6 **continuity of interest and activity along the waterfront; (3) Where essential maritime**  
7 **facilities cannot reasonably be located and designed to avoid view blockage; and (4)**  
8 **Where the public enjoyment of the Bay will be enhanced by providing a place of public**  
9 **assembly and recreation which allows unique vistas and overviews that include**  
10 **portions that are publicly accessible during daytime and evenings consistent with**  
11 **ensuring public safety.**

12  
13           **POLICY 10.6**

14           **Retain older buildings of architectural *merit* or historical significance, including in**  
15 **the Northeast Waterfront Historic District and Embarcadero Historic District, to preserve the**  
16 **architectural and historical character of the waterfront and ensure the compatibility of**  
17 **new development.**

18  
19           **POLICY 10.7**

20           **Enhance and maintain the physical prominence of the Ferry Building.**

21  
22           **POLICY 10.8**

23           **Prohibit new, and remove existing, general advertising signs, except those on**  
24 **transit boarding platforms and transit shelters designed in a manner as to minimize**  
25 **obstruction of public views from pedestrian walkways and public open space, and**



1 those on public service kiosks constructed in conjunction with the public toilet  
2 program. Assure that public and private signing contributes to the aesthetic  
3 appearance of the waterfront.

4  
5 **POLICY 10.9**

6 Encourage the provision of street furniture which is of appropriate design to the  
7 historic maritime character of the Northeastern Waterfront.

8  
9 **POLICY 10.10**

10 ~~Retain and reuse those~~ Preserve and rehabilitate the arched bulkhead and pier building  
11 structures ~~identified in the Port's Waterfront Design & Access policies which exist at the main~~  
12 ~~entrance to most piers and~~ in the Embarcadero Historic District which ~~establish~~ add an important  
13 character ~~to~~ for The Embarcadero. They should be retained so long as maritime uses  
14 exist behind them or when new development occurs which could incorporate these  
15 structures without disadvantage.

16  
17 **Specific Policies For Open Space, Public Recreation, and Public Access**

18  
19 \* \* \* \*

20  
21 ***POLICY 10.23***

22 ~~Cover pier decks and public access areas with wood planking to the extent feasible to provide~~  
23 ~~an attractive maritime character and a reasonably inexpensive material for pedestrian movement.~~

24  
25 **POLICY 10.24<sub>3</sub>**

1           **Permit fishing along public access areas on piers and promenades consistent**  
2 **with public health standards.**

3  
4           **POLICY 10.254**

5           ~~*Establish a*~~ **Support the continuance of the joint interagency design review process for**  
6 **non-maritime projects on piers involving new development or substantial exterior**  
7 **alterations, to be conducted by the Planning Department, Port of San Francisco and**  
8 **Bay Conservation and Development Commission, consistent with the Port's Waterfront**  
9 ~~*Land Use Plan and Waterfront Design & Access policies.*~~

10  
11           **Specific Policies for Buildings**

12  
13           **POLICY 10.265**

14           **Restrict development south of Broadway to the Height and Bulk Districts shown**  
15 **on Map 2.**

16  
17           **POLICY 10.276**

18           **Locate buildings to minimize shadows and wind on public open spaces.**

19  
20           **POLICY 10.287**

21           **Prohibit the use of reflective glass. Use flat glass skylights and discourage the**  
22 **use of dark tinted glass to increase transparency in highly visible areas.**

23  
24           **POLICY 10.298**

1           **Prohibit general advertising signs in any public spaces or attached to any**  
2 **buildings, except those on transit boarding platforms and transit shelters designed in a**  
3 **manner as to minimize obstruction of public views from pedestrian walkways and**  
4 **public open space, and those on public service kiosks constructed in conjunction with**  
5 **the public toilet program. Allow only attractively designed business identification,**  
6 **directional, regulatory or information signs and general advertising signs, as described**  
7 **above. Permit illuminated signs but prohibit flashing or animated signs.**

8  
9           **POLICY 10.3029**

10           **Employ a uniform system of attractively designed public signs that conform to**  
11 **strict criteria for size, scale, style, and color as part of the Embarcadero roadway**  
12 **improvements from Bay to King Streets and as part of the promenades from Piers 7**  
13 **through 1 and from the Agriculture Building to Pier 24. Design signs in keeping with**  
14 **the concept of ~~the~~ Embarcadero as a scenic boulevard rather than as a high speed**  
15 **artery. Coordinate signs with those to be used in the Ferry Building complex.**

16  
17           **POLICY 10.310**

18           **Conceal or otherwise limit views of any mechanical equipment, pipes, ducts and**  
19 **antennas, on roof surfaces. Avoid shiny or highly polished materials on roof surfaces**  
20 **and facades.**

21  
22           **POLICY 10.321**

23           **Enclose all servicing facilities and store all waste within structures so as to be**  
24 **shielded from public view. Prohibit any permanent exterior non-maritime storage.**

1           **POLICY 10.332**

2           **Assure that historic ships moored in the area meet the following criteria for**  
3 **approving the restoration of the ships: high quality of rehabilitation, historical**  
4 **accuracy, appropriate scale, silhouette quality, detail quality, color scheme and**  
5 **guarantee of continued maintenance. Use night lighting on ships to accent**  
6 **surroundings but not to overpower or commercialize the waterfront. Base mooring**  
7 **locations on concerns for visibility from ~~the~~ The Embarcadero and inland areas, the ability**  
8 **to provide visitor drop-off and service access, and the availability of nearby parking for**  
9 **on-board commercial recreation uses.**

10  
11           **POLICY 10.343**

12           **Assure that new buildings use the most cost-effective energy efficient measures**  
13 **feasible.**

14  
15           **SUBAREAS**

16  
17           **Fisherman's Wharf Subarea**

18  
19           **(Municipal Pier through Pier 39)**

20  
21           Fisherman's Wharf contains portions of the Golden Gate National Recreation Area at  
22 Aquatic Park, hotels, restaurants and specialty shops, the reuse of historic buildings for major  
23 commercial centers at Ghirardelli Square and the Cannery, Fish Alley and the berthing basin  
24 for the commercial fishing fleet, the Pier 39 development, two swim clubs, sea scouts and a  
25 senior center. There are also several multi-unit housing complexes as well as interspersed

1 smaller residential buildings in the area. Policies for Fisherman's Wharf include *developing a*  
2 *new fishing harbor in the vicinity of Hyde Street to help the fishing fleet;* maintaining modernized  
3 *fishing harbor and* fish handling facilities; creating a central open space; maintaining and  
4 creating opportunities for new water-oriented commercial recreational development; providing  
5 pedestrian, transit and parking improvements to upgrade circulation and reduce congestion;  
6 preserving significant historic structures; and ensure that the community recreational needs in  
7 Aquatic Park are recognized.

8  
9 OBJECTIVE 11

10 TO MAINTAIN AND ENHANCE THE MARITIME CHARACTER OF THE  
11 FISHERMAN'S WHARF AREA, AND ENHANCE THE AREA AS A CENTER FOR THE  
12 COMMERCIAL FISHING INDUSTRY.

13  
14 MAP 3 - Fisherman's Wharf Subarea Generalized Land Use Map

15  
16 POLICY 11.1

17 Encourage the retention and expansion of the commercial fishing and fish  
18 handling industry and businesses and which provide services to the fishing fleet operations at  
19 the through construction of a new fishing harbor in the general area east of the Hyde Street  
20 pier Fishing Boat Harbor.

21  
22 \* \* \* \*

23  
24 OBJECTIVE 12

1 TO STRENGTHEN THE AREA'S ATTRACTION AS A WATER-ORIENTED  
2 COMMERCIAL RECREATION AND PUBLIC ASSEMBLY CENTER BY ATTRACTING NEW  
3 REVENUE-GENERATING USES TO HELP SUPPORT AND SUBSIDIZE MARITIME AND  
4 PUBLIC ACTIVITIES AND DEVELOPING USES WHICH WOULD GENERATE ACTIVITY  
5 AT TIMES OTHER THAN THE EXISTING PEAK PERIODS.

6  
7 **POLICY 12.1**

8 Employ measures to mitigate the impacts of any commercial recreation and  
9 public assembly development such as restaurants, entertainment and specialty shops  
10 in the Fisherman's Wharf area to minimize or reduce peak period congestion during  
11 evenings and weekends.

12  
13 **POLICY 12.2**

14 *New development in the area bounded by Taylor and Jefferson Streets and The Embarcadero*  
15 *(the 'Triangle' site) should be limited to 30% of the surface area and be designed to finance and help*  
16 *activate public open space. Work with the community to relocate surface parking from the Triangle*  
17 *site. Seek to reduce the amount of parking between The Embarcadero and the water's*  
18 *edge, and to improve pedestrian movement and access to the Bay and Pier 43 Bay Trail*  
19 *Promenade open spaces. Any new development in the area bounded by Taylor and Jefferson Streets*  
20 *and The Embarcadero (the "Triangle" site) should be designed to finance and manage public open*  
21 *spaces to promote public enjoyment of activities in Fisherman's Wharf.*

22  
23 **POLICY 12.3**

24 Balance existing commercial recreation and public assembly uses which  
25 generate the most activity in summer, on weekends and during the evening, with uses,

1 such as offices and residences, that would generate activity during other periods,  
2 thereby promoting the vitality and use of the area without substantially contributing to  
3 congestion. In particular, promote the development of housing on inland sites  
4 wherever possible.

5  
6 OBJECTIVE 13

7 TO ENCOURAGE USES WHICH WILL DIVERSIFY THE ACTIVITIES IN THE  
8 WHARF AND WHICH WILL APPEAL TO LOCAL RESIDENTS AND WORKERS AS WELL  
9 AS VISITORS.

10  
11 POLICY 13.1

12 Encourage new Wharf activities such as arts, educational, historical,  
13 recreational, non-tourist commercial and cultural facilities and places of public  
14 assembly (such as festival halls, meeting halls or conference centers) to increase the  
15 appeal of Fisherman's Wharf to local residents and workers.

16  
17 POLICY 13.2

18 Encourage additional office and other workplace uses, particularly above ground  
19 level, to provide Wharf activities oriented to local residents and workers and increase off-  
20 season patronage of Wharf shops and restaurants.

21  
22 OBJECTIVE 14

23 TO DEVELOP A TRANSPORTATION SYSTEM WHICH IMPROVES ACCESS FOR  
24 PEOPLE AND GOODS TO AND AROUND THE FISHERMAN'S WHARF AREA WHILE  
25

1 **MINIMIZING CONGESTION AND SAFETY CONFLICTS**~~THE ADVERSE ENVIRONMENTAL~~  
2 ~~IMPACTS ON THE AREA.~~

3  
4 \* \* \* \*

5  
6 **POLICY 14.5**

7 Improve pedestrian and bicycle access~~Facilitate access into~~ and within ~~the~~ Fisherman's  
8 Wharf by providing public realm improvements along Jefferson and Taylor Streets, and along Little  
9 Embarcadero, that complement SFMTA light rail public transit.~~area by transit through the provision~~  
10 ~~of exclusive rights-of-way and other preferential treatment, through the extension of additional~~  
11 ~~transit lines, improving~~ Improve the frequency, speed and, hours of operation of public transit  
12 to reduce automobile use along The Embarcadero and to Fisherman's Wharf, ~~and providing~~  
13 Provide clearly identified loading areas and routes. ~~Establish~~ Maintain a rail/bus transit  
14 line on Jefferson and Beach Streets, providing access to the Ferry Building and the  
15 South of Market area. Further improve transit access to Fisherman's Wharf by implementing the  
16 major transit investments recommended by the Transit Strategy.~~Extend the Powell and Mason Cable~~  
17 ~~Car line on Taylor Street to a location north of Jefferson Street.~~ Allow truck access in Fish  
18 Alley.

