



Pillar Point Harbor Retail Center Site Selection

April 19, 2023



swa San Francisco

An aerial photograph of a harbor. In the foreground, a long, curved breakwater extends into the water. To the right, a marina is filled with numerous white sailboats docked at piers. The background shows a coastal town with buildings and a hillside under a clear sky.

PROJECT OVERVIEW

- **Presented at Community Workshop**
 - Existing Building Conditions
 - Natural Hazard Risks
 - Preliminary Site Options
- **Community Feedback**
- **Developed Alternates**

EXISTING BUILDING CONDITION



- Generous outdoor space but routinely reaches or exceeds capacity
- seating located on parking lot
- Zero landscape
- Looks like (because it is) a wide sidewalk
- Large area of parking between the existing building and the water
- Vehicles drive within a few feet of customers and pedestrians
- Building lost in parking
- Old and tired facilities
- Requires electrical upgrade, plumbing upgrade, stormwater system upgrade, heating and cooling, and potable water system upgrade
- Seawall, waterfront, view of harbor & boats, not taken advantage of.

Projected 2100 SLR + 100yr storm surge 2022 San Mateo County Harbor District Master Plan



Between 2070/2100 SLR + 100yr storm surge
Standard applied to Yach Club and adjacent commercial condominiums by SMC LCP.

California Coast

Scenario Topic
Flooding

Scenario

150 cm Sea Level Rise

100 year Storm Frequency

Use ft

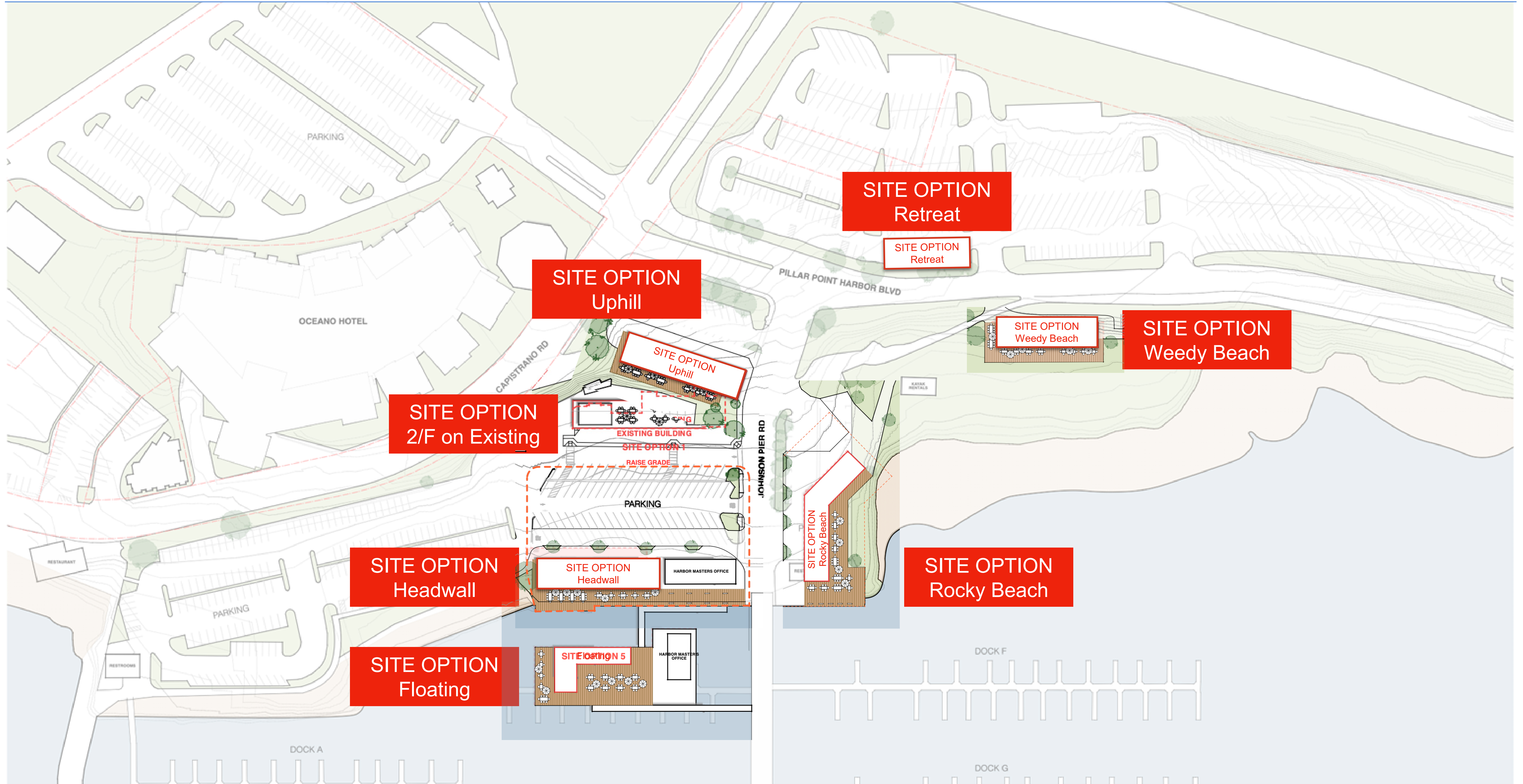
500 cm	100 year
300 cm	
250 cm	
200 cm	
175 cm	20 year
150 cm	
125 cm	Annual
100 cm	
75 cm	
50 cm	
25 cm	
0 cm	None

Sea Level Rise

Storm Frequency



PRELIMINARY SITE OPTIONS



8 out of 24 invited community members and current tenants responded to our interview request.

- **General Comments & Concerns:**

- **Business tenants are concerned over being shut down while the building is being renovated.**
- **Existing retail building is tired, broken, not accessible and expensive to upgrade to current code.**
- **Harbor needs more draw, i.e. better signage, more family/kids activities, more outdoor activities, community events, picnic benches, etc.**
- **Not enough parking during peak season, parking regulation is not enforced.**
- **MOST : keeping existing businesses is a top priority.**
- **5 out of 8 : desire additional public serving businesses.**
- **5 out of 8 : sustainable/low carbon footprint practices are important**
- **6 out of 8 : incorporation of outdoor gathering/seating areas is a top priority.**
- **6 out of 8 : being at waterfront is highly desirable.**

online live workshop to present preliminary site options, followed by online community feedback.

- **Purpose:**

- Inform the public of SMCHD plan to improve Pillar Point Harbor Retail Center.
- Solicit input from community at large: listen to needs, desires, ideas, and concerns.

