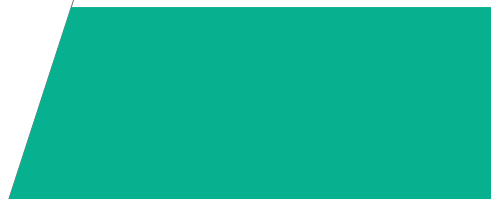




Port Master Plan Update





Embarcadero Public Outreach December 2018 - January 2019

Section 1 – Introduction

portofsandiego.org

INTRODUCTION

In order to solicit feedback from the general public and interested stakeholders, the San Diego Unified Port District's Port Master Plan Update (PMPU) team completed public outreach and stakeholder engagement for the Embarcadero Planning District. This feedback will help to prioritize preferences for public access and public spaces within the Embarcadero as part of the PMPU process.

This report contains the results of the online survey that was available from December 13, 2018 through January 31, 2019 (see Section 2). Overall there were 3,330 survey respondents. The survey results are provided in Section 3.

This report also contains the information gained from the public open house event, which was held on Wednesday, January 30, 2019, from 6-8 p.m. at the District Administration Building. The open house event helped to obtain feedback specific to the Embarcadero Planning District. This public open house, which had over 70 attendees, allowed for interaction between interested attendees and the PMPU team. The open house featured five stations – one focused on the overall PMPU process, and the other four focused on amenities, activities and mobility throughout the North and Central Embarcadero. Attendees visited the stations and shared their feedback on their preferences related to various amenities, activities and mobility features on the North and Central Embarcadero through dialogue with staff and District consultants, as well as the placement of various colored dots on public engagement boards. The colored dots are inventoried in Section 4 of this report.



Embarcadero Public Outreach December 2018 - January 2019

Section 2 – Embarcadero Planning District
Public & Stakeholder Questionnaire

portofsandiego.org

Embarcadero Planning District Public & Stakeholder Questionnaire

The Port of San Diego is in the process of updating its Port Master Plan, which will shape future development of the San Diego waterfront area known as the Embarcadero. Because there is limited space on our San Diego Bay waterfront, your responses will help us prioritize the types of public amenities, facilities, and experiences available at the waterfront, including parks and parking. Thank you for your participation!



1 Thinking about how best to balance the availability of parking and park space on the Embarcadero, which of the following is closest to your opinion?

- ☐ I prefer parking right next to my destination, even if it means less park space.
- ☐ I'm willing to walk 5 to 10 minutes from my parking space in order to allow for more park space.

2 Because there is limited space along Harbor Drive, the Port will need to prioritize a variety of facilities and amenities that could be made available. For each item shown below, please indicate whether it should be a high, medium, or low priority. Please keep in mind that no more than three items can be high priorities.

	High Priority	Medium Priority	Low Priority
Shuttle, people mover or bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike lane protected from traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car lanes for driving my vehicle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Valet/drop-off/rideshare zones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-street parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhanced pedestrian crosswalk with better visibility to drivers for safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



- 3 Shown on the map is the North Embarcadero area, which includes the USS Midway Museum, the Maritime Museum, and cruise ship docks. The Brigantine's Portside Pier restaurant development currently under construction is also located on the North Embarcadero. Which of these statements best describes your familiarity with the North Embarcadero?
- ☐ I am familiar with this area and have visited it during the past year.
- ☐ I am familiar with this area but have not visited it during the past year.
- ☐ I am not familiar with this area.
- 4 Thinking about the North Embarcadero experience in the area pictured below (North Embarcadero Street Level), which option would you most prefer? [Choose one.]
- ☐ Park space consolidated in one contiguous area
- ☐ Multiple small parks spread out and connected by pathways
- ☐ No preference



5 In the North Embarcadero, Harbor Drive runs along the waterfront. In your opinion, where should public space such as parks and plazas be located?

- ☐ Mostly on the water side of the street
- ☐ Mostly on the downtown side of the street
- ☐ Equally distributed on both sides of the street
- ☐ No opinion

6 Thinking about a future park on a pier, which of the following locations would you prefer for the park? [Choose one.]

- ☐ Landward side of the pier (the side closest to Harbor Drive)
- ☐ Tip of the pier (the side farthest from Harbor Drive)
- ☐ No preference

7 Thinking of Harbor Drive, which of the following is most important to you? [Choose one.]

- ☐ To have a great pedestrian experience
- ☐ To have easy vehicle traffic flow
- ☐ No preference

8 When you think of a dynamic waterfront along the North Embarcadero, what features would you want it to include? (Please write your response.)

9 Because there is limited space in the North Embarcadero, the Port will need to prioritize among a variety of facilities and amenities that could be made available. For each item shown below, please indicate whether it should be a high, medium, or low priority. Please keep in mind that no more than three items can be high priorities.

	High Priority	Medium Priority	Low Priority
Children's playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plaza with seating for enjoying the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plaza with flexibility for events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water features/interactive fountains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More options for dining outside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More public art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shade pavilions to protect me from the sun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



- 10 Shown on the map is the Central Embarcadero area, which includes Seaport Village, The Fish Market restaurant, The Headquarters, and other landmarks. In addition to its prominent place on the waterfront of downtown San Diego, the Embarcadero is a hub for the commercial fishing industry and its open-air seafood market, Tuna Harbor Dockside Market. Which of the following statements best describes your familiarity with the Central Embarcadero?

- ☐ I am familiar with this area and have visited it during the past year
- ☐ I am familiar with this area but have not visited it during the past year
- ☐ I am not familiar with this area

- 11 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?

- ☐ I would prefer a park that is at ground-level
- ☐ I would be willing to use a rooftop park
- ☐ No opinion

- 12 Because there is limited space in the Central Embarcadero, the Port will need to prioritize among a variety of facilities and amenities that could be made available. For each item shown below, please indicate whether it should be a high, medium or low priority. Please keep in mind that no more than three items can be high priorities.

	High Priority	Medium Priority	Low Priority
Office space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Urban beach [See Illustrative Example of Urban Beach Below]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overlooks to enjoy the waterfront view [See Illustrative Example of Overlooks Below]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shade pavilions to protect me from the sun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Created wetland habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-motorized watercraft launch for kayaks, canoes and paddleboards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boat dock	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor fitness equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor recreation space for tai chi, yoga or other activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



- 13 When you think of a dynamic waterfront along the Central Embarcadero, what features would you want it to include? [Please write your response.]

- 14 For each commercial amenity shown below, please indicate whether it should be a high, medium, or low priority for inclusion in the Central Embarcadero. Please keep in mind that no more than three items can be high priorities.

	High Priority	Medium Priority	Low Priority
Major attraction such as an aquarium, large museum or observation tower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural/historic institutions such as a small museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactive/educational experiences for people of all ages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pop-up programming, vendors and exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More options for unique retail shops, restaurants and bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sign up to receive the latest information about the Port Master Plan Update. Entering contact information is optional and not required to submit your completed survey information.

15 Sign up to receive more information.

Name (Optional)

City (Optional)

Email Address (Optional)



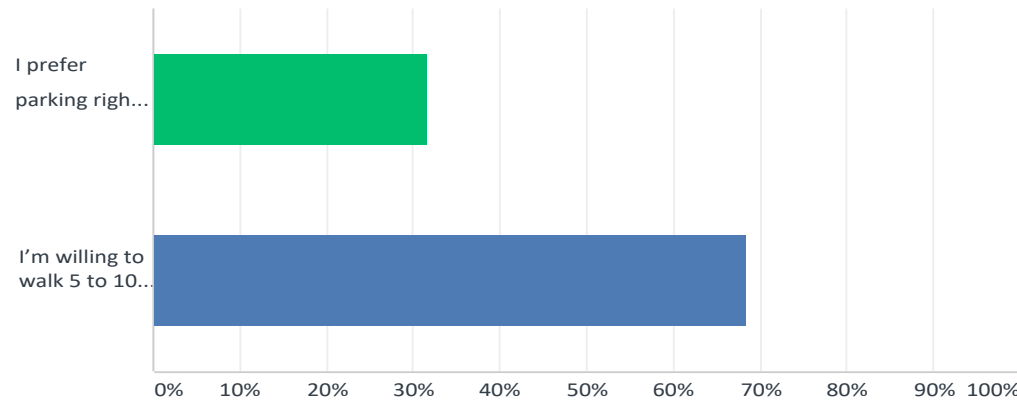
Embarcadero Public Outreach December 2018 - January 2019