19  
20 **POLICY 14.6**

21 Establish water taxi service from Fisherman's Wharf to other points along the  
22 waterfront.

23  
24 **OBJECTIVE 15**



1 TO PROVIDE MAXIMUM OPPORTUNITIES FOR ENJOYING THE BAY AND ITS  
2 RELATED ACTIVITIES BY ENHANCING AND INCREASING PUBLIC OPEN SPACE AND  
3 ACCESS AREAS WHICH SAFELY AND COMFORTABLY ACCOMMODATE THE  
4 MOVEMENT OF PEDESTRIANS.

5  
6 POLICY 15.1

7 Develop generally continuous public pedestrian access to the water's edge,  
8 excepting areas where such access would interfere with maritime activities. In those  
9 areas, provide ~~that~~ public viewing and access ~~which~~that will not substantially interfere  
10 with these activities.

11  
12 POLICY 15.2

13 ~~Remove of existing~~ Prohibit new parking over the water or near the water's edge to  
14 minimize conflicts between vehicles and pedestrians ~~and enhance perimeter access which~~  
15 ~~would require resolving long-term Port lease issues.~~

16  
17 POLICY 15.3

18 Promote public enjoyment of public access, maritime activities and water recreation, and Bay  
19 views of Alcatraz Island from the Pier 43 Bay trail Promenade and plazas along the northern edge of  
20 ~~Develop new public open space areas in~~ Fisherman's Wharf to provide a relief from the  
21 intense level of activity in this area. ~~Work with the community to develop the design of a major~~  
22 ~~new open space on approximately 70% of the surface area of the 'Triangle' lot bounded by Taylor~~  
23 ~~and Jefferson Streets and The Embarcadero and relocate the existing surface parking. Address~~  
24 ~~interim parking and construction-related issues during the design process. Rationalize and improve~~  
25 Improve pedestrian, bicycle, and transit movement at the center of Fisherman's Wharf

1 along the Jefferson Street public realm and Little Embarcadero in a manner which also meets  
2 the parking needs of existing businesses that depend on adjacent parking. Extend  
3 open space from the Triangle lot to the Bay on Pier 43 if further funding sources  
4 become available and long-term lease issues can be resolved. Maintain the East Wharf  
5 Waterfront Park at Pier 39. Maintain and enhance the Joseph Conrad Park at the foot of  
6 Columbus Avenue, bounded by Leavenworth and Beach Streets, which provides a  
7 visual and functional termination of Columbus Avenue. Create exterior service or  
8 pedestrian walkways to allow views or access to water where compatible with fishing  
9 industry operations.

10  
11 **Base of Telegraph Hill Subarea**  
12 **(Piers 35 through 7)**

13  
14 This subarea contains a mix of uses that reflect the area's maritime history and its  
15 transformation into a vital urban residential and commercial district. ~~Cargo shipping,~~  
16 ~~warehousing and other~~ Cruise Terminal and maritime operations ~~still~~ occupy some of the finger  
17 piers, ~~although long-term trends indicate that cargo shipping can be operated most efficiently through~~  
18 ~~consolidation in the central and southern waterfront.~~ Most of the inland properties have been  
19 redeveloped with offices for the design and communications industries, retail and residential  
20 uses, many of which occupy preserved and rehabilitated historic warehouses. ~~The~~ Pier 7 ~~has~~  
21 ~~been redeveloped into a~~ public open space and fishing pier, Cruise Terminal Plaza at Pier 27 James  
22 R. Herman Cruise Terminal, and Levi's Plaza ~~extending 900 feet into the bay, which provides a major~~  
23 recreational amenityies in the subarea. ~~Policies call for maintaining cargo shipping facilities and~~  
24 ~~cargo-related support services for as long as needed. If the piers no longer are suitable as cargo~~  
25 ~~facilities,~~ Plan policies encourage the expansion of commercial and recreational maritime

1 activities (e.g. ~~er~~ruise terminal, ferries, water taxis, excursions, recreational boating) as part of  
2 major new mixed use developments on piers which provide daytime and nighttime commercial  
3 recreation venues and new public access improvements.

4  
5 *The Port of San Francisco will conduct a Special Planning Study for Piers 15-29 to resolve the*  
6 *following issues before the Port approves any major new development on these piers: (1) the location*  
7 *and size of a major new 'Northeast Wharf' open space within potential new maritime mixed use*  
8 *development in the Special Study Area; and (2) the location and configuration of piers, including*  
9 *removal of pier area to create open water.*

10  
11 On inland sites, a variety of land uses are appropriate, including hotel, residential,  
12 office and other commercial activities. These new developments will be designed to preserve  
13 and enhance the rich historic character of the subarea and, as appropriate, highlight access  
14 points to the nearby North Beach, Chinatown and Fisherman's Wharf districts.

15  
16 OBJECTIVE 16

17 **TO RETAIN ~~EXISTING CARGO SHIPPING AND RELATED SERVICES AND TO~~**  
18 **PROMOTE HARBOR SERVICE OPERATIONS, MARITIME, AND WATER-DEPENDENT**  
19 **ACTIVITIES. COMMERCIAL AND RECREATIONAL MARITIME ACTIVITIES.**

20  
21 **MAP 4 - Base of Telegraph Hill Subarea Generalized Land Use Map**

22  
23 **POLICY 16.1**

24 **Continue to encourage maritime use on Piers 35 through 9.**

1           **POLICY 16.2**

2           Promote ~~commercial and recreational~~ maritime and water dependent activities (e.g. a  
3 cruise terminal, excursion boats, historic ships, recreational boat mooring, human-  
4 powered water recreation uses) which may be complemented with water-oriented  
5 commercial recreation and public assembly uses and public access improvements on  
6 piers no longer needed or suitable for cargo shipping facilities.

7  
8           **POLICY 16.3**

9           Improve existing Pier 35 cruise facilities. If feasible, renovate the facility to  
10 provide a modern, functional passenger terminal with associated commercial  
11 recreation and public assembly uses. ~~If Pier 35 is determined to be an infeasible location,~~  
12 ~~allow the development of a new cruise terminal on another pier in the Northeastern~~  
13 ~~Waterfront.~~ Maintain operation of the modern cruise terminal at Piers 27–29 and the adjacent public  
14 open space. Continue to evaluate alternative locations for the creation of another cruise berth.

15  
16           **OBJECTIVE 17**

17           **TO PRESERVE THE HISTORIC MARITIME CHARACTER OF THE AREA.**

18  
19           **POLICY 17.1**

20           Retain architecturally interesting and historically significant buildings or  
21 buildings which contribute substantially to the overall architectural character of the  
22 area. In particular, every effort should be made to preserve the Italian Swiss Colony  
23 Building, the Pelican Paper Company Warehouse, the Trinidad Bean and Elevator  
24 Company Warehouse, and the Beltline Roundhouse. Historic bulkheads, ~~and connector~~  
25 ~~buildings~~ piers, and structures within the Embarcadero National Register Historic District should

1 **be retained and ~~reused as set forth in the Waterfront Design & Access policies~~ rehabilitated**  
2 **consistent with the U.S. Secretary of Interior Standards for the Treatment of Historic Properties,**  
3 **consistent with the Port of San Francisco's Waterfront ~~Land Use~~ Plan.**

4  
5 **POLICY 17.2**

6 **Ensure the compatibility of new development with the historic and architectural**  
7 **maritime character of the Northeast Waterfront Historic District and Embarcadero Historic**  
8 **District in terms of scale, materials and design.**

9  
10 **OBJECTIVE 18**

11 **TO DEVELOP A DIVERSITY OF ADDITIONAL ACTIVITIES WHICH WOULD**  
12 **STRENGTHEN THE EXISTING PREDOMINANT USES IN THE BASE OF TELEGRAPH**  
13 **HILL SUBAREA AND ACTIVITIES WHICH WOULD EXPAND THE PERIOD OF USE, BUT**  
14 **OF AN INTENSITY WHICH WOULD PROVIDE A RELIEF FROM THE ADJACENT**  
15 **DOWNTOWN AND FISHERMAN'S WHARF AREAS.**

16 **\* \* \* \***

17  
18 **POLICY 18.4**

19 **Design new development on undeveloped seawall lots ~~Seawall Lots 323 and 324~~ as an**  
20 **orientation point and transition from ~~for~~ the waterfront to the Chinatown, North Beach, Barbary**  
21 **Coast, and Telegraph Hill neighborhoods ~~which also highlights the intersection of Broadway and~~**  
22 **The Embarcadero.**

23  
24 **POLICY 18.5**

1 Plan and design new developments on inland sites and adjacent piers in a  
2 manner which complements and enhances the surrounding area, and which unites the  
3 waterfront with the rest of the City.

4  
5 **POLICY 18.6**

6 Minimize the intensity of automobile activity by promoting mass transit and other  
7 non-vehicular modes of transportation through the implementation of transportation management  
8 plans and other means ~~as a primary transportation mode~~. Maximize efficient use of existing  
9 parking facilities in order to limit the amount of new parking necessary as part of new  
10 development.

11  
12 **POLICY 18.7**

13 Encourage the provision of landscaping and publicly accessible open space in  
14 new development in the Base of Telegraph Hill area.

15  
16 **POLICY 18.8**

17 Maintain permanent public open space on Pier 7. Allow limited improvements  
18 such as convenience food and beverage sales from pushcart vendors, which increase  
19 active use and enjoyment of the open space, and nearby public information kiosks and  
20 public restrooms, provided that they maintain an uncluttered appearance in the area.  
21 Take advantage of views of Pier 7 from new development on adjacent piers or inland  
22 sites to Pier 7 and maintain city views from Pier 7.

23  
24 **OBJECTIVE 19**

1 TO DEVELOP A BALANCED TRANSPORTATION SYSTEM WHICH  
2 ACCOMMODATES REGIONAL AND LOCAL MOVEMENT WHILE CAUSING MINIMUM  
3 ADVERSE IMPACT TO THE ENVIRONMENT.

4  
5 ***POLICY 19.1***

6 ***Maintain The Embarcadero between Beach Street and Broadway as an attractive landscaped***  
7 ***roadway having two moving lanes in each direction, an exclusive transit right-of-way, and improved***  
8 ***pedestrian and bicycle access.***

9  
10 **POLICY 19.21**

11 Discourage through traffic except in those limited areas designated for this  
12 movement.

13  
14 **POLICY 19.32**

15 Design transportation access to new developments on seawall lots to minimize  
16 congestion on Bay Street, Broadway and The Embarcadero.