- **What We Heard:**

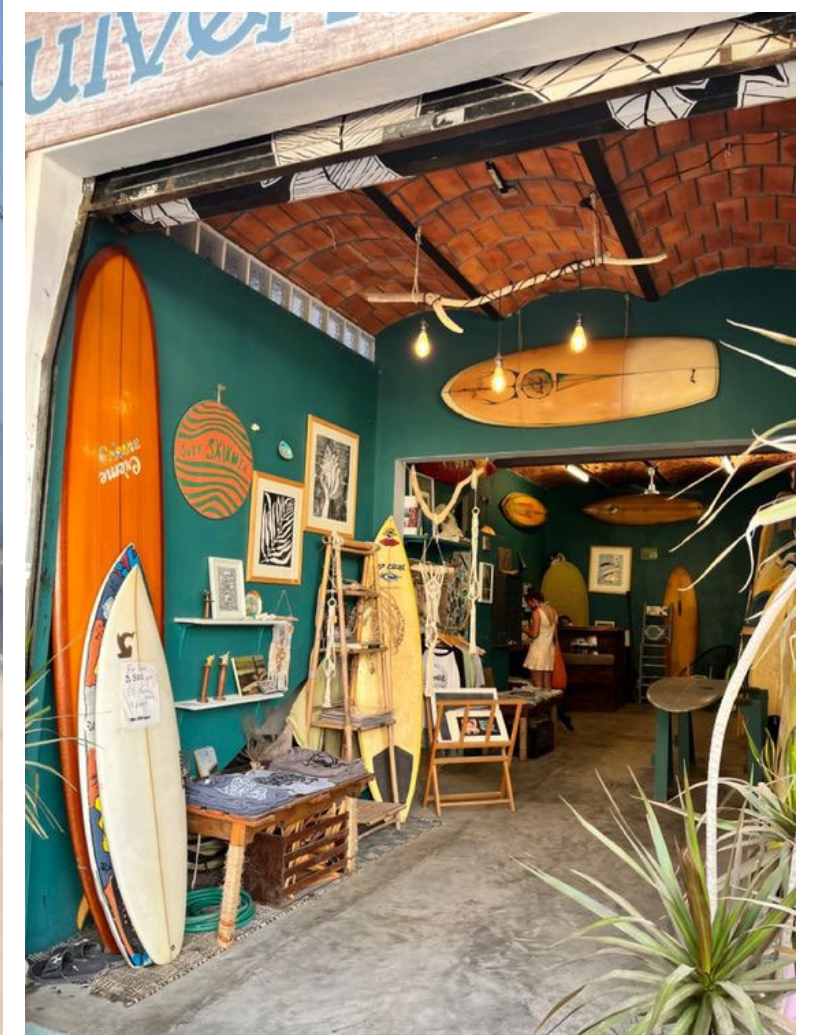
- Keep it simple, funky, local, “hip but not high-end”, i.e. Pescadero and Princeton.
- Parking is problematic and should not be reduced, but not everyone is in favor of increased parking.
- Out of individuals who voiced their site preference:
 - ▶ 21% : fix existing
 - ▶ 16% : rocky beach (Harbor Edge)
 - ▶ 11% : renovate existing (Retrofit Site)
 - ▶ 11% : headwall
 - ▶ 11% : not weedy beach
 - ▶ 11% : not floating
 - ▶ 5% : do nothing
 - ▶ 5% : weedy beach
 - ▶ 5% : uphill
 - ▶ 5% : let tenants choose

tour the site with community members to discuss proposed schemes.

