

Community Meeting

Unsolicited Proposal for the Leasing of Portions of SWL 300/301 (**Triangle Lot**) and **Pier 45 Sheds A and C** in Fisherman's Wharf

Port Northern Advisory Committee March 22, 2023

David Beaupre, Planning and Environment

Dan Hodapp, Planning and Environment

Don Kavanagh, Real Estate and Development

Gabriel Mikulich, Maritime

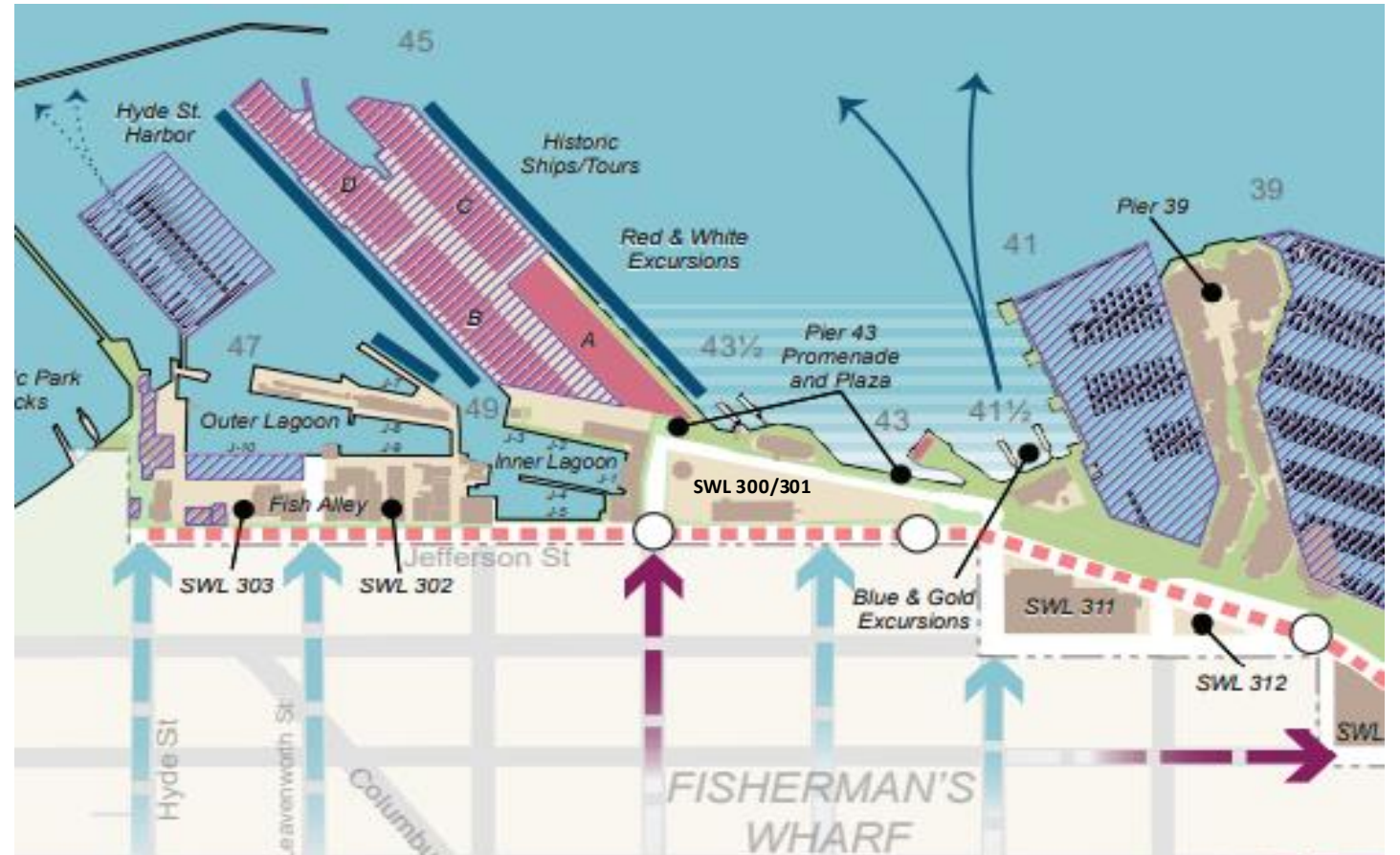
AGENDA

1. Port Introduction and review of meeting agenda and purpose
2. Review Fisherman's Wharf Revitalized Proposal
3. Question and Answers
4. Next Steps (5 minutes)



