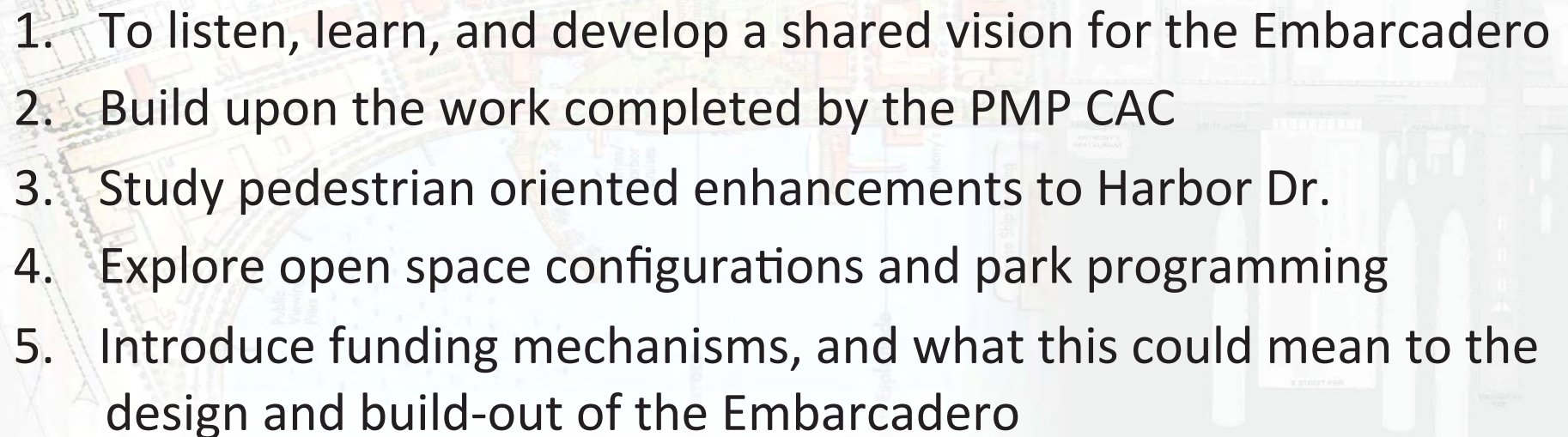


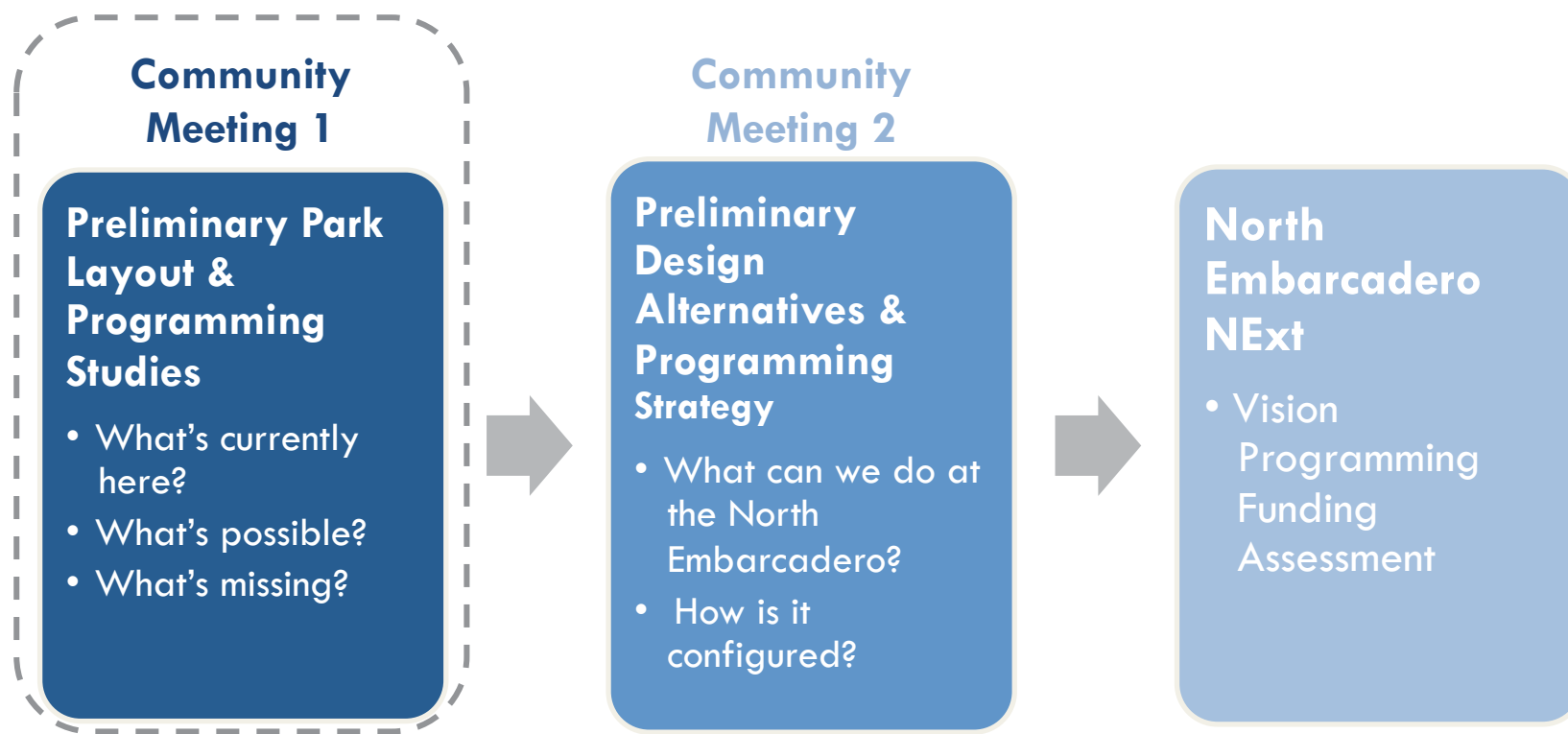
WHAT'S **NEXT** FOR **NORTH EMBARCADERO**



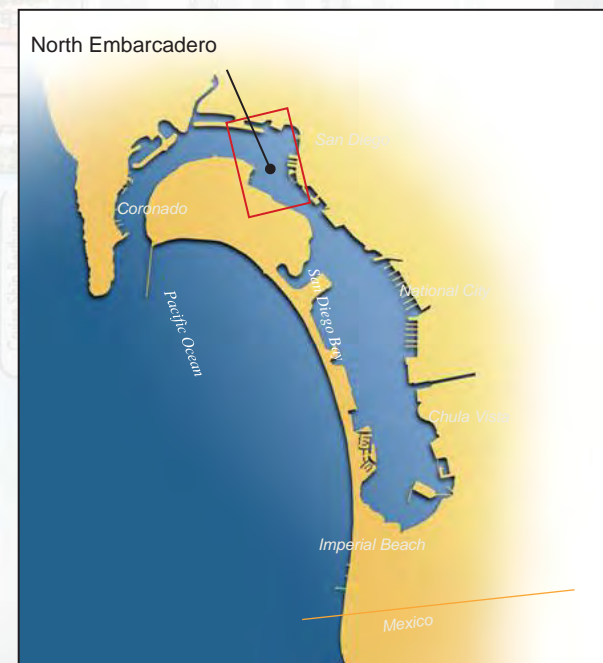
Why are we here?

- 
1. To listen, learn, and develop a shared vision for the Embarcadero
 2. Build upon the work completed by the PMP CAC
 3. Study pedestrian oriented enhancements to Harbor Dr.
 4. Explore open space configurations and park programming
 5. Introduce funding mechanisms, and what this could mean to the design and build-out of the Embarcadero

At tonight's meeting, we are looking for community input to help identify and evaluate potential park configurations and programming opportunities for the North Embarcadero.



Vicinity Map



NEVP Phase 1



Lane Field Hotels & Park



Evolution of Park Design in the 21st Century



case study – grant park chicago

Historic Grant Park



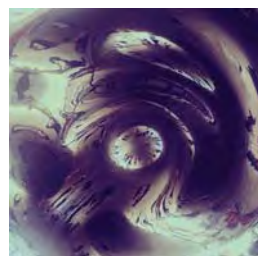
a refined Grant Park



with highly activated series of spaces



experienced in a new way



City Context – The Hub of the community



Centrally located the Embarcadero can become the community's living room and its front door.

Waterfront Context – An Open Space System



The Open Space Network: The Green Necklace



HR&A Advisors is at the leading edge of a movement to design, operate, program, and fund the development of new and revitalized urban open spaces.

PLANNING



GREEN LINE (MSP)



FORT MASON CENTER



CENTRAL PARK (OKC)

DESIGN & CONSTRUCTION



WATERFRONT SEATTLE



SHELBY FARMS PARK



BUCKHEAD PARK

PHASED IMPLEMENTATION



WATERFRONT TORONTO



THE HIGH LINE



BROOKLYN BRIDGE PARK

COMPLETED PARKS



FOUNTAIN SQUARE



ROSE KENNEDY GREENWAY



BATTERY PARK

HR&A has supported the creation of sustainable, long-term programming and funding strategies for some of the country's most well-received parks and open spaces.



Brooklyn Bridge Park, New York City, NY



The Lawn on D, Boston, MA

Great parks foster health and happiness, as well as a range of other benefits, depending on park design goals.

USERS	NEIGHBORHOOD	CITY/REGION
Enjoyment	Air & Water Quality	Tourism
Public Health	Public Safety	Spending and Multiplier Impacts
	Property Value Premiums	
	New Real Estate Development	Resident & Business Attraction

Programmed parks provide different (and more) benefits than un-programmed ones.

From *The Atlantic*

CITYLAB

The High Line's Next Balancing Act

The famed "linear park" may be a runaway success, but it's also a symbol of Manhattan's rising inequality. Can its founder help other cities learn from its mistakes?

LAURA BLISS | [@mslaurabliss](#) | Feb 7, 2017 | 22 Comments



Source: CityLab, "The High Line's Next Balancing Act"

[Public housing] residents ... said they **stay away** from the High Line [because] ...they **didn't feel it was built for them**; they **didn't see people who looked like them** using it; and they **didn't like the park's mulch-heavy programming**.

In 2012... [Friends of the High Line] started to partner with ... the two public housing projects, **to develop their programming schedule**.

That's how **"¡ARRIBA!", a summer series of Latin dance parties** got started — a resident thought it up, and **it's been a big hit**.

Programmed parks provide different (and more) benefits than un-programmed ones.



Source: HR&A Advisors

The presence of programming in parks, rather than the existence of parks *per se*, drives real estate value creation. This ... is borne out by data from ... real estate brokers, national studies and ... analysis conducted by DPR and the Team.

Park assets attract significant regional visitation, and day visitors are highly responsive to programming at their destinations. Zip code data from DPR attractions suggest that many visitors within a short to moderate driving distance travel to Dallas to visit these facilities.

Costs will be higher for a more ambitious and actively programmed park, but many programming elements can be monetized, including for sources of operating revenue.



Source: HR&A Advisors

Nationally, parks rely on these funding sources to varying degrees to fund park operations.

