



## Special Board Meeting

JULY 21, 2022

# Values

- ① **Public Open Space**
- ② **Public Access**
- ③ **Land Uses**
- ④ **Development Massing**
- ⑤ **Commercial Fishing**
- ⑥ **Water Uses**





# Public Open Space

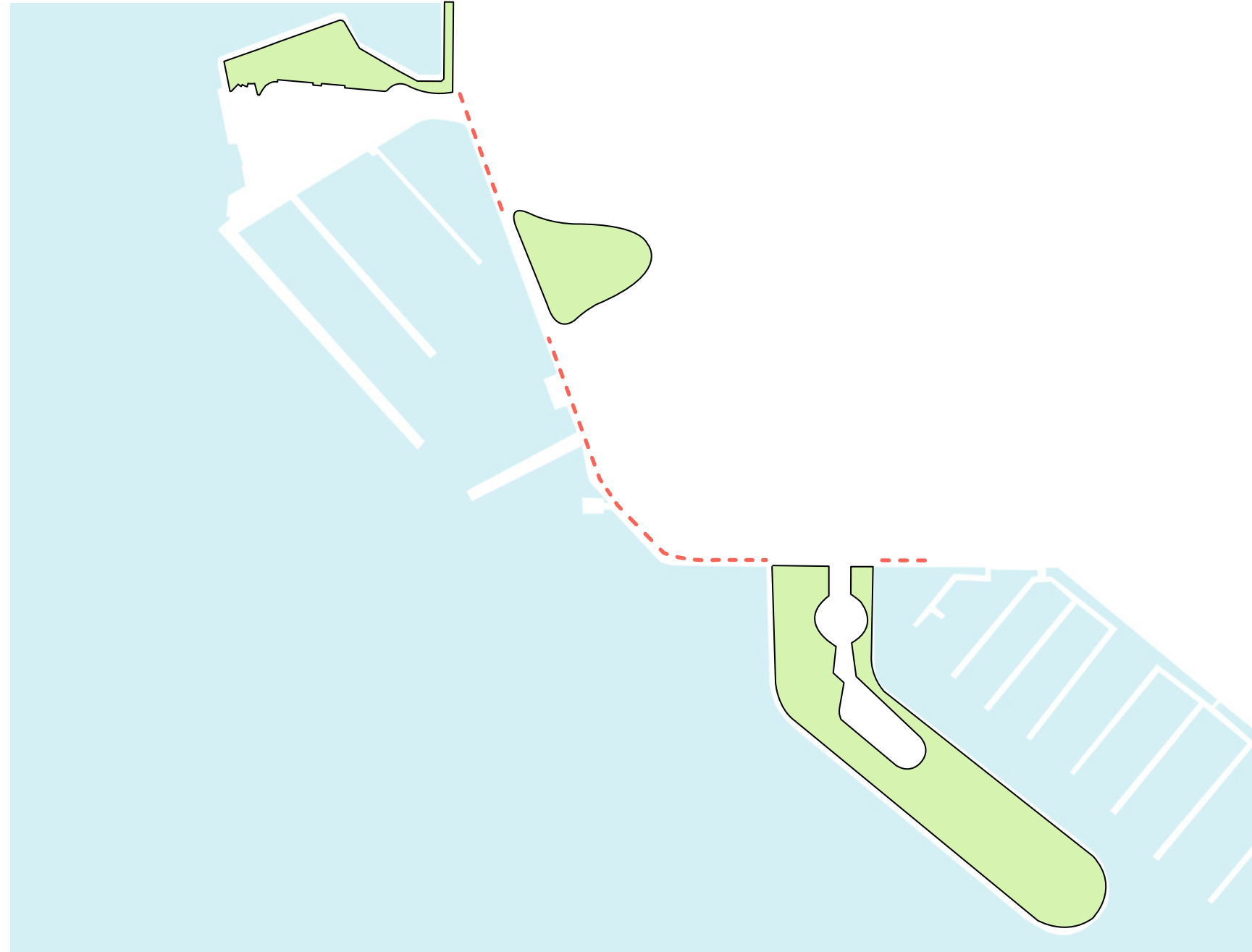


# Align with the PMPU's vision.



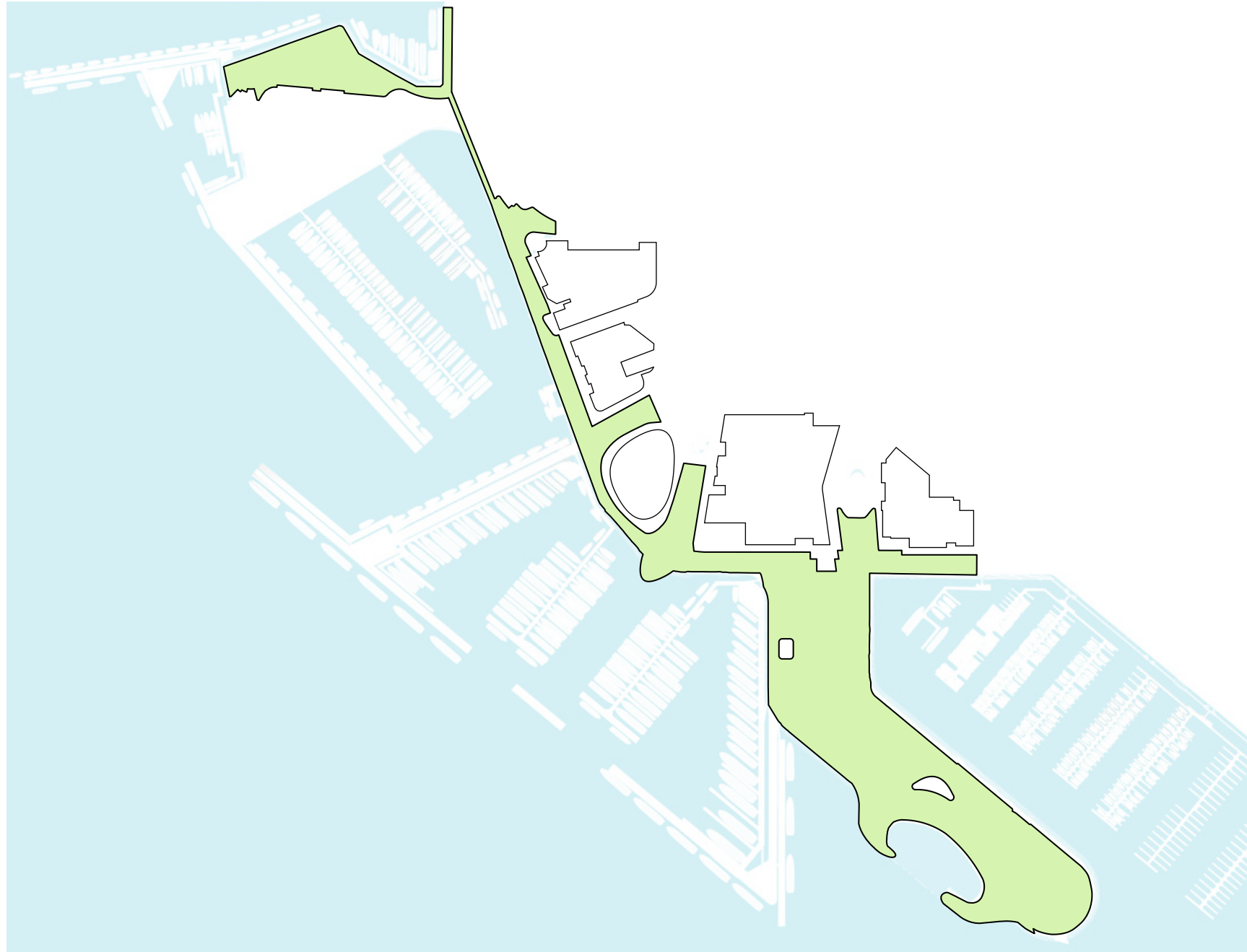
Create a continuous  
network of open space.

# Today.



Public open space is fragmented along the water,  
connected with a narrow embarcadero.

# Tomorrow.



Public open space is continuous  
along the water.



# The Embarcadero today.



average  
**20'**  
wide



# The Embarcadero tomorrow.





# Public open space comparison along the water.



Today  
average  
**20'**  
wide



**3x**  
wider



Tomorrow  
average  
**60'**  
wide

# Public Recreational Experiences



# Recreational experiences today.





# Recreational experiences today.



Tuna Harbor Park



Ruocco Park



Marina Park



Deck chairs on the sand



# Recreational experiences tomorrow.





**Keeping the best of what the waterfront currently offers,  
and adding experiences that will reflect  
community wants & needs**



***The Peninsula***



# The Urban Beach.



A new beach for San Diego.



# The Living Shoreline.





# New Ruocco Park.



In the spirit of Lloyd Ruocco.



**Keeping the best of what  
the waterfront currently offers,  
and adding experiences that will  
reflect community wants & needs**



***The Embarcadero***



# The Seaport Steps.



San Diego's outdoor living room.



# The Embarcadero.



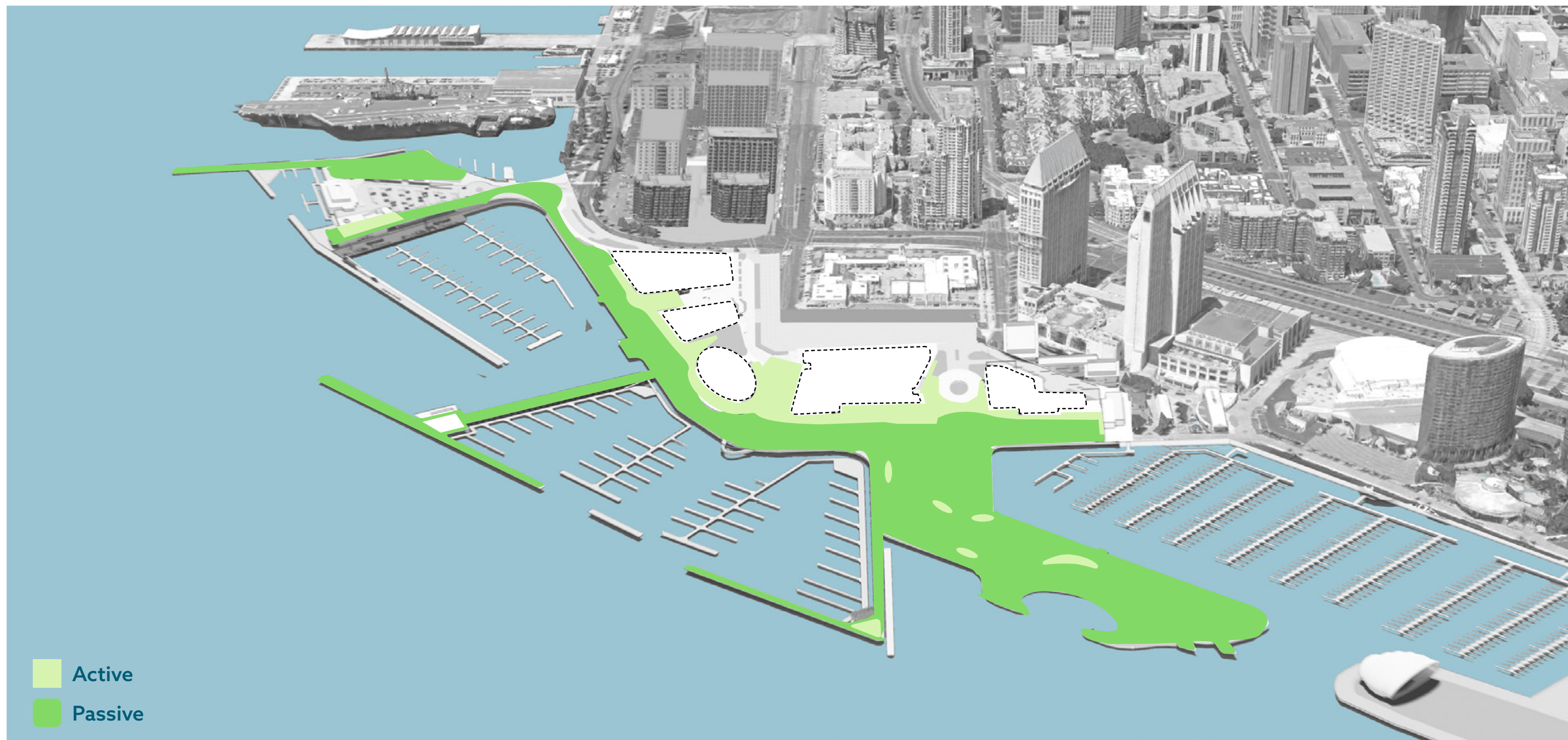
Views from the  
Green Strand

Safe cycling

Reading in the  
gardens



# A blend of active & passive recreational experiences.





**today**

Marina Park

Tuna Harbor Park

Market Street Pier

Ruocco Park

Deck chairs on the sand



# Seaport today.



## today

Marina Park  
Tuna Harbor Park  
Market Street Pier  
Ruocco Park  
Deck chairs on the sand

## tomorrow

Marina Park  
Tuna Harbor Park  
**Enhanced** Market Street Pier  
**New** Ruocco Park  
**New** Urban Beach

# Seaport tomorrow.



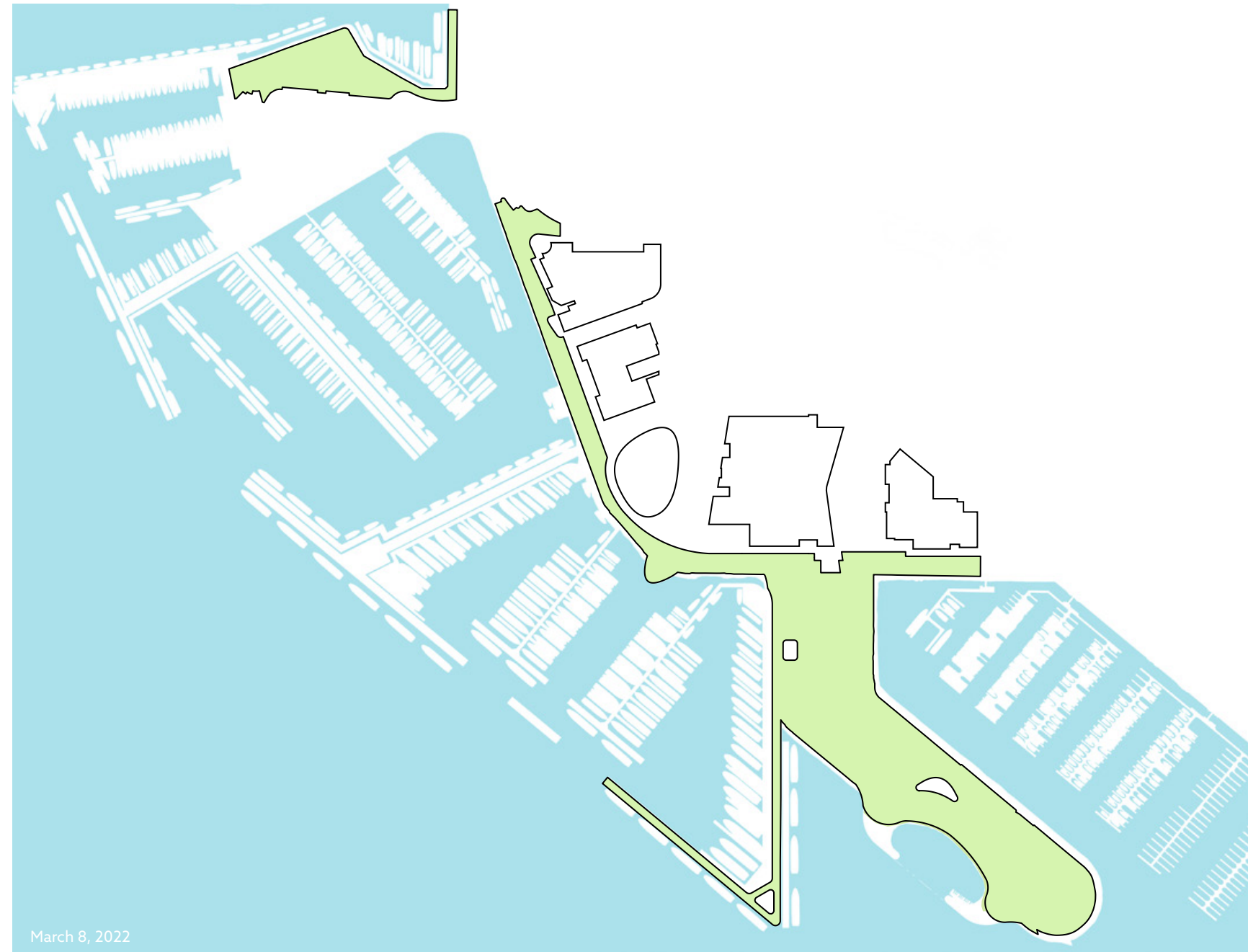
**New** Seaport steps  
**New** kids nature play  
**New** living shoreline  
**New** Green Strand  
**New** Pacific Point  
**New** California Pier  
**New** fixed pier  
**New** Embarcadero Gardens