Section 3 - Results of Survey (Questionnaire)

portofsandiego.org

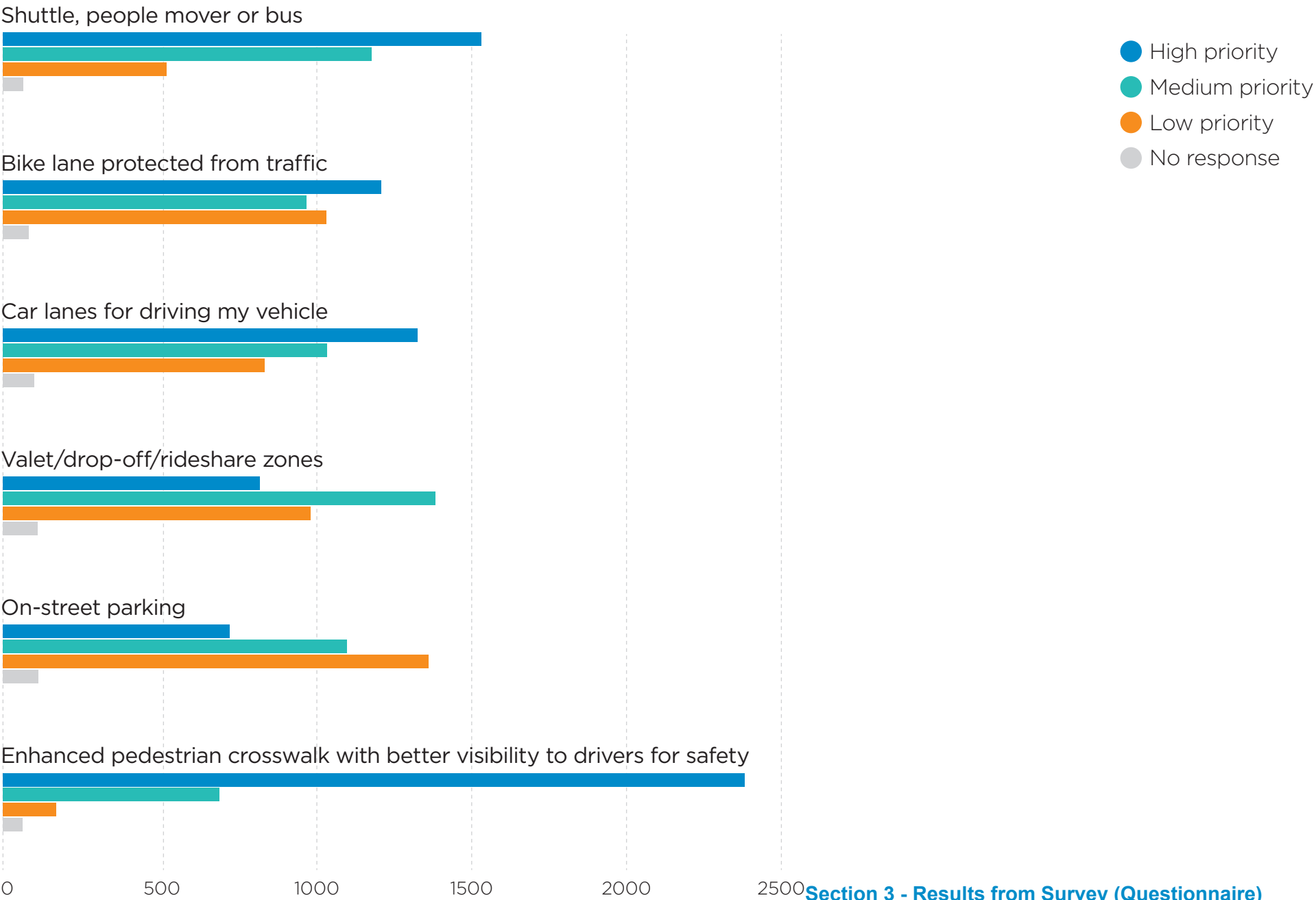
QUESTION 1

Thinking about how best to balance the availability of parking and park space on the Embarcadero, which of the following is closest to your opinion?



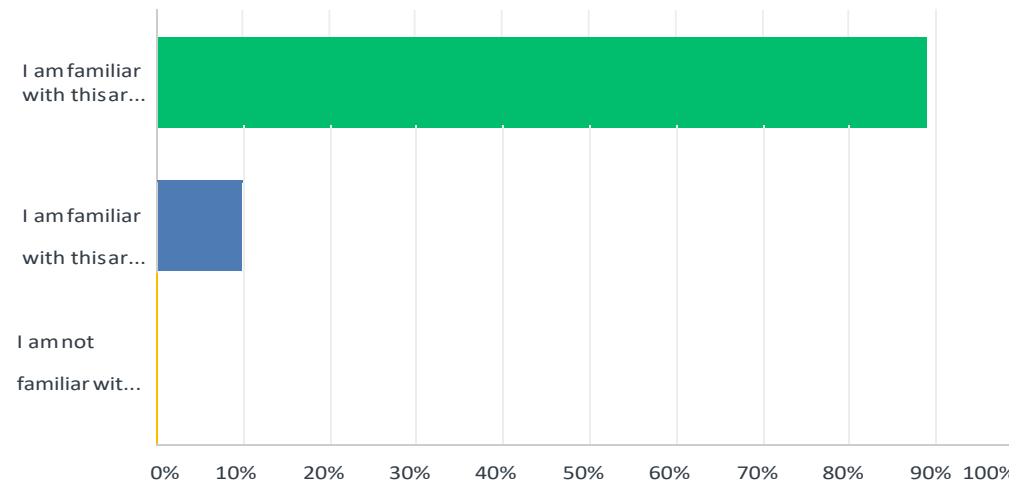
QUESTION 2

Because there is limited space along Harbor Drive, the Port will need to prioritize a variety of facilities and amenities that could be made available. Please indicate whether the following should be a high, medium, or low priority.



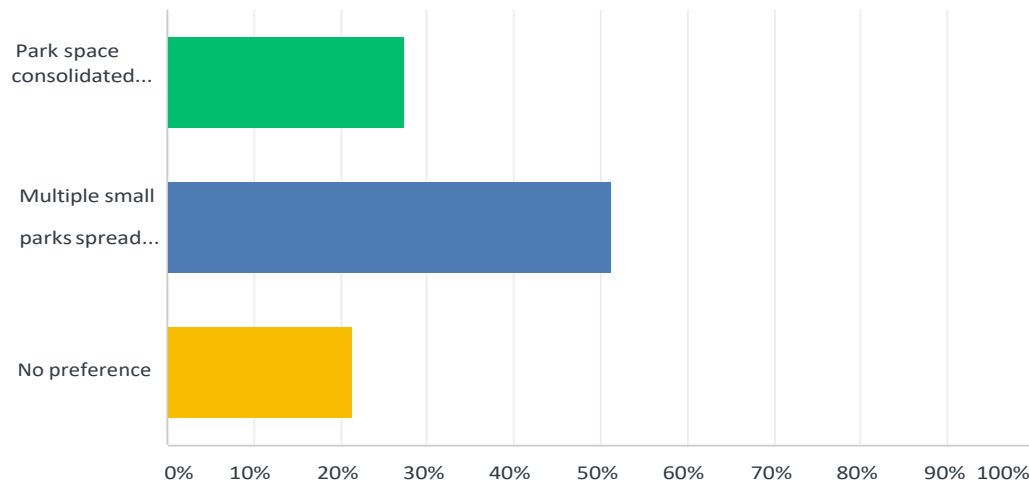
QUESTION 3

Shown on the map is the North Embarcadero area, which includes the USS Midway Museum, the Maritime Museum, and cruise ship docks. The Brigantine's Portside Pier restaurant development currently under construction is also located on the North Embarcadero. Which of these statements best describes your familiarity with the North Embarcadero?



