

FERRY BUILDING ENHANCEMENT

SAN FRANCISCO, CA

PREPARED FOR:
HUDSON PACIFIC PROPERTIES

BCDC DRB
Port of SF WDAC

FINAL EXHIBIT SUBMITTAL
MARCH 11, 2024



PAGE & TURNBULL

PROJECT GOALS

1. BUILD A STRONG EVENING CUSTOMER BASE TO SUPPORT FERRY BUILDING MERCHANTS' BUSINESSES

- PROVIDE LIGHT, HEAT AND SHELTER TO ADDRESS THE NEEDS OF EVENING VISITORS AROUND THE BUILDING.
- INTRODUCE WARM LIGHTING AT THE FRONT OF THE BUILDING TO PULL PEOPLE INTO AN ACTIVE EVENING FOOD HALL.
- GROW THE NUMBER LOCAL OF RESTAURANTS (LIKE HOG ISLAND OYSTERS) THAT DRAW FOOT TRAFFIC TO FOOD HALL MERCHANTS IN THE EVENINGS.

2. IMPROVE THE QUALITY OF PUBLIC SPACE AND AMENITIES

- SUPPORT EXPANDED EVENTS PROGRAM AT FERRY PLAZA WITH NEW LIGHTING AND ELECTRICAL INFRASTRUCTURE.
- INCREASE PUBLIC SEATING ACROSS THE SITE.

3. CREATE CLEARER IDENTITY AND AWARENESS FOR PUBLIC SPACES AND PATHWAYS

- DRAW THE PUBLIC TO THE FERRY PLAZA WITH A FERRY PLAZA GATEWAY SIGN.
- FRAME PLAZA WITH NEW LIGHTING ON TWO SIDES.
- USE THE GATEWAY SIGNAGE TO CLEARLY DIRECT FERRY PASSENGERS TO GATES.
- FORMALIZE AND FRAME THE GATEWAY TO THE FERRY PLAZA WITH A CORNERSTONE AND PATHWAY GRAPHIC THAT REFERENCE THE WETA PLAZA OPPOSITE.

4. CONTINUE STEWARDSHIP OF THE HISTORIC RESOURCE, TRANSIT HUB AND FOODWISE FARMERS MARKET



PORTICO



NORTH ARCADE



GATEWAY



FERRY PLAZA

NORTH ARCADE *Design*



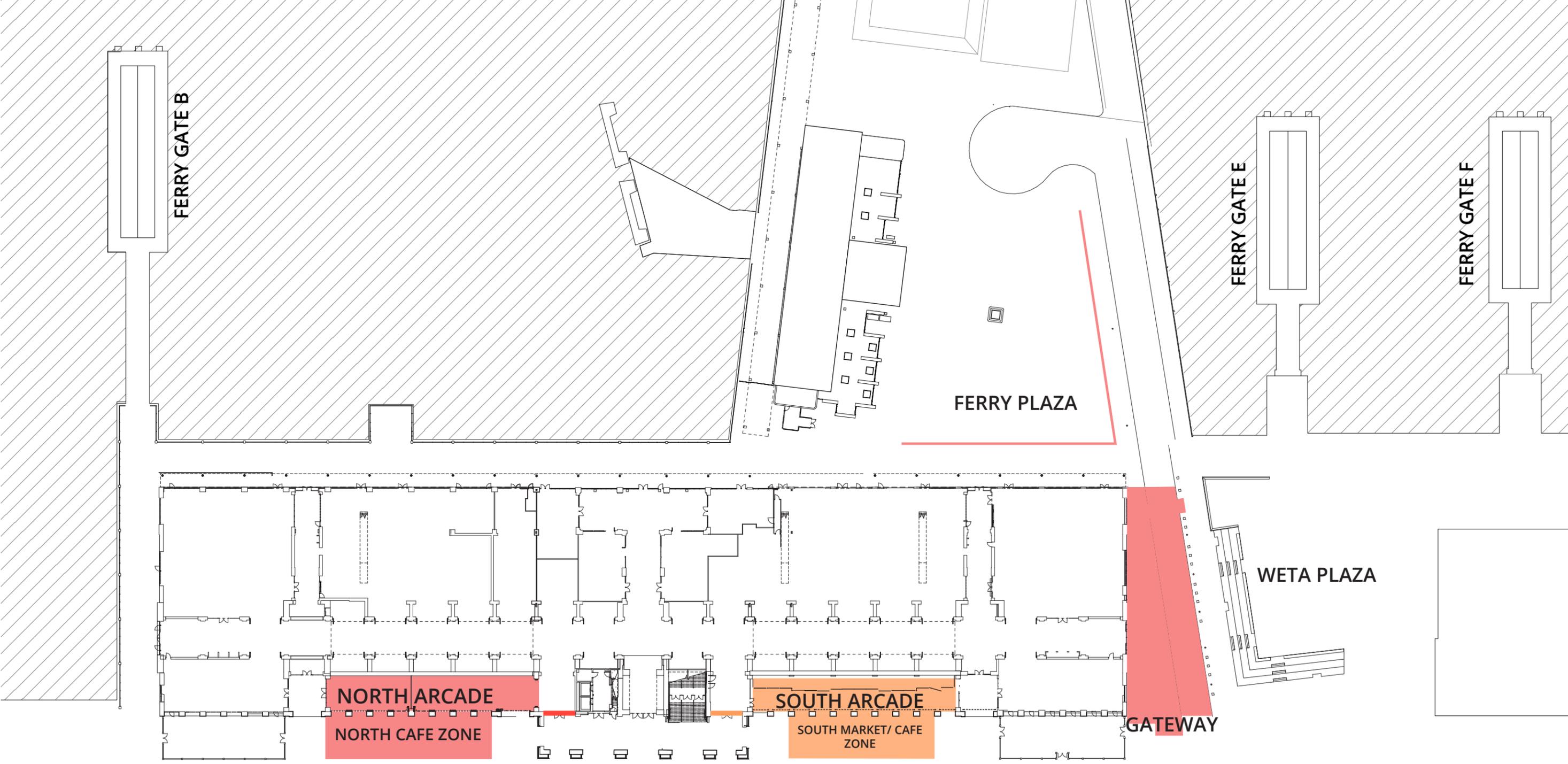
SOUTH PROMENADE *Design*



FERRY PLAZA *Design*



PROJECT AREAS



LEGEND

SCOPE AREA- CURRENT

SCOPE AREA- FUTURE



REGIONAL AND VICINITY MAPS



HISTORIC OVERVIEW TIMELINE



1915, PORTICO AS TRANSPORTATION HUB



1930, PEDESTRIAN BRIDGE INTRODUCED



1936, EXTERIOR TREATMENT OF PORTICO



1960, CONSTRUCTION OF EMBARCADERO FREEWAY



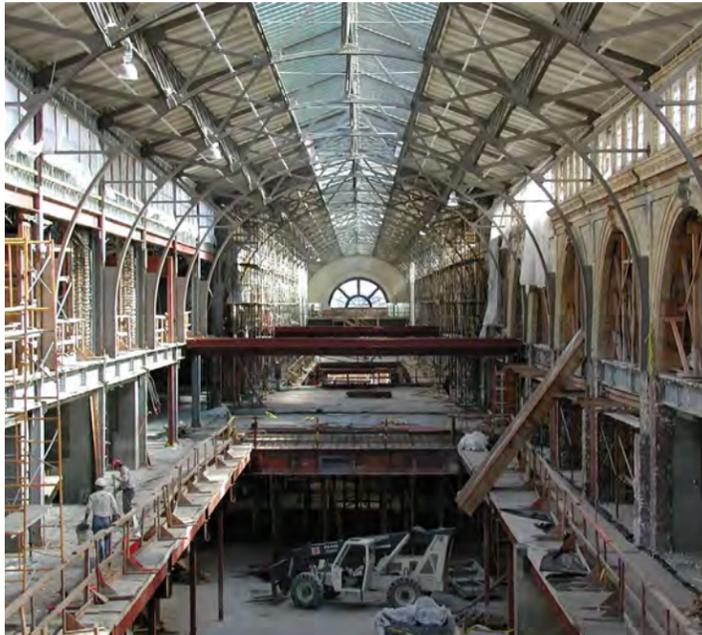
1939, PEDESTRIAN BARRIER



1991, DEMOLITION OF EMBARCADERO FREEWAY

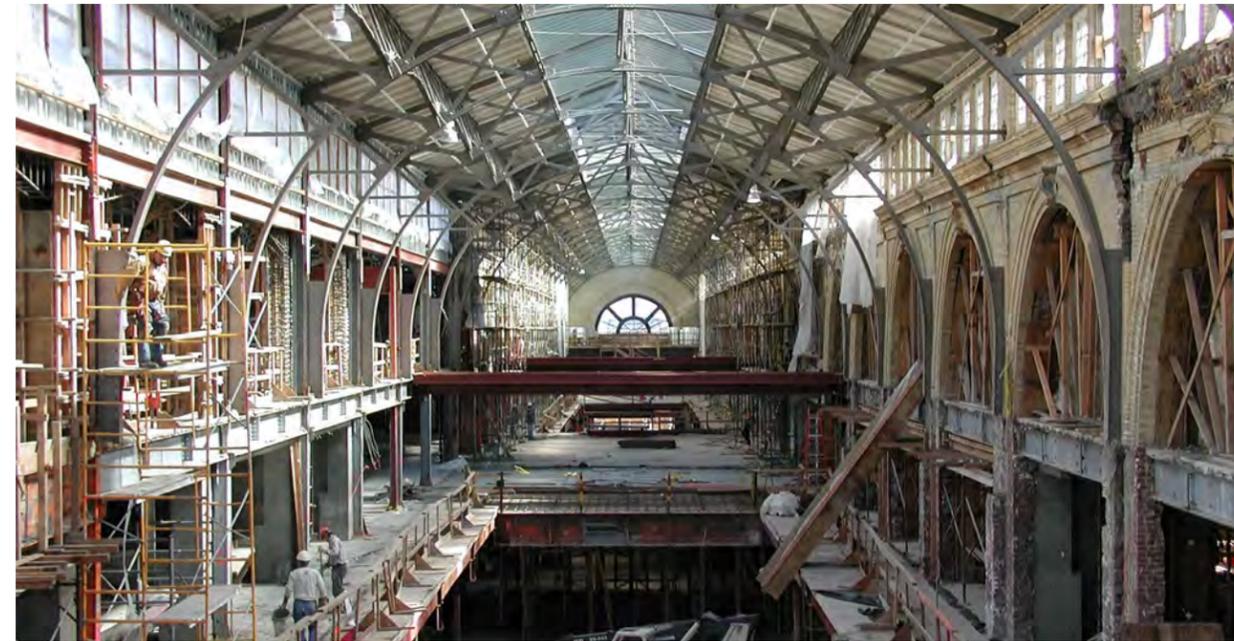


1996, EXTERIOR TREATMENT OF ARCADE



2003, REHABILITATION

2003 REHABILITATION OF THE FERRY BUILDING



SIGNIFICANT CHANGES TO THE BUILDING INCLUDED REHABILITATION OF THE EXTERIOR FACADES, CLOCK TOWER, WINDOWS, ETC:

- Removed non-historic infill and additions at arcades and entry porticos at primary façade
- Removed non-historic mezzanine in grand nave
- Restored grand nave
- Constructed a compatible but non-historic east façade
- Reconfigured ground floor interior spaces
- Added openings in second floor to light first floor market hall
- Created two outdoor cafe areas at the north and south ends of the building along the Embarcadero.

HISTORIC STATUS

- City Landmark (1977)
- Individual listing in the National Register Historic Places (1978)
- Contributing building to the National Register listed Port of San Francisco Embarcadero Historic District (2006)

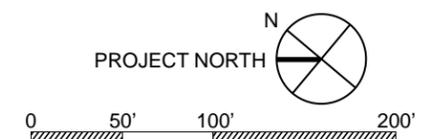
LEASE HOLD & BOUNDARIES



LEGEND

- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- LIMIT OF BCDC PERMIT #8-90, JULY 2010 MID EMBARCADERO ROADWAY PROJECT
- LIMIT OF BCDC PERMIT #2000.001.05, MARCH 14 2019
- CAFE / MARKET ZONES
- OUTDOOR DINING ZONES
- ▨ EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
- FERRY BUILDING PUBLIC PASS-THROUGHS

Note: Current public access predates realigned fire lane.

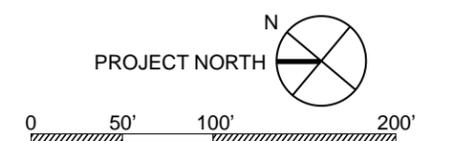


EXISTING CONDITIONS *Non-Market Day*



LEGEND

- CAFE / MARKET ZONES
- OUTDOOR DINING ZONES
- FIRE LANE / DRIVE AISLE
- PARKING: 9 SPOTS
- PLAZA FURNITURE ZONE:
MOVABLE TABLES, CHAIRS, &
PLANTERS
- NORTH PROMENADE PICNIC
TABLES
- PLAZA ELEMENTS
TO BE REMOVED
- 1** NON-COMPLIANT CURB RAMP
- 2** LIGHT POLES (QUANTITY 2)



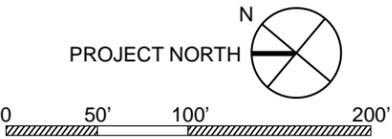
EXISTING CONDITIONS *Extents of Farmers Market Tents*



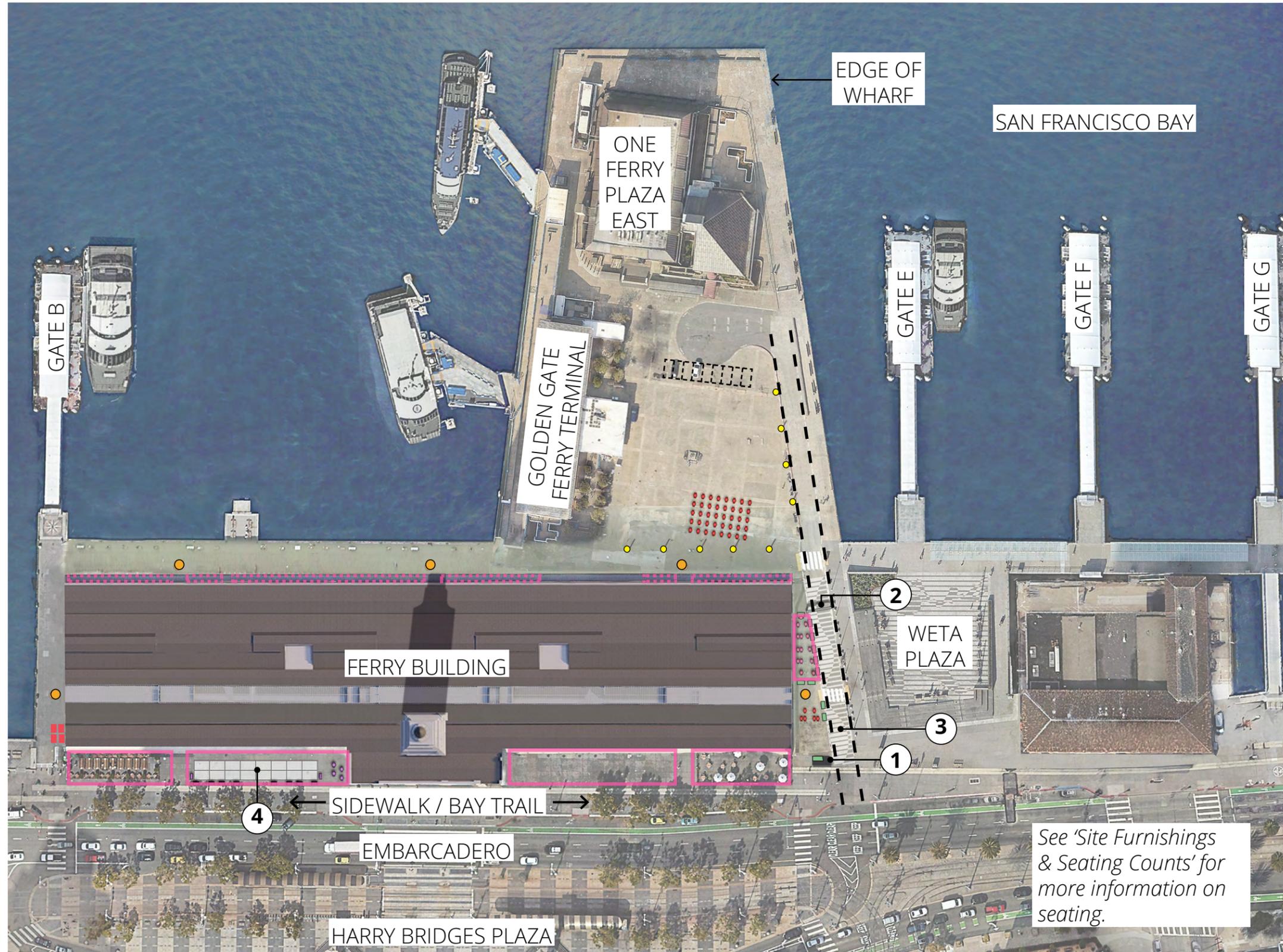
Note: It is understood that market density and tent layouts change with the growing season.

Photos above taken November 13, 2021.

Farmers market aerial at left sourced from Google Earth, May 2021.



PROPOSED SITE PLAN *Non-Market Day*



LEGEND

- CAFE / MARKET ZONES
- OUTDOOR DINING ZONES

EXISTING TO REMAIN

- FIRE LANE / DRIVE AISLE
- PARKING: 9 SPOTS

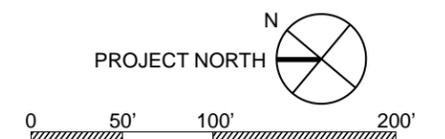
PROPOSED IDENTITY FEATURES

- 1** CORNERSTONE
- 2** GATEWAY SIGN
- MOSAIC MEDALLIONS*

SITE FURNITURE

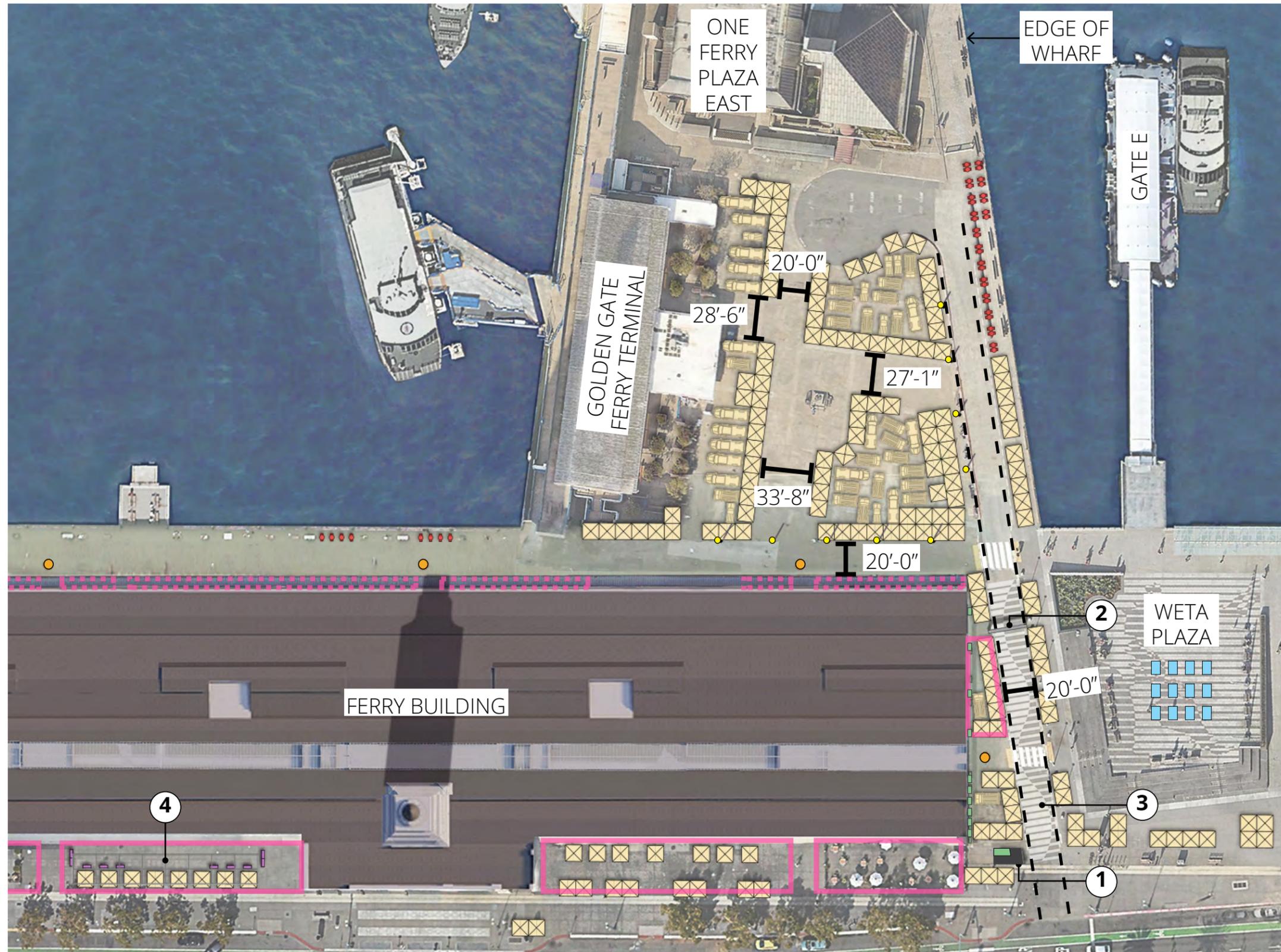
- PUBLIC SEATING
- VOLUNTARILY PROVIDED PUBLIC SEATING
- CAFE ZONE SEATING
- PEDESTRIAN LIGHTS*
- MOVABLE PLANTERS*
- 3** GRAPHIC PAINTING IN FIRE LANE / DRIVE AISLE
- 4** CANOPY

* scale exaggerated for legibility



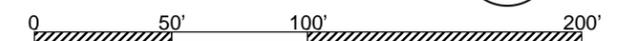
See 'Site Furnishings & Seating Counts' for more information on seating.

PROPOSED SITE PLAN *Market Day*

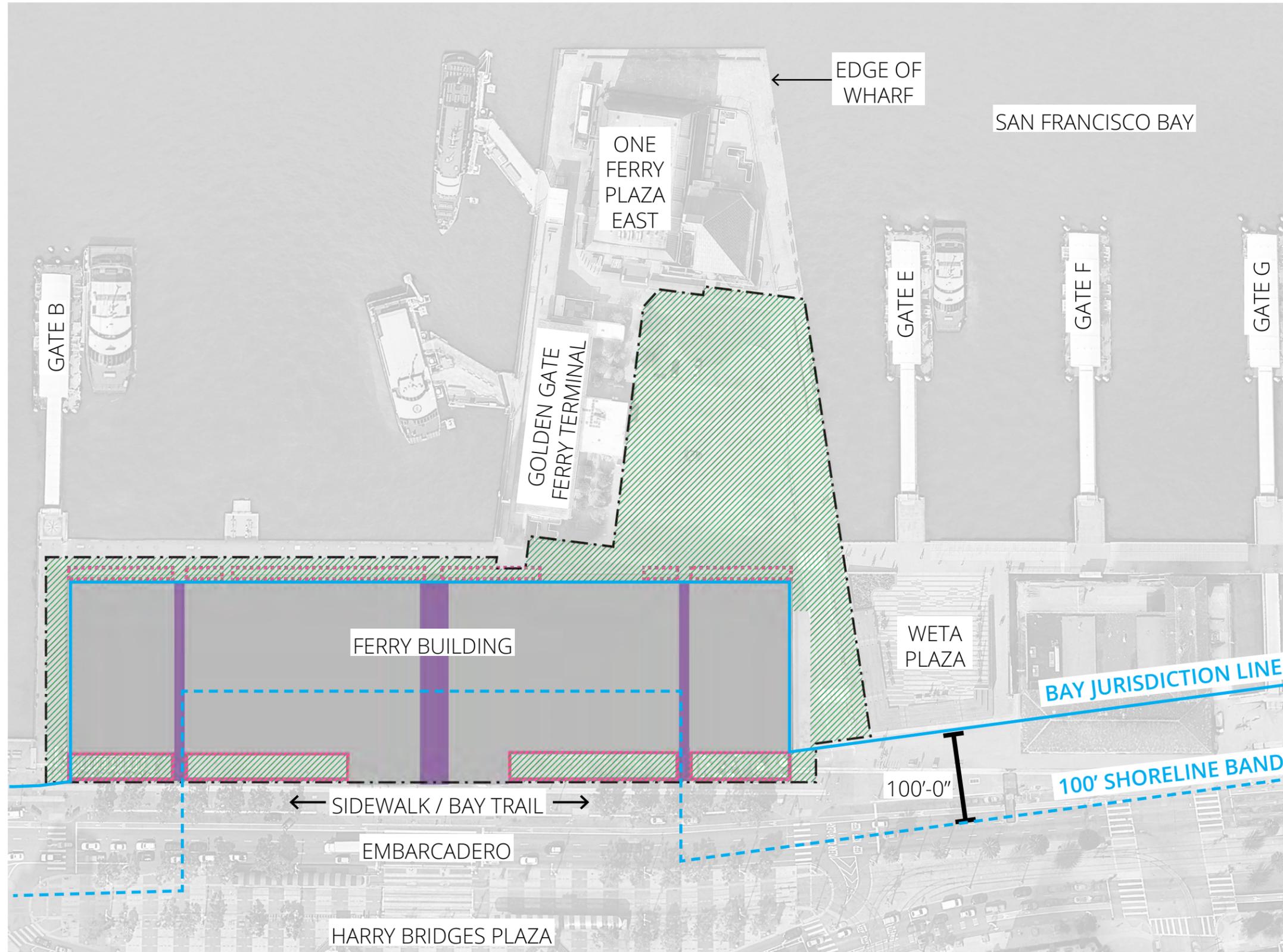


LEGEND

- CAFE / MARKET ZONES
 - OUTDOOR DINING ZONES
 - EXISTING TO REMAIN**
 - FIRE LANE / DRIVE AISLE
 - MARKET TENTS*
 - PROPOSED**
 - IDENTITY FEATURES**
 - 1** CORNERSTONE
 - 2** GATEWAY SIGN
 - MOSAIC MEDALLIONS
 - NEW SITE FURNITURE**
 - PUBLIC SEATING
 - VOLUNTARILY PROVIDED PUBLIC SEATING
 - PEDESTRIAN LIGHTS**
 - MOVABLE PLANTERS**
 - PICNIC TABLES (FOODWISE CONSIDERING ADDING TABLES OFF HPP PREMISES)
 - 3** GRAPHIC PAINTING IN FIRE LANE / DRIVE AISLE
 - 4** CANOPY
- * Shown for illustration only.
 Layout based on current peak season use.
 ** scale exaggerated for legibility



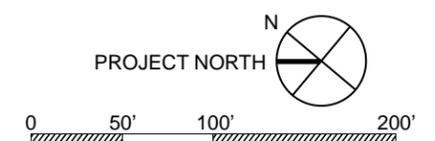
EXISTING PUBLIC ACCESS



LEGEND

- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- CAFE / MARKET ZONES
- OUTDOOR DINING ZONES
- EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
- FERRY BUILDING PUBLIC PASS-THROUGHS

Note: Current public access predates realigned fire lane.



