



**Meeting of the Port Northern Advisory Committee (NAC)
March 22, 2023 (5:30 to 7:30 pm)
Virtual Public Meeting via Zoom**

Meeting Notes

NAC Attendees

Jane Connors (Co-Chair), Ferry Building, Hudson Pacific Partners
Katy Liddell, (Co-Chair), South Beach/Rincon/Mission Bay Neighborhood Association
Ted Choi, City Kayak, Pier 40
Bob Harrer, Barbary Coast Neighborhood Association
Bruno Kanter, North Beach Neighbors
Carol Parlette, Golden Gateway Commons
Ritika Puri, Watermark Homeowners Association
Mahesh Katwani, Watermark Homeowners Association / Alternate for Ritika Puri
Vivian Perez, Metro Events
Shani Krevsky, Exploratorium
Stewart Morton, San Francisco Heritage
Alec Bash, The Gateway / Alternate for Bob Iwersen
Al Fontes, Telegraph Hill Dwellers / Alternate for Stan Hayes

NAC Members Absent

Diana Taylor, Barbary Coast Neighborhood Association / Alternate for Bob Harrer
Stan Hayes, Telegraph Hill Dwellers
Marc Dragun, Brannan Homeowners Association
Flicka McGurrin, Pier 23 Café
Bob Iwersen, The Gateway

Port Staff

Patrick Foster, Planning and Environment, NAC Coordinator
David Beaupre, Real Estate and Development, NAC Coordinator
Sandra Oberle, Real Estate and Development, NAC Coordinator
Dan Hodapp, Planning and Environment
Ming Yeung, Planning and Environment
Rebecca Benassini, Real Estate and Development
Kim Beal, Real Estate and Development
Josh Keene, Real Estate and Development
Don Kavanagh, Real Estate and Development
Amy Cohen, Real Estate and Development
Ricky Tijani, Real Estate and Development

Presenters

David Beaupre, Port of San Francisco
Dan Hodapp, Port of San Francisco
Lou Giraudo, Fisherman's Wharf Revitalized
Seth Hamalian, Fisherman's Wharf Revitalized
Christopher McGarry, Fisherman's Wharf Revitalized

Audience

Gina LaRocca
Dante Serafini
Penny Wells
Pat Ash
Paul Capurro
Chris Henry
Tom LaTorre
Don McFarland
Tiffany Carter
Greg Giachino
Luke Stewart
Mike Rescino
Frank Rescino
John Barnett
Wendy M
YJJ
Holly Fruehling
Brand Little
Don Tylanda
Anna M. Olsen

1. Announcements and Introductions: (5:30 - 5:40pm)

- Next NAC meeting is scheduled for May 17th.
- Historic Ferryboat Klamath – Public access opened last week, still a couple permits to finalize. Port is coordinating with SFFD and tenant on outstanding work.
- Bay Bridge Lights – Nonprofit group looking to raise funds to install new lighting, Port is not directly involved but supports the fundraising effort.
- Roll call for Committee Members.

2. Approval of Draft Meeting Notes: NAC January 18, 2023 meeting (5:40 - 5:45pm)

- Meeting notes were approved by Katy Liddell and Jane Connors.

3. Hybrid Meetings: Opportunity to discuss the potential for holding future NAC meetings in a hybrid (in-person + remote) format. (5:45 - 6:00pm)

- Preference to be able to attend in person at Pier 1, but maintain option to attend by Zoom or remote audio. No other objections, plan to set up our next meeting in hybrid format.

4. Fisherman’s Wharf Revitalized: Presentation on the proposal to lease and develop portions of the Triangle Parking Lot and Pier 45 Sheds A&C in Fisherman’s Wharf, including alignment with the Port’s Waterfront Plan and opportunity for Q&A with the development team, Fisherman’s Wharf Revitalized LLC (6:00 - 7:30pm)

- Presenters:
 - Lou Giraud, Seth Hamalian, and Christopher McGarry from the development team
 - David Beaupre and Dan Hodapp from the Port

Comments/Q&A:

- Jane Connors – The concept reminds me of Sydney Fish Market with an entire wharf dedicated to supporting the local fishing community. Can see this being a tremendous draw.
- Bruno Kanter – Curious about other markets that are an inspiration, Seattle for example.
 - Christopher McGarry – We want to support a focus on the fishing industry. Traveled extensively to look at other operations including Pike’s Place, Borough Market, DC Wharf, and Toronto. There are many examples of successful markets and related merchandising, and we are also identifying what we don’t want to be.
- Stewart Morton – Is the plan to remove all parking in the Triangle Lot? Where will people park, or is the plan to remove all parking?
 - Lou Giraudo – The plan will not retain parking at the Triangle Lot, it will become a public square and promenade. Our goal is to bring back foot traffic.
- Carol Parlette – Is this plan catering to tourists or locals?
- Frank Rescino – Need to focus some attention to the west side where most boats are located. The larger boats unloading catch draw crowds. Recommend directing the public to west end before building on Pier 45.
- Tom LaTorre – Representing restaurant Sabella & LaTorre, Port tenants for 95 years. Some issues to be addressed in the proposal: 1) traffic gridlock around Pier 45; 2) parking and access; and 3) open space between the Franciscan & P41 – this area is very chaotic due to ongoing illegal vending.
 - Lou Giraudo – We are making resources available for this issue including several planned traffic studies and discussions with parking lot operators. The idea is to have people avoid parking around fish operations but focus on drop-offs, public transit, and encourage visitors to spend time in the area. We are working to get the design right with flexible vehicle access for operators.
- Brand Little – Second to Frank’s comments. Fishing is the driving factor but the public is cut off from the industry. We must find a way to bring people back to witness the commercial and party boat fishing by opening access points. Create a promenade for visitors to view boats and activity they don’t normally see.
 - Lou Giraudo – I’m excited to create a marketplace and wholesale market along with food stalls to generate excitement that appeals to visitors from the area. We trust that tourism will follow.
- Al Fontes – SFMTA turns streets to bike lanes, need to work with them to prevent this and resulting traffic.
 - Lou Giraudo – We will be studying all available transportation modes to move people to and from the area. We won’t just be turning everything into a bike lane.
- Holly Fruehling – As a commercial crabber we just started off-the-boat sales but are not very visible to the public. Shares concerns about parking and traffic flow.
- Alec Bash – Concerned open space will attract more unpermitted vending and similar activities. Please add wayfinding to communicate with visitors.
 - Lou Giraudo – We want to bring some organization to the Little Embarcadero, manage the onsite presence, and address the vendors. Will do all possible to bring “sanity” to situation.
- John Barnett – Must take care of the unhoused, vendors, and social issues. Fish processing odors may be an issue. We need storage capacity at Pier 45 to in order to fish out of SF, how does that remain under this plan?

- Lou Giraudo – We don't want this to be a difficult Port from which to operate. The project will not happen without a good design that addresses storage and staging needs.
- Ted Choi – Please review public transit options/frequency and consider other ways to get in/out of the area.

Chat Comments/Questions:

- Shani Krevsky – I definitely second Ted's suggestion about improving public transit access.
- Greg Giachino – Contact Scott Wiener and Matt Haney about changing the law in Sacramento regarding the vendors. You aren't going to have a choice about the bike lanes or the closing of the Embarcadero to cars.

Next steps:

- Continue to host public meetings in Fisherman's Wharf for feedback
- Return to the Port Commission with feedback and seek direction
- Board of Supervisors will need to approve the sole source approach