

## **Scenario 2: Office/Hotel Development**

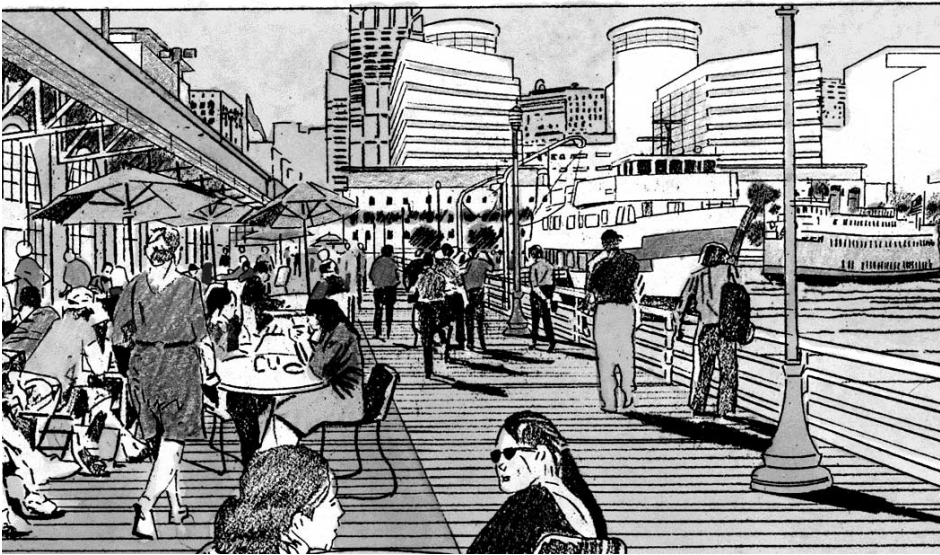
This scenario accommodates a higher density of development north and south of the County building. Illustrated in Figure 3.4, a low-rise campus complex including 150,000 SF of office, ancillary retail, and parking is proposed on the north County lot. A hotel with up to 300 rooms could be accommodated on the south County lot. This development scheme includes parking and a forecourt off of Ash Street.

## **Broadway Landing**

Broadway Landing is intended as one of San Diego's most important civic spaces, commanding a prominent position at the foot of Broadway. Framed by the active edges of 'B' Street, Broadway, and Navy piers, Broadway Landing is an expansive public space that reaches from the grand oval-shaped landscaped park on the Bayfront Esplanade out over the water.

Here, large public gatherings can happen next to the water; families can greet sailors coming home from naval duty; or residents might congregate to see visiting historic ships. Broadway Landing could also become home to important publicly-oriented uses like a San Diego visitors center or museum.

Illustrated in Figure 3.5, Broadway Landing is bounded by the 'B' Street pier to the north and the Navy pier to the south. It



*Broadway Landing*

includes the Broadway Pier and a large expanse of the harbor for the berthing of vessels of all sizes. In the Visionary Plan, the water’s edge is surrounded by a public boardwalk, lined with outdoor cafes, kiosks, and cultural attractions, where visitors can venture out close to the water and enjoy the ships and the people passing by.