89% **LEVERAGE PHILANTHROPY**
from donations, grants & member fees

68% **RECEIVE PUBLIC FUNDS**
from local, state & federal sources

74% **ATTRACT CORPORATE SPONSORSHIP**

21% **ACCESS INFRASTRUCTURE REVENUES**
from parking, communications & green infrastructure

68% **BENEFIT FROM EARNED INCOME**
from concessions, events, fees & permits

16% **CAPTURE VALUE FROM REAL ESTATE**
from land transactions & special assessments

Source: City Parks Alliance, HR&A Advisors

Programming vision will have major influence over funding sources that will be most readily accessible.

Programming Vision

“Downtown Gem”

Active, year-round, appealing to visitors and locals alike



Funding Source

Corporate sponsorships, tourism excises, real estate value capture



“Regional Destination”

Lots of varied programming, linking affluent with low to medium-income neighborhoods



Corporate and personal philanthropy (including membership), earned income



What's the most fun you've ever had in a park?

Active recreational elements provide a valuable amenity for locals, encouraging more healthy and active lifestyles.

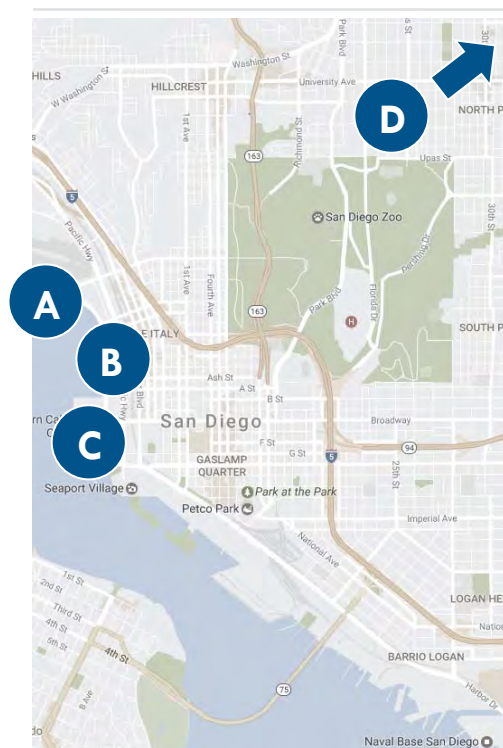


Kayak Launch, Brooklyn Bridge Park, NY



Rock Climbing Wall, Maggie Daley Park, Chicago, IL

San Diego currently contains a fairly diverse set of active recreational elements.



Paddle Board Launch



Wading Pool and Fountains



Waterfront Exercise Equipment



Copley-Price YMCA Outdoor Gym

Signature concessions and retail draw users looking for a unique dining experience.



Katy Trail Ice House, Dallas, TX



High Line Food Vendors, New York, NY

Favorite local San Diego eateries have expanded operations with new concession outpost in open spaces throughout the city.



Carnitas Snack Shack



Stella Public House and Halcyon Coffee



Quartyard Craft Beer Garden

Open space public arts programs expand arts access to a diverse audience and provides a platform for local artists.

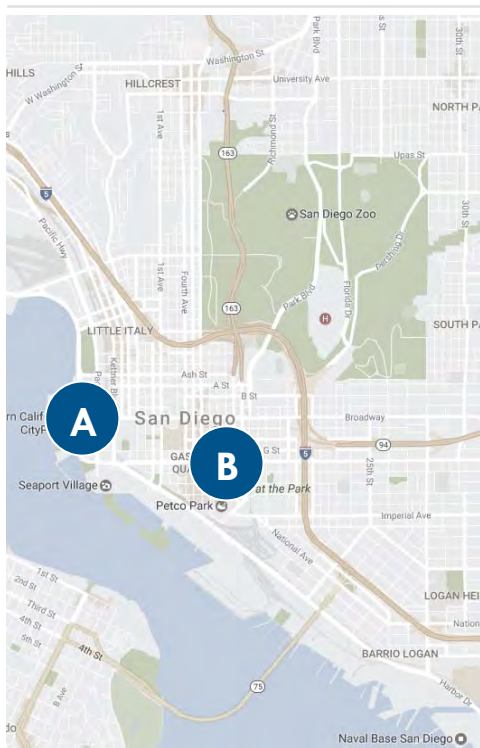


Madison Square Park, New York, NY



North Carolina Museum of Art, Raleigh, NC

Prominent installations are distinguishing features of open spaces throughout the City of San Diego.



NEVP Phase 1



Fault Line Park

Paid recreation and attractions can draw in a wider audience while providing significant opportunities for revenue generation.



Great Wheel, Seattle, WA



Ice Skating at Bryant Park, New York City, NY

There are a number of existing paid attractions in San Diego that contribute revenue to the operations and maintenance of parks or open spaces.



Ice Skating at Horton Plaza



Belmont Park

Small to medium-scale, regularly-programmed events establish parks as community gathering places with year-round activation and patronage.



Front Porch Cinema, Santa Monica Pier, CA



Yoga at Brooklyn Bridge Park, NY

Local outdoor venues already offer a wide range of concerts, events, and gatherings.



Quartyard Concert Series



Horton Plaza Park Silent Disco



Spreckels Organ Pavilion Concerts



Yoga on the USS Midway

Large-scale, annual gatherings can draw diverse local audiences while also boosting tourist spending within the City and generating revenue to support park operations.

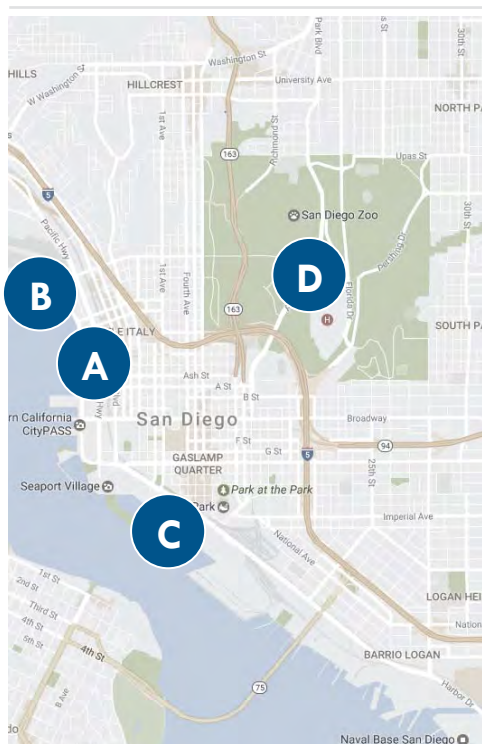


Austin City Limits Festival, Zilker Park, Austin, TX



Grant Park Music Festival, Chicago, IL

Many large-scale San Diego events leverage waterfront locations to draw attendees.



