



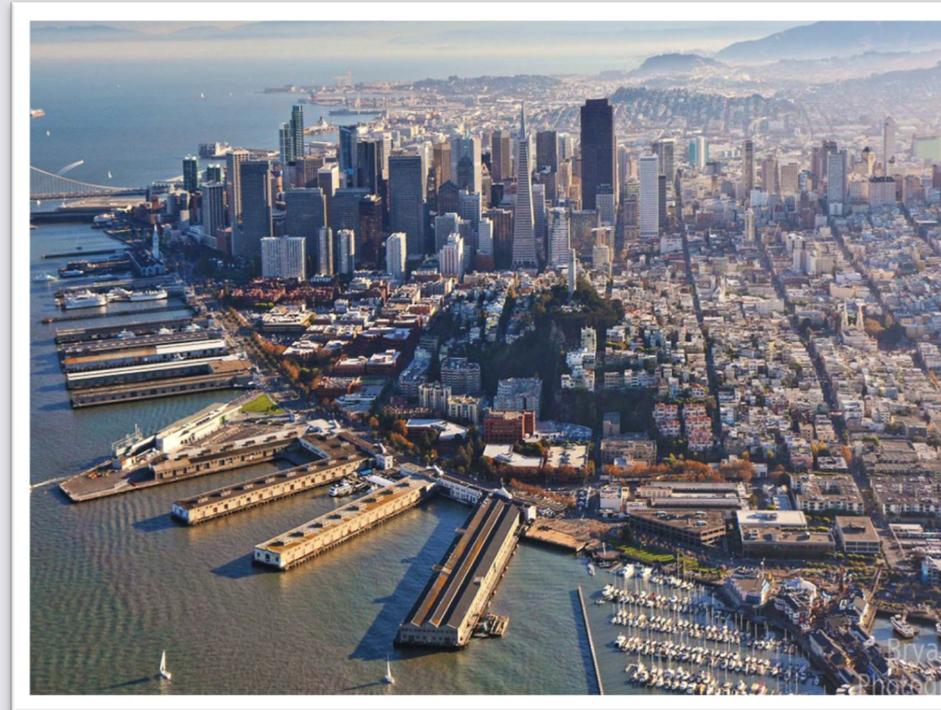
**EMBARCADERO HISTORIC DISTRICT  
OPENING MORE PIERS TO THE PUBLIC**

**PRESENTATION TO BCDC**

**FROM PORT OF SAN FRANCISCO  
MARCH 7, 2019**

# PRESENTATION OVERVIEW

1. Embarcadero Historic District Creation & Stewardship
2. Waterfront Plan Recommendations & RFI
3. Next steps





## 1. EMBARCADERO HISTORIC DISTRICT CREATION & STEWARDSHIP

- Embarcadero Historic District – created by BCDC SAP policy
- Historic rehabilitation projects awakened The Embarcadero

# EMBARCADERO HISTORIC DISTRICT



**SAN FRANCISCO WATERFRONT AND EMBARCADERO HISTORIC DISTRICT**

<b>24+</b> mil YEARLY VISITORS	<b>\$1.6B</b> in public/private INVESTMENT	<b>63+</b> acres of waterfront OPEN SPACE
<b>300,000+</b> CRUISE PASSENGERS annually	<b>25,000</b> attend Saturday FARMERS MARKET	
<b>1 mil</b> sq. ft. COMPLETED new development	<b>6.5 mil</b> sq. ft. PLANNED new development	<b>5+ mil</b> FERRY RIDERS each year