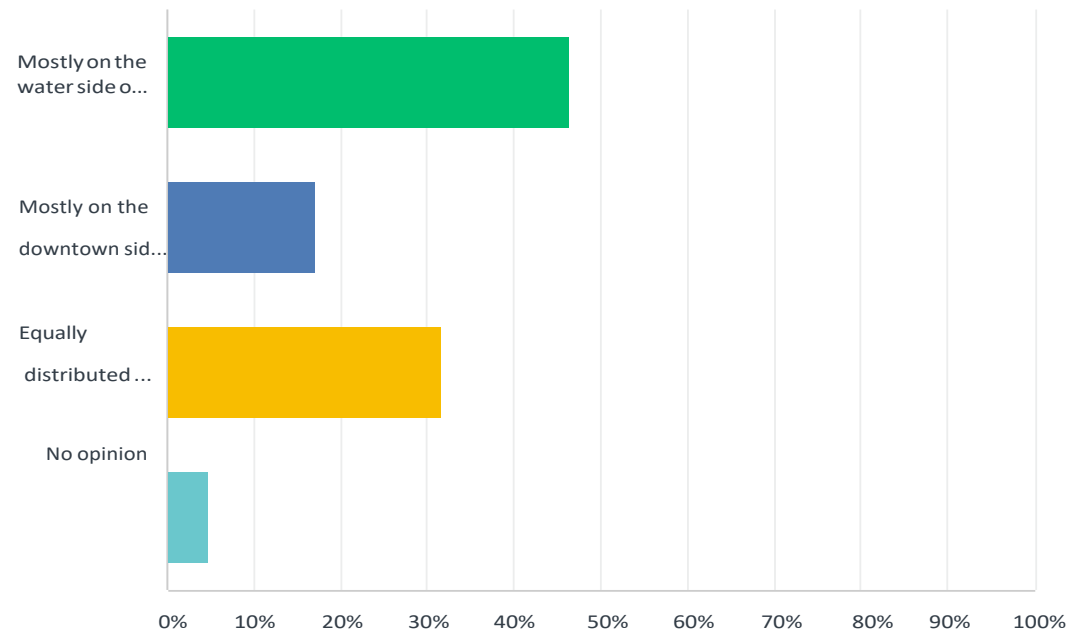
QUESTION 4

Thinking about the North Embarcadero experience in the area pictured below (North Embarcadero Street Level), which option would you most prefer? [Choose one.]



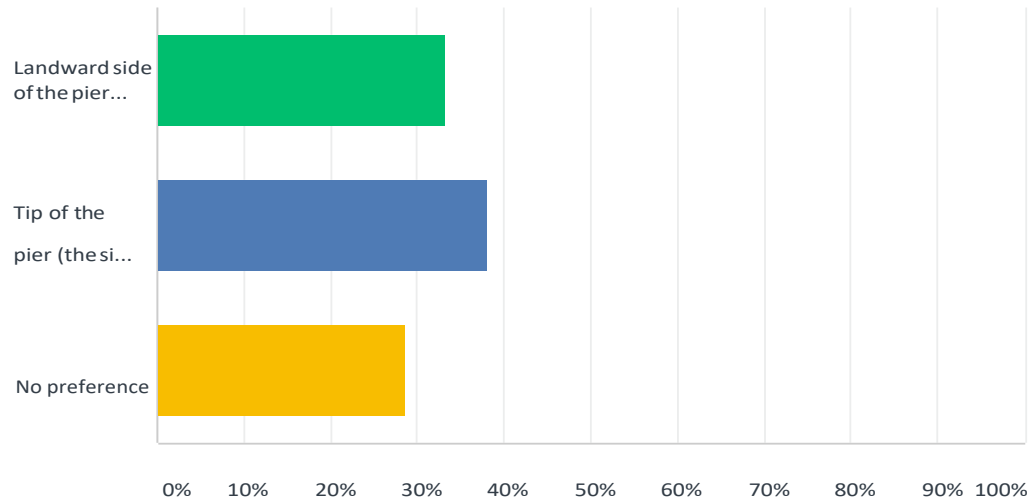
QUESTION 5

In the North Embarcadero, Harbor Drive runs along the waterfront. In your opinion, where should public space such as parks and plazas be located?



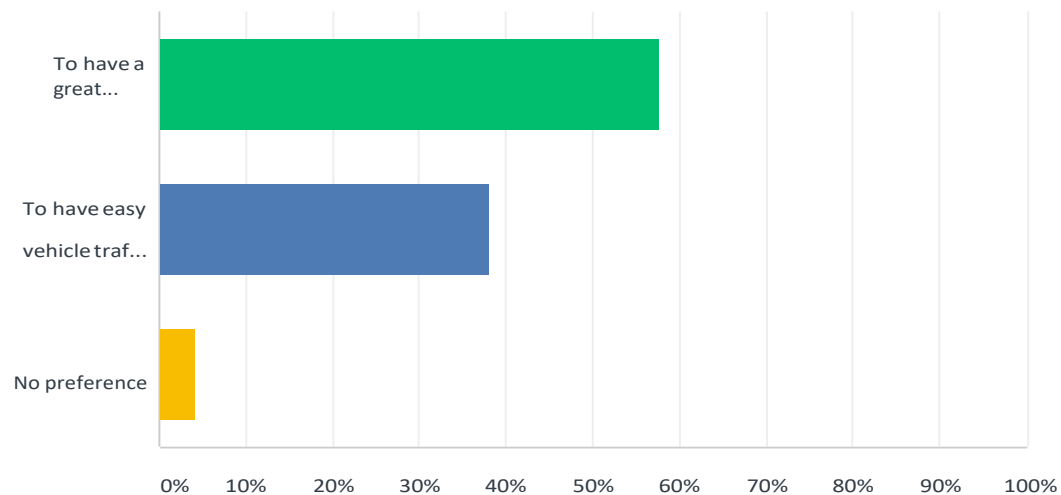
QUESTION 6

Thinking about a future park on a pier, which of the following locations would you prefer for the park? [Choose one.]



QUESTION 7

Thinking of Harbor Drive, which of the following is most important to you? [Choose one.]



QUESTION 8 (Summary of Common Responses)

When you think of a dynamic waterfront along the North Embarcadero, what features would you want it to include?

Dining/eating

Common themes: restaurants, food trucks, casual cafes, food and drink kiosks, local, artisan, small businesses, craft beer, non-chain, coffee stops, affordable dining options, different price points

Sample responses:

- “Outdoor places with music, food, and drinks.”
- “Area with outside dining.”
- “Side walk cafes, places to stop and enjoy the beauty of the waterfront, not just restaurants.”
- “Local shops & restaurants with a San Diego vibe.”
- “Accessible restaurants by bike and walking.”
- “Cool places to see the harbor along with cool spots to have cocktails and delicious, reasonably priced food. Rustic and welcoming.”
- “Outdoor dining, craft breweries and an area for Food Trucks! “
- “Nice restaurants where you can sit with a harbor view.”
- “Good but affordable Restaurants. Food stands. Places to sit, have refreshment and view our harbor.”
- “Restaurants and Bars with access both from pedestrian side that would be facing the water edge and from the vehicular side which would be facing the downtown land.”
- “More restaurants and shops that can be accessed from a pedestrian walk way along the waterfront.”
- “Try to locate and purchase an original historic SAN DIEGO AUTOMOBILE FERRY BOAT. Once here, convert it to a beautiful restaurant with lots of S.D. history.”
- “A variety of restaurants, including low-price, quick snacks, as well as up-scale, view oriented eateries.”
- “Economical restaurants, relaxing places for a drink or glass of wine that won't cost an arm and a leg.”
- “The public/private partnership is critical...places to eat/get coffee adjacent to or within the park would encourage people to stay longer.”

QUESTION 8 (Summary of Common Responses) - Continued

Pedestrian access

Common themes: wide sidewalks, waterfront promenades, separate pedestrian and biking paths, walking, trails

Sample responses:

- “People should be able to walk along the ocean.”
- “Pedestrian access isolated from street traffic. Pedestrian bridges or tunnels over/under Pacific Highway rather than crosswalks.”
- “Separate anything with wheels such as bikes scooters and pedicabs from pedestrian walkway.”
- “Easy walking along the waterfront with great views to the water. Put the other attractions on the street side and limit the pedicabs so walking isn't so crowded.”
- “An ideal embarcadero (in my opinion) includes very few "attractions". I want a contiguous pedestrian experience. I don't want to be distracted from the natural beauty of the bay. And I want as few cars in the immediate area as possible.”
- “Keep an open, welcoming space with good access for PEOPLE ... incredible opportunity to create a cornerstone defining the differences between San Diego and Los Angeles. Critical that enough space is devoted to people and not to cars, busses, buildings , etc.”
- “Make strong ped connections from downtown to the park that DO NOT require moving pedestrians off the ground to keep traffic flowing (i.e. no ped bridges).”

Parking

Common themes: affordable parking options, more handicap spaces, close to attractions, maintain USS Midway lot, underground, multi-level structure, connected to public transportation

Sample responses:

- “I frequently take visiting guests to the museums and Fish Market, and need easy, inexpensive parking. The present payment options for the Midway are ridiculous.”
- “A parking garage across Harbor Drive from but fairly near the USS Midway. More imaginative minds than mine will decide the bay side of Harbor Drive.”
- “Parking away from the Embarcadero with shuttle service to the parks walkways and Museum.”
- “I believe that a multi-layer parking structure can fit nicely on the pier area next to the Midway. The lower tiers would be for cars and the upper structure could sustain a park setting. There would need to be access for disabled people as well and safe walking space to avoid injury from the car park. Removing building 11 at the head of the pier and building a structure that can provide multiple levels for paid parking would work well.”

