PROJECT OVERVIEW AND GOALS

Located on the bank of Islais Creek Channel along the 3rd Street corridor, at the intersection of the Port of San Francisco’s eco-industrial Piers 90-96 and the future Blue Greenway trail, 3rd + Cargo Way will be an active public and commercial gateway to the Bayview. Appropriate to its setting at the nexus of industry, recycling, and the waterfront, 3rd + Cargo Way will be a public place of recreation, food, and art.

Based upon site assessment which encompasses history, neighborhood and environmental attributes, and community input, this document proposes a plan and vision for 3rd + Cargo Way Gateway Site.
3RD + CARGO WAY LOCATION
The Blue Greenway is a current project to create a 13-mile cycling, pedestrian, and water trail along the southeastern waterfront.

The Blue Greenway will complete the Bay Trail within the city.

Through an extensive community planning process, 3rd + Cargo Way was identified as a node along the Blue Greenway, which could be a site of rotating public art and act as a gateway to the Bayview.

The Blue Greenway project is led by the Port of San Francisco, and was initiated by SPUR and NPC.
Las Palmas

Renaissance Entrepreneurship Center, the 3rd Street Corridor is now booming with new businesses. Of the T light rail line, which provides a direct connection between the Bayview and downtown. Along with the efforts of such groups as the BAYVIEW IN TRANSITION

Road House Coffee Company
5191 3rd St, San Francisco, CA 94124

Jazz Room
5100 3rd St, San Francisco, CA 94124

Yvonne’s Southern Sweets
1105 Evans Ave, San Francisco, CA 94124

Speakeasy Brewery
1195 Evans Ave, San Francisco, CA 94124

Flora Grubb Gardens
5128 3rd St., San Francisco, CA 94124

Jerrold Ave, San Francisco, CA 94124

Simply Fabulous Salon
4614 3rd St, San Francisco, CA 94124

Pet Camp
5100 3rd St, San Francisco, CA 94124

Wendy’s Cheesecake Bakery
5102 3rd St, San Francisco, CA 94124

Javalencia Cafe
1100 3rd St, San Francisco, CA 94124

Upper Crust Deli
5100 3rd St, San Francisco, CA 94124

G. Mazzei & Sons Hardware
5166 3rd St, San Francisco, CA 94124


Renaissance Entrepreneurship Center Third Street Corridor Map (3)

The Blue Greenway is just one new addition to the Bayview, which is currently in a period of transition. In 2007, Muni completed construction of the T light rail line, which provides a direct connection between the Bayview and downtown. Along with the efforts of such groups as the Renaissance Entrepreneurship Center, the 3rd Street Corridor is now booming with new businesses.
DEMOGRAPHICS

Today, the Bayview is diverse, with Asian residents slightly outnumbering African American residents, along with significant white and Latino populations.

The area also has a higher proportion of youth than the San Francisco average.

The Bayview still bears proportionately more industry than other parts of the city, as well as the health problems and environmental injustice issues associated with industry.

There is scant public art in the area, despite the presence of a large number of local artists. 3rd and Cargo way will be one step toward addressing that issue.

HUNTER’S POINT

A major development is also slated for Hunter’s Point and Candlestick Park, including over 10,500 new residential units, a green tech campus, retail, entertainment, and 300 acres of waterfront parks. When complete, this Lennar project may considerably change the character of the Bayview.
Until recently, the Bayview had been somewhat disconnected from the rest of the city. However, the recent construction of the Muni T light rail line has improved access to and within the area.

The proposed Blue Greenway improvements along Illinois St. and Cargo Way should be complete by the end of 2011. These will better connect Heron’s Head Park with Islais Creek and the Dogpatch.

EXISTING TRANSIT:
T-line
Muni Bus within .5mi: 19, 44, 23, 48, 54, 91

PROPOSED CIRCULATION:
3rd + CARGO WAY WITHIN THE BLUE GREENWAY

The Blue Greenway guidelines make the following assessment and recommendations:

RECOMMENDED PROGRAM
• public art, including signage + interpretation
• active recreation
• habitat restoration
• concessions and restroom facilities

EXISTING USES AT NEARBY BLUE GREENWAY SITES
• kayak/boat launch, storage
• public water access
• skateboarding
• fishing
• shorebird habitat
• educational Eco Center
• historical interpretation

CONSIDERED PROGRAM AT NEARBY BLUE GREENWAY SITES
• labor monument
• bike/ped trail
• BMX facility
• dog run
• off-road biking
• meadow
• shoreline habitat
Much of Islais Creek and the southern waterfront is still active industrial port. In fact, very little residential land falls within ½ mile of 3rd + Cargo Way. Rather, the land is zoned almost entirely for industry, port industry, and Production, Distribution, and Repair, or PDR.
PLENTIFUL WHOLESALE FOOD

