



Northeast Waterfront Advisory Group

Meeting: November 10, 2016

Draft Meeting Notes

Members Present: Alec Bash, Kim Bernet, Arthur Chang, Jane Connors, Jon Golinger, Bob Harrer, Bob Iwerson, Bruno Kanter, Cathy Merrill, Stewart Morton, Carol Parlette

Absent: Roy Chan, Michael Franklin, Michael Gougherty, Flicka McGurrin, Marina Secchitano, Diana Taylor

1. **Welcome and acceptance of [July 13, 2016 Meeting Notes](#)**

2. **Pier 29 Bulkhead Re-tenanting Status update by Remy Monteko, Asset Manager at Jamestown.**

Earlier in 2016, the Port awarded Jamestown with the leasing opportunity of a 20,000 sf space in the bulkhead building at Pier 29. The team's proposal includes a partnership with the local goods company, SFMade, along with a beverage experience that is unique to SF. The programming aims to activate an underused area of the waterfront. Jamestown will signal that the bulkhead building is open and active with outdoor treatments including a tent similar to the one at the nearby restaurant, Coqueta. The team is focusing on planning efforts and will seek a beverage operator after approvals. Jamestown has met with numerous community organizations including the Barbary Coast Neighborhood Association, Fisherman's Wharf Merchants Association, and Telegraph Hill Dwellers. Monteko noted that the current proposed layout no longer includes the red crane art sculpture that was submitted in a conceptual rendering during the Request for Proposals (RFP) process. Attendees asked questions, provided comments, and discussed potential active recreation uses at Pier 29.

Responses to questions

- What is the timeframe for the remainder of the project? The remaining timeframe depends on the approval process and is not determined at the moment.
- Can there be a temporary recreational use at Pier 29? Would the Bay Club be interested in leasing it? The RFP parameters asked for short-term uses that activate the building and enliven the public realm. There were three respondents with three different proposals. The review committee scored the submissions and selected Jamestown as the winning proposal because it met the parameters and scored the highest.
- What is the state of repair of Pier 29? The activity will focus in and around the bulkhead building, which is in better state of repair than the shed. Long-term uses in the shed would need further analysis and may trigger the need for seismic improvements.
- Can Pier 29 seismic improvements be paid for with revenues from the Pier 70 project? Pier 70 cannot fund improvements needs along the waterfront. The Port's Capital Plan prioritizes facilities in state of good repair and allocates limited funding amongst many needs. Bulkhead buildings were

originally designed for higher occupancy loads as they were designed as offices. The building code requires occupancy to be distributed in a way to keep occupants safe. The Waterfront Plan Update process will deal with the key question of how we identify funding opportunities to bring facilities to a state of good repair to support occupancy levels.

Comments

- Suggestion that the Port prioritize recreational uses for the remainder of Pier 29.
- The Exploratorium has surveyed attendees and found that it can be challenging and discouraging to travel along an inactive northern waterfront. Employees feel that more activation along the waterfront may help to encourage visitors. Perhaps the Waterfront Plan Update can prioritize recreational uses for the remainder 100,000 sf of the Pier.
- Would like to see a shorter lease than the proposed 15-year lease. Would also like for Waterfront Plan Update Subcommittees to be able to recommend use options for Pier 29. Also feels concerned about exterior improvements with regards to the Embarcadero Historic District.
- Concern about potential future expansion of retail uses to the remainder of Pier 29 and about interim use term lengths, and consistency with the Waterfront Plan. The Waterfront Plan designates Pier 29 for active recreation development. The Jamestown proposal should not proceed ahead of the Waterfront Plan Update process.

Diane Oshima response:

- The Waterfront Plan identifies “Acceptable Uses” for long-term (up to 66 year leases) use of Port properties. The Plan also includes policies for allowing non-trust land uses in shorter-term, interim leases. The Jamestown proposal is for retail and on-site consumption of beverages and consumables. Retail and restaurant uses are public trust-consistent uses and are identified as Acceptable Uses in the Waterfront Plan for Pier 29 bulkhead.
- Jamestown proposal is for the Pier 29 bulkhead building only, and adjacent outdoor area; the Pier 29 shed is not included.
- The Waterfront Plan identifies Piers 27-29 and Pier 31 as a maritime mixed use development opportunity site with objectives for a mix of maritime, commercial, public access and open spaces, including a major waterfront park. A mixed use active recreation development is identified as a desirable opportunity but is not prescribed exclusively for this site. Prior efforts for a mixed-use recreation project proposed by Mills Corporation with the YMCA in early 2000’s failed. Since then, the wide, clear-span Pier 27 shed, which offered the best opportunity for recreational uses, was demolished and replaced with the Pier 27 Cruise Terminal and Cruise Terminal Park.
- The Pier 29 bulkhead re-tenanting was initiated to return revenue use, focused on the bulkhead only. Rather than returning prior light industrial storage or parking to the facility, Port Commission sought a more public-oriented use that complements other Port attractions, after experiencing the positive effects of the temporary Waiheke Island Yacht Club restaurant during the America’s Cup events. The RFP was intentionally flexible to attract creative, unique uses that did not compete with other major Port uses (e.g. Ferry Building, Exploratorium, Fisherman’s Wharf, and Cruise Terminal). The Pier 29 bulkhead project preceded the Waterfront Plan Update, and the Port Commission directed that this