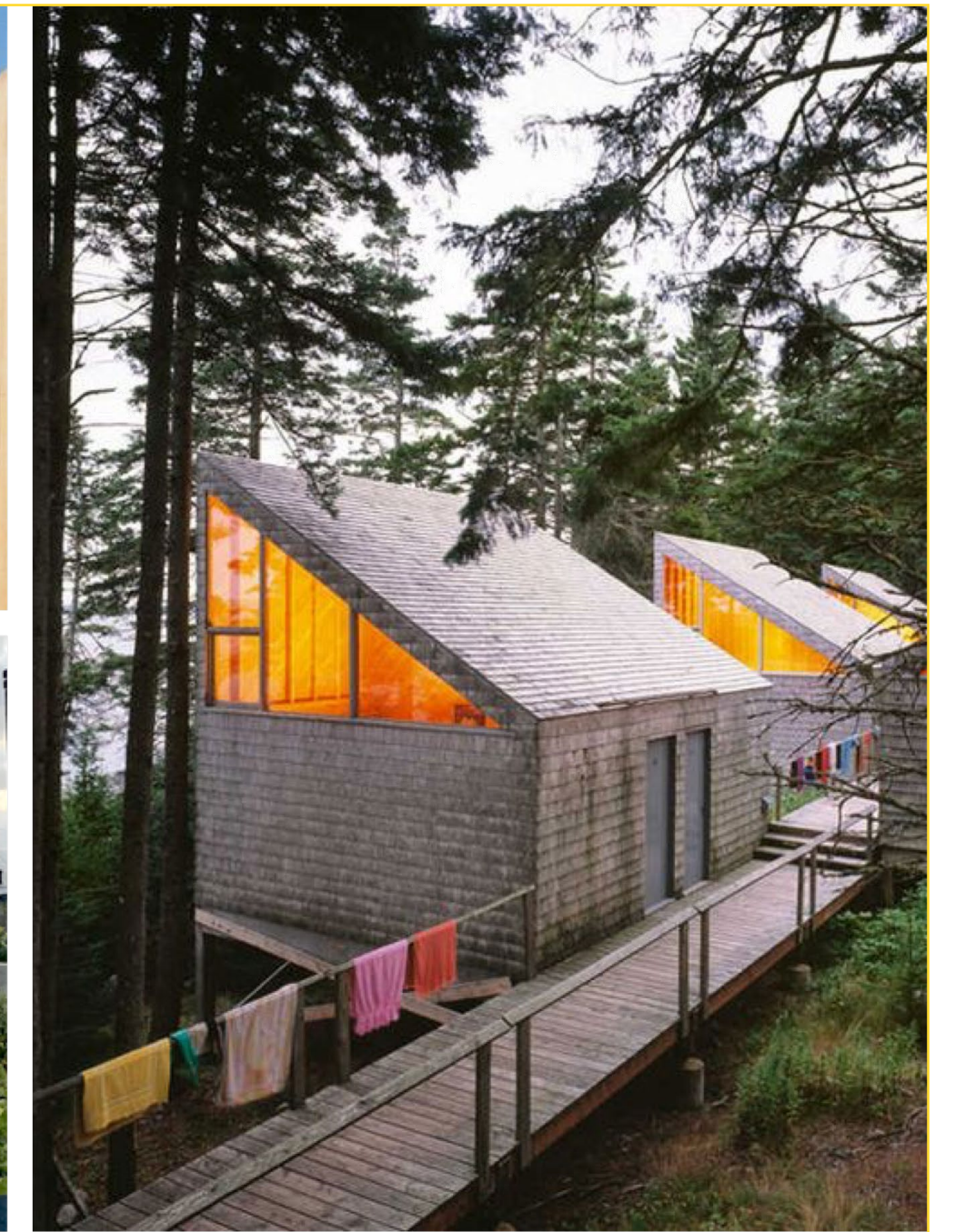
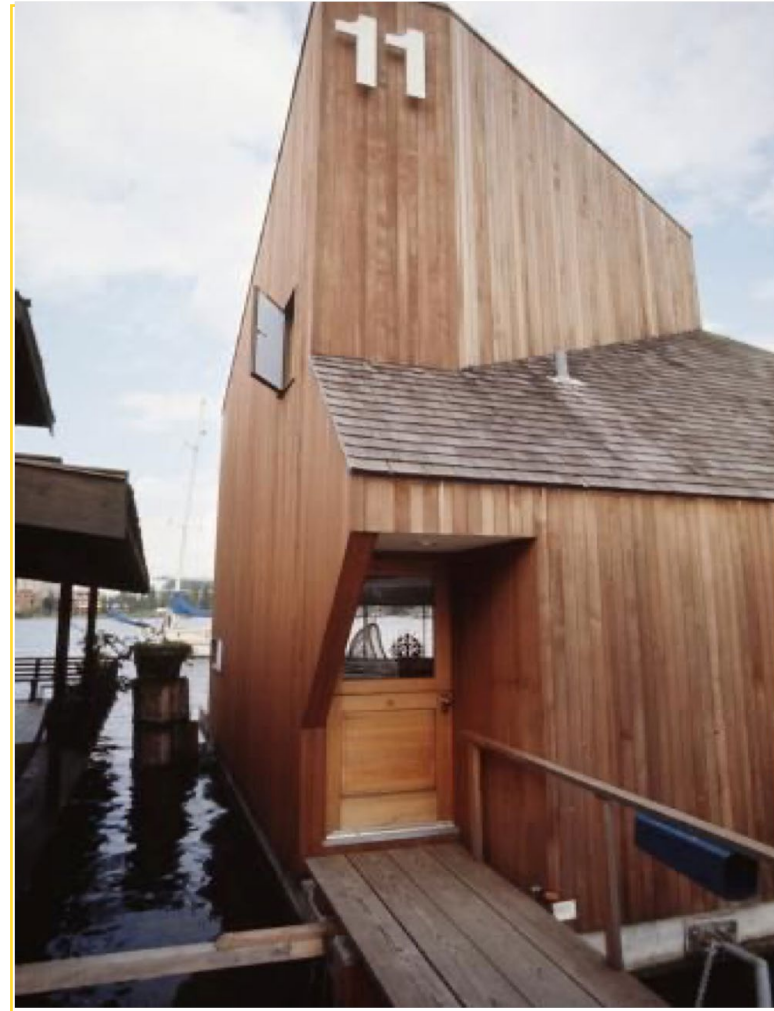
- **What We Heard:**

- preserve coastal trail
- great views from north of PPH Blvd
- cluttered area on landscape - good funky?
- sea of parking in front of retail
- concern of blocking view to eastern hills and HMB
- festival & public events held in parking lot, potential for more public open space
- accessibility from upper parking lot is problematic
- visibility, presence, branding of marina is very lacking

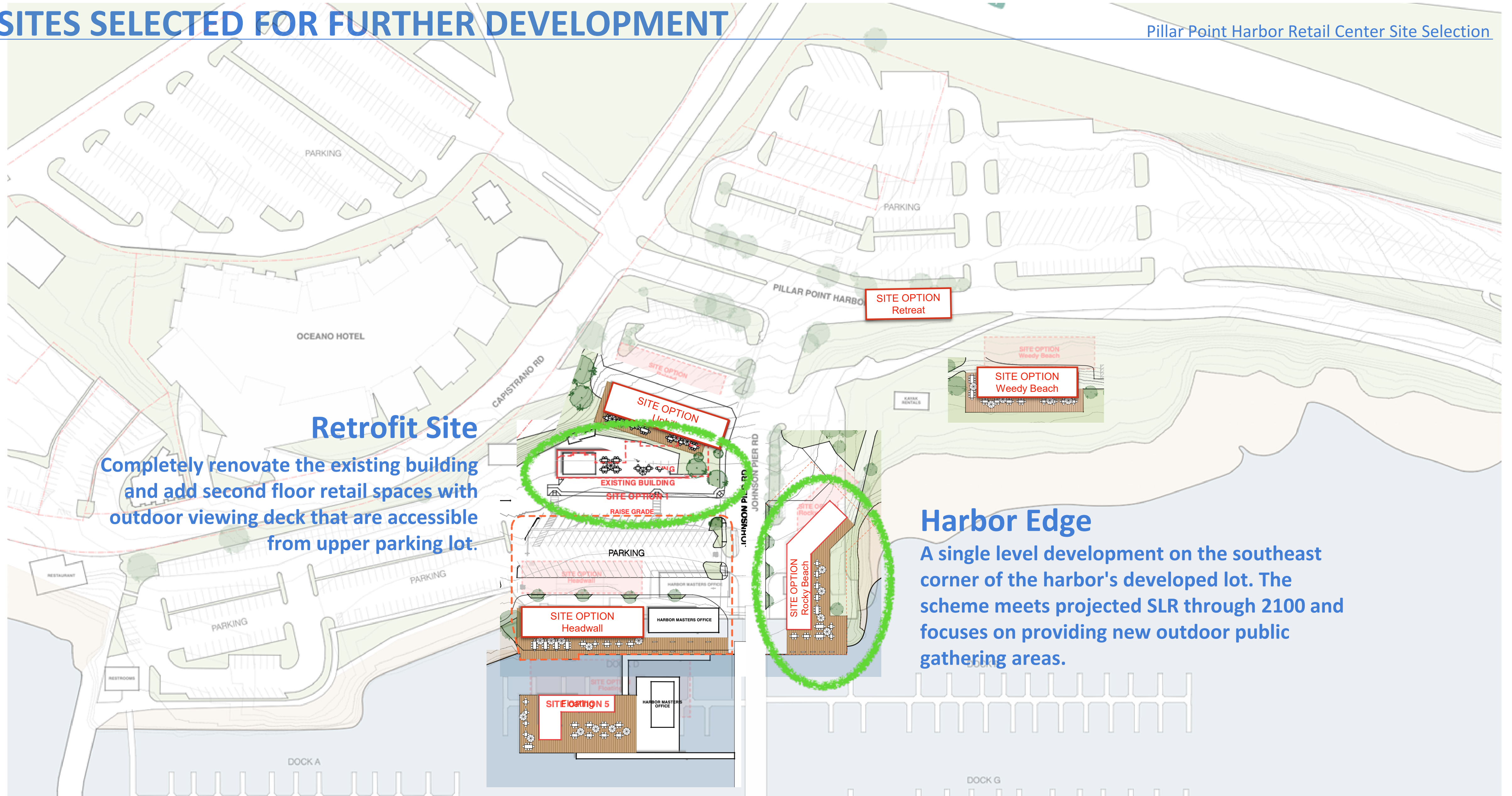
POST WORKSHOP REVISED REFERENCE IMAGES 1



