

April 8, 2023

SF Bay Conservation and Development Commission
BCDC Design Review Board
SF Port Waterfront Design Advisory Committee
375 Beale Street
San Francisco, CA 94105
(Via email: publiccomment@bcdc.ca.gov)



RE: Comments on Ferry Building and Ferry Plaza Proposed Changes

Dear Chair and Members, BCDC Design Review Board, and Chair and Members, SF Port Waterfront Design Advisory Committee,

Since 1994, Foodwise (formerly CUESA) has operated world-class farmers markets and education programs to connect the Bay Area community with fresh, local food and sustainable family farms. Our work is rooted in the belief that farmers markets are educational spaces where family farmers, food makers, and neighbors can share food and knowledge, build community, and nurture food and climate solutions together. Our farmers markets are also vital food access points, where local farmers and food businesses can thrive and thousands of Bay Area residents participate in and grow a thriving food system. We have operated the Ferry Plaza Farmers Market thrice weekly since 1999 and Mission Community Market since 2018.

We wish to convey our overall support in activating the Ferry Building and the waterfront as a lively and robust public amenity serving locals and visitors, seven days a week. We have been in communication with our landlords Hudson Pacific Properties on the proposed changes, which will have negative impacts on our farmers market operations. We are in favor of many of the concepts behind the proposal, but do not yet have enough information to properly assess the how significant the impact will be, both temporary and permanent, which these changes will bring to the health and vitality of the farmers market.

Canopied Structure on Front North Side

Foodwise will need to temporarily relocate at least 10 farms for at least 9 months based on current construction forecasts, possibly facing an even longer disruption to the footprint within our leased areas. We are willing to work with the Landlord to find temporary space for these farms, but we are unable, based on the current plans shared with us, to assess the permanent impact of the canopy. Will we be able to fit as many businesses in that area with the inclusion of permanent poles upholding the canopy? Additionally, we do not have enough information about the materials and construction of the louvered top. Is it wood, metal, fabric? Will it allow for needed

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Christine Farren

ventilation? There is not enough detail shared at this time for us to understand if it will work for our farmers market operations.

South Driveway Additional Lighting, Archway, and Entry Markers

Similar to our concerns about the North Front, we are willing to make temporary accommodations during construction of these proposed amendments. However based on current information we are unable to determine how many market sellers can fit back in these areas once the proposed permanent structures of additional lighting poles, archway, and entry markers are in place. The more fixed structures (including seating blocks, light poles, fire hydrants, benches, and statues which currently exist within our leased area) that are built, the less adaptable and flexible our farmers market footprint can be.

Back Plaza Permanent Kiosk

The size, scope, placement, and voiced desire to have this retail business be operable during our farmers market hours stands to significantly disrupt our ability to craft a cohesive market that benefits the public with access to fresh local fruits and vegetables, as well as regular, free educational programming. It also makes nearly impossible the ability to clearly delineate what aspects of the market are under Foodwise's jurisdiction and what belongs to Hudson Pacific Properties. Their proposal for beer and wine sales and consumption on site is also in direct violation of the California Department of Food and Agriculture's farmers market regulations. This is the aspect of the project that stands to have the greatest negative impact on the vital work of hosting a year round, rain-or-shine public amenity that is our farmers market. We need more time to discuss the size, placement and type of business proposed to see if it is compatible with our farmers market.

Sincerely,

A handwritten signature in black ink, appearing to read "Christine Farren", with a long horizontal flourish extending to the right.

Christine Farren
Foodwise Executive Director

February 28, 2023

Hudson Pacific Properties
ATTN: Carl Cade, Vice President, Construction
121 Spear Street, Suite 220
San Francisco, CA 94105

RE: Ferry Building Proposal

Dear Mr. Cade,

Thank you for presenting the proposed Ferry Building modifications to San Francisco Heritage's Projects & Policy Committee on Feb. 10.