# Recreational Open Space

# Recreational Open Space.

Previous

**14.8**  
acres

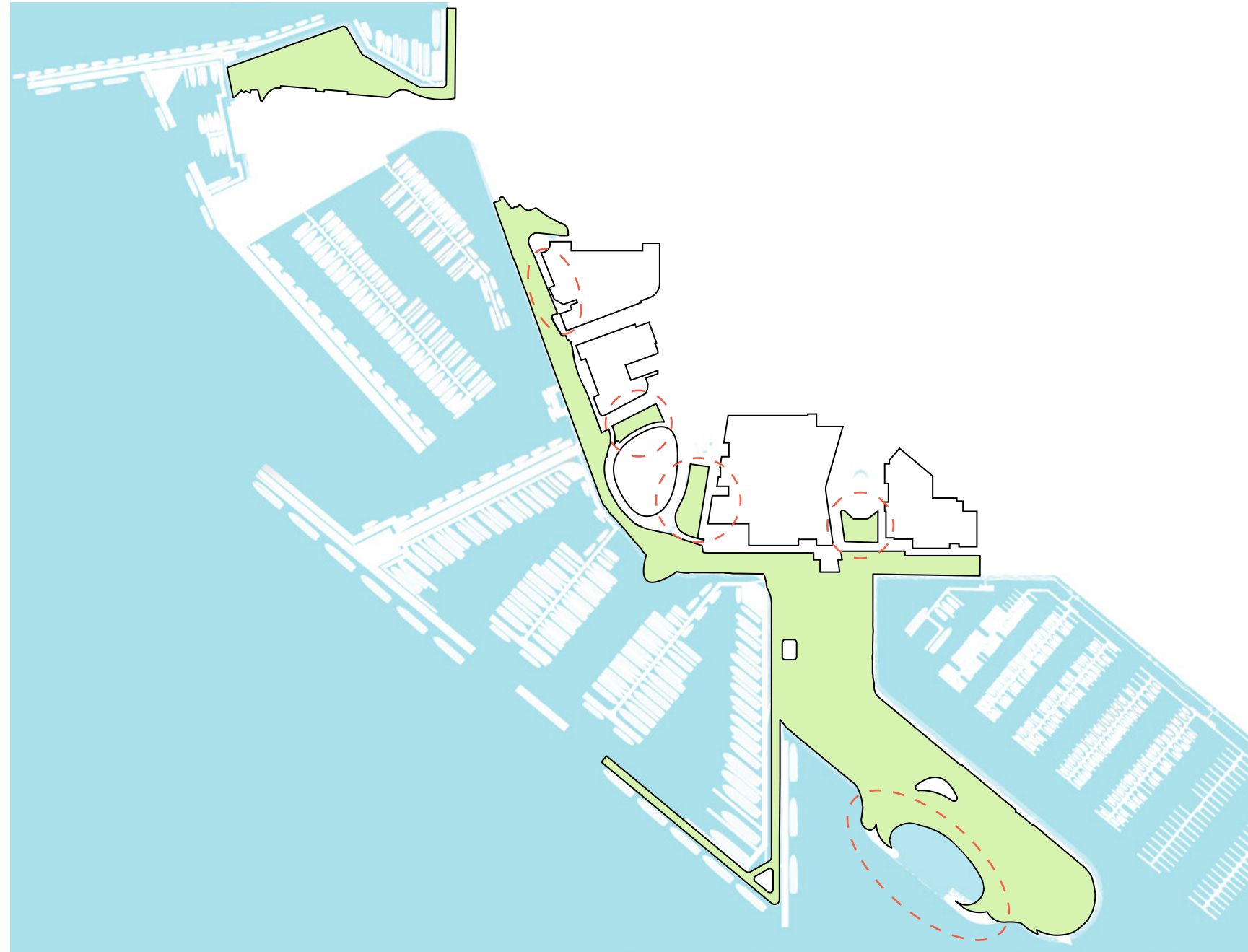




# Recreational Open Space.

Previous

**14.8**  
acres



Proposed

**16**  
acres



# Market Street open feeling.

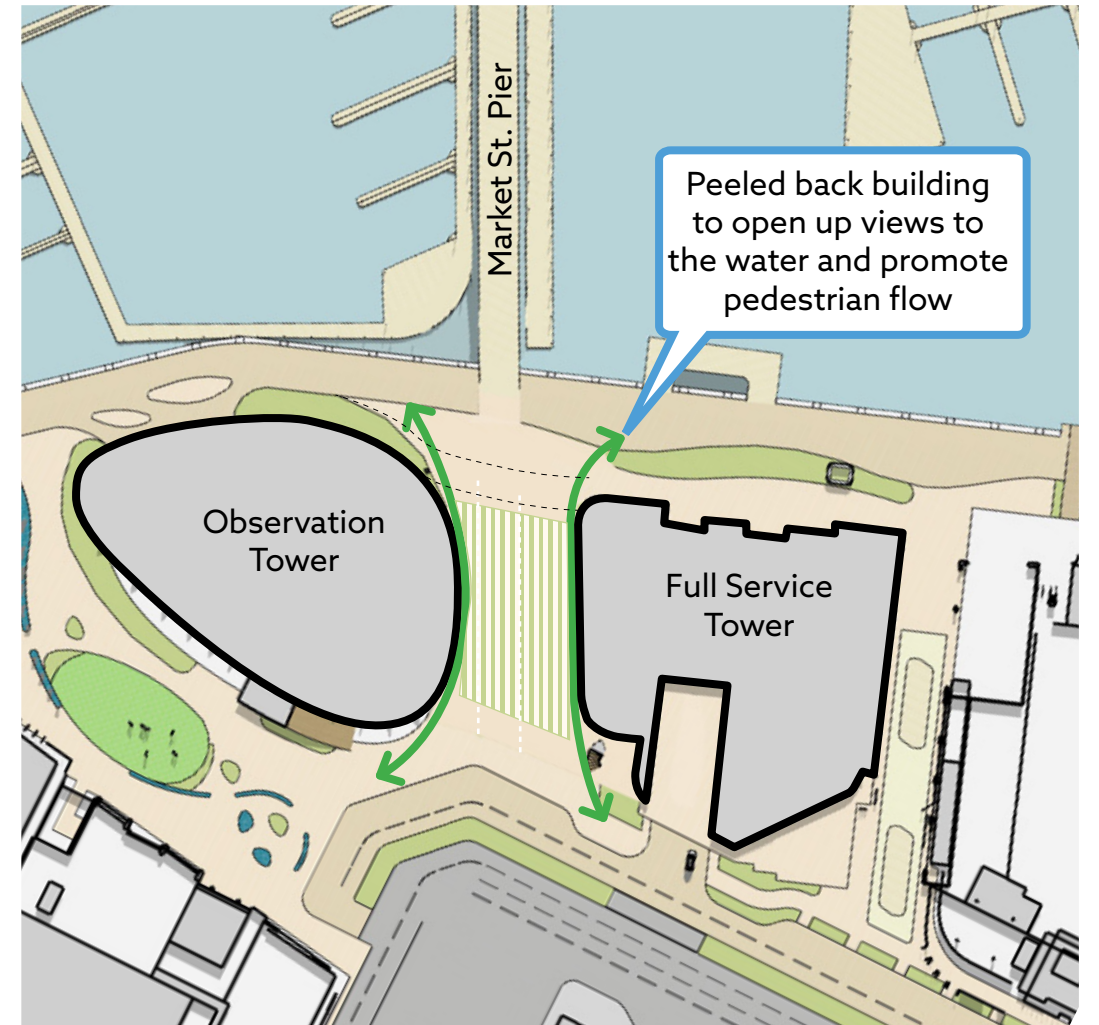


Previous

**50'**  
**wide**



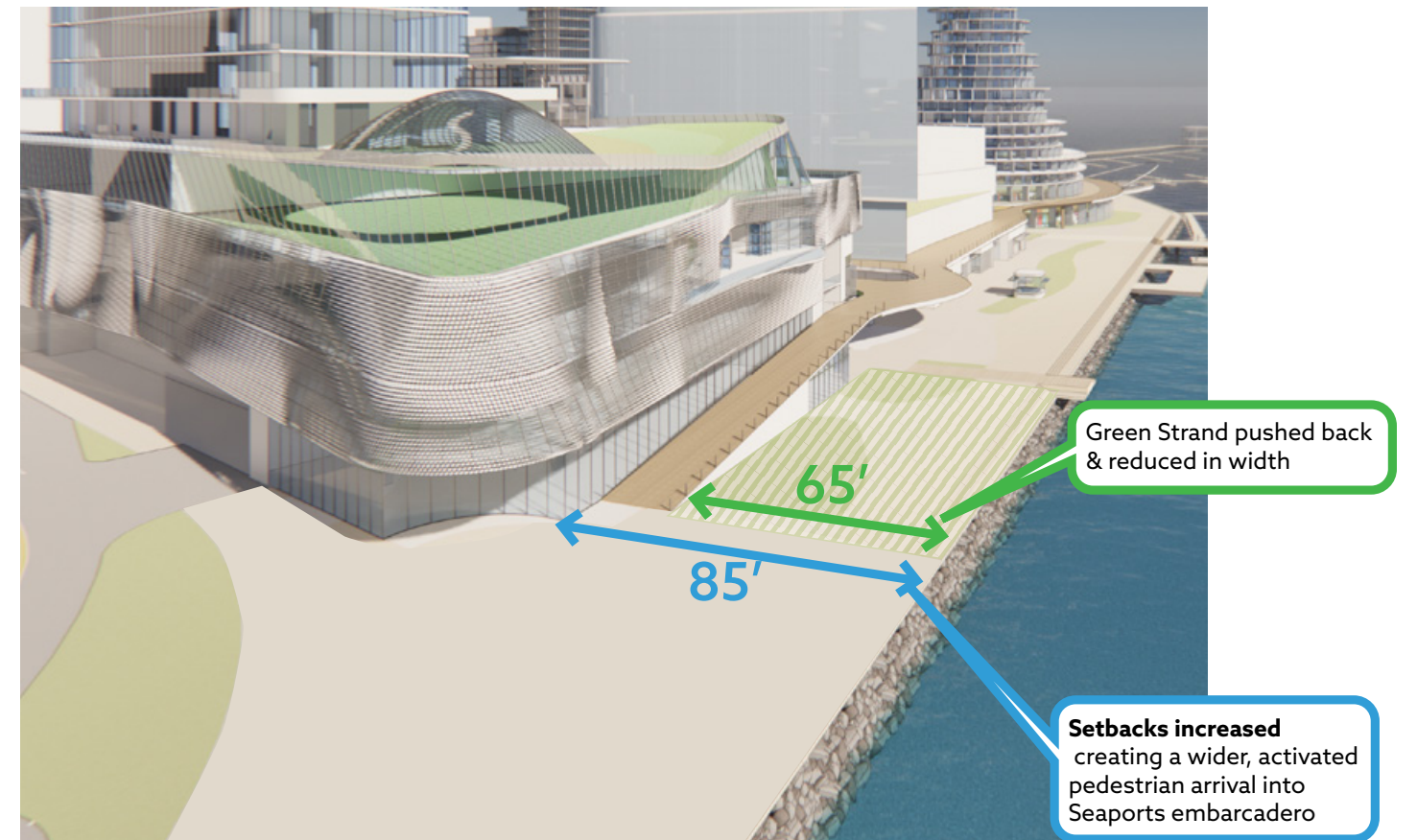
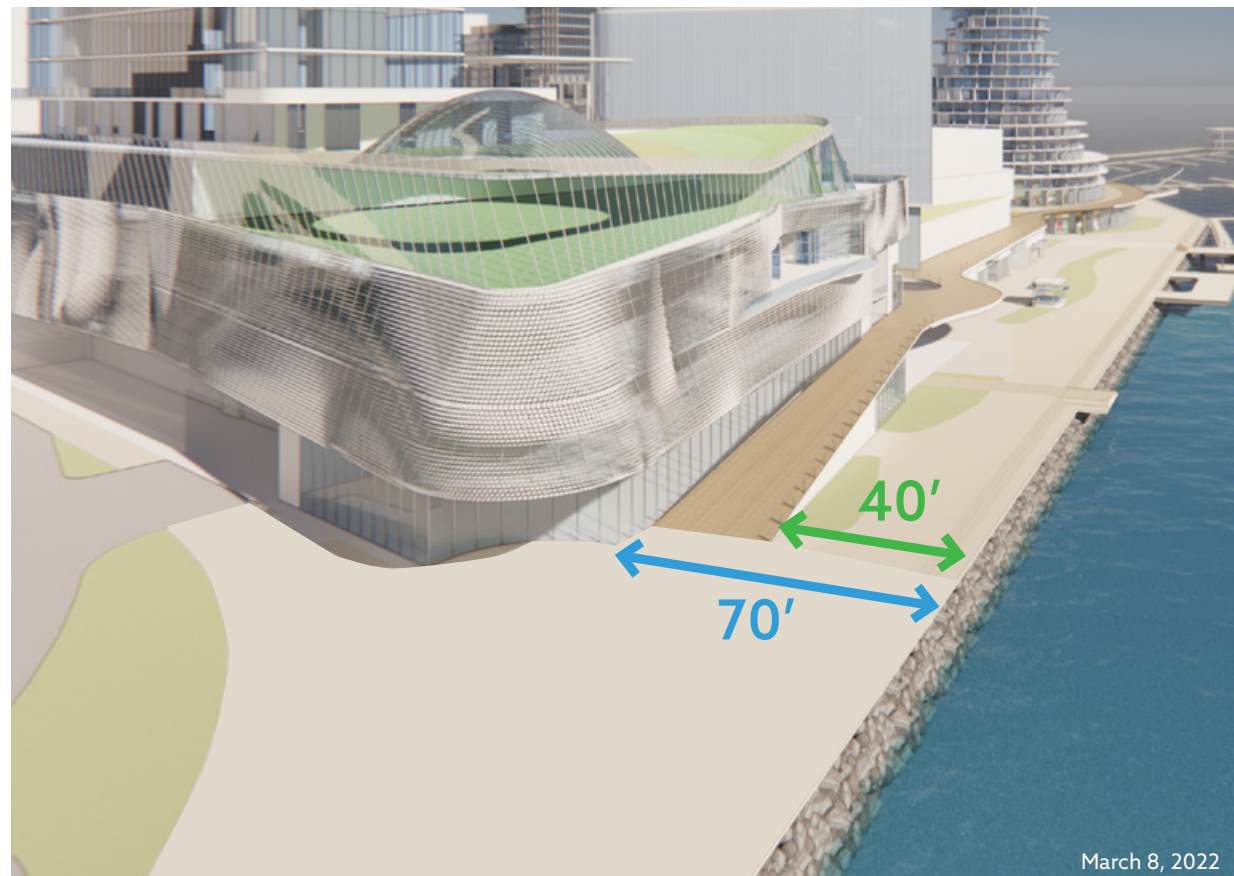
over  
**100%**  
increase



Proposed

**80' - 100'**  
**wide**

# North arrival open feeling.



Previous

**70'**  
**wide**



over  
**20%**  
increase

Proposed

**85'**  
**wide**

# Public open space summary.

	Today	Tomorrow	
Recreational Open Space (ROS)	14.8	16	+1.2 acres
Average public open space width along Embarcadero	20'	60'	3x
Surface Parking	327,210 sqft	49,781 sqft	84% decrease
Public Recreational Experiences	5	13	almost 3x





# Public Access



# Access today.





 Existing Circulation



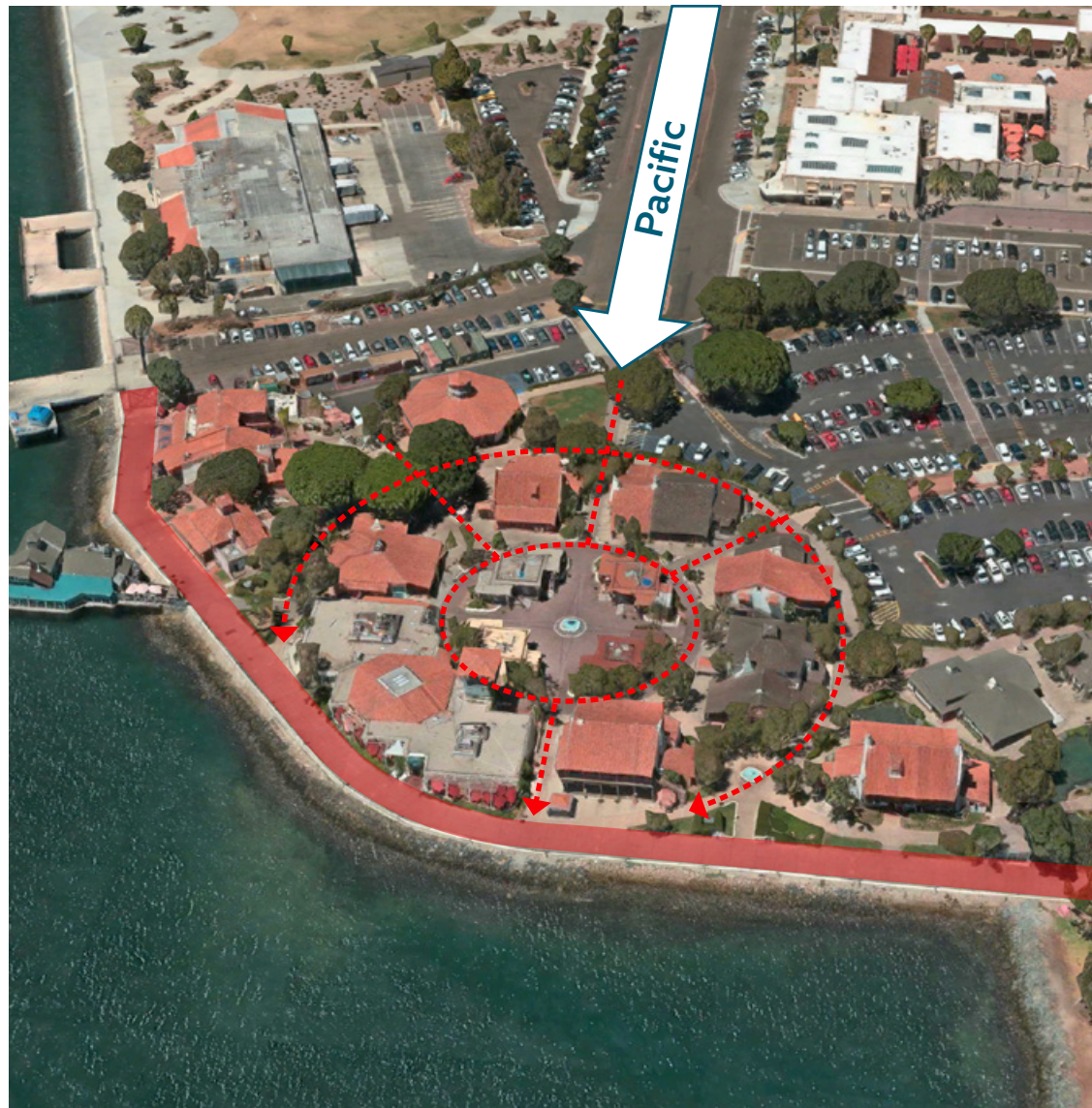
# Access tomorrow.



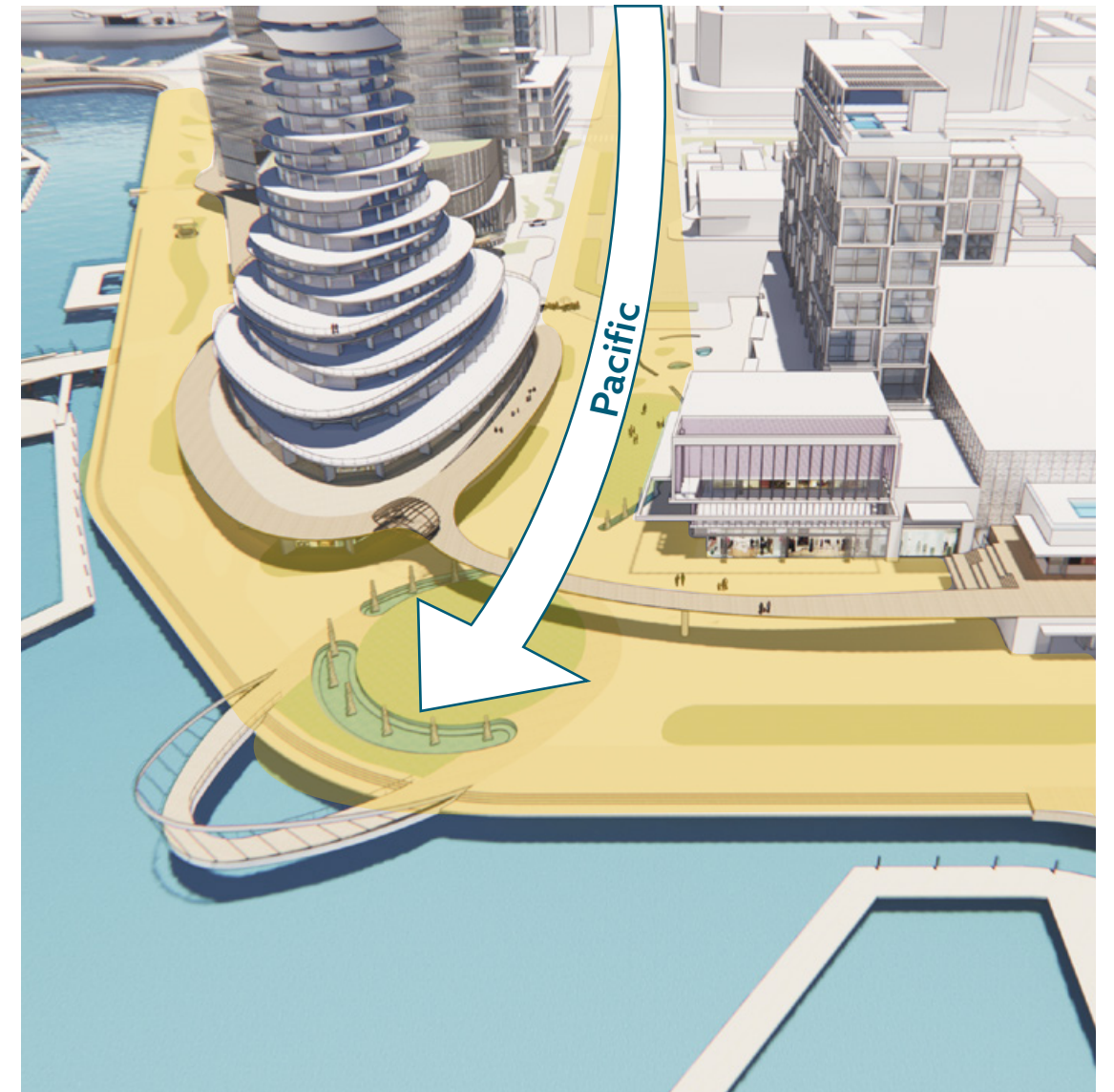
-  New Connection
-  Existing Circulation