# SUCCESSFUL 3Ps: HISTORIC RESOURCE REHAB



Pier 1  
Ferry Building



Piers 1 1/2-3-5



Pier 17 Exploratorium



Historic resource

# MOST RESOURCES NEED INVESTMENT

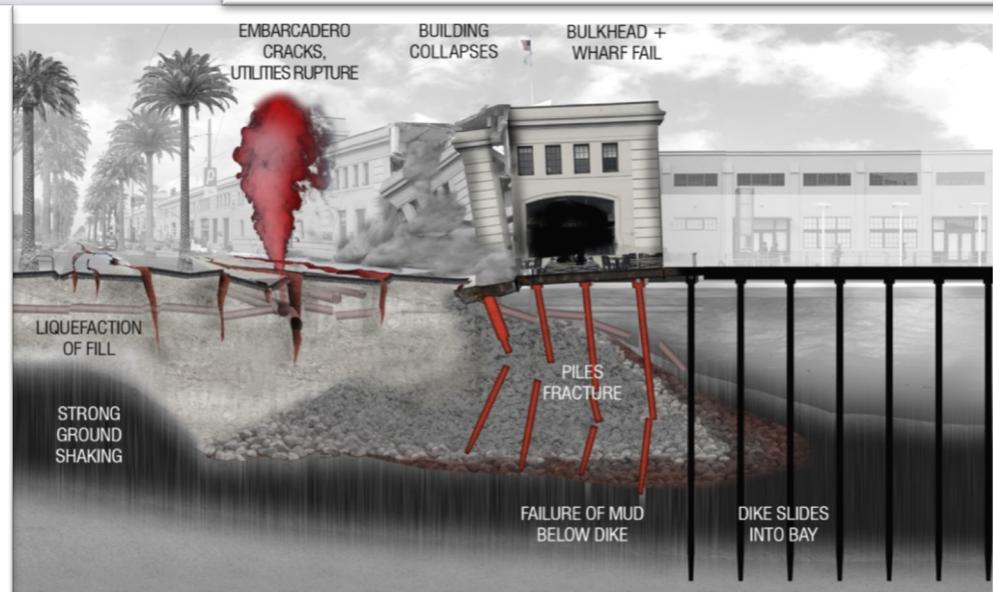
- 3 miles, from Pier 45 to Pier 48
- 6 facilities have been fully rehabilitated and allow high-occupancy uses
- 14 still need rehabilitation
- Piers are beautiful but require significant investment



# TIME IS NOT ON OUR SIDE...

## Risks to Historic District

- Flooding
- Earthquake
- Deterioration



# ..AND THE OPPORTUNITY IS NOW TO:

- Leverage private resources for Seawall Program
- Deliver public benefits called for in Waterfront Plan
- Pier adaptation demonstration



# HISTORIC DISTRICT, SLR, & ADAPTATION

## Strengthen

Address immediate seismic risk.

## Adapt

Address episodic flooding in coming years, through historic pier adaptive demonstration projects.

## Envision

Plan for end of lease term and new waterfront.