17  
18 **POLICY 19.43**

19 Encourage a portion of the surface regional transit to use inland routes to the  
20 downtown to minimize the impact on the waterfront.

21  
22 \* \* \* \*

23  
24 **Ferry Building Subarea**  
25 **(Piers 5 through north of Pier 22)**

1  
2 Previous iterations of this~~The Plan~~ included policies to ~~promotes the restoration of~~ rehabilitate  
3 the historic Ferry Building, a city and national landmark structure which stands as the  
4 centerpiece of the Northeastern Waterfront. Other earlier policies~~In addition, the Plan~~ called for  
5 creating open water between the Agriculture Building and Pier 22 and converting a portion of The  
6 Embarcadero into the creation of Rincon Park, an iconic urban open space and restaurants area.  
7 These improvements were planned as an integral part of transforming The Embarcadero into an urban  
8 boulevard following the removal of the Embarcadero Freeway. These were the City's first investments  
9 to establish a public realm along the waterfront as a relief to the intensely developed downtown,  
10 which preserved~~and to ensure~~ the continued prominence of the Ferry Building and its tower. The  
11 Ferry Building ~~will be~~ has been preserved, rehabilitated consistent with the Secretary of the  
12 Interior's Standards for Rehabilitation, along with development of the Downtown Ferry Terminal  
13 to~~and~~ re-established this area as a major regional transit center and~~at~~ the eastern terminus of  
14 Market Street. It ~~also will~~ provides a major entryway to the City from the water, with increased  
15 ferry, excursion boat and water taxi service, and other modes of water transport, and a place  
16 to moor historic ships and pleasure boats. Inside, the Ferry Building ~~will provide~~s public  
17 spaces to support ~~its~~ transit functions and a variety of along with complementary ~~commercial~~  
18 ~~recreation~~ public market, food and beverage activities, offices, ~~institutional,~~and cultural ~~and/or~~  
19 ~~community facilities which will help finance the building restoration while also~~ activities that ~~fostering~~  
20 public enjoyment of the waterfront. The waterside features ~~will be~~ are linked by a simple,  
21 elegant promenade which runs along the entire length of The Embarcadero, creating a visual  
22 corridor along the water's edge that complements a variety of water edge experiences. The  
23 centerpiece of this promenade will be a grand new plaza ~~at the landside entrance to~~ on the bay  
24 side of the Ferry Building. The subarea includes the Golden Gateway development north of the  
25



1 Ferry Building, which was successfully redeveloped into an urban residential mixed use  
2 neighborhood, including Sidney Walton Park.

3

4 South of the Ferry Building, the historic Agriculture Building will be preserved. *A planned*  
5 Rincon Park ~~will be~~ has been created, a major water-related soft surface public park with a  
6 'Tavern-on-the-Green' type of restaurant, south of Folsom Street.

7

8 OBJECTIVE 21

9 **TO ~~DEVELOP~~ MAINTAIN AND PROMOTE A MAJOR RESOURCE OF OPEN SPACE**  
10 **AND PUBLIC ACCESS CONNECTIONS PROVIDING MAXIMUM ACCESS TO AND**  
11 **ALONG THE WATERFRONT FOR THE LARGE NUMBER OF PEOPLE WHO LIVE IN,**  
12 **WORK IN AND USE THE ADJACENT DOWNTOWN AREA, PROVIDING RELIEF FROM**  
13 **THE INTENSELY DEVELOPED DOWNTOWN.**

14 \* \* \* \*

15

16 OBJECTIVE 24

17 **TO RESTORE AND REHABILITATE THE FERRY BUILDING AND AGRICULTURE**  
18 **BUILDING IN A MANNER CONSISTENT WITH THE SECRETARY OF INTERIOR**  
19 **STANDARDS TO PRESERVE THE HISTORIC MARITIME CHARACTER OF THE AREA.**

20

21 OBJECTIVE 25

22 **TO MAXIMIZE VIEWS OF THE WATER AND OF WATERFRONT ACTIVITY.**

23

24 OBJECTIVE 26

25

1 TO FURTHER DEVELOP THE FERRY BUILDING AND DOWNTOWN FERRY  
2 TERMINAL AREA AS A MAJOR TRANSIT CENTER, IMPROVING AND EXPANDING  
3 TRANSIT ACCESS BY, AND TRANSFERS AMONG, LANDSIDE AND WATERSIDE  
4 TRANSIT SYSTEMS.

5 \* \* \* \*

6  
7 POLICY 26.6

8 Preserve and rehabilitate the historic bulkhead ~~building structures~~, allowing for the  
9 enhancement or creation of waterfront or Bay views through existing openings or new  
10 openings which do not adversely affect the building's historic architectural character.  
11 Permit ~~an extension~~ construction of a pier shed that extends from the Pier 3 of the bulkhead  
12 building onto the pier if consistent with ~~historic preservation criteria~~ Secretary of Interior  
13 Standards for Treatment of Historic Properties, and ~~providing~~ a pedestrian walkway around  
14 ~~the shed and building.~~

15  
16 POLICY 26.7

17 Promote new maritime attractions and waterside access, such as water taxi and  
18 excursion boat stops, historic ships and temporary mooring areas as part of new  
19 development.

20  
21 Pier 1 - 1/2

22 POLICY 26.8

23 Preserve and rehabilitate the bulkhead building for museum, commercial  
24 recreation and public assembly, community facilities, artist/designer studios and  
25 galleries and/or office uses.

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**Pier 1**

**POLICY 26.9**

**Preserve and rehabilitate the bulkhead and pier building as headquarter location for the Port of San Francisco. ~~Continue to allow general parking until developed for permanent uses, as well as permanent support parking for Pier 1 excursion boat operations inside the pier shed. Permit replacement of the existing shed with a three floor structure but retain bulkhead building.~~ Provide continuous peripheral public access around the water sides of the pier, unless limited by public safety considerations or maritime operational needs.**

**POLICY 26.10**

**Permit ground floor retail uses, and public meeting space in Port offices, at Pier 1 to support community engagement and space for public events and activities, ~~commercial recreation and public assembly uses, artist/designer studios and galleries, community facilities and/or transportation services on Pier 1~~ which complement activities in the downtown and take advantage of transportation improvements planned for the Ferry Building Subarea. Encourage maritime activities, and provide for vessel berthing, including excursion boat operations and ~~associated passenger waiting areas and support uses in the pier shed and bulkhead building~~ emergency response capabilities.**

**Promenade/PortWalk**

**POLICY 26.11**

**Improve Herb Caen Way/The Embarcadero Promenade and PortWalk from Pier 5 to Pier 22-1/2 south of the Agriculture Building. Design the promenade to be a simple, elegant statement of movement along the water's edge which maintains visual**

1 continuity and creates a variety of water-edge experiences. Provide appropriate street  
2 furniture including wind protected seating areas and pedestrian scale lighting.

3  
4 **POLICY 26.12**

5 Develop public access improvements on Piers 3 and 1 which contribute to  
6 creation of the PortWalk, integrating open spaces and public access into major new  
7 development on piers and connecting with Herb Caen Way/The Embarcadero  
8 Promenade.

9  
10 **POLICY 26.13**

11 *Restore and adaptively reuse the Ferry Building in general accord with the "Design*  
12 *Guidelines for the Restoration and Adaptive Reuse of the Ferry Building," dated July 1978. Maintain*  
13 *and enhance public use and enjoyment of the rehabilitated Ferry Building. Ensure that any future*  
14 *changes and construction at the Ferry Building follow the requirements of the Secretary of*  
15 *Interior's Standards for Rehabilitation.*

16  
17 **POLICY 26.14**

18 *Reuse Maintain the rehabilitated the Ferry Building as a civic gathering place that includes*  
19 *ground floor as follows: ~~predominantly commercial recreation~~ (shops and restaurants), public*  
20 *spaces (e.g. exhibit, civic displays, passenger waiting areas, community facilities) and*  
21 *transportation services on the ground floor, and office, commercial recreation and/or*  
22 *public assembly activities on the second and third floors. ~~Permit an additional partial~~*  
23 *~~fourth floor east of the existing nave for office use; limit its height to the height of the peak of the~~*  
24 *~~existing nave monitors.~~*

1           ***POLICY 26.15***

2           ~~*Replace or remove the dilapidated portions of the Pier 1/2 bulkhead wharf between Pier 1 and*~~  
3 ~~*the Ferry Building. Maintain and enhance public access and passenger areas serving the ferry and*~~  
4 ~~*excursion boat operations at Pier 1/2.*~~

5  
6           **POLICY 26.16~~5~~**

7           ~~*Maintain the plaza in front of the Ferry Building as*~~ ***Design a grand civic plaza, which***  
8 ~~*creates*~~ ***to create*** a forecourt for the Ferry Building and a symbolic terminus to Market  
9 ***Street by removing parking in the middle of The Embarcadero roadway. This plaza should be***  
10 ~~*designed to serve a multitude of activities, to re-establish physical and visual connections between the*~~  
11 ~~*City and the waterfront, and to tie together existing and future open spaces along The Embarcadero,*~~  
12 ~~*including Justin Herman Plaza. Provide complementary, smaller plazas at the front of the Ferry*~~  
13 ~~*Building, replacing short-term parking. If found to be feasible after further analysis, extend the*~~  
14 ~~*California Street cable car down Market Street to the plaza and create a MUNI bus stop adjacent to*~~  
15 ~~*the east-west axis of the plaza along the Embarcadero. Use street furniture that provides weather*~~  
16 ~~*protection and install additional ornamental double light fixtures like those presently used along the*~~  
17 ~~*Embarcadero.*~~

18  
19           **POLICY 26.17~~6~~**

20           ~~*Continue to support and promote the*~~ ***Establish a*** Downtown Ferry Terminal at the Ferry  
21 ***Building as a primary destination point for all ferry and excursion boat riders on San***  
22 ***Francisco Bay. The Downtown Ferry Terminal should*** ~~*continue to*~~ ***provide a range of***  
23 ***public landing facilities accessible to the disabled community to accommodate all***  
24 ***vessel types requiring access to San Francisco. Any landing facilities should allow***  
25 ***multiple operators access to the facilities.***

1  
2           **POLICY 26.187**

3           **Ensure ongoing~~Improve~~ pedestrian access through the Ferry Building to the**  
4 **Downtown Ferry Terminal and~~including~~ the Golden Gate Ferry Terminal. Maintain~~Create~~ a**  
5 **continuous walkway along the eastern side of the Ferry Building that is separate from**  
6 **service vehicle access, to improve public access and to provide expanded space for**  
7 **ferry, excursion boat, water taxi and other waterborne transit riders.**