PROPOSED CHANGES TO PUBLIC ACCESS

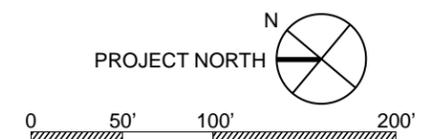


LEGEND

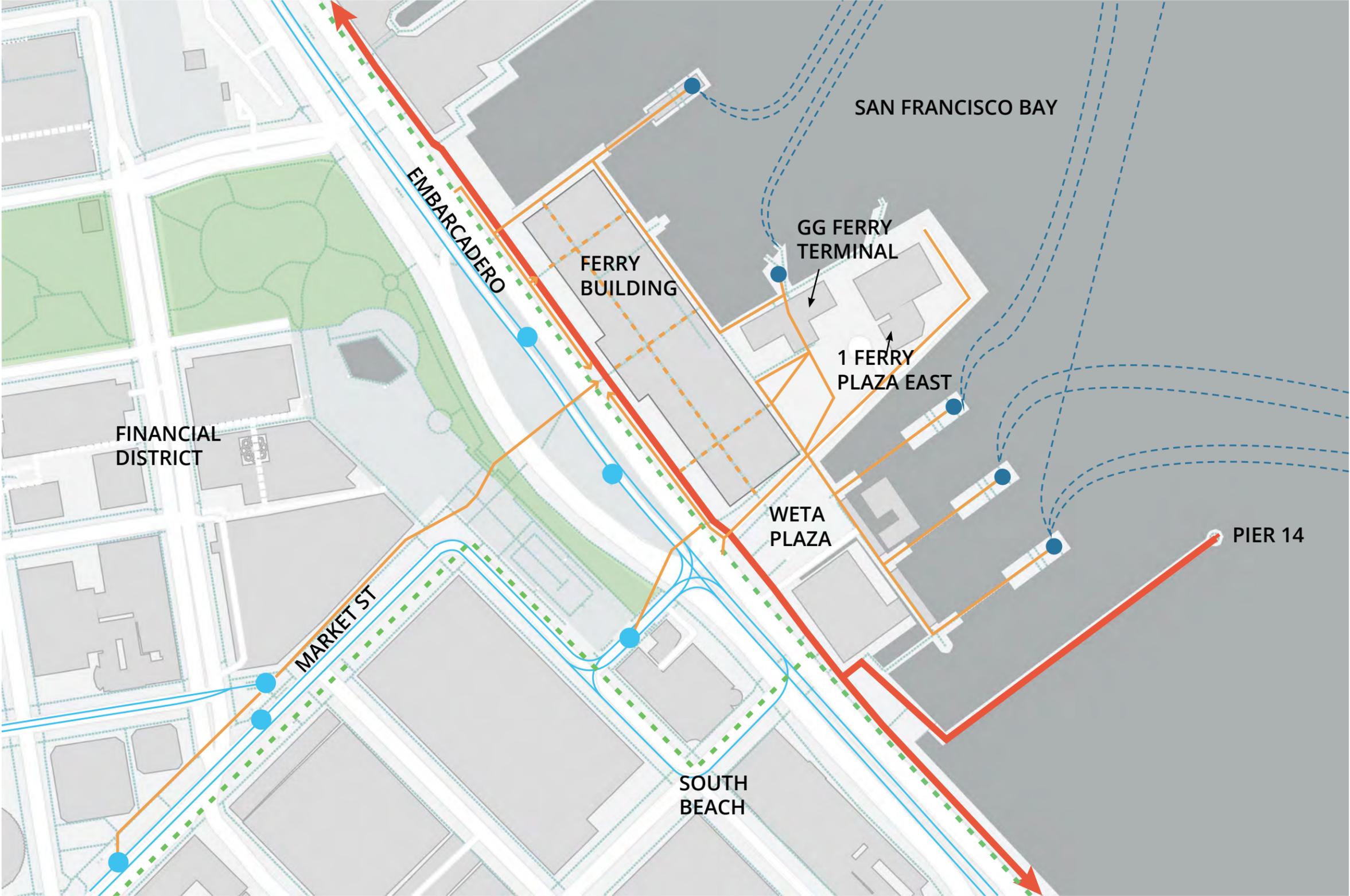
- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- CAFE / MARKET ZONES
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- ▨ EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
- FERRY BUILDING PUBLIC PASS-THROUGHS

PUBLIC ACCESS INCREASE

PUBLIC TO PRIVATE	322 SF
PRIVATE TO PUBLIC	558 SF
NET INCREASE	236 SF

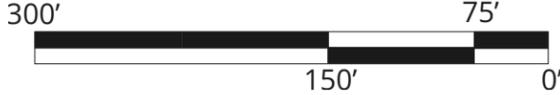


LOCAL TRANSIT MAP



TRANSPORTATION LEGEND

-  FERRY ROUTE
-  SAN FRANCISCO BAY TRAIL
-  TRAIN ABOVE GROUND
-  BIKE LANE
-  PEDESTRIAN FLOW
-  PEDESTRIAN FLOW THROUGH BUILDING
-  FERRY STATION
-  TRAIN STATION
-  PUBLIC PARKS



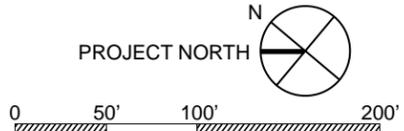
SITE USE & CIRCULATION *Existing Non-Market Day*



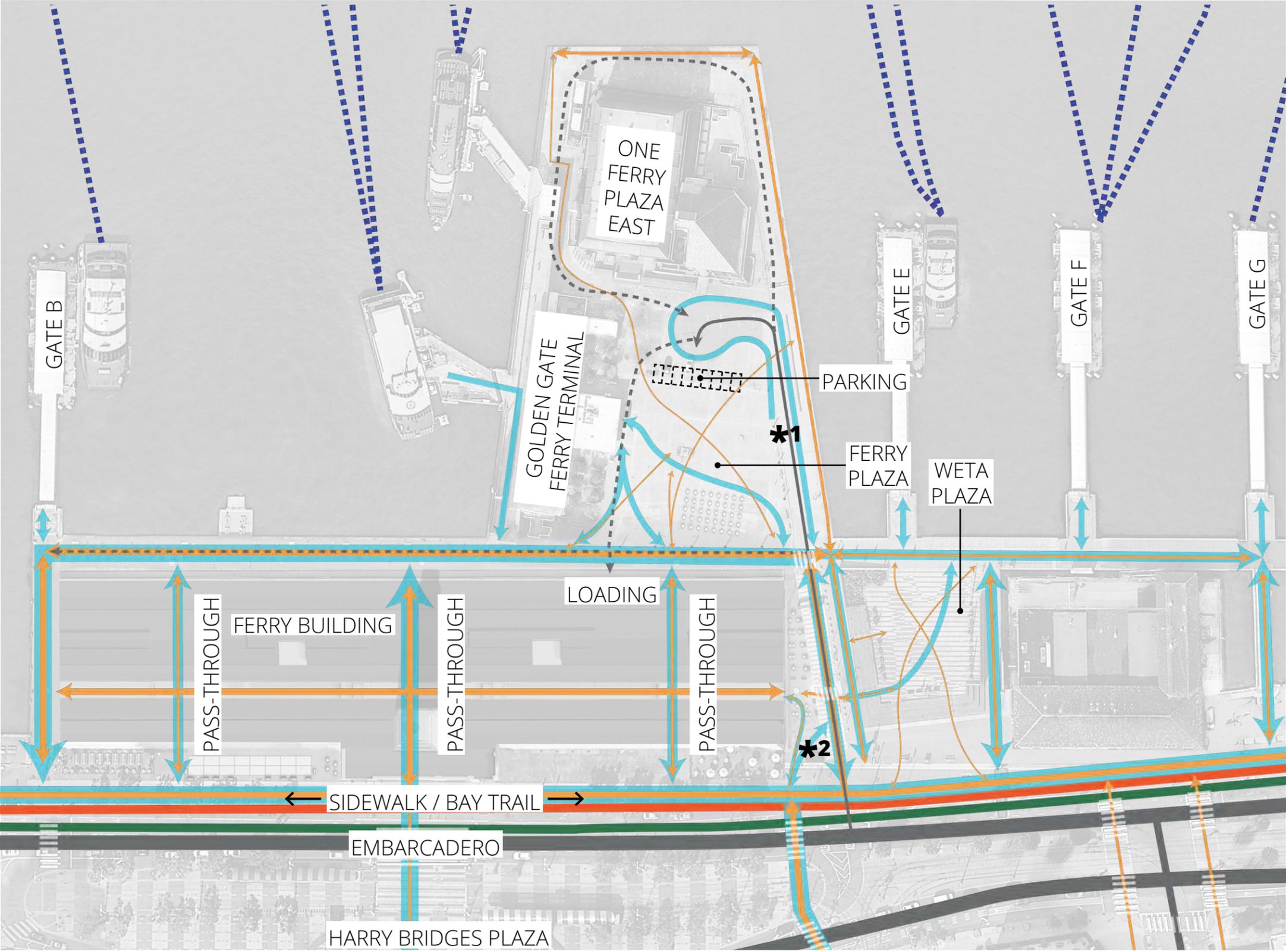
LEGEND

- PEDESTRIANS - LEISURE
- VOLUME INDICATED BY LINEWEIGHT
- PEDESTRIANS - COMMUTER
- VEHICLE ACCESS
- - - EMERGENCY VEHICLE ACCESS
- - - - FERRY ROUTES
- BAY TRAIL
- BIKE PATH
- EMBARCADERO
- PARKING: 9 SPOTS

Note: Circulation is intended to represent a typical non-market day.



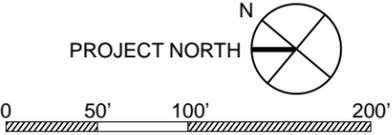
SITE USE & CIRCULATION *Proposed Non-Market Day*



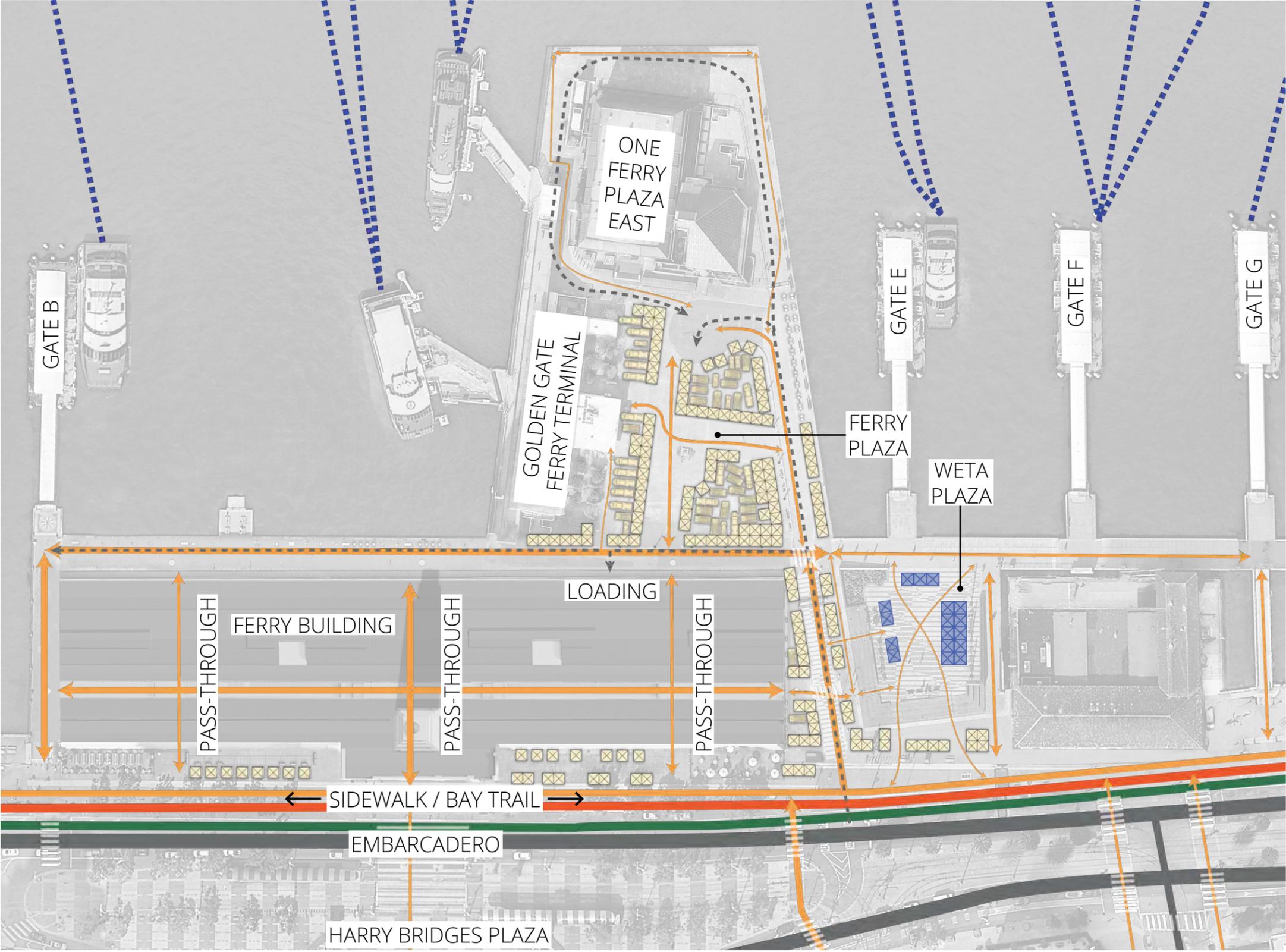
LEGEND

- PEDESTRIANS - LEISURE
- VOLUME INDICATED BY LINEWEIGHT
- PEDESTRIANS - COMMUTER
- VEHICLE ACCESS
- - - EMERGENCY VEHICLE ACCESS
- - - FERRY ROUTES
- BAY TRAIL
- BIKE PATH
- EMBARCADERO
- PARKING: 9 SPOTS
- *1** CHANGES TO EXISTING CIRCULATION
CODE NON-COMPLIANT CURB RAMP REMOVED
- *2** SOUTH WEDGE FOOT TRAFFIC ROUTED TO SOUTH

Note: Circulation is intended to represent a typical non-market day.



SITE USE & CIRCULATION *Proposed Market Day*



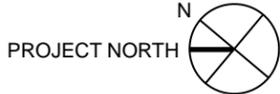
LEGEND

- PEDESTRIANS - LEISURE
- VOLUME INDICATED BY LINEWEIGHT
- EMERGENCY/LOADING VEHICLE ACCESS
- - - FERRY ROUTES
- BAY TRAIL
- BIKE PATH
- EMBARCADERO
- MARKET TENTS*
- EXAMPLE SPECIAL EVENT TENTS**

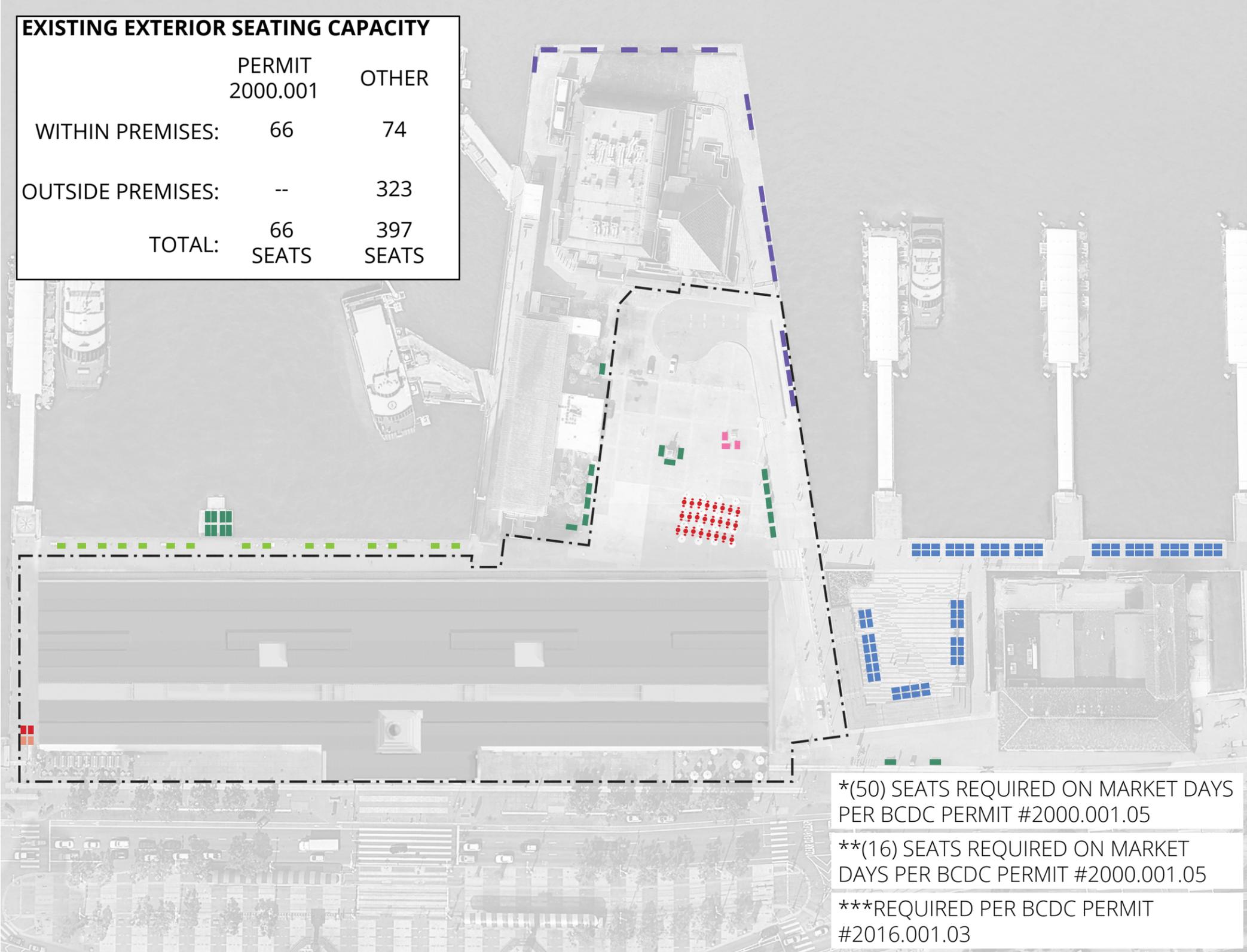
* Shown for illustration only. Layout based on current peak season use.

** Shown for illustration only. Layout under separate BCDC permit.

Note: Circulation is intended to represent a typical market day.



SITE FURNISHINGS & SEATING COUNTS *Existing Publicly Available Seating*



LEGEND & QUANTITIES

[XX, XX]
XX = INDIV. SEATS WITHIN LEASE BOUNDARY
 XX = INDIV. SEATS OUTSIDE LEASE BOUNDARY

AVAILABLE TO PUBLIC

REQUIRED UNDER SEPARATE BCDC PERMITS

- 12' WOOD BENCH [20, 65]
- 5' CONCRETE BENCH [6, 0]
- 8' WORLDS FAIR BENCH [32, 64]
- 5' WORLDS FAIR BENCH [0, 30]
- 5' WETA PLAZA BENCH*** [0, 164]
- PICNIC BENCH** [16, 0]

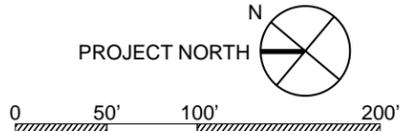
AVAILABLE TO PUBLIC

REQUIRED UNDER BCDC PERMIT 2000.001

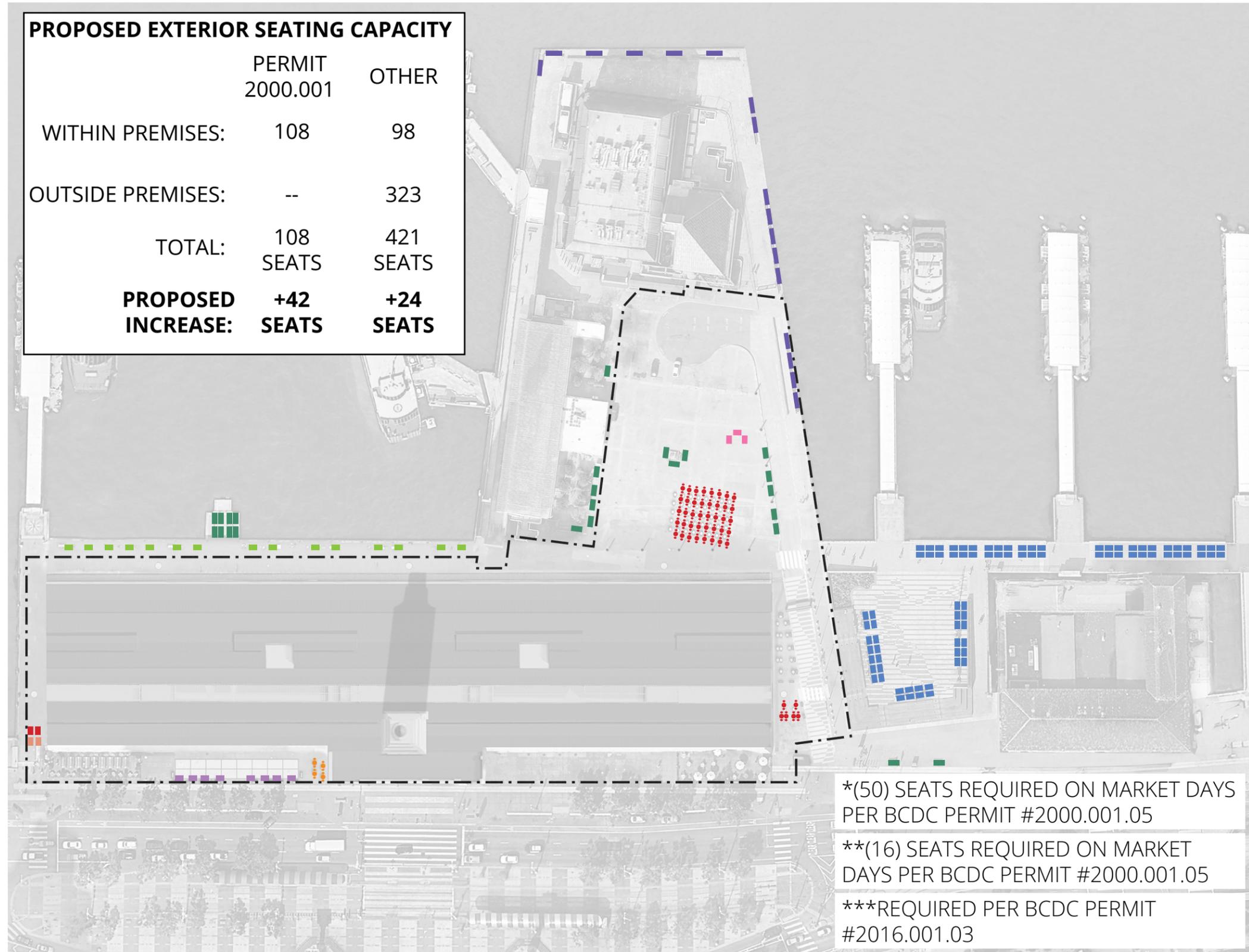
- MOVABLE TABLE + CHAIRS* [50, 0]
- PICNIC BENCH** [16, 0]

--- EXTENT OF LEASE BOUNDARY AND EASEMENTS

*(50) SEATS REQUIRED ON MARKET DAYS PER BCDC PERMIT #2000.001.05
 **(16) SEATS REQUIRED ON MARKET DAYS PER BCDC PERMIT #2000.001.05
 ***REQUIRED PER BCDC PERMIT #2016.001.03



SITE FURNISHINGS & SEATING COUNTS *Proposed Publicly Available Seating: Non-Market Day*



PROPOSED EXTERIOR SEATING CAPACITY		
	PERMIT 2000.001	OTHER
WITHIN PREMISES:	108	98
OUTSIDE PREMISES:	--	323
TOTAL:	108	421
	SEATS	SEATS
PROPOSED INCREASE:	+42	+24
	SEATS	SEATS

LEGEND & QUANTITIES

[XX, XX]
XX = INDIV. SEATS WITHIN LEASE BOUNDARY
 XX = INDIV. SEATS OUTSIDE LEASE BOUNDARY

AVAILABLE TO PUBLIC

REQUIRED UNDER SEPARATE BCDC PERMITS

- 12' WOOD BENCH [20, 65]
- 5' CONCRETE BENCH [6, 0]
- 8' WORLDS FAIR BENCH [32, 64]
- 5' WORLDS FAIR BENCH [0, 30]
- 5' WETA PLAZA BENCH*** [0, 164]
- PICNIC BENCH [16, 0]

AVAILABLE TO PUBLIC

REQUIRED UNDER BCDC PERMIT 2000.001 + PROPOSED REQUIRED SEATING

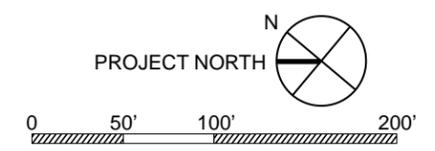
- MOVABLE TABLE + CHAIRS* [92, 0]
- PICNIC BENCH** [16, 0]