CRSSD Music Festival



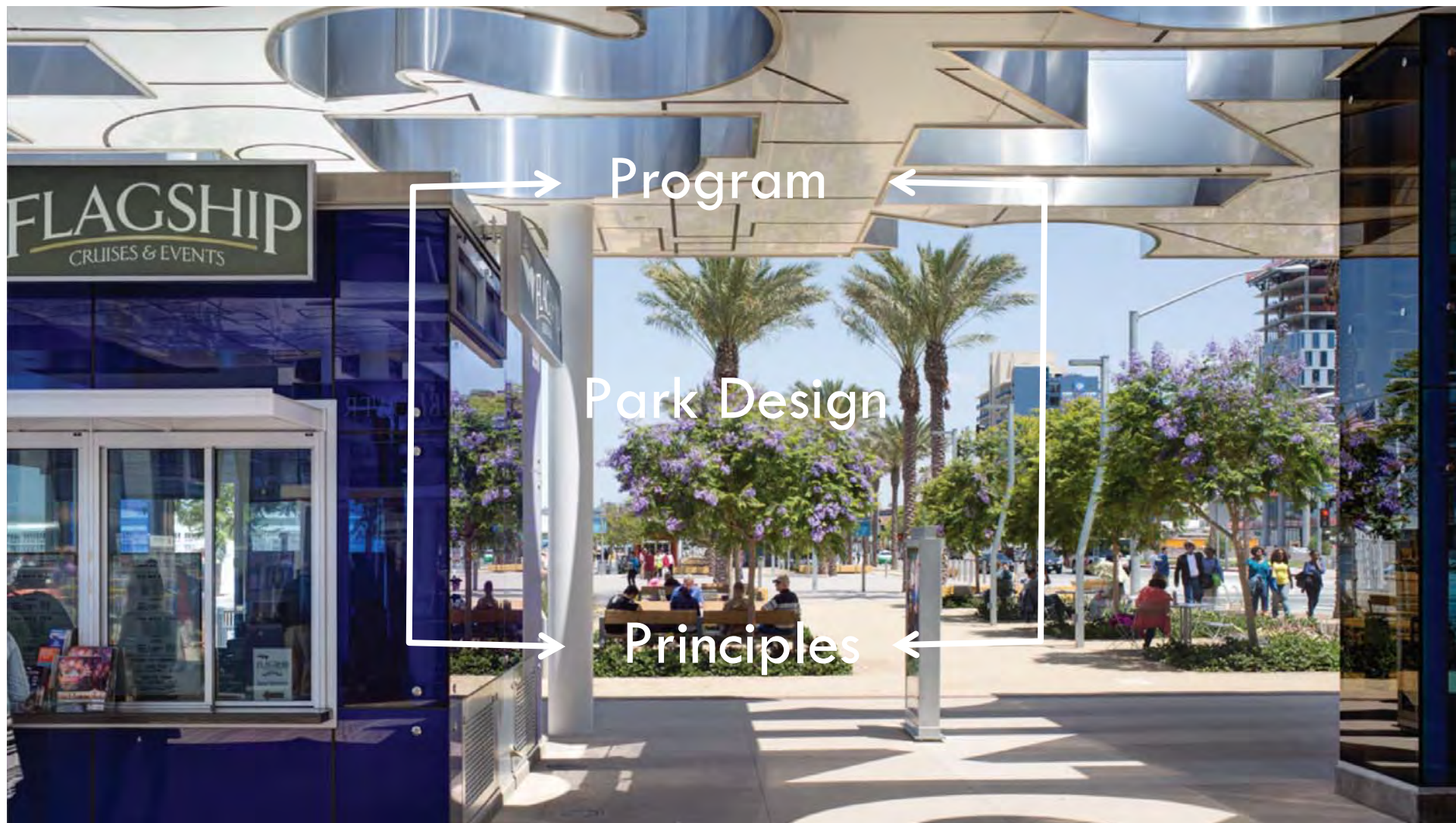
San Diego Triathlon



San Diego Bay Beer + Wine Festival

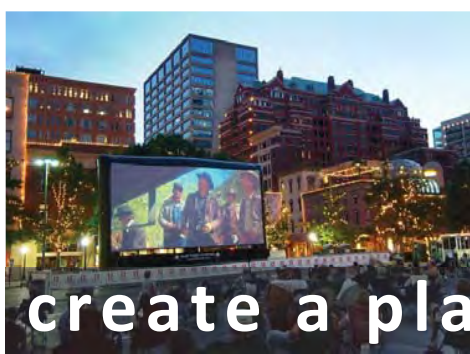


December Nights

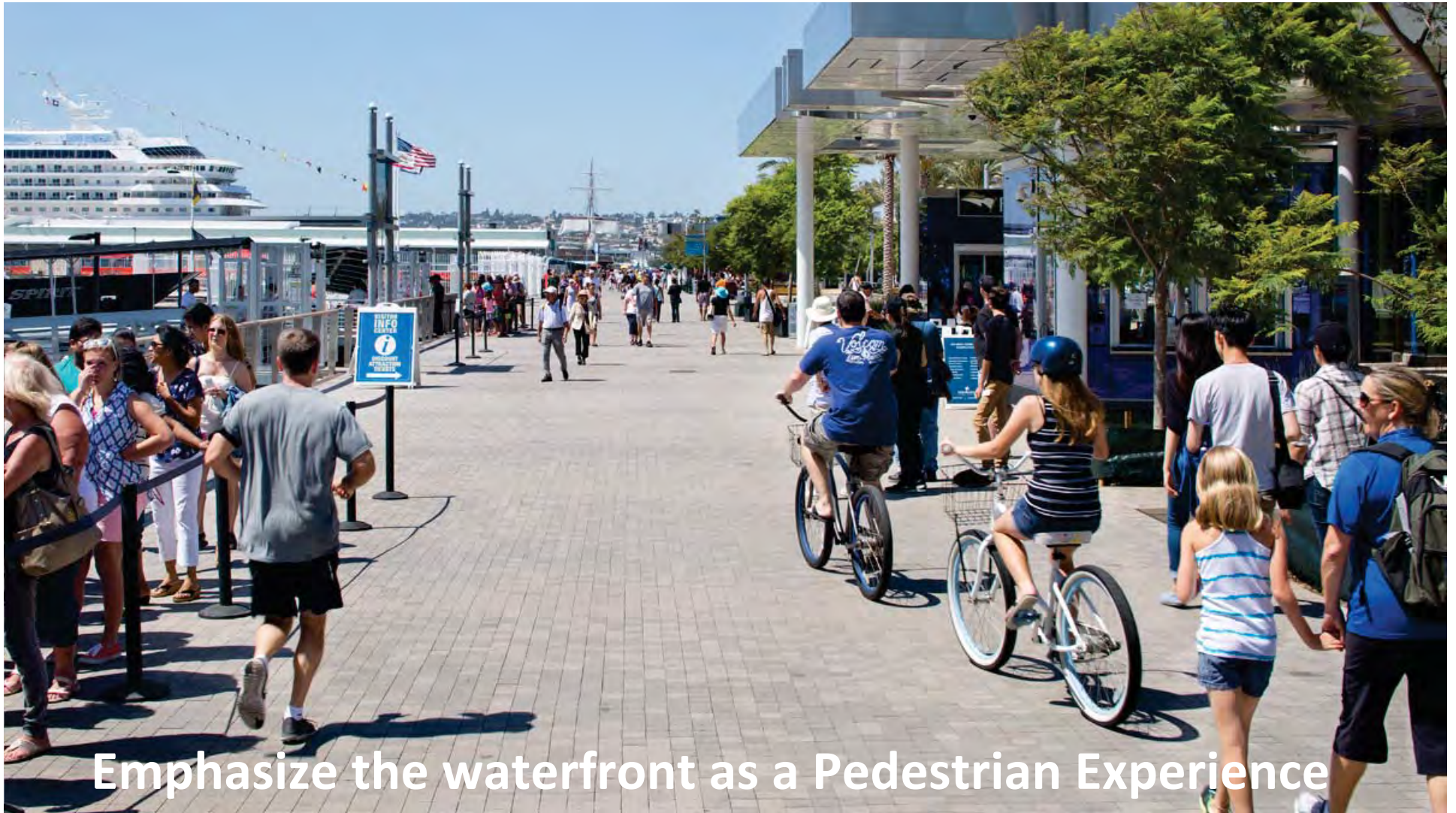


Create a central gathering place for the City

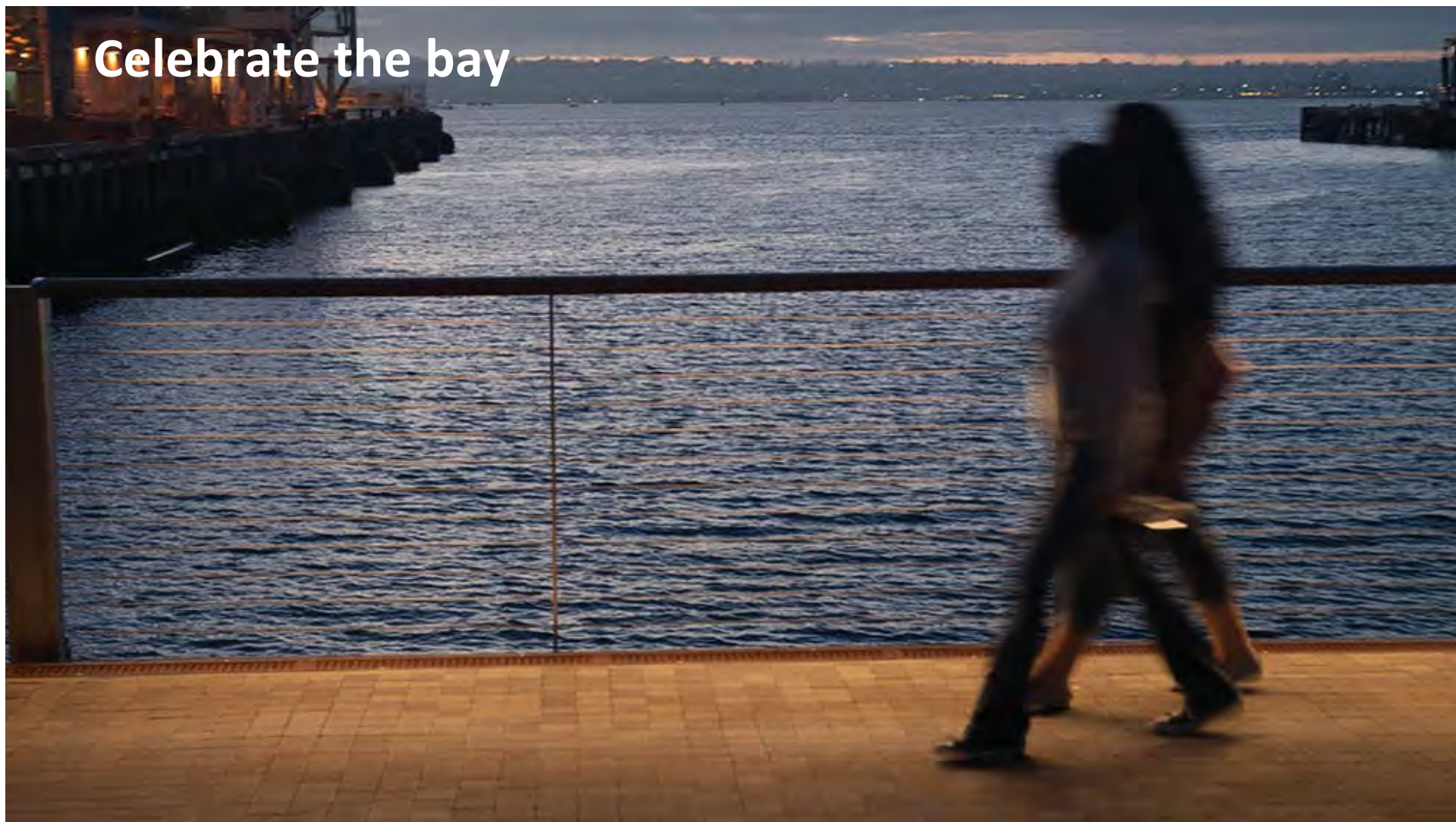




create a place that means more, to more people



Emphasize the waterfront as a Pedestrian Experience





Ensure access for all

Uniquely San Diego





Emphasize multiple modes of circulation

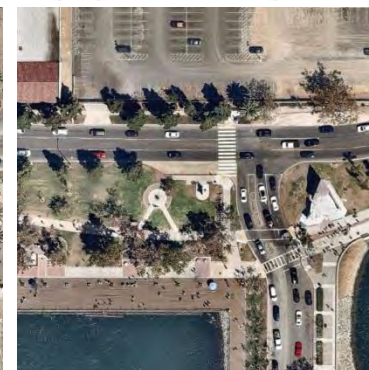
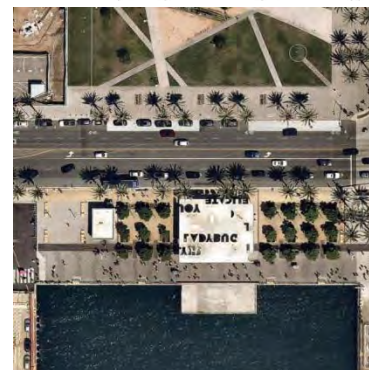
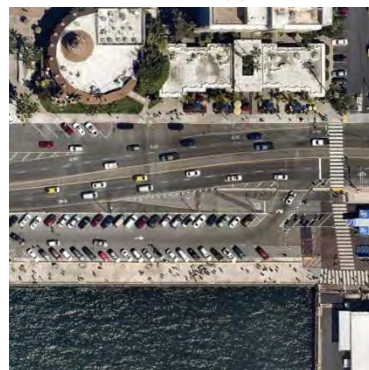
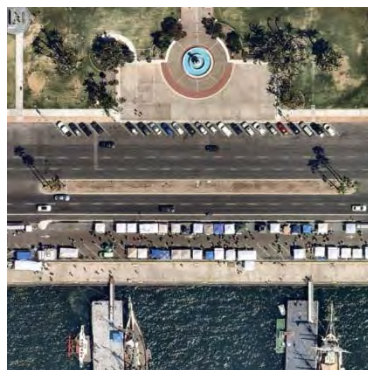
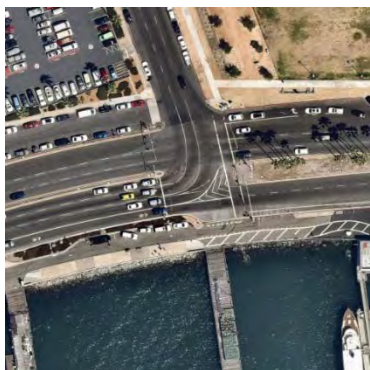
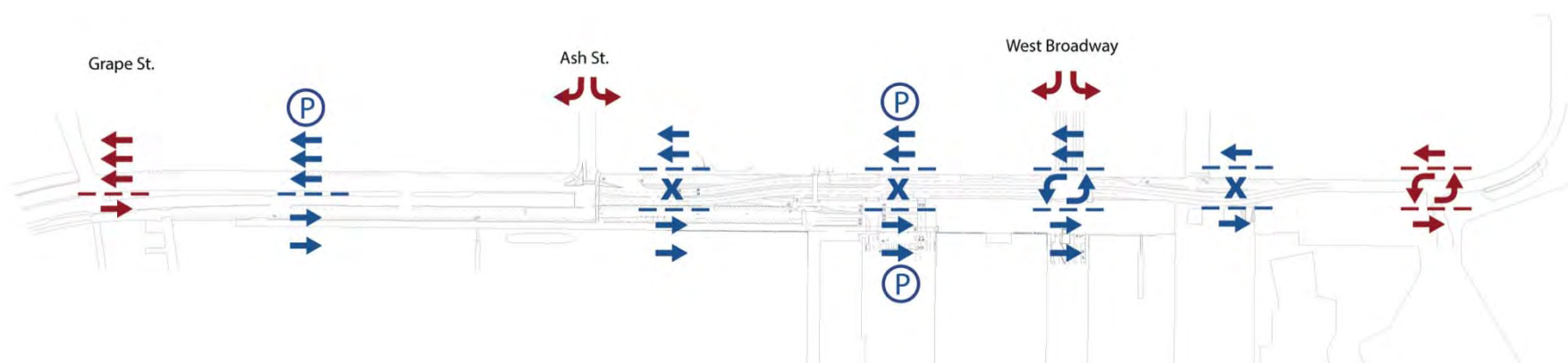
Objectives