POST WORKSHOP REVISED REFERENCE IMAGES 2



SITES SELECTED FOR FURTHER DEVELOPMENT



Retrofit Site

Completely renovate the existing building and add second floor retail spaces with outdoor viewing deck that are accessible from upper parking lot.

Harbor Edge

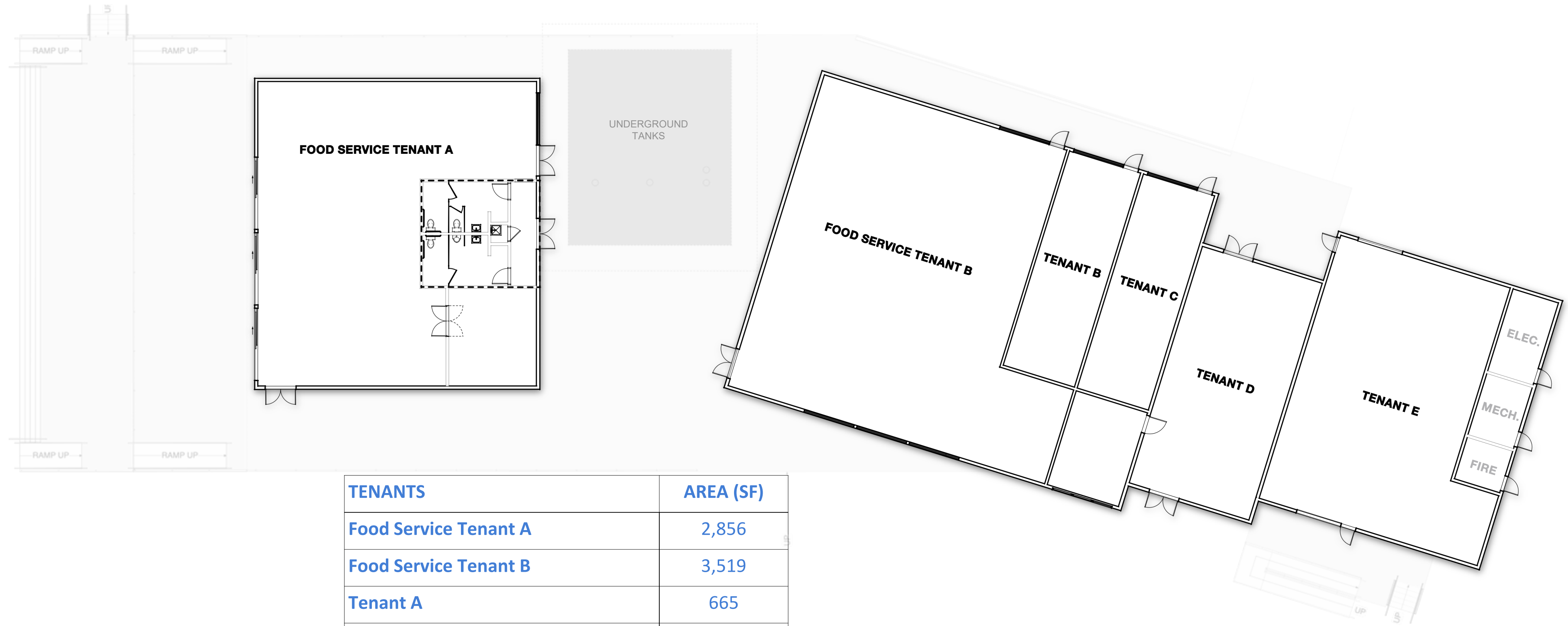
A single level development on the southeast corner of the harbor's developed lot. The scheme meets projected SLR through 2100 and focuses on providing new outdoor public gathering areas.

HARBOR EDGE - Site Plan

Pillar Point Harbor Retail Center Site Selection

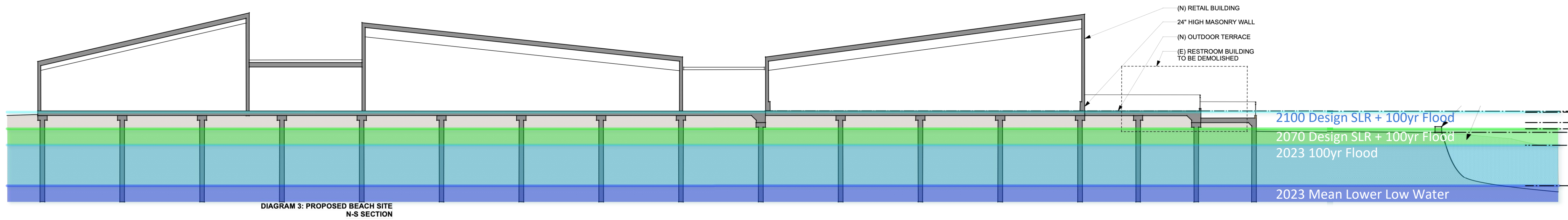
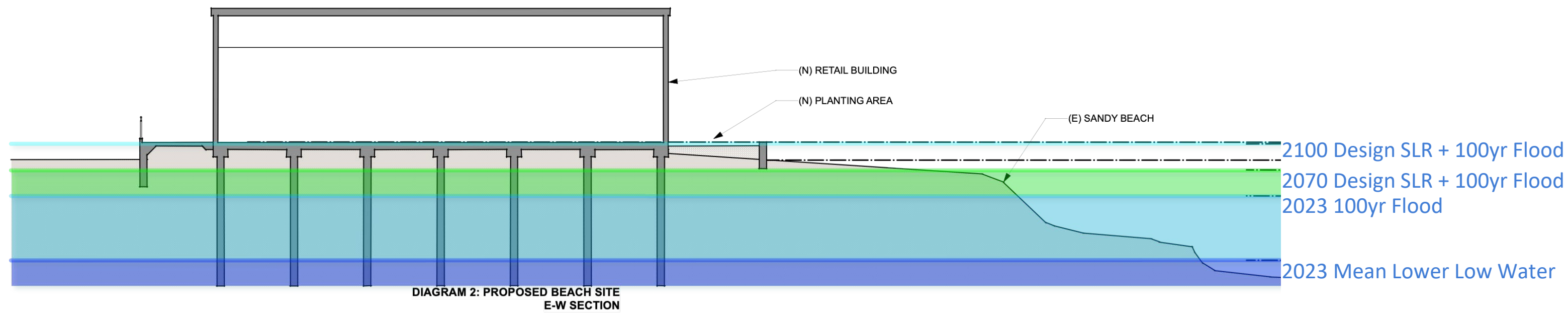


