

CIVITAS FACT SHEET

Nov. 3, 2014

PROJECT: North Embarcadero, San Diego CA

DESIGNER: Civitas Inc.

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Denver, CO

CLIENT: Civic San Diego (formerly Centre City Development Corporation), Port of San Diego, and the City of San Diego

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San Diego, CA

COST: \$28 Million

SIZE: 1,000 Linear Feet

COMPLETION: November 2014 (Awarded in 2007)

HISTORY: Civitas has worked with the client for seven years evolving an existing master plan to develop a people-friendly, urban park area and promenade alongside a working waterfront that includes cruise ships, fishing operations and museums.

The 1000-foot-long first phase of the project is comprised of a 108-foot-wide esplanade between the waterfront and Harbor Drive, and an updated streetscape along West Broadway enhancing an important connection between downtown and the waterfront. In 1995, Olin Lange conceived a plan for the site that proposed turning Broadway Pier into a public park. That plan was never executed and the site remained a parking lot. The current project is a tri-venture between Civic San Diego, Unified Port District of San Diego, and City of San Diego

DESIGN APPROACH:

The first phase design for San Diego's working waterfront improves the framework of an existing master plan that proposes unique park spaces along a one-mile long edge, called the North Embarcadero. A water quality band becomes the visual tie for the length of the promenade setting a precedent for sustainable principles. On this first site, a strong symmetrical landscape of local jacarandas groves frame the pedestrian entrance into the city on West Broadway, which itself is lined with majestic palm trees and artful lighting fixtures. Furthering a sense of unity, architecturally-bold kiosks, restrooms and cafes punctuate the promenade while a discreet undulating paving pattern loosely recalls the coastal setting. While creating a world-class urban space is of high importance, a creative circulation program and durable-material selection also were essential in order to integrate the needs of the arriving cruise ships and their ensuing high traffic.

ELEMENTS:

Esplanade:

- 108-foot-wide esplanade includes a 30-foot promenade adjacent to the water's edge, an 8-foot-wide water quality band, and 70-foot-wide garden rooms; another 10-foot soft-surface running trail and palm trees further separates the esplanade from Harbor Drive.

- Restroom structure
- Two Shade Pavilions (one with café and ticket kiosks and the other with an information booth and two additional ticket kiosks) designed by Pae White
- Visible conveyance of storm water in Water Quality Bands
- Gardens, custom seating, lighting, graphics (handcrafted seating elements recall the craft and heft of the maritime industry)
- Custom stainless steel railing along water's edge with integral lighting.
- Harbor Drive moved east to provide additional park space.

West Broadway: Designed to be a grand hall into the city center

- Reconstruction of 900 feet of Broadway, including street re-grading and re-paving
- Landscape design up to the curb line and within median including rows of Medjool date palms
- Introduction of new custom light fixtures designed by Leni Schwendinger

Broadway Terminus: Area where Broadway and waterfront promenade intersect

- Smaller paving pattern used for long-term durability

QUOTES :

“Our design objective was to make a working waterfront people-friendly.” –Mark Johnson, Civitas

“A high percentage of water flowing through this site previously went into the bay untreated. Now 100 percent goes through a biological or mechanical treatment system before it gets to the bay.” –Scott Jordan, Civitas

“With the introduction of a water quality band throughout the site, we have celebrated the treatment and flow of water. The design expresses the story of water movement and also establishes a rhythm to the park.” –Scott Jordan, Civitas

“One big idea of the project is to create spaces that people can inhabit and make their own by manipulating the outdoor furnishings to accommodate two people or twenty.” –Scott Jordan, Civitas

KEY TEAM MEMBERS:

Co-designer/Landscape Architect Responsible for Planting Design

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RESOURCES:**Construction Manager**

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USS Cal Builders
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WEB LINKS FOR MORE INFO: <http://civitasinc.com/projects/north-embarcadero/#7>

ABOUT CIVITAS: With a core purpose of “creating healthier cities,” Civitas is an idea-based practice of urban designers, architects and landscape architects engaged in strategic planning for urban change and project design for built works. Celebrating its [30th anniversary](#) in 2014, the consultancy and design studio advises on a wide range of strategies for re-imagining urban life and places. For more information, visit Civitas online at www.civitasinc.com.

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