



The San Francisco Waterfront



A Uniquely Diverse Maritime Portfolio

- Breakbulk shipping
- Project cargoes
- Bulk shipping
- Fishing
- Ferries & Excursions
- Passenger Cruise
- Ship Repair
- Recreational Sailing
- Water Recreation
- Harbor Services
- Visiting/Temporary Berthing



Most of the working waterfront has co-existed in an urban context



Freight rail and ferries gave way to cars and trucks as pier uses ebbed

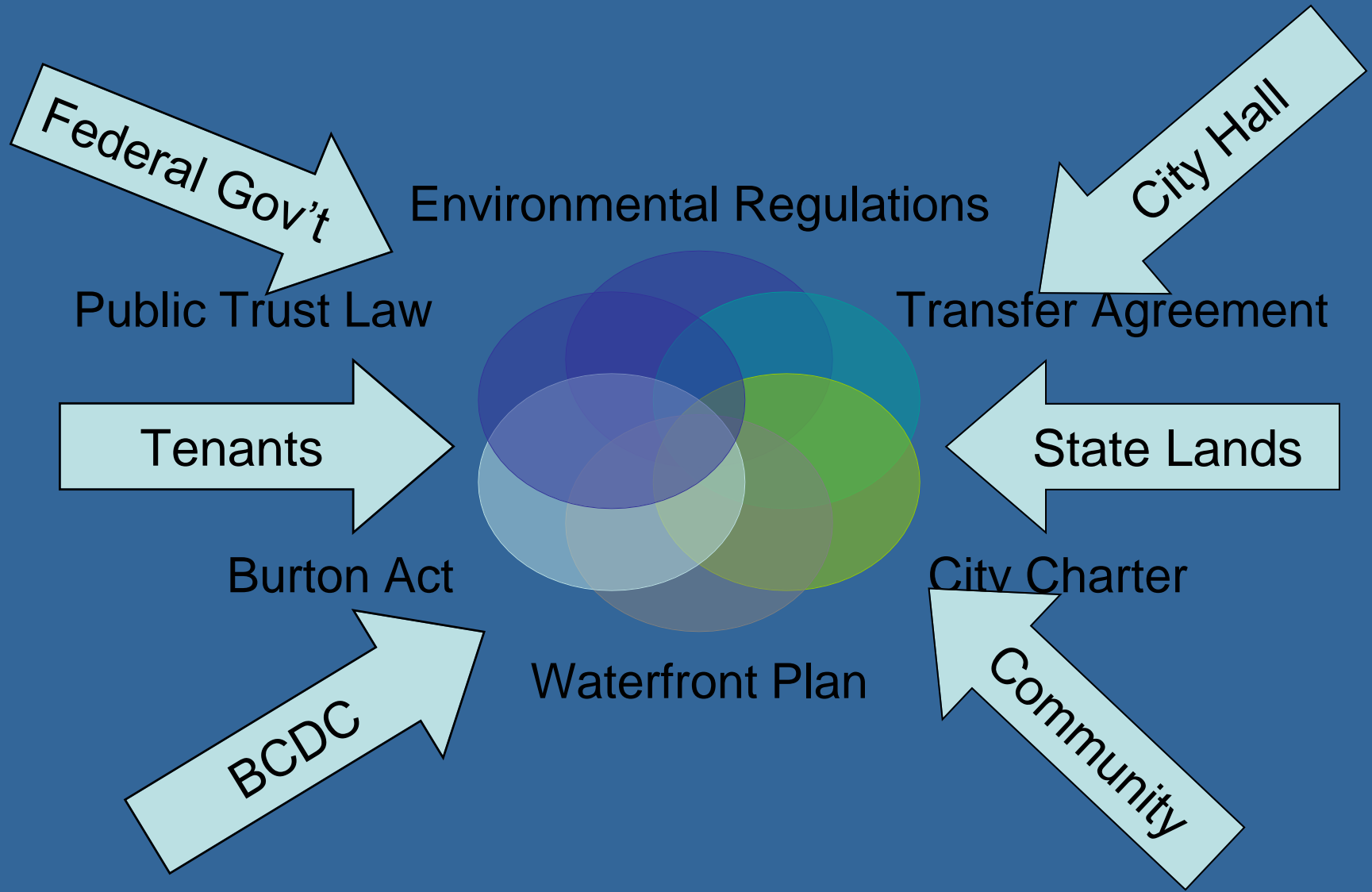


Karl Kortum, ©1998 Jean Kortum

The Embarcadero Corridor Undergoes Another Transformation



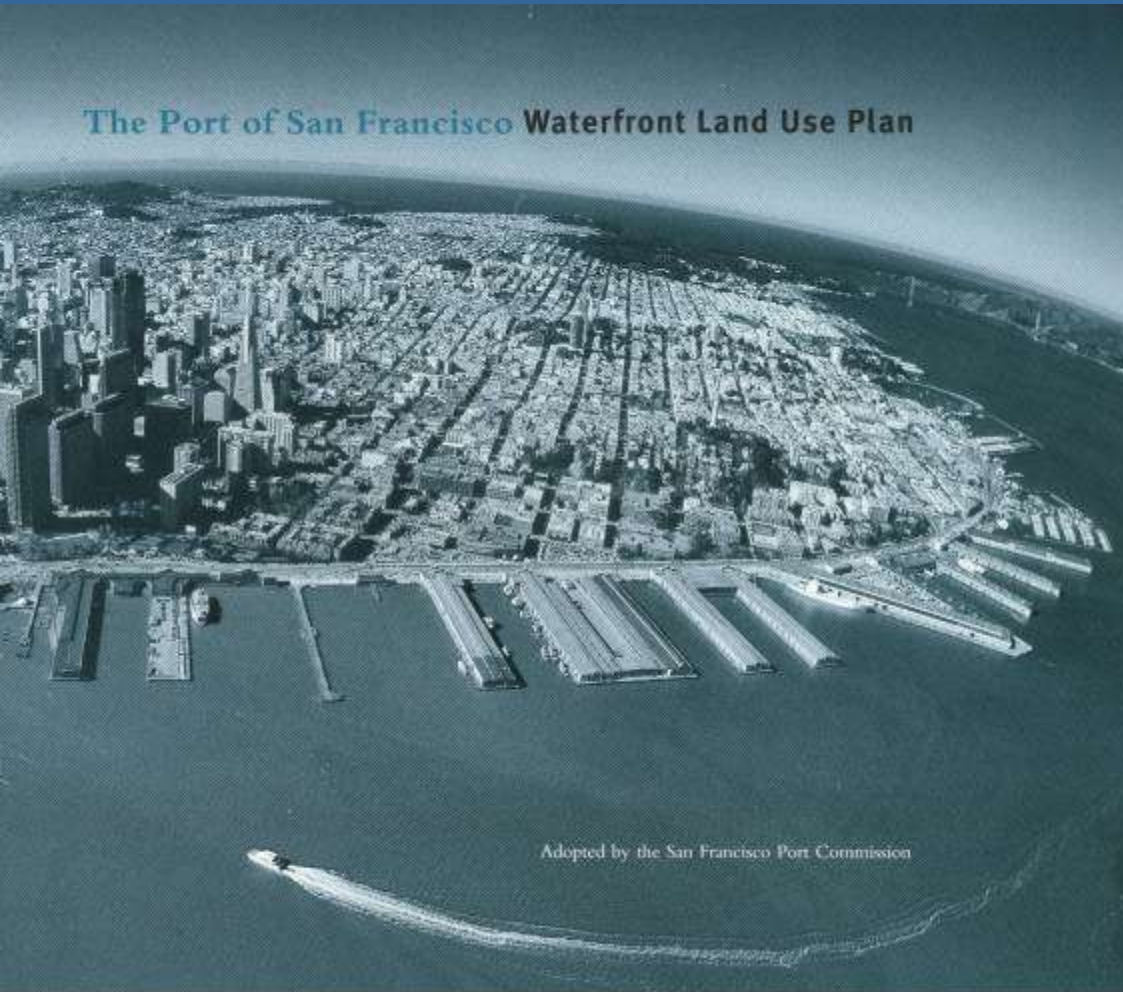
Balancing Enterprise with Rules, Oversight and Public Expectations





The Waterfront Land Use Plan

Reuniting San Francisco with the Waterfront



- Maritime priority uses
- Inland residential and commercial to integrate with the city
- Maritime, mixed public trust uses and public access on piers
- Urban design guidelines
- Embarcadero Historic District
- Comprehensive waterfront open space network

A Key Strategy: Maritime Mixed Use Projects Ferry Building Rehabilitation



Downtown Ferry Terminal expansion was integrated with Ferry Building improvements