SF Heritage believes that balancing wide public access with increased commercial activity is a critical factor in your effort to increase patronage of the building throughout the day. Overall, we agree that updates are needed to maintain the building as a key destination for San Franciscans and tourists alike.

There are concerns about changes to the formal symmetrical and axial relationship on the interior, especially in the area of the Bay Front Kitchen. The renderings appear to include screens that will close to create a passageway when the businesses are closed. Is there more information on when these screens would be implemented and the overall impact on the passageway? Could you provide a historic plan (or plan chronology) of this area of the building given the extensive interior renovations proposed?

On the waterside façade of the building, can you delineate how many glass-front boxes will be installed and how far will these spaces project from the building? Are there changes to the interface with Ferry transportation, use, and circulation?

Regarding public circulation through the front arcade, can you provide a plan showing the potential layout of kitchen and restaurant spaces? Will there be any public circulation in the arcade when the businesses are closed?

For the businesses impacted by the proposal, is there a plan to accommodate existing retail tenants or reaccommodate displaced tenants?

Lastly, what is the proposed signage anticipated at the streetside elevation?

We welcome working with the project team or assist in any way that we can as the proposal moves forward.

Sincerely,



Karalyn Monteil
CEO & President

cc:
David Beaupre
Peter Birkholz
Mark Paez

May 15, 2023

Hudson Pacific Properties
ATTN: Carl Cade, Vice President, Construction
121 Spear Street, Suite 220
San Francisco, CA 94105

RE: Ferry Building Proposal

Dear Mr. Cade,

Again, thank you for taking the time to meet with San Francisco Heritage as your proposed plans for the Ferry Building continue to develop. Walking through the building with you has been enormously helpful, and we appreciate your patient and careful consideration of our questions.

One of your stated goals is to “reposition” the building. Could you share any models or other existing examples that illustrate your vision for the building, especially its exterior?

On the whole, San Francisco Heritage is more comfortable with and supportive of your plans for the east side of the building and the bayside plaza than with your proposals for the more formal city-facing front. There is much more flexibility and space on the back side of the building to accommodate increased activity, and that space could be repositioned to be more welcoming, comfortable, and dynamic. The plaza and open arcades on the city-facing front of the building, on the other hand, were built to be open and accessible to the public as both a circulation space and a grand civic space. By closing the arcades to the public and adding more dedicated seating to the plaza, your proposed plans would completely alter the experience of the Ferry Building.

You are also proposing a considerable increase of a singular use: food service. Given how much food service there is at both the north and south ends of the front of the building and along the bayside, is more food service, which brings with it significant maintenance challenges, the best use for one of our city’s most formal, grand, civic open spaces?

We appreciate Page & Turnbull's approach to making the arcades brighter and more comfortable, and we encourage you to continue to explore with them ways to enhance the public experience of front without sacrificing public access and the building's iconic civic character. Please consider: 1) operating the front of the building more like a public space and less like a commercial one; 2) making any additional seating moveable, available to all; and 3) adding more light and warmth to the arcades without enclosing them.

Thank you for engaging with us early in the process, and please accept our comments as preliminary. San Francisco Heritage is eager to see your plans evolve in response to our input and that of other groups.

Sincerely,



Karalyn Monteil

President & CEO

cc: Peter Birkholz
Mark Paez

April 7, 2023

SF Bay Conservation and Development Commission
BCDC Design Review Board
SF Port Waterfront Design Advisory Committee
375 Beale Street
San Francisco, CA 94105
(Via email: publiccomment@bcdc.ca.gov)



RE: Comments on Ferry Building and Ferry Plaza Alterations

Dear Chair and Members, BCDC Design Review Board, and Chair and Members, SF Port Waterfront Design Advisory Committee,