VOLUNTARILY PROVIDED NON-DEDICATED SEATING

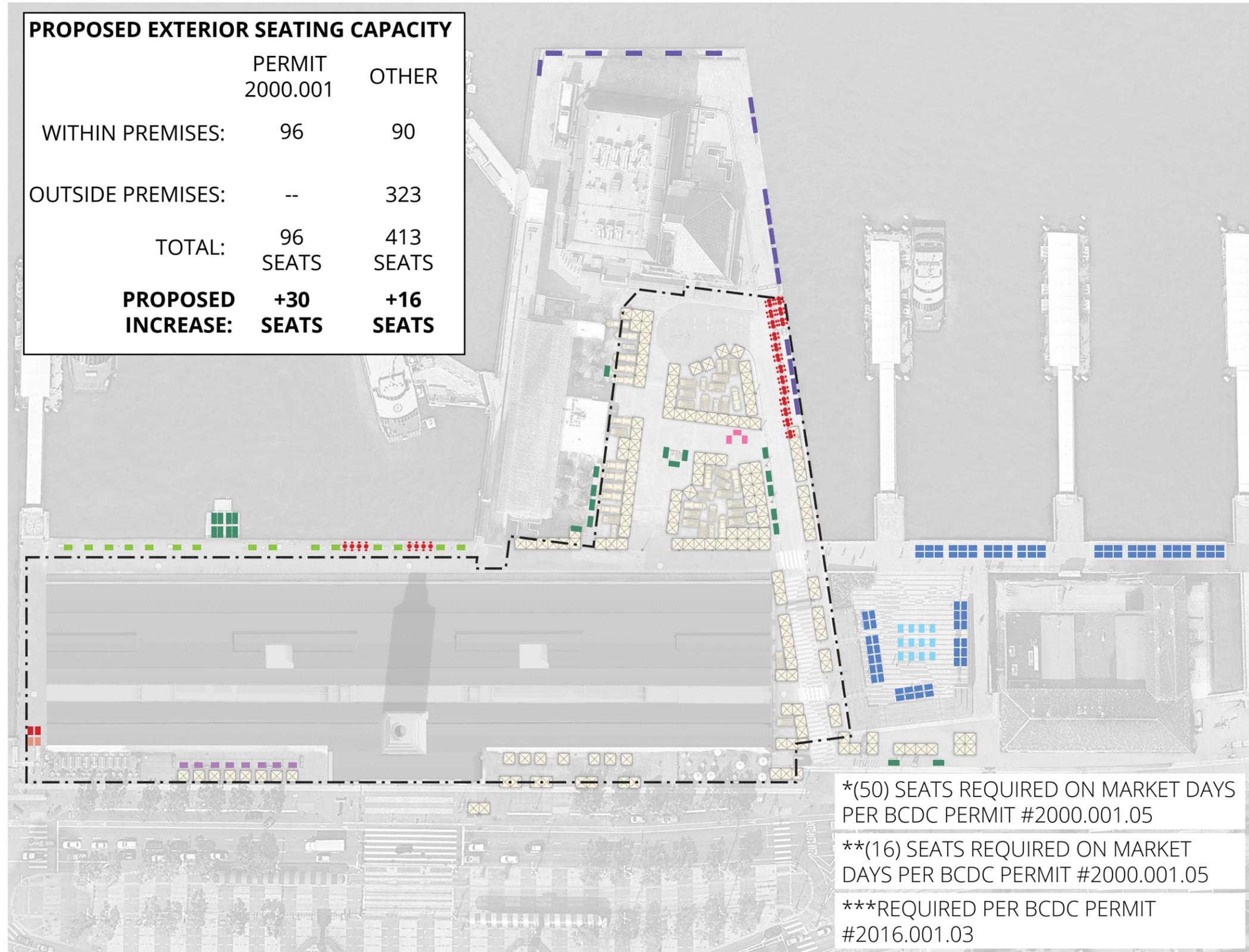
- 5' NORTH ARCADE BENCH [16, 0]
- MOVABLE TABLE + CHAIRS [8, 0]

--- EXTENT OF LEASE BOUNDARY AND EASEMENTS

*(50) SEATS REQUIRED ON MARKET DAYS PER BCDC PERMIT #2000.001.05
 **(16) SEATS REQUIRED ON MARKET DAYS PER BCDC PERMIT #2000.001.05
 ***REQUIRED PER BCDC PERMIT #2016.001.03



SITE FURNISHINGS & SEATING COUNTS *Proposed Publicly Available Seating: Market Day*



LEGEND & QUANTITIES

[XX, XX]

XX = INDIV. SEATS WITHIN LEASE BOUNDARY
 XX = INDIV. SEATS OUTSIDE LEASE BOUNDARY

AVAILABLE TO PUBLIC

REQUIRED UNDER SEPARATE BCDC PERMITS

- 12' WOOD BENCH [20, 65]
- 5' CONCRETE BENCH [6, 0]
- 8' WORLDS FAIR BENCH [32, 64]
- 5' WORLDS FAIR BENCH [0, 30]
- 5' WETA PLAZA BENCH*** [0, 164]
- PICNIC BENCH [16, 0]

AVAILABLE TO PUBLIC

REQUIRED UNDER BCDC PERMIT 2000.001 + PROPOSED REQUIRED SEATING

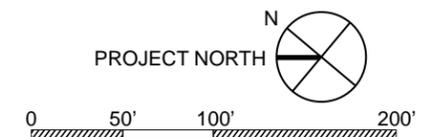
- MOVABLE TABLE + CHAIRS* [80, 0]
- PICNIC BENCH** [16, 0]

VOLUNTARILY PROVIDED NON-DEDICATED SEATING

- 5' NORTH ARCADE BENCH [16, 0]

■ *Note: Foodwise considering adding picnic tables off HPP premises.*

--- EXTENT OF LEASE BOUNDARY AND EASEMENTS



SITE FURNISHINGS & SEATING COUNTS *Seating Catalog*

FIXED SEATING

Existing to Remain



A 12' WOOD BENCH
UNIT CAPACITY: 5



B 5' WETA PLAZA BENCH
UNIT CAPACITY: 2



C 5' CONCRETE BENCH
UNIT CAPACITY: 2

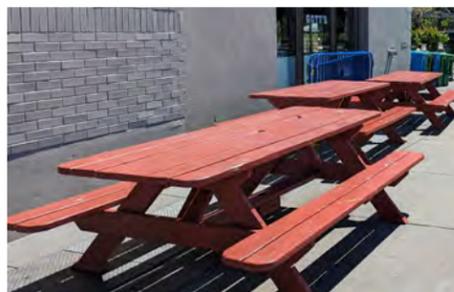


D 5' WORLD'S FAIR BENCH
UNIT CAPACITY: 2



E 8' WORLD'S FAIR BENCH
UNIT CAPACITY: 4

MOVABLE SEATING



F PICNIC BENCH
UNIT CAPACITY: 8
Existing to Remain



MOVABLE TABLES & CHAIRS
UNIT CAPACITY: 2
G *Existing to Remain*
G *Additional Proposed*
Fermob Bistro Chair & Round Table

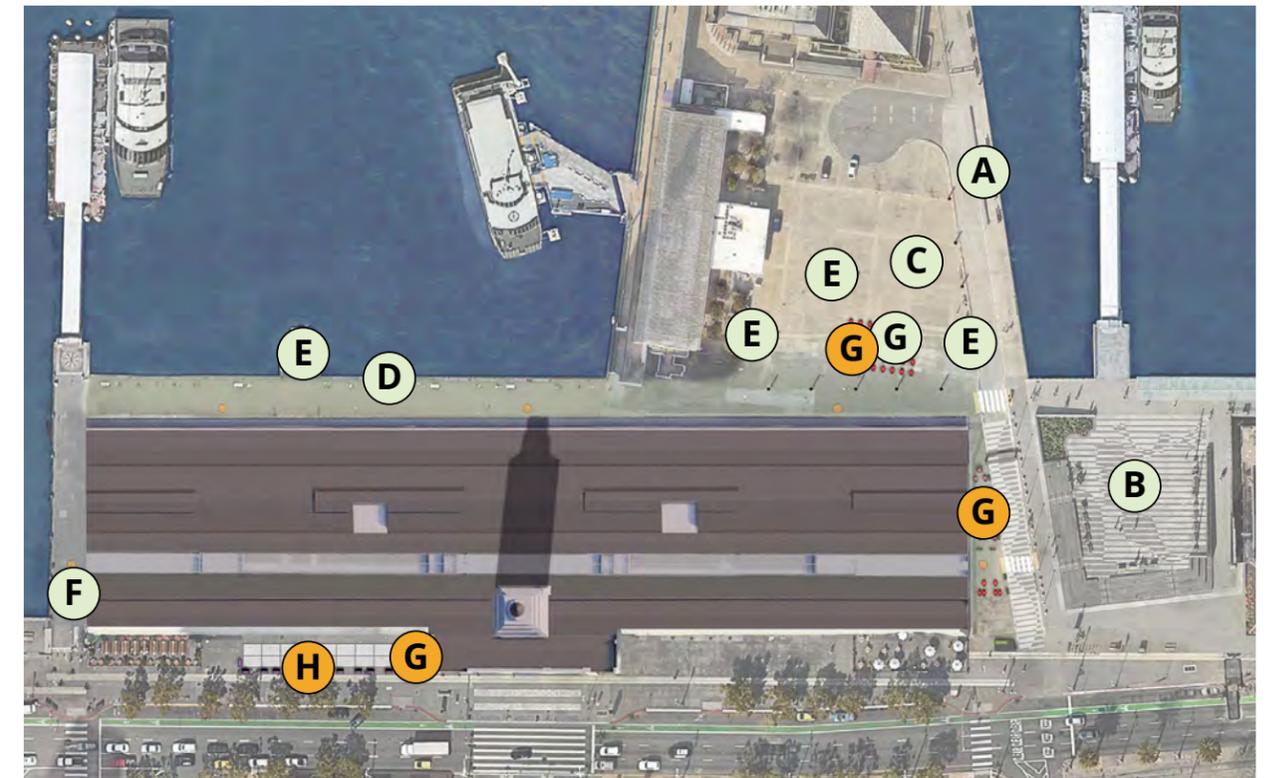


H 5' NORTH ARCADE BENCH
UNIT CAPACITY: 2
Proposed

Landscape Forms Generation 50 Bench

AREA PLAN

Proposed Non-Market Day



Note: Furniture throughout site will be harmonious. The proposed contemporary-style North Arcade benches are located in an area that is physically and visually separate from the existing traditional-style World's Fair bench locations.

SOUTH PROMENADE *Design*



SOUTH PROMENADE *Design - Additional View 1*



SOUTH PROMENADE *Design - Additional View 2*



SOUTH PROMENADE *Proposed Design Narrative*



PROPOSED

AREA OVERVIEW

At the southern end of the Ferry Building, a suite of identity features are proposed to strengthen place and help direct visitors from Embarcadero into the Market Hall, to the ferry gates, and back to the Ferry Plaza.

A dark granite Cornerstone mirrors WETA Plaza and flanks the north side of the driveway to frame an arrival towards Ferry Plaza. Movable planters provide greening on non-market days and separate seating from the fire lane/drive aisle. A new mosaic medallion marks the building entry. A gateway sign with information about the ferry gates and the name of the Ferry Plaza provides critical orientation information that can be seen from the Embarcadero. A graphic in the driveway takes cues from the WETA Plaza graphic, and draws visitors to the Plaza and the water.

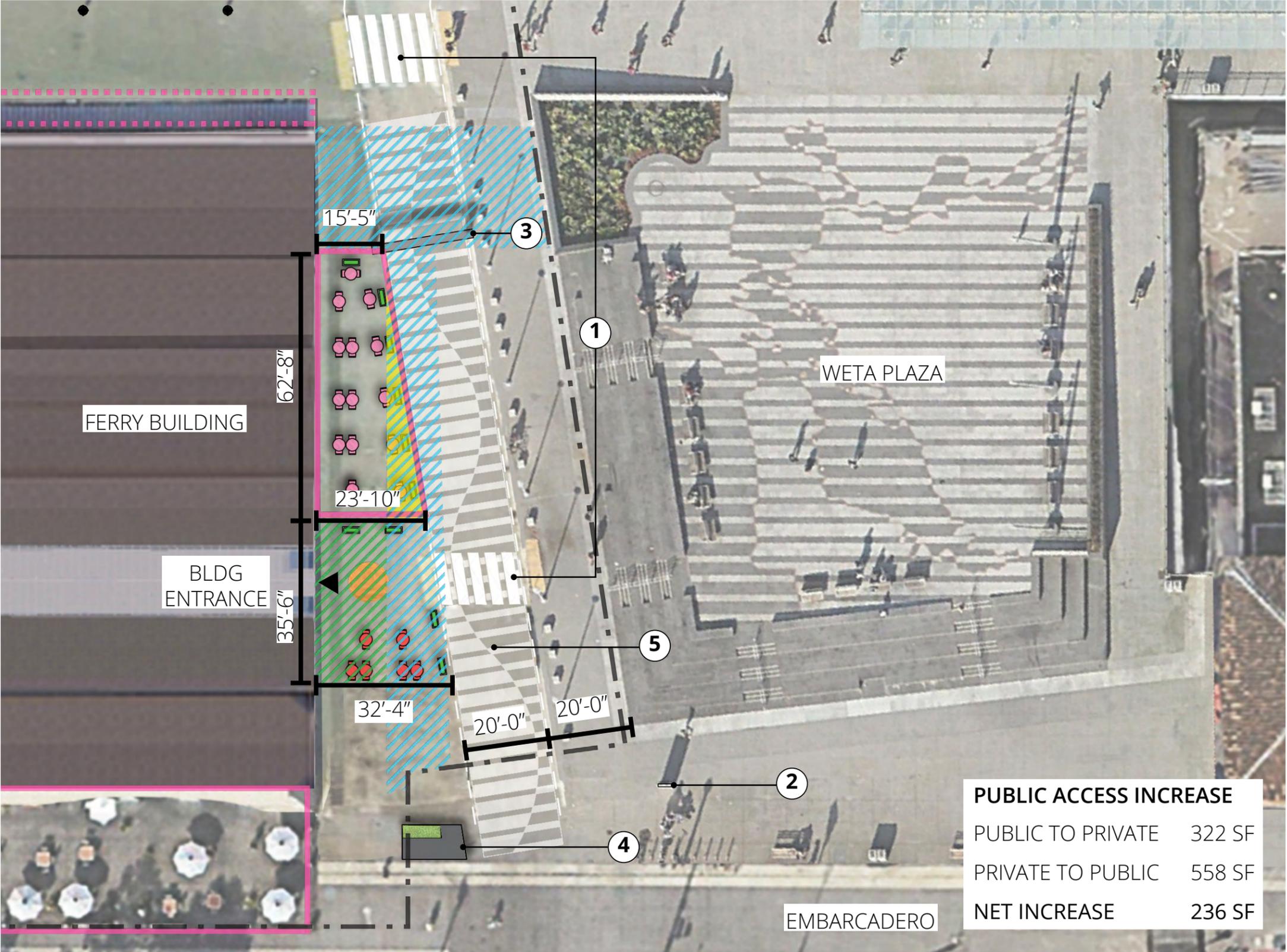


EXISTING



KEY PLAN

SOUTH PROMENADE *Non-Market Day Plan*



LEGEND

- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- CAFE / MARKET ZONES
- OUTDOOR DINING ZONES
- ▨ EXISTING RESERVED PUBLIC ACCESS*
- ▨ PROPOSED REDESIGNATION FROM PUBLIC ACCESS TO CAFE
- ▨ PROPOSED ADDITION TO PUBLIC ACCESS

EXISTING TO REMAIN

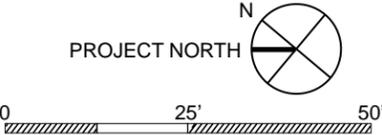
- 1 PEDESTRIAN CROSSWALK
- 2 MAP SIGN

PROPOSED

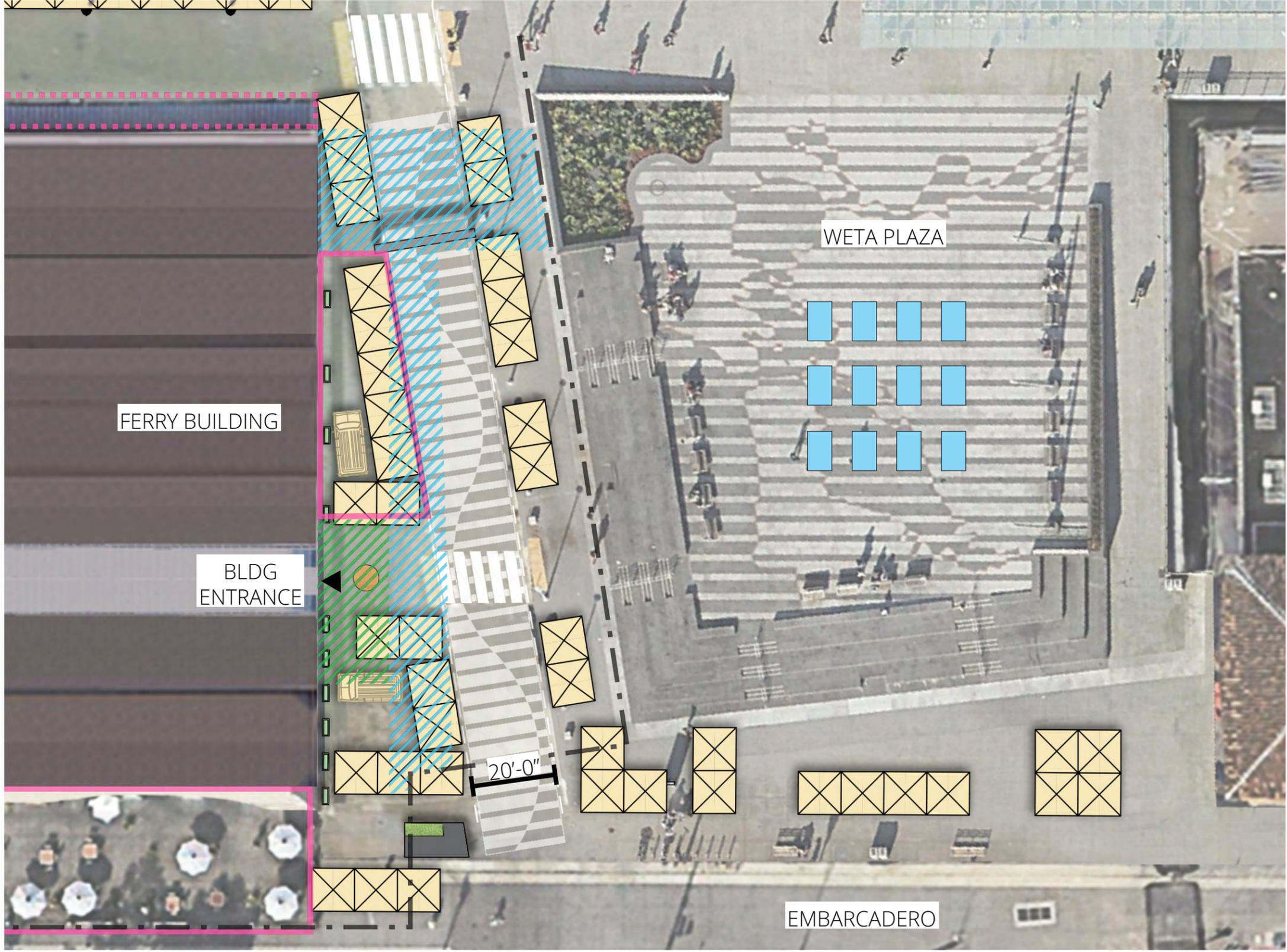
- MOSAIC MEDALLION
- PUBLIC SEATING
- CAFE ZONE SEATING
- MOVABLE PLANTERS (RELOCATED AGAINST BUILDING ON MARKET DAYS)
- 3 GATEWAY SIGN
- 4 CORNERSTONE
- 5 GRAPHIC PAINTING IN FIRE LANE / DRIVE AISLE

* as described in BCDC Permit 7-97

PUBLIC ACCESS INCREASE	
PUBLIC TO PRIVATE	322 SF
PRIVATE TO PUBLIC	558 SF
NET INCREASE	236 SF



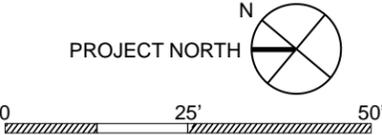
SOUTH PROMENADE *Market Day Plan*



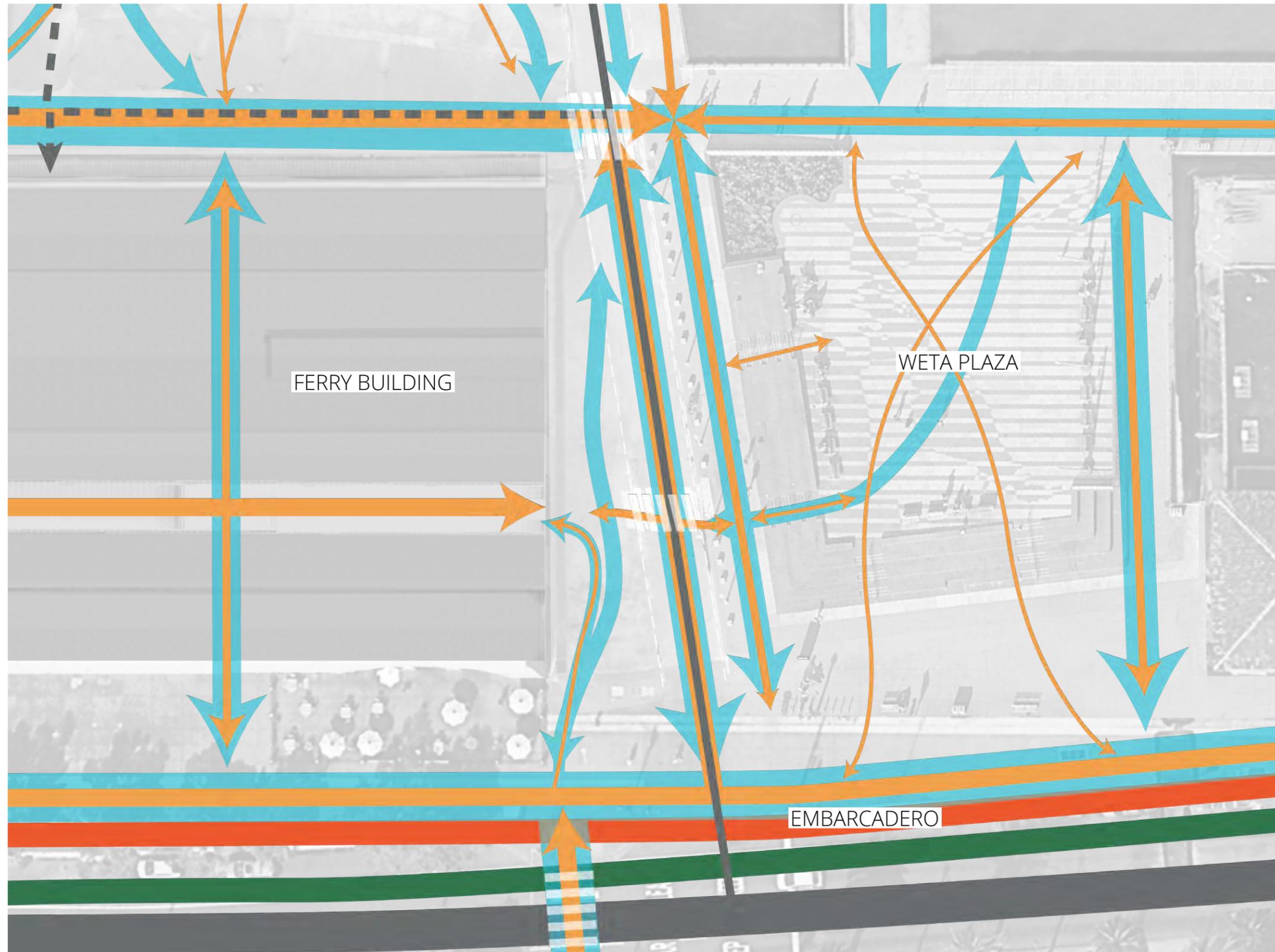
LEGEND

- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- CAFE / MARKET ZONES
- OUTDOOR DINING ZONES
- EXISTING RESERVED PUBLIC ACCESS
- PROPOSED ADDITION TO PUBLIC ACCESS
- EXISTING TO REMAIN
- MARKET TENTS
- PROPOSED
- MOVABLE PLANTERS
- PICNIC TABLES (FOODWISE CONSIDERING ADDING TABLES OFF HPP PREMISES)

** Shown for illustration only. Layout based on current peak season use.*



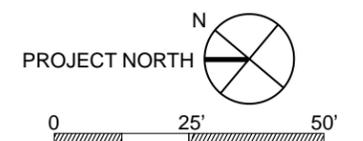
SITE USE & CIRCULATION *Existing Non-Market Day - South Promenade*



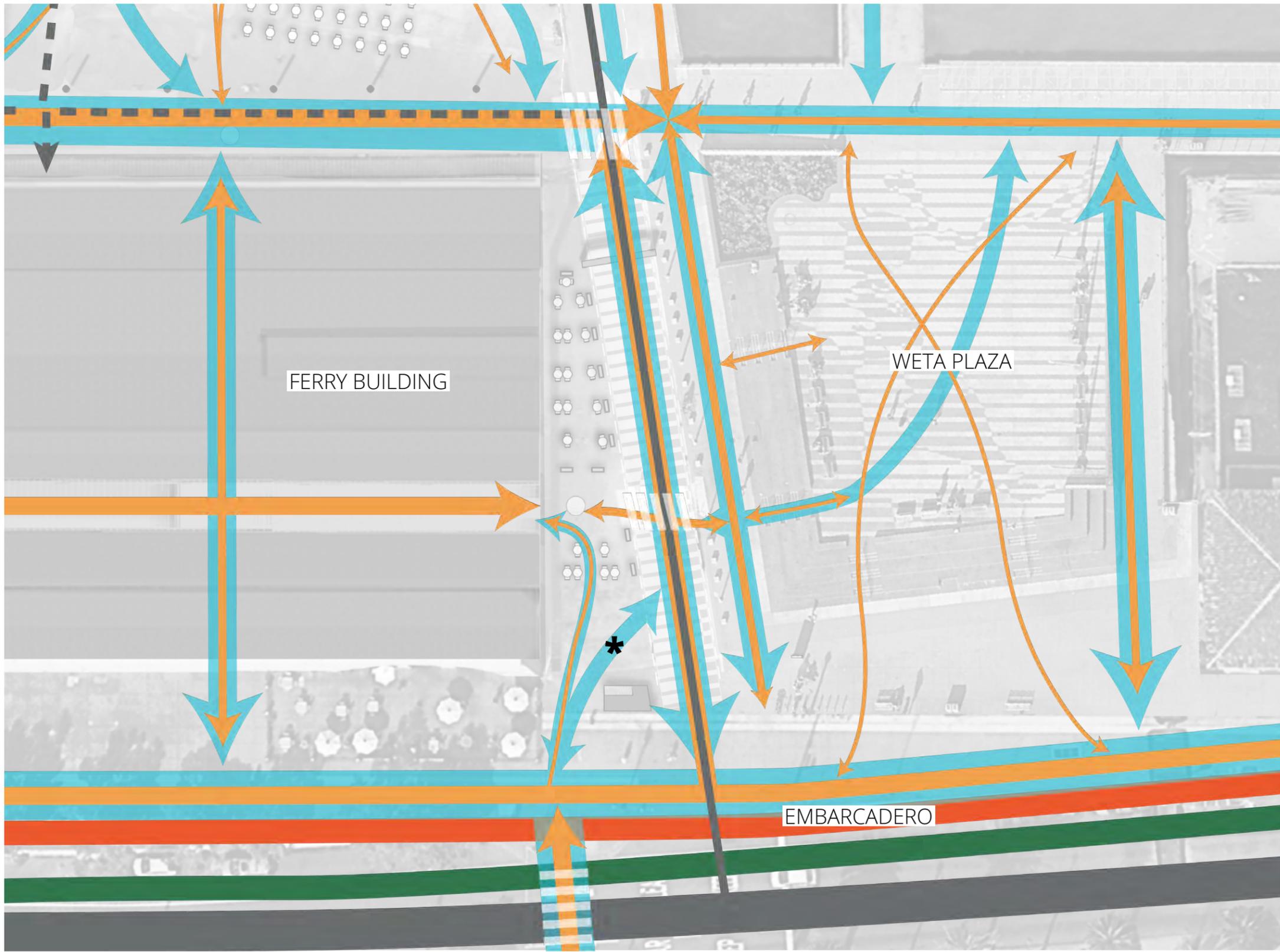
LEGEND

- PEDESTRIANS - LEISURE
- VOLUME INDICATED BY LINEWEIGHT
- PEDESTRIANS - COMMUTER
- VEHICLE ACCESS
- EMERGENCY/LOADING VEHICLE ACCESS
- FERRY ROUTES
- BAY TRAIL
- BIKE PATH
- EMBARCADERO

Note: Circulation is intended to represent a typical non-market day.