QUESTION 8 (Summary of Common Responses) - Continued

- “Parking is non-existent currently and driving in and out of there is terrible right now. The biggest reason I don't go there much right now is because of how frustrating it is to get in there, then find no parking anywhere, and then have to leave after trying to find parking for over an hour. It MUST get better!!! It is so horrible right now.”
- “Increase in Handicap parking along all areas of the North Embarcadero. Cars without Handicap Challenged occupants, should be able to walk and enjoy the great scenery 1-2 blocks that challenged people cannot do.”
- “Parking, Parking, Parking....there needs to be more underground parking along Harbor Drive on the landward side. More tourist are coming and the older population, which is growing, need access too.”
“Multi level parking; retain ability to drive my car along the embarcadero - even if at slow speed -- this is the only way many people will ever be able to see it and admire its beauty and grandeur.”

Picnic/Park space

Common themes: place for picnics, connected parks, open space, gathering spaces, waterfront park space to enjoy the bay, green space, grassy areas, playgrounds, parks large enough to host activities, activated through programming

Sample responses:

- “Attractive, world class park that adds to the unique character of San Diego like Balboa Park, but leaves an open view of the water for all to enjoy.”
- “Just a nice green visually pleasing area, not designed around cars.”
- “Dynamic and activated park space. A lot of activity, action and big lights for nighttime use. Let's make it safe and enjoyable 24/7.”
- “Include: -Grass front of the ocean to have a picnic area like in Seattle. -An outdoor workout area like in Muscle Beach.”
- “Nice parks to enjoy the day or picnic in.”
- “Smaller parks spread out along the Embarcadero each with a feature activity (fitness course, children's carousel, etc.) or landmark (art installation, multi-level view deck) to create unique destinations all along the Embarcadero.”
- “More open space! I LOVE the waterfront park with its open areas, play equipment, and view of the bay. A great place to spend the day!”
- “I like the idea of smaller parks joined by walkways. I am very concerned that a larger park will be used for large events. I already do not like how many weekends waterfront park is closed to the public because of events.”

QUESTION 8 (Summary of Common Responses) - Continued

Outlooks/Views of the water

Common: maintain views of the waterfront, not blocking pedestrian views, unobstructed views, open views

Sample responses:

- “Maintain and create open view of water. Please don't build anything that blocks pedestrian view of bay/ocean water. Parks should enhance the waterfront experience.”
- “Lots of water visibility without too many buildings inhibiting the view.”
- “I would like the waterfront views to remain intact, don't need a lot of clutter (buildings, facilities etc.).”
- “Unobstructed view of the bay.”
- “More places to sit to enjoy the view of the bay as well as be able to enjoy a family picnic.”
- “Preserving an open and expansive water view of the entire bay should be the highest priority. All business/commercial including restaurants and hotels should be on the land side.”
- “Open visual field. Area that is not dominated by commercial interests. Design with a San Diego feel that is mostly designed for locals rather than tourists.”
- “A large open public area to enjoy unobstructed views of the bay. Something similar to the large park in Sydney, Australia near the opera house would be amazing!!!”

Bicycle Friendly

Common themes: protected bike lanes, separate lines for wheeled transportation, bike paths, separate from pedestrian walkways

Sample responses:

- “Excellent bicycle facilities, separate from pedestrian walkways. Prefer separate bike path but bike lane is ok.”
- “Protected bike lanes, with pedestrian only side walks. we don't need bikes bumping into people, and cars running over people on bikes.”
- “Wide paths that easily accommodate large pedestrian crowds as well as bicycles (perhaps a demarcated or dedicated bike path).”
- “Separate travel lanes for pedestrians and cyclists/scooter riders/pedicabs/skateboarders.”
- “Separate the scooters/bikes from the pedestrian sidewalk.”
- “A more defined route for bikes, scooters and skaters designated separate from the pedestrian walk.”
- “A great, separate running and bike path so residents & visitors don't have to dodge the walking cruise ship tourists, homeless, street vendors, & pedicabs!”
- “Clearly marked, separate lanes for scooters/bikes/pedicabs and pedestrians - separated by some physical boundary (grass median, curb, etc.) clearly marked, approved parking areas for scooters/bikes/pedicabs.”

QUESTION 8 (Summary of Common Responses) - Continued

Seating areas with options for shade

Common themes: taking a moment to stop and enjoy the waterfront, shaded areas to rest while walking, areas for elderly visitors to rest, options for shaded rest areas, outdoor benches, quiet areas to enjoy the waterfront, family-friendly spaces

Sample responses:

- “Areas to sit and enjoy the waterfront.”
- “Signage describing view looking across to Coronado and North Island.”
- “Seating in the park areas. Some of us are older and would find it nice to be able to sit occasionally as we stroll the waterfront.”
- “A place to sit with family to watch events such as fireworks and water parades.”
- “Multiple places to eat and sit outside to view the water and sunset.”
- “Waterfront sitting areas to watch sunsets.”
- “A variety of opportunities for viewing the bay at the different times of day with creative, comfortable seating, adequate lighting, and options for grabbing light snacks or beverages.”
- “Shade trellis/pavilions Street trees for shade and atmosphere.”
- “Numerous benches for people to be able to sit, talk, enjoy the scenery, and rest.”

Experiences and entertainment/performance event space

Common themes: an event space for art and music performances, programming that activates the surrounding area, outside music and concerts, affordable space, free programming, a large iconic attraction

Sample responses:

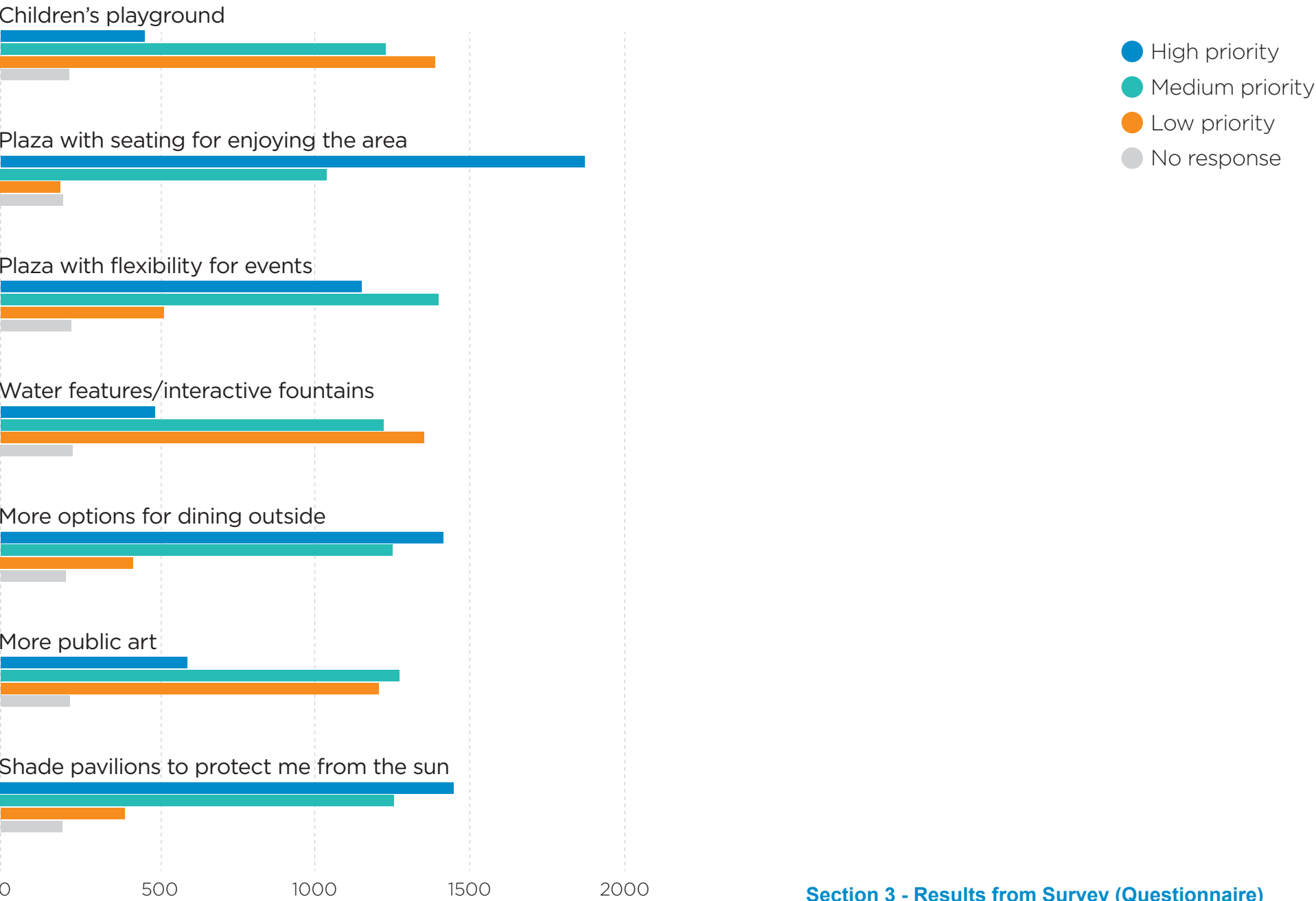
- “Room for outside music concerts.”
- “A plaza or reunion spot for public events such as marathons or food festivals. The ability to host a large event, a planned stage with infrastructure not necessarily covered though. Think raised pad.”
- “Areas for small outdoor concerts, festivals, movie nights. Events for free for public, like Coronado’s Sunday Concert Park series. Year round events both free and for fee.”
- “One more large attraction that embraces the functions of the Port, such as a large museum devoted to all facets of the maritime industry including commercial fishing, Navy, tugs and freight, merchant marine, recreational, etc. The building needs to be iconic (think of the Museum of Modern Pop, formerly EMP in Seattle). Make a destination.”
- “More dynamic event space, outdoors, closer to downtown.”
- “I like the item below: “Plaza with flexibility for events”. This should be something that is affordable for the promoter to book and where we citizens congregate.”