Today



Tomorrow



**Connecting Pacific Hwy. to the water.**



Today



Tomorrow



**Kettner's new direct, wide connection  
to the water & open space**



# Kettner today.



Dense tree  
canopies

Parking  
fields

No views to  
the water



# Kettner tomorrow.

Direct views  
to the water



Active pedestrian  
arrival



# Kettner reimaged.



Today

up to

**60'**

wide



up to

**1.8x**

wider

Tomorrow

up to

**110'**

wide





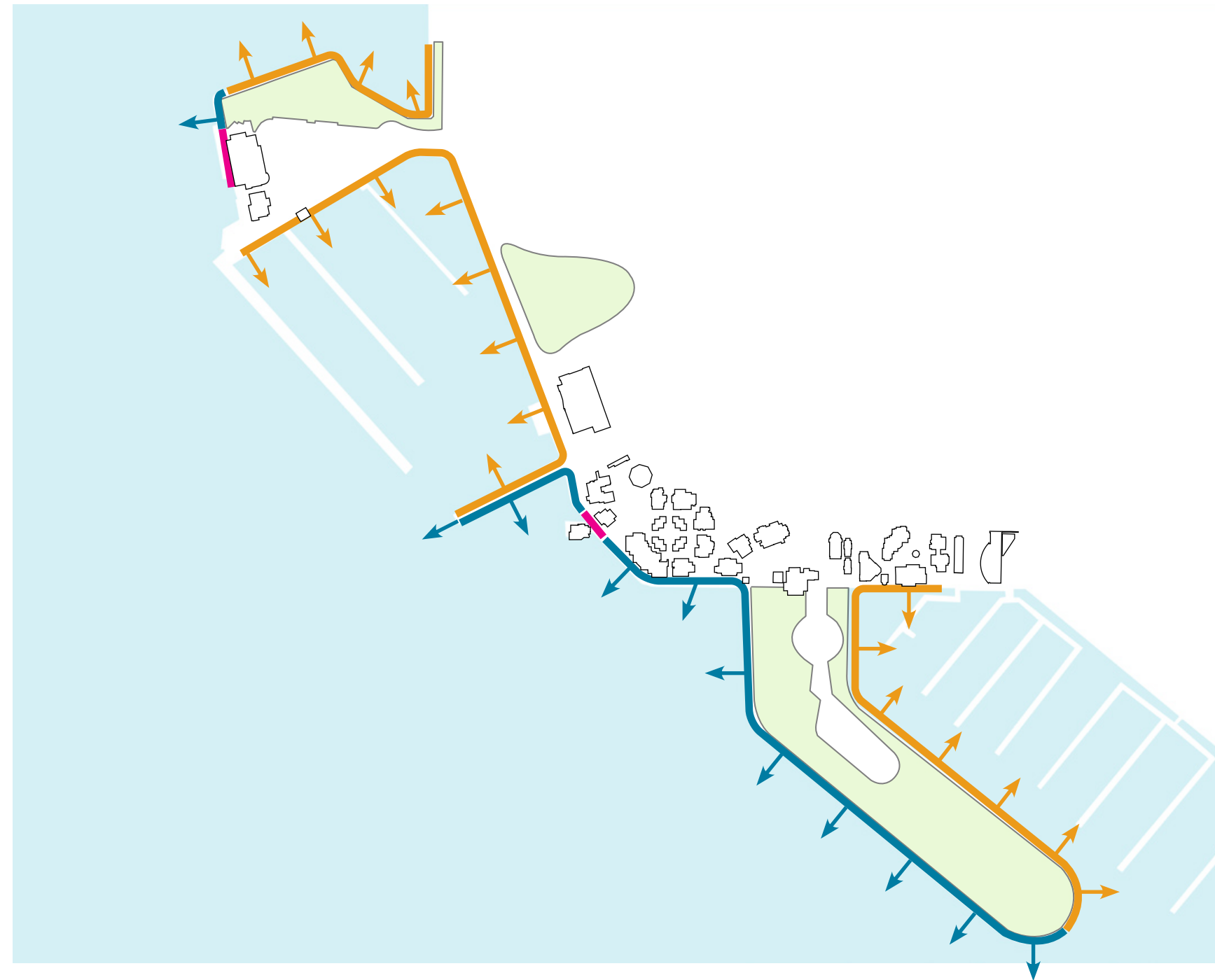
# Water Views



# Public access to water views.

Today

**7,938'**  
views



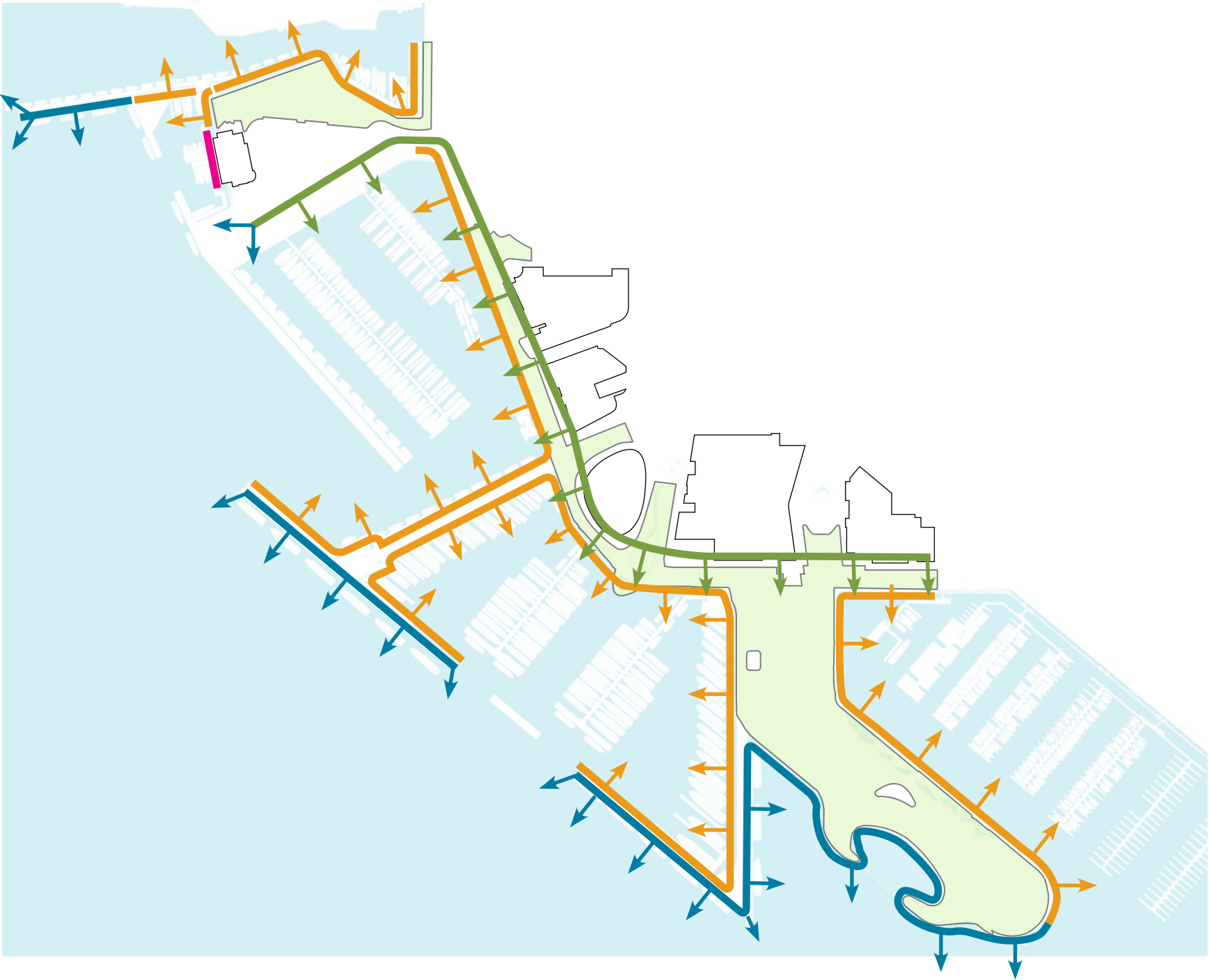
- Blue water views
- Harbor & Marina views
- Restricted views



# Public access to water views.

Today  
**7,938'**  
views

Tomorrow  
**15,515'**  
views



- New & Enhanced water views
- Blue water views
- Harbor & Marina views
- Restricted views

almost  
**2x**  
view increase

**1.4 miles**  
new water views



**Blue water views.**





# Blue water view comparison.

Today



peninsula



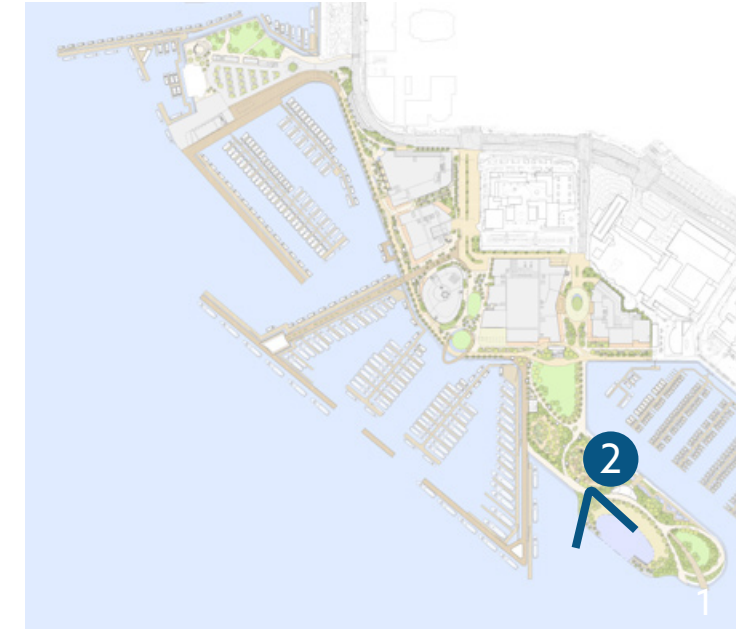
Tomorrow





# Blue water view comparison.

Today



peninsula



Tomorrow





# New blue water views.





# New blue water views.



**The California Pier**



# New blue water views.

4



**Market Street Pier**



# New blue water views.



**G Street Mole from the Green Strand**



# Harbor & Marina Views.

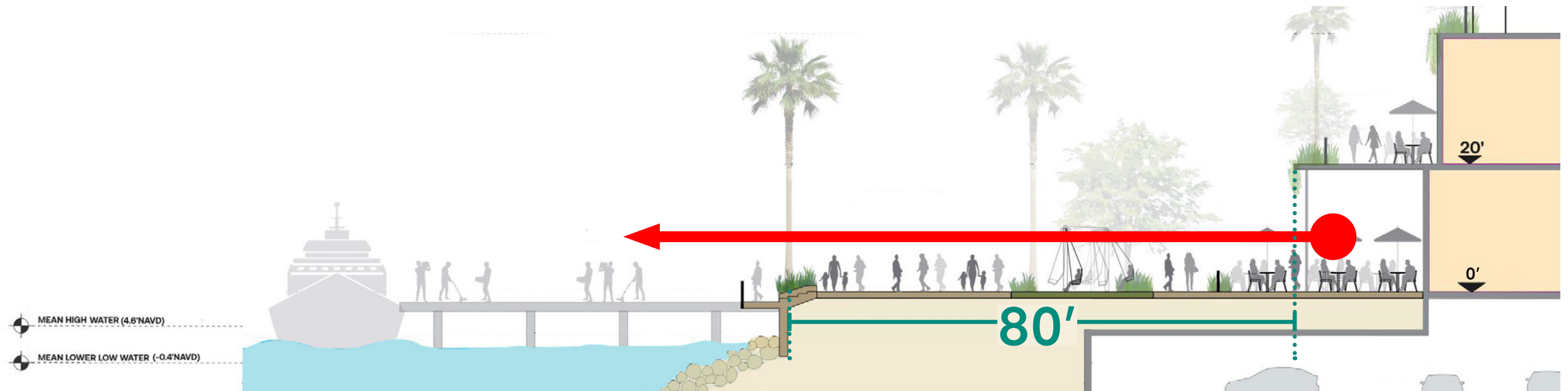




# Harbor & Marina views.



Elevated  
from Green Strand

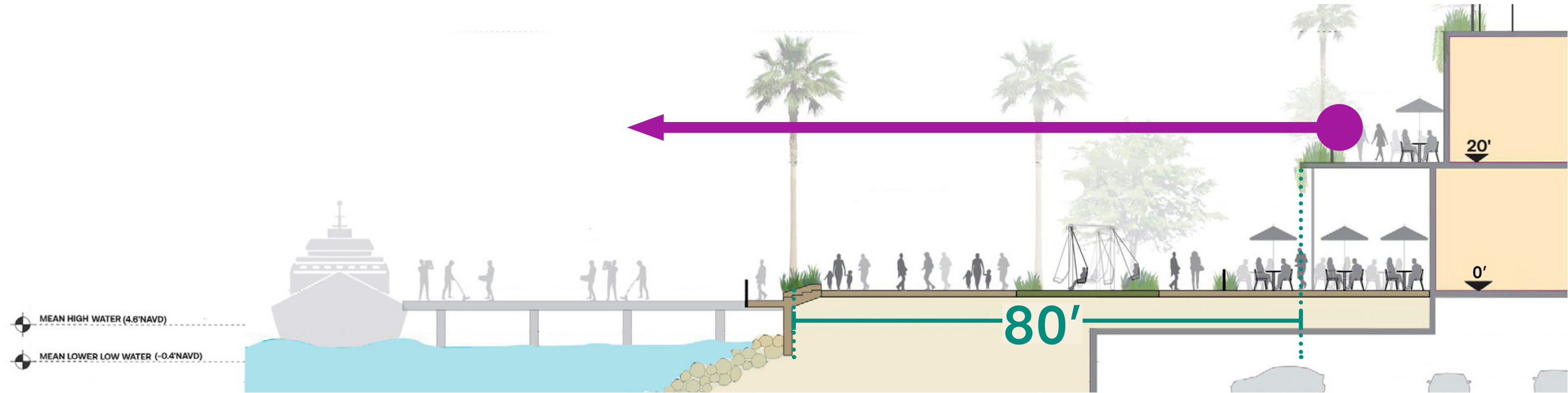




# Harbor & Marina views.



Elevated  
from Green Strand





# New water views.

**Elevated**  
from Green Strand



**Ground**  
from Embarcadero









# New water views.



**Marina views from the Green Strand**



# Public water views summary.

View Types		Existing	Proposed	Increase
Blue Water Views		2,740'	4,155'	51%
Harbor & Marina Views		5,198'	8,880'	70%
New & Enhanced Views of the Water		N/A	2,480'	100%
Restricted Views		-290'	-180'	-37%
Total		7,938'	15,515'	7,577'

almost  
**2x**  
view increase

**1.4 miles**  
new water views





# Land Uses



# Mix of land uses.





# Land uses.

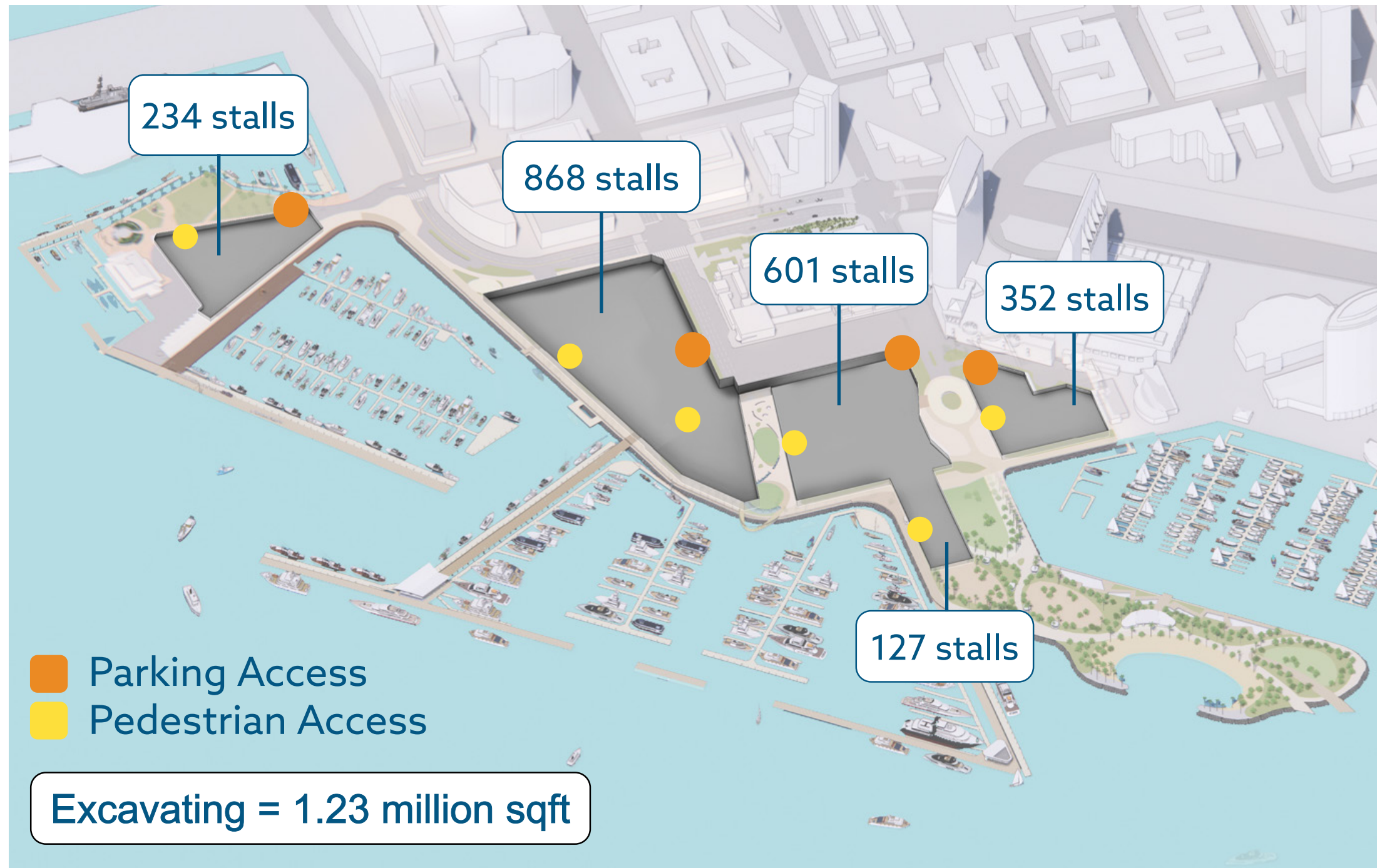
	Request for proposal 2016	2018	Draft Project Description 2019	Project Description 2021
Hotels	✓	✓	✓	✓
Attractions	✓	✓	✓	✓
Blue Tech	✓	✓	✓	✓
Event Center	✓	✓	✓	✓
Learning Center	✓	✓	✓	✓
Retail	✓	✓	✓	✓



Uses have remained consistent.



# Underground parking infrastructure.



**The proposed parking stalls meet tidelands parking guidelines requirements.**



# Summary of land use program.

Since March 8, 2022.