## 2. WATERFRONT PLAN UPDATE RECOMMENDATIONS & REQUEST FOR INTEREST

# WATERFRONT PLAN UPDATE

## Working Group Recommendations:

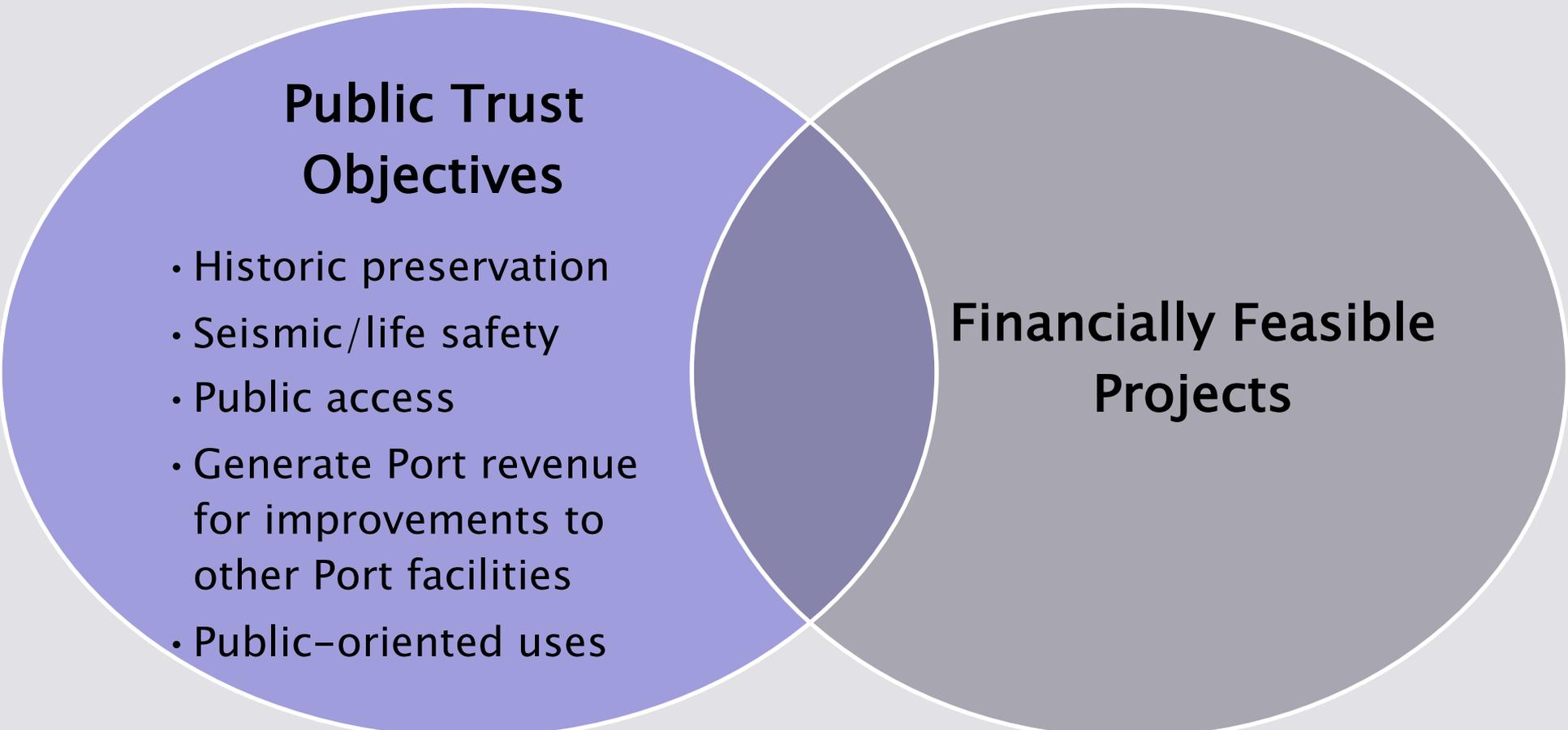
- Historic pier rehabilitation is a priority
- Open more piers for public use & enjoyment
- Tools to address financial feasibility



# WATERFRONT PLAN UPDATE

Recommendations related to Historic District:

- Public trust objectives and financial strategies to support economically feasible pier leases and projects

