

Integrated Planning Port Master Plan Update

PRESENTATION AND DIRECTION TO STAFF ON
THE PORT MASTER PLAN UPDATE:

- A. DRAFT POLICY CONCEPTS FOR BAYWIDE
COMMERCIAL FISHING
- B. DRAFT POLICY CONCEPTS FOR
CENTRAL EMBARCADERO SUBDISTRICT
- C. DRAFT POLICY CONCEPTS FOR
SOUTH EMBARCADERO SUBDISTRICT

TODAY'S WORKSHOP:

Workshop Introduction

A. Baywide Commercial Fishing Draft Policy Concepts

- Staff Presentation
- Board Clarifying Questions
- Public Comment
- Board Discussion

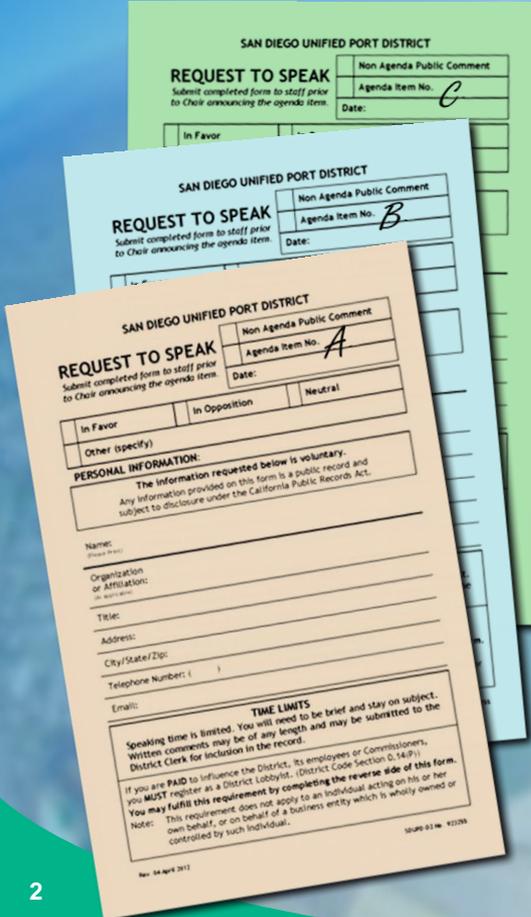
B. Central Embarcadero Draft Policy Concepts

- Staff Presentation
- Board Clarifying Questions
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- Board Discussion

C. South Embarcadero Draft Policy Concepts

- Staff Presentation
- Board Clarifying Questions
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Conclusions and Next Steps



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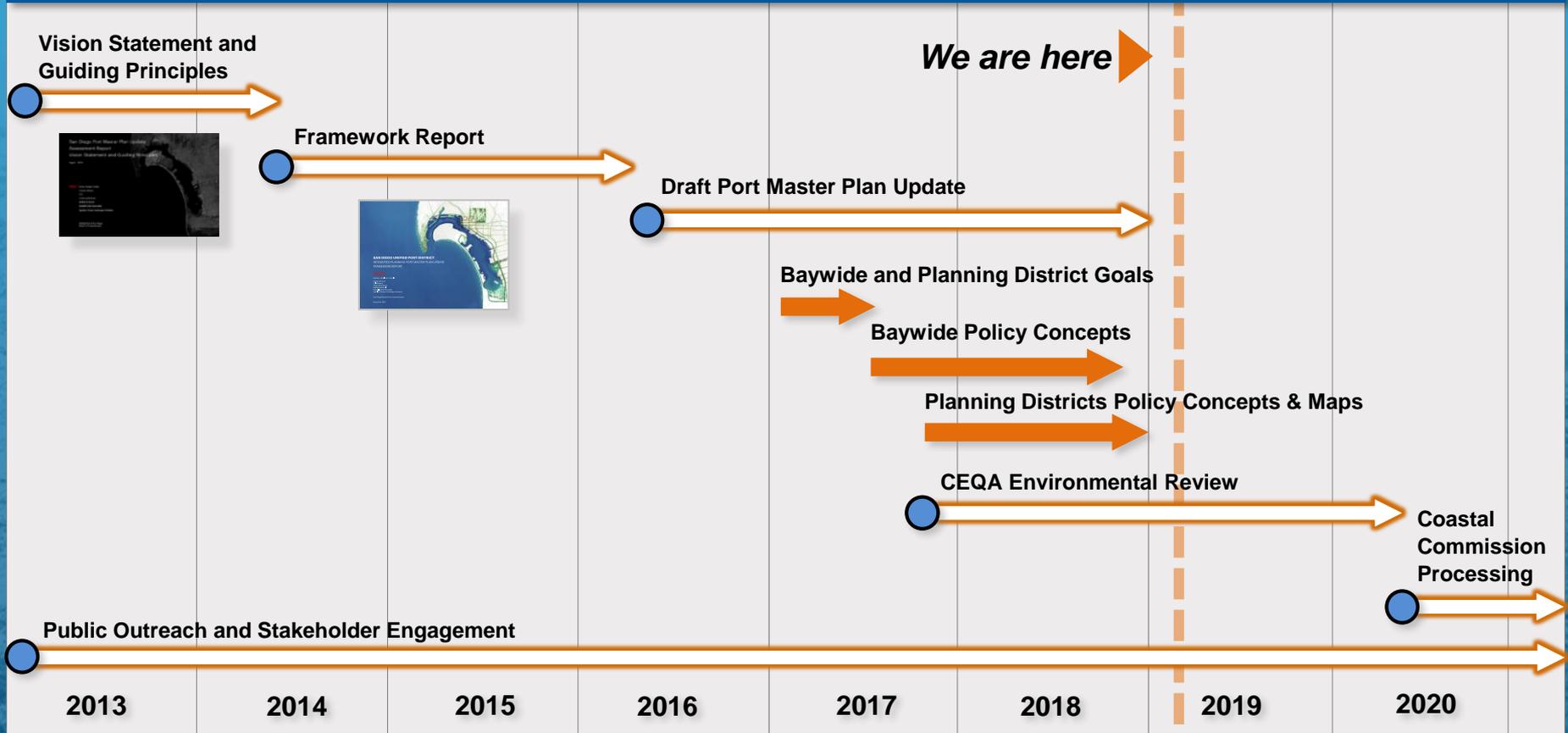
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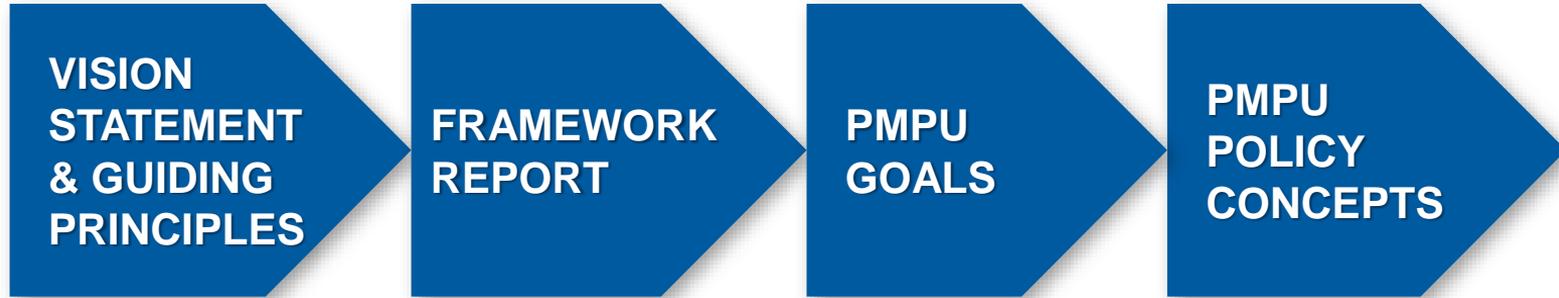
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INTEGRATED PLANNING PROCESS

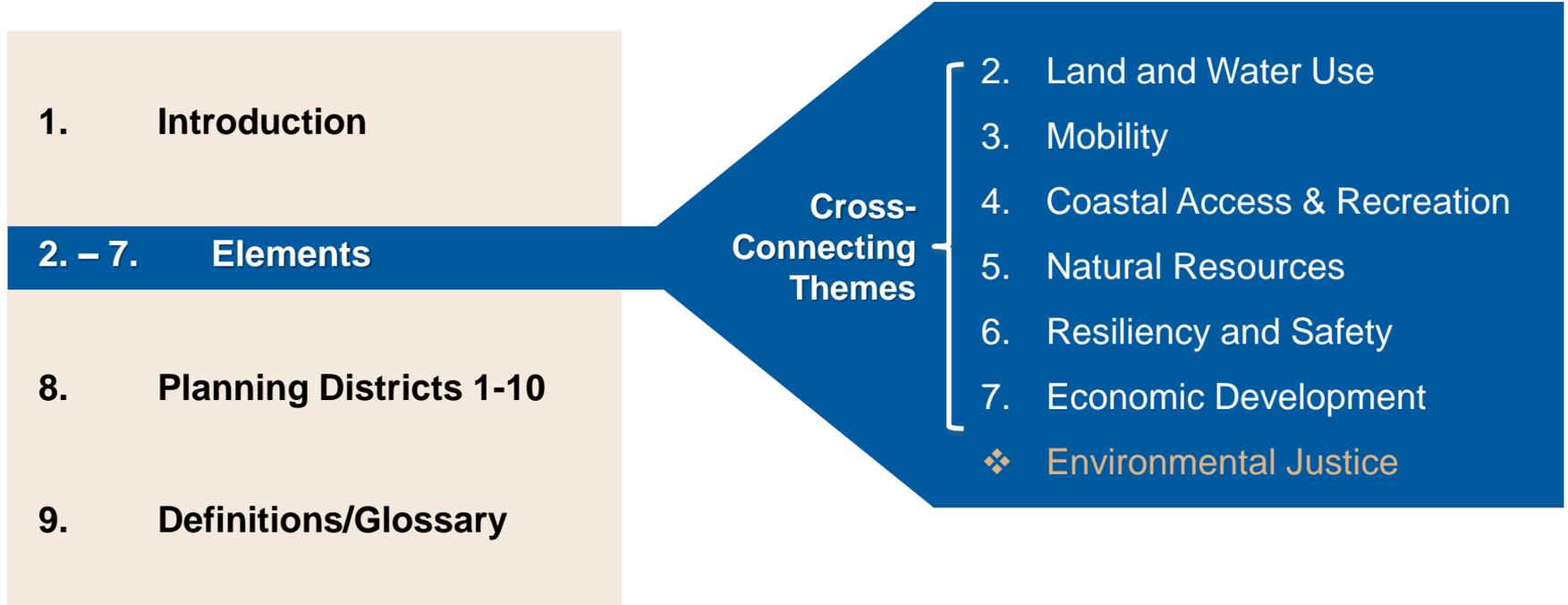





OBJECTIVES

- Market Ready
- Streamline Permit Process
- Certainty with Flexibility
- Balance Development with Natural Resources while Enhancing Fiscal Sustainability

Port Master Plan Update: Document Contents



Port Master Plan Update: Document Contents

1. Introduction

2. – 7. Elements

8. Planning Districts 1-10

9. Definitions/Glossary

1. Shelter Island
2. Harbor Island
3. Embarcadero
4. Working Waterfront
5. National City Bayfront
6. Chula Vista Bayfront
7. South Bay
8. Imperial Beach Oceanfront
9. Silver Strand
10. Coronado Bayfront



PROJECTS



POLICIES





San Diego

National City

Chula Vista

Coronado

San Diego

Imperial Beach

Port Planning Districts

Planning District 3: Embarcadero

Planning District 3 – Embarcadero

Current State

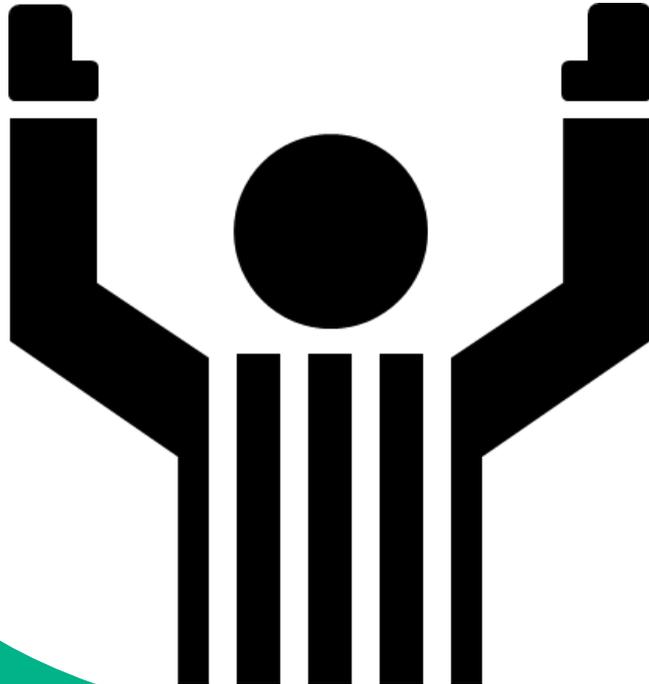
- Over three miles of waterfront lined with an assortment of commercial, visitor-serving, recreational, and even industrial uses
- Conveniently located south of the San Diego International Airport and close to Downtown San Diego
- Close proximity to regional roadways and freeways
- Linear public access areas with shoreline path and play areas
- Panoramic scenic vistas of San Diego Bay and city lights

Future State

- A ‘front door’ to San Diego welcoming travelers arriving by sea, land, or air
- A vibrant, waterfront experience with broad mix of coastal-dependent uses and activities showcasing and celebrating San Diego’s diverse waterfront
- Home of the Next Great Waterfront Street
- An active entertainment, recreation, and hospitality destination that is a highlight along the Green Necklace and picturesque San Diego Bay

GOALS

Planning District 3



- A “front door” to San Diego for travelers arriving by sea, land, or air, offering a vibrant mix of visitor-serving commercial and recreational activities, and internationally-recognized attractions that showcase and celebrate the history of San Diego’s waterfront
- Celebrated water areas that support historic ship, ferry and excursion vessel, recreational vessel, and commercial fishing berthing, and that preserve deep-water dependent cruise ship berthing
- An active experience that provides people meaningful waterfront gathering places and access to a broad mix of land and water-based entertainment, recreation, hospitality, and visitor destinations

BPC Workshop: May 25, 2017

TODAY'S ISSUES

We will be asking the Board for input on:

- Defining our pathway for maintaining and promoting Commercial Fishing (CF) as one of the highest coastal dependent priority uses including:
 - Which options should we pursue to increase CF acreage?
 - What is the right blend of public and/or private investment for CF?
 - Should CF policies apply Baywide or by Planning District?
- Balancing a variety of coastal dependent water in Central Embarcadero
- Guaranteeing public access in Central and South Embarcadero

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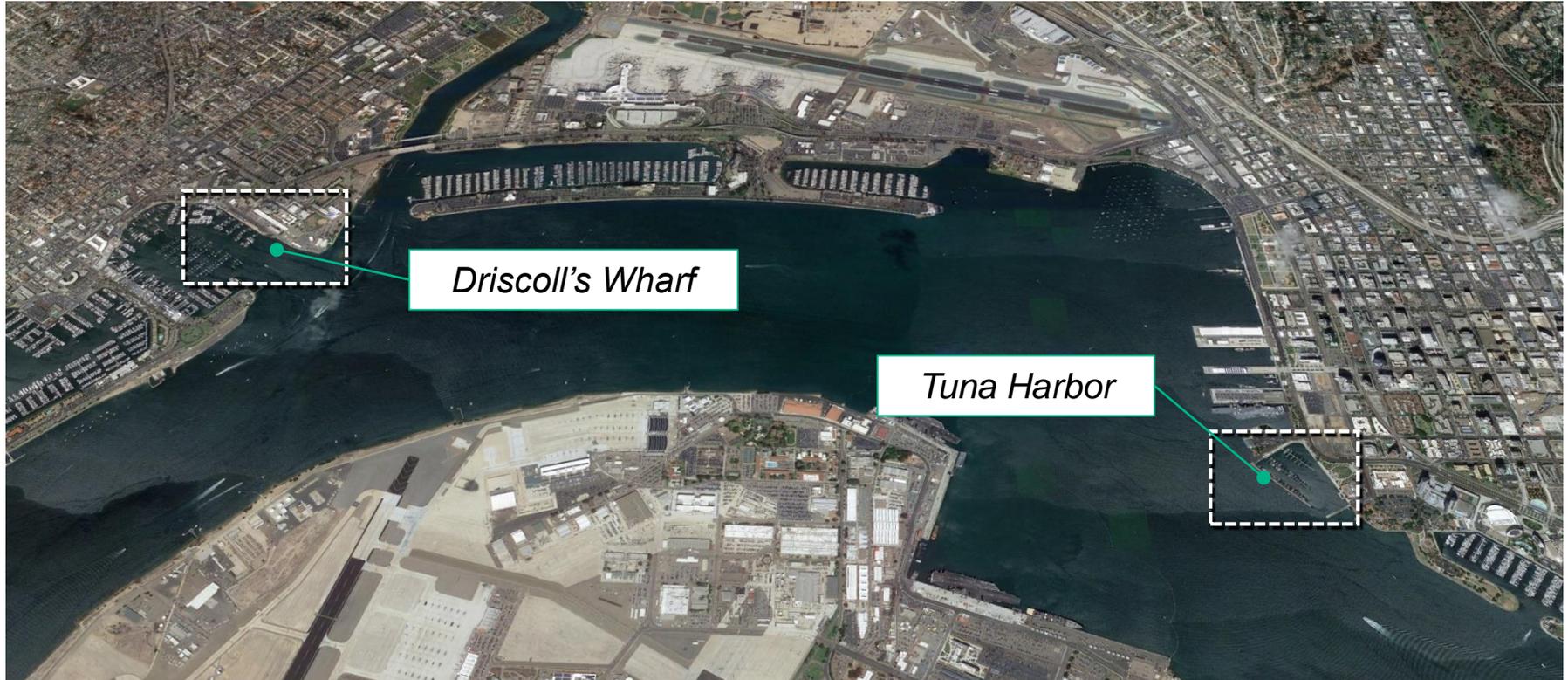
Commercial Fishing in San Diego Bay

Draft Policy Concepts: Commercial Fishing

- **District's charge to promote fisheries based on Port Act and Public Trust Doctrine**
- **Considered a high-priority use under the Coastal Act**
- **Overarching Draft Policy Concepts include:**
 - Preserve and protect the maritime fishing industries throughout the waterfront
 - Celebrating commercial fishing's significance to the history of San Diego's waterfront through educational opportunities and visual access to and around this important industry
 - Prioritizing commercial fishing operations by locating landside support uses immediately next to associated berthing areas
 - Preserve commercial fishing designated land and water areas

Draft Policy Concepts: Commercial Fishing

Existing Facilities



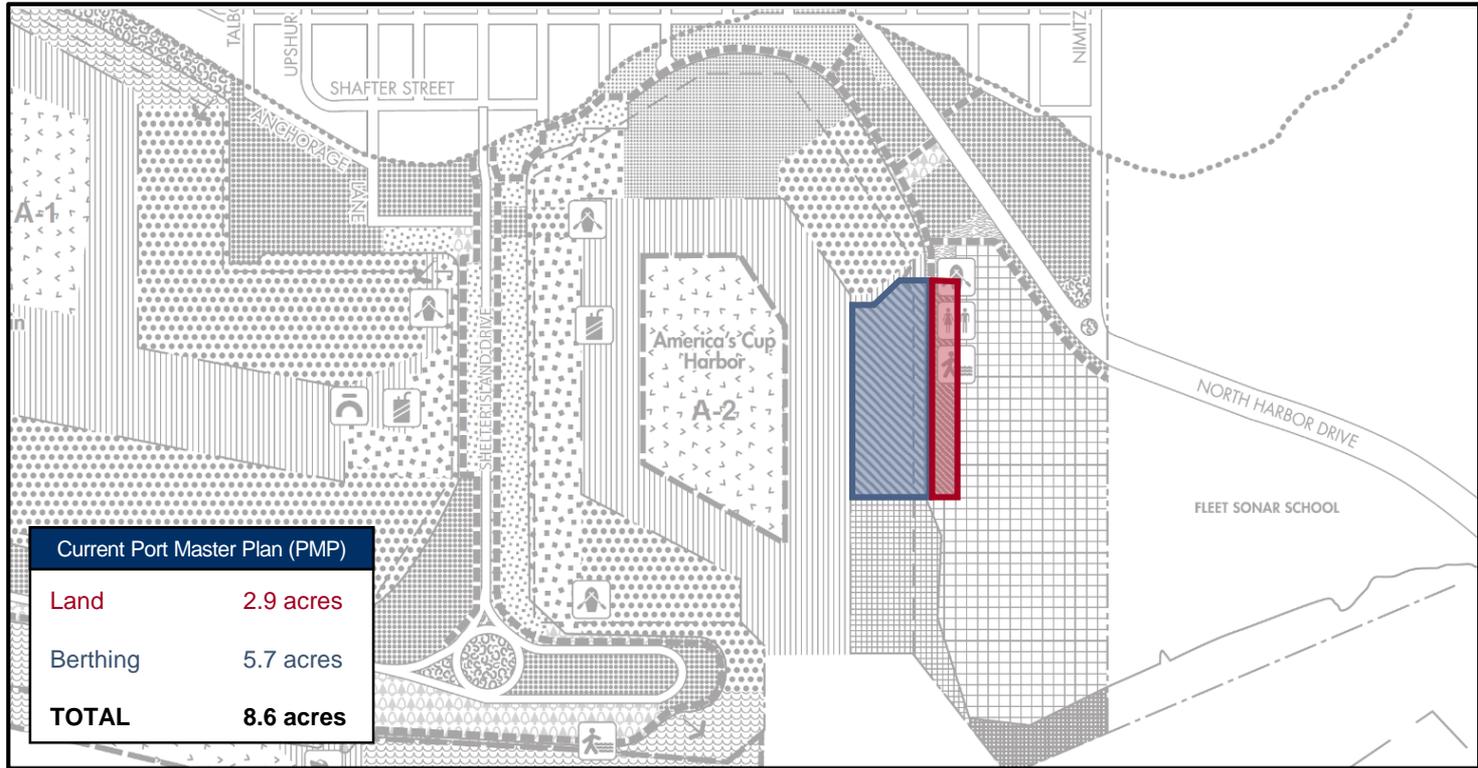
Draft Policy Concepts: Commercial Fishing

Recent Studies Related to Commercial Fishing in San Diego Bay

- West Coast Commercial Fishing Facilities Benchmarking Study, July 2017
- An Analysis of Commercial Fishing in the San Diego Area with a Primary Focus on Commercial Fishing Facilities and Infrastructure within the Port of San Diego at Tuna Harbor and Driscoll's Wharf, August 2018
- Commercial Fisheries Revitalization Plan, April 2010
- National Oceanic and Atmospheric Administration Fact Sheet Regarding the Importance of Working Waterfronts to Providing a Sustainable Supply of Seafood to U.S. Consumers: A San Diego Example, February 2019