8  
9           **POLICY 26.198**

10           **Improve~~Allow on~~ the Ferry Plaza, immediately east of ~~and related to~~ the Ferry**  
11 **Building to create a civic outdoor gathering space for farmers markets and events, allowing, minor**  
12 **amounts of outdoor commercial recreation uses which are consistent with the open**  
13 **space use of the Plaza, ~~as open space~~ and a regional ferry transportation center (e.g. a**  
14 **cafe, outdoor dining, flower vendors and other convenience retail services for**  
15 **commuters and visitors). Design Ferry Plaza improvements to integrate and enhance**  
16 **surrounding the Ferry Building, Golden Gate and Downtown Ferry Terminals, and restaurant uses**  
17 **and operational requirements, including access and maintenance of BART infrastructure facilities**  
18 **located on the pier. ~~Retain the existing restaurant, plaza, and ferry terminal.~~**

19  
20           **POLICY 26.2019**

21           **Rehabilitate and adaptively reuse the Agriculture Building, consistent with the**  
22 **Secretary of the Interior's Standards for Rehabilitation, for the following types of**  
23 **potential activities: museum, community facilities, commercial recreation and public**  
24 **assembly, artist/designer studios and galleries, and general office. Design improvements**  
25 **that integrate with and enhance the Downtown Ferry Terminal and Plaza, and improve the public**

1 ~~*realm along The Embarcadero Promenade. In addition, allow for the creation of a passenger waiting*~~  
2 ~~*area for possible future airport and Treasure Island ferry shuttle service. Extend a continuous*~~  
3 ~~*walkway from the Ferry Building to the eastern side of the Agriculture Building which connects with*~~  
4 ~~*The Embarcadero Promenade south of the Agriculture Building.*~~

5  
6 ***POLICY 26.21***

7 ~~*Limit parking on the platform adjacent to the existing restaurant to restaurant service only.*~~  
8 ~~*Allow vehicular pick-up and drop-off usage if associated with ferry service expansion. Retain the*~~  
9 ~~*existing restaurant. Consider architectural improvements to enhance the restaurant's waterfront*~~  
10 ~~*identity, improve views from The Embarcadero and provide perimeter public access.*~~

11  
12 ***POLICY 26.220***

13 **Maintain and enhance the portion of Herb Caen Way/The Embarcadero**  
14 **Promenade between the Agriculture Building and the Pier 22-1/2 Fireboat House.**  
15 **Maintain visual continuity along the water and create a variety of water edge**  
16 **experiences.**

17  
18 ***POLICY 26.231***

19 **Maintain open water between ~~*where dilapidated*~~ **Piers 14 Public Access and through Pier**  
20 **22-1/2 Fireboat House** ~~*have been removed*~~ **as a visual relief to the intensely developed**  
21 **Downtown. Allow transient mooring at minimum cost for approximately 50 boats and include a**  
22 **boat shuttle service. Locate these facilities to avoid operational conflict with other waterborne**  
23 **transportation services in the area.****

24  
25 **Block 3741**

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***POLICY 26.24***

*Develop a 500,000 to 600,000 square foot commercial office building which may feature ground floor commercial space and meeting rooms and an auditorium.*

**Rincon Park**

***POLICY 26.25<sub>2</sub>***

*Reroute The Embarcadero roadway onto Steuart Street between Howard and Harrison Streets. Maintain Rincon Park in the strip vacated by the Embarcadero and on Blocks 3742 and 3743, ~~build a public park~~ adjacent to and inland of the Herb Caen Way/Embarcadero Promenade. Orient the park to the Bay and relate the park to the recreational preferences of residents and workers in the City and Bay Area, rather than tourists. Maintain the restaurants within Rincon Park that provide opportunities for indoor and outdoor dining and special events, and extend seasonal and nighttime activities that complement and enhance public use of the park. ~~Provide large grassy open areas, a range of recreational equipment including a play structure, a tot lot, benches, game tables under shelter, and restrooms.~~*

***POLICY 26.26***

*Allow up to 12,000 square feet of indoor building area and up to 8000 square feet of outdoor area south of Folsom Street to be used for a 'Tavern on the Green' type restaurant(s) and plaza. Design the restaurants to include opportunities for indoor and outdoor dancing and dining and for special events. Develop hard surface plaza areas and terraces which can vary in elevation adjacent to the restaurant(s) to create a variety of spaces and viewing experiences. Use landscaping and glass screens to protect from winds. ~~If feasible, provide outdoor heating in selected areas to extend the~~*



1 ~~seasonal and night-time comfortable usage of plazas. Encourage the restaurant(s) to expand their~~  
2 ~~seating into portions of the plazas but ensure that the plazas do not become the sole territory of~~  
3 ~~private establishments. Provide seating which does not exclusively require patronage to adjacent~~  
4 ~~restaurants. While a restaurant is a preferred use on the site, allow consideration of minor amounts~~  
5 ~~of other retail opportunities which similarly complement park activities and provide financial~~  
6 ~~support to the Port.~~

7  
8 **POLICY 26.273**

9 **Change the Height and Bulk District on Block 3743 from 84-E to 40-X. Change the**  
10 **Height and Bulk District on the rest of the Rincon Park Site to open space.**

11  
12 **South Beach Subarea**

13 **(Piers 22-1/2 through 46 B)**

14  
15 The South Beach Subarea extends from the Pier 22-1/2 Fireboat House, adjacent to ~~the~~  
16 ~~planned~~ Rincon Park, to China Basin Channel and inland for a depth of one or two blocks.  
17 Since the 1980's, this subarea has been transforming into a new residential and commercial  
18 mixed use neighborhood, which still retains some of its industrial and maritime past. Because  
19 the piers originally built for breakbulk shipping are now obsolete, ~~they are mostly vacant or~~  
20 ~~underutilized,~~ and no longer serve a primary maritime function. ~~As a result, two are in an~~  
21 ~~advanced state of deterioration and have been condemned~~ Piers 24, 34, and 36 became deteriorated  
22 and were removed, increasing the expanse of Bay waters and making way for construction of the  
23 Brannan Street Wharf public plaza. The single pierside improvement is South Beach Harbor, a full-  
24 service marina and small boat harbor, was completed in 1986 adjacent to Pier 40, which  
25 entailed the removal of former Piers 42-46A. In 2000, the San Francisco Giants completed

1 development of a new ballpark along the north side of China Basin Channel, which attracts many  
2 visitors to the waterfront. The ballpark, South Beach Harbor, and waterfront parks, together with the  
3 transportation improvements installed along the Embarcadero, provide key waterfront amenities and a  
4 connected open space network for the public and residents in the new inland Rincon Hill and South  
5 Beach neighborhoods. The South Beach Harbor, together with the transportation improvements  
6 installed along The Embarcadero, provide key waterfront amenities, including boating and water  
7 recreation, for residents in the new inland Rincon Hill and South Beach neighborhoods. ~~Inland~~  
8 ~~of the harbor, the first phase (four acres) of South Beach Park has been developed.~~

9  
10 ~~In March 1996, the San Francisco voters approved the development of a ballpark with a~~  
11 ~~maximum seating capacity of 45,000 seats and related commercial uses for Pier 46B. This new facility~~  
12 ~~will attract many visitors to the area and stimulate restaurants and night entertainment in the~~  
13 ~~surrounding area. The redevelopment of Pier 46B will allow the continuation of the PortWalk alongside~~  
14 ~~China Basin and the connection with the Lefty O'Doul Bridge and trails south of China Basin.~~

15  
16 Plan policies encourage redevelopment on other piers to provide opportunities for  
17 improved excursion boat, ferry and historic ship berthing and other maritime facilities,  
18 maritime support operations, and public oriented uses to provide a variety of activities to attract  
19 public use and enjoyment of the waterfront~~commercial recreation and assembly and entertainment~~  
20 ~~activities.~~ Public access improvements also are proposed which will make the waterfront  
21 inviting and safe for nearby residents as well as visitors from downtown and beyond. The  
22 remaining inland sites which are vacant or underutilized may be developed with residential or  
23 commercial uses which complement the redeveloped areas in South Beach and Rincon Hill  
24 and new pierside activities, as well as accommodate accessory parking associated with new  
25 uses in the vicinity.

1  
2 On non-Port owned inland areas, a mixed-income residential community with open  
3 spaces and ~~commercial support services~~other residential-serving uses is being ~~have been~~ developed  
4 on previously vacant or underutilized property. ~~The new community is interspersed with a few~~  
5 ~~historic warehouses which have been adaptively reused. The historic~~ , including the adaptive reuse  
6 development of the Oriental Warehouse ~~has been rehabilitated to accommodate~~ as live/work  
7 studios. Walkways and bicycle paths combined with small plazas ~~would~~ connect the new  
8 residences to waterfront activities and other portions of the City. The new community is  
9 characterized by high density, low to mid-rise structures, recreating the fine-grained fabric of  
10 San Francisco neighborhoods and takes advantage of proximity to the Downtown, a desirable  
11 microclimate, amenity value of the Bay, and helps meet San Francisco's need for new  
12 housing. Originally a part of the South Beach Redevelopment Project Area, much of this area has now  
13 been incorporated into the East SoMa Area Plan, a part of the Eastern Neighborhoods.

14  
15 \* \* \* \*

16 **Pier 22-1/2**

17  
18 **POLICY 30.1**

19 **Preserve and restore** ~~and, if no longer needed in its current use, adaptively reuse~~ **the**  
20 historic Fireboat House at Pier 22-1/2 and construct a new fireboat station facility that supports  
21 modern fire and emergency services, equipment, and operations.

22  
23 **POLICY 30.2**

1 Design new development which takes advantage of sweeping views of the  
2 downtown, and which preserves and enhances views of the Bay Bridge and water from  
3 Harrison Street.

4  
5 ***POLICY 30.3***

6 ~~*Improve shoreline appearance, provide public access and open space, and expand views of*~~  
7 ~~*open water by removing condemned Pier 24.*~~

8  
9 **POLICY 30.43**

10 Allow the development at Pier 26 and 28 of commercial recreation, some  
11 community facility, artist and designers studios and galleries, public assembly and/or  
12 maritime uses, but exclude, hotel and boatel uses. Permit such uses in the existing  
13 sheds or new replacement structures, and incorporate new public access areas onto  
14 the piers which connect with and complement The Embarcadero Promenade and  
15 adjacent planned Rincon Park. Orient this development towards Bay Area residents  
16 and workers rather than tourists. ~~*Permit the minimum amount of short-term parking necessary*~~  
17 ~~*to serve uses in the pier sheds until inland parking sites are available.*~~ *Ensure development maintains*  
18 *the integrity of the Embarcadero Historic District's nationally recognized historic maritime*  
19 *structures.*

20  
21 **Pier 30-32**

22  
23 **POLICY 30.54**

24 Promote new development on Pier 30-32 which provides commercial recreation  
25 and public assembly activities, and maritime operations such as an excursion boat or

1 cruise terminal. New development should provide a multi-faceted mix of activities  
2 oriented around a common theme rather than a singular commercial attraction. Allow  
3 accessory parking on the pier to serve these activities.

4  
5 **POLICY 30.65**

6 Include public access improvements – including water recreation activities in the Bay –  
7 as a key component of major new development on the pier to further the creation of a  
8 PortWalk which guides circulation on the pier, takes maximum advantage of views of  
9 the City and the water, and which connects to the pedestrian improvements along The  
10 Embarcadero.

