

Port City: Promise and Challenge



**“The Elephant Obstructing Beauty: The Embarcadero Freeway” – *Lost SF*
(1958 – 1991)**



SAN FRANCISCO
ARCHITECTURAL
HERITAGE



"Remember the Embarcadero Freeway?"

San Franciscans wince at the memory. It was the elevated freeway to nowhere, gray as a prison, ugly as sin. It ran right in front of the Ferry Building, which not long ago was a building with a past and no future."

– Carl Nolte, SF Chronicle, March 6, 2011



SAN FRANCISCO
ARCHITECTURAL
HERITAGE



SAN FRANCISCO
ARCHITECTURAL
HERITAGE



www.amosgoldbaum.com/Shirts/ferrybuilding.html



“Now the Embarcadero is a showpiece: open to the sky, lined with palm trees, the city on one side, the bay on the other. Colorful streetcars run down the middle.”

– Carl Nolte, SF Chronicle, March 6, 2011



SAN FRANCISCO
ARCHITECTURAL
HERITAGE

When asked if the Port will be able to maintain the level of rehabilitation seen at the Ferry Building, one local developer replied:

“It is *not* possible to continue such development. There are the physical costs of development. There are the influences of regulatory agencies with different roles and jurisdictional responsibilities ...and market realities making it economically challenging and important to be able to reach compromises, build new alliances, and to balance otherwise competing goals.”

Port City Introduction



SAN FRANCISCO
ARCHITECTURAL
HERITAGE

Challenges

- **Public Trust Doctrine/Tidelands Trust Issues**
- **Obsolescence**
- **Costs of repairing and redeveloping historic finger piers**
- **Costs for seismic upgrades**



SAN FRANCISCO
ARCHITECTURAL
HERITAGE

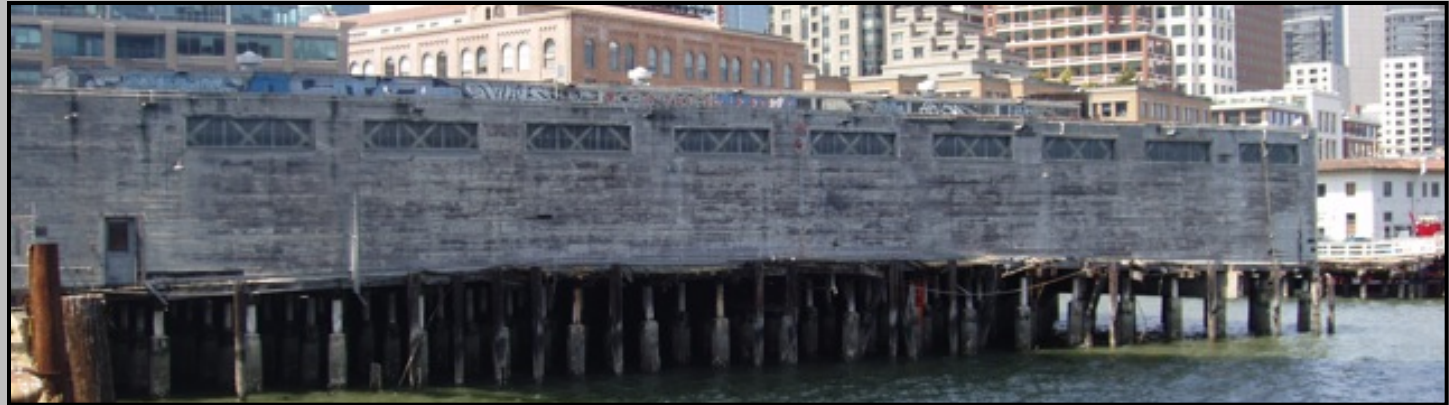
The Piers

Nos. 1 ½, 3 & 5



SAN FRANCISCO
ARCHITECTURAL
HERITAGE

Pier 24 Annex: Pilara Foundation



Before



After



SAN FRANCISCO
ARCHITECTURAL
HERITAGE



SAN FRANCISCO
ARCHITECTURAL
HERITAGE

Exploratorium



Pier 17 and Pier 15



Pier 17



SAN FRANCISCO
ARCHITECTURAL
HERITAGE

Exploratorium



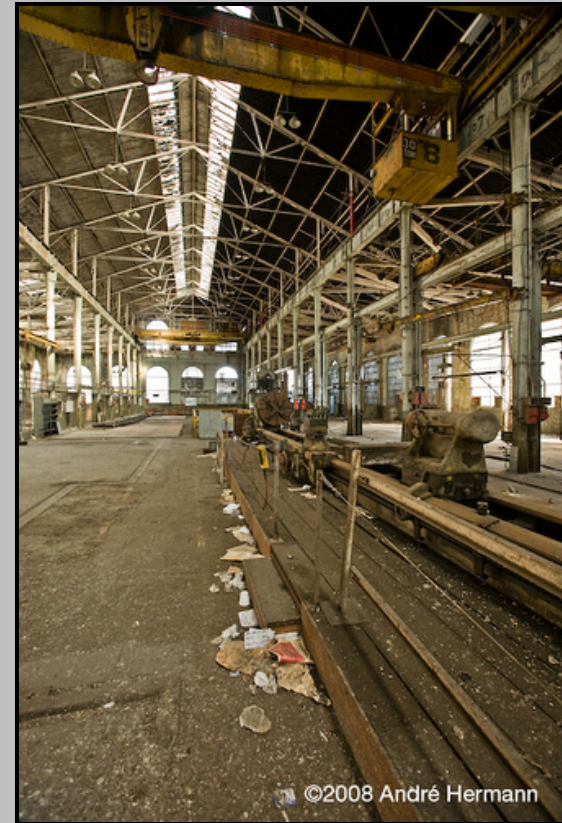
SAN FRANCISCO
ARCHITECTURAL
HERITAGE

Pier 70



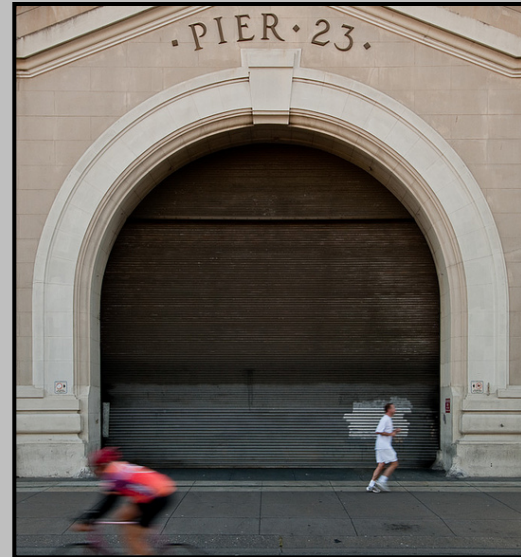
SAN FRANCISCO
ARCHITECTURAL
HERITAGE

Pier 70



SAN FRANCISCO
ARCHITECTURAL
HERITAGE

34th America's Cup



SAN FRANCISCO
ARCHITECTURAL
HERITAGE

34th America's Cup



SAN FRANCISCO
ARCHITECTURAL
HERITAGE