Methods for Memorializing Commercial Fishing Acreage

Memorializing Existing Commercial Fishing Acreage: Shelter Island – Method 1



Shelter Island Planning District – Commercial Fishing Designations

Memorializing Existing Commercial Fishing Acreage: Shelter Island – Method 2



Shelter Island Planning District – Commercial Fishing Designations

Memorializing Existing Commercial Fishing Acreage: *Shelter Island*

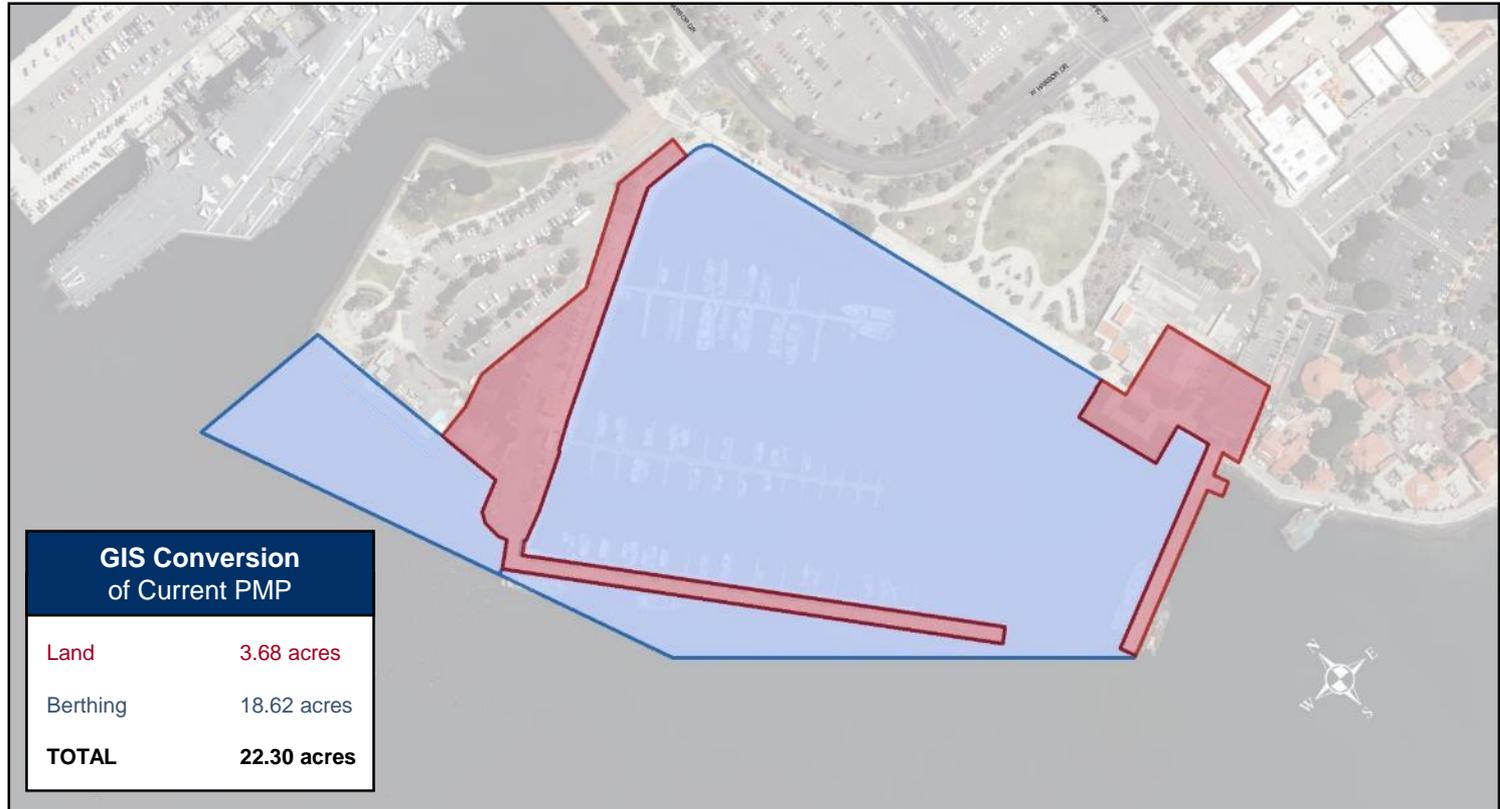
Commercial Fishing (CF) Designation	<u>METHOD 1</u> Current Port Master Plan CF Acreage	<u>METHOD 2</u> GIS Conversion of Current Port Master Plan
Land	2.9 ac	2.47 ac
Berthing	5.7 ac	6.61 ac
TOTALS	8.6 ac	9.08 ac

Memorializing Existing Commercial Fishing Acreage: Embarcadero – Method 1



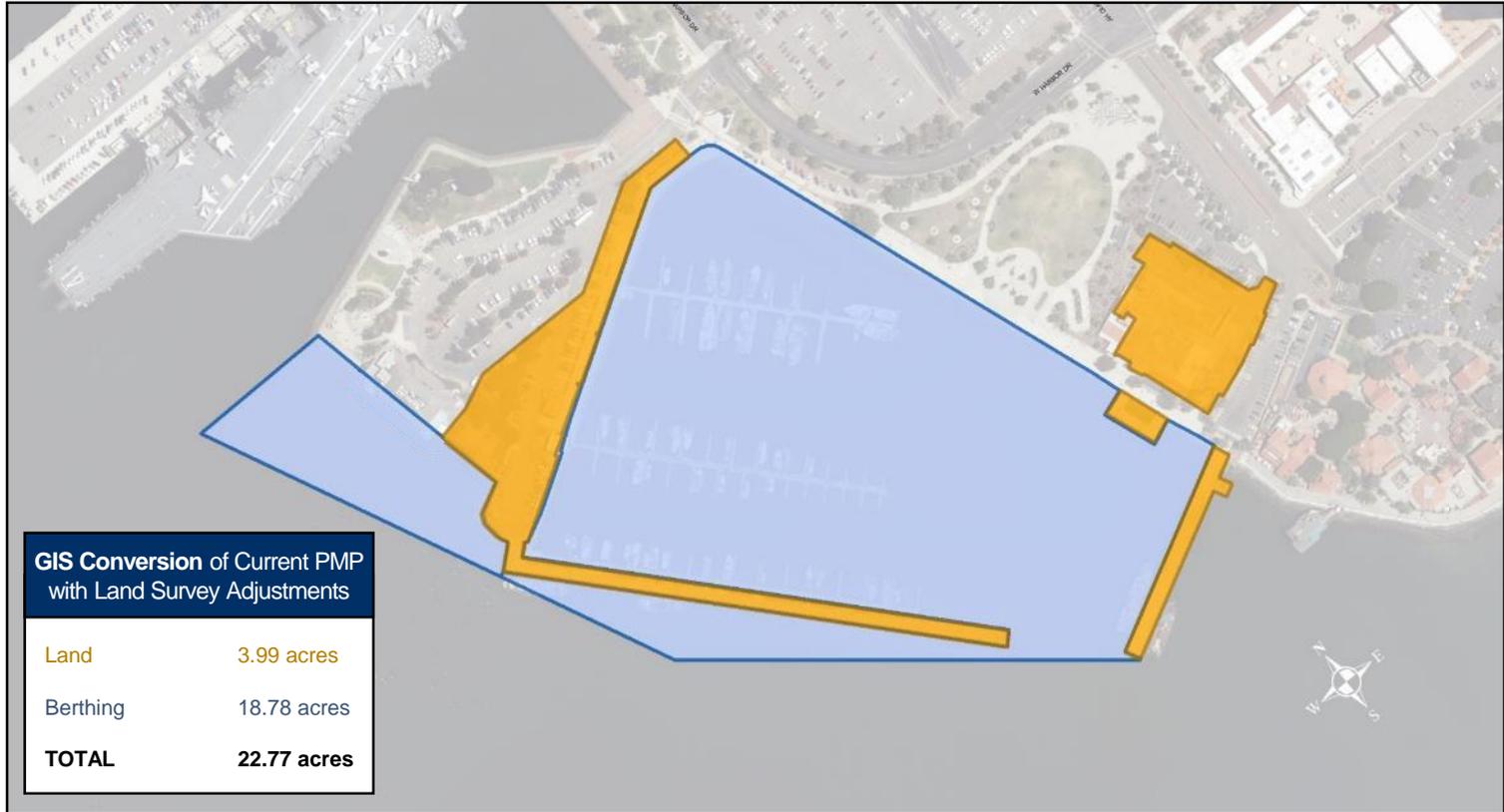
Embarcadero Planning District – **Commercial Fishing Designations**

Memorializing Existing Commercial Fishing Acreage: *Embarcadero – Method 2*



Embarcadero Planning District – **Commercial Fishing Designations**

Memorializing Existing Commercial Fishing Acreage: Embarcadero – Method 3



Embarcadero Planning District – Commercial Fishing Designations

Memorializing Existing Commercial Fishing Acreage: *Embarcadero*

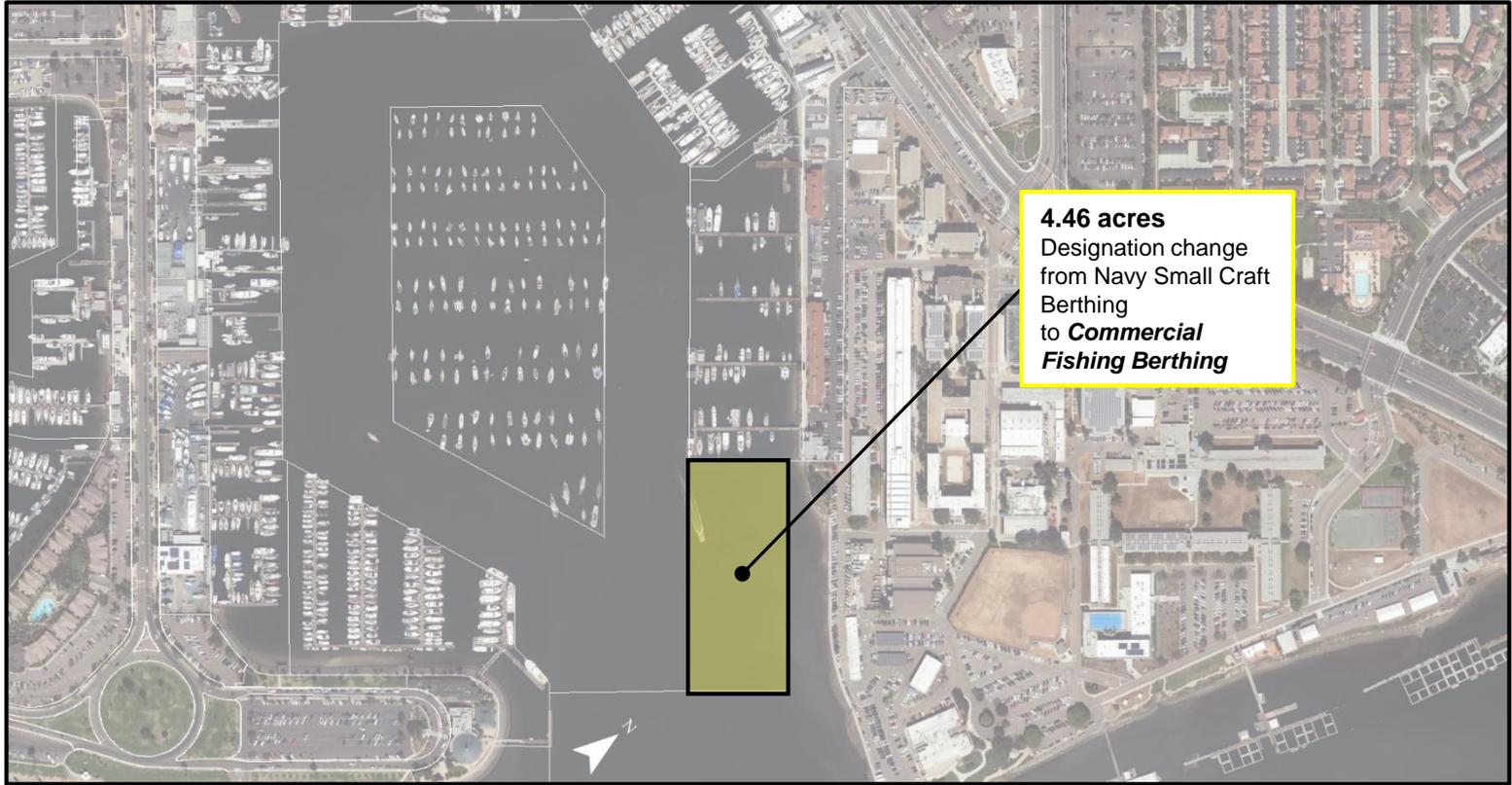
Commercial Fishing (CF) Designation	<u>METHOD 1</u> Current Port Master Plan CF Acreage	<u>METHOD 2</u> GIS Conversion of Current Port Master Plan	<u>METHOD 3</u> GIS Conversion + Survey Adjustment
Land	5.4 ac	3.68 ac	3.99 ac
Berthing	13.1 ac	18.62 ac	18.78 ac
TOTALS	18.5 ac	22.3 ac	22.77 ac

Memorializing Existing Commercial Fishing Acreage: *Baywide Totals (Shelter Island and Embarcadero)*

Commercial Fishing (CF) Designation	<u>METHOD 1</u> Current Port Master Plan CF Acreage	<u>METHOD 2</u> GIS Conversion of Current Port Master Plan	<u>METHOD 3</u> GIS Conversion + Survey Adjustment for Embarcadero
Land	8.3 ac	6.15 ac	6.46 ac
Berthing	18.8 ac	25.23ac	25.39 ac
TOTALS	27.1 ac	31.38 ac	31.85 ac

Options to Increase Commercial Fishing Areas

Option 1



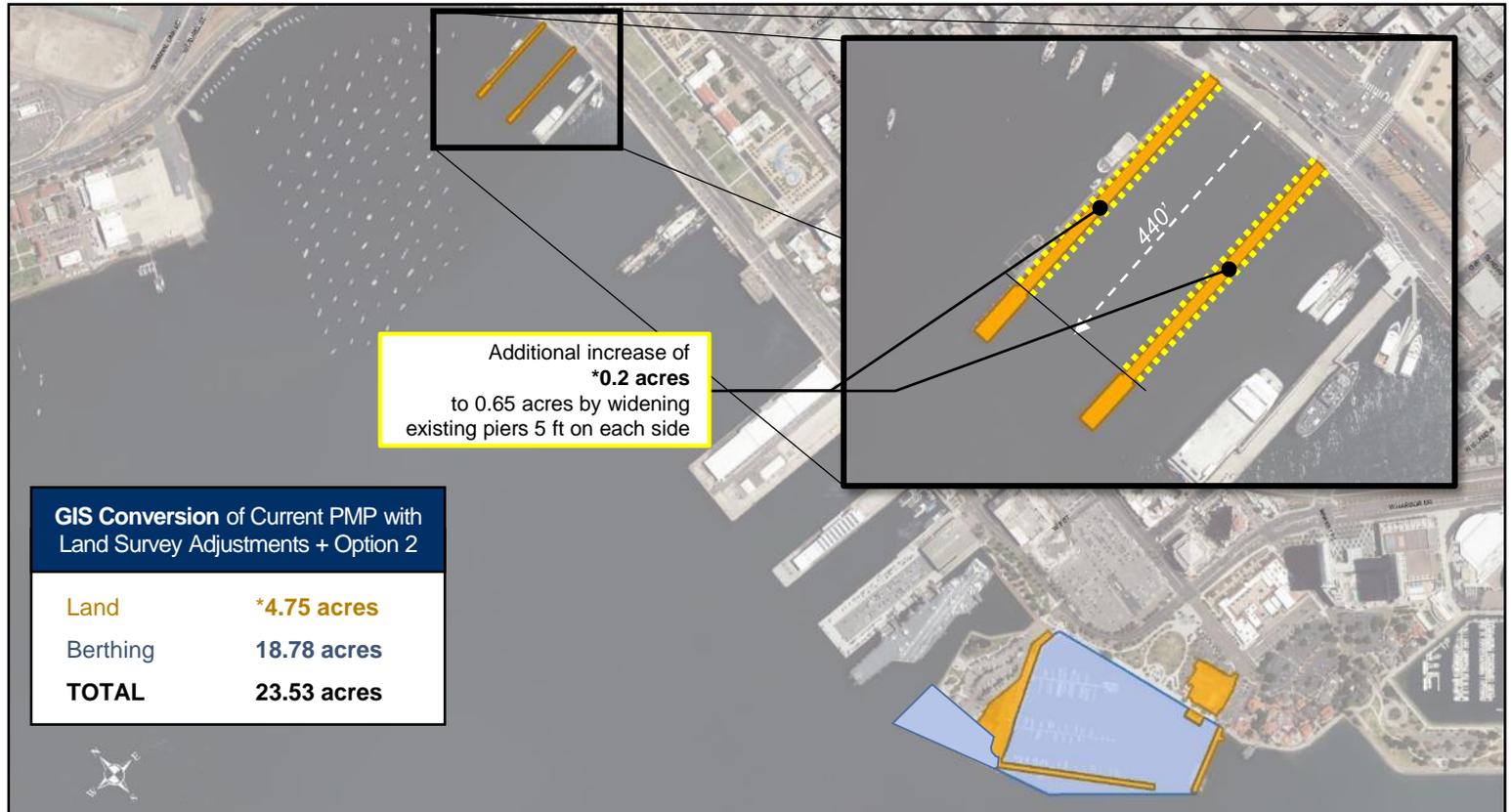
Shelter Island Planning District – **Commercial Fishing Designations**

Option 2a



Embarcadero Planning District – **Commercial Fishing Designations**

Option 2b



Embarcadero Planning District – Commercial Fishing Designations

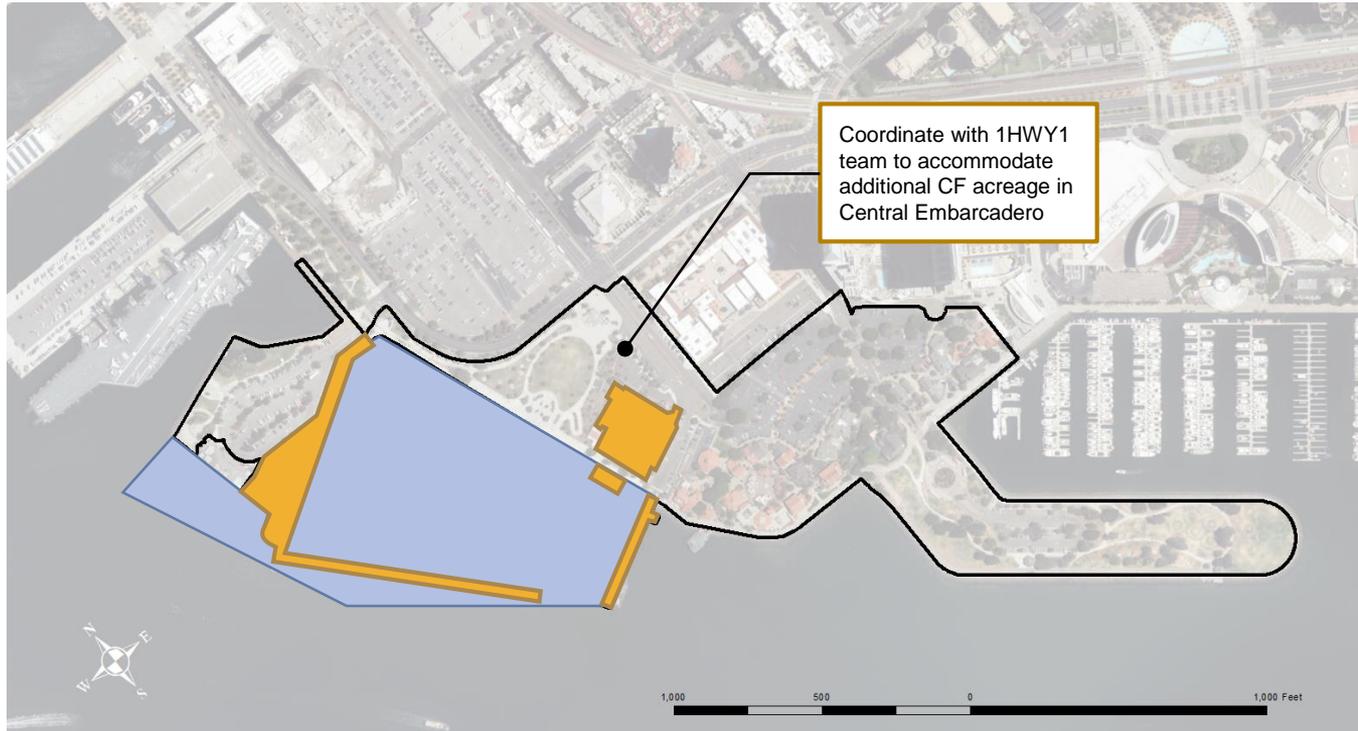
Options to Increase Commercial Fishing Acreage – Associated Cost Estimates for Grape Street Piers

	Low End	High End
Maintain Existing Piers (Option 2a)	\$3,735,000	\$5,150,000
Expand and Enhance Piers (Option 2b)	\$24,000,000	\$31,000,000

Options to Increase Commercial Fishing Acreage: Baywide Totals (Shelter Island and Embarcadero)

Commercial Fishing (CF) Designation	<u>OPTION 1 + 2a</u> Shelter Island Increase + <u>Existing</u> Grape Street Piers	<u>OPTION 1 + 2b</u> Shelter Island Increase + <u>Expanded</u> Grape Street Piers
Land	7.02 ac	7.22 ac
Berthing	29.85 ac	29.85 ac
TOTALS	36.87 ac	37.07 ac

Option 3



Embarcadero Planning District – **Commercial Fishing Designations**

Draft Policy Concepts: Commercial Fishing

Options to Increase Acreage:

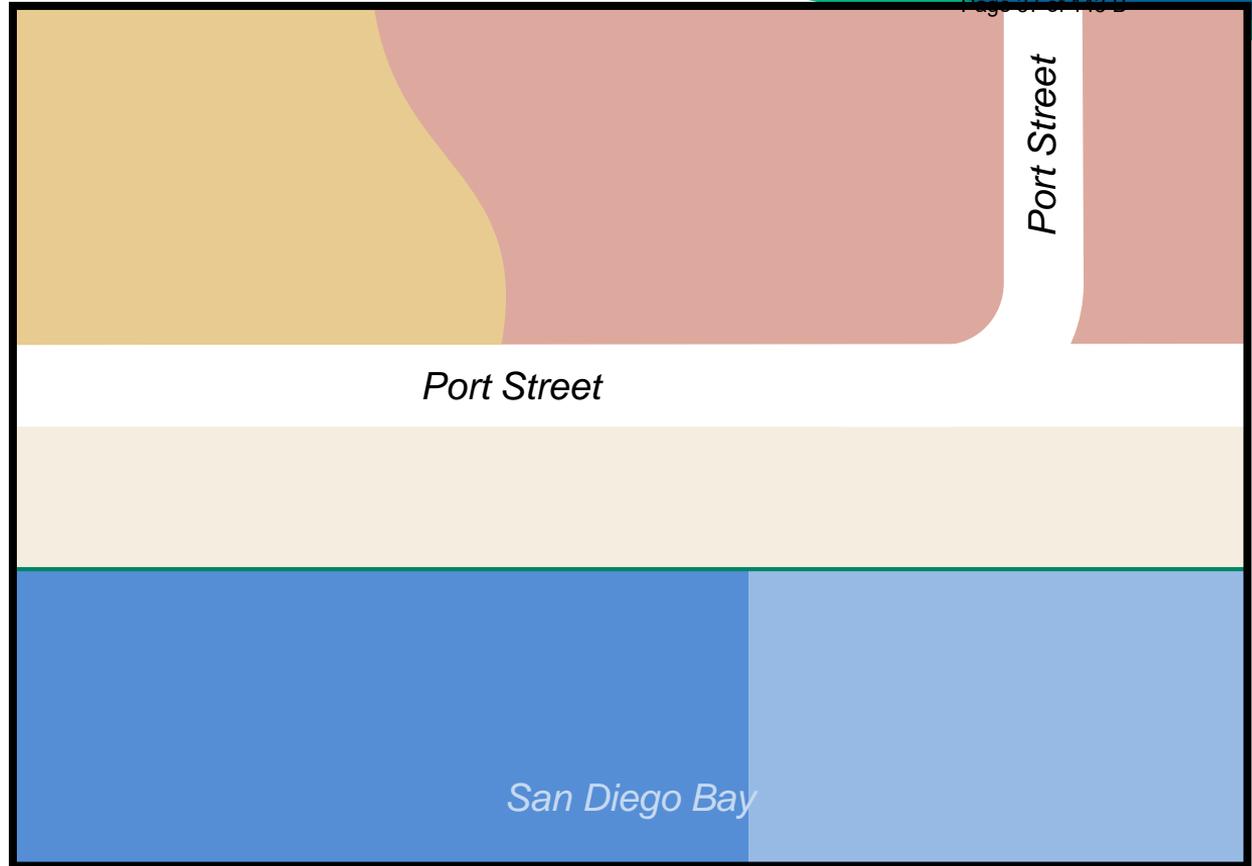
- 1 – Add 4.46 acres of berthing to Shelter Island
- 2a – Add 0.56 acres of land to Embarcadero with existing piers
- 2b – Add 0.78 (0.56 + 0.22) acres of land to Embarcadero with enhanced piers
- 3 – Coordinate with 1HWY1 to increase land acreage in Central Embarcadero