11  
12 **POLICY 30.76**

13 Encourage activities that do not generate peak traffic volumes during commute  
14 periods in order to minimize congestion on roadway and transit systems.

15  
16 **POLICY 30.87**

17 Require a high standard of architectural design appropriate to the prominence of  
18 the site, which also establishes a new architectural identity and standard for waterside  
19 development in the South Beach area.

20  
21 **POLICY 30.98**

22 Develop uses which support and enhance the mix of maritime and commercial  
23 recreation uses developed on Pier 30-32, as well as provide a transition between  
24 residential uses on inland blocks and public-oriented activities on the waterfront. Block  
25 3771 would be a desirable location for a mixed commercial and residential

1 development or a hotel, depending on the combination of uses developed on Pier 30-  
2 **32. Development design should complement the neighborhood setting and contribute to the public**  
3 **realm on the west side of ~~the~~ Embarcadero.** Incorporate off-street parking into the  
4 development program for Block 3771 to serve a significant amount of the parking  
5 demand associated with the Pier 30-32 development, if necessary.

6  
7 Piers ~~34~~30 - 40, and South Beach Harbor

8  
9 **POLICY 30.109**

10 **Continue to ensure public access to the Brannan Street Wharf open space and the expansive**  
11 **views of the water that it enables** ~~Improve shoreline appearance, provide public access and open~~  
12 ~~space, that was created by the removal of~~ **and expand views of open water by removing deteriorating**  
13 **Piers 34 and 36 and extending the PortWalk out over the water to create a Brannan Street Wharf**  
14 **public open space. Develop the layout, design, improvements, and any allowances for accessory uses**  
15 **to promote the use of this open space in coordination with the community.**

16  
17 **POLICY 30.110**

18 **Maintain South Beach Harbor as a small boat marina of approximately 700 slips**  
19 **for public pleasure craft and the public access and fishing pier on top of the**  
20 **breakwater.**

21  
22 **POLICY 30.121**

23 **On Pier 40, provide a full range of services for recreational boating and water**  
24 **uses, including boat building and repair facilities, day dock storage, sail maker, boat**  
25 **sales and rental, ship chandlery and other uses related to the marina.**

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**POLICY 30.132**

**Design any new or rehabilitated buildings on Pier 40 to reflect the bold, simple lines of traditional pier sheds. Ensure the integrity of the Embarcadero Historic District through historic preservation of the pier, while providing diverse maritime and public-oriented uses. Provide continuous peripheral public access along the water sides of the pier including sitting and fishing areas, except for portions of the pier which may remain in maritime-related activities, where such public access might conflict. Locate a prominent sitting area at the eastern end of the pier. Ensure that pier railings and other design elements be compatible with the promenade and breakwater design.**

**POLICY 30.143**

**Preserve the Pier 38 bulkhead building consistent with standards of the Embarcadero Historic District, and promote uses in the bulkhead and on the pier which support and enhance the recreational boating and water uses located at Pier 40, including accessory parking and commercial recreation amenities. Pier 38 offers an opportunity to expand recreational boating facilities and services in the future, if feasible, and a location for maritime support services.**

**South Beach Park**

**POLICY 30.154**

**Continue to support and potentially improve ~~Develop~~ South Beach Park, between King and Second Streets and the Seawall, predominantly as a soft-surface park for public recreational use.**

1           **POLICY 30.16~~5~~**

2           South Beach Park has been developed to i**nclude areas for active sports such as**  
3 **volleyball and separate areas for passive activities such as sitting, game tables under**  
4 **shelter, and a tot lot. Include toilet and drinking facilities. The park has been designed to**  
5 **buffer the park from The Embarcadero with ~~devices such as~~ landscaping, berms, and**  
6 **changes in elevation. The park provides~~Provide~~ for drop-off parking to serve the South**  
7 **Beach Harbor marina and water recreation community~~Dolphin P. Rempp Restaurant. Provide~~**  
8 **~~appropriate transitions towards the proposed ballpark with its overlooks.~~ The design of the park**  
9 **maintains~~Maintain~~ a hard-surface pedestrian promenade along the water's edge with**  
10 **opportunities for sitting and viewing. It connects~~Connect~~ the promenade to the peripheral**  
11 **public access areas on Pier 40 and to the South Beach Harbor breakwater, and**  
12 **continues~~s~~ the promenade to Third Street and Lefty O'Doul Bridge. Permit pedestrian**  
13 **access to the marina only from the pier and breakwater and not directly from the park.**  
14 **The park and harbor design include a ~~Give special care to the~~ location of a boat dock for water**  
15 **taxies and transient boat stops~~ramp. Prohibit commercial activities in the park but~~ Operations of**  
16 **the park should allow a limited amount of commercial recreation use incidental to and**  
17 **supportive of the open space. ~~Provide promenade railings and other elements of a design~~**  
18 **~~compatible with the pier and breakwater.~~ Maintain the complementary~~Coordinate the~~ design~~s~~ of**  
19 **South Beach Park and the Harbormaster and community facility, and ~~the creation of~~ connect**  
20 **public access to ~~with the~~ Giants Bballpark development on Pier 46Balong China Basin/Mission**  
21 **Creek.**

22  
23           **Residential Neighborhood**

24  
25           ***POLICY 30.17***



1           ~~Develop and maintain mixed-income housing, with appropriate open space and~~  
2 ~~neighborhood support uses on Blocks 3773, 3792, 3793 and portions of Blocks 3774 and 3789.~~

3  
4           ***POLICY 30.18***

5           ~~Develop housing in small clusters of 100 to 200 units. Provide a range of building heights~~  
6 ~~with no more than 40 feet in height along the Embarcadero and stepping up in height on the more~~  
7 ~~inland portions to the maximum of 160 feet. In buildings fronting on Brannan Street in the 160-foot~~  
8 ~~height area, create a strong base which maintains the street wall created by the residential complex~~  
9 ~~to the east and the warehouse buildings to the west. Orient the mix of unit types to one and two~~  
10 ~~bedrooms and include some three and four bedroom units. Pursue as the income and tenure goals, a~~  
11 ~~mix of 20 percent low, 30 percent moderate and 50 percent middle and upper income, and a mix of~~  
12 ~~rental, cooperative, and condominium units.~~

13  
14           ***POLICY 30.19***

15           ~~Organize the housing clusters to maximize views to the water and downtown as well as sun~~  
16 ~~exposure while minimizing shading of open space and blocking of views from adjacent areas. To the~~  
17 ~~extent feasible, locate family units on ground floor levels adjacent to open space and recreational~~  
18 ~~areas. Provide personalized entryways and private open space to all units. Orient the buildings to~~  
19 ~~provide privacy and security.~~

20  
21           ***POLICY 30.2016***

22           ~~Promote new development on Pier 30-32 which provides commercial recreation and public~~  
23 ~~assembly activities, and maritime operations such as an excursion boat or cruise terminal. New~~  
24 ~~development should provide a destination to complement the character and integrity of the~~  
25 ~~Embarcadero Historic District and preserve the valuable deep-water berth at this location.~~ ~~Design the~~

1 ~~structures and dwelling units to express character and diversity. Incorporate high standards of~~  
2 ~~indoor and outdoor private space design and convenience and use high quality materials. Express a~~  
3 ~~human scale in surfaces and materials with articulated facades, bay windows, cornice lines,~~  
4 ~~roofscapes, overhangs, towers and chimneys. Use varied light colors to break up building mass and~~  
5 ~~liven surfaces. Design the housing complex to be energy efficient, and consider the use of passive~~  
6 ~~solar systems.~~

7  
8 ***POLICY 30.21***

9 ~~Incorporate most parking as part of the building within housing clusters. Because garages~~  
10 ~~may be only a half level below grade due to the high water table, landscape or buffer exposed garage~~  
11 ~~edges. Locate residences above parking structures to stabilize them and minimize differential~~  
12 ~~settlement. To the extent feasible, improve the portions of the garage roof not covered by structures~~  
13 ~~for walkways and recreation areas. Use tree wells to allow large trees to grow within residential~~  
14 ~~clusters. Design parking structures to have controlled vehicular access points and direct access to~~  
15 ~~residential units for increased security. Provide additional guest and service parking for the~~  
16 ~~residential units in street rights-of-way or adjacent to the clusters.~~

17  
18 ***POLICY 30.22***

19 ~~Do not permit buildings to exceed 65 percent coverage of land or parking podium. To the~~  
20 ~~maximum extent feasible, provide open space at ground level and provide planting in the ground.~~  
21 ~~Ensure that any open space on top of a podium provides easy pedestrian and visual transition from~~  
22 ~~the sidewalk.~~

23  
24 ***POLICY 30.23***

1            *Design structures to protect views of the water down street corridors from the residential*  
2 *areas. Carefully consider roof design and conceal roof equipment because of its visibility from*  
3 *adjacent residences. Landscape flat roofs and finish sloped roofs in attractive materials. Allow*  
4 *exposed parking only if the parking areas are extensively landscaped. Consider the use of turf block*  
5 *instead of asphalt paving.*

6  
7            ***Historic Preservation***

8  
9            ***POLICY 30.24***

10           *Retain and historically restore for adaptive reuse the Cape Horn and Japan Street*  
11 *warehouses and allow small scale offices, neighborhood commercial and warehousing uses. Keep in*  
12 *industrial use that portion of Block 3774, Lot 24 which is needed to expand the manufacturing*  
13 *operation of the abutting industrial activity. If Lot 24 remains in industrial use, the structure on Lot*  
14 *18 may remain and be used for warehousing. As an alternate use, develop the sites of the Cape Horn*  
15 *and Japan Street warehouses with housing provided that, to the maximum extent feasible, the street-*  
16 *facing facades of the existing structures are incorporated in the new development.*

17  
18           ***POLICY 30.25***

19           *Historically restore the Oriental Warehouse as the focal point of the residential community;*  
20 *include a combination of such uses as live-work, day care, recreation, and neighborhood services,*  
21 *professional offices and shopping. Remove the building to the north along the line of Brannan Street*  
22 *to enhance the form and visibility of the warehouse. Maintain the exterior facade and remove those*  
23 *windows that have been added without regard to the general exterior. Preserve portions of the*  
24 *existing paving as a public plaza and setting for the warehouse and remove unused spur tracks.*

1 *Streets, Walkways and Open Space*

2  
3 ***POLICY 30.26***

4 ~~*Close the following streets completely: Berry east of Third Street, and Second south of King*~~  
5 ~~*Street. Close the following streets to through traffic, improve them as walkways and allow only*~~  
6 ~~*limited local and service vehicle access: Townsend between Second and the Embarcadero, Colin P.*~~  
7 ~~*Kelly Jr. between Townsend and Brannan, First between Brannan and the Embarcadero, and Beale*~~  
8 ~~*between Bryant and Brannan.*~~

9  
10 ***POLICY 30.27***

11 ~~*Develop a plaza next to the Oriental Warehouse which is centrally located, and connect it to*~~  
12 ~~*smaller open spaces within the proposed neighborhood. Have walkways open onto small plazas to*~~  
13 ~~*create intimacy and spatial definition and orient them to be protected from winds. Enhance the*~~  
14 ~~*feeling of outdoor security through use of lighting, walkways design, ingress and egress points and*~~  
15 ~~*good surveillance by building orientation.*~~

16 **Pier 46B**

17  
18 **POLICY 30.28**

19 ~~*Continue to support and promote the Giant's Ballpark and its accessory uses and activities,*~~  
20 ~~*which include but are Develop an open-air ballpark with a maximum of 45,000 seats with related*~~  
21 ~~*commercial uses including, but*~~ not limited to, office, retail, restaurants, live music  
22 performances and other forms of live entertainment, in a setting of waterfront public  
23 spaces.