- Expand Park Space by a min. of 1.25 acres
- Identify a location for the Waterfront Destination Park
- Evaluate parks and open space holistically
- Make Harbor Drive pedestrian-friendly but replace lost parking
- Identify future uses of the Grape Street Piers

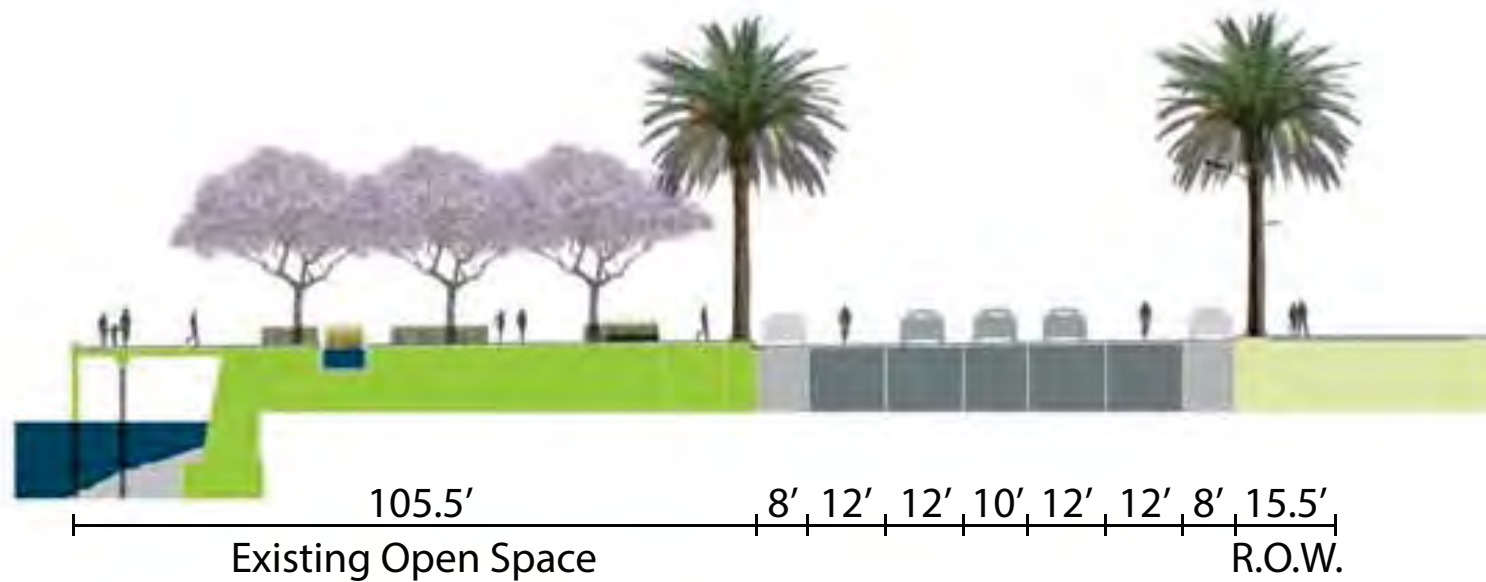
Site Context



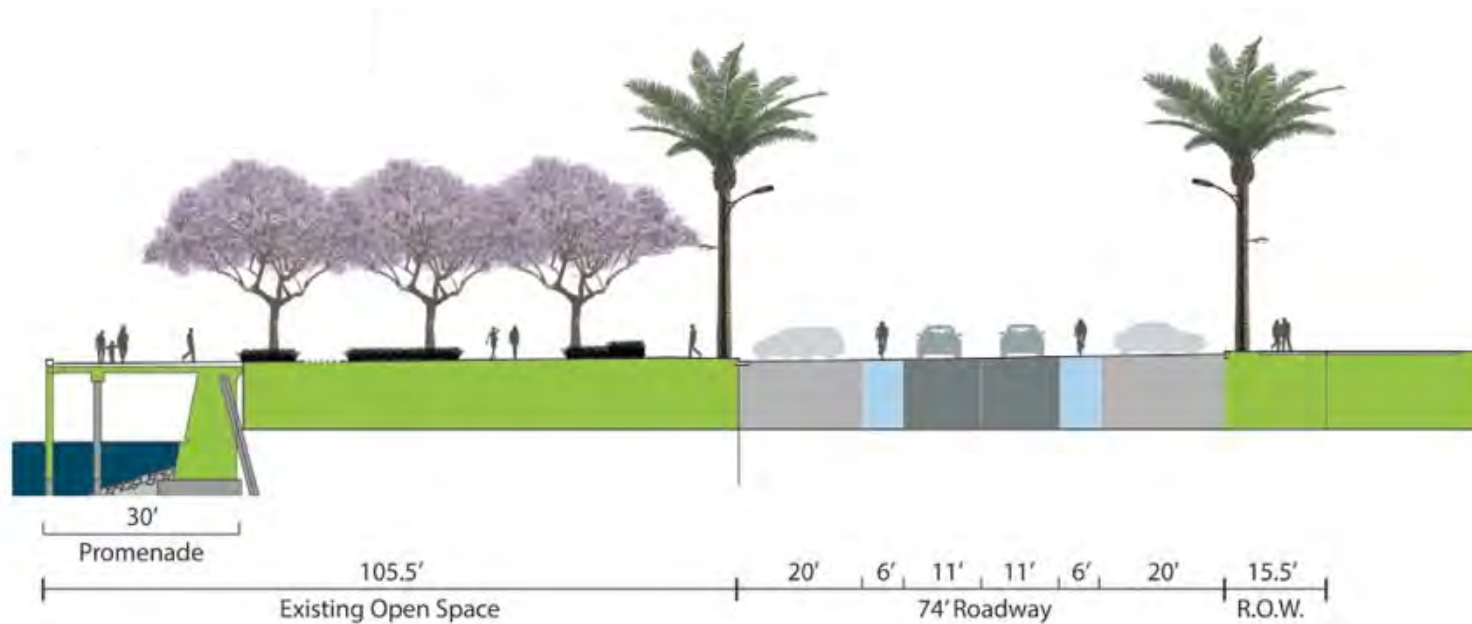
Harbor Drive – Size and Configuration



Existing Harbor Drive Section



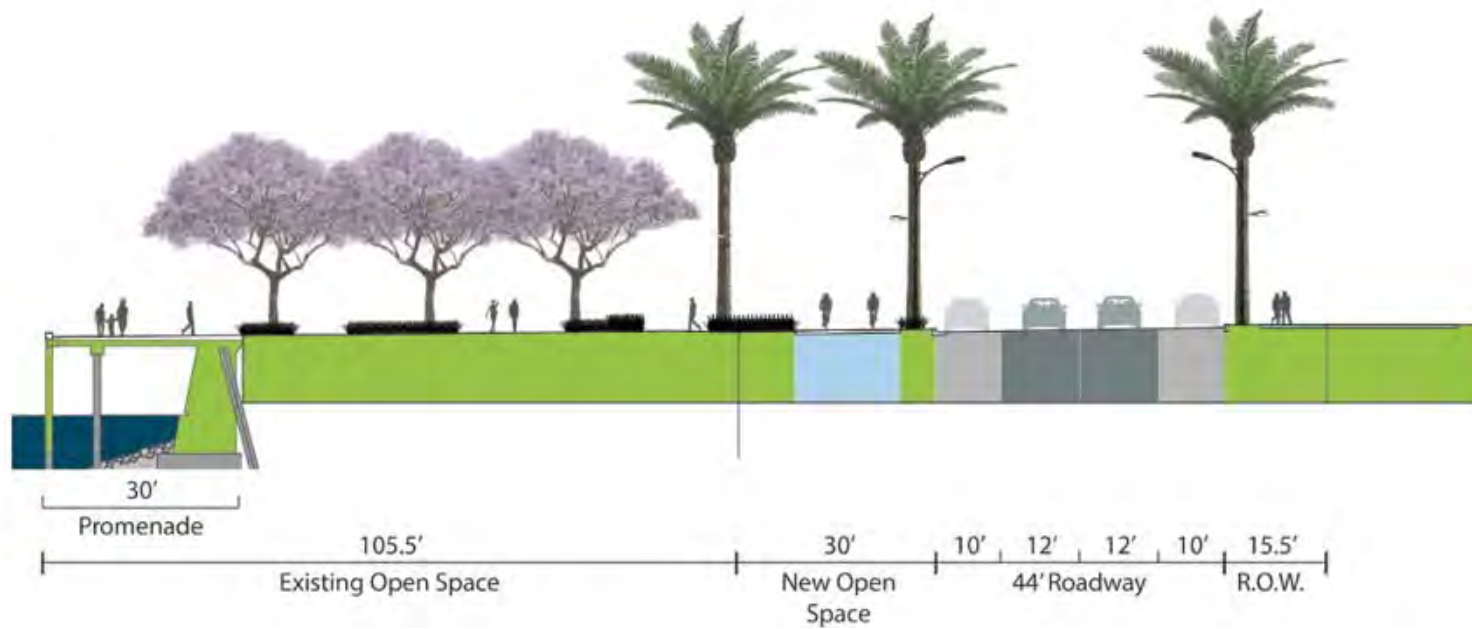
Expand Open Space to the East of Harbor Drive