Commercial Fishing – Allowed Secondary Uses and Limitations

RECAP

CURRENT

Traditional Arrangement

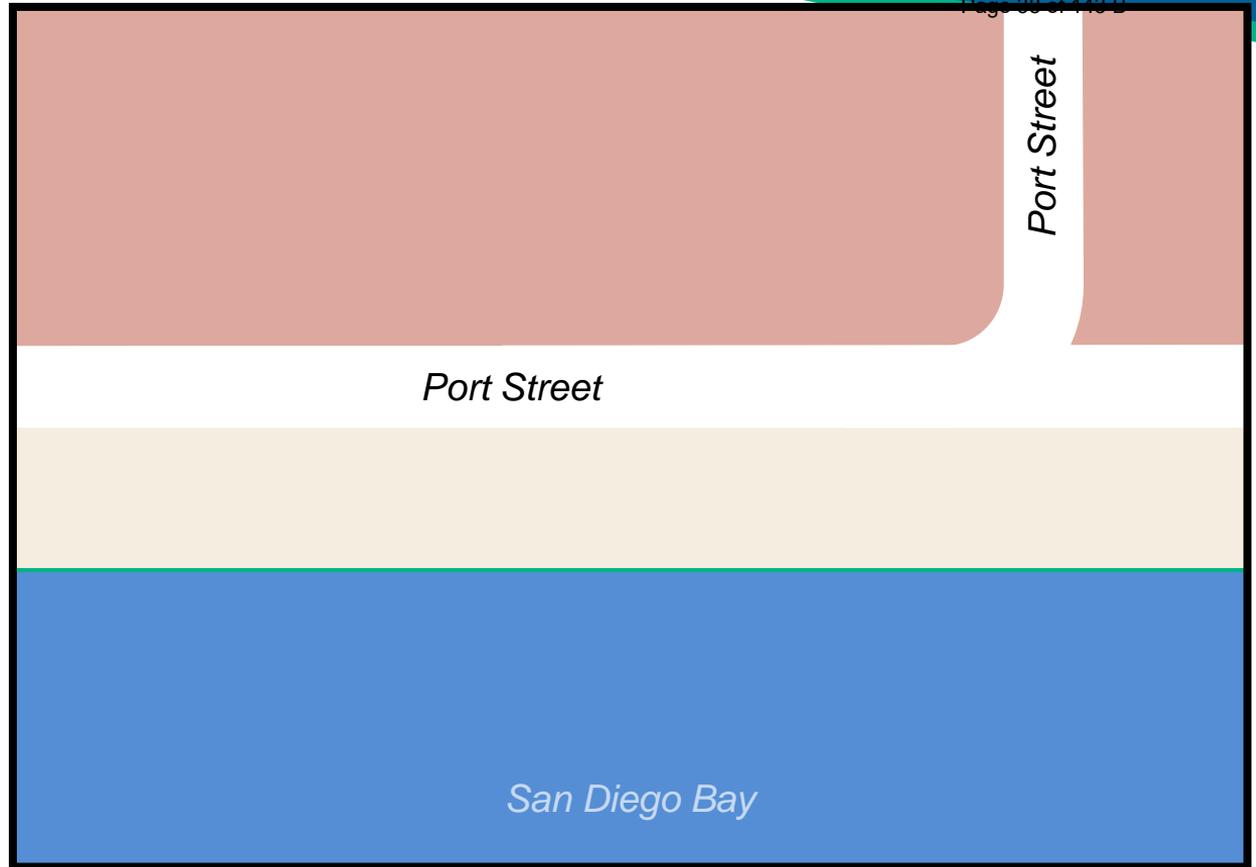


Sample for discussion purposes only

RECAP

FUTURE

Flexible Option
(Consolidate Land
and Water Use
Designations)



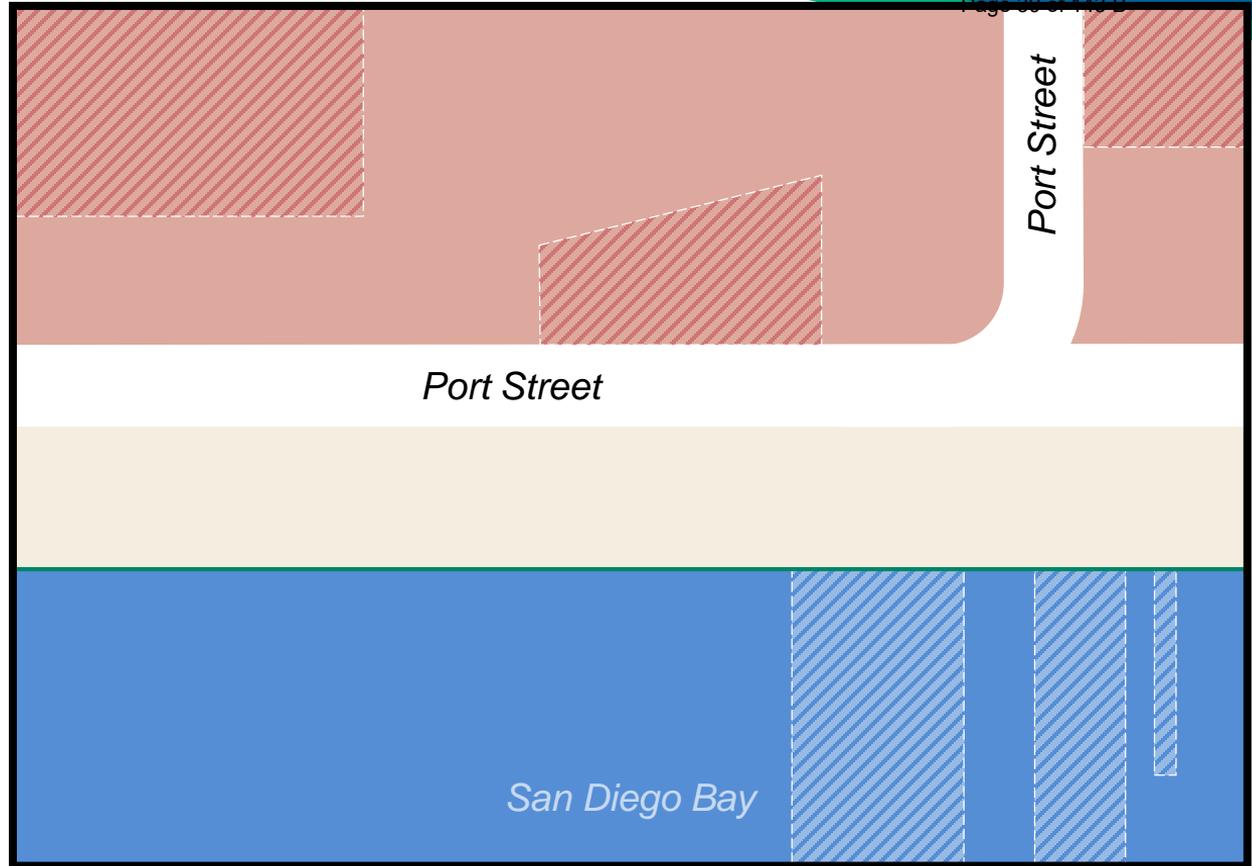
Sample for discussion purposes only

RECAP

FUTURE

More Flexible Option
(Introduce Primary
and Secondary
Allowable Uses)

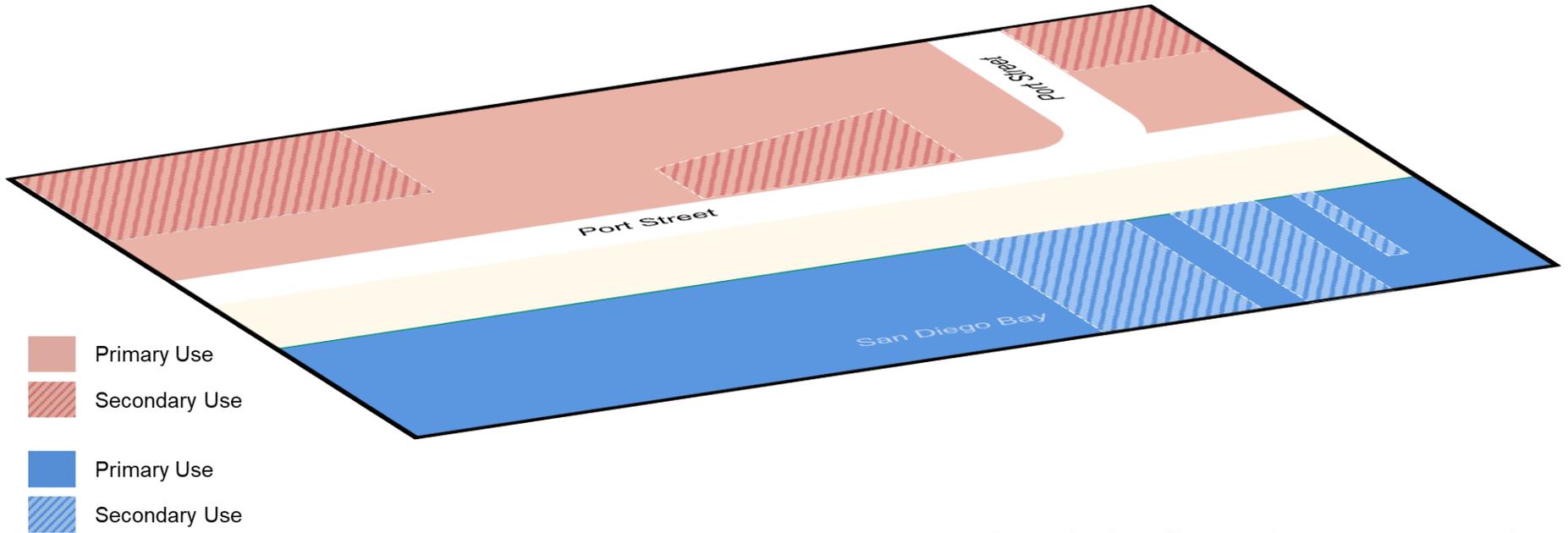
-  Primary Use
-  Secondary Use
-  Primary Use
-  Secondary Use



Sample for discussion purposes only

RECAP

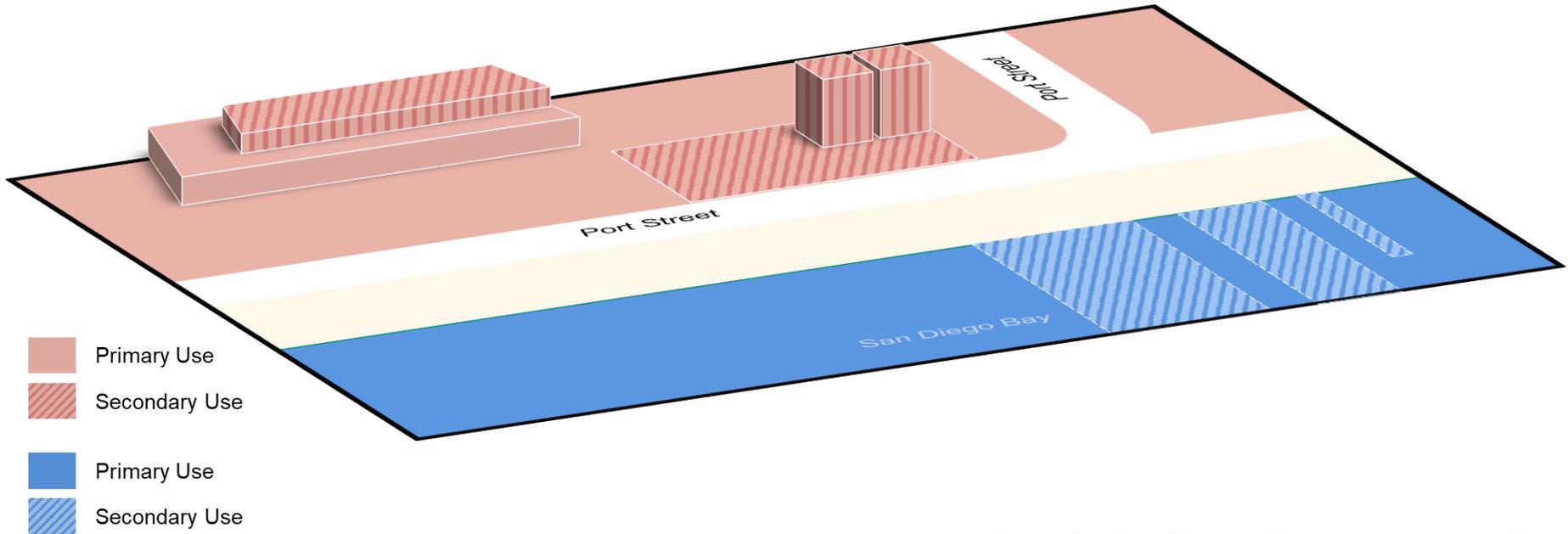
Limit **Secondary Uses** up to **one-fourth** of the Development Site



Sample for discussion purposes only

RECAP

Limit **Secondary Uses** up to *one-fourth* of the Development Site



Sample for discussion purposes only

Draft Policy Concepts: Commercial Fishing

Land & Water Use Designations Table – *Allowed Secondary Uses*

- **Commercial Fishing LAND**
 - Aquaculture, including associated fish laboratories and testing
 - Food Service/Restaurant (full service) that does not occupy ground floor areas and does not involve access or operations that conflict with Commercial Fishing
- **Commercial Fishing BERTHING***
 - Spill Response Services
 - Marine and Towing Services
 - Aquaculture
 - Other coastal-dependent commercial uses that do not interfere, conflict, or are not incompatible with commercial fishing operations

**Subject to termination provisions when space is needed by Commercial Fishing, along with commitment to establish an administrative process requiring consultation with the San Diego Fishermen's Working Group for management, monitoring and conflict resolution*

Draft Policy Concepts: Commercial Fishing

Land & Water Use Designations Table – Ratio of Allowed Secondary Uses

- **Consensus has not yet been established on:**
 - 25% allowed secondary uses
 - 33% allowed secondary uses
- **Staff recommends 25% to demonstrate protection of high-priority coastal-dependent primary uses, such as Commercial Fishing**

Draft Policy Concepts: Commercial Fishing Redevelopment Case Study

- **Two hypothetical development scenarios prepared**
 - Both assumed the same water uses
 - Secondary uses limited at 25%
 - Scenario 1 assumed restaurant land use as secondary
 - Scenario 2 assumed allowed non-commercial fishing land uses as secondary
- **Estimated income from both scenarios not sufficient to support project costs**
- **Public and/or Private partnerships for commercial fishing facilities require more Port assistance to cover project costs – whether privately or publicly operated**

Draft Policy Concepts: Commercial Fishing

Policy Questions for PMPU:

- A. Which options should we pursue to increase CF acreage?
- B. Should CF policies apply Baywide or by Planning District?
 - Should additional secondary uses be permitted?
 - Should a higher ratio of secondary to primary uses be permitted?
 - What is the right blend of public and/or private investment for CF?

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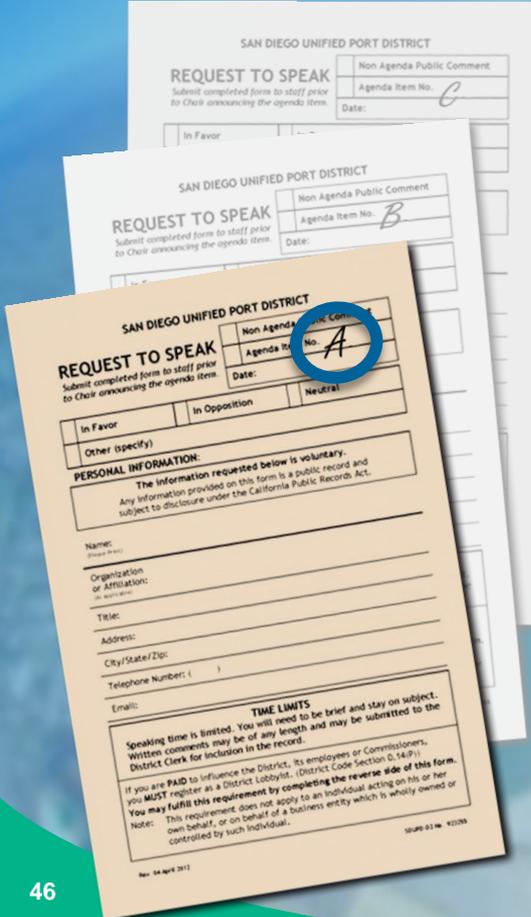
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Previous Commitments

Commitments – Central Embarcadero

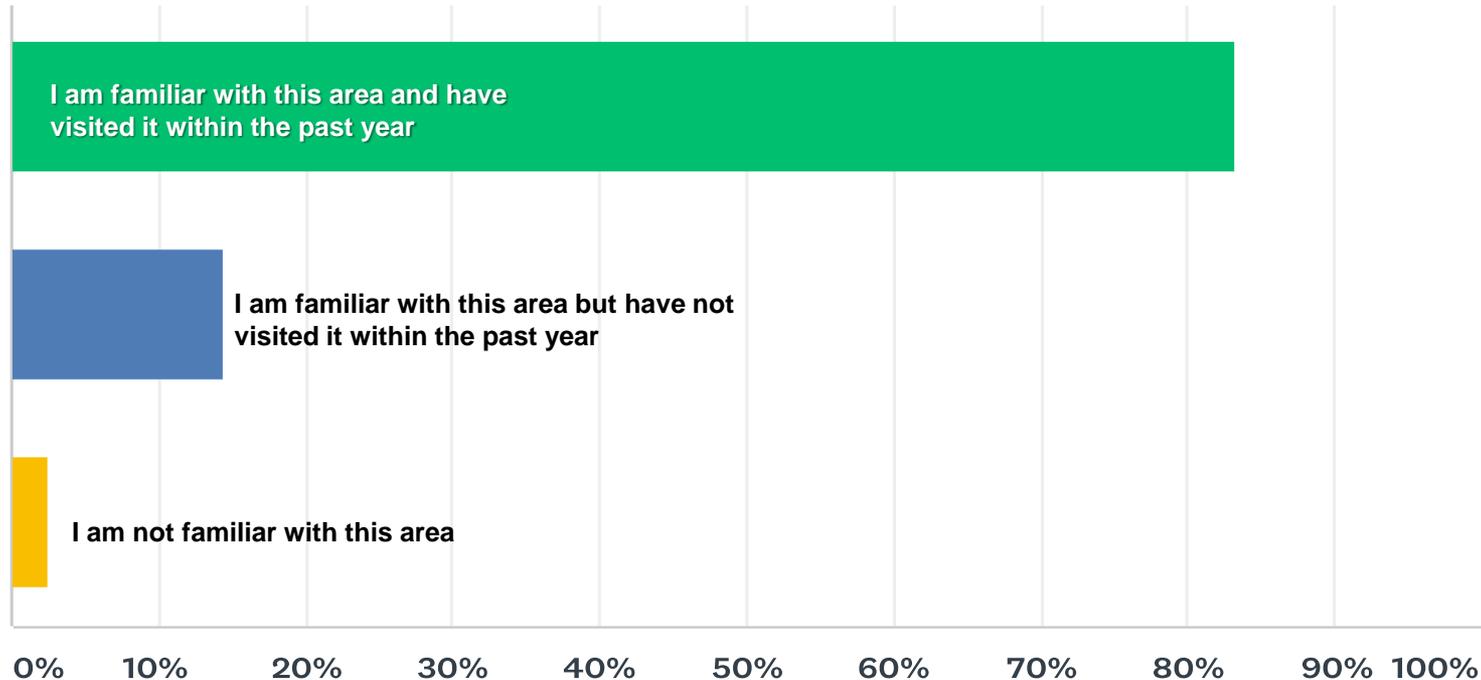
Agreement with San Diego Foundation for Ruocco Park

- Entered into Donation Agreement November 2008
- Foundation donated \$3.5M for design, construction and maintenance of park
- District agreed to name the park “Ruocco Park” and use exclusively as a park for 66-year term of agreement
- Park may be relocated if to a comparable downtown site of same size and only with the Foundation’s approval

Public Outreach for the Central Embarcadero Subdistrict

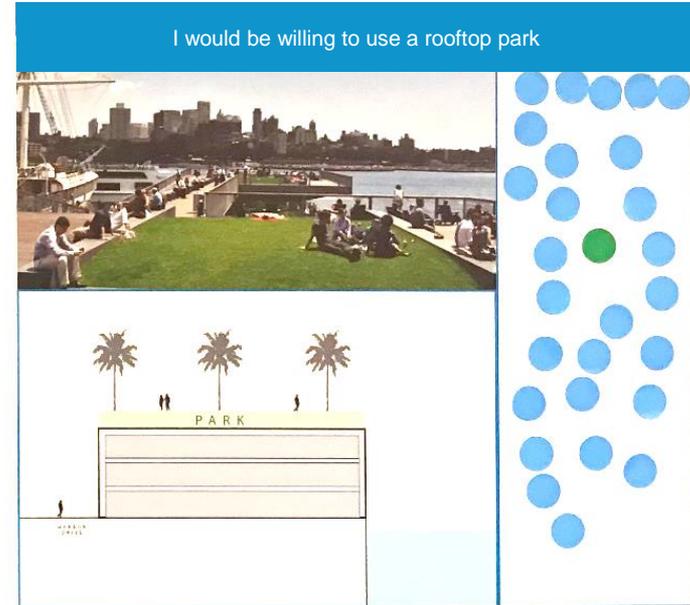
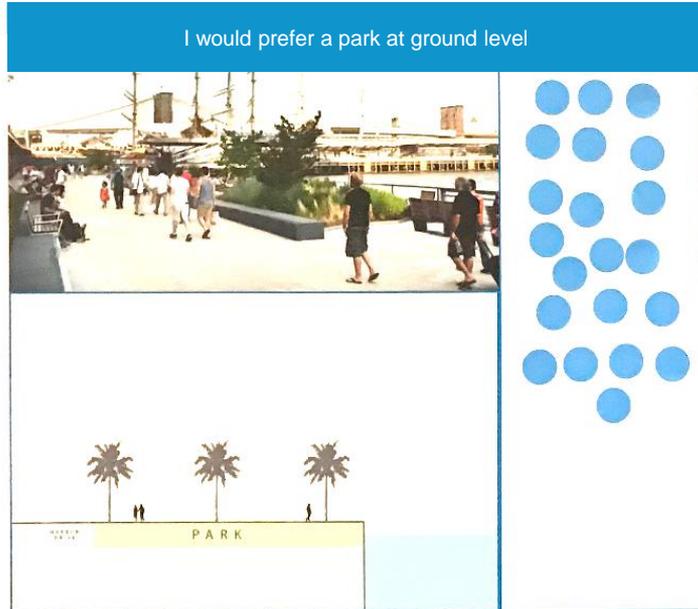
Public Outreach – Central Embarcadero Subdistrict

Which of these statements best describes your familiarity with the Central Embarcadero?



