



San Francisco Embarcadero

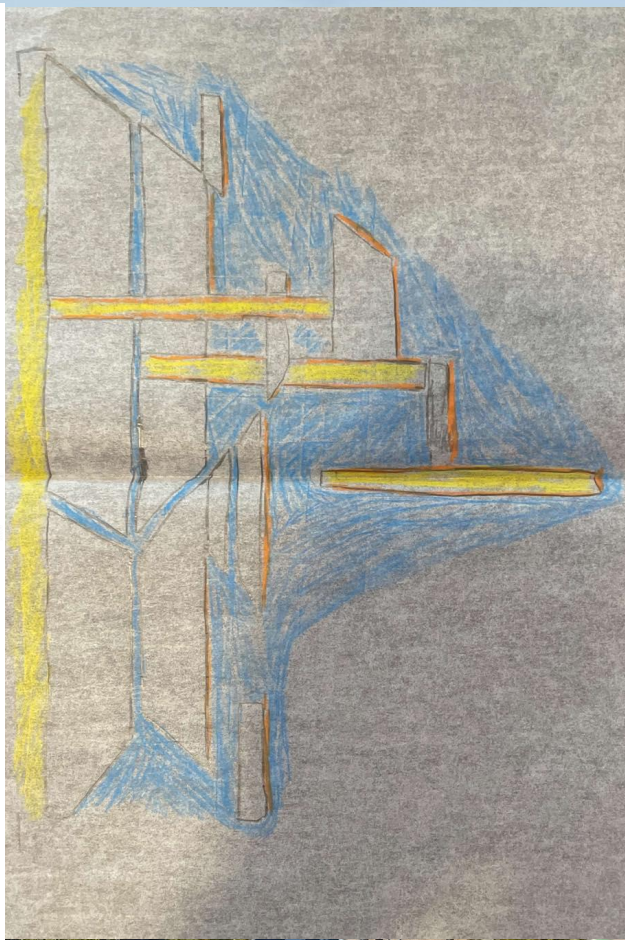
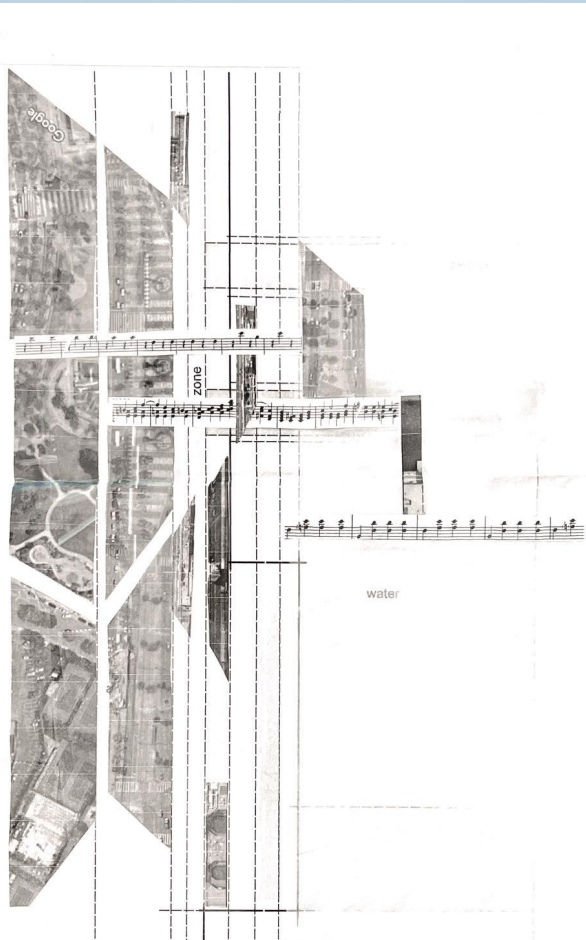
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An aerial photograph of the San Francisco Embarcadero area, featuring the Ferry Building with its clock tower, the Bay Bridge in the background, and a large plaza with palm trees in the foreground. The image is overlaid with a semi-transparent blue filter.

Problem Statement

Redesign the San Francisco Embarcadero/Ferry Building area:

- Who are you advocating for? (People, water, transportation, etc.)
- How is nature experienced in the place?
- What are the forms of exchange? How is this place a border in Sennett's terms?