Accommodating Expanded Cruise Ship Operations



James R. Herman Cruise Terminal Phase I





Pier 70

Reinventing the Working Waterfront





Maritime Synergies: New Cruise Business = Ship Repair Business



Drydock repair of the Star Princess



Creating Unique, Authentic Public Experiences



Maritime Legacies: Precious but Crumbling



Pier 70 Plan: Save the Buildings + Protect Ship Repair + Waterfront Public Access



PIER 70

PREFERRED MASTER PLAN

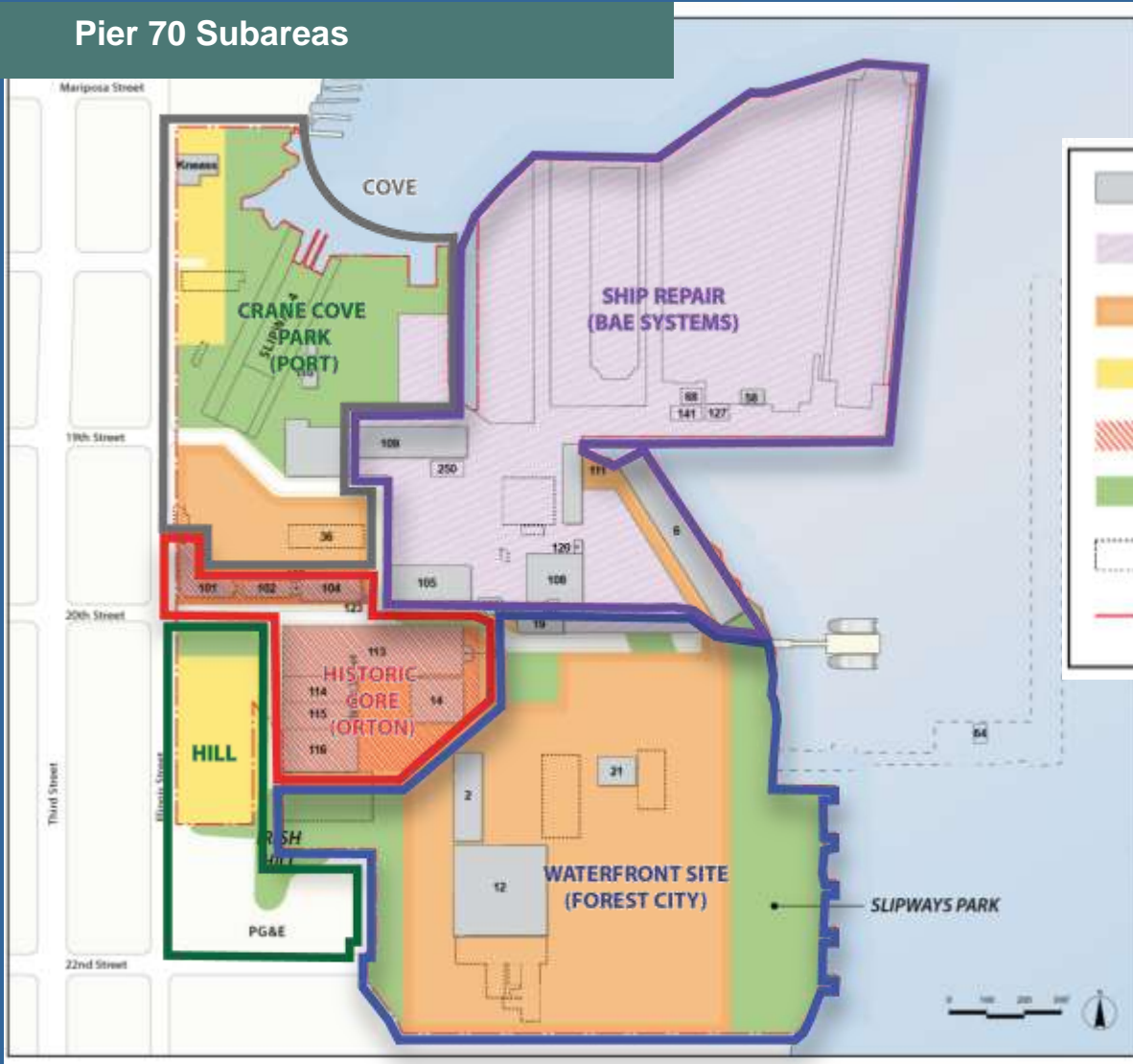


PORT OF SAN FRANCISCO
APRIL 2010

Pier 70 Subareas



Pier 70 Subareas



- HISTORIC BUILDINGS
- SHIP REPAIR (HISTORIC USE)
- OFFICE, BIOTECH, COMMECIAL, R&D, PDR
- MIXED USE- RESIDENTAL ALLOWED
- COMMERCIAL/SPECIAL USE- HISTORIC CORE
- OPEN SPACE
- BUILDING PROPOSED FOR REMOVAL
- PIER 70 AREA BOUNDARY