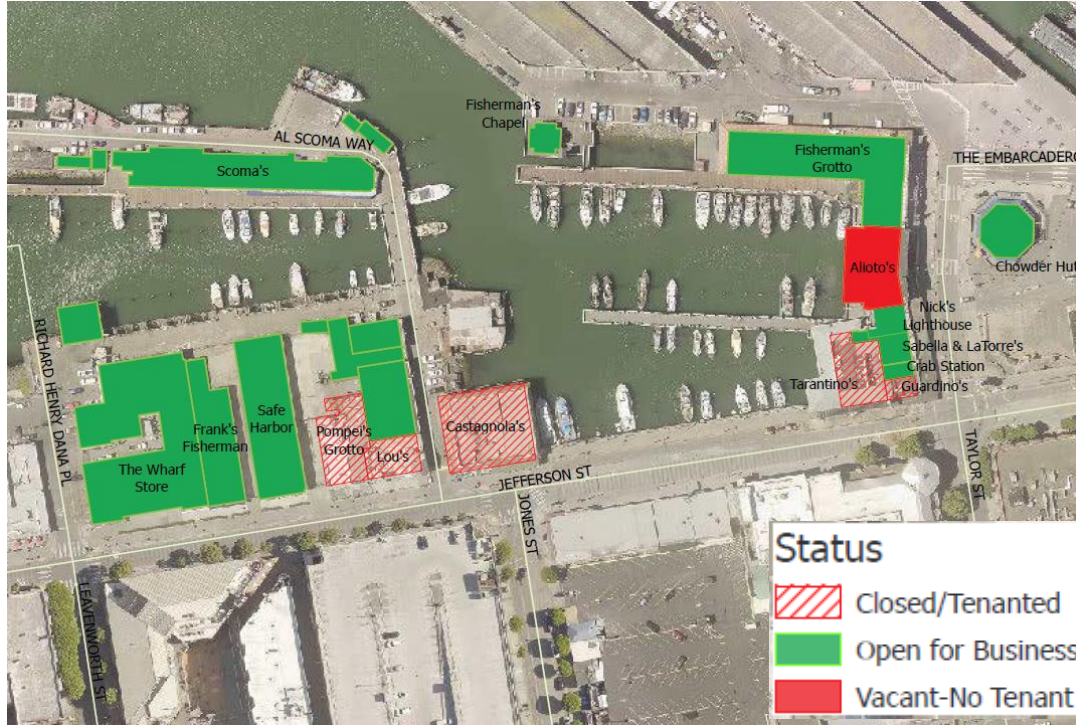
Introduction

1. Port Team
2. Outreach Process as defined in Waterfront Plan
3. Port Development Process & Community input
4. Other Actions in Fisherman's Wharf



Fisherman's Wharf - Recovery Plans

- 1. Provided Financial Relief to tenants in form of rent forgiveness and loans
- 2. Keeping area Clean and Safe
- 3. Working to reactivate vacant properties quickly - potentially with pop-ups
- 4. Seeking new Policies to allow quicker investments
- 5. Need to recognize existing tenant rights and duration it takes to mutually agree to lease termination