## **Blue Tech Innovation Center**

**Reduced by over 25%**

from approximately 310,000sqft to 225,000sqft

## **Full Service Hotel Conference Facilities**

**Reduced by 6,000sqft**

from approximately 42,000sqft to 36,000sqft





# Development Massing





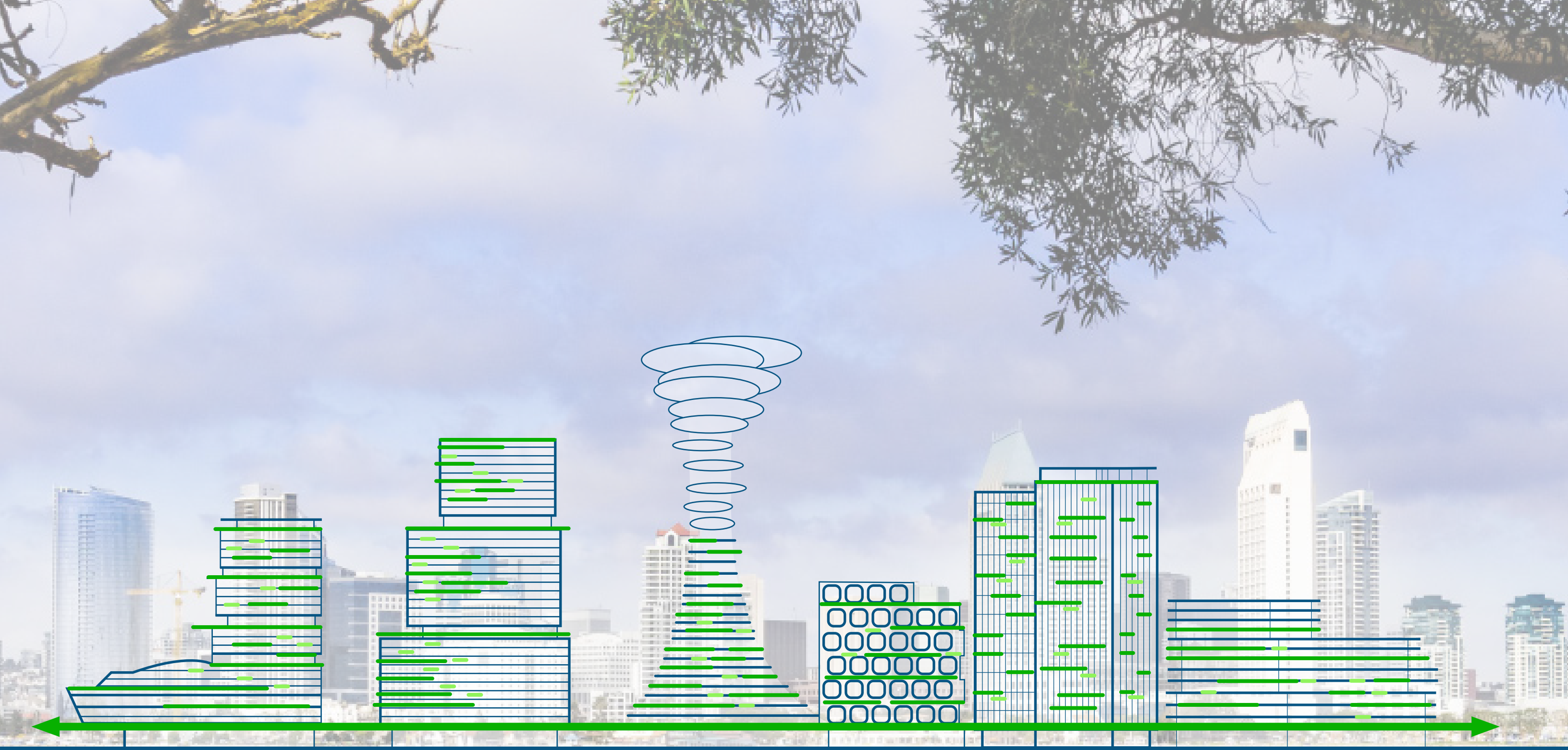
**From Bayview Park today.**





**A landmark.**





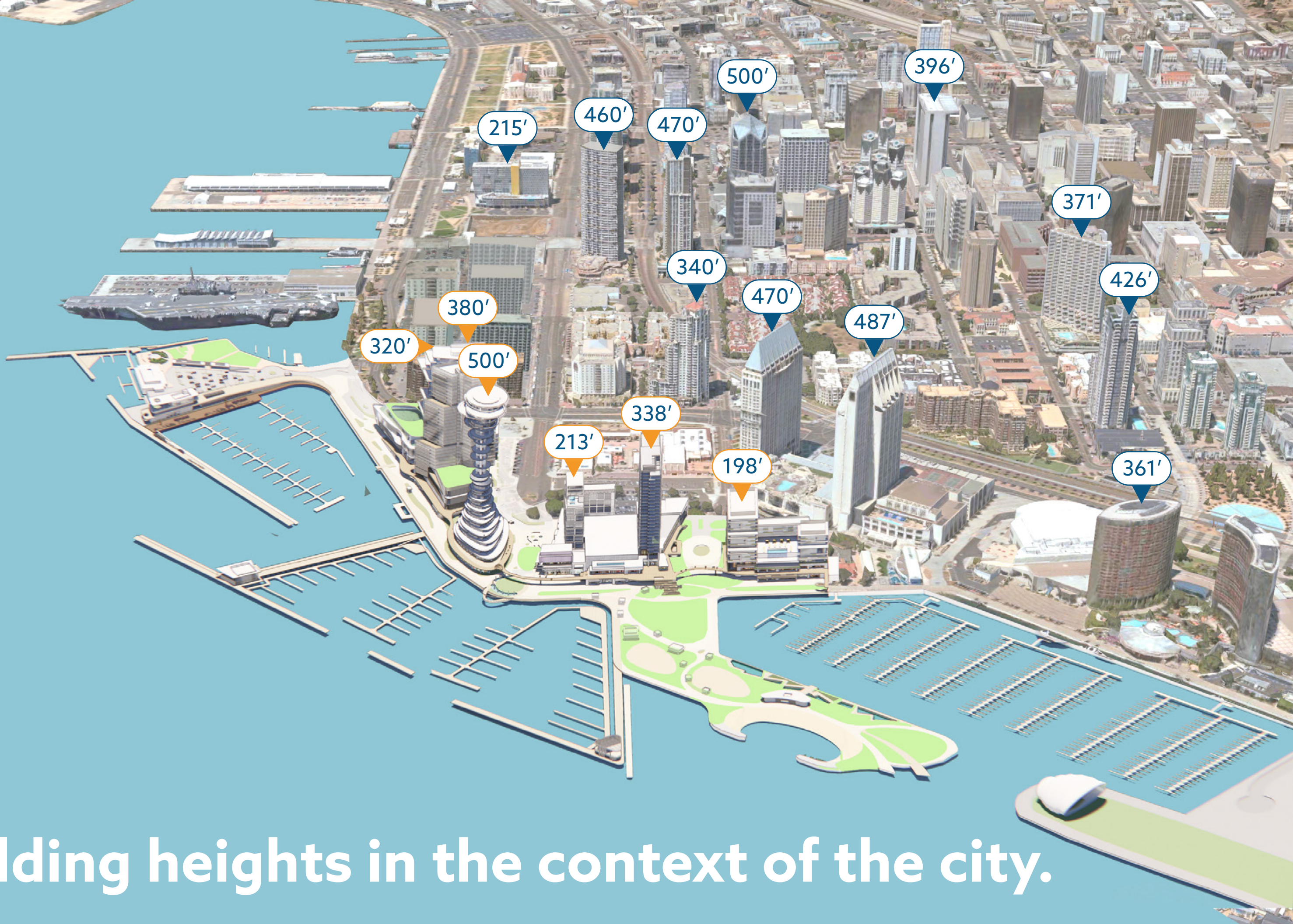
**A collection of buildings responding to an urban waterfront  
connected by continuous green.**





**Enhancing San Diego's skyline.**





Building heights in the context of the city.



