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.

**Community Meeting 1**

**Preliminary Park Layout & Programming Studies**
- What’s currently here?
- What’s possible?
- What’s missing?

**Community Meeting 2**

**Preliminary Design Alternatives & Programming Strategy**
- What can we do at the North Embarcadero?
- How is it configured?

**North Embarcadero NExt**
- Vision Programming Funding Assessment
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

1. County Waterfront Park
2. Lane Field Park
3. Tuna Harbor Park
4. Ruocco Park
5. Embarcadero Marina Park (North & South)
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.

<table>
<thead>
<tr>
<th>Planning</th>
<th>Design &amp; Construction</th>
<th>Phased Implementation</th>
<th>Completed Parks</th>
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</thead>
<tbody>
<tr>
<td>Green Line (MSP)</td>
<td>Waterfront Seattle</td>
<td>Waterfront Toronto</td>
<td>Fountain Square</td>
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<td>Fort Mason Center</td>
<td>Shelby Farms Park</td>
<td>The High Line</td>
<td>Rose Kennedy Greenway</td>
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<td>Central Park (OKC)</td>
<td>BUCKHEAD Park</td>
<td>BROOMLY BRIDGE Park</td>
<td>BATTERY PARK</td>
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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.
Great parks foster health and happiness, as well as a range of other benefits, depending on park design goals.

<table>
<thead>
<tr>
<th>USERS</th>
<th>NEIGHBORHOOD</th>
<th>CITY/REGION</th>
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<tbody>
<tr>
<td>Enjoyment</td>
<td>Air &amp; Water Quality</td>
<td>Tourism</td>
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<td>Public Health</td>
<td>Public Safety</td>
<td>Spending and Multiplier Impacts</td>
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<td></td>
<td>Property Value Premiums</td>
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<td>New Real Estate Development</td>
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Tourism

Spending and Multiplier Impacts

Resident & Business Attraction

Air & Water Quality
Programmed parks provide different (and more) benefits than un-programmed ones.

[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.

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.

### Annual Per Acre O&M Costs

- **Urban Natural Land**: $150
- **Neighborhood Parks**: $5,000
- **Multi-Use Regional Parks**: $25,000
- **Downtown Linear Parks**: $250,000
- **Downtown Gems**: Up to $1M

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

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

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

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.

<table>
<thead>
<tr>
<th>Programming Vision</th>
<th>Funding Source</th>
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<tr>
<td>&quot;Downtown Gem&quot;</td>
<td>Corporate sponsorships, tourism excises, real estate value capture</td>
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<td>Active, year-round, appealing to visitors and locals alike</td>
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<tr>
<td>&quot;Regional Destination&quot;</td>
<td>Corporate and personal philanthropy (including membership), earned income</td>
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<td>Lots of varied programming, linking affluent with low to medium-income neighborhoods</td>
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Fountain Square, Cincinnati, OH

Shelby Farms Park, Memphis, TN
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.
San Diego currently contains a fairly diverse set of active recreational elements.
Signature concessions and retail draw users looking for a unique dining experience.
Favorite local San Diego eateries have expanded operations with new concession outposts 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.
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.
Small to medium-scale, regularly-programmed events establish parks as community gathering places with year-round activation and patronage.
Local outdoor venues already offer a wide range of concerts, events, and gatherings.
Large-scale, annual gatherings can draw diverse local audiences while also boosting tourist spending within the City and generating revenue to support park operations.
Many large-scale San Diego events leverage waterfront locations to draw attendees.
Create a central gathering place for the City
create a place that means more, to more people
Emphasize the waterfront as a Pedestrian Experience
Celebrate the bay
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

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<tbody>
<tr>
<td></td>
<td>8’</td>
<td>12’</td>
<td>12’</td>
<td>10’</td>
<td>12’</td>
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<tr>
<td>R.O.W.</td>
<td>12’</td>
<td>12’</td>
<td>8’</td>
<td>15.5’</td>
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<tr>
<td>Existing Open Space</td>
<td>105.5’</td>
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Expand Open Space to the East of Harbor Drive
Reduce Harbor Drive, while maintaining capacity
Reduce Harbor Drive and Change its Function
2002 Schematic Design

Ehrenkrantz Eckstut & Kuhn Architects
Spurlock Poirier Landscape Architects

Port of San Diego
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

1.14 ac

2.44 ac

6.19 ac

1.83 ac

2.07 ac

5.67 ac

19.34 ac of open space (+3.58 acres)

360 on-street parking spaces (+36 spaces)
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

20.66 ac of open space (+4.90 acres)
360 on-street parking spaces (+36 spaces)
**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.

17.74 ac of open space (+1.98 acres)
284 on-street parking spaces (-40 spaces)
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

21.40 ac of open space (+5.64 acres)
300 on-street parking spaces (-24 spaces)
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

19.04 ac of open space (+3.28 acres)
227 on-street parking spaces (-97 spaces)
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

22.59 ac of open space (+6.83 acres)
139 on-street parking spaces (-185 spaces)
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 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