QUESTION 8 (Summary of Common Responses) - Continued

- “The waterfront needs activation and engagement to draw people to this space and use it. Commercial attractions, restaurants or otherwise provide this activation and use. Large parks, plazas or public open space void of engagement, commercial business or otherwise, tend to have dead periods (at night or early morning) and harbor homelessness / attract crime. These dead periods detract from the appeal of the space and repel people from visiting. A variety of commercial attractions will help to ensure the usability / safety and overall appeal of the waterfront.”
- “Maximize use for arts/music to perform, temporary commercial uses (farmers markets, beer/wine festivals, etc...) and ultimately leverage San Diego's beauty with the ability for everyone to enjoy.”

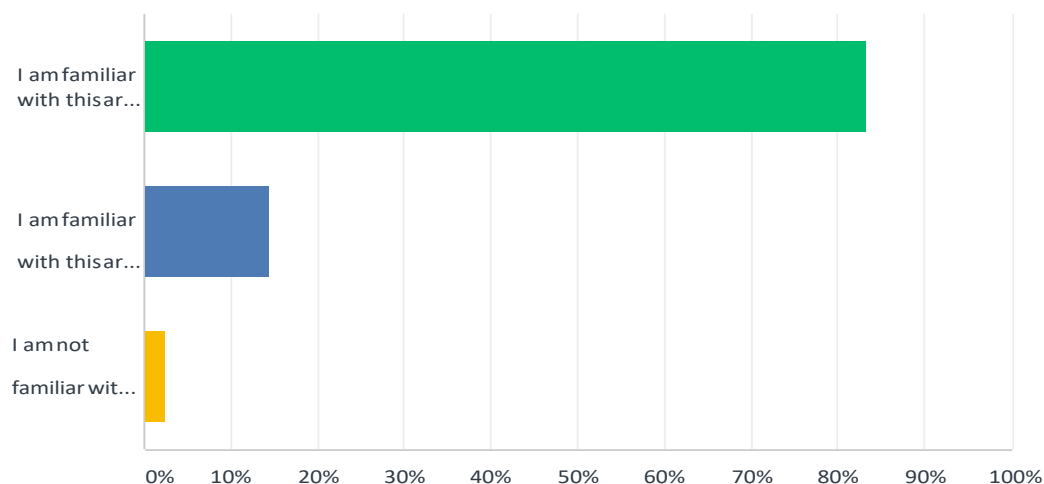
QUESTION 9

Because there is limited space in the North Embarcadero, the Port will need to prioritize among a variety of facilities and amenities that could be made available. Please indicate whether the following should be a high, medium, or low priority.



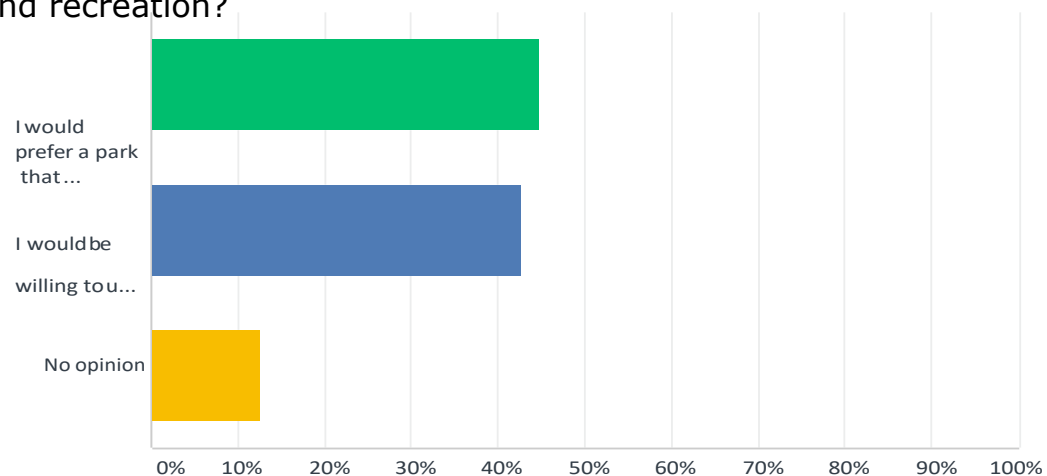
QUESTION 10

Shown on the map is the Central Embarcadero area, which includes Seaport Village, The Fish Market restaurant, The Headquarters, and other landmarks. In addition to its prominent place on the waterfront of downtown San Diego, the Embarcadero is a hub for the commercial fishing industry and its open-air seafood market, Tuna Harbor Dockside Market. Which of the following statements best describes your familiarity with the Central Embarcadero?