# Massing Changes

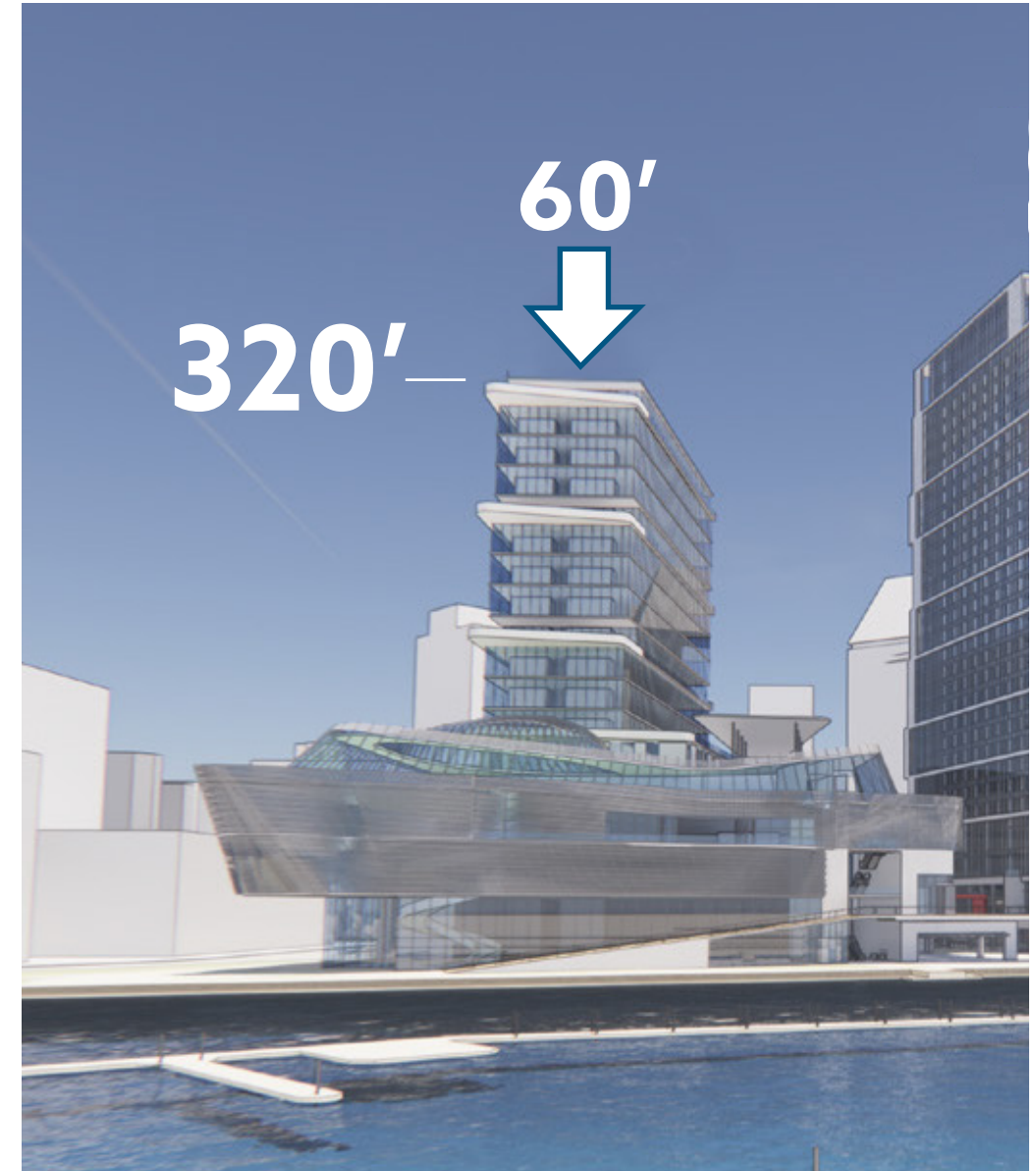


# Blue Tech Innovation Center.



Previous

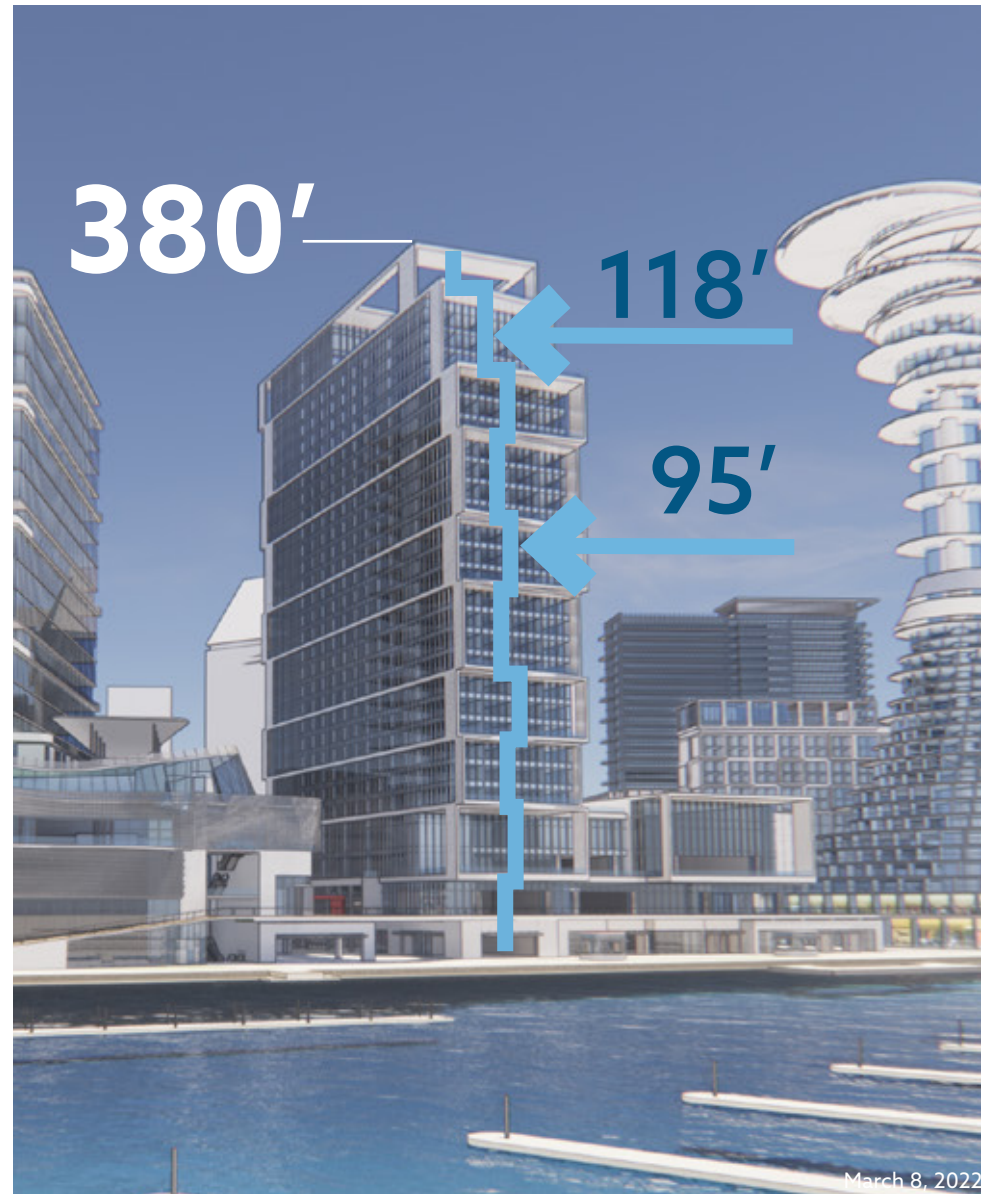
→  
reduced height by  
**60'**



Proposed



# Full Service Hotel stepbacks.

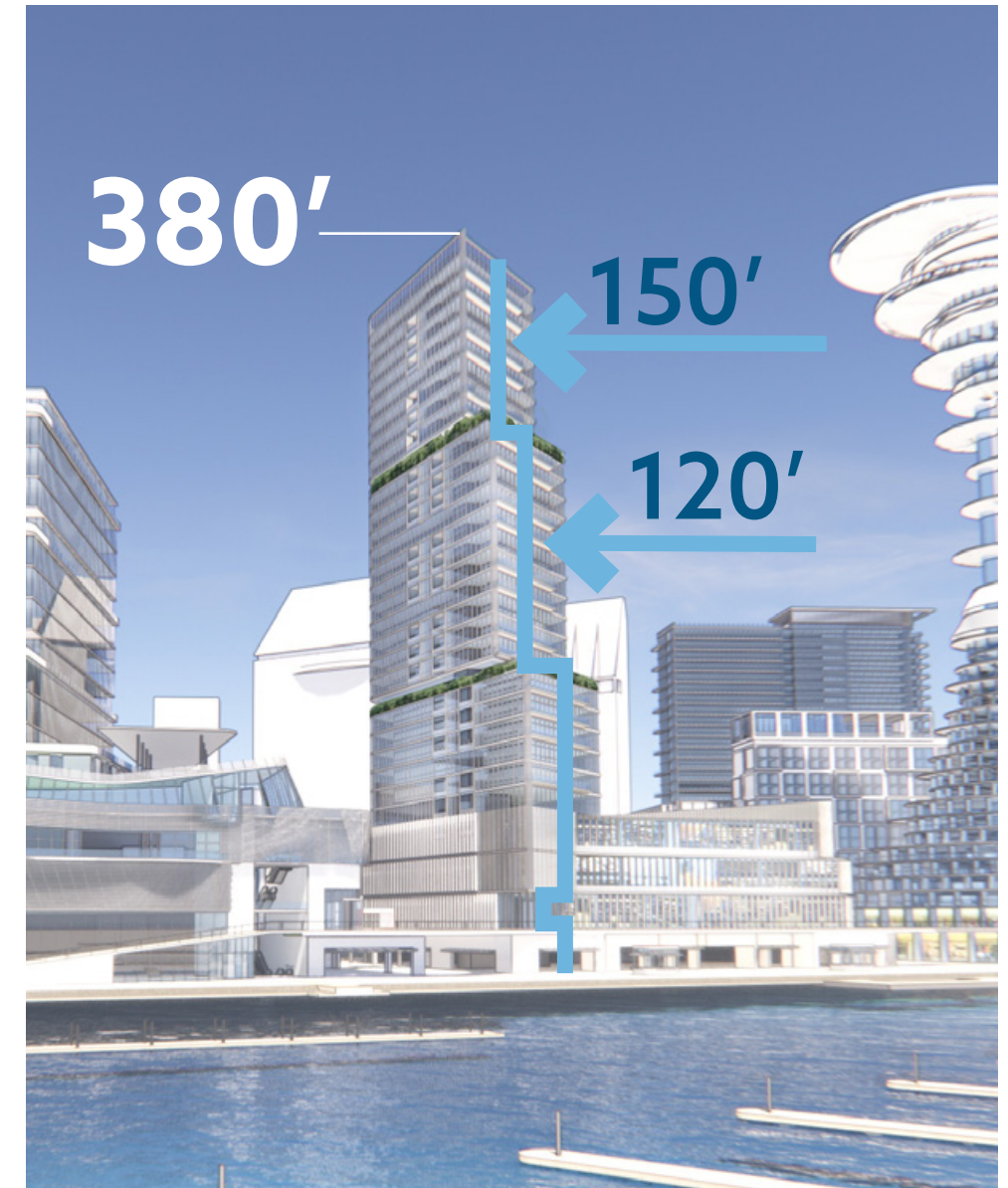


Previous



increased by up to

**30'**

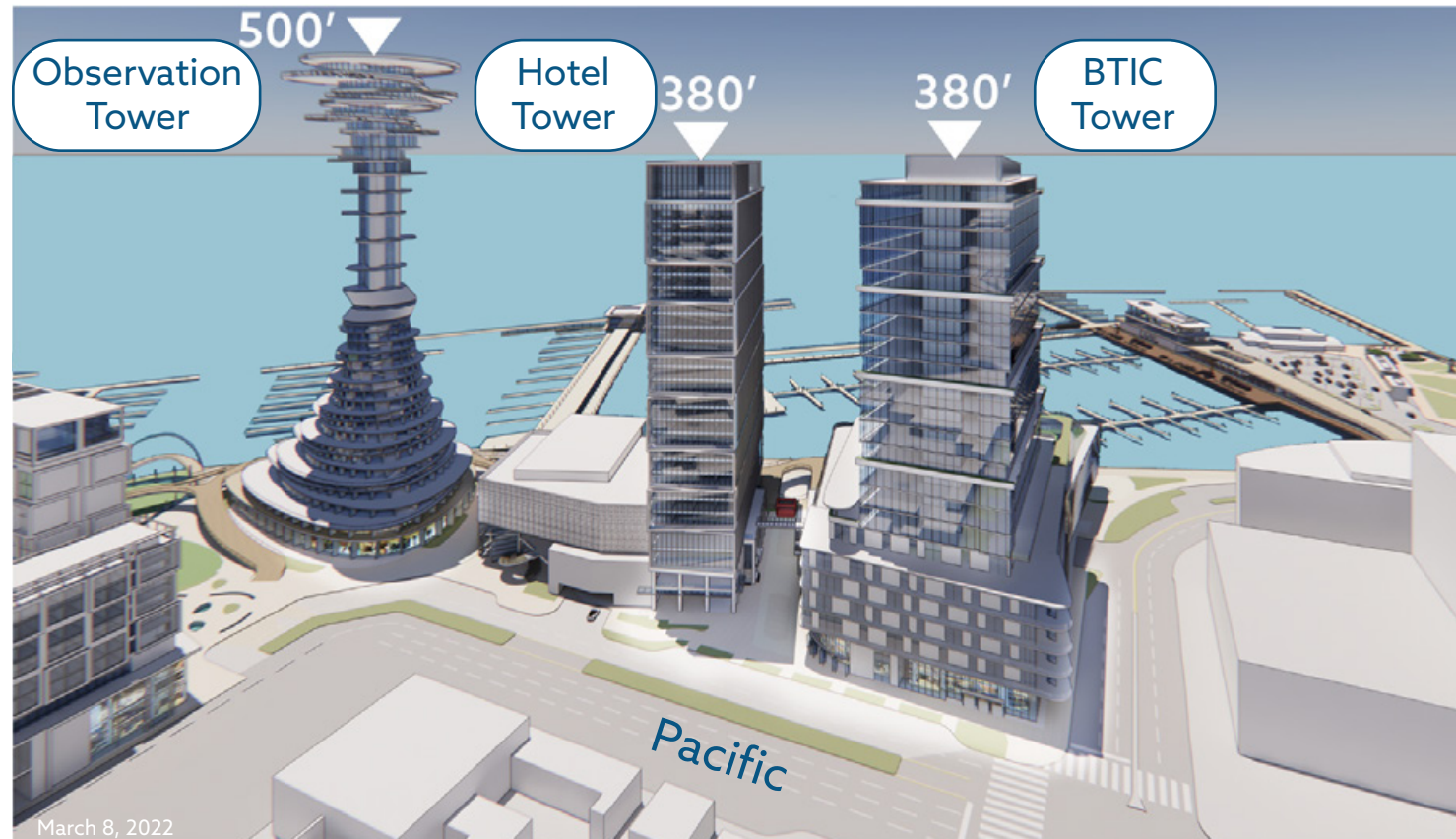


Proposed



# Towers - planning & massing.

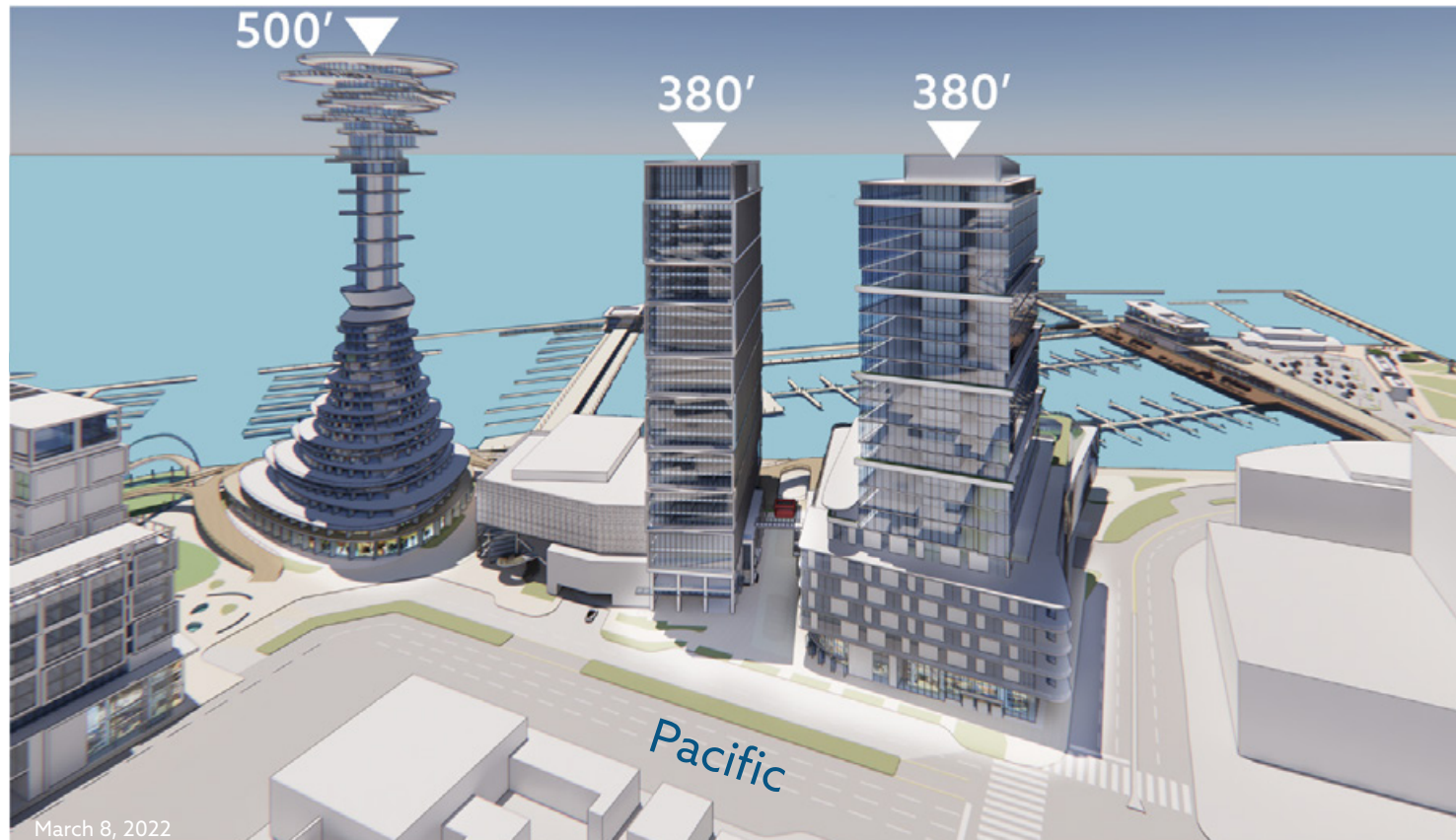
## Previous



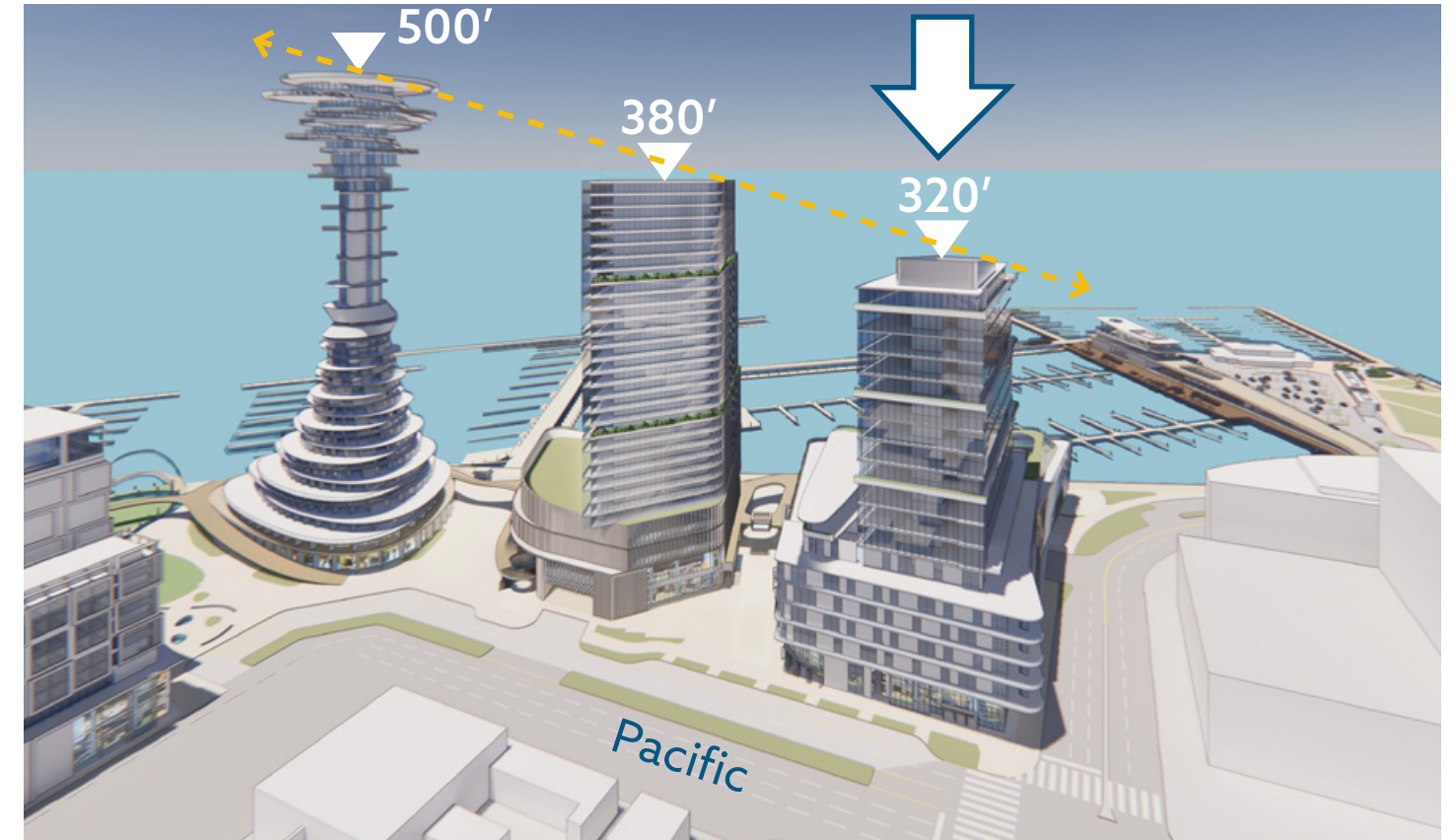


# Towers - planning & massing.

Previous



Proposed

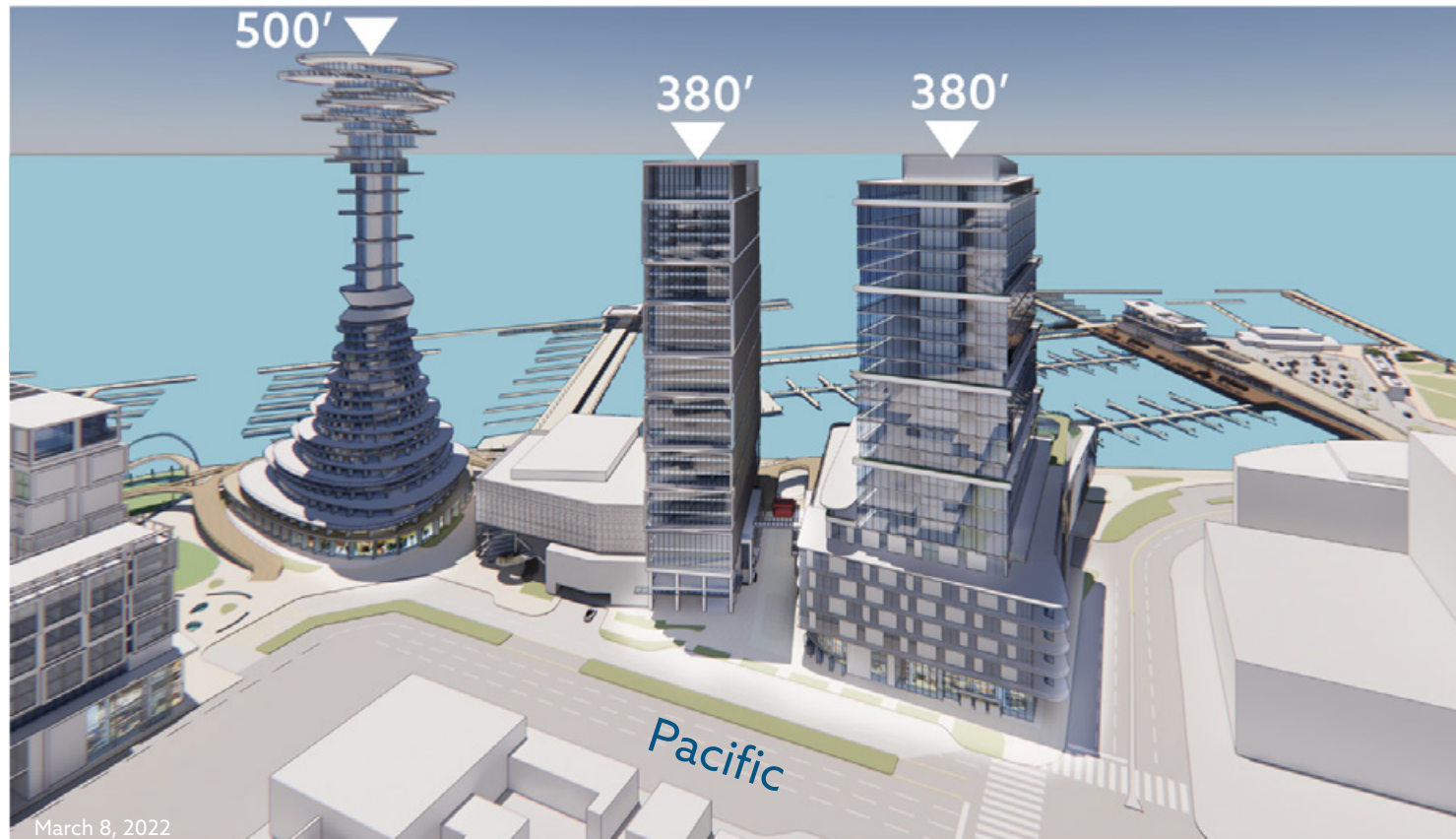


**Created tower hierarchy by reducing BTIC Tower height.**

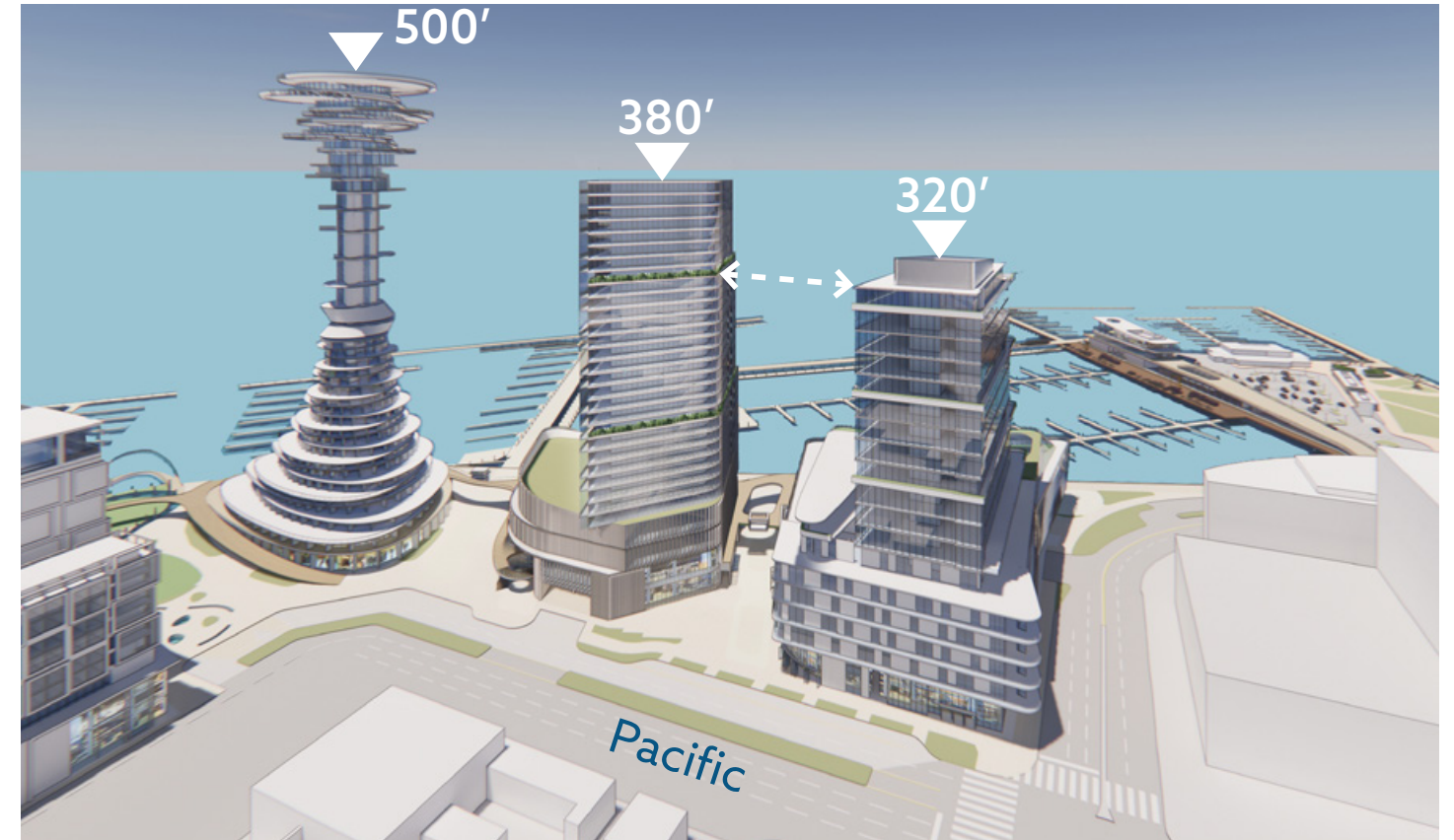


# Towers - planning & massing.

Previous



Proposed

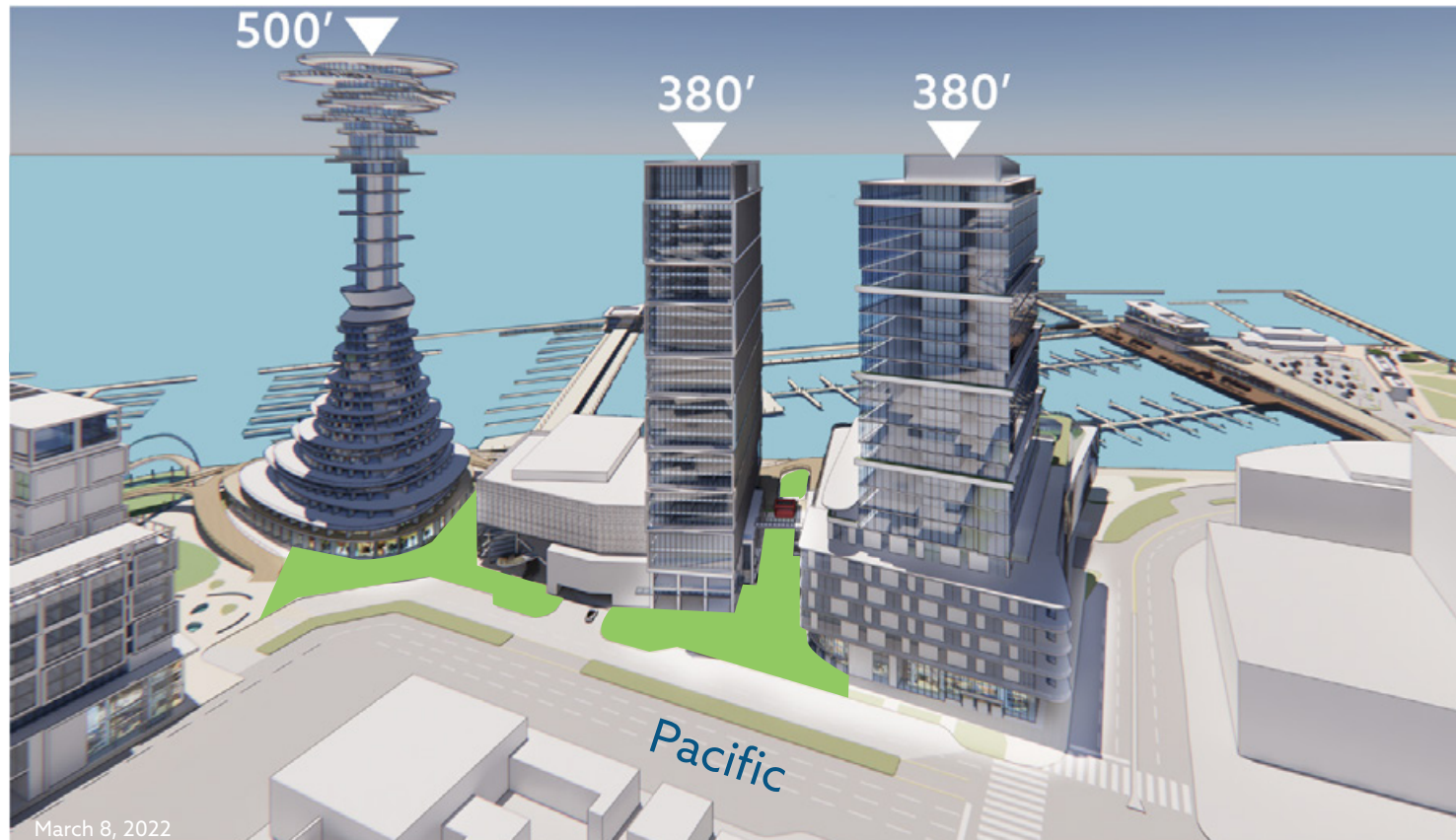


**Opened up sightlines to & from water by increasing tower spacing.**

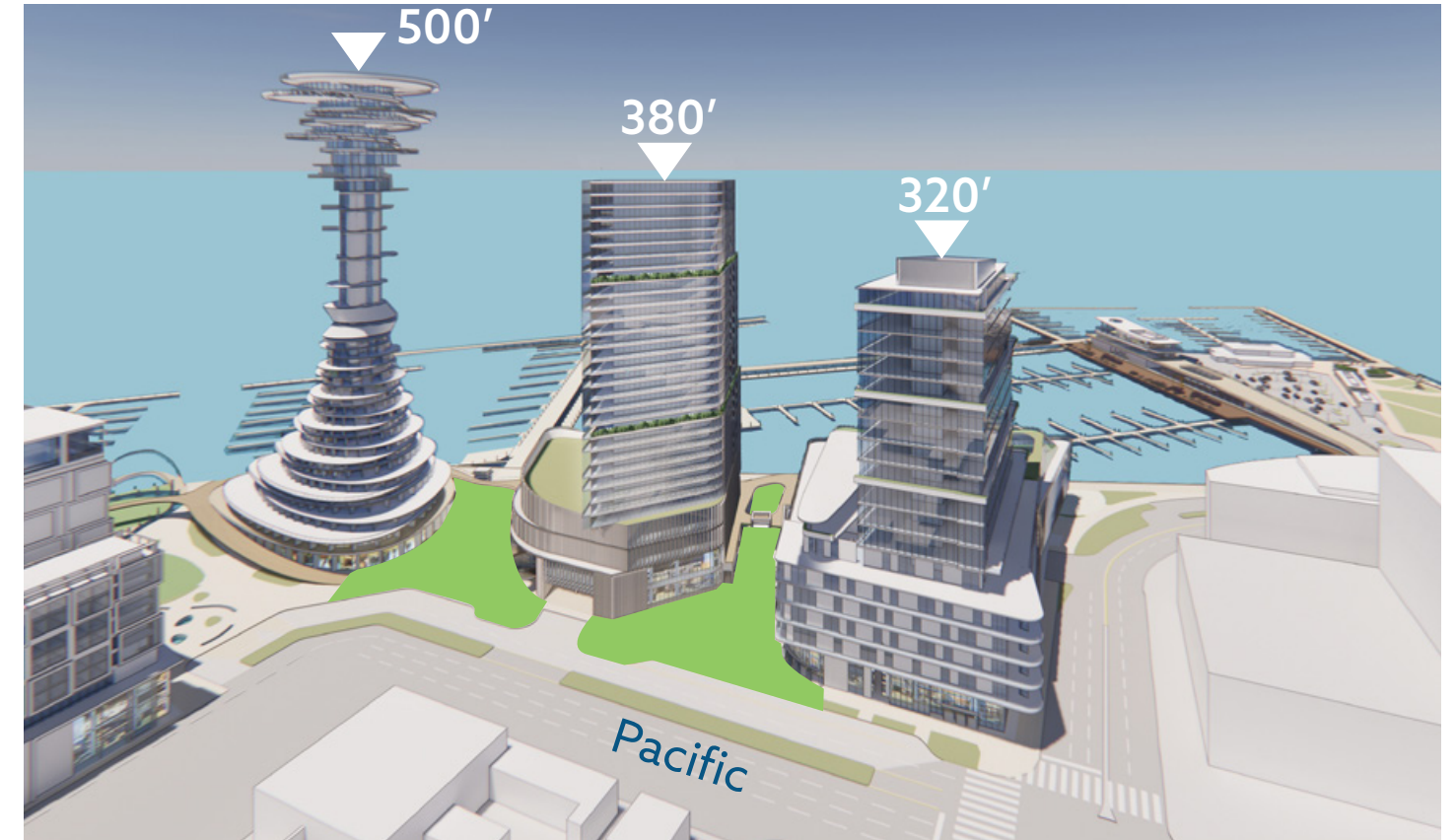