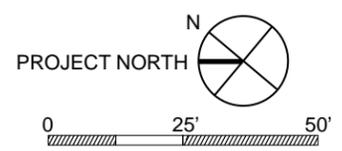


SITE USE & CIRCULATION *Proposed Non-Market Day - South Promenade*

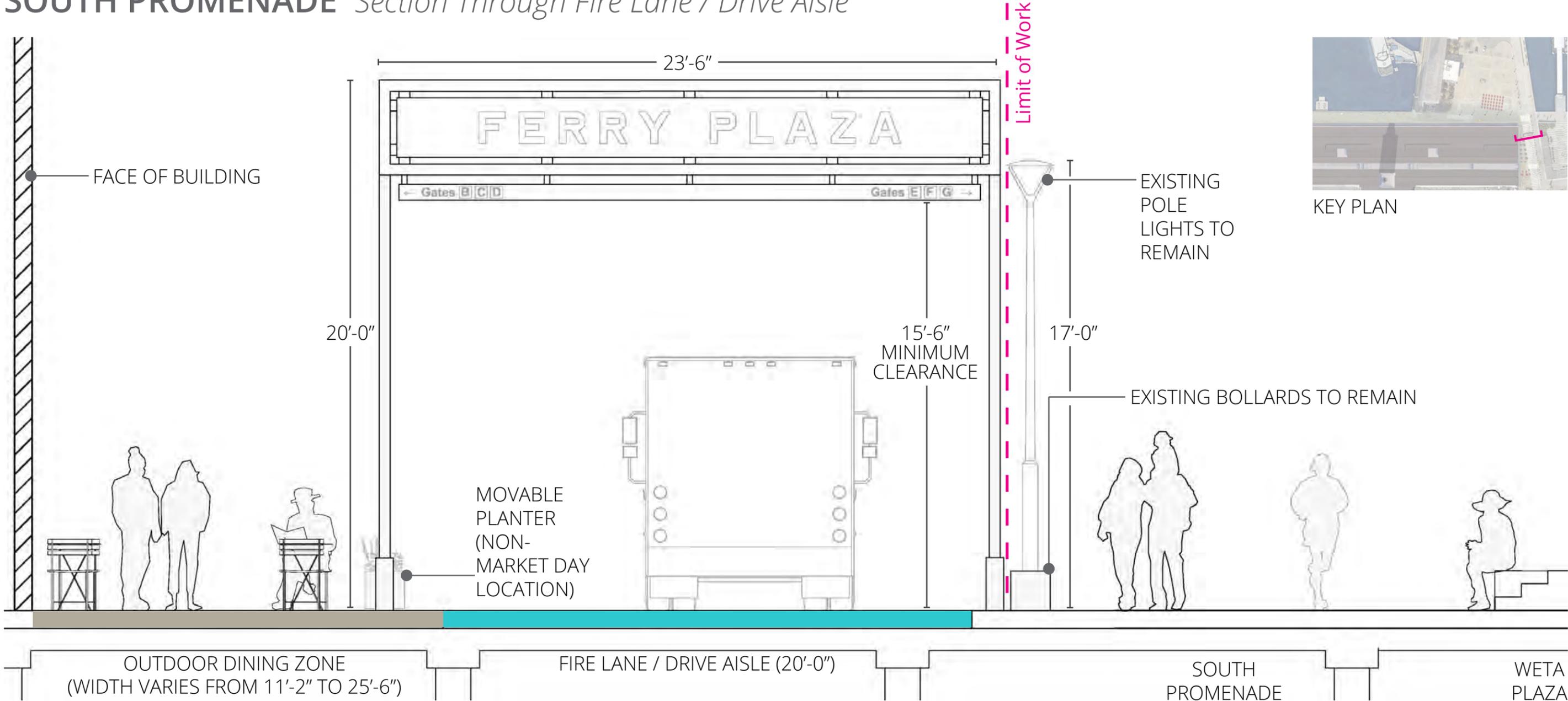


- LEGEND**
- PEDESTRIANS - LEISURE
 - VOLUME INDICATED BY LINEWEIGHT
 - PEDESTRIANS - COMMUTER
 - VEHICLE ACCESS
 - - - EMERGENCY/LOADING VEHICLE ACCESS
 - - - FERRY ROUTES
 - BAY TRAIL
 - BIKE PATH
 - EMBARCADERO
 - *** CHANGE TO EXISTING CIRCULATION:
SOUTH WEDGE FOOT TRAFFIC ROUTED TO SOUTH

Note: Circulation is intended to represent a typical non-market day.



SOUTH PROMENADE *Section Through Fire Lane / Drive Aisle*



EXISTING CONCRETE



GRAPHIC PAINTING

GATEWAY SIGN DESCRIPTION

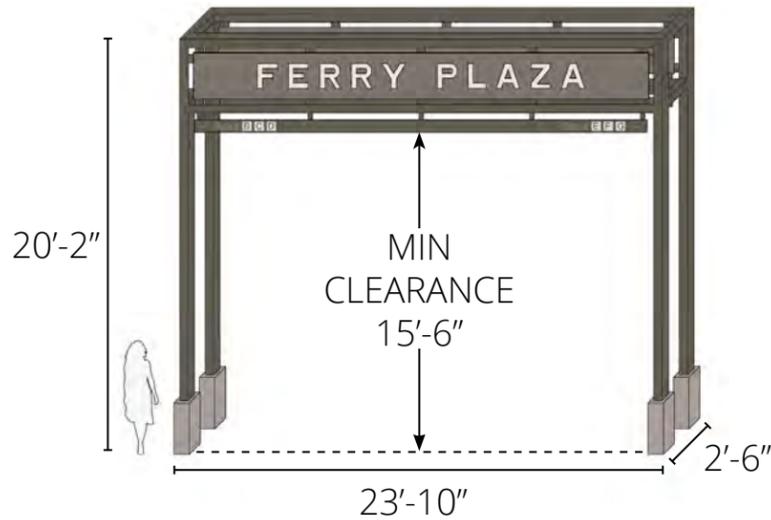
A new double-sided gateway sign west of the Crossroads has a two-fold purpose. For those approaching from Embarcadero, it draws visitors towards the Ferry Plaza and gives name to place. The sign also amplifies navigational aid for ferry riders with directions to ferry gates.

IDENTITY FEATURES *Signage*

New signage elements between the Ferry Building and WETA Plaza strengthen place identity and wayfinding to the Ferry Building, Ferry Plaza, and ferry gates.

GATEWAY SIGN *Proposed*

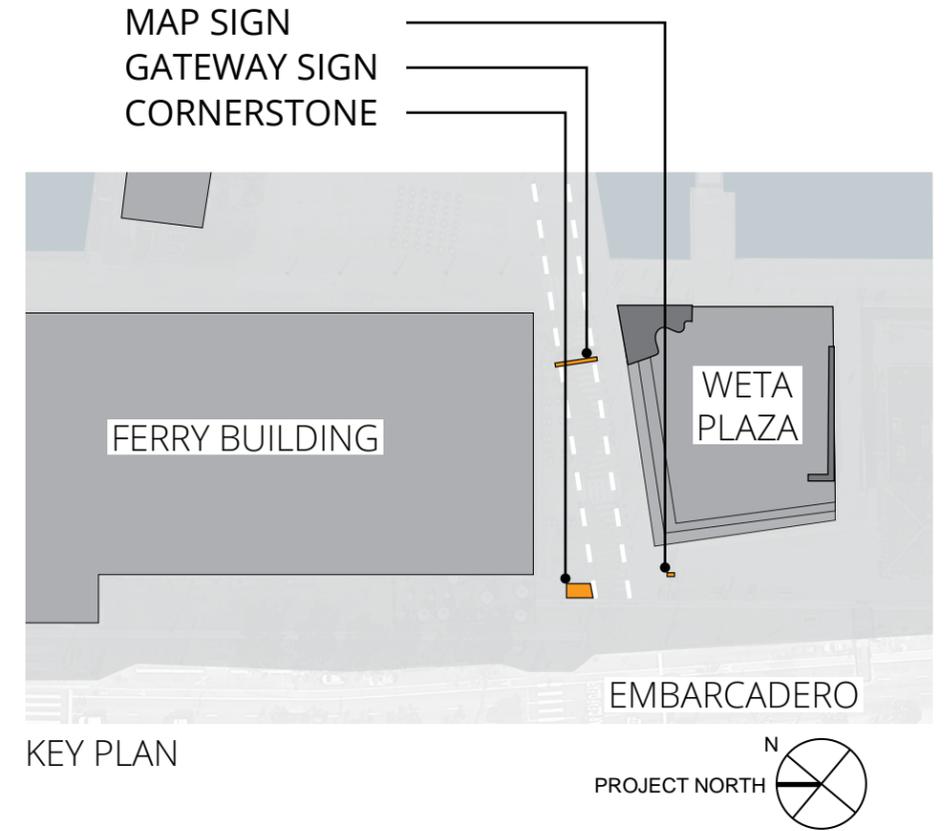
Visible from the Embarcadero, this new large portal directs visitors back into the Ferry Plaza and Ferry Gates B-G.



DIMENSIONS



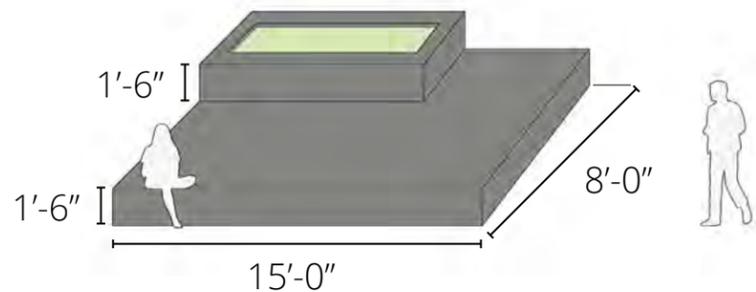
DESIGN CONCEPT



KEY PLAN

CORNERSTONE *Proposed*

New granite steps mirror the material and scale of the granite steps at WETA Plaza, frames the South Promenade arrival. The lower step provides seating; the upper, planting. The west and south lower faces will be engraved with Ferry Building text and logo.



DIMENSIONS

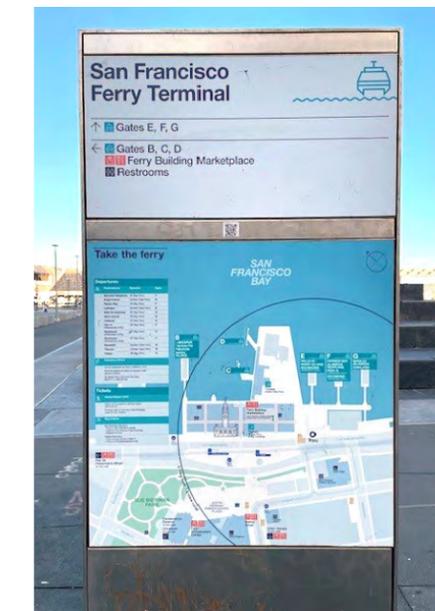


PRECEDENT - WETA PLAZA



DESIGN CONCEPT

MAP SIGN *Existing*



IDENTITY FEATURES *Medallions*

New ground mosaics mark key entrances to the Ferry Building's interior public spaces.

New circular mosaics mark the south, north, and east entrances to the Market Hall nave, and the East/West public pass-throughs. They will add identifying character to large swaths of concrete paving around the Ferry Building. They draw on the language of mosaics present inside the Ferry Building and graphic medallions at ferry gates.

PRECEDENTS



FERRY GATE GRAPHIC MEDALLIONS



FERRY BUILDING MEZZANINE MOSAIC



FERRY BUILDING MARKET HALL MOSAICS

DESIGN CONCEPT

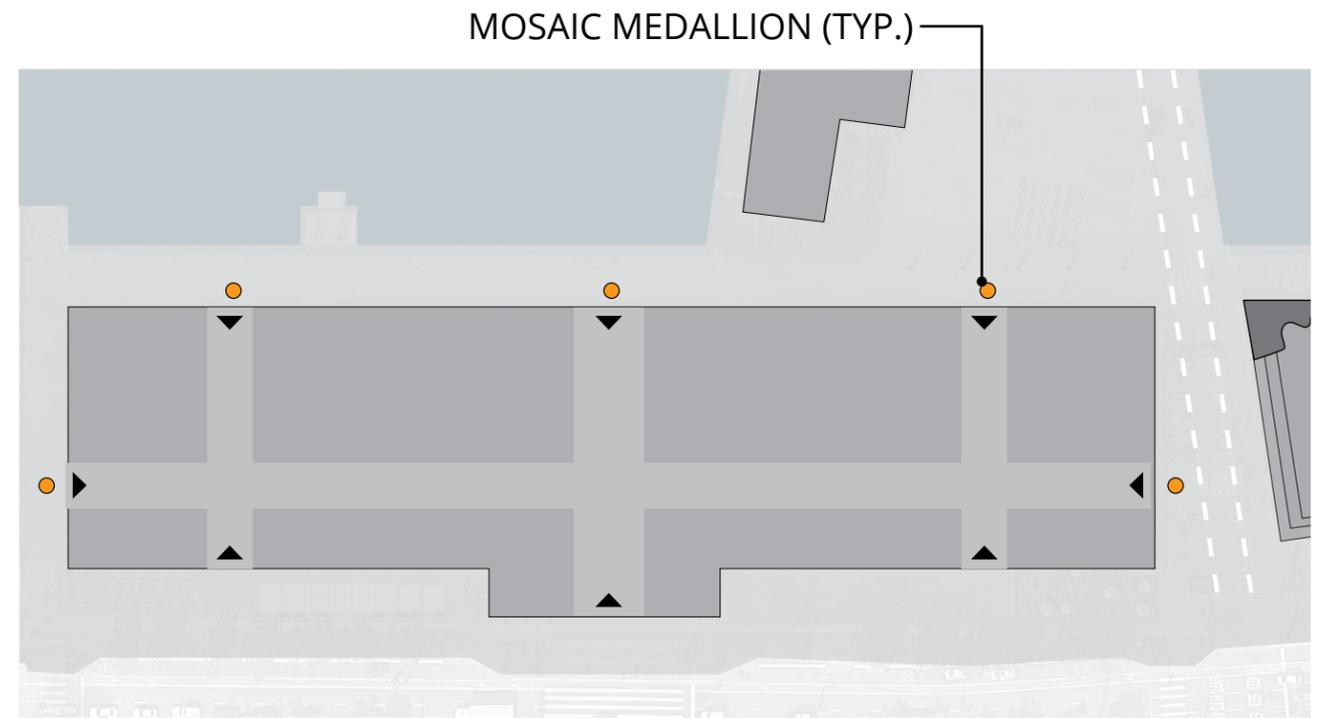


8'-0" DIA.

Mosaic designs to be developed with an artist. Possible prompts for the suite of five mosaics could be: historic watercraft of the Bay, geographical landmarks, local marine animals, or other. The mosaics are imagined to be of a family but individually unique to aid in place identity and visitor orientation.

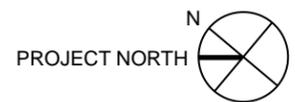


DESIGN CONCEPT



KEY PLAN

MOSAIC MEDALLION (TYP.)



SOUTH PROMENADE *Materials Summary*

SURFACES



EXISTING CONCRETE



MOSAIC AT BUILDING ENTRANCES



GRAPHIC PAINTING

VERTICAL ELEMENTS



GATEWAY SIGN



CORNERSTONE



EXISTING GRANITE SEAT BOLLARDS AND LIGHTS



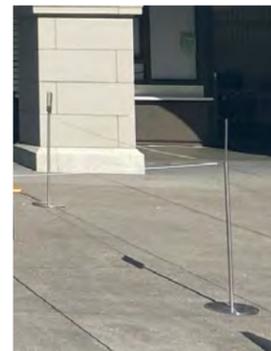
FURNISHINGS



MOVABLE TABLES & CHAIRS
Fermob Bistro - color A
Public Seating



MOVABLE TABLES & CHAIRS
Fermob Bistro - color B
Cafe Zone Seating



STANCHIONS
Displays2Go
QueuePole Slim



MOVABLE PLANTERS
ORE Mid Rectangle (18" height)



THE PROPOSED PALETTE RELATES TO EXISTING MATERIALS OF FERRY TERMINALS AND BUILDING.

FERRY PLAZA *Design*



FERRY PLAZA *Proposed Design Narrative*



PROPOSED



EXISTING

AREA OVERVIEW

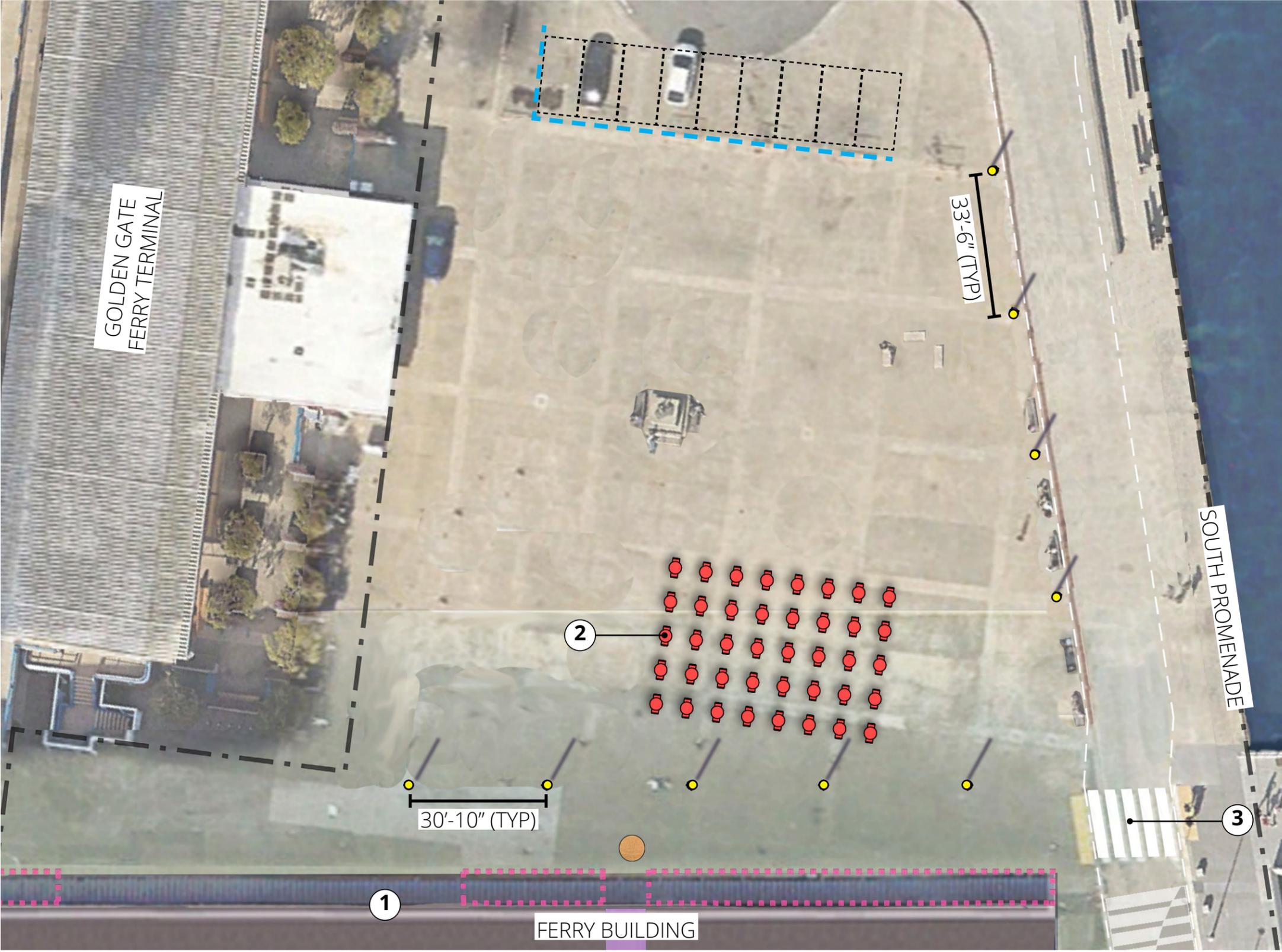
The Ferry Plaza is a large open space bounded by Golden Gate Ferry Terminal, One Ferry Plaza East, and the Ferry Building. It hosts the Foodwise farmer’s market on Saturdays, and special events on select weekends and evenings, but on any average week, there are significant periods of time where the space is unprogrammed and underutilized. Without clear edges and cues to define the pedestrian space, the plaza can seem like a vast area of pavement during a typical day or evening.

The proposed design frames the plaza area with light poles along the East and South Promenades to aid in regular evening activation by the public and patrons of Ferry Building vendors alike. A stock of existing bistro tables and chairs is increased for more public seating.



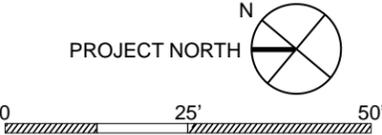
KEY PLAN

FERRY PLAZA *Non-Market Day Plan*



LEGEND

- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- OUTDOOR DINING ZONES
- EXISTING TO REMAIN
- PARKING: 9 SPOTS
- MOVABLE BARRIER
- 1 LOADING DOCK
- 2 MOVABLE TABLES AND CHAIRS
- 3 PEDESTRIAN CROSSWALK
- PROPOSED
- NEW PEDESTRIAN LIGHT
- MOSAIC MEDALLION
- 2 MOVABLE TABLES AND CHAIRS



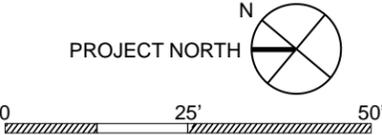
FERRY PLAZA Market Day Plan



LEGEND

- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- OUTDOOR DINING ZONES
- EXISTING TO REMAIN
- MARKET TENTS*
- PROPOSED
- 1 MOVABLE TABLES & CHAIRS

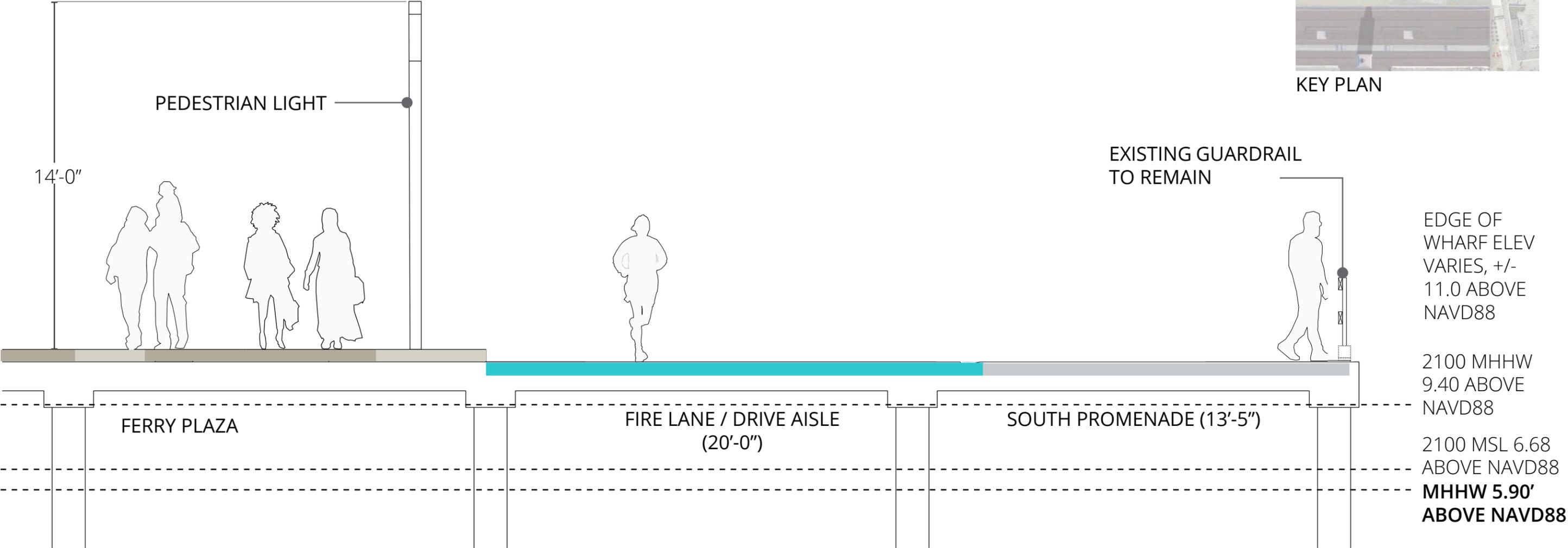
* Shown for illustration only.
Layout based on current peak season use.