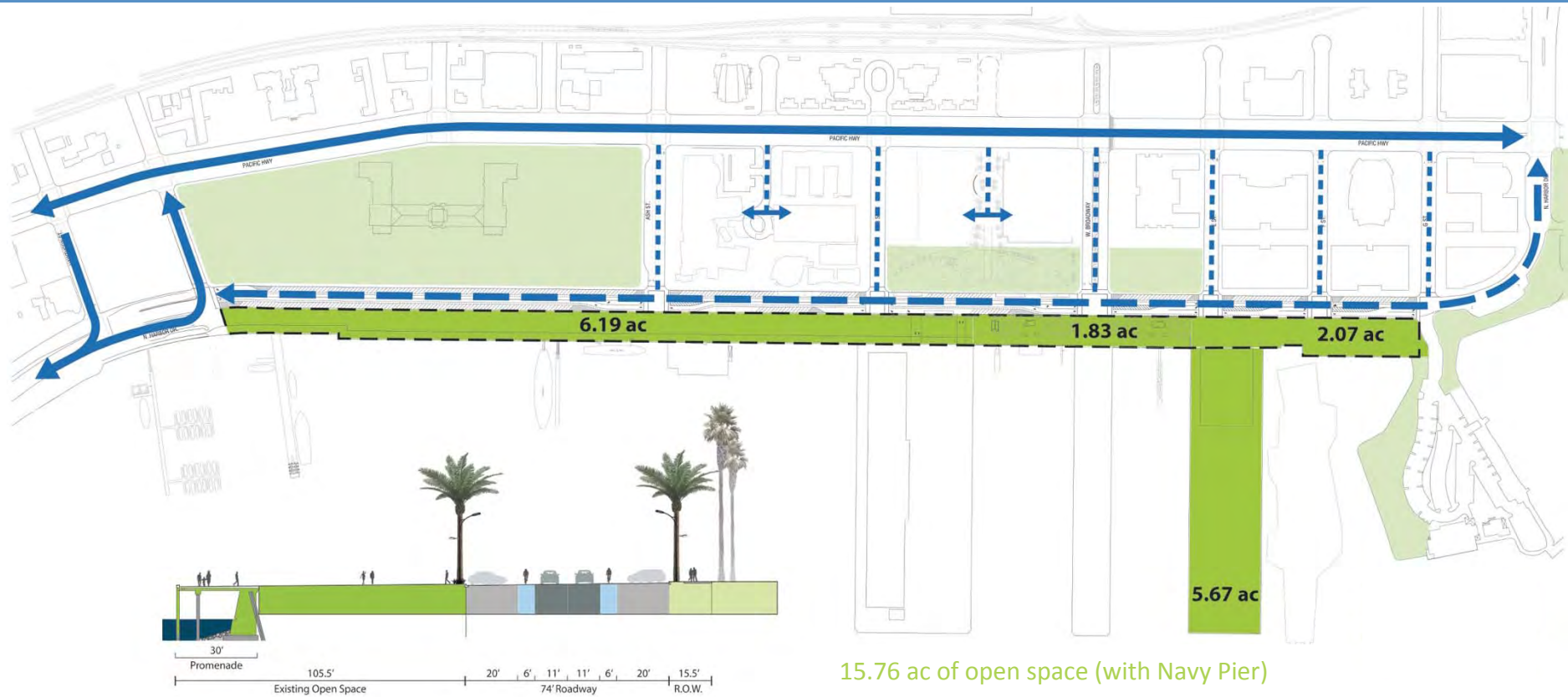
Reduce Harbor Drive, while maintaining capacity



Reduce Harbor Drive and Change its Function

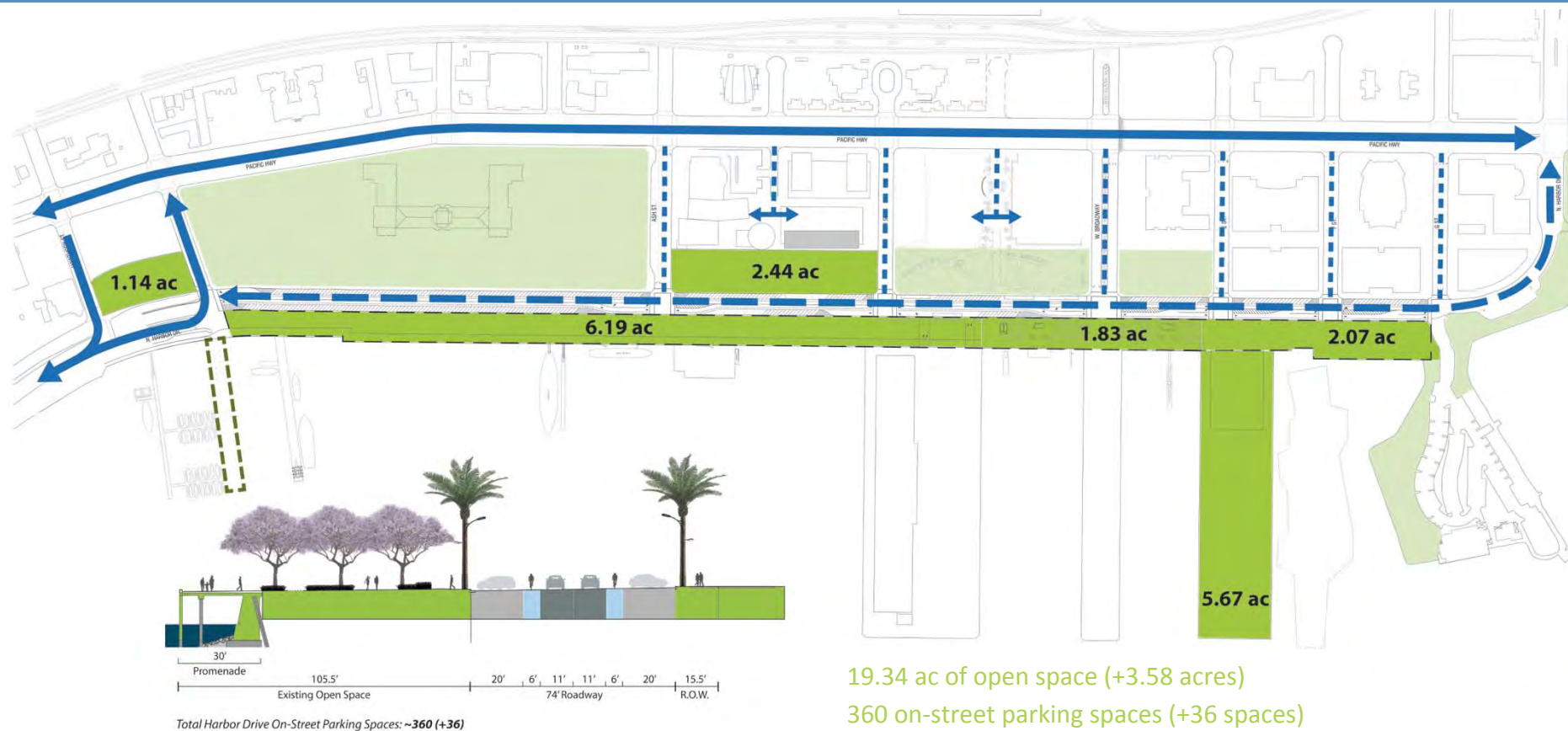


Base Configuration – per 2002 Plan



15.76 ac of open space (with Navy Pier)
324 existing on-street parking spaces

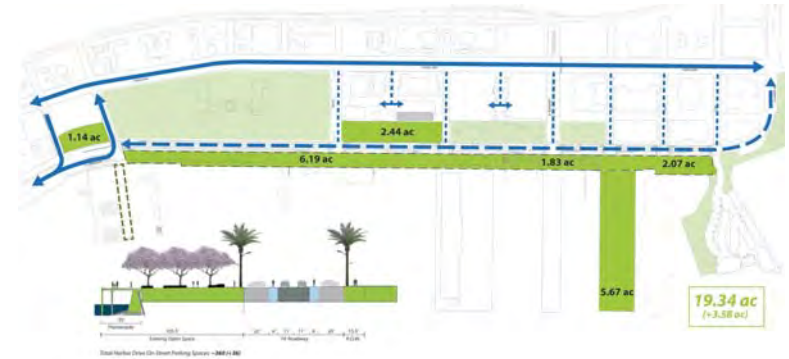
Alt. 1 – 74' Harbor Dr. with 150' Setback Park



Alt. 1 – 74' Harbor Dr. with 150' Setback Park

Opportunities

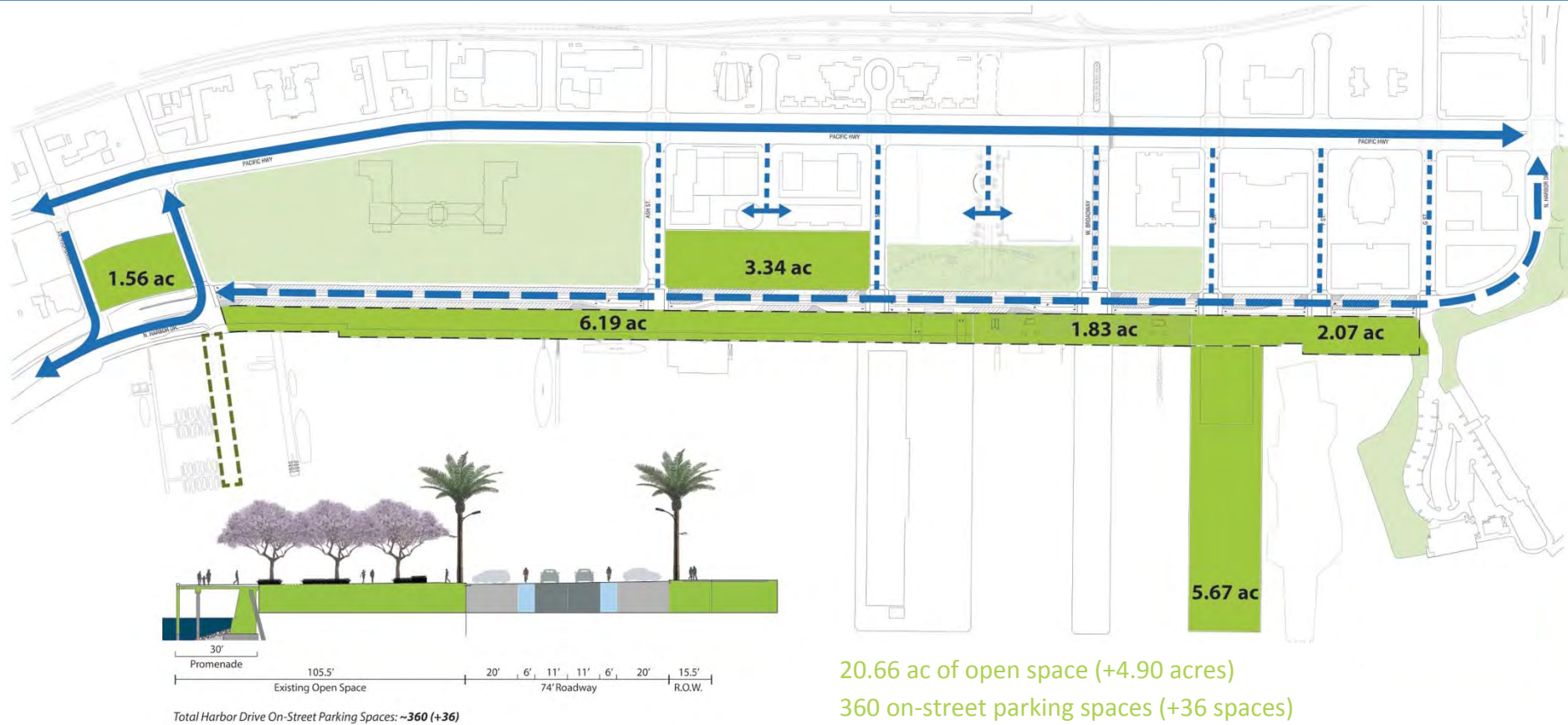
- completes the setback park experience
- creates a memorable waterfront experience that is framed on all sides by open space
- maximizes on-street parking
- maintains proximate parking
- maintains phase 1 harbor drive improvements
- creates the opportunity to have different open space uses on either side of harbor drive



Constraints

- may create activation competition between the park spaces on either side of harbor dr.
- divides the open space with a road
- road based regional bike facility
- reduces ability to create shared parking with adjacent development
- dependent on changes to adjacent properties

