



BAY CROSSINGS

“The Voice of the Waterfront”

6 March 2024

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



**BARBARY COAST
NEIGHBORHOOD
ASSOCIATION**

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

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March 5, 2024

BCDC Design Review Board & SFPort WDAC Members

PublicComment@bcdc.ca.gov

ryan.wassum@sfport.com

dan.hodapp@sfport.com

RE: Support for Revised Ferry Building Enhancement Project

Dear BCDC DRB & SFPort WDAC Members,

We are writing to express our support for the revised Ferry Building Enhancement proposed by Hudson Pacific Properties. 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.

We appreciate that Hudson made several modifications to the project after discussions with the Port and Foodwise. The proposed kiosk in the eastern (rear) plaza area has been dropped. Other revisions preserve tent space and access for Foodwise' tents on market days. Changes to the Central Hallway and associated restaurant space are no longer included in this project. Our understanding is the project's construction work will not impact structures that are historically significant.

The project offers several benefits, which should expand the appeal of the facility. It will create a more comfortable customer experience. It will create a better platform for vendors and tenants.

We will leave detailed technical judgements of the proposal's architectural and stylistic merit to others. However, we believe the current proposal still 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 to update its offerings. That way it will be positioned to compete with future attractions for consumers' attention.

We strongly urge approval for Hudson's proposed project.

Sincerely,

Diana Taylor

Diana Taylor, BCNA President
415.517.6926

Cc: Mr. Larry Goldzband, Executive Director, SF BCDC; Elaine Forbes, SFPort Executive Director; D3 Supervisor Aaron Peskin

From: [Alec Bash](#)
To: PublicComment@bcd.ca.gov; [Wassum, Ryan \(PRT\)](#); [Hodapp, Dan \(PRT\)](#)
Cc: [Jane Connors](#); [Carl Cade](#); [Madeleine Trembley](#); dianataylor50@gmail.com; [Robert Harrer](#)
Subject: Ferry Building Enhancement Project Revision
Date: Wednesday, March 6, 2024 5:22:45 PM

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Dear Waterfront Design Advisory Committee,

We are writing in support of the revised Ferry Building Enhancement Project proposed by Hudson Pacific Properties. The Gateway Apartments and Townhomes community with its 1254 dwelling units benefits greatly from our proximity to the Ferry Building Waterfront. The Ferry Building's continuing evolution and enhancement is important to neighboring residents.

We understand that over the past months there have been continuing discussions with the Port and Foodwise regarding the Ferry Building and Farmers Market. The resulting modifications seem to provide important clarity in the arrangement of uses in the north arcade and the outside area along the Embarcadero Promenade, and extending throughout the Ferry Plaza.

We believe that San Francisco and its Downtown can only benefit from the greater activity at the foot of Market Street on the waterfront that the Ferry Building Enhancement Project will bring about.

We urge your support for this Enhancement Project as revised.

Sincerely,
Alec Bash, AICP
Gateway Tenants Association, VP - External Affairs
415.999.6273