We understand that the BCDC Design Review Board (DRB) is “an advisory board that assists the San Francisco Bay Conservation and Development Commission (‘Commission’) in evaluating the appearance and design of projects... particularly as the project affects public access to the Bay and shoreline.” In this capacity, we understand that the DRB and the SF Port Waterfront Design Advisory Committee are jointly reviewing alterations to the Ferry Building and adjoining Ferry Plaza, which Commission staff states “*would affect existing public access areas along the building’s exterior and in the plaza.*”

Our major concern is the impairment of public access that we believe would occur from several aspects of the proposed Ferry Building Enhancement Project. While we support the restoration of the Ferry Building clock tower, the re-painting of the tower and Ferry Building in their historic colors, the portico lighting improvements, and proposed improvements to the Ferry Plaza (with the exception of the proposed 500-square foot kiosk, which we are concerned may interfere with Farmers Market operations), we have public access concerns that include the following:

- **Enclosure of Historic Arcades and Addition of Café Zones.** We oppose the proposed alterations to the historic arcades and the addition of new outdoor restaurant space on The Embarcadero frontage. Not only would they impair public access, but they would impact the architectural quality of the Ferry Building. As shown on the attached Exhibit, Hudson Pacific is seeking to enclose the North Arcade to accommodate one or more private restaurants and to expand the restaurant space into a currently publicly accessible area in front of the Ferry Building shown as the “North Café Zone” on the attached Exhibit. As described to us on a recent tour of the proposed project, the North Café Zone would include a canopied vertical structure with heat lamps and lighting, which can be enclosed for times when it is sunny or windy.

These alterations combined (arcade + café zone) would result in a significant loss of publicly accessible open space, which we estimate would be more than 6,000 square feet, as measured using plans in Hudson Pacific’s presentation dated April 10, 2023. Moreover, the proposed addition of the canopied vertical structure will significantly and adversely impair the architecturally prized sweep of the arches along the Ferry Building’s public-facing Embarcadero frontage. Such privatization of currently accessible public open space would roughly double to more than 12,000 square feet if expanded in a proposed later phase – shown on the Exhibit as the “South Arcade (Future Phase)” and the “Market/Café Zone (Future Phase).” We are also concerned about the visual impact of the window screening proposed for enclosing the arcades.

April 7, 2023

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- **Reconfiguration of Entry Portico Bays.** Hudson Pacific is proposing to relocate the glazing to reconfigure several bays on The Embarcadero facade, including Bays 1 and 5 (see Exhibit). Although we support the proposed lighting improvements for the portico, we are concerned that this glazing relocation will result in an additional loss of publicly accessible space if these bay spaces become de facto combined with the proposed new private restaurant spaces in the North and South Arcades (Bay 1 now and Bay 5 in a future phase).

- **Expansion of the Ferry Building East-Facing Wall.** Shown as part of the “Bay Front Kitchens” on the Exhibit, Hudson Pacific is proposing to remove and build out portions of the east-facing walls to provide “Indoor and Outdoor Dining” areas. We are concerned that the newly enclosed areas would obstruct the covered public access and impinge upon the public access area within the Eastern Promenade.

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In reviewing the proposed Ferry Building Enhancement Project, we strongly urge you to carefully consider the potential impacts to public access, including those offered by the Commission staff for your consideration in their DRB Staff Report. Please ensure that public access is maintained.

Thank you.

Sincerely,

Stan Hayes

Co-Chair, Planning & Zoning Committee
Telegraph Hill Dwellers

cc: Lawrence Goldzband, Executive Director (larry.goldzband@bcdc.ca.gov)
Ashley Tomerlin, DRB Board Secretary (ashley.tomerlin@bcdc.ca.gov)
Grace Gomez, Executive Secretary, BCDC (grace.gomez@bcdc.ca.gov)
Katharine Pan, BCDC (katharine.pan@bcdc.ca.gov)
Ryan Wassum, SF Port (ryan.wassum@sfport.com)
Dan Hodapp, SF Port (Dan.Hodapp@sfport.com)
Supervisor Aaron Peskin, District 3 (aaron.peskin@sfgov.org)
Jane Connors, General Manager, Ferry Building (jconnors@hudsonppi.com)
Elaine Forbes, Executive Director, SF Port (elaine.forbes@sfport.com)
Carl Cade, Hudson Pacific (CCade@hudsonppi.com)
Christine Farren, Executive Director, Foodwise (christine@foodwise.org)