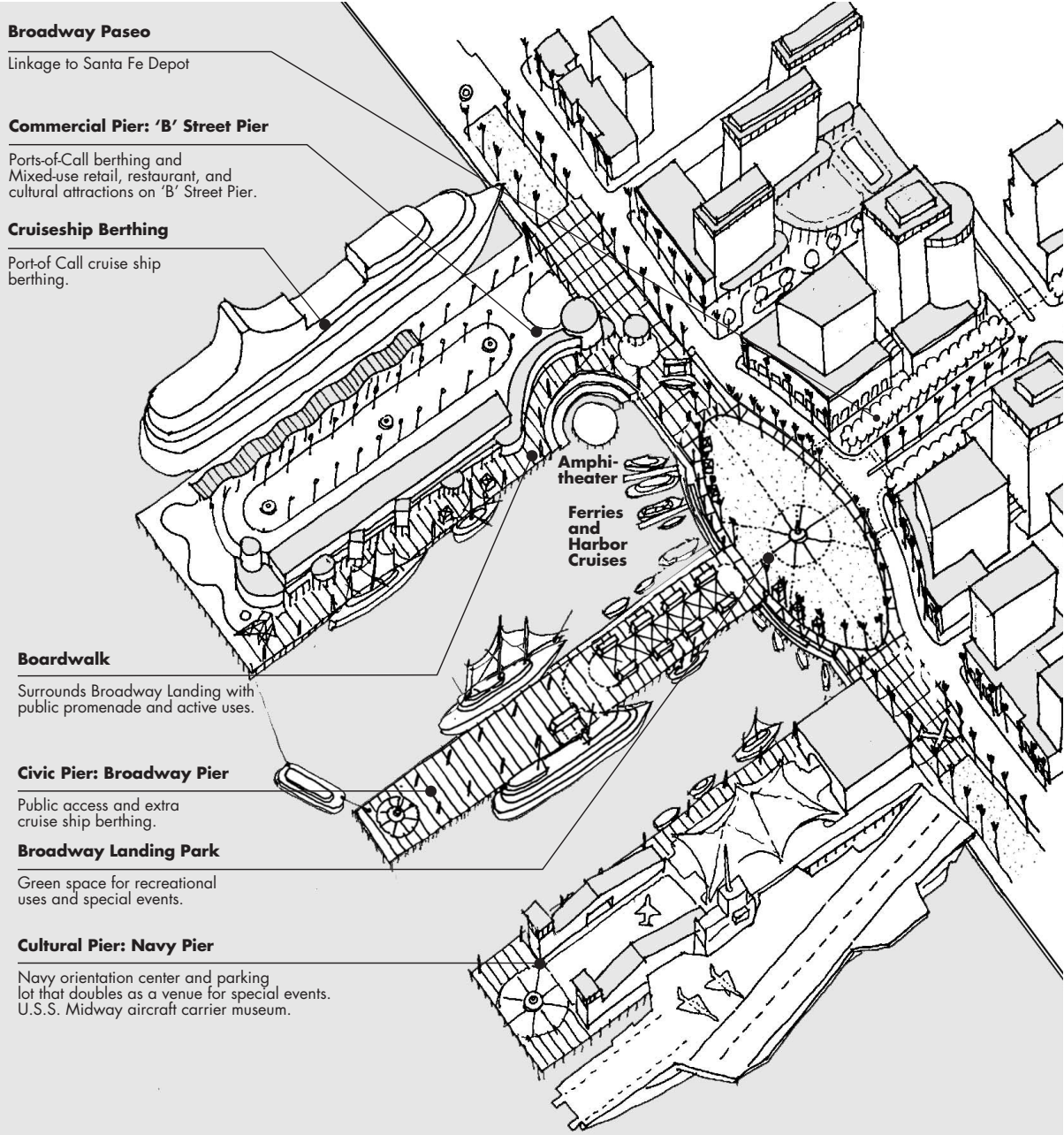
‘B’ Street Pier continues to serve the role of a commercial pier in the North Embarcadero. The size and configuration of a cruise ship facility, and the nature of other commercial development on the pier, will be based on the future needs of the cruise ship industry in San Diego now under study by the Port District.

To support the maritime character and active usage of the new Broadway Landing, the Visionary Plan presents two alternative development scenarios for the ‘B’ Street pier. Illustrated in Figures 3.5 and 3.6, both alternatives are conceptual in nature and do not suggest a fixed building configuration or program. The two alternatives are a Port-of-Call Cruise Ship Terminal with mixed-use retail and cultural attractions and a Home port Cruise Ship Terminal with full service capabilities. Both alternatives conform to the urban design guidelines and land use designations outlined in the Visionary Plan. Both build on and enhance the public character of this new civic space at the Bayfront.