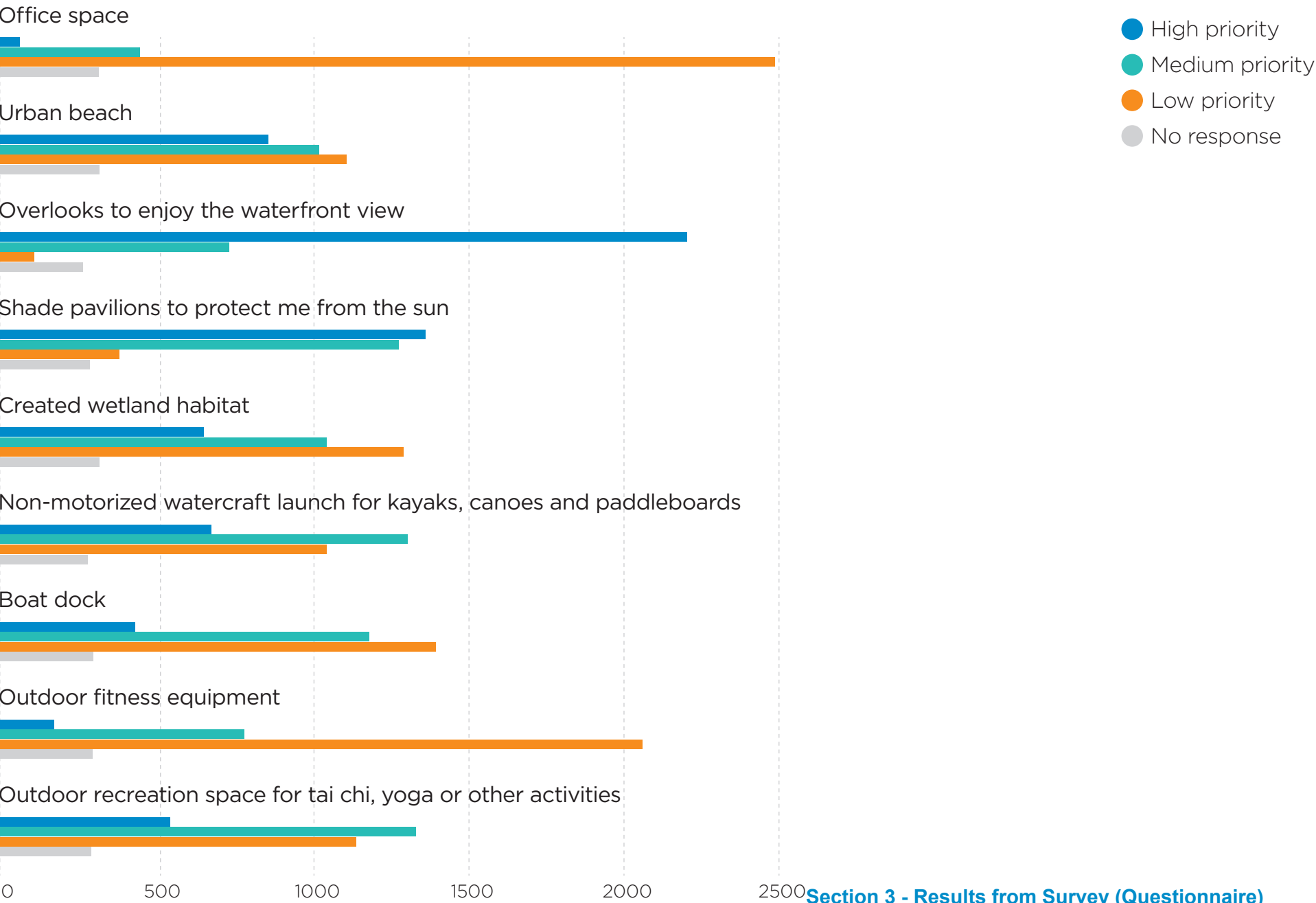
QUESTION 11

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?



QUESTION 12

Because there is limited space in the Central Embarcadero, the Port will need to prioritize among a variety of facilities and amenities that could be made available. Please indicate whether the following should be a high, medium, or low priority.



QUESTION 13 (Summary of Most Common Responses)

When you think of a dynamic waterfront along the Central Embarcadero, what features would you want it to include?

Dining/eating

Common themes: restaurants, food courts, food and drink, food trucks, bars, wine/beer garden, local eateries, avoiding chains

Sample responses:

- “I like the idea of keeping the fish market feel to this area and expanding its use as a center of dining and views.”
- “Quieter setting which would include wine/beer garden for sunset relaxation, area for meditation, non chain restaurant/eatery options.”
- “Areas where people can congregate, eat a meal, spend time together. Provide respite from the sun if they are walking the whole embarcadero.”
- “A place to eat fish tacos would be nice.”
- “Good but affordable Restaurants. Food stands. Places to sit, have refreshment and view our harbor.”
- “Parking, grass areas quick eating facilities, food vendors type dining.”

Overlooks

Common themes: areas to enjoy views of the bay, views of the water, sights, scenery, don't obstruct views of the waterfront

Sample responses:

- “Many areas to overlook the water and enjoy views of Coronado. I have so many memories of watching boats and activity from Seaport Village as a child. It would be a shame if the ability to do that were lost to office spaces. The Central Embarcadero should continue to be a place for the public to relax, view the water, watch boats, and enjoy recreation.”
- “Viewing areas for Parade of Lights and to bring visitors to see the bay and Coronado.”
- “A place we can go and enjoy the view and watch the boats and Navy ships in the harbor. “
- “The overlooks would be very nice. Nothing too large...no aquarium (we have Scripps aquarium)... there are plenty of places to eat in seaport village...also fifth avenue is nearby.”

QUESTION 13 (Summary of Most Common Responses) - Continued

Pedestrian access

Common themes: walking, trails, paths, walkways, running/jogging, limiting vehicle access, dedicated/protected walking areas

Sample responses:

- “The Embarcadero should be more inviting to visitors with more safe paths and spaces for pedestrians. It would be a good idea to reduce the amount of parking spaces if alternate parking are built nearby and/or efficient public transportation to/from the Embarcadero are available.”
- “Should include access for local industry and a walkable path as well as availability of both public and private transportation. Development of wetlands would add diversity and help control trash in water. Be careful that open space does not lead to homeless camps.”
- “Walking without skate boards, bicycles, scooters (need lanes for these activities). Picnic areas sitting areas with shade.”
- “Taken in total, the North, Central, and South Embarcadero should be a premier pedestrian experience. To the maximum extent possible, it should be a contiguous experience. Wide bike and jogging/pedestrian paths should form the backbone of how people move (think the ring road paths in Vienna, Austria). Shade would be nice, and periodic food stands that don't have to be large or imposing structures.”
- “- Strong enhancements to what currently exists - protect and enhance commercial fishing, build up park space and create ability to get onto the water using non-motorized craft; and increase pedestrian amenities including small food/retail kiosks (low scale design) and introduce a theme - Spanish or Portuguese fishing village for example.”

Seating

Common themes: shaded seating, outdoor benches, picnic areas, areas to rest and relax, quiet areas

Sample responses:

- “Places to sit and watch the boats, bathrooms to use, shade. Maybe some grassy areas to bring a picnic or hang out and fly kites. I really don't want another museum or aquarium to tie up massive amounts of parking downtown; you can't support that.”
- “A place to sit, place to enjoy the views, place to buy something to eat and drink.”
- “Shade from trees in a natural-feeling waterfront park and public square. Easy access from protected bike lanes and transit-only lanes. Specific drop-off zones for dockless scooters and bikes to improve the pedestrian experience. Lots of seating and lookout space.”
- “The Embarcadero should be a relaxing, enjoyable, carefree place for couples and families to enjoy. Walking, taking in the views, enjoying an outdoor cafe or restaurant...leisure!”
- “An area where you can relax enjoy the waterfront with lots of shaded spaces to rest and relax.”

QUESTION 13 (Summary of Most Common Responses) - Continued

Shops

Common themes: shopping, vendors, kiosks, public markets, promenades, Sea Port Village, shops to accommodate both tourists and locals

Sample responses:

- “The diversity of activity is important to ensure a public area gets used! Be sure to plan for event spaces and markets. Could even have small retail spaces for artists to contribute to commerce in the area.”
- “I don’t want to offer a beach, water activities because they can be found elsewhere in San Diego. Enjoying the view of the bay is what the majority of people enjoy. Shops are always fun to experience even though I am a local. We do have out of town guests that we always take to the embarcadero.”
- “A nice shopping experience if it is in the area of Seaport Village, space for people to view the ocean.”
- “Easy access shopping for tourists and accessible FREE parking for tourists and resident visitors. (it isn't always about money, it should be about quality of life!)
- “I would like to see more markets for fresh seafood.”
- “Small shops; variety of restaurant types and decent parking access and egress. Forget about the ferris wheel. This is not an amusement park.”

Open space

Common themes: parks, playgrounds, grass areas, green space, space for a variety of activities (exercise, yoga, pilates, flying a kite)

Sample responses:

- “Please keep it an open space with clear views of the bay.”
- “More public space replacing Seaport Village, better access from the urban core to the Bay, limited new hotel facilities, more public parks, Ruocco Park preserved and enhanced as a public open space.”
- “A safe place for children to actually play. a useful park for all children, including disabled children.”
- “Maintain and create open view of water. Please don't build anything that blocks pedestrian view of bay/ocean water. Parks should enhance the waterfront experience.”
- “Seating and view areas (can be multi-level). I like the urban beach which can integrate fitness areas as well. Outdoor Food court concept to help tie areas together and active open spaces.”

QUESTION 13 (Summary of Most Common Responses) - Continued

Parking

Common themes: accessible parking, handicapped parking, parking with easy access to the Embarcadero, need for more parking

Sample responses:

- “Parking for visitors that could be built beneath overlooks and/or a water front park.”
- “A pedestrian friendly area with plenty of parking...to include two or three decks of parking availability, with security cameras or guards.”
- “Parking and ease of access. Current walkways and access to the beach is great, but not if parking is reduced.”
- “Dining, shops, walking promenade, and of course parking. The vast majority of county residents do not live downtown, and I'm not taking uber 30 miles one way would be ridiculous.”
- “More handicap parking is needed.”

Bike access

Common themes: protected bike lanes, paths, trails, scooter paths

Sample responses:

- “Safe and convenient flow for bikes, pedestrians, scooters. “
- “Bike paths, pedestrian access, limited vehicular traffic.”
- “Continuous walkway and bikeway, with a linear park, running the length of the area. Public art, viewing points and food vendors at occasional intervals.”
- “Bike lane only protected from cars, the green scoots and walkers.”
- “Ease in parking. Plenty of areas to walk and separate bike lanes.”