Alt. 2 – 74' Harbor Dr. with 205' Setback Park



Alt. 2 – 74' Harbor Dr. with 205' Setback Park

Opportunities

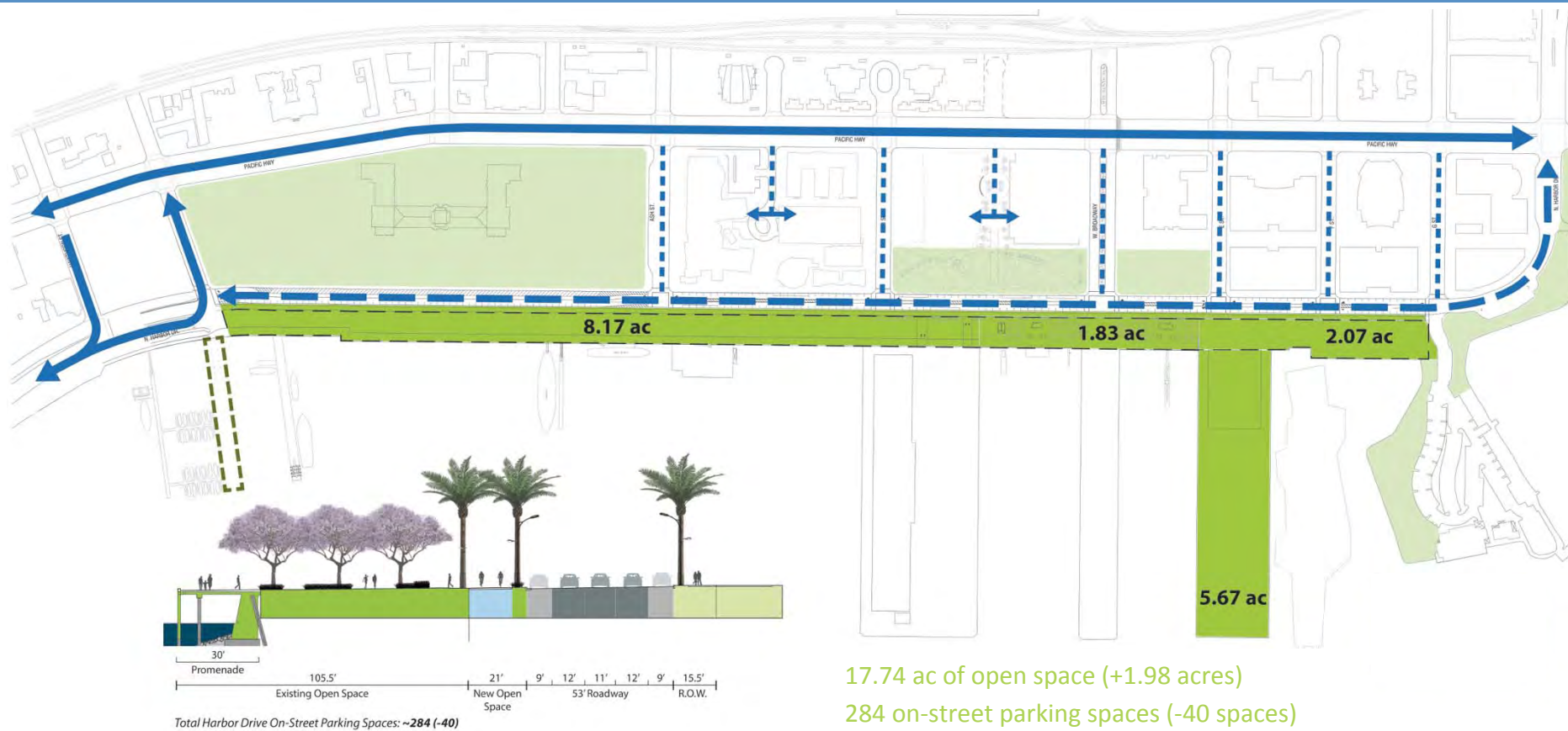
- completes and expands the setback park experience
- creates a memorable waterfront experience that is framed on all sides by open space
- maximizes on-street parking
- maintains proximate parking
- maintains phase 1 harbor drive improvements
- creates the opportunity to have different open space uses on either side of harbor drive



Constraints

- may create activation competition between the park spaces on either side of harbor dr.
- road based regional bike facility
- divides the open space with a road
- further reduces ability to create shared parking with adjacent development
- dependent on changes to adjacent properties

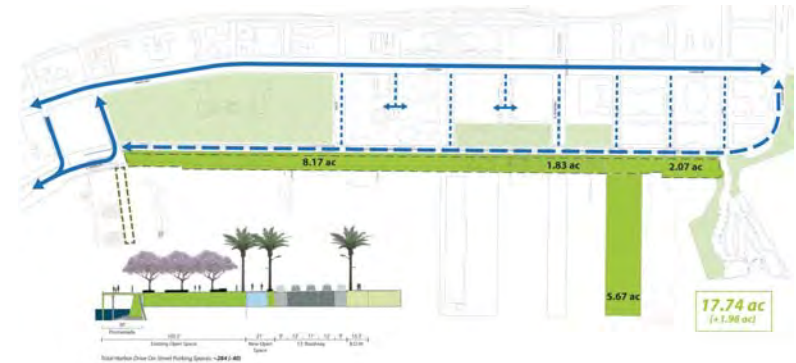
Alt. 3 – 53' Harbor Dr.



Alt. 3 – 53' Harbor Dr.

Opportunities

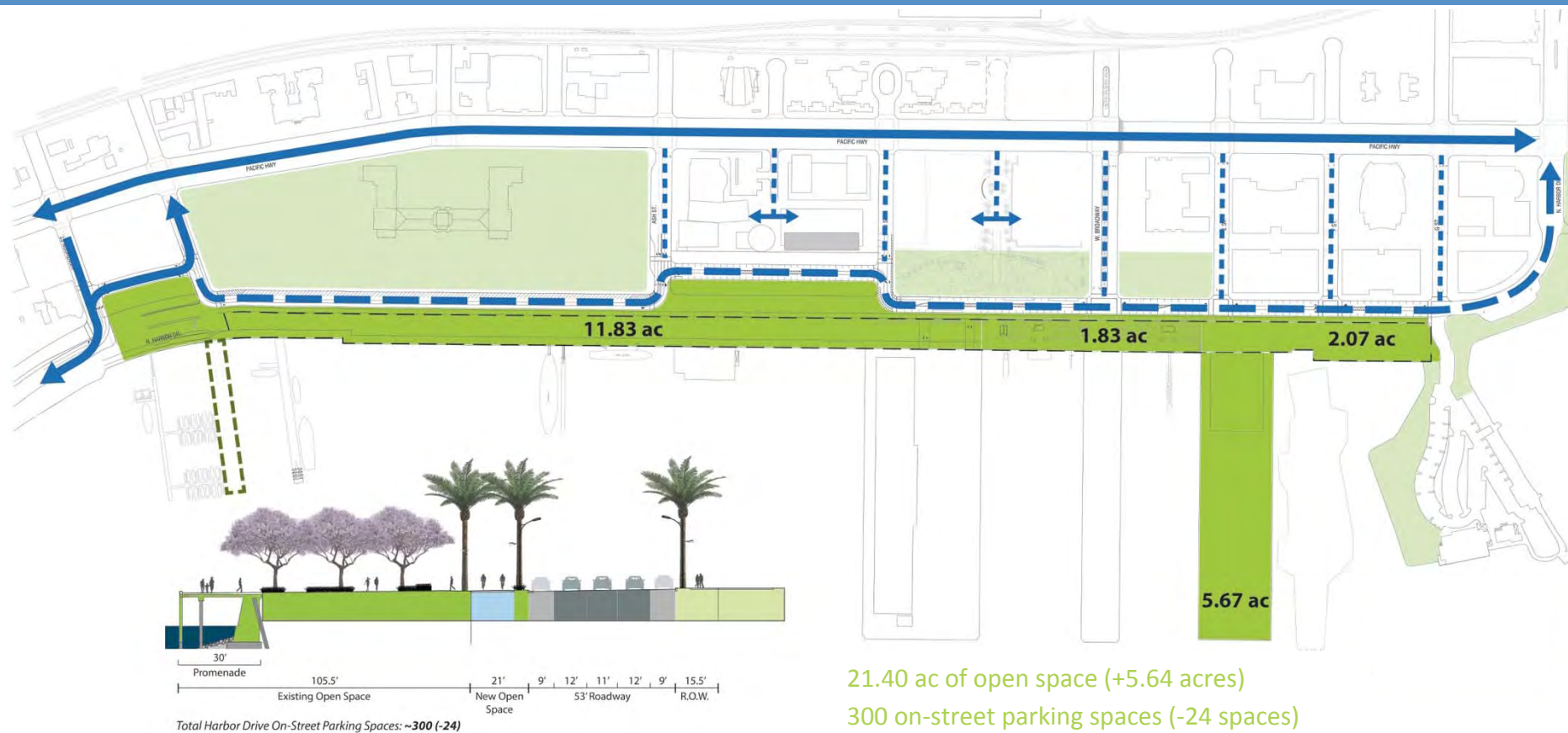
- expands the park space on the waterfront
- provides a waterfront drive experience
- creates a dedicated bike facility
- maintains proximate parking
- enhances pedestrian experience on harbor drive, while maintaining its functionality
- provides proximate shared parking opportunities



Constraints

- provides the least amount of added park space
- park expansion is primarily occupied by bikeway
- adjusts recently completed harbor drive improvements

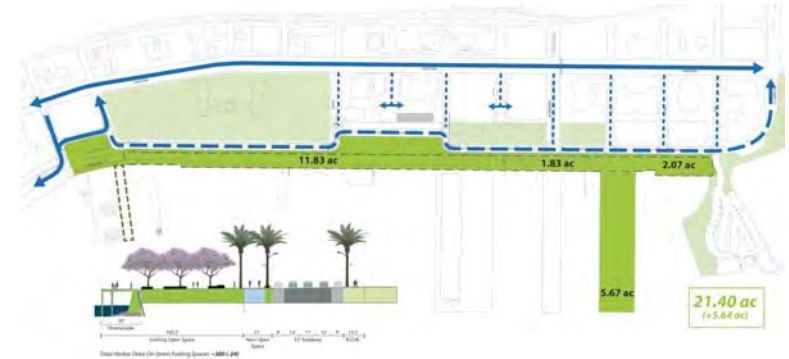
Alt. 4 – Realigned Harbor Dr. w/ 53' ROW