# Towers - planning & massing.

Previous



Proposed

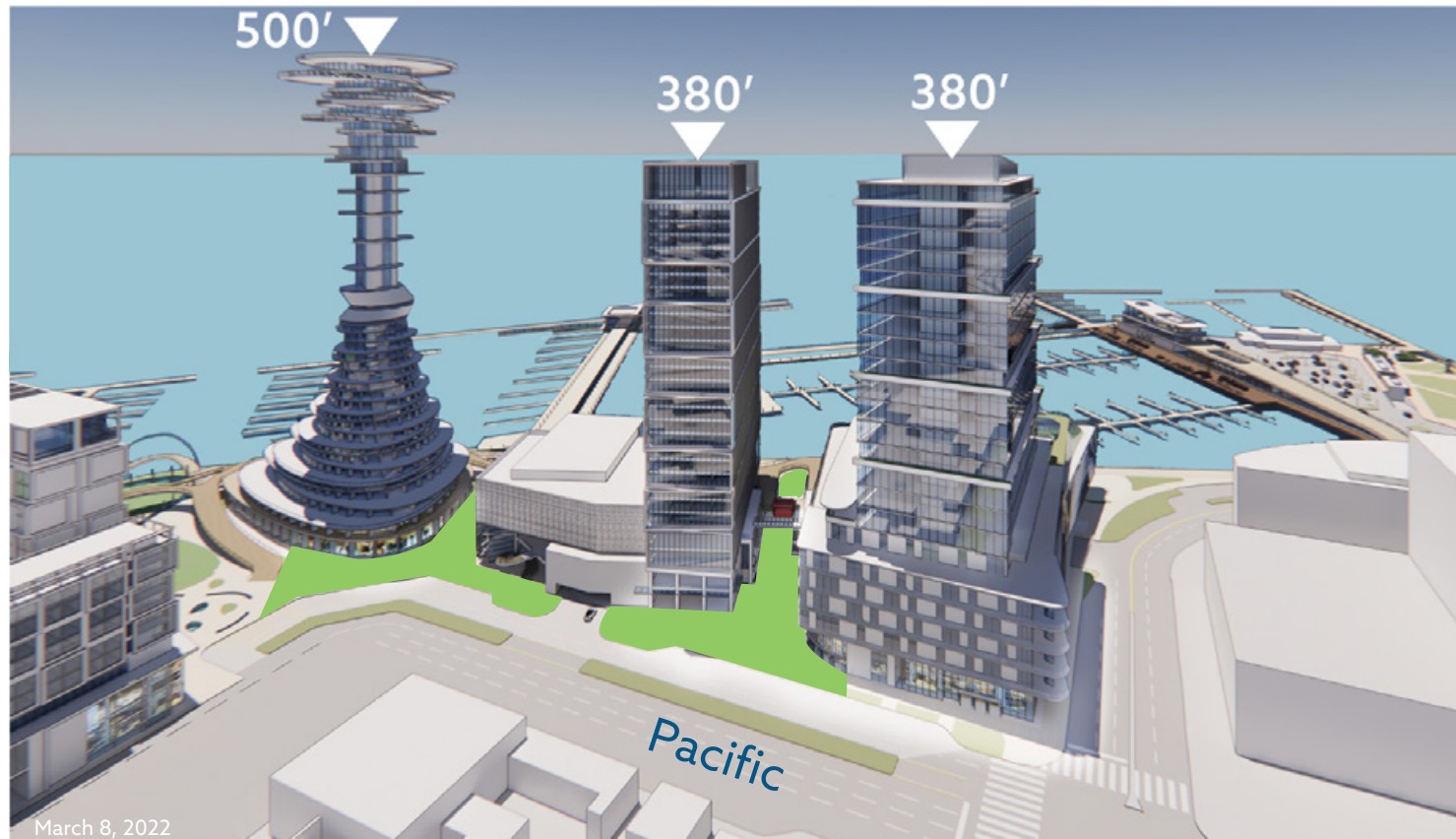


**Increased open space by reducing hotel footprint.**

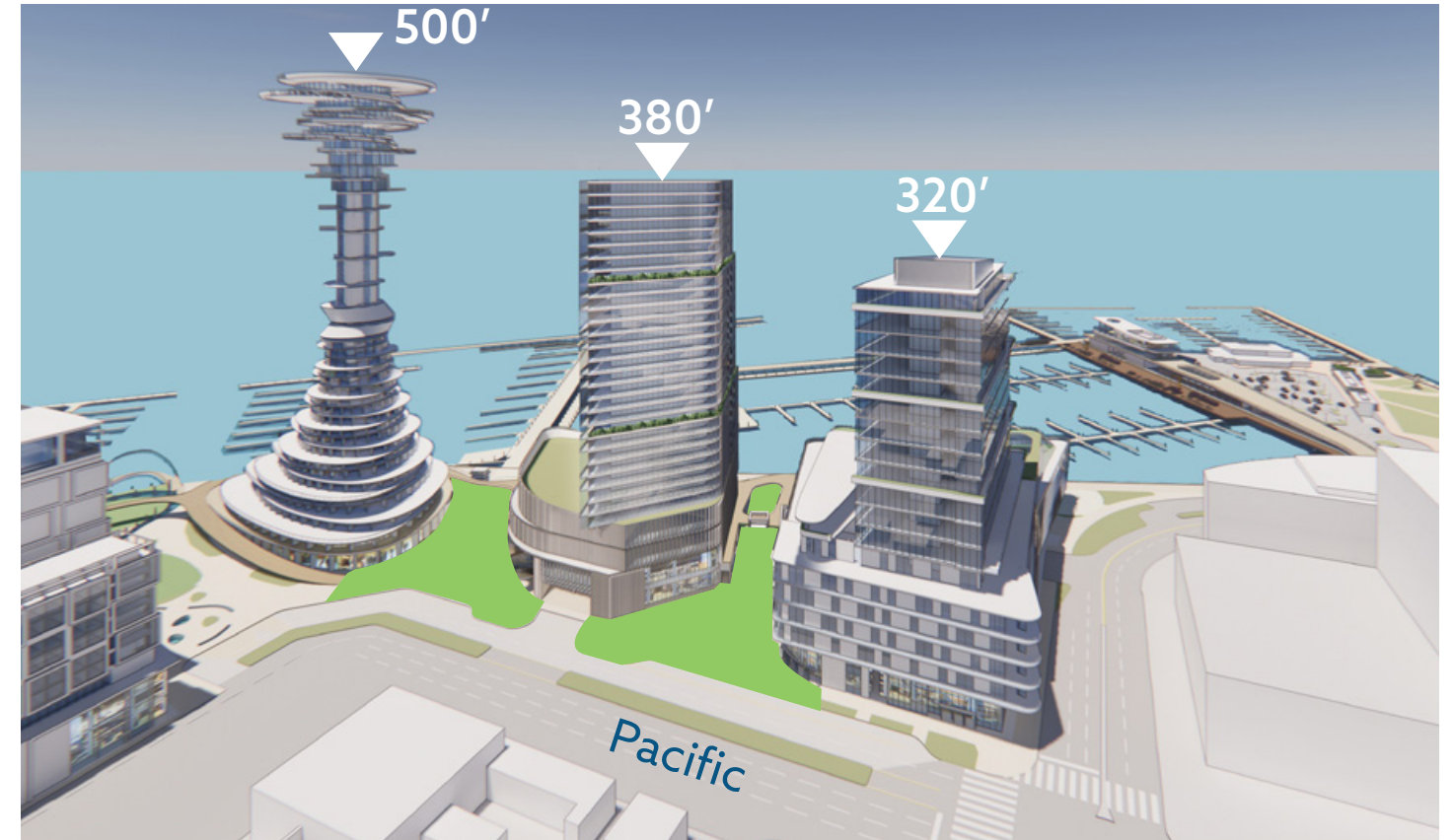


# Towers - planning & massing.

Previous



Proposed



**Increased open feeling by reshaping footprints.**



# Summary of development massing changes.

**Created tower hierarchy → by reducing BTIC Tower height**

**Opened up sightlines to and from the water → by increasing tower stepbacks  
by increasing tower spacing**

**Increased open space → by reducing hotel footprint**

**Increased open feeling along the water & Pacific → by reshaping hotel footprint**











# Commercial Fishing



# Fishermen high priorities.

	Today	Tomorrow
24 hour access		
fishermen parking	79 stalls assigned parking shared with public on grade	79 stalls on grade dedicated to fishermen
security	limited/none	24hrs
shore power & electricity		
fresh water		