Forest City Development Concept: Harnessing the Creative Culture

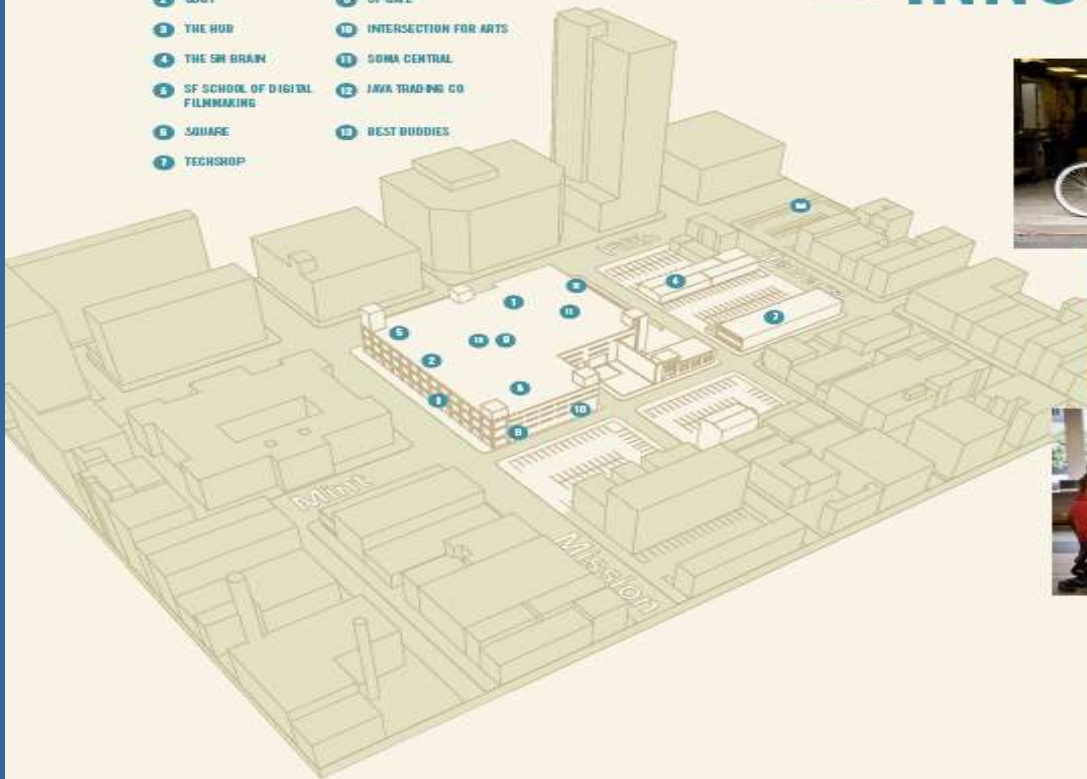


+ A NEW METHODOLOGY FOR URBAN PLACES: THE 5M PROJECT

SAN FRANCISCO, CALIFORNIA

ART + MAKING + ENTREPRENEURSHIP = INNOVATION

- 1 SF CHRONICLE
- 2 EOST
- 3 THE HUB
- 4 THE 5M BRAIN
- 5 SF SCHOOL OF DIGITAL FILMMAKING
- 6 SQUARE
- 7 TECHSHOP
- 8 HUB OFFICE
- 9 SF GATE
- 10 INTERSECTION FOR ARTS
- 11 SOMA CENTRAL
- 12 JAVA TRADING CO
- 13 BEST BUDDIES



Placemaking: Eclectic mix of arts, tech, “makers” in a stimulating urban setting



Orton's Vision: Restore Historic Buildings for New American Industry





Manufacturing, Arts, Food, Events





Thank You





END SHOW