Alt. 4 – Realigned Harbor Dr. w/ 53' ROW

Opportunities

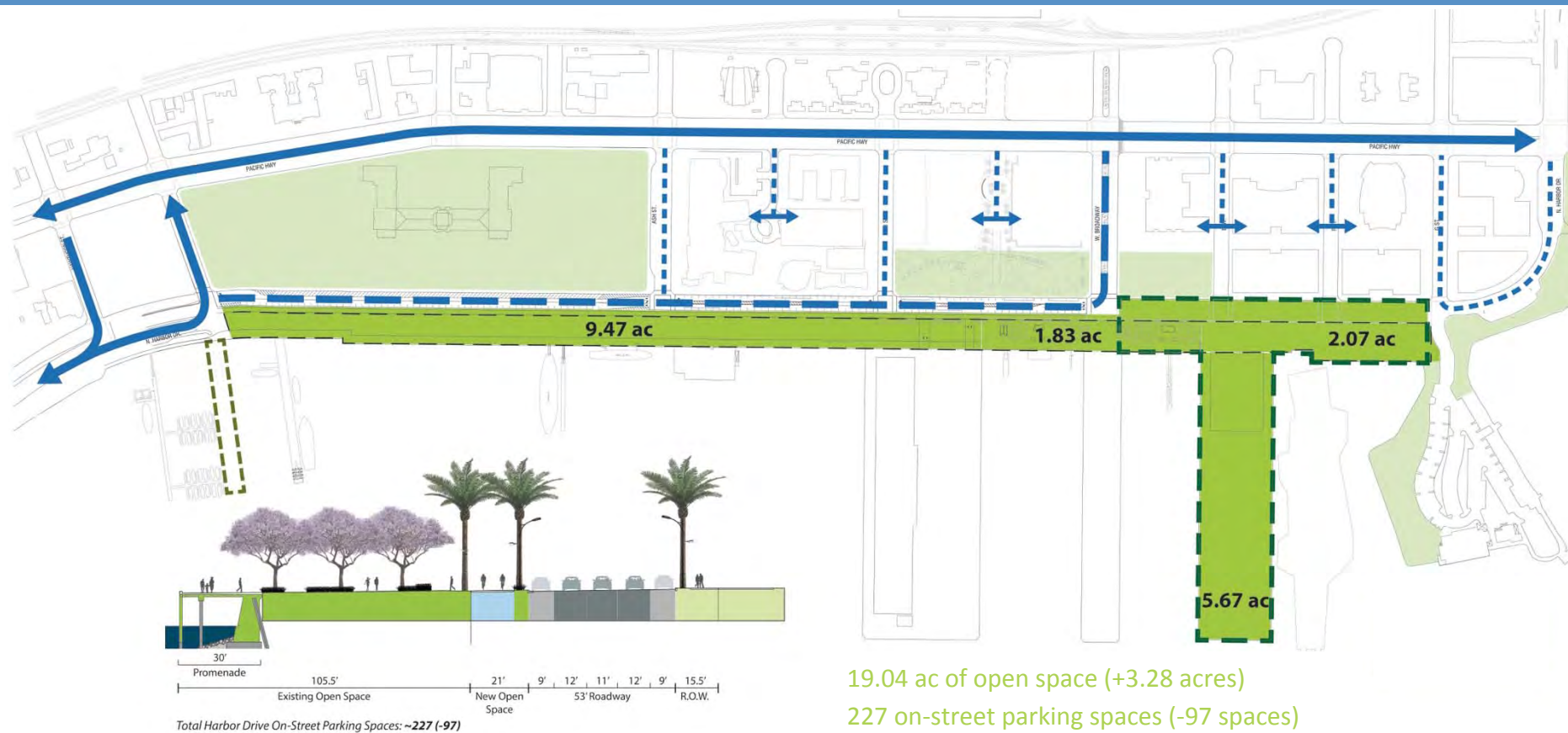
- provides the most expansive park space on the waterfront
- maintains waterfront drive experience
- creates a dedicated bike facility
- maintains proximate parking
- enhances pedestrian experience on harbor drive, while maintaining its functionality



Constraints

- creates circulation issues to/from Pacific Hwy.
- circulation along Harbor Drive is difficult
- reduces ability to create shared parking with adjacent development
- dependent on changes to adjacent properties
- limits the development of the Grape Street lot (including its potential as a transit center)

Alt. 5 – Water Front Park, South of Broadway



Alt. 5 – Waterfront Park, South of Broadway

Opportunities

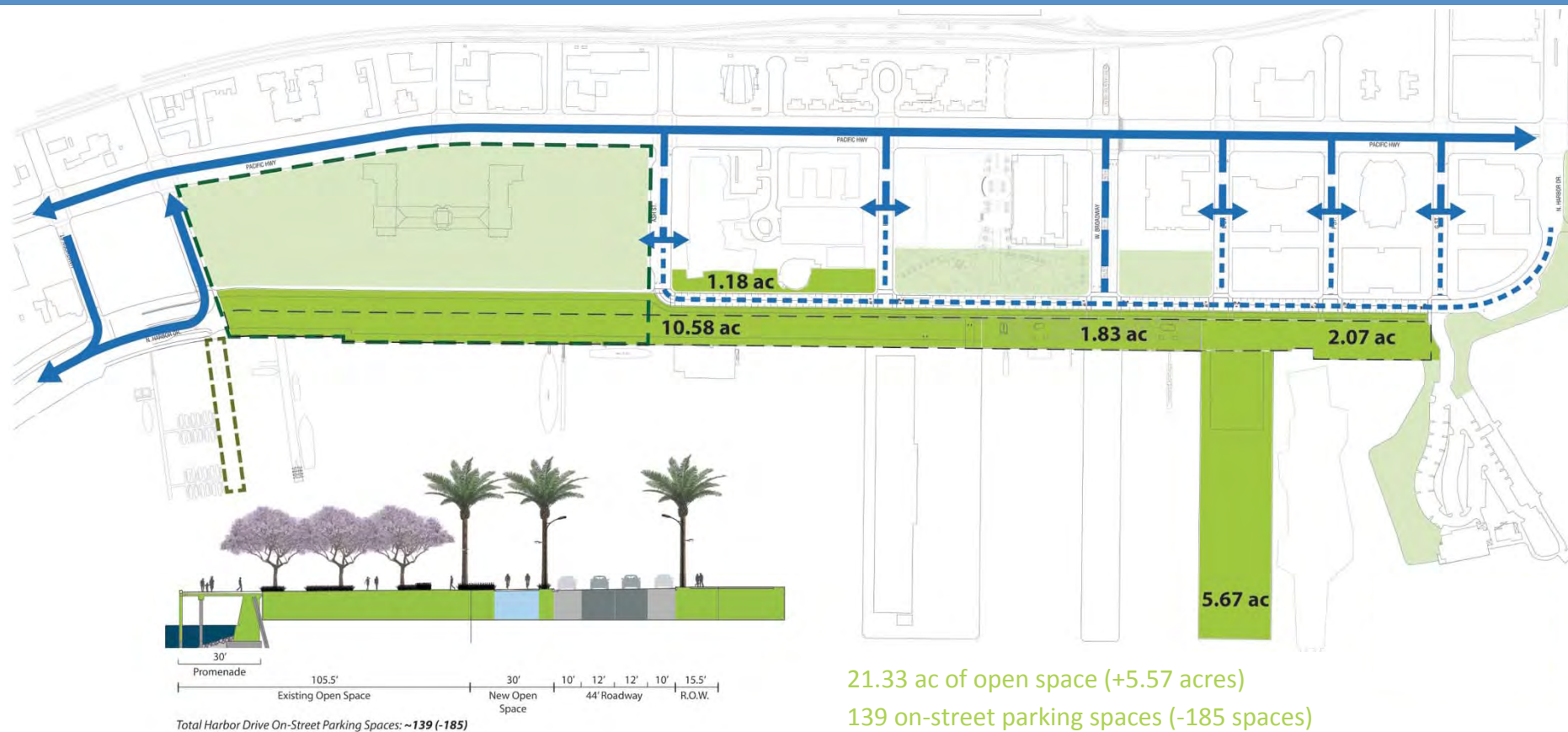
- expands the park space on the waterfront
- provides a partial waterfront drive experience
- creates a dedicated bike facility
- maintains proximate parking north of Broadway
- reduces harbor drive, while maintaining function
- creates a more pedestrian friendly harbor dr.
- maximizes shared parking opportunities with adjacent development



Constraints

- parking is difficult where it's needed most
- destination park is a series of spaces rather than a single large space
- impacts viability of adjacent retail
- a limited “waterfront” experience in the destination park

Alt. 6 – Waterfront Park at County, 44' ROW

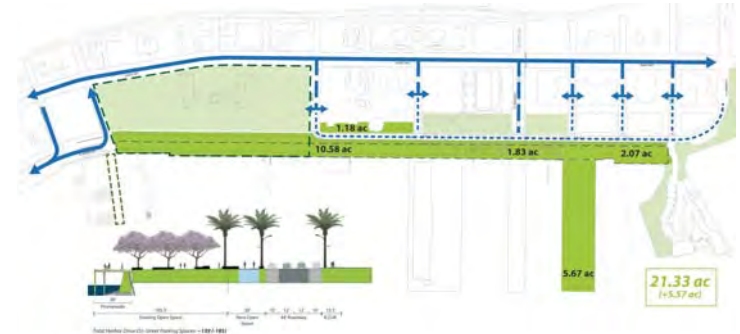


21.33 ac of open space (+5.57 acres)
139 on-street parking spaces (-185 spaces)

Alt. 6 – Waterfront Park at County, 44' ROW

Opportunities

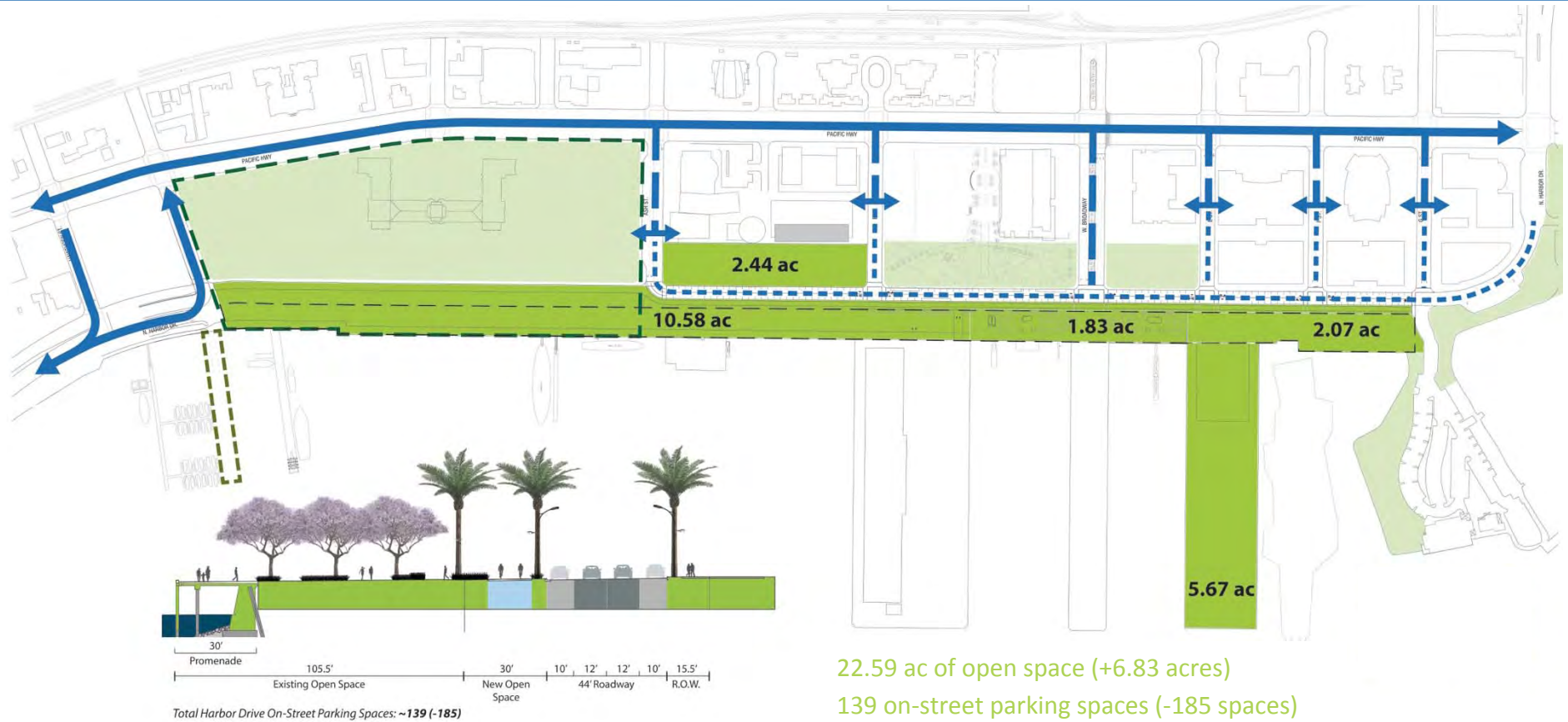
- large park space on the waterfront
- capitalizes on the existing park amenities at the county waterfront park
- creates a dedicated bike facility
- creates the grape street pier(s) as an important terminus to the space
- places the destination park in a true “waterfront” setting
- creates an urban edge between Ash and B st.
- maximizes shared parking opportunities with adjacent development