HARBOR EDGE - Floor Plan



TENANTS	AREA (SF)
Food Service Tenant A	2,856
Food Service Tenant B	3,519
Tenant A	665
Tenant B	665
Tenant C	665
Tenant D	1,535
Tenant E	2,060
Common Area	872
TOTAL GROSS AREA	12,837

HARBOR EDGE - SLR Section Diagrams















- **Pros:**

- Business tenants may remain in business during construction.
- Provides new outdoor gathering space for community.
- Close to waterfront.

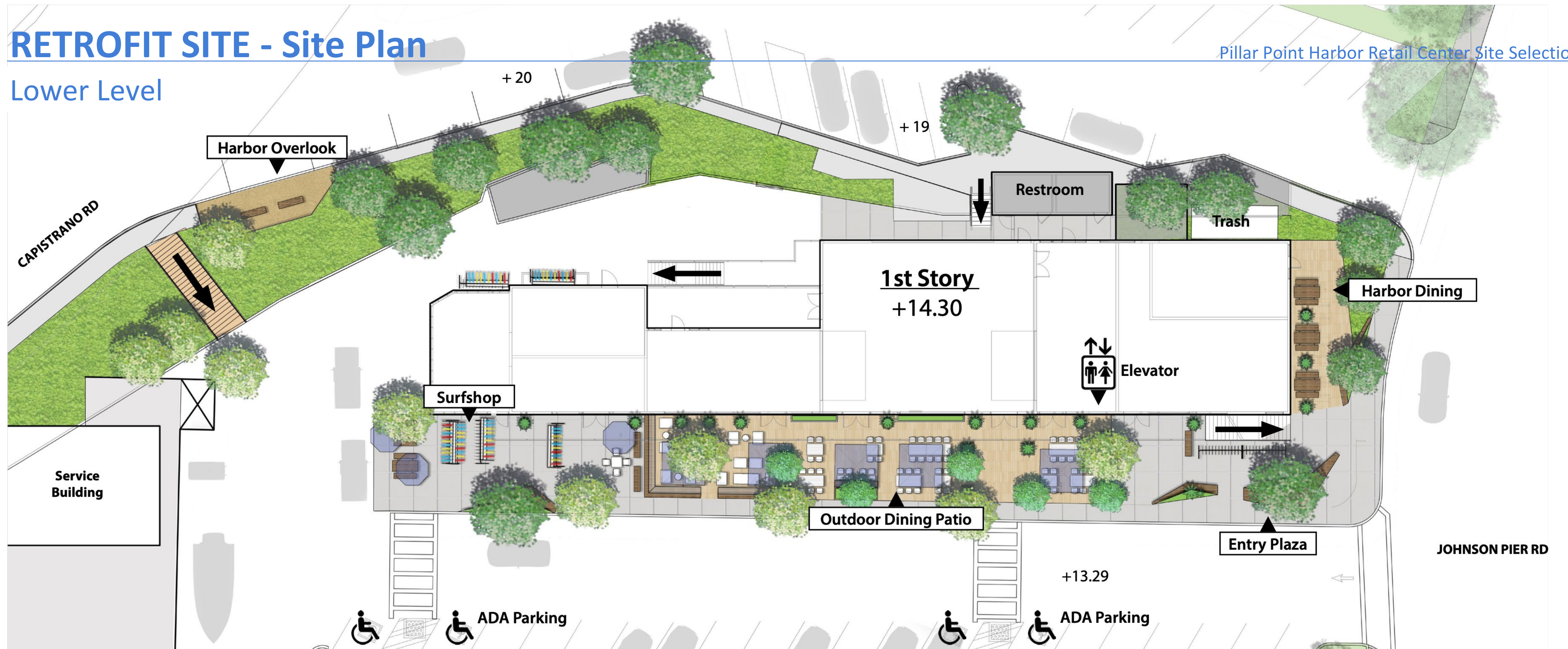
- **Cons:**

- Existing restrooms and shower have to be re-created.
- CCC approval will be an uphill battle, if not impossible.
- Underground fuel tanks likely will pose difficulties.
- Building interferes with view to the east from parking lot.