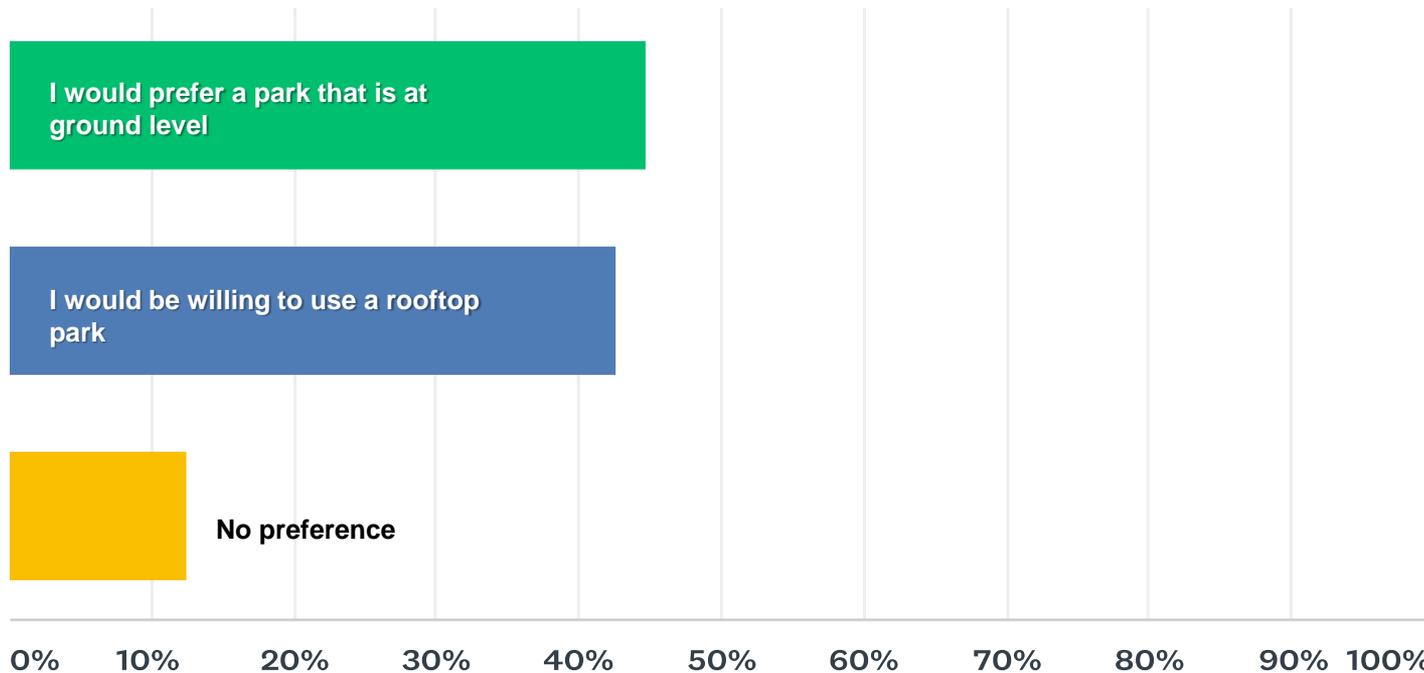
Public Outreach – Central Embarcadero Subdistrict

Do you generally prefer to visit a park that is at ground level or would you be willing to visit a rooftop park for enjoyment and recreation?



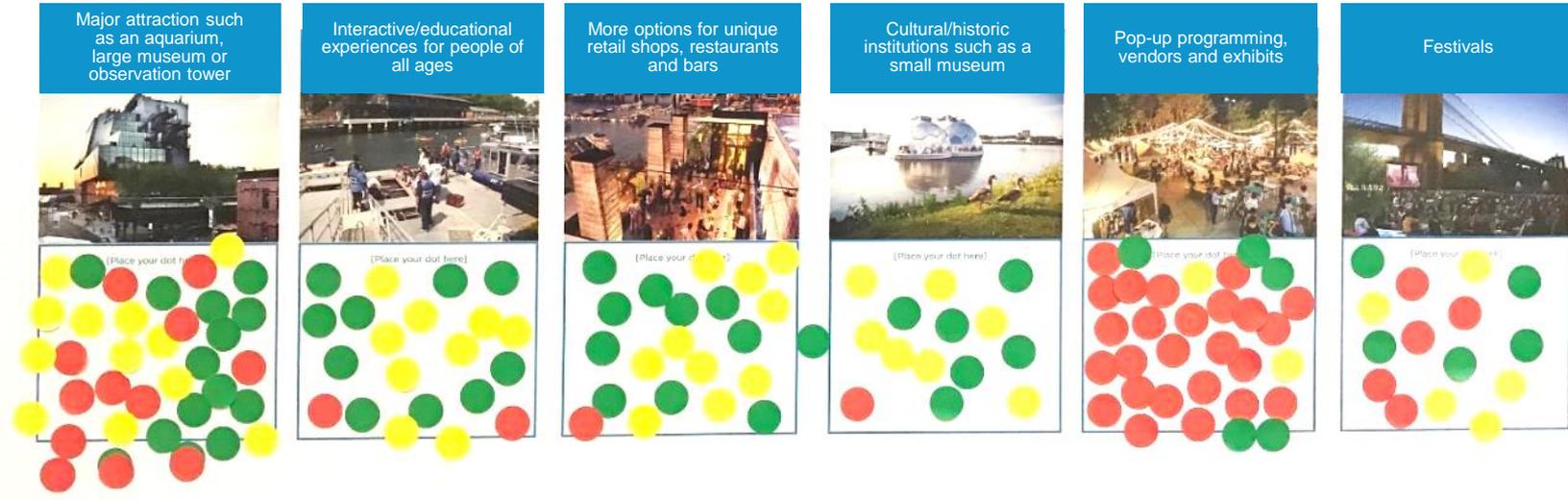
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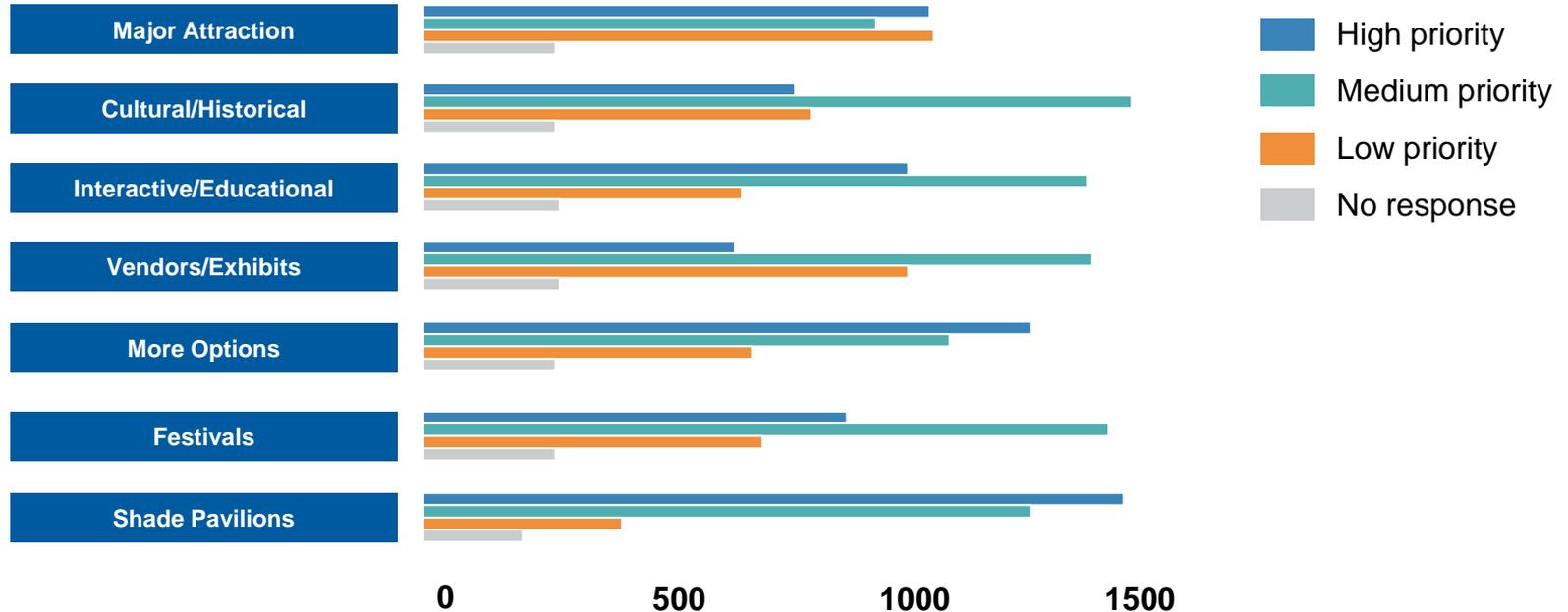
For each commercial and cultural amenity, please indicate whether it should be a priority for inclusion in the Central Embarcadero.



- FIRST PREFERENCE
- SECOND PREFERENCE
- LEAST IMPORTANT

Public Outreach – Central Embarcadero Subdistrict

For each commercial and cultural amenity, please indicate whether it should be a priority for inclusion in the Central Embarcadero.



Public Outreach – Central Embarcadero Subdistrict

Because there is limited space on the Central Embarcadero, the Port will need to prioritize among a variety of facilities and amenities that could be available.

- FIRST PREFERENCE
- SECOND PREFERENCE
- LEAST IMPORTANT

<p>Office space</p> <p>[Place your dot here]</p> <p>15 red dots</p>	<p>Overlooks to enjoy the waterfront view</p> <p>[Place your dot here]</p> <p>10 green dots, 2 yellow dots</p>	<p>Wetland habitat</p> <p>[Place your dot here]</p> <p>6 green dots, 2 yellow dots, 1 red dot</p>	<p>Boat docks</p> <p>[Place your dot here]</p> <p>4 green dots, 2 yellow dots, 2 red dots</p>	<p>Play structures</p> <p>[Place your dot here]</p> <p>2 red dots</p>	<p>Urban beach</p> <p>[Place your dot here]</p> <p>5 green dots, 2 yellow dots, 1 red dot</p>	<p>Outdoor exercise equipment</p> <p>[Place your dot here]</p> <p>1 green dot, 2 red dots</p>
<p>Shade pavilions to protect from the sun</p> <p>[Place your dot here]</p> <p>1 green dot</p>	<p>Water features/Interactive fountains</p> <p>[Place your dot here]</p> <p>5 red dots, 1 yellow dot</p>	<p>Non-motorized boat launch</p> <p>[Place your dot here]</p> <p>4 yellow dots, 3 green dots, 1 red dot</p>	<p>Outdoor recreation space for tai chi, yoga, etc.</p> <p>[Place your dot here]</p> <p>3 green dots, 2 yellow dots</p>	<p>Restaurants or cafes</p> <p>[Place your dot here]</p> <p>8 yellow dots, 1 green dot</p>	<p>Public art</p> <p>[Place your dot here]</p> <p>1 green dot, 2 yellow dots</p>	<p>Amphitheater</p> <p>[Place your dot here]</p> <p>5 yellow dots, 1 green dot</p>

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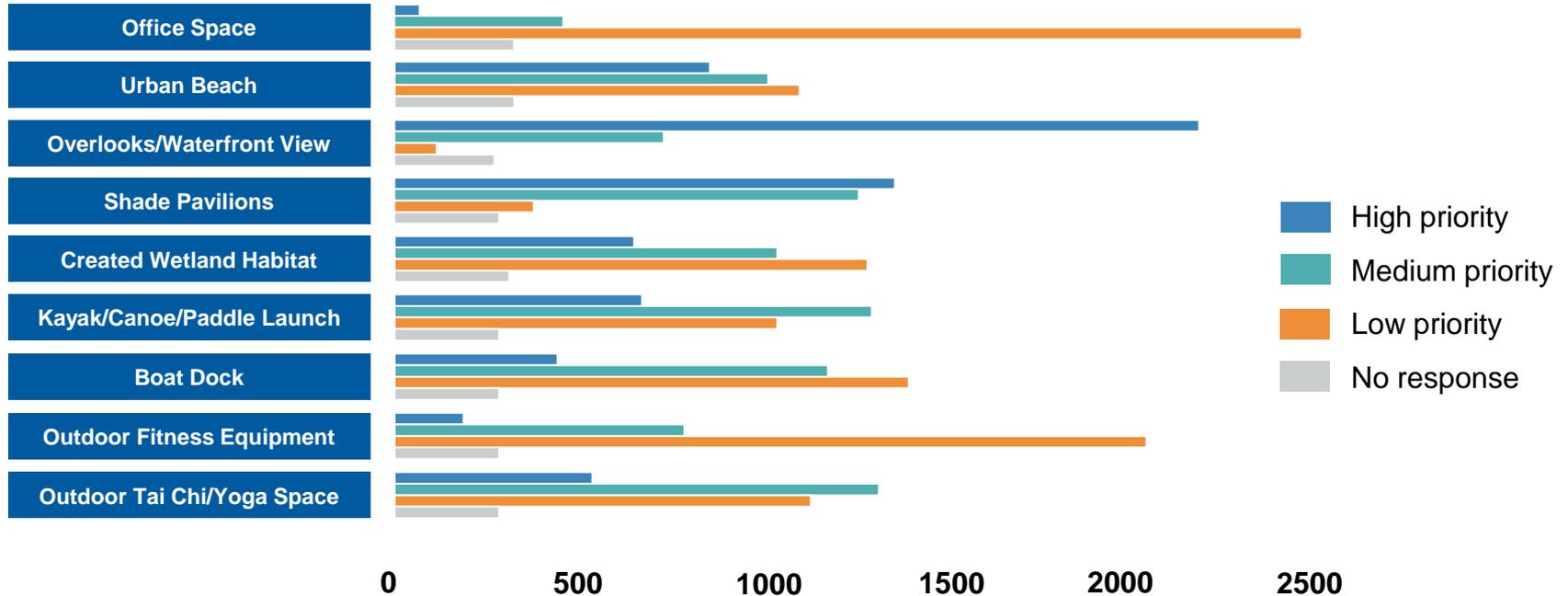
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Public Outreach – Central Embarcadero Subdistrict

Because there is limited space on the Central Embarcadero, the Port will need to prioritize among a variety of facilities and amenities that could be available.



What makes an
active and
dynamic
waterfront?

What We Heard

Harbor Drive

- Emphasize pedestrian safety, with less importance on drive lanes, but still want to have a signature waterfront drive experience

Location of Open Space

- Emphasize open space locations with direct visual and physical connections to the water

Type of Open Space

- Emphasize a diversity in the types of spaces and activities that are available while making it safe and active

What We Heard

Dining and Eating

- A variety of restaurants, including low-price, quick snacks, as well as up-scale, view oriented eateries

Pedestrian Access

- Easy walking along the waterfront with great views to the water, but separate anything with wheels

Parking

- Open to parking in mobility hubs that are within 5-10 minute walk to the waterfront that are connected to transit

What We Heard

Overlooks/views of the water

- Maintain and enhance views of the waterfront with unobstructed pedestrian views, and new elevated views

Bicycle friendly

- Bikes are important, with separation from pedestrian where feasible

Seating areas with shade

- Shaded areas to rest while walking and enjoying the waterfront

Mobility Hubs

Mobility System



Airport

Hub

Hub

Hub

**Convention
Center**



Mobility Hubs

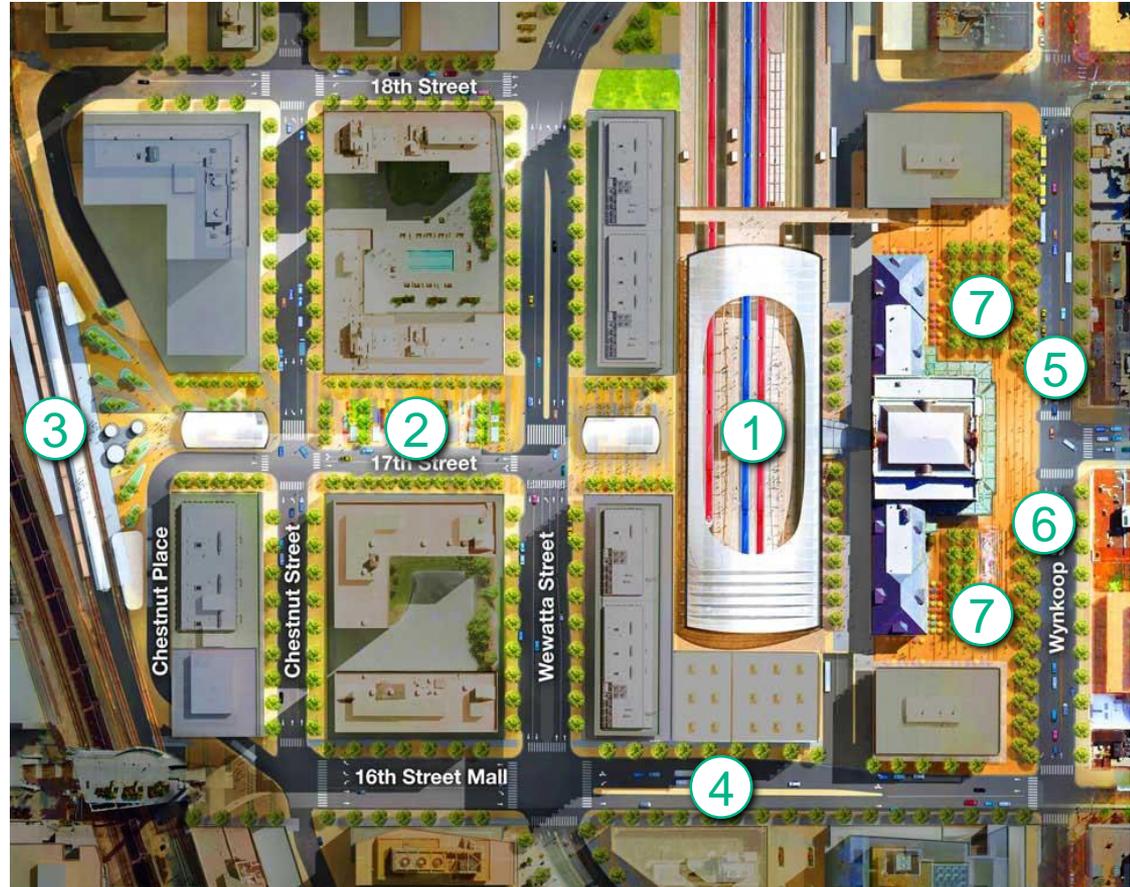
- Introduce mobility hub(s) within 5-10 minute walking distances from points of interest
- Emphasize connectivity between bayfront circulator, mobility hubs, and points of interest
- Maintain flexibility and ability to adapt to ever-changing market conditions

Mobility Hubs

Case Study:

Denver Union Station

1. Commuter Rail
2. Regional Bus Center
3. Lightrail/Transit
4. Free Mall Shuttle
5. Ride Share
6. Dedicated Bike Lanes
7. Community Open Space



Mobility Hubs

Case Study: Denver Union Station



Reconfigure Harbor Drive

To enable the bayfront circulator and enhance pedestrian experience we must re-prioritize and reduce the width of Harbor Drive

Reconfigure Harbor Drive

Transit

- Introduce a bayfront circulator with dedicated transit lanes in each direction

Mobility

- Enhance system-wide mobility by balancing all mobility modes

Parking

- Where feasible maintain parallel parking / loading / valet capabilities along Harbor Drive