PROJECT AREAS

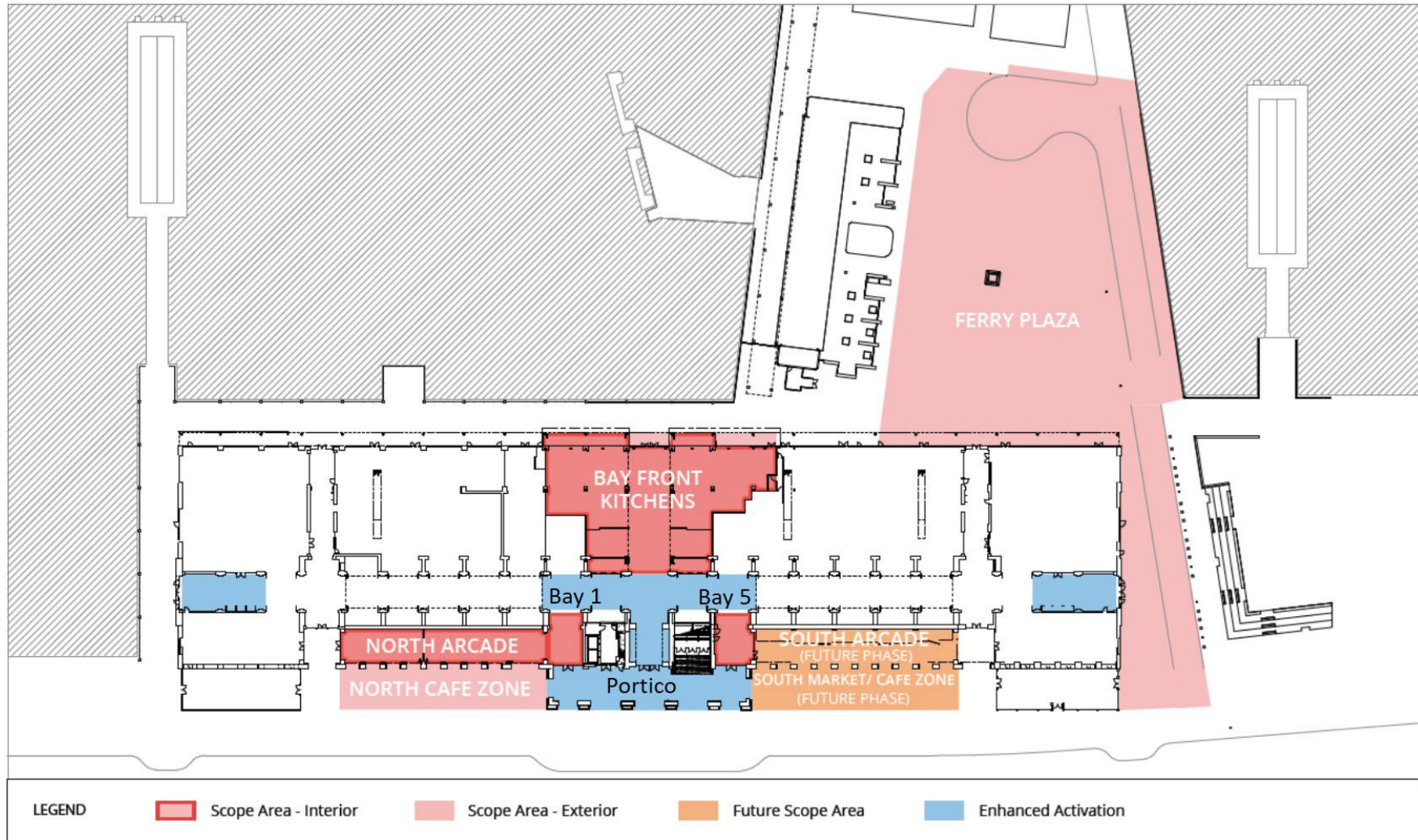


Exhibit. Project areas in proposed Ferry Building enhancement

(source: Hudson Pacific and Page & Turnbull, Ferry Building Enhancement, Port Staff Presentation, dated October 21, 2022), annotated with labels for Portico Bays 1 and Bay 5, and the Portico (source: BCDC Staff Report)