24  
25 **POLICY 30.29**

1            ~~Maintain~~**Encourage** waterside public access improvements alongside the ballpark  
2 ~~on Pier 46B~~ which connect with the South Beach Harbor and South Beach Park and  
3 provide a link to the Lefty O'Doul Bridge, thereby extending public access over China  
4 Basin Channel to the Blue Greenway open space network ~~planned for~~in Mission Bay.

5  
6            **Embarcadero Corridor**

7  
8            The removal of the Embarcadero Freeway and construction of the Waterfront  
9 Transportation Projects has dramatically changed the character of the Embarcadero  
10 Corridor. Policies for The Embarcadero are intended to continue to facilitate the  
11 movement of people and goods, maintain environmental quality, enhance physical and  
12 visual access to the shoreline and contribute to the continued vitality of the waterfront.  
13 Much of this has been achieved by the reconstruction of the roadway as a major  
14 waterfront boulevard, with public transit, bicycle, pedestrian promenade, sidewalk, and  
15 landscaping improvements, and a public art program. ~~These improvements have been~~  
16 ~~constructed along the north and south extensions of The Embarcadero, and should be completed by~~  
17 ~~improvements to the mid-section of The Embarcadero between Broadway and Howard Streets, and~~  
18 ~~the design and construction of a grand civic plaza at the foot of Market Street, in front of the Ferry~~  
19 ~~Building.~~

20  
21            \* \* \* \*

22            **POLICY 31.7**

23            **Prohibit heliports or STOL ports, but continue to allow for emergency landings.**

24  
25            Resilience

1           OBJECTIVE 32

2  
3           **ENSURE LAND USE AND DEVELOPMENT DECISION MAKING INCORPORATES**  
4 **THE NEED TO ADDRESS RESILIENCY FROM POSSIBLE FUTURE HAZARDS,**  
5 **PARTICULARLY FUTURE FLOODING CAUSED BY SEA LEVEL RISE AND CLIMATE**  
6 **CHANGE.**

7  
8           **Policy 32.1**

9           **Engage the community in planning for the potential impacts of Sea Level Rise and other**  
10 **potential hazards on an ongoing basis.**

11  
12           **Policy 32.2**

13           **Ensure that members of the vulnerable communities previously left out of Waterfront-related**  
14 **planning are engaged in planning for Sea Level Rise and other potential hazards.**

15  
16           **Policy 32.3**

17           **Ensure that recreational users of the waterfront, including swimmers, rowers, kayakers, and**  
18 **human powered vessel users, are engaged in planning for Sea Level Rise and other potential**  
19 **hazards.**

20  
21           OBJECTIVE 33

22           **PROTECT AND ENHANCE THE EXISTING WATERFRONT, CRITICAL PORT AND**  
23 **CITY UTILITIES AND INFRASTRUCTURE, AND COMMUNITY, HISTORIC, AND**  
24 **ECONOMIC ASSETS FOR AS LONG AS POSSIBLE; INCORPORATE ADAPTION CHANGES**

1 **IN LINE WITH OVERALL CITY RESILIENCE AND ADAPTION PRINCIPLES AND**  
2 **STRATEGIES.**

3  
4 **Policy 33.1**

5 **Encourage and design resilience projects that achieve multiple Waterfront Plan urban**  
6 **design, historic preservation, recreation, public access and open space, transportation, maritime and**  
7 **environmental goals and benefits.**

8 *The Port and the City have engaged the local community, planners, engineers, and other stake*  
9 *holders in planning for future flood and other risks through the Waterfront Resilience Program. The*  
10 *Resilience Program looks to implement adaptation strategies that protect public and private assets and*  
11 *the community at large, while anticipating a changing climate. Such efforts should be ongoing, but*  
12 *flexible as environmental conditions of the Northeastern Waterfront change over time.*

13  
14 **Glossary of Terms**

15 \* \* \* \*

16  
17  
18 Section 4. The Recreation and Open Space Element of the San Francisco General  
19 Plan is hereby amended as follows:

20  
21 **Recreation and Open Space Element**

22 \* \* \* \*

23  
24 **Related Plans and Agency Programs**

1 The Recreation and Open Space Element, along with its related components that make  
2 up the City’s overall Open Space Framework, aims to provide the elements needed to strive  
3 towards San Francisco’s goal of a comprehensive open space network: a broad vision, a  
4 policy context, and a tangible task list for moving forward. The City also maintains several  
5 policy documents, plans and programs that provide direction about specific open space and  
6 recreational components, or to certain parts of the City. These include:

7 \* \* \* \*

8  
9 **Waterfront ~~Land Use Plan and Design and Access Element~~**

10  
11 The Port of San Francisco’s Waterfront Plan (originally referred to as the Waterfront Land  
12 Use Plan) was initially adopted by the Port Commission in 1997, with an updated version adopted  
13 in 2023, defining acceptable uses, policies and land use information applicable to all properties  
14 under the Commission’s jurisdiction. The Waterfront Plan defines locations for new public-  
15 private partnership projects coordinated with major public open space, park and recreation  
16 areas, maritime, and historic preservation improvements along the waterfront. ~~The Design and~~  
17 ~~Access Element of this Plan sets forth policies and site-specific design criteria to direct the location~~  
18 ~~and types of public access and open spaces, public view corridors and urban design along San~~  
19 ~~Francisco’s waterfront.~~

20  
21 **Office of Community Investment and Infrastructure, (Former Redevelopment**  
22 **Agency), Open Space Planning**

23  
24 The Office of Community Investment and Infrastructure, which is the successor agency  
25 to the Redevelopment Agency, created a significant amount of open space in its project



1 areas, with more in the planning stages. New parks have been developed at Golden Gateway,  
2 in the Western Addition, Yerba Buena Center, Bayview Hunter's Point, Rincon Point - South  
3 Beach, ~~and Mission Bay, and Transbay (with additional parks to be developed in Mission Bay) and~~  
4 ~~are a part of recent plans in Hunter's Point Shipyard and in the Transbay area.~~ These spaces are  
5 currently being managed by the Office of Community Investment and Infrastructure and a  
6 number of different city agencies.

7  
8 **Golden Gate National Recreation Area (GGNRA) Planning Efforts**

9  
10 The GGNRA encompasses a number of open space and parklands throughout Marin,  
11 San Mateo and San Francisco, including Alcatraz Island, Crissy Field, the Presidio and the  
12 majority of the City's public beaches. A major planning process was ~~recently~~ completed by the  
13 SPUR for Ocean Beach to examine ways to manage coastal processes that drive erosion,  
14 ensure the future of critical infrastructure, protect natural resources, and activate and enhance  
15 the beach to best serve the local and regional populations.

16 \* \* \* \*

17  
18 ***San Francisco's Sustainability Plan***

19  
20 ~~In 1996, a collaboration of multiple city agencies, including the Commission on the~~  
21 ~~Environment, the Planning Department, the Bureau of Energy Conservation, the Recreation and Park~~  
22 ~~Department, and the Solid Waste Management Program; as well as a number of businesses;~~  
23 ~~environmental organizations; elected officials; and concerned individuals, developed a plan for how~~  
24 ~~the City might reach a sustainable development future. While the plan intended to lay out objectives for~~  
25 ~~a five year timeframe, its intent, particularly with regards to "Parks, Open Spaces and Streetscapes"~~

1 ~~and their vital ecological, social and economic function in the City, is still applicable. The Plan's~~  
2 ~~strategies for how to retain those functions—through increased provision, constant maintenance,~~  
3 ~~additional funding, expanded community participation, and civic commitment—are reflected in the~~  
4 ~~strategies presented in this Element.~~

5  
6 **The Climate Action Plan (CAP)**

7 The 2021 San Francisco Climate Action Plan sets forth a set of actionable and measurable  
8 strategies that not only charts a pathway to achieve net-zero greenhouse gas (GHG) emissions, but also  
9 works toward addressing racial and social equity, public health, economic recovery, resilience, and the  
10 provision of safe and affordable housing to all. Integral to these strategies is improving San  
11 Francisco's parks, natural open spaces, and rights-of-way. The Plan includes several strategies  
12 addressing Healthy Ecosystems, including: restore and enhance parks, natural lands, and open spaces;  
13 maximize trees throughout the public realm; and increase greening and integration of local  
14 biodiversity into the built environment. The CAP provides specific targets and milestone, calls for  
15 ongoing monitoring to ensure critical measurement of progress, and allows for adjustments based on  
16 changing conditions.

17  
18 **Sustainability Plan for Public Parks**

19  
20 ~~Using the 2011 SFRPD Departmental Climate Action Plan as a baseline, the Recreation and~~  
21 ~~Park Department's Sustainability Plan sets forth guidelines for sustainable park practices. These~~  
22 ~~practices offset municipal greenhouse gas emissions through landscape management and operations~~  
23 ~~standards within the SFRPD parks and open spaces system to better manage natural resources,~~  
24 ~~including soils, vegetation, and water. The Sustainability Plan expands the function of SFRPD parks~~  
25 ~~beyond from providing recreational opportunities to mitigation of and adaptation to the effects of~~

1 ~~global climate change through environmental stewardship, resource conservation, and ecological~~  
2 ~~responsibility.~~

3 \* \* \* \*

4 OBJECTIVES AND POLICIES

5  
6 OBJECTIVE 1

7 **ENSURE A WELL-MAINTAINED, HIGHLY UTILIZED, AND INTEGRATED OPEN**  
8 **SPACE SYSTEM**

9  
10 The City’s goal is to make the very most of the open space assets that San Francisco’s  
11 robust system already provides. Well-maintained, highly utilized, and integrated open spaces  
12 are hallmarks of a unified and connected open space system with diverse programming,  
13 numerous amenities, and regular maintenance. Offering a diverse range of active and passive  
14 recreational opportunities in the City’s current recreation and open spaces would help better  
15 utilize existing resources and encourage access for diverse users and activities.

16 \* \* \* \*

17  
18 **POLICY 1.4**

19 ~~*Prioritize the better utilization of McLaren Park, Ocean Beach, the Southeastern Waterfront*~~  
20 ~~*and other underutilized significant open spaces*~~ *Maintain and repair recreational facilities and open*  
21 *spaces to modern maintenance standards.*

22  
23 Maintaining open spaces and recreational facilities at a high level of quality will help  
24 ensure that they are well-utilized and enjoyed. In order to maintain this goal, the City should

1 continue to employ well-trained staff, such as gardeners, arborists, electricians, plumbers and  
2 other tradespeople to maintain our open space system and recreational facilities.