RETROFIT SITE - Site Plan

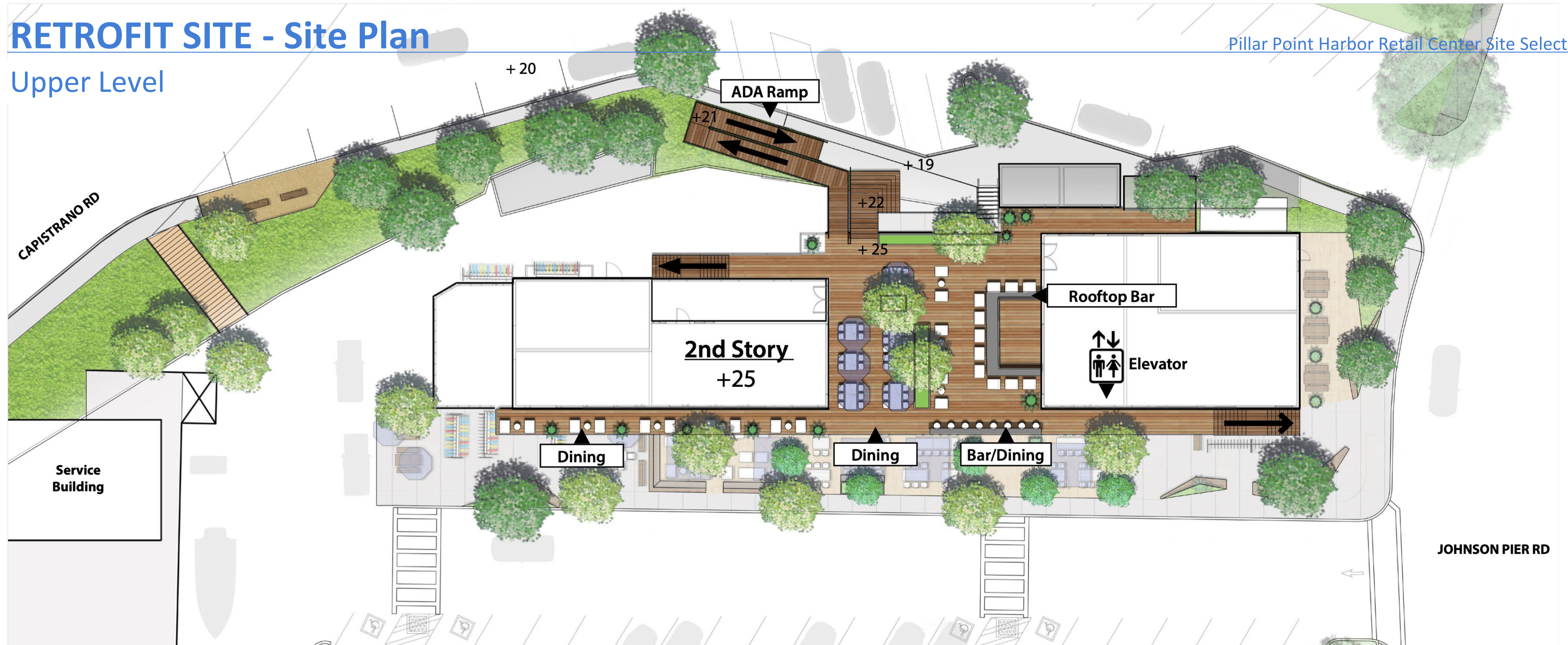
Pillar Point Harbor Retail Center Site Selection