Much of this PDR area is occupied by wholesale food operations, including companies offering:

- produce
- meat
- seafood
- coffee
- catering services

...and just about every other kind of food and food service.
However, retail food is relatively scarce near Islais Creek, with the closest restaurants about 1/4 mile from 3rd + Cargo Way.
The predominance of wholesale food and industry is consistent with the history of the area. Islais Creek's name is adapted from islay, the Ohlone word for the wild cherries that the Native Americans once collected from the creek's banks.

During the late 1800s, the area was developed as Butchertown, and the creek served as the conduit of offal from slaughterhouses to the bay. Bayview residents with whom I spoke remember cattlemen driving cattle up 3rd Street to the creek as late as the 1950s.

Eventually the creek’s wetlands were filled to further develop the channel into an industrial shipping hub. The freight passing through the area still consisted largely of food products, including copra, or dried coconut meat, which dockworkers extracted from the hulls of ships from the South Pacific, using the Copra Crane, right.
Today, freight in the area is shipped via trucks as well as rail. San Francisco Bay Railroad currently transports tallow, a holdout from the Butchertown era, as well as contaminated soil from San Francisco construction sites to South San Francisco, and then on to landfills in Utah. This train runs right through the 3rd + Cargo Way site, often twice a day.
In addition to the continuing and changing role of the area as a wholesale food hub, industry around Islais Creek has evolved into an “eco-industrial park,” wherein businesses recycle materials and create local networks. For example, Hanson Aggregates mines sand from the Bay, which Bode uses to make concrete, and down the line Construction Materials Recycling crushes used concrete to make new concrete.

3rd + Cargo Way should embrace this eco-industrial ethos and take advantage of the materials and resources in the area.
According to previous Port community meetings, Sara Jensen’s 2008 Patri Fellowship project, “Imagining Islais Creek,” and my interviews with community members, stakeholders want public art and retail food outlets at 3rd + Cargo Way. Fortunately, there are ready and willing local artists, chefs and vendors in the Bayview.

In addition, community members noted the need for a place to relax and look at the water, as well as a bathroom.

Kayakers and dragonboaters noted that with additional infrastructure, Islais Creek could be a hand-powered watercraft mecca, on the southern waterfront.
Currently weekdays offer the greatest number of potential 3rd + Cargo Way park users and food customers, since about 5000 people work within a 10 minute walk of the site. However, given that 3rd + Cargo Way will be a node on the Blue Greenway featuring one or more commercial enterprises, 3rd + Cargo Way should be an active destination site in addition to serving local needs.

### WEEKDAYS

**WHO**
- 4862 employees within a 10 minute walk
- 2900 riders on Muni T Line
- ~15000 vehicles pass the site, est.
- potential street food chasers

**WHY**
- eat lunch
- recreation
- passing by
- driving freight
- education / stewardship

### NIGHTS

**WHO**
- very few existing night time users
- ~100 employees within 10 min walk
- potential night time event attendees
- potential street food chasers
- passers by

**WHY**
- eat dinner
- destination for events in unique setting

### WEEKENDS

**WHO**
- few existing weekend users
- future cyclists, kayakers, and pedestrians along Blue Greenway
- 49ers game day traffic
- potential weekend event attendees
- potential street food chasers
- passers by

**WHY**
- eat
- play
- rest stop
WIND
Wind is a significant factor at 3rd + Cargo Way. The dominant wind from the west. In order for the site to be comfortable for visitors, wind protection must be provided.

SUN
The Bayview is one of the sunniest areas of San Francisco, and 3rd + Cargo Way is no exception. Some shade would ensure adequate comfort year-round.

TOPOGRAPHY
Apart from some collapsed areas of the wharf, the site is generally flat.
SITE CHALLENGES

The wharf is structurally unsound, and the piles and beams have been treated with creosote.

Combined Sewer Overflow outlets can also be a source of contamination. Challenges on land, include potential hydrocarbon soil contamination from the diesel tanks that used to sit on the site, in addition to the fact that the whole site is unengineered fill.
PILES + TIDES

The water in Islais Creek Channel is generally 5'-10' below site grade. 3rd + Cargo Way is shored up by a seawall and riprap. One meter of sea level rise would therefore not effect the site.

Many of the piles have been wrapped in PVC and despite the creosote treatment, benthic creatures are living on the piles.