FERRY PLAZA Section Through Fire Lane / Drive Aisle



KEY PLAN



EXISTING CONCRETE TO REMAIN



EXISTING CONCRETE TO REMAIN



EXISTING CONCRETE TO REMAIN

FERRY PLAZA *Materials Summary*

SURFACES



EXISTING CONCRETE



MOSAIC AT BUILDING ENTRANCES



COLOR PALETTE: FERRY BUILDING GREY & SAHARA BRONZE

VERTICAL ELEMENTS



PEDESTRIAN LIGHTS

FURNISHINGS



EXISTING FERRY PLAZA BENCHES



MOVABLE TABLES & CHAIRS
Fermob Bistro - color A
Public Seating



MOVABLE PLANTERS
ORE Mid Rectangle (18" height)



THE PROPOSED PALETTE RELATES TO EXISTING MATERIALS OF FERRY TERMINALS AND BUILDING.

NORTH ARCADE AND PORTICO *Design*



NORTH ARCADE AND PORTICO *Design*



PORTICO AND ARCADE *Proposed Design Narrative*



AREA OVERVIEW

The bustling activity of the Ferry Building Marketplace has little visibility along the Embarcadero, especially outside of market days and times. The Portico is a dark and uninviting space and gives the impression that the building and marketplace might be closed. Activating the arcade and café zones with restaurant use and seating will engage visitors, customers and the general public throughout the day and expanded evening hours.

Enhancing the Portico lighting and pulling the glass line forward allow more of the Portico to be enclosed and create a more active and comfortable environment for visitors. This approach is consistent with the café zone designation going back to 1997.

Proposed changes along the open-air portions of the north and south arcades introduce operable glazing to provide weather protection and climate control for retail activation. Transparent, operable tenant demising walls will allow continuous views and circulation through the arcade.

At each of the “Café Zones” to the front of the north and south arcades, a freestanding canopy will serve to define seating areas and provide lighting, shade and weather protection, with flexible seating for retail and the public.



PORTICO AND ARCADE EXISTING CONDITIONS



PORTICO FROM EMBARCADERO



PORTICO LOOKING NORTH



ARCADE LOOKING NORTH

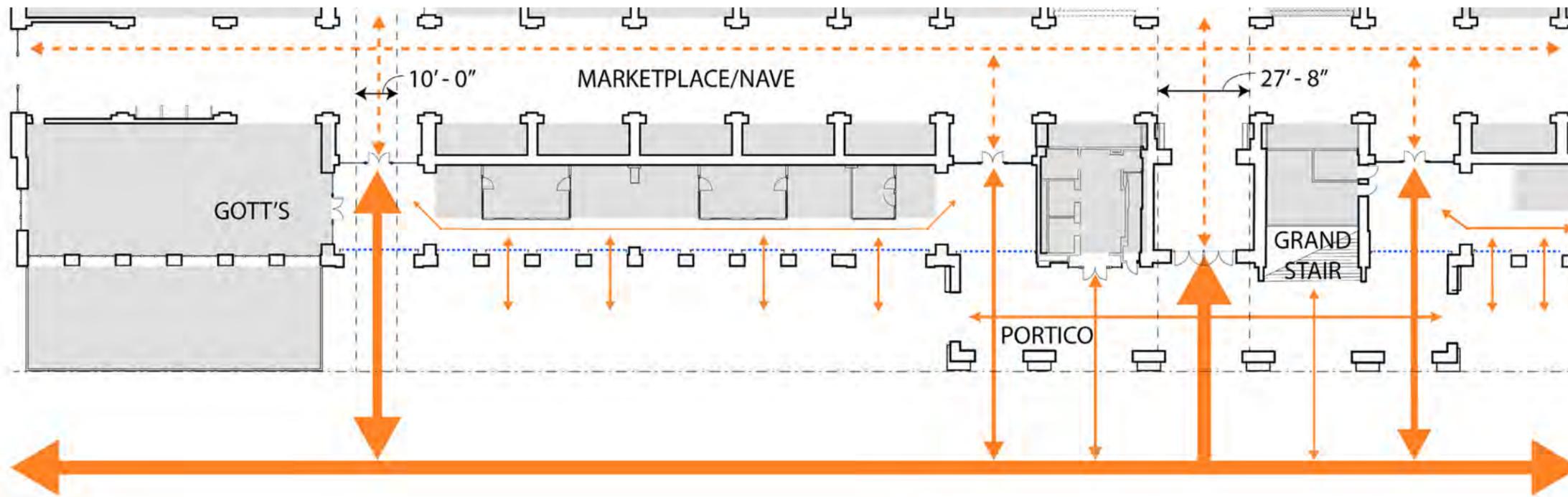


NORTH ARCADE

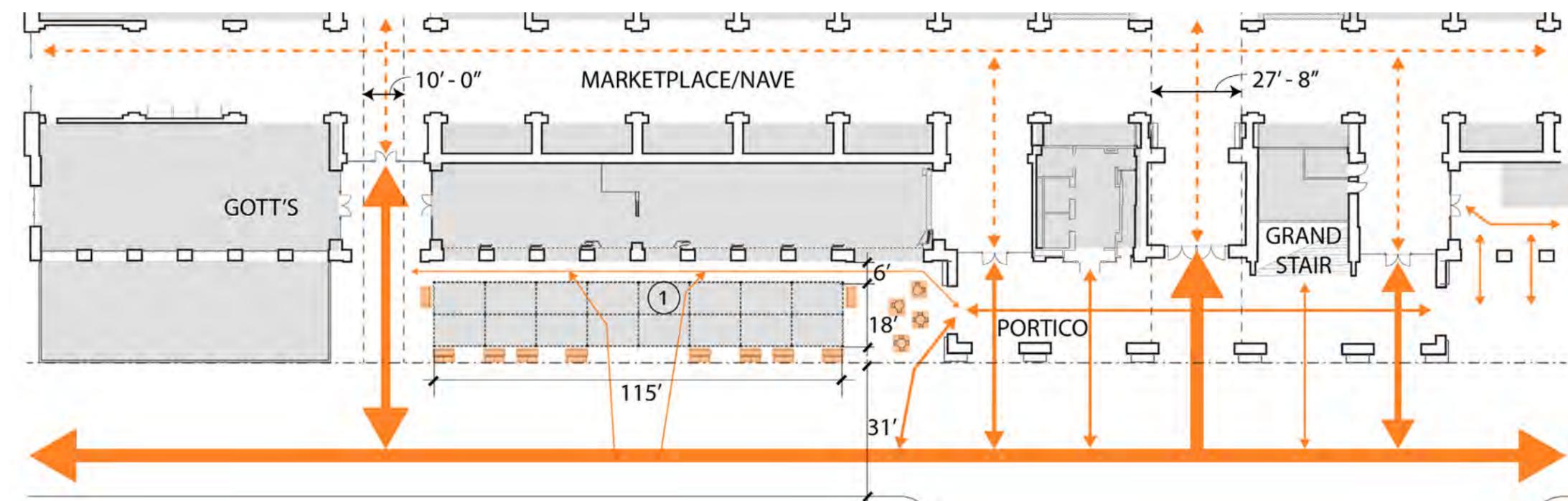


NAVE LOOKING TOWARD NORTH ARCADE

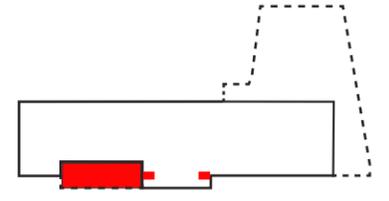
CIRCULATION PORTICO & ARCADE



EXISTING PLAN

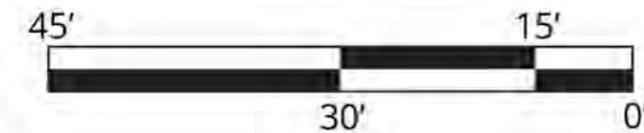


PROPOSED PLAN



LEGEND

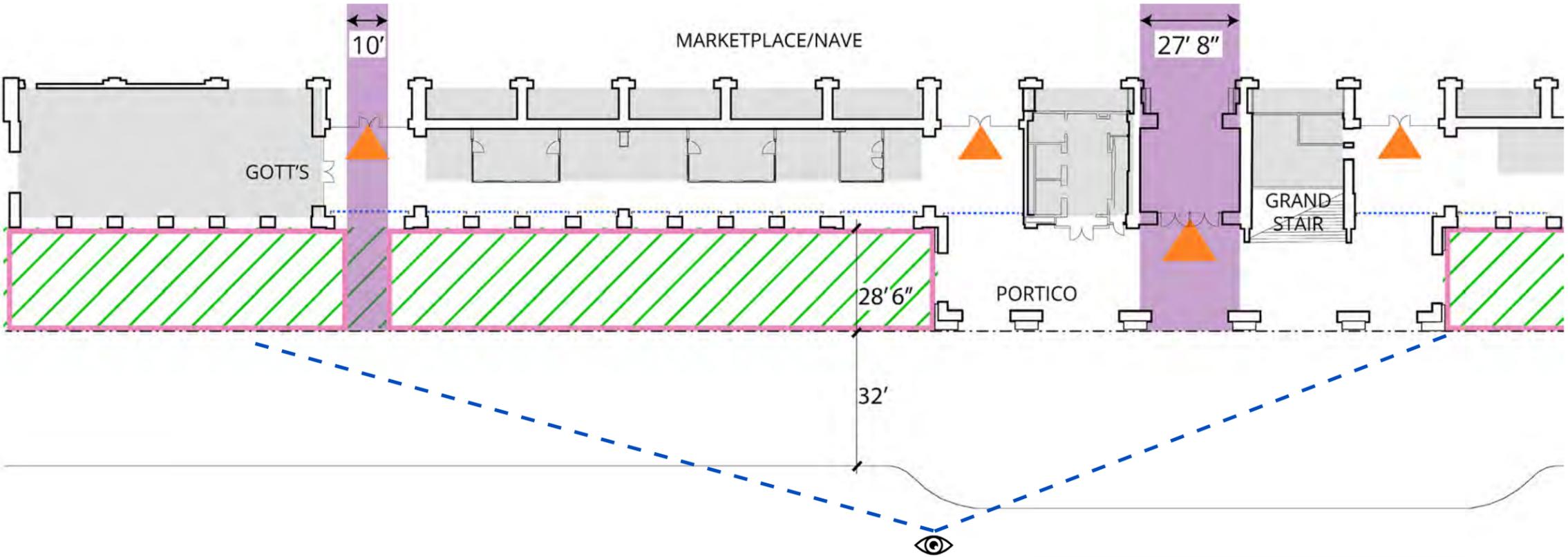
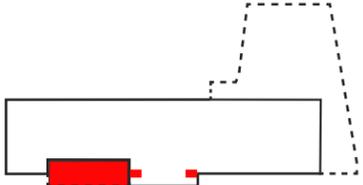
- FERRY BUILDING PUBLIC PASS-THROUGHS
- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- TENANT AREA
- EXTERIOR CIRCULATION, THICKNESS VARIES BY VOLUME OF PEOPLE
- INTERIOR CIRCULATION
- VOLUNTARY PROVIDED NON-DEDICATED SEATING
- EXISTING SECURITY GRILL
- CANOPY



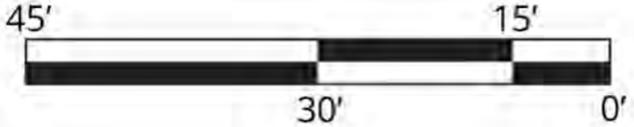
ENTRANCE PORTICO & ARCADE (EXISTING)



EXISTING VIEW LOOKING EAST



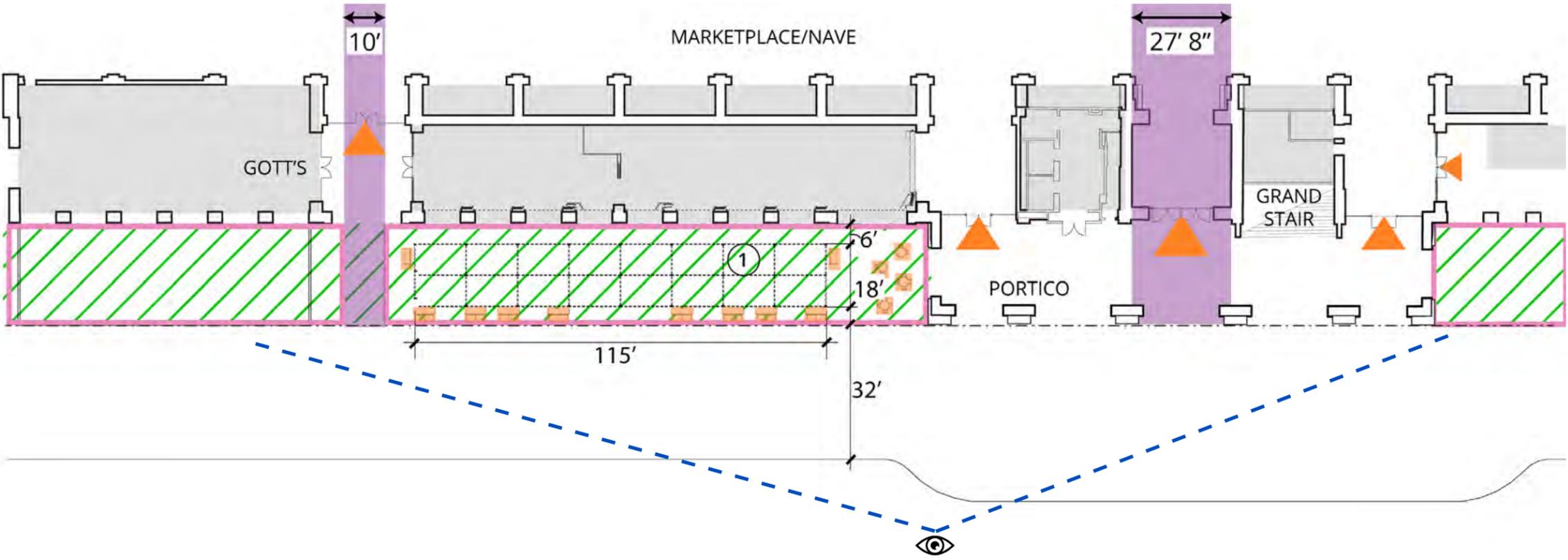
- LEGEND**
- FERRY BUILDING PUBLIC PASS-THROUGHS
 - EXTENT OF LEASE BOUNDARY AND EASEMENTS
 - CAFE/ MARKET ZONE
 - TENANT AREA
 - EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
 - BUILDING ENTRANCE
 - EXISTING SECURITY GRILL (TO BE REMOVED)



ENTRANCE PORTICO & ARCADE

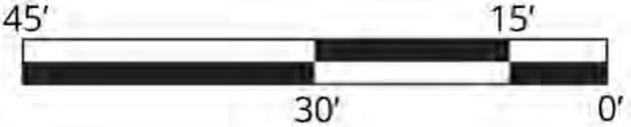


PROPOSED VIEW LOOKING EAST

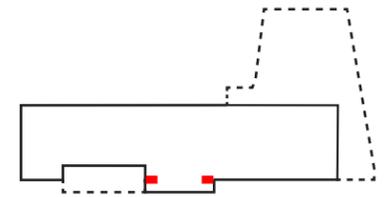


LEGEND

- FERRY BUILDING PUBLIC PASS-THROUGHS
- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- CAFE/ MARKET ZONE
- TENANT AREA
- EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
- BUILDING ENTRANCE
- VOLUNTARY PROVIDED NON-DEDICATED SEATING
- 1 CANOPY

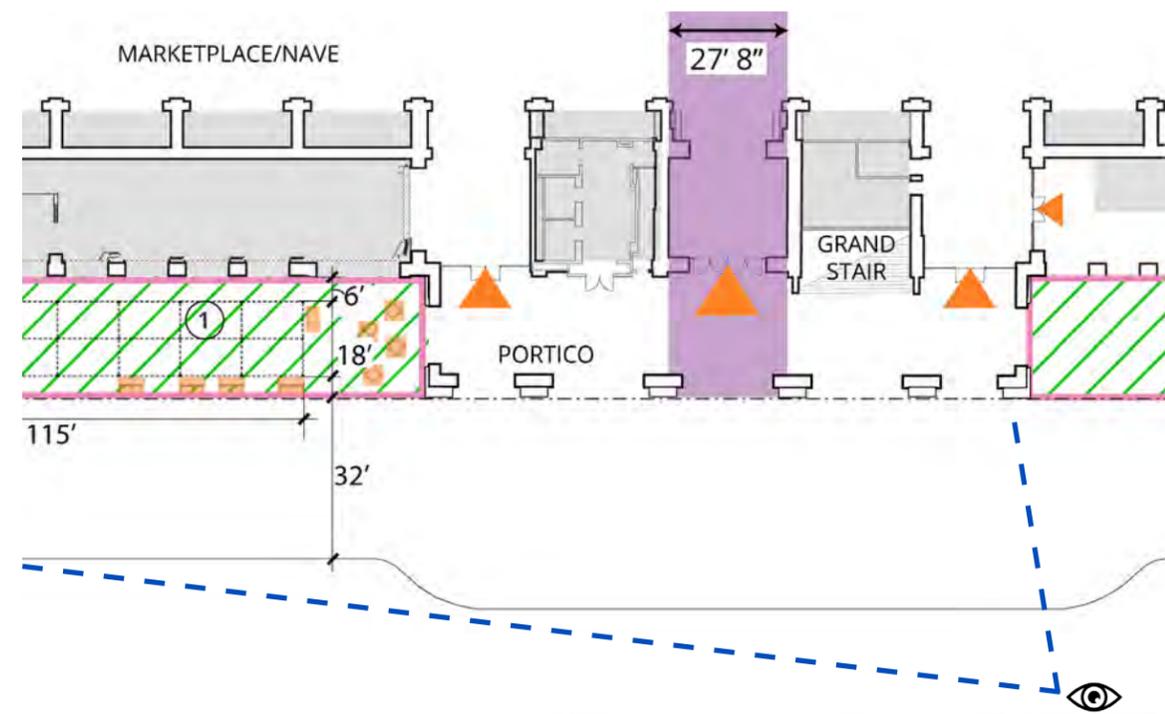
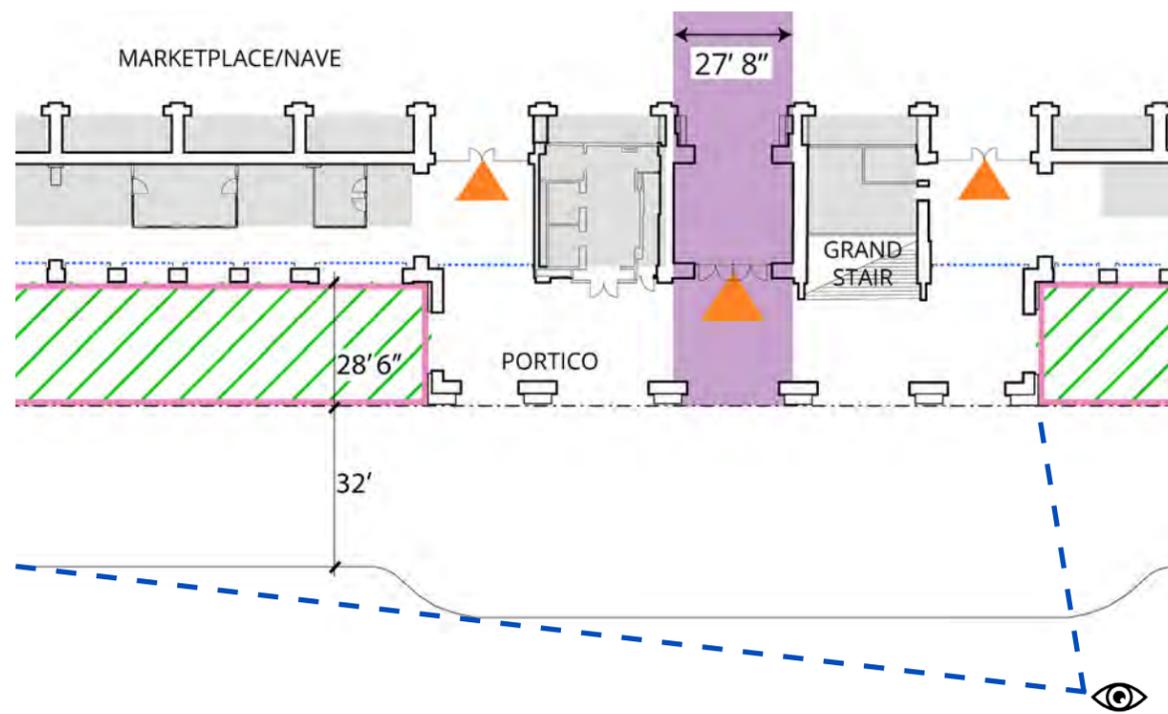


ENTRANCE PORTICO



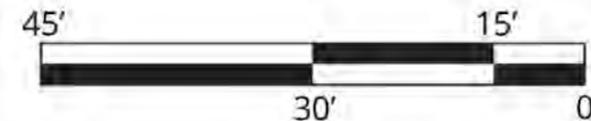
EXISTING VIEW LOOKING EAST

PROPOSED VIEW LOOKING EAST



LEGEND

- FERRY BUILDING PUBLIC PASS-THROUGHS
- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- CAFE/ MARKET ZONE
- TENANT AREA
- EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
- BUILDING ENTRANCE
- VOLUNTARY PROVIDED NON-DEDICATED SEATING
- 1 CANOPY
- EXISTING SECURITY GRILL (TO BE REMOVED)



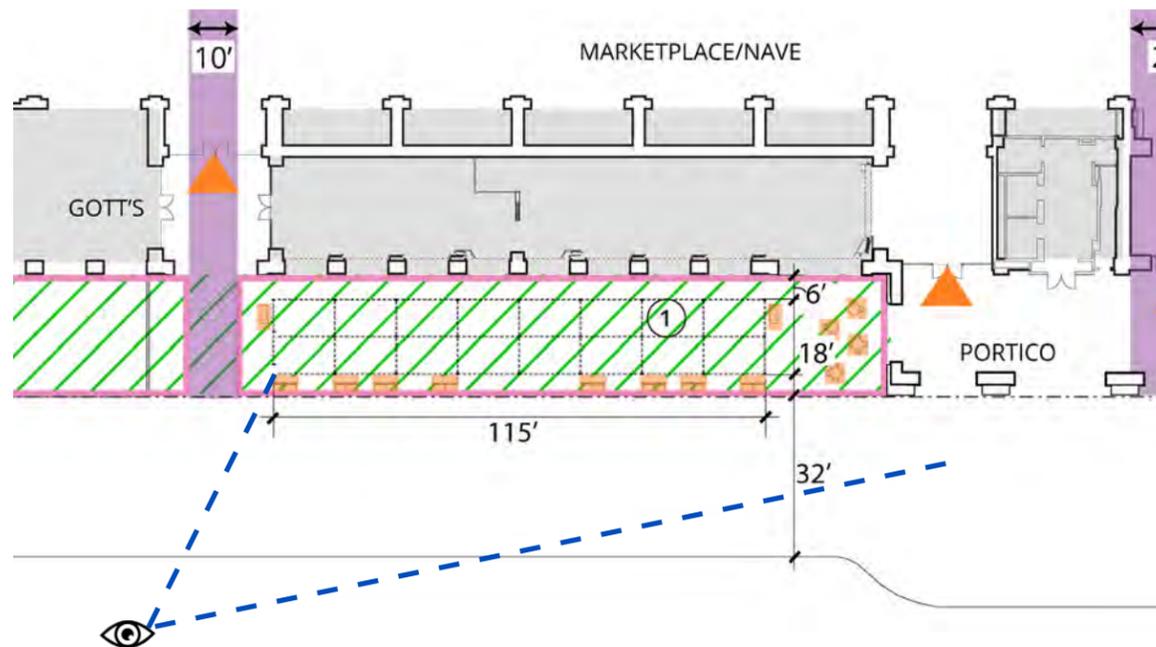
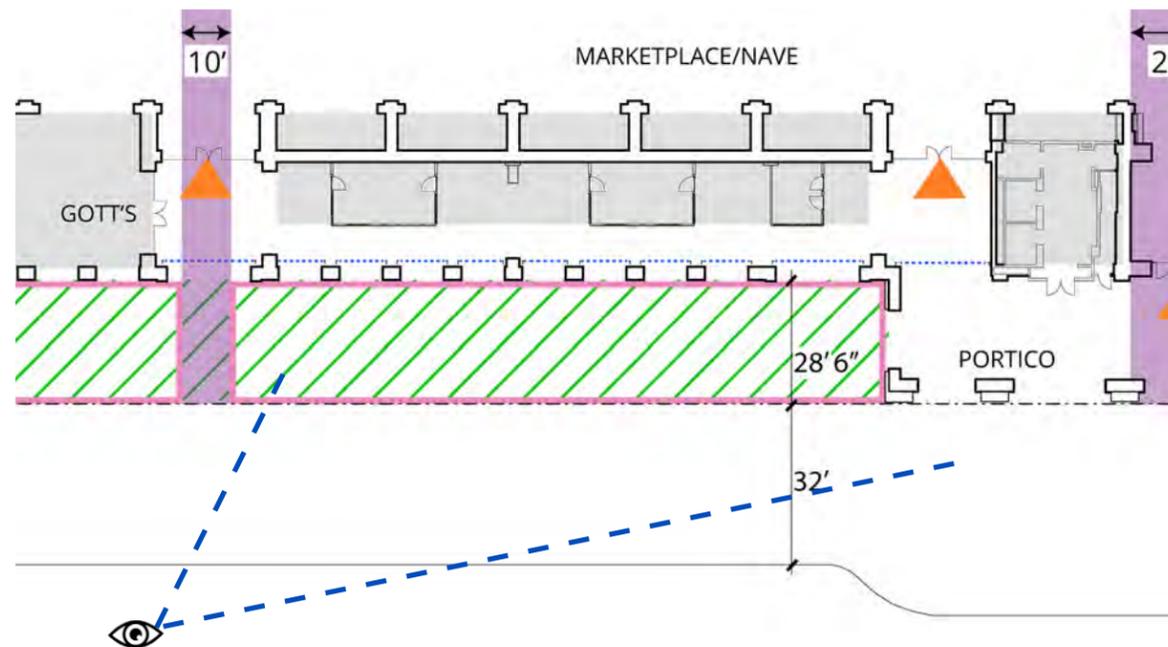
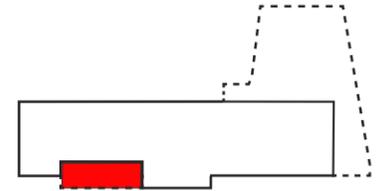
NORTH ARCADE