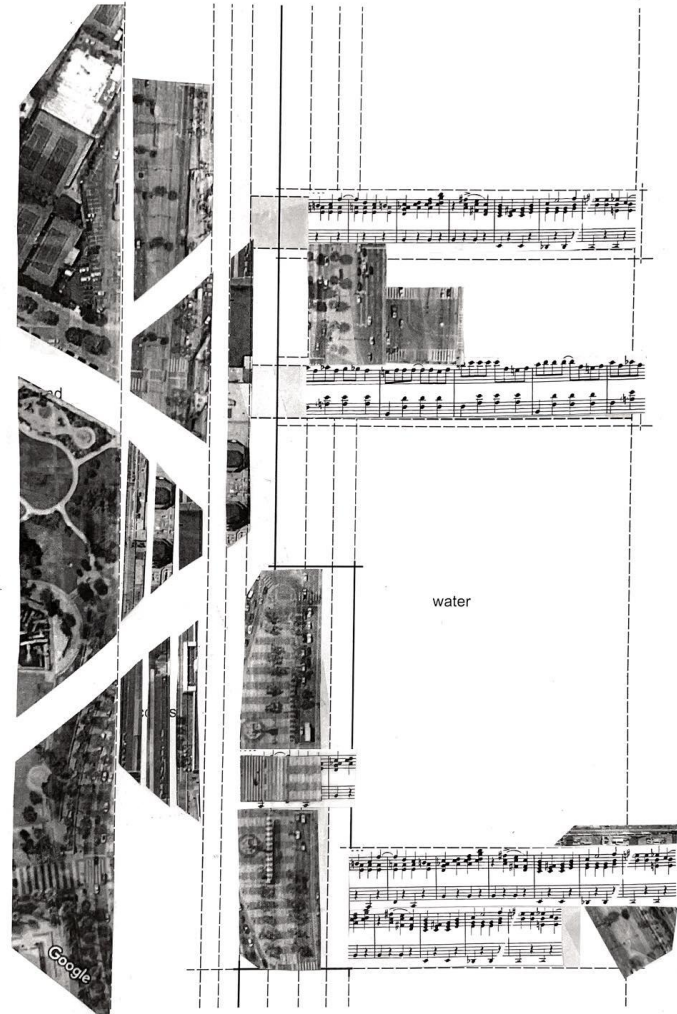
First Collage

My first step was to create a preliminary collage to help with the creation of a story for the Embarcadero: who would I be advocating for, and how would my changes reflect that? In this collage, I focused on incorporating diagonals and geometric form into the cityscape, and did a coloring of the outlines.



Second Collage

My next step was to create a second collage after receiving feedback. I focused more on the Ferry plaza area, because it was something I didn't place as much emphasis on in my first collage. I used different materials to represent different advocacies, with the music notes here representing the social spaces of Piers 1 and 3 (upper right) and the Ferry Building/Plaza (lower right).



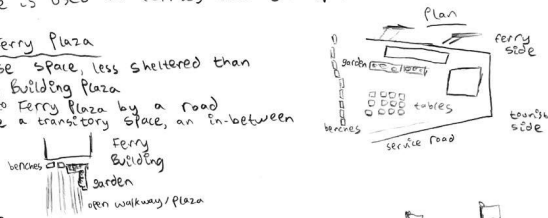
Observations

1. Ferry Building Plaza

- wide, open space, extended out over the sea
- many benches and tables for people to sit and eat
- use: a social space, close to Ferry Building restaurants
- farmer's market on weekends
- one side is used for ferries and transportation

2. South Ferry Plaza

- open, sparse space, less sheltered than the Ferry Building Plaza
- connected to Ferry Plaza by a road
- feels like a transitory space, an in-between space



3. Ferry Building

- Perpendicular alignment to street creates a sense of entry
- very welcoming and social environment, centerpiece of this section of the Embarcadero
- a lot of flow in the movement of different people in and out of the city
- creates a boundary/border between city and sea, both dividing and bridging the two.

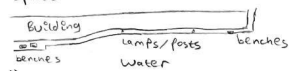


4. Intermediate space

- where the water comes in, creates an exchange
- currently used as a bike parking space and fenced off

5. Pier 1 South

- open, sunny space w/ view of the sea, Bay Bridge, etc.
- long and narrow shape emphasizes use for walking, but not much space for leisure



6. Pier 1 "courtyard"

- more enclosed, shaded space, isolated from street
- creates a sense of privacy, one restaurant w/ outdoor dining
- social but isolated → less direct/open or accessible, but more quiet

7. Pier courtyard gate

- less emphasized, more hidden
- acts as a gateway to the more private courtyard, creating separation between it and the street
- a lot fewer people than the Ferry Building.



8. Harry Bridges Plaza

- surrounded by roads on both sides
- not enclosed, feeling of being exposed to the road
- large, open space, but feels transitory
- primarily used as a walkway and not as a plaza
- most of the plaza is unused/empty