Above water, the piles serve as roosts and nests for shorebirds.
EXISTING CONDITIONS

In 2001, as a gift to the community, Hanson Aggregate commissioned the design and construction of a landscaped knoll showcasing what was to be a rotating art piece on the corner of 3rd and Cargo. This initiative was largely responsible for the idea of improving the larger site. The knoll and art are oriented such that it's visible as you're leaving the Bayview. Now that the whole 3rd + Cargo Way site is slated for improvement, the poplars effectively cut most of the site off from the important 3rd St. access.

A potentially historic scale house, once used to weigh freight trucks, sits on the site.

The San Francisco Bay Railroad freight train runs through the site, carrying contaminated soil.

Much of the cracked asphalt site is fenced.

Historic Firehouse 25 has 4 firemen on duty round the clock.

There's an 8' plywood fence around 3 sides of the firehouse. The firemen want to protect their privacy.

Some tomatoes and other plants in the parking area provide vegetables and herbs to the firemen.
3rd Street is heavily trafficked. 3rd and Cargo Way is the most complex intersection in the whole city, due to the freight train and Muni passage.

Most trucks drive down Illinois, Amador and Cargo, though they also use 3rd St

**CONSTRAINTS:**
- pedestrian and cyclist safety and circulation
- noise: the freight train screeches through the site twice a day

**OPPORTUNITIES:**
- cultural interest of freight train
- potential wind protection provided by train cars
**SITE CIRCULATION**

Muni lines run primarily down 3rd Street.

**Cyclists** will use Illinois and Cargo as part of the Blue Greenway, so most cyclists and pedestrians would enter the site from Illinois Street.

In terms of **vehicles**, there are over **260 parking spots** within a 5 minute walk, but crosswalks in only certain directions.

*existing crosswalks*
There is currently no crosswalk straight across 3rd Street at Cargo Way, which is a crucial connection from this site to the rest of Islais Creek, including Islais Creek Landing.

In order to effectively connect the Blue Greenway and the current and planned open space along Islais Creek, a crosswalk needs to connect 3rd + Cargo Way to Islais Landing.

Such a crosswalk would also better connect Islais Landing to Cargo Way, and thus to Heron’s Head Park.
As a node for eating, resting, engaging art, and playing, 3rd + Cargo Way should serve as a viewing platform for significant landmarks along the creek.

The Port is working with artists to turn the Grain elevators and silos on Pier 90 into large dynamic public art forms. 3rd + Cargo Way can be the primary viewing spot for these art events.
VIEWSHED FROM 3RD + CARGO WAY

If elevated, the northeast corner of the site offers the best views of the Grain Elevators and Silos, Copra Crane, Tulare Park, and the Bay.
Since 3rd and Cargo will be the gateway to the Bayview, the Gateway art piece needs to be highly visible to people entering the Bayview.

The corner of 3rd and Cargo is the most heavily trafficked and visible spot for the gateway piece, as long as it is oriented toward the west and north. Due to the poles and wires in the intersection the art piece must be prominent.
As of early 1968, 3rd + Cargo was part of the larger Pier 90 parcel. A large warehouse on the site contained copra and tires, but burned down later in 1968. An office abutted the warehouse near the fire station. At that time, the scale house was in place, although the freight rail tracks were in a different configuration. One rail spur ran right down the edge of the wharf, and the southern spur skirted around a restaurant/bar which used to occupy the corner of 3rd and Cargo. The restaurant opened at 5am to serve breakfast to workers.
3rd + Cargo Way has long been a node, within many networks of freight, trade, and transportation.

1968
This diagram represents the routes of networks passing through the site as of 1968,

At that time, rail, trucks, and ships containing cargo and fuel passed through and around the site.

1987
By 1987, the restaurant was gone, and the path of the rail had changed. Cargo ships presumably no longer unloaded at 3rd + Cargo, since the warehouse was no longer.

TODAY
The construction of the Illinois St. Bridge in 2005 opened Illinois St. to freight trucks and rail, along with cyclists and pedestrians, thereby transforming 3rd + Cargo way into something of an island node within these cargo and recreational networks.
Embracing the historical and present context of food and the industrial waterfront, and moving toward recreation and ecological practices, I then investigated precedents for the program: gateways, public art, food, and play.
GATEWAY

The Golden Gate Bridge. Javi S&M

Gateway Arch, Saint Louis. Geir Arne Hjelle

Gateway to Chinatown, San Francisco. Ruthanne Reid

The Gates, Central Park, New York. Bernard Polet

India Basin Industrial Park sign, San Francisco. E Brassocart
local
playful
post-industrial
networked
community
big
renegade
contextual
interactive
kinetic
responsive
ART
Street food is hot in San Francisco

Rotating sites

Gourmet, innovative

Cupcake truck chasers

Festival

Pop-up food + art space

Iterative + evolving

Interim

Shelter

Potential local partners

Web based marketing

http://www.sfcartproject.com
http://www.roaminghunger.com
http://www.mobilecravings.com

Twitter, Chowhound, Facebook...