EXISTING VIEW LOOKING SOUTHEAST



PROPOSED VIEW LOOKING SOUTHEAST



LEGEND

- FERRY BUILDING PUBLIC PASS-THROUGHS
- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- CAFE/ MARKET ZONE
- TENANT AREA
- EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
- BUILDING ENTRANCE
- VOLUNTARY PROVIDED NON-DEDICATED SEATING
- 1 CANOPY
- EXISTING SECURITY GRILL (TO BE REMOVED)



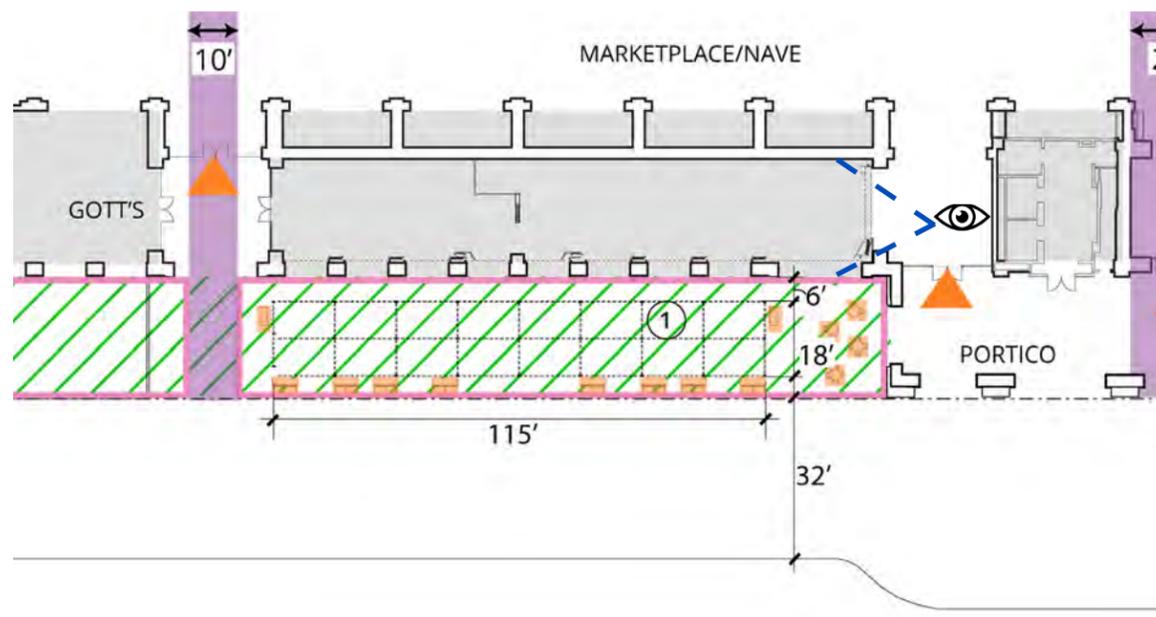
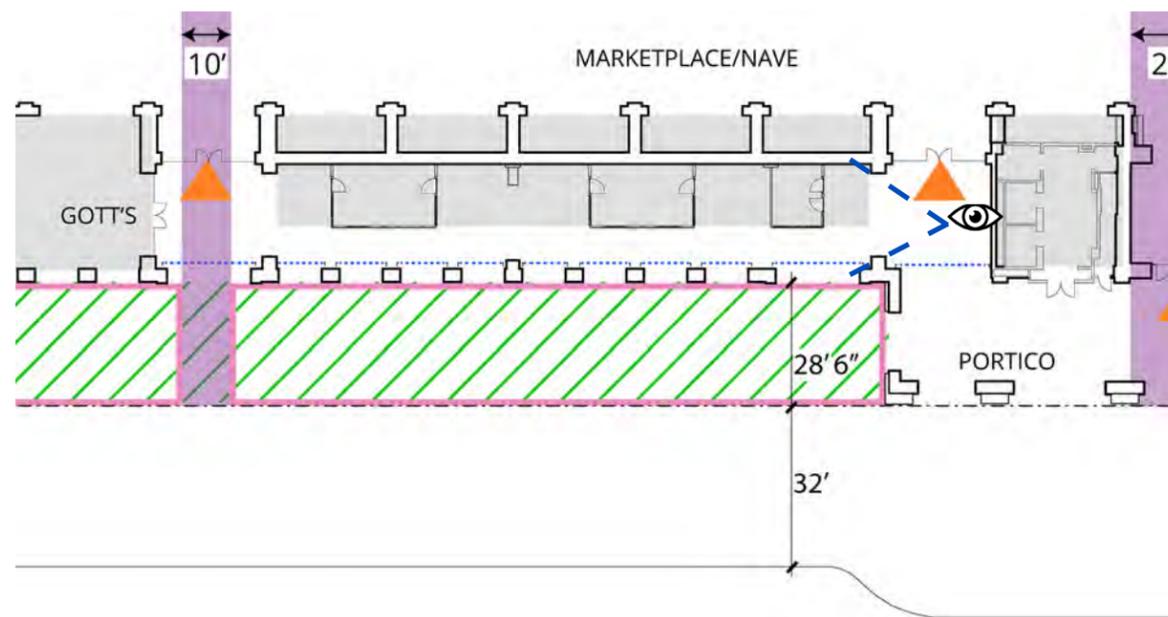
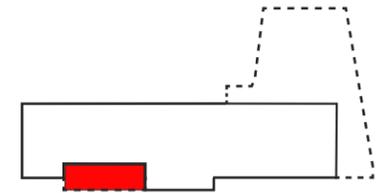
NORTH ARCADE



EXISTING VIEW LOOKING NORTH

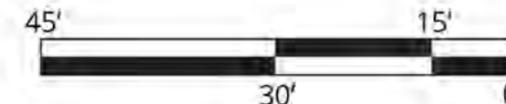


PROPOSED VIEW LOOKING NORTH



LEGEND

- FERRY BUILDING PUBLIC PASS-THROUGHS
- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- CAFE/ MARKET ZONE
- TENANT AREA
- EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
- BUILDING ENTRANCE
- VOLUNTARY PROVIDED NON-DEDICATED SEATING
- 1 CANOPY
- EXISTING SECURITY GRILL (TO BE REMOVED)



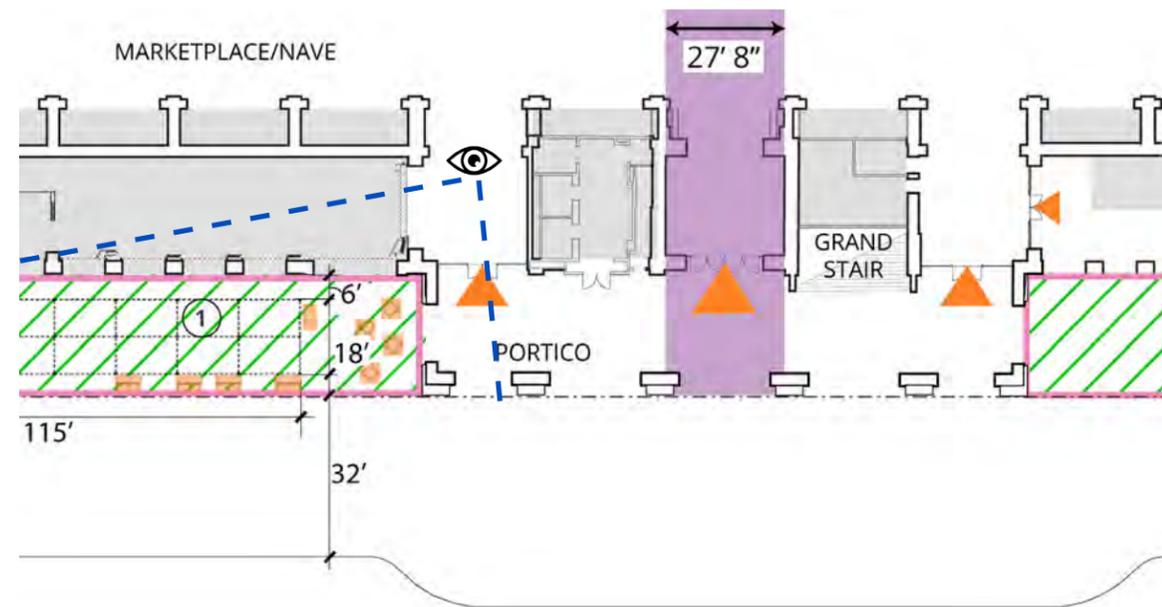
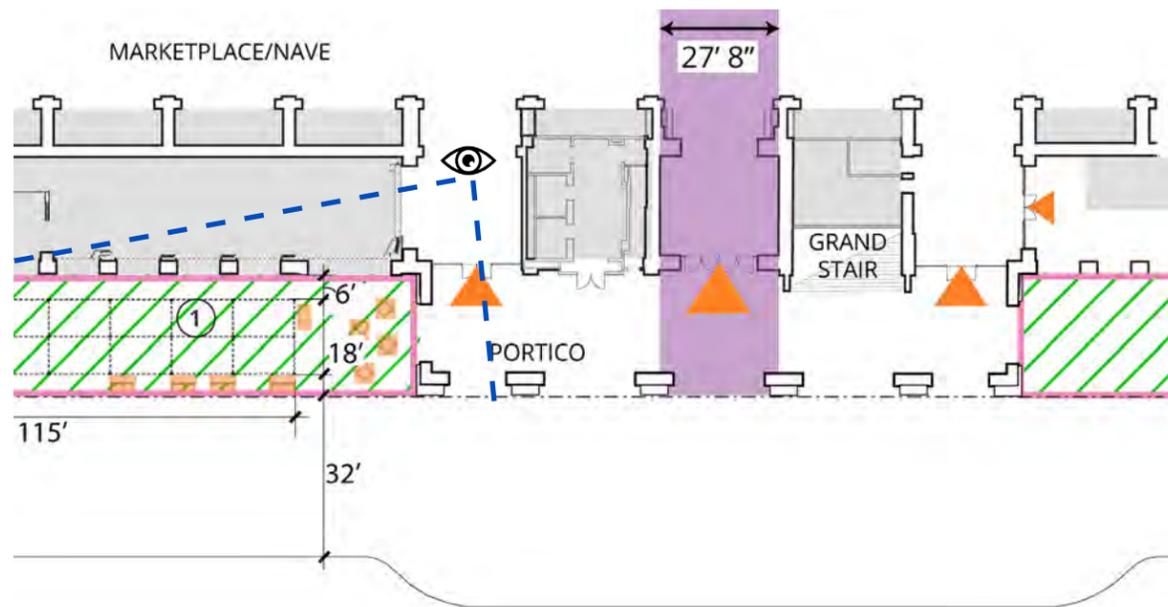
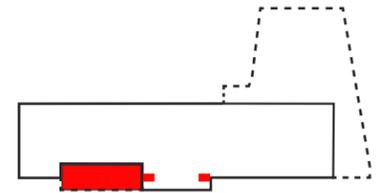
NORTH ARCADE



PROPOSED VIEW LOOKING NORTH-WEST, DAY

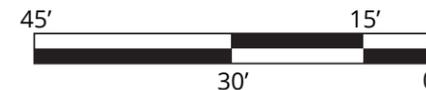


PROPOSED VIEW LOOKING NORTH-WEST, NIGHT



LEGEND

- FERRY BUILDING PUBLIC PASS-THROUGHS
- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- CAFE/ MARKET ZONE
- TENANT AREA
- EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
- BUILDING ENTRANCE
- VOLUNTARY PROVIDED NON-DEDICATED SEATING
- 1 CANOPY



MATERIALS SUMMARY *North Arcade and Cafe Zone*



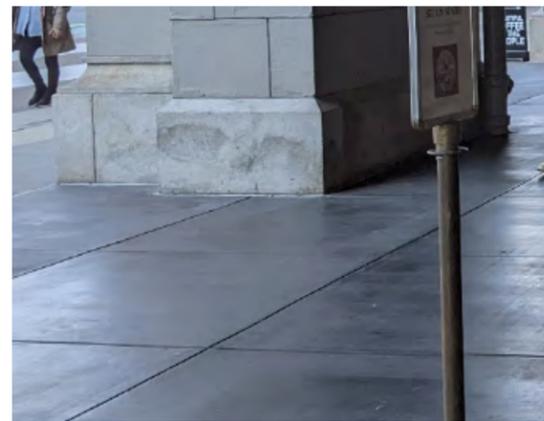
A MOVABLE RETAIL BARRIER



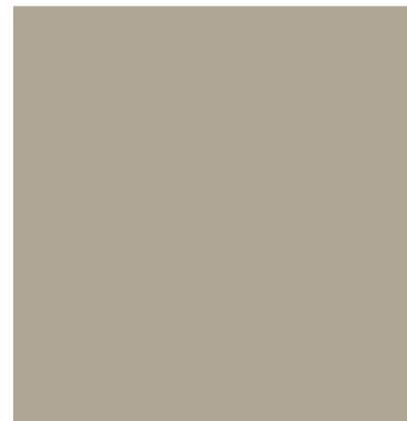
B MOVABLE PLANTERS
PRODUCT EXAMPLE
ORE MID RECTANGLE
(18" HEIGHT)



C PUBLIC SEATS- VOLUNTARY LANDSCAPE FORMS GENERATION 50 BENCH



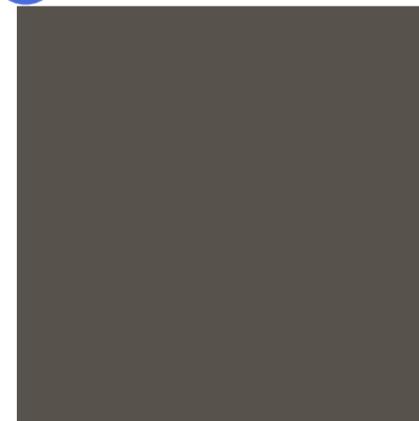
D STAINED CONCRETE TO MATCH (E) IN ARCADE AND PORTICO



PT-1 SHERWIN WILLIAMS FERRY BUILDING GRAY MASONRY

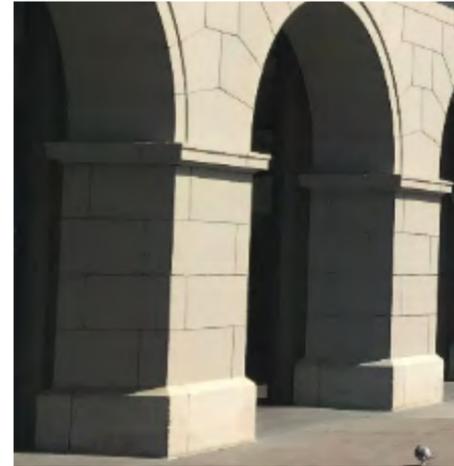
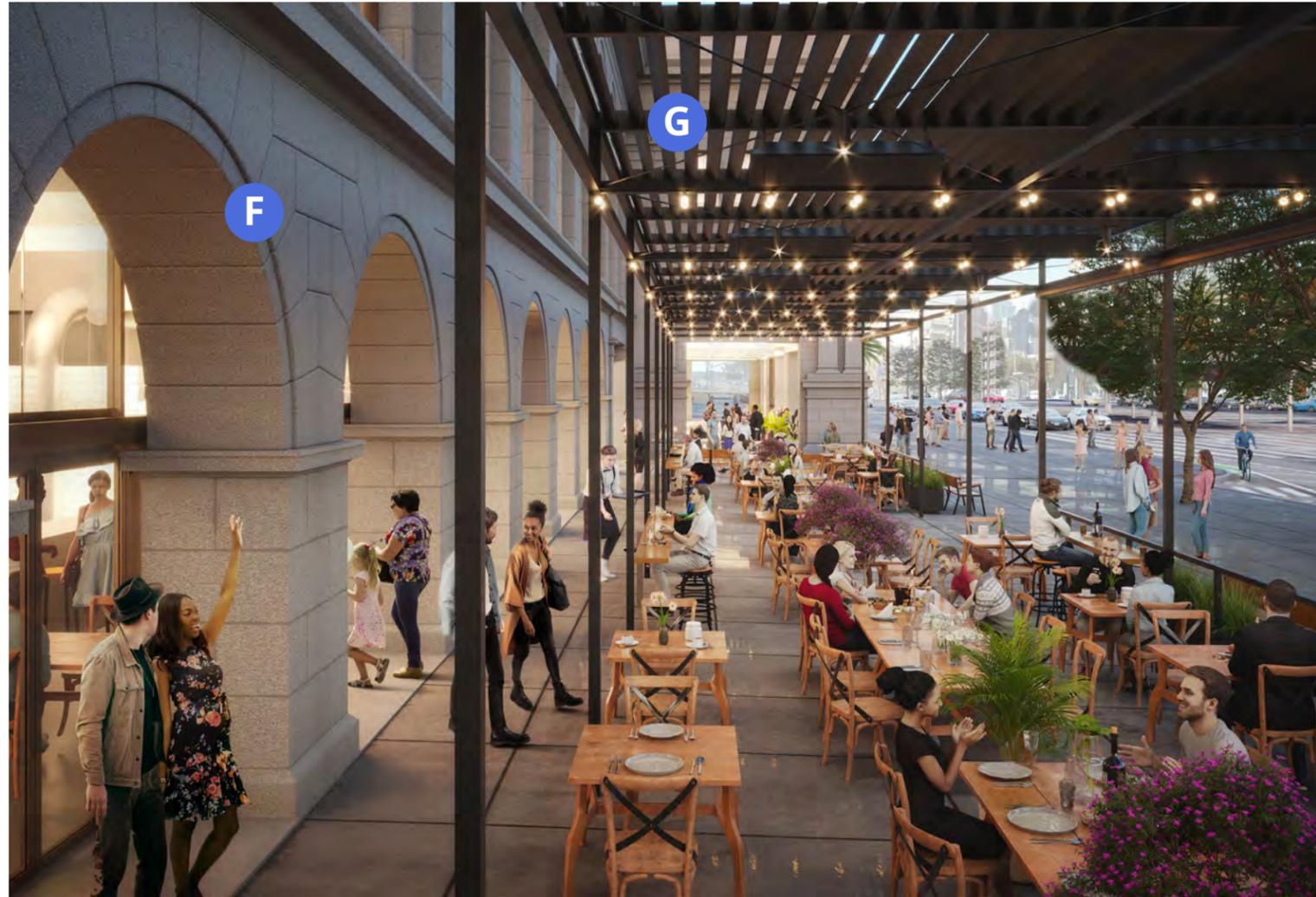


PT-2: SHERWIN WILLIAMS SAHARA ALL GLAZING & DOOR SYSTEMS TO MATCH (E)



PT-3: SHERWIN WILLIAM THUNDER GRAY STEEL CANOPY & RETAIL BARRIER

MATERIALS SUMMARY *North Arcade and Cafe Zone*



F (E) PAINTED MASONRY: (PT-1)



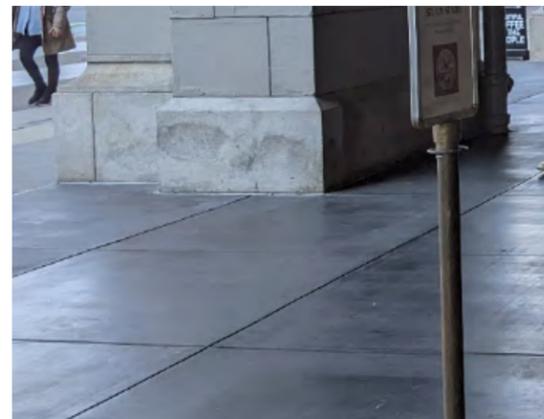
G HORIZONTAL LOUVERS AT CANOPY



H LINEAR GRILLE ABOVE EXISTING OPENING



PAINTED LINEAR GRILLE (PT-2)



D STAINED CONCRETE TO MATCH (E) IN ARCADE AND PORTICO



PT-1 SHERWIN WILLIAMS FERRY BUILDING GRAY MASONRY



PT-2: SHERWIN WILLIAMS SAHARA ALL GLAZING & DOOR SYSTEMS TO MATCH (E)



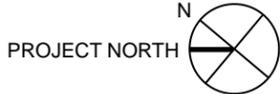
PT-3: SHERWIN WILLIAMS THUNDER GRAY STEEL CANOPY & RETAIL BARRIER

THANK YOU!



APPENDIX

EXISTING CONDITIONS PHOTOS *Key Plan*



EXISTING CONDITIONS PHOTOS *Weekday Morning*



1A



1B



2A



2B



2C



2D



3A



3B



3C



3D



3E



3F

Photos taken Wednesday June 14, 2023 at 9am.

EXISTING CONDITIONS PHOTOS *Weekday Lunchtime*



1A



1B



2A



2B



2C



2D



3A



3B



3C



3D



3E



3F

Photos taken Wednesday June 14, 2023 at 12:30pm.

EXISTING CONDITIONS PHOTOS *Weekday Evening*



1A



1B



2A



2B



2C



2D



3A



3B



3C



3D



3E



3F

Photos taken Wednesday June 14, 2023 at 5pm, except 1A, which was taken Thursday February 16, 2024 at 4pm.

EXISTING CONDITIONS PHOTOS *Market Day*



1A



1B



2A



2B



2C



2D



3A



3B



3C



3D



3E

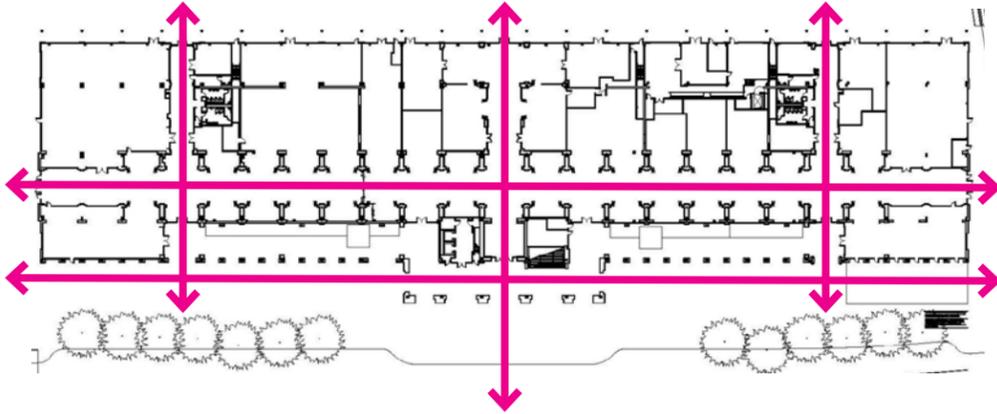
Photos taken Saturday June 10, 2023 between 10am and 11am.

