



COMMUNITY WORKSHOP SUMMARY

On November 20, 2012 the first community meeting for Seawall Lot 330 was held at the Port of San Francisco. Craig Dykers of Snøhetta gave a short presentation about the new Seawall Lot 330 development followed by an hour long workshop where residents traveled in groups through four stations spending 15 minutes at each station with design team members discussing concerns and possibilities for the project. The stations were divided into the following four topics 1. Design Parameters, 2. South Beach Neighborhood Characteristics, 3. South Beach Amenities and Possibilities and 4. Urban Scale and Form.

STATION SUMMARIES

STATION 1: Design Parameters

Design team members discussed the physical limitations on the Seawall Lot 330: the boundaries of the site, the key programs elements of the new development, height restrictions and setback. Residents provided feedback on the parameters and asked questions.

COMMENTS

A. SITE:

Parking + Service/Loading:

1. Keep new parking, dumpsters and loading functions hidden from public view and entries discreet.
2. Loading and service access to the site should be efficient for new businesses while minimizing negative effects on current and future residential entries.
3. Provide enough parking to keep street parking usable for the locals.

Traffic concerns:

1. Congestion in the neighborhood is currently a problem due to Bay Bridge traffic and Giants Stadium.
2. Bryant St. entrance to the Bay Bridge is a commuter lane which may negatively affect any new entries into the SW330 site.
3. It would be great if traffic solutions provided easy wayfinding for visitors while maintaining an efficient route for locals.
4. Traffic flows should maximize pedestrian access in the neighborhood and across the Embarcadero.

- Provide transit-friendly hotel/valet parking.
- The design should maximize daylight and public green space!
- The design could incorporate welcoming and green public connections through the building, bring nature in!

B. MIXED USE DIVERSITY + ACTIVITY:

- Consider discreet and elegant new signage.
- A school and outdoor cafes would be great additions to the neighborhood.
- Local-serving retail is better than chains or big box stores.
- Transient uses that increase traffic are less ideal (such as bars and a hotel).
- Retail on the Pier 30-32 site should focus on the Arena while retail on SW330 should complement the neighborhood and be a finer grain (similar to Fillmore Street).
- Consider innovative ways to keep noise down in the neighborhood.

C. HEIGHT RESTRICTIONS AND SETBACK:

- Keep podium height at 4 levels or below.
- Overall massing should aim for small elements evenly distributed rather than vertical towers to preserve as many views as possible.
- New massing should not box in the existing Watermark mezzanine public space.

STATION 2: Who are you?

This station focused on understanding where people were coming from in the surrounding area and what physical characteristics they value about their community. Residents were first asked to locate where they were coming from, within South Beach or the greater San Francisco area, on a map. Then they spent five minutes discussing in groups the specific qualities that bring them to South Beach. From the brainstorm session, each person in the group identified what characteristics were most important and were noted on a dry erase board. Next they spent five minutes identifying the most important quality in their group and it was documented with a post-it note on the board.

A. Where do you live?

The majority of the community members attending the meeting were from the South Beach neighborhood, but there were also a few people from adjacent neighborhoods.

B. What physical characteristics do you love about your community?

1. Group 1 enjoyed the residential quality of the neighborhood, views and openness, walkability, restaurants, South Beach weather, access to public transit and proximity to the Financial District.
2. The comments from Group 2 included open space and views, recreational use with the access to waterfront, walkability, retail amenities, community functions, privacy, access to public transit and less traffic congestion than other parts of San Francisco.
3. Similarly to Group 1, Group 3 recognized the small scale residential quality to the neighborhood. They valued amenities such as waterfront events (kayak access, street races, fireworks), dog parks, public transit accessibility, adaptive reuse of buildings (ex: Ferry Building) and views.
4. Group 4 was interested in the positive qualities along the Embarcadero, ranging from exercise and commuting, to retail, physical scale, ambiance, and views. Members of this group welcomed the Giants stadium and game day events.

Summary :

1. Bay views and walkability
2. Bay views and waterfront access
3. Bay views and waterfront amenities
4. Bay views and Embarcadero energy

While there are many specific qualities that the residents of South Beach value, it was clear that views and waterfront access are most significant to their neighborhood.

STATION 3: What do you love to do in South Beach, and what would you love to do in South Beach?

This station focused on amenities available in South Beach that the residents enjoy currently and what additional amenities could improve South Beach. Residents were also asked about the potential hotel program. Examples of unique hotel programs were discussed in relation to South Beach, and residents commented on what could best benefit their neighborhood.