SF Street Food Festival 2009
well being

dance
games

water viewing

celebration

networked

skating

events

fitness

teams

sports

challenge

PLAY

32
CONCEPT DESIGN OPTIONS

With these precedents in mind, I studied a few different configurations of the program elements. Certain elements and needs, common to all configurations, became clear.

- In order to connect to Islais Landing, a crosswalk should be painted from the corner of Cargo to the traffic island across 3rd St. The traffic island should be expanded in order to facilitate movement between the open spaces of Islais Creek.
- 3rd + Cargo Way is not a good site for a pier because the bridges prevent watercraft circulation during high tide. Since the site is adjacent to Islais Landing, 3rd + Cargo Way food and restrooms could serve boaters, helping to knit a cohesive Islais Creek maritime identity.
- The gateway art piece should be located on the corner of 3rd + Cargo Way, with auxiliary interpretive signage on the traffic island across 3rd St. to visually connect to Islais Landing.
- Given the strong art community in the Bayview, art should be showcased in multiple locations across the site.
- 3rd + Cargo Way should provide something unique in the form of a changing playground for grownups that would mesh with the other uses of the site. This will help to make the park a destination.
- Art should be interactive to facilitate play.
- The viewing platform should be located near the Illinois bridge and raised to provide good views, wind shelter, and an accessible, flexible place for people to gather and play.
- Provide visual access to the water, silos, and Copra Crane. The fire station parking area should therefore be moved to the southern side of the firehouse.
- Create wind protection while maintaining relatively open sight lines.
- Provide seating where people can eat and relax.
- The area near the former diesel tank farm should feature plants that can remediate the potential hydrocarbon contamination.
- The decrepit wharf structure should be removed, but the piles can provide ecological.
- Given the history and present industrial context of the site, a hard water’s edge is appropriate to the site.
- Circulation is key to the success of the park, since trains, trucks, cars, cyclists, pedestrians, and watercraft run through and around the site. But the site should not be wholly comprised of parking and driveways. Therefore, cars and passing semi trucks should park on Cargo Way, and food trucks and firemen should use the existing buffer zone which is required around the freight rail tracks for circulation.
The particular freight and transportation patterns of 3rd + Cargo Way remind us that networks, which we normally think of nowadays as digital, as waves passing invisibly through the air, are also extremely physical. With the soil cargo of the freight train in mind, I was intrigued by the seemingly paradoxical idea of moving landscape, moving the very ground itself around as a part of these networks. In San Francisco our relationship to the ground is particularly complex, since much of the city’s land was either land or construction that was initially shaken loose by nature in 1906, then moved by man to create new ground.

The public landscape is inherently both dynamic and grounded, given that the landscape is subject to the elements, plants are alive and ever-changing, and the people that pass through and occupy a public space inevitably change it. Therefore the public landscape can play a unique role in finding a balance between the pervasive, dynamic networks of modern life and a sort of rootedness and sense of place, between a space that one passes briefly through and a place in which one has an invested sense of stewardship. This is a difficult balance to achieve on land such as 3rd + Cargo Way that was man-made in the first place, and in a place devoid of residents, but a balance worth attempting in order to create a valuable resource for all those who might enjoy 3rd + Cargo Way.
The proposed design allows the site to remain flexible, able to accommodate mobile food, parties, festivals, and other events, while providing some smaller spaces where individuals and groups can stay and rest when there aren’t festivities on the site. Areas accommodate multiple uses, such as the platform and surrounding lawn and plaza, which can be used for views, as a stage, as a climbing and play area, incorporating enough variety to keep it interesting while remaining open to various uses.

An enhanced pier at Islais Landing encourages dragonboats and other hand powered watercraft to anchor there, and more boat storage allows for further use of the water. In the water, many piles remain, forming the anchor for floating wetlands that remediate the creek water near the combined sewer overflow outfall. Two artful windmills mark the site and provide power to park lighting and networked activities.

The expanded traffic island contains interpretive historical and directional signage, and visually and physically connects Islais Landing to 3rd + Cargo Way through a new crosswalk.