LANDSCAPE CONCEPT

FRONT



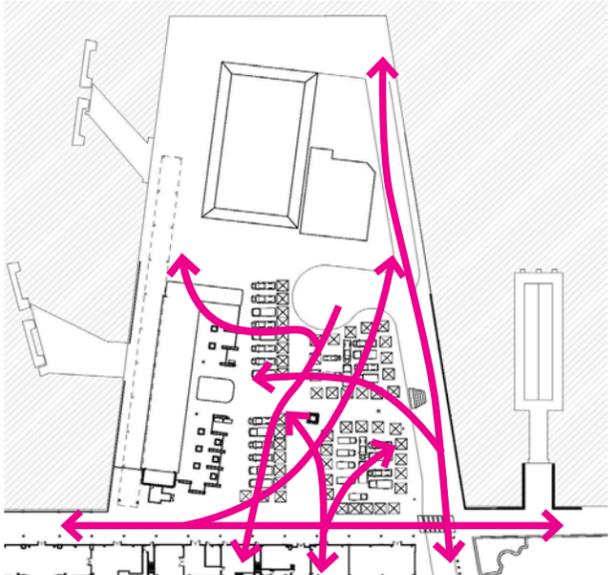
FORMAL, SYMMETRIC, ICONIC LANDSCAPE



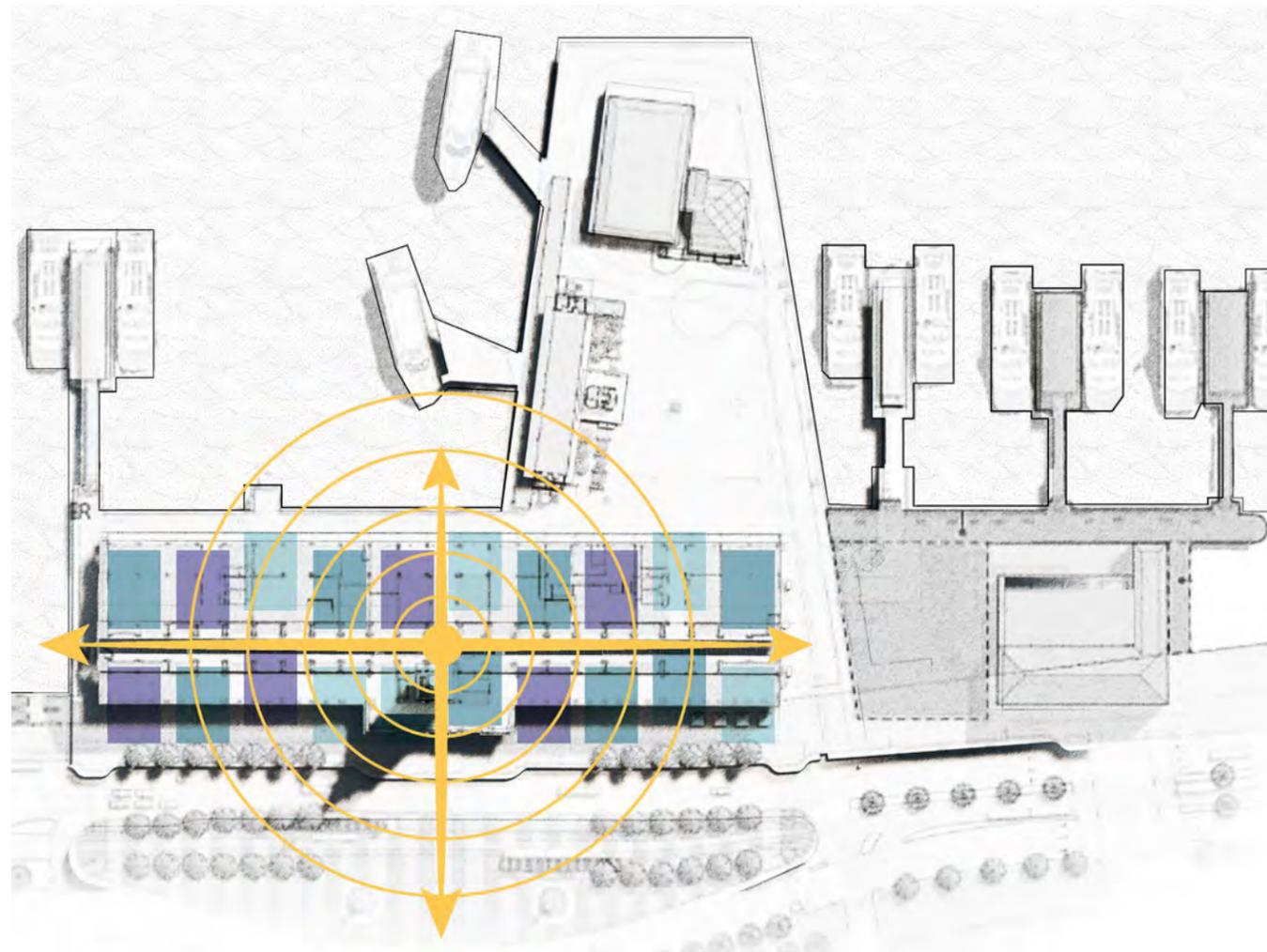
BACK



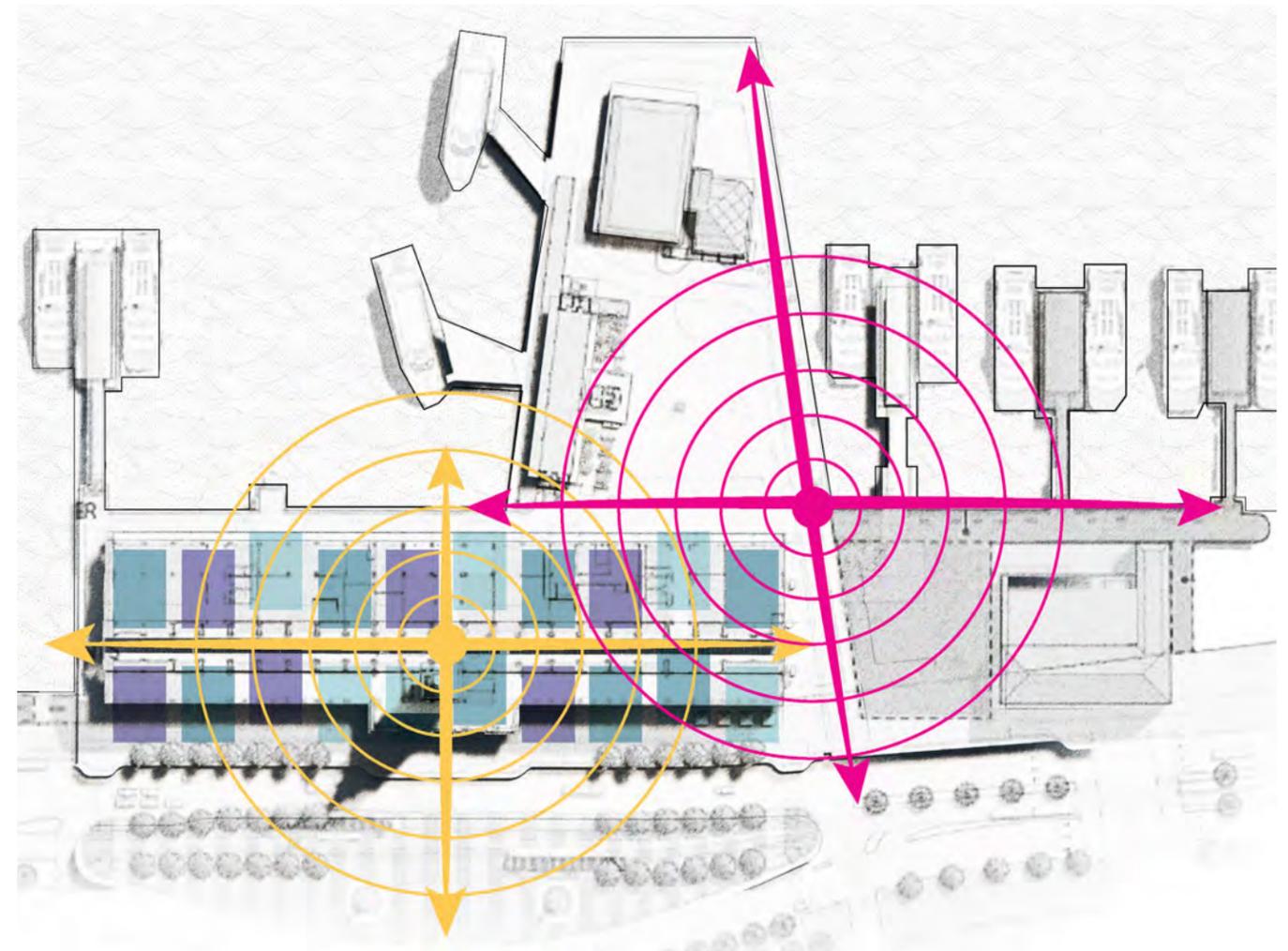
INFORMAL, IRREGULAR, WORKING LANDSCAPE



CROSSROADS

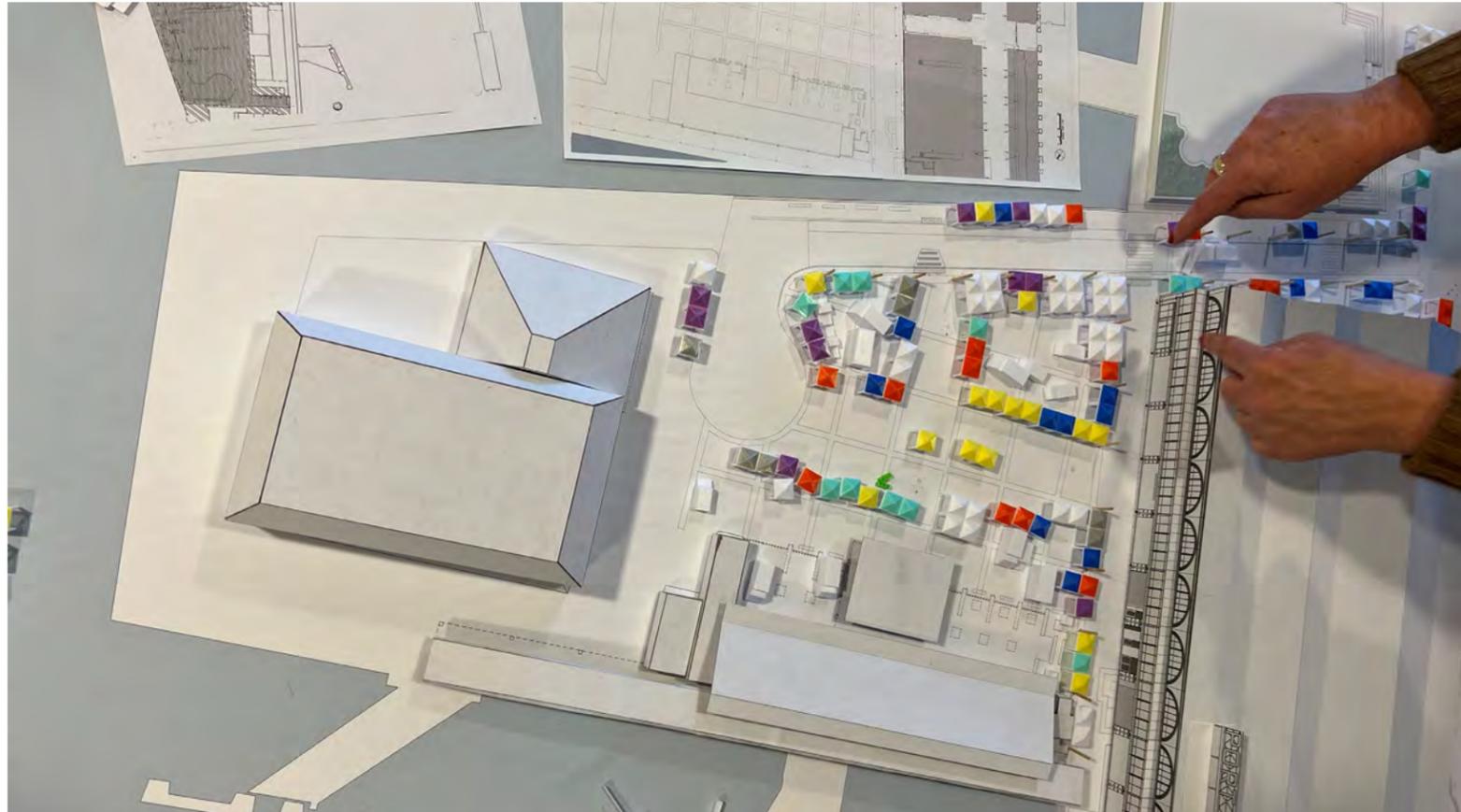


EXISTING



PROPOSED

COORDINATION WITH FOODWISE / FARMERS MARKET



WHAT MAKES THIS A CIVIC PLACE?

FORMAL SYMMETRY



PUBLIC TRANSPORTATION



EDUCATION



FARMERS AND LOCAL FOOD



LOCAL ECOLOGY



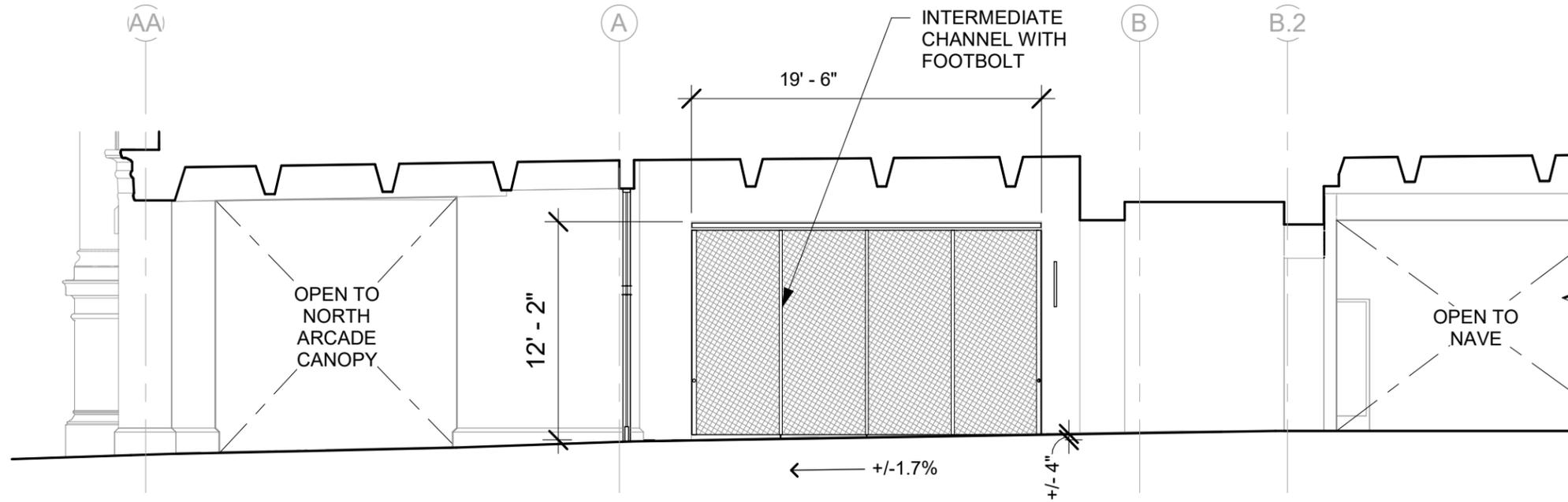
STEWARDSHIP



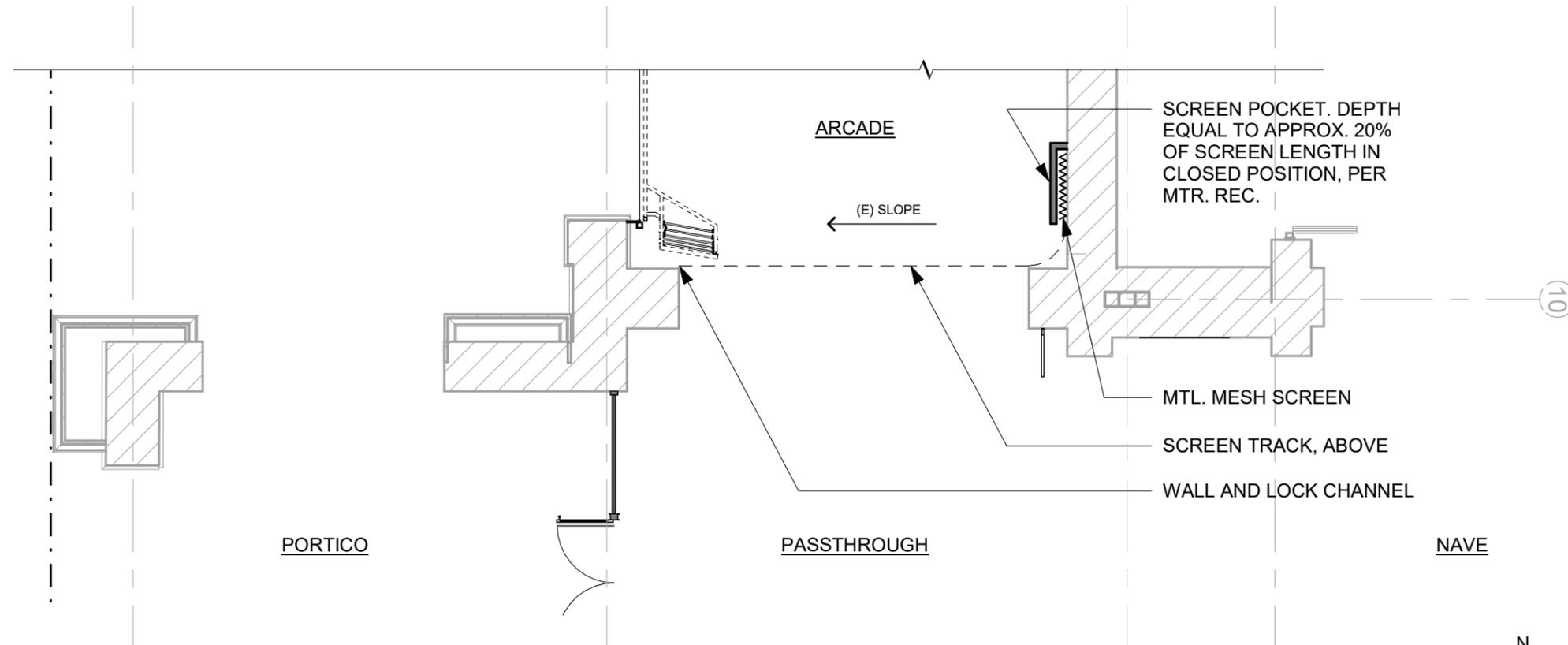
The Ferry Building and its surroundings carry a strong civic identity for many people. For many it is a must-see destination when visiting the Bay Area and a place locals take their relatives to show off our region.

The strength of this civic space is made by the overlapping of many qualities which connect people both to each other and to the ecology and culture that are special to the Bay Area. The proposed design for the Ferry Building will build on these identified civic qualities and in many cases improve function of the site.

INTERIOR OPERABLE PARTITION *North Arcade and Cafe Zone*

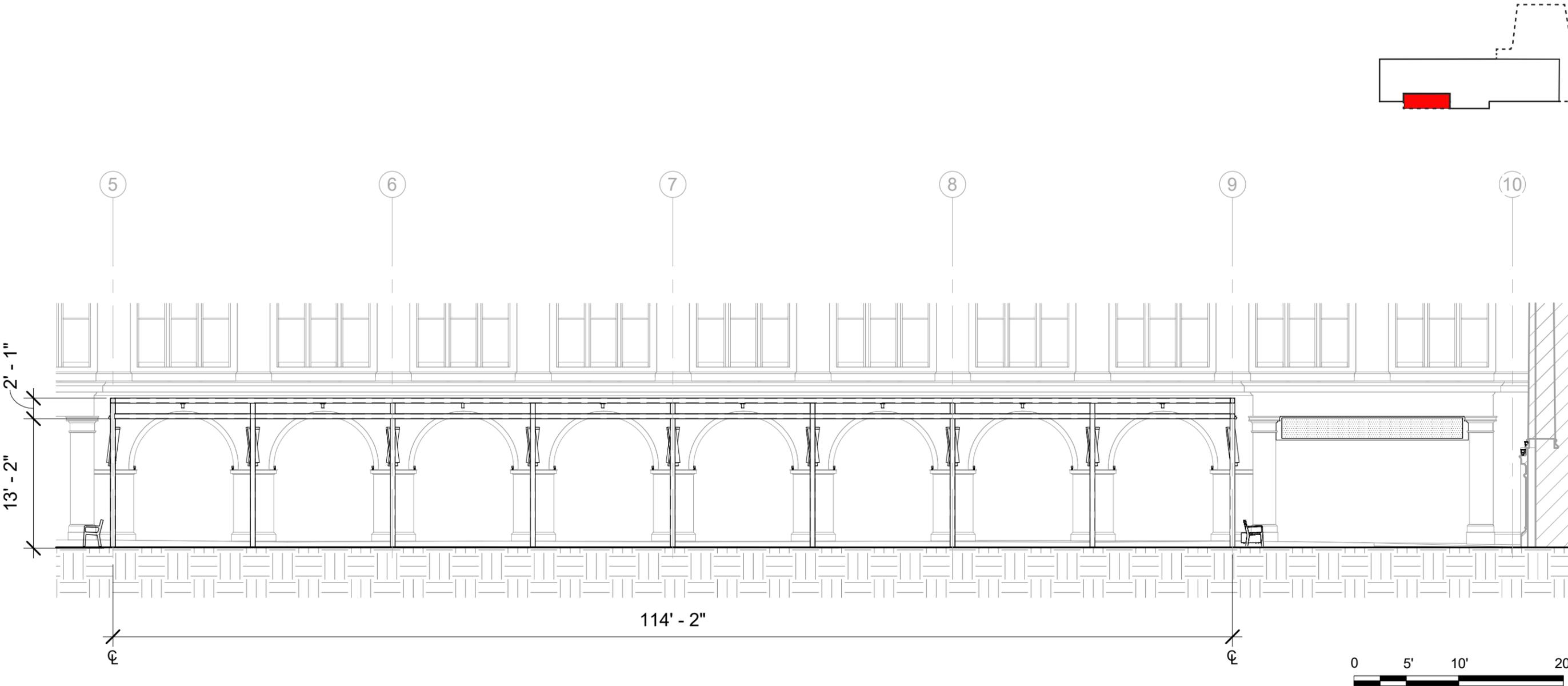


SECTION/ELEVATION AT NORTH PORTICO ENTRANCE LOOKING TOWARDS ARCADE



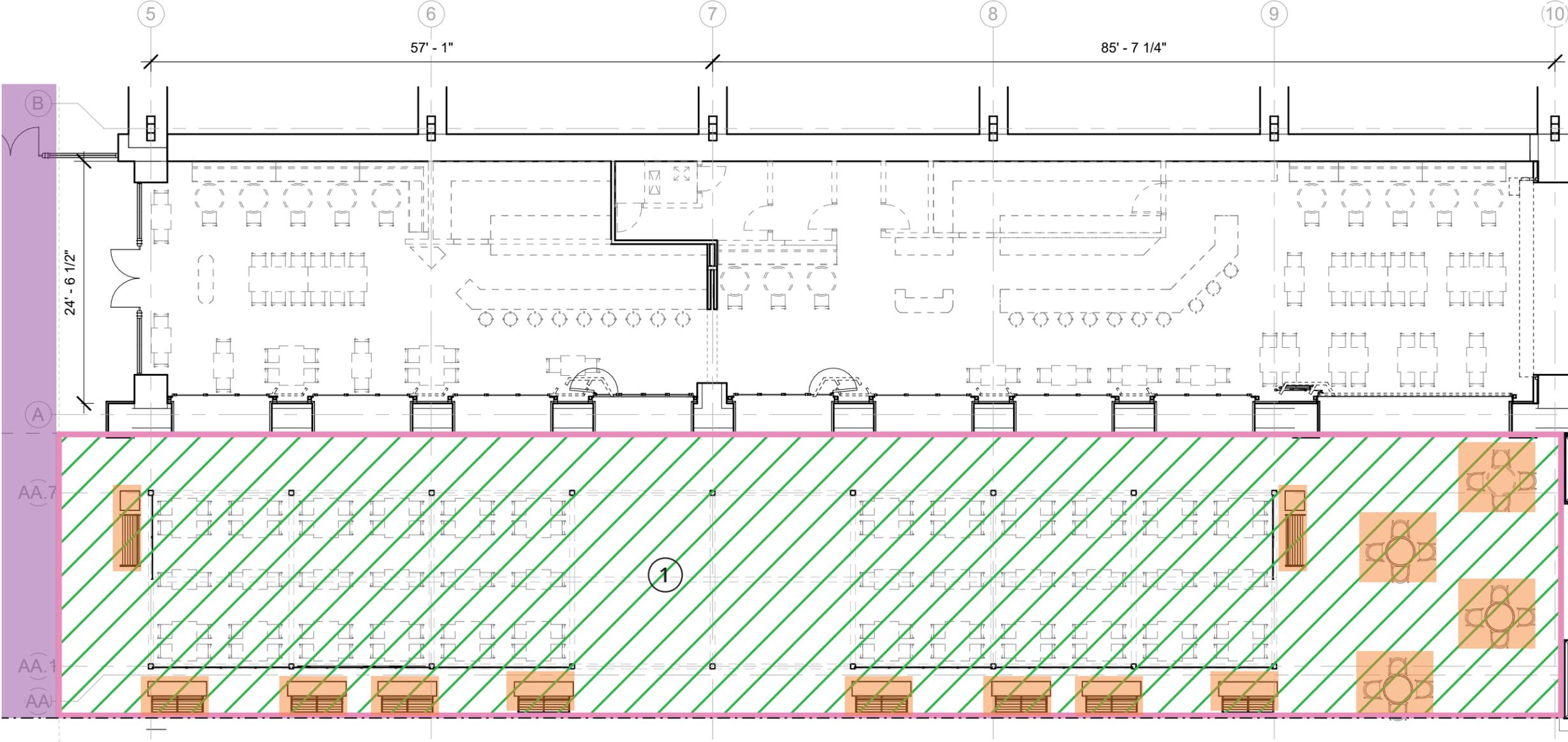
FLOOR PLAN

CANOPY ELEVATION



NORTH ARCADE - CONCEPTUAL CANOPY & TENANT LAYOUT

CONCEPTUAL LAYOUT

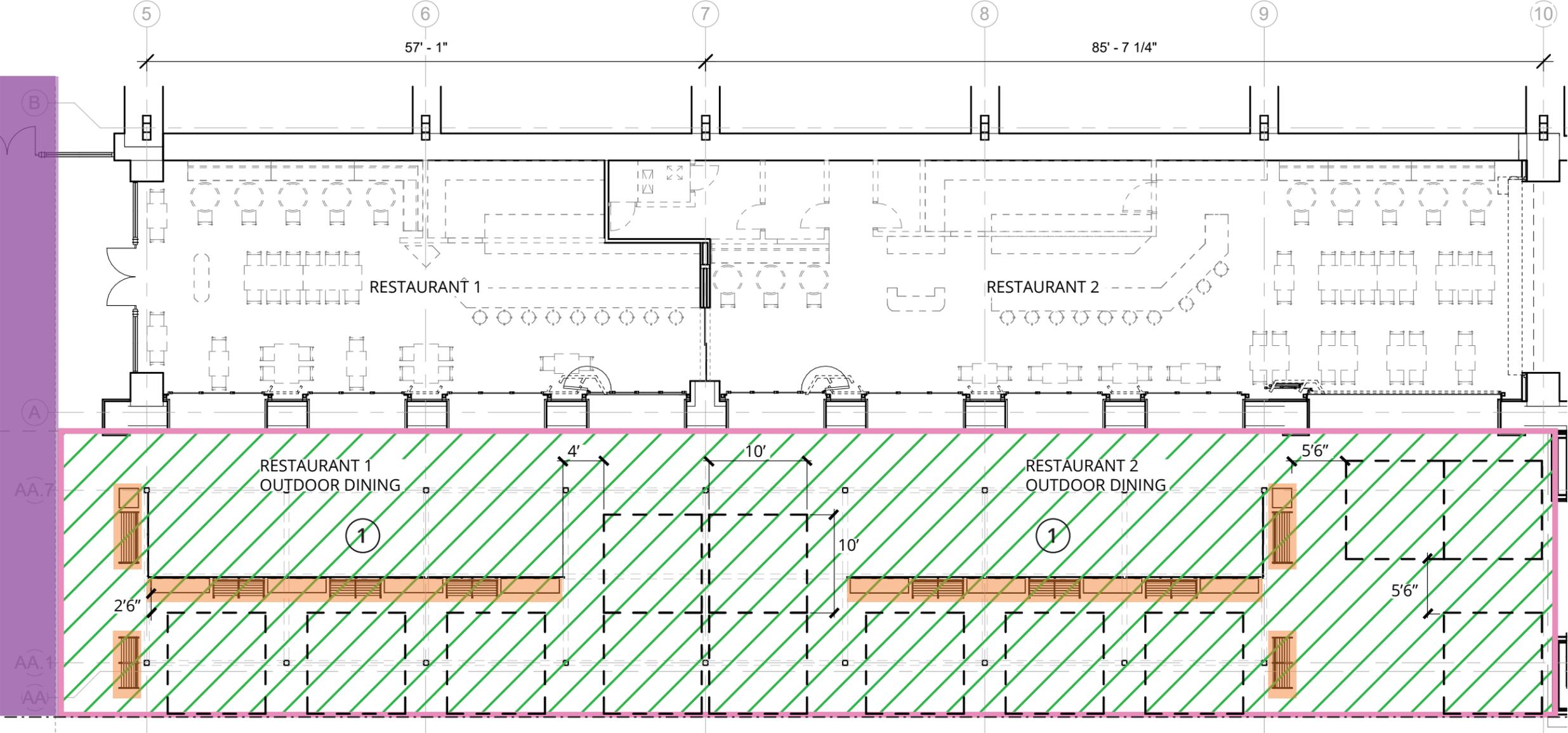
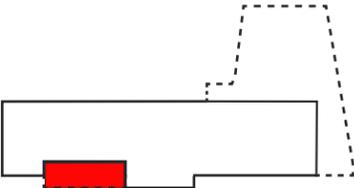


LEGEND

-  FERRY BUILDING PUBLIC PASS-THROUGHS
-  CAFE/ MARKET ZONE
-  EXTENT OF LEASE BOUNDARY AND EASEMENTS
-  EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
-  VOLUNTARY PROVIDED NON-DEDICATED SEATING
-  CANOPY