GATEWAY TENANTS ASSOCIATION

May 13, 2023
Gateway Tenants Association
155 Jackson St Apt 1504
San Francisco CA 94111

Ms. Elaine Forbes, Executive Director
Port of San Francisco
Pier 1
San Francisco CA 94111

Ms. Jane Connors, General Manager
Ferry Building
San Francisco, CA 94111

Re: 2023 Ferry Building Renovation Plans

Dear Ms. Forbes and Ms. Connors,

The Gateway Tenants Association (GTA) is writing in support of the Ferry Building Enhancement proposals by Hudson Pacific Properties, developed with the assistance of Page & Turnbull. The GTA is a volunteer organization of residents at the 1254-unit Gateway Apartments and Townhomes that informs its members and all tenants, advances mutual interests, and keeps track of neighborhood developments that affect our quality of life. The GTA was founded in 1982 and has been a vocal advocate for the neighborhood and renters from day one.

We have reviewed the proposed enhancement plans and spoke in favor of the proposal at the City's Waterfront Design and Advisory Committee and the BCDC Design Review Board earlier this year. Our residents have greatly benefited by the activities and opportunities offered by the Ferry Building over the past 20 years, and look forward to continuing this in the future. We would like their having ample opportunity to prosper as other waterfront offerings come along. Adding restaurants with movable glass partitions which would maintain light and air, and a sense of openness and access, seems very worthwhile.

We very much appreciate what the Port of San Francisco and the Ferry Building lessees have done following the 1998 RFQ that restored this crown jewel on the waterfront, and appreciate current efforts to bring it to this next level, 25 years later. Many of our residents are looking forward to the rejuvenation of the Ferry Building

Sincerely,

Madeleine Trembley, President, and Alec Bash, 2nd Vice President (External)



**BARBARY COAST
NEIGHBORHOOD
ASSOCIATION**

BCNA
P.O. Box 2045
San Francisco, CA 94126
BCNA@bcnasf.org

May 12, 2023

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Ms. Elaine Forbes
Executive Director, Port of San Francisco

Dear Ms. Forbes:

We are writing to express our support for the Ferry Building Enhancement proposed by Hudson Pacific Properties. As conceived, we believe this project will improve the visitor experience and the attractiveness of the Ferry Building facility. It will enable the Ferry Building to remain competitive vis-à-vis other potential waterfront attractions in the future.

Hudson proposes several modifications to the facility as part of its rehabilitation work. The proposal includes installing moveable glazing in the North Arcade. Two outdoor café areas will be created at the two ends of the building. The Bay Front Kitchen area work will open up the views toward the Bay while providing indoor & outdoor dining. Our understanding is the construction work will not impact structures that are historically significant.

The project offers several benefits. The additional moveable glazing will improve the customer experience by providing protection from the elements. Creating a more comfortable customer experience can only expand the appeal of the facility. Areas that were heretofore overlooked or underutilized will become useful. Additional space for restaurants or cafes is consistent with the Ferry Building's brand: providing the full range of food and beverage options to the general public. Restaurants and cafes will enliven the area.

We will leave detailed technical judgements of the proposal's architectural and stylistic merit to others. However, we believe this important proposal allows the Ferry Building to broaden and improve its future offerings. We note the Port is working on developing two other major waterfront attractions at Piers 30/32 and 38/40. Those two developments will also compete for the public's leisure spending, eventually. And those likely competitors will have modern or newly-upgraded facilities. Thus, it is essential the Ferry Building be given the support now to update its offerings. That way it will be positioned to compete with future attractions for consumers' attention.