Constraints

- changes the function of harbor drive
- limits proximate on-street parking
- requires adjustments to recently completed harbor drive improvements
- limits the waterfront drive experience

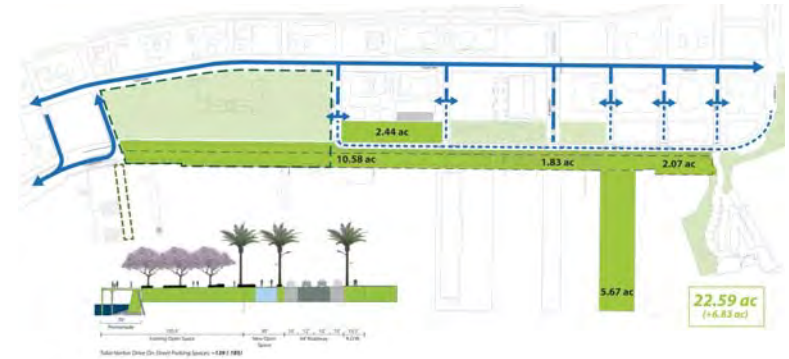
Alt. 7 – Waterfront Park at County, 150' Setback 44' ROW



Alt. 7 – Waterfront Park at County, 150' Setback 44' ROW

Opportunities

- creates the largest waterfront park space
- capitalizes on the existing park amenities at the county waterfront park
- creates a dedicated bike facility
- creates the grape street pier(s) as an important terminus to the space
- places the destination park in a true “waterfront” setting
- creates a memorable waterfront experience that is framed on all sides by open space
- creates the opportunity to have different open space uses on either side of harbor drive



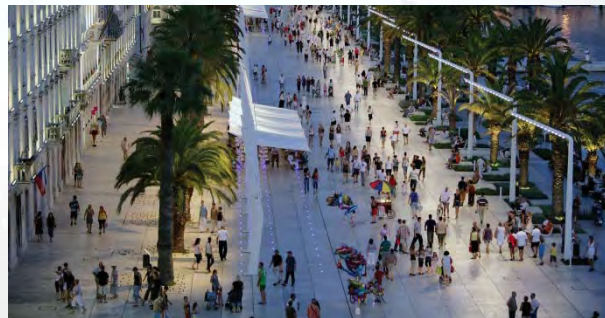
Constraints

- may create activation competition between the park spaces on either side of harbor dr.
- changes the function of harbor drive
- limits proximate on-street parking
- requires adjustments to recently completed harbor drive improvements
- dependent on changes to adjacent properties and reduces shared parking opp.

Contemporary Waterfront Design Precedents

The following precedents explore current trends in waterfront design focusing on

- Chain of well connected highly programmed and activated spaces
- Recreational greenways that accommodate multiple modes of circulation that enable experiencing the waterfront
- Triangulation of activities that draw users from one space to another and extend the user experience and keep bringing them back.



The Activated Waterfront



Waterfront Precedents: Copacabana Beach Promenade



Waterfront Mobility: Copacabana Beach Promenade



Waterfront Places: Copacabana Beach Promenade



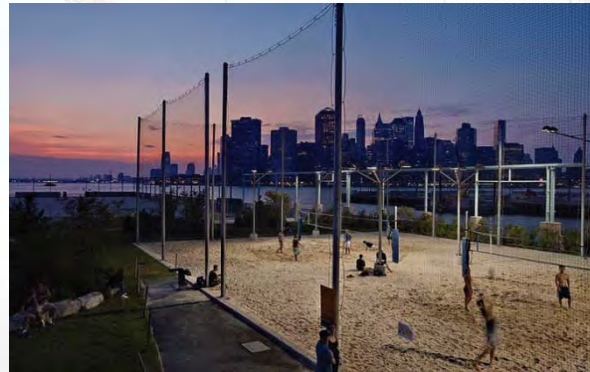
Waterfront Precedents: Brooklyn Bridge Park



Waterfront Mobility: Brooklyn Bridge Park



Waterfront Places: Brooklyn Bridge Park



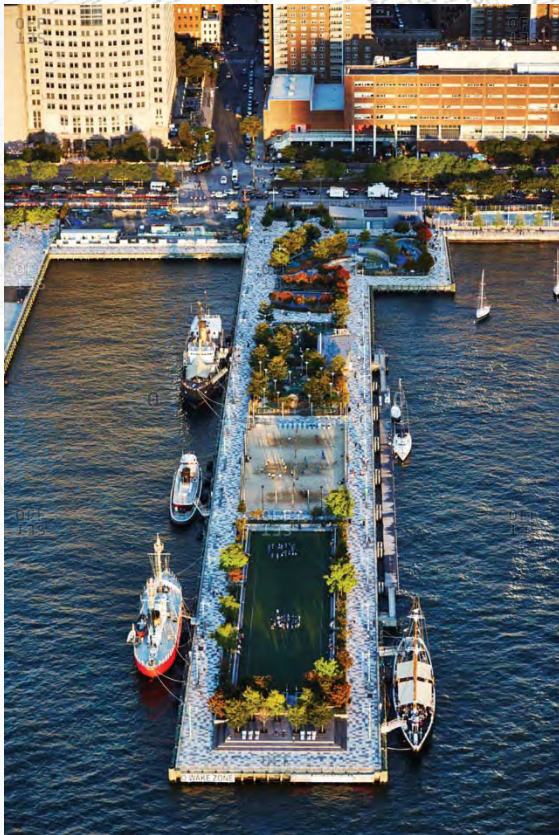
Waterfront Precedents: Hudson River Park



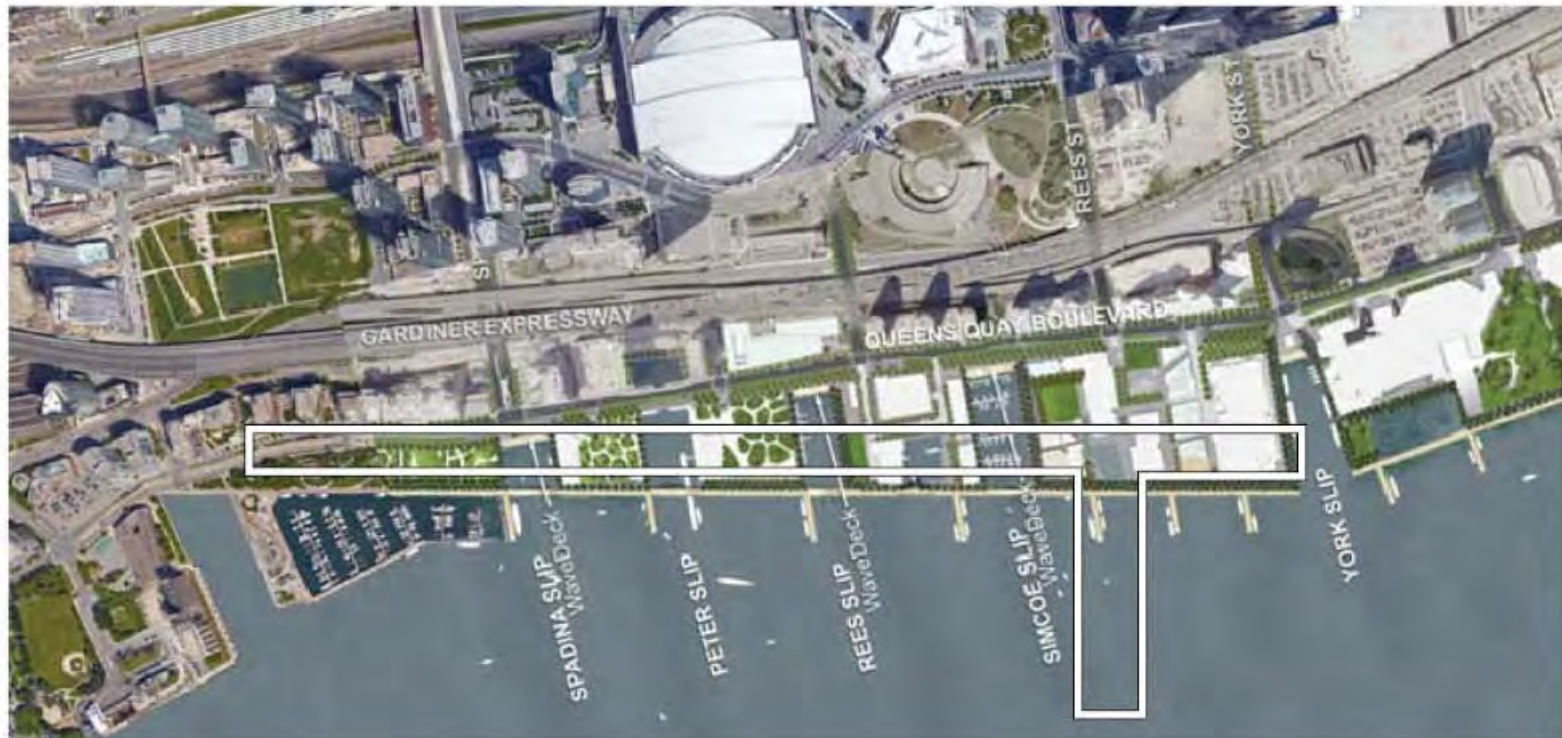
Waterfront Mobility: Hudson River Park



Waterfront Places: Hudson River Park



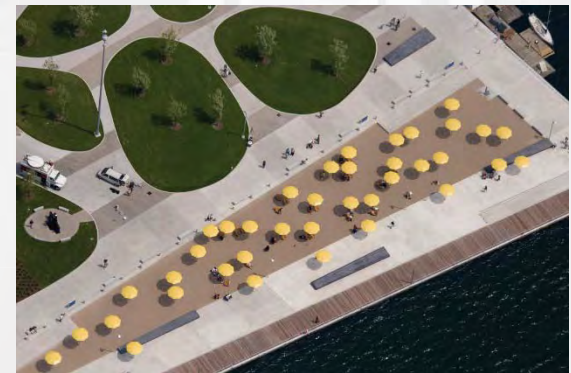
Waterfront Precedents: Toronto Central Waterfront



Waterfront Mobility: Toronto Central Waterfront



Waterfront Places: Toronto Central Waterfront



Engagement Activities

- 
1. Evaluating the Alternatives
 2. Recommending Activities, Uses and Site Features
 3. Questionnaires
 - Design team members and Port staff will facilitate each table
 - Community Members will stay at the same table (the facilitator will move the exercises at the designated time)
 - Community members are welcome to grab refreshments/snacks and to use the restroom as necessary

WHAT'S **NEXT** FOR **NORTH EMBARCADERO**

Thank You