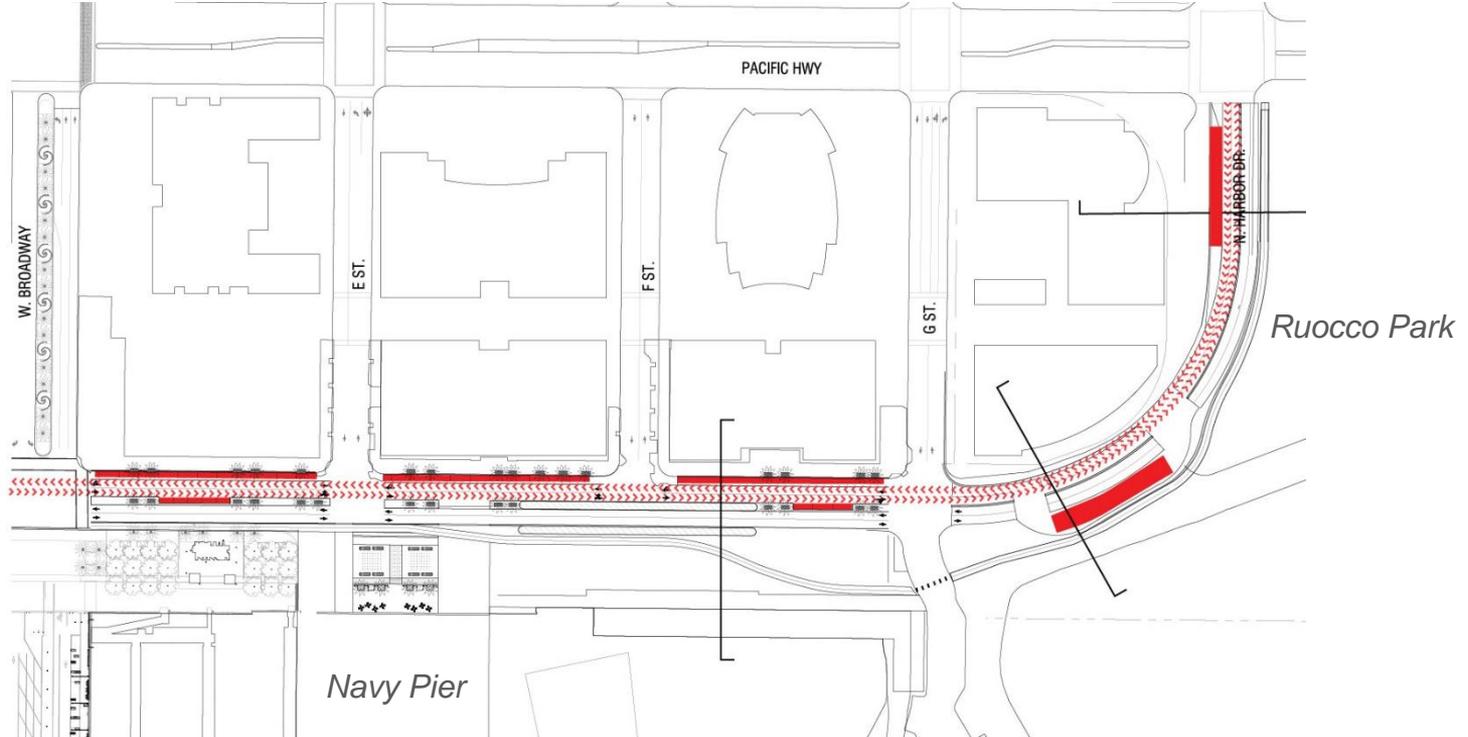
Bicycles

- Introduce dedicated bike lanes



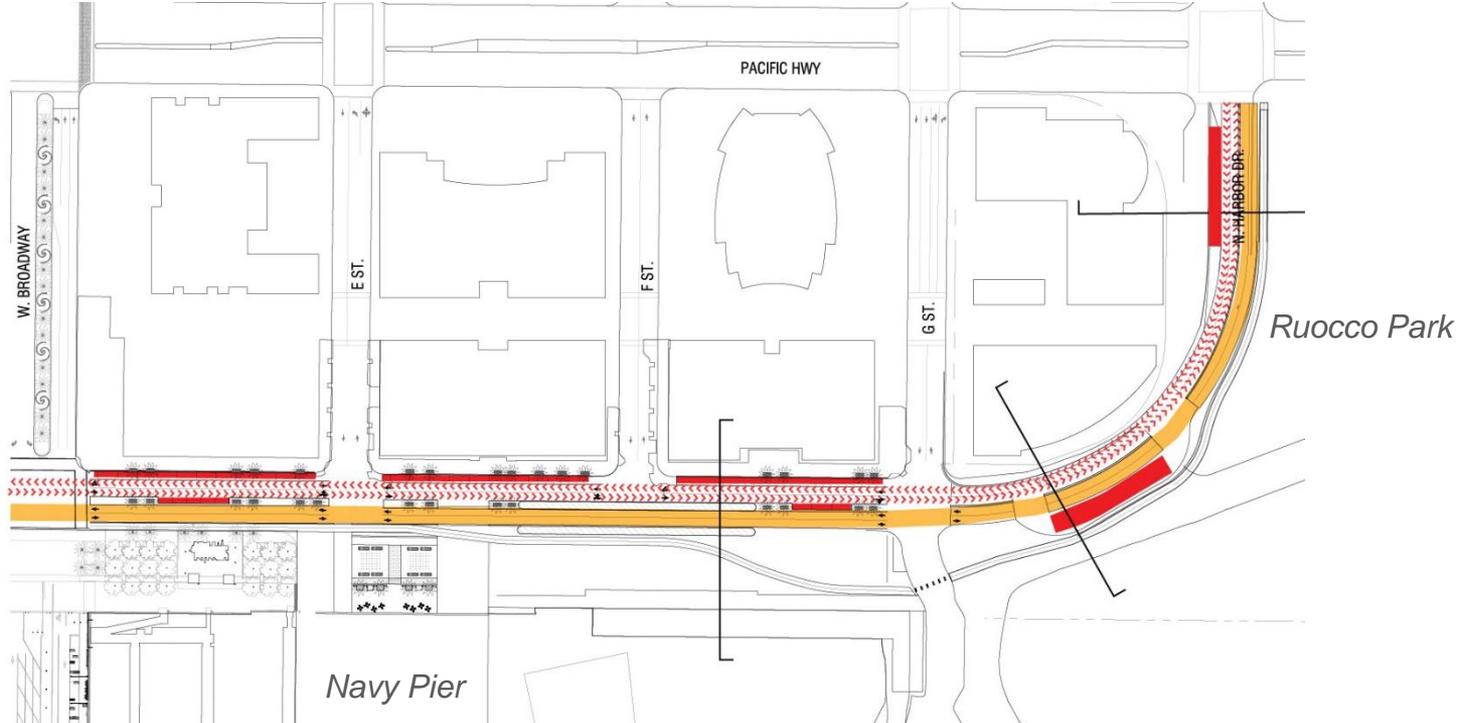
Reconfigure Harbor Drive

Cars and Parking



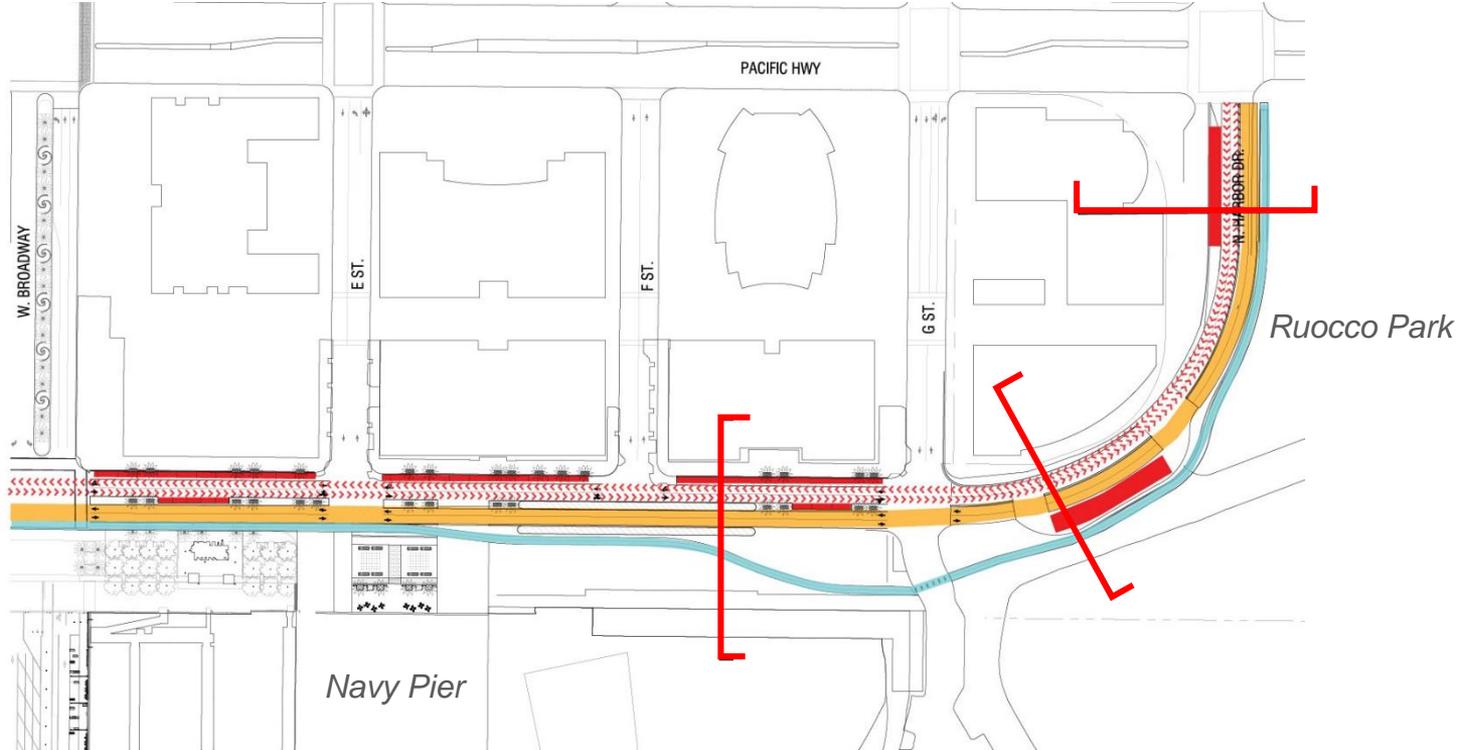
Reconfigure Harbor Drive

Bayfront Circulator

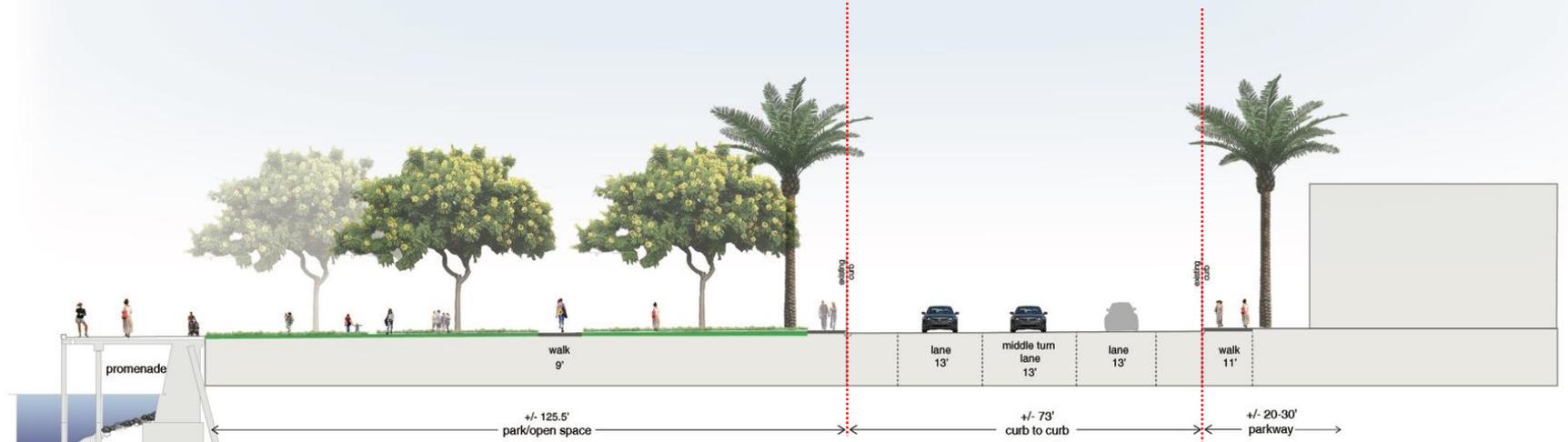


Reconfigure Harbor Drive

Bicycles



Reconfigure Harbor Drive



Existing Harbor Drive Street Section

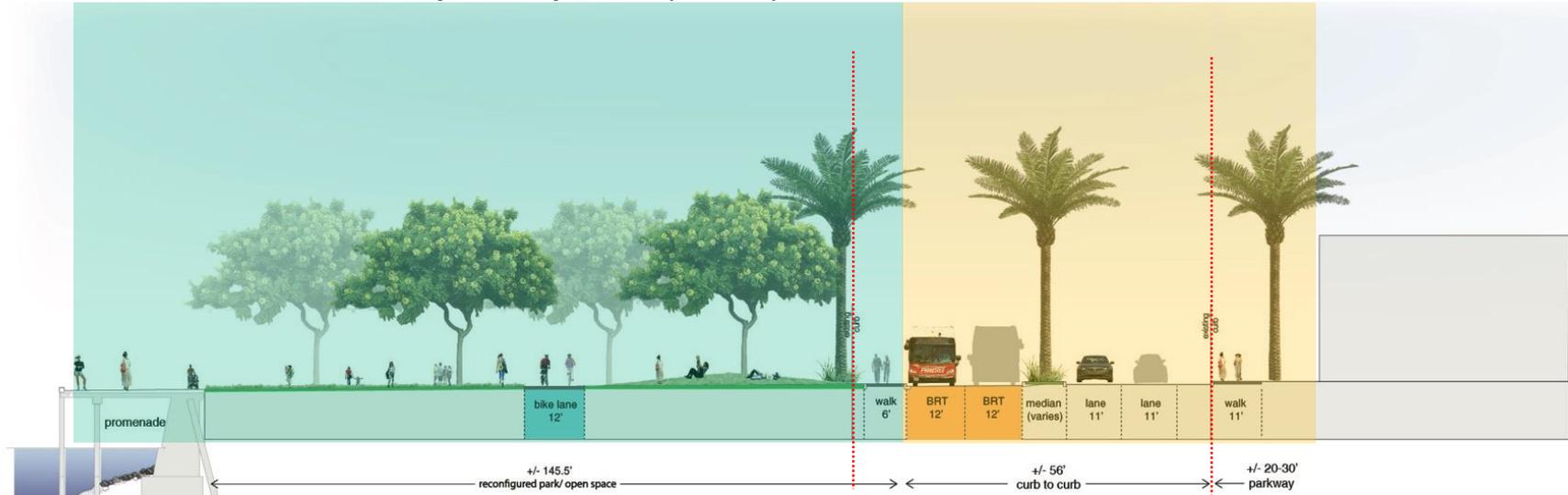


Graphics are for illustrative purposes only

Reconfigure Harbor Drive

Recreation Open Space (ROS)

Public Realm

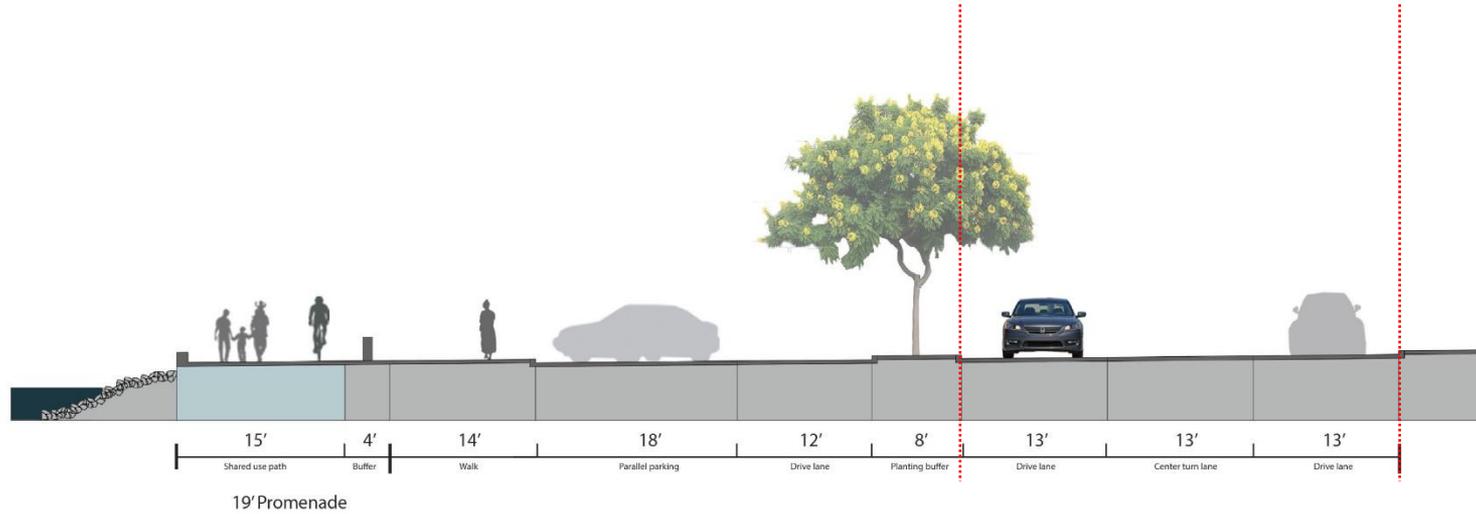


Conceptual Harbor Drive Street Section



Graphics are for illustrative purposes only

Reconfigure Harbor Drive

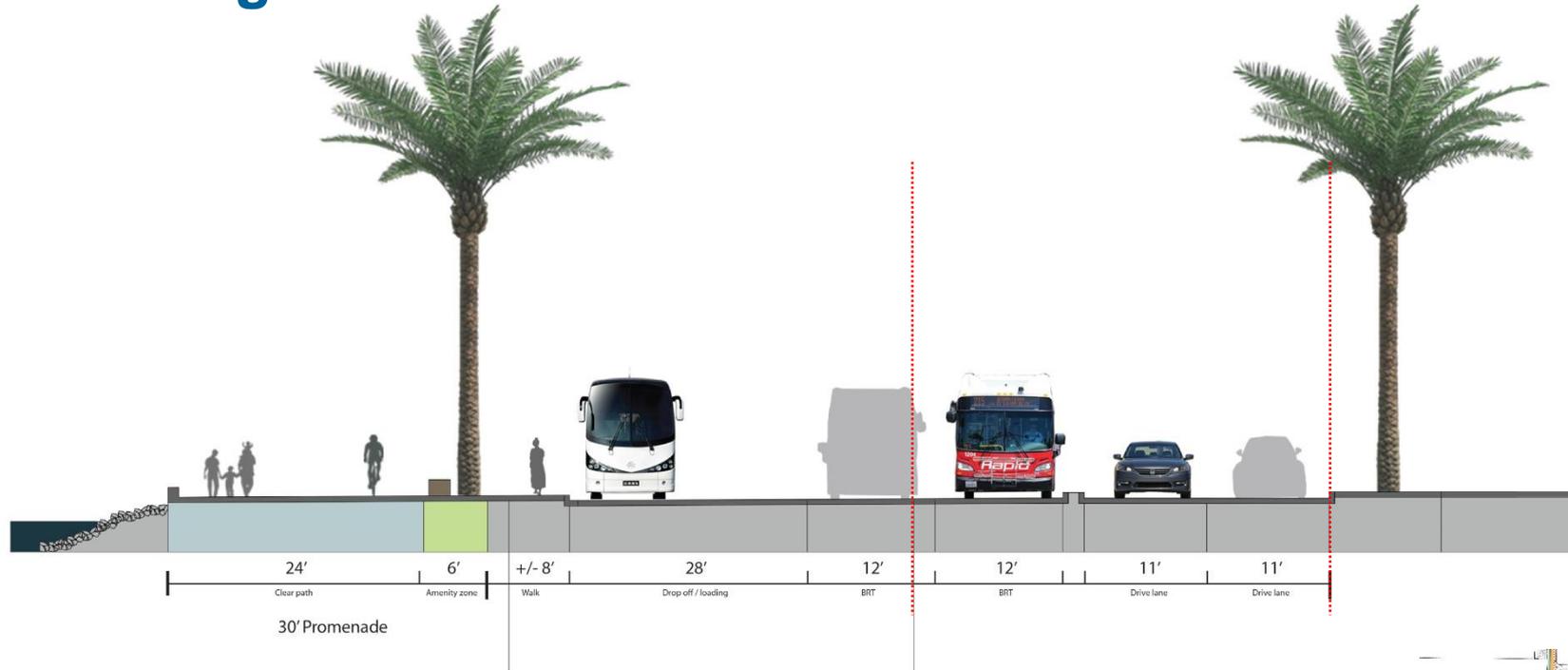


Existing Harbor Drive Street Section

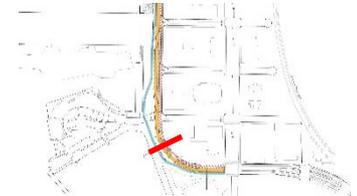


Graphics are for illustrative purposes only

Reconfigure Harbor Drive

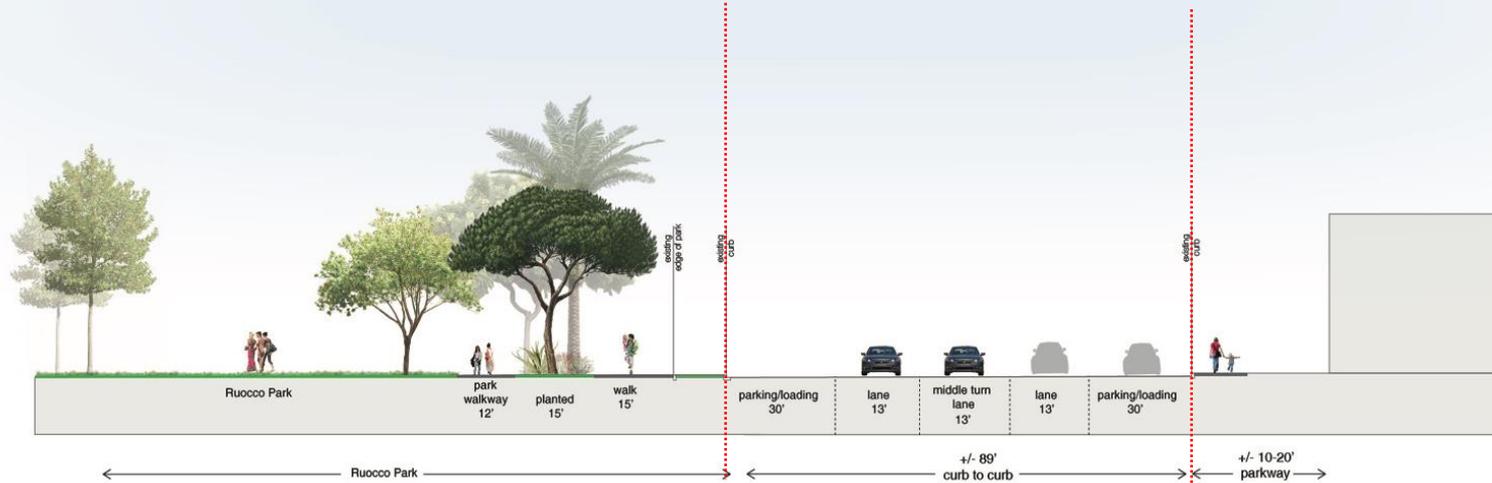


Conceptual Harbor Drive Street Section

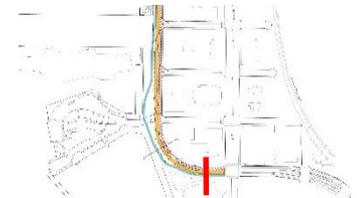


Graphics are for illustrative purposes only

Reconfigure Harbor Drive

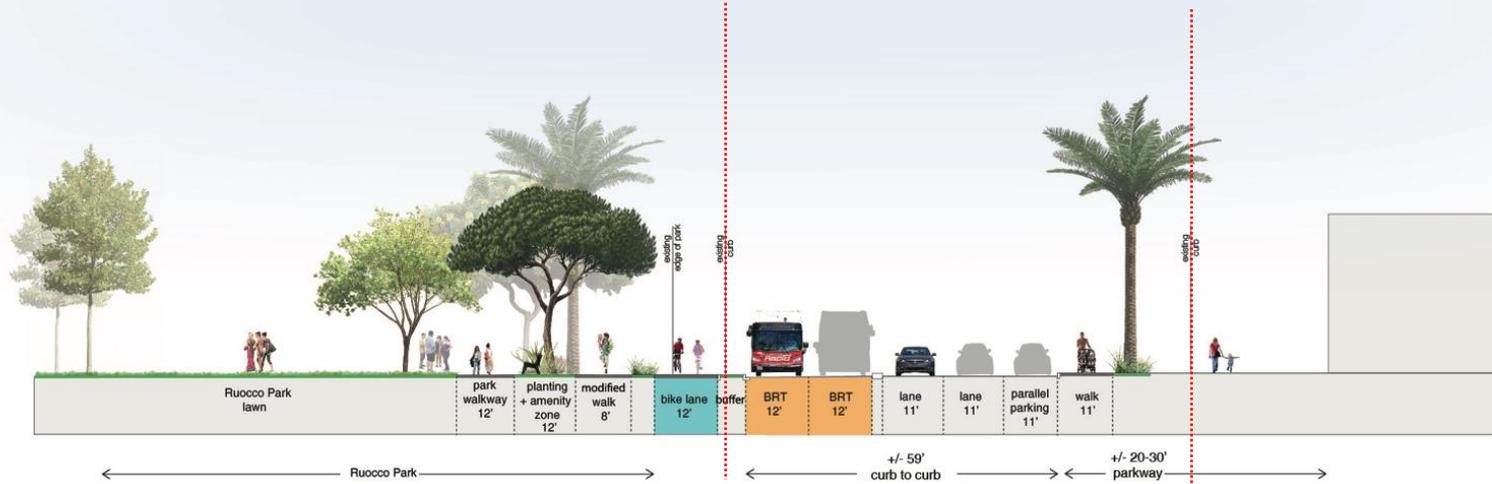


Existing Harbor Drive Street Section

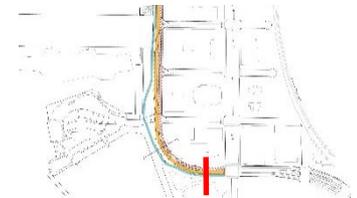


Graphics are for illustrative purposes only

Reconfigure Harbor Drive



Conceptual Harbor Drive Street Section



Graphics are for illustrative purposes only

Central Embarcadero – Subdistrict Draft Policy Concepts



Water Mobility

- Create opportunities for water to land transfer points throughout the Central Embarcadero to support water based transit and transient vessel berthing



Recreation Open Space

Policy Concepts for ROS establish the type of open space that can be expected as the Central Embarcadero evolves

Recreation Open Space

Total Acreage Required

ROS shall total a minimum of 17 acres

- 15 acres of the required ROS shall be included in the Overlay area
- ROS to be provided within the Overlay shall include a minimum of 5 acres as a single park space at ground level
- The remaining acreage shall be well-connected and located adjacent to, or with visual connectivity to the waterfront