3  
4 However, maintaining the City's existing recreation and open space system in a good  
5 condition continues to be a challenge due to intensive use, facility age, and a high number of  
6 sites. The City has diminishing resources devoted to general maintenance and upkeep. The  
7 city, especially for private and supplemental spaces, should continue to explore creative  
8 partnerships to meet maintenance goals of parks and open spaces, including those within the  
9 jurisdiction of other agencies, such as the Port or National Park Service. Where feasible and in  
10 keeping with the City's goal of providing well-maintained spaces the City should continue to  
11 seek alternative maintenance methods, such as working with non-profit stewards, or  
12 developing alternative maintenance agreements. Similarly, where open space is maintained by  
13 entities other than the City, such as the National Park Service, the City should advocate for ongoing  
14 maintenance of such facilities, particularly when such facilities fall into disrepair and become  
15 unusable.

16  
17 The Recreation and Parks Department owns a significant portion of the City's open  
18 space system. With over 220 parks and 3000 acres of parkland, RPD requires significant  
19 resources to keep the system in good to excellent condition. However, even as RPD  
20 continues to seek additional funding sources to address these needs, maintenance continues  
21 to be a problem due to rising costs and limitations on staffing and equipment.

22  
23 RPD now evaluates parks on a quarterly basis and in addition the City Controller's  
24 Office provides an annual report on the state of the City's parks. Further, RPD uses a facility  
25 lifecycle management database to prioritize the RPD's deferred maintenance needs. The reports

1 have helped direct RPD management and City resources to address maintenance needs. The  
2 City should continue to analyze maintenance needs by using these reports and other sources  
3 as data from users throughout the recreation and open space system to ensure the  
4 maintenance standards are met and funding is adequate.

5  
6 **POLICY 1.5**

7 *Prioritize the better utilization of McLaren Park, Ocean Beach, the Southeastern Waterfront*  
8 *and other underutilized significant open spaces*~~*Maintain and repair recreational facilities and open*~~  
9 ~~*spaces to modern maintenance standards.*~~

10  
11 Some of the City’s large signature spaces offer a special opportunity to provide  
12 multifunctional open spaces that serve a diverse set of users. In particular:

13  
14 **McLaren Park**

15  
16 McLaren Park is a citywide resource due to its large size, varied landscape, and the  
17 specialized activities and programs located within the park. At the same time, it is located in  
18 an area of the City with one of the highest concentration of children, youth, seniors, and low-  
19 income households. McLaren Park should offer uses which satisfy the recreation needs of  
20 adjacent neighborhoods as well as meeting the needs of the city. The McLaren Park Master  
21 Plan was originally written in 1983, updated in 1996, and most recently updated with  
22 recommendations in the 2010 McLaren Park Needs Assessment *and published the McLaren*  
23 *Park Vision Plan in 2018.* The City should ensure that the objectives and priorities of the Master  
24 Plan provide effective guidance for the needs of the park today.

1 Development of the park should capitalize on the site's natural conditions, including  
2 topography, existing native vegetation, and views, in compliance with RPD guidelines. New  
3 plantings should be added to provide habitats and windbreaks, to define sub-areas of the  
4 park, and to provide colorful and attractive visual accents. Plant species should be hardy,  
5 wind- and fire-resistant, and provide for and enhance wildlife habitats.

6  
7 In an effort to increase park use, the City should continue promoting events that attract  
8 visitors to the Park. For example, Jerry Garcia Day, an annual festival held in honor of the  
9 local musician, draws thousands of visitors to the park. Revenues generated from such events  
10 could fund maintenance of and improvements to recreation facilities and open space.

11  
12 The City should consider a number of improvements to McLaren Park. Existing traffic  
13 conditions should be examined to reduce conflicts between vehicles and park users. The City  
14 should investigate the feasibility of improving the existing right of way in the park to allow for  
15 safe pedestrian, vehicular and bike access where appropriate and converting those areas to  
16 recreational use. The existing trail system should be retained and improved by completing  
17 missing linkages. Any new development should build on the existing infrastructure including  
18 roads and parking areas, the irrigation system and drainage structures, and lighting and  
19 electrical installations. Infrastructure that is damaged should be replaced within the existing  
20 network, channel or path. New recreation areas should serve active, as well as passive, non-  
21 organized recreation needs, that respond to a wide spectrum of park users.

22  
23 **Ocean Beach**  
24  
25

1 Ocean Beach offers a vast, unbroken expanse of natural open space that is one of the  
2 longest urban beaches in the country. The area historically served the growing San Francisco  
3 population with the Sutro Baths, the Cliff House, the Fleishhaker Pool, and an amusement  
4 park, but now suffers from erosion and a lack of amenities. At the same time, Ocean Beach is  
5 annually visited by as many as three million people for activities such as walking, picnicking,  
6 sunbathing, jogging, dog walking, surfing, fishing, and simply enjoying the natural beauty.

7

8 Ocean Beach faces significant obstacles to fulfilling its potential as a great public space  
9 at the city's edge. First, critical components of the wastewater infrastructure are located near  
10 the beach, with some elements that are threatened by erosion. Coastal management to  
11 protect infrastructure, ecological resources, and public access is a complex challenge. The  
12 erosion is likely to worsen as climate-related sea level rise accelerates. In addition, Ocean  
13 Beach is administered by a host of Federal, State, and Local agencies, including the National  
14 Park Service<sup>1</sup>, the SF Recreation and Park Department, the San Francisco Public Utilities  
15 Commission, and the State Coastal Commission.

16

17 A non-binding Master Plan for Ocean Beach has been developed by a project team led  
18 by San Francisco Planning and Urban Research (SPUR) and incorporating input from an  
19 interagency Steering Committee, Planning Advisory Committee (PAC), Technical Advisors  
20 and the general public. The plan addresses the complex challenges faced at the coastline,  
21 including severe erosion, jurisdictional issues, a diverse array of beach users and points of  
22 view, and the looming challenge of climate-induced sea level rise. It presents  
23 recommendations for the coastline and how it should be managed and protected for the  
24 stretch from the Cliff House to Fort Funston, spanning roadway changes, bike and pedestrian  
25 connectivity, technical interventions, and ecological restoration.

1 To help address the issues described above, the SFPUC, in partnership with other agencies, is  
2 implementing the Ocean Beach Climate Change Adaptation Project for the southernmost portion of the  
3 beach and surroundings. The Adaptation Project builds upon several previous efforts including the  
4 Coastal Protection Measures and Management Strategy for South Ocean Beach (2015) and the Ocean  
5 Beach Open Space Landscape Design (2017). Project elements include, but are not limited to,  
6 managed retreat, structural protection, access and recreation improvements, and beach nourishment.

7  
8 \* \* \* \*

9  
10 **MAP 3 - Existing and Proposed Open Space [shall be replaced with an updated**  
11 **MAP 3 showing new parks established since the Recreation and Open Space Element**  
12 **was originally published]**

13  
14 \* \* \* \*

15  
16 **OBJECTIVE 2**

17 **INCREASE RECREATION AND OPEN SPACE TO MEET THE LONG-TERM NEEDS**  
18 **OF THE CITY AND BAY REGION**

19 \* \* \* \*

20  
21 **POLICY 2.4**

22 **Support the development of signature public open spaces along the shoreline.**

23 \* \* \* \*

24  
25 **Northeastern Shoreline**



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Significant progress has been made in opening and improving the city’s northern shorelines. With the opening of Crissy Field in the Golden Gate National Recreation Area and the retention of much of the open space in the Presidio as publicly-accessible open space, this area has transformed itself into a regional destination. Long-term, maximizing the recreational opportunities of other shoreline areas should be considered and inter-governmental and other partnerships should be pursued to further develop these opportunities. At the same time, existing facilities should be maintained at a level good repair to assure their ongoing usefulness.

In addition, a major opportunity exists to create an expanded, multi-park open space at the juncture of Market Street and ~~the~~ The Embarcadero. The existing open spaces of Embarcadero Promenade, Justin Herman Plaza, and Sue Bierman (formerly Ferry) Park provide a wealth of untapped opportunity, which can be connected to function as a coherent link from downtown to the Ferry Building and the waterfront, holding several linked yet distinct activity and recreation spaces. Additionally, the Port ~~has opened is planning to open~~ the Northeast Wharf at Pier 27, which ~~would be~~ includes a three acre plaza in front of a new Cruise Terminal at the base of Telegraph Hill, and a series of linked open spaces in the heart of Fisherman’s Wharf.

**Western Shoreline**

The western shoreline has the advantage that it is already a long-stretch of natural and publicly-accessible open space. Ocean Beach is a national treasure and should be improved to acknowledge the significance of vast, unbroken expanse of beach in the City.

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A non-binding Ocean Beach Master Plan has been developed by SPUR (a San Francisco non-profit supporting planning and good government in the Bay Area) in close coordination with responsible agencies. The Plan includes recommendations to improve and restore conditions at Ocean Beach by adapting proactively to the changing coastline. The western shoreline also connects to Lake Merced, providing opportunities for enhanced access to the waterfront and recreational opportunities. The SFPUC is ~~currently exploring ways to~~ undertaking several efforts, including implementing the Ocean Beach Climate Change Adaptation Project, to improve access to the watershed lands in this area. If additional space becomes available, this space should provide improved connections from the neighborhood to the waterfront.

**Southeastern Waterfront**

The continued development of Mission Bay, the passage of the Eastern Neighborhoods plans (Mission, East SoMa, Showplace Square/Potrero Hill, and Central Waterfront Area Plans), the approved developments at Mission Rock, Pier 70, the Potrero Power Station, India Basin, and the proposed Candlestick Point and Hunters Point Shipyard developments will bring growth, which will require increased access and open spaces throughout the Southeast. Most of these plans are accompanied by specific open space strategies for parkland along the waterfront, where active water-oriented uses such as shoreline fishing, swimming, and boating should be promoted. The 2018 Central Waterfront: Dogpatch Public Realm Plan includes additional, more specific recommendations for the Central Waterfront-Dogpatch Public Realm Plan area.

**BLUE GREENWAY**

1           The Blue Greenway is a project to improve and expand the public open space network  
2 along the City’s central and southern waterfront, from the China Basin Channel to the San  
3 Francisco County Line (see Map 8: Blue Greenway). It provides a new vision of how parks  
4 and public spaces can be created to complement and connect with existing open spaces in  
5 this industrial mixed-use area along the Bay waterfront. The Blue Greenway seeks to both  
6 provide opportunities for much-needed open space that is easily accessible for exercise and  
7 recreation, including bicycle and pedestrian access, recreational uses in the water (e.g.  
8 kayaking *and swimming*), access to historical resources, and enjoyment of art, as well as  
9 improve waterfront public access from nearby neighborhoods. These goals realize objectives  
10 set forth in the Association of Bay Area Governments (ABAG) San Francisco Bay Trail Plan  
11 and Bay Area Water Trail for southeast San Francisco.