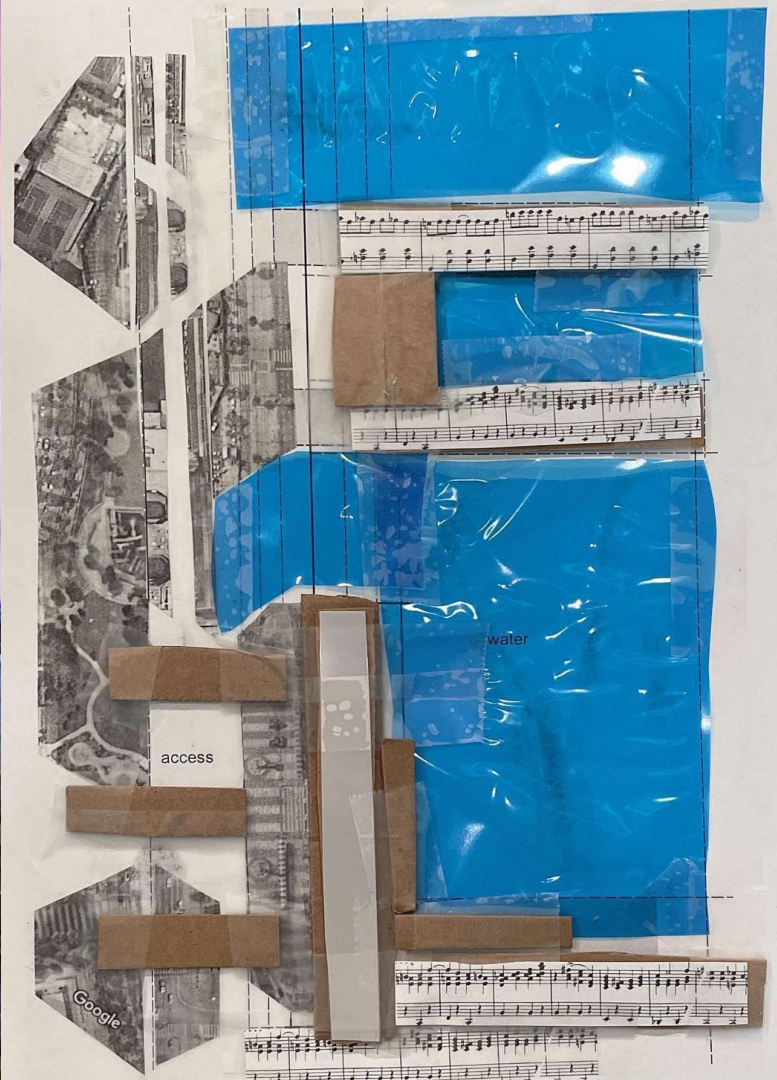


Observations

Next, I went to the Embarcadero to make observations of the site. I spent around two hours taking pictures and writing down notes of various places, such as the Ferry Building, Harry Bridges Plaza, Piers 1 and 3, and the South Ferry Plaza. I focused on how the different elements and advocacies interacted, e.g., how road placement affected the movement of people and social events.

Final Design/Collage

For the first part of my two-part final design, I created a third collage, using 3D materials. Some of the materials I used included cardboard, gray hard plastic, and blue film. I focused primarily on people as my advocacy, and envisioned ways to make the Harry Bridges Plaza more connected to the Ferry Building. I also tried to bring the water (represented in blue) more inward to create a more meaningful exchange.



Final Design/Story

For the second part of my final design, I came up with a "story," which was my design proposal, for the Embarcadero area. I had two proposals:

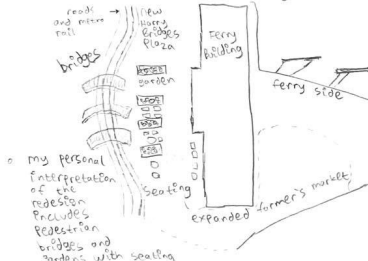
1. Creating a boardwalk area between Piers 1 and 3 that interacts with the water to create a social space, similar to Pier 39, and makes a better use for the currently empty areas between Piers 1 and 3. I noticed that there was only a bike rack there, and the space was not very social, so I wanted to redesign it to advocate for the people more.
2. Redesigning the Harry Bridges Plaza by moving it to be directly adjacent to the Ferry Building, and recombining the road (which is currently split into two one-way roads). I also envisioned the placement of some pedestrian bridges to allow for access in multiple places instead of the one crosswalk, and a larger seating area with a flower garden. This would create a more lively and colorful social space.



The Story:

- our group focused on a few different advocacies including People, water, and for food. We agreed that the Ferry Building is a social place for people to gather, as well as a very active and diverse food scene, and we had a few ideas on how to emphasize that even more in our redesign. Specifically, we wanted to preserve the farmer's market and outdoor dining.
- one thing we noticed is the lack of purpose of some of the surrounding open space, namely the Harry Bridges Plaza and the Ferry Building South Plaza.
- one redesign we considered is shifting and combining the two roads that surround the Harry Bridges Plaza. This will accomplish a few things:
 - increased space for people, food, outdoor seating, farmer's market
 - gives use and sense of purpose to the Plaza
 - better defines and protects the space
 - advocates for people and food
 - promotes safety and accessibility

we also considered adding a bridge for pedestrians.



- greater sense of connectivity between Harry Bridges plaza and Ferry Building.

- safer for pedestrians, tourists, and people who live nearby.
- promotes a social space, creates a purposefulness for the plaza.
- expanded farmer's market creates more space to be social, connection between front and back plazas.

- another redesign we thought of is creating a boardwalk between pier 1 and pier 3 to bring more attention to the water as a social space, room for restaurants, shops, etc.