We strongly urge the Port Commission to approve the Hudson's proposed project.

Sincerely,

Diana Taylor

Diana Taylor
President

Cc: District 3 Supervisor Aaron Peskin
Mr. Larry Goldzband, Executive Director, SF Bay Conservation & Development
Commission



“The Voice of the Waterfront”

May 20, 2023

Bay Conservation and Development Commission
(and)
Port of San Francisco

Re: Proposal for Retail Enhancements/Ferry Building

Dear Good People,

I write to enthusiastically endorse plans by Hudson Pacific Properties for retail-area enhancements to the Ferry Building.

God bless Hudson Pacific for having the boundless faith in our downtown, along with the imagination, foresight and scrupulous commitment to historic standards that we see in this plan.

I’ve been at the Ferry Building since the beginning (post the 2001 restoration) serving ferryriders and more. I’ve been through a medley of landlords. Hands down Hudson Pacific is the classiest. I trust them to do the right thing, and I think you should, too.

I know you will not compromise the Ferry Building’s historic integrity one iota, nor would I ever suggest that you should. Yet I know you are well aware that the Financial District is facing an existentialistic crisis with the change in work. Surging ferry ridership, outpacing by far all other forms of public transportation in recovering from the pandemic, coupled with the enduring popularity of the Ferry Building Marketplace is a beacon of hope.

Let’s keep a good thing going. People jump on bandwagons and off sinking ships. I urged you to expedite approval for Hudson Pacific’s plan to keep the Ferry Building vibrant.

Respectfully,

Bobby Winston
Proprietor



May 25, 2023

To: Port of San Francisco & Bay Conservation Development Commission

Re: Ferry Building Retail Enhancements

Dear Port of SF and BCDC Staff,

Myself and my wife Vanessa Chavez are the owners of Cholita Linda, located inside the Ferry Building Marketplace and I am writing to express my support for the Ferry Building Enhancement project being proposed by Hudson Pacific Properties. Being involved in the Ferry Building Marketplace has been and remains a remarkable experience. The atmosphere is so great, we love being among other likeminded purveyors, specializing in wonderful foods.

Cholita Linda opened in the Ferry Building in November 2020, establishing the restaurant's first expansion outside the East Bay and our first location in San Francisco. Cholita Linda began as a stand at Oakland's Jack London Square Farmers Market. Cholita Linda offers a diverse menu of Mexican, Cuban and Peruvian influences focusing on fresh, local ingredients. Opening a shop at the Ferry Building had been one of the pinnacle business milestones we wanted to reach as a Bay Area food entrepreneur. Having been a Marketplace Merchant for almost 3 years – and reviewing the enhancement concepts and plans by Hudson Pacific – we believe that more shops with better infrastructure will benefit small businesses like mine located in the Ferry Building, but also the entire Embarcadero and the City more broadly.

As food entrepreneurs who started as a pop up – we know firsthand how a brick-and-mortar location with improved infrastructure can benefit a small business like ours. Enhanced retail spaces will bring new food artisans to the community of businesses at the Ferry Building – and increase foot traffic and drive extended hours of operation. As a tenant that opened during the pandemic, we have been grateful for Hudson Pacific Properties support of the merchant community and their willingness to continue investing in the Ferry Building.

I support the Retail Enhancement Project, not only because it will help create new opportunities for local small businesses, but also because it will help strengthen the entire surrounding waterfront area as well. I hope that you and your team come to fully appreciate the value that this project will bring to the Embarcadero, and that you reach a decision to act favorably upon by approving the Ferry Building Retail Enhancements.

Most sincerely,

A handwritten signature in black ink, appearing to read "Murat Sozeri". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Murat Sozeri
Owner
Cholita Linda