Recreation Open Space

Public Realm

- Public realm spaces such as streets, dedicated outdoor dining areas, and other pedestrian ways that are not designated ROS do not qualify, but shall be encouraged



Recreation Open Space

Promenade

- Provide a continuous 30' wide waterside promenade, inclusive of an 6' amenity zone that may include planting, site furnishings, signage, and other visitor serving amenities located on the non-waterside of the promenade
- Promenade through the Central Embarcadero shall be a mixed-use (bike and pedestrians) facility

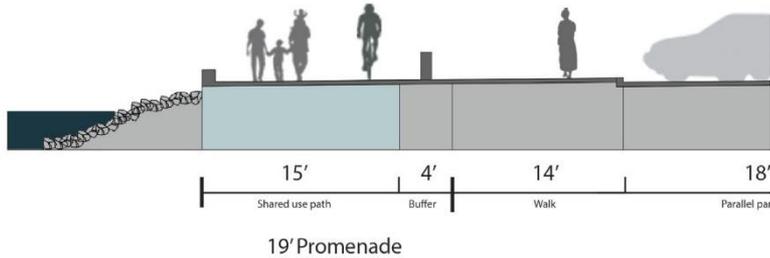


Recreation Open Space

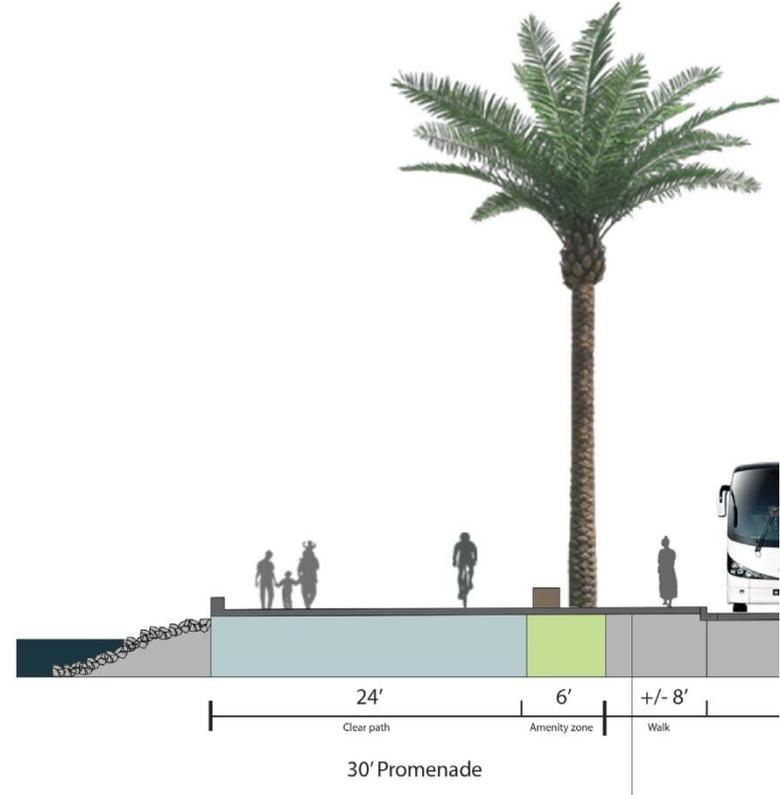
Promenade



KEY MAP



Existing Section



Conceptual Section

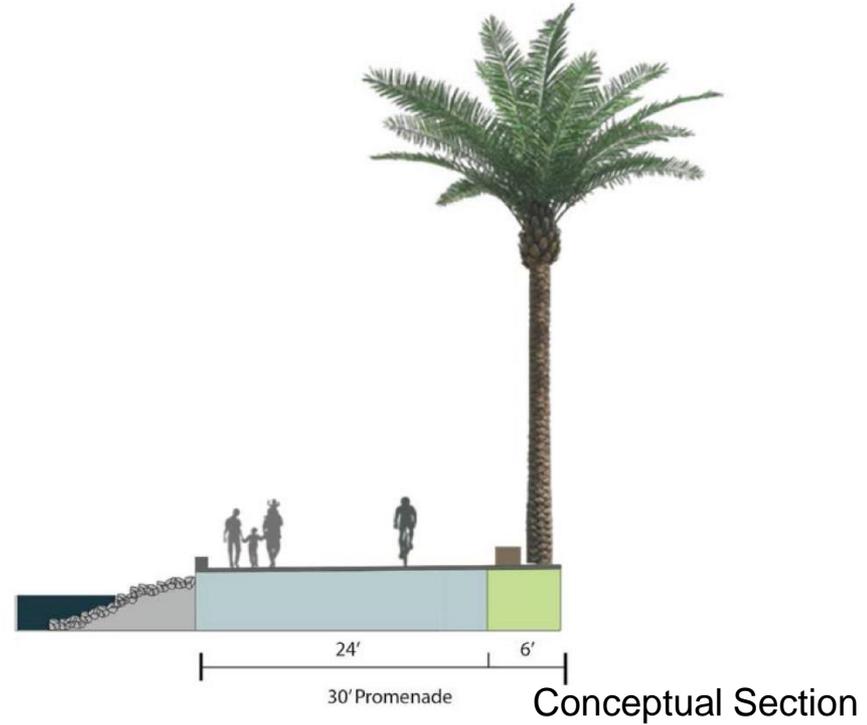
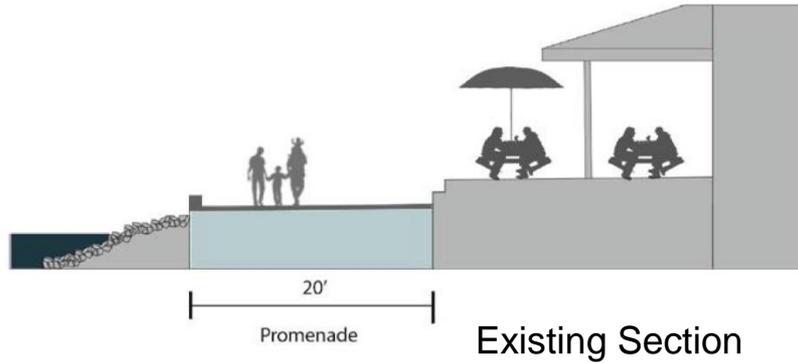
Graphics are for illustrative purposes only

Recreation Open Space

Promenade



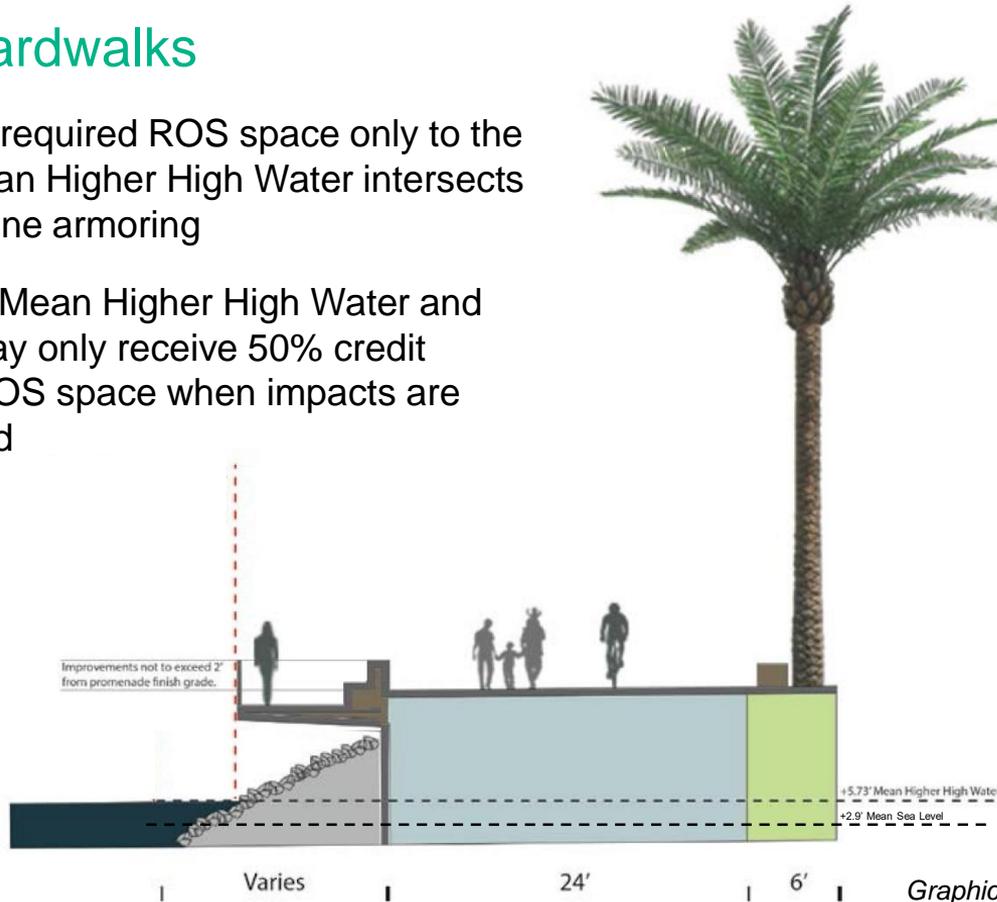
KEY MAP



Recreation Open Space

Cantilevered Boardwalks

- May count towards required ROS space only to the point where the Mean Higher High Water intersects with existing shoreline armoring
- Areas between the Mean Higher High Water and Mean Sea Level may only receive 50% credit towards required ROS space when impacts are avoided or mitigated



Graphics are for illustrative purposes only

Recreation Open Space

Open Space Activation

- Encourage temporary “Pop-Up” activities and experimental programming in Embarcadero Marina Park North by maintaining a minimum of 2.25 acres of flexible open space
- 2.25 acres would accommodate
 - 900 people for movies in the park
 - 300 market stalls
 - 200 vehicles for car show displays



Graphics are for illustrative purposes only

Recreation Open Space

Open Space Activation

- Introduce up to 6 activating features that work synergistically with the existing and proposed retail amenities to enhance the overall pedestrian experience and extend users stay on the waterfront
- Activating features shall be dispersed throughout the ROS within a 5-10 minute walking distance from each other



Recreation Open Space

Rooftop Park Space

- Introduce visually and physically accessible roof top open space to provide users with a new and unique experience of the Bay
- Roof top open space shall qualify at a 2:1 basis to satisfy the ROS requirements
- Roof top open space shall be physical and visually connected to the ground plane in multiple locations
- ADA access shall be provided off of the public right-of-way, and not through interior spaces of buildings

Recreation Open Space

Rooftop Park Space – Lincoln Center



Recreation Open Space

Rooftop Park Space – Oslo Opera House



Recreation Open Space

Rooftop Park Space – Oslo Opera House



Recreation Open Space

Water-based Activation

- Engage the bay by providing water accessibility that enables user to touch the water in safe way
- Encourage non-motorized watercraft launch points in publicly accessible ROS, to promote water-based uses



Recreation Open Space

Publicly Accessible Pier

- Shall consider adding up to 40,000 sq. ft. in new pier(s) located adjacent to Fish Market at G Street Mole and/or between existing Fish Harbor Pier and Embarcadero Marina Park North
- Piers must be publicly accessible or for high-priority coastal-dependent uses, such as commercial fishing



Graphics are for illustrative purposes only

Development Guidelines

View Corridor Extensions

- Preserve View Extension Corridors at Kettner, and Pacific Highway that connect visually and physically between Harbor Drive and the Bayfront
- No building or associated architectural features such as awnings, signage, or structural cantilevers shall be permitted to protrude in the View Corridor Extension



Development Guidelines

View Corridor Extensions

- Building Setbacks and heights shall comply with the Downtown San Diego Community Plan

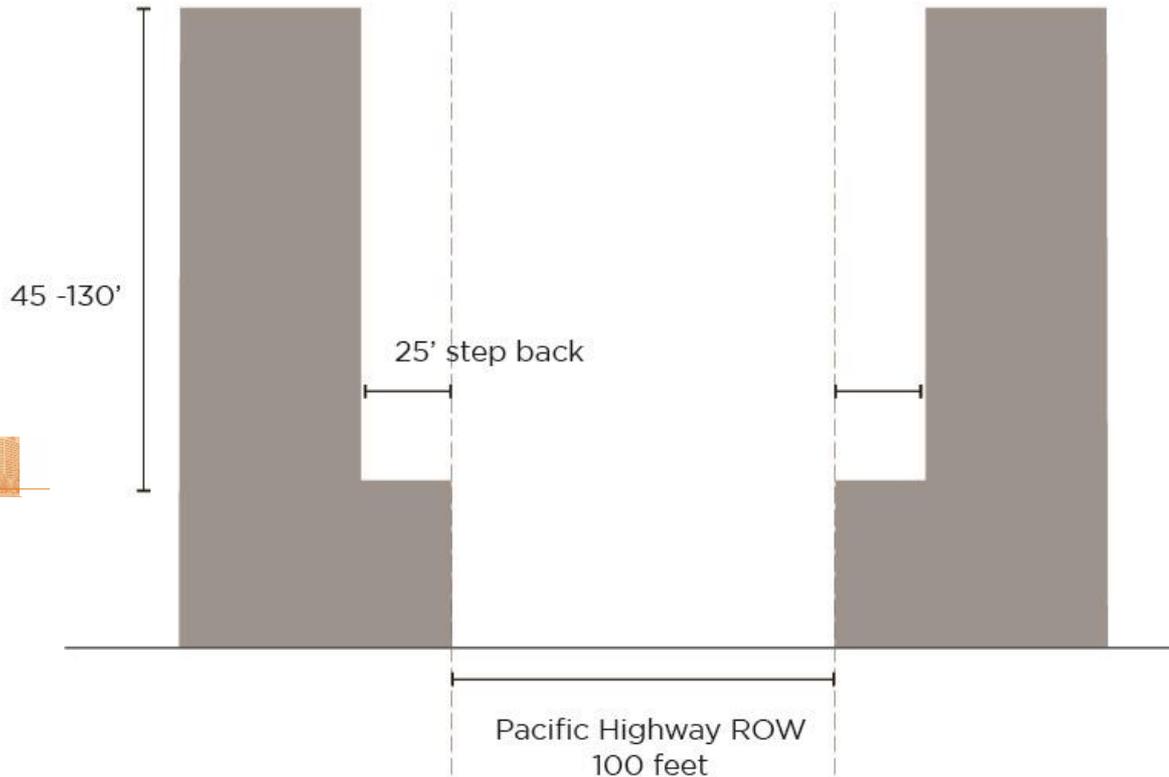
San Diego
DOWNTOWN COMMUNITY PLAN



Table 5-1: View Corridor Stepbacks

Street (refer to Figure 5-1 for applicable locations)	Required Stepback (Feet)	Stepback Elevation (Feet)
Pacific Highway	25	45-130

Note: Excerpted from the San Diego Downtown Community Plan

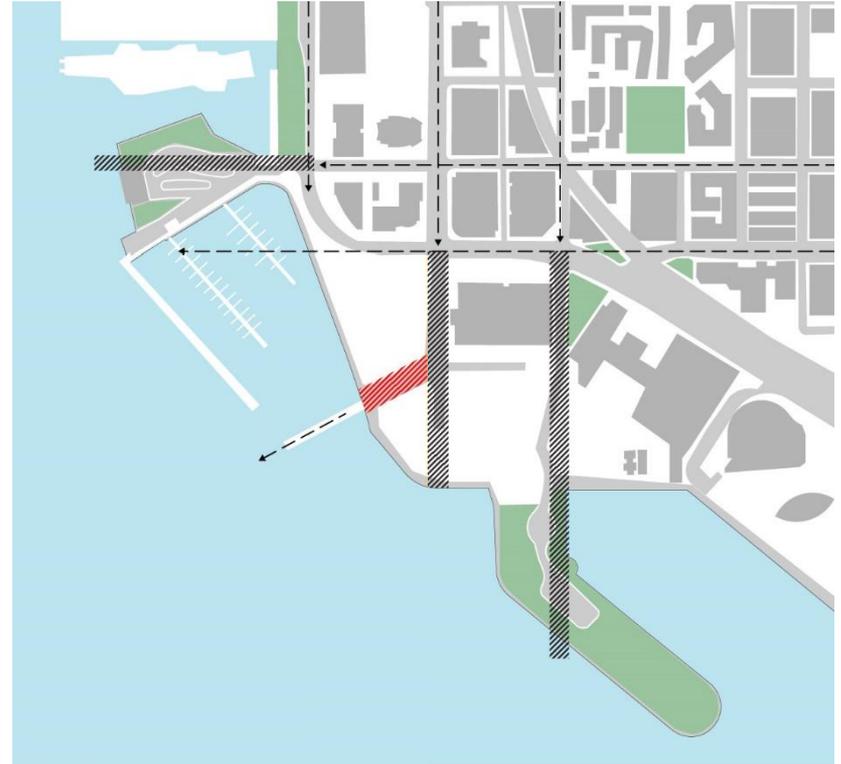


Graphics are for illustrative purposes only

Development Guidelines

Accessways

- Shall introduce an accessway that connects visually and physically between Pacific Highway and the Fish Harbor Pier
- If not a street, accessway shall be a minimum of 60' wide
- No building or associated architectural features such as awnings, signage, or structural cantilevers shall be permitted to protrude in the accessway



Development Guidelines

Accessways

- The following amenities shall be permitted within the accessway: street furniture including fixed or movable seating, bike racks, waste receptacles, planters, planting less than 36" in height, public art, and directional signage

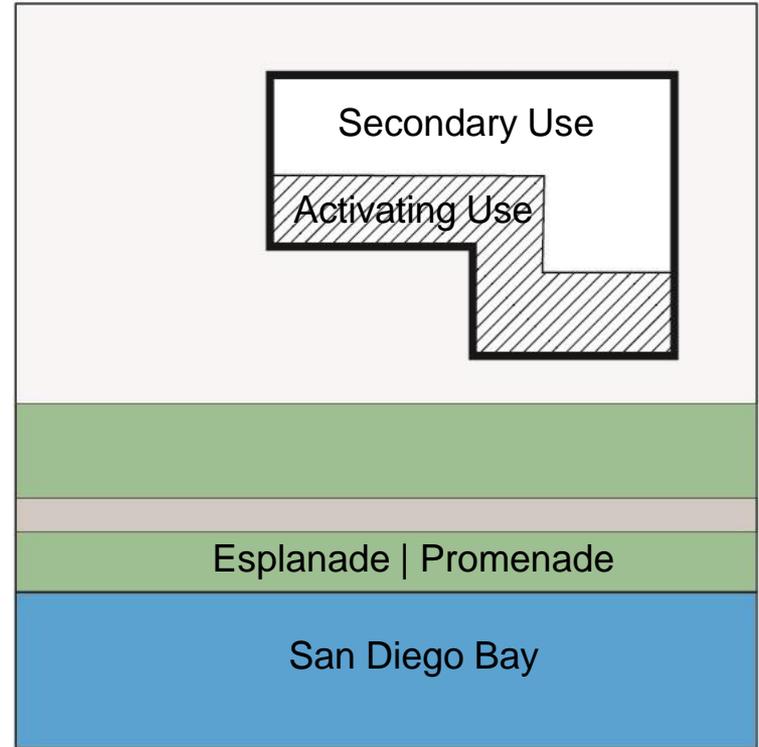


Graphics are for illustrative purposes only

Development Guidelines

Land-Use

- Blue Technology is considered a secondary use therefore it is limited to 25% of total allowable Commercial Recreation sq. ft.
- Water facing ground floor building uses shall be activating uses including but not limited to retail, restaurant, and cultural facilities such as museums and education centers



G Street Mole

Land Use

- Preserve and enhance the existing Commercial Fishing activities and services located here
- Preserve and enhance existing open space and memorials



G Street Mole

G Street | Harbor Drive Intersection

- Shall simplify intersection design to enhance pedestrian safety and consolidate crossing locations



G Street Mole

G Street | Harbor Drive Intersection

- Shall simplify intersection design to enhance pedestrian safety and consolidate crossing locations



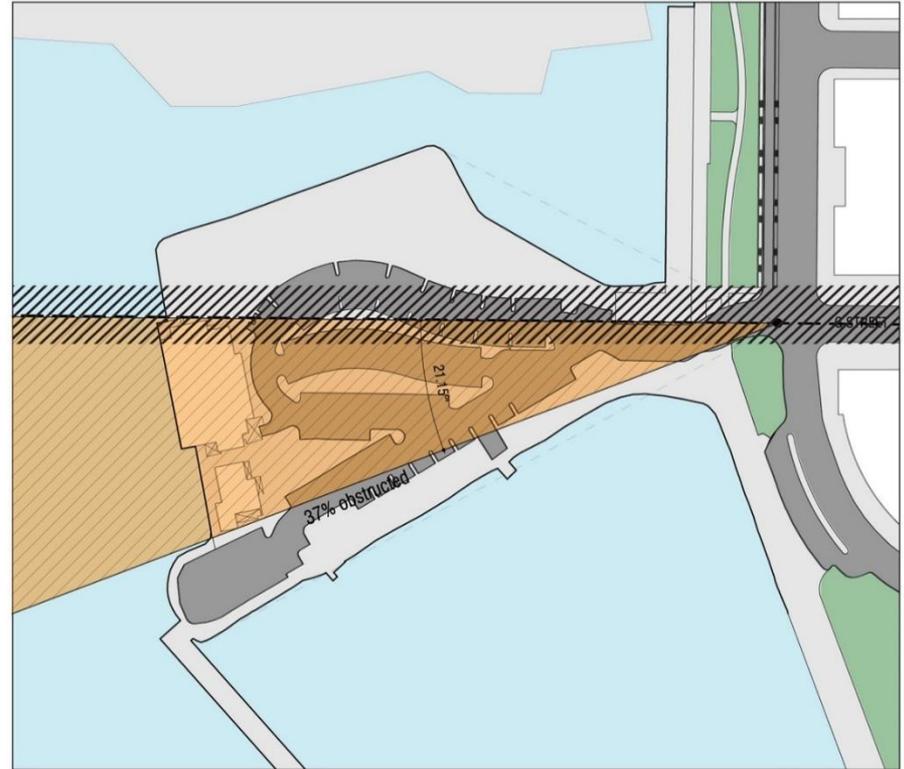
 Bike
 Promenade

Graphics are for illustrative purposes only

G Street Mole

Visual Porosity

- Where physical access is not currently available, emphasis shall be placed on visual access
- Current blockage totaling 37% percent is permitted to remain