Lower Level

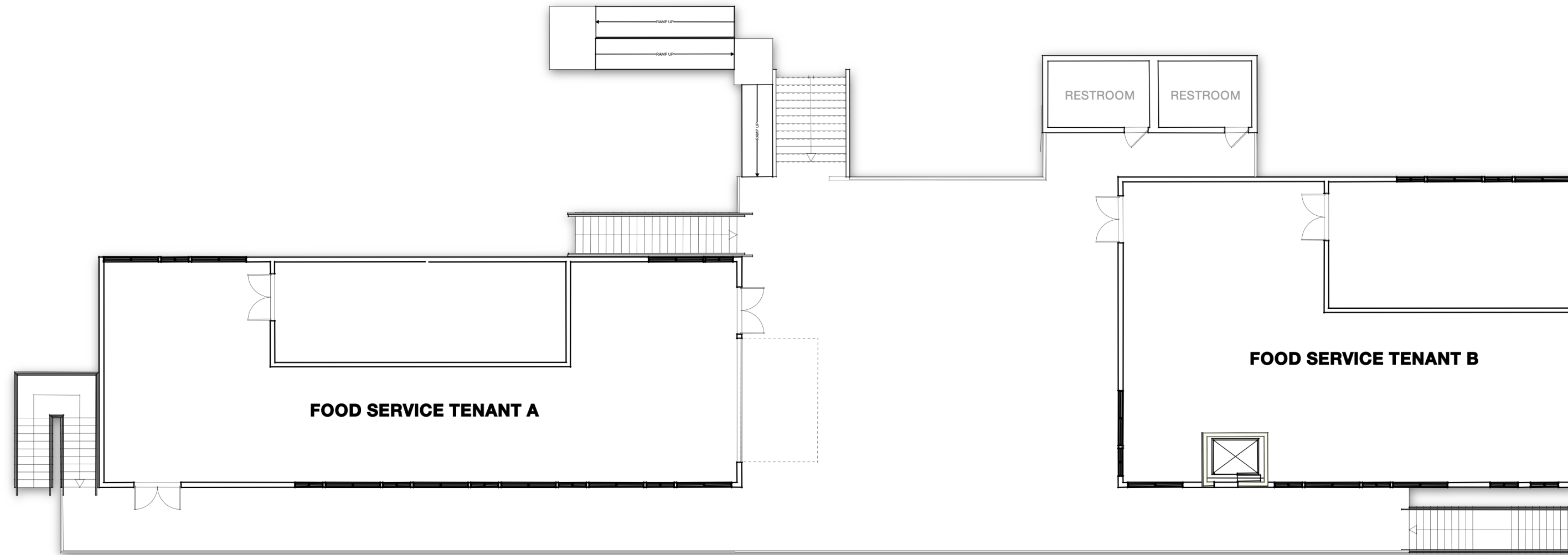


RETROFIT SITE - Site Plan

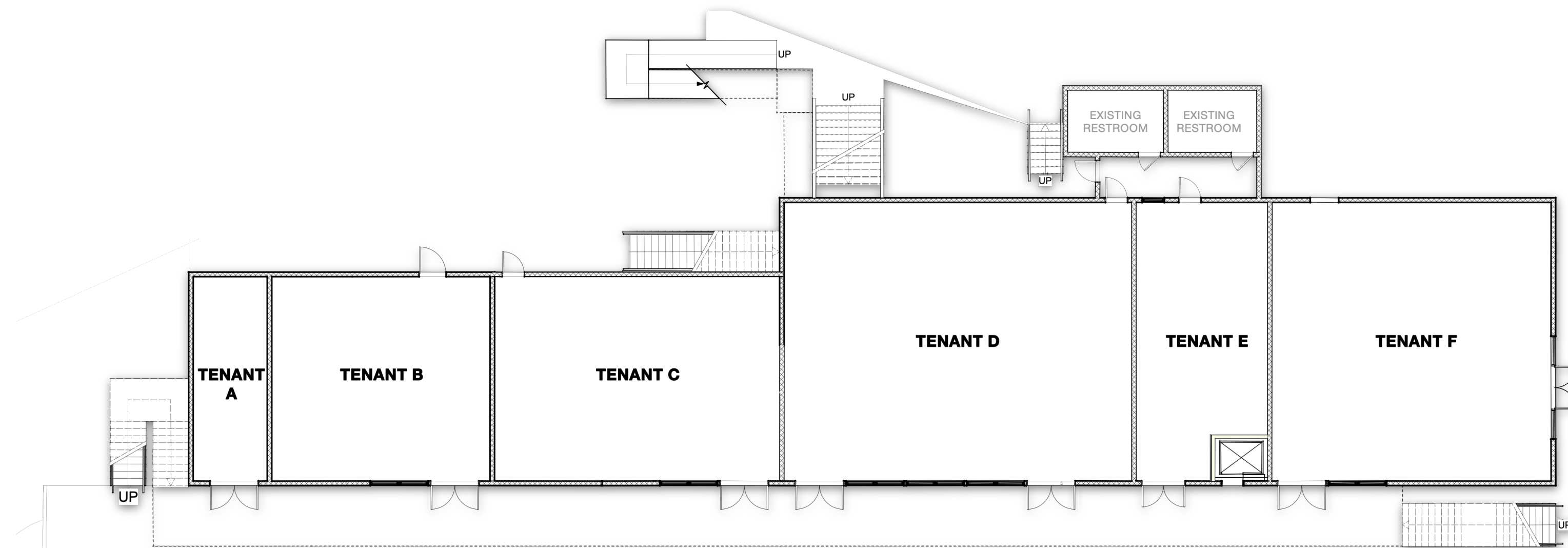
Upper Level



RETROFIT SITE - Floor Plans



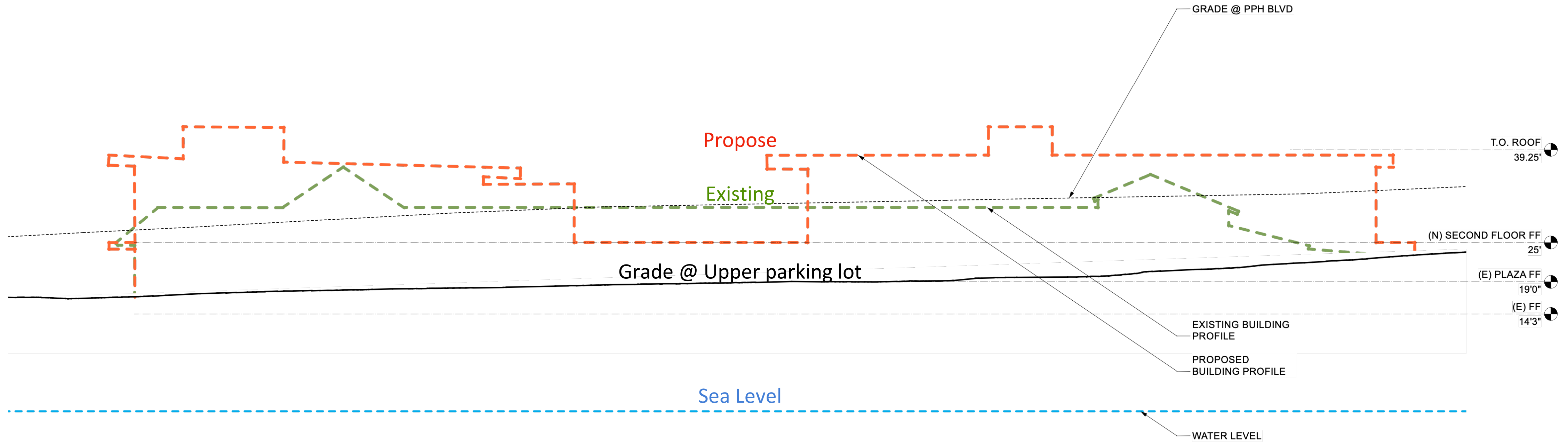
Second Floor Plan



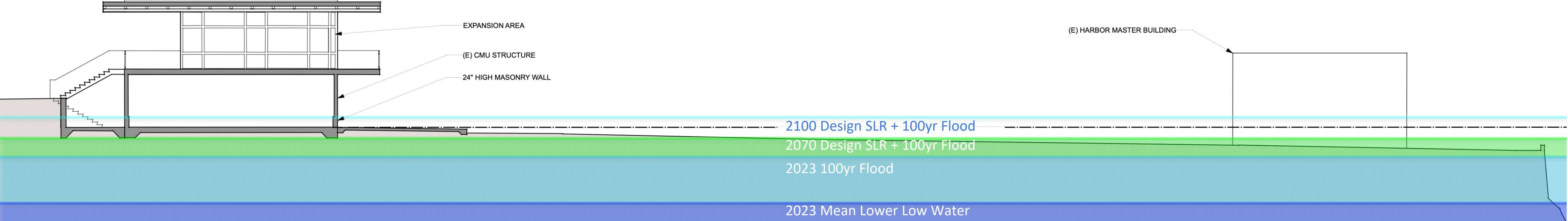
First Floor Plan

TENANT	AREA (SF)
Food Service Tenant A	2,501
Food Service Tenant B	2,394
Tenant A	339
Tenant B	936
Tenant C	1,216
Tenant D	1,995
Tenant E	709
Tenant F	1,618
Common Area	753
TOTAL GROSS AREA	12,461