Parking for the firehouse is surrounded by an edible garden that fire fighters can maintain and harvest in conjunction with local school children. A bathroom is centrally located in this area.

The prominent gateway art piece anchors the plaza at 3rd St and Cargo Way, and provides shade for those eating the wares offered in the scale house (in the first phase) and a refurbished historical train dining car (in the second phase).

In the water, many piles remain, forming the anchor for floating wetlands that remediate the creek water near the combined sewer overflow outfall. Two artful windmills mark the site and provide power to park lighting and networked activities.

Plants remediate the hydrocarbon contamination in the soil near the former diesel tank farm.

Traincar gondolas planted with trees pay homage to the industrial uses of the site even as they provide enhanced wind protection, playing with the notion of networks, mobility, and land. They also direct views and visitors toward the water’s edge and break up the space into more comfortable units for social interaction.
WIND SHELTER

AREAS PROTECTED FROM THE WIND
DRAINAGE

DIRECTION OF DRAINAGE
View of corner of Illinois Street + Islais Creek
WINDMILL  PILES  RIPRAP  GONDOLA  VIEWING/PLAY PLATFORM  SKATE RAMP  INTERACTIVE ART  PHYTOREMEDIATION  SEAT WALL  FREIGHT TRAIN
View of corner of 3rd Street + Cargo Way
CROSSWALK
GATEWAY ART PIECE
FIRE STATION 25
FILTER STRIP
DINING PLAZA
REUSED TRAIN DINING CAR
WIND POWER
GONDOLA
MOBILE FOOD PARKING
SEATWALL
DIESEL PHYTOREMEDIATION

View of corner of 3rd Street + Cargo Way
IMAGE CREDITS

(1) Map, courtesy of Municipal Transportation Agency, San Francisco Municipal Railway, San Francisco Department of Parking and Traffic

(2) Blue Greenway Map, courtesy of the Port of San Francisco

(3) Third Street Corridor Map, courtesy of the Renaissance Entrepreneurship Center

(4) Butchertown, 1929, from the San Francisco Public Library Historical Photograph Collection, http://sflibrary.org:82/search

(5) Copra Crane, courtesy of Sara Jensen

(6) Imagining Islais Creek, SPUR summary report for the Patri Fellowship in Urban Design, 2008

(7) Figures courtesy Shayan Lotfi, AECOM, 2010

PHOTO CREDITS

Play
Skate jump: http://www.flickr.com/photos/bgreenlee/4779921421/sizes/l
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african-dance: http://www.flickr.com/photos/kcolwell/180827058/
Fire arts biken frames: http://www.flickr.com/photos/45688285@N00/2858454267/in/photostream/
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basketball: http://www.flickr.com/photos/yourdon/3823194254/
picnic kids: http://www.flickr.com/photos/iztafineday/2624587541/

Disco skate: http://www.flickr.com/photos/eliya/2503648749/


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Tire walk zigzag: http://picasaweb.google.com/lh/photo/cB322YsQjzCfmUzq6ag

Parkour: http://www.flickr.com/photos/jb-london/3713005894/in/photostream/

Cunningham Falls State Park (Manor Area) scrap tire playground was built in May 1995.

http://www.mde.state.md.us/Programs/LandPrograms/Recycling/ScrapTire/tp_frederick.asp


http://www.mde.state.md.us/Programs/LandPrograms/Recycling/ScrapTire/tp_frederick.asp

Cunningham Falls State Park (Manor Area) scrap tire playground was built in May 1995.

http://green.yahoo.com/blog/environmentalgraffiti/161/7-creative-sculptures-made-of-trash.html

A Dream of Sculptures - Interactive Projection: http://www.flickr.com/photos/how1/2914635386/

POSSIBLE PARTNERS

- Renaissance Entrepreneurship Center
- Literacy for Environmental Justice
- Recology
- Black Rock Arts
- The Point
- Islais Creek Studios
- Jejune Institute
- Scene 2
- SF Cart Project
- La Cocina
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- school gardeners
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CONCLUSION

I hope that the areas newly linked through the Blue Greenway, and that the transitioning Bayview as a whole, are able to strike a balance between networked space and static place, between moving ever faster and stopping to appreciate a landscape and the people within it, between the anonymity of a globalizing modern city that is constantly in flux, and the sense of home found in the simple act of planting vegetables in a community garden, or in contributing to an art piece and leaving your mark on the land. And I hope that the analysis and ideas presented herewithin for this small site on industrial Portland, this island surrounded and crisscrossed by streams of land and water networks, are one step in the direction of invigorating underused land in underserved parts of the city, and toward finding that balance in the public landscape.