Existing Fish Market Structures - 37% Obstructed

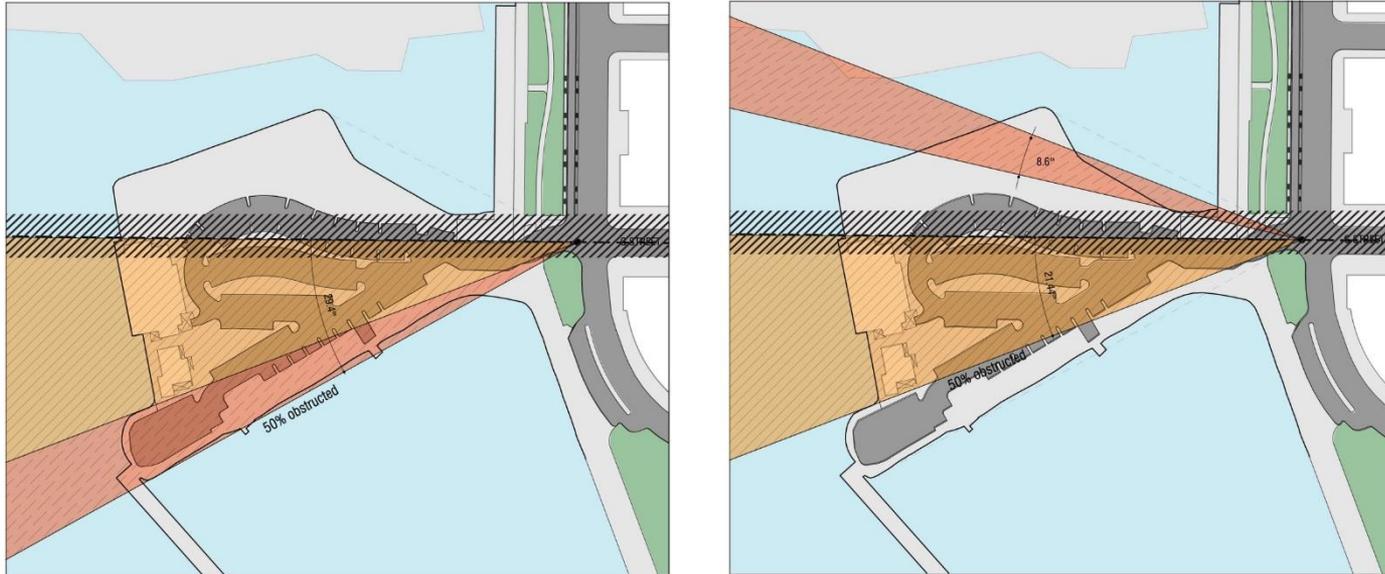
22 degrees of the 59 degree viewshed are currently obstructing the view, this is 37% of the viewshed

Graphics are for illustrative purposes only

G Street Mole

Visual Porosity

- Total visual blockage can increase by up to an additional 13% if it is to enable designated Commercial Fishing Land Uses



Land and Water Use Designations

Central Embarcadero Subdistrict: Water Designations



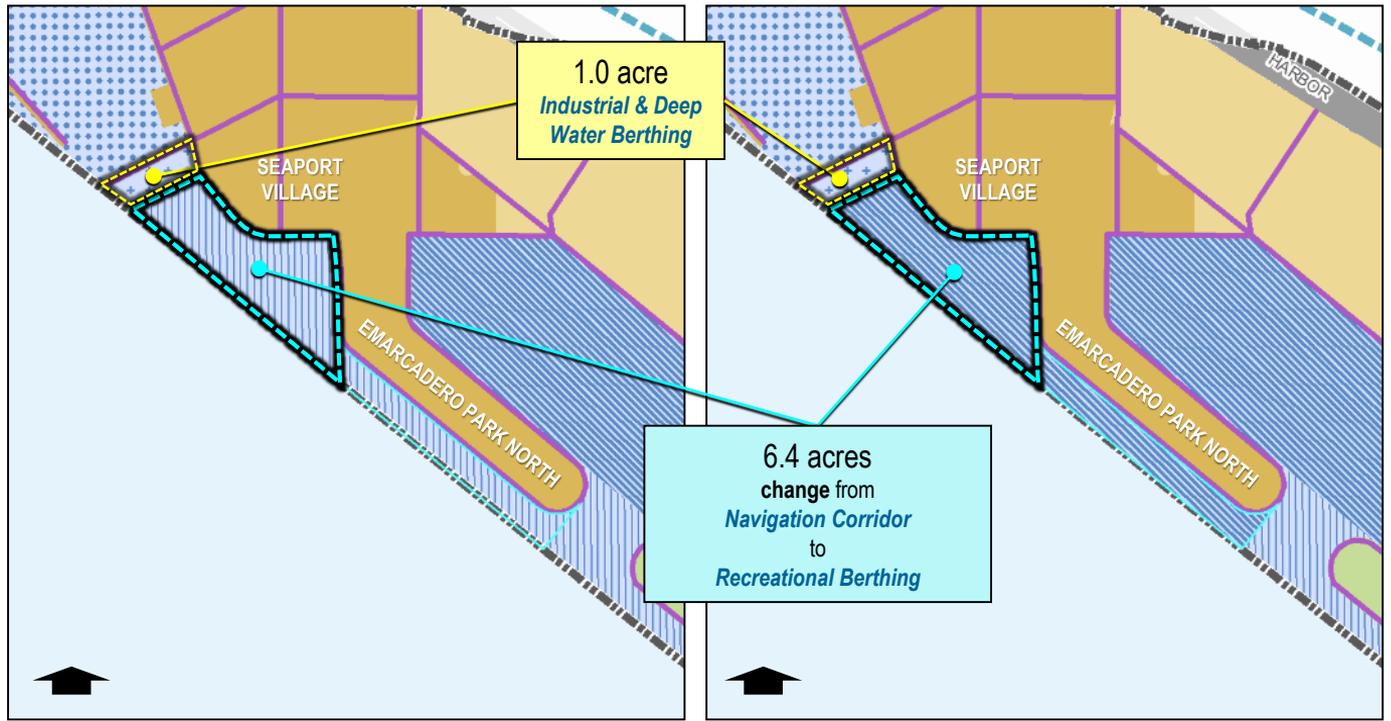
March 28, 2018 PMPU Workshop

LAND USES

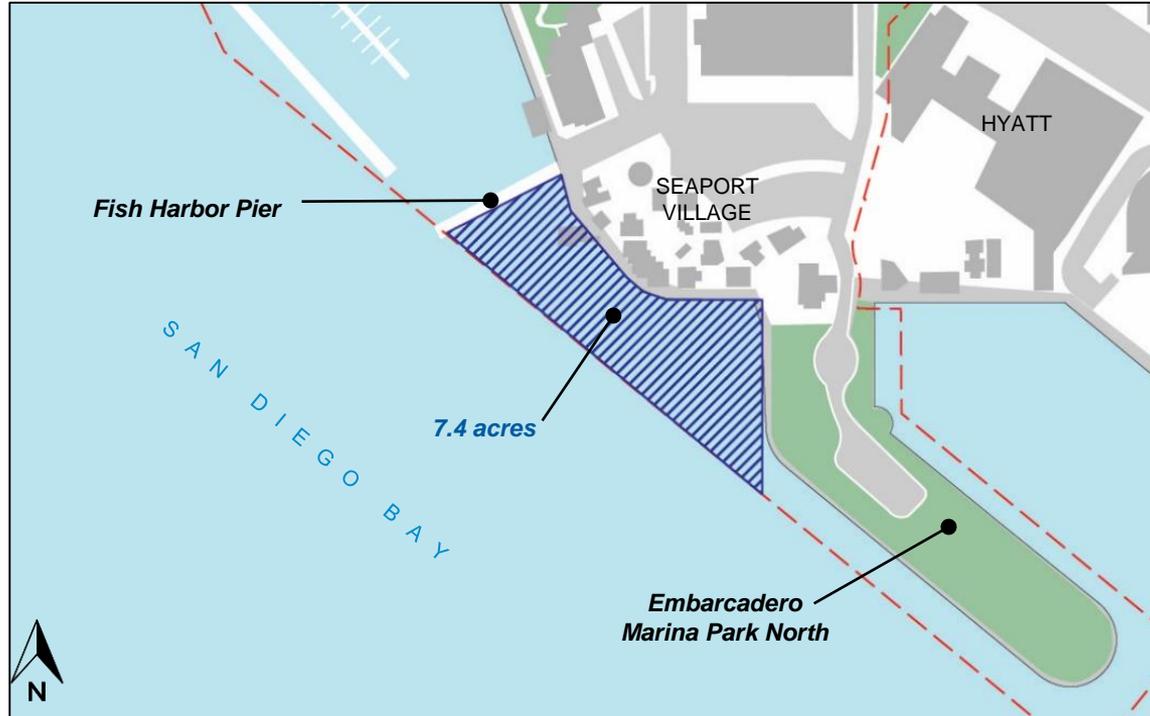
- Institutional / Roadway
- Overlay
- Recreation Open Space
- Visitor-Serving Recreation Commercial

WATER USES

- Commercial Fishing Berthing
- Industrial & Deep Water Berthing
- Navigation Corridor
- Recreational Berthing

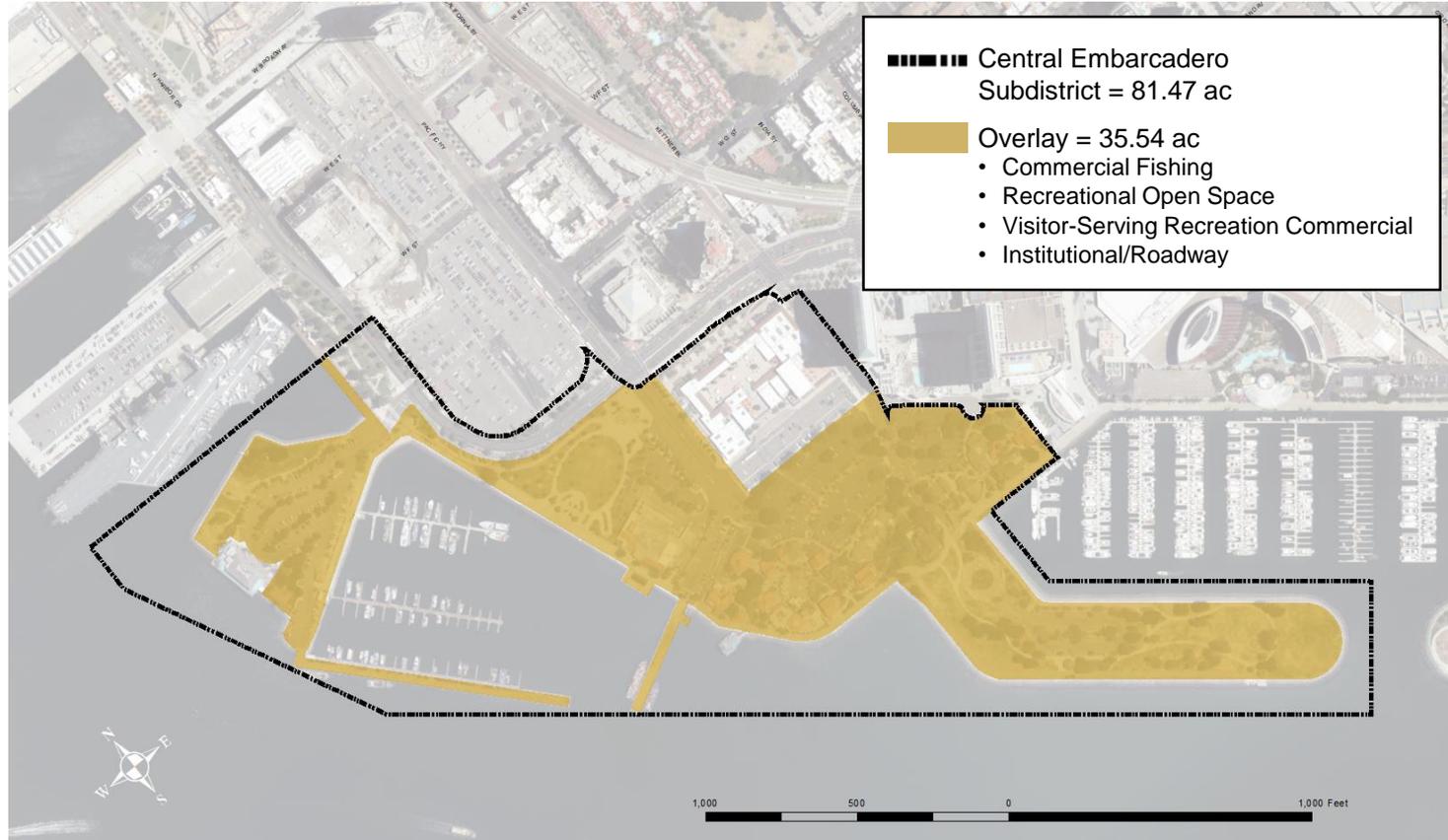


- Create Water Overlay Area between Fish Harbor Pier and Embarcadero Marina Park North to allow flexibility for configuration of Industrial & Deep Water Berthing and Recreation Berthing
- Must maintain a minimum of 1 acre of contiguous Industrial & Deep Water Berthing adjacent to a pier



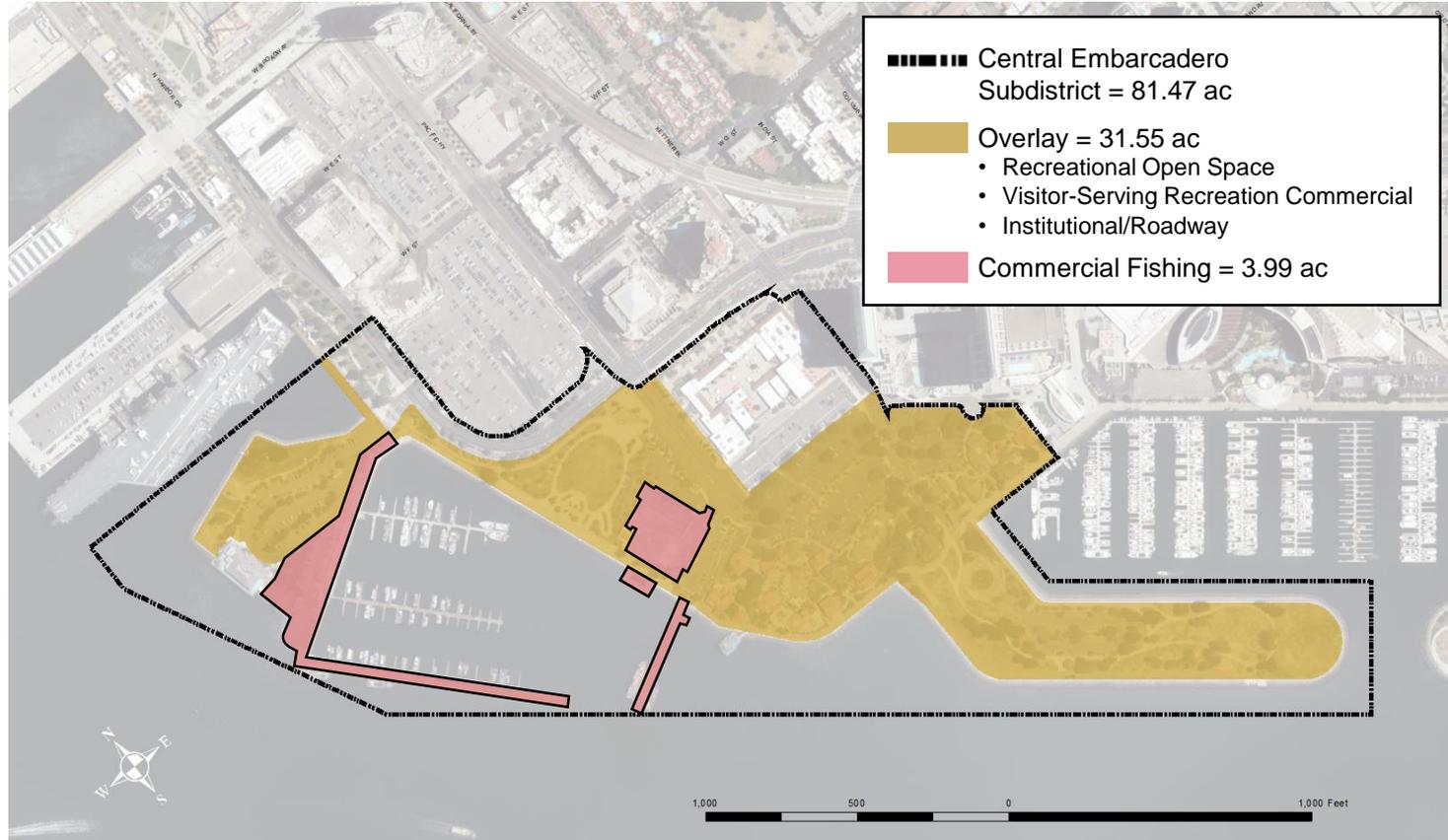
Central Embarcadero Subdistrict: Land Designations

Currently Proposed Overlay Area – Option 1



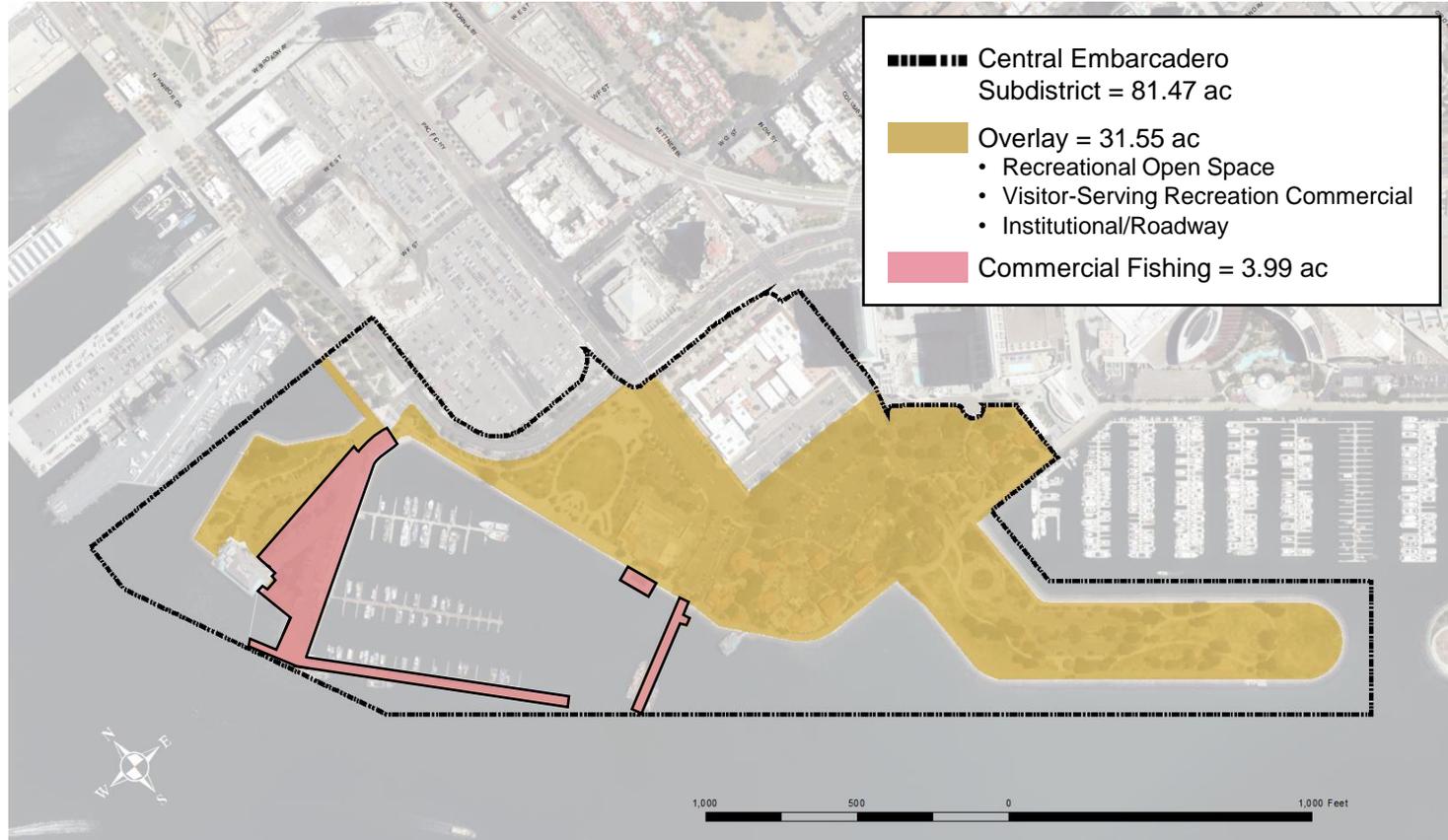
Central Embarcadero Subdistrict: Land Designations

Revised Overlay Area – Option 2



Central Embarcadero Subdistrict: Land Designations

Revised Overlay Area – Option 3



Draft Policy Concepts: Central Embarcadero

Policy Direction Requested:

- Water designation for 2.1 acres west of Fish Market Restaurant
- Creation of water overlay area for IDWB and Recreation Berthing
- Overlay options for land area
 - *Option 1* – As currently proposed
 - *Option 2* – Remove Commercial Fishing and memorialize in survey configuration
 - *Option 3* – Remove Commercial Fishing and memorialize in future planned configuration

TODAY'S WORKSHOP:



Workshop Introduction

A. Baywide Commercial Fishing Draft Policy Concepts

- Staff Presentation
- Board Clarifying Questions
- Public Comment
- Board Discussion

B. Central Embarcadero Draft Policy Concepts

- Staff Presentation
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- Public Comment
- Board Discussion

C. South Embarcadero Draft Policy Concepts

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- Board Clarifying Questions
- Public Comment
- Board Discussion

Conclusions and Next Steps



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Conclusions and Next Steps

Previous Commitments

South Embarcadero – Subdistrict Draft Policy Concepts



Water Mobility

- Create opportunities for water to land transfer points throughout the South Embarcadero to support water based transit and transient vessel berthing



Reconfigure Harbor Drive

Transit

- Introduce a bayfront circulator with dedicated transit lanes in each direction connecting Convention Center

Mobility

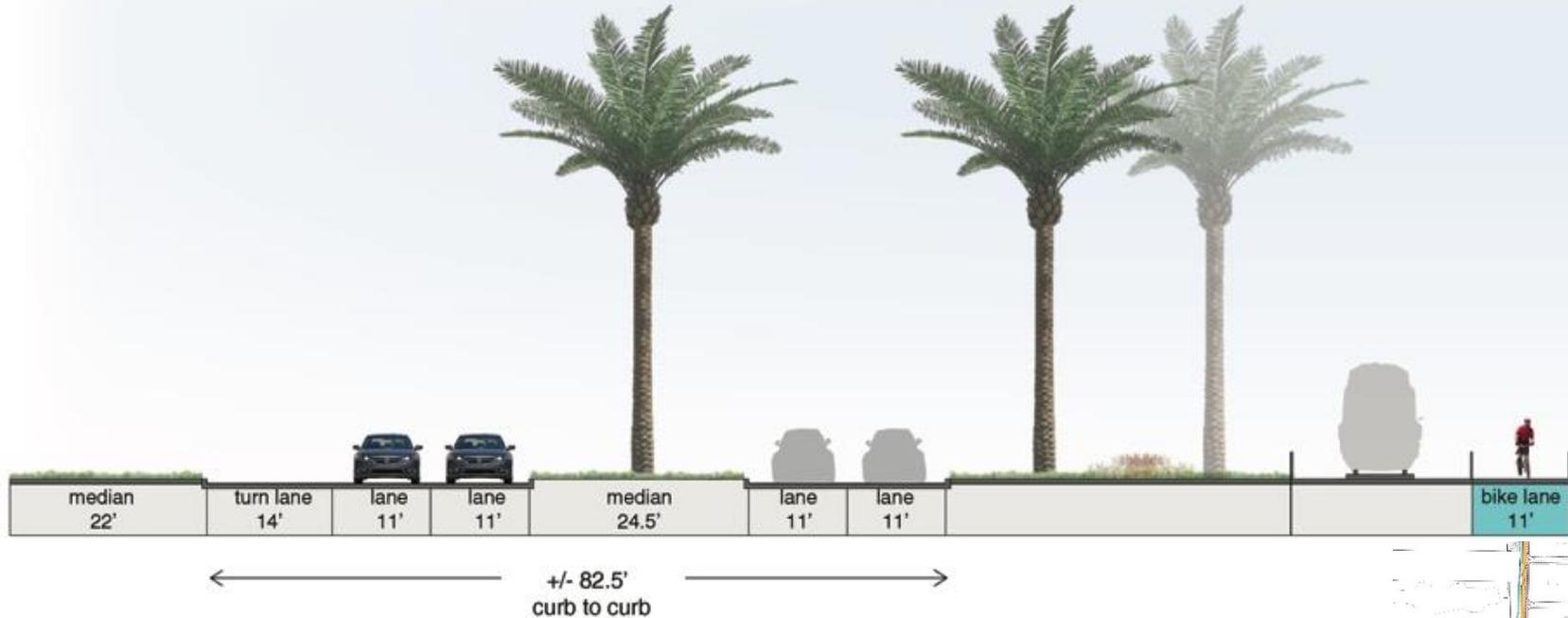
- Enhance system-wide mobility by balancing all mobility modes