Urban Beach

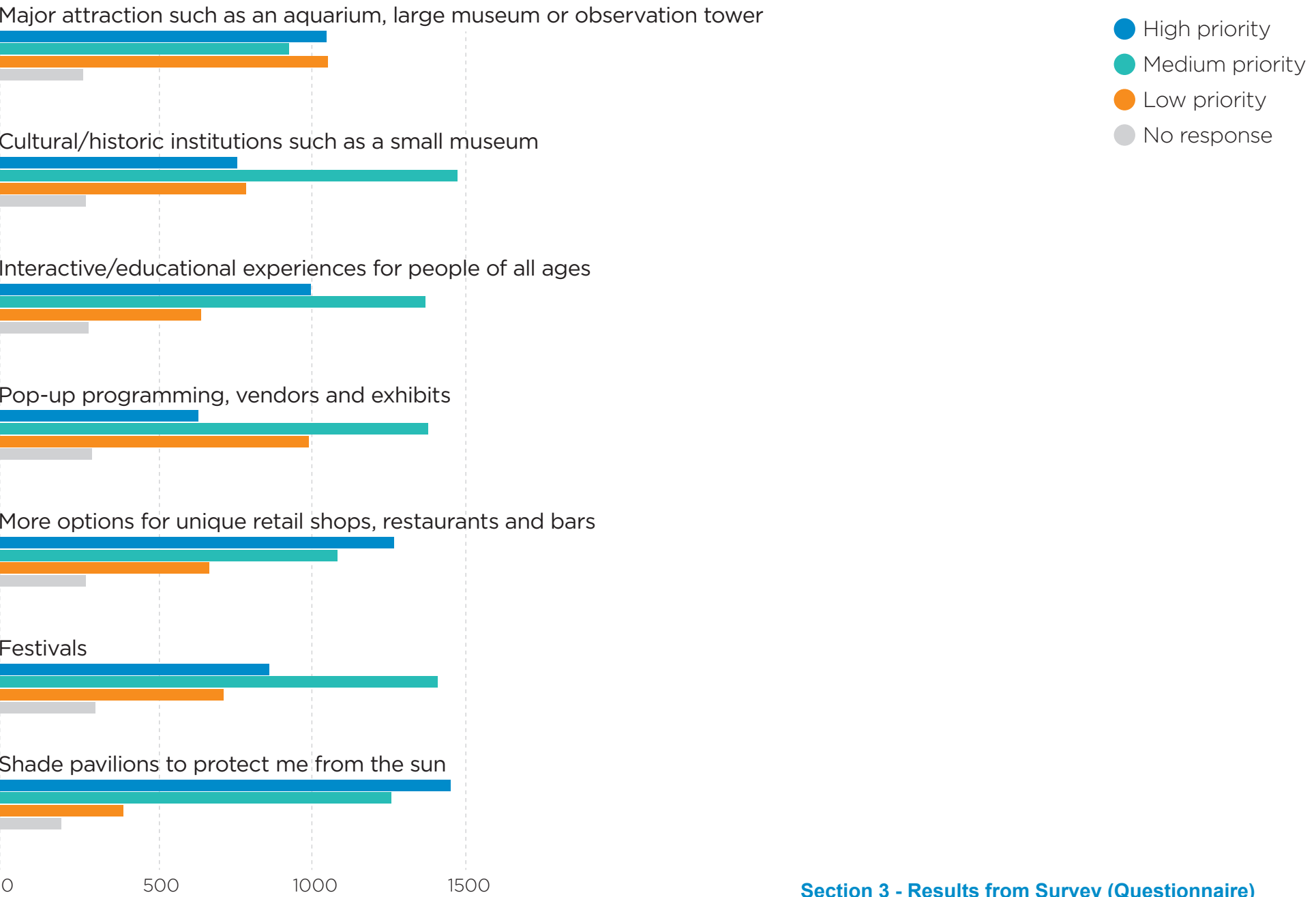
Sample responses:

Common themes: water access, recreational activities, such as kayaks or paddleboards, bringing a beach feel downtown,

- “BEACH ACCESS - It's important to get people into the bay - That is the playground for the kids - swim swim swim - Trees are always preferred over "shade pavilions" wherever possible – Please try hard to create a natural beach type experience - The more we swim the better”
- “A problem for those of us that live downtown is that we are by the water, but have no beach feel. The idea of an urban beach is appealing, however the thought of a poorly kept/dirty urban beach is off-putting. Would love a place with kayaks/paddleboats etc for convenience for downtown dwellers and tourists. Problem right now is not much of the stuff in seaport village seems very fun for locals, in my opinion.”
- “The perfect dynamic waterfront for the Central portion of the Embarcadero would include an urban beach, a lookout/overlook, a shade pavilion and a small workout area, while also having room for Seaport Village.”

QUESTION 14

For each commercial amenity shown below, please indicate whether it should be a high, medium, or low priority for inclusion in the Central Embarcadero.





Embarcadero Public Outreach December 2018 - January 2019

Section 4 – Public Open House Feedback

portofsandiego.org

THE EMBARCADERO (BOARD 1)

Park or Parking?

Thinking about how best to balance the availability of parking and park space on the embarcadero, which of the following is closest to your opinion?

Place a dot next to the option closest to your expectations:

THE EMBARCADERO

Park or Parking?

Thinking about how best to balance the availability of parking and park space on the Embarcadero, which of the following is closest to your opinion?

● PLACE A DOT NEXT TO THE OPTION CLOSEST TO YOUR EXPECTATIONS

I prefer parking right next to my destination, even if it means less park space.

(Place your dot here)

I'm willing to walk 5 to 10 minutes from my parking space in order to allow for more park space.

(Place your dot here)

SAN DIEGO PORT MASTER PLAN UPDATE
JANUARY 2019

THE EMBARCADERO (BOARD 2)

Mobility and Circulation

With limited space along Harbor Drive, how should we prioritize various forms of transportation and supporting amenities?

For *each* item shown below, place a green dot next to the most important, a yellow dot next to the second most important and a red dot next to the least important item:

THE EMBARCADERO

Mobility and Circulation

With limited space along Harbor Drive, how should we prioritize various forms of transportation and supporting amenities?

For each item shown below, place a green dot next to the most important, a yellow dot next to the second most important and a red dot next to the least important item.

Shuttle or Bus	Car lanes for driving	On-Street Parking	Protected Bike Lane	Rideshare Zone/Drop Off/Valet	Pedestrian Crosswalk
<p>(Place your dot here)</p> <p>Green dots: 10, Yellow dots: 5, Red dots: 5</p>	<p>(Place your dot here)</p> <p>Green dots: 5, Yellow dots: 10, Red dots: 15</p>	<p>(Place your dot here)</p> <p>Green dots: 5, Yellow dots: 10, Red dots: 10</p>	<p>(Place your dot here)</p> <p>Green dots: 10, Yellow dots: 5, Red dots: 5</p>	<p>(Place your dot here)</p> <p>Green dots: 5, Yellow dots: 10, Red dots: 5</p>	<p>(Place your dot here)</p> <p>Green dots: 10, Yellow dots: 10, Red dots: 5</p>

SAN DIEGO PORT MASTER PLAN UPDATE
JANUARY 2019

NORTH EMBARCADERO (BOARD I)

A New Harbor Drive

In the North Embarcadero, Harbor Drive runs along the waterfront. In your opinion, where should public space such as parks and plazas be located?

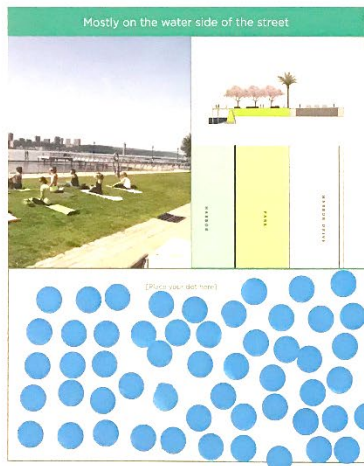
Place a dot next to the option you prefer [choose one]:

NORTH EMBARCADERO

A New Harbor Drive

In the North Embarcadero, Harbor Drive runs along the waterfront. In your opinion, where should public space such as parks and plazas be located?

● PLACE A DOT NEXT TO THE OPTION YOU PREFER [choose one]



NORTH EMBARCADERO (BOARD 2)

Open Space Configuration

Thinking about the North Embarcadero in the area pictures to the right (North Embarcadero Street level), which option would you prefer?

Place a dot next to the option you prefer [choose one]:

NORTH EMBARCADERO

Open Space Configuration

Thinking about the North Embarcadero in the area pictured to the right (North Embarcadero Street Level), which option would you prefer?