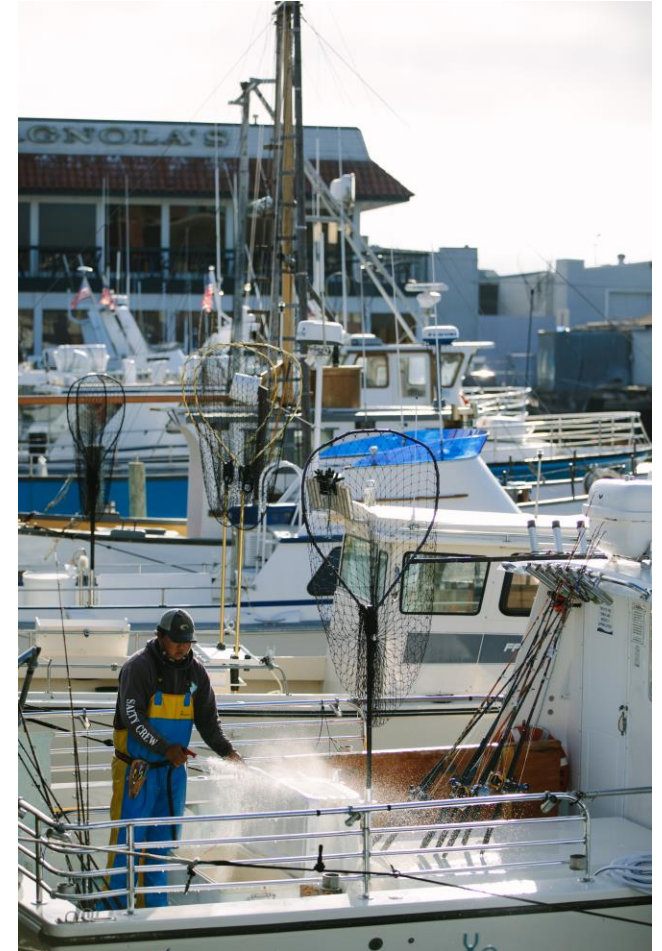


Fisherman's Wharf Revitalized Proposal - Sponsors

1. Lou Giraudo

2. Seth Hamalian

3. Christopher McGarry



Alignment with Waterfront Plans - Portwide Goals

- **Maritime Port**
- **Diversity of Activities and People**
- **Public Access and Open Space**
- **Urban Design and Historic Preservation**
- **Financially Strong Port**
- **Transportation and Mobility**
- **Environmentally Sustainable Port**
- **Resilient Port**
- **Partnering for Success**



Alignment with Waterfront Plan - Wharf Sub-Area Goals

1. Protect and maintain Fisherman's Wharf as a working fishing port
2. Maintain a colorful mix of maritime and water-dependent activities at Fisherman's Wharf
3. Enhance the public access experience and open space programming in Fisherman's Wharf
4. Maintain the Wharf's diverse mix of public, commercial, and maritime and recreation uses activities
5. Work closely with Fisherman's Wharf restaurants and businesses to coordinate investments in infrastructure improvements that maintain public safety and economic vitality
6. Manage transportation flow to and through Fisherman's Wharf to maintain viable industrial and loading access for the fishing industry and commercial businesses, reduce single-occupant vehicle use

Alignment with Strategic Plan Goals

Economic Recovery

Develop and implement strategies to stabilize the Port's financial position from the COVID-19 Pandemic economic impacts.

Productivity

Attract and retain tenants to build an economically successful and vibrant waterfront.

Resilience

Reduce seismic and climate change risks to protect the waterfront.

Evolution

Evolve the waterfront to respond to changing public and Port needs

Engagement

Engage constituents and public on Port functions and activities.

Proposed Events Center

Proposed Experiential Museum

- fish processing
- wholesale and retail market
- food hall and exhibits
- indoor / outdoor
- park-like setting

Proposed New Public Square / Plaza

Proposed Winery / Brewery / Distillery
with short-term vacation rentals above

Proposed New Pedestrian-Only Promenade

Jefferson Street Activation & Connectivity:

← Aquatic Park	→ Pier 39
← Maritime Museum	→ Ferries
← Ghirardelli Square, etc	→ Cruise Ships

- Maritime Historic Park
- Aquatic Park
- Maritime Museum
- Ghirardelli Square
- Hyde St Cable Car



Comments Received – Pier 45

1. The **fishing industry** (Fisherman/woman and fish processing) **must be prioritized**, without them there is no Fisherman's Wharf
2. The visitor **attraction to the Wharf** is the **ability to watch the activity of the Fishing industry**
3. Shed A and the former Shed C area are used for fishing gear storage and parking to support the fishing industry; today there is not sufficient space for the fishing industry storage needs; this **storage is critical to the success of the Fishing industry**
4. The fishing industry in the wharf would benefit from **cold storage** space on Pier 45
5. Concerns were raised about **the impacts of the proposed use of the Pier 45 valley**, which is already congested from the Fishing industry uses

Comments Received – Triangle Lot

1. Concerns that development on the lot would **turn its back on Jefferson Street** business/activity between Powell and Taylor Streets and direct visitors to Pier 45
2. Observation that the Little Embarcadero will be needed at times for **access for the fishing industry uses on Pier 45**
3. Are the Short-Term **residential units proposed a violation of Prop H** , (the ban on hotels on the waterfront)
4. Overall reception for the **uses for the Triangle Lot was positive**

Comments Received – Other

1. With so **many vacancies**, why are we considering new development?
2. Should the sponsors **look at the vacant properties on Taylor or Jefferson** for the uses proposed on Pier 45;
3. **Accessibility** for mobility impaired should be considered for any new development;
4. Don't lose **the industrial character** of the Wharf
5. Would the area benefit with an **area-wide plan**

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QUESTIONS & COMMENTS

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sfport.com/about/port-advisory-committees/fishermans-wharf-advisory-committee

Next Steps

1. Host public meetings in Fisherman's Wharf to seek feedback
2. Return to Port Commission to share feedback received and to seek direction
3. Seek Board of Supervisors approval of Sole Source



Engagement Process Steps

- Consistent with Draft Waterfront Plan Policies on Receipt of an unsolicited proposal
- Prior to submittal to Board of Supervisors for consideration
- Port Process:
 - a) Require the developer to provide a written submittal that describes the proposal
 - b) Convene Port Advisory Committee meeting(s) for review and comment on the proposal
 - c) Conduct a Port Commission informational meeting for review