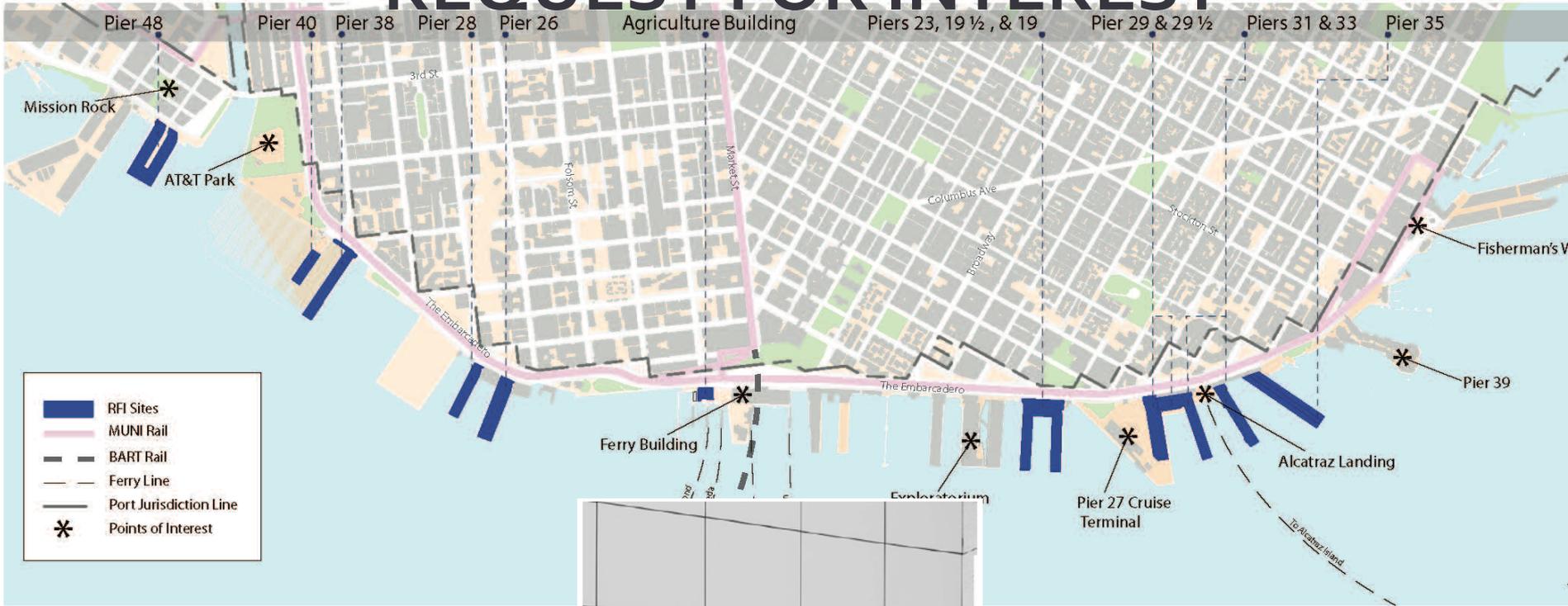


**Public Trust  
Objectives**

- Historic preservation
- Seismic/life safety
- Public access
- Generate Port revenue for improvements to other Port facilities
- Public-oriented uses

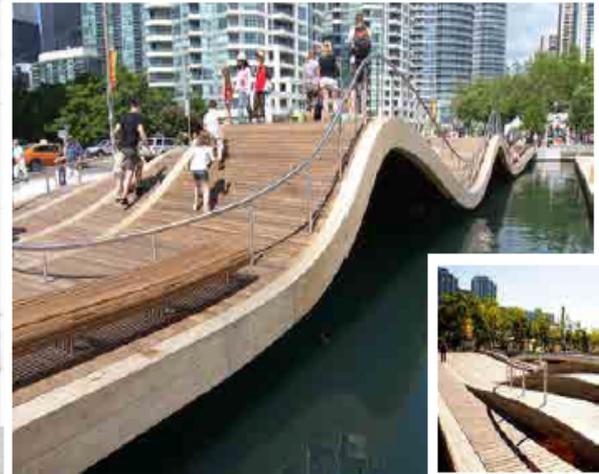
**Financially Feasible  
Projects**

# PUBLIC-ORIENTED USES: REQUEST FOR INTEREST



## Request for Interest Locations:

- Pier 35 (maintaining secondary cruise ship berth operations)
- Pier 33 (pier shed only)
- Pier 31 (pier shed only)
- Pier 29 1/2
- Pier 29
- Pier 23
- Pier 19 1/2