RFP process (along with other initiatives then in the pipeline) continue when it endorsed the initiation of the public process to undertake the Waterfront Plan Update.

- The Waterfront Plan Update process will inform future consideration of long-term uses of the Pier 29 shed, and address the challenges now being discussed regarding the condition and cost requirements to repair and rehabilitate Embarcadero Historic District resources.
- Concern over the ability to attract future tenants the remainder of Pier 29.
- Comment that retail use is an elegant solution to the need for activity along the waterfront and concern that recreational uses would not provide revenue to subsidize improvements. The Chelsea Piers, recreational facilities in New York City, were built in 1989 – a cheaper construction time period. Chelsea Piers also has a longer lease term of 60 years. The Ferry Building also has large facilities costs.
- Jamestown is grateful for feedback and appreciates hearing the community’s concerns. Monteko is a native San Franciscan born on the Northern Waterfront and committed to quality project. Jamestown manages the offices across from Pier 29 and has an interest in activating the bulkhead that serves residents, employees and visitors in the area rather than a vacant building. Jamestown hears concerns, and is experienced with creating unique, successful public spaces. They hope that the Port and community can bridge gap. Jamestown would like to know if the community supports the proposal to have provide certainty during the public approval process.

3. Status update on the National Park Service Alcatraz site at Piers 31 ½ and Pier 31 and 33 bulkheads, Rebecca Benassini, Assistant Deputy Director of Waterfront Development Projects.

Benassini provided an update on the status of the Alcatraz site’s three-part agreement. The Port Commission approved the term sheet at its November 15th meeting. Approval allows NPS to move forward with selecting a concessioner. NPS and EHDD representatives shared observations and indicated that they would return to a future NEWAG meeting with updates when the design process evolves.

- Kay Becker is the senior director for community engagement team at Golden Gate National Parks Conservancy. She worked on the Ai Wei art installation at Alcatraz Island and mentioned that the team is available for comments.
- Jennifer Delvin-Herbert works at for the design firm, EHDD, who was the Exploratorium architect. EHDD has worked on the SF waterfront at Lands End and has collaborated with the NPS on prior projects. The firm is excited to begin schematic design for this project. Delvin-Herbert shared slideshow of images of EHDD’s San Francisco waterfront projects and shared that EHDD is studying existing conditions and taking contractual considerations into account. EHDD’s approach considers existing unique context along its waterfront projects. The proposed interpretive retail and plaza design will be sensitive to high volume of pedestrians in the area.

Responses to Questions

- Would the NPS team come to neighborhood group meetings to hear the community’s thoughts regarding site’s proposed uses? Some team members attended a community meeting in 2012 and would be happy to attend again to discuss the types of uses that may attract local neighbors.
- How many parking spaces will there be onsite? There will be 10 spaces with space to accommodate turning and backing. The spaces replace the existing 10 spaces at the current site.

- Will the nearby Bell building become a café use as well? Yes, the Bell building will become a café as soon as the Port completes the approved site improvements (including a 3-floor elevator).
- Will Pier 31 be part of Waterfront Plan Update discussions? A portion of the Pier 31 bulkhead is proposed for a visitor facility as part of the NPS Alcatraz project, and the Port is making capital improvements to allow continued industrial use of the Pier 31 shed for uses that do not trigger the need for seismic upgrades. Waterfront Plan Update may provide additional ideas for future uses in Pier 31 shed.

Comments

- Some attendees expressed positive impressions of Lands End project.
 - Suggestion for onsite community space such as conference room space.
 - Gratitude for Dan Hodapp work during NPS planning process.
4. **Announcements.**
 - **Informational item on Sunday Streets, November 13.** The event closed a portion of Northbound Embarcadero for a few daytime hours.
 5. **New business.**
 - **Signage for Pier 27 public access areas.** There was a suggestion to increase signage font size and move the signage location to increase visibility.
 6. **Meeting adjourned in honor of June Osterberg, a beloved North Beach resident and community activist.**