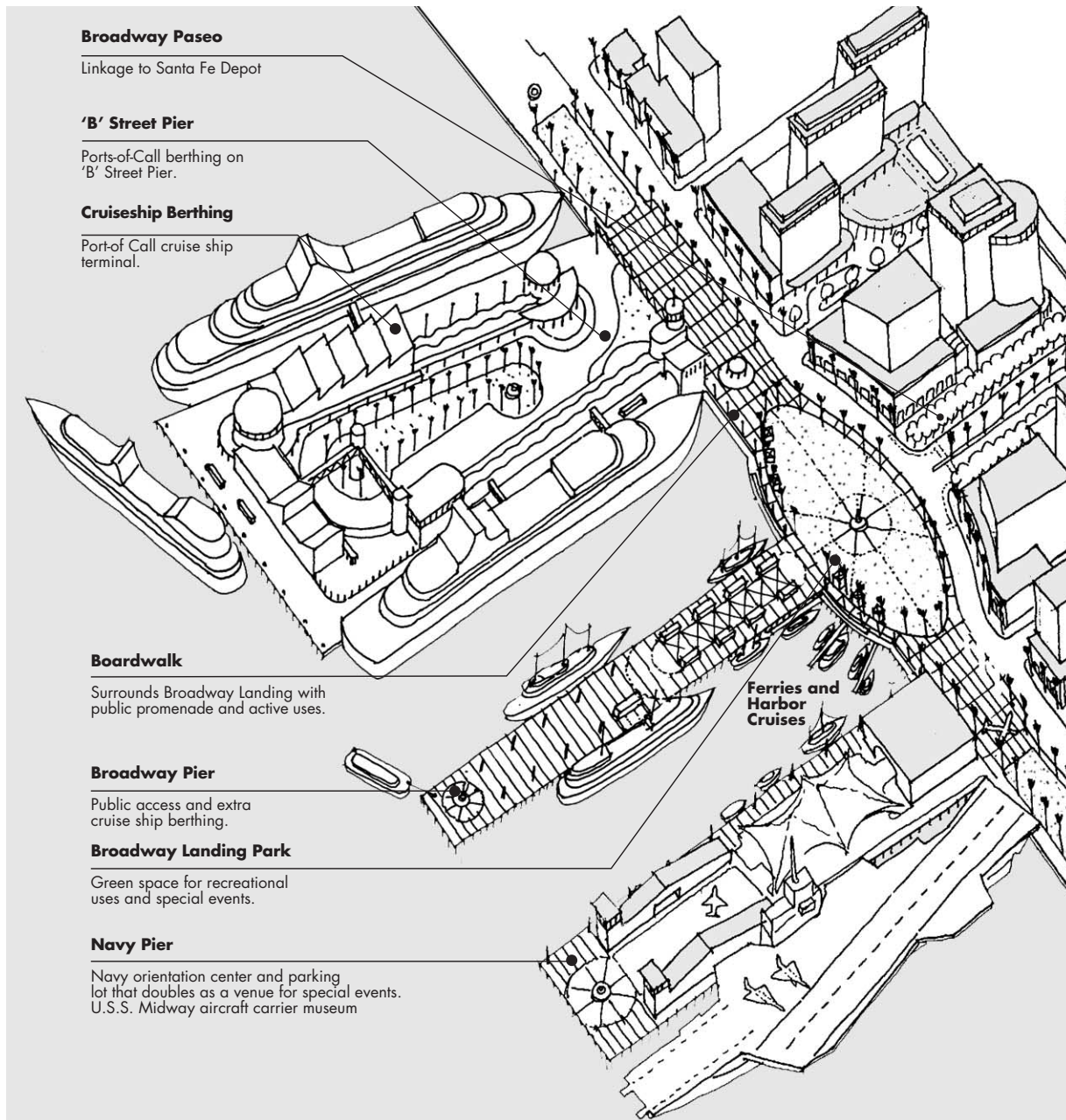
**Scenario 1: Port-of-Call Cruise Ship Terminal/ Mixed-use Center**

Illustrated in Figure 3.5, ‘B’ Street Pier could support both a cruise ship terminal and a mixed-use development, including cafes, shops, restaurants, and cultural attractions. This alternative envisions a boardwalk on the south side of the ‘B’ Street pier, lined with cafes, stores and other active uses. Major restaurants could occupy prominent corner locations.

Cruise ship activities in this scenario would be limited to Port-of-Call cruise ship berthing on the north and west sides of the pier. Port-of-Call ships require a minimum of servicing and customs and immigration facilities. An expansive ‘signature’ structure could be constructed to shelter disembarking/embarking passengers. Most bus and taxi queuing occurs on the central portion of the pier. ‘Port-of-Call’ berthing could also be accommodated on the south side of Broadway Pier.



**Figure 3.5**  
 Broadway Landing with Port-of-Call Cruise Ship Terminal



**Figure 3.6**

Broadway Landing with Home port Cruise Ship Terminal

## **Scenario 2: Home port Cruise Ship Terminal**

Illustrated in Figure 3.6, an expanded 'B' Street pier could be developed as a 'signature' Home port cruise ship terminal complete with customs and immigration facilities and full service capabilities.

In the Home port cruise ship terminal alternative, the south side of 'B' Street pier would be a restricted zone designated for cruise ship berthing only. The head house of the new terminal building could house a destination restaurant with a key position overlooking the new Broadway Landing. A wide 60-100' wide apron for loading and truck queuing skirts the entire 'B' Street pier, allowing for segregated and secure service access to cruise ships. Buses, shuttles, taxis, and private vehicles drop-off and pick-up passengers via a separate central public access zone in the middle of the pier. 'Port-of-Call' berthing could also be accommodated on the south side of Broadway Pier.

The Home port cruise ship terminal, unlike the Port-of-Call cruise ship terminal, will require careful coordination of traffic/ parking initiatives in order to minimize traffic-related impacts in the North Embarcadero area. By design, it is assumed that most of the truck, bus, and passenger vehicle loading and queuing will occur on the expanded 'B' Street pier itself. However, routing and stacking of trucks, buses, and taxis must be carefully considered within the context of the Visionary Plan. These circulation considerations are described in greater detail in Chapter Six of the Plan.

## **Streets**

The elements that comprise the framework of public spaces in the North Embarcadero (the Bayfront Esplanade, County Terrace, and Broadway Landing) are supported functionally by a system of streets that provide public access for vehicles and pedestrians. The streets, working as a system, each play a distinct role in the North Embarcadero, distributing traffic and servicing new developments. With wide sidewalks, street trees, and active street frontages, the streets also provide for a convenient, comfortable, and inviting pedestrian network throughout the North Embarcadero.