# EXTENSIVE OUTREACH

47,500 views of RFI posts

517 businesses and organizations directly contacted

250 attendees to Port-sponsored RFI events

2,600 views of RFI document

26 social media posts

260 people signed up to receive RFI updates

# 52 RESPONSES RECEIVED





### **3. NEXT STEPS**

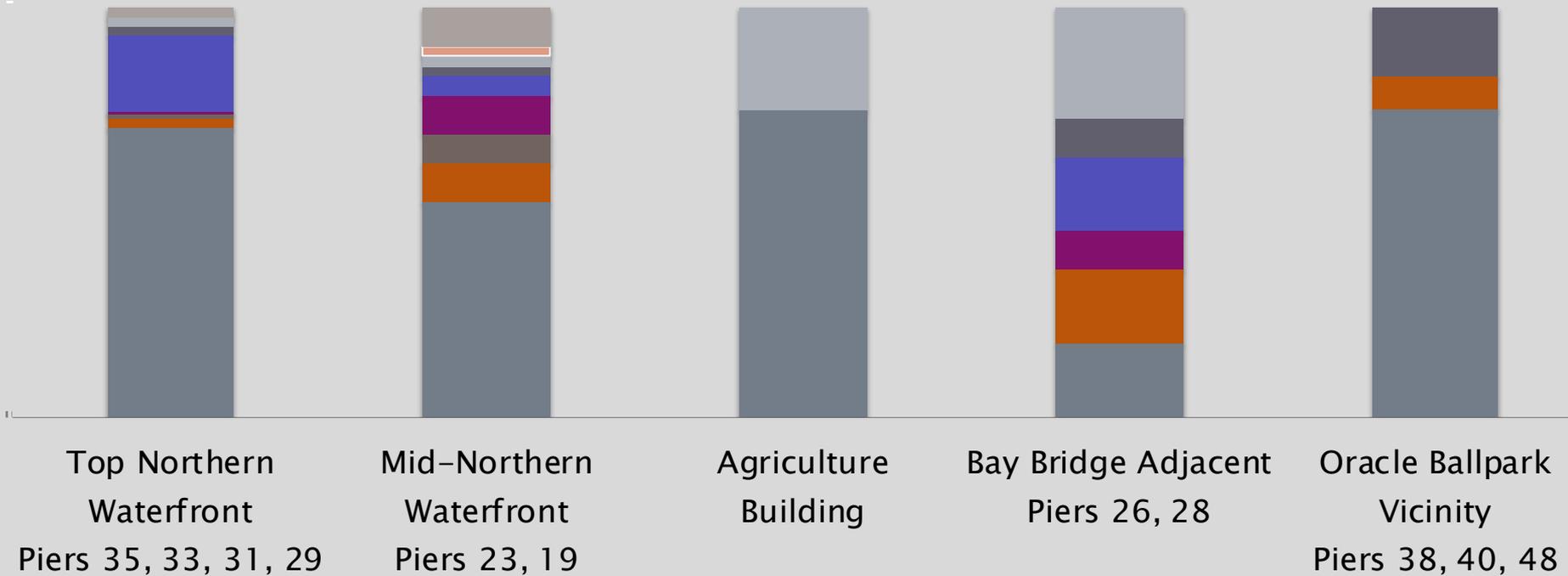
Define project goals

Get to work

# DEFINING SUCCESS



- Open Process



# DEFINING SUCCESS

- Most Trust Benefits

**Historic Preservation**

**Capital Repairs**

**Seismic & Life Safety**

**Exterior Public Access &  
Maritime Improvements**

**Interior Uses in Pier**

**Revenue Generation**

**Length of Lease Term**

# DEFINING SUCCESS

- Implementable Project



# DEFINING SUCCESS

- Bring more resources back to life.



# SOLICITATION, WATERFRONT PLAN & SEAWALL

Time	Waterfront Plan Update	Piers Solicitation	Seawall (MHRA & Army Corps)	SAP Amendment
Q1 & 2 2019	Release Amendments, Begin CEQA	Vetting of RFP Recommendations	Data Collection & Vision Toolkit	Draft amendments to BCDC staff
Q3 & 4 2019	CEQA analysis	(if directed) Release RFP	Consider Alternatives	Public Review, Comment
2020	Complete CEQA & Adopt Plan Update	Negotiation w/Partner	Recommend Alternative	Adopt Amendments

# VISION FOR THE DISTRICT

- Significantly increase public & maritime access to more piers.
- Urgent action is required to secure piers for another generation's enjoyment.





**THANK YOU!**

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