A. What amenities are most important to you in South Beach?

- Access and views to water
- Supermarkets (Safeway, Rainbow Grocery, Whole Foods)
- Café + Small local restaurants (ie: South Beach Café, Red's Java, Town's End, Crossroads, Ferry Building)
- Open Spaces (Green Spaces, Dog Park, Playgrounds, Public art)
- Sports/ Activities (Giants Stadium, Lucky Strike, Kayaking, Fishing, Boating, Running/Walking)
- Convenient stores /Pharmacy (Walgreens)
- Cinema (screening room @ Delancey)
- Transportation (Muni, Bike Hut)
- Quiet
- Meeting Spaces and Library

B. What amenities could improve South Beach?

- Parks/ Green spaces with trees and grass
- Supermarkets (Trader Joe's, Green Grocer, Falletti Foods, Dean+ Deluca)
- Non-chain, affordable restaurants
- Hardware stores, Drug stores, Gift Stores
- Small stores (boutiques, mom and pop shops)
- Bike and car parking
- Childcare services and schools
- More public transportation (E-W Bus service, E-line, Affordable Water Ferry)
- Trash and recycling receptacles
- Gym (Bootcamp)

C. If there were to be a hotel in this neighborhood, what kind of hotel would you like it to be?

- Classy, upscale Restaurant / Bar; affordable food
- Non sports-bar; wine bar, piano bar
- Recreation room / shared technology workspace
- Taxi line or queue
- Gym/spa; pool with access for locals
- Atrium/ public art
- Outdoor terrace/rooftop gardens
- Shuttles to airport and other areas of cities

Summary:

The waterfront access and views were the main amenities that residents appreciated about South Beach. Although residents were relatively positive about new retail space they had a strong preference for small businesses and shops. Concerns about existing empty retail spaces on Delancey Street were mentioned in multiple groups and questions of how the proposed retail spaces would be different from the existing. For the hotel, they expressed an interest in special offers or deals on hotel services and rates for local residents, and overall preferred a 'hip' boutique hotel concept that would offer programs such as bike shares or access to kayaking or water sports across the Embarcadero. Several ideas such as a library or screening room were deemed to be unusable due to their already existing presence in the area.

STATION 4: Urban Scale and Form

Residents engaged with a physical massing model on the Seawall Lot 330 site to better understand the design parameters and benefits of various schemes laid out by the design team. After viewing changes to the model, residents recorded their comments on the board for each scheme.

A. LOWER FLOORS (PODIUM LEVELS)

- Building's lower levels up to 45'-55' should have a distinct relationship to the neighboring building heights to the south of site.
- Rising above podium level is not problematic as long as the impression from the street remains at 4 levels or below.
- Respecting the public spaces of the Watermark mezzanine by not building high walls to block views was considered positive.
- A green or visually pleasing roof-scape atop the podium level was considered positive.
- Base building would function well if it were porous and allowed movement at street level through the depth of the site.
- Open area to the north of the site was seen as a positive step although some were nervous about encouraging vagrancy.

B. FORMAL FEATURES

- Architectural forms that are more organic in shape and less box-like were considered positive.
- Generally there was no pressure to mimic the surrounding architectural styles of the nearby structures, although people like the feel of the neighborhood.
- Comments regarding formalism revolved around the notion of beauty and simply making the buildings "beautiful."
- Tower-like structures, no matter the height were often seen as negative, although if placed in a location that minimized view impacts, there was some positive feedback.
- Some participants appreciated tower-like forms to minimize the mass of the podium, however there was no consensus with this basic concept.

QUESTIONS

We were not able to answer several questions raised by the community during the Workshop and have since compiled those questions and provided answers below:

1. For traffic leaving the Arena through the driveway on Pier 30-32, will it be a two-way or one-way only (to the north) turn?
Exiting from the Pier 30-32 driveway will include right turns (north) onto the Embarcadero, straight onto Bryant St., and left turns (south) onto the Embarcadero.
2. How is MTA handling traffic studies to minimize further gridlock in this neighborhood?
The SFMTA is leading the Waterfront Transportation Assessment that is relevant to Piers 30-32 and SWL 330, as well as other major developments along the Waterfront over the next 25 years including Mission Rock at SWL 337 and Pier 70 among other projects. The Waterfront Transportation Assessment is intended to look at transportation along the waterfront from a system-wide perspective, with the intent to identify potential solutions that can inform the environmental review process for these projects and with the hope that improvements related to a specific project will, in turn, contribute to the broader system.
3. What is the value of the SW330 land?
The city recently commissioned an independent third party appraisal which determined the value of SW330 to be approximately \$30 Million.
4. Will service and residential parking share an entry into the building?
Currently the Hotel and Service entry is shared with access on Bryant Street and Residential parking entrance is separate, with access on Beale Street. It is possible that vehicular access (for residential, hotel and service) will be consolidated into one entrance.
5. Will the parking lot be divided up based on program (retail, hotel, residential)?
As we refine the program for the site we will refine the parking scheme and allocate parking based on uses.
6. Will Y-Zone parking remain?
Concerns about Residential Parking Permits will be noted and taken into account as the Waterfront Transportation Assessment begins to identify potential transportation solutions.
7. How many rooms are in Hotel Vitale?
200
8. How many rooms will be in the new hotel?
At this time, we only have the square footage confirmed (140-160,000 GSF), however, we expect that the hotel will include approximately 140-200 rooms.
9. Will there be a new MUNI stop between the future Arena and SW330?
There is an existing platform immediately south of the site on the Embarcadero at Brannan Street. Similar to above, the Waterfront Transportation Assessment, along with the EIR process, will evaluate the need for additional new transit stops in the project area.