# Fishermen high priorities.

## Today

waste disposal



floating slips for vessels



net / gear storage area



offloading infrastructure

1 offloading dock  
2 cranes  
controlled by  
processor

## Tomorrow



increased

3 offloading docks  
3+ cranes  
1 wet fish pump  
controlled by  
fishermen



# Fishermen high priorities.

**Today**

**Tomorrow**

**ice machine near the  
offloading area**

**processor  
controlled**

**fishermen  
controlled**

**freezer space &  
refrigerated area**

**processor  
controlled**

**fishermen  
controlled**

**office spaces &  
meeting rooms**

**processor  
controlled**

**fishermen  
controlled**

**live tanks**



**fish auction**



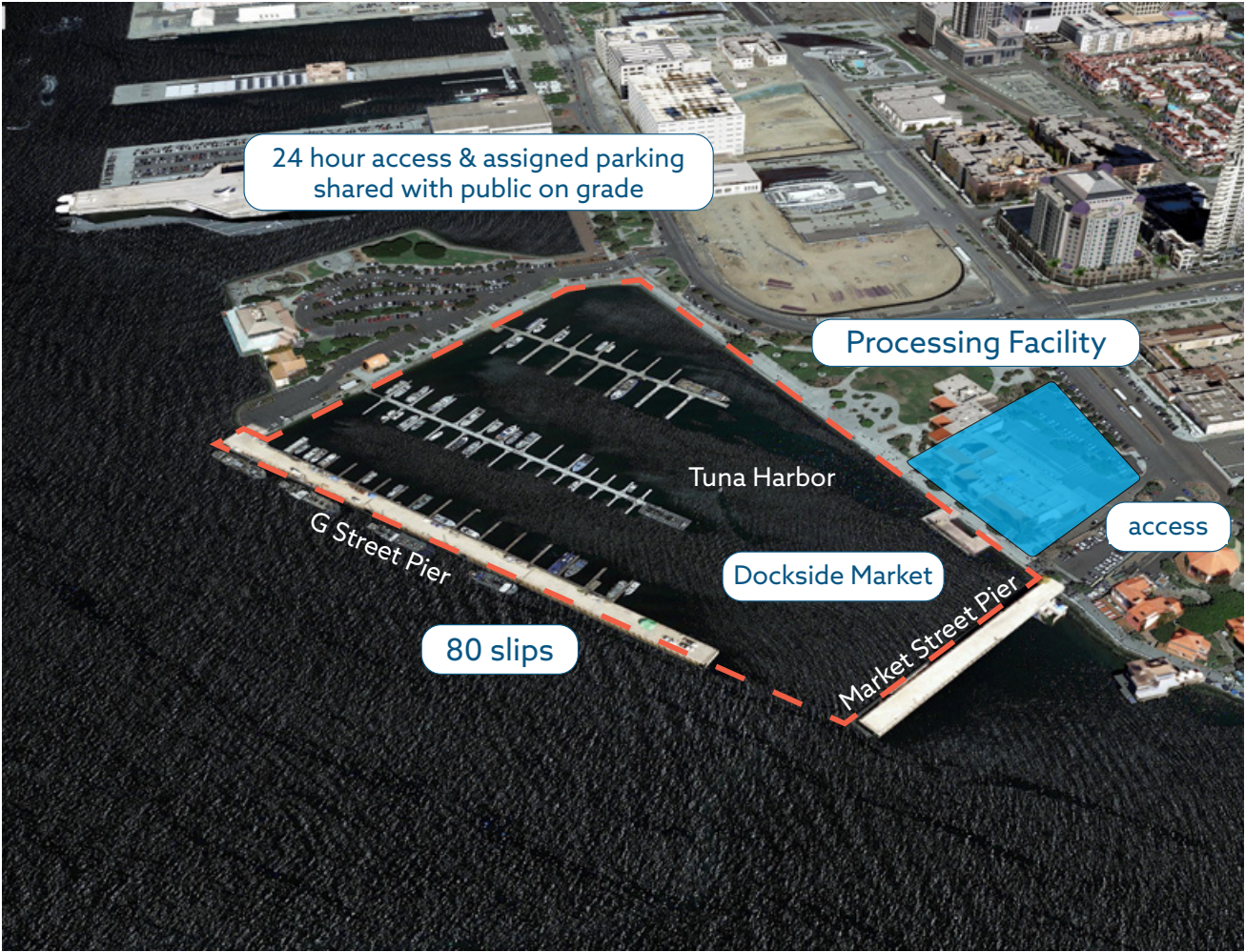
**restrooms & showers**





# Commercial fishing.

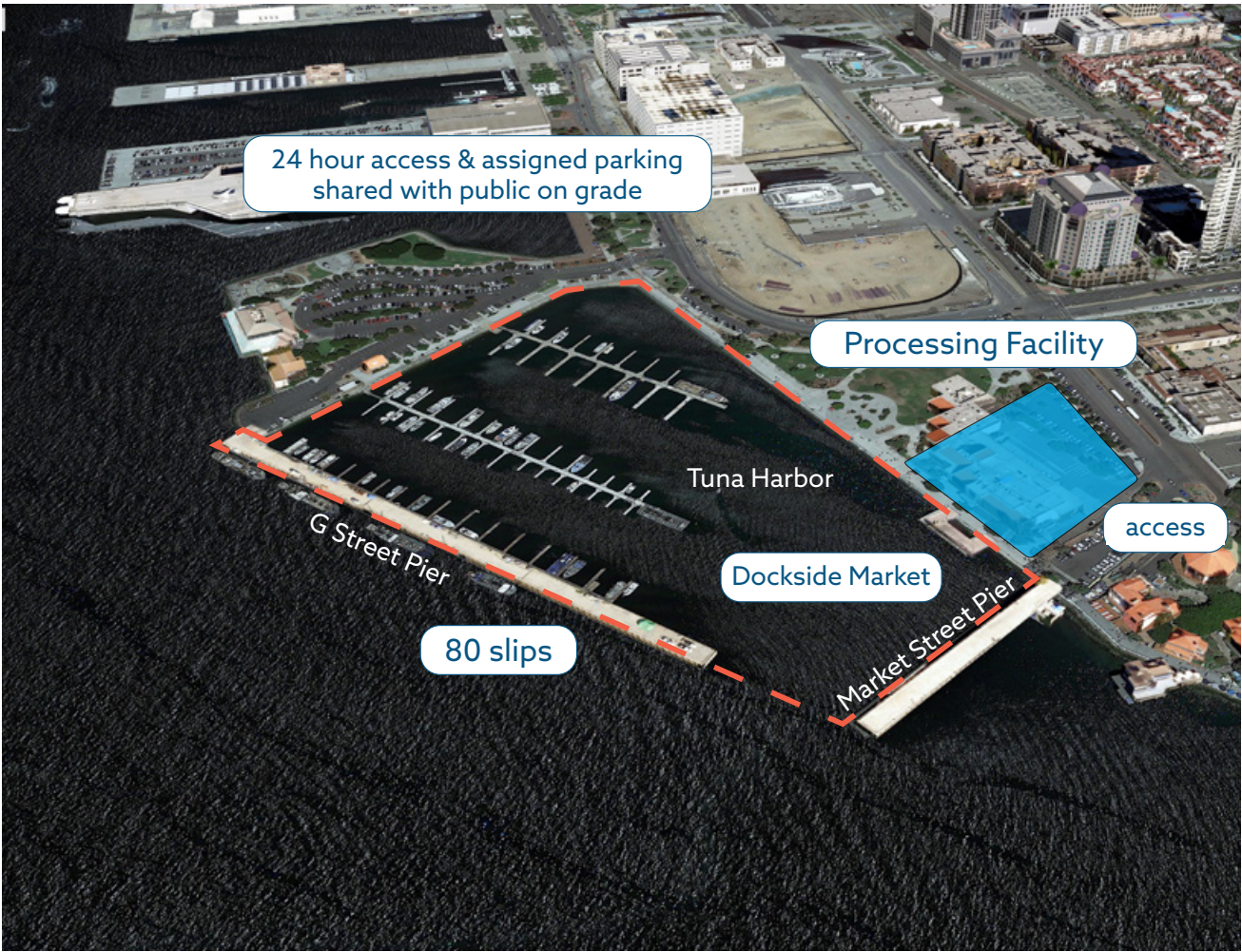
Today



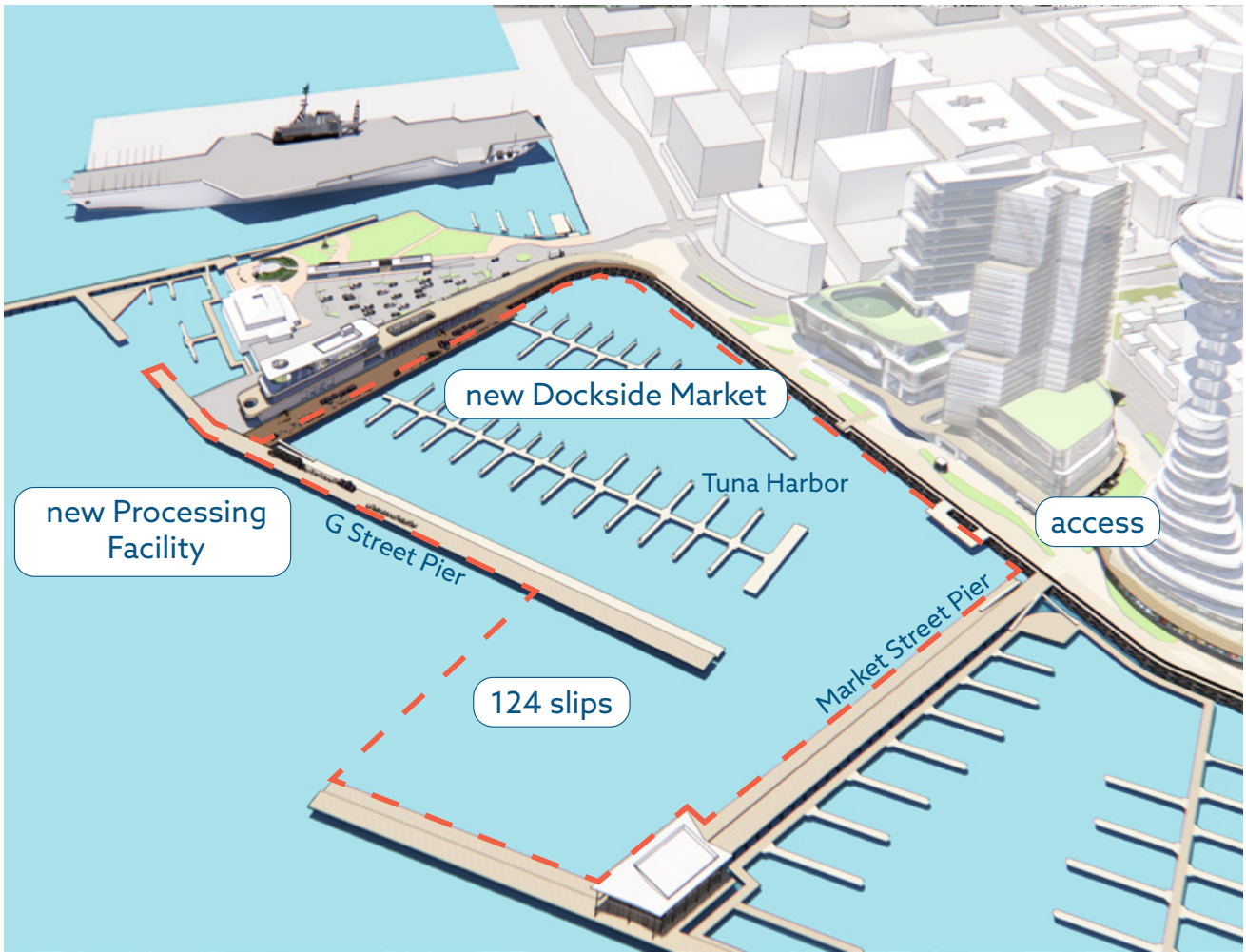


# Commercial fishing.

Today

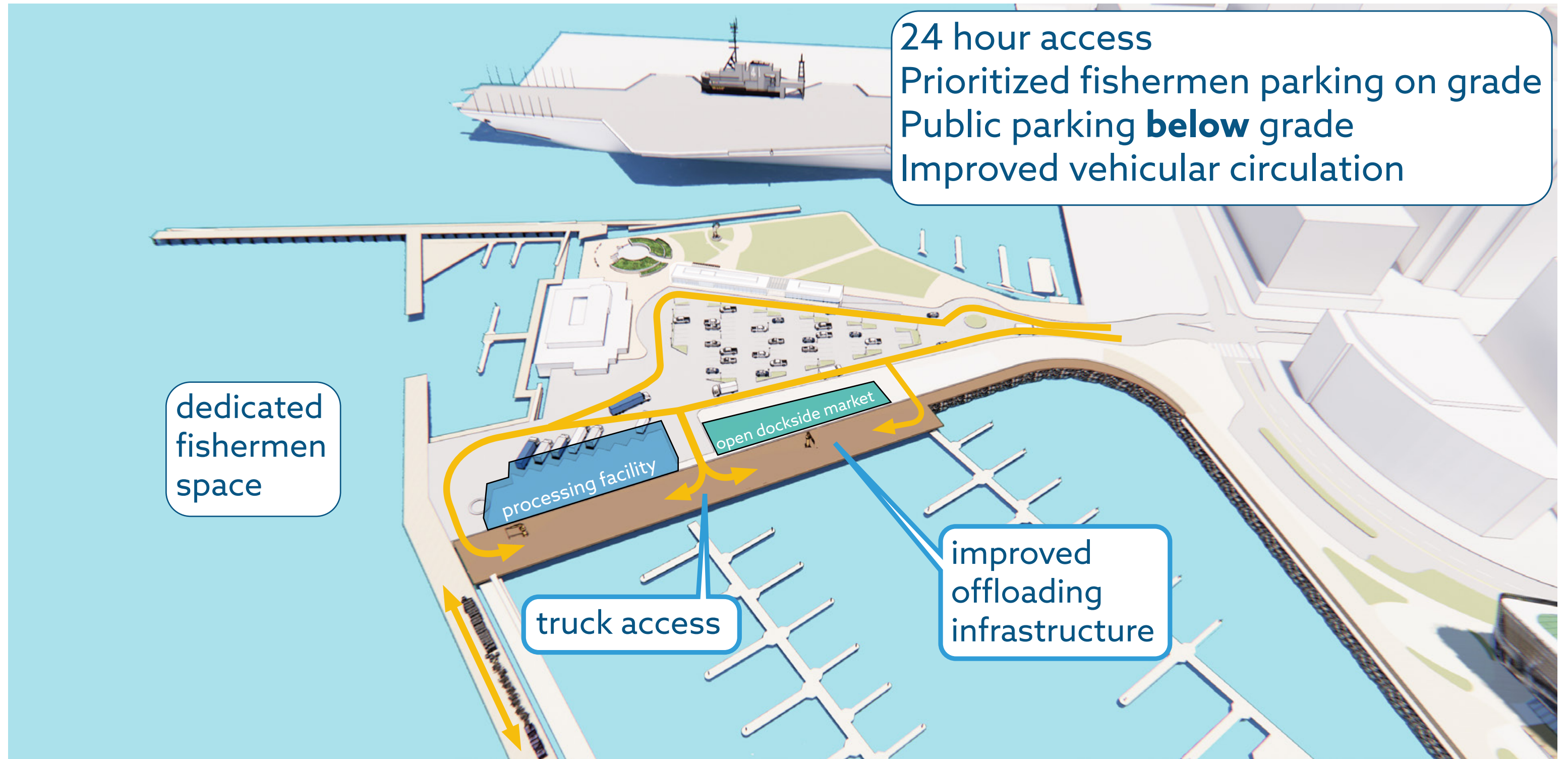


Tomorrow





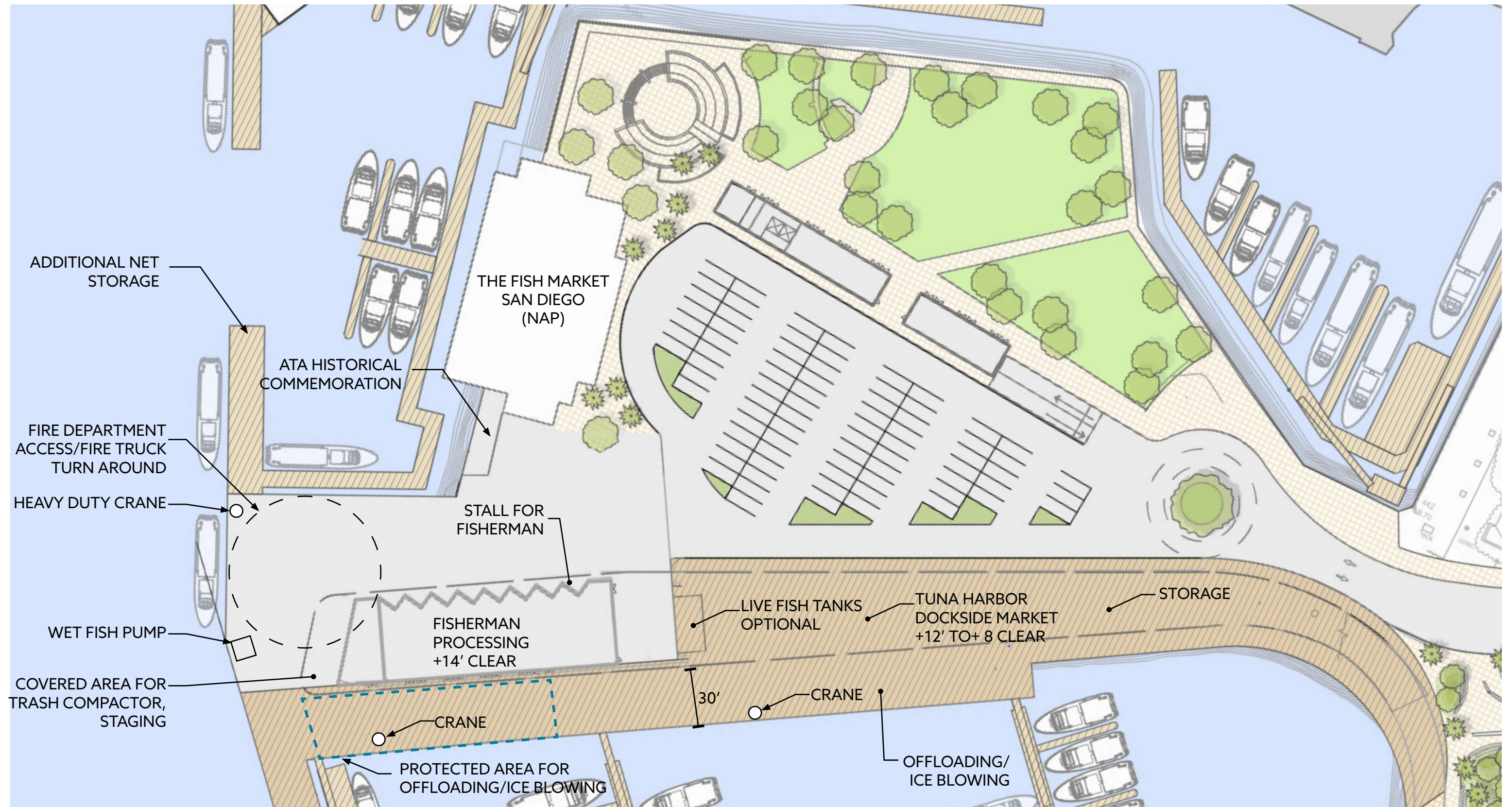
# Commercial fishing tomorrow.



## Enhanced & expanded commercial fishing operations



# Site plan.





# New priority items.



New offloading infrastructure



Wet fish pump



Ice blowing



Live tanks



# Proposed vision.





# Separation of fishermen & public

**The Green Strand**  
public are visually connected  
& physically separated





# Water Zone Reduction



# Zone 2 & Zone 3 reduction.



Previous

**253**  
**slips**



# Zone 2 & Zone 3 reduction.

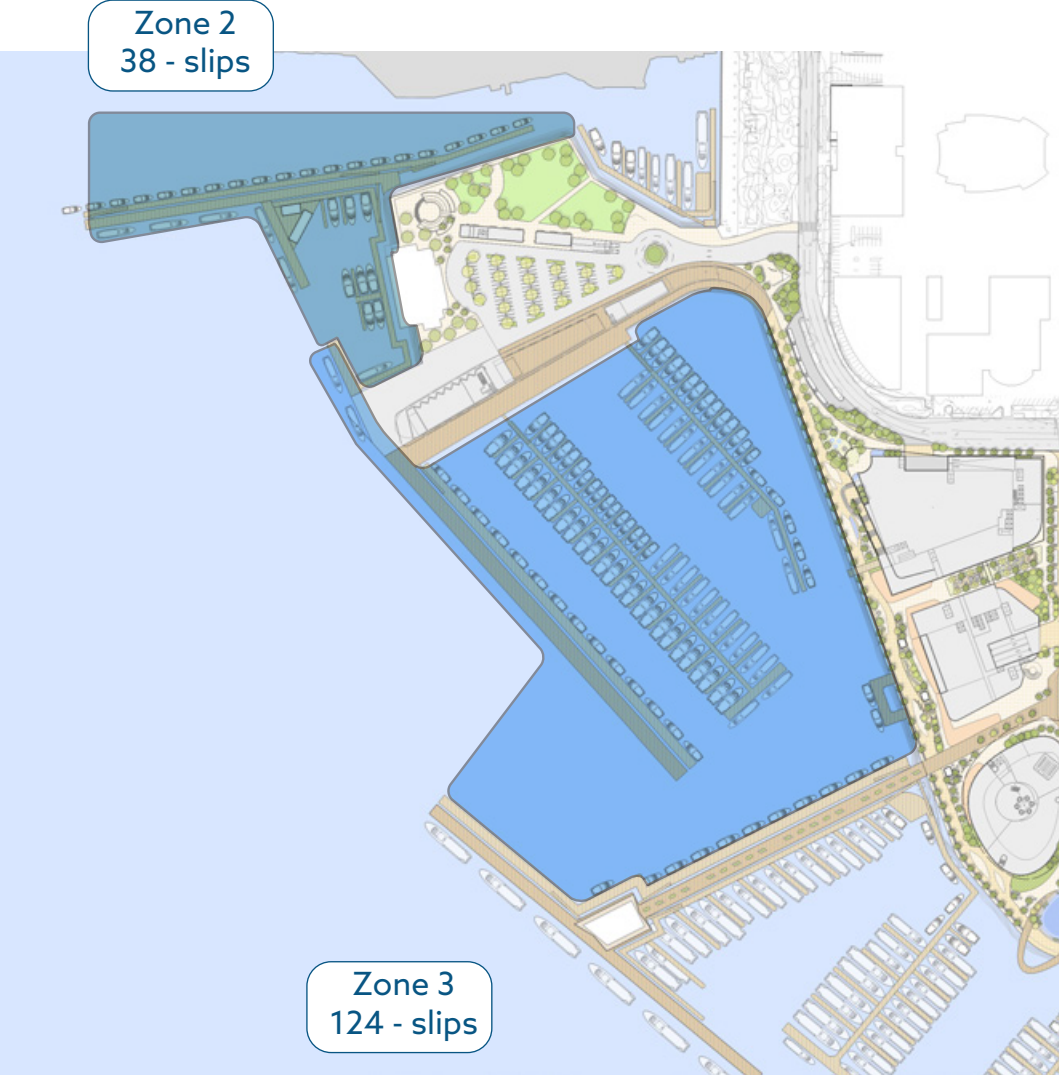


Previous

**253**  
slips



**35%**  
reduction



Proposed

**162**  
slips

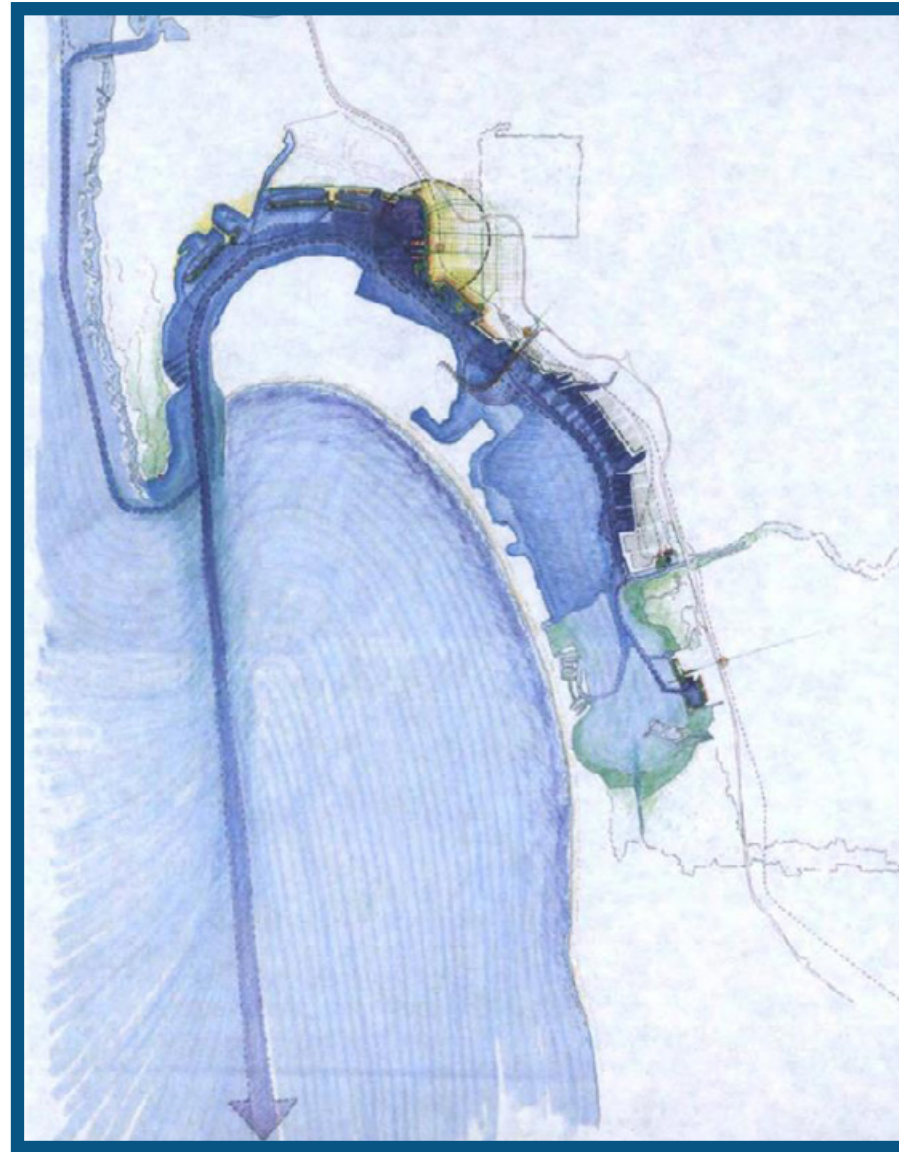




# Water Uses



# Align with the PMPU's vision.



Honor the water.