12  
13           The following Blue Greenway projects should be given high priority as the  
14 neighborhoods along the Bay waterfront – which are already deficient in open space –  
15 continue to grow in population. These projects correspond with identified high needs areas.  
16 Some are longer-term, large-scale projects that will require public funding:

- 17  
18           • **China Basin Shoreline Park:** This existing approximately two-acre park will be  
19 expanded as a part of the development of the Port’s Sea Wall Lot 337 project  
20 and will be the northern gateway of the Blue Greenway.
- 21  
22           • **Mission Bay Park System:** This 41-acre park system will include a large scale,  
23 bayfront park between the China Basin Shoreline Park and Pier 70, with an  
24 important Blue Greenway segment. These open space opportunities and  
25

1 projects are incorporated into the Office of Community Investment and  
2 Infrastructure’s Mission Bay Redevelopment project.

3  
4 ● *Pier 70 Open Space System: the Port’s Pier 70 Plan proposes the following open spaces  
5 along the Blue Greenway:*

6  
7 ○ *Crane Cove Park: Plans for this approximately nine-acre shoreline park  
8 within the Port’s Pier 70 development area include construction of an aquatic  
9 center and opportunities for park designs and interpretative materials that  
10 provide educational information on the City’s deeply rooted maritime history. In  
11 addition to Crane Cove Park, the Pier 70 site presents opportunities for a variety  
12 of other open spaces, all of which must be consistent with the industrial maritime  
13 character and setting of the site.*

14  
15 ○ *Waterfront Development Site / Slipways Park: The waterfront development  
16 site is an approximately 28-acre site that is slated for mixed-use development.  
17 The site includes Slipways Park, an approximately four-acre park along the  
18 southeastern shoreline that will incorporate historic shipbuilding infrastructure.  
19 The park will eventually connect with new shoreline open spaces once the former  
20 Potrero Power Plant site is redeveloped. Adjacent to the waterfront development  
21 site is the Irish Hill / Hoe-Down Yard property at Illinois and 22nd Street, which  
22 is jointly owned by the Port and PG&E. This area is also being evaluated for  
23 development and open space potential as part of the waterfront development site  
24 planning process.*

- 1 • **Crane Cove Park:** This approximately seven-acre shoreline park within the Port's Pier  
2 70 development area include construction of an aquatic center and interpretive  
3 educational information regarding the City's deeply rooted maritime history. In addition  
4 to Crane Cove Park, the Pier 70 site presents opportunities for a variety of other open  
5 spaces, all of which must be consistent with the industrial maritime character and  
6 setting of the site.
  
- 7
- 8 • **Pier 70 Development Project:** The waterfront development site is approximately 28  
9 acres, which includes approximately nine acres of open space, including approximately  
10 four acres of open spaces along the waterfront that will incorporate historic  
11 shipbuilding infrastructure.
  
- 12
- 13 • **Potrero Power Station Development Project:** This approximately 23-acre parcel is the  
14 former site of the Potrero Power Plant, which is now planned for a major multi-phase  
15 mixed use development that will include significant amount of residential, office,  
16 laboratory, and other supportive uses. A major feature of the development is its 6.9  
17 acres of waterfront and inland open space that will be coordinated with the adjacent  
18 Pier 70 multi-phase mixed-use development, as it provides an opportunity to extend  
19 waterfront access through the pier to Warm Water Cove.
  
- 20
- 21 • **Warm Water Cove:** This isolated park has the opportunity to be improved and  
22 expanded by up to three acres to provide access to the City's Eastern shoreline  
23 and to provide recreational opportunities to the growing population. The 2018  
24 Central Waterfront-Dogpatch Public Realm Plan includes concept designs for  
25 this site to guide future expansion and enhancements.

- 1  
2 • **Islais Creek Improvements:** This project may consist of shoreline  
3 improvements, including rebuilding dilapidated wharves, removing ghost piles,  
4 and providing for open space system linkages to expand public access and  
5 recreational water use of Islais Creek. In August 2021, the City and the Port  
6 published the Islais Creek Southeast Mobility Adaptation Strategy (ICSMAS), which  
7 examined the Creek and its surrounding neighborhood’s flood hazard risks and  
8 identified a comprehensive suite of possible adaptation pathways to protect the area and  
9 its key public assets from flooding and permanent inundation.  
10  
11 • **India Basin:** The recently closed Hunters Point Power Plant and adjacent  
12 shoreline properties offers the opportunity to bring much-needed recreational  
13 space to the center of the City’s southeast neighborhoods, helping address the  
14 health and environmental impacts of the plant’s operations. Relatedly, RPD in  
15 embarking on a major redesign and enlargement of the India Basin Shoreline Park and  
16 India Basin Open Space that will, among other aspects, expand the area of the parks by  
17 incorporating new property at 900 Innes Avenue. The proposed India Basin multi-phase  
18 development, approved in 2018, will also contribute significant new open space area.  
19 Taken together, the new and improved open spaces from the Power Plant Site through  
20 India Basin and into the Shipyard are expected to create a network of diverse open  
21 spaces for the Bayview community and the City at large.

22 \* \* \* \*

23  
24 **POLICY 2.6**

25 **Support the development of civic-serving open spaces.**

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San Francisco is a civic city— celebrations, rallies, gatherings and protests take place almost weekly; political speeches, music, performances in the open air are also common occurrences. Our identity is defined as much by expressions of our social and cultural goals as it is by our physical landscape. These regular events in San Francisco emphasize the role of our City as a regional stage where like minds can gather and deliberate.

\* \* \* \*

- **Civic Center:** Our existing Civic Center, surrounded by City Hall, the Main Library, the Asian Art Museum, and other civic spaces, hosts many of the activities described above. The Civic Center is part of the Civic Center Historic District with National, State, and Local designations. Civic Center’s design, however, limits its capacity and functionality, with activities often spilling into less optimal public spaces such as nearby streets. The nearby UN Plaza provides additional activity space that is used for weekly farmers and craft markets, but the two spaces are generally underused outside of scheduled activities and are separated by a virtual parking lot along Fulton Street between Hyde and Larkin Streets. A series of connected open spaces, along a “Civic Center axis” from Market Street to City Hall, could be created with the development of a pedestrian mall along Fulton Street between the Main Library and Asian Art Museum, and with corresponding activity improvements to increase the usability of the Civic Center and UN Plazas. *Some components that should be included in the revamping of these public spaces include an event lawn or amphitheater for performances, a gathering plaza, and*

1                    ~~pavilions for special events.~~ The Civic Center Public Realm Plan provides a blueprint  
2                    for realizing these goals.

3                    \* \* \* \*

4  
5                    **POLICY 2.7**

6                    **Expand partnerships among open space agencies, transit agencies, private**  
7 **sector and nonprofit institutions to acquire, and develop new open space, ~~and/or~~ and**  
8 **maintain, improve, and manage existing open spaces.**

9                    \* \* \* \*

10  
11                    **OBJECTIVE 3**

12                    **IMPROVE ACCESS AND CONNECTIVITY TO OPEN SPACE**

13  
14                    San Francisco is a dense, built-out city, where it may be difficult and expensive to  
15 acquire new land for parks and open spaces. Even though acquisition remains an important  
16 means to improve open space access, San Francisco’s street network provides an untapped  
17 opportunity to supplement the city’s open space system and link the network of open spaces.  
18 The street network, which makes up 25% percent of the City’s total land area, is a valuable  
19 public space asset that can incorporate many types of open spaces, such as pocket parks,  
20 play streets, trails, and walkable streets and bike routes. These systems can connect  
21 residents to larger parks and open spaces and serve as restorative green spaces in their own  
22 right, places where residents can interact with urban nature on their doorstep. This system  
23 should be clearly legible, and include signage to guide pedestrians to and through the larger  
24 open space system.

25                    \* \* \* \*



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**POLICY 3.3**

**Develop and enhance the City’s recreational trail system, linking to the regional hiking and biking trail system and considering restoring historic water courses to improve stormwater management.**

San Francisco currently has an extensive network of trails that provide local opportunities for walking and biking and link to regional trails and open spaces throughout the Bay Area. These trails surround the Bay, parallel the ocean, extend through parks and neighborhoods and connect existing open spaces. Many of these trails have gaps and lack adequate signage. The City should prioritize filling these gaps and increasing awareness of the trails through updated signage. New trails are also envisioned to provide additional hiking and biking opportunities and important wildlife corridors. The City should also work with Daly City and San Mateo County to encourage better links to San Bruno Mountain and trails to the south.

New trails throughout the city could consider historic water courses to incorporate stormwater management, provide trail connections, or restore aquatic and riparian habitats or wildlife corridors. These trails should provide better ways to move people through increased hiking and biking opportunities. Some adopted Area Plans, such as the Glen Park Area Plan, have identified such opportunities.

**MAP 11 - San Francisco Bay Trail** [shall be replaced with an updated MAP 11 showing segments of the Bay Trail currently shown as gaps as completed Bay Trail segments]

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**Continuous Waterfront Trail**

The trails along the waterfront are administered by many different jurisdictions including regional, city, and federal agencies. However, visitors do not necessarily distinguish between these jurisdictions, and want a continuous, usable trail system along the waterfront. The City should improve trail signage to ensure users are provided clear routes and destinations and work to fill any gaps in the proposed trails and in the connections between them where it does not impede on water dependent commerce.

\* \* \* \*

**Bay Area Water Trail**

The State Coastal Conservancy is leading the implementation of the San Francisco Bay Area Water Trail Plan (Water Trail Plan), a new regional access project. The Water Trail ~~will be~~ is a network of access sites (or “trailheads”) that will enable people using non-motorized, small boats or other beachable sailcraft—such as kayaks, canoes, dragon boats, stand-up paddle and windsurf boards—to safely enjoy single and multiple-day trips around San Francisco Bay. This regional trail ~~has the potential to enhance~~ s Bay Area communities’ connections to the Bay for water recreation activities, and create new linkages to existing shoreline open space and other regional trails, such as the Bay Trail. The Water Trail will include educational, stewardship, and outreach components.

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**MAP 12 - Regional Trails** [shall be replaced with an updated MAP 12 showing segments of the Bay Trail currently shown as gaps as completed Bay Trail segments]

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**POLICY 5.1**

**Engage communities in the design, programming and improvement of their local open spaces, and in the development of recreational programs.**

The most successful public spaces are those that respond to the needs of their users. Statistics, maps and figures can only go so far in determining a community’s need – they can explain proximity to open space, they can describe type of open spaces that are missing (hiking trails, sports fields, playgrounds, access to and from open water, etc.), but they cannot identify the components of open space design which will most reflect their user community.

\* \* \* \*

Section 5. Effective Date. This ordinance shall become effective 30 days after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the Mayor’s veto of the ordinance.

Section 6. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal Code that are explicitly shown in this ordinance as additions, deletions, Board amendment additions, and Board amendment deletions in accordance with the “Note” that appears under the official title of the ordinance.

APPROVED AS TO FORM:

1 DAVID CHIU, City Attorney

2 By: /s/ Peter R. Miljanich  
3 PETER R. MILJANICH  
4 Deputy City Attorney

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