Bicycles

- Utilize existing MLK Bikeway



Reconfigure Harbor Drive

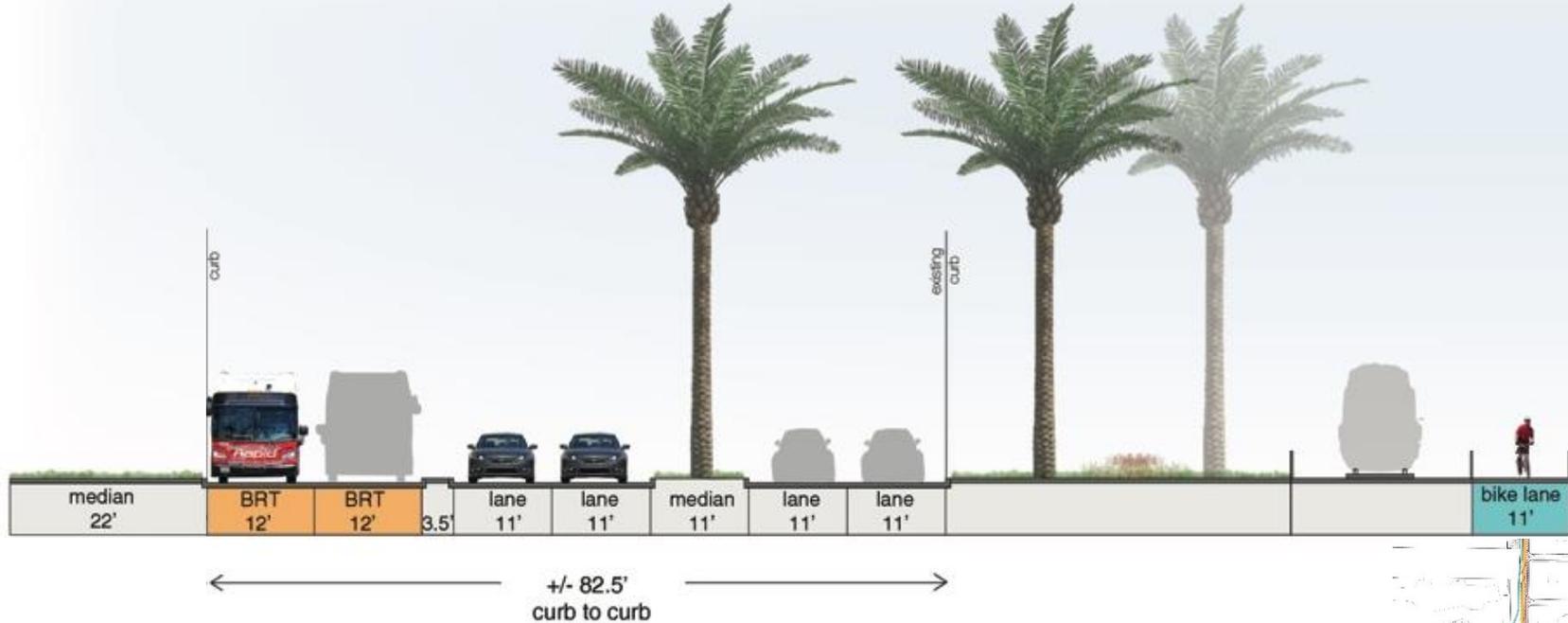


Existing Harbor Drive Street Section



Graphics are for illustrative purposes only

Reconfigure Harbor Drive



Conceptual Harbor Drive Street Section



Graphics are for illustrative purposes only

Recreation Open Space

Promenade

- Provide a continuous 30' wide waterside promenade, inclusive of an 6' amenity zone that may include planting, site furnishings, signage, and other visitor serving amenities located on the non-waterside of the promenade
- Promenade from Hilton to the limits of the Central Embarcadero shall be a mixed-use facility



Recreation Open Space

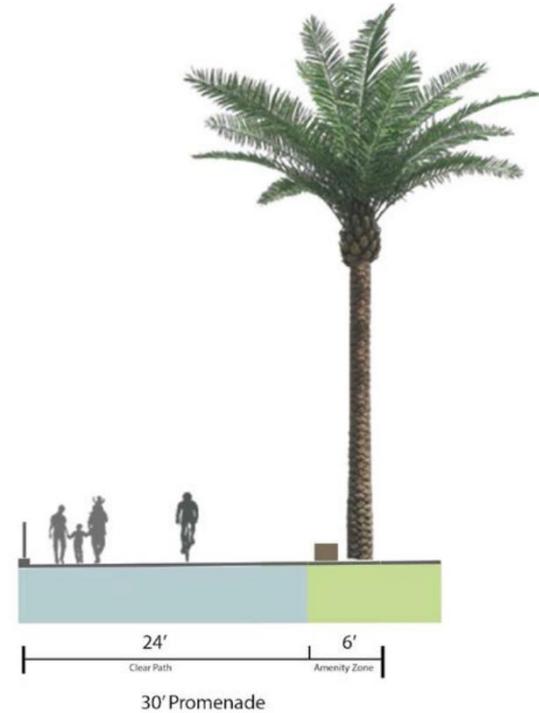
Promenade



KEY MAP



Existing Section



Conceptual Section

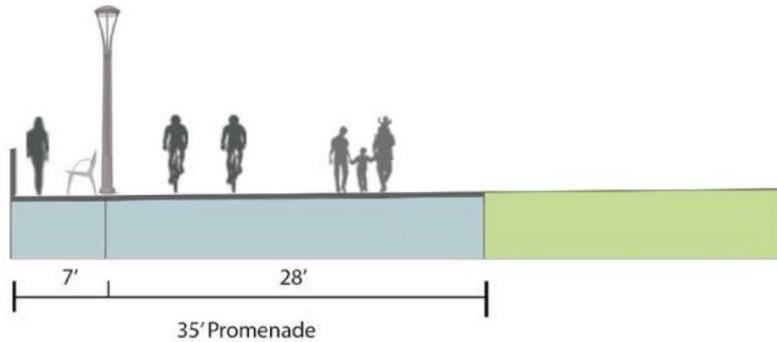
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Recreation Open Space

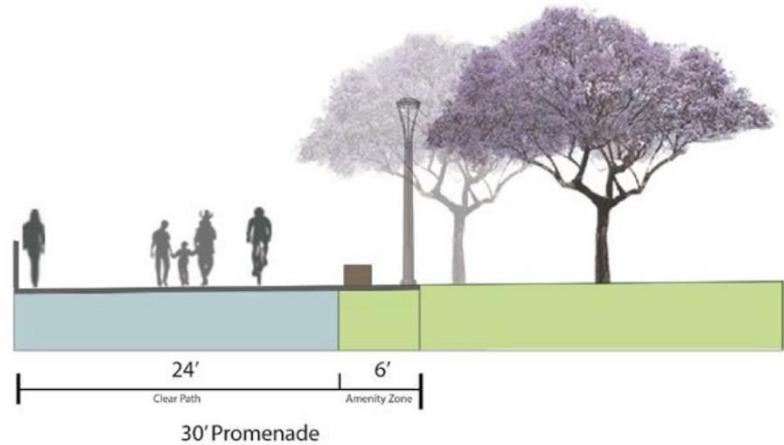
Promenade



KEY MAP



Existing Section



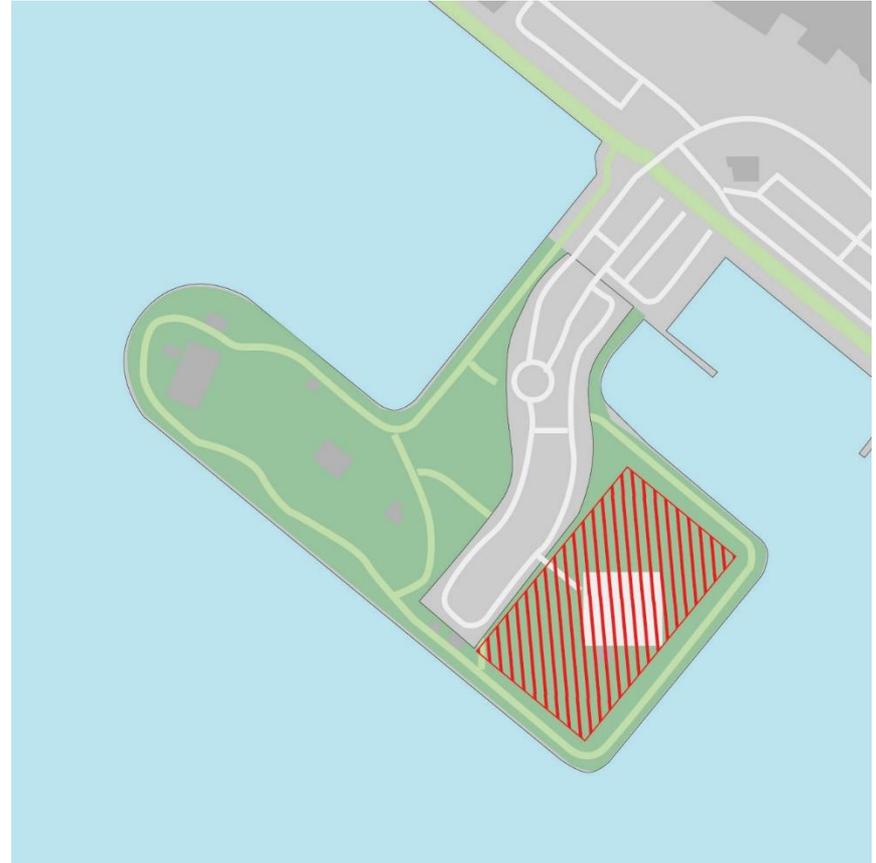
Conceptual Section

Graphics are for illustrative purposes only

Recreation Open Space

Open Space Activation

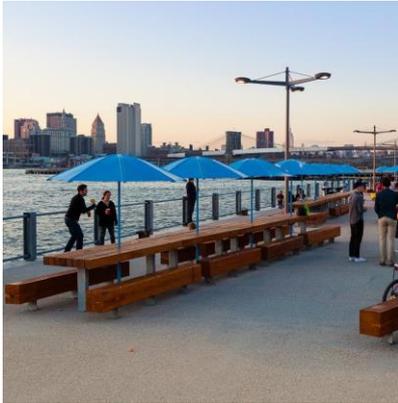
- Encourage temporary “Pop-Up” activities and experimental programming in Embarcadero Marina Park South by maintaining a minimum of 2.5 acres of flexible open space



Recreation Open Space

Open Space Activation

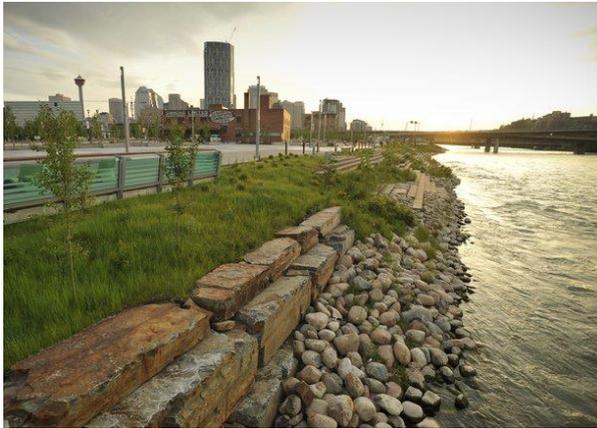
- Introduce up to 6 activating features within Embarcadero Marina Park South and along the Promenade
- Activating features shall be dispersed throughout the ROS within a 5-10 minute walking distance from each other



Recreation Open Space

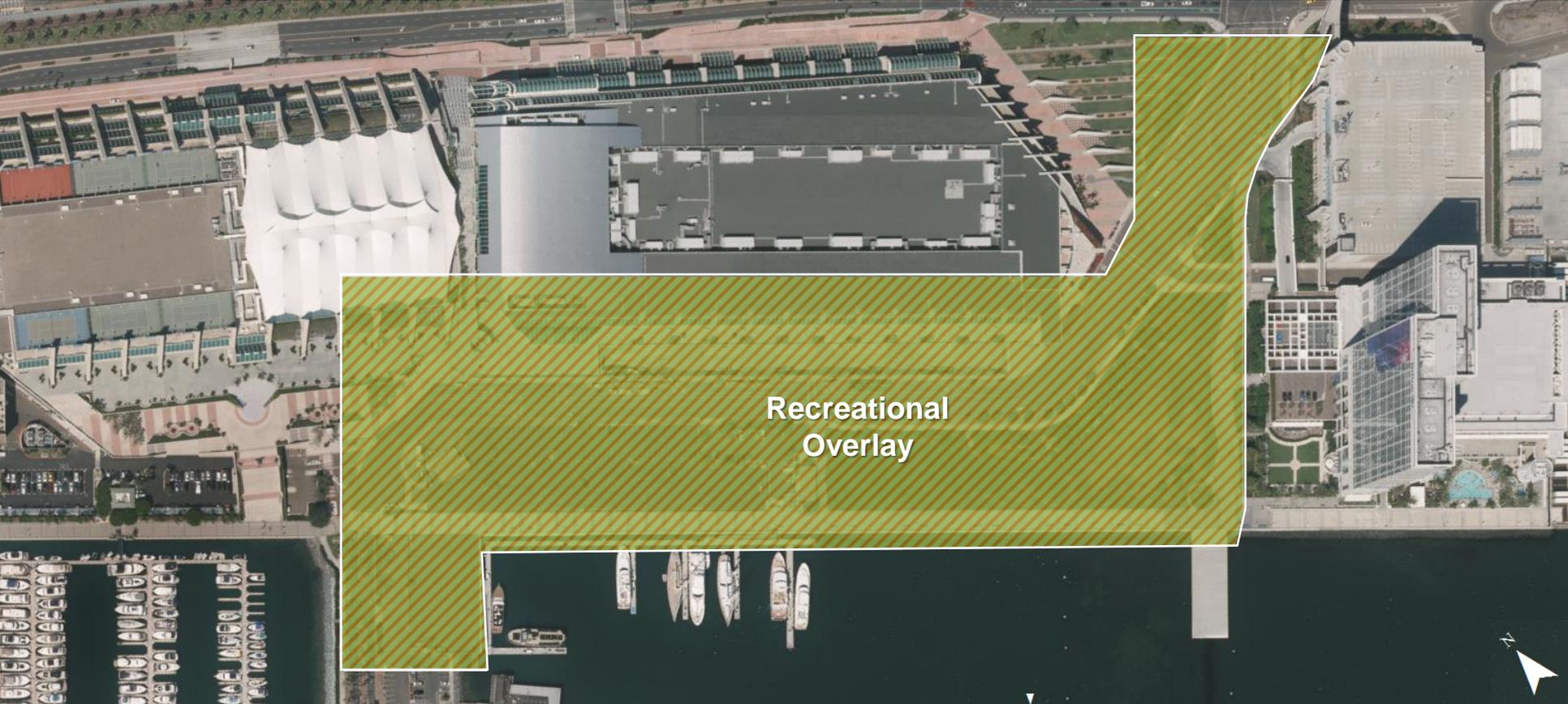
Water-based Activation

- Engage the bay by providing water accessibility that enables user to touch the water in safe way on Embarcadero Marina Park South
- Encourage non-motorized watercraft launch points in publicly accessible ROS, to promote water-based uses

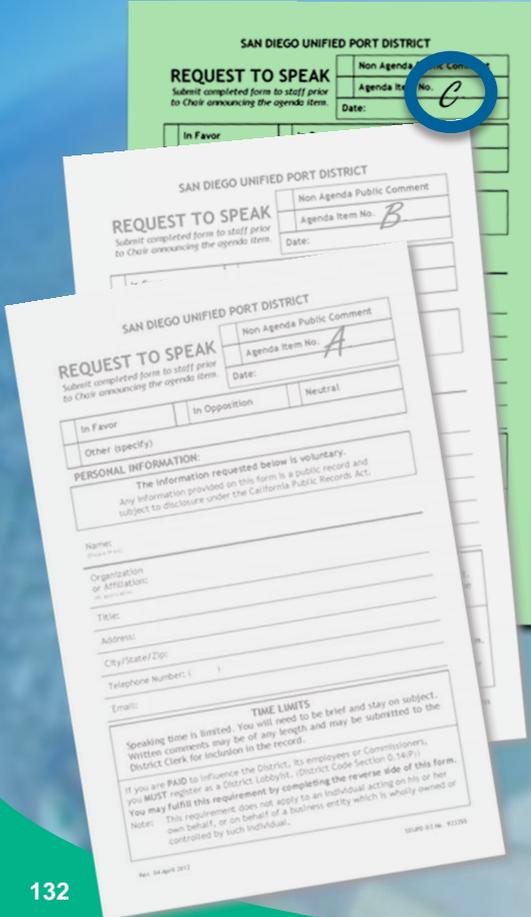


South Embarcadero Subdistrict: Land Designations

Recreational Overlay



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Conclusions and Next Steps

NEXT STEPS

Public Outreach and Stakeholder Engagement

Public Outreach – Embarcadero Planning District



Public Outreach and Stakeholder Engagement – 2013-2019

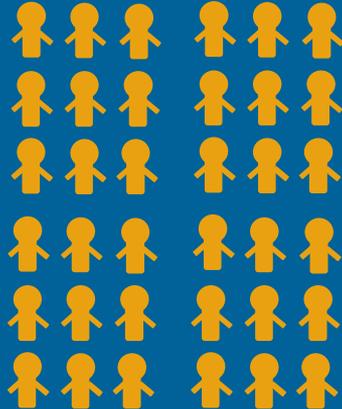
8

AWARDS



9.4M

POINTS OF
CONTACT



310

WORKSHOPS, PUBLIC
EVENTS &
STAKEHOLDER MEETINGS



1,000+

ATTENDEES

Workshops



Open Houses



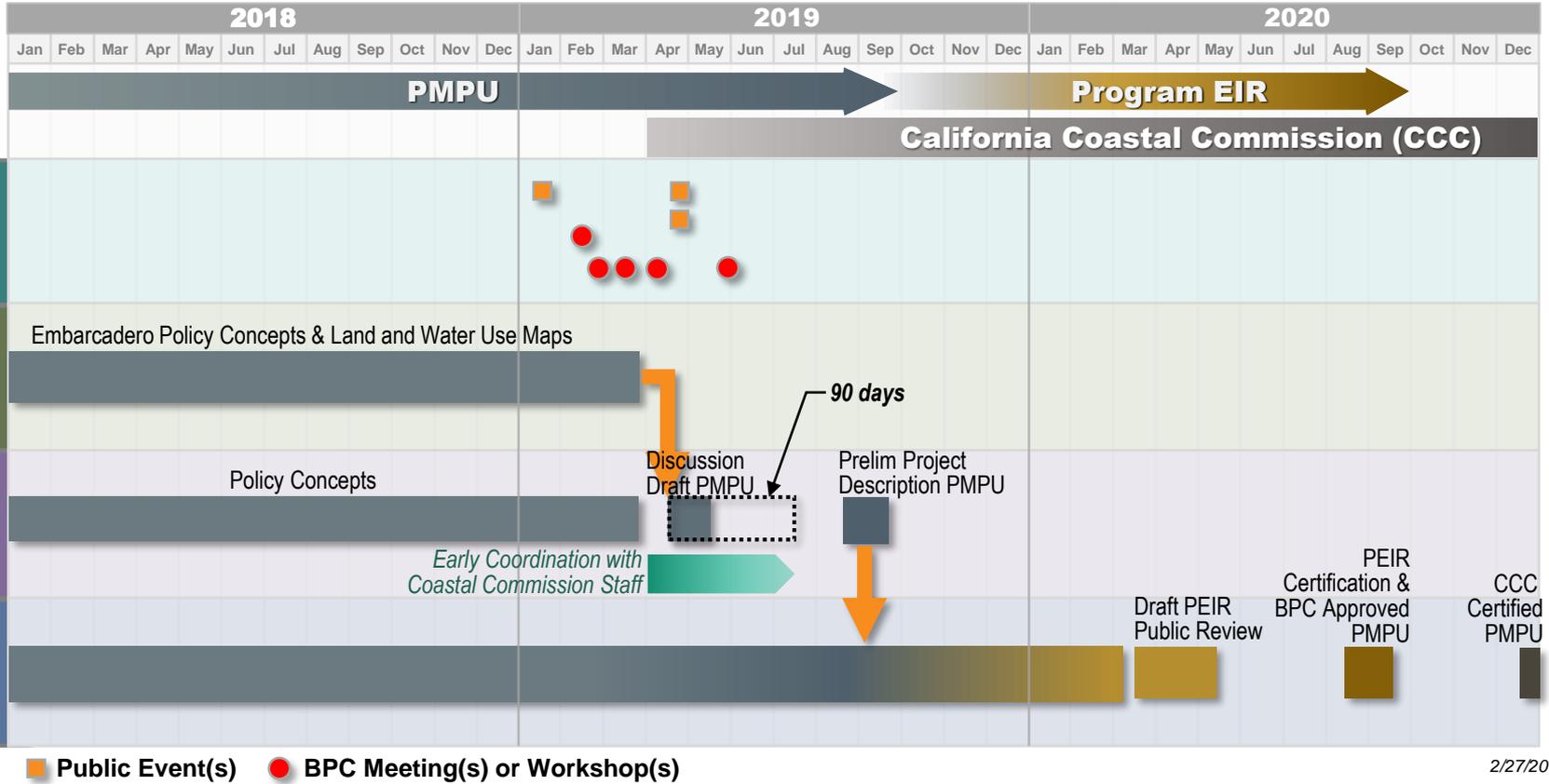
Next Steps – Public Outreach & Stakeholder Engagement

- ***Get the Word Out*** – Promote the PMPU via Advertising, News Coverage, and Social Media
- ***Kick Off the Discussion Draft*** – Initiate Public Review with a Board Workshop
- ***Open Our House*** – Host a Public Open House Event at the Port Administration Building
- ***Bring the PMPU to the Community*** – Hold Public Meetings throughout the County
- ***Solicit Key Input*** – Continue Stakeholder Meetings
- ***Engage and Discuss*** – Plan Presentations and Interactive Discussion Sessions with:
 - Key Agencies, including Coastal Commission and SANDAG Committees
 - Community and Professional Organizations

NEXT STEPS

Port Master Plan Update Timeline

Integrated Planning: Port Master Plan Update Drafting Process (CCC requested option)



PMPU Discussion Draft

- **Board Workshop – mid-April**
 - Overview of Discussion Draft
 - Kick-off Public Review
- **Public Open House Event – May**
- **Community Meetings – May-June**
- **Stakeholder Meetings – April-July**
- **Board Workshop – August/September**
 - Overview of Discussion Draft Comments
 - Present Revised Draft PMPU
 - Direct Staff to Use Draft PMPU as PEIR Project Description

Integrated Planning Port Master Plan Update

PRESENTATION AND DIRECTION TO STAFF ON
THE PORT MASTER PLAN UPDATE:

- A. DRAFT POLICY CONCEPTS FOR BAYWIDE
COMMERCIAL FISHING
- B. DRAFT POLICY CONCEPTS FOR
CENTRAL EMBARCADERO SUBDISTRICT
- C. DRAFT POLICY CONCEPTS FOR
SOUTH EMBARCADERO SUBDISTRICT