## Midway Cove Marina

Recreational berthing  
Water Taxis  
Harbor Cruise  
Seasonal watercraft

## Tuna Harbor

Commercial Fishing

## 100% Corner Marina

Recreational berthing  
Dock & Dine  
Water Taxis  
Signature Historic Vessel

## G. St. Marina

Sport fishing "6 pax"  
Aquaculture  
Whale Watching Tours  
Dock & Dine

**A responsibility to diversify & enhance the  
publics enjoyment of the water.**



# Honor the water experiences.

tours



sailing



ferries & taxis



kayaking



recreation / boating



sport fishing



swimming



eco walks



dock & dine

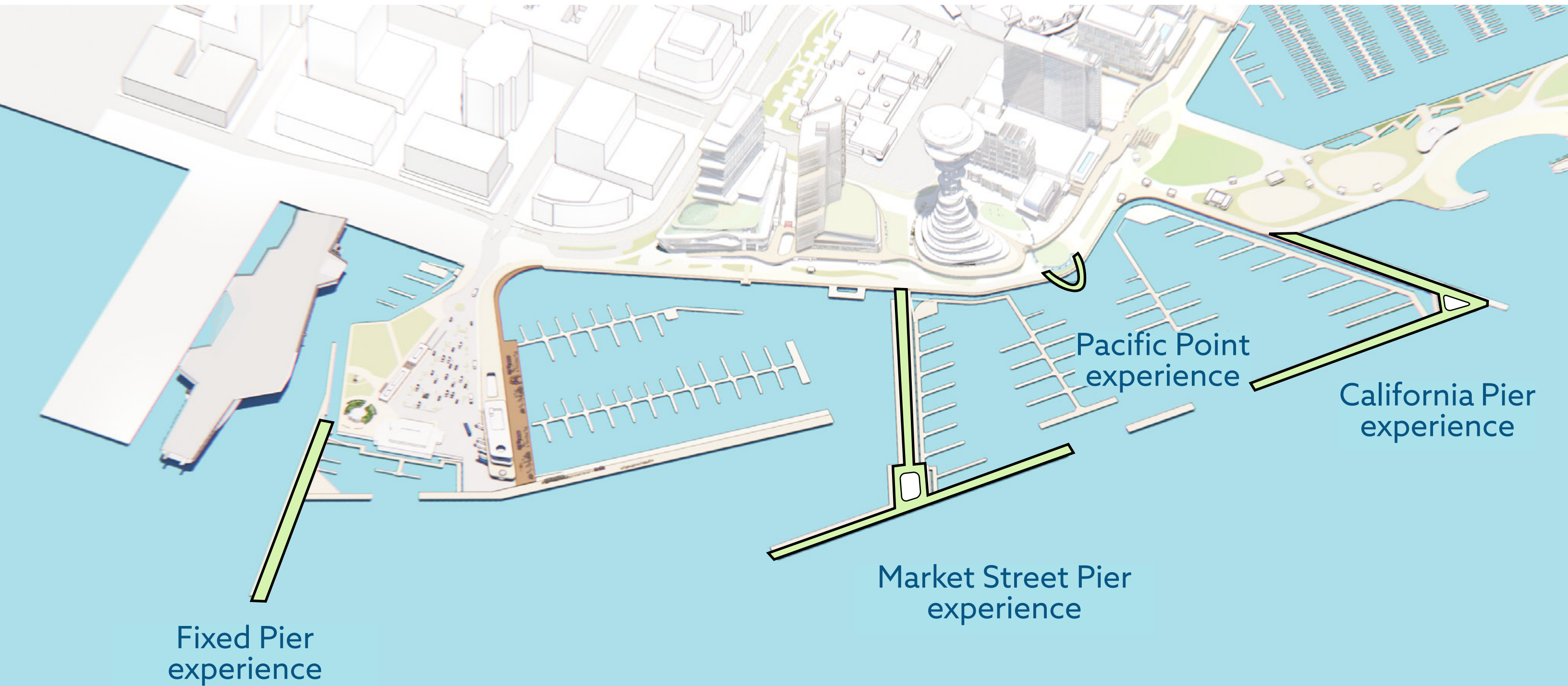


beach recreation



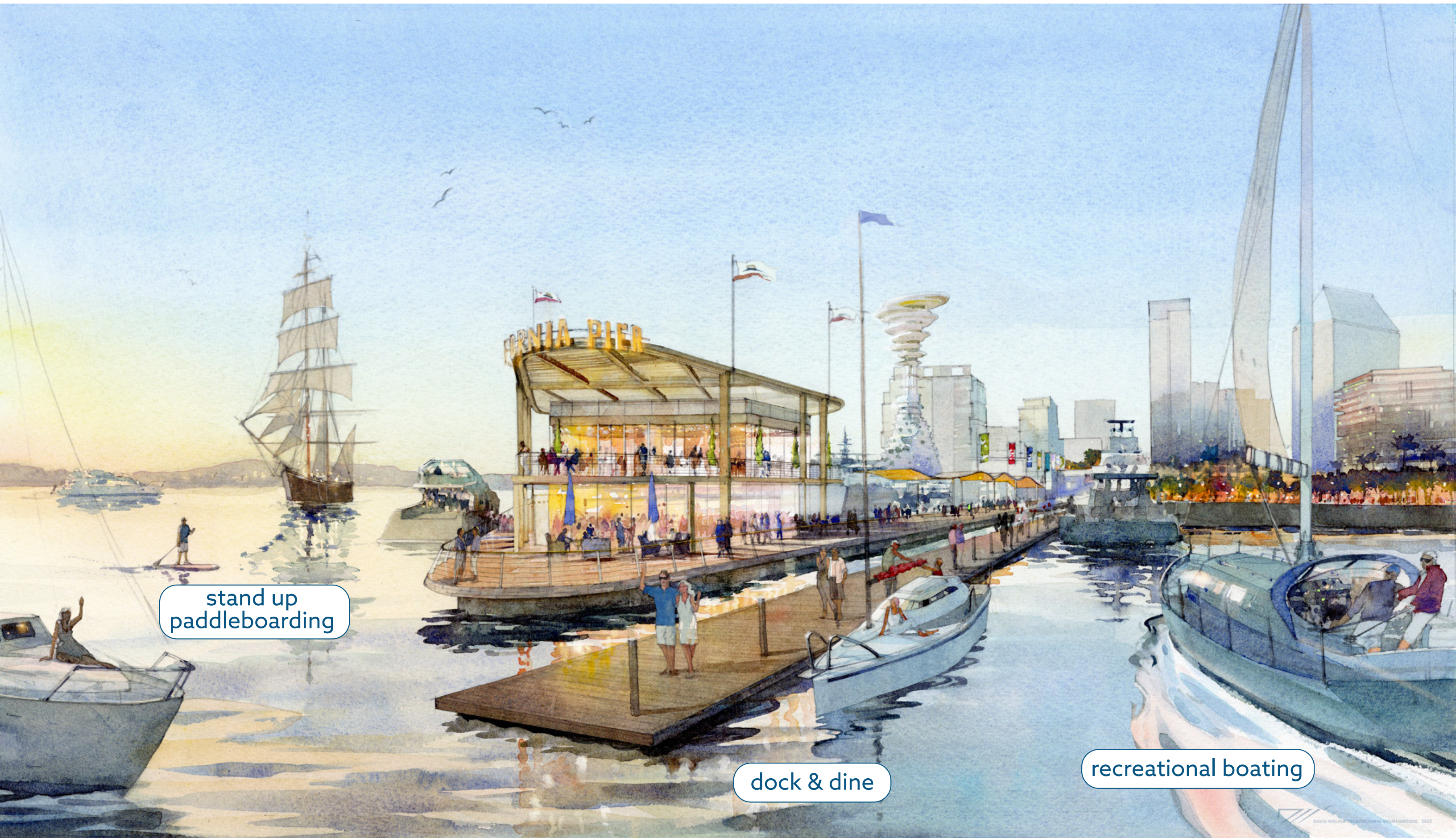


# Publicly accessible pier experiences.





# The California Pier experience.



stand up  
paddleboarding

dock & dine

recreational boating



# The Pacific Point experience.

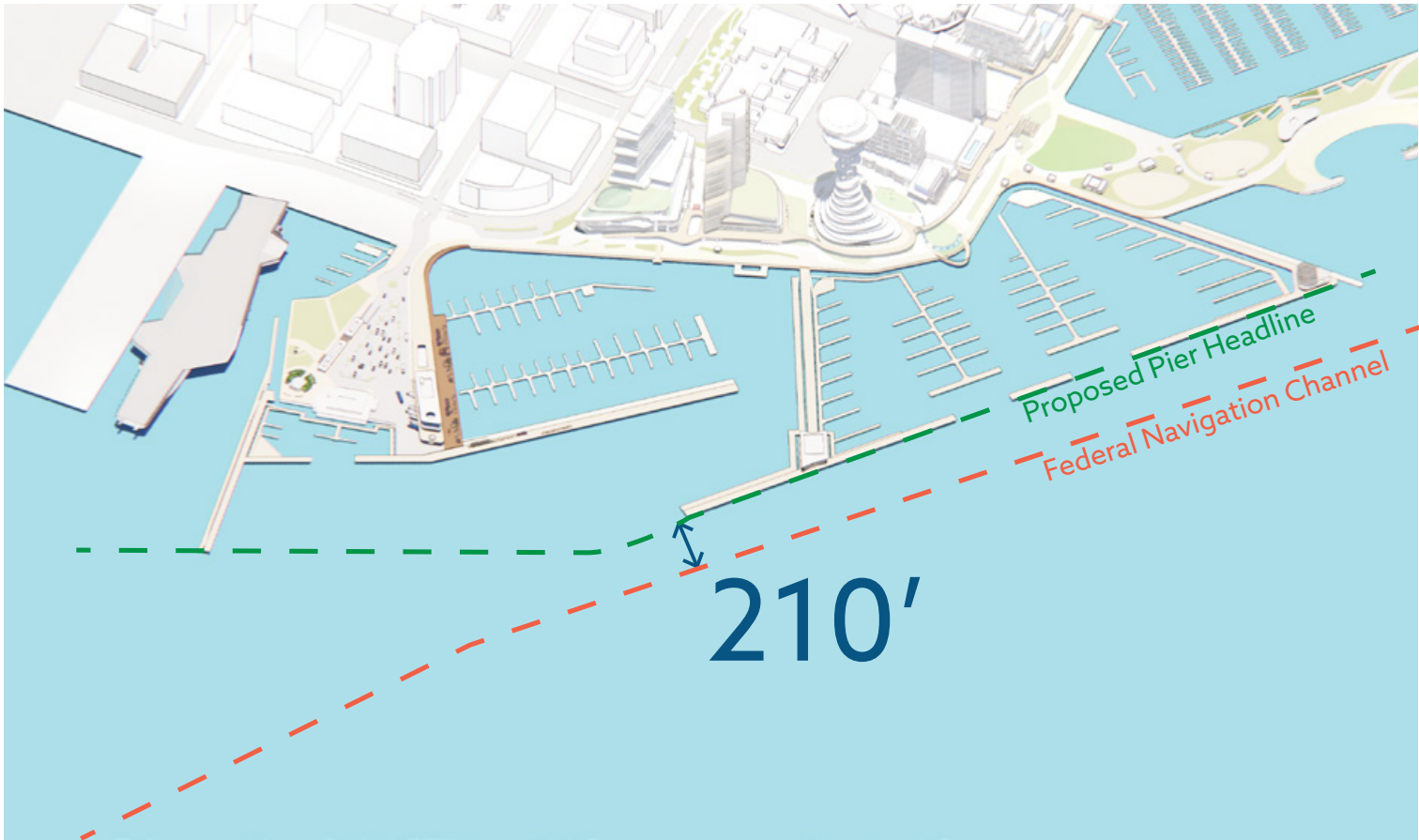
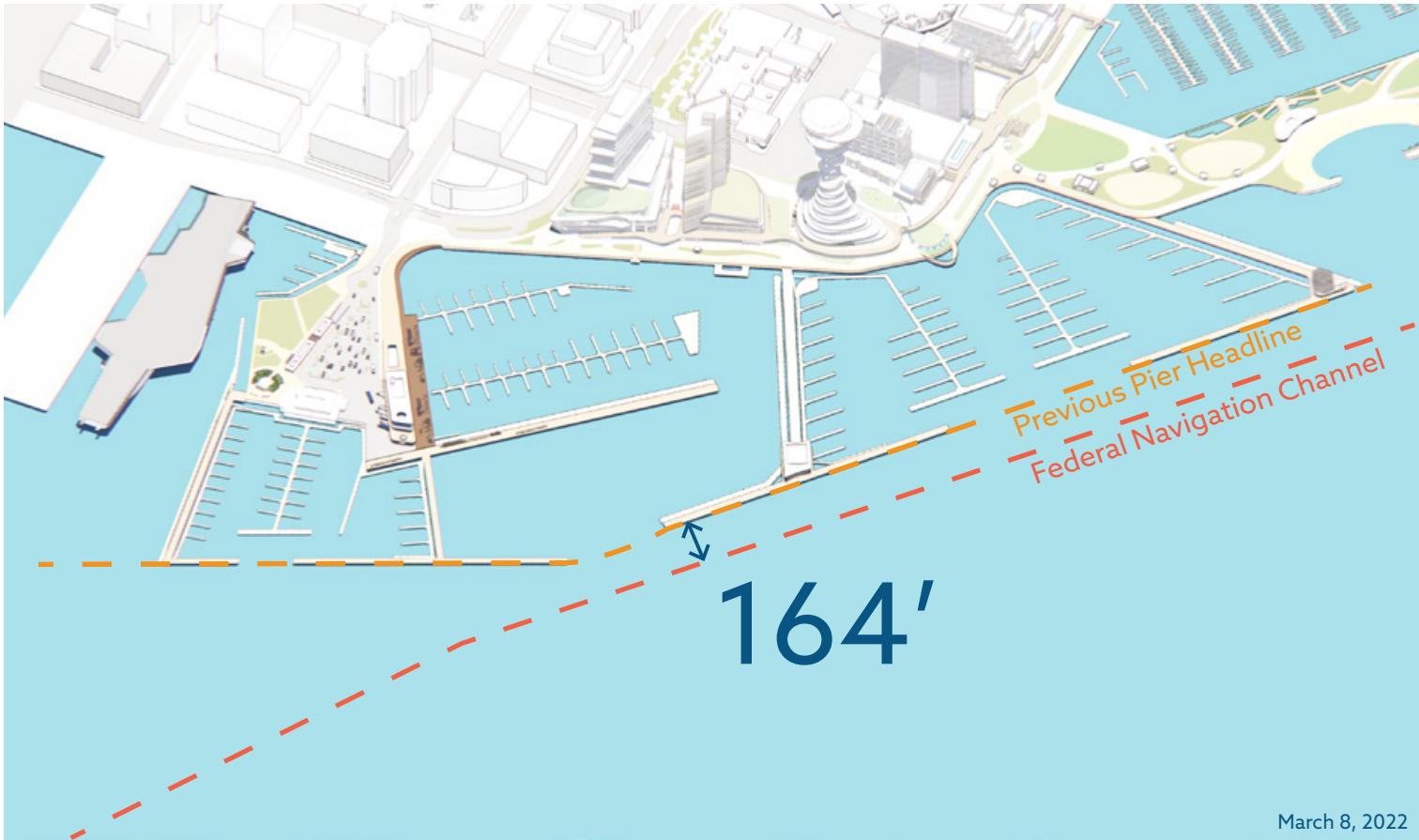




# Water Development Reduction



# Setback pier headline from navigation channel.



Previous



Proposed

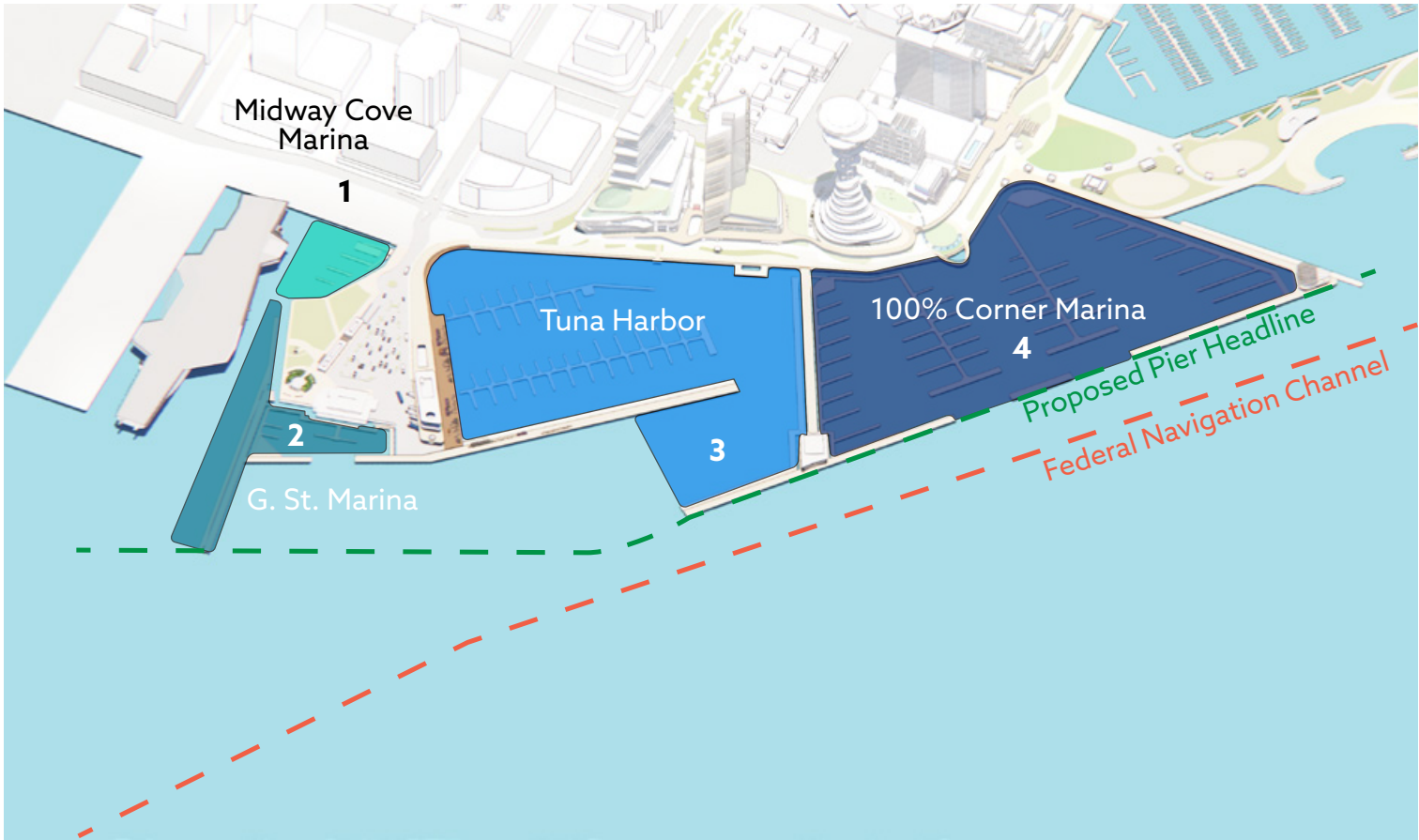
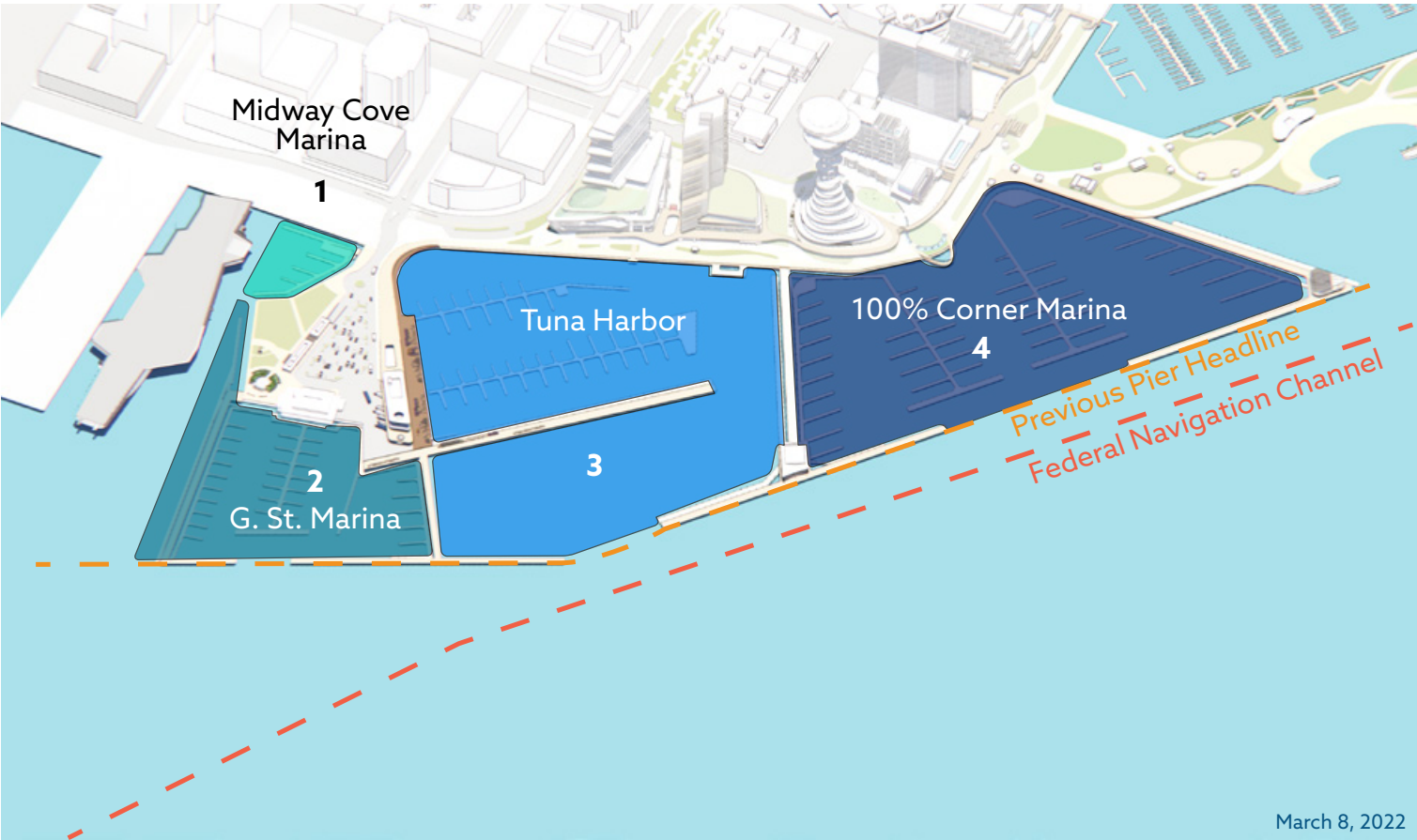
164'  
setback

increased  
46'

210'  
setback



# Waterside development reduction.



Previous



Proposed

**386**  
slips

**26%**  
reduction

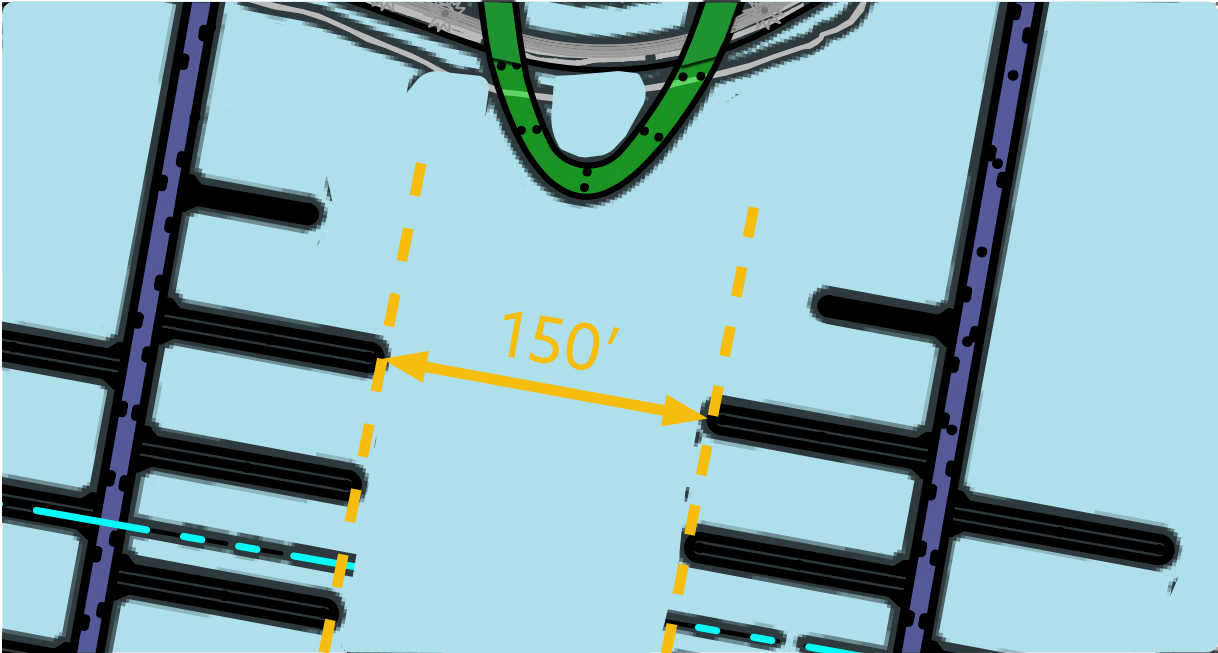
**285**  
slips



# Fairway Widths



# Increased fairway widths.



Today  
**75'**

➔  
**x2**  
increase

Tomorrow  
**150'**



# Values

- ① **Public Open Space**
- ② **Public Access**
- ③ **Land Uses**
- ④ **Development Massing**
- ⑤ **Commercial Fishing**
- ⑥ **Water Uses**



**Thank you.**