● PLACE A DOT NEXT TO THE OPTION YOU PREFER [choose one]

Park space consolidated in one larger contiguous area

(Place your dot here)

Multiple small parks spread out and connected by pathways

(Place your dot here)

NORTH EMBARCADERO STREET LEVEL

SAN DIEGO PORT MASTER PLAN UPDATE
JANUARY 2019

PORT of SAN DIEGO
San Diego's Global Gateway

NEXUS

CIVITAS


NORTH EMBARCADERO (BOARD 3)

A Future Pier Park

Thinking about a future park on a pier, which of the following locations would you prefer for the park?

Place a dot next to the option you prefer [choose one]:

NORTH EMBARCADERO

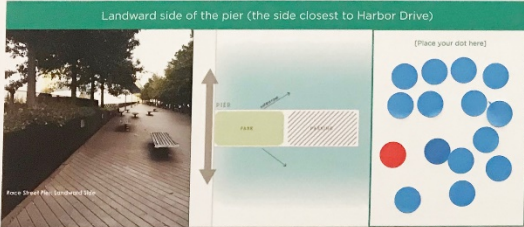


A Future Pier Park

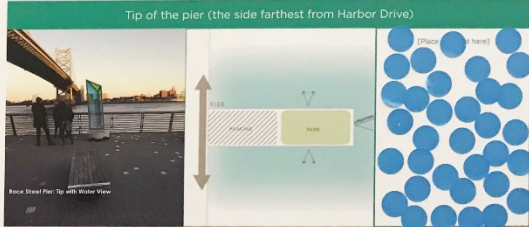
Thinking about a future park on a pier, which of the following locations would you prefer for the park?

● **PLACE A DOT NEXT TO THE OPTION YOU PREFER [choose one]**

Landward side of the pier (the side closest to Harbor Drive)






Tip of the pier (the side farthest from Harbor Drive)



SAN DIEGO PORT MASTER PLAN UPDATE

JANUARY 2019

NORTH EMBARCADERO (BOARD 4)

Waterfront Amenities & Facilities

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

For each item shown below, place a green dot next to the most important, a yellow dot next to the second most important and a red dot next to the least important item:

NORTH EMBARCADERO

Waterfront Amenities & Facilities


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





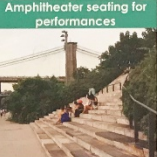




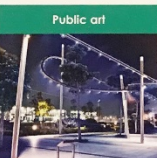

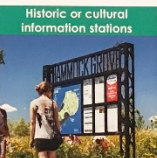


For each item shown below, place a green dot next to the most important, a yellow dot next to the second most important and a red dot next to the least important item.

FIRST PREFERENCE




SECOND PREFERENCE

LEAST IMPORTANT



Children's playground  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> </div>	Plaza with flexibility for events  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> </div>	Options for dining outside  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> </div>	Shade pavilions to protect from the sun  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> </div>	Amphitheater seating for performances  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> </div>	Spaces for group recreation and sports  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> </div>	Outdoor exercise equipment  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> </div>
Plaza with seating  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> </div>	Water features/ interactive fountains  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> </div>	Public art  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> </div>	Game tables  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> </div>	Historic or cultural information stations  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> </div>	Flexible seating  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> </div>	Educational gardens and habitat zones  <div style="display: flex; justify-content: space-around; width: 100px; height: 50px;"> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div> <div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div> </div>

SAN DIEGO PORT MASTER PLAN UPDATE
JANUARY 2019

**Please note that there were two copies of this board – North Embarcadero (Board 4) – to ensure that there was enough space for the public to provide feedback.*

CENTRAL EMBARCADERO (BOARD I)

Rooftop Park vs. Ground-level Park?

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?

Place a dot next to the option you prefer [choose one]:

CENTRAL EMBARCADERO



Rooftop Park vs Ground-level Park?

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?

☒ PLACE A DOT NEXT TO THE OPTION YOU PREFER [choose one]

I would prefer a park at ground level



[Place your dot here]




[Place your dot here]


I would be willing to use a rooftop park



[Place your dot here]




[Place your dot here]


SAN DIEGO PORT MASTER PLAN UPDATE
JANUARY 2019



CENTRAL EMBARCADERO (BOARD 2)

Cultural & Commercial Opportunities

For each commercial amenity shown below, please indicate whether it should be a high, medium, or low priority for inclusion in the Central Embarcadero.

For each item shown below, place a green dot next to the most important, a yellow dot next to the second most important and a red dot next to the least important item:

CENTRAL EMBARCADERO

Cultural & Commercial Opportunities

For each commercial amenity shown below, please indicate whether it should be a high, medium, or low priority for inclusion in the Central Embarcadero.

For each item shown below, place a green dot next to the most important, a yellow dot next to the second most important and a red dot next to the least important item.

FIRST PREFERENCE

SECOND PREFERENCE

LEAST IMPORTANT



Major attraction such as an aquarium, large museum or observation tower



[Place your dot here]



Interactive/educational experiences for people of all ages



[Place your dot here]



More options for unique retail shops, restaurants and bars



[Place your dot here]



Cultural/historic institutions such as a small museum



[Place your dot here]



Pop-up programming, vendors and exhibits



[Place your dot here]



Festivals



[Place your dot here]



SAN DIEGO PORT MASTER PLAN UPDATE

JANUARY 2019




CENTRAL EMBARCADERO (BOARD 3)

Waterfront Recreation, Activities & Amenities

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 made available.

For each item shown below, place a green dot next to the most important, a yellow dot next to the second most important and a red dot next to the least important item:

CENTRAL EMBARCADERO

Waterfront Recreation, Activities & Amenities

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 made available.

For each item shown below, place a green dot next to the most important, a yellow dot next to the second most important and a red dot next to the least important item.

● FIRST PREFERENCE

● SECOND PREFERENCE

● LEAST IMPORTANT

Office space (Place your dot here) (Red dots)	Overlooks to enjoy the waterfront view (Place your dot here) (Green dots)	Wetland habitat (Place your dot here) (Green dots)	Boat docks (Place your dot here) (Green dots)	Play structures (Place your dot here) (Red dots)	Urban beach (Place your dot here) (Green dots)	Outdoor exercise equipment (Place your dot here) (Red dots)
Shade pavilions to protect from the sun (Place your dot here) (Green dots)	Water features/interactive fountains (Place your dot here) (Red dots)	Non-motorized boat launch (Place your dot here) (Yellow dots)	Outdoor recreation space for tai chi, yoga, etc. (Place your dot here) (Green dots)	Restaurants or cafes (Place your dot here) (Yellow dots)	Public art (Place your dot here) (Yellow dots)	Amphitheater (Place your dot here) (Yellow dots)

SAN DIEGO PORT MASTER PLAN UPDATE
JANUARY 2019

**Please note that there were two copies of this board –Central Embarcadero (Board 3) – to ensure that there was enough space for the public to provide feedback.*

CENTRAL EMBARCADERO (BOARD 3)

Waterfront Recreation, Activities & Amenities

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 made available.

For each item shown below, place a green dot next to the most important, a yellow dot next to the second most important and a red dot next to the least important item:

CENTRAL EMBARCADERO

Waterfront Recreation, Activities & Amenities

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 made available.


For each item shown below, place a green dot next to the most important, a yellow dot next to the second most important and a red dot next to the least important item.

● FIRST PREFERENCE


● SECOND PREFERENCE

● LEAST IMPORTANT



<p>Office space</p>  <p>(Place your dot here)</p> 	<p>Overlooks to enjoy the waterfront view</p>  <p>(Place your dot here)</p> 	<p>Wetland habitat</p>  <p>(Place your dot here)</p> 	<p>Boat docks</p>  <p>(Place your dot here)</p> 	<p>Play structures</p>  <p>(Place your dot here)</p> 	<p>Urban beach</p>  <p>(Place your dot here)</p> 	<p>Outdoor exercise equipment</p>  <p>(Place your dot here)</p> 
<p>Shade pavilions to protect from the sun</p>  <p>(Place your dot here)</p> 	<p>Water features/interactive fountains</p>  <p>(Place your dot here)</p> 	<p>Non-motorized boat launch</p>  <p>(Place your dot here)</p> 	<p>Outdoor recreation space for tai chi, yoga, etc.</p>  <p>(Place your dot here)</p> 	<p>Restaurants or cafes</p>  <p>(Place your dot here)</p> 	<p>Public art</p>  <p>(Place your dot here)</p> 	<p>Amphitheater</p>  <p>(Place your dot here)</p> 

SAN DIEGO PORT MASTER PLAN UPDATE
JANUARY 2019

**Please note that there were two copies of this board –Central Embarcadero (Board 3) – to ensure that there was enough space for the public to provide feedback.*