NORTH ARCADE - CANOPY & CONCEPTUAL TENT LAYOUT

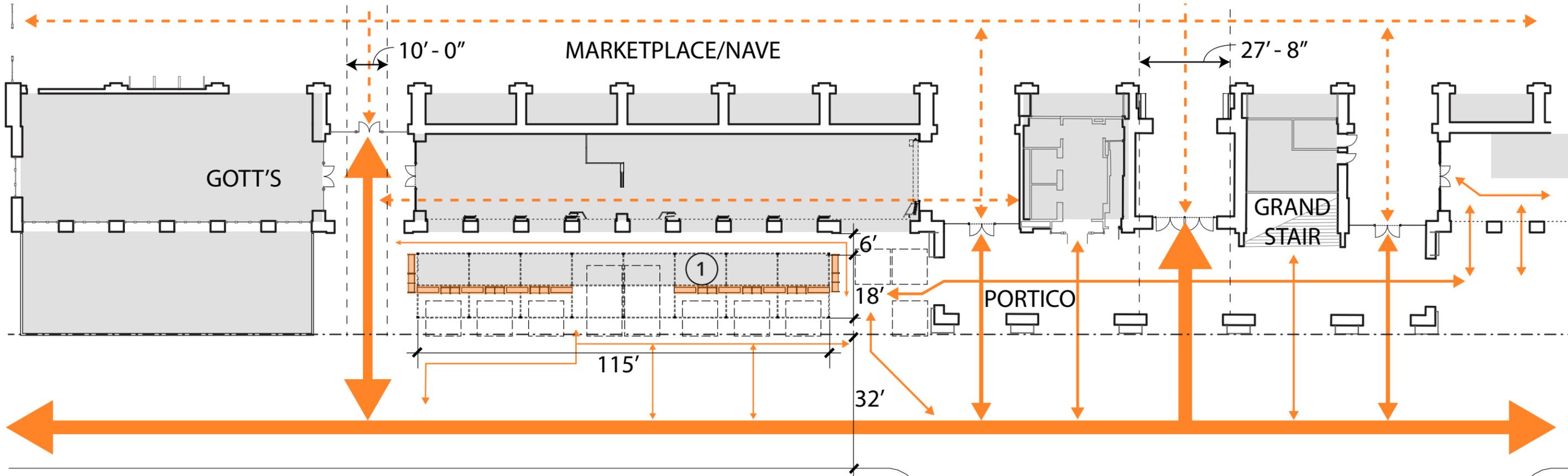
CONCEPTUAL LAYOUT



LEGEND

- FERRY BUILDING PUBLIC PASS-THROUGHS
- CAFE/ MARKET ZONE
- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- EXTERIOR PUBLIC ACCESS WITHIN LEASE BOUNDARY AND EASEMENTS
- VOLUNTARY PROVIDED NON-DEDICATED SEATING
- CANOPY
- 10'X10' TENT

NORTH ARCADE PROPOSED MARKET DAY CIRCULATION



LEGEND

- FERRY BUILDING PUBLIC PASS-THROUGHS
- EXTENT OF LEASE BOUNDARY AND EASEMENTS
- TENANT AREA
- EXTERIOR CIRCULATION, THICKNESS VARIES BY VOLUME OF PEOPLE
- INTERIOR CIRCULATION
- VOLUNTARY PROVIDED NON-DEDICATED SEATING
- EXISTING SECURITY GRILL
- 1 CANOPY
- 10'X10' TENT



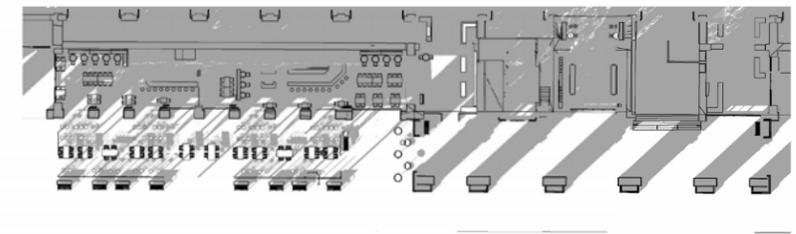
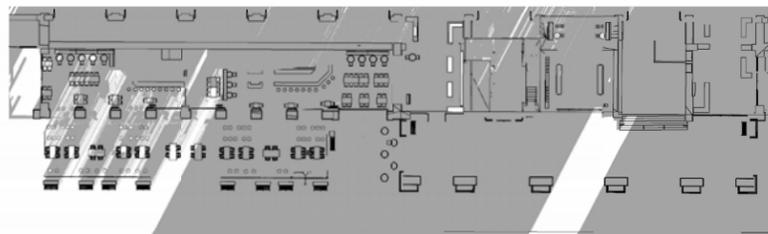
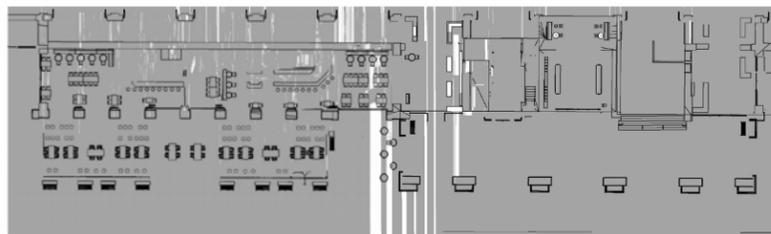
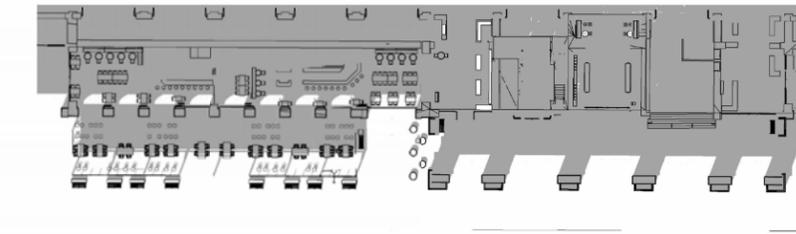
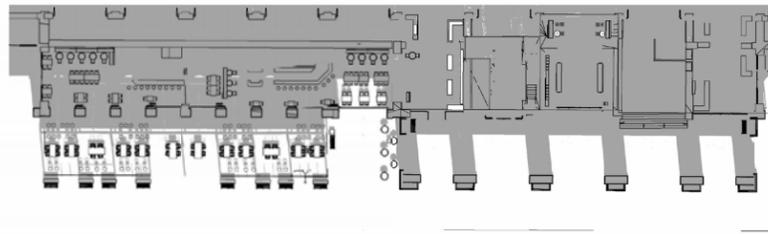
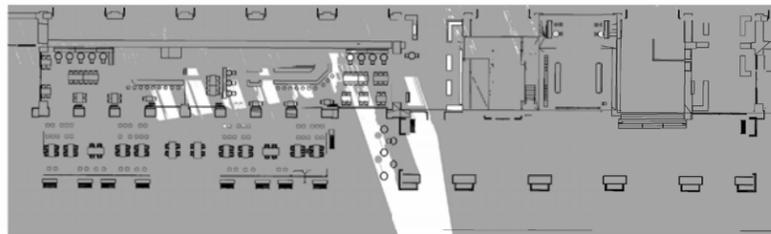
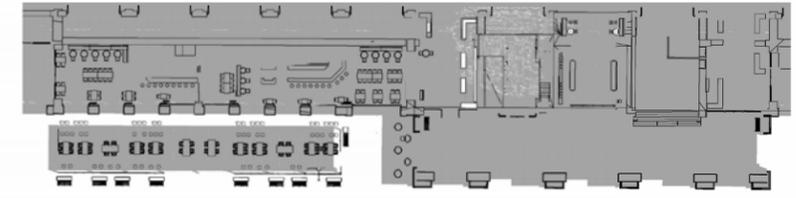
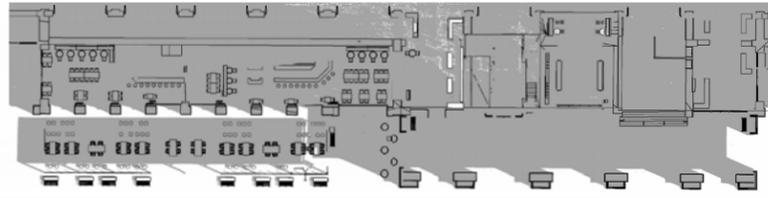
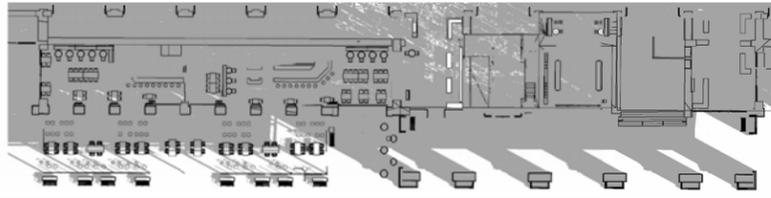
ENTRANCE PORTICO & ARCADE CLIMATIC CONDITIONS

WINTER SOLSTICE

SPRING EQUINOX

SUMMER SOLSTICE

12 PM
3 PM
6 PM
PREVAILING WINDS



DEC
DECEMBER:
6 TO 16 MPH, 23% CALM



MAR
MARCH:
5 TO 15 MPH, 11% CALM



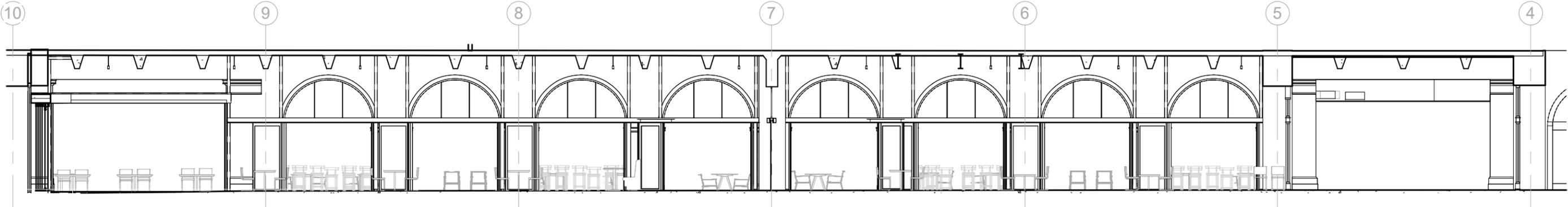
JUN
JUNE:
5 TO 21 MPH, 14% CALM
SEPTEMBER (FOR REFERENCE):
5 TO 16 MPH, 10% CALM

AVERAGE TEMPERATURE: 58F / 47F (HIGH/LOW)

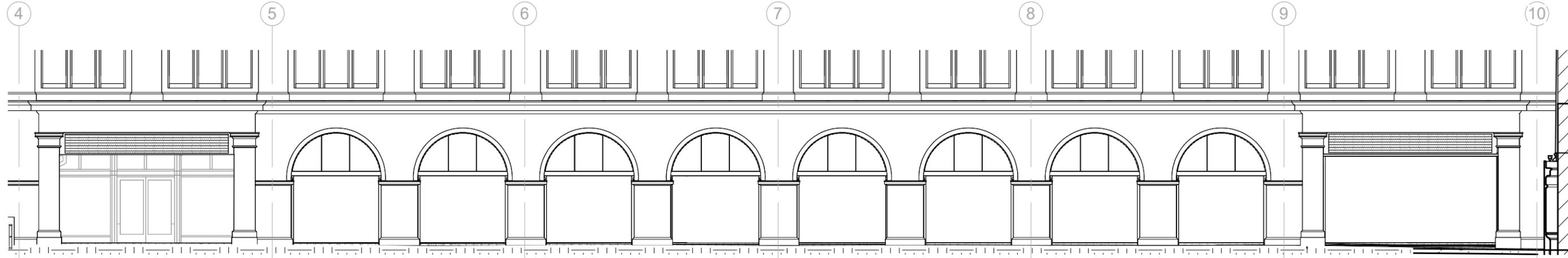
AVERAGE TEMPERATURE: 62F / 49F (HIGH/LOW)

AVERAGE TEMPERATURE: 67F / 53F (HIGH/LOW)

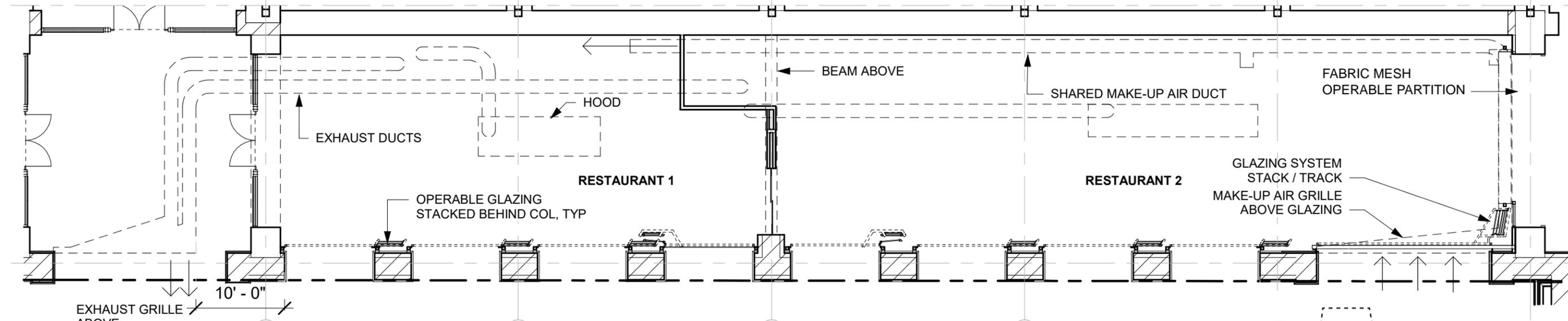
NORTH ARCADE - OPEN



INTERIOR ELEVATION



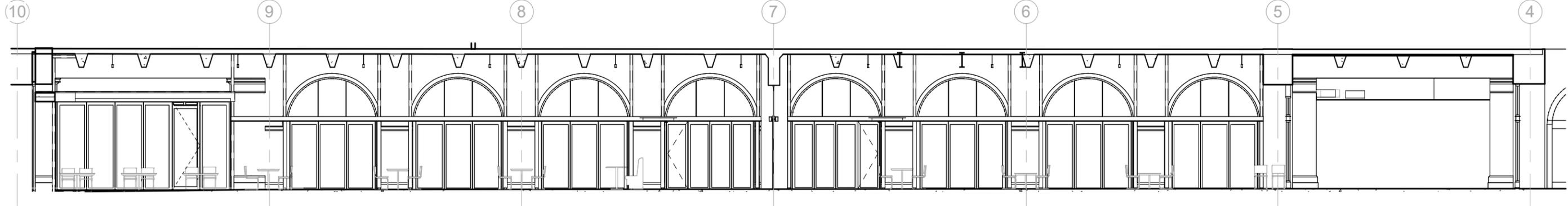
EXTERIOR ELEVATION



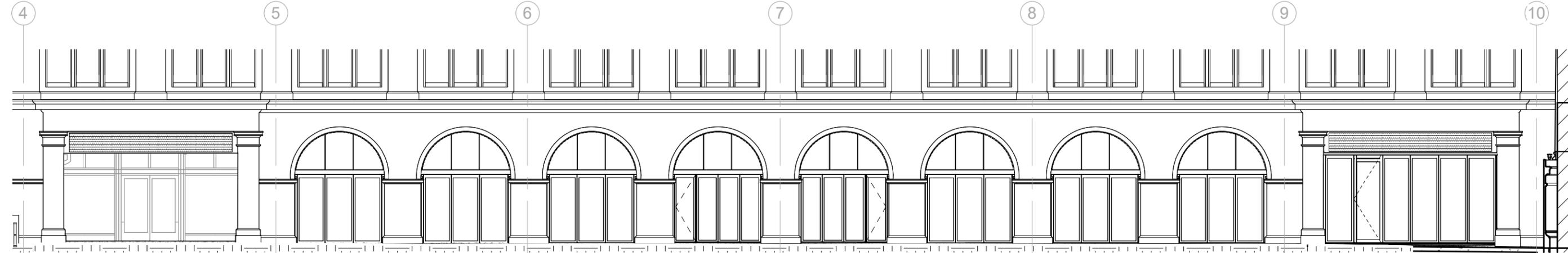
FLOOR PLAN



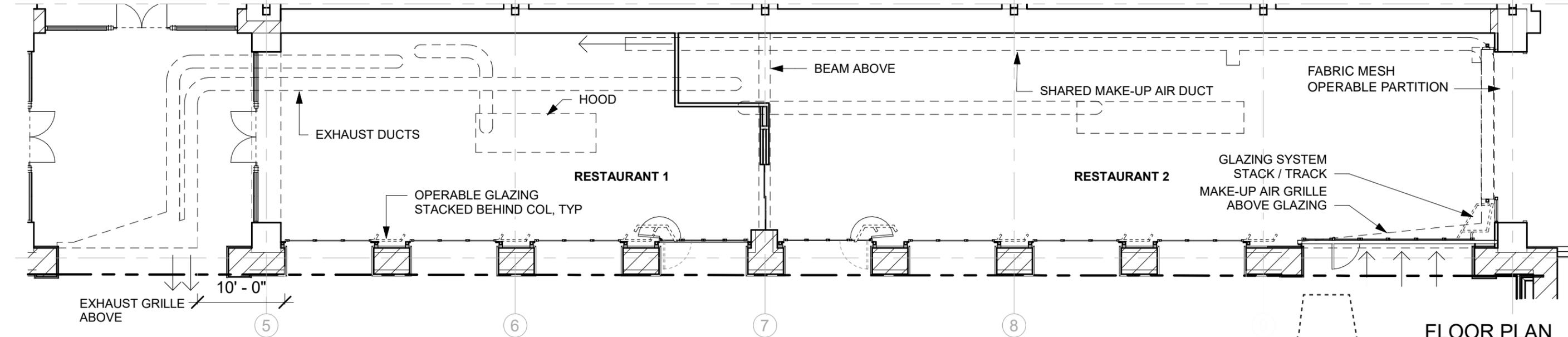
NORTH ARCADE - CLOSED



INTERIOR ELEVATION



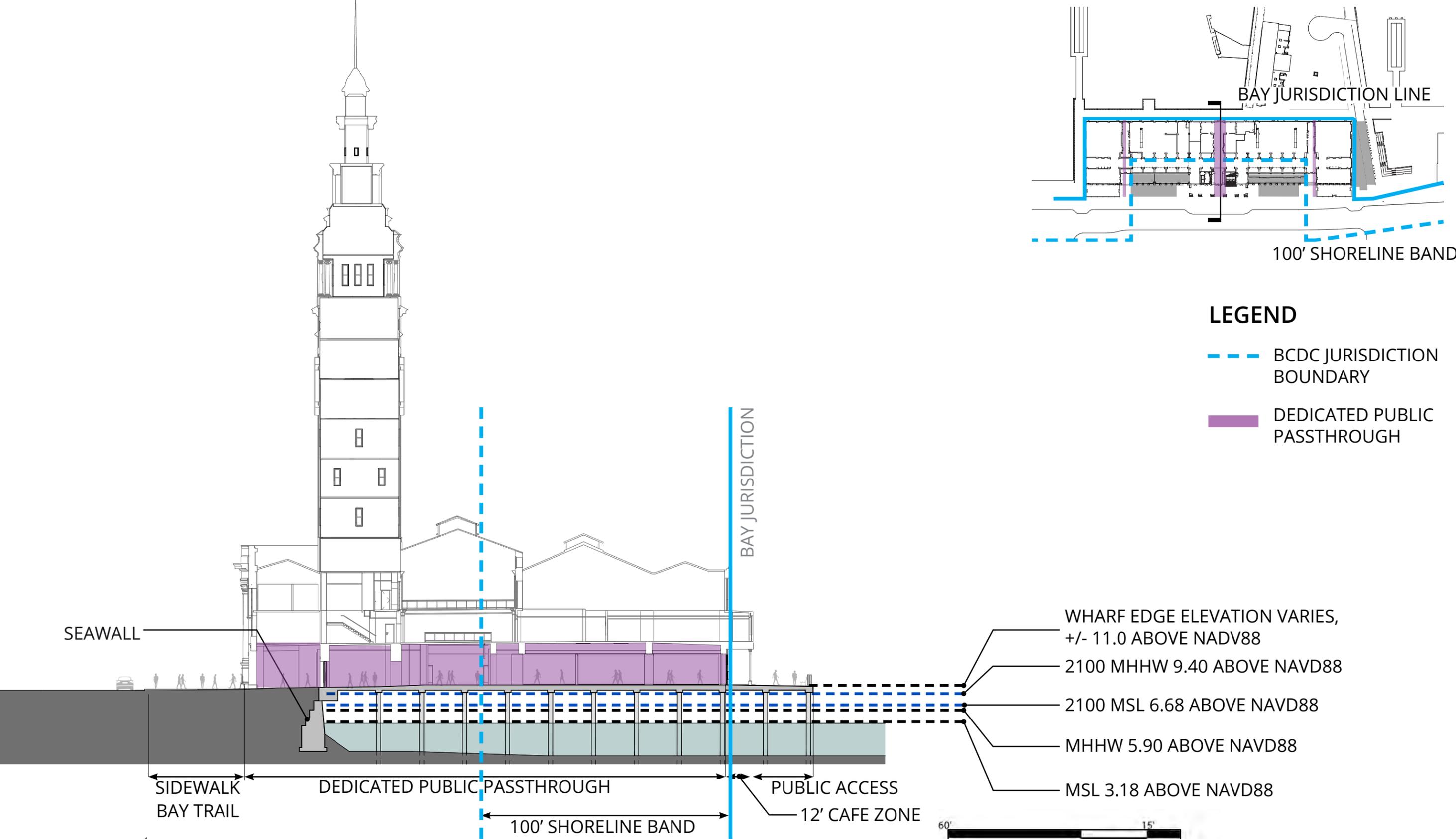
EXTERIOR ELEVATION



FLOOR PLAN

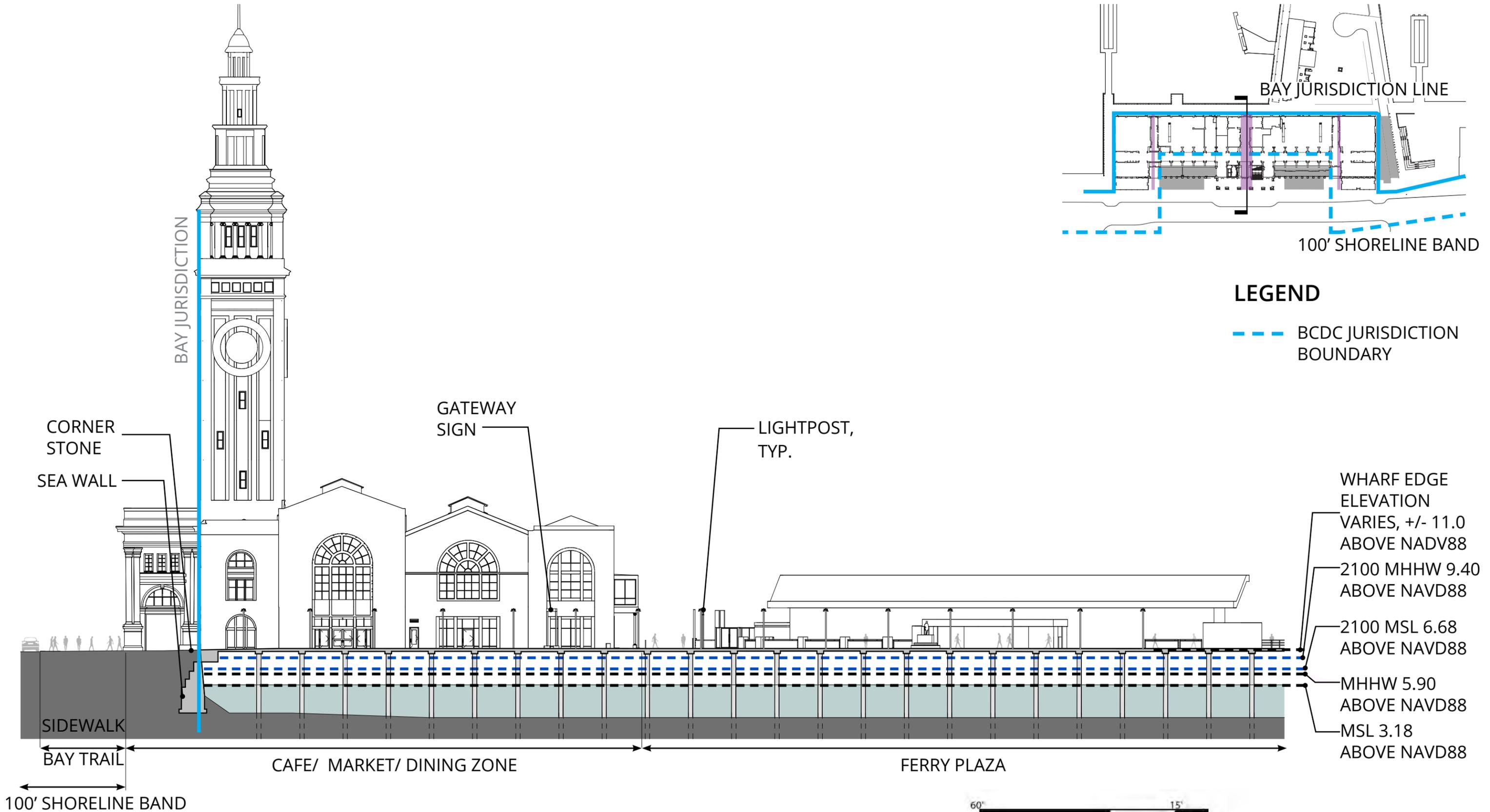


E-W SECTION THROUGH CENTRAL PASSTHROUGH



- LEGEND**
- - - BCDC JURISDICTION BOUNDARY
 - DEDICATED PUBLIC PASSTHROUGH

E-W SECTION THROUGH SOUTH PROMENADE



CORNER STONE
SEA WALL

GATEWAY SIGN

LIGHTPOST, TYP.

LEGEND
 - - - BCDC JURISDICTION BOUNDARY

WHARF EDGE ELEVATION VARIES, +/- 11.0 ABOVE NAVD88
 2100 MHHW 9.40 ABOVE NAVD88
 2100 MSL 6.68 ABOVE NAVD88
 MHHW 5.90 ABOVE NAVD88
 MSL 3.18 ABOVE NAVD88

SIDEWALK
 BAY TRAIL
 100' SHORELINE BAND

CAFE/ MARKET/ DINING ZONE

FERRY PLAZA