RETROFIT SITE - North Elevation



RETROFIT SITE - SLR Section Diagram



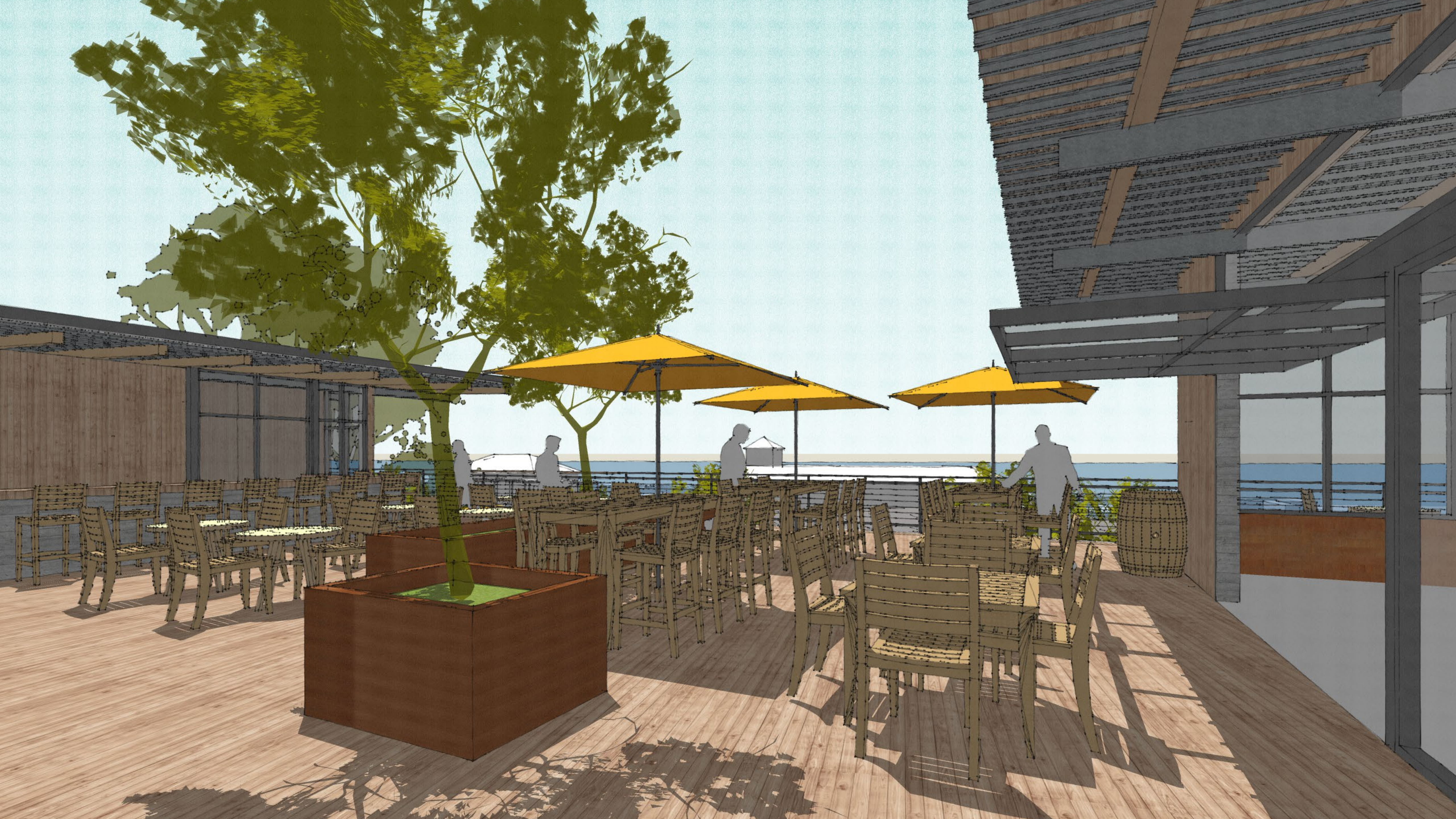












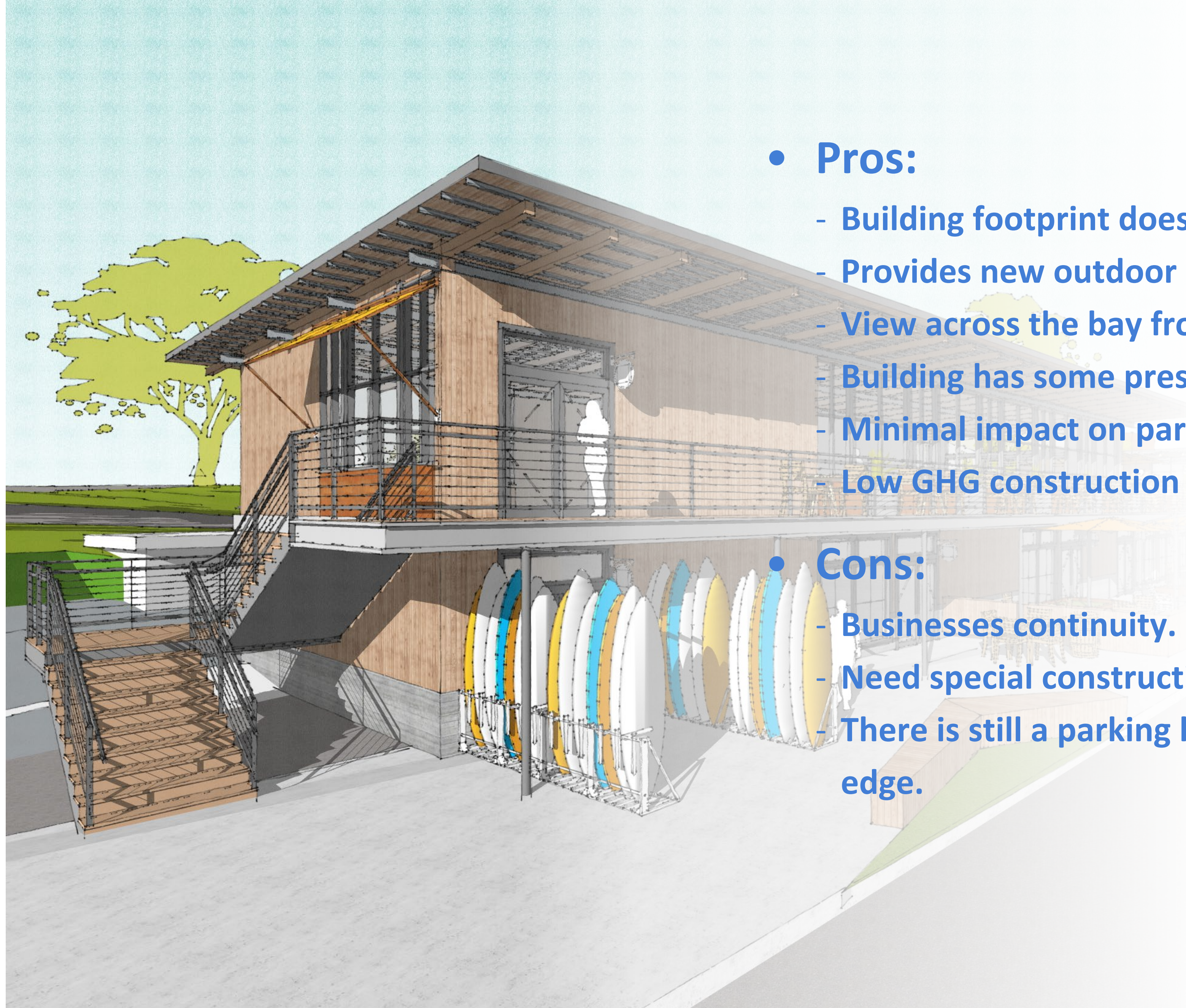




SURF
SHOP



RESTAURANT
HARBOR BAR



- **Pros:**

- Building footprint doesn't change.
- Provides new outdoor dining and viewing deck.
- View across the bay from parking lot is not impacted.
- Building has some presence.
- Minimal impact on parking.
- Low GHG construction - re-use footings and shear walls

- **Cons:**

- Businesses continuity.
- Need special construction for floor level <2100 SLR
- There is still a parking lot between building and harbor edge.

Next Steps

1. Elect site to finalize design.
2. Incorporate feedback.
3. Launch technical consultants to complete schematic design.
4. Prepare construction cost estimate.
5. Check-in with board to proceed with entitlement process.
6. Initiate entitlement process with CCC.



